

ABSTRACT

The present invention relates to the field of computer technology, and relates to an information pushing method and apparatus, and a computer readable storage medium. The information pushing method comprises: in response to a target matched with at least one target to be pushed existing in multimedia content to be published by a user, prompting the user to push in the multimedia content the at least one target to be pushed; and in response to the user determining to push the at least one target to be pushed, adding, into the multimedia content, push information of the at least one target to be pushed.