

ABSTRACT

Provided are an image encoding and decoding method, a related device and a storage medium capable of reducing a bitstream of an image and reducing transmission traffic
5 between a server and a client terminal. The method in an embodiment of the present invention comprises: acquiring a current image to be transmitted, and dividing the current image into multiple macroblocks; determining whether the macroblocks satisfy a first preset condition; if so, performing lightweight encoding of the macroblocks to generate a first bitstream; if not, performing pixel-level encoding of the macroblocks to generate a second bitstream, the
10 second bitstream being larger than the first bitstream.