

ABSTRACT

The present disclosure relates to a control display method and apparatus, a device and a medium. The content display method comprises: display a first page, and a video player plays first video content in the first page; when a first content stream switching operation on the
5 first video content is detected, the video player displays first target content corresponding to the first content stream switching operation, wherein the first target content is non-video content, and the first target content is associated with the first video content.