

ABSTRACT

A virtual resource transfer method and apparatus, and a device, a readable storage medium, a product and a program. In a target application, the method comprises: acquiring a first state virtual resource (101), wherein the first state virtual resource is sent by a resource issuer to a first user; in response to a preset operation of the first user, generating target media content on the basis of the first state virtual resource (102), wherein the target media content is associated with the first state virtual resource; and in response to a publishing operation of the first user for the target media content, publishing the target media content in the target application, such that the first state virtual resource is transformed into a second state virtual resource, wherein the second state virtual resource is configured to be able to be at least partially transferred to the first user and/or a second user by means of the target media content (103).