

ABSTRACT

VIRTUAL LIVE STREAMING METHOD AND APPARATUS, DEVICE AND STORAGE MEDIUM

5 A virtual live streaming method and apparatus, a device and a storage medium. The
method comprises: polling a broadcast starting task list for maintaining the state of a live
streaming task of a webcast platform, and when a virtual live streaming task therein meets a
preset broadcast starting condition, triggering a broadcast starting event of the virtual live
streaming task; in response to the broadcast starting event, creating a corresponding live
10 streaming room, and establishing association between the live streaming room and a virtual
live streamer account to which the virtual live streaming task belongs; generating a stream
pushing address used for pushing a video stream to the live streaming room, and invoking a
stream media resource pre-configured for the virtual live streaming task to push to the stream
pushing address; and adding an access entrance of the live streaming room to a live streaming
15 room list for users to access. The present application achieves seamless access of the virtual
live streaming task in the webcast platform, is particularly helpful to increase the overall
active user traffic of the webcast platform in a non-prime time period, and thus helps to
improve the traffic monetization effect.

20 Figure 2