Claims:

1. A data interaction method, comprising:

displaying a video stream in a video stream push page of a preset application, wherein the video stream comprises video content associated with a first object belonging to a preset recommended category;

receiving a preset trigger operation acting on the video stream push page; and

displaying a preset page corresponding to the preset recommended category in response to the preset trigger operation, wherein the preset page provides a preset service for a recommended object belonging to the preset recommended category and comprising a second object different from the first object, wherein the preset page comprises an aggregation page of a target provider for providing a preset service for the recommended object, and the aggregation page contains an entrance of a preset service page of the target provider; and

before the displaying a preset page corresponding to the preset recommended category, the method further comprises: selecting the target provider from a preset provider set corresponding to the preset application,

wherein the selecting the target provider from a preset provider set corresponding to the preset application comprises:

selecting the target provider from a preset provider set corresponding to the preset application according to at least two of user's location information, user's interest information on a candidate provider subset, user's interest information on a recommended object, user's interest information on a video stream content or provider's state information, wherein the preset provider set comprises at least one candidate provider subset.

2. The method according to claim 1, wherein the selecting the target provider from a preset provider set corresponding to the preset application according to at least one of user's location information, user's interest information on a candidate provider subset, user's interest information on a recommended object, user's interest information on a video stream content or provider's state information comprises:

rating each candidate provider in the preset provider set according to at least one of the user's location information, the user's interest information on a candidate provider subset, the user's interest information on a recommended object, the user's interest information on a video stream content or the provider's state information, and determining the target provider according to a

rating result; and

the displaying a preset page corresponding to the preset recommended category comprises:

displaying a preset page corresponding to the preset recommended category according to a rating result of the target provider, wherein entrances of preset service pages of target providers in the preset page are displayed according to a rating in a descending sequence.

3. The method according to claim 1, wherein the video stream carries a category identifier corresponding to the preset recommended category, and the category identifier is set by a poster of the video stream; and

the selecting the target provider from a preset provider set corresponding to the preset application comprises:

selecting a target provider matched with the category identifier from a preset provider set corresponding to the preset application.

4. The method according to claim 1, wherein the preset page comprises an aggregation page of a plurality of target providers, the aggregation page contains entrances of a plurality of preset service pages corresponding to the plurality of target providers respectively, the plurality of target providers are configured to provide a preset service for the recommended object, and a plurality of candidate provider subsets to which the plurality of target providers belong respectively are set by a poster of the video stream.

5. The method according to claim 4, wherein the video stream push page comprises a live video stream push page;

in a case where a preset page corresponding to the preset recommended category is displayed, the method further comprises:

determining a current recommended object that is being narrated by an anchor;

displaying an entrance of a preset service page of a target provider of the current recommended object by using a first preset display method, and displaying an entrance of a preset service page of a target provider of the preset recommended object by using a second preset display method in the preset page, wherein the first preset display method is different from the second preset display method.

6. A data interaction apparatus, comprising:

a video stream display module configured to demonstrate a video stream in a video stream push page of a preset application, wherein the video stream comprises video content associated

with a first object belonging to a preset recommended category;

a trigger operation receiving module configured to receive a preset trigger operation acting on the video stream push page; and

a preset page display module configured to display a preset page corresponding to the preset recommended category in response to the preset trigger operation, wherein the preset page provides a preset service for a recommended object belonging to the preset recommended category and comprising a second object different from the first object,

wherein the preset page comprises an aggregation page of a target provider for providing a preset service for the recommended object, and the aggregation page contains an entrance of a preset service page of the target provider; and

before the displaying a preset page corresponding to the preset recommended category, the method further comprises: selecting the target provider from a preset provider set corresponding to the preset application,

wherein the selecting the target provider from a preset provider set corresponding to the preset application comprises:

selecting the target provider from a preset provider set corresponding to the preset application according to at least two of user's location information, user's interest information on a candidate provider subset, user's interest information on a recommended object, user's interest information on a video stream content or provider's state information, wherein the preset provider set comprises at least one candidate provider subset.

7. An electronic device, comprising a memory, a processor and a computer program stored in the memory and executable on the processor, wherein the processor, when executing the computer program, performs the data interaction method according to any of claims 1 to 5.

8. A computer-readable storage medium having a computer program stored thereon that, when executed by a processor, implements the data interaction method according to any of claims 1 to 5.