

ABSTRACT

Embodiments of the present invention provide a card display method and apparatus, an electronic device, a storage medium, and a program product. The method comprises: receiving a display operation for a media content card corresponding to target media content; and in response to the display operation, displaying the media content card, wherein the media content card comprises a first region and a second region, the first region is used for displaying a target picture corresponding to the target media content, the second region is used for displaying media content information of the target media content, and the background color of the second region is associated with the picture color of the target picture.