MEDIA CONTENT PLAYING METHOD, SERVER AND DISPLAY APPARATUS

ABSTRACT

Embodiments of the present invention provide a media content playing method, a server, and a display apparatus, where the method includes: receiving a first request, where the first request is used to instruct to send first media content to a first display apparatus; sending the first media content to the first display apparatus according to the first request, so that the first display apparatus plays the first media content; and sending first information corresponding to the first media content to a second server, so that the second server sends second media content corresponding to the first information to the second display apparatus, and the second display apparatus is configured to play the second media content. In the embodiments of the present invention, at the same time when a first display apparatus plays first media content, a server is allowed to send second media content corresponding to the first media content to a second display apparatus, so that a user can watch/read the second media content at the same time while watching/reading of the first media content by the user is not affected, and when the second media content is an advertisement, an advertisement effect of the first media content can be fully exerted.

Figure 1