

PAGE DISPLAY METHOD AND APPARATUS, AND ELECTRONIC DEVICE, STORAGE MEDIUM AND PROGRAM PRODUCT

[0001] The present application claims priority to Chinese Patent Application No. 202410628373.7, filed on May 20, 2024, which is incorporated herein by reference in its entirety as a part of the present application.

TECHNICAL FIELD

[0002] Embodiments of the present disclosure relate to a page presentation method, a device, an electronic apparatus, a storage medium, and a program product.

BACKGROUND

[0003] In some applications, a user may be supported to view object information of a target object in media content. However, a presentation manner of the object information is relatively monotonous.

SUMMARY

[0004] Embodiments of the present disclosure provide a page presentation method, a device, an electronic apparatus, a storage medium, and a program product to enrich presentation manners of object information of a target object in media content.

[0005] In a first aspect, an embodiment of the present disclosure provides a page presentation method, including:

[0006] presenting a first presentation page in response to a first trigger operation, the first presentation page including a first region and a second region, the first region being configured to present a media content picture of target media content, and the second region being configured to present first attribute information of a target object corresponding to the target media content; and

[0007] presenting a second presentation page in response to a second trigger operation for the second region, the second presentation page including a third region and a fourth region, the third region being configured to present second attribute information of the target object, and the fourth region being configured to present third attribute information of at least one recommended object, the recommended object being determined based on the target object.

[0008] In a second aspect, an embodiment of the present disclosure further provides a page presentation device, including:

- [0009] a first page presentation module, configured to present a first presentation page in response to a first trigger operation, the first presentation page including a first region and a second region, the first region being configured to present a media content picture of target media content, and the second region being configured to present first attribute information of a target object corresponding to the target media content; and
- [0010] a second page presentation module, configured to present a second presentation page in response to a second trigger operation for the second region, the second presentation page including a third region and a fourth region, the third region being configured to present second attribute information of the target object, and the fourth region being configured to present third attribute information of at least one recommended object, the recommended object being determined based on the target object.
- [0011] In a third aspect, an embodiment of the present disclosure further provides an electronic apparatus, including:
- [0012] one or more processors; and
- [0013] a memory, configured to store one or more programs,
- [0014] where the one or more programs, when executed by the one or more processors, cause the one or more processors to implement the page presentation method according to embodiments of the present disclosure.
- [0015] In a fourth aspect, an embodiment of the present disclosure further provides a computer-readable storage medium, storing a computer program which, when executed by a processor, implements the page presentation method according to embodiments of the present disclosure.
- [0016] In a fifth aspect, an embodiment of the present disclosure further provides a computer program product which, when executed by a computer, causes the computer to implement the page presentation method according to embodiments of the present disclosure.

BRIEF DESCRIPTION OF DRAWINGS

- [0017] The foregoing and other features, advantages, and aspects of embodiments of the present disclosure become more apparent with reference to the following specific implementations and in conjunction with the drawings. Throughout the drawings, the same or similar reference numerals denote the same or similar elements. It should be understood that the drawings are schematic and that parts and elements are not necessarily drawn to scale.
- [0018] Fig. 1 is a schematic flowchart of a page presentation method according to an embodiment of the present disclosure;
- [0019] Fig. 2 is a schematic diagram of presenting a first presentation page according to an embodiment of the present disclosure;

- [0020] Fig. 3 is a schematic diagram of presenting a second presentation page according to an embodiment of the present disclosure;
- [0021] Fig. 4 is another schematic diagram of presenting a second presentation page according to an embodiment of the present disclosure;
- [0022] Fig. 5 is a schematic diagram of a switching procedure of a third region according to an embodiment of the present disclosure;
- [0023] Fig. 6 is a schematic diagram of another switching procedure of a third region according to an embodiment of the present disclosure;
- [0024] Fig. 7 is a schematic flowchart of another presentation method according to an embodiment of the present disclosure;
- [0025] Fig. 8 is a schematic diagram of presenting a media content presentation page according to an embodiment of the present disclosure;
- [0026] Fig. 9 is a block diagram of a page presentation device according to an embodiment of the present disclosure; and
- [0027] Fig. 10 is a schematic diagram of a structure of an electronic apparatus according to an embodiment of the present disclosure.

DETAILED DESCRIPTION

- [0028] Embodiments of the present disclosure are described in more detail below with reference to the drawings. The drawings illustrate some embodiments of the present disclosure, but it should be understood that the present disclosure may be implemented in various forms and should not be construed as limited to the embodiments set forth herein. Instead, these embodiments are provided for more thorough and complete understanding of the present disclosure. It should be understood that the drawings and embodiments of the present disclosure are merely illustrative and are not intended to limit the scope of protection of the present disclosure.
- [0029] It should be understood that steps described in method implementations of the present disclosure may be performed in different orders and/or in parallel. In addition, the method implementations may include additional steps and/or omit performing illustrated steps. The scope of the present disclosure is not limited in this respect.
- [0030] The term "include/comprise" and variations thereof used herein are open-ended inclusions, that is, "include/comprise but not limited to". The term "based on" is "at least partially based on". The term "an embodiment" means "at least one embodiment". The term "another embodiment" means "at least one another embodiment". The term "some embodiments" means "at least some embodiments". Related definitions of other terms are given in the description below.

- [0031] It should be noted that concepts such as "first" and "second" mentioned in the present disclosure are merely intended to distinguish between different apparatuses, modules, or units and are not intended to limit an order or interdependence of functions performed by these apparatuses, modules, or units.
- [0032] It should be noted that modifications of "a" and "a plurality of" mentioned in the present disclosure are illustrative rather than restrictive, and those skilled in the art should understand that "a" and "a plurality of" should be understood as "one or more" unless otherwise explicitly specified in the context.
- [0033] The names of messages or information exchanged between a plurality of apparatuses in the implementations of the present disclosure are used for illustrative purposes only and are not intended to limit the scope of these messages or information.
- [0034] It may be understood that data involved in the technical solution (including but not limited to the data itself, acquisition or use of the data) shall comply with requirements of corresponding laws, regulations, and related provisions.
- [0035] Fig. 1 is a schematic flowchart of a page presentation method according to an embodiment of the present disclosure. The method may be performed by a page presentation device. The device may be implemented in software and/or hardware and may be configured in an electronic apparatus, for example, a mobile phone or a tablet computer. The page presentation method provided in the embodiment of the present disclosure is applicable to a scenario of presenting a target object corresponding to media content and a recommended object of the target object, for example, a scenario of presenting a recommended item corresponding to media content and a similar item of the recommended item. As shown in Fig. 1, the page presentation method provided in this embodiment may include the following steps.
- [0036] S101: Presenting a first presentation page in response to a first trigger operation, wherein the first presentation page includes a first region and a second region, the first region is configured to present a media content picture of target media content, and the second region is configured to present first attribute information of a target object corresponding to the target media content.
- [0037] The target media content may be understood as media content presented in the first presentation page. The target object may be understood as an object corresponding to the target media content, such as an object recommended in the media content picture of the target media content and/or an object associated with the target media content for recommendation. Being associated with the target media content may be, for example, being presented in association with the target media content.
- [0038] The first attribute information may be understood as object attribute information of the target object presented in the first presentation page. The object attribute information of an object (such as the target object and/or a recommended object) may be used to describe an attribute of the object. An information type of the first attribute information is not limited. Exemplarily, the first attribute information includes at least one of picture attribute information, identification attribute information, resource attribute information, and service attribute information of the target object. The picture attribute information of the object (such as the target object or the recommended object) may be picture

information of the object, that is, an object picture. The identification attribute information of the object may be identification information of the target object, such as an object name and/or an identity identification of the target object. The resource attribute information of the object may be resource information of the object, such as a resource attribute value corresponding to the object. The resource attribute value may be, for example, a price of the object. The service attribute information of the object may be service information of a service provided by the object, which may include service information of a service provided before the object is acquired through resource transfer and/or service information of a service provided after the object is acquired through resource transfer.

[0039] The first presentation page is used to present the media content picture of the target media content and the first attribute information of the target object corresponding to the target media content. The first presentation page may include the first region and the second region. The first region may be understood as a region in the first presentation page that is configured to present the media content picture, and the second region may be understood as a region in the first presentation page that is configured to present the first attribute information. The first region and the second region may be different regions. Exemplarily, there may be no overlapping region between the first region and the second region. For example, the first region may be located above, below, to the left of, or to the right of the second region. In the following, an example in which the first region is located above the second region is used for description.

[0040] The first trigger operation may be a trigger operation used to indicate presentation of the first presentation page. An execution manner of the first presentation operation is not limited. For example, the first presentation operation may include an operation of triggering a certain control or an operation of performing a preset sliding gesture.

[0041] Exemplarily, as shown in Fig. 2, when the first presentation operation is received, the first presentation page may be presented, the media content picture of the target media content is presented in a first region 20 of the first presentation page, and the first attribute information of the target object corresponding to the target media content is presented in a second region 21 of the first presentation page. For example, at least one of the picture attribute information, the identification attribute information, the resource attribute information, and the service attribute information (not shown in Fig. 2) of the target object is presented in the second region 21. Third attribute information of a recommended object of the target object may not be presented in the first presentation page.

[0042] In addition, with continued reference to Fig. 2, an interactive control of the target object may further be presented in the second region 21 of the first presentation page, such as an acquisition control for triggering resource transfer to acquire the target object, an adding control for triggering to add the target object to an object list, a detail control (not shown in Fig. 2) for switching to a detail page of the target object, an evaluation viewing control for viewing evaluation information of the target object, a favoriting control for favoriting the target object, and/or a business party control (such as a store entry

control as shown in Fig. 2) for entering other objects published by a business party to which the target object belongs.

[0043] With continued reference to Fig. 2 (in Fig. 2, an example in which a seventh region 22 is located below the second region 21 is used), the first presentation page may further include the seventh region 22 in which recommended object prompt information may be presented to prompt the user to view the recommended object determined based on the target object through the recommended object prompt information. A relative position between the seventh region 22 and the second region 21 may be flexibly set as required. The first region 22 may be located inside the second region 21. For example, the seventh region 22 may be presented inside the second region 21 in a form of a prompt bubble or a prompt window. Alternatively, the seventh region may be located on a second side of the second region. The second side may be, for example, an upper side, a lower side, a left side, or a right side of the second region. The seventh region 22 may trigger presentation of the second presentation page. For example, when a fifth trigger operation for the seventh region 22 is received, the second presentation page may be presented in response to the fifth trigger operation.

[0044] In this case, optionally, the first presentation page further includes a seventh region, the seventh region is configured to present recommended object prompt information, the recommended object prompt information is used to prompt to view the recommended object, and the seventh region is located inside the second region or on a second side of the second region; and the method further includes: presenting the second presentation page in response to a fifth trigger operation for the seventh region.

[0045] The fifth trigger operation may be understood as an operation of triggering the seventh region, such as a click operation for the seventh region, a press-and-hold operation for the seventh region, or a preset sliding operation starting from within the seventh region. Exemplarily, the preset sliding operation may include but is not limited to an up-sliding operation.

[0046] S102: Presenting a second presentation page in response to a second trigger operation for the second region, where the second presentation page includes a third region and a fourth region, the third region is configured to present second attribute information of the target object, and the fourth region is configured to present third attribute information of at least one recommended object, the recommended object being determined based on the target object.

[0047] The second trigger operation may be a trigger operation used to indicate presentation of the second presentation page. An execution manner of the second trigger operation is not limited. For example, the second trigger operation may include a preset sliding operation acting on the second region. A sliding direction of the preset sliding operation is not limited. Exemplarily, the preset sliding operation may include an up-sliding operation, such as an up-sliding operation acting on the second region or an operation of dragging an upper boundary region of the second region to slide up.

[0048] The second presentation page is used to present the second attribute information of the target object and the third attribute information of the at least one recommended object determined based on the

target object. The second presentation page may include the third region and the fourth region. The third region may be understood as a region in the second presentation page that is configured to present the second attribute information of the target object, and the fourth region may be understood as a region in the second presentation page that is configured to present the third attribute information of the recommended object. The third region and the fourth region may be different regions. Exemplarily, there may or may not be an overlapping region between the third region and the fourth region. In the case where there is no overlapping region, exemplarily, the third region may be located above, below, on the left side of, or on the right side of the fourth region. In the following, an example in which the third region is located above the fourth region is used for description. An region size of the third region may be smaller than that of the second region to present third attribute information of more recommended objects to the user.

[0049] The second attribute information may be understood as the object attribute information of the target object presented in the second presentation page. An information type of the second attribute information is not limited. Exemplarily, the second attribute information includes at least one of the picture attribute information, the identification attribute information, the resource attribute information, and the service attribute information of the target object. The information type of the second attribute information and the information type of the first attribute information may be the same or different. Optionally, attribute information types of the first attribute information and the second attribute information are partially the same or all the same. For example, the first attribute information and the second attribute information may both include at least one of the picture attribute information, the identification attribute information, the resource attribute information, and the service attribute information.

[0050] The recommended object may be an object determined based on the target object, such as a similar object of the target object. A manner of determining the recommended object is not limited. For example, at least one recommended object of the target object may be determined using a preset recommendation policy. Alternatively, the recommended object of the target object may be determined based on a similarity between each object and the target object according to a preset similarity calculation policy. Alternatively, the recommended object of the target object may be searched for based on the target object. For example, the recommended object of the target object is searched for based on an object name and/or a recommended image of the target object. In this case, a similarity between the recommended object and the target object meets a preset similarity condition. The preset similarity condition may be set as required. For example, the preset similarity condition may be set as being greater than a preset similarity threshold, or being in the top a (a is a positive integer) of a sorting result after the objects are sorted in descending order of the similarity and the like.

[0051] The third attribute information may be understood as object attribute information of the recommended object. An information type of the third attribute information is not limited. Exemplarily,

the third attribute information includes at least one of picture attribute information, identification attribute information, resource attribute information, and business attribute information of the recommended object. The business attribute information of the object (such as the recommended object and/or the target object) may be information used to describe a business attribute of the recommended object, such as information of a business party to which the object belongs. The business party may be understood as a provider, an owner, or a publisher of the object. Taking a resource transfer object as an example, the business party may be, for example, a place or a store that provides the object. The information type of the third attribute information and the information type of the second attribute information may be the same or different. Optionally, attribute information types of the second attribute information and the third attribute information are partially the same or all the same. For example, the second attribute information and the third attribute information may both include at least one of the picture attribute information, the identification attribute information, the resource attribute information, and the service attribute information.

[0052] Exemplarily, as shown in Fig. 3 and Fig. 4, when the second presentation operation is received, the second presentation page may be presented, the second attribute information of the target object is presented in the third region 30 of the second presentation page, and the third attribute information of the recommended object is presented in the fourth region 31 of the second presentation page. For example, at least one of the picture attribute information, the identification attribute information, the resource attribute information, and the service attribute information (not shown in Fig. 3 and Fig. 4) of the target object may be presented in the third region 30, and at least one of the picture attribute information, the identification attribute information, the resource attribute information, and the business attribute information of at least one recommended object is presented in the fourth region.

[0053] Taking the second attribute information including the picture attribute information, the identification attribute information, the resource attribute information, and the service attribute information as an example, an arrangement manner of the second attribute information is not limited.

[0054] For example, the picture attribute information of the target object may be presented on a side of the third region 30, and the identification attribute information, the resource attribute information, and the service attribute information of the target object are presented on the other opposite side of the third region 30. Exemplarily, as shown in Fig. 3, the picture attribute information of the target object may be presented on the left side of the third region 30, and the identification attribute information, the service attribute information, and the resource attribute information of the target object are presented on the right side of the third region 30 in a vertical arrangement manner.

[0055] For another example, the picture attribute information, the identification attribute information, the resource attribute information, and the service attribute information of the target object may be presented in the third region 30 in a horizontal arrangement manner or a vertical arrangement manner. Exemplarily, as shown in Fig. 4, the picture attribute information, the resource attribute information, the identification

attribute information, and the service attribute information of the target object may be presented in the third region 30 in the vertical arrangement manner.

[0056] In addition, with continued reference to Fig. 3 and Fig. 4, an acquisition control of the target object may further be presented in the third region 30 of the second presentation page for the user to perform resource transfer to acquire the target object by triggering the acquisition control.

[0057] The recommended object corresponding to the fourth attribute information presented in the fourth region may be determined as required. Optionally, the at least one recommended object is a first-type recommended object; or the at least one recommended object includes a first-type recommended object and a second-type recommended object, a presentation priority of the first-type recommended object is higher than a presentation priority of the second-type recommended object, a resource attribute value of the first-type recommended object is lower than a resource attribute value of the target object, and a resource attribute value of the second-type recommended object is higher than or equal to the resource attribute value of the target object.

[0058] The first-type recommended object may be understood as a recommended object whose resource attribute value is lower than the resource attribute value of the target object. The second-type recommended object may be understood as an object whose resource attribute value is higher than or equal to the resource attribute value of the target object. The presentation priority may be understood as a priority for presentation. The presentation priority of the recommended object may be used to determine a presentation sequence of the recommended object when presented in the fourth region. For example, when the presentation priority is higher, the ranking of the recommended object in the presentation sequence may be higher.

[0059] In the preceding implementation, the recommended object whose resource attribute value is lower than the resource attribute value corresponding to the target object may be preferentially presented to the user. For example, only the recommended object whose resource attribute value is lower than the resource attribute value of the target object may be presented in the fourth region. Alternatively, the recommended object whose resource attribute value is lower than the resource attribute value of the target object may be presented in the fourth region, and after the recommended object whose resource attribute value is lower than the resource attribute value of the target object is presented, the recommended object whose resource attribute value is higher than or equal to the resource attribute value of the target object is presented.

[0060] In some implementations, presenting the second presentation page includes: presenting preloaded third attribute information in the fourth region of the second presentation page; or presenting original third attribute information in the fourth region of the second presentation page, and continuing to acquire target third attribute information; and after the target third attribute information is acquired, presenting the target third attribute information in the fourth region, where the third attribute information includes the original third attribute information and the target third attribute information, the original third attribute information

is acquired by using a first information acquisition manner, and the target third attribute information is acquired by using a second information acquisition manner.

[0061] The original third attribute information may be understood as the third attribute information acquired through the first information acquisition manner. The target third attribute information may be understood as the third attribute information acquired through the second information acquisition manner. Information accuracy and/or information comprehensiveness of the target third attribute information may be higher than those of the original third attribute information. The first information acquisition manner and the second information acquisition manner may be different information acquisition manners, and an information acquisition speed of the first information acquisition manner may be greater than that of the second information acquisition manner. Exemplarily, the first information acquisition manner may be an offline acquisition manner, and the second information acquisition manner may be an online acquisition manner.

[0062] In the preceding implementation, the third attribute information may be acquired through preloading or the first information acquisition manner with a fast information acquisition speed, so as to increase the presentation speed of the third attribute information and reduce the waiting time of the user.

[0063] As an optional implementation, the third attribute information of the recommended object may be preloaded while the first presentation page is presented. For example, when a presentation duration of the first presentation page reaches a preset duration, the target third attribute information of the at least one recommended object is acquired using the second information acquisition manner as the third attribute information to be presented. When the second trigger operation is received, the third attribute information that is preloaded is presented in the fourth region of the second presentation page in response to the second trigger operation. The preset duration may be set as required. For example, the preset duration may be set to 3 s or 4 s.

[0064] As another optional implementation, when the second trigger operation is received, the original third attribute information of the at least one recommended object is acquired using the first information acquisition manner in response to the second trigger operation, the original third attribute information acquired using the first information acquisition manner is presented in the second region, and while the original third attribute information is presented, the target third attribute information of the at least one recommended object continues to be acquired using the second information acquisition manner. After the target third attribute information is acquired, the target third attribute information is presented in the fourth region. For example, the third attribute information presented in the fourth region is switched to the target third attribute information.

[0065] In some implementations, the first presentation page may be switched to the second presentation page in response to the second trigger operation to further enrich the presentation manner of the second presentation page.

[0066] In this case, optionally, presenting the second presentation page includes: controlling a preset region boundary of the second region to move toward a third side of the first presentation page, where a region size of the second region is gradually reduced during a movement of the preset region boundary; presenting the fourth region of the second presentation page when the preset region boundary is moved to a first preset position, and gradually increasing a region size of the fourth region with the movement of the preset region boundary, where the third region is located above or below the fourth region; and adjusting the second region to the third region of the second presentation page when the preset region boundary is moved to a second preset position.

[0067] The third side may be set as required. Exemplarily, the third side may be determined based on a relative position between a position of the second region in a screen region when presented and a position of the third region in the screen region when presented. For example, when the second region is presented in a lower portion of the first presentation page and the third region is presented in an upper portion of the second presentation page, the third side may be an upper side, that is, the preset region boundary may be controlled to move upward. The preset region boundary may be any region boundary of the second region. Exemplarily, the preset region boundary may be a region boundary that is parallel to a page boundary on the third side of the first presentation page and is close to the page boundary. For example, when the third side is the upper side, the preset region boundary may be an upper boundary of the second region. The first preset position may be a certain preset position on a movement path of the preset region boundary where presentation of the fourth region starts, and the second preset position may be a certain preset position on the movement path of the preset region boundary where the second region is adjusted to the third region. Both the first preset position and the second preset position may be flexibly set as required.

[0068] Exemplarily, in response to the second trigger operation, the preset region boundary of the second region may be controlled to move toward the third side of the first presentation page, and the region size of the second region is gradually reduced during the movement of the preset region boundary. When the preset region boundary is moved to the first preset position, the fourth region of the second page is presented, and the region size of the fourth region is controlled to gradually increase with the movement of the preset region boundary, that is, the region size of the fourth region is controlled to gradually increase with the reduction of the fourth region. When the preset region boundary is moved to the second preset position, the second region is adjusted to the third region of the third presentation page. In this way, the first presentation page is switched to the second presentation page.

[0069] As an optional implementation, when the first trigger operation is received, the first presentation page may be presented in response to the first trigger operation, the first region 20 is presented at an upper portion the first presentation page, and the second region 21 is presented below the first region 20, as shown in Fig. 2. When the second trigger operation for the second region is received, in response to the second trigger operation, an upper boundary of the second region 21 may be controlled to move upward, and a presentation size of the second region 21 is gradually reduced during the movement to form the

fourth region 31 below the second region 21, and with the movement of the second region 21 and the reduction of the presentation size of the second region 21, a presentation size of the fourth region 31 is gradually increased. When the upper boundary of the second region 21 is moved to the second preset position (such as an upper page boundary of the first presentation page), the second region 21 is adjusted to the third region 30 of the second presentation page. For example, the first attribute information presented in the second region 21 is adjusted to the second attribute information, as shown in Fig. 3 and Fig. 4.

[0070] With continued reference to Fig. 3 and Fig. 4, when the second presentation page is presented, in addition to the second attribute information and the third attribute information, at least one interactive control may further be presented in the second presentation page. For example, at least one filtering control 40 and/or at least one sorting mode control 41 are presented for the user to filter recommended objects in a target page and/or switch a presentation sequence of the recommended objects in the target page.

[0071] In this case, optionally, at least one interactive control is further presented in the fourth region, the at least one interactive control includes a filtering control and/or a sorting mode control, the filtering control is used to filter the recommended object, and the sorting mode control is used to switch a presentation sequence of the third attribute information in the fourth region.

[0072] In this way, when it is detected that the user triggers a certain filtering control, a filter condition corresponding to the filtering control may be used to filter the recommended object of the target object, and the third attribute information of the filtered recommended object is presented in the fourth region. And/or when it is detected that the user triggers a certain filtering control, a filter condition list corresponding to the filtering control may be presented for the user to select one or more filter conditions, and when it is detected that the user triggers a confirmation control, the filter condition selected by the user is used to filter the recommended object of the target object, and the third attribute information of the filtered recommended object is presented in the fourth region.

[0073] When it is detected that the user triggers a certain sorting mode control, the third attribute information of the recommended objects of the target object may be presented in the fourth region according to a sorting mode corresponding to the sorting mode control. And/or when it is detected that the user triggers a certain sorting mode control, a sorting mode list may be presented, and when it is detected that the user selects a certain sorting mode in the sorting mode list, the third attribute information of the recommended objects of the target object is presented in the fourth region according to the sorting mode.

[0074] According to the page presentation method provided in the embodiment, the first presentation page is presented in response to the first trigger operation, the media content picture of the target media content is presented in the first region of the first presentation page, and the first attribute information of the target object corresponding to the target media content is presented in the second region of the first presentation page; and the second presentation page is presented in response to the second trigger

operation for the second region, the second attribute information of the target object is presented in the third region of the second presentation page, and the third attribute information of the at least one recommended object determined based on the target object is presented in the fourth region of the second presentation page. In the preceding technical solution of the embodiment, the second attribute information of the target object and the third attribute information of the recommended object are presented in different regions of the second presentation page, so that presentation styles of the attribute information of the target object corresponding to the media content and the attribute information of the recommended object determined based on the target object may be enriched, thereby enriching the presentation style of the page.

[0075] In some embodiments, after presenting the second presentation page, the method further includes: after presenting the second presentation page, the method further includes: gradually reducing a region size of the third region from a third region size to a fourth region size in response to a sixth trigger operation for the fourth region, and controlling a region size of the fourth region to gradually increase from a fifth region size to a sixth region size with a reduction of the region size of the third region; or keeping a region size of the third region unchanged in response to a sixth trigger operation for the fourth region.

[0076] The sixth trigger operation may be a preset trigger operation, such as an up-sliding operation acting on the fourth region or an operation of dragging an upper boundary of the fourth region to move upward. Exemplarily, the sixth trigger operation may be acted on before the region size of the third region is not reduced, for example, when the third region is presented with the third region size. The third region size and the fourth region size may be two different region sizes of the third region, and the third region size is greater than the fourth region size. The fifth region size and the sixth region size may be two different region sizes of the fourth region. The fifth region size is a region size of the fifth region when the third region is presented with the third region size, and the sixth region size is a region size of the fifth region when the third region is presented with the fourth region size. The fifth region size is smaller than the sixth region size.

[0077] As some optional implementations, when the sixth trigger operation is received, the region size of the third region may be reduced and the region size of the fourth region may be increased to present third attribute information of more recommended objects to the user. For example, when the sixth trigger operation is received, the region size of the third region may be reduced from the third region size to the fourth region size, and with the reduction of the region size of the third region, the region size of the fourth region is increased from the fifth region size to the sixth region size, as shown in Fig. 5.

[0078] After the region size of the third region is reduced to the fourth region size, a presentation form of the third region may or may not be adjusted. Exemplarily, the presentation form of the third region may be adjusted to a presentation form of a page component. For example, the third region is adjusted to a target page component in the third presentation page. In this case, optionally, after the region size of the third

region is gradually reduced from the third region size to the fourth region size, the method further includes: adjusting the presentation form of the third region to a target page component in the second presentation page when the third region is reduced to the fourth region size. A position of the target page component is not limited. For example, the second page component may be presented at an upper portion, a lower portion, at the left side of, or at the right side of the second presentation page.

[0079] In the preceding implementation, as shown in Fig. 5, after the region size of the third region is reduced to the fourth region size and the region size of the fourth region is increased to the sixth region size, in response to a seventh trigger operation of the user, the region size of the third region and the region size of the fourth region may be restored to the sizes before the sixth trigger operation is received. For example, in response to the seventh trigger operation for the fourth region, the region size of the third region may be gradually increased from the fourth region size to the third region size, and during the increase of the region size of the third region, the region size of the fourth region is gradually reduced from the sixth region size to the fifth region size. In this case, optionally, after the region size of the third region is gradually reduced from the third region size to the fourth region size, and the region size of the fourth region is controlled to gradually increase from the fifth region size to the sixth region size with the reduction of the region size of the third region, the method further includes: gradually increasing the region size of the third region from the fourth region size to the third region size in response to a seventh trigger operation for the fourth region, and controlling the region size of the fourth region to gradually reduce from the sixth region size to the fifth region size with the reduction of the region size of the third region. The seventh trigger operation may be a trigger operation used to indicate restoration of the region sizes of the third region and the fourth region. An execution manner of the seventh trigger operation is not limited. Exemplarily, the seventh trigger operation may be an operation of triggering a return-to-top control presented in the fourth region or a down-sliding operation when the third attribute information of the first recommended object is presented in the fourth region.

[0080] As some optional implementations, when the sixth trigger operation is received, the region size of the third region may not be reduced, for example, the region size of the third region may be kept unchanged, as shown in Fig. 6. In this case, the third attribute information presented in the fourth region may be switched in response to the sixth trigger operation.

[0081] Fig. 7 is a schematic flowchart of another page presentation method according to an embodiment of the present disclosure. The solution in the embodiment may be combined with one or more optional solutions in the preceding embodiment. Optionally, before presenting the first presentation page in response to the first trigger operation, the method further includes: presenting a media content presentation page, where the media content presentation page includes a fifth region and a sixth region, the fifth region is configured to present the media content picture of the target media content, the sixth region is configured to present a preset control, the preset control is configured to trigger presentation of the first presentation page, fourth attribute information of the target object is presented in the preset

control, and the fourth attribute information includes at least one of identification attribute information, picture attribute information, resource attribute information, service attribute information, and business attribute information; and the first trigger operation includes a click operation and/or a press-and-hold operation for the preset control.

[0082] Correspondingly, as shown in Fig. 7, the page presentation method provided in the embodiment may include the following steps.

[0083] S201: Presenting a media content presentation page, where the media content presentation page includes a fifth region and a sixth region, the fifth region is configured to present the media content picture of the target media content, the sixth region is configured to present a preset control, and the preset control is configured to trigger presentation of the first presentation page.

[0084] In the embodiment, when the target media content is presented in the media content presentation page, the media content presentation page may be switched to the first presentation page to view the first attribute information of the target object corresponding to the target media content.

[0085] The media content presentation page may be a page used to present media content. The media content presentation page may include a fifth region and a sixth region. The fifth region may be understood as a region in the media content presentation page that is configured to present the media content picture, and the sixth region may be a region in the media content presentation page that is configured to present a preset control. The fifth region and the sixth region may be different regions. Exemplarily, the sixth region may be located inside the fifth region.

[0086] The target media content may be understood as media content currently presented in the media content presentation page. A type of the target media content is not limited. For example, the target media content may be video content or picture-text content. The target object may be an object corresponding to the target media content, such as an object that appears in the media content picture of the target media content or an object corresponding to the fourth attribute information presented in the preset control. In this case, optionally, the target object is a preset type object that appears in the media content picture of the target media content; or the target object is an object corresponding to the preset control. The preset type may be set as required. For example, the preset type may be set by a publisher of the target media content before or after publishing the target media content.

[0087] The preset control may be a control presented in the media content presentation page and used to trigger presentation of the first presentation page. Optionally, fourth attribute information of the target object is presented in the preset control, and the fourth attribute information includes at least one of identification attribute information, picture attribute information, resource attribute information, service attribute information, and business attribute information. The fourth attribute information and the first attribute information may be the same or different. Exemplarily, the fourth attribute information and the first attribute information may be partially the same. For example, the fourth attribute information may be a portion of information of the first attribute information.

- [0088] Exemplarily, as shown in Fig. 8, the media content presentation page may be presented, the media content picture of the target media content is presented in the fifth region 80 of the media content presentation page, the preset control is presented in the sixth region 81 of the media content presentation page, and the fourth attribute information (not shown in Fig. 8) of the target object may be presented in the preset control. For example, at least one of the picture attribute information, the identification attribute information, the resource attribute information, the service attribute information, and the business attribute information of the target object is presented.
- [0089] S202: Presenting a first presentation page in response to a first trigger operation, where the first presentation page includes a first region and a second region, the first region is configured to present a media content picture of target media content, and the second region is configured to present first attribute information of a target object corresponding to the target media content.
- [0090] The first trigger operation may be acted on the preset control presented in the media content presentation page. For example, the first trigger operation includes a click operation and/or a press-and-hold operation for the preset control.
- [0091] In this embodiment, when the first trigger operation is received, the first presentation page may be presented.
- [0092] In some implementations, in response to the first trigger operation, the currently presented page may be switched from the media content presentation page to the first presentation page. In this case, optionally, presenting the first presentation page includes: reducing a region size of the fifth region to a first region size to serve as the first region of the first presentation page, and presenting the second region of the first presentation page, where the first region and the second region are arranged vertically.
- [0093] The first region size may be understood as a region size of the first region when the first presentation page is presented in response to the first presentation operation.
- [0094] Specifically, when the first trigger operation is received, in response to the first trigger operation, the region size of the fifth region may be reduced to the first region size, the reduced fifth region is used as the first region of the first presentation page, and the second region of the first presentation page is presented to implement presentation of the first presentation page.
- [0095] In the preceding implementation, a presentation manner of the second region may be flexibly set. Exemplarily, the second region may be controlled to move into the first presentation page from a first side of the first presentation page. Alternatively, the sixth region of the media content presentation page may be adjusted to the second region of the first presentation page. For example, an region size of the sixth region is increased to a second region size, and the increased sixth region is used as the second region of the first presentation page. Alternatively, the second region may be presented in the media content presentation page, the first attribute information is presented in the second region, and the region size of the second region is controlled to gradually increase to the second region size with the reduction of the

region size of the fifth region. The second region size may be understood as a region size of the second region when presented in the first media content presentation page.

[0096] In this case, optionally, presenting the second region of the first presentation page includes: controlling the second region to move into the first presentation page from a first side of the first presentation page; or increasing a region size of the sixth region to a second region size to serve as the second region of the first presentation page; or presenting a second region in the media content presentation page, presenting the first attribute information in the second region, and controlling a region size of the second region to gradually increase with a reduction of the region size of the fifth region.

[0097] S203: Presenting a second presentation page in response to a second trigger operation for the second region, where the second presentation page includes a third region and a fourth region, the third region is configured to present second attribute information of the target object, and the fourth region is configured to present third attribute information of at least one recommended object, the recommended object being determined based on the target object.

[0098] In some implementations, when the second presentation page is presented, the user may be supported to switch from the second presentation page to the first presentation page or the media content presentation page to meet a requirement of the user to view the media content picture and the first attribute information at the same time or a requirement of the user to view the media content picture. In this case, optionally, after presenting the second presentation page, the method further includes: adjusting the currently presented page from the second presentation page to the first presentation page in response to a third trigger operation for the fourth region; or adjusting the currently presented page from the second presentation page to the media content presentation page in response to an exit operation for the second presentation page.

[0099] The third trigger operation may be an operation used to indicate that the currently presented page is adjusted from the second presentation page to the first presentation page. An execution manner of the third trigger operation is not limited. Exemplarily, the third presentation operation may be a down-sliding operation acting on the fourth region when the third region is presented with the third region size and the object information of the first recommended object is presented in the fourth region. Alternatively, the third presentation operation may be an operation of dragging an upper boundary line of the fourth region to move downward. The exit operation for the second presentation page may be a trigger operation used to indicate exiting the second presentation page, such as an operation of triggering an exit control presented in the second presentation page or an operation of performing a set sliding in the second presentation page.

[0100] Exemplarily, when the third trigger operation is received, in response to the third trigger operation, the currently presented page may be adjusted from the second presentation page (as shown in Fig. 3 and Fig. 4) to the first presentation page (as shown in Fig. 2). An adjustment process of adjusting the currently presented page from the second presentation page to the first presentation page may be an

inverse process of adjusting the first presentation page to the second presentation page, which is not described in detail in this embodiment.

[0101] When the exit operation for the second presentation page is received, for example, when it is detected that the user triggers the exit control 42 presented in the second presentation page, in response to the fourth presentation operation, the currently presented page may be adjusted from the second presentation page (as shown in Fig. 3 and Fig. 4) to the media content presentation page (as shown in Fig. 8). For example, the second presentation page may be exited and the media content presentation page is presented.

[0102] In some implementations, when the first presentation page is presented, the user may be supported to switch from the second presentation page to the media content presentation page to meet the requirement of the user to view the media content picture. In this case, optionally, after presenting the first presentation page, the method further includes: adjusting the currently presented page from the first presentation page to the media content presentation page in response to a fourth trigger operation for the first presentation page.

[0103] The fourth trigger operation for the first presentation page may be an operation used to indicate presentation of the media content presentation page. An execution manner of the fourth trigger operation is not limited. For example, the fourth trigger operation may include a down-sliding operation acting on the second region or an operation of dragging an upper region boundary of the second region to move downward.

[0104] Exemplarily, when the fourth trigger operation is received, in response to the fourth trigger operation, the currently presented page may be adjusted from the first presentation page (as shown in Fig. 2) to the media content presentation page (as shown in Fig. 8). An adjustment process of adjusting the currently presented page from the first presentation page to the media content presentation page may be an inverse process of adjusting the media content presentation page to the first presentation page, which is not described in detail in the embodiment.

[0105] According to the page presentation method provided in the embodiment, the user is supported to switch to the first presentation page to view the first attribute information of the target object corresponding to the media content and switch to the second presentation page to view the third attribute information of the recommended object of the target object when viewing the media content, so that presentation manners of the first attribute information and/or the third attribute information may be enriched.

[0106] Fig. 9 is a block diagram of a page presentation device according to an embodiment of the present disclosure. The device may be implemented in software and/or hardware and may be configured in an electronic apparatus, for example, a mobile phone or a tablet computer. The device may present a target object corresponding to media content and a recommended object of the target object by performing a page presentation method. For example, a recommended item corresponding to the media content and a

similar item of the recommended item are presented. As shown in Fig. 9, the page presentation device provided in the embodiment may include a first page presentation module 901 and a second page presentation module 902.

[0107] The first page presentation module 901 is configured to present a first presentation page in response to a first trigger operation, where the first presentation page includes a first region and a second region, the first region is configured to present a media content picture of target media content, and the second region is configured to present first attribute information of a target object corresponding to the target media content.

[0108] The second page presentation module 902 is configured to present a second presentation page in response to a second trigger operation for the second region, where the second presentation page includes a third region and a fourth region, the third region is configured to present second attribute information of the target object, and the fourth region is configured to present third attribute information of at least one recommended object, the recommended object being determined based on the target object.

[0109] According to the page presentation device provided in the embodiment, the first page presentation module presents the first presentation page in response to the first trigger operation, the media content picture of the target media content is presented in the first region of the first presentation page, and the first attribute information of the target object corresponding to the target media content is presented in the second region of the first presentation page; and the second page presentation module presents the second presentation page in response to the second trigger operation for the second region, the second attribute information of the target object is presented in the third region of the second presentation page, and the third attribute information of the at least one recommended object determined based on the target object is presented in the fourth region of the second presentation page. In the preceding technical solution of this embodiment, the second attribute information of the target object and the third attribute information of the recommended object are presented in different regions of the second presentation page, so that presentation styles of the attribute information of the target object corresponding to the media content and the attribute information of the recommended object determined based on the target object can be enriched, thereby enriching the presentation style of the page.

[0110] Optionally, attribute information types of the first attribute information and the second attribute information are partially the same or all the same, and attribute information types of the second attribute information and the third attribute information are partially the same or all the same.

[0111] Optionally, the first attribute information includes at least one of picture attribute information, identification attribute information, resource attribute information, and service attribute information of the target object; and/or the second attribute information includes at least one of picture attribute information, identification attribute information, resource attribute information, and service attribute information of the target object; and/or the third attribute information includes at least one of picture attribute information,

identification attribute information, resource attribute information, and business attribute information of the recommended object.

- [0112] Further, the information presentation device further includes a third page presentation module. The third page presentation module is configured to, before the first presentation page is presented in response to the first trigger operation, present a media content presentation page, where the media content presentation page includes a fifth region and a sixth region, the fifth region is configured to present the media content picture of the target media content, the sixth region is configured to present a preset control, the preset control is configured to trigger presentation of the first presentation page, fourth attribute information of the target object is presented in the preset control, and the fourth attribute information includes at least one of identification attribute information, picture attribute information, resource attribute information, service attribute information, and business attribute information; and the first trigger operation includes a click operation and/or a press-and-hold operation for the preset control.
- [0113] Optionally, the first page presentation module 901 is configured to reduce a region size of the fifth region to a first region size to serve as the first region of the first presentation page, and present the second region of the first presentation page, where the first region and the second region are arranged vertically.
- [0114] Optionally, the first page presentation module 901 is configured to control the second region to move into the first presentation page from a first side of the first presentation page; or increase a region size of the sixth region to a second region size to serve as the second region of the first presentation page; or present a second region in the media content presentation page, present the first attribute information in the second region, and control a region size of the second region to gradually increase with a reduction of the region size of the fifth region.
- [0115] Further, the information presentation device further includes a first page adjustment module or a second page adjustment module. The first page adjustment module is configured to, after the second presentation page is presented, adjust the currently presented page from the second presentation page to the first presentation page in response to a third trigger operation for the fourth region. The second page adjustment module is configured to, after the second presentation page is presented, adjust the currently presented page from the second presentation page to the media content presentation page in response to an exit operation for the second presentation page.
- [0116] Further, the information presentation device further includes a third page adjustment module. The third page adjustment module is configured to, after the first presentation page is presented, adjust the currently presented page from the first presentation page to the media content presentation page in response to a fourth trigger operation for the first presentation page.
- [0117] Optionally, the target object is an object of a preset type that appears in the media content picture of the target media content; or the target object is an object corresponding to the preset control.

- [0118] Optionally, similarity between the recommended object and the target object meets a preset similarity condition; and/or the at least one recommended object is a first-type recommended object; or the at least one recommended object includes a first-type recommended object and a second-type recommended object, a presentation priority of the first-type recommended object is higher than a presentation priority of the second-type recommended object, a resource attribute value of the first-type recommended object is lower than a resource attribute value of the target object, and a resource attribute value of the second-type recommended object is higher than or equal to the resource attribute value of the target object.
- [0119] Optionally, the first presentation page further includes a seventh region, the seventh region is configured to present recommended object prompt information, the recommended object prompt information is used to prompt to view the recommended object, and the seventh region is located inside the second region or on a second side of the second region; and the device further includes a fourth page presentation module configured to present the second presentation page in response to a fifth trigger operation for the seventh region.
- [0120] Optionally, at least one interactive control is further presented in the fourth region, the at least one interactive control includes a filtering control and/or a sorting mode control, the filtering control is used to filter the recommended object, and the sorting mode control is used to switch a presentation sequence of the third attribute information in the fourth region.
- [0121] Optionally, the second page presentation module 902 may be configured to present the third attribute information that is preloaded in the fourth region of the second presentation page; or present original third attribute information in the fourth region of the second presentation page, and continue to acquire target third attribute information; and after the target third attribute information is acquired, present the target third attribute information in the fourth region, where the third attribute information includes the original third attribute information and the target third attribute information, the original third attribute information is acquired by using a first information acquisition manner, and the target third attribute information is acquired by using a second information acquisition manner.
- [0122] Optionally, the second page presentation module 902 may be configured to control a preset region boundary of the second region to move toward a third side of the first presentation page, where an region size of the second region is gradually reduced during a movement of the preset region boundary; present the fourth region of the second presentation page when the preset region boundary is moved to a first preset position, and gradually increase an region size of the fourth region with a movement of the second region, where the third region is located above or below the fourth region; and adjust the second region to the third region of the second presentation page when the preset region boundary is moved to a second preset position.
- [0123] Further, the information presentation device may further include a first region adjustment module. The first region adjustment module is configured to, after the second presentation page is presented,

gradually reduce a region size of the third region from a third region size to a fourth region size in response to a sixth trigger operation for the fourth region, and control a region size of the fourth region to gradually increase from a fifth region size to a sixth region size with a reduction of the region size of the third region; or keep a region size of the third region unchanged in response to a sixth trigger operation for the fourth region.

[0124] Further, the information presentation device may further include a form adjustment module. The form adjustment module is configured to, after the region size of the third region is gradually reduced from the third region size to the fourth region size, adjust a presentation form of the third region to a target page component in the second presentation page when the third region is reduced to the fourth region size.

[0125] Further, the information presentation device may further include a second region adjustment module. The second region adjustment module is configured to, after the region size of the third region is gradually reduced from the third region size to the fourth region size, and the region size of the fourth region is controlled to gradually increase from the fifth region size to the sixth region size with the reduction of the region size of the third region, gradually increase the region size of the third region from the fourth region size to the third region size in response to a seventh trigger operation for the fourth region, and control the region size of the fourth region to gradually reduce from the sixth region size to the fifth region size with the reduction of the region size of the third region.

[0126] The page presentation device provided in this embodiment of the present disclosure may perform the page presentation method provided in any embodiment of the present disclosure and has function modules and beneficial effects corresponding to the execution of the page presentation method. For technical details not described in detail in this embodiment, reference may be made to the page presentation method provided in any embodiment of the present disclosure.

[0127] Reference is made to Fig. 10 below, which illustrates a schematic diagram of a structure of an electronic apparatus (for example, a terminal apparatus) 1000 suitable for implementing an embodiment of the present disclosure. The terminal apparatus in this embodiment of the present disclosure may include, but is not limited to, mobile terminals such as a mobile phone, a notebook computer, a digital broadcast receiver, a personal digital assistant (PDA), a tablet computer (PAD), a portable multimedia player (PMP), and an in-vehicle terminal (for example, an in-vehicle navigation terminal), and fixed terminals such as a digital TV and a desktop computer. The electronic apparatus shown in Fig. 10 is merely an example and should not impose any limitation on the function and scope of use of the embodiments of the present disclosure.

[0128] As shown in Fig. 10, the electronic apparatus 1000 may include a processing device 1001 (for example, a central processing unit and a graphics processor). The processing device 1001 may perform various appropriate actions and processing according to a program stored in a read-only memory (ROM) 1002 or a program loaded from a storage device 1008 into a random access memory (RAM) 1003. The RAM 1003 further stores various programs and data required for operations of the electronic apparatus

1000. The processing device 1001, the ROM 1002, and the RAM 1003 are interconnected by means of a bus 1004. An input/output (I/O) interface 1005 is also connected to the bus 1004.

[0129] Usually, the following devices may be connected to the I/O interface 1005: an input device 1006 including, for example, a touch screen, a touchpad, a keyboard, a mouse, a camera, a microphone, an accelerometer, and a gyroscope; an output device 1007 including, for example, a liquid crystal display (LCD), a speaker, and a vibrator; a storage device 1008 including, for example, a magnetic tape and a hard disk; and a communication device 1009. The communication device 1009 may allow the electronic apparatus 1000 to perform wireless or wired communication with other apparatuses to exchange data. Although Fig. 10 shows the electronic apparatus 1000 having various devices, it should be understood that it is not required to implement or provide all the devices shown. More or fewer devices may alternatively be implemented or provided.

[0130] In particular, according to this embodiment of the present disclosure, the process described above with reference to the flowchart may be implemented as a computer software program. For example, this embodiment of the present disclosure includes a computer program product. The computer program product includes a computer program carried in a non-transitory computer-readable medium. The computer program includes program code for performing the method shown in the flowchart. In such an embodiment, the computer program may be downloaded and installed from a network through the communication device 1009, or installed from the storage device 1008, or installed from the ROM 1002. When the computer program is executed by the processing device 1001, the preceding functions defined in the method of this embodiment of the present disclosure are performed.

[0131] It should be noted that the preceding computer-readable medium in the present disclosure may be a computer-readable signal medium, a computer-readable storage medium, or any combination thereof. The computer-readable storage medium may be, for example, but is not limited to, an electronic, magnetic, optical, electromagnetic, infrared, or semiconductor system, device, member, or any combination thereof. More specific examples of the computer-readable storage medium may include, but are not limited to, an electrical connection having one or more wires, a portable computer magnetic disk, a hard disk, a random access memory (RAM), a read-only memory (ROM), an erasable programmable read-only memory (EPROM or flash memory), an optical fiber, a portable compact disk read-only memory (CD-ROM), an optical storage device, a magnetic storage device, or any suitable combination thereof. In the present disclosure, the computer-readable storage medium may be any tangible medium that contains or stores a program, and the program may be used by or in combination with an instruction execution system, apparatus, or device. In the present disclosure, the computer-readable signal medium may include a data signal propagated on a baseband or as a part of a carrier, and computer-readable program code is carried in the data signal. The data signal propagated in this manner may be in multiple forms and includes, but is not limited to, an electromagnetic signal, an optical signal, or any suitable combination thereof. The computer-readable signal medium may also be any computer-readable medium other than the

computer-readable storage medium, and the computer-readable signal medium may send, propagate, or transmit the program used by or in combination with the instruction execution system, device, or member. The program code contained in the computer-readable medium may be transmitted in any suitable medium, including but not limited to a wire, an optical cable, a radio frequency (RF), or any suitable combination thereof.

[0132] In some implementations, the client and the server may communicate using any currently known or future developed network protocol, such as the hypertext transfer protocol (HTTP), and may be interconnected with any form or medium of digital data communication (for example, a communication network). Examples of the communication network include a local area network ("LAN"), a wide area network ("WAN"), an internet (for example, the Internet), a peer-to-peer network (for example, an Ad-Hoc network), and any network currently known or to be developed in the future.

[0133] The computer-readable medium may be contained in the electronic apparatus or may exist alone without being assembled into the electronic apparatus.

[0134] The computer-readable medium carries one or more programs that, when executed by the electronic apparatus, cause the electronic apparatus to present a first presentation page in response to a first trigger operation, the first presentation page including a first region and a second region, the first region being configured to present a media content picture of target media content, and the second region being configured to present first attribute information of a target object corresponding to the target media content; and present a second presentation page in response to a second trigger operation for the second region, the second presentation page including a third region and a fourth region, the third region being configured to present second attribute information of the target object, and the fourth region being configured to present third attribute information of at least one recommended object, the recommended object being determined based on the target object.

[0135] The computer program code for performing the operations of the present disclosure may be written in one or more programming languages or a combination thereof. The programming languages include but are not limited to object-oriented programming languages such as Java, Smalltalk, and C++, and include conventional procedural programming languages such as "C" language or similar programming languages. The program code may be executed entirely on a computer of a user, partly executed on a computer of a user, executed as an independent software package, partly executed on a computer of a user and partly executed on a remote computer, or entirely executed on a remote computer or server. In the case of involving the remote computer, the remote computer may be connected to a computer of a user through any kind of network, including a local area network (LAN) or a wide area network (WAN), or may be connected to an external computer (for example, connected through the Internet with the aid of an Internet service provider).

[0136] The flowchart and block diagrams in the drawings illustrate the architecture, functionality, and operation of possible implementations of systems, methods and computer program products according to

various embodiments of the present disclosure. In this regard, each block in the flowchart or block diagrams may represent a module, a program segment, or a portion of code that includes one or more executable instructions for implementing a specified logical function. Furthermore, it should be noted that, in some alternative implementations, functions indicated in the blocks may occur in an order different from that indicated in the drawings. For example, two blocks shown in succession may, in fact, be executed substantially concurrently, or the blocks may sometimes be executed in a reverse order, depending upon the functionality involved. It also should be noted that each block of the block diagrams and/or flowchart, and combinations of blocks in the block diagrams and/or flowchart may be implemented by special purpose hardware-based systems that perform specified functions or operations, or combinations of special purpose hardware and computer instructions.

[0137] The units involved in the embodiments of the present disclosure may be implemented by software or by hardware, and names of the modules do not constitute a limitation on the units *pe se* under certain circumstances.

[0138] The functions described above may be performed at least partially by one or more hardware logic components. For example, without limitation, exemplary types of the hardware logic components that may be used include a field programmable gate array (FPGA), an application specific integrated circuit (ASIC), an application specific standard product (ASSP), a system on chip (SOC), and a complex programmable logical device (CPLD).

[0139] In the context of the present disclosure, a machine-readable medium may be a tangible medium that may contain or store a program for use by or in combination with an instruction execution system, device or apparatus. The machine-readable medium may be a machine-readable signal medium or a machine-readable storage medium. The machine-readable medium may include, but is not limited to, an electronic, magnetic, optical, electromagnetic, infrared, or semiconductor system, device or apparatus, or any suitable combination thereof. More specific examples of the machine-readable storage medium may include an electrical connection having one or more wires, a portable computer magnetic disk, a hard disk, a random access memory (RAM), a read-only memory (ROM), an erasable programmable read-only memory (EPROM or flash memory), an optical fiber, a portable compact disk read-only memory (CD-ROM), an optical storage device, a magnetic storage device, or any suitable combination thereof.

[0140] The preceding description is merely illustration of preferred embodiments of the present disclosure and applied technical principles. Those skilled in the art should understand that the scope of disclosure involved in the present disclosure is not limited to the technical solution formed by a specific combination of the preceding technical features, and shall also cover other technical solutions formed by any combination of the preceding technical features or equivalent features thereof without departing from the preceding concept of disclosure. For example, a technical solution formed by a replacement of the preceding features with technical features with similar functions disclosed in the present disclosure (but not limited thereto) also falls within the scope of the present disclosure.

[0141] In addition, although operations are depicted in a specific order, this should not be understood as requiring these operations to be performed in the specific order shown or in a sequential order. Under specific circumstances, multitasking and parallel processing may be advantageous. Similarly, although the preceding discussion contains a number of specific implementation details, these should not be construed as limitations on the scope of the present disclosure. Certain features that are described in the context of separate embodiments may also be implemented in combination in a single embodiment. Conversely, various features described in the context of a single embodiment may also be implemented in multiple embodiments individually or in any suitable subcombination.

[0142] Although the subject matter has been described in language specific to structural features and/or logical actions of the method, it should be understood that the subject matter defined in the appended claims is not necessarily limited to the specific features or actions described above. Rather, the specific features and actions described above are merely exemplary forms for implementing the claims.

CLAIMS

1. An information presentation method, comprising:

presenting a first presentation page in response to a first trigger operation, wherein the first presentation page comprises a first region and a second region, the first region is configured to present a media content picture of target media content, and the second region is configured to present first attribute information of a target object corresponding to the target media content; and

presenting a second presentation page in response to a second trigger operation for the second region, wherein the second presentation page comprises a third region and a fourth region, the third region is configured to present second attribute information of the target object, and the fourth region is configured to present third attribute information of at least one recommended object, the recommended object being determined based on the target object.

2. The method of claim 1, wherein attribute information types of the first attribute information and the second attribute information are partially the same or all the same, and attribute information types of the second attribute information and the third attribute information are partially the same or all the same; wherein,

the first attribute information comprises at least one of picture attribute information, identification attribute information, resource attribute information, and service attribute information of the target object; and/or

the second attribute information comprises at least one of picture attribute information, identification attribute information, resource attribute information, and service attribute information of the target object; and/or

the third attribute information comprises at least one of picture attribute information, identification attribute information, resource attribute information, and business attribute information of the recommended object.

3. The method of claim 1 or 2, wherein before presenting the first presentation page in response to the first trigger operation, the method further comprises:

presenting a media content presentation page, wherein the media content presentation page comprises a fifth region and a sixth region, the fifth region is configured to present the media content picture of the target media content, the sixth region is configured to present a preset control, the preset control is configured to trigger presentation of the first presentation page, fourth attribute information of the target object is presented in the preset control, and the fourth attribute information comprises at least one of identification attribute information, picture attribute information, resource attribute information, service attribute information, and business attribute information; and the first trigger operation comprises a click operation and/or a press-and-hold operation for the preset control.

4. The method of claim 3, wherein presenting the first presentation page comprises:

reducing a region size of the fifth region to a first region size to serve as the first region of the first presentation page, and presenting the second region of the first presentation page, wherein the first region and the second region are arranged vertically.

5. The method of claim 4, wherein presenting the second region of the first presentation page comprises:

controlling the second region to move into the first presentation page from a first side of the first presentation page; or

increasing a region size of the sixth region to a second region size to serve as the second region of the first presentation page; or

presenting the second region in the media content presentation page, presenting the first attribute information in the second region, and controlling a region size of the second region to gradually increase with a reduction of the region size of the fifth region.

6. The method of any one of claims 3 to 5, wherein after presenting the second presentation page, the method further comprises:

adjusting a currently presented page from the second presentation page to the first presentation page in response to a third trigger operation for the fourth region; or adjusting a currently presented page from the second presentation page to the media content presentation page in response to an exit operation for the second presentation page; and/or

after presenting the first presentation page, the method further comprises:

adjusting a currently presented page from the first presentation page to the media content presentation page in response to a fourth trigger operation for the first presentation page.

7. The method of any one of claims 3 to 6, wherein the target object is a preset type object that appears in the media content picture of the target media content; or the target object is an object corresponding to the preset control.

8. The method of any one of claims 1 to 7, wherein similarity between the recommended object and the target object meets a preset similarity condition; and/or

the at least one recommended object is a first-type recommended object; or the at least one recommended object comprises a first-type recommended object and a second-type recommended object, wherein a presentation priority of the first-type recommended object is higher than a presentation priority of the second-type recommended object, a resource attribute value of the first-type recommended object is lower than a resource attribute value of the target object, and a resource attribute value of the second-type recommended object is higher than or equal to the resource attribute value of the target object; and/or

the first presentation page further comprises a seventh region, the seventh region is configured to present recommended object prompt information, the recommended object prompt information is used to prompt to view the recommended object, and the seventh region is located inside the second region or on a second side of the second region; and the method further comprises presenting the second presentation page in response to a fifth trigger operation for the seventh region; and/or

at least one interactive control is further presented in the fourth region, the at least one interactive control comprises a filtering control and/or a sorting mode control, the filtering control is used to filter the recommended object, and the sorting mode control is used to switch a presentation sequence of the third attribute information in the fourth region.

9. The method of any one of claims 1 to 8, wherein presenting the second presentation page comprises:
presenting preloaded third attribute information in the fourth region of the second presentation page; or
presenting original third attribute information in the fourth region of the second presentation page, and continuing to acquire target third attribute information; and after the target third attribute information is acquired, presenting the target third attribute information in the fourth region, wherein the third attribute information comprises the original third attribute information and the target third attribute information, the original third attribute information is acquired by using a first information acquisition manner, and the target third attribute information is acquired by using a second information acquisition manner; and/or

controlling a preset region boundary of the second region to move toward a third side of the first presentation page, wherein a region size of the second region is gradually reduced during a movement of the preset region boundary; when the preset region boundary is moved to a first preset position, presenting the fourth region of the second presentation page, and gradually increasing a region size of the fourth region with a movement of the second region, wherein the third region is located above or below the fourth region; and adjusting the second region to the third region of the second presentation page when the preset region boundary is moved to a second preset position.

10. The method of any one of claims 1 and 3 to 9, wherein after presenting the second presentation page, the method further comprises:

gradually reducing a region size of the third region from a third region size to a fourth region size in response to a sixth trigger operation for the fourth region, and controlling a region size of the fourth region to gradually increase from a fifth region size to a sixth region size with a reduction of the region size of the third region; or

keeping a region size of the third region unchanged in response to a sixth trigger operation for the fourth region.

11. The method of claim 10, wherein after the region size of the third region is gradually reduced from the third region size to the fourth region size, the method further comprises:

adjusting a presentation form of the third region to a target page component in the second presentation page when the third region is reduced to the fourth region size; and/or

after the region size of the third region is gradually reduced from the third region size to the fourth region size, and the region size of the fourth region is controlled to gradually increase from the fifth region size to the sixth region size with the reduction of the region size of the third region, the method further comprises:

gradually increasing the region size of the third region from the fourth region size to the third region size in response to a seventh trigger operation for the fourth region, and controlling the region size of the fourth region to gradually reduce from the sixth region size to the fifth region size with the reduction of the region size of the third region.

12. An information presentation device, comprising:

a first page presentation module, configured to present a first presentation page in response to a first trigger operation, wherein the first presentation page comprises a first region and a second region, the first region is

configured to present a media content picture of target media content, and the second region is configured to present first attribute information of a target object corresponding to the target media content; and

a second page presentation module, configured to present a second presentation page in response to a second trigger operation for the second region, wherein the second presentation page comprises a third region and a fourth region, the third region is configured to present second attribute information of the target object, and the fourth region is configured to present third attribute information of at least one recommended object, the recommended object being determined based on the target object.

13. An electronic apparatus, comprising:

at least one processor; and

a memory communicatively connected to the at least one processor,

wherein the memory stores a computer program executable by the at least one processor, and the computer program, when executed by the at least one processor, causes the at least one processor to perform the information presentation method of any one of claims 1 to 11.

14. A computer-readable storage medium, storing computer instructions that, when executed by a processor, cause the processor to implement the information presentation method of any one of claims 1 to 11.

15. A computer program product, comprising a computer program that, when executed by a processor, implements the information presentation method of any one of claims 1 to 11.