ABSTRACT

Disclosed in the present application are a data processing method and apparatus, an electronic device, a computer-readable storage medium, and a computer program product. The method is applied to an electronic device. The method comprises: when an interactive operation in respect of media content in a first media data stream satisfies a media data stream distribution condition, displaying a cross-stream guide card, the cross-stream guide card being associated with a second media data stream; in response to a trigger operation for the cross-stream guide card, displaying target media content in the second media data stream; and, in response to a switching operation for the target media content, displaying media content in the second media data stream adjacent to the target media content.

Figure 1