

ABSTRACT

Embodiments of the present application disclose a method and apparatus for determining an object adding mode, an electronic device and a medium. A specific implementation of the method includes: obtaining a target video and a to-be-added
5 object set to be added to a target video; determining time periods corresponding to storyboards of the target video; determining a presentation period of a to-be-added object in the to-be-added object set in the target video based on the time periods corresponding to the storyboards; generating object adding indication information based on the determined presentation period, where the object adding indication
10 information includes time prompt information used to indicate the presentation period of the to-be-added object in the to-be-added object set in the target video. According to this implementation, automatic selection of time for adding the to-be-added object to the target video is realized, thereby improving a fusion degree and a cohesion degree between the to-be-added object and the target video.

15