

ABSTRACT

A media content publishing method and apparatus, and a device, a storage medium and a program product. The method comprises: in response to a publishing page display operation acting on a photographic page, switching the current display page from the photographic page to a publishing page, wherein the publishing page is used for triggering the addition of a target material (S101); and in response to a media content publishing operation, publishing target media content generated on the basis of the target material (S102).