

CLAIMS

1. A video playing method, the method comprising:

displaying a video playing page, wherein the video playing page comprises video information and a user interaction control; and

5 in response to detecting a first user operation of a user on the video playing page, hiding the video information, adjusting opacity of the user interaction control from initial opacity to target opacity, adjusting a display position of the user interaction control from an initial position to a target position, wherein obstructed area of a video displayed on the video playing page when the user interaction control is at the target position is smaller than
10 obstructed area of the video displayed on the video playing page when the user interaction control is at the initial position, and displaying at least one of the following: a video progress adjustment control, a video playing control, or a video rotation control.

2. The method according to claim 1, wherein the video playing page further comprises pushed information related to a video being played currently, and

15 the method further comprises:

in response to detecting the first user operation of the user on the video playing page, hiding the pushed information.

3. The method according to claim 1 or 2, wherein the video playing page further comprises a first control, and the first control is used to trigger a page jump; and

20 the method further comprises:

in response to detecting a second user operation of the user on the first control, displaying a jump page corresponding to the video being played currently.

4. The method according to any one of claims 1 to 3, the method further comprising:

in response to the video displayed on the video playing page being a landscape video,
25 displaying a landscape entry control on the video playing page, wherein the landscape entry control is used to trigger entry into a landscape page; and

in response to detecting a third user operation on the landscape entry control, displaying the video displayed on the video playing page in a landscape mode.

5. The method according to any one of claims 1 to 4, the method further comprising:

in response to detecting a fourth user operation of the user on the video playing page in a condition that the video information is hidden and the display position and the opacity of the user interaction control are changed, redisplaying the video information, restoring the opacity of the user interaction control to the initial opacity, and restoring the display position of user interaction control to the initial position.

6. The method according to any one of claims 1 to 5, the method further comprising:

in response to detecting a video switching operation of the user on the video playing page in a condition that the video information is hidden and the display position and the opacity of the user interaction control are changed, displaying a video after switching and video information of the video after switching, and displaying the user interaction control at the initial position with the initial opacity.

7. A video playing apparatus, the apparatus comprising:

a displaying unit, configured to display a video playing page, wherein the video playing page comprises video information and a user interaction control; and

an adjusting unit, configured to, in response to detecting a first user operation of a user on the video playing page, hide the video information, adjust opacity of the user interaction control from initial opacity to target opacity, and adjust a display position of the user interaction control from an initial position to a target position, wherein obstructed area of a video displayed on the video playing page when the user interaction control is at the target position is smaller than obstructed area of the video displayed on the video playing page when the user interaction control is at the initial position;

wherein the adjusting unit is further configured to:

display at least one of the following: a video progress adjustment control, a video playing control, or a video rotation control in response to detecting the first user operation of the user on the video playing page.

8. The apparatus according to claim 7, wherein the video playing page further comprises pushed information related to a video being played currently, the apparatus further comprises a hiding unit, and the hiding unit is configured to, in response to detecting the first user operation of the user on the video playing page, hide the pushed information.

9. The apparatus according to claim 7 or 8, wherein the video playing page further comprises a first control, and the first control is used to trigger a page jump; and the displaying unit is further configured to, in response to detecting a second user operation of the user on the first control, display a jump page corresponding to the video being played currently.

10. The apparatus according to any one of claims 7 to 9, wherein the displaying unit is further configured to:

in response to the video displayed on the video playing page being a landscape video, display a landscape entry control on the video playing page, wherein the landscape entry control is used to trigger entry into a landscape page; and

in response to detecting a third user operation on the landscape entry control, display the video displayed on the video playing page in a landscape mode.

11. The apparatus according to any one of claims 7 to 10, wherein the adjusting unit is further configured to:

in response to detecting a fourth user operation of the user on the video playing page in a condition that the video information is hidden and the display position and the opacity of the user interaction control are changed, redisplay the video information, restore the opacity of the user interaction control to the initial opacity, and restore the display position of user interaction control to the initial position.

12. The apparatus according to any one of claims 7 to 11, wherein the displaying unit is further configured to:

in response to detecting a video switching operation of the user on the video playing page in the condition that the video information is hidden and the display position and the opacity of the user interaction control are changed, display a video after switching and video information of the video after switching, and display the user interaction control at the initial position with the initial opacity.

13. An electronic device, comprising:

one or more processors;

a storage apparatus on which one or more programs are stored,

wherein when the one or more programs are executed by the one or more processors, the one or more processors are caused to implement the method according to any one of claims 1 to 6.

14. A computer readable medium on which a computer program is stored, wherein the
5 method according to any one of claims 1 to 6 is implemented when the computer program is executed by a processor.

15. A computer program product, comprising a computer program carried on a computer readable medium, wherein the method according to any one of claims 1 to 6 is implemented when the computer program is executed by a processor.