Claims

1. A search result presentation method, comprising:

sending, by a terminal device, a search instruction for a target entity object to a server, wherein the search instruction comprises a search keyword corresponding to the target entity object, and the target entity object is at least one of a content entity object and an operation entity object, the content entity object is used for indicating a content comprised in an image frame in a multimedia content, the operation entity object is used for indicating an operation comprised in the image frame in the multimedia content;

receiving, by the terminal device, a search result information determined by the server according to the search instruction, wherein the search result information comprises: at least one multimedia resource for presenting a use effect of the target entity object, at least one group of multimedia data, or, at least one piece of resource indication information, wherein the at least one group of multimedia data is image frame data using a tag of the target entity object in the multimedia content, and the at least one piece of resource indication information is used for indicating a clip where the target entity object appears in the multimedia content;

acquiring, by the terminal device, the at least one multimedia resource according to the search result information for presenting a use effect of the target entity object, wherein the at least one multimedia resource is a dynamic image or a video clip obtained based on the multimedia content corresponding to the target entity object, the at least one multimedia resource is a part of the multimedia content, and the at least one multimedia resource is directly obtained from the at least one multimedia resource for presenting a use effect of the target entity object comprised in the search result information, or is generated according to the at least one group of multimedia data or the at least one piece of resource indication information comprised in the search result information; and

presenting, by the terminal device, the at least one multimedia resource on a presentation interface of the terminal device.

2. The method according to claim 1, further comprising:

recording, by the terminal device, at least one entity object used in the multimedia content and use time information of each entity object of the at least one entity object; and

sending, by the terminal device, the multimedia content and attribute information of the multimedia content to the server, wherein the attribute information of the multimedia content comprises identification information of each entity object and the use time information of each entity object.

3. The method according to claim 1, wherein when the search result information comprises the at least one group of multimedia data, acquiring, by the terminal device, the at least one multimedia resource according to the search result information for presenting the use effect of the target entity object comprises:

acquiring, by the terminal device, the at least one group of multimedia data, wherein the at least one group of multimedia data comprises image frame data, which use the target entity object, in the multimedia content; and

generating, by the terminal device, according to the at least one group of multimedia data, the at least one multimedia resource for presenting the use effect of the target entity object.

4. The method according to claim 1, wherein when the search result information comprises the at least one piece of resource indication information, acquiring, by the terminal device, the at least one multimedia resource for presenting the use effect of the target entity object comprises:

acquiring, by the terminal device, the at least one piece of resource indication information corresponding to the target entity object, wherein the at least one piece of resource indication information is used for indicating a clip where the target entity object appears in the multimedia content;

acquiring, by the terminal device, multimedia data according to the at least one piece of resource indication information, wherein the multimedia data comprises image frame data, which use the target entity object, in the multimedia content; and

generating, by the terminal device, according to the multimedia data, the at least one multimedia resource for presenting the use effect of the target entity object.

5. The method according to claim 1, wherein presenting, by the terminal device, the at least one multimedia resource on the presentation interface of the terminal device comprises:

acquiring, by the terminal device, an object identifier corresponding to the target entity object; and

displaying, by the terminal device, the object identifier in a first area of the presentation interface, and automatically playing the at least one multimedia resource in a second area of the presentation interface.

6. The method according to claim 5, further comprising:

in response to a triggering operation for the object identifier, by the terminal device, jumping to a multimedia shooting scene corresponding to the target entity object.

7. The method according to claim 1, wherein acquiring, by the terminal device, the at least one multimedia resource according to the search result information for presenting the use effect of the target entity object comprises:

acquiring, by the terminal device, at least one multimedia resource for presenting a use effect of an entity object set, wherein the entity object set comprises the target entity object and an association entity object, wherein the association entity object is an entity object having an association relationship with the target entity object.

8. The method according to claim 1, wherein when the search result information comprises the at least one multimedia resource for presenting the use effect of the target entity object, acquiring, by the terminal device, the at least one multimedia resource according to the search result information for presenting the use effect of the target entity object comprises:

acquiring, by the terminal device, the at least one multimedia resource and an association multimedia resource for presenting a use effect of an association entity object, wherein the association entity object is an entity object having an association relationship with the target entity object; and

presenting, by the terminal device, the at least one multimedia resource comprises: presenting the at least one multimedia resource in a third area of a presentation interface, and presenting the association multimedia resource in a fourth area of the presentation interface.

9. The method according to claim 1, wherein presenting, by the terminal device, the at least one multimedia resource on the presentation interface of the terminal device comprises:

in a case where the at least one multimedia resource is a video, presenting, by the terminal device, the at least one multimedia resource in a first preset manner on the presentation interface of the terminal device, wherein the first preset manner comprises any one of: playing repeatedly, playing in reverse order, playing at different speed and playing in a window;

in a case where the at least one multimedia resource is a dynamic image, presenting, by the terminal device, the at least one multimedia resource in a second preset manner on the presentation interface of the terminal device, wherein the second preset manner comprises: presenting after magnification or presenting after minimization.

10. The method according to claim 1, after receiving, by the server, the search instruction for the target entity object sent by the terminal device, further comprising:

determining, by the server, the association entity object having the association relationship with the target entity object, and determining association multimedia content corresponding to the association entity object;

determining, by the server, association search result information according to the association multimedia content, wherein the association search result information comprises: at least one association multimedia resource for presenting a use effect of the association entity object, at least one group of association multimedia data or at least one piece of association resource indication information, wherein the at least

one group of association multimedia data comprises image frame data using a tag of the association entity object in the association multimedia content, and the at least one piece of association resource indication information is used for indicating a clip where the association entity object appears in the association multimedia content; and

sending, by the server, the association search result information to the terminal device.

11. A non-transitory computer-readable medium configured to store a computer program which, when executed by a processing apparatus, implements the search result presentation method according to any one of claims 1 to 10.

12. A search result presentation method, comprising:

receiving, by a server, a search instruction for a target entity object sent by a terminal device, wherein the search instruction comprises a search keyword corresponding to the target entity object, and determining multimedia content corresponding to the target entity object according to the search keyword corresponding to the target entity object comprised in the search instruction, wherein the target entity object is at least one of a content entity object and an operation entity object, the content entity object is used for indicating a content comprised in an image frame in the multimedia content, the operation entity object is used for indicating an operation comprised in the image frame in the multimedia content;

determining, by the server, search result information according to the multimedia content corresponding to the target entity object, wherein the search result information comprises: at least one multimedia resource for presenting a use effect of the target entity object, at least one group of multimedia data, or, at least one piece of resource indication information, wherein the at least one group of multimedia data is image frame data using a tag of the target entity object in the multimedia content, and the at least one piece of resource indication information is used for indicating a clip where the target entity object appears in the multimedia content, wherein the at least one multimedia resource is a dynamic image or a video clip obtained based on the multimedia content corresponding to the target entity object, the at least one multimedia resource is a part of the multimedia content, the at

least one set of multimedia data and the at least one resource indication are used for generating the at least one multimedia resource by the terminal device; and

sending, by the server, the search result information to the terminal device.

13. The method according to claim 12, further comprising:

receiving, by the server, the multimedia content corresponding to any entity object and attribute information of the multimedia content corresponding to each entity object of the any entity object, wherein

the attribute information comprises identification information of the each entity object and use time information of the each entity object.

14. The method according to claim 12, wherein determining, by the server, the search result information according to the multimedia content corresponding to the target entity object comprises:

acquiring, by the server, entity object information of the multimedia content, wherein the entity object information comprises: entity object identification information used in the multimedia content and a mapping relationship between the entity object identification information and image frame information, wherein the image frame information represents a clip where each entity object appears in the multimedia content;

selecting, by the server, target entity object identification information corresponding to the target entity object from the entity object identification information, and determining image frame information of the target entity object according to the mapping relationship; and

generating, by the server, the at least one multimedia resource based on the multimedia content and the image frame information of the target entity object.

15. The method according to claim 12, wherein determining, by the server, the search result information according to the multimedia content corresponding to the target entity object comprises:

acquiring, by the server, entity object information of the multimedia content, wherein the entity object information comprises: entity object identification information used in the multimedia content and a mapping relationship between the

entity object identification information and image frame information, wherein the image frame information represents a clip where each entity object appears in the multimedia content;

selecting, by the server, target entity object identification information corresponding to the target entity object and association entity object identification information corresponding to an association entity object from the entity object identification information, and determining image frame information of the target entity object and image frame information of the association entity object according to the mapping relationship, wherein the association entity object is an entity object having an association relationship with the target entity object; and

generating, by the server, the at least one multimedia resource based on the multimedia content, the image frame information of the target entity object and the image frame information of the association entity object.

16. A non-transitory computer-readable medium configured to store a computer program which, when executed by a processing apparatus, implements the search result presentation method according to any one of claims 12 to 15.

17. A terminal device, comprising:

a storage apparatus configured to store a computer program; and

a processing apparatus configured to execute the computer program in the storage apparatus to implement the search result presentation method according to any one of claims 1 to 10.

18. A server, comprising:

a storage apparatus configured to store a computer program; and

a processing apparatus configured to execute the computer program in the storage apparatus to implement the search result presentation method according to any one of claims 12 to 15.