

# **ENCODING METHOD AND APPARATUS, DECODING METHOD AND APPARATUS, DEVICE, STORAGE MEDIUM, AND COMPUTER PROGRAM**

## **ABSTRACT**

5           Embodiments of this application disclose an encoding method and apparatus, a decoding  
method and apparatus, a device, a storage medium, and a computer program, and relate to the field  
of encoding and decoding technologies. In this method, a first latent variable is scaled based on a  
first variable scale factor, to obtain a second latent variable, and a quantity of coding bits of an  
entropy coding result of the second latent variable meets a preset encoding rate condition. This  
10 ensures that a quantity of coding bits of an entropy coding result of a latent variable corresponding  
to each frame of media data can meet the preset encoding rate condition, that is, the quantity of  
coding bits of the entropy coding result of the latent variable corresponding to each frame of media  
data can be basically consistent, instead of dynamically changing, thereby meeting a requirement  
of an encoder for a stable encoding rate.

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FIG. 6