CLAIMS

1. A video playback control method, comprising the following steps:

entering a video immersive playback mode, when it is detected that a page sliding status is a preset status;

in the video immersive playback mode, determining a first video as a current video when an upper edge and a lower edge of a border of the first video cover a preset baseline, highlighting an information layout of the current video in a page, and playing the current video after darkening areas other than the information layout of the current video on the page;

triggering a preset switching instruction when an upper edge and a lower edge of a border of a second video cover the baseline, switching the current video to the second video taken as a corresponding target video based on a pre-loaded video list in response to the preset switching instruction, replacing the information layout of the current video with the information layout of the target video as the information layout of a new current video, highlighting the information layout of the new current video and darkening other areas of the page other than the information layout of the new current video; and

playing the target video.

2. The method as recited in claim 1, wherein it is determined whether to enter the video immersive playback mode by monitoring the page sliding status.

3. The method as recited in claim 2, wherein when the video list is detected to be in a SCROLL_STATE_TOUCH_SCROLL state, it is determined that the page sliding status is a preset state, and the video immersive playback mode is entered.

4. The method as recited in claim 2, wherein when it is monitored that the video list is in a SCROLL_STATE_FLING state and the list is in an inertial sliding state, no immersive changes are made.

5. The method as recited in claim 1, wherein playing the target video comprises:

requesting a target video resource from a service server; and

loading the target video resource returned by the service server and play the target video.

6. The method as recited in claim 1, wherein before the step of switching the current video to a corresponding target video based on a pre-loaded video list in response to a preset switching instruction, further comprising:

when playing the current video, requesting a target video resource corresponding to the current video from a service server based on a pre-loaded video list; and

preloading the target video according to the target video resource.

7. The method as recited in claim 1, further comprising:

receiving an update instruction for updating the video list, and requesting from a server for a new video list determined based on a specific policy;

in response to the preset switching instruction, switching the current video to a corresponding target video based on the new video list; and

playing the target video.

8. The method as recited in claim 7, wherein the specific policy includes a video push policy based on a user portrait or a video push policy based on a platform operation, or a video push policy based on a video ranking.

9. The method as recited in claim 8, wherein the user portrait is created according to the user's viewing history of the video and the attention paid to a video author.

10. A video playback apparatus, comprising:

a response module, for entering a video immersive playback mode in response to an immersive playback instruction enacted upon a video;

a processing module: for determining a first video as a current video when an upper edge and a lower edge of a border of the first video cover a preset baseline in the video immersive playback mode, highlighting an information layout of the current video in a page, and playing the current video after darkening areas other than the information layout of the current video on the page;

a video switching module, for triggering a preset switching instruction when an upper edge and a lower edge of a border of a second video cover the baseline, switching the current video to the second video taken as a corresponding target video based on a pre-loaded video list in response to the preset switching instruction, replacing the information layout of the current video with the information layout of the target video as the information layout of a new current video, highlighting the information layout of the new current video and darkening other areas of the page other than the information layout of the new current video; and

a playing module, for playing the target video.

11. A terminal, comprising:

one or more processors;

memory; and

one or more applications, wherein the one or more applications are stored in the memory and configured to be executed by the one or more processors, and the one or more applications are configured to execute the video playback control method according to any one of claims 1-9.

12. A computer-readable storage medium having stored therein a computer program that, when executed by a processor, implements the video playback control methods according to any one of claims 1-9.