indication is used to instruct the OTT live proxy server to allocate a multicast resource to a specified channel;

sending, by the OTT server, a media description of the specified channel to the OTT live proxy server according to a request sent by the OTT live proxy server for obtaining the media description of the specified channel, wherein the media description of the specified channel comprises at least one resolution of the specified channel and a uniform resource locator URL corresponding to media data of the at least one resolution; and

sending, by the OTT server, the media data of the at least one resolution of the specified channel to the OTT live proxy server in a unicast manner according to a request of the OTT live proxy server for obtaining the media data of the specified channel.

28. The method according to claim 27, further comprising:

recording, by the OTT server, an Internet Protocol IP network segment of a metropolitan area network in which the OTT live proxy server is located and an IP address of the OTT live proxy server according to a registration request sent by the OTT live proxy server, wherein the registration request carries the IP network segment of the metropolitan area network in which the OTT live proxy server is located and the IP address of the OTT live proxy server.

29. The method according to claim 27 or 28, further comprising:

determining, by the OTT server according to a request for joining the specified channel by an OTT client in the metropolitan area network in which the OTT is located, whether to allow the OTT client to join the specified channel; and

the sending, by an OTT server, a multicast resource allocation indication to an OTT live proxy server registered with the OTT server comprises: after the OTT server determines to allow the OTT client to join the specified channel, and when the multicast resource of the specified channel sent by the OTT live proxy server does not exist in the OTT server, sending, by the OTT server, the multicast resource allocation indication to the OTT live proxy server.

30. The method according to claim 29, further comprising:

sending, by the OTT server, a channel joining indication to the OTT live proxy server after allowing the OTT client to join the specified channel, wherein the channel joining indication is used to notify the OTT live proxy server that the OTT client is allowed to join the specified channel.

31. The method according to claim 29, further comprising:

sending, by the OTT server to the OTT client, the multicast resource that is fed back by the OTT live proxy server and that is allocated to the specified channel, so that the OTT client requests the media data of the specified channel from a multicast replication point, wherein the multicast resource comprises a multicast group corresponding to the specified channel, or a multicast group