

MULTIMEDIA RESOURCE PROCESSING METHOD, APPARATUS, DEVICE AND STORAGE MEDIUM

CROSS-REFERENCE TO RELATED APPLICATION

5 [0001] This application claims priority to Chinese Patent Application No. 202410397401.9, entitled "MULTIMEDIA RESOURCE PROCESSING METHOD, APPARATUS, DEVICE AND STORAGE MEDIUM," filed on April 2, 2024, which is incorporated herein by reference in its entirety.

FIELD

[0002] The present disclosure relates to the field of data processing, and in particular, to a multimedia resource processing method, an apparatus, a device, and a storage medium.

10 BACKGROUND

[0003] With the continuous development of multimedia resource processing technology, the processing functions related to multimedia resources have become more diversified. For example, functions related to multimedia resource subscription and so on.

SUMMARY

15 [0004] In order to solve the above-mentioned technical problems, embodiments of the present disclosure provide a multimedia resource processing method, an apparatus, a device, and a storage medium.

[0005] In a first aspect, the present disclosure provides a multimedia resource processing method, including:

20 displaying a multimedia resource management list; where the multimedia resource management list is used to present resource information of a multimedia resource having a preset binding relationship with a target account, the multimedia resource carries one or more resource objects, the resource object is used to represent interesting information corresponding to the target account, and the interesting information is used to recommend multimedia content to the target account; and

in response to an unbinding operation for a target multimedia resource in the multimedia resource management list, removing the target multimedia resource from the multimedia resource management list.

25 [0006] In an optional implementation, in response to the unbinding operation for the target multimedia resource in the multimedia resource management list, removing the target multimedia resource from the multimedia resource management list includes:

30 in response to the unbinding operation for the target multimedia resource in the multimedia resource management list, determining whether a number of resource objects carried by the target multimedia resource is greater than a first preset number;

in response to determining that the number of the resource objects carried by the target multimedia

resource is greater than the first preset number, displaying object information of the resource objects carried by the target multimedia resource; and

in response to an unbinding operation for all resource objects carried by the target multimedia resource, removing the target multimedia resource from the multimedia resource management list.

- 5 **[0007]** In an optional implementation, after displaying the object information of the resource objects carried by the target multimedia resource, the method further includes:

in response to an unbinding operation for a portion of the resource objects carried by the target multimedia resource, removing the portion of the resource objects from the target multimedia resource, and displaying the target multimedia resource in the multimedia resource management list.

- 10 **[0008]** In an optional implementation, the method further includes:

in response to determining that the number of the resource objects carried by the target multimedia resource is not greater than the first preset number, removing the target multimedia resource from the multimedia resource management list.

[0009] In an optional implementation, displaying the multimedia resource management list includes:

- 15 displaying the multimedia resource management list, and presenting, within a first area of the multimedia resource management list, resource information of a first multimedia resource and object information of a resource object carried by the first multimedia resource.

[0010] In an optional implementation, the method further includes:

- 20 in response to the unbinding operation for the target resource object in the multimedia resource management list, determining whether a number of resource objects bound to a multimedia resource corresponding to the target resource object is greater than a second preset number; and

in response to determining that the number of the resource objects bound to the multimedia resource corresponding to the target resource object is greater than the second preset number, removing the target resource object from the multimedia resource management list.

- 25 **[0011]** In an optional implementation, the method further includes:

in response to determining that the number of the resource objects bound to the multimedia resource corresponding to the target resource object is not greater than the second preset number, removing the target resource object and the multimedia resource corresponding thereto from the multimedia resource management list.

- 30 **[0012]** In an optional implementation, the target multimedia resource carries multiple resource objects, and the method further includes:

in response to an unbinding operation for a portion of the multiple resource objects carried by the target multimedia resource, removing the portion of the multiple resource objects from the target multimedia

resource in the multimedia resource management list.

[0013] In an optional implementation, prior to displaying the multimedia resource management list, the method further includes:

5 in response to an unbinding operation on a presenting page of a second multimedia resource, displaying a binding management entry; where the second multimedia resource belongs to the multimedia resource having the preset binding relationship with the target account; and

[0014] correspondingly, where displaying the multimedia resource management list includes:

10 in response to a trigger operation for the binding management entry, displaying the multimedia resource management list; where the second multimedia resource configured with a first identifier is presented in the multimedia resource management list, and the first identifier is used to identify that the second multimedia resource belongs to the multimedia resource currently presented on the presenting page.

[0015] In a second aspect, the present disclosure provides a multimedia resource processing apparatus, including:

15 a first display module, configured to display a multimedia resource management list; where the multimedia resource management list is used to present resource information of a multimedia resource having a preset binding relationship with a target account, the multimedia resource carries one or more resource objects, the resource object is used to represent interesting information corresponding to the target account, and the interesting information is used to recommend multimedia content to the target account; and

20 a first removal module, configured to, in response to an unbinding operation for a target multimedia resource in the multimedia resource management list, remove the target multimedia resource from the multimedia resource management list.

[0016] In a third aspect, the present disclosure provides a computer-readable storage medium storing instructions, which, when executed on a terminal device, cause the terminal device to implement the method described above.

25 **[0017]** In a fourth aspect, the present disclosure provides a multimedia resource processing device, including: a memory, a processor, and a computer program stored in the memory and executable on the processor, and the processor, when performing the computer program, implements the above method.

[0018] In a fifth aspect, the present disclosure provides a computer program product, including a computer program or instruction, which, when performed by a processor, implements the method described above.

30 **BRIEF DESCRIPTION OF THE DRAWINGS**

[0019] The accompanying drawings herein, which are incorporated in and constitute a part of this specification, illustrate embodiments consistent with the present disclosure and, together with the description, serve to explain the principles of the present disclosure.

[0020] In order to more clearly explain the technical solutions in the embodiments of the present disclosure or in the prior art, the drawings that need to be used in the description of the embodiments or the prior art will be briefly introduced below. Obviously, for those of ordinary skill in the art, other drawings may be obtained according to these drawings without paying creative labor.

5 **[0021]** Fig. 1 is a flowchart of a multimedia resource processing method provided in an embodiment of the present disclosure;

[0022] Fig. 2 is a schematic diagram of a multimedia resource presenting page provided in an embodiment of the present disclosure;

10 **[0023]** Fig. 3 is a schematic diagram of another multimedia resource presenting page provided in an embodiment of the present disclosure;

[0024] Fig. 4 is a schematic diagram of another multimedia resource presenting page provided in an embodiment of the present disclosure;

[0025] Fig. 5 is a schematic diagram of another multimedia resource presenting page provided in an embodiment of the present disclosure;

15 **[0026]** Fig. 6 is a schematic diagram of another multimedia resource presenting page provided in an embodiment of the present disclosure;

[0027] Fig. 7 is a schematic diagram of another multimedia resource presenting page provided in an embodiment of the present disclosure;

20 **[0028]** Fig. 8 is a schematic diagram of another multimedia resource presenting page provided in an embodiment of the present disclosure;

[0029] Fig. 9 is a schematic structural diagram of a multimedia resource processing apparatus provided in an embodiment of the present disclosure; and

[0030] Fig. 10 is a schematic structural diagram of a multimedia resource processing device provided in an embodiment of the present disclosure.

25 **DETAILED DESCRIPTION OF EMBODIMENTS**

[0031] In order to understand the above objects, features and advantages of the present disclosure more clearly, the solutions of the present disclosure will be further described below. It should be noted that, in case of no conflict, the features in one embodiment or in different embodiments may be combined.

30 **[0032]** Many specific details are set forth in the following description to facilitate a full understanding of the present disclosure, but the present disclosure may also be implemented in other ways different from those described herein. Obviously, the embodiments in the specification are a part but not all of the embodiments of the present disclosure.

[0033] With the continuous development of multimedia resource processing technology, processing functions related to multimedia resources have become more diversified. For example, functions related to multimedia resource subscription, etc.

[0034] In order to meet people's diversified needs for multimedia resource processing, how to further enrich functions related to multimedia resource processing is an urgent technical issue that needs to be solved at present.

[0035] To this end, embodiments of the present disclosure provide a multimedia resource processing method, including: displaying a multimedia resource management list, where the multimedia resource management list is used to present resource information of a multimedia resource having a preset binding relationship with a target account, the multimedia resource carries one or more resource objects, the resource object is used to represent interesting information corresponding to the target account, and the interesting information is used to recommend multimedia content to the target account; and in response to an unbinding operation for a target multimedia resource in the multimedia resource management list, removing the target multimedia resource from the multimedia resource management list.

[0036] In the embodiments of the present disclosure, a multimedia resource can carry not only one resource object but also multiple resource objects. When the unbinding operation for any of the above multimedia resources in the multimedia resource management list is received, the multimedia resource is removed from the multimedia resource management list, so as to realize a function of unbinding the multimedia resource from the target account. It may be seen that the embodiments of the present disclosure enrich the functions related to multimedia resource processing, thereby satisfying users' diversified multimedia resource processing needs.

[0037] Based on the above, embodiments of the present disclosure provide a multimedia resource processing method. Referring to Fig. 1, which is a flowchart of a multimedia resource processing method provided in an embodiment of the present disclosure, and the method specifically includes the following steps.

[0038] S101: a multimedia resource management list is displayed.

[0039] The multimedia resource management list is used to present resource information of a multimedia resource having a preset binding relationship with a target account, the multimedia resource carries one or more resource objects, the resource object(s) is used to represent interesting information corresponding to the target account, and the interesting information is used to recommend multimedia content to the target account.

[0040] The multimedia resource processing method provided in the embodiments of the present disclosure may be applied to a client, and for example, the client may include a client deployed on a smart phone, a client deployed on a tablet computer, etc.

[0041] In the embodiments of the present disclosure, the multimedia resource management list is used to present multimedia resources. Specifically, the multimedia resources may be presented in a list form. The multimedia resources may be video resources, audio resources, graphic resources, etc. Each multimedia resource may be presented as a card resource in a list unit of the multimedia resource management list. The multimedia

management list may have a sliding function, and the multimedia resources may be presented by triggering a sliding operation. The multimedia resource management list may present resource information of one or more multimedia resources, specifically including image information, name information, etc. of the multimedia resource(s). For example, if the multimedia resource is a video resource, the resource information of the multimedia resource may be the cover image information of the video resource; if the multimedia resource is a graphic resource, the resource information of the multimedia resource may be a thumbnail image of the graphic resource.

[0042] The multimedia resource(s) in the multimedia resource management list has a preset binding relationship with the target account, that is, the target account establishes the preset binding relationship between the target account and the multimedia resource(s) by triggering a certain operation. Specifically, for example, the target account triggers a subscription operation for the multimedia resource(s). The target account can be the current account.

[0043] As shown in Fig. 2, Fig. 2 is a schematic diagram of a multimedia resource presenting page provided in an embodiment of the present disclosure. A multimedia resource 201 and a subscription control 202 are displayed on the multimedia resource presenting page. When the user triggers the subscription control 202, the target account establishes a preset binding relationship with the multimedia resource 201.

[0044] Since the preset binding relationship exists between the multimedia resource(s) and the target account, based on the preset binding relationship, one or more resource objects carried by the multimedia resource(s) presented in the multimedia resource management list can be used to represent interesting information corresponding to the target account. Based on such interesting information, multimedia content can be recommended to the target account.

[0045] In an optional implementation, when an unbinding operation on a presenting page of a second multimedia resource is received, a binding management entry is displayed. When a trigger operation for the binding management entry is received, the multimedia resource management list is displayed. The multimedia resource management list displays the multimedia resource(s) in which the second multimedia resource is included. The second multimedia resource is configured with a first identifier used to identify that the second multimedia resource belongs to the multimedia resource(s) presented on the current presenting page.

[0046] The second multimedia resource may be any multimedia resource having a preset binding relationship with the target account. The unbinding operation is used to unbind the preset binding relationship between the multimedia resource(s) and the target account. The unbinding operation on the presenting page for the second multimedia resource may include setting an unbinding control, and displaying the binding management entry by triggering the unbinding control.

[0047] As shown in Fig. 3, Fig. 3 is a schematic diagram of a multimedia resource presenting page provided in an embodiment of the present disclosure. A second multimedia resource 301 and an unbinding control 302 are presented on the multimedia resource presenting page. When a trigger operation for the unbinding control

302 is received, the binding management entry is displayed.

[0048] As shown in Fig. 4, Fig. 4 is a schematic diagram of another multimedia resource presenting page provided in an embodiment of the present disclosure. A binding management entry 401 is presented on the multimedia resource presenting page, and is used to display a binding management list. When the user triggers the binding management entry, a multimedia resource management list is displayed. As shown in Fig. 5, Fig. 5 is a schematic diagram of a multimedia resource presenting page provided in an embodiment of the present disclosure. The multimedia resource management list is displayed on the multimedia resource presenting page, and multiple multimedia resources, which may include, for example, Card A and Card B and in which a second multimedia resource 501 (Card A) is included, are presented on the multimedia resource management list. The second multimedia resource 501 is configured with a first identifier 502 used to identify that the second multimedia resource belongs to the multimedia resource(s) presented on the current multimedia resource presenting page.

[0049] S102: in response to an unbinding operation for a target multimedia resource in the multimedia resource management list, the target multimedia resource from the multimedia resource management list is removed.

[0050] In the embodiments of the present disclosure, the target multimedia resource may be any multimedia resource, and the target multimedia resource belongs to the multimedia resource(s) presented in the multimedia resource management list.

[0051] In practical applications, the target multimedia resource may carry one or more resource objects. If it is detected that the target multimedia resource carries a plurality of resource objects, then when an unbinding operation for a portion of the multiple resource objects carried by the target multimedia resource is received, the portion described above is removed from the target multimedia resource in the multimedia resource management list. The unbinding operation described above may be an operation of unbinding the target multimedia resource from the resource object(s).

[0052] That is, the embodiments of the present disclosure support the unbinding operation for the portion of the multiple resource objects in the target multimedia resource to further meet users' needs.

[0053] In an optional implementation, when an unbinding operation for the target multimedia resource in the multimedia resource management list is received, the number of resource object(s) carried by the target multimedia resource is determined, and whether the number of the resource object(s) carried by the target multimedia resource is greater than a first preset number is determined. The first preset number may be a preconfigured number. Specifically, for example, the first preset number is 1.

[0054] If it is detected that the number of the resource object(s) carried by the target multimedia resource is greater than the first preset number, object information of the resource object(s) carried by the target multimedia resource is displayed. The object information may include name information, image information, etc. of the resource object(s). The target multimedia resource 501 and its resource information are presented in the

multimedia resource presenting page as shown in Fig. 5. When the unbinding control 503 is triggered, the number of resource object(s) carried by the target multimedia resource is determined. If it is detected that the number of the resource object(s) carried by the target multimedia resource is greater than the first preset number, the object information of the resource object(s) carried by the target multimedia resource 501 is displayed, including specifically the name information of the resource object(s).

[0055] Then, if the unbinding operation for all the resource objects carried by the target multimedia resource is received, the target multimedia resource is removed from the multimedia resource management list. As shown in the multimedia resource presenting page of Fig. 5, at this time, only Card B is contained in the multimedia management list displayed in the multimedia presenting page. That is, when all the resource objects carried by the target multimedia resource are unbound, it indicates that the preset binding relationship between the target multimedia resource and the target account is unbound.

[0056] The unbinding operation for the resource objects may specifically include: first selecting the resource objects, and then performing the unbinding operation for the selected resource objects, as shown in the multimedia resource presenting page in Fig. 5.

[0057] In practical applications, in a process of displaying the object information of the resource objects carried by the target multimedia resource, it is also possible to perform the unbinding operation for a portion of the resource objects carried by the target multimedia resource.

[0058] Specifically, when the resource objects of the target multimedia resource are displayed, a portion of the resource objects carried by the target multimedia resource is first selected. Then, upon receiving an unbinding operation for the portion of the resource objects, the portion of the resource objects is removed from the target multimedia resource, and the target multimedia resource is displayed in the multimedia resource management list.

[0059] As shown in Fig. 6, Fig. 6 is a schematic diagram of a multimedia resource presenting page provided in an embodiment of the present disclosure. The multimedia resource management list is displayed on the multimedia resource presenting page, and multiple multimedia resources (for example, Card A and Card B) may be included in the multimedia resource management list. When a resource object 601 is selected from the resource objects carried by the target multimedia resource (Card A), and an unbinding operation for the resource object 601 is received, the resource object 601 is removed from the target multimedia resource. At this time, the resource object 601 is no longer carried in the target multimedia resource in the displayed multimedia resource management list.

[0060] In another optional implementation, when the unbinding operation for the target multimedia resource in the multimedia resource management list is received, the number of resource objects carried by the target multimedia resource is determined, and whether the number of the resource objects carried by the target multimedia resource is greater than the first preset number is determined. If it is detected that the number of the resource objects carried by the target multimedia resource is not greater than the first preset number, the target

multimedia resource is removed from the multimedia resource management list. That is, when the number of the resource objects carried by the target multimedia resource is not greater than the first preset number, the target multimedia resource is removed while the resource object is removed, that is, the preset binding relationship between the target multimedia resource and the target account is unbound.

5 **[0061]** In the multimedia resource processing method provided by embodiments of the present disclosure, the multimedia resource management list is displayed, where the multimedia resource management list is used to present resource information of a multimedia resource having a preset binding relationship with a target account, the multimedia resource carries one or more resource objects, the resource object is used to represent interesting information corresponding to the target account, and the interesting information is used to recommend
10 multimedia content to the target account. In response to an unbinding operation for a target multimedia resource in the multimedia resource management list, the target multimedia resource is removed from the multimedia resource management list.

15 **[0062]** In the embodiments of the present disclosure, a multimedia resource can carry not only one resource object but also multiple resource objects. When the unbinding operation for any of the above multimedia resources in the multimedia resource management list is received, the multimedia resource is removed from the multimedia resource management list, so as to realize a function of unbinding the multimedia resource from the target account. It may be seen that the embodiments of the present disclosure enrich the functions related to multimedia resource processing, thereby satisfying users' diversified multimedia resource processing needs.

20 **[0063]** Based on the above embodiments, while the multimedia resource management list is displayed, information of a first multimedia resource and the resource object(s) carried by the first multimedia resource may further be displayed. Specifically, the resource information of the first multimedia resource and the object information of the resource object(s) carried by the first multimedia resource may be presented within a first area of the multimedia resource management list.

25 **[0064]** The first area may be any display area in the multimedia resource management list, and is used to present the object information of the resource object(s) carried by the first multimedia resource. The first multimedia resource may be any multimedia resource in the multimedia resource management list.

30 **[0065]** As shown in Fig. 7, Fig. 7 is a schematic diagram of a multimedia resource presenting page provided in an embodiment of the present disclosure. The multimedia resource presenting page presents the multimedia resource management list, which shows multiple multimedia resources, such as Card C and Card D, in which the first multimedia resource 701 is contained, and the object information of the resource objects carried by the first multimedia resource 701, including the resource object 703, is presented within the first area 702.

35 **[0066]** In embodiments of the present disclosure, in a process of displaying the multimedia resource management list, the resource information of the first multimedia resource, and the object information of the resource object(s) carried by the first multimedia resource, if an unbinding operation for a target resource object in the multimedia resource management list is received, it is first determined whether the number of resource

object(s) carried by the multimedia resource corresponding to the target resource object is greater than a second preset number. If it is detected that the number of the resource object(s) carried by the multimedia resource corresponding to the target resource object is greater than the second preset number, the target resource object is removed from the multimedia resource management list.

5 **[0067]** The target resource object may be any resource object, and the second preset number may be a preconfigured number. Specifically, for example, the second preset number may be 1.

[0068] In the multimedia resource presenting page shown in Fig. 7, if an unbinding operation for the target resource object 703 is received, it is first determined whether the number of resource object(s) carried by the multimedia resource 701 corresponding to the target resource object 703 is greater than the second preset number.
10 If it is detected that the number of the resource object(s) carried by the multimedia resource 701 is greater than the second preset number, the target resource object is removed from the multimedia resource management list.

[0069] Based on the above embodiments, during the process of displaying the multimedia resource management list, the resource information of the first multimedia resource, and the object information of the resource objects carried by the first multimedia resource, it is also possible to support an unbinding operation
15 for all resource objects carried by the first multimedia resource. Specifically, when the unbinding operation for all the resource objects of the first multimedia resource in the multimedia resource management list is received, the first multimedia resource is removed from the multimedia resource management list. As shown in Fig. 8, Fig. 8 is a schematic diagram of a multimedia resource presenting page provided in an embodiment of the present disclosure.

20 **[0070]** In practical applications, when the target resource object is removed from the multimedia resource management list, prompt information may be displayed in the multimedia resource management list for improving successful removal of the target resource object.

[0071] Based on the above embodiments, if it is detected that the number of the resource object(s) bound to the multimedia resource corresponding to the target resource object is not greater than the second preset number,
25 the target resource object and the multimedia resource corresponding to the target resource object are removed from the multimedia resource management list.

[0072] In the embodiments of the present disclosure, a multimedia resource can carry not only one resource object but also multiple resource objects. When the unbinding operation for any of the above multimedia resources in the multimedia resource management list is received, the multimedia resource is removed from the
30 multimedia resource management list, so as to realize a function of unbinding the multimedia resource from the target account. It may be seen that the embodiments of the present disclosure enrich the functions related to multimedia resource processing, thereby satisfying users' diversified multimedia resource processing needs.

[0073] Based on the embodiments of the above method, the present disclosure further provides a multimedia resource processing apparatus. Referring to Fig. 9, Fig. 9 is a schematic structural diagram of a multimedia
35 resource processing apparatus provided in an embodiment of the present disclosure, and the apparatus includes:

a first display module 901, configured to display a multimedia resource management list; where the multimedia resource management list is used to present resource information of a multimedia resource having a preset binding relationship with a target account, the multimedia resource carries one or more resource objects, the resource object is used to represent interesting information corresponding to the target account, and the interesting information is used to recommend multimedia content to the target account; and

a first removal module 902, configured to in response to an unbinding operation for a target multimedia resource in the multimedia resource management list, remove the target multimedia resource from the multimedia resource management list.

[0074] In an optional implementation, the first removing module includes:

a first determination sub-module, configured to in response to the unbinding operation for the target multimedia resource in the multimedia resource management list, determine whether a number of resource objects carried by the target multimedia resource is greater than a first preset number;

a first display sub-module, configured to, in response to determining that the number of the resource objects carried by the target multimedia resource is greater than the first preset number, display object information of the resource objects carried by the target multimedia resource; and

a first removal sub-module, configured to in response to an unbinding operation for all resource objects carried by the target multimedia resource, remove the target multimedia resource from the multimedia resource management list.

[0075] In an optional implementation, the apparatus further includes:

a second removal module, configured to, in response to an unbinding operation for a portion of the resource objects carried by the target multimedia resource, remove the portion of the resource objects from the target multimedia resource, and displaying the target multimedia resource in the multimedia resource management list.

[0076] In an optional implementation, the apparatus further includes:

a third removal module, configured to in response to determining that the number of the resource objects carried by the target multimedia resource is not greater than the first preset number, remove the target multimedia resource from the multimedia resource management list.

[0077] In an optional implementation, the first display module is further configured to:

display the multimedia resource management list, and present, within a first area of the multimedia resource management list, resource information of a first multimedia resource and object information of a resource object carried by the first multimedia resource.

[0078] In an optional implementation, the apparatus further includes:

a first determination module, configured to, in response to the unbinding operation for the target

resource object in the multimedia resource management list, determine whether a number of resource objects bound to a multimedia resource corresponding to the target resource object is greater than a second preset number; and

5 a fourth removal module, configured to, in response to determining that the number of the resource objects bound to the multimedia resource corresponding to the target resource object is greater than the second preset number, remove the target resource object from the multimedia resource management list.

[0079] In an optional implementation, the apparatus further includes:

10 a fifth removal module configured to, in response to determining that the number of the resource objects bound to the multimedia resource corresponding to the target resource object is not greater than the second preset number, remove the target resource object and the multimedia resource corresponding thereto from the multimedia resource management list.

[0080] In an optional implementation, the target multimedia resource carries a plurality of resource objects, and the apparatus further includes:

15 a sixth removal module, configured to in response to an unbinding operation for a portion of the multiple resource objects carried by the target multimedia resource, remove the portion of the multiple resource objects from the target multimedia resource in the multimedia resource management list.

[0081] In an optional implementation, the apparatus further includes:

20 a second display module, configured to in response to an unbinding operation on a presenting page of a second multimedia resource, display a binding management entry; where the second multimedia resource belongs to the multimedia resource having the preset binding relationship with the target account; and

correspondingly, the first display module is further configured to:

25 in response to a trigger operation for the binding management entry, display the multimedia resource management list; where the second multimedia resource configured with a first identifier is presented in the multimedia resource management list, and the first identifier is used to identify that the second multimedia resource belongs to the multimedia resource currently presented on the presenting page.

30 **[0082]** In the multimedia resource processing method provided by the embodiment of the present disclosure, the multimedia resource management list is displayed, where the multimedia resource management list is used to present resource information of a multimedia resource having a preset binding relationship with a target account, the multimedia resource carries one or more resource objects, the resource object is used to represent interesting information corresponding to the target account, and the interesting information is used to recommend multimedia content to the target account. In response to an unbinding operation for a target multimedia resource in the multimedia resource management list, the target multimedia resource is removed from the multimedia resource management list.

[0083] In the embodiments of the present disclosure, a multimedia resource can carry not only one resource

object but also multiple resource objects. When the unbinding operation for any of the above multimedia resources in the multimedia resource management list is received, the multimedia resource is removed from the multimedia resource management list, so as to realize a function of unbinding the multimedia resource from the target account. It may be seen that the embodiments of the present disclosure enrich the functions related to multimedia resource processing, thereby satisfying users' diversified multimedia resource processing needs.

[0084] In addition to the above methods and apparatuses, an embodiment of the present disclosure further provides a computer-readable storage medium. The computer-readable storage medium stores instructions which, when executed on a terminal device, cause the terminal device to implement the multimedia resource processing method described in the embodiments of the present disclosure.

[0085] Embodiments of the present disclosure further provide a computer program product. The computer program product includes a computer program or instructions, and when the computer program or instructions is executed by a processor, the multimedia resource processing method described in the embodiments of the present disclosure is implemented.

[0086] Additionally, embodiments of the present disclosure further provide a multimedia resource processing device. Referring to Fig. 10, the device may include:

a processor 1001, a memory 1002, an input apparatus 1003, and an output apparatus 1004. The number of processor(s) 1001 in the multimedia resource processing device may be one or more, and Fig. 10 illustrates one processor as an example. In some embodiments of the present disclosure, the processor 1001, the memory 1002, the input apparatus 1003, and the output apparatus 1004 may be connected via a bus or other means, wherein Fig. 10 shows a bus connection as an example.

[0087] The memory 1002 may be used to store software programs and modules. The processor 1001 executes various functional applications and data processing of the multimedia resource processing device by running the software programs and modules stored in the memory 1002. The memory 1002 may mainly include a program storage area and a data storage area, where the program storage area may store the operating system and at least one application program required for a specific function, etc. In addition, the memory 1002 may include a high-speed random-access memory, and may further include a non-volatile memory, such as at least one disk storage device, a flash memory device, or other volatile solid-state storage device. The input device 1003 may be used to receive input digital or character information, and generate a signal input related to user settings and functional control of the multimedia resource processing device.

[0088] Specifically, in this embodiment, the processor 1001 follows the instructions below: loading executable files corresponding to processes of one or more application programs into the memory 1002 and running the application programs stored in the memory 1002 by the processor 1001, thereby achieving various functions of the above multimedia resource processing device.

[0089] It should be noted that, as used herein, relational terms such as "first" and "second" are only used to distinguish one entity or operation from another entity or operation, and do not necessarily require or imply any

actual relationship or sequence between such entities or operations. Furthermore, the terms “comprise,” “include,” or any of their variants are intended to indicate non-exclusive inclusion, so that a process, method, article, or apparatus that comprises a series of elements not only includes those elements but may also include other elements not explicitly listed, or additional elements inherent to such process, method, article, or apparatus.

- 5 Without further limitation, an element defined by the phrase “comprising a...” does not exclude the presence of additional identical elements in a process, method, article, or apparatus that comprises the element.

[0090] The above descriptions are merely specific implementations of the present disclosure, provided so that those skilled in the art can understand or implement the present disclosure. Various modifications to these embodiments will be apparent to those skilled in the art. The general principles defined herein may be applied
10 to other embodiments without departing from the spirit or scope of the present disclosure. Therefore, the present disclosure is not to be limited to the embodiments described herein, but rather should be accorded the broadest scope consistent with the principles and novel features disclosed herein.

I/We Claim:

1. A multimedia resource processing method, comprising:

displaying a multimedia resource management list; wherein the multimedia resource management list is used to present resource information of a multimedia resource having a preset binding relationship with a target account, the multimedia resource carries one or more resource objects, the resource object is used to represent interesting information corresponding to the target account, and the interesting information is used to recommend multimedia content to the target account; and

removing, in response to an unbinding operation for a target multimedia resource in the multimedia resource management list, the target multimedia resource from the multimedia resource management list.

2. The method of claim 1, wherein removing, in response to the unbinding operation for the target multimedia resource in the multimedia resource management list, the target multimedia resource from the multimedia resource management list comprises:

determining, in response to the unbinding operation for the target multimedia resource in the multimedia resource management list, whether a number of resource objects carried by the target multimedia resource is greater than a first preset number;

displaying, in response to determining that the number of the resource objects carried by the target multimedia resource is greater than the first preset number, object information of the resource objects carried by the target multimedia resource; and

removing, in response to an unbinding operation for all resource objects carried by the target multimedia resource, the target multimedia resource from the multimedia resource management list.

3. The method of claim 2, wherein after displaying the object information of the resource objects carried by the target multimedia resource, the method further comprises:

removing, in response to an unbinding operation for a portion of the resource objects carried by the target multimedia resource, the portion of the resource objects from the target multimedia resource, and displaying the target multimedia resource in the multimedia resource management list.

4. The method of claim 2 or 3, further comprising:

removing, in response to determining that the number of the resource objects carried by the target multimedia resource is not greater than the first preset number, the target multimedia resource from the multimedia resource management list.

5. The method of claim 1, wherein displaying the multimedia resource management list comprises:

displaying the multimedia resource management list, and presenting, within a first area of the multimedia resource management list, resource information of a first multimedia resource and object information of a

resource object carried by the first multimedia resource.

6. The method of claim 5, further comprising:

determining, in response to the unbinding operation for the target resource object in the multimedia resource management list, whether a number of resource objects bound to a multimedia resource corresponding to the target resource object is greater than a second preset number; and

removing, in response to determining that the number of the resource objects bound to the multimedia resource corresponding to the target resource object is greater than the second preset number, the target resource object from the multimedia resource management list.

7. The method of claim 6, further comprising:

removing, in response to determining that the number of the resource objects bound to the multimedia resource corresponding to the target resource object is not greater than the second preset number, the target resource object and the multimedia resource corresponding to the target resource object from the multimedia resource management list.

8. The method of claim 1, wherein the target multimedia resource carries multiple resource objects, and the method further comprises:

removing, in response to an unbinding operation for a portion of the multiple resource objects carried by the target multimedia resource, the portion of the multiple resource objects from the target multimedia resource in the multimedia resource management list.

9. The method of claim 1, wherein prior to displaying the multimedia resource management list, the method further comprises:

displaying, in response to an unbinding operation on a presenting page of a second multimedia resource, a binding management entry; wherein the second multimedia resource belongs to the multimedia resource having the preset binding relationship with the target account; and

correspondingly, wherein displaying the multimedia resource management list comprises:

displaying, in response to a trigger operation for the binding management entry, the multimedia resource management list; wherein the second multimedia resource is configured with a first identifier is presented in the multimedia resource management list, and the first identifier is used to identify that the second multimedia resource belongs to the multimedia resource currently presented on the presenting page.

10. A multimedia resource processing apparatus, comprising:

a first display module configured to display a multimedia resource management list; wherein the multimedia resource management list is used to present resource information of a multimedia resource having a preset binding relationship with a target account, the multimedia resource carries one or more resource objects, the resource object is used to represent interesting information corresponding to the target account, and the

interesting information is used to recommend multimedia content to the target account; and

a first removal module configured to, remove, in response to an unbinding operation for a target multimedia resource in the multimedia resource management list, the target multimedia resource from the multimedia resource management list.

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11. A computer-readable storage medium storing instructions, which, when executed on a terminal device, cause the terminal device to implement the method of any of claims 1 to 9.

10 12. A multimedia resource processing device comprising a memory, a processor, and a computer program stored in the memory and executable on the processor, wherein the processor, when performing the computer program, implements the method of any of claims 1 to 9.

13. A computer program product comprising a computer program or instructions, which, when performed by a processor, implement the method of any of claims 1 to 9.