

ABSTRACT

According to embodiments of the disclosure, a method, apparatus, device and storage medium for information display are provided. The method includes in response to a target multimedia content to be presented to a first user, determining whether the first user has a permission to view a clear version of the target multimedia content. If it is determined that the first user has no permission to view the clear version of the target multimedia content, displaying a blurred version of the target multimedia content; and displaying an interactive information item associated with the target multimedia content in a clear mode. In this way, the interactive information items associated with the multimedia content can be displayed while the blurred version of the multimedia content is displayed, so as to provide more rich and interesting information display.