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(54) **CONTENT PUSH METHOD AND DEVICE, APPARATUS, AND MEDIUM**

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(57) **ABSTRACT**

This application relates to a content push method performed by a computer device, including: determining candidate mixed content in response to a content push request from an object, the mixed content including first-type content and second-type content; determining a first priority push probability of the first-type content based on the object attribute information, the overall content feature, and the dynamic resource input feature; analyzing a priority push relationship between the content features of all pieces of second-type content, to obtain an internal priority push feature, and performing inter-type priority push relationship analysis based on the object attribute information, the internal priority push feature, and the dynamic resource input feature, to determine second priority push probabilities respectively corresponding to all pieces of second-type content; and selecting content from the mixed content for push based on the first priority push probability and the second priority push probabilities.