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(54) **IMAGE COMPRESSION METHOD, APPARATUS, AND COMPUTER-READABLE STORAGE MEDIUM**

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(57) **ABSTRACT**

Embodiments of the present disclosure provide an image compression method, an apparatus, and a computer-readable storage medium, relating to the field of image compression. The method comprises: acquiring a plurality of macroblocks of an image; determining the sub-region(s) of each one of the plurality of macroblocks and a partition color of each macroblock; determining a data compression format corresponding to each macroblock according to pixels in the sub-region(s) of each macroblock and the partition color of each macroblock; and compressing each macroblock based on the data compression format corresponding to each macroblock, and determining the compressed data corresponding to each macroblock. In the embodiments of the present disclosure, while ensuring the image compression efficiency, the image compression format is simplified, the image compression accuracy is guaranteed, and the over drive distortion caused by image compression is reduced.