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HUANG et al.(10) **Pub. No.: US 2023/0232077 A1**(43) **Pub. Date: Jul. 20, 2023**(54) **BULLET SCREEN PLAY METHOD,
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(57) **ABSTRACT**

Example bullet screen play methods and apparatus are described. One example bullet screen play method includes receiving a bullet screen enabling instruction for a target video, where the bullet screen enabling instruction instructs to play a bullet screen in a virtual reality (VR) bullet screen manner. An annular transparent bullet screen layer is drawn in a preset orientation of a video layer of the target video in response to the bullet screen enabling instruction, where a first height of the video layer is less than a second height of the bullet screen layer. Bullet screen information of a real-time bullet screen of the target video is obtained. Three-dimensional coordinates of the real-time bullet screen on the bullet screen layer are calculated based on the bullet screen information. The real-time bullet screen is refreshed and played on the bullet screen layer based on the three-dimensional coordinates.

