WHAT IS CLAIMED IS:

1. A cell measurement method, performed by a terminal, comprising:

receiving configuration information, wherein the configuration information is configured to indicate a dynamic adjustment rule of a time parameter when the terminal performs a cell measurement; and

determining a measurement window based on the dynamic adjustment rule.

2. The method according to claim 1, wherein determining the measurement window based on the dynamic adjustment rule comprises:

determining the measurement window based on the dynamic adjustment rule and an initial time parameter.

3. The method according to claim 2, wherein the configuration information comprises a time parameter change rate; and

determining the measurement window based on the dynamic adjustment rule and the initial time parameter comprises:

determining the measurement window based on the initial time parameter and the time parameter change rate.

4. The method according to claim 1, wherein the configuration information comprises a time parameter configuration function; and

determining the measurement window based on the dynamic adjustment rule comprises:

determining the measurement window based on the time parameter configuration function,

preferably, the time parameter configuration function comprises at least one of a first-order function or a second-order function.

5. The method according to any one of claims 1 to 4, wherein the measurement window comprises at least one of a synchronization signal block measurement timing configuration (SSB-MTC) or a measurement gap.

6. The method according to any one of claims 1 to 4, wherein the time parameter comprises at least one of an offset, a period or a duration.

7. The method according to any one of claims 1 to 4, wherein the configuration information further comprises a cell list and/or a satellite list;

wherein the cell list is configured to indicate a cell to which the dynamic adjustment rule configured in the configuration information is applicable, and the dynamic adjustment rule is adapted to adjust a time parameter of a measurement window of the cell in the cell list; the satellite list is configured to indicate a satellite to which the dynamic adjustment rule configured in the configuration information is applicable, and the dynamic adjustment rule is adapted to adjust a

time parameter of a measurement window of the satellite in the satellite list, or the dynamic adjustment rule is adapted to adjust a time parameter of a measurement window of a cell corresponding to the satellite in the satellite list.

8. The method according to any one of claims 1 to 4, wherein the configuration information further comprises sharing mode indication information; and

wherein the sharing mode indication information is configured to indicate a window determining manner when measurement windows calculated from at least two sets of configuration information overlap.

9. The method according to claim 8, further comprising:

performing a measurement using a measurement window with a highest priority from the measurement windows calculated from the at least two sets of configuration information when the sharing mode indication information indicates a priority determining manner,

wherein the measurement window with the highest priority comprises a measurement window calculated according to configuration information with a highest priority.

10. The method according to any one of claims 1 to 9, wherein the configuration information further comprises a priority of the measurement window.

11. A cell measurement method, performed by a network device, comprising:

sending configuration information to a terminal, wherein the configuration information is configured to indicate a dynamic adjustment rule of a time parameter when the terminal performs a cell measurement.

12. The method according to claim 11, wherein the configuration information comprises at least one of a time parameter change rate, an initial time parameter, or a time parameter configuration function,

preferably, the time parameter configuration function comprises at least one of a first-order function or a second-order function.

13. The method according to any one of claims 11 to 12, wherein the measurement window comprises at least one of a synchronization signal block measurement timing configuration (SSB-MTC) or a measurement gap.

14. The method according to any one of claims 11 to 12, wherein the time parameter comprises at least one of an offset, a period or a duration.

15. The method according to any one of claims 11 to 12, wherein the configuration information further comprises sharing mode indication information;

wherein the sharing mode indication information is configured to indicate a window determining manner when measurement windows calculated from at least two sets of configuration information overlap.

16. The method according to any one of claims 11 to 15, wherein the configuration information further comprises a priority of the measurement window.

17. A cell measurement apparatus, comprising:

a receiving module configured to receive configuration information, wherein the configuration information is configured to indicate a dynamic adjustment rule of a time parameter when a terminal performs a cell measurement; and

a processing module configured to determine a measurement window based on the dynamic adjustment rule.

18. A cell measurement apparatus, comprising:

a sending module configured to send configuration information to a terminal according to location information of the terminal and ephemeris information of a satellite, wherein the configuration information is configured to indicate a dynamic adjustment rule of a time parameter when the terminal performs a cell measurement.

19. A terminal, comprising:

a processor;

a transceiver connected to the processor; and

a memory having stored therein executable instructions of the processor;

wherein the processor is configured to load and execute the executable instructions to implement the cell measurement method according to any one of claims 1 to 16.

20. A computer-readable storage medium having stored therein executable instructions that, when loaded and executed by a processor, cause the cell measurement method according to any one of claims 1 to 16 to be implemented.