WHAT IS CLAIMED IS:

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

receiving configuration information sent by a network device, wherein the configuration information comprises at least one piece of reference point information and a distance threshold corresponding to every one of the at least one piece of reference point information, and at least one of every piece of reference point information or the distance threshold corresponding to the every piece of reference point information is associated with at least one frequency; and

performing a neighboring cell measurement based on the at least one piece of reference point information and the distance threshold corresponding to the every piece of reference point information;

in a case that a reselection priority of a first frequency associated with reference point information and/or a distance threshold corresponding to the reference point information is higher than a priority of a second frequency of a current serving cell, and a distance between the terminal and a position indicated by the reference point information is greater than the distance threshold, not performing the neighboring cell measurement on the first frequency.

2. The method according to claim 1, wherein the at least one piece of reference point information indicates a position of a neighboring cell.

3. The method according to claim 1 or 2, wherein the configuration information is a system message, or a radio resource control RRC release message.

4. The method according to any one of claims 1 to 3, further comprising:

in a case that a reselection priority of a first frequency associated with reference point information and/or a distance threshold corresponding to the reference point information is higher than a priority of a second frequency of a current serving cell, and a distance between the terminal and a position indicated by the reference point information is less than or equal to the distance threshold, performing the neighboring cell measurement on the first frequency.

5. The method according to any one of claims 1 to 3, further comprising:

in a case that a first frequency is associated with multiple pieces of reference point information and/or distance thresholds corresponding to the multiple pieces of reference point information, a reselection priority of the first frequency is higher than a priority of a second frequency of a current serving cell, and a distance between a position corresponding to at least one piece of reference point information in the multiple pieces of reference point information and the terminal is less than or equal to a distance threshold corresponding to

the at least one piece of reference point information in the multiple pieces of reference point information, performing the neighboring cell measurement on the first frequency.

6. The method according to any one of claims 1 to 3, further comprising:

in a case that a first frequency is associated with multiple pieces of reference point information and/or distance thresholds corresponding to the multiple pieces of reference point information, a reselection priority of the first frequency is higher than a priority of a second frequency of a current serving cell, and a distance between a position corresponding to each piece of reference point information in the multiple pieces of reference point information and the terminal is greater than a distance threshold corresponding to the each piece of reference point information in the multiple pieces of reference point information, not performing the neighboring cell measurement on the first frequency.

7. The method according to any one of claims 1 to 3, further comprising:

in a case that a reselection priority of a first frequency associated with a reference point information and/or a distance threshold corresponding to the reference point information is the same as a priority of a second frequency of a current serving cell, a signal quality of the current serving cell meets a quality condition, and a distance between the terminal and a position corresponding to the reference point information is less than or equal to the distance threshold corresponding to the reference point information, performing the neighboring cell measurement on the first frequency.

8. The method according to any one of claims 1 to 3, further comprising:

in a case that a reselection priority of a first frequency associated with a reference point information and/or a distance threshold corresponding to the reference point information is the same as a priority of a second frequency of a current serving cell, a signal quality of the current serving cell meets a quality condition, and a distance between the terminal and a position corresponding to the reference point information is greater than the distance threshold corresponding to the reference point information, not performing the neighboring cell measurement on the first frequency.

9. The method according to any one of claims 1 to 3, further comprising:

in a case that a first frequency is associated with multiple pieces of reference point information and/or distance thresholds corresponding to the multiple pieces of reference point information, a reselection priority of the first frequency is the same as a priority of a second frequency of a current serving cell, a signal quality of the current serving cell meets a quality condition, and a distance between a position corresponding to at least one piece of

reference point information in the multiple pieces of reference point information and the terminal is less than or equal to a distance threshold corresponding to the at least one piece of reference point information in the multiple pieces of reference point information, performing the neighboring cell measurement on the first frequency.

10. The method according to any one of claims 1 to 3, further comprising:

in a case that a first frequency is associated with multiple pieces of reference point information and/or distance thresholds corresponding to the multiple pieces of reference point information, a reselection priority of the first frequency is the same as a priority of a second frequency of a current serving cell, a signal quality of the current serving cell meets a quality condition, and a distance between a position corresponding to each piece of reference point information in the multiple pieces of reference point information and the terminal is greater than a distance threshold corresponding to the each piece of reference point information in the multiple pieces of reference point information, not performing the neighboring cell measurement on the first frequency.

11. The method according to any one of claims 7 to 10, wherein the quality condition is that a cell selection electrical level of the serving cell is greater than a preset electrical level, and a cell selection quality of the serving cell is greater than a preset quality.

12. The method according to any one of claims 1 to 11, wherein a cell covered by the network device is a non-terrestrial network (NTN); and

a cell indicated by the at least one piece of reference point information is a terrestrial network (TN).

13. A neighboring cell measurement method, performed by a network device, and comprising:

sending configuration information to a terminal, wherein the configuration information comprises at least one piece of reference point information and a distance threshold corresponding to every one of the at least one piece of reference point information, and at least one of the every piece of reference point information or the distance threshold corresponding to the every piece of reference point information is associated with at least one frequency;

wherein the at least one piece of reference point information and the distance threshold corresponding to the every piece of reference point information are used by the terminal to perform a neighboring cell measurement; in a case that a reselection priority of a first frequency associated with reference point information and/or a distance threshold

corresponding to the reference point information is higher than a priority of a second frequency of a current serving cell, and a distance between the terminal and a position indicated by the reference point information is greater than the distance threshold, the terminal does not perform the neighboring cell measurement on the first frequency.

14. The method according to claim 13, wherein the at least one piece of reference point information indicates a position of a neighboring cell.

15. The method according to claim 13 or 14, wherein the configuration information is a system message, or a radio resource control RRC release message.

16. The method according to any one of claims 13 to 15, wherein a cell covered by the network device is a non-terrestrial network (NTN); and

a cell indicated by the at least one piece of reference point information is a terrestrial network (TN).

17. A neighboring cell measurement apparatus, comprising:

a receiving module, configured to receive configuration information sent by a network device, wherein the configuration information comprises at least one piece of reference point information and a distance threshold corresponding to every one of the at least one piece of reference point information, and at least one of the every piece of reference point information or the distance threshold corresponding to the every piece of reference point information is associated with at least one frequency; and

a measurement module, configured to perform a neighboring cell measurement based on the at least one piece of reference point information and the distance threshold corresponding to the every piece of reference point information; in a case that a reselection priority of a first frequency associated with reference point information and/or a distance threshold corresponding to the reference point information is higher than a priority of a second frequency of a current serving cell, and a distance between the terminal and a position indicated by the reference point information is greater than the distance threshold, not perform the neighboring cell measurement on the first frequency.

18. A neighboring cell measurement apparatus, comprising:

a sending module, configured to send configuration information to a terminal, wherein the configuration information comprises at least one piece of reference point information and a distance threshold corresponding to every one of the at least one piece of reference point information, and at least one the at least one piece of reference point information or the distance threshold corresponding to the every piece of reference point information is

associated with at least one frequency;

wherein the at least one piece of reference point information and the distance threshold corresponding to the every piece of reference point information are used by the terminal to perform a neighboring cell measurement; in a case that a reselection priority of a first frequency associated with reference point information and/or a distance threshold corresponding to the reference point information is higher than a priority of a second frequency of a current serving cell, and a distance between the terminal and a position indicated by the reference point information is greater than the distance threshold, the terminal does not perform the neighboring cell measurement on the first frequency.

19. A computer-readable storage medium having an executable program code stored therein, wherein the executable program code, when being loaded and executed by a processor, implements the neighbor cell measurement method according to any one of claims 1 to 16.