CLAIMS:

1. A method for media content presenting, comprising:

presenting a current media content in a target media work in a preset presenting interface and playing a preset audio, wherein the preset audio and a plurality of media contents are included in the target media work, and the media contents includes at least one of a picture or a video;

determining a target characteristic moment from a plurality of characteristic moments in real time according to a current playing progress of the preset audio and characteristic moment information corresponding to the plurality of characteristic moments associated with the preset audio, wherein a characteristic moment of the plurality of characteristic moments includes a time point when an audio characteristic in the preset audio satisfies a preset condition, and the target characteristic moment is a characteristic moment of the preset audio to play a next media content in the current playing progress; and

controlling, when a playing progress of the preset audio reaches the target characteristic moment, the preset presenting interface to switch from presenting the current media content to presenting the next media content.

2. The method of claim 1, wherein the presenting the current media content in the target media work in the preset presenting interface and playing the preset audio includes:

controlling, in response to a media content switching operation of a user, the preset presenting interface to switch from presenting the current media content to presenting a target media content, maintaining the presenting of the target media content, and continuing to play the preset audio, wherein the target media content is the next media content or a previous media content for the current media content.

3. The method of claim 2, wherein after maintaining the presenting of the target media content and continuing to play the preset audio, further comprising:

determining, in response to an automatic switching resumption operation of the user, a target characteristic moment in real time according to the current playing progress of the preset audio and the characteristic moment information; and

controlling, when the playing progress of the preset audio reaches the target characteristic moment, the switching from presenting the current media content to presenting the next media content in the preset presenting interface.

4. The method of claim 1, further comprising:

maintaining, in response to a preset pause operation, the presenting of the current media content and pausing the playing of the preset audio;

controlling, in response to a media content switching operation of a user, the preset presenting interface to switch from presenting the current media content to presenting a target media content, maintaining the presenting of the target media content, and maintaining the playing of the preset audio paused, wherein the target media content is the next media content or a previous media content for the current media content;

determining, in response to a preset pause cancelling operation of the user, a target characteristic moment in real time according to the current playing progress of the preset audio and the characteristic moment information, and continuing to play the preset audio; and

controlling, when the playing progress of the preset audio reaches the target characteristic moment, the preset presenting interface to switch from presenting the current media content to presenting the next media content.

5. The method of claim 1, wherein in the case where the current media content is a picture, a corresponding target characteristic moment is a next characteristic moment of the preset audio to be played in the current playing progress.

6. The method of claim 1, wherein in the case where the current media content is a video, a corresponding target characteristic moment is determined according to a video duration of the current media content.

7. The method of claim 6, wherein in the case where the current media content is a video, the corresponding target characteristic moment is a characteristic moment of the preset audio to be played in the current playing progress when complete playing of the current media content is able to be satisfied and that is numbered as a preset one from a moment at which the playing of the current media content is completed.

8. The method of claim 7, wherein the controlling, when the playing progress of the preset audio reaches the target characteristic moment, the preset presenting interface to switch from presenting the current media content to presenting the next media content includes:

after all of video frames of the current media content have been played, maintaining the presenting of a video frame at a preset position in the current media content, and controlling, when the playing progress of the preset audio reaches the target characteristic moment, the preset presenting interface to switch from presenting the current media content to presenting the next media content.

9. The method of claim 8, wherein the controlling, when the playing progress of the preset audio reaches the target characteristic moment, the preset presenting interface to switch from presenting the current media content to presenting the next media content includes:

after all of the video frames of the current media content have been played, presenting a first transition picture, and controlling, when the playing progress of the preset audio reaches the target characteristic moment, the preset presenting interface to switch from presenting the current media content to presenting the next media content.

10. The method of claim 6, wherein in the case where the current media content is a video, a corresponding target characteristic moment is a characteristic moment of the preset audio in the current playing progress that is number as preset one before the current media content is completely played.

11. The method of claim 10, wherein the controlling, when the playing progress of the preset audio reaches the target characteristic moment, the preset presenting interface to switch from presenting the current media content to presenting the next media content includes:

after the playing progress of the preset audio reaches the target characteristic moment, presenting a second transition picture, the second transition picture including a video frame of the current media content which is not played.

12. The method of claim 1, wherein the determining the target characteristic moment from the plurality of characteristic moments in real time according to the current playing progress of the preset audio and characteristic moment information corresponding to the plurality of characteristic moments associated with the preset audio includes:

acquiring a target file corresponding to the target media work, the target file including a plurality of target image resources, a target audio resource and a configuration file corresponding to a plurality of media contents, wherein the target image resources and the target audio resource are independent from each other;

acquiring the characteristic moment information based on the configuration file; and

acquiring a current playing progress of the target audio resource, and determining a target characteristic moment based on the current playing progress and the characteristic moment information, wherein the target characteristic moment is set to control the playing of the plurality of target image resources.

13. An electronic device comprising:

at least one processor;

a storage device configured to store at least one program,

wherein the at least one program, when executed by the at least one processor, causes the at least one processor to perform:

presenting a current media content in a target media work in a preset presenting interface and playing a preset audio, wherein the preset audio and a plurality of media contents are included in the target media work, and the media contents includes at least one of a picture or a video;

determining a target characteristic moment from a plurality of characteristic moments in real time according to a current playing progress of the preset audio and characteristic moment information corresponding to the plurality of characteristic moments associated with the preset audio, wherein a characteristic moment of the plurality of characteristic moments includes a time point when an audio characteristic in the preset audio satisfies a preset condition, and the target characteristic moment is a characteristic moment of the preset audio to play a next media content in the current playing progress; and

controlling, when a playing progress of the preset audio reaches the target characteristic moment, the preset presenting interface to switch from presenting the current media content to presenting the next media content.

14. The electronic device of claim 13, wherein the presenting the current media content in the target

media work in the preset presenting interface and playing the preset audio includes:

controlling, in response to a media content switching operation of a user, the preset presenting interface to switch from presenting the current media content to presenting a target media content, maintaining the presenting of the target media content, and continuing to play the preset audio, wherein the target media content is the next media content or a previous media content for the current media content.

15. The electronic device of claim 13, wherein the at least one program, when executed by the at least one processor, causes the at least one processor to further perform:

maintaining, in response to a preset pause operation of a user, the presenting of the current media content and pausing the playing of the preset audio;

controlling, in response to a media content switching operation of the user, the preset presenting interface to switch from presenting the current media content to presenting a target media content, maintaining the presenting of the target media content, and maintaining the playing of the preset audio paused, wherein the target media content is the next media content or a previous media content for the current media content;

determining, in response to a preset pause cancelling operation of the user, a target characteristic moment in real time according to the current playing progress of the preset audio and the characteristic moment information, and continuing to play the preset audio; and

controlling, when the playing progress of the preset audio reaches the target characteristic moment, the preset presenting interface to switch from presenting the current media content to presenting the next media content.

16. The electronic device of claim 13, wherein in the case where the current media content is a picture, a corresponding target characteristic moment is a next characteristic moment of the preset audio to be played in the current playing progress.

17. The electronic device of claim 13, wherein in the case where the current media content is a video, a corresponding target characteristic moment is determined according to a video duration of the current media content.

18. The electronic device of claim 17, wherein in the case where the current media content is a video, the corresponding target characteristic moment is a characteristic moment of the preset audio to be played in the current playing progress when complete playing of the current media content is able to be satisfied and that is numbered as a preset one from a moment at which the playing of the current media content is completed.

19. The electronic device of claim 13, wherein the determining the target characteristic moment from the plurality of characteristic moments in real time according to the current playing progress of the preset audio and characteristic moment information corresponding to the plurality of characteristic moments associated with the preset audio includes:

acquiring a target file corresponding to the target media work, the target file including a plurality of target

image resources, a target audio resource and a configuration file corresponding to a plurality of media contents, wherein the target image resources and the target audio resource are independent from each other;

acquiring the characteristic moment information based on the configuration file; and

acquiring a current playing progress of the target audio resource, and determining a target characteristic moment based on the current playing progress and the characteristic moment information, wherein the target characteristic moment is set to control the playing of the plurality of target image resources.

20. A non-transitory readable storage medium containing a computer program which, when executed by a computer processor, performs:

presenting a current media content in a target media work in a preset presenting interface and playing a preset audio, wherein the preset audio and a plurality of media contents are included in the target media work, and the media contents includes at least one of a picture or a video;

determining a target characteristic moment from a plurality of characteristic moments in real time according to a current playing progress of the preset audio and characteristic moment information corresponding to the plurality of characteristic moments associated with the preset audio, wherein a characteristic moment of the plurality of characteristic moments includes a time point when an audio characteristic in the preset audio satisfies a preset condition, and the target characteristic moment is a characteristic moment of the preset audio to play a next media content in the current playing progress; and

controlling, when a playing progress of the preset audio reaches the target characteristic moment, the preset presenting interface to switch from presenting the current media content to presenting the next media content.