ABSTRACT

The present disclosure relates to a method and apparatus for interacting with an application program, and an electronic device. The method includes: playing back multimedia content of a target object; and displaying, in a playback page for the multimedia content, an interaction component of the target object. The interactive component comprises: an integrated interactive card and action button. The interactive card is used for describing introductory content of the target object. The introductory content of the target object comprises: the icon of the target object, first basic information of the target object, and extension information of the target object. The action button is used for providing an entry to an interactive page of the target object.