CLAIMS:

1. An information replying method, comprising:

playing first multimedia content and displaying a first sticker comprising target information in a playing interface of the first multimedia content, wherein the target information is associated with target multimedia content, the first multimedia content comprises multimedia content that replies to the target information in multimedia form, and the target information is at least one of comment information or question information for the target multimedia content;

receiving a first instruction triggered on the first sticker which instructs to create second multimedia content to reply to the target information;

in response to receiving the first instruction, acquiring the second multimedia content for replying to the target information; and

playing the second multimedia content and displaying the second sticker in a playing interface of the second multimedia content, wherein the second sticker comprises the target information and is an entry to reply to the target information in multimedia form.

2. The method according to claim 1, further comprising:

receiving a second instruction triggered on the first sticker,

wherein the second instruction is used to instruct to view the target information; and

switching to a playing interface of the target multimedia content in response to the second instruction, and displaying the target information and a comment card in a comment area of the playing interface of the target multimedia content, wherein the comment card comprises a thumbnail comprising a playing picture of the first multimedia content and the first sticker.

3. The method according to any one of claims 1 to 2, further comprising:

displaying a link associated with the target information in the playing interface of the first multimedia content, wherein the link is used to trigger a display of the target information; and

receiving a trigger operation on the link, switching to the playing interface of the target multimedia content, and displaying the target information and a comment card in the comment area of the playing interface of the target multimedia content, wherein the comment card comprises a thumbnail comprising a playing picture of the first multimedia content and the first sticker.

4. The method according to any one of claims 1 to 2, further comprising:

adding a link associated with the target information to the second

multimedia content to obtain second multimedia content with the link added, wherein the link is used to trigger a display of the target information; and

uploading the second multimedia content with the link added to a server to display the link in a playing interface of the second multimedia content.

5. The method according to any one of claims 1 to 2, further comprising:

uploading the second multimedia content to a server so that the server sends a notification message to at least one client associated with the target information, wherein the notification message is used to notify the at least one client that the target information has been replied in multimedia form.

6. The method according to any one of claims 1 to 2, further comprising:

displaying an aggregation page of at least one multimedia content associated with the target information in the first sticker after receiving a third instruction for the first sticker.

7. The method according to any one of claims 1 to 2, wherein

the first multimedia content is acquired after receiving a fourth instruction indicating a multimedia reply to the target information

displayed in the comment area of the playing interface of the target multimedia content; or

the first multimedia content is acquired after receiving a fifth instruction indicating a multimedia reply to the target information displayed in a third sticker.

8. The method according to any one of claims 1 to 2, wherein the acquiring second multimedia content for replying to the target information in response to the first instruction comprises:

switching to an acquisition interface of the second multimedia content in response to the first instruction; and

acquiring the second multimedia content after receiving an acquisition instruction for the second multimedia content in the acquisition interface of the second multimedia content.

9. The method according to claim 8, wherein the acquisition interface of the second multimedia content comprises a second sticker comprising the target information, and display parameter(s) of the second sticker comprise at least one of a display mode, a display position, or a display duration of the second sticker.

10. The method according to any one of claims 1 to 2, further comprising:

receiving an add-to-favorites instruction triggered on the first

sticker, wherein the add-to-favorites instruction is used to add the target information in Favorites; and

adding the target information to the Favorites in response to the add-to-favorites instruction.

11. An information replying apparatus, wherein the apparatus comprises:

a playing module for playing first multimedia content and displaying a first sticker comprising target information in a playing interface of the first multimedia content, wherein the target information is associated with target multimedia content, the first multimedia content comprises multimedia content that replies to the target information in multimedia form, and the target information is at least one of comment information or question information for the target multimedia content;

a receiving module for receiving a first instruction triggered on the first sticker which instructs to create second multimedia content to reply to the target information; and

an acquisition module for, in response to receiving the first instruction, acquiring the second multimedia content for replying to the target information;

a playing module for playing the second multimedia content and displaying the second sticker in a playing interface of the second multimedia content, wherein the second sticker comprises the target

information and is an entry to reply to the target information in multimedia form.

12. An electronic device, comprising:

one or more processors;

a memory; and

one or more computer programs; wherein the one or more computer programs are stored in the memory;

the one or more processors, when executing the one or more computer programs, enable the electronic device to implement the information replying method according to any one of claims 1 to 10.

13. A computer storage medium, characterized in comprising computer instructions that, when running on an electronic device, cause the electronic device to implement the information replying method according to any one of claims 1 to 10.