CLAIMS:

1. An application interaction method, comprising:

playing a multimedia content of a target object;

displaying an interaction component of the target object in a playing page for the multimedia content, the interaction component comprising an interaction card and an action button which are integrated, wherein the interaction card is configured to describe an introduction content of the target object, the introduction content comprising an icon of the target object, first basic information of the target object and extension information of the target object, and the action button is configured to provide an entrance to an interaction page of the target object;

displaying extension information for providing game interaction content in a target area of the interaction card in response to the target object being of a game type, wherein the target area is an area in the interaction card where the extended information is displayed; and

displaying extension information for providing game interaction content in a target area of the interaction card playing a dynamic image corresponding to the game interaction content in the playing page, in response to receiving a sixth operation triggered on the target area.

2. The application interaction method according to claim 1, wherein the displaying an interaction component of the target object in a playing page for the multimedia content comprises:

displaying the interaction component and a return button in the playing page after a first preset period of time, the return button being configured to switch between display of the interaction component and display of second basic information of the target object.

3. The application interaction method according to claim 2, further comprising:

switching the display of the interaction component in the playing page to the display of the second basic information, in response to receiving a first operation triggered on the return button; and

switching the display of the second basic information in the playing page to the display of the interaction component, in response to receiving a second operation triggered on the return button.

4. The application interaction method according to claim 1, wherein the displaying an interaction component of the target object in a playing page for the multimedia content comprises:

displaying the interaction component and a location identifier in a first state in the playing page after a second preset period of time, wherein the location identifier is configured to indicate that the interaction component or second basic information of the target object is displayed in the playing page, and the location identifier in the first state is configured to indicate that the interaction component is displayed in the playing page.

5. The application interaction method according to claim 4, further comprising:

switching the display of the interaction component in the playing page to the display of the second basic information, and switching the location identifier in the first state to a location identifier in a second state, in response to receiving a third operation of sliding on the interaction component, wherein the location identifier in the second state is configured to indicate that the second basic information is displayed in the playing page; and

switching the display of the second basic information component in the playing page to the display of the interaction component, and switching the location identifier in the second state to the location identifier in the first state, in response to receiving a fourth operation of sliding on an information display area.

6. The method according to any one of claims 1 to 5, wherein the transparency of the interaction component is within a preset range.

7. The application interaction method according to any one of claims 1 to 5, further comprising:

switching the playing page to the interaction page, in response to receiving a fifth operation triggered on the action button.

8. The application interaction method according to claim 1, wherein the playing the multimedia content of the target object comprises:

playing the multimedia content of the target object in an application, wherein the playing page is a user interface of the application.

9. An application interaction apparatus, comprising:

a playback module for playing a multimedia content of a target object; and

a display module for displaying an interaction component of the target object in a playing page for the multimedia content, the interaction component comprising an interaction card and an action button which are integrated, wherein the interaction card is configured to describe introduction content of the target object, comprising an icon of the target object, first basic information of the target object, and extension information of the target object and the action button is configured to provide an entrance to an interaction page of the target object,

wherein the playback module is further configured to display extension information for providing game interaction content in a target area of the interaction card in response to the target object being of a game type, wherein the target area is an area in the interaction card where the extended information is displayed, and

the playback module is further configured to display extension

information for providing game interaction content in a target area of the interaction card playing a dynamic image corresponding to the game interaction content in the playing page, in response to receiving a sixth operation triggered on the target area.

10. An electronic device, comprising:

one or more processors;

a memory; and

one or more computer programs stored in the memory, the one or more processors, when executing the one or more computer programs, enable the electronic device to implement: according to any one of claims 1 to 8.

11. A non-transitory computer storage medium storing computer instructions that, when being executed by an electronic device, cause the electronic device to implement the application interaction method according to any one of claims 1 to 8.