WHAT IS CLAIMED IS:

1. A method for publishing composite media content to be performed by a publishing system that is connected to a client electronic device via a network, said method comprising the step of:

in response to a request from the client electronic device for experiencing primary media content, generating, by the publishing system, webpage data that is provided to the client electronic device via the network;

wherein the webpage data includes

a primary media presentation interface including program instructions that configure the client electronic device to reproduce the primary media content in which a product is identifiable, and

a secondary media presentation interface separate in position from the primary media presentation interface, and including program instructions that configure the client electronic device:

to present secondary media content that is media advertising content associated with the product identifiable in the primary media content and that includes image content visually associated with the product that is identifiable in the primary media content, and

in response to user operation of the client electronic device to select the image content, to perform an operation selected from:

displaying an information box containing

predefined content; and

opening a browser window to access a predefined webpage,

the program instructions of the secondary media presentation interface further configuring the client electronic device to automatically present the image content of the secondary media content in a form of a thumbnail when a predefined time point is reached during non-stopping and visual reproduction of the primary media content by the client electronic device.

2. The method as claimed in Claim 1, wherein the predefined content includes a button; and, the program instructions of the secondary media presentation interface further configures the client electronic device, in response to user operation of the client electronic device to trigger the button, to open the browser window to access the predefined webpage.

3. The method as claimed in Claim 1, wherein the image content includes individual media contents associated with respective predefined time points of reproduction of the primary media content by the client electronic device, and the individual media contents are presented sequentially in a form of thumbnails according to the respective predefined time points.

4. The method as claimed in Claim 1, wherein the image content includes individual media contents associated

with respective predefined time points of reproduction of the primary media content by the client electronic device, the individual media contents are presented in sequence according to the respective predefined time points, and only one of the individual media contents is presented at a time.

5. The method as claimed in Claim 1, further comprising the step of:

receiving, by the publishing system, setup data associated with the primary media content and the secondary media content and generated by an editing electronic device;

wherein the setup data includes a file path associated with the primary media content, and information associated with the secondary media content.

6. The method as claimed in Claim 6, wherein the file path associated with the primary media content is directed to a file location in one of the editing electronic device and a storage medium that is accessible to the publishing system.

7. The method as claimed in Claim 6, wherein the step of receiving the setup data includes:

generating, by the publishing system, an electronic setup page that is provided to the editing electronic device via the network, the setup data being received

by the publishing system via the electronic setup page;

wherein the electronic setup page includes:

an editable first information field set associated with the primary media content to identify the primary media content; and

an editable second information field set associated with the secondary media content to identify the secondary media content and to define the predefined time point of presenting the secondary media content.

8. The method as claimed in Claim 8, wherein the electronic setup page further includes a preview player interface for reproducing the primary media content.

9. The method as claimed in Claim 8, wherein the publishing system generates the webpage data by merging the primary media content and the secondary media content according to the setup data associated with the primary media content and the secondary media content;

the electronic setup page further includes an editable layout field set, and the publishing system merges the primary media content and the secondary media content according to data in the editable layout field set for the setup data that is associated with the primary media content and the secondary media content so as to generate the webpage data; and

the editable layout field set is used to define relative display positions of the primary media content

when reproduced by the client electronic device and the secondary media content when presented by the client electronic device.

10. The method as claimed in Claim 8, wherein the editable first information field set includes at least one of a file path field, a serial code field, a genre field, a title field, an abstract field, and a keyword field.

11. The method as claimed in Claim 8, wherein the editable second information field set includes at least one of a file path field, a time point field, a product name field, a product introduction field, a product price field, a product ingredient field, and a product quantity field; and

the predefined content contained in the information box is filled in the editable second information field set for the setup data that is associated with the primary media content and the secondary media content.

12. The method as claimed in Claim 6, wherein the setup data further includes at least one authorization condition selected from a searchable authorization, a privacy authorization, and a messaging authorization.

13. The method as claimed in Claim 1, further comprising the step of storing, by the publishing system, data associated with the primary media content and the

secondary media content for publishing the composite media content.

14. A publishing system for publishing composite media content, comprising:

a transmission module for data transmission with a client electronic device via a network;

a processing module which, in response to receipt via said transmission module of a request from the client electronic device for experiencing primary media content, generates webpage data that is provided to the client electronic device via the network through said transmission module; and

a storage medium for storing data associated with the primary media content and the secondary media content for publishing the composite media content;

wherein the webpage data includes

a primary media presentation interface including program instructions that configure the client electronic device to reproduce the primary media content in which a product is identifiable, and

a secondary media presentation interface separate in position from said primary media presentation interface, and including program instructions that configure the client electronic device to present secondary media content that is media advertising content associated with the product identifiable in the primary media content, and that includes image content visually associated with the product that is

identifiable in the primary media content, and

in response to user operation of the client electronic device to select the image content, to perform an operation selected from:

displaying an information box containing predefined content; and

opening a browser window to access a predefined webpage,

the program instructions of the secondary media presentation interface further configuring the client electronic device to automatically present the image content of the secondary media content in a form of a thumbnail when a predefined time point is reached during non-stopping and visual reproduction of the primary media content by the client electronic device.

WHAT IS CLAIMED IS:

1. A method for publishing composite media content to be performed by a publishing system that is connected to a client electronic device via a network, said method comprising the step of:

in response to a request from the client electronic device for experiencing primary media content, generating, by the publishing system, webpage data that is provided to the client electronic device via the network;

wherein the webpage data includes

a primary media presentation interface including program instructions that configure the client electronic device to reproduce the primary media content in which a product is identifiable, and

a secondary media presentation interface separate in position from the primary media presentation interface, and including program instructions that configure the client electronic device:

to present secondary media content that is media advertising content associated with the product identifiable in the primary media content and that includes image content visually associated with the product that is identifiable in the primary media content, and

in response to user operation of the client electronic device to select the image content, to perform an operation selected from:

displaying an information box containing

predefined content; and

opening a browser window to access a predefined webpage,

the program instructions of the secondary media presentation interface further configuring the client electronic device to automatically present the image content of the secondary media content in a form of a thumbnail when a predefined time point is reached during non-stopping and visual reproduction of the primary media content by the client electronic device.

~~2. The method as claimed in Claim 1, wherein the secondary media content includes image content, the program instructions of the secondary media presentation interface further configuring the client electronic device, in response to user operation of the client electronic device to select the image content, to perform an operation selected from: displaying an information box containing predefined content; and opening a browser window to access a predefined webpage.~~

3. The method as claimed in Claim 1, wherein the ~~secondary media content includes image content, the program instructions of the secondary media presentation interface further configuring the client electronic device, in response to user operation of the client electronic device to select the image content, to display an information box containing~~ predefined content ~~that~~ includes a button; and, the program instructions of the secondary media presentation interface further configures the client electronic device, in response to user operation of the client electronic device to trigger the button, to open ~~a~~ the browser window to access ~~a~~ the predefined webpage.

4. The method as claimed in Claim 1, wherein the ~~secondary media~~image content includes individual media contents associated with respective predefined time

points of reproduction of the primary media content by the client electronic device, and the individual media contents are presented sequentially in a form of thumbnails according to the respective predefined time points.

5. The method as claimed in Claim 1, wherein the ~~secondary media~~image content includes individual media contents associated with respective predefined time points of reproduction of the primary media content by the client electronic device, the individual media contents are presented in sequence according to the respective predefined time points, and only one of the individual media contents is presented at a time.

6. The method as claimed in Claim 1, further comprising the step of:

receiving, by the publishing system, setup data associated with the primary media content and the secondary media content and generated by an editing electronic device;

wherein the setup data includes a file path associated with the primary media content, and information associated with the secondary media content.

7. The method as claimed in Claim 6, wherein the file

product price field, a product ingredient field, and a product quantity field; and

~~the secondary media content includes image content, the program instructions of the secondary media presentation interface further configuring the client electronic device, in response to user operation of the client electronic device to select the image content, to display an information box containing~~ the predefined content~~information~~ contained in the information box is filled in the editable second information field set for the setup data that is associated with the primary media content and the secondary media content.

13. The method as claimed in Claim 6, wherein the setup data further includes at least one authorization condition selected from a searchable authorization, a privacy authorization, and a messaging authorization.

14. The method as claimed in Claim 1, further comprising the step of storing, by the publishing system, data associated with the primary media content and the secondary media content for publishing the composite media content.

15. A publishing system for publishing composite media content, comprising:

a transmission module for data transmission with a client electronic device via a network;

a processing module which, in response to receipt via said transmission module of a request from the client electronic device for experiencing primary media content, generates webpage data that is provided to the client electronic device via the network through said transmission module; and

a storage medium for storing data associated with the primary media content and the secondary media content for publishing the composite media content;

wherein the webpage data includes

a primary media presentation interface including program instructions that configure the client electronic device to reproduce the primary media content in which a product is identifiable, and

a secondary media presentation interface separate in position from said primary media presentation interface, and including program instructions that configure the client electronic device to present secondary media content that is media advertising content associated with the product identifiable in the primary media content, and that includes image content visually associated with the product that is identifiable in the primary media content, and

in response to user operation of the client electronic device to select the image content, to perform an operation selected from:

displaying an information box containing predefined content; and

opening a browser window to access a predefined

webpage,

the program instructions of the secondary media presentation interface further configuring the client electronic device to automatically present the image content of the secondary media content in a form of a thumbnail when a predefined time point is reached during non-stopping and visual reproduction of the primary media content by the client electronic device.

~~16. The method as claimed in Claim 1, wherein the secondary media content includes visible content that is visually associated with the product that is identifiable in the primary media content.~~

~~17. The publishing system as claim in Claim 15, wherein the secondary media content includes visible content that is visually associated with the product that is identifiable in the primary media content.~~