CLAIMS

1. A media content playing method, comprising:

receiving, by a first server, a first request of a user, wherein the first request is used to instruct to send first media content to a first display apparatus;

sending, by the first server, the first media content to the first display apparatus according to the first request, so that the first display apparatus plays the first media content to a user; and

sending, by the first server, first information corresponding to the first media content that is currently played to the user to a second server, so that upon receiving the first information, the second server sends second media content corresponding to the first information to a second display apparatus that is associated with the first display apparatus, and the second display apparatus is configured to play the second media content, wherein the second media content is an advertisement, and the second display apparatus is a terminal that is used by the user.

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

receiving, by the first server, a second request that is sent by the second display apparatus and comprises second information, wherein the second information corresponds to third media content that is currently presented on the second display apparatus;

determining, by the first server according to the second request, the fourth media content corresponding to the second information; and

sending, by the first server, the fourth media content to a third display apparatus that is associated with the second display apparatus.

3. The method according to claim 2, wherein the second request further comprises identification information of the second display apparatus, and before the sending, by the first server, the second media content to a third display apparatus that is associated with the second display apparatus, the method further comprises:

determining, by the first server, the third display apparatus according to the identification information.

4. The method according to claim 3, wherein, the identification information comprises geographic location information of the second display apparatus or information about a network to which the second display apparatus currently

connects.

5. A media content playing method, comprising:

receiving, by a second server, first information sent by a first server, wherein the first information corresponds to first media content that is currently played to a user by a first display apparatus; and

sending, by the second server, upon receiving the first information, second media content corresponding to the first information to a second display apparatus that is associated with the first display apparatus, so that the second display apparatus plays the second media content, wherein the second media content is an advertisement, and the second display apparatus is a terminal that is used by the user.

6. The method according to claim 5, wherein the sending, by the second server, second media content corresponding to the first information to a second display apparatus that is associated with the first display apparatus comprises:

determining, by the second server, the second media content corresponding to the first information;

generating, by the second server, an electronic magazine comprising the second media content; and

sending, by the second server, the electronic magazine to the second display apparatus.

7. The method according to claim 5 or 6, wherein before the sending, by the second server, second media content corresponding to the first information to a second display apparatus that is associated with the first display apparatus, the method further comprises:

receiving, by the second server, identification information that is of the first display apparatus and sent by the first server; and

determining, by the second server, the second display apparatus according to the identification information.

8. The method according to claim 7, wherein the identification information comprises geographic location information of the first display apparatus or information about a network to which the first display apparatus currently connects.

9. A server, comprising:

a receiving unit, configured to receive a first request of a user, wherein the first request is used to instruct to send first media content to a first display apparatus; and

a sending unit, configured to send the first media content to the first display

apparatus according to the first request, so that the first display apparatus plays the first media content to a user; wherein

the sending unit is further configured to send first information corresponding to the first media content that is currently played to the user to a second server, so that upon receiving the first information, the second server sends second media content corresponding to the first information to a second display apparatus that is associated with the first display apparatus, and the second display apparatus is configured to play the second media content, wherein the second media content is an advertisement, and the second display apparatus is a terminal that is used by the user.

10. The server according to claim 9, wherein the receiving unit is further configured to receive a second request that is sent by the second display apparatus and comprises second information, wherein the second information corresponds to third media content that is currently presented on the second display apparatus;

the server further comprises:

a processing unit, configured to determine, according to the second request, fourth media content corresponding to the second information; and

the sending unit is further configured to send the fourth media content to a third display apparatus that is associated with the second display apparatus.

11. The server according to claim 10, wherein the second request further comprises identification information of the second display apparatus, and the processing unit is further configured to: before the sending unit sends the second media content to the third display apparatus that is associated with the second display apparatus, determine the third display apparatus according to the identification information.

12. The server according to claim 11, wherein the identification information comprises geographic location information of the second display apparatus or information about a network to which the second display apparatus currently connects.

13. A server, comprising:

a receiving unit, configured to receive first information sent by a first server, wherein the first information corresponds to first media content that is currently played to a user by a first display apparatus; and

a sending unit, configured to upon receiving the first information, send second media content corresponding to the first information to a second display apparatus

that is associated with the first display apparatus, so that the second display apparatus plays the second media content, wherein the second media content is an advertisement, and the second display apparatus is a terminal that is used by the user.

14. The server according to claim 13, further comprising:

a processing unit, configured to: determine the second media content corresponding to the first information; and generate an electronic magazine comprising the second media content; wherein

the sending unit is further configured to send the electronic magazine to the second display apparatus.

15. The server according to claim 13 or 14, wherein the receiving unit is further configured to: before the sending unit sends the electronic magazine to the second display apparatus that is associated with the first display apparatus, receive identification information that is of the first display apparatus and sent by the first server; and

the processing unit is further configured to determine the second display apparatus according to the identification information.