WHAT IS CLAIMED IS:

1. A method for reselecting a cell, performed by a terminal, comprising:

determining location information of the terminal, wherein the location information comprises a distance between the terminal and the cell, or a distance between the terminal and the cell and a geographic location where the terminal is located; and

receiving a first message sent by a network device, wherein the first message indicates parameter information that the terminal performs the cell reselection based on the location information, and the parameter information comprises a distance threshold value; and

measuring a neighboring cell based on the location information;

wherein measuring the neighboring cell based on the location information comprises:

based on a frequency priority of the neighboring cell being lower than a frequency priority of a serving cell or a frequency of the neighboring cell being equal to a frequency of the serving cell, and a serving cell selection level being greater than a reference signal received power (RSRP) signal level threshold value for initiating an intra-frequency measurement, measuring the neighboring cell in a case that a distance between the terminal and the serving cell is greater than the distance threshold value.

2. The method according to claim 1, wherein measuring the neighboring cell comprises:

determining that a frequency priority of the neighboring cell is higher than a frequency priority of the serving cell; and

measuring the neighboring cell.

3. The method according to claim 1, wherein the location information comprises the distance between the terminal and the cell and the geographic location where the terminal is located, and the parameter information comprises a geographic location range.

4. The method according to claim 1, wherein performing the cell reselection based on the location information comprises:

determining a target cell based on the location information.

5. The method according to claim 4, wherein the location information comprises a distance between the terminal and the target cell; and

determining the target cell based on the location information comprises at least one of:

determining distances between the terminal and a plurality of cells, and taking a cell with a smallest distance in the distances as the target cell; or

determining distances between the terminal and a plurality of cells, and determining a ratio of each of the distances to a cell coverage radius corresponding to distance, and taking a cell with a minimum ratio in ratios as the target cell.

6. The method according to claim 4, wherein the location information comprises a distance between the terminal and the target cell; and

determining the target cell based on the location information comprises at least one of:

determining N cells based on an R criterion of the cell reselection, and selecting a cell with a smallest distance from the terminal from the N cells as the target cell; or

determining N cells based on an R criterion of the cell reselection, and selecting a cell with a minimum ratio from the N cells as the target cell, wherein the ratio is a ratio of the distance between the terminal and the cell to a cell coverage radius.

7. The method according to claim 6, wherein the N cells determined based on the R criterion of the cell reselection satisfy one of:

a cell selection level being greater than 0 and a cell selection quality being greater than 0;

the distance between the terminal and the cell being less than a distance threshold value, or a ratio of the distance between the terminal and the cell to the cell coverage radius being less than a ratio threshold value; or

the distance between the terminal and the cell being less than the distance threshold value, or the ratio of the distance between the terminal and the cell to the cell coverage radius being less than the ratio threshold value, and a cell selection level being greater than 0 and a cell selection quality of the cell being greater than 0.

8. The method according to any one of claims 4 to 7, further comprising:

reselecting the target cell.

9. The method according to claim 8, wherein reselecting the target cell based on the location information comprises at least one of:

selecting a cell nearest the terminal as the target cell; or

selecting a cell nearest the terminal from cells that satisfy an S criterion of the cell reselection as the target cell.

10. The method according to claim 1, wherein receiving the first message sent by the network device comprises:

receiving the first message sent by the network device based on at least one of a system message or a radio resource control (RRC) release message.

11. A method for reselecting a cell, performed by a network device, comprising:

sending a first message, wherein the first message indicates parameter information that a terminal performs a cell reselection based on location information, and the parameter information comprises a distance threshold value; and

wherein the location information comprises a distance between a terminal and a cell, or a

distance between the terminal and the cell and a geographic location where the terminal is located;

wherein the location information is used for measuring a neighboring cell by the terminal, and measuring the neighboring cell comprises based on a frequency priority of the neighboring cell being lower than a frequency priority of a serving cell or a frequency of the neighboring cell being equal to a frequency of the serving cell, and a serving cell selection level being greater than a reference signal received power (RSRP) signal level threshold value for initiating an intra-frequency measurement, measuring the neighboring cell in a case that a distance between the terminal and the serving cell is greater than the distance threshold value.

12. The method according to claim 11, wherein sending the first message comprises:

sending the first message based on at least one of a system message or a radio resource control (RRC) release message.

13. The method according to claim 11, wherein the location information comprises the distance between the terminal and the cell and the geographic location where the terminal is located, and the parameter information comprises a geographic location range.

14. The method according to claim 11, wherein the location information is further used for determining a target cell by the terminal.

15. The method according to claim 14, wherein the location information comprises a distance between the terminal and the target cell; and

determining the target cell is implemented by at least one of:

determining distances between the terminal and a plurality of cells, and taking a cell with a smallest distance in the distances as the target cell; or

determining distances between the terminal and a plurality of cells, and determining a ratio of each of the distances to a cell coverage radius corresponding to distance, and taking a cell with a minimum ratio in ratios as the target cell.

16. The method according to claim 14, wherein the location information comprises a distance between the terminal and the target cell; and

determining the target cell is performed by at least one of:

determining N cells based on an R criterion of the cell reselection, and selecting a cell with a smallest distance from the terminal from the N cells as the target cell; or

determining N cells based on an R criterion of the cell reselection, and selecting a cell with a minimum ratio from the N cells as the target cell, wherein the ratio is a ratio of the distance between the terminal and the cell to a cell coverage radius.

17. The method according to claim 16, wherein the N cells determined based on the R

criterion of the cell reselection satisfy one of:

a cell selection level being greater than 0 and a cell selection quality being greater than 0;

the distance between the terminal and the cell being less than a distance threshold value, or a ratio of the distance between the terminal and the cell to the cell coverage radius being less than a ratio threshold value; or

the distance between the terminal and the cell being less than the distance threshold value, or the ratio of the distance between the terminal and the cell to the cell coverage radius being less than the ratio threshold value, and a cell selection level being greater than 0 and a cell selection quality of the cell being greater than 0.

18. The method according to claim 14, wherein the target cell is reselected by at least one of:

selecting a cell nearest the terminal as the target cell; or

selecting a cell nearest the terminal from cells that satisfy an S criterion of the cell reselection as the target cell.

19. A device for reselecting a cell, comprising:

a processor; and

a memory for storing instructions executable by the processor;

wherein the processor is configured to perform the method of any one of claims 1 to 10 or perform the method of any one of claims 11 to 18.

20. A storage medium stored with instructions, wherein when the instructions in the storage medium are executed by a processor of a terminal, the terminal is caused to perform the method of any one of claims 1 to 10, or when the instructions in the storage medium are executed by a processor of a network device, the network device is caused to perform the method of any one of claims 11 to 18.