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(54) **Title:** INFORMATION REPLY METHOD AND APPARATUS, AND ELECTRONIC DEVICE, READABLE STORAGE MEDIUM AND PROGRAM PRODUCT

(54) **发明名称**: 信息回复方法、装置、电子设备、可读存储介质及程序产品

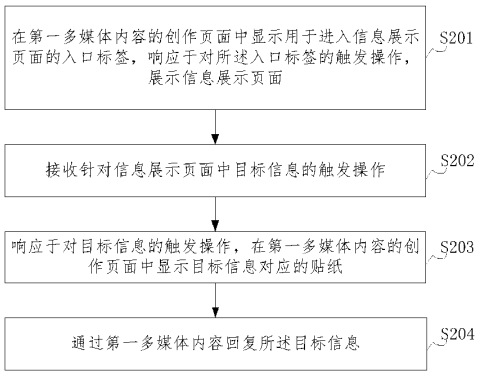


图 2

S201 Display, in an authoring page of first multimedia content, an entry label for enabling entry into an information presentation page, and in response to a trigger operation for the entry label, present the information presentation page

S202 Receive a trigger operation for target information in the information presentation page

S203 In response to the trigger operation for the target information, display, in the authoring page of the first multimedia content, a sticker corresponding to the target information

S204 Reply to the target information by means of the first multimedia content

(57) **Abstract:** The present disclosure relates to an information reply method and apparatus, and an electronic device, a readable storage medium and a program product. The method comprises: displaying, in an authoring page of first multimedia content, an entry label for enabling entry into an information presentation page, and in response to a trigger operation for the entry label, presenting the information presentation page, wherein the information presentation page comprises one or more pieces of information associated with second multimedia content; and in response to a trigger operation for target information, displaying, in the authoring page of the first multimedia content, a sticker corresponding to the target information, and replying to the target information by means of the first multimedia content. An entry label, which enables entry into an information presentation page, is provided in an authoring page of first multimedia content, such that by means of the information presentation page, a user can select, from the information presentation page, target information that the user wants to reply to, thereby reducing the complexity of a user operation; and the first multimedia content is associated with the target information by means of a sticker, such that a reply to the target information is realized in the form of multimedia, thereby enriching information reply modes.

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本国际公布:

— 包括国际检索报告(条约第21条(3))。

(57) 摘要：本公开涉及一种信息回复方法、装置、电子设备、可读存储介质及程序产品，该方法包括：在第一多媒体内容的创作页面中显示用于进入信息展示页面的入口标签，响应于对入口标签的触发操作，展示信息展示页面，信息展示页面包括一个或多个与第二多媒体内容相关联的信息；响应于对目标信息的触发操作，在第一多媒体内容的创作页面中显示目标信息对应的贴纸，并通过第一多媒体内容回复目标信息。通过在第一多媒体内容的创作页面中提供进入信息展示页面中的入口标签，通过信息展示页面，用户可从中选择想要回复的目标信息，降低用户操作复杂度；且通过贴纸将第一多媒体内容与目标信息进行关联，实现以多媒体形式回复目标信息，丰富了信息回复方式。