(12) 按照专利合作条约所公布的国际申请

(19) 世界知识产权组织
国 际 局

(43) 国际公布日
2026 年 6 月 18 日 (18.06.2026)

WIPO | PCT

(10) 国际公布号
WO 2026/123892 A1

(51) 国际专利分类号:
H04N 21/431 (2011.01)

(21) 国际申请号: PCT/CN2025/124054

(22) 国际申请日: 2025 年 9 月 25 日 (25.09.2025)

(25) 申请语言: 中文

(26) 公布语言: 中文

(30) 优先权:
202411847465.0 2024年12月13日 (13.12.2024) CN

(71) 申请人:北京有竹居网络技术有限公司**(BEIJING YOUZHUJU NETWORK TECHNOLOGY CO., LTD.)** [CN/CN]; 中国北京市平谷区林荫北街13号信息大厦802室 101299 (CN)。

(72) 发明人:胡家丽**(HU, Jiali)**; 中国北京市朝阳区七圣中街12号院融中心B1小邮局 100028 (CN)。 谢志瑶**(XIE, Zhiyao)**; 中国北京市朝阳区七圣中街12号院融中心B1小邮局 100028 (CN)。

(74) 代理人:北京世辉律师事务所**(SHIHUI PARTNERS)**; 中国北京市朝阳区建国门外大街2号北京银泰中心C座42层 100022 (CN)。

(81) 指定国(除另有指明，要求每一种可提供的国家保护): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CV, CZ, DE, DJ, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IQ, IR, IS, IT, JM, JO, JP, KE, KG, KH, KN, KP, KR, KW, KZ, LA, LC, LK, LR, LS, LU, LY, MA, MD, MG, MK, MN, MU, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UY, UZ, VC, VN, WS, ZA, ZM, ZW。

(84) 指定国(除另有指明，要求每一种可提供的地区保护): ARIPO (BW, CV, GH, GM, KE, LR, LS, MU, MW, MZ, NA, RW, SC, SD, SL, ST, SZ, TZ, UG, ZM, ZW), 欧亚 (AM, AZ, BY, KG, KZ, RU, TJ, TM), 欧洲 (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, ME, MK, MT, NL,

(54) **Title:** METHOD AND APPARATUS FOR INFORMATION INTERACTION, DEVICE, AND STORAGE MEDIUM

(54) 发明名称: 用于信息交互的方法、装置、设备和存储介质

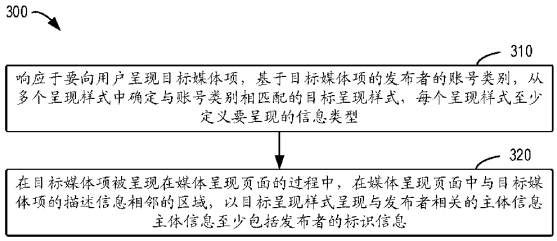

图 3

310 In response to a determination to present a target media item to a user, on the basis of an account category of a publisher of the target media item, determine a target presentation style matching the account category from a plurality of presentation styles, each presentation style at least defining the type of information to be presented

320 In the process of the target media item being presented on a media presentation page, in a region adjacent to description information of the target media item on the media presentation page, present subject information related to the publisher in the target presentation style, the subject information at least comprising identification information of the publisher

(57) **Abstract:** Embodiments of the present invention provide a method and apparatus for information interaction, a device, and a storage medium. The method for information interaction comprises: in response to a determination to present a target media item to a user, on the basis of an account category of a publisher of the target media item, determining a target presentation style matching the account category from a plurality of presentation styles, each presentation style at least defining the type of information to be presented; and in the process of the target media item being presented on a media presentation page, in a region adjacent to description information of the target media item on the media presentation page, presenting subject information related to the publisher in the target presentation style, the subject information at least comprising identification information of the publisher.

(57) 摘要: 根据本公开的实施例，提供了用于信息交互的方法、装置、设备和存储介质。一种用于信息交互的方法，包括：响应于要向用户呈现目标媒体项，基于目标媒体项的发布者的账号类别，从多个呈现样式中确定与账号类别相匹配的目标呈现样式，每个呈现样式至少定义要呈现的信息类型；以及在目标媒体项被呈现在媒体呈现页面的过程中，在媒体呈现页面中与目标媒体项的描述信息相邻的区域，以目标呈现样式呈现与发布者相关的主体信息，主体信息至少包括发布者的标识信息。

WO 2026/123892 A1

[见续页]

NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG)。

本国际公布:
— 包括国际检索报告(条约第21条(3))。