We Claim:

1. A system (**100**) for creating, sharing and viewing interactive content (**1165**), the system (**100**) comprising:

a first user device (**104**) associated with first user (**102**) having at least a processor, memory, display, camera hardware, microphone, media library stored locally or in remote location associated with the first user's (**102**) account;

one or more second user devices (**112**) associated with one or more second users (**114**);

an authoring module (**106**) coupled with the first user device (**104**) enabling creation of the interactive content (**1165**);

an interactive content module (**116**) is configured to store an interactive content settings (**1164**) and the interactive content (**1165**) as network-based resources, generate and publish an URL for the stored interactive content (**1165**) as interactive content URL to access them through a communication network (**118**);

a player module (**108**) coupled with the one or more second user devices (**112**);

a communication module configured to establish communication and data transfer between the first user device (**104**), the one or more second user devices (**112**), the authoring module (**106**), the interactive content module (**116**), the player module (**108**) through the communication network (**118**);

wherein the authoring module (**106**) comprises a media recorder (**206**), a first media holder (**202**), a second media holder (**204**), an interactivity recorder and a configuration interface (**412**);

wherein the player module (**108**) configured to have an interactive content player (**110**) which comprises a first media container (**402**), a second media container (**404**), an interactive timeline interface (**410**), an interface to display additional information and a call-to-action user interface;

wherein the first user device (**104**) is configured to:

provide one or more first media (**1161**) in the first media holder (**202**) in the background by first user (**102**) by using first user device (**104**);

provide one or more second media (**1162**) in the second media holder (**204**) as foreground picture-in-picture overlay and/or as segmented display by first user (**102**) by using first user device (**104**);

capture plurality of first media (**1161**) slides navigation changes and/or screen pointer movements and/or screen marker animation through interactivity recorder in sync with timeline of the one or more second media as interactivity data and/or cue points, as per the first user's (**102**) haptic interaction with the first user device (**104**), while recording one or more second media (**1162**) in plurality of segments or playing one or more second media (**1162**); and

store one or more first media (**1161**), one or more second media (**1162**), with or without cue points, and/or interactivity data as interactive content within interactive content module (**116**) as network-based resource;

wherein the one or more second user devices (**112**) are configured to access the interactive content URL through the communication network (**118**) to load, play and render interactive content (**1165**) from the interactive content module (**116**) within the interactive content player (**110**) of the player module (**108**);

wherein the interactive content player (**110**) configured to render and play (**1014**) one or more second media (**1162**) and dynamically change, display relevant first media (**1161**) from plurality of first media (**1161**) as per cue points and/or interactivity data in sync with second media (**1162**) timeline.

2. The system (**100**) as claimed in claim 1, the first user device (**104**) is configured to:

create the interactive content (**1165**) through the authoring module (**106**) by adding one or more first media (**1161**) in the first media

holder (**202**) as sequence of a plurality of first media (**1161**) slides as background;

add or record one or more second media (**1162**) through media recorder (**206**) in a plurality of segments with relaying live in the second media holder (**204**) as foreground picture-in-picture overlay on top of the first media holder (**202**) in the background or as segmented display;

allow the first user (**102**), while recording the one or more second media (**1162**) by using the first user device (**104**), to navigate and change one of the plurality of first media (**1161**) slide on display from the plurality of first media (**1161**) slides within the first media container (**402**) through haptic interaction and capture the plurality of first media (**1161**) slide changes through interactivity recorder in sync with timeline of the one or more second media (**1162**) recording and save as interactivity data and/or cue points;

record the first user's (**102**) haptic interaction through interactivity recorder to move and animate the screen pointers, draw and render screen markers over particular one of the plurality of first media (**1161**) slides, while recording the one or more second media (**1162**) by using the first user device (**104**), in sync with timeline of one or more second media (**1162**) recording and save as interactivity data and/or cue points;

process one or more first media (**1161**), one or more second media (**1162**) with or without cue points, associated interactivity data and store them as interactive content (**1165**) within interactive content module (**116**) as network-based resources;

configure interactive content settings (**1164**) of created interactive content and store it as network-based resource within the interactive content module (**116**); and

receive the interactive content (**1165**) URL through communication network (**118**) and transmit to one or more second user devices (**112**) providing access to one or more second users (**114**).

3. The system (**100**) as claimed in claim 2, wherein the process includes transcoding, encoding and processing the one or more first media

(**1161**) and one or more second media (**1162**) into different multimedia formats and resolutions and combination.

4. The system (**100**) as claimed in claim 1, wherein the authoring module (**106**) is configured with the first user device's (**104**) camera hardware, microphone, media library stored locally or in remote location associated with the first user's (**102**) account.
5. The system (**100**) as claimed in claim 1, wherein the media recorder (**206**) is configured to add or capture the one or more first media (**1161**) and/or record/add one or more second media (**1162**) in plurality of segments.
6. The system (**100**) as claimed in claim 1, wherein the first media holder (**202**) is configured to load and render the one or more first media (**1161**) as a plurality of first media (**1161**) slides.
7. The system (**100**) as claimed in claim 1, wherein the second media holder (**204**) is configured to live relay, play and render the one or more second media (**1162**).
8. The system (**100**) as claimed in claim 1, wherein the configuration interface (**412**) is configured to configure the interactive content settings (**1164**) for every interactive content (**1165**).
9. The system (**100**) as claimed in claim 1, the wherein the interactivity recorder is configured to capture and store interactivity data and/or second media (**1162**) cue points as per first user's (**102**) haptic interaction to change one of the plurality of first media (**1161**) slides, screen pointer movements and screen marker animation while recording the one or more second media (**1162**) in sync with timeline.
10. The system (**100**) as claimed in claim 1, wherein the interactive content player (**110**) is a multimedia player.
11. The system (**100**) as claimed in claim 1, wherein the interactive content player (**110**) is configured to:

    load the interactive content (**1165**) accessed through the interactive content URL from the interactive content module (**116**); and

    load associated interactive content settings (**1164**) to display information and enable the call-to-action user interface.

12. The system (**100**) as claimed in claim 1, wherein the interactive content player (**110**) is configured to:

    load one or more first media (**1161**) in the first media container (**402**) from the interactive content module (**116**);

    load one or more second media (**1162**) in the second media container (**404**) from the interactive content module (**116**); and

    load the interactivity data (**1163**) and/or second media cue points from the interactive content module (**116**).

13. The system (**100**) as claimed in claim 1, wherein the second media container (**404**) is configured to load and play the one or more second media (**1162**), created by first user (**102**) by using first user device (**104**), as foreground picture-in-picture overlay on top of the first media container (**402**).

14. The system (**100**) as claimed in claim 1, wherein the first media container (**402**) is configured to load plurality of the one or more first media (**1161**), created by first user (**102**) by using first user device (**104**), as plurality of first media (**1161**) slides in the background displaying one of the plurality of first media (**1161**) slides at a time.

15. The system (**100**) as claimed in claim 1, wherein the first media container (**402**) is further configured to shuffle and display or play the plurality of first media (**1161**) slides one after another as per the interactivity data (**1163**) and/or second media (**1162**) cue points in sync with one or more second media (**1162**) timeline while playing in the second media container (**404**).

16. The system (**100**) as claimed in claim 1, wherein haptic interaction with first media container (**402**) changes one of the plurality of first media (**1161**) slides in display from sequence of the plurality of first media (**1161**) slides.

17. The system (**100**) as claimed in claim 1, wherein the interactive content player (**110**) is further configured to animate screen pointers, draw and render screen markers over respective one of the plurality of first media (**1161**) slides in sync with second media (**1162**) timeline as per interactivity data and/or one or more second media (**1162**) cue points.

18. The system (**100**) as claimed in claim 1, wherein the interactive timeline interface (**410**) is configured to display second media (**1162**) timeline dynamically on one or more second user devices (**112**) for second user's (**114**) interaction.
19. The system (**100**) as claimed in claim 1, wherein the interactive timelines (**410**) interface further comprising a navigate user interface (**406**) to change the one of the plurality of first media (**1161**) slides in display from sequence of the plurality of first media (**1161**) slides.
20. The system (**100**) as claimed in claim 1, wherein one or more second user devices (**112**) are configured to receive and access the interactive content (**1165**) URL to load, render and play interactive content (**1165**) within interactive content player (**110**).
21. The system (**100**) as claimed in claim 1, wherein one or more second user devices (**112**) configured to allow second users (**114**) to Interact with the interactive content (**1165**) through the interactive timeline (**410**) of the interactive content player (**110**) to choose and play different time duration of one or more second media (**1162**) along with displaying relevant first media (**1161**) as per interactivity data (**1163**)/second media (**1162**) cue points.
22. The system (**100**) as claimed in claim 1, wherein one or more second user devices (**112**) configured to allow second user (**114**) to interact with the interactive timeline's (**410**) interface navigate user interface (**406**) to select one of the plurality of first media (**1161**) slides to display from sequence of the plurality of first media (**1161**) slides and play one or more second media (**1162**) from the specific time duration associated with selected one of the plurality of first media (**1161**) slides as per interactivity data and/or one or more second media (**1162**) cue points.
23. The system (**100**) as claimed in claim 1, wherein one or more second user devices (**112**) configured to allow second user's (**114**) haptic interaction with first media container (**402**) to select one of the plurality of first media (**1161**) slides to display from sequence of the plurality of first media (**1161**) slides and play one or more second media (**1162**) from the specific time duration associated with selected one of the

plurality of first media (**1161**) slides as per interactivity data and/or one or more second media (**1162**) cue points.

24. The system (**100**) as claimed in claim 1, wherein one or more second user devices (**112**) configured to allow second user's (**114**) haptic interaction with one or more call-to-action (**408**) user interface button to access and view the associated content or external web URL or open and access another application or enable telephone call or network-based communication or text chat or video and audio call with first user (**102**) or other customer service professional or third party individual.
25. The system (**100**) as claimed in claim 1, wherein each of the first user device (**104**) is a computing device or a smart phone or a portable device.
26. The system (**100**) as claimed in claim 1, wherein each of the one or more second user devices (**112**) are a computing device or a smart phone or a portable device.
27. The system (**100**) as claimed in claim 1, wherein first user (**102**) is a registered or anonymous user of an online platform or e-commerce platform or social commerce platform or social selling platform or closed loop marketing platform or customer relationship management platform or online content generation platform or social network platform or professional network platform or social communication platform.
28. The system (**100**) as claimed in claim 1, wherein second user (**114**) is a registered or anonymous user of an online platform or e-commerce platform or social commerce platform or social selling platform or closed loop marketing platform or customer relationship management platform or online content generation platform or social network member or professional network member associated with first user (**102**) of any professional or any social network or social communication profile account.
29. The system (**100**) as claimed in claim 1, wherein one or more first media (**1161**) is images, photos, videos, audio, videos with audio, text, text animations, animated graphics, interactive animation, and/or interactive poll questions.

30. The system (**100**) as claimed in claim 1, wherein one or more second media (**1162**) is video, video with audio, and/or audio only.
31. The system (**100**) as claimed in claim 1, wherein the first media holder (**202**) is an interactive user interface to load one or more first media (**1161**) as the plurality of first media (**1161**) slides and render or display one or more plurality of first media (**1161**) slides in the first user device (**104**).
32. The system (**100**) as claimed in claim 1, wherein the first media holder (**202**) is further configured to play the plurality of first media (**1161**) slides one after another as per the interactivity data (**1163**) and/or second media (**1162**) cue points in sync with one or more second media (**1162**) timeline while playing in the second media holder (**204**).
33. The system (**100**) as claimed in claim 1, wherein the second media holder (**204**) is an interactive user interface to live relay video from first user device (**104**) camera or live relay of video being recorded by media recorder (**206**) as one or more second media (**1162**).
34. The system (**100**) as claimed in claim 1, wherein the second media holder (**204**) is further configured to play and preview recorded one or more second media (**1162**).
35. The system (**100**) as claimed in claim 1, wherein the first media container (**402**) is an interactive user interface to load one or more first media (**1161**) as the plurality of first media (**1161**) slides associated with the interactive content (**1165**) and render or display one or more of the plurality of first media (**1161**) slides in one or more second user devices (**112**).
36. The system (**100**) as claimed in claim 1, wherein the second media container (**404**) is an interactive user interface to play and render one or more second media (**1162**) associated with the interactive content (**1165**).
37. The system (**100**) as claimed in claim 1, wherein the interactive content player (**110**) displays first user's (**102**) profile picture or display picture of a particular interactive content (**1165**) or custom display picture provided through interactive content (**1165**) URL query string parameters.

38. The system (**100**) as claimed in any of the claims 1, 2, 9, 16, 23 and 24, wherein the haptic interaction are touch screen gestures or interactions with input devices or haptic contact with touch controller to identify haptic contact engagement or click or screen pointer events or touch screen gestures like swipe right, swipe left, tap, double tap between first user (**102**) or second user (**114**) with first user device (**104**) or second user device (**112**) respectively.
39. The system (**100**) as claimed in claim 1, wherein the authoring module (**106**) further comprises one or multiple text box user interface with input and/or output display for first user (**102**) to utilize as a speaker notes while recording second media (**1162**) by entering & reading the text or reading the provided text relevant to first media (**1161**) within text box user interface.
40. The system (**100**) as claimed in claim 1, wherein configuring interactive content settings (**1164**) includes configuring call-to-action (**408**) button to enable second user (**114**) to access external web URL or share content or open and access another application or enable telephone call or network-based communication or text chat or video and audio call with first user (**102**) or other customer service professional or third party individual.
41. A method (**1000**) for creating, sharing and viewing Interactive content (**1165**), the method (**1000**) comprising the steps of:

providing (**1002**) one or more first media (**1161**) in the background by first user (**102**) by using first user device (**104**);

providing (**1004**) one or more second media (**1162**) as foreground picture-in-picture overlay and/or as segmented display by first user (**102**) by using first user device (**104**);

capturing (**1006**) plurality of first media (**1161**) slides navigation changes and/or screen pointer movements and/or screen marker animation in sync with timeline of the one or more second media as interactivity data and/or cue points, as per the first user's (**102**) haptic interaction with the first user device (**104**), while recording one or more second media (**1162**) in plurality of segments or playing one or more second media (**1162**) through the authoring module (**106**);

storing (**1008**) one or more first media (**1161**), one or more second media (**1162**), with or without cue points, and/or interactivity data as interactive content as network-based resource;

sharing (**1010**) interactive content (**1165**) with one or more second users (**114**) to access on their one or more second user devices (**112**);

loading (**1012**) associated one or more first media (**1161**) as plurality of first media (**1161**) slides in the background and one or more second media (**1162**) as foreground picture-in-picture overlay; and

rendering and playing (**1014**) one or more second media (**1162**) and dynamically changing, displaying relevant first media (**1161**) from plurality of first media (**1161**) as per cue points and/or interactivity data in sync with second media (**1162**) timeline.

42. The method (**1000**) as claimed in claim 41, wherein the step of providing (**1002**) further comprises the step of capturing one or more first media (**1161**) with/without camera and microphone of the first user device (**104**) as a plurality of first media (**1161**) in the background by first user (**102**) by using first user device (**104**).
43. The method (**1000**) as claimed in claim 41, wherein the step of providing (**1002**) further comprises the step of adding one or more first media (**1161**) from local or remote media library as a plurality of first media (**1161**) in the background by first user (**102**) by using first user device (**104**).
44. The method (**1000**) as claimed in claim 41, wherein the step of providing (**1004**) further comprises the step of recording one or more second media (**1162**) in one or multiple segments with/without camera and microphone of the first user device (**104**) and relaying live as foreground picture-in-picture overlay.
45. The method (**1000**) as claimed in claim 41, wherein the step of providing (**1004**) further comprises the step of adding one or more second media (**1162**) in one or multiple segments from local or remote media library and relaying/playing as foreground picture-in-picture overlay by first user (**102**) by using first user device (**104**).
46. The method (**1000**) as claimed in claim 41, wherein the step of capturing (**1006**) further comprises the step of capturing the plurality of

first media (**1161**) navigation changes and/or screen pointer movements and/or screen marker animation as an interactivity data and/or cue points as per the first user's (**102**) haptic interaction with the plurality of first media (**1161**) while recording one or more second media (**1162**) or playing one or more second media (**1162**).

47. The method (**1000**) as claimed in claim 41, wherein the step of storing (**1008**) further comprising the steps of transcoding and/or encoding and/or processing one or more first media (**1161**), one or more second media (**1162**), in multiple media formats and resolutions.
48. The method (**1000**) as claimed in claim 41, wherein the step of storing (**1008**) further comprising the steps of:

    configuring plurality of interactive content settings (**1164**) by first user (**102**) by using first user device (**104**); and

    storing as network-based resource along with associated interactive content (**1165**).
49. The method (**1000**) as claimed in claim 41, wherein the step of storing (**1008**) further comprising the steps of:

    generating the interactive content (**1165**) access URL; and

    receiving the interactive content (**1165**) access URL by first user (**102**) on their first user device (**104**).
50. The method (**1000**) as claimed in claim 41, wherein the step of sharing (**1010**) further comprises the step of posting the Interactive content (**1165**) and/or interactive content (**1165**) URL on any online platform and/or sharing over network-based communication platform or apps.
51. The method (**1000**) as claimed in claim 41, wherein the step of loading (**1012**) further comprises the step of accessing the Interactive content (**1165**) and/or interactive content (**1165**) URL by one or more second users (**114**) on their one or more second user devices (**112**) to load interactive content (**1165**) in the one or more second user devices (**112**).
52. The method (**1000**) as claimed in claim 41, wherein the step of loading (**1012**) further comprises the step of loading associated interactive content settings (**1164**).

53. The method (**1000**) as claimed in claim 41, wherein the step of loading (**1012**) further comprises the step of loading associated first media (**1161**) and second media (**1162**).
54. The method (**1000**) as claimed in claim 41 wherein the step of loading (**1012**) further comprises the step of loading associated interactivity data (**1163**) and/or cue points.
55. The method (**1000**) as claimed in claim 41, wherein the step of rendering and playing (**1014**) further comprising the steps of:
    displaying a call-to-action user interface (**408**) of the associated interactive content (**1165**) on one or more second user devices (**112**); and
    accessing the call-to-action user interface (**408**) through the second user's (**114**) haptic interaction to trigger the associated configured action to access external web URL or open and access another application or to view an online payment page or online order placement page or e-commerce product listing page or enable telephone call or network-based communication or text chat or video and audio call with first user (**102**) or other customer service professional or third party individual.
56. The method (**1000**) as claimed in claim 41, wherein the step of rendering and playing (**1014**) further comprising the steps of:
    interacting and selecting one of the plurality of first media (**1161**) from the plurality of first media (**1161**) through the second user's (**114**) haptic interaction; and
    playing the one or more second media (**1162**) from a particular time duration associated with the selected first media (**1161**) as per interactivity data (**1163**) and/or cue points.
57. The method (**1000**) as claimed in claim 41, wherein the step of rendering and playing (**1014**) further comprising the steps of:
    interacting through second user (**114**) Haptic interaction with call-to-action user interface (**408**) of an interactive content (**1165**); and
    accessing and viewing the associated content or external web URL or enable telephone or network-based communication with first user (**102**) or other customer service professional.