WHAT IS CLAIMED IS:

1. A paging method, performed by a terminal and comprising:

responding to reception of multicast broadcast service (MBS) paging message configuration information; and

determining whether to receive an MBS paging message based on the MBS paging message configuration information; wherein the MBS paging message carries MBS service information.

2. The method according to claim 1, wherein responding to reception of the multicast broadcast service (MBS) paging message configuration information comprises:

responding to reception of the MBS paging message configuration information specified in a protocol, or

responding to reception of the MBS paging message configuration information provided by a network device.

3. The method according to claim 2, wherein responding to the MBS paging message configuration information provided by the network device comprises:

responding to the MBS paging message configuration information provided by the network device via system information or MBS control channel information or a radio resource control (RRC) connection release message.

4. The method according to any one of claims 1 to 3, wherein the MBS paging message configuration information comprises: a resource configuration of the MBS paging message; wherein the resource configuration of the MBS paging message comprises at least one of:

a control channel of the MBS paging message;

a time domain configuration of a data channel;

a frequency domain configuration of the data channel;

an identity of the MBS paging message;

a paging cycle of the MBS paging message;

a starting offset of the MBS paging message; or

an association between a downlink beam and a control channel resource of the MBS paging message or a data channel resource.

5. The method according to any one of claims 1 to 4, wherein the MBS paging message configuration information further comprises: an MBS service identity corresponding to the resource configuration of the MBS paging message, wherein the MBS service identity comprises: a temporary mobile group identity (TMGI) or an MBS session identity or an MBS service flow identity.

6. The method according to any one of claims 1 to 5, further comprising: after responding to reception of the multicast broadcast service (MBS) paging message configuration information,

determining whether to monitor a sending of the MBS paging message based on the MBS paging message configuration information.

7. The method according to claim 6, wherein determining whether to monitor the sending of the MBS paging message based on the MBS paging message configuration information comprises:

not monitoring or stopping monitoring the sending of the MBS paging message, in case that a radio resource control (RRC) connection state is a radio resource control connected state , or a currently resident cell does not provide an MBS service, or a currently resident cell does not provide an MBS service that the terminal is interested in; or

monitoring or starting monitoring the sending of the MBS paging message, in case that the RRC connection state is a radio resource control idle state or a radio resource control inactive state, or a currently resident cell provides an MBS service, or a currently resident cell provides an MBS service that the terminal is interested in.

8. The method according to any one of claims 6 to 7, wherein determining whether to monitor the sending of the MBS paging message based on the MBS paging message configuration information further comprises:

selecting a resource location in one paging cycle of the MBS paging message to monitor the sending of the MBS paging message, in case that the resource configuration of the MBS paging message comprises the association between the downlink beam and the control channel resource of the MBS paging message or the data channel resource.

9. The method according to claim 8, wherein selecting the resource location in one paging cycle of the MBS paging message to monitor the sending of the MBS paging message comprises:

in one paging cycle of the MBS paging message, selecting to monitor the sending of the MBS paging message in case that a measurement result of a beam is higher than a threshold value or a beam is a specified beam for receiving a paging message.

10. The method according to any one of claims 1 to 9, further comprising: starting an MBS service reception, in case that it is determined to receive the MBS paging message based on the MBS paging message configuration information.

11. The method according to claim 10, wherein starting the MBS service reception comprises initiating a connection access process, or receiving a corresponding MBS service based on the resource configuration of the MBS paging message.

12. The method according to any one of claims 1 to 11, wherein determining whether to receive the MBS paging message based on the MBS paging message configuration information comprises:

not receiving the MBS paging message, in case that a radio resource control (RRC) connection state is a radio resource control connected state, or a currently resident cell does not

provide an MBS service, or a currently resident cell does not provide an MBS service that the terminal is interested in; or

receiving the MBS paging message, in case that the RRC connection state is a radio resource control idle state or a radio resource control inactive state, or a currently resident cell provides an MBS service, or the currently resident cell provides an MBS service that the terminal is interested in.

13. A paging method, performed by a network device and comprising:

responding to sending multicast broadcast service (MBS) paging message configuration information; and

sending an MBS paging message based on the MBS paging message configuration information; wherein the MBS paging message carries MBS service information.

14. The method according to claim 13, wherein responding to sending the multicast broadcast service (MBS) paging message configuration information comprises:

responding to sending the MBS paging message configuration information specified in a protocol, or

responding to sending the MBS paging message configuration information configured.

15. The method according to claim 14, wherein responding to sending the MBS paging message configuration information configured comprises: responding to sending the MBS paging message configuration information configured via system information or MBS control channel information or a radio resource control (RRC) connection release message.

16. The method according to any one of claims 13 to 15, wherein the MBS paging message configuration information comprises: a resource configuration of the MBS paging message; wherein the resource configuration of the MBS paging message comprises at least one of:

a control channel of the MBS paging message;

a time domain configuration of a data channel;

a frequency domain configuration of the data channel;

an identity of the MBS paging message;

a paging cycle of the MBS paging message;

a starting offset of the MBS paging message; or

an association between a downlink beam and a control channel resource of the MBS paging message or a data channel resource.

17. The method according to any one of claims 13 to 16, wherein the MBS paging message configuration information further comprises: an MBS service identity corresponding to the resource configuration of the MBS paging message, wherein the MBS service identity comprises: a temporary mobile group identity (TMGI) or an MBS session identity or an MBS service flow

identity.

18. The method according to any one of claims 13 to 17, wherein the MBS service information comprises: an MBS service identity or an MBS service label.

19. A communication device, comprising:

a processor; and

a memory having stored therein a computer program,

wherein the processor executes the computer program stored in the memory, to cause the device to implement the method according to any one of claims 1 to 18.

20. A computer-readable storage medium having stored therein instructions that, when executed, cause the method according to any one of claims 1 to 18 to be implemented.