

ABSTRACT

The present disclosure relates to a method and apparatus for replying to information, an electronic device, a computer storage medium, and a product. The method comprises: playing
5 back first multimedia content and displaying, on a playback interface of the first multimedia content, a first sticker containing target information, the target information being associated with target multimedia content; receiving a first instruction for the first sticker, the first instruction being
10 used to instruct to reply to the target information in the form of multimedia; and in response to the first instruction, acquiring second multimedia content, the second multimedia content being used to reply to the target information. Therefore, by virtue of a sticker, target information can be replied to
15 again in the form of multimedia, which is beneficial to enriching the channels of reply means, increasing the interest of a user in replying to information, and improving the probability of the user creating and publishing multimedia content.