ABSTRACT

The present disclosure relates to a method and an apparatus for replying to information, electronic device, computer storage medium, and product. The method includes: playing first multimedia content and displaying a first sticker comprising target information in a playing interface of the first multimedia content, wherein the target information is associated with target multimedia content; receiving a first instruction triggered on the first sticker which instructs to create second multimedia content to reply to the target information; and in response to receiving the first instruction, acquiring the second multimedia content for replying to the target information.