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(54) **METHOD AND SYSTEM FOR MULTIMEDIA MESSAGE SERVICE COMMUNICATION**

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(57) **ABSTRACT**

An interactive method, a user terminal and a communication system are provided for multimedia message services. The method comprises the steps of receiving a multimedia message from a server; generating a page displaying or playing the multimedia message at a user terminal, wherein one or more controllers are embedded into the displayed or played multimedia message and associations between said controllers are defined; and triggering at least one action event and performing a corresponding action in response to the operations of one or more controllers. A response message fed back to the server is automatically generated at the user terminal, and an optimized multimedia message interface is provided for the user, a local interaction and an interaction between the terminal and the back end service can be flexibly realized.

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