

of said multimedia message; and in response to the operation of said control elements, displaying or playing said modified content of said multimedia message.

4. The method according to claim 1, wherein said relationship includes at least one of a LINK relationship and a CONTAIN relationship.

5. The method according to claim 1, further comprising the steps of: parsing the received multimedia message to obtain an action list of related action rules; listening in the triggered action events based on said action list.

6. The method according to claim 1, wherein said multimedia message is composed in the language forms of XForms, XML, SMIL, XHTML or HTML.

7. The method according to claim 1, wherein a control element includes one of a submit button, a selective button, a radio button, a check box, a text, a text field, a list box, an option menu.

8. A user terminal for a multimedia message service comprising: a device for receiving a multimedia message from a server; a device for generating a page for displaying or playing said multimedia message; a device for embedding one or more control elements, between which relationships are defined, into said displayed or played multimedia message; and a device for triggering at least one action event in response to an operation of said one or more control elements, the action event automatically generating a response message to request a service from the server.

9. The user terminal according to claim 8, wherein the device for generating the page for displaying or playing a multimedia message further includes: a device for parsing the received multimedia message to obtain the presentation structure of said multimedia message; and a device for generating a data model used in the page for displaying or playing said multimedia messages based on said multimedia message presentation structure.

10. The user terminal according to claim 8, wherein when said triggered action event is to modify the content of said multimedia message, in response to the operation of said controller, said means for triggering action event and for performing corresponding action displays or plays said modified content of said multimedia message.

11. The user terminal according to claim 8, wherein said relationship includes at least one of a LINK relationship and a CONTAIN relationship.

12. The user terminal according to claim 8, further comprising a device for parsing the received multimedia message to obtain an action list of related action rules; and a device for listening in the triggered action events based on said action list.

13. The user terminal according to claim 8, further comprising forming a multimedia message service communication system comprising: at least one user terminal; and at least one server for sending a multimedia message to said at least one user terminal.

14. A computer program for running on a user terminal within a multimedia communication system, wherein said communication system comprises at least one user terminal, and at least one server for sending a multimedia message to said at least one user terminal, said computer program comprising instructions for carrying out all the steps of the method of claim 1 when the computer program is executed on one user terminal.

15. A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for multimedia message services, said method steps comprising 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 control elements are embedded into the displayed or played multimedia message and the relationship between said control elements is defined;

responsive to the operation of one or more of said control elements, triggering an action event to automatically generate a response message to request a service from the server; and

sending the response message to the server.

16. A program storage device readable by machine as recited in claim 15, wherein the step of generating the page for displaying or playing a multimedia message further includes: parsing the received multimedia message to obtain the presentation structure of said multimedia message; and generating a data model used in the page for displaying or playing said multimedia message based on said multimedia message presentation structure.

17. A program storage device readable by machine as recited in claim 15, said method steps further comprising the step of triggering an action event to modify the content of said multimedia message; and in response to the operation of said control elements, displaying or playing said modified content of said multimedia message.

18. An article of manufacture comprising a computer usable medium having computer readable program code means embodied therein for causing steps for multimedia message services, the computer readable program code means in said article of manufacture comprising computer readable program code means for causing a computer to effect the steps of claim 1.

19. A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for multimedia message services, said method steps comprising the steps of claim 1

20. A program storage device readable by machine as recited in claim 19, said method steps further comprising the steps of:

triggering an action event to modify the content of said multimedia message; and in response to the operation of said control elements, displaying or playing said modified content of said multimedia message;

parsing the received multimedia message to obtain an action list of related action rules;

listening in the triggered action events based on said action list, and

parsing the received multimedia message to obtain an action list of related action rules; and

listening in the triggered action events based on said action list, and

wherein the step of generating the page for displaying or playing a multimedia message further includes:

parsing the received multimedia message to obtain the presentation structure of said multimedia message;

generating a data model used in the page for displaying or playing said multimedia message based on said multimedia message presentation structure.