

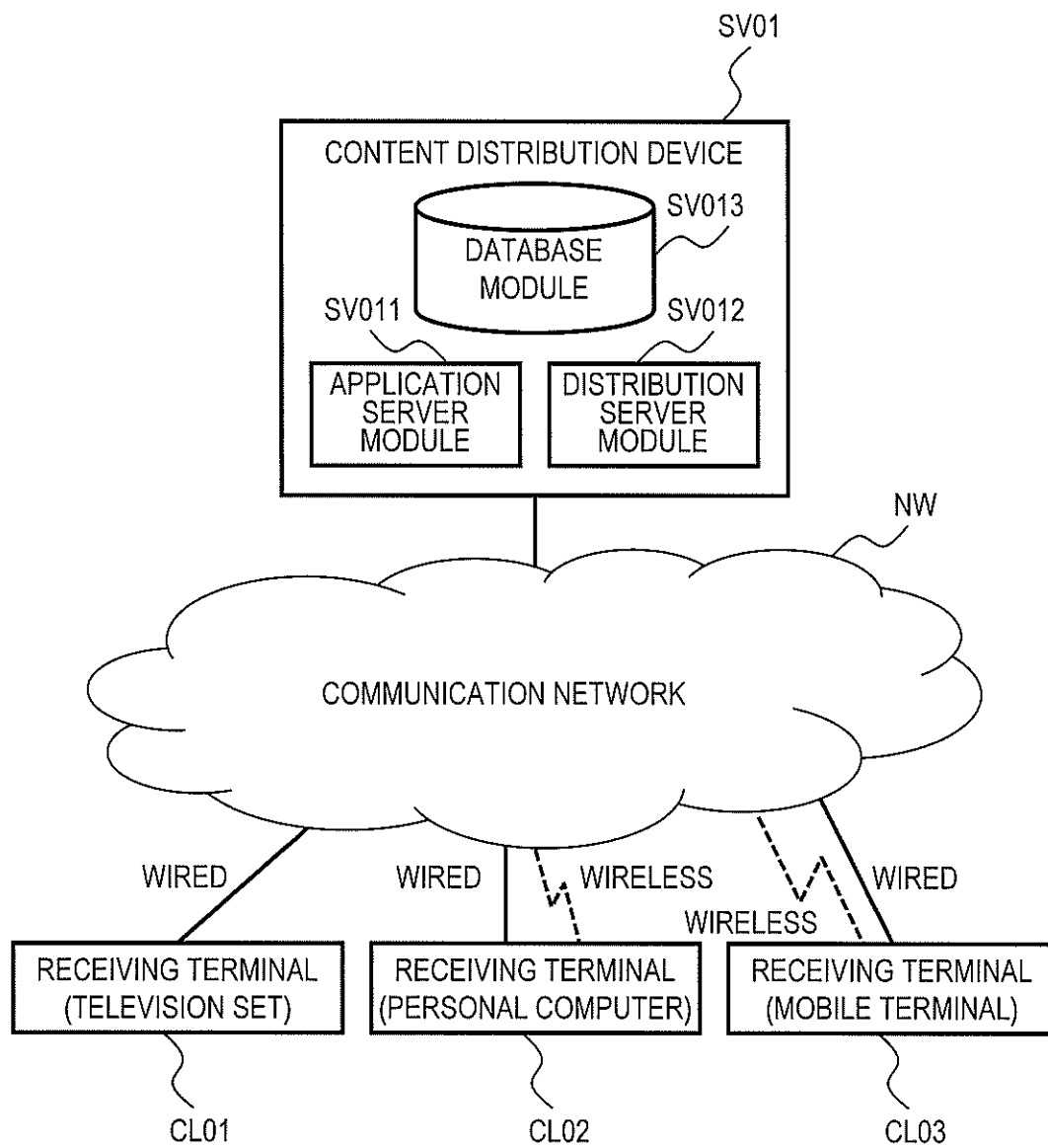


Fig. 1

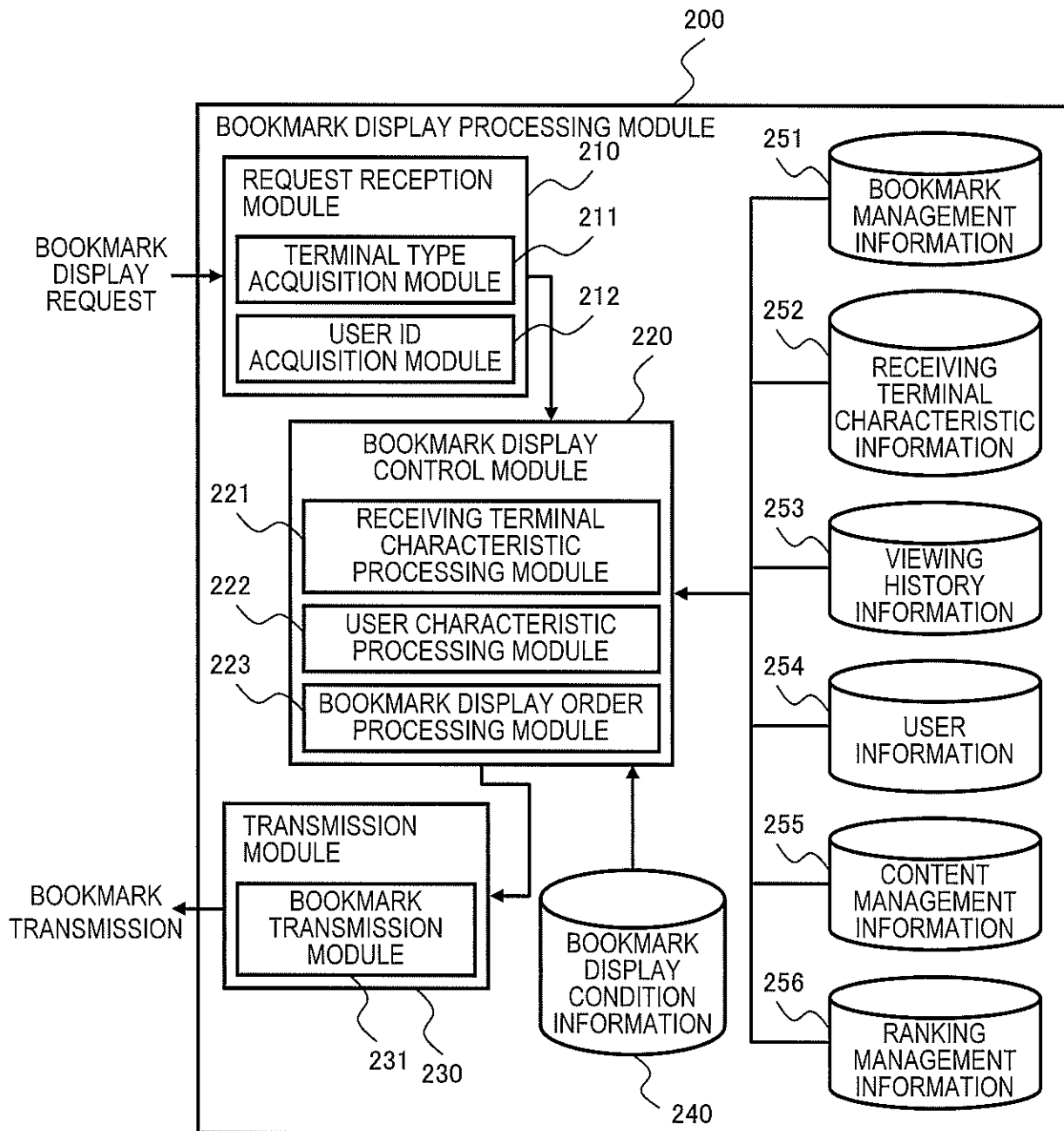


Fig. 2

2511	2512	2513	2514	251	2515
USER ID	CONTENT ID	BOOKMARK TYPE	BOOKMARK FOLDER	ADDED DATE/TIME	
UUU000001	AAA111111	VIEW LATER	—	2011/11/11 11:11	
UUU000002	BBB222222	BOOKMARK	EDUCATION	2011/12/12 12:12	

BOOKMARK MANAGEMENT INFORMATION

Fig. 3A

2521	2522	2523	2524	2525	2526	2527
TERMINAL TYPE ID	TERMINAL TYPE	SCREEN SIZE	INPUT DEVICE TYPE	NETWORK BANDWIDTH	USAGE TIME	USAGE TIME SLOT (HOLIDAY)
001	TELEVISION SET	920 X 480	REMOTE CONTROL	100Mbps	1 HOUR	MOVIES
002	PC	800 X 600	KEYBOARD AND MOUSE	100Mbps	2 HOURS	MUSIC
003	SMARTPHONE	320 X 480	TOUCH PANEL	10Mbps	30 MINUTES	VARIETY SHOWS

RECEIVING TERMINAL CHARACTERISTIC INFORMATION

Fig. 3B

2531 2532 2533 253 2534

DATE/TIME	USER ID	CONTENT ID	STOP LOCATION
2012/01/11 11:11	UUU000001	AAA111111	—
2012/01/12 12:12	UUU000002	BBB222222	00:20:10

VIEWING HISTORY INFORMATION

Fig. 3C

2541	2542	2543	2544	2545	2546	2547	2548
USER ID	USER NAME	SEX	BIRTH DATE	ADDRESS	FAVORITE GENRE1	FAVORITE GENRE2	FAVORITE GENRE 3
UUU000001	JOHN SMITH	MALE	1970/1/1	TOKYO	SPORTS		
UUU000002	MARY MILLER	FEMALE	1980/2/2	OSAKA	COOKING		

USER INFORMATION

Fig. 3D

2551	2552	2553	2554	2555	2556	2557	2558	2559
CONTENT ID	TITLE	URL	GENRE	RESOLUTION	BIT RATE	LENGTH	PLAYBACK COUNT	DESCRIPTIONS
AAA111111	THREE KINGDOMS	http://www....	MOVIES	HD	10MBPS	120 MIN.	321	THREE KINGDOMS IS A CHINESE.....
BBB22222	ENGLISH CONVERSATION FOR BEGINNERS	http://www....	EDUCATION	SD	6MBPS	30 MIN.	123	ENGLISH CONVERSATION FOR BEGINNERS ...

CONTENT MANAGEMENT INFORMATION

Fig. 3E

2561	2562	2563	256 2564
SEX	AGE	CONTENT ID	PLAYBACK COUNT
MALE	30 - 40	AAA111111	211
FEMALE	20 - 30	BBB222222	88

RANKING MANAGEMENT INFORMATION

Fig. 3F

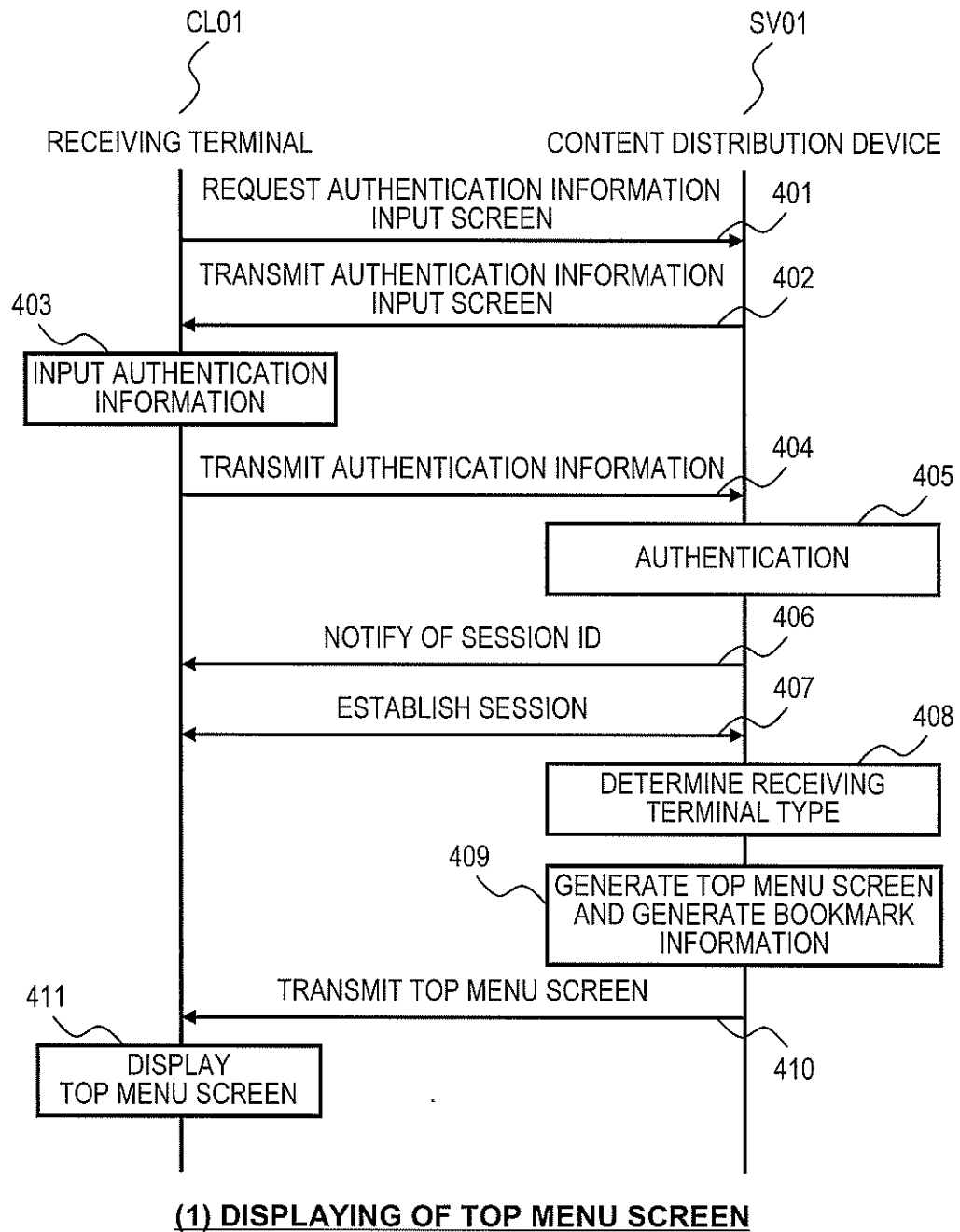
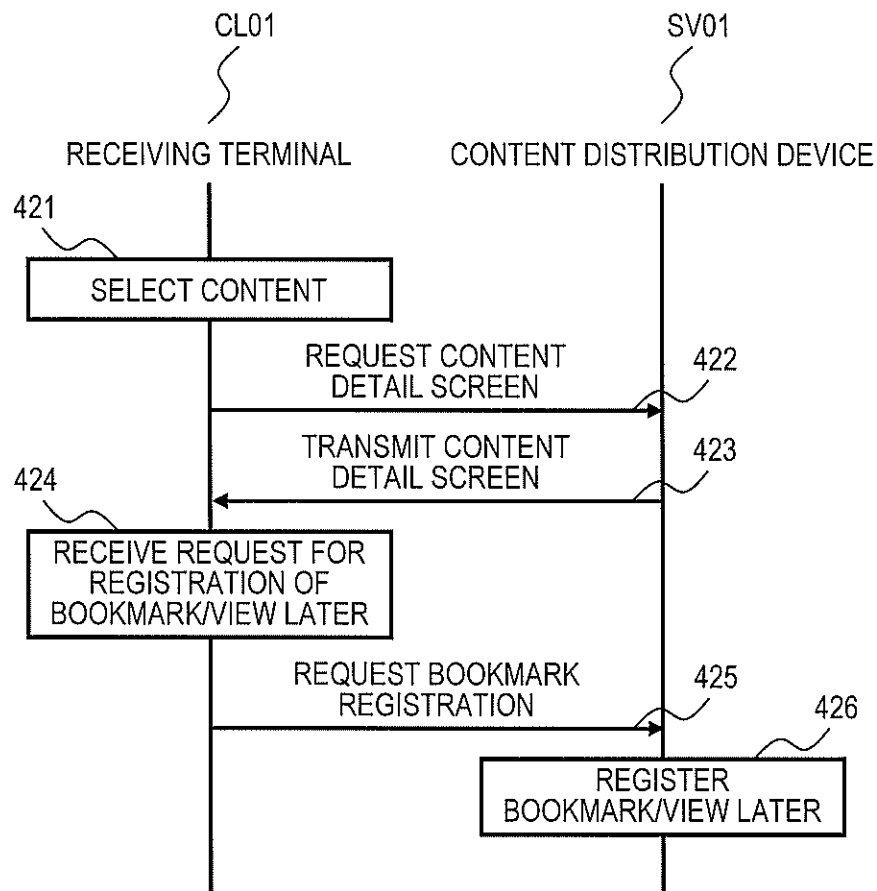
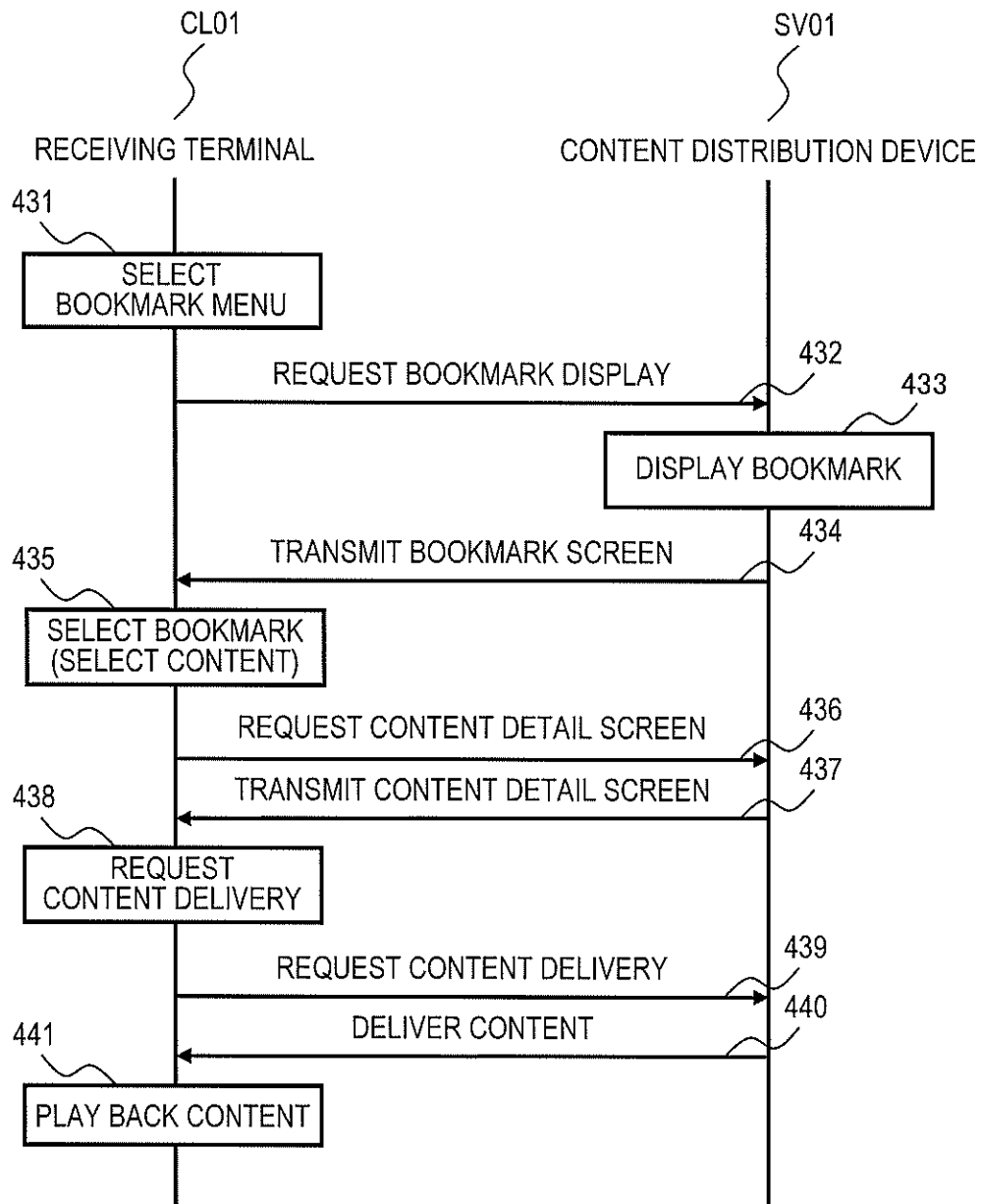


Fig. 4A



(2) REGISTRATION OF BOOKMARK/VIEW LATER

Fig. 4B



(3) SELECTION OF BOOKMARK -> PLAYBACK OF CONTENT

Fig. 4C

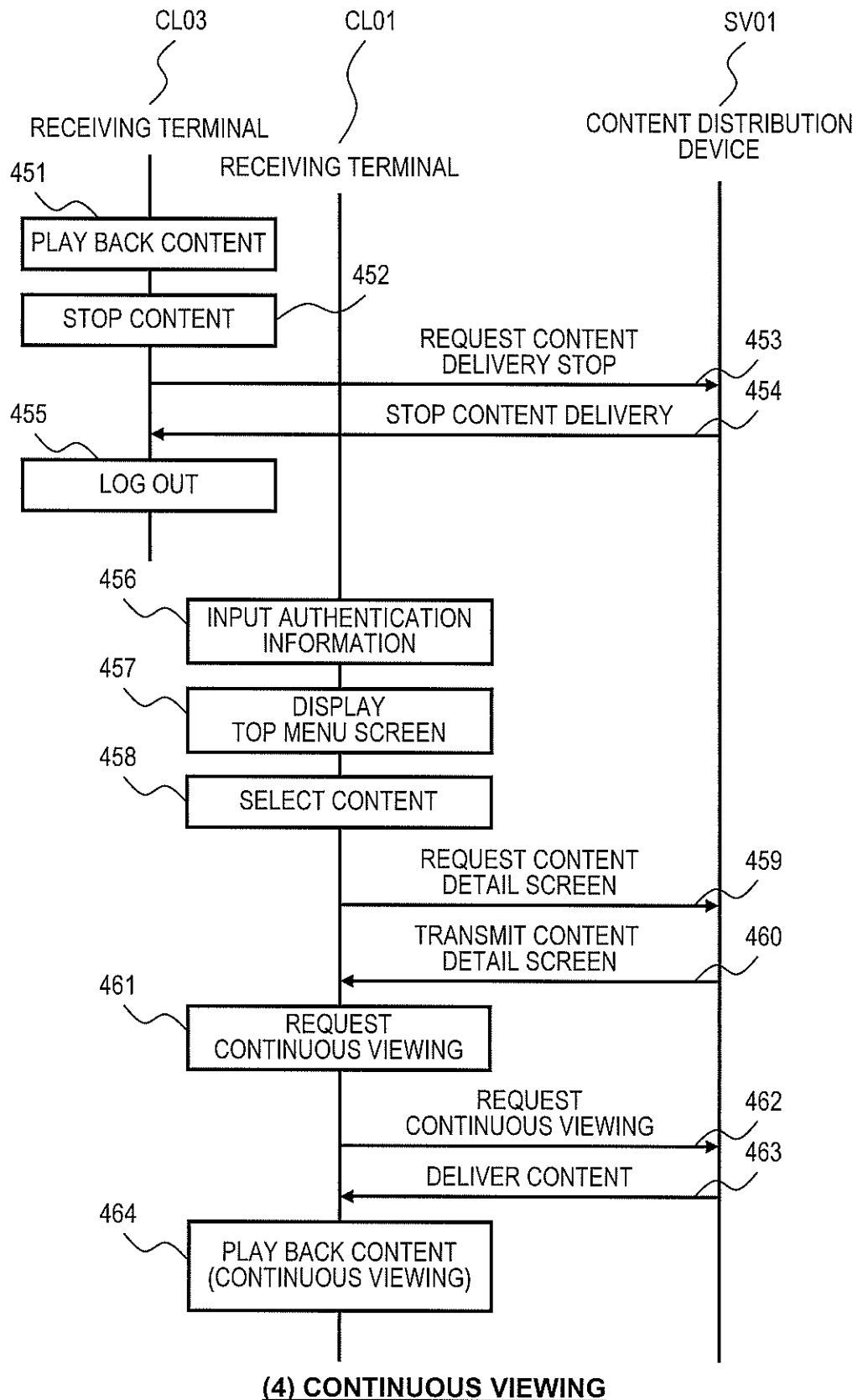


Fig. 4D

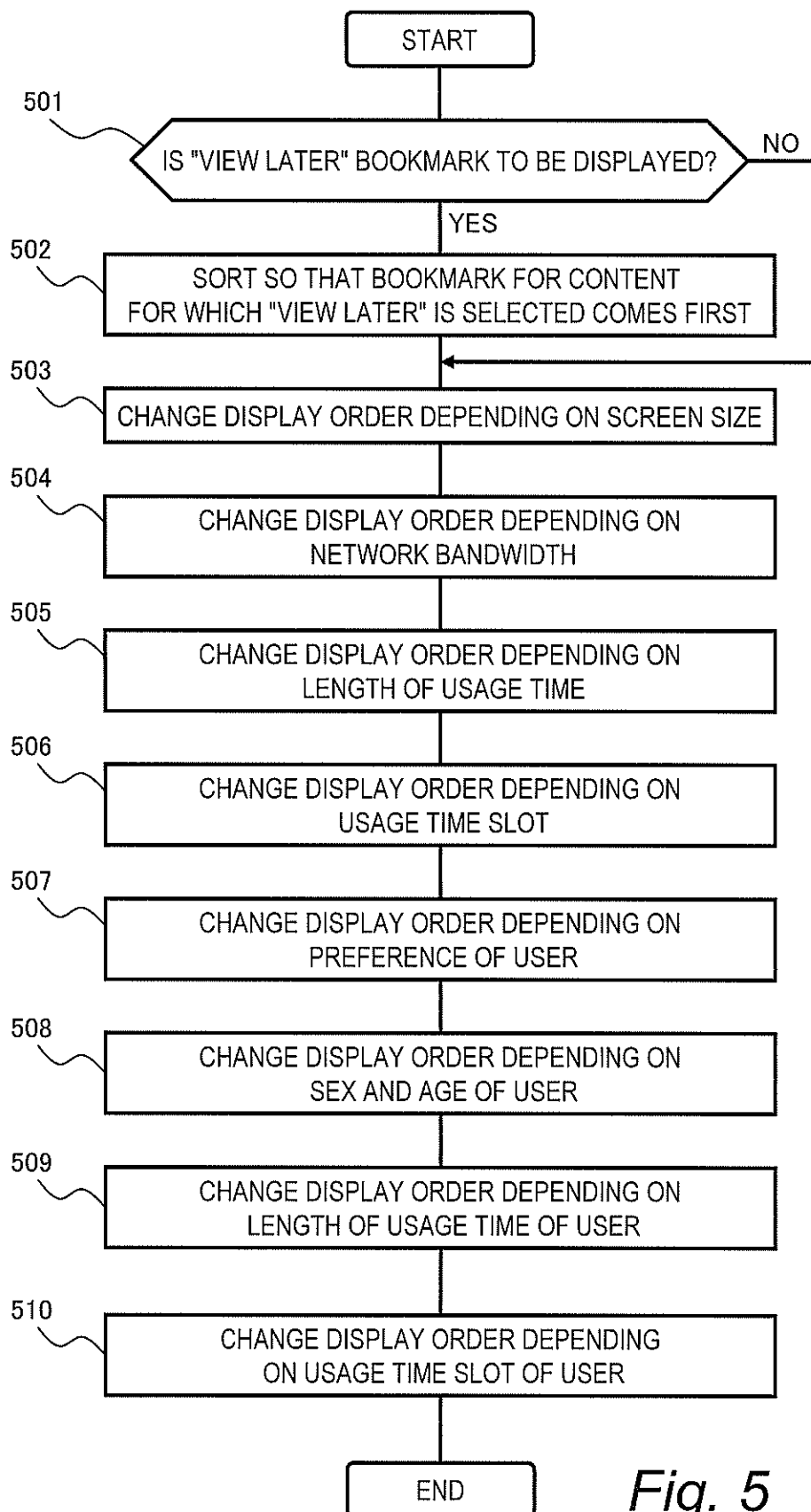


Fig. 5

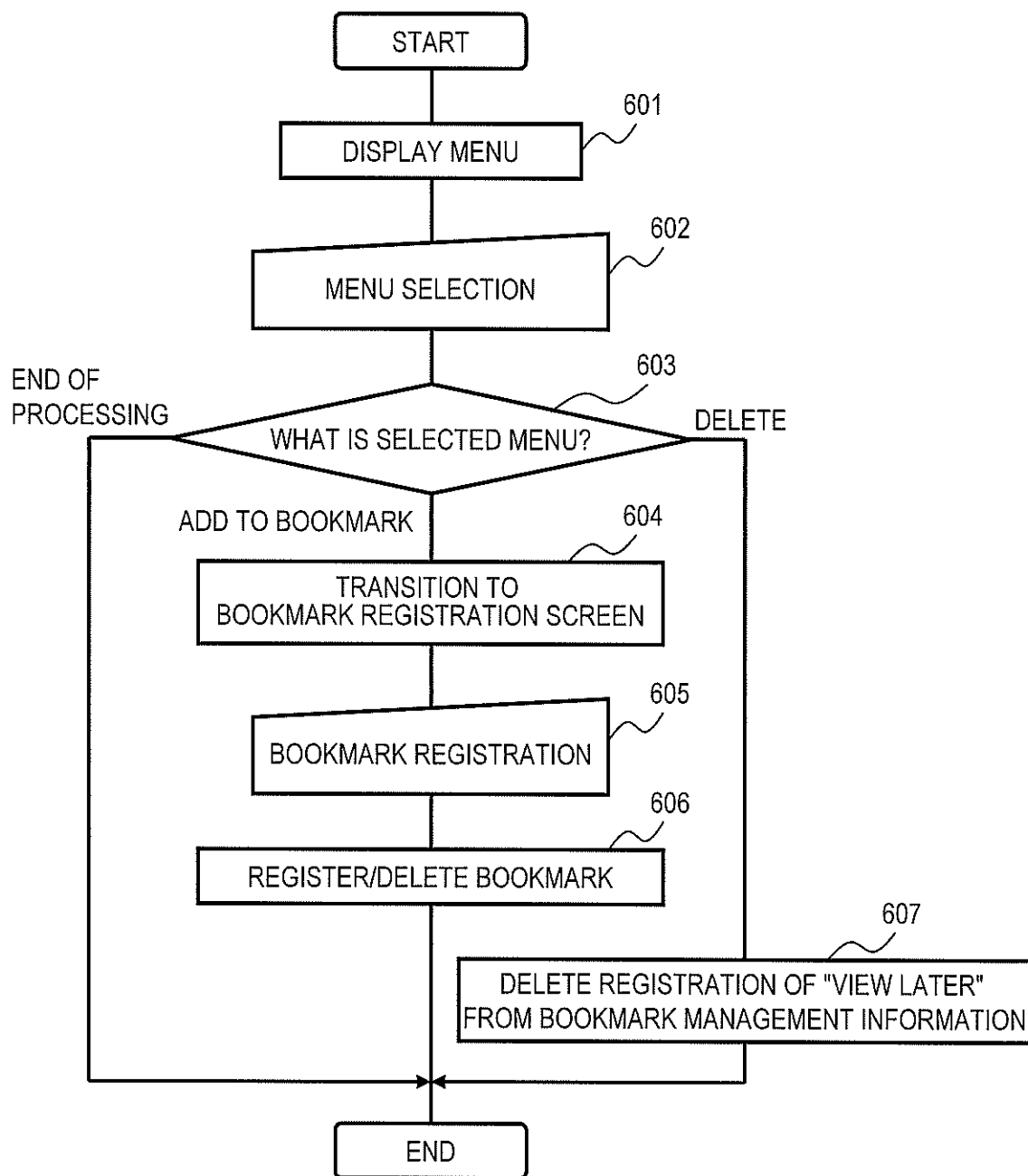


Fig. 6

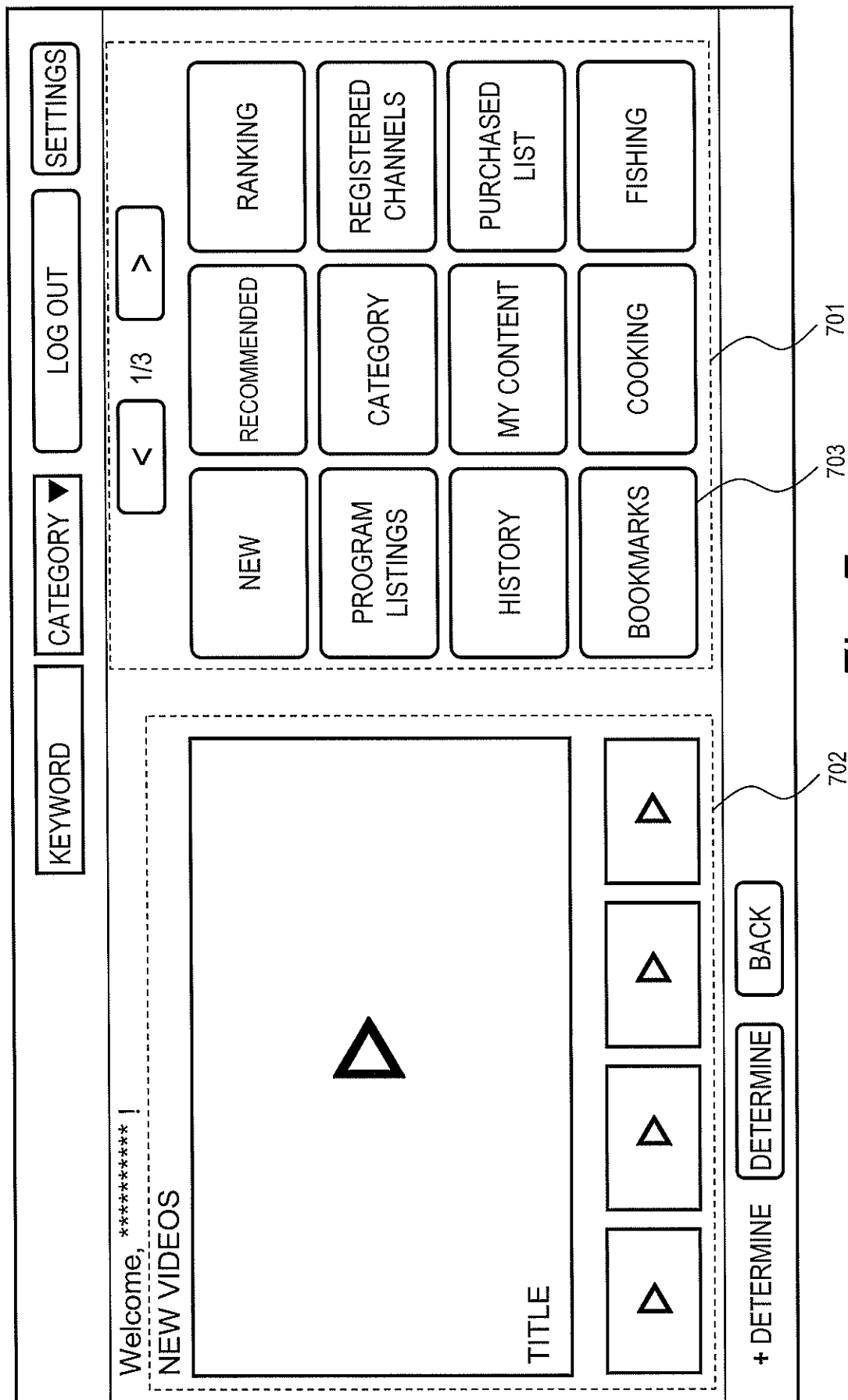


Fig. 7

Fig. 8

901

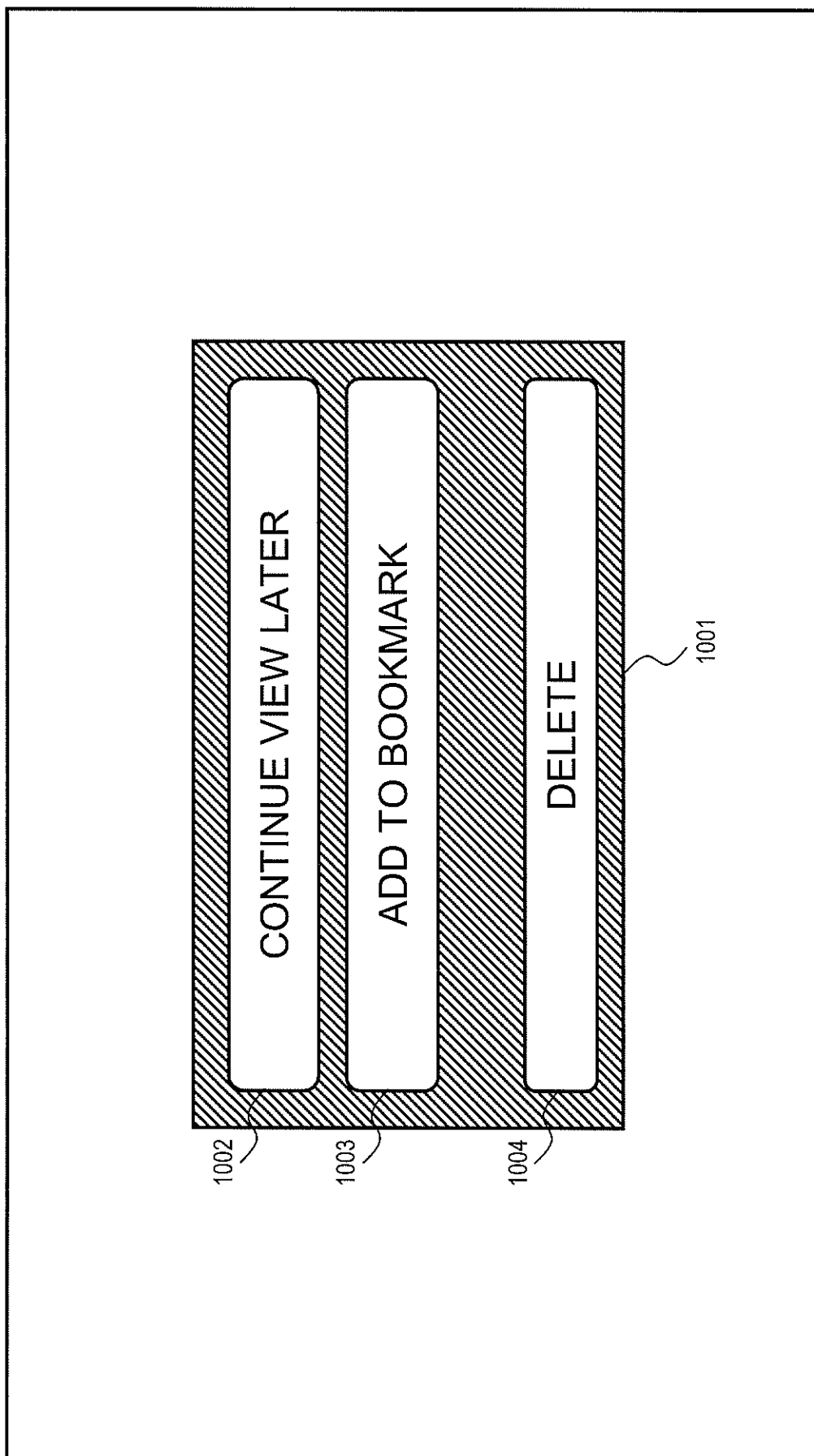


Fig. 10

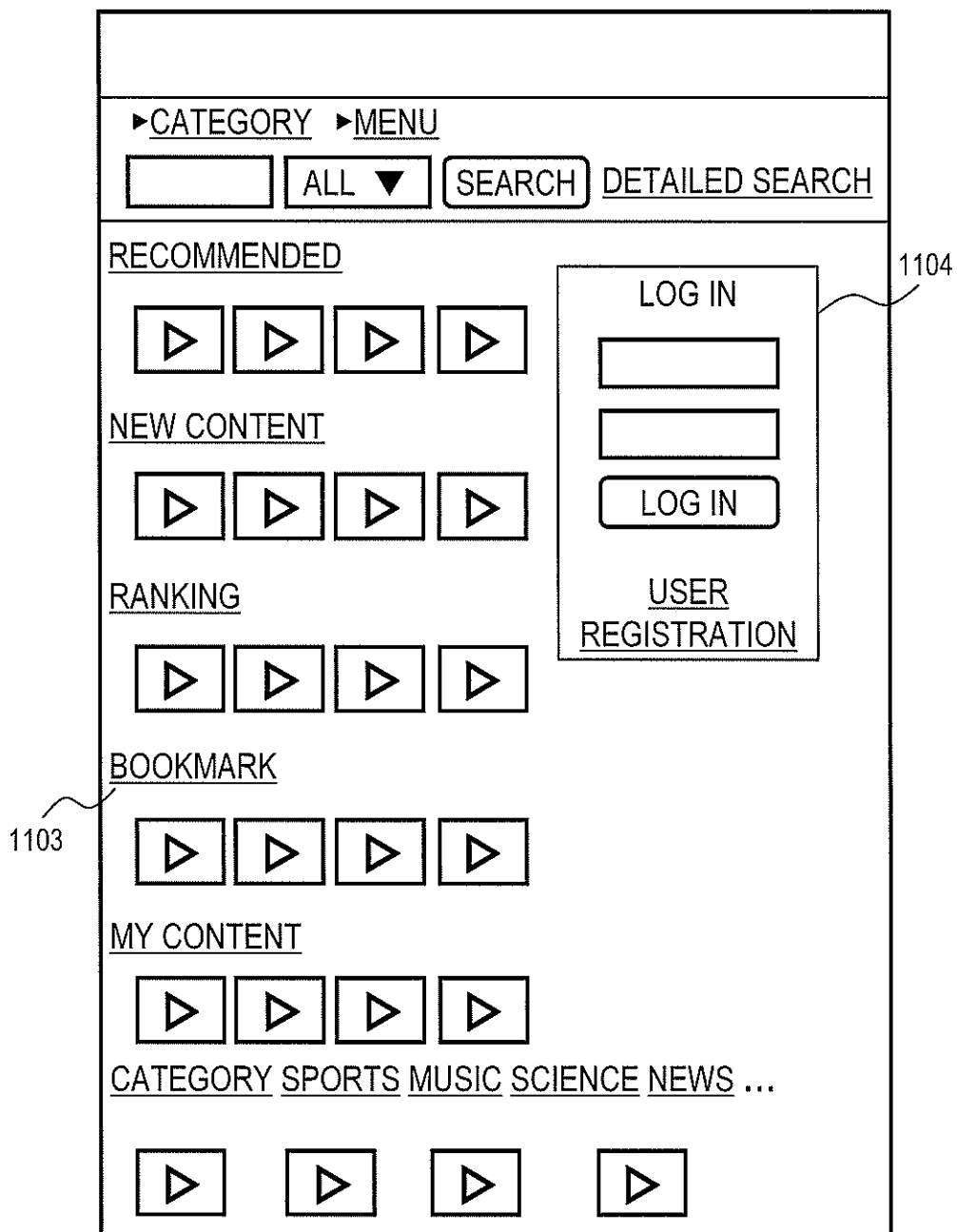


Fig. 11

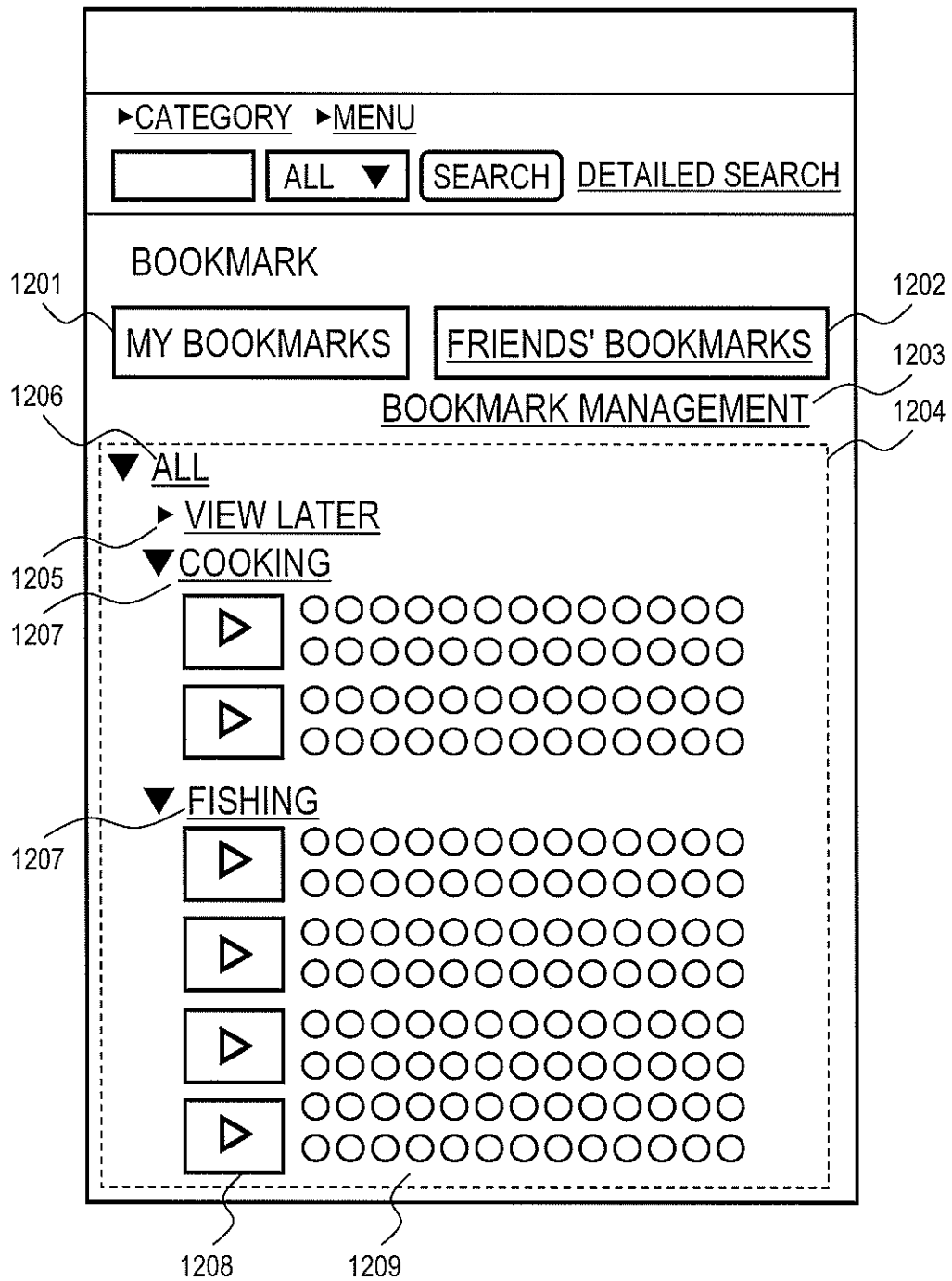


Fig. 12

▶CATEGORY ▶MENU

1301

ALL ▼

SEARCH

[DETAILED SEARCH](#)

1302

BOOKMARK MANAGEMENT

☐ COOKING

☐ FISHING

NEW FOLDER

RENAME

DELETE

CLOSE

1303

1304

Fig. 13

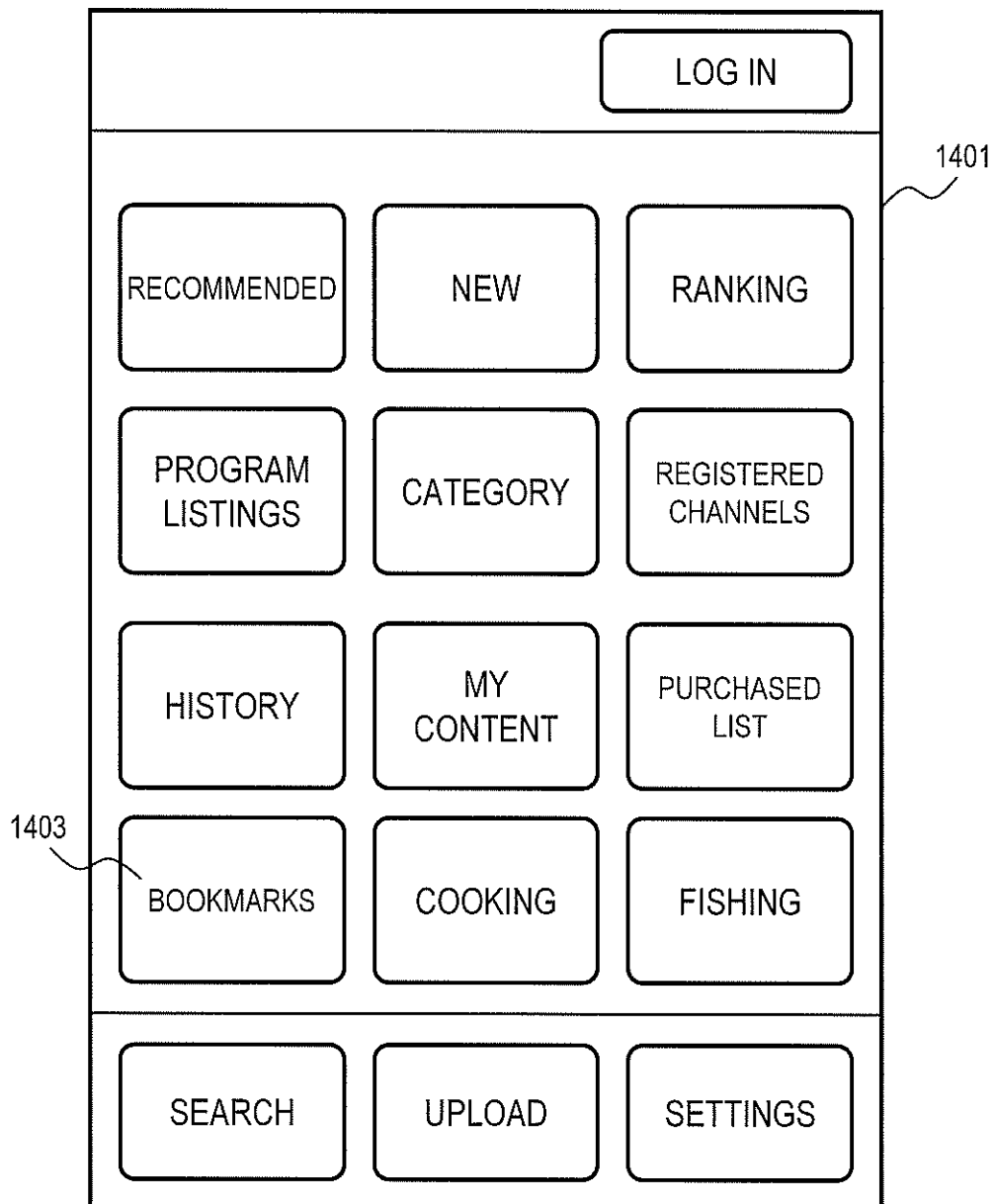


Fig. 14

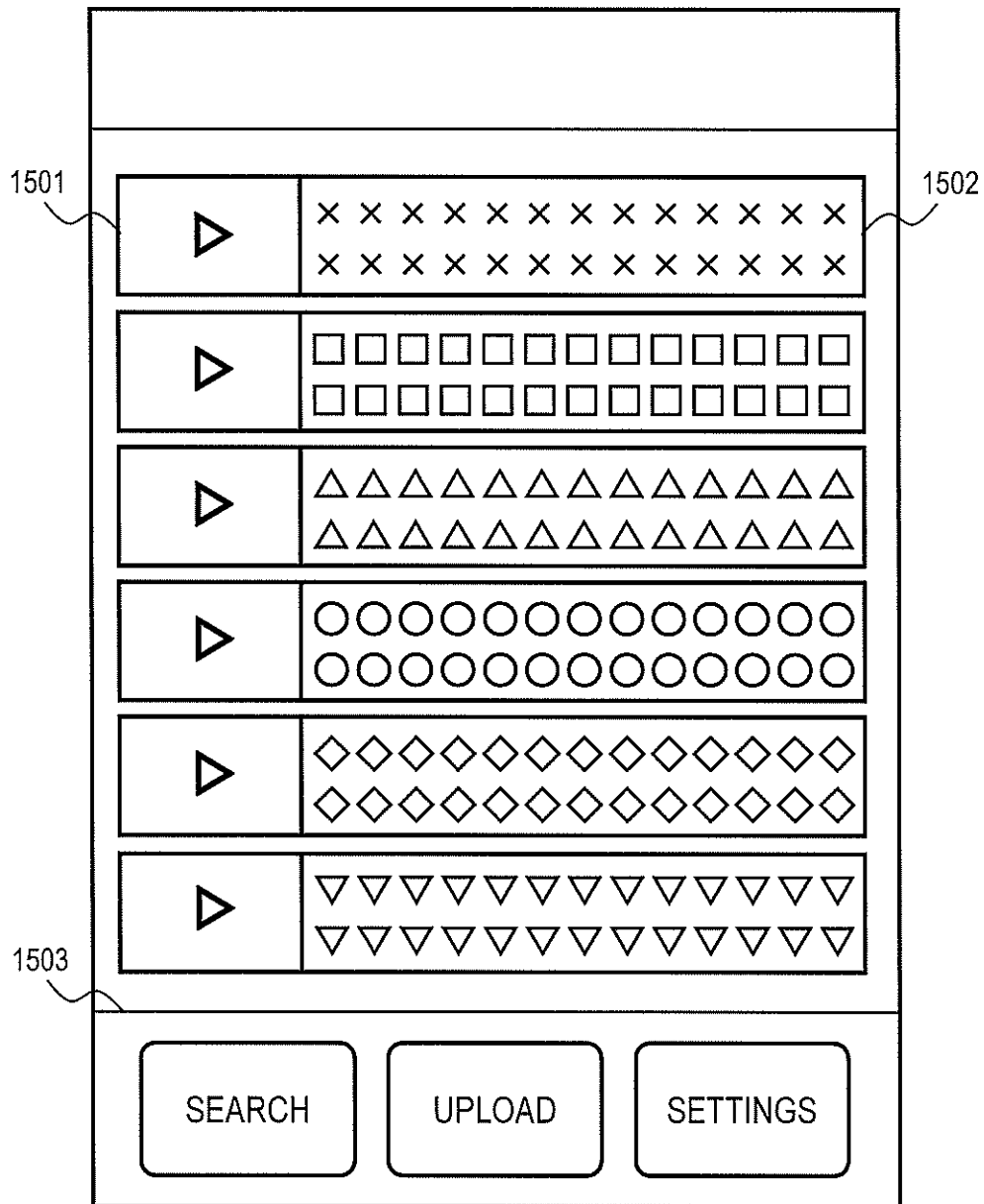


Fig. 15

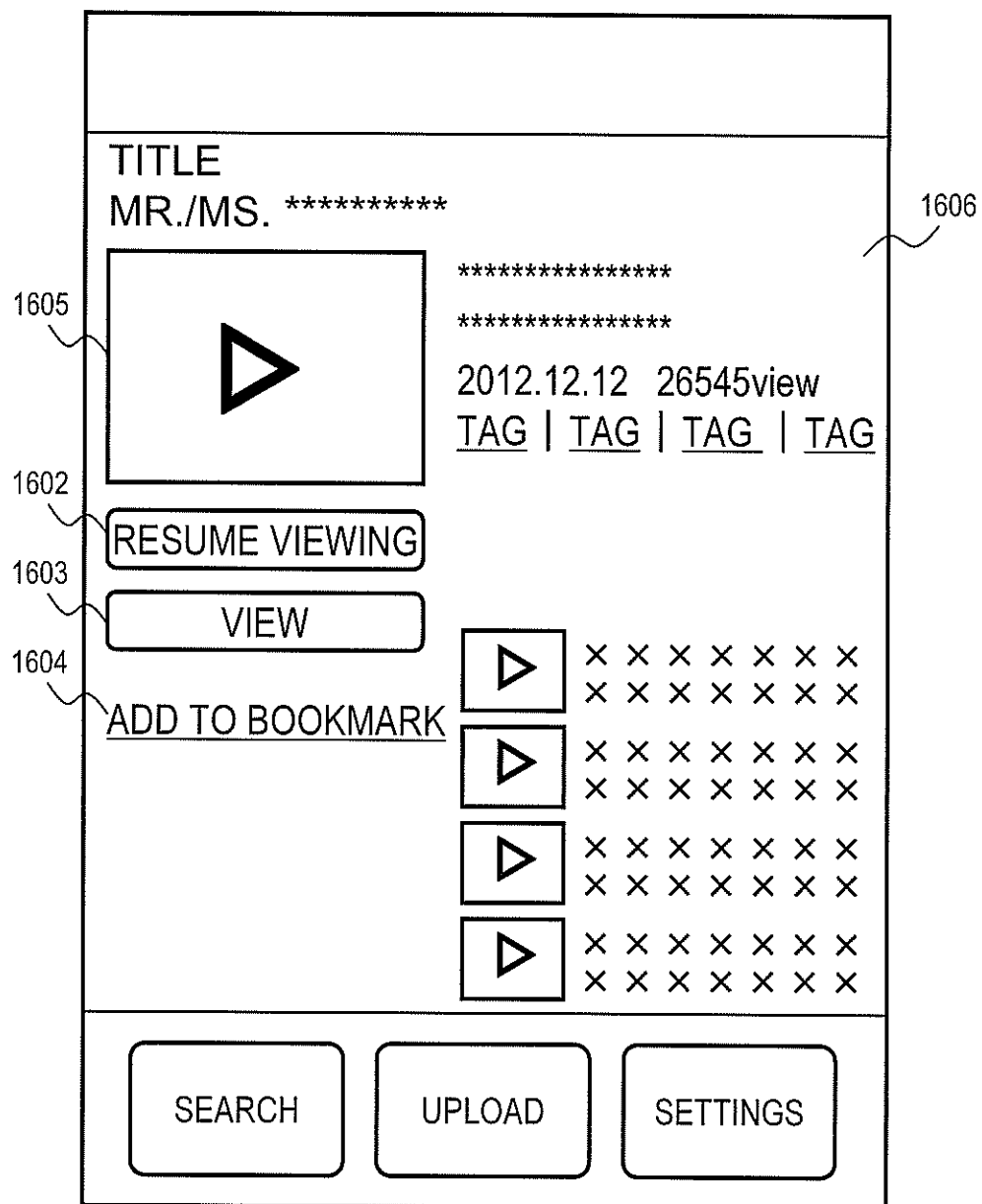


Fig. 16

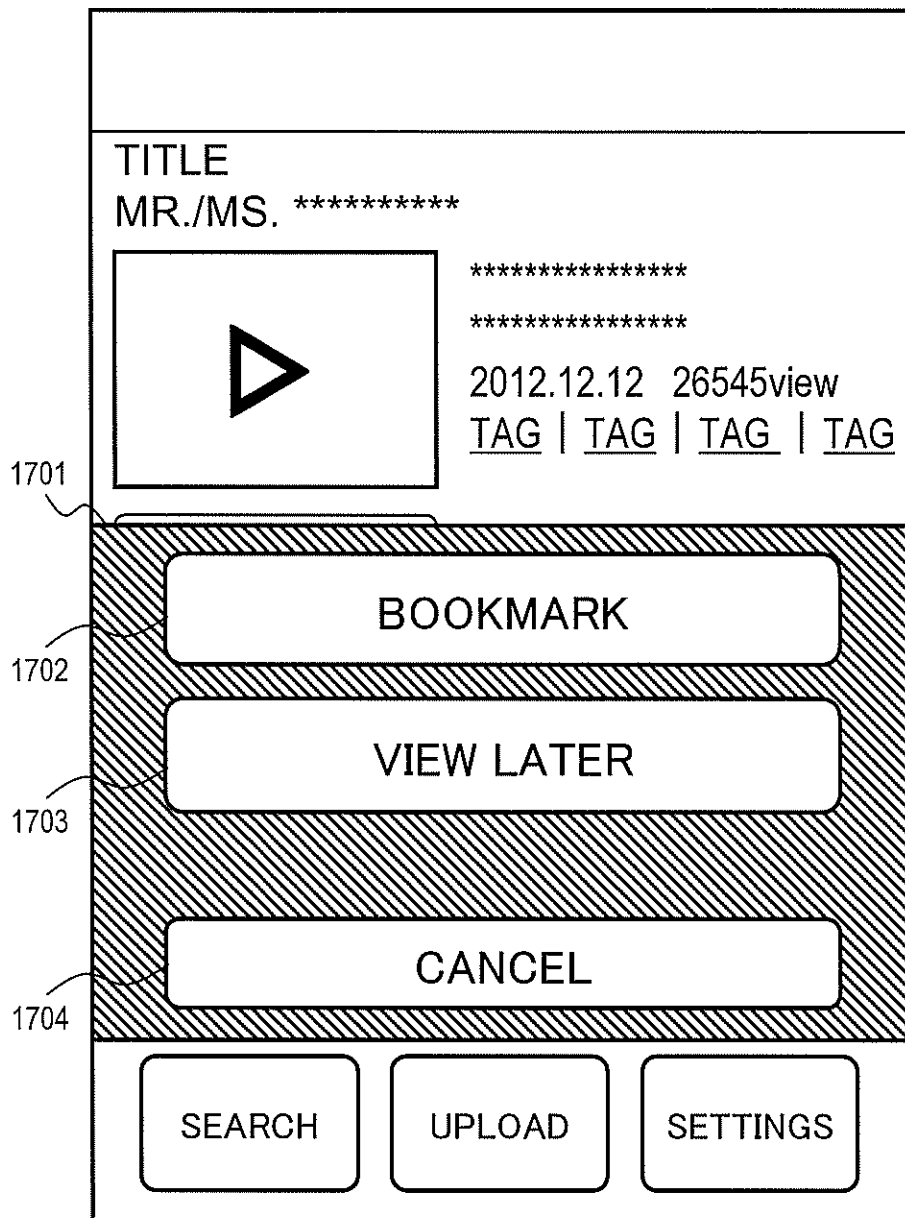


Fig. 17