

ABSTRACT

A multi-screen synchronized playback system capable of synchronizing, with high accuracy, playback start times of content to be displayed on multiple screens. The multi-screen synchronized playback system has a plurality of display control terminals and a synchronization server connected to the plurality of display control terminals. The synchronization server includes a synchronization time transmitting section for simultaneously transmitting time information of a clock of the synchronization server to the plurality of display control devices. The display control terminal includes a time setting section for setting time on a clock of the display control terminal based on the time information simultaneously transmitted from the synchronization server, and a display control section for starting playback of content at a playback start time set for each content, based on the time on the clock of the display control terminal.