## Claim

1. An advertising system for providing advertisements on a lock screen of a user terminal, comprising:

one or more applications installed in the user terminal;

an advertising module inserted in each of the one or more applications and configured to display advertising information on the lock screen, detect event information generated in association with the user terminal, generate reward information if the event information satisfies reward generation conditions predefined in correspondence to the advertising information, and transmit the reward information to an advertising server; and

the advertising server configured to save rewards based on the reward information received from the advertising module,

wherein the reward generation conditions are differently defined according to the advertising information.

2. The advertising system according to claim 1, wherein the reward generation conditions include event information predefined for at least one of unlocking of the user terminal, an input to a user interface inserted in the advertising information, an access to an address linked in the advertising information, and installation of an application corresponding to the advertising information.

3. The advertising system according to claim 1, wherein, when the one or more applications are installed in a plural number in the user terminal, the advertising modules inserted in each of the plurality of applications are integrated into a single advertising module, which is configured to store identification information of each of the plurality of applications, and add or delete, according to addition or deletion of each of the plurality of applications, the identification information of the corresponding application.

4. The advertising system according to claim 1, wherein the advertising server transmits the saved rewards to at least one of the one or more applications so that the rewards are available in the at least one of the one or more applications.

5. The advertising system according to claim 4, wherein the advertising server transmits the saved rewards to the application most recently executed in the user terminal based on identification information of the most recently executed application.

6. The advertising system according to claim 4, wherein the advertising server distributes and transmits the saved rewards to the at least one of the one or more applications in

a ratio predefined therefor.

7. The advertising system according to claim 6, wherein the advertising server automatically changes the predefined ratio according to the number of the one or more applications installed in the user terminal.

8. The advertising system according to claim 6, wherein the advertising server changes the predefined ratio according to a user input provided from the user terminal.

9. The advertising system according to claim 1, wherein the advertising server transmits the saved rewards to a server corresponding to at least one of the one or more applications so that the rewards are registered in the server.

10. The advertising system according to claim 4, wherein the advertising server exchanges the rewards transmitted to the at least one of the one or more applications into points according to an exchange rate predefined for the at least one of the one or more applications, and transmits the exchanged points to a server corresponding to the at least one of the one or more applications so that the points are registered in the server.

11. The advertising system according to claim 1, wherein at least one of the one or more applications provides one or more items purchasable with the rewards.

12. The advertising system according to claim 1, wherein the advertising module is activated based on a user action made in association with the user terminal to display the advertising information on the lock screen.

13. The advertising system according to claim 1, wherein the advertising module displays multiple pieces of advertising information provided from the advertising server on the lock screen at a predefined time interval.

14. A method for providing advertisements on a lock screen of a user terminal, one or more applications being installed in the user terminal, an advertising module being inserted in each of the one or more applications, and the method comprising the steps of:

(a) displaying, by the advertising module, advertising information on the lock screen;

(b) detecting, by the advertising module, event information generated in association with the user terminal and comparing, by the advertising module, the event information with reward generation conditions predefined in

correspondence to the advertising information;

(c) generating, by the advertising module, reward information according to a result of the comparison and transmitting, by the advertising module, the reward information to an advertising server; and

(d) saving, by the advertising server, rewards based on the reward information received from the advertising module,

wherein the reward generation conditions are differently defined according to the advertising information.

15. The method according to claim 14, wherein the reward generation conditions include event information predefined for at least one of unlocking of the user terminal, an input to a user interface inserted in the advertising information, an access to an address linked to the advertising information, and installation of an application corresponding to the advertising information.

16. The method according to claim 14, wherein the advertising information is provided from the advertising server according to identification information of the one or more applications.

17. The method according to claim 14, further comprising the step of:

(e) transmitting, by the advertising server, the saved rewards to at least one of the one or more applications so that the rewards are available in the at least one of the one or more applications.

18. The method according to claim 17, wherein the step (e) includes:

(e') distributing and transmitting, by the advertising server, the saved rewards to the at least one of the one or more applications in a ratio predefined therefor.

19. The method according to claim 18, wherein the step (e') includes: automatically changing, by the advertising server, the predefined ratio according to the number of the one or more applications installed in the user terminal.

20. The method according to claim 18, wherein the step (e') includes: changing, by the advertising server, the predefined ratio according to a user input provided from the user terminal.

21. The method according to claim 14, further comprising the step of:

(f) transmitting, by the advertising server, the saved rewards to a server corresponding to at least one of the one

or more applications so that the rewards are registered in the server.

22. The method according to claim 17, wherein the step (e) includes: exchanging, by the advertising server, the rewards transmitted to the at least one of the one or more applications into points according to an exchange rate predefined for the at least one of the one or more applications and transmitting, by the advertising server, the exchanged points to a server corresponding to the at least one of the one or more applications so that the points are registered in the server.

23. The advertising system according to Claim 1, wherein the advertising information is provided from the advertising server.

24. The advertising system according to Claim 1, wherein the advertising module is installed in the user terminal in parallel to each of the one or more applications.

25. The advertising system according to Claim 23, wherein the advertising information is provided from the advertising server according to identification information of the one or more applications.

26. The method according to Claim 14, wherein the advertising information is provided from the advertising server.

27. The method according to Claim 14, wherein the advertising module is installed in the user terminal in parallel to each of the one or more applications.

28. The method according to Claim 17, wherein the step (e) comprises the advertising server transmitting the saved rewards to the application most recently executed in the user terminal based on identification information of the most recently executed application.

29. The advertising system according to Claim 26, wherein the step (a) comprises the advertising module displaying multiple pieces of advertising information provided from the advertising server on the lock screen at a predefined time interval.

30. A method for providing advertisements on a lock screen of a user terminal, one or more applications being installed in the user terminal, an advertising module being inserted in each of the one or more applications, and the

method comprising the steps of:

(a) the advertising module displaying advertising information on the lock screen;

(b) the advertising module detecting event information generated in association with the user terminal, and comparing the event information with reward generation conditions predefined in correspondence to the advertising information; and

(c) the advertising module generating reward information according to a result of the comparison,

wherein the reward generation conditions are differently defined according to the advertising information.

31. The method according to Claim 30, wherein the advertising module is installed in the user terminal in parallel to each of the one or more applications.

32. The method according to Claim 30, further comprising the step of:

(d) the advertising module saving rewards based on the reward information.

33. The method according to Claim 32, further comprising the step of:

(e) the advertising module transmitting the saved rewards

to at least one of the one or more applications so that the rewards are available in the at least one of the one or more applications.

## CLAIMS

1. An advertising (Ad) system using an in-App advertisement module for displaying advertisements provided by an Ad server on a lock screen of a user terminal, comprising:

one or more applications installed in the user terminal;

an Ad module which is inserted in each of the applications, is installed in parallel to each application, and is configured to display externally-received Ad information on the lock screen, detect event information generated according to a user input through the user terminal, generate rewards if the detected event information satisfies reward generation conditions set in association with the Ad information, and transmit the generated rewards to the Ad server; and

the Ad server configured to provide the Ad information for the Ad module, save the rewards received from the Ad module in association with the user terminal and transmit the saved rewards so that the saved rewards can be used in at least one of the applications,

wherein the rewards generation conditions are differently set depending on the Ad information.

2. The Ad system according to claim 1, wherein the reward generation conditions include event information set for at least one selected from a group consisting of lock state release, input to a user interface inserted in the Ad information, access to an address linked to the Ad information through the use input, and installation of an application corresponding to the Ad information through the user input.

3. The Ad system according to claim 1, wherein, if a plurality of applications in which the Ad modules are inserted is installed in the user terminal, the Ad modules are integrated into the first-installed Ad module and identification (ID) information of a stored application is stored in an Ad module inserted in each application, and the Ad module adds or deletes the ID information of the application according to addition or deletion of the application.

4. The Ad system according to claim 1, wherein the Ad module transmits ID information of the latest-executed application in interlocking with execution of the application, and the Ad server transmits saved rewards so that the saved rewards can be used in the latest-executed application based on the ID information.

5. The Ad system according to claim 3 or 4, wherein the Ad module provides the ID information of the application for the Ad server and the Ad server provides Ad information based on the application ID information.

6. The Ad system according to claim 1, wherein the Ad server distributes and transmits the saved rewards at a ratio set for each application.

7. The Ad system according to claim 6, wherein the Ad server varies the set ratio automatically based on the number of applications installed in the user terminal.

8. The Ad system according to claim 6, wherein the Ad server varies the set ratio according to a user input received from the user terminal.

9. The Ad system according to claim 1, wherein the Ad server transmits the saved rewards to a server corresponding to each application and registers the saved rewards in the server so that the saved rewards can be used to purchase items or goods.

10. The Ad system according to claim 9, wherein the Ad server exchanges rewards assigned for each application for

points according to an exchange rate set for each application and registers the points in the server corresponding to each application in association with user information of the user terminal.

11. The Ad system according to claim 1, wherein the application provides one or more items which can be purchased with the rewards.

12. The Ad system according to claim 1, wherein the Ad module is activated based on a user input through the user terminal and displays the Ad information on the lock screen.

13. The Ad system according to claim 1, wherein the Ad module displays multiple Ad information received from the Ad server on the lock screen at set intervals

14. An advertising (Ad) method using an in-App advertisement module for providing Ads for a user terminal in communication of an Ad module with an Ad server, the Ad module being inserted in one or more applications installed in the user terminal and being installed in parallel to each of the applications, comprising:

a first step where the Ad module requests the Ad server to provide Ad information;

a second step where the Ad module displays the Ad information received from the Ad server on a lock screen of the user terminal;

a third step where the Ad module detects event information generated according to a user input through the user terminal and compares the event information with reward generation conditions set to correspond to the Ad information;

a fourth step where the Ad module generates rewards based on a result of the comparison of the third step and transmits the generated rewards to the Ad server; and

a fifth step where the Ad server saves the rewards received from the Ad module to correspond to the user terminal and transmits the saved rewards so that the saved rewards can be used in at least one of the applications,

wherein the reward generation conditions are differently set according to the Ad information.

15. The advertising method according to claim 14, wherein the reward generation conditions include event information set for at least one selected from a group consisting of lock state release, input to a user interface inserted in the Ad information, access to an address linked to the Ad information through the use input, and installation of an application corresponding to the Ad

information through the user input.

16. The advertising method according to claim 14, wherein the first step includes: by the Ad module, transmitting stored identification (ID) information of each of the applications to the Ad server, and

wherein the second step includes: receiving Ad information based on the ID information of each of the applications from the Ad server.

17. The advertising method according to claim 14, wherein the first step includes: by the Ad module, transmitting ID information of the latest-executed application to the Ad server, and

wherein the fifth step includes: by the Ad server, transmitting the saved rewards so that the saved rewards can be used in an application corresponding to the ID information received from the Ad module.

18. The advertising method according to claim 14, wherein the fifth step includes: by the Ad server, distributing and transmitting the saved rewards at a ratio set for each of the applications so that the saved rewards can be used in each of the applications.

19. The advertising method according to claim 18, wherein the fifth step includes: by the Ad server, automatically varying the set ratio based on the number of applications installed in the user terminal.

20. The advertising method according to claim 18, wherein the fifth step includes: by the Ad server, receiving a user input provided from the user terminal and varying the set ratio according to the received user input.

21. The advertising method according to claim 14, wherein the fifth step includes: by the Ad server, transmitting the saved rewards to a server corresponding to each of the applications and registering the saved rewards so that the saved rewards can be used to purchase items or goods.

22. The advertising method according to claim 21, wherein the fifth step includes: exchanging rewards assigned to each of the applications for points according to an exchange rate set for each of the applications and registering the points in association with user information of the user terminal corresponding to each of the applications.