

ABSTRACT

The objective is to offer increased flexibility in allocation of telephone numbers and achieve liberation from the restrictions on the total number of dial-in numbers. When at a server a receiver receives request information from a cellular phone as a requestor (S01), a subaddress recognizer recognizes a subaddress included in the received request information (S02) and an address converter converts the recognized subaddress to an IP address on the basis of predetermined conversion correspondence information (S03). Then a data retriever retrieves content data correlated with the IP address obtained by the conversion, from a service DB (S04) and a data output part outputs the content data to the requestor cellular phone (S05). The use of subaddresses attached to telephone numbers increases the number of numbers that can be allocated, and thereby achieves the liberation from the restrictions on the total number of dial-in numbers, and a service provider is allowed to allocate subaddresses at the discretion thereof, which offers increased flexibility in allocation of numbers.