Abstract

Advertisement video data in which coupon ID data attached to each of coupons is embedded as a watermark is distributed and reproduced; part of the video data provided by a display device (30) is captured by an image pickup section (41) of a mobile phone device (40), and the coupon ID data is extracted from the captured advertisement video data; the extracted coupon ID data is stored into a secure memory (48) that holds terminal ID data; the coupon ID data and the terminal ID data transmitted from the mobile phone device (40) are received; and a log in effect when each coupon related to the coupon ID data is identified and redeemed is transmitted to a coupon management device (60) whereby the terminal ID data and the redemption logs are managed in relation to the coupon ID data by the coupon management device (60). This makes it possible efficiently to distribute the coupons using the advertising media and to measure the effects of advertisement based on coupon use status.