

ABSTRACT

5 It is intended to achieve a user authentication system capable of forcibly presenting
a content to a user. Provided is a content presentation-type authentication system
designed to allow a client to perform a content presentation-type user authentication in
which user authentication is performed in such a manner that a plurality of pattern
elements arranged in a given pattern are presented as a presentation pattern to a user
10 who intends to be authenticated, and a one-time password derivation rule is used as a
password of the user and applied to certain ones of the pattern elements located at
specific positions in the presentation pattern to create a one-time password, and a
content is forcibly presented to the user in connection with the user authentication. The
content presentation-type authentication system comprises an authentication-service
15 providing server configured to manage respective user IDs and passwords of users,
content data indicative of a detail of each of a plurality of contents, and respective
content IDs of the plurality of contents, and provide content-added authentication
information to each of the users, and a client having a content presentation-type user
authentication program and a processor.

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Figure 3