

ABSTRACT

IN-TRAIN INFORMATION DISTRIBUTION AND DISPLAY SYSTEM AND
IN-TRAIN INFORMATION DISTRIBUTION AND DISPLAY METHOD

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To provide an in-train information distribution and display system and an in-train information distribution and display method that enable to dynamically select display contents having higher advertising effectiveness according to train information and to display the selected display contents. A first program listing having time slots set therein and a plurality of advertising content data associated with each of the time slots of the first program listing as candidates of a program material are prepared in a ground content-distribution server 12. An on-board central-distribution server 1 determines the program material by selecting one of the plural advertising content data associated with each of the time slots of the first program listing based on train information and passenger information obtained from a train-information central unit 2. A program listing having program materials determined is referred to as a second program listing. Video terminals 6 image advertising content data allocated to the respective time slots according to the second program listing and display the advertising content data as advertising information on displays 7L.

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Fig. 1