CLAIMS

1. A method for automatically selecting a message transport channel and transmitting a message, which is performed by a computing device, the method comprising:

obtaining message information on a transmission target message;

obtaining receiver information including at least one of information on a receiver of the message and information on a device of the message;

obtaining information on one or more reception-available channels based on the message information and receiver information; wherein the obtaining of the information on the one or more reception-available channels includes:

obtaining information on one or more channels that can be received by a receiver's device based on information on a type of the receiver's device and an application installed in the receiver's device;

obtaining information on a state of the application installed on the receiver's device; and

obtaining information on one or more reception-available channels that can provide notification to the receiver in the receiver's device;

automatically selecting, by the computing device, at least one of the one or more reception-available channels based on the information on the one or more reception-available channels; and

transmitting the message via the selected channel.

2. The method for claim 1, wherein

the selecting of the channel comprises determining priorities of at least some of the one or more reception-available channels; and selecting the at least one channel according to the determined priorities.

3. The method for claim 2, wherein

the determining of the priorities comprises determining the priorities based on economical efficiency of each of the one or more reception-available channels.

4. The method for claim 2, wherein

the transmitting of the message comprises:

selecting a next-highest channel of the selected channel according to the determined priorities if the message transmitted through the selected channel cannot be provided to the

receiver or is not checked by the receiver for a predetermined time or longer; and

retransmitting the message through the next-highest channel.

5. The method for claim 1, wherein

the obtaining of the information on the reception-available channel comprises obtaining information on one or more reception-available channels available for transmitting the message based on at least one of a type and a capacity of the message.

6. The method for claim 1, wherein

the obtaining of the information on the reception-available channel comprises:

obtaining information on one or more channels that the receiver can receive;

obtaining information on whether the receiver allows reception of the one or more channels that the receiver can receive; and

obtaining information on one or more reception-available channels that the receiver can receive and that the receiver allows reception.

~~7. The method for claim 1, wherein~~

~~the obtaining of the information on the reception-available channel further comprises obtaining information on at least one reception available channel that can be received by a receiver's device based on information on a type of the receiver's device and an application installed in the receiver's device.~~

~~8. The method for claim 7, wherein~~

~~the obtaining of the information on the reception-available channel comprises:~~

~~obtaining information on a state of the application installed in the receiver's device; and~~

~~obtaining information on one or more reception-available channels that can provide notification to the receiver in the receiver's device.~~

~~9~~7. A message transport channel automatically selecting and message transmitting apparatus comprising:

a memory configured to store one or more instructions; and

a processor configured to execute the one or more instructions stored in the memory,

wherein the processor performs, by executing the one or more instructions~~,~~:

obtaining message information on a transmission target message;

obtaining receiver information including at least one of information on a receiver of the message ~~and~~ or information on a device of the message;

obtaining information on one or more reception-available channels based on the message information and receiver information, wherein the obtaining of the information on the one or more reception-available channels includes obtaining information on one or more channels that can be received by a receiver's device based on information on a type of the receiver's device and an application installed in the receiver's device;

obtaining information on a state of the application installed on the receiver's device;

obtaining information on one or more reception-available channels that can provide notification to the receiver in the receiver's device;

automatically selecting at least one of the one or more reception-available channels based on the information on the one or more reception-available channels; and

transmitting the message through the selected channel.

~~10~~8. A ~~computer-generated~~ non-transitory computer-readable ~~recording~~ medium ~~performance of the line-of-line information when performed~~ having the instructions, which, when executed by a computer, cause the computer to:

obtain message information on a transmission target message;

obtain receiver information including at least one of information on a receiver of the message or information on a device of the message;

obtain information on one or more reception-available channels based on the message information and the receiver information, wherein the obtaining of the information on the one or more reception-available channels includes obtaining information on one or more channels that can be received by a receiver's device based on information on a type of the receiver's device and an application installed in the receiver's device;

obtaining information on a state of the application installed on the receiver's device;

obtaining information on one or more reception-available channels that can provide notification to the receiver in the receiver's device;

automatically select at least one of the one or more reception-available channels based on obtaining the information on the one or more reception-available channels; and

transmit the message via the selected channel.