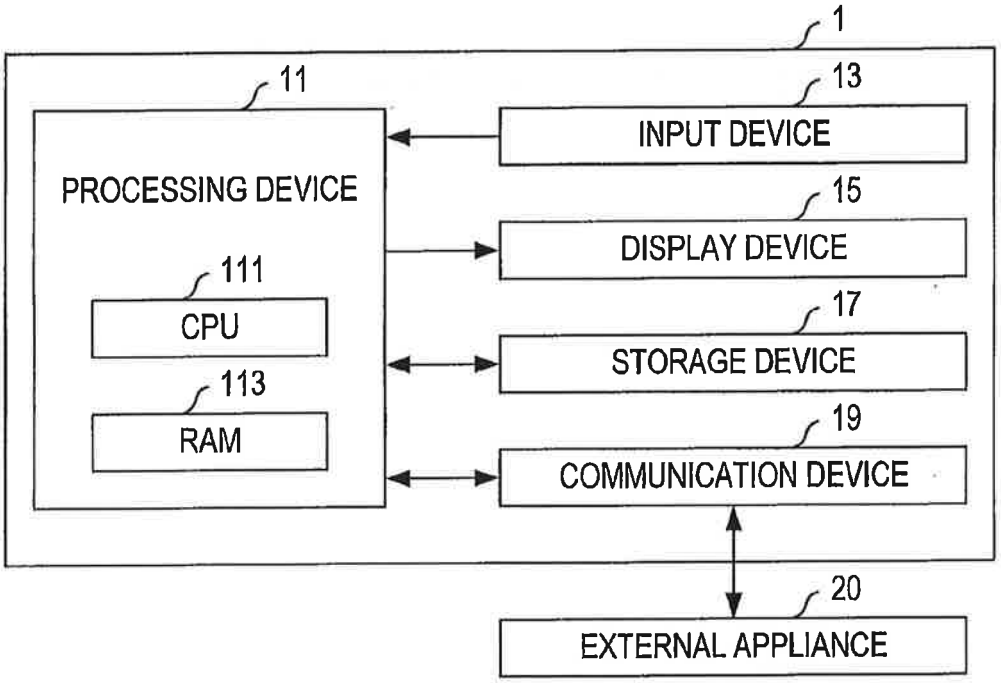

1
11
PROCESSING DEVICE
111
CPU
113
RAM
13
INPUT DEVICE
15
DISPLAY DEVICE
17
STORAGE DEVICE
19
COMMUNICATION DEVICE
20
EXTERNAL APPLIANCE

FIG.1

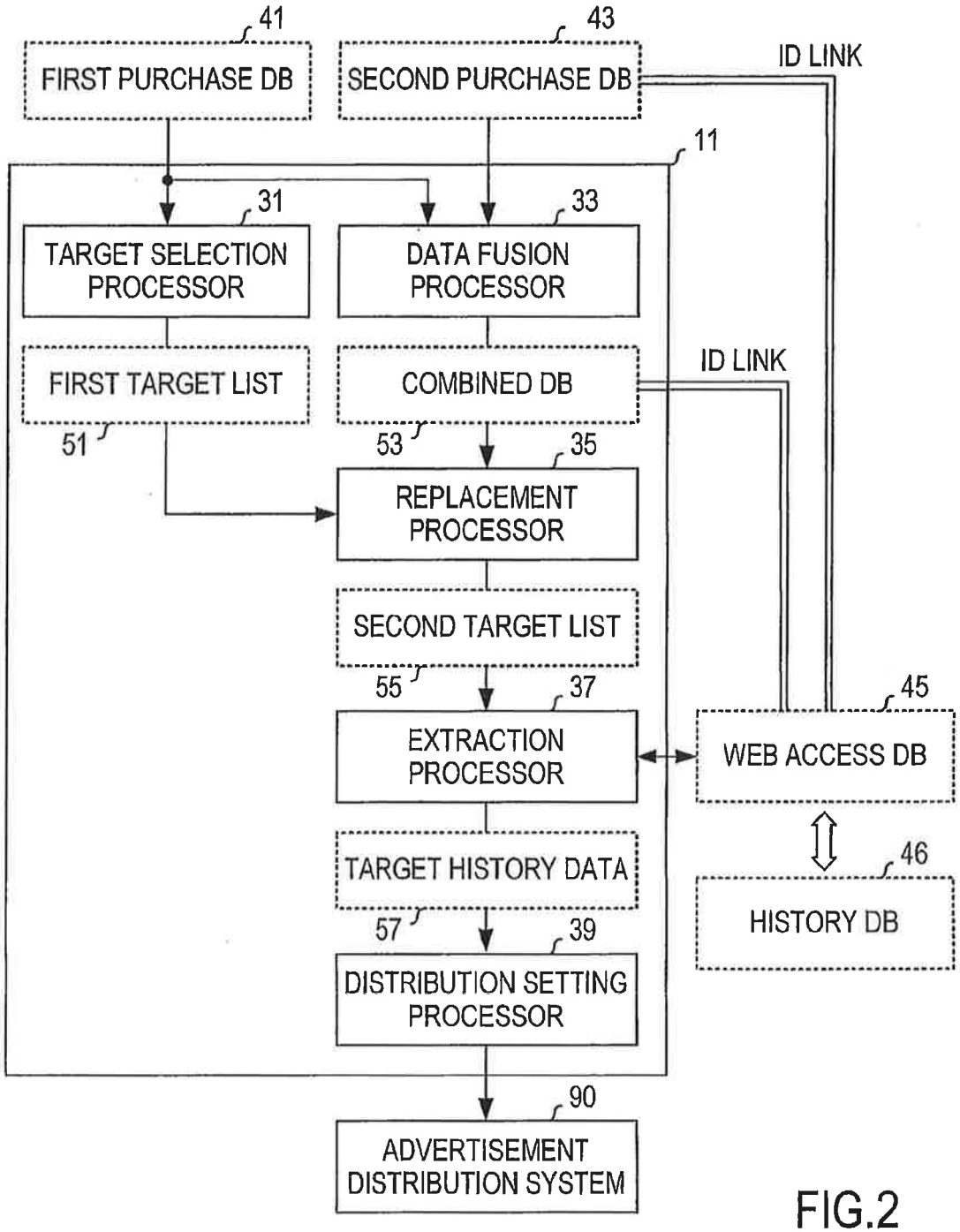

41
FIRST PURCHASE DB
43
SECOND PURCHASE DB
ID LINK
11
31
TARGET SELECTION PROCESSOR
33
DATA FUSION PROCESSOR
FIRST TARGET LIST
51
COMBINED DB
ID LINK
53
35
REPLACEMENT PROCESSOR
SECOND TARGET LIST
55
37
EXTRACTION PROCESSOR
45
WEB ACCESS DB
46
HISTORY DB
TARGET HISTORY DATA
57
39
DISTRIBUTION SETTING PROCESSOR
90
ADVERTISEMENT DISTRIBUTION SYSTEM

FIG.2

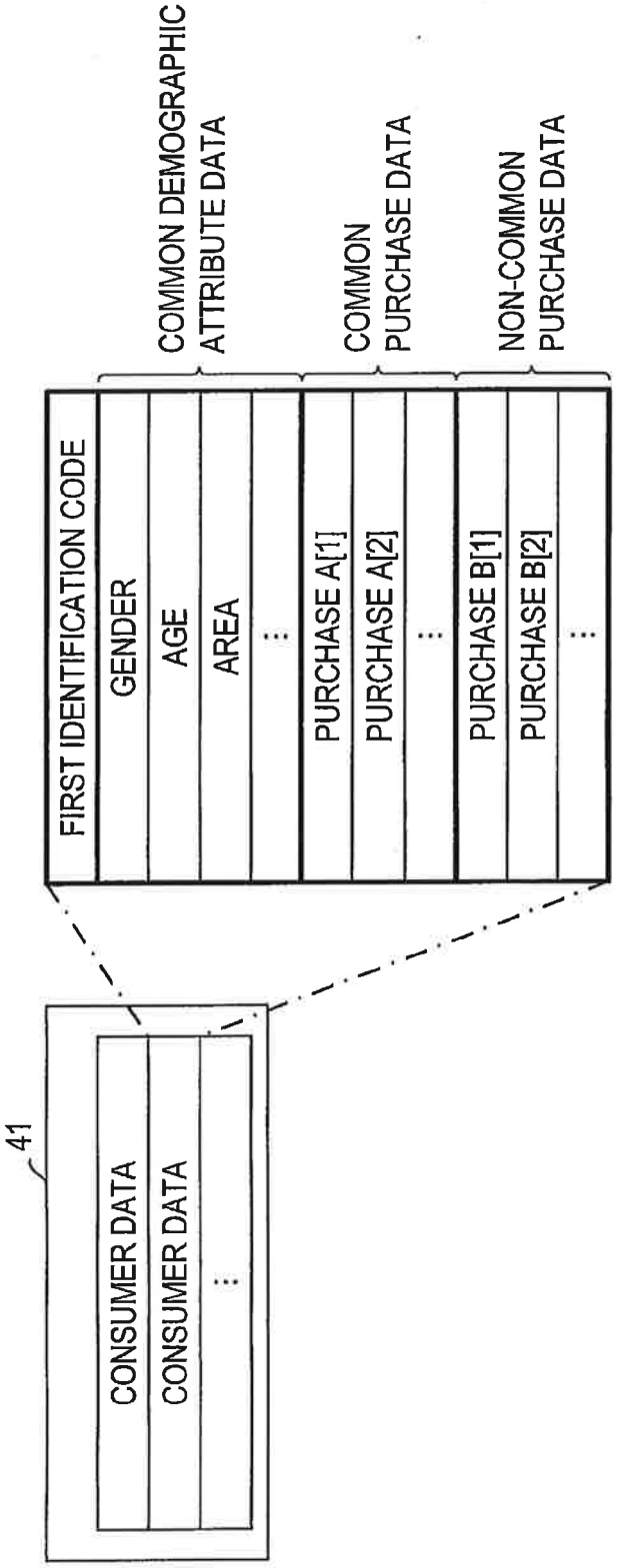

41
CONSUMER DATA
CONSUMER DATA
...
FIRST IDENTIFICATION CODE
GENDER
AGE
AREA
...
PURCHASE A[1]
PURCHASE A[2]
...
PURCHASE B[1]
PURCHASE B[2]
...
COMMON DEMOGRAPHIC ATTRIBUTE DATA
COMMON PURCHASE DATA
NON-COMMON PURCHASE DATA

FIG.3

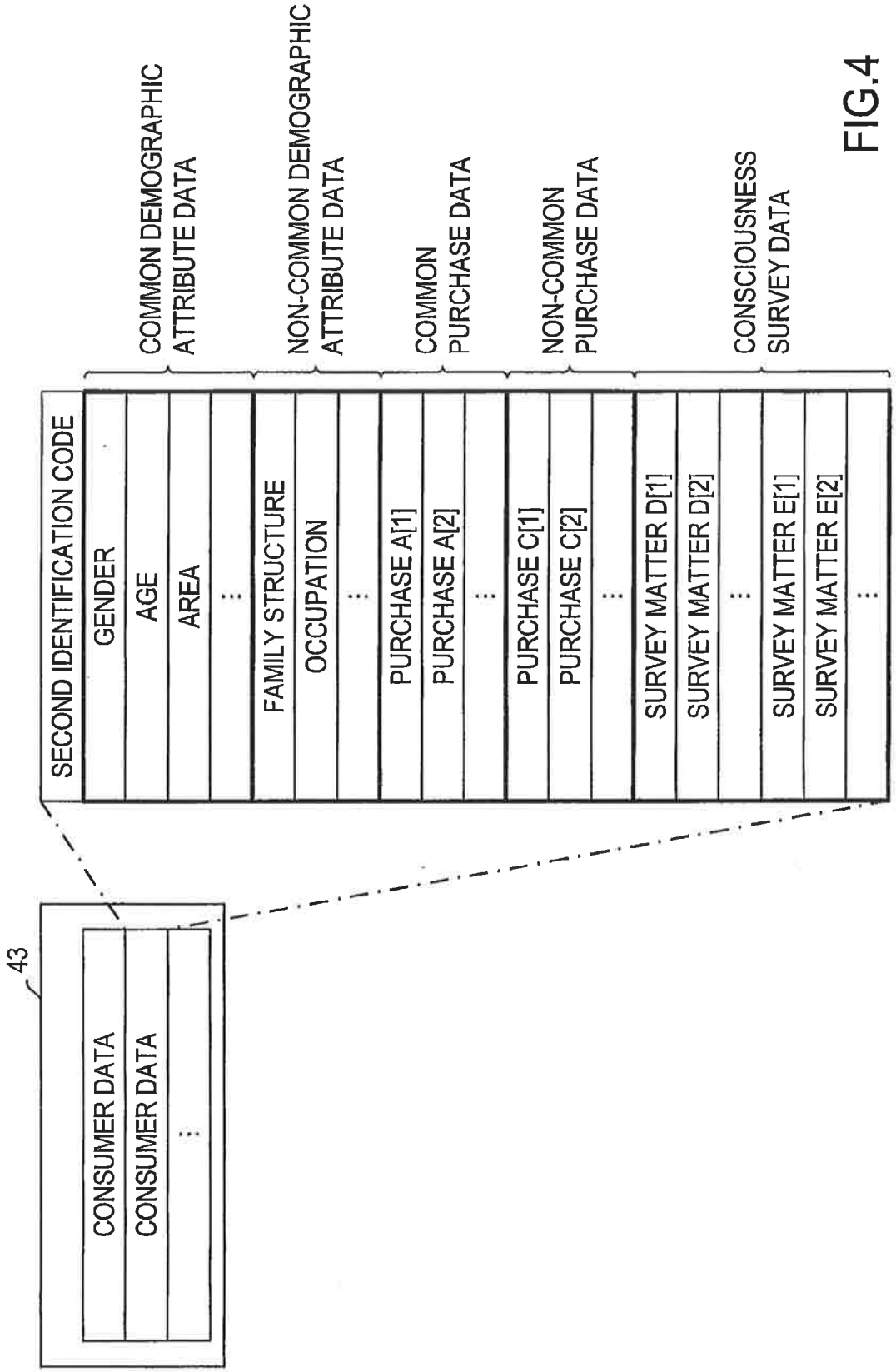

43
CONSUMER DATA
CONSUMER DATA
:
SECOND IDENTIFICATION CODE
GENDER
AGE
AREA
:
FAMILY STRUCTURE
OCCUPATION
:
PURCHASE A[1]
PURCHASE A[2]
:
PURCHASE C[1]
PURCHASE C[2]
:
SURVEY MATTER D[1]
SURVEY MATTER D[2]
:
SURVEY MATTER E[1]
SURVEY MATTER E[2]
:
COMMON DEMOGRAPHIC ATTRIBUTE DATA
NON-COMMON DEMOGRAPHIC ATTRIBUTE DATA
COMMON PURCHASE DATA
NON-COMMON PURCHASE DATA
CONSCIOUSNESS SURVEY DATA

FIG.4

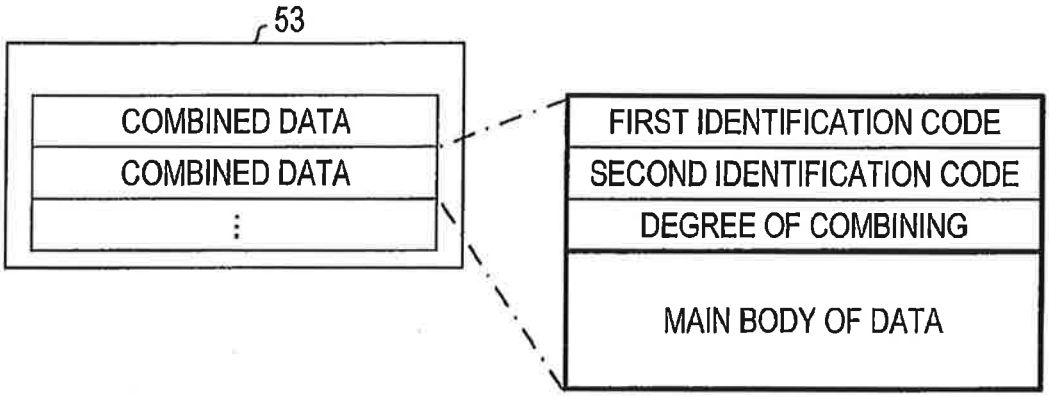

53
COMBINED DATA
COMBINED DATA
FIRST IDENTIFICATION CODE
SECOND IDENTIFICATION CODE
DEGREE OF COMBINING
MAIN BODY OF DATA

FIG.5

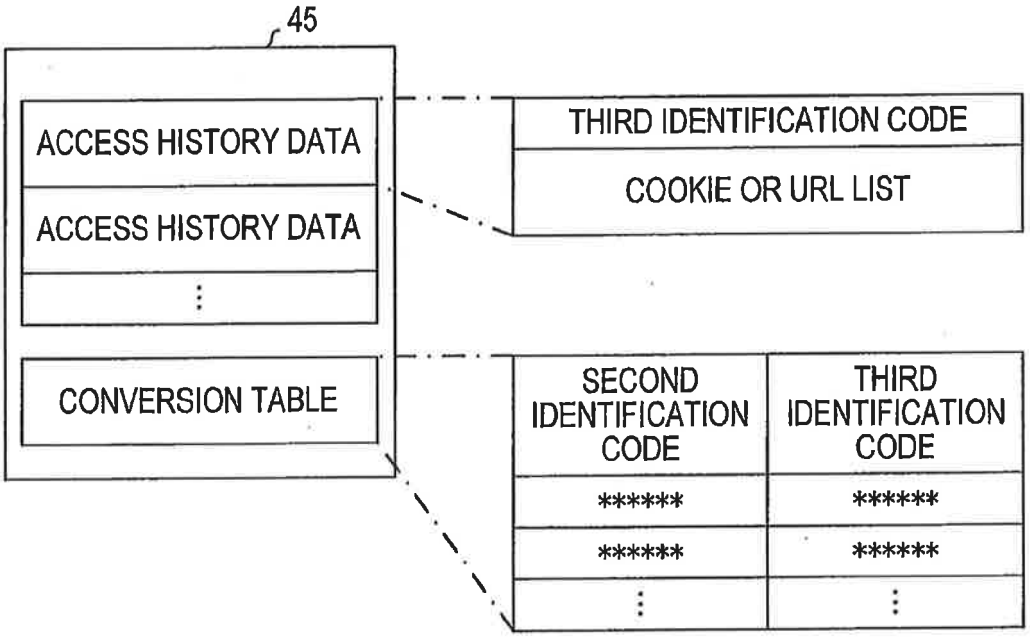

45
ACCESS HISTORY DATA
ACCESS HISTORY DATA
CONVERSION TABLE
THIRD IDENTIFICATION CODE
COOKIE OR URL LIST
SECOND IDENTIFICATION CODE
THIRD IDENTIFICATION CODE
******
******
******
******

FIG.6

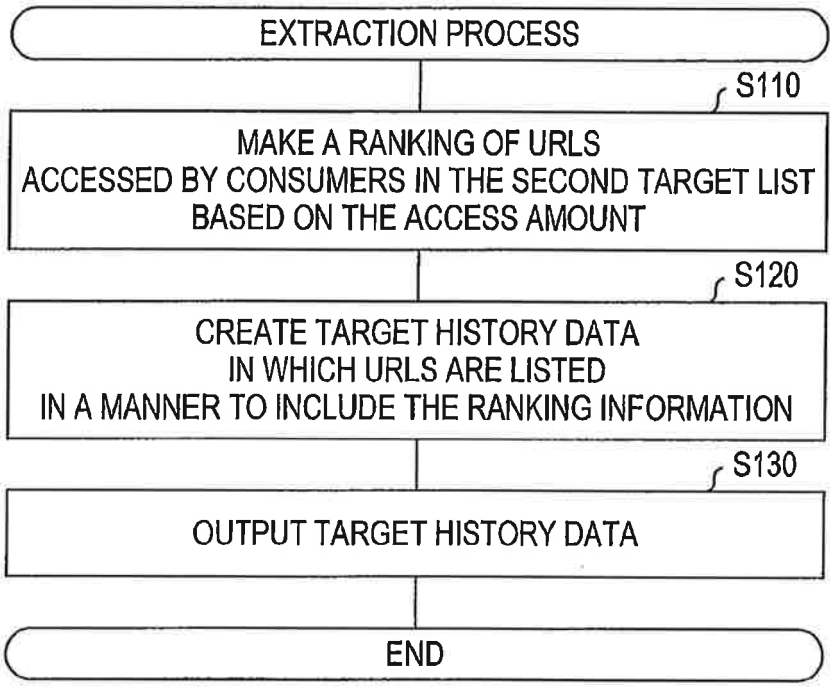

EXTRACTION PROCESS
S110
MAKE A RANKING OF URLS ACCESSED BY CONSUMERS IN THE SECOND TARGET LIST BASED ON THE ACCESS AMOUNT
S120
CREATE TARGET HISTORY DATA IN WHICH URLS ARE LISTED IN A MANNER TO INCLUDE THE RANKING INFORMATION
S130
OUTPUT TARGET HISTORY DATA
END

FIG.7

URL	TARGET (TOTAL SX)	POPULATION (TOTAL SY)	RATIO IN TARGET	RATIO IN POPULATION	DIFFERENCE
URL[1]	X[1]	Y[1]	X[1]/SX	Y[1]/SY	X[1]/SX-Y[1]/SY
URL[2]	X[2]	Y[2]	X[2]/SX	Y[2]/SY	X[2]/SX-Y[2]/SY
⋮	⋮	⋮	⋮	⋮	⋮
URL[k]	X[k]	Y[k]	X[k]/SX	Y[k]/SY	X[k]/SX-Y[k]/SY
⋮	⋮	⋮	⋮	⋮	⋮
URL[K]	X[K]	Y[K]	X[K]/SX	Y[K]/SY	X[K]/SX-Y[K]/SY

FIG.8

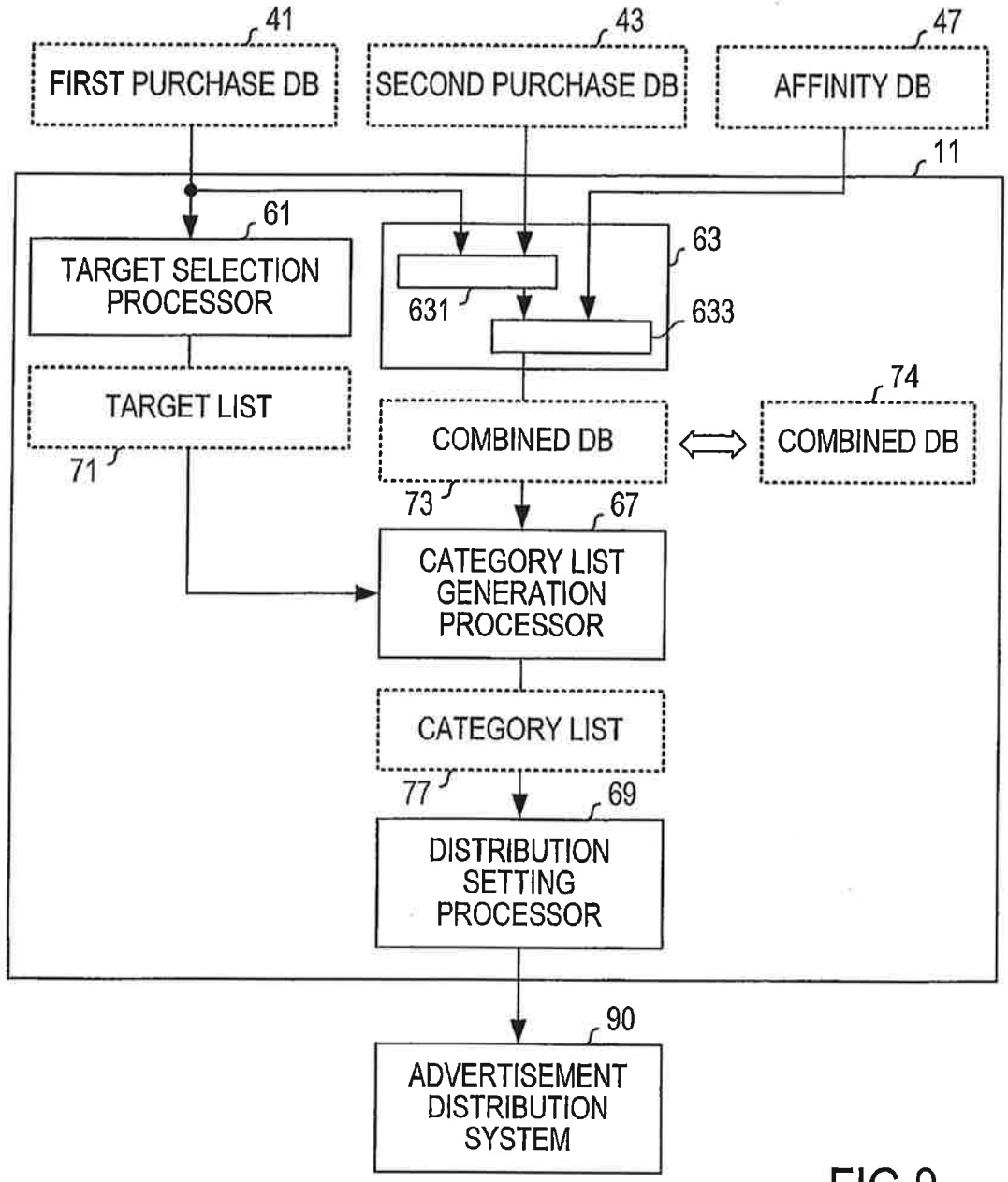

41
FIRST PURCHASE DB
43
SECOND PURCHASE DB
47
AFFINITY DB
11
61
TARGET SELECTION PROCESSOR
63
631
633
TARGET LIST
71
74
COMBINED DB
COMBINED DB
73
67
CATEGORY LIST GENERATION PROCESSOR
CATEGORY LIST
77
69
DISTRIBUTION SETTING PROCESSOR
90
ADVERTISEMENT DISTRIBUTION SYSTEM

FIG.9

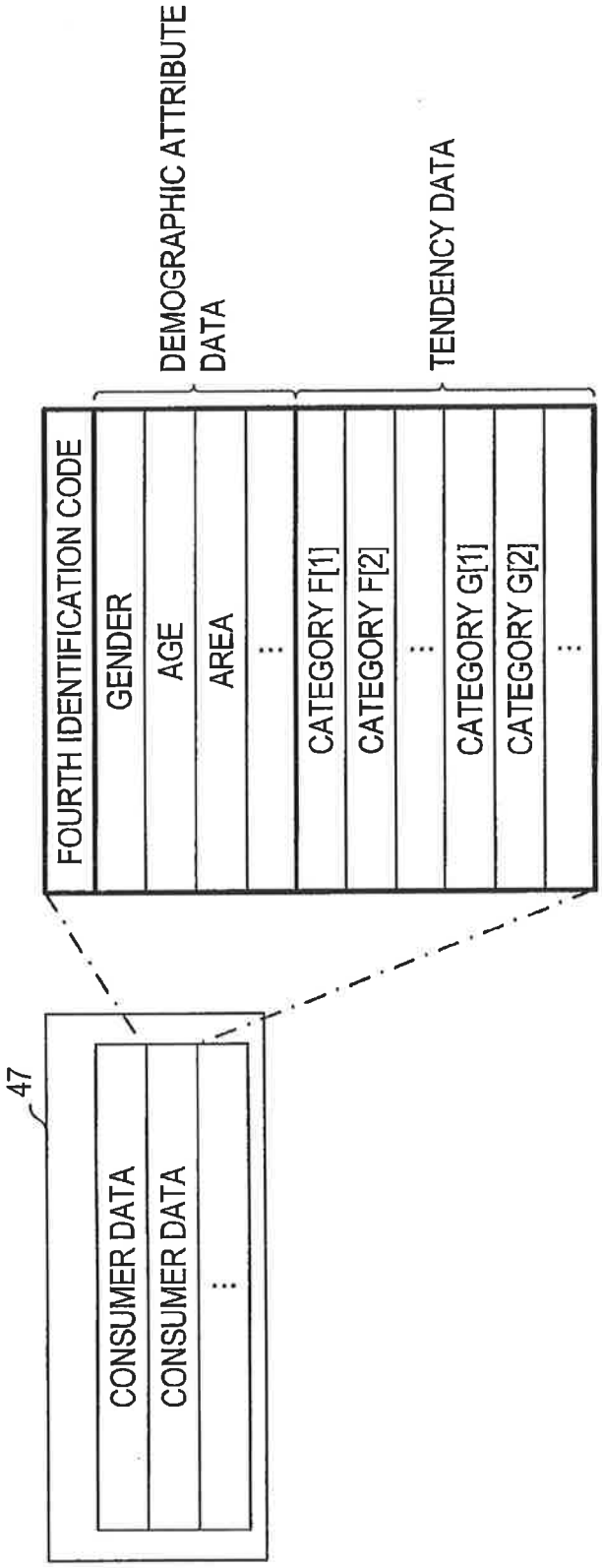

47
CONSUMER DATA
CONSUMER DATA
...
FOURTH IDENTIFICATION CODE
GENDER
AGE
AREA
...
CATEGORY F[1]
CATEGORY F[2]
...
CATEGORY G[1]
CATEGORY G[2]
...
DEMOGRAPHIC ATTRIBUTE DATA
TENDENCY DATA

FIG.10

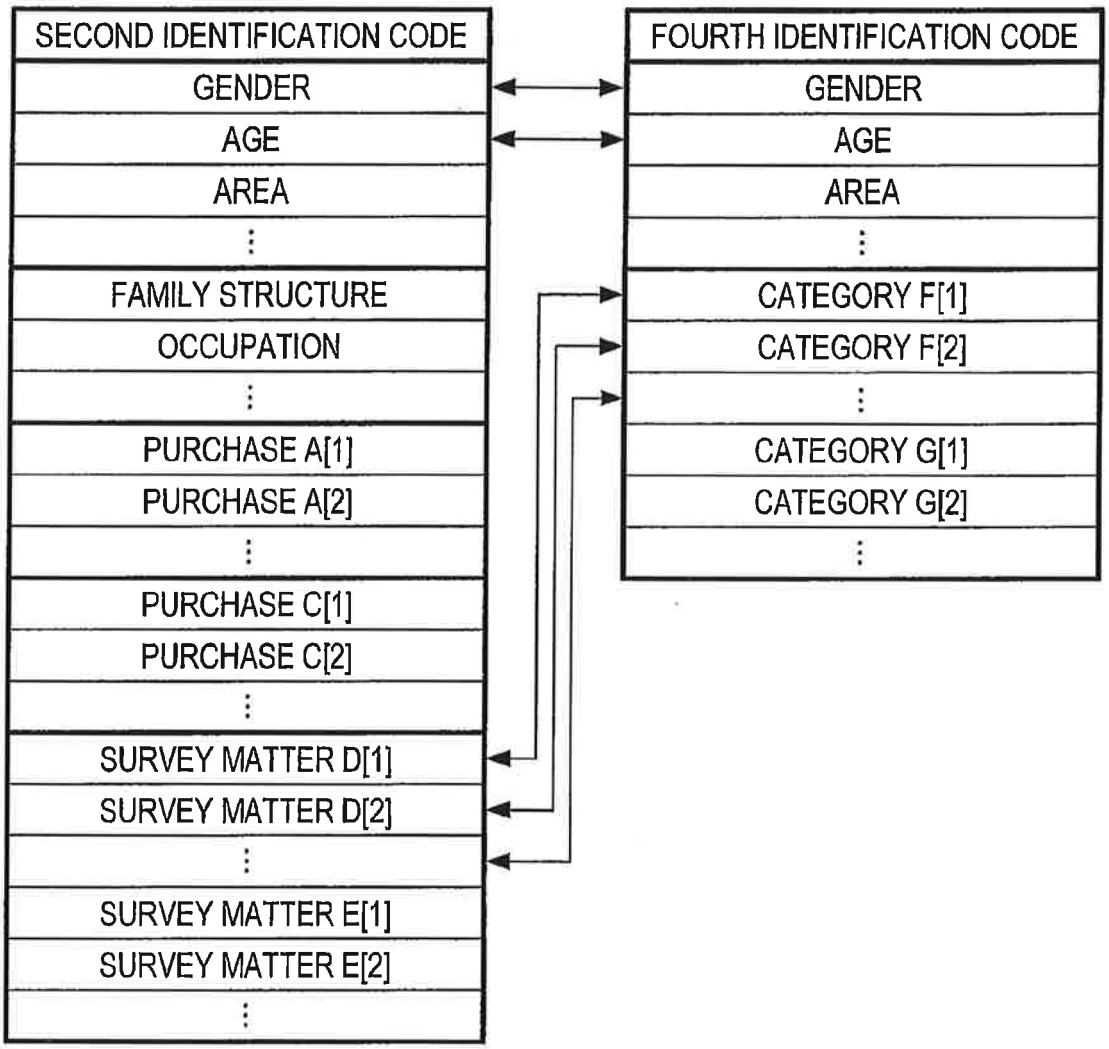

SECOND IDENTIFICATION CODE
GENDER
AGE
AREA
FAMILY STRUCTURE
OCCUPATION
PURCHASE A[1]
PURCHASE A[2]
PURCHASE C[1]
PURCHASE C[2]
SURVEY MATTER D[1]
SURVEY MATTER D[2]
SURVEY MATTER E[1]
SURVEY MATTER E[2]
FOURTH IDENTIFICATION CODE
GENDER
AGE
AREA
CATEGORY F[1]
CATEGORY F[2]
CATEGORY G[1]
CATEGORY G[2]

FIG.11

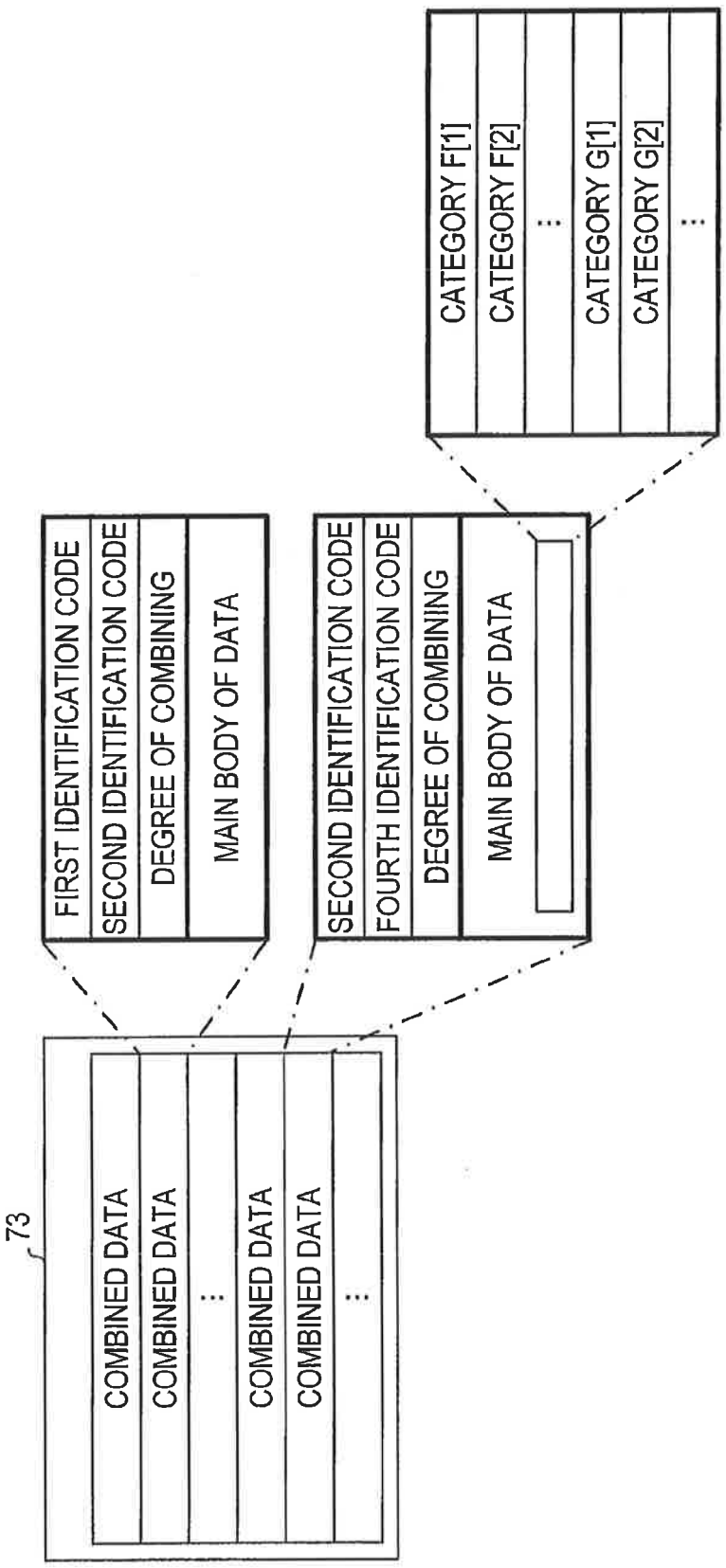

73
COMBINED DATA
COMBINED DATA
COMBINED DATA
COMBINED DATA
FIRST IDENTIFICATION CODE
SECOND IDENTIFICATION CODE
DEGREE OF COMBINING
MAIN BODY OF DATA
SECOND IDENTIFICATION CODE
FOURTH IDENTIFICATION CODE
DEGREE OF COMBINING
MAIN BODY OF DATA
CATEGORY F[1]
CATEGORY F[2]
CATEGORY G[1]
CATEGORY G[2]

FIG.12

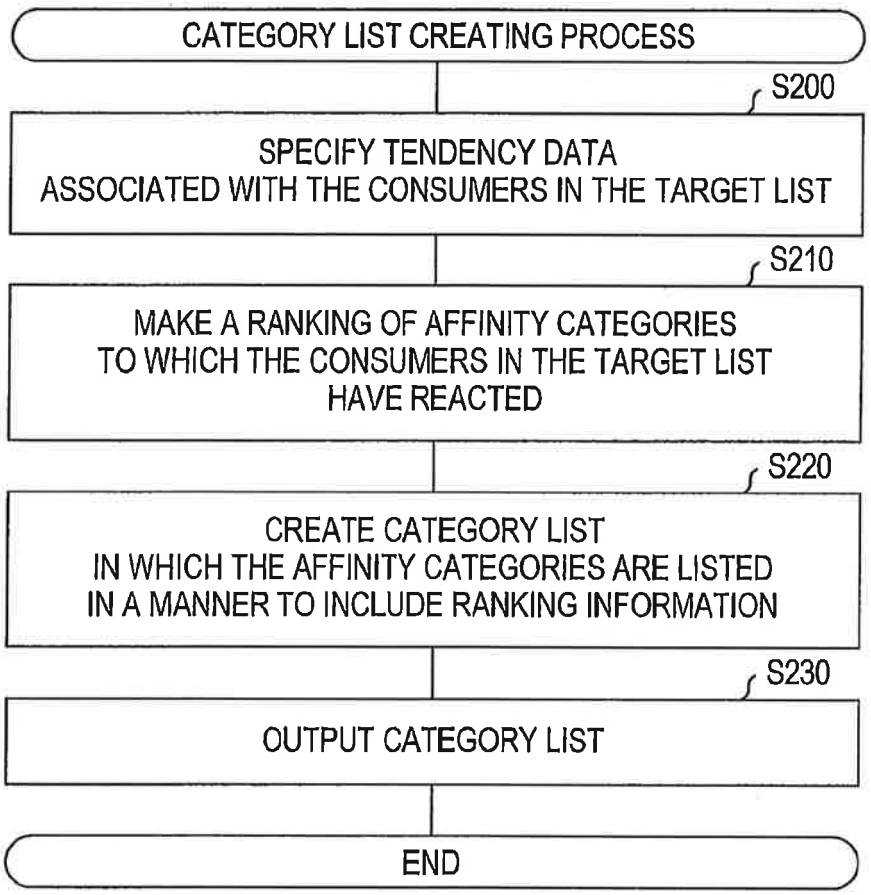

CATEGORY LIST CREATING PROCESS
S200
SPECIFY TENDENCY DATA ASSOCIATED WITH THE CONSUMERS IN THE TARGET LIST
S210
MAKE A RANKING OF AFFINITY CATEGORIES TO WHICH THE CONSUMERS IN THE TARGET LIST HAVE REACTED
S220
CREATE CATEGORY LIST IN WHICH THE AFFINITY CATEGORIES ARE LISTED IN A MANNER TO INCLUDE RANKING INFORMATION
S230
OUTPUT CATEGORY LIST
END

FIG.13

CATEGORY	TARGET (TOTAL SX)	POPULATION (TOTAL SY)	RATIO IN TARGET	RATIO IN POPULATION	DIFFERENCE
AFF[1]	X[1]	Y[1]	X[1]/SX	Y[1]/SY	X[1]/SX-Y[1]/SY
AFF[2]	X[2]	Y[2]	X[2]/SX	Y[2]/SY	X[2]/SX-Y[2]/SY
⋮	⋮	⋮	⋮	⋮	⋮
AFF[k]	X[k]	Y[k]	X[k]/SX	Y[k]/SY	X[k]/SX-Y[k]/SY
⋮	⋮	⋮	⋮	⋮	⋮
AFF[K]	X[K]	Y[K]	X[K]/SX	Y[K]/SY	X[K]/SX-Y[K]/SY

FIG.14

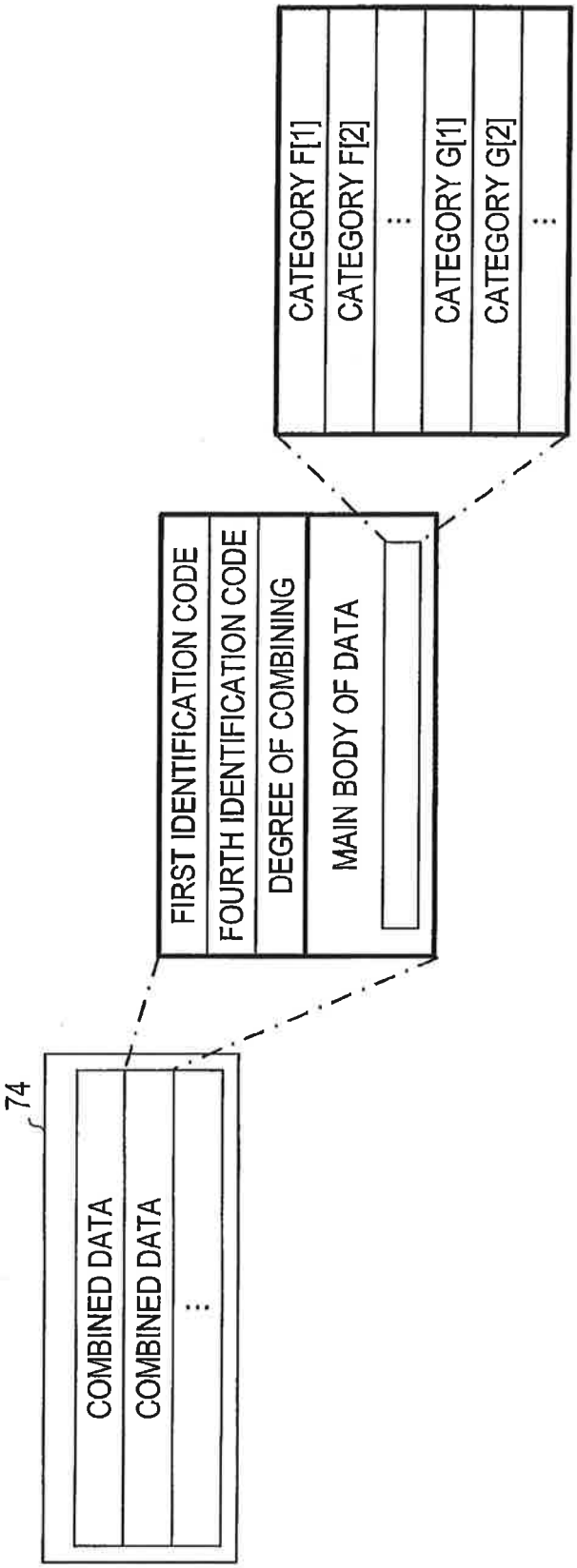

74
COMBINED DATA
COMBINED DATA
...
FIRST IDENTIFICATION CODE
FOURTH IDENTIFICATION CODE
DEGREE OF COMBINING
MAIN BODY OF DATA
CATEGORY F[1]
CATEGORY F[2]
...
CATEGORY G[1]
CATEGORY G[2]
...

FIG.15