

1/7

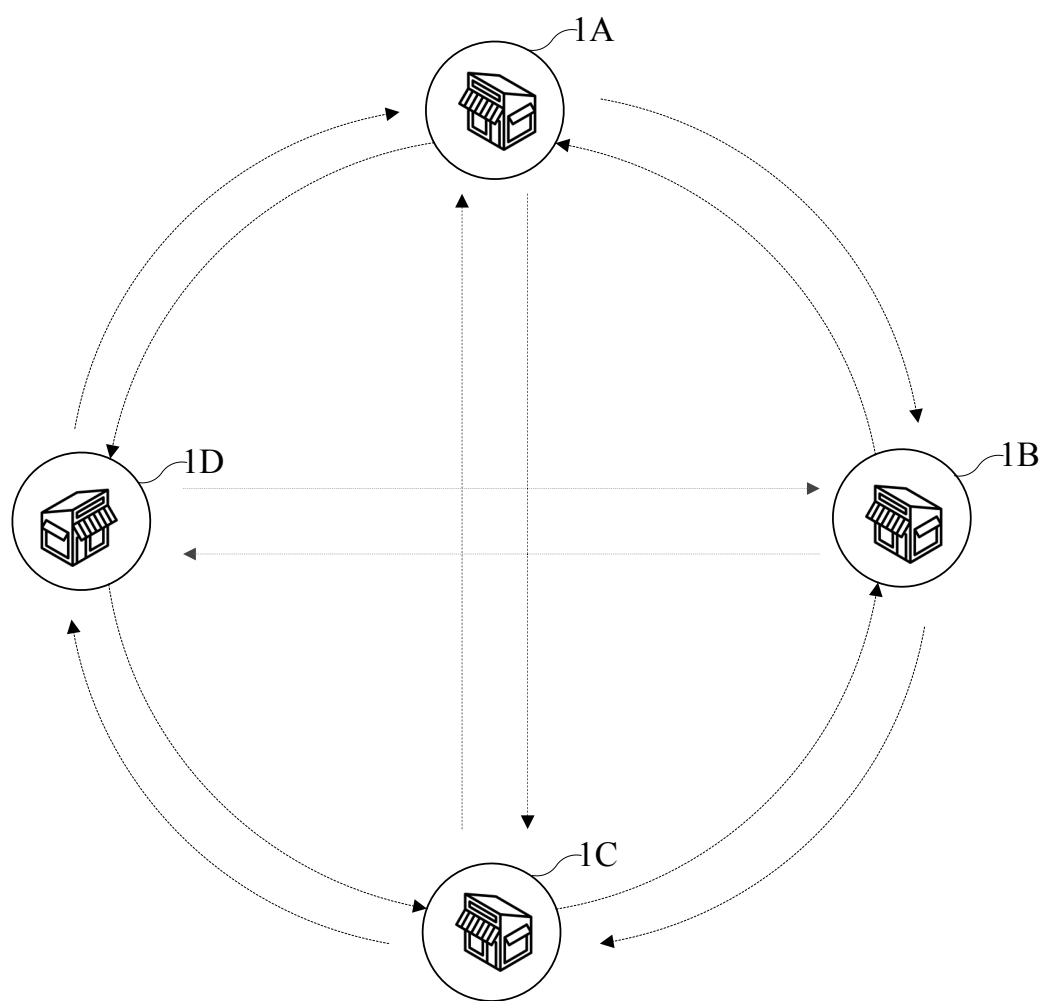


FIG. 1

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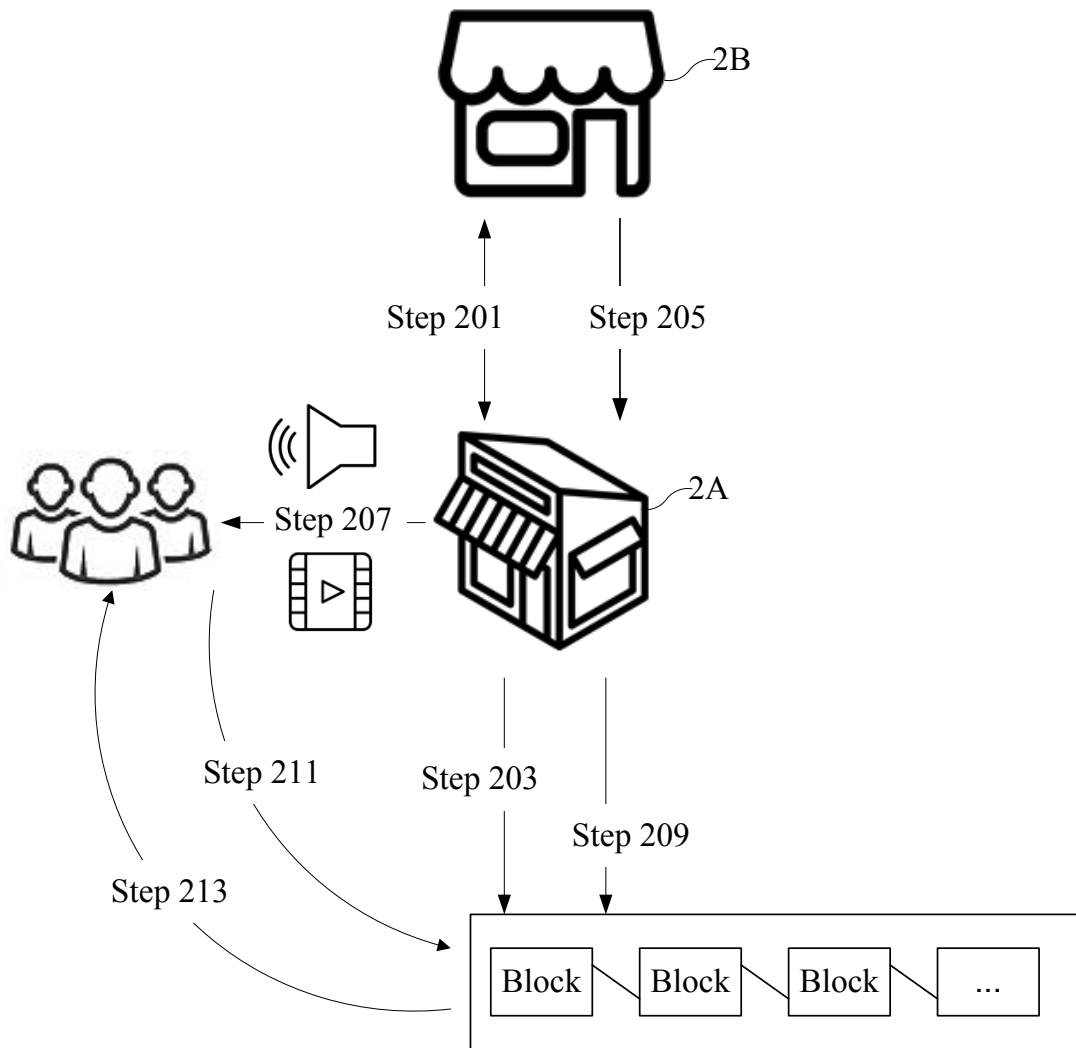


FIG. 2

Merchant 3A	
☒ Video 	Play n times a day m¥ ¥ Merchant A ☒ Merchant B ☐
Agree to play	
☒ Audio 	Play n times a day m¥ Merchant A ☐ Merchant B ☐

FIG. 3

Merchant 3B	
☒ Video 	Play n times a day m¥ Distance 50m I want to pay for playing Play n times a day m¥ Distance 100m I want to pay for playing
☒ Audio 	¥ Play n times a day m¥ Distance 50m I have paid The counterpart is paying Play n times a day m¥ Distance 100m I want to pay for playing

FIG. 4

Merchant 3B		
Advertisements placed in merchant 3A	¥ -m1	Time T1
Advertising for merchant G	m2	T2
In-store shopping of consumers	m3	T3

FIG. 5

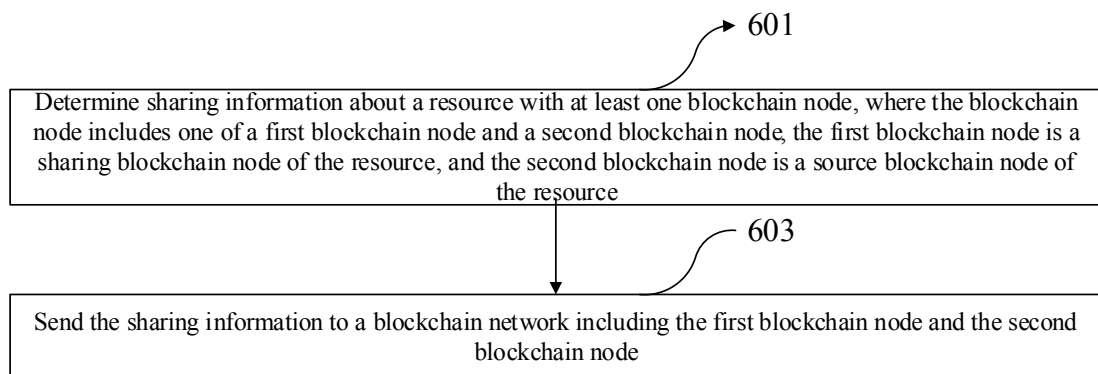


FIG. 6

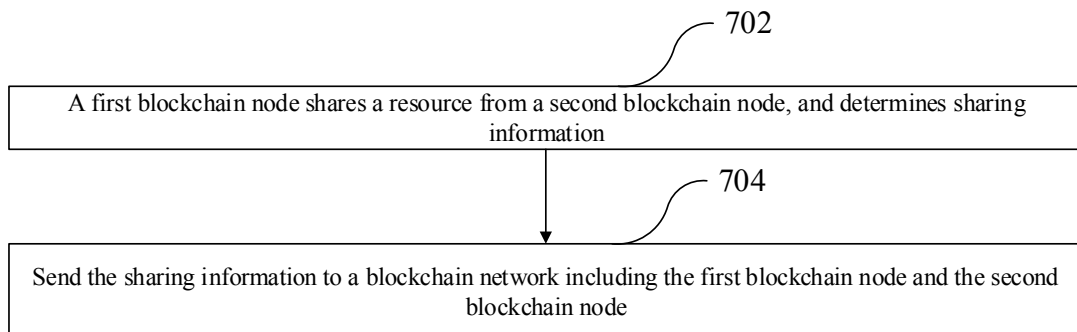


FIG. 7

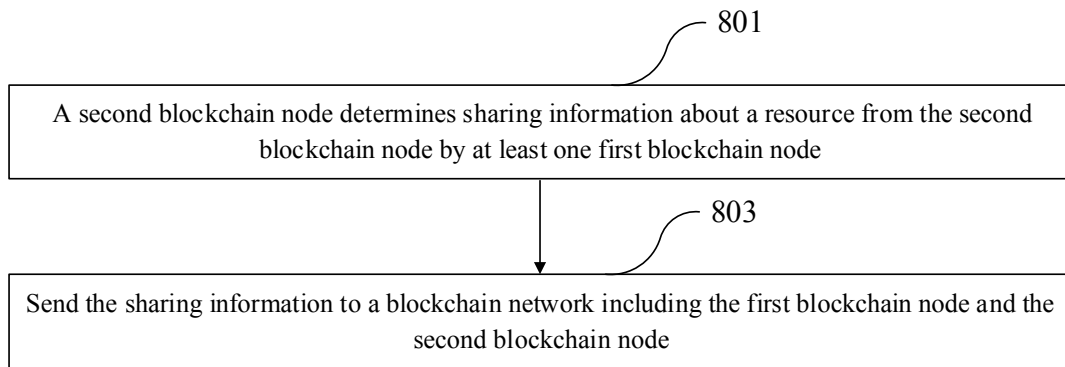


FIG. 8

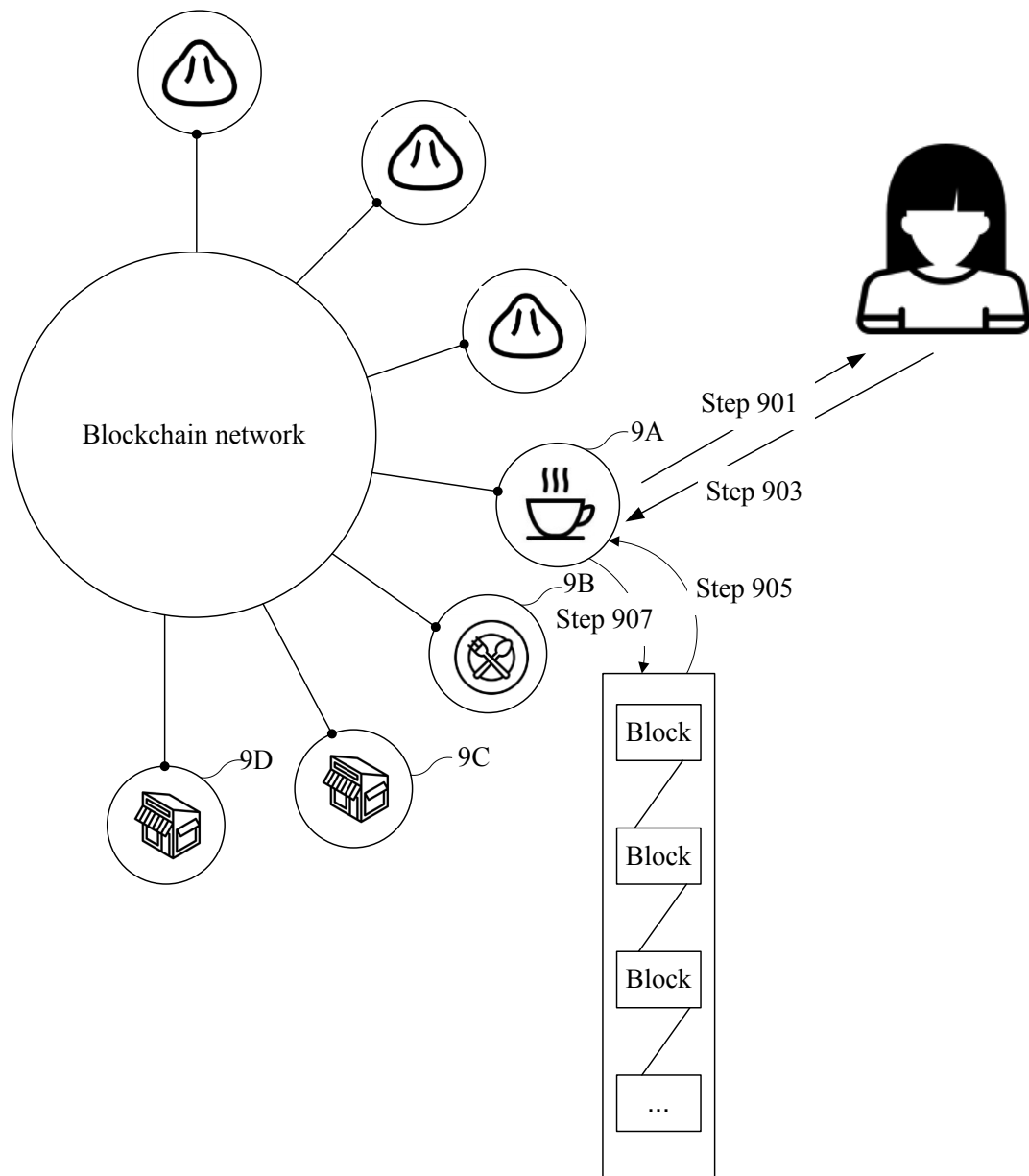


FIG. 9

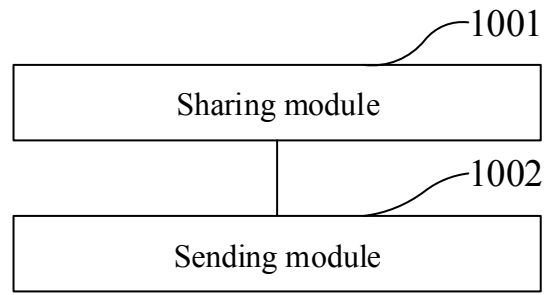


FIG. 10

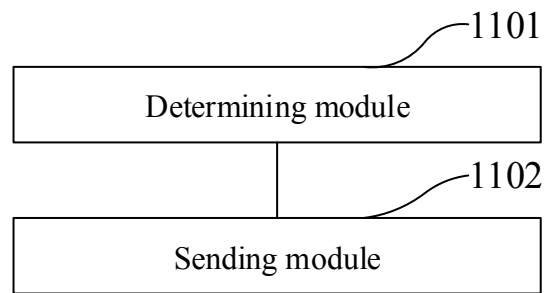


FIG. 11

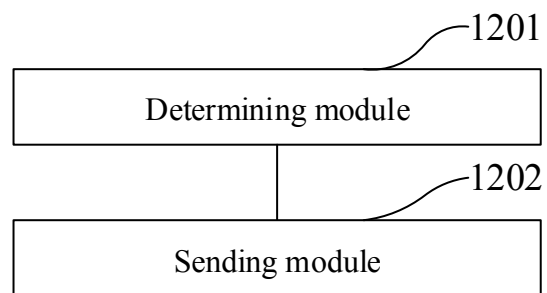


FIG. 12