

Abstract

The present invention improves the ability to attract customers to a store by realizing an advertisement suited to the status of the store in real time through use of digital signage. A digital signage control apparatus according to the present invention is for distributing information to be displayed on a digital signage via a network, and has: a storage means for storing special-offer information of the store; a detection means for detecting the level of vacancy of a store facility provided to a user, and a distribution means for distributing, to the digital signage, special-offer information based on the level of vacancy of the store facility, wherein the distribution means distributes special-offer information that is further special if the level of vacancy of the store facility is higher, and the use period of the special-offer information is set shorter if the level of vacancy of the store facility is higher.