

Claims

[1] An information processing apparatus, comprising:

a storage that stores

information regarding a first account of each of a plurality of users and

5 first content and second content to be placed on a webpage;

a communication unit that communicates with a user terminal of the user; and

a control unit that

sends a webpage on which the first content is placed to the user terminal in

a case where the control unit receives a display request of the webpage from the user

10 terminal and where the display request includes information indicating that a second

account of the user has been linked to the first account and

sends a webpage on which the second content is placed to the user terminal

in a case where the control unit receives the display request of the webpage from the user

terminal and where the display request includes information indicating that the second

15 account has not been linked to the first account or does not include the information

indicating that the second account of the user has been linked to the first account.

[2] The information processing apparatus according to claim 1, wherein

the control unit sends the webpage on which the second content is placed in a case

where the user terminal has not logged in with any account when the control unit receives

20 the display request.

[3] The information processing apparatus according to claim 1 or 2, wherein

the control unit places information on the webpage as the second content in the case

where the display request includes information indicating that the second account has not

been linked to the first account or does not include the information indicating that the

25 second account of the user has been linked to the first account, the information prompting

to link the second account to the first account.

[4] The information processing apparatus according to claim 3, wherein
the storage stores information indicating a service usage history with the second
account of the user, and

the control unit places the information that prompts to do the linking on the
5 webpage in a case where the usage history of the user exists.

[5] The information processing apparatus according to claim 4, wherein
the second account comprises a plurality of second accounts,
the storage stores information indicating whether or not the usage history exists
with respect to the plurality of second accounts, and

10 the control unit places information that prompts to link to a second account, whose
frequency of usage is highest among the plurality of second accounts, on the webpage.

[6] The information processing apparatus according to any of claims 1 to 5, wherein
the control unit places each of the first content and the second content at a same
position on the webpage in accordance with a determination result of the linking.

15 [7] The information processing apparatus according to claim 6, wherein
the control unit places same content in a region on the webpage, the region
excluding the position at which the first content or the second content is placed.

[8] An information processing apparatus, comprising:
a storage that stores

20 information regarding a first account of each of a plurality of users and
linking information indicating whether or not a second account of the user has been linked
to the first account and

first content and second content to be placed on a webpage;

a communication unit that communicates with a user terminal of the user; and

25 a control unit that

determines, in a case where the control unit receives a display request of the

webpage from the user terminal, whether or not the first account of the user has been linked to the second account on a basis of the linking information, and

sends a webpage on which the first content is placed to the user terminal in a case where the control unit determines that the first account of the user has been linked to the second account and

sends a webpage on which the second content is placed to the user terminal in a case where the control unit determines that the first account of the user has not been linked to the second account.

[9] An information processing apparatus, comprising:

a communication unit that communicates with a user terminal of each of a plurality of users; and

a control unit that generates, in a case where the control unit receives a linking request to link a second account of the user to a first account of the user, information indicating that the first account has been linked to the second account as a cookie and sends the cookie to the user terminal for storing the cookie.

[10] An information processing apparatus, comprising:

a storage that stores linking information indicating whether or not a second account of each of a plurality of users has been linked to a first account of the user;

a communication unit that communicates with a user terminal of the user; and

a control unit that

determines, in a case where the control unit receives a request to log-in with the first account from the user terminal, whether or not the second account has been linked to the first account on a basis of the linking information, and

generates, in a case where the control unit determines that the second account has been linked to the first account, information indicating that the first account has been linked to the second account as a cookie and sends the cookie to the user terminal

for storing the cookie.

[11] An information processing apparatus, comprising:

a storage that stores linking information indicating whether or not a second account of a user has been linked to a first account of the user;

5 a communication unit that sends a display request of a webpage to a server; and

a control unit that

receives the webpage and first content and second content, the webpage and the first content and second content being sent from the server in response to the display request,

10 determines whether or not the second account has been linked to the first account on a basis of the linking information, and

places the first content on the webpage and outputs the webpage in a case where the control unit determines that the second account has been linked to the first account and

15 places the second content on the webpage and outputs the webpage in a case where the control unit determines that the second account has not been linked to the first account.

[12] An information processing method, comprising:

storing information regarding a first account of each of a plurality of users and first content and second content to be placed on a webpage; and

20 sending a webpage on which the first content is placed to the user terminal in a case where a display request of the webpage is received from a user terminal of the user and where the display request includes information indicating that a second account of the user has been linked to the first account and sending a webpage on which the second content is placed to the user terminal in a case where the display request of the webpage is received
25 from the user terminal of the user and where the display request includes information

indicating that the second account has not been linked to the first account or does not include the information indicating that the second account of the user has been linked to the first account.

[13] An information processing method, comprising:

5 storing information regarding a first account of each of a plurality of users and linking information indicating whether or not a second account of the user has been linked to the first account;

determining, in a case where a display request of a webpage is received from a user terminal of the user, whether or not the first account of the user has been linked to the second account on a basis of the linking information;

10 sending a webpage on which the first content is placed to the user terminal in a case where it is determined that the first account of the user has been linked to the second account; and

15 sending a webpage on which the second content is placed to the user terminal in a case where it is determined that the first account of the user has not been linked to the second account.

[14] An information processing method, comprising:

20 generating, in a case where a linking request to link a second account of a user to a first account of the user is received, information indicating that the first account has been linked to the second account as a cookie; and

sending the cookie to a user terminal of the user for storing the cookie.

[15] An information processing method, comprising:

storing linking information indicating whether or not a second account of each of a plurality of users has been linked to a first account of the user;

25 determining, in a case where a request to log-in with the first account is received from a user terminal of the user, whether or not the second account has been linked to the

first account on a basis of the linking information; and

generating, in a case where it is determined that the second account has been linked to the first account, information indicating that the first account has been linked to the second account as a cookie and sending the cookie to the user terminal for storing the
5 cookie.

[16] An information processing method, comprising:

storing linking information indicating whether or not a second account of a user has been linked to a first account of the user;

sending a display request of a webpage to a server;

10 receiving the webpage and first content and second content, the webpage and the first content and second content being sent from the server in response to the display request;

determining whether or not the second account has been linked to the first account on a basis of the linking information;

15 placing the first content on the webpage and outputting the webpage in a case where it is determined that the second account has been linked to the first account; and

placing the second content on the webpage and outputting the webpage in a case where it is determined that the second account has not been linked to the first account.

[17] A program that causes an information processing apparatus to execute:

20 a step of storing information regarding a first account of each of a plurality of users and first content and second content to be placed on a webpage; and

a step of sending a webpage on which the first content is placed to the user terminal in a case where a display request of the webpage is received from a user terminal of the user and where the display request includes information indicating that a second account of
25 the user has been linked to the first account and sending a webpage on which the second content is placed to the user terminal in a case where the display request of the webpage is

received from the user terminal of the user and where the display request includes information indicating that the second account has not been linked to the first account or does not include the information indicating that the second account of the user has been linked to the first account.

5 [18] A program that causes an information processing apparatus to execute:

a step of storing information regarding a first account of each of a plurality of users and linking information indicating whether or not a second account of the user has been linked to the first account;

10 a step of determining, in a case where a display request of a webpage is received from a user terminal of the user, whether or not the first account of the user has been linked to the second account on a basis of the linking information;

a step of sending a webpage on which the first content is placed to the user terminal in a case where it is determined that the first account of the user has been linked to the second account; and

15 a step of sending a webpage on which the second content is placed to the user terminal in a case where it is determined that the first account of the user has not been linked to the second account.

[19] A program that causes an information processing apparatus to execute:

20 a step of generating, in a case where a linking request to link a second account of a user to a first account of the user is received, information indicating that the first account has been linked to the second account as a cookie; and

a step of sending the cookie to a user terminal of the user for storing the cookie.

[20] A program that causes an information processing apparatus to execute:

25 a step of storing linking information indicating whether or not a second account of each of a plurality of users has been linked to a first account of the user;

a step of determining, in a case where a request to log-in with the first account is

received from a user terminal of the user, whether or not the second account has been linked to the first account on a basis of the linking information; and

5 a step of generating, in a case where it is determined that the second account has been linked to the first account, information indicating that the first account has been linked to the second account as a cookie and sending the cookie to the user terminal for storing the cookie.

[21] A program that causes an information processing apparatus to execute:

a step of storing linking information indicating whether or not a second account of a user has been linked to a first account of the user;

10 a step of sending a display request of a webpage to a server;

a step of receiving the webpage and first content and second content, the webpage and the first content and second content being sent from the server in response to the display request;

15 a step of determining whether or not the second account has been linked to the first account on a basis of the linking information;

a step of placing the first content on the webpage and outputting the webpage in a case where it is determined that the second account has been linked to the first account; and

20 a step of placing the second content on the webpage and outputting the webpage in a case where it is determined that the second account has not been linked to the first account.