

CLAIMS

1. A content matching system for matching content details, a content provision place, and provision date/time,
 - (a) the content matching system comprising:
 - (i) means for storing pieces of position information of a plurality of booths connected to a network and attributes thereof, as booth installation places, in association with each other;
 - (ii) sensing means for capturing information on surrounding of the booth;
 - (iii) means for analyzing a degree of customer attraction of the booth and a degree of attention from a passerby based on a sensing result, for each booth; and
 - (iv) means for selecting a candidate for a booth to be recommended for desired content provision date/time received from a user, based on the analysis result and the attributes;
 - (b) a management server; and
 - (c) a control terminal connected to the management server,
 - (i) wherein the management server saves a first table for storing a condition of an exhibition desired by the user, a second table for storing passerby information as an exhibition record of the booth, and a third table for storing booth exhibition information and a result obtained by analyzing the passerby information, in association with each other, the booth exhibition information containing a content keyword of a content exhibited in the booth and exhibition date/time of the booth,
 - (ii) wherein the control terminal includes a sensing device that captures a passerby inside or outside the booth,

- (iii) wherein the management server receives, from the user, desired exhibition date/time of the booth, a content keyword of a content to be exhibited in the booth, and a target customer attribute targeting the user, and stores the desired exhibition date/time, the content keyword, and the target customer attribute in the first table,
- (iv) wherein the control terminal transmits an image of the passerby captured by the sensing device,
- (v) wherein the management server performs attribute analysis of the passerby by image-analyzing the image of the passerby and stores attribute analysis information of the passerby in each booth, in the second table,
- (vi) wherein the management server refers to the second table to
 - (1) calculate a difference between a number of passersby outside the booth per unit time when the content is displayed in the booth and when the content is not displayed in the booth, as the number of attracted customers,
 - (2) calculate, as a degree of attention, a proportion of interested persons to a total number of passersby by setting, as the interested person, a person who carefully watches the exhibited booth or a person who is a passerby outside the booth and stopped at the exhibited booth among passersby when the content is exhibited in the booth,
 - (3) calculate a proportion of attributes of the interested persons to the attributes of the passersby, as an attribute proportion of the interested persons, and
 - (4) store the number of attracted customers, the degree of attention, and the attribute proportion

of the interested persons for each booth, in the third table, and

(vii) wherein the management server selects the candidate for the booth to be recommended based on the desired exhibition date/time of the booth input from the user, the content keyword of a content to be exhibited in the booth, and the target customer attribute targeting the user, the content keyword of each booth stored in the third table, the exhibition date/time of the booth, the calculated number of attracted customers of each booth, the degree of attention, and the attribute proportion of the interested persons.

2. The content matching system according to claim 1, wherein

the management server further

sets a person who has entered in the booth when the content is displayed in the booth, as a highly interested person, and calculates a proportion of the highly interested persons to the interested persons as a degree of high interest,

calculates a proportion of attributes of the highly interested persons as an attribute proportion of the highly interested person,

stores the degree of high interest of each booth and the attribute proportion of the highly interested person in the third table, and

selects the candidate for the booth to be recommended based on the degree of high interest and the attribute proportion of the highly interested person.

3. The content matching system according to claim 2, wherein

the management server calculates a proportion of persons having an attribute of which the user is designated as a target customer group among the interested persons or the highly interested persons for each booth, as a degree of matching, and stores the degree of matching in the third table, and

the management server selects the candidate for the booth to be recommended excluding the booth having the degree of matching which is smaller than a predetermined threshold value.

4. The content matching system according to claim 1, wherein

the third table includes a field of a neighboring booth-related index for comparison of a content keyword of a booth held near each booth and a similarity between the content keyword of each booth and the content keyword of the booth held near the booth, and

the candidate for the booth to be recommended is selected along with reference to the neighboring booth-related index.

5. A content matching method for matching content details, a content provision place, and provision date/time, the content matching method comprising:

- (a) a step of storing pieces of position information of a plurality of booths connected to a network and attributes thereof, as booth installation places, in association with each other;
- (b) a step of capturing information on the surrounding of the booth;
- (c) a step of analyzing a degree of customer attraction of the booth and a degree of attention from a passerby based on a

sensing result, for each booth;

(d) a step of selecting a candidate for a booth to be recommended for desired content provision date/time received from a user, based on the analysis result and the attributes;

(e) a step of saving a first table for storing a condition of an exhibition desired by the user, a second table for storing passerby information as an exhibition record of the booth, and a third table for storing booth exhibition information and a result obtained by analyzing the passerby information, in association with each other, the booth exhibition information containing a content keyword of a content exhibited in the booth and exhibition date/time of the booth, by an information processing apparatus including a sensing device that captures a passerby inside or outside the booth;

(f) a step of receiving, from the user, desired exhibition date/time of the booth, a content keyword of a content to be exhibited in the booth, and a target customer attribute targeting the user, and storing the desired exhibition date/time, the content keyword, and the target customer attribute in the first table, by the information processing apparatus;

(g) a step of performing attribute analysis of the passerby by image-analyzing an image of the passerby captured by the sensing device, and storing attribute analysis information of each passerby of each booth in the second table, by the information processing apparatus;

(h) a step of referring to the second table to

(i) calculate a difference between a number of passersby outside the booth per unit time when the content is displayed in the booth and when the content is not displayed in the booth, as the number of attracted customers,

- (ii) calculate, as a degree of attention, a proportion of interested persons to a total number of passersby by setting, as the interested person, a person who carefully watches the exhibited booth or a person who is a passerby outside the booth and stopped at the exhibited booth among passersby when the content is exhibited, and
- (iii) calculate a proportion of attributes of the interested persons to the attributes of the passersby, as an attribute proportion of the interested persons, by the information processing apparatus; and
- (i) a step of storing the number of attracted customers of each booth, the degree of attention, and the attribute proportion of the interested person in the third table, by the information processing apparatus; and
- (j) a step of selecting the candidate for the booth to be recommended based on the desired exhibition date/time of the booth input from the user, the content keyword of a content to be exhibited in the booth, and the target customer attribute targeting the user, the content keyword of each booth stored in the third table, the exhibition date/time of the booth, the calculated number of attracted customers of each booth, the degree of attention, and the attribute proportion of the interested persons, by the information processing apparatus.

6. The content matching method according to claim 5, further comprising:

by the information processing apparatus, a step of setting a person who has entered in the booth when the content is displayed in the booth, as a highly interested person, calculating a proportion of the highly interested persons to the interested persons as a degree of high interest, and
 calculating a proportion of attributes of the highly

interested persons as an attribute proportion of the highly interested person;

by the information processing apparatus, a step of storing the degree of high interest and the attribute proportion of the highly interested person in a third table; and

by the information processing apparatus, a step of selecting the candidate for the booth to be recommended based on the degree of high interest and the attribute proportion of the highly interested person.

7. The content matching method according to claim 6, further comprising:

a step of calculating a proportion of persons having an attribute of which the user is designated as a target customer group among the interested persons or the highly interested persons for each booth, as a degree of matching, and stores the degree of matching in the third table, by the information processing apparatus; and

selecting the candidate for the booth to be recommended excluding the booth having the degree of matching which is smaller than a predetermined threshold value, by the information processing apparatus.

8. The content matching method according to claim 5, wherein

the third table includes a field of a neighboring booth-related index for comparison of a content keyword of a booth held near each booth and a similarity between the content keyword of each booth and the content keyword of the booth held near the booth, and

the candidate for the booth to be recommended is selected along with reference to neighboring booth-related

index by the information processing apparatus.