

WHAT IS CLAIMED IS:

1. An information distribution system which provides smart terminals with an information distribution service of content using a digit string, representing a single
5 meaning for an identifiability of content, exposed through a medium as access information of the content, the information distribution system comprising:
 - an information distribution server comprising:
 - at least one processor;
 - memory; and
 - 10 at least one program stored in the memory and executable by the at least one processor, the program comprising:
 - a theme digit string registration unit which registers a theme digit string that identifies each content theme by registration request;
 - a content registration unit which registers a content identified by a
15 content digit string and the content string matched to the theme digit string; and
 - an information distribution management unit which after the information distribution server distributes the registered digit string including the theme digit string and the content digit string to be exposed to users through the medium, receives a search request of the content including the exposed digit string from the smart terminal,
20 searches for content using the received digit string as an access key from a DB, and transmits the searched content to the smart terminal, to manage provision of the information distribution service,
- wherein the content digit string comprises telephone number of a user who

distributes the content,

wherein the content registration unit receives a registration request of content information including the content digit string and further including a region, a keyword, a title, content, and a user contact address of content, and matches the received content
5 information to the theme digit string and stores the same in the DB,

wherein the content registration unit receives registration of other telephone number, an e-mail address, an Internet address and a SNS (Social Network Service) address as the contact address, and stores the same in the DB,

wherein when the information distribution management unit receives a search
10 request including the exposed theme digit string and region from the smart terminal, the information distribution management unit provides a list of contents corresponding to the exposed theme digit string and region to the smart terminal together with the exposed theme digit string,

wherein when one content is selected from the list, the information distribution
15 management unit supports an communication by providing the smart terminal with an interface including a content digit string of the selected content, an e-mail address, an Internet address and a SNS (Social Network Service) address as the contact address.

2. The information distribution system according to claim 1, wherein the
20 theme digit string registration unit further receives registration of description information describing a theme for the theme digit string, matches registered description information to the theme digit string, and stores the same in a digit string DB.

3. The information distribution system according to claim 1, wherein the content registration unit receives registration of a plurality of telephone numbers of user, receives registration of call connection ranking for each telephone number, and when a call connection to a first-ranking telephone number fails, makes an automatic call
5 connection to a second-ranking telephone number.

4. The information distribution system according to claim 1, wherein the information distribution management unit processes at least one of the following functions of:
10 receiving a search request by receiving the theme digit string from the smart terminal, searching for at least one content matched to the requested theme digit string from the DB, and providing a list of searched content as a search result;

receiving a search request by receiving the content digit string, searching for the content identified by the requested content digit string from the DB and providing a
15 search result; and

receiving a search request including the theme digit string and further including at least one of a keyword and a region, searching for at least one content matched to information requested for search from the DB, and providing a list of searched content as a search result.

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5. The information distribution system according to claim 1, wherein the information distribution management unit receives a retrieval request of the content registered in real time from the smart terminal, retrieves the corresponding content from

the content DB, and provides a list of the retrieved content as a search result.

6. The information distribution system according to claim 1, wherein when the information distribution management unit receives a retrieval request of individual
5 content from the smart terminal, the information distribution management unit retrieves content information including a content digit string registered for the content, and further including at least one of a region, a keyword, a title, content, and a contact address of user from the content DB and provides the same.

10 7. The information distribution system according to claim 1, further comprising:

a connection relay charging unit which receives a connection request by receiving selection of a contact address of the content from the smart terminal having retrieved the information of the content, intermediates communication connection to the
15 contact address, and charges for a cost of the connection intermediation.

8. The information distribution system according to claim 1, wherein the content registration unit further receives registration of other content that is inserted in display information of the content to display link information and linked by selection of
20 link information, for the content, as a relaying content.

9. The information distribution system according to claim 8, further comprising:

a connection relay rewarding unit which rewards of a predetermined cost to a high-level content user having registered the relaying content, when the content intermediated communication connection to a contact address by a connection request of the smart terminal is the relaying content linked by selection of the link information.

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10. The information distribution system according to claim 1, further comprising:

a smart terminal having a display configuration comprising:

at least one processor;

10 memory; and

at least one application stored in the memory and executable by the at least one processor, the application having a display configuration of:

a digit string window for providing digit string search and digit string input of user;

15 a region window for receiving selection of a region of content; and

a keyword window for receiving input of a keyword of content,

wherein the application transmits a search request of content including a digit string inputted in the digit string window to the information distribution server using the display configuration, receives a search result from the information distribution server,

20 and displays the search result.

11. An information distribution system which provides smart terminals having a TV function with an information distribution service of content using a digit

string, representing a single meaning for an identifiability of content, exposed through a TV as access information of the content, the information distribution system comprising:

an information distribution server comprising:

5 at least one processor;

memory; and

at least one program stored in the memory and executable by the at least one processor, the program comprising:

10 a theme digit string registration unit which registers a theme digit string that identifies each content theme by registration request;

 a content registration unit which registers content identified by a content digit string and the content digit string matched to the theme digit string; and

 an information distribution management unit which after the information distribution server distributes the registered digit string including the theme digit string
15 and the content digit string to be exposed to users through the TV, receives a search request of the content including the exposed digit string from the smart terminal, searches for content using the received digit string as an access key from a DB, and transmits the searched content to the smart terminal, to manage provision of the information distribution service,

20 wherein the content digit string comprises telephone number of a user who distributes the content,

 wherein the content registration unit receives a registration request of content information including the content digit string and further including a region, a keyword,

a title, content, and a user contact address of content, and matches the received content information to the theme digit string and stores the same in the DB,

wherein the content registration unit receives registration of other telephone number, an e-mail address, an Internet address and a SNS (Social Network Service) address as the contact address, and stores the same in the DB,

wherein when the information distribution management unit receives a search request including the exposed theme digit string and region from the smart terminal, the information distribution management unit provides a list of contents corresponding to the exposed theme digit string and region to the smart terminal together with the exposed theme digit string,

wherein when one content is selected from the list, the information distribution management unit supports an communication by providing the smart terminal with an interface including a content digit string of the selected content, an e-mail address, an Internet address and a SNS (Social Network Service) address as the contact address.

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12. The information distribution system according to claim 11, further comprising:

a smart terminal having a display configuration comprising:

at least one processor;

20 memory; and

at least one application stored in the memory and executable by the at least one processor, the application having a display configuration of:

a TV area where a program of TV broadcast is outputted in real

time;

a digit string area where content designated by user and a digit string of content related to the program is outputted;

an advertising digit string area where a digit string of an
5 advertising content is outputted;

a region window where selection of a region of content is received;

a keyword window where input of a keyword of content is received;

10 a content area where a list of content matched to a combination of a digit string selected in the digit string area or the advertising digit string area, a region selected in the region window and a keyword selected in the keyword window is received from the information distribution server and outputted, and when any one content is selected from the outputted list, provision of the selected content is requested
15 to the information distribution server; and

a digit string advertising area where video advertising information of a digit string received from the information distribution server is outputted, and playing of a video advertisement is requested to the information distribution server by selection of user,

20 wherein the application provides the information distribution service using the display configuration, receives content selected in the content area or the digit string advertising area from the information distribution server and displays the content.

13. The information distribution system according to claim 12, wherein the content registration unit receives registration of a digit string and content matched to the digit string from a smart phone of user, and

the information distribution management unit provides registered content in real
5 time by request of the smart terminal.

14. An information distribution method in which an information distribution server provides smart terminals with an information distribution service of content using a digit string, representing a single meaning for an identifiability of content, exposed
10 through a medium as access information of the content, the information distribution method comprising:

(a) a theme digit string registering step of registering a theme digit string that identifies each content theme;

(b) a content registering step of registering a content identified by a content
15 digit string and the content digit string matched to the theme digit string;

(c) a digit string distributing step of distributing the registered digit string including the theme digit string and the content digit string to be exposed to users through the medium; and

(d) a search step of receiving a search request of the content including the
20 exposed digit string from the smart terminal, searching content matched to the received digit string as a key from a DB, and transmitting the searched content to the smart terminal, to manage provision of the information distribution service,

wherein the content digit string comprises telephone number of a user who

distributes the content,

wherein the step (b) comprises receiving a registration request of content information including the content digit string and further including a region, a keyword, a title, content, and a user contact address of content, and matching the received content
5 information to the theme digit string and storing the same in the DB,

wherein the step (b) comprises receiving registration of other telephone number, an e-mail address, an Internet address and a SNS (Social Network Service) address as the contact address, and storing the same in the DB,

wherein the step (d) comprises, when receiving a search request including the
10 exposed theme digit string and region from the smart terminal, providing a list of contents corresponding to the exposed theme digit string and region to the smart terminal together with the exposed theme digit string,

wherein the step (d) comprises, when one content is selected from the list, supporting an communication by providing the smart terminal with an interface
15 including a content digit string of the selected content, an e-mail address, an Internet address and a SNS (Social Network Service) address as the contact address.

15. The information distribution method according to claim 14, wherein the step (a) comprises further receiving registration of description information describing a
20 theme for the theme digit string, matching registered description information to the theme digit string, and storing the same in the DB.

16. The information distribution method according to claim 14, wherein the

step (b) comprises receiving registration of a plurality of telephone numbers of user, receiving registration of call connection ranking for each telephone number, and when a call connection to a first-ranking telephone number fails, making an automatic call connection to a second-ranking telephone number.

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17. The information distribution method according to claim 14, wherein the step (d) comprises at last one of the steps of:

receiving a search request by receiving the theme digit string from the smart terminal, searching for at least one content matched to the requested theme digit string,
10 and providing a list of the searched content as a search result;

receiving a search request by receiving the content digit string, searching for the content identified by the requested content digit string, and providing a search result;
and

receiving a search request including the theme digit string and further including
15 at least one of a keyword and a region, searching for at least one content matched to information requested for search, and providing a list of found content as a search result.

18. The information distribution method according to claim 14, wherein the step (d) comprises receiving a search request of the content registered in real time from
20 the smart terminal, searching the corresponding content, and providing a list of searched content as a search result.

19. The information distribution method according to claim 14, wherein the

step (d) comprises, when receiving a search request of individual content, providing content information including a content digit string registered for the content and further including at least one of a region, a keyword, a title, content, and a user contact address.

5 20. The information distribution method according to claim 14, after the step (d), further comprising:

 a connection relay charging step of receiving a connection request by receiving selection of a contact address of the content from the smart terminal having retrieved the information of the content, intermediating communication connection to the contact
10 address, and charging for a cost of the connection intermediation.

 21. The information distribution method according to claim 14, wherein the step (b) comprises further receiving registration of other content that is inserted in display information of the content to display link information and linked by selection of
15 link information, for the content, as a relaying content.

 22. The information distribution method according to claim 21, after the step (d), further comprising:

 a connection relay rewarding step of rewarding of a predetermined cost to a
20 high-level content user having registered the relaying content, when the content intermediated communication connection to a contact address by a connection request of the smart terminal is the relaying content linked by selection of the link information.