ABSTRACT

To increase the use of storage media associated with a proprietary currency by making it possible to safely distribute such storage media to an unspecified large number of people; also, to make it easy to for a wide variety of businesses to implement advertising campaigns using such storage media. The proprietary-currency management device (10) in the present embodiment is provided with a validity management unit (211) and a proprietary-currency management unit (212). On the basis of prescribed conditions, the validity management unit (211) validates payments using a proprietary currency that has been associated in advance with each of one or more card media (C). The proprietary-currency management unit (212) manages additions to and subtractions from the value of each of the card media (C) with respect to the proprietary currency validated by the validity management unit (211).