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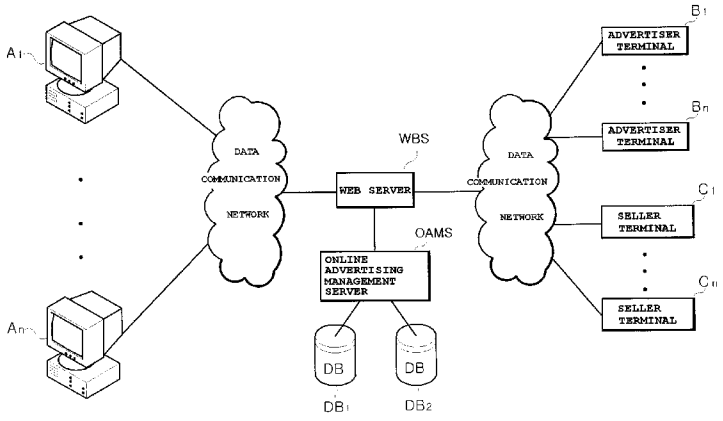
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(54) **Title:** ON-LINE ADVERTISING SYSTEM AND METHOD OF THE SAME




(57) **Abstract:** Provided are an online advertising system and method, which accumulate, in real time, personal reserves earned upon a multiplicity of customers viewing an advertisement by integrated processing, and award the accumulated reserve, i.e., a member integrated reserve earned jointly by a multiplicity of members, as a discount rate of a purchase price when a purchase signal is issued from a certain customer, to thereby revitalize advertisement viewing and shopping. In accordance with the online advertising system and method of the present invention, a multiplicity of customers earn reserves for advertisement information and product information viewing, the earned reserves are accumulated jointly for members to form member integrated reserve points in real time, and the member integrated reserve points accumulated jointly by the members are paid as a discount rate of a product purchase price of a certain customer in response to a purchase signal from the corresponding customer, thereby revitalizing advertising viewing, and the member integrated reserve points displayed on a website are modified in real time, thereby facilitating the revitalization of consumption.

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