

DISTRIBUTION MANAGEMENT APPARATUS, DISTRIBUTION METHOD, AND
PROGRAM

ABSTRACT

5 A distribution management apparatus includes a
generator configured to generate still-picture data from
content data, a converter configured to convert the still-
picture data into video data, and a distributor configured
to distribute the video data to each of a first
10 communication terminal and a second communication terminal,
which are capable of playing back and displaying the video
data. When first operation data indicating an operation of
zooming into a partial region of the video data being
played back and displayed on the first communication
15 terminal is transmitted, the converter generates video data
representing a partial region, which depends on
display/playback capabilities of the second communication
terminal, of the video data being played back and displayed
on the first communication terminal, and the distributor
20 distributes the video data representing the partial region
generated by the converter to the second communication
terminal.

Fig. 6