such as news and weather forecasts, external program listings, advertisement content, and advertisement program listings. When there are content and program listings that have been updated since the previous checking, the updated content and program listings are read from the content DB 40 according to the advertisement program listings and external program listings each corresponding to their respective routes, and the distribution server 50 distributes the read content and program listings to individual distribution devices 61 to 65 that are designated as distribution destinations.

[0016] The individual distribution devices 61 to 65 distribute, with a one-to-ne relationship, content and program listings distributed from the distribution server ~~40~~50 to each vehicle (a train formation) that corresponds to each of the devices 61 to 65, respectively. Specifically, as for the individual distribution devices 61 to 65, when a train operating company is operating a plurality of routes, one individual distribution device is provided for each of the routes. Subsequently, the content and program listings are distributed to a train formation (can be plural) running on each of the routes by the corresponding individual distribution device. This distribution system is applied so that advertisements suited to passengers using the respective routes and regional news and weather forecasts are scheduled and displayed in a vehicle, because, generally, there are differences in the type of passengers depending on the route, such as business commuters, school commuters, and vacationing passengers. While a case of providing a plurality of individual distribution devices has been explained above, the present embodiment is not limited thereto, and when only one route is operated, the number of the individual distribution device can be one.

Furthermore, for example, the device corresponding to the individual distribution device 61 can be provided in plural on one route. Information can be distributed to one route from a plurality of points.

[0017] The vehicles 71 to 75 are target train formations to which content and program listings are distributed from each of the corresponding individual distribution devices. Each of the vehicles 71 to 75 has incorporated therein a display device that can reproduce the content. In FIG. 1, while one vehicle corresponds to each of the individual distribution devices, as described above, each of the vehicles represents a train formation running on a different route. Therefore, in practice, corresponding individual distribution devices distribute content and program listings to all ~~of~~ the vehicles making the train formation~~s~~ running on each of the routes.

[0018] The display order that the scheduling is performed in the content-display scheduling system shown in FIG. 1 is explained here. FIG. 2 depicts display scheduling performed by the content-display scheduling system.

[0019] The order of displaying content is scheduled by an advertisement program listing. The advertisement program listing is constituted by numbers (No.) indicating a display order, types, content names, and time periods. In this example, there are two news slots and five slots for commercial message (CM). For example, the advertisement program listing shows that in the first news slot, content of "News 1" are displayed for 120 seconds, and in the second CM slot, content of "CM 1" is displayed for 60 seconds. Subsequently, respective contents are repeatedly displayed every 480 seconds in the order shown in the advertisement program listing. Display timings in

this case are counted from "00 minute 00 second" to "07 minutes 59 seconds".

[0020] In the fourth news slot, displayed content is changed according to an external program listing as the display is repeated. Similarly to the advertisement program listing, the external program listing is also constituted by numbers (No.) indicating a display order, types, content names, and time periods. The external program listing shows that in the fourth news slot in the advertisement program listing, content is displayed in its changed order of "News 1", "Weather forecasts 1", and "News 2". In this manner, "Weather forecasts 1" and "News 2" are displayed only once during a time period where respective advertisement content is displayed three times in rotation according to the advertisement program listing.

[0021] As described above, update timings of content are different between news and weather forecasts and advertisements. Therefore, for example, when a program listing is rescheduled by deleting old content and adding new content, there is a case where the rescheduled display order becomes different from the display order originally scheduled by the manager of the content display.

[0022] Therefore, in the present embodiment, a schedule of displaying advertisements, which have a low real-time sensitivity and less updating frequency, is shown in an advertisement program listing, and as for news and weather forecasts that have a high real-time sensitivity and a larger updating frequency, a schedule of displaying this content is shown in an external program listing, and slots arranged for displaying the contents to be displayed according to the external program listing are set in the advertisement program listing.

[0023] As shown in FIG. 2, in the entire display scheduling, the content of the News 1 is displayed in the