[CLAIMS]

1. An advertising management system, comprising:

at least a viewing point granting unit configured to grant viewing points as a viewing reward to a viewer by associating the viewer with the viewing points in accordance with the viewing of advertising content by the viewer;

a viewing point management unit configured to subtract the viewing points granted to the viewer on the basis that the viewer has viewed main contents which are associated with the advertising content which has been viewed by the viewer;

a price point management unit configured to add price points corresponding to the number of viewings of the main content in accordance with viewings of the main contents by the viewer; and

an advertisement expense-related processing unit configured to calculate advertisement expenses to be paid for the main contents by an advertiser, wherein the calculation is performed by using a value based on the rate of an accumulated value of price points to a reference price point, and further by using a bid amount wherein the reference price point is calculated as an indicating value indicating the value of the main contents by utilizing a predicted viewer number for the main contents, and wherein the accumulated value of price points is managed by the price point management unit, and wherein the bid amount is used for matching the advertising content with the main contents.

2. The advertising management system according to claim 1, wherein the value based on the rate comprises:

a rate of change of the accumulated value of price points to the reference price point; and

a current unit price calculated by using an initial unit price set as a unit value for a unit point of the viewing point, and the rate of the accumulated value of price points to the reference price point.

3. The advertising management system according to claim 1, wherein the main contents are allowed to be associated with a plurality of advertising contents of different advertisers,

the advertisement expense-related processing unit is configured to find an advertiser-unit reference price point by distributing the accumulated values of price points for each advertiser based on a rate of bid prices for each advertiser, and

the advertisement expense-related processing unit is configured to calculate the advertisement expenses for each advertiser by using the advertiser-unit reference price point.

4. An advertising management method, comprising:

granting viewing points as a viewing reward to a viewer by associating the viewer with the viewing points in accordance with the viewing of advertising content by the viewer;

subtracting the viewing points, which has been granted to the viewer, on the basis that the viewer viewed main contents which are associated with an advertisement content which has been viewed by the viewer;

adding viewing points corresponding to the number of viewers of main contents in accordance with viewings of main content viewed by the viewer; and

calculating advertisement expenses to be paid for the main contents by an advertiser, wherein the calculation is performed by using a value based on the rate of an accumulated value of price points to a reference price point, and further by using a bid

amount , wherein the reference price point is calculated as an indicating value indicating the value of the main contents by utilizing a predicted viewer number for the main contents, and wherein the accumulated value of price points is managed by the price point management unit, and wherein the bid amount is used for matching the advertising content with the main contents.