

ABSTRACT

A bit rate is changed in response to occurrence of communication congestion and an increase in packet loss rate during reception of distribution data.

An information terminal 10 successively receives a plurality of packets that configure distribution data from an information distribution server 20, and requests the information distribution server 20 to change a bit rate of the packets that configure the distribution data, if it is judged that congestion occurs in communication with the information distribution server 20 based on a change in time interval from transmission to reception of each of the successively received packets, and if it is judged that a packet loss rate, which is a rate of a loss packet corresponding to a loss included in the packets transmitted from the information distribution server 20 and calculated based on the successively received packets, is increased as compared with a value obtained by multiplying a packet loss rate before the packets that configure the distribution data are received, by a predetermined weight.