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ABSTRACT

By storing data of web page in a different server from the one which stores a web page data, the work is distributed and the load on the server is reduced. Content server 400 provides mobile telephone 100 with web page data which has a statement of directing to get banner advertisement data in web pages from advertisement server 500. Mobile telephone 100 which receives web page data obtains banner advertisement data from advertisement server 500. In order to view a web page linked by the banner advertisement, mobile telephone 100 obtains from advertisement server 500 a URL for a linked web page, and obtains the linked web page data.

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