Claims

1. A digital signage control apparatus for distributing information to be displayed on a digital signage via a network, the digital signage control apparatus comprising:

a storage unit configured to store benefit information of a shop;

a detection unit configured to detect a vacant number of shop facilities to be provided to a user; and

a distribution unit configured to distribute the benefit information in accordance to the vacant number of the shop facilities to the digital signage,

wherein the distribution unit distributes the benefit information whose degree of benefit become greater as the vacant number of the shop facilities becomes greater, and

the benefit information has an expiration date thereof which is set to be shorter as the number of vacant number in the shop facilities increases.

2. A digital signage control apparatus for distributing information to be displayed on a digital signage via a network, the digital signage control apparatus comprising:

a storage unit configured to store benefit information of a shop;

a detection unit configured to detect a vacant number of shop facilities to be provided to a user; and

a distribution unit configured to distribute the benefit information in accordance to the vacant number of the shop facilities to the digital signage,

wherein the distribution unit distributes the

benefit information whose degree of benefit become greater as the vacant number of the shop facilities becomes greater, and

an issue number of items of the benefit information is set to be greater as the number of vacancies in the shop facilities increases.

3. A digital signage control apparatus for distributing information to be displayed on a digital signage via a network, the digital signage control apparatus comprising:

a storage unit configured to store benefit information of a shop;

a detection unit configured to detect a vacant number of shop facilities to be provided to a user; and

a distribution unit configured to distribute the benefit information in accordance to the vacant number of the shop facilities to the digital signage,

wherein the distribution unit distributes the benefit information whose degree of benefit become greater as the vacant number of the shop facilities becomes greater, and

the distribution unit distributes benefit information that can be used from the future in the shop when the vacant number of the shop facilities is 0.

4. A digital signage control program that causes a digital signage control apparatus, which digital signage control apparatus is configured to distribute information to be displayed on a digital signage via a network, to functions as:

a storage unit configured to store benefit information of a shop;

a detection unit configured to detect a vacant number of shop facilities to be provided to a user; and

a distribution unit configured to distribute the benefit information in accordance to the vacant number of the shop facilities to the digital signage,

wherein the distribution unit distributes the benefit information whose degree of benefit become greater as the vacant number of the shop facilities becomes greater, and

an issue number of items of the benefit information is set to be greater as the number of vacant number in the shop facilities increases.

5. A digital signage control program that causes a digital signage control apparatus, which digital signage control apparatus is configured to distribute information to be displayed on a digital signage via a network, to functions as:

a storage unit configured to store benefit information of a shop;

a detection unit configured to detect a vacant number of shop facilities to be provided to a user; and

a distribution unit configured to distribute the benefit information in accordance to the vacant number of the shop facilities to the digital signage,

wherein the distribution unit distributes the benefit information whose degree of benefit become greater as the vacant number of the shop facilities becomes greater, and

the benefit information has an expiration date thereof which is set to be shorter as the number of vacancies in the shop facilities increases.

6. A digital signage control program that causes a digital signage control apparatus, which digital signage control apparatus is configured to distribute information to be displayed on a digital signage via a network, to functions as:

a storage unit configured to store benefit information of a shop;

a detection unit configured to detect a vacant number of shop facilities to be provided to a user; and

a distribution unit configured to distribute the benefit information in accordance to the vacant number of the shop facilities to the digital signage,

wherein the distribution unit distributes the benefit information whose degree of benefit become greater as the vacant number of the shop facilities becomes greater, and

the distribution unit distributes benefit information that can be used from the future in the shop when the vacant number of the shop facilities is 0.