USER INTEREST ESTIMATION SYSTEM AND INFORMATION DELIVERY SYSTEM

ABSTRACT

The purpose of the present invention is to provide a user interest estimation system and an information delivery system capable of accurately estimating user's interest and eventually capable of delivering specific information such as advertisements while corresponding to the user. After having received photographic data related to a commodity or service transmitted via a network from a user's information terminal device 1, geographical or spatial context information related to a time and location included in the photographic data is acquired by referring to a context information database, object information pertaining to the commodity or service related to the time and location included in photographic data is obtained by referring to an object information database, and a user interest information is generated by associating the context information and the object information with each other.

FIG. 1