

ABSTRACT

Provided is a system for pushing information. The system for pushing information includes: a time-driven scheduling terminal, a push content generating terminal, and a push content candidate terminal; wherein the time-driven scheduling terminal is configured to calculate push time points of push users for different push service types according to push time point rules for the different push service types, and initiate content generation requests based on push service types and user bases at same push time points; and the push content generating terminal is configured to select, based on the content generation requests, target push content of the push users at the push time points corresponding to the push service types from the push content candidate terminal using a dynamically configured content push algorithm, and feed the target push content back to the time-driven scheduling terminal.

~~An information pushing system, method and apparatus, a device and a storage medium. The system comprises: a time driven scheduling end (10), a pushed content generation end (11), and a pushed content candidate end (12), wherein the time driven scheduling end (10) is configured to use pushing time point rules under different pushing services to calculate pushing time points of a pushing user under different pushing service types, and initiate a content generation request according to pushing service types and a user base at the same pushing time point; and the pushed content generation end (11) is configured to use, according to the content generation request, a dynamically configured content push algorithm to select from the pushed content candidate end (12) target pushed content of the pushing user at the pushing time point corresponding to the pushing service type, and feed back the target pushed content to the time-driven scheduling end (10).~~

FIG. 1