

[ABSTRACT]

A content viewing system includes: a viewing point granting unit configured to grant a viewing point to a viewer by associating the viewer with the viewing point in accordance with the viewing of advertising content of the viewer; a viewing point unit price calculation unit configured to calculate a viewing point unit price which is a price per unit point quantity of viewing points on the basis of an advertising cost corresponding to advertising content and the number of viewings of the advertising content; and a main content provision unit configured to enable main content to be viewed using a viewable time calculated on the basis of a unit viewable time per unit point quantity according to the viewing point unit price and a quantity of spent points spent from the viewing points possessed by the viewer to view the main content.