What is claimed is:

1. A social tipping management system for allowing viewers to give a tip to program performers of digital television broadcasting,

wherein data broadcasting content to be transmitted together with a program content and displayed on a television when a digital television broadcasting program is displayed on the television includes information for the viewer for selecting a program performer to be tipped from a plurality of program performers who appear in the digital television broadcast program to give the tip to the selected program performer;

the social tipping management system comprising:

a data broadcasting creation server for creating the data broadcasting content including the information for selecting the program performer to be tipped to give the tip to the selected program performer; and

a management server for receiving tip data via an Internet line when the viewer gives the tip based on the information for giving the tip included in the data broadcasting content, and determining the amount of money to be distributed to each selected program performer in the plurality of program performers.

2. The social tipping management system according to claim 1,

wherein the data broadcasting content including the information for giving the tip is automatically displayed on the television at least once during the broadcast of the digital television broadcasting program.

3. The social tipping management system according to claim 1,

wherein fields for selecting or inputting at least a person to be tipped and the amount of the tip are displayed in the data broadcasting display area; and

wherein the management server receives the tip data including the person to be tipped and the amount of the tip when the viewer gives the tip using the interactive function of the data broadcasting.

4. The social tipping management system according to claim 1,

wherein the information for giving the tip includes a QR code for accessing an input screen for tipping.

5. The social tipping management system according to claim 1,

wherein a program advertiser who provides advertising for the program in which

the tip is given provides money in proportion to the amount of the tip given by the viewer when the viewer gives the tip; and

wherein the management server calculates the sum of the amount of the tip given by the viewer and the amount of money provided by the program advertiser in proportion to the amount of the tip given by the viewer, and determines the amount of money to be distributed to the program performer.

6. The social tipping management system according to claim 1,

wherein an advertisement of a data broadcasting advertiser is displayed on the screen of the data broadcasting containing the information for giving the tip;

wherein the data broadcasting advertiser provides money in proportion to the amount of the tip given by the viewer when the viewer gives the tip; and

wherein the management server calculates the sum of the amount of the tip given by the viewer and the amount of money provided by the data broadcasting advertiser in proportion to the amount of the tip given by the viewer, and determines the amount of money to be distributed to the program performer.

7. The social tipping management system according to claim 1,

wherein the tip data includes information about the viewer who has given the tip; and

wherein the management server provides the information about the viewer included in the tip data to the program performer who receives the tip.

8. The social tipping management system according to claim 1,

wherein the management server manages points given to the viewer who has given the tip according to the tipping by the viewer.

9. The social tipping management system according to claim 8,

wherein the points given to the viewer by giving the tip can be exchanged for products provided by a program advertiser who provides advertising for the program in which the tip is given.

10. The social tipping management system according to any one of claims 1 to 9,

wherein the tip can be given by at least one of credit card payment, QR code payment, carrier payment of mobile phone companies, and virtual currency payment.