

TITLE OF THE INVENTION

ADVERTISEMENT LOTTERY OFFERING APPARATUS,  
ADVERTISEMENT LOTTERY OFFERING METHOD, AND  
ADVERTISEMENT LOTTERY OFFERING PROGRAM

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BACKGROUND OF THE INVENTION

1. Field of the Invention

The present invention relates to the  
technology of a computer system that provides the  
10 mechanism of a lottery available as advertisement  
means of a company, the winning result of the lottery  
being linked to winning numbers of a reliable public  
lottery.

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2. Description of the Related Art

As matters now stand, companies ordinarily  
have large budgets for advertisements to offer their  
products or services to many potential customers.  
Under such a condition, the companies want to inform  
20 many potential customers of their products or  
services with the fewest possible budgets, i.e., they  
want to efficiently and effectively spend  
advertisement expenses.

On the one hand, there have been offered a  
25 variety of prize lotteries around us, and we are

often given application rights for the prize  
lotteries at the time of purchasing products or  
receiving services. For the disclosure of the  
winning or losing of such prize lotteries, companies  
5 are likely to announce that "winners will receive  
gifts without any prior announcement." However, when  
the companies make a disclosure in this way,  
applicants for the prize lotteries have doubts about  
whether the "gifts are really delivered to the  
10 winners" or want to confirm "whether they win or lose  
the prize lotteries" by themselves.

On the other hand, there have been actively  
proposed lotteries that use the technology of the WWW  
(World Wide Web) or the Internet and produce  
15 advertisement effects. For example, JP 2002-99665 A  
has proposed the technology of developing lottery  
sites using the Internet, and JP 2012-64167 A has  
proposed the technology of reading QR codes (TM,  
hereinafter the notation will be omitted) and guiding  
20 users to advertisement web pages. In addition, JP  
2012-180802 A, JP 2002-140489 A, JP 2002-133240 A,  
and JP 2002-230222 A have proposed lotteries that use  
the technology of the WWW or the Internet and produce  
advertisement effects.

SUMMARY OF THE INVENTION

However, with the above technologies, it is difficult to realize both the mechanism of allowing companies to make efficient and effective  
5 advertisements and the mechanism of enhancing the transparency of winning information on prize lotteries.

Accordingly, in view of the above problem, the present invention has an object of providing an  
10 advertisement lottery offering apparatus, an advertisement lottery offering method, and an advertisement lottery offering program that allow a company to make an efficient and effective advertisement and enhance the transparency of winning  
15 information on a prize lottery.

An embodiment of the present invention provides an advertisement lottery offering apparatus that offers an advertisement lottery whose winning information is linked to winning information on a  
20 prescribed lottery. The apparatus includes: a user information acceptance unit configured to accept personal information on a user; a user information storage unit configured to store the personal information accepted by the user information  
25 acceptance unit; an access guidance unit configured

to cause a user terminal used by the user specified  
by the personal information to access a web site  
where an advertiser as a sponsor of the advertisement  
lottery offers advertisement information; an  
5 advertisement information load unit configured to  
cause the advertisement information to be output to  
the user terminal; a lottery application acceptance  
unit configured to accept an application for the  
advertisement lottery and cause advertisement lottery  
10 identification information selected by the user and  
the personal information on the user using the user  
terminal to be stored in the user information storage  
unit so as to be associated with each other after the  
output of the advertisement information to the user  
15 terminal is completed; a winning lottery information  
acquisition unit configured to acquire the winning  
information on the prescribed lottery; a winner  
extraction unit configured to extract winners of the  
advertisement lottery by comparing the winning  
20 information acquired by the winning lottery  
information acquisition unit with the advertisement  
lottery identification information stored in the user  
information storage unit according to a prescribe  
rule; a distributed money calculation unit configured  
25 to calculate prize money for each of the winners of

the advertisement lottery by dividing a total amount  
of the prize money of the advertisement lottery by  
the number of the winners; and a prize money  
distribution unit configured to cause the personal  
5 information on the winners and the prize money for  
each of the winners calculated by the distributed  
money calculation unit to be stored in the user  
information storage unit so as to be associated with  
each other.

10                Besides, the advertisement lottery offering  
apparatus further includes a QR code acquisition unit  
configured to acquire QR code information where a  
prescribed QR code is read. The access guidance unit  
is configured to cause the user terminal to access  
15 the web site designated by the QR code information  
acquired by the QR code acquisition unit.

                Besides, the advertisement lottery offering  
apparatus further includes an advertisement selection  
acceptance unit configured to, when the advertisement  
20 information output by the advertisement information  
load unit includes a plurality of advertisement  
information, cause the user to select any desired  
advertisement information to be viewed from among the  
plurality of advertisement information via the user  
25 terminal and accept advertisement selection

information on the selected advertisement information.  
The advertisement information load unit is configured  
to cause the advertisement information designated by  
the advertisement selection information accepted by  
5 the advertisement selection acceptance unit to be  
output.

Besides, the winning lottery information  
acquisition unit is configured to acquire the winning  
information on the prescribed lottery by applying  
10 prescribed analysis processing to a web page where  
the winning information on the prescribed lottery is  
placed.

Besides, the winning lottery information  
acquisition unit is configured to acquire the winning  
15 information on the prescribed lottery based on an  
input via an input device.

Besides, the advertisement lottery offering  
further includes: an applicant number count-up unit  
configured to count up the number of the users whose  
20 applications for the advertisement lottery are  
accepted by the lottery application acceptance unit;  
and an application stop unit configured to stop the  
acceptance of the applications for the advertisement  
lottery by the lottery application acceptance unit  
25 when the number of the users counted up by the

applicant number count-up unit reaches a prescribed number.

Besides, the advertisement lottery offering apparatus further includes a multiple application  
5 detection unit configured to detect whether the user has applied for the advertisement lottery based on the information stored in the user information storage unit. The lottery application acceptance unit is configured to refuse the application for the  
10 advertisement lottery by the user.

Besides, the prize money distribution unit is configured to allocate gift identification information used to identify a product offered by the advertiser, i.e., a gift of the advertisement lottery  
15 to the winners and store the personal information on the winners stored in the user information storage unit and the allocated gift identification information so as to be associated with each other.

With the advertisement lottery offering  
20 apparatus disclosed herein, it is possible to make an efficient and effective advertisement by a company and enhance the transparency of winning information on a prize lottery.

Other objects, features and advantages of  
25 the present invention will become more apparent from

the following detailed description when read in conjunction with the accompanying drawings.

BRIEF DESCRIPTION OF THE DRAWINGS

5               FIG. 1 is a view for explaining the relationship between an advertisement lottery offering apparatus according to an embodiment and peripheral apparatuses;

              FIGS. 2A to 2D are diagrams each showing an  
10      example of a place at which a QR code according to the embodiment is attached.

              FIG. 3 is a function block diagram of the advertisement lottery offering apparatus according to the embodiment;

15             FIG. 4 is a diagram showing an example of information stored in a user information storage unit according to the embodiment;

              FIG. 5 is a diagram showing an example of a method of offering advertisement information  
20      according to the embodiment;

              FIG. 6 is a diagram showing an example of the advertisement information according to the embodiment;

              FIGS. 7A and 7B are diagrams each showing an  
25      example of advertisement lottery identification

information according to the embodiment;

FIG. 8 is a diagram showing an example of a web page where winning numbers of a prescribed lottery according to the embodiment are placed;

5           FIG. 9 is a diagram for explaining information processing by a distributed money calculation unit and a prize money distribution unit according to the embodiment;

10           FIG. 10 is a diagram for explaining the information processing by the prize money distribution unit according to the embodiment;

15           FIG. 11 is a diagram showing an example of the hardware configuration of the advertisement lottery offering apparatus according to the embodiment;

FIG. 12 is a diagram showing an example of the flowchart of application acceptance processing by the advertisement lottery offering apparatus according to the embodiment;

20           FIG. 13 is a diagram showing another example of the flowchart of application acceptance processing by the advertisement lottery offering apparatus according to the embodiment; and

25           FIG. 14 is a diagram showing an example of the flowchart of the prize money distribution

processing by the advertisement lottery offering apparatus according to the embodiment.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT

5                   A description will be given of an embodiment for carrying out the present invention with reference to the drawings.

(Outline of Advertisement Lottery Offering Apparatus According to Embodiment)

10                   The outline of an advertisement lottery offering apparatus 100 according to the embodiment will be described using FIG. 1 and FIGS. 2A to 2D. Note that FIG. 1 is a view for looking down at the relationship between the advertisement lottery  
15 offering apparatus 100 and peripheral apparatuses and FIGS. 2A to 2D are diagrams each showing an example of a place at which a QR code used in a service offered by the advertisement lottery offering apparatus 100 is attached.

20                   As shown in FIG. 1, the advertisement lottery offering apparatus 100 offers a service to user terminals 310 used by users 300 and is connected to the user terminals 310 via a communication network such as the Internet.

25                   Here, the service offered by the

advertisement lottery offering apparatus 100 is a service in which an application for a prize lottery (hereinafter referred to as an "advertisement lottery") is invited under the condition of viewing  
5 advertisement information 350 as an advertisement related to a company, a product, or a service and offered by an advertiser 340 and prize money or a gift is distributed to the users 300 according to the winning statuses of the lottery.

10 In addition, winning information on the advertisement lottery is linked to winning information 330 on so-called a public lottery such as LOTO 6 (TM) and MINI LOTO (TM). For example, the advertisement lottery offering apparatus 100 connects  
15 via the communication network to a server apparatus 400 that stores a web page where the winning information 330 on the public lottery is offered and acquires the winning information 330. Therefore, with the service offered by the advertisement lottery  
20 offering apparatus 100, it is possible to prevent fraud by the organizer of the advertisement lottery and release the anxieties of applicants for the advertisement lottery as to whether they win or lose the advertisement lottery.

25 Moreover, since the applicants are required

to view advertisement information 350 to apply for  
the advertisement lottery, it is possible to  
efficiently offer the advertisement information 350  
to the users 300 compared with other advertisement  
5 media such as TV commercials and newspaper  
advertisements that offer information at random.

On the other hand, with the acceptance of  
prescribed QR code information, the advertisement  
lottery offering apparatus 100 allows the user  
10 terminals 310 to access a web site (web page) 360  
where the advertisement information 350 is offered.  
As illustrated in FIGS. 2A to 2D, QR codes may be  
attached to coupon tickets distributed at shops or  
the like or may be attached to magazines sold at book  
15 stores or free papers set at stations or the like.  
In addition, the QR codes may be attached to posters  
on poles placed at stations or the like or may be  
attached to product bodies or product packages. As  
described above, since the attributes of the users  
20 300 to which the service is to be offered may be  
specified, it is possible for the advertisement  
lottery offering apparatus 100 to efficiently offer  
the advertisement information 350 to the users 300  
compared with other advertisement media such as TV  
25 commercials and newspaper advertisements that offer

information at random.

(Operation Principle of Advertisement  
Lottery Offering Apparatus According to Embodiment)

The operation principle of the advertisement  
5 lottery offering apparatus 100 will be described  
using FIG. 3 and the like. FIG. 3 is a function  
block diagram of the advertisement lottery offering  
apparatus 100. As illustrated in FIG. 3, the  
advertisement lottery offering apparatus 100 has a  
10 user information acceptance unit 110, a user  
information storage unit 120, a QR code acquisition  
unit 130, an access guidance unit 140, an  
advertisement selection acceptance unit 150, an  
advertisement information load unit 160, an  
15 advertisement information storage unit 170, a lottery  
application acceptance unit 180, an application stop  
unit 190, an applicant number count-up unit 200, a  
multiple application detection unit 210, a winning  
lottery information acquisition unit 220, a winner  
20 extraction unit 230, a distributed money calculation  
unit 240, and a prize money distribution unit 250.  
Further, the advertisement lottery offering apparatus  
100 connects together a user terminal 310 used by a  
user 300 and a server apparatus 400 that offers  
25 winning information 330 on a public lottery via a

communication network.

The user information acceptance unit 110 accepts personal information 320 on the user 300 of an advertisement lottery, the personal information  
5 320 being used to inform the application and the winning/losing of the advertisement lottery. FIG. 4 shows an example of the personal information 320. The personal information 320 contains the name, the postal address, and the E-mail address of the user  
10 300, or the like.

The user information storage unit 120 is an auxiliary storage unit that stores information containing the personal information 320 and represented by a hard disk, a flash memory, or the  
15 like. FIG. 4 shows an example of the information stored in the user information storage unit 120. As shown in FIG. 4, the user information storage unit 120 stores, besides the personal information 320, advertisement lottery identification information 370  
20 used to identify the advertisement lottery applied by the user 300, an advertisement lottery application flag used to discriminate the application status of the advertisement lottery applied by the user 300, information 380 on prize money distributed to the  
25 winners of the advertisement lottery, information 390

on a gift distributed to the winners of the advertisement lottery, and the like.

The QR code acquisition unit 130 accepts from the user terminal 310 a QR code read by the user terminal 310, i.e., QR code information used to designate the URL (Uniform Resource Locator) of a web page (web site) where advertisement information 350 as an advertisement related to a company, a product, or a service and offered by an advertiser 340 is offered. Note that the user terminal 310 reads the QR code attached to various media as shown in FIGS. 2A to 2D and offer the QR code information to the advertisement lottery offering apparatus 100 via the QR code acquisition unit 130.

The access guidance unit 140 causes the user terminal 310 to access the web site 360 where the advertisement information 350 is offered. Here, the access guidance unit 140 may cause the user terminal 310 to access the web site 360 in response to a request from the user terminal 310 to access the web site 360. In addition, the access guidance unit 140 may cause the user terminal 310 to access the web site 360 designated by the QR code information acquired by the QR code acquisition unit 130. Note that the QR code acquisition unit 130 and the access

guidance unit 140 may use, instead of the QR code, a one-dimensional code, a two-dimensional code, or any code.

The advertisement selection acceptance unit  
5 150 causes, when the advertisement information 350  
offered on the web site 360 includes a plurality of  
advertisement information, the user 300 to select any  
desired advertisement information 350 to be viewed  
and accepts information designating the selected  
10 advertisement information 350. The upper part of FIG.  
5 illustrates a state in which a plurality of  
advertisement information 350 is offered on the web  
site 360. For example, the user 300 transmits  
information designating selected advertisement  
15 information 350 to the advertisement selection  
acceptance unit 150 (advertisement lottery offering  
apparatus 100) via the user terminal 310 by  
positioning a pointer in the desired advertisement  
information 350 and clicking a mouse button on the  
20 user terminal 310 or by touching the desired  
advertisement information 350 on a touch panel.

The advertisement information load unit 160  
transfers the advertisement information 350 offered  
on the web site 360 where the user terminal 310 is  
25 caused to access by the access guidance unit 140 to

the user terminal 310 and causes the advertisement information 350 to be output to the user terminal 310. As shown in FIG. 6, the advertisement information load unit 160 causes the advertisement information 350 prepared by the advertiser 340 to be automatically output to the user terminal 310 as an image and/or audio. Note that the advertisement information 350 is stored in the advertisement information storage unit 170.

10                In addition, the advertisement information load unit 160 transfers the advertisement information 350 selected by the advertisement selection acceptance unit 150 for viewing to the user terminal 310 and causes the advertisement information 350 to  
15 be output to the user terminal 310. As shown in FIG. 5, the advertisement information load unit 160 causes the advertisement information 350 selected by the advertisement selection acceptance unit 150 for viewing to be automatically output to the user  
20 terminal 310 as an image and/or audio. Note that the advertisement information 350 is stored in the advertisement information storage unit 170.

                 The lottery application acceptance unit 180 accepts an application for the advertisement lottery  
25 by the user 300 after the advertisement information

load unit 160 completes the output of the  
advertisement information 350. In addition, the  
lottery application acceptance unit 180 accepts  
advertisement lottery identification information 370  
5 used to identify information on the application for  
the advertisement lottery by the user 300 and causes  
the personal information 320 on the user 300 and the  
advertisement lottery identification information 370  
to be stored in the user information storage unit 120  
10 so as to be associated with each other.

Here, the advertisement lottery  
identification information 370 may be actively  
selected by the user 300 (for example, a number  
selection lottery) or may be automatically selected  
15 (assigned with numbers) (for example, an opened  
lottery in which unique numbers are automatically  
assigned at the application). FIGS. 7A and 7B each  
show an example of the advertisement lottery  
identification information 370 actively selected by  
20 the user 300. For example, the advertisement lottery  
identification information 370 may include six  
numbers selected from the numbers of 1 to 43 as in  
"LOTTO 6 (TM)" shown in FIG. 7A or may include five  
numbers selected from the numbers of 1 to 31 as in  
25 "MINI LOTTO (TM)" shown in FIG. 7B.

As shown in FIG. 4, for example, when the user 300 "Hideaki Niino" applies for the advertisement lottery with the numbers "6, 15, 16, 23, 30, and 35" as the advertisement lottery identification information 370, the lottery application acceptance unit 180 causes the information 370 shown in the third row to be stored in the personal information storage unit 120. In addition, as shown in the fourth row of FIG. 4, the lottery application acceptance unit 180 may cause the information indicating that the advertisement lottery application flag has been "set" to be stored in the personal information storage unit 120.

The applicant number count-up unit 200 counts up the number of applicants for the advertisement lottery based on the advertisement lottery identification information 370 and information such as the advertisement lottery application flag stored in the personal information storage unit 120.

The application stop unit 190 causes the lottery application acceptance unit 180 to stop the applications for the advertisement lottery when the number of the applicants for the advertisement lottery counted up by the applicant number count-up

unit 200 reaches a prescribed number. Thus, it is possible to prevent prize money for each of the applicants from being reduced excessively or distribute a gift offered by the advertiser 340 without any trouble. In addition, with the setting of the upper limit to the number of the applicants as described above, it is possible to actualize a service style in which money offered by the advertiser 340 and the number of the applicants are associated with each other.

The multiple application detection unit 210 determines whether the user 300 has applied for the advertisement lottery based on the advertisement lottery identification information 370 and the information such as the advertisement lottery application flag stored in the personal information storage unit 120 and detects that the specified user 300 has applied for the advertisement lottery. When the user 300 detected by the multiple application determination unit 210 to have applied for the advertisement lottery makes an attempt to apply for the advertisement lottery again, the lottery application acceptance unit 180 may refuse the application. Thus, it is possible to prevent prize money for each of the applicants from being reduced

excessively or distribute a gift offered by the advertiser 340 without any trouble. In addition, the multiple application and the viewing of the advertisement by the specified person who makes an attempt to apply for the advertisement lottery multiple times are refused as described above. Therefore, since the advertisement is offered to a greater number of persons to be viewed, it is possible to enhance an advertisement effect.

10           The winning lottery information acquisition unit 220 acquires the winning information 330 on a prescribed lottery to which winning information on the advertisement lottery offered by the advertisement lottery offering apparatus 100 is  
15 linked. As such, the winning information 330 may be expressed in any form such as numbers, symbols, characters, and their combinations.

          The winning lottery information acquisition unit 220 may acquire the winning information 330  
20 based on an input via an input device 1060 of the apparatus 100 or may acquire an electronic file in which the winning information 330 is described according to a prescribed description rule.

          The winning lottery information acquisition  
25 unit 220 may acquire the winning information 330 by

applying prescribed analysis processing to a web site  
(web page) 400 where the winning information 330 is  
placed. For example, when the web site (web page)  
400 where the winning information 300 is placed  
5 exists as shown in FIG. 8, the winning lottery  
information acquisition unit 220 acquires the six  
two-digit numbers "06," "15," "16," "23," "30," and  
"35" following the "winning numbers" as the winning  
information 330. Here, like the "winning numbers" in  
10 FIG. 8, the prescribed analysis processing is  
processing in which numbers, symbols, characters, or  
the like appearing right before (or right after) the  
winning information 330 are used as keys and the  
winning information 330 existing around the key  
15 information is extracted. That is, the winning  
lottery information acquisition unit 220 searches for  
and extracts the winning information 330 according to  
a known arrangement rule on the web site (web page)  
400.

20           The winner extraction unit 230 identifies  
the winning information 330 acquired by the winning  
lottery information acquisition unit 220 with the  
advertisement lottery identification information 370  
stored in the user information storage unit 120 and  
25 extracts the winners 300 of the advertisement lottery.

The winner extraction unit 230 may determine the winning of the advertisement lottery when the whole identification targets match or may determine the winning of the advertisement lottery when some of the  
5 identification targets match. As described above, since the advertisement lottery offering apparatus 100 causes the winning/losing of the advertisement lottery to be linked to the winning information 330 on a public lottery, it is possible to provide the  
10 mechanism of enhancing the transparency of the winning information on the advertisement lottery as a prize lottery.

The distributed money calculation unit 240 calculates prize money 380 for each of the winners  
15 300 by dividing a total amount of the prize money offered by the advertiser 340 by the number of the winners 300 extracted by the winner extraction unit 230. The advertiser 340 may include one company or a plurality of companies. Further, for the total  
20 amount of the prize money, a prescribed amount may be collected from each of the advertiser 340 or a total donation may be allotted at a constant rate.

The prize money distribution unit 250 causes the prize money 380 for each of the winners 300  
25 calculated by the distributed money calculation unit

240 to be stored so as to be associated with the  
personal information 320 on the winners 300 stored in  
the user information storage unit 120. For example,  
when the prize money 380 for each of the winners 300  
5 is calculated as "150,000 yen" by the distributed  
money calculation unit 240 as shown in FIG. 4, the  
personal information 320 "Hideaki Nihiro" and "150,000  
yen" are stored in the user information storage unit  
120 so as to be associated with each other. In this  
10 case, as shown in FIG. 9, the prescribed money is  
distributed among the winners 300 as the prize of the  
advertisement lottery.

The prize money distribution unit 250 may  
causes the gift identification information 390 used  
15 to identify a gift offered by the advertiser 340 to  
be stored so as to be associated with the personal  
information 320 on the winners 300 stored in the user  
information storage unit 120. For example, when the  
gift is a "product B of a shop A" as shown in FIG. 4,  
20 "Hideaki Nihiro" as the personal information 320 and  
the "product B of the shop A" as the information 390  
on the winning gift are stored in the user  
information storage unit 120 so as to be associated  
with each other. Note that when the plurality of  
25 winners 300 exists, the gift offered by the

advertiser 340 is properly allocated to each of the winners 300.

Here, the gift is a product or a service manufactured, sold, or offered by the advertiser 340, and the product or the service may be purchased from the advertiser 340 using some of the total donation of the advertiser 340. In this case, as shown in FIG. 10, the product or the service is distributed among the winners 300 as the prize of the advertisement lottery. Thus, it is possible for the advertiser 340 to reduce the burden of funds.

(Hardware Configuration of Advertisement Lottery Offering Apparatus According to Embodiment)

An example of the hardware configuration of the advertisement lottery offering apparatus 100 will be described using FIG. 11. FIG. 11 is a diagram showing the example of the hardware configuration of the advertisement lottery offering apparatus 100. As shown in FIG. 11, the advertisement lottery offering apparatus 100 has a CPU (Central Processing Unit) 1010, a ROM (Read-Only Memory) 1020, a RAM (Random Access Memory) 1030, an auxiliary storage device 1040, a communication I/F 1050, an input device 1060, a display device 1070, and a recording medium I/F 1080.

The CPU 1010 is a unit that executes a

program stored in the ROM 1020, calculates data developed (loaded) into the RAM 1030 according to the instructions of the program, and controls the whole advertisement lottery offering apparatus 100. The  
5 ROM 1020 stores the program or data executed by the CPU 1010. When the program stored in the ROM 1020 is executed by the CPU 1010, the RAM 1030 develops (loads) the executed program or data and temporarily holds calculation data during calculation.

10           The auxiliary storage device 1040 is a device that stores an OS (Operating System) as basic software, an application program according to the embodiment, or the like together with relevant data. The auxiliary storage device 1040 includes the user  
15 information storage unit 120 and is represented by a HDD (Hard Disc Drive), a flash memory, or the like.

          The communication I/F 1050 is an interface used to connect to a communication network such as a wired or wireless LAN (Local Area Network) and the  
20 Internet and exchange data with other apparatuses that offer communication functions.

          The input device 1060 is a device such as a keyboard used to input data to the advertisement lottery offering apparatus 100. The display device  
25 (output device) 1070 is a device including a LCD

(Liquid Crystal Display) or the like and functioning as a user interface when a user performs the functions of the advertisement lottery offering apparatus 100 and makes various settings. The  
5 recording medium I/F 1080 is an interface used to send and receive data to and from a recording medium 1090 such as a CD-ROM, a DVD-ROM, and a USB memory.

Each of the units of the advertisement lottery offering apparatus 100 may be implemented  
10 when the CPU 1010 executes the program stored in the ROM 1020 or the auxiliary storage device 1040 and corresponding to each of the units. In addition, each of the units of the advertisement lottery offering apparatus 100 may implement processing  
15 related to each of the units as hardware. Moreover, a program according to the embodiment of the present invention may be read from an external server apparatus via the communication I/F 1050 or the recording medium 1090 via the recording medium I/F  
20 1080 and executed by the advertisement lottery offering apparatus 100.

(Example of Processing by Advertisement Lottery Offering Apparatus According to Embodiment)

An example of processing by the  
25 advertisement lottery offering apparatus 100 will be

described using FIGS. 12 to 14. FIG. 12 is a flowchart showing the flow of an example of processing by the advertisement lottery offering apparatus 100 from the registration of a user to the acceptance of an application for an advertisement lottery using a QR code. FIG. 13 is a flowchart showing the flow of another example of processing by the advertisement lottery offering apparatus 100 from the registration of a user to the acceptance of an application for an advertisement lottery. FIG. 14 is a flowchart showing the flow of an example of processing by the advertisement lottery offering apparatus 100 to determine the winners of an advertisement lottery.

(1) Processing to Register User and Accept Application for Advertisement Lottery Using QR Code

Here, the flow of the processing by the advertisement lottery offering apparatus 100 to register a user and accept an application for an advertisement lottery using a QR code will be described using FIG. 12.

In step S10, the user information acceptance unit 110 accepts personal information 320 from a user terminal 310 such as a smart phone, the personal information 320 being related to a user 300 of the

advertisement lottery and used to apply for the  
advertisement lottery and inform the winning/losing of  
the advertisement lottery. In addition, the user  
information acceptance unit 110 causes the personal  
5 information 320 to be stored in the user information  
storage unit 120. As shown in FIG. 4, the personal  
information 320 includes information on the user 300  
such as the name "Hideaki Niino," the postal address  
"...Takeo-cho, Takeo-shi, Saga," the E-mail address  
10 "xyz@yahoo.co.jp," and the telephone number "0954-2x-  
xxxx." Note that the processing of step S10 may be  
performed after the processing of step S30.

In step S20, the QR code acquisition unit  
130 accepts QR code information read by the user  
15 terminal 310 and designating the URL of a web page  
360 where the advertisement information 350 is  
offered. Note that the QR code information is one  
obtained when the user terminal 310 reads a QR code  
attached to various media as shown in FIG. 2.

20 In step S30, the access guidance unit 140  
causes the user terminal 310 to access the web page  
360 designated by the QR code information acquired by  
the QR code acquisition unit 130 in step S20. The  
access guidance unit 140 guides the access to, for  
25 example, the web page 360 as shown in the upper part

of FIG. 5 or FIG. 6.

In step S40, the advertisement information load unit 160 transfers the advertisement information 350 offered on the web page 360 where the user terminal 310 is caused to access by the access guidance unit 140 in step S30 to the user terminal 310 and causes the advertisement information 350 to be output to the user terminal 310. As shown in FIG. 6, the advertisement information load unit 160 causes the advertisement information 350 prepared by an advertiser 340 to be automatically output to the user terminal 310 as an image and/or audio.

In addition, when the advertisement information 350 offered on the web page 360 includes a plurality of advertisement information, the advertisement selection acceptance unit 150 causes the user 300 to select any desired advertisement information 350 to be viewed and accepts information used to specify the selected advertisement information 350 in step S40. Then, the advertisement information load unit 160 transfers the advertisement information 350 specified by the information accepted by the advertisement selection acceptance unit 150 to the user terminal 310 and causes the advertisement information 350 to be output to the user terminal 310.

For example, as shown in FIG. 5, the advertisement information load unit 160 causes the advertisement information 350 selected by the advertisement selection acceptance unit 150 for viewing to be  
5 automatically output to the user terminal 310 as an image and/or audio.

In step S50, the lottery application acceptance unit 180 accepts the application for the advertisement lottery by the user 300 after the  
10 advertisement information load unit 160 completes the output of the advertisement information 350. In addition, the lottery application acceptance unit 180 accepts advertisement lottery identification information 370 used to identify information on the  
15 application for the advertisement lottery by the user 300 as the application for the advertisement lottery and causes the personal information 320 on the user 300 and the advertisement lottery identification information 370 to be stored in the user information  
20 storage unit 120 so as to be associated with each other. As shown in FIG. 4, for example, when the user 300 "Hideaki Niino" applies for the advertisement lottery with the numbers "6, 15, 16, 23, 30, and 35" as the advertisement lottery  
25 identification information 370, the lottery

application acceptance unit 180 causes the information 370 shown in the third row to be stored in the personal information storage unit 120. In addition, as shown in the fourth row of FIG. 4, the  
5 lottery application acceptance unit 180 causes the information indicating that an advertisement lottery application flag has been "set" to be stored in the personal information storage unit 120.

However, when the number of applicants for  
10 the advertisement lottery counted up by the applicant number count-up unit 200 reaches a prescribed number, the application stop unit 190 stops the application for the advertisement lottery. Therefore, the processing by the user 300 "Hideaki Niiro" to apply  
15 for the lottery is not performed in step S50.

In addition, when the multiple application detection unit 210 detects that the user 300 "Hideaki Niiro" has applied for the advertisement lottery, the lottery application acceptance unit 180 refuses the  
20 application for the advertisement lottery. Therefore, the processing by the user 300 "Hideaki Niiro" to apply for the lottery is not performed in step S50.

With the processing described above, the advertisement lottery offering apparatus 100 is  
25 allowed to narrow persons to be served and offer an

advertisement to them. In addition, since the viewing of an advertisement is required to apply for an advertisement lottery, the advertisement lottery offering apparatus 100 is allowed to offer an  
5 advertisement service with a high viewing effect to an advertiser 340. Moreover, since a user 300 may apply for a prize lottery only by viewing an advertisement, the advertisement lottery offering apparatus 100 is allowed to bring a great advantage  
10 to the user 300.

(2) Processing to Register User and Accept Application for Advertisement Lottery

Here, the flow of processing by the advertisement lottery offering apparatus 100 to  
15 register a user and accept an application for an advertisement lottery will be described using FIG. 13. It is assumed that the user 300 is informed of the URL of a web page 360 in advance. A method of informing the URL is not limited, but the URL may be  
20 informed according to any method such as a coupon ticket, a magazine, and an advertising catalog.

In step S110, the user information acceptance unit 110 accepts personal information 320 from a personal computer (hereinafter simply referred  
25 to as a "PC") 310, the personal information 320 being

related to the user 300 of the advertisement lottery and used to apply for the advertisement lottery and inform the winning/losing of the advertisement lottery. In addition, the user information acceptance unit 110  
5 causes the personal information 320 to be stored in the user information storage unit 120. As shown in FIG. 4, the personal information 320 includes information on the user 300 such as the name "Hideaki Niino," the postal address "...Takeo-cho, Takeo-shi,  
10 Saga," the E-mail address "xyz@yahoo.co.jp," and the telephone number "0954-2x-xxxx." Note that the processing of step S110 may be performed after the processing of step S130.

In step S120, the access guidance unit 140  
15 accepts a request from the PC 310 to access a web page 360 where advertisement information 350 is offered.

In step S130, the access guidance unit 140 causes the PC 310 to access the web page 360 in  
20 response to the request accepted in step S120. For example, the access guidance unit 140 causes the PC 310 to access the web page 360 as shown in the upper part of FIG. 5 or FIG. 6.

In step S140, the advertisement information  
25 load unit 160 transfers the advertisement information

350 offered on the web page 360 where the PC 310 is caused to access by the guidance unit 140 in step S130 to the PC 310 and causes the advertisement information 350 to be output to the PC 310. As shown  
5 in FIG. 6, the advertisement information load unit 160 causes the advertisement information 350 prepared by an advertiser 340 to be automatically output to the PC 310 as an image and/or audio.

In addition, when the advertisement  
10 information 350 offered on the web page 360 includes a plurality of advertisement information, the advertisement selection acceptance unit 150 causes the user 300 to select any desired advertisement information 350 to be viewed and accepts information  
15 used to specify the selected advertisement information 350 in step S140. Then, the advertisement information load unit 160 transfers the advertisement information 350 specified by the information accepted by the advertisement selection  
20 acceptance unit 150 to the PC 310 and causes the advertisement information 350 to be output to the PC 310. For example, as shown in FIG. 5, the advertisement information load unit 160 causes the advertisement information 350 selected by the  
25 advertisement selection acceptance unit 150 for

viewing to be automatically output to the PC 310 as an image and/or audio.

In step S150, the lottery application acceptance unit 180 accepts the application for the advertisement lottery by the user 300 after the advertisement information load unit 160 completes the output of the advertisement information 350. In addition, the lottery application acceptance unit 180 accepts advertisement lottery identification information 370 used to identify information on the application for the advertisement lottery by the user 300 as the application for the advertisement lottery and causes the personal information 320 on the user 300 and the advertisement lottery identification information 370 to be stored in the user information storage unit 120 so as to be associated with each other. As shown in FIG. 4, for example, when the user 300 "Hideaki Niiro" applies for the advertisement lottery with the numbers "6, 15, 16, 23, 30, and 35" as the advertisement lottery identification information 370, the lottery application acceptance unit 180 causes the information 370 shown in the third row to be stored in the personal information storage unit 120. In addition, as shown in the fourth row of FIG. 4, the

lottery application acceptance unit 180 causes the information indicating that an advertisement lottery application flag has been "set" to be stored in the personal information storage unit 120.

5               However, when the number of applicants for the advertisement lottery counted up by the applicant number count-up unit 200 reaches a prescribed number, the application stop unit 190 stops the application for the advertisement lottery. Therefore, the  
10 processing by the user 300 "Hideaki Niuro" to apply for the lottery is not performed in step S150.

              In addition, when the multiple application detection unit 210 detects that the user 300 "Hideaki Niuro" has applied for the advertisement lottery, the  
15 lottery application acceptance unit 180 refuses the application for the advertisement lottery. Therefore, the processing by the user 300 "Hideaki Niuro" to apply for the lottery is not performed in step S150.

              With the processing described above, the  
20 advertisement lottery offering apparatus 100 is allowed to narrow persons to be served and offer an advertisement to them. In addition, since the viewing of an advertisement is required to apply for an advertisement lottery, the advertisement lottery  
25 offering apparatus 100 is allowed to offer an

advertisement service with a high viewing effect to  
an advertiser 340. Moreover, since a user 300 may  
apply for a prize lottery only by viewing an  
advertisement, the advertisement lottery offering  
5 apparatus 100 is allowed to bring a great advantage  
to the user 300.

### (3) Processing to Determine Winners of Advertisement Lottery

Here, the flow of processing by the  
10 advertisement lottery offering apparatus to determine  
the winners of an advertisement lottery will be  
described using FIG. 14.

In step S210, by applying prescribed  
analysis processing to a web page 400 where winning  
15 information 330 is placed, the winning lottery  
information acquisition unit 220 acquires the winning  
information 330 on a prescribed lottery to which  
winning information on the advertisement lottery is  
linked. For example, when the web page 400 where the  
20 winning information 300 is placed exists as shown in  
FIG. 8, the winning lottery information acquisition  
unit 220 acquires the six two-digit numbers "06,"  
"15," "16," "23," "30," and "35" following the  
"winning numbers" at the middle as the winning  
25 information 330.

Note that the winning lottery information acquisition unit 220 may acquire the winning information 330 with an input via an input device 1060 of the apparatus 100 or may acquire an  
5 electronic file where the winning information 330 is described according to a prescribed description rule.

In step S220, the winner extraction unit 230 identifies the winning information 330 acquired by the winning lottery information acquisition unit 220  
10 in step S210 with advertisement lottery identification information 370 stored in the user information storage unit 120 and extracts the winners 300 of the advertisement lottery. For example, in a case where the winning of the advertisement lottery  
15 is determined provided that the whole identification targets match, the user "Hideaki Niino" 300 is extracted as one of the winners in the example of FIG. 4.

In step S230, the distributed money  
20 calculation unit 240 divides a total amount of prize money offered by the advertiser 340 by the number of the winners 300 extracted by the winner extraction unit 230 to calculate prize money 380 for each of the winners 300. When the total amount of the prize  
25 money is 600,000 yen and the number of the winners is

four, the distributed money calculation unit 240 calculates the prize money 380 for each of the winners 300 by dividing 600,000 (yen) by four (persons).

5                   In step S240, the prize money distribution unit 250 causes the prize money 380 calculated by the distributed money calculation unit 240 in step S230 to be stored so as to be associated with the personal information 320 on the winners 300 stored in the user  
10 information storage unit 120. For example, when the prize money 380 for each of the winners 300 is calculated as "150,000 yen" by the distributed money calculation unit 240 as shown in FIG. 4, the personal information 320 "Hideaki Nihiro" and "150,000 yen" are  
15 stored in the user information storage unit 120 so as to be associated with each other.

                  In step S250, the prize money distribution unit 250 may cause gift identification information 390 used to identify a gift as a product or a service  
20 manufactured, sold, or offered by the advertiser 340 to be stored so as to be associated with the personal information 320 on the winners 300 stored in the user information storage unit 120. For example, when the gift is a "product B of a shop A" as shown in FIG. 4,  
25 the prize money distribution unit 250 causes "Hideaki

Niirro" as the personal information 320 and the  
"product B of the shop A" as the information 390 on  
the winning gift to be stored in the user information  
storage unit 120 so as to be associated with each  
5 other. Note that the information processing of step  
S250 is elective.

As described above, by linking the  
winning/losing of an advertisement lottery to winning  
information on a public lottery, the advertisement  
10 lottery offering apparatus 100 is allowed to enhance  
the transparency of winning information on the  
advertisement lottery and release the anxiety or  
dissatisfaction of applicants for the advertisement  
lottery. In addition, since the advertisement  
15 lottery offering apparatus 100 allows so-called  
payment in kind for some of the advertisement  
expenses of an advertiser 340, it is possible for the  
advertiser 340 to reduce the burden of funds.

(Summary)

20 By properly selecting a medium to expose  
information (such as a QR code) on a web page 360  
where advertisement information 350 is offered, the  
advertisement lottery offering apparatus 100 is  
allowed to narrow advertisement targets. As a result,  
25 an advertiser is allowed to perform an efficient and

effective advertisement.

By linking the winning/losing of an offered advertisement lottery to winning information on a public lottery, the advertisement lottery offering  
5 apparatus 100 is allowed to enhance the transparency of winning information on the prize lottery.

The embodiment of the present invention is described in detail above. However, the present invention is not limited to the specifically  
10 disclosed embodiment, and variations and modifications may be made without departing from the scope of the present invention.

The present application is based on Japanese Priority Application No. 2013-004344 filed on January  
15 15, 2013, the entire contents of which are hereby incorporated herein by reference.

WHAT IS CLAIMED IS:

1. An advertisement lottery offering  
apparatus that offers an advertisement lottery whose  
5 winning information is linked to winning information  
on a prescribed lottery, the apparatus comprising:  
a user information acceptance unit  
configured to accept personal information on a user;  
a user information storage unit configured  
10 to store the personal information accepted by the  
user information acceptance unit;  
an access guidance unit configured to cause  
a user terminal used by the user specified by the  
personal information to access a web site where an  
15 advertiser as a sponsor of the advertisement lottery  
offers advertisement information;  
an advertisement information load unit  
configured to cause the advertisement information to  
be output to the user terminal;  
20 a lottery application acceptance unit  
configured to accept an application for the  
advertisement lottery and cause advertisement lottery  
identification information selected by the user and  
the personal information on the user using the user  
25 terminal to be stored in the user information storage

unit so as to be associated with each other after the output of the advertisement information to the user terminal is completed;

5       a winning lottery information acquisition unit configured to acquire the winning information on the prescribed lottery;

10       a winner extraction unit configured to extract winners of the advertisement lottery by comparing the winning information acquired by the winning lottery information acquisition unit with the advertisement lottery identification information stored in the user information storage unit according to a prescribe rule;

15       a distributed money calculation unit configured to calculate prize money for each of the winners of the advertisement lottery by dividing a total amount of the prize money of the advertisement lottery by the number of the winners; and

20       a prize money distribution unit configured to cause the personal information on the winners and the prize money for each of the winners calculated by the distributed money calculation unit to be stored in the user information storage unit so as to be associated with each other.

2. The advertisement lottery offering apparatus according to claim 1, further comprising:

a QR code acquisition unit configured to acquire QR code information where a prescribed QR  
5 code is read, wherein

the access guidance unit is configured to cause the user terminal to access the web site designated by the QR code information acquired by the QR code acquisition unit.

10

3. The advertisement lottery offering apparatus according to claim 1, further comprising:

an advertisement selection acceptance unit configured to, when the advertisement information  
15 output by the advertisement information load unit includes a plurality of advertisement information, cause the user to select any desired advertisement information to be viewed from among the plurality of advertisement information via the user terminal and  
20 accept advertisement selection information on the selected advertisement information, wherein

the advertisement information load unit is configured to cause the advertisement information designated by the advertisement selection information  
25 accepted by the advertisement selection acceptance

unit to be output.

4. The advertisement lottery offering apparatus according to claim 1, wherein

5           the winning lottery information acquisition unit is configured to acquire the winning information on the prescribed lottery by applying prescribed analysis processing to a web page where the winning information on the prescribed lottery is placed.

10

5. The advertisement lottery offering apparatus according to claim 1, wherein

          the winning lottery information acquisition unit is configured to acquire the winning information  
15 on the prescribed lottery based on an input via an input device.

6. The advertisement lottery offering apparatus according to claim 1, further comprising:

20           an applicant number count-up unit configured to count up the number of the users whose applications for the advertisement lottery are accepted by the lottery application acceptance unit; and

25           an application stop unit configured to stop

the acceptance of the applications for the  
advertisement lottery by the lottery application  
acceptance unit when the number of the users counted  
up by the applicant number count-up unit reaches a  
5 prescribed number.

7. The advertisement lottery offering  
apparatus according to claim 1, further comprising:  
a multiple application detection unit  
10 configured to detect whether the user has applied for  
the advertisement lottery based on the information  
stored in the user information storage unit, wherein  
the lottery application acceptance unit is  
configured to refuse the application for the  
15 advertisement lottery by the user.

8. The advertisement lottery offering  
apparatus according to claim 1, wherein  
the prize money distribution unit is  
20 configured to allocate gift identification  
information used to identify a product offered by the  
advertiser, i.e., a gift of the advertisement lottery  
to the winners and store the personal information on  
the winners stored in the user information storage  
25 unit and the allocated gift identification

information so as to be associated with each other.

9. An advertisement lottery offering method  
of an advertisement lottery offering apparatus that  
5 offers an advertisement lottery whose winning  
information is linked to winning information on a  
prescribed lottery, accepts personal information on a  
user, and stores the accepted personal information,  
the method comprising:  
10 causing a user terminal used by the user  
specified by the personal information to access a web  
site where an advertiser as a sponsor of the  
advertisement lottery offers advertisement  
information;  
15 causing the advertisement information to be  
output to the user terminal;  
accepting an application for the  
advertisement lottery and causing advertisement  
lottery identification information selected by the  
20 user and the personal information on the user using  
the user terminal to be stored so as to be associated  
with each other after the output of the advertisement  
information to the user terminal is completed;  
acquiring winning information on the  
25 prescribed lottery;

extracting winners of the advertisement  
lottery by comparing the acquired winning information  
with the stored advertisement lottery identification  
information according to a prescribe rule;

5           calculating prize money for each of the  
winners of the advertisement lottery by dividing a  
total amount of the prize money of the advertisement  
lottery by the number of the winners; and

          causing the personal information on the  
10 winners and the calculated prize money for each of  
the winners to be stored so as to be associated with  
each other.

          10. The advertisement lottery offering  
15 method according to claim 9, further comprising:

          acquiring QR code information where a  
prescribed QR code is read, wherein

          the user terminal is caused to access the  
web site designated by the acquired QR code  
20 information.

          11. The advertisement lottery offering  
method according to claim 9, further comprising:

          causing, when the output advertisement  
25 information includes a plurality of advertisement

information, the user to select any desired advertisement information to be viewed from among a plurality of advertisement information via the user terminal and accepting advertisement selection

5 information on the selected advertisement information from the user terminal, wherein

the advertisement information designated by the accepted advertisement selection information is output.

10

12. The advertisement lottery offering method according to claim 9, wherein

the winning information on the prescribed lottery is acquired by applying prescribed analysis  
15 processing to a web page where the winning information on the prescribed lottery is placed.

13. The advertisement lottery offering method according to claim 9, wherein

20 the winning information on the prescribed lottery is acquired based on an input via an input device.

14. The advertisement lottery offering  
25 method according to claim 9, further comprising;

counting up the number of the users whose applications for the advertisement lottery are accepted; and

5 stopping the acceptance of the applications for the advertisement lottery when the number of the counted-up users reaches a prescribed number.

15. The advertisement lottery offering method according to claim 9, further comprising:

10 detecting whether the user has applied for the advertisement lottery based on the stored information, wherein

the application for the advertisement lottery by the user is refused.

15

16. The advertisement lottery offering method according to claim 9, wherein

gift identification information used to identify a product offered by the advertiser, i.e., a  
20 gift of the advertisement lottery is allocated to the winners, and the stored personal information on the winners and the allocated gift identification information are stored so as to be associated with each other.

25

17. An advertisement lottery offering program for causing a computer to perform the advertisement lottery offering method according to claim 9.