

Abstract

A digital signage control device according to the present invention is a digital signage control apparatus for distributing information to be displayed on a digital signage via a network, which digital signage control apparatus includes a storage part configured to store advertisement contents of a store; a detection part configured to detect a vacant number of store facilities to be provided to a user; and a distribution part configured to distribute information corresponding to the vacant number of the store facilities to the digital signage, wherein the distribution part distributes the information on the number of vacant store facilities when the vacant number of the store facilities is larger than a predetermined remaining number, and advertisement content information of the store, in place of the information on the number of vacant store facilities, when the vacant number of the store facilities is smaller than the predetermined remaining number.