ABSTRACT OF THE DISCLOSURE

In the communication network for distributing messages such as advertisements to terminal users, an information providing system provides the suitable information to each user. The system includes a terminal connected to a communications network, a user database for storing the characteristics of each user, a message database for storing messages, and a transmittal condition database for storing the user characteristics of the class of suitable recipients for each message . A message searcher searches for messages from the transmittal condition database based on the characteristics read out from the user database. A reader reads the retrieved messages from the message database and a transmitter transmits the messages to the terminal. An adder increases the value of a parameter associated with each user when the transmitted message is displayed on the terminal. A detector detects whether the user is active, and a stop means prevents the value of the parameter from being increased when the user is inactive.