WHAT IS CLAIMED IS:

~~1. A method for making a profit on a private shop,~~ comprising the steps of:

(a) when a first advertisement is provided from an advertisement provider terminal, searching, by means of an information providing server, for display units suitable for displaying the first advertisement from among a plurality of display units installed in a plurality of private shops, on the basis of the properties of the first advertisement and media analysis information for each of the plurality of display units;

(b) when the advertisement provider terminal selects at least one display unit from among the searched display units, transmitting the first advertisement to the at least one selected display unit by means of the information providing server;

(c) displaying the first advertisement by means of the at least one selected display unit; and

(d) by means of the information providing server, calculating an advertisement fee for the first advertisement and calculating a portion of the advertisement fee as a profit of a person who has provided the private shop in which the at least one selected display unit is installed.

~~2. A method as claimed in Claim 1, wherein in step (a), a~~

~~display date and time period is further provided from the~~ advertisement provider terminal, and

wherein in step (b), the information providing server transmits the first advertisement to the at least one selected display unit on the display date and time period.

3. A method as claimed in Claim 2, wherein in step (a), the advertisement provider terminal designates whether the advertisement fee is paid at a flat rate or a measured rate, and

wherein in step (d), if the advertisement fee is designated to be paid at a measured rate, the information providing server calculates the advertisement fee on the further basis of the media analysis information and the display date and time period.

4. A method as claimed in Claim 3, wherein the information providing server gives media analysis evaluation scores on the basis of the media analysis information for each of the plurality of display units, establishes associative relations between the properties of the first advertisement and/or the advertisement fee and the media analysis evaluation scores, and stores the associative relations in a database, and

wherein in step (a), the information providing server ~~searches for display units suitable for displaying the first~~

~~advertisement on the basis of the associative relations~~ stored in the database.

5. A method as claimed in Claim 1, wherein in step (a), each of the persons who have provided the plurality of private shops provides the media analysis information from a personal terminal to the information providing server.

6. A method as claimed in Claim 1, wherein images taken by each of imaging devices installed in the plurality of private shops are transmitted to the information providing server, and the information providing server obtains and updates the media analysis information on the basis of the taken images.

7. A method as claimed in Claim 6, wherein in step (d), when the information providing server calculates the profit of the person, a headcount of viewers of the first advertisement is obtained on the basis of the taken images, and an additional profit is provided to the person who has provided the private shop on the basis of the headcount.

8. A method as claimed in Claim 1, wherein a headcount of viewers of the first advertisement is obtained from images taken by each of imaging devices installed in the plurality ~~of private shops, and wherein the taken images are discarded~~

~~or mosaic-processed after faces are detected therefrom, and~~ the headcount is transmitted to the information providing server.

9. A method as claimed in Claim 8, wherein in step (d), when the information providing server calculates the profit of the person, an additional profit is provided to the person who has provided the private shop on the basis of the headcount.

10. A method as claimed in Claim 1, further comprising the step of:

(e) when a second advertisement is provided from a mobile phone terminal, at least one display unit is designated from among the plurality of display units, and the advertisement fee is paid, transmitting, by means of the information providing server, the second advertisement provided from the mobile phone terminal to the at least one designated display unit, and displaying, by means of the at least one designated display unit, the second advertisement via an additional pop-up window.

11. A method as claimed in Claim 10, wherein the second advertisement comprises characters, numbers and symbols.

~~12. A method as claimed in Claim 1, wherein if the first~~

~~advertisement comprises an entry for an event, an entry for~~ the event is submitted using a mobile phone terminal, and an identifier of the display unit is inputted, then in step (d), the information providing server provides an additional profit to the person who has provided the corresponding display unit on the basis of the number of times the identifier of the display unit is inputted.

13. A method as claimed in Claim 1, wherein the display unit has additional capabilities for touch, and the first advertisement reacts by means of a touch on a screen of the display unit.

14. A method as claimed in Claim 1, wherein the media analysis information is locations of the private shops, installation spaces, target audience, and types of advertising materials.

15. A method as claimed in Claim 5, further comprising the step of:

(e) when each of the persons who have provided the plurality of private shops does not want to receive a portion of the advertisement fee as a profit of the person, allowing each of the persons who have provided the plurality of private shops to connect from the personal terminal to ~~the information providing server and choose whether the~~

~~person wants to receive a fixed amount of money every month,~~ to receive other articles, or to display information that the person desires to display.

16. A method as claimed in Claim 1, wherein the first advertisement comprises at least one of video, image, contents, and a user interface window.

17. A method as claimed in Claim 16, wherein the user interface window is provided as the first advertisement by the information providing server storing at least one of an information query program, reservation program, purchasing program, and game program, and by the information providing server executing at least one of the programs.

18. A system for making a profit on a private shop, comprising:

a plurality of display units installed in a plurality of private shops; and

an information providing server,

wherein when a first advertisement is provided from an advertisement provider terminal, the information providing server searches for display units suitable for displaying the first advertisement from among the plurality of display units, on the basis of the properties of the first ~~advertisement and media analysis information for each of the~~

~~plurality of display units; when the advertisement provider~~ terminal selects at least one display unit from among the searched display units, the information providing server transmits the first advertisement to the at least one selected display unit; and the information providing server calculates an advertisement fee for the first advertisement and calculates a portion of the advertisement fee as a profit of a person who has provided the private shop in which the at least one selected display unit is installed, and

wherein the at least one selected display unit displays the first advertisement.

19. A system as claimed in Claim 18, wherein when a display date and time period is further provided from the advertisement provider terminal, the information providing server transmits the first advertisement to the at least one selected display unit on the display date and time period.

20. A system as claimed in Claim 19, wherein the advertisement provider terminal is capable of designating whether the advertisement fee is paid at a flat rate or a measured rate, and if the advertisement fee is designated to be paid at a measured rate, the information providing server calculates the advertisement fee on the further basis of the ~~media analysis information and the display date and time~~

~~period.~~

21. A system as claimed in Claim 20, wherein the information providing server comprises:

a media analysis information evaluation unit for evaluating the media analysis information for each of the plurality of display units and obtaining media analysis evaluation scores on the basis of the media analysis information;

a crawler for establishing associative relations between the properties of the advertisement and the media analysis evaluation scores;

a search unit for searching for display units suitable for displaying the first advertisement on the basis of the associative relations; and

a profit distribution unit for calculating the advertisement fee and the profit of the person.

22. A system as claimed in Claim 21, wherein the crawler establishes the associative relations between the properties of the advertisement and the advertisement fee and the media analysis evaluation scores.

23. A system as claimed in Claim 21, further comprising a database, comprising:

~~a media analysis and evaluation information storage~~

~~unit for storing the media analysis information and the~~ media analysis evaluation scores;

a storage unit for storing the first advertisement; and

an advertisement fee details storage unit for storing the advertisement fee and the profit of the person.

24. A system as claimed in Claim 23, wherein the database further comprises a customer and member information storage unit for storing information on customers and information on members who have provided the private shops, and

wherein when the customer information is provided from the advertisement provider terminal, the information providing server stores the customer information in the customer information storage unit.

25. A system as claimed in Claim 24, wherein each of the persons who have provided the plurality of private shops connects to the information providing server using a personal terminal and provides the member information.

26. A system as claimed in Claim 18, wherein each of the persons who have provided the plurality of private shops provides the media analysis information to the information ~~providing server using a personal terminal.~~

~~27. A system as claimed in Claim 18, wherein each of the~~ plurality of display units comprises:

a data receiver for receiving the first advertisement transmitted from the information providing server; and

a display device for displaying the first advertisement.

28. A system as claimed in Claim 27, wherein each of the plurality of display units further comprises:

an imaging device for obtaining a headcount of viewers of the display device and for obtaining and updating the media analysis information.

29. A system as claimed in Claim 28, wherein the information providing server obtains a headcount of viewers of the first advertisement on the basis of the taken images, and provides an additional profit to the person who has provided the private shop on the basis of the headcount.

30. A system as claimed in Claim 18, wherein each of the plurality of display units obtains a headcount of viewers of the display device, discards the taken images or detects faces from and performs a mosaic processing on the taken images, and transmits the headcount to the information ~~providing server.~~

~~31. A system as claimed in Claim 30, wherein when the~~ profit of the person is calculated, the information providing server provides an additional profit to the person who has provided the private shop on the basis of the headcount.

32. A system as claimed in Claim 18, wherein when a second advertisement is provided from a mobile phone terminal, at least one display unit is designated from among the plurality of display units, and the advertisement fee is paid, the information providing server transmits the second advertisement provided from the mobile phone terminal to the at least one designated display unit, and

wherein the at least one designated display unit displays the second advertisement via an additional pop-up window.

33. A system as claimed in Claim 32, wherein the second advertisement comprises characters, numbers and symbols.

34. A system as claimed in Claim 18, wherein if the first advertisement comprises an entry for an event, an entry for the event is submitted using a mobile phone terminal, and an identifier of the display unit is inputted, then the information providing server provides an additional profit ~~to the person who has provided the corresponding display~~

~~unit on the basis of the number of times the identifier of~~ the display unit is inputted.

35. A system as claimed in Claim 18, wherein the display unit has additional capabilities for touch, and the first advertisement reacts by means of a touch on a screen of the display unit.

36. A system as claimed in Claim 18, wherein the media analysis information is locations of the private shops, installation spaces, target audience, and types of advertising materials.

37. A system as claimed in Claim 26, wherein when each of the persons who have provided the plurality of private shops does not want to receive a portion of the advertisement fee as a profit of the person, each of the persons who have provided the plurality of private shops is allowed to connect from the personal terminal to the information providing server and choose whether the person wants to receive a fixed amount of money every month, to receive other articles, or to display information that the person desires to display.

38. A system as claimed in Claim 18, wherein the first ~~advertisement comprises at least one of video, image,~~

~~contents, and a user interface window.~~

39. A system as claimed in Claim 38, wherein the information providing server stores at least one of an information query program, reservation program, purchasing program, and game program, and executes at least one of the programs, thereby providing the user interface window as the first advertisement.

40. A computer-readable recording medium having stored thereon a computer program for executing a method as claimed ~~in any one of Claims 1 to 17.~~

WHAT IS CLAIMED IS:

1. A method for making a profit on a private shop, comprising the steps of:

(a) when a first advertisement, a display date and time period is provided from an advertisement provider terminal, searching, by means of an information providing server, for display units suitable for displaying the first advertisement from among a plurality of display units installed in a plurality of private shops, on the basis of the properties of the first advertisement and media analysis information for each of the plurality of display units;

(b) when the advertisement provider terminal selects at least one display unit from among the searched display units, transmitting the first advertisement to the at least one selected display unit on the display date and time period by means of the information providing server;

(c) displaying the first advertisement by means of the at least one selected display unit; and

(d) by means of the information providing server, calculating an advertisement fee for the first advertisement and calculating a portion of the advertisement fee as a profit of a person who has provided the private shop in which the at least one selected display unit is installed,

wherein in step (a), the advertisement provider terminal designates whether the advertisement fee is paid at

a flat rate or a measured rate,

wherein in step (d), if the advertisement fee is designated to be paid at a measured rate, the information providing server calculates the advertisement fee on the further basis of the media analysis information and the display date and time period,

wherein if the first advertisement comprises an entry for an event, an entry for the event is submitted using a mobile phone terminal, and an identifier of the display unit is inputted, then in step (d), the information providing server provides an additional profit to the person who has provided the corresponding display unit on the basis of the number of times the identifier of the display unit is inputted,

wherein the display unit has additional capabilities for touch, and the first advertisement reacts by means of a touch on a screen of the display unit,

wherein the first advertisement comprises at least one of video, image, contents, and a user interface window, and

wherein the user interface window is provided as the first advertisement by the information providing server storing at least one of an information query program, reservation program, purchasing program, and game program, and by the information providing server executing one of the programs.

2. A method as claimed in Claim 1, wherein the information providing server gives media analysis evaluation scores on the basis of the media analysis information for each of the plurality of display units, establishes associative relations between the properties of the first advertisement and/or the advertisement fee and the media analysis evaluation scores, and stores the associative relations in a database, and

wherein in step (a), the information providing server searches for display units suitable for displaying the first advertisement on the basis of the associative relations stored in the database.

3. A method as claimed in Claim 1, wherein in step (a), each of the persons who have provided the plurality of private shops provides the media analysis information from a personal terminal to the information providing server.

4. A method as claimed in Claim 1, wherein images taken by each of imaging devices installed in the plurality of private shops are transmitted to the information providing server, and the information providing server obtains and updates the media analysis information on the basis of the taken images.

5. A method as claimed in Claim 4, wherein in step (d),

when the information providing server calculates the profit of the person, a headcount of viewers of the first advertisement is obtained on the basis of the taken images, and an additional profit is provided to the person who has provided the private shop on the basis of the headcount.

6. A method as claimed in Claim 1, wherein a headcount of viewers of the first advertisement is obtained from images taken by each of imaging devices installed in the plurality of private shops, and wherein the taken images are discarded or mosaic-processed after faces are detected therefrom, and the headcount is transmitted to the information providing server.

7. A method as claimed in Claim 6, wherein in step (d), when the information providing server calculates the profit of the person, an additional profit is provided to the person who has provided the private shop on the basis of the headcount.

8. A method as claimed in Claim 1, further comprising the step of:

(e) when a second advertisement is provided from a mobile phone terminal, at least one display unit is designated from among the plurality of display units, and the advertisement fee is paid, transmitting, by means of the

information providing server, the second advertisement provided from the mobile phone terminal to the at least one designated display unit, and displaying, by means of the at least one designated display unit, the second advertisement via an additional pop-up window.

9. A method as claimed in Claim 8, wherein the second advertisement comprises characters, numbers and symbols.

10. A method as claimed in Claim 1, wherein the media analysis information is locations of the private shops, installation spaces, target audience, and types of advertising materials.

11. A method as claimed in Claim 3, further comprising the step of:

(e) when each of the persons who have provided the plurality of private shops does not want to receive a portion of the advertisement fee as a profit of the person, allowing each of the persons who have provided the plurality of private shops to connect from the personal terminal to the information providing server and choose whether the person wants to receive a fixed amount of money every month, to receive other articles, or to display information that the person desires to display.

12. A system for making a profit on a private shop, comprising:

a plurality of display units installed in a plurality of private shops; and

an information providing server,

wherein when a first advertisement, a display date and time period is provided from an advertisement provider terminal, the information providing server searches for display units suitable for displaying the first advertisement from among the plurality of display units, on the basis of the properties of the first advertisement and media analysis information for each of the plurality of display units; when the advertisement provider terminal selects at least one display unit from among the searched display units, the information providing server transmits the first advertisement to the at least one selected display unit on the display date and time period; and the information providing server calculates an advertisement fee for the first advertisement and calculates a portion of the advertisement fee as a profit of a person who has provided the private shop in which the at least one selected display unit is installed,

wherein the at least one selected display unit displays the first advertisement,

wherein the advertisement provider terminal is capable of designating whether the advertisement fee is paid at a

flat rate or a measured rate, and if the advertisement fee is designated to be paid at a measured rate, the information providing server calculates the advertisement fee on the further basis of the media analysis information and the display date and time period,

wherein if the first advertisement comprises an entry for an event, an entry for the event is submitted using a mobile phone terminal, and an identifier of the display unit is inputted, then the information providing server provides an additional profit to the person who has provided the corresponding display unit on the basis of the number of times the identifier of the display unit is inputted,

wherein the display unit has additional capabilities for touch, and the first advertisement reacts by means of a touch on a screen of the display unit,

wherein the first advertisement comprises at least one of video, image, contents, and a user interface window, and

wherein the information providing server stores at least one of an information query program, reservation program, purchasing program, and game program, and executes one of the programs, thereby providing the user interface window as the first advertisement.

13. A system as claimed in Claim 12, wherein the information providing server comprises:

a media analysis information evaluation unit for

evaluating the media analysis information for each of the plurality of display units and obtaining media analysis evaluation scores on the basis of the media analysis information;

a crawler for establishing associative relations between the properties of the advertisement and the media analysis evaluation scores;

a search unit for searching for display units suitable for displaying the first advertisement on the basis of the associative relations; and

a profit distribution unit for calculating the advertisement fee and the profit of the person.

14. A system as claimed in Claim 13, wherein the crawler establishes the associative relations between the properties of the advertisement and the advertisement fee and the media analysis evaluation scores.

15. A system as claimed in Claim 13, further comprising a database, comprising:

a media analysis and evaluation information storage unit for storing the media analysis information and the media analysis evaluation scores;

a storage unit for storing the first advertisement; and

an advertisement fee details storage unit for storing

the advertisement fee and the profit of the person.

16. A system as claimed in Claim 15, wherein the database further comprises a customer and member information storage unit for storing information on customers and information on members who have provided the private shops, and

wherein when the customer information is provided from the advertisement provider terminal, the information providing server stores the customer information in the customer information storage unit.

17. A system as claimed in Claim 16, wherein each of the persons who have provided the plurality of private shops connects to the information providing server using a personal terminal and provides the member information.

18. A system as claimed in Claim 12, wherein each of the persons who have provided the plurality of private shops provides the media analysis information to the information providing server using a personal terminal.

19. A system as claimed in Claim 12, wherein each of the plurality of display units comprises:

a data receiver for receiving the first advertisement transmitted from the information providing server; and

a display device for displaying the first

advertisement.

20. A system as claimed in Claim 19, wherein each of the plurality of display units further comprises:

an imaging device for obtaining a headcount of viewers of the display device and for obtaining and updating the media analysis information.

21. A system as claimed in Claim 20, wherein the information providing server obtains a headcount of viewers of the first advertisement on the basis of images taken by the imaging device, and provides an additional profit to the person who has provided the private shop on the basis of the headcount.

22. A system as claimed in Claim 20, wherein each of the plurality of display units obtains a headcount of viewers of the display device, discards images taken by the imaging device or detects faces from and performs a mosaic processing on the taken images, and transmits the headcount to the information providing server.

23. A system as claimed in Claim 22, wherein when the profit of the person is calculated, the information providing server provides an additional profit to the person who has provided the private shop on the basis of the

headcount.

24. A system as claimed in Claim 12, wherein when a second advertisement is provided from a mobile phone terminal, at least one display unit is designated from among the plurality of display units, and the advertisement fee is paid, the information providing server transmits the second advertisement provided from the mobile phone terminal to the at least one designated display unit, and

wherein the at least one designated display unit displays the second advertisement via an additional pop-up window.

25. A system as claimed in Claim 24, wherein the second advertisement comprises characters, numbers and symbols.

26. A system as claimed in Claim 12, wherein the media analysis information is locations of the private shops, installation spaces, target audience, and types of advertising materials.

27. A system as claimed in Claim 18, wherein when each of the persons who have provided the plurality of private shops does not want to receive a portion of the advertisement fee as a profit of the person, each of the persons who have provided the plurality of private shops is allowed to

connect from the personal terminal to the information providing server and choose whether the person wants to receive a fixed amount of money every month, to receive other articles, or to display information that the person desires to display.

28. A computer-readable recording medium having stored thereon a computer program for executing a method as claimed in any one of Claims 1, 2 to 9, 10 and 11.