

ABSTRACT

A content matching system for selecting a candidate for a booth to be recommended, on the basis of: the desired date/time of exhibition of a booth inputted from a user; the
5 content keyword of a content exhibited in the booth; the target customer attribute intended by the user; the content keyword of each booth stored in a matching data table; the exhibition date/time of the booth; the calculated number of attracted customers of each booth, the degree of attention
10 that is the proportion, to the whole passersby, of interested persons who have carefully watched or stopped at the booth when the content is exhibited, the attribute proportion of interested persons such as sex or age, the degree of high interest that is the proportion, to the interested persons, of
15 highly interested persons who have entered the booth, and the attribute proportion of highly interested persons that is the attribute of the highly interested persons.

Thus, in a booth for exhibiting a commodity or a service, content is displayed, and sale is promoted, the content
20 corresponding to a customer attribute, a place, and a time and being content in which a demander is interested.