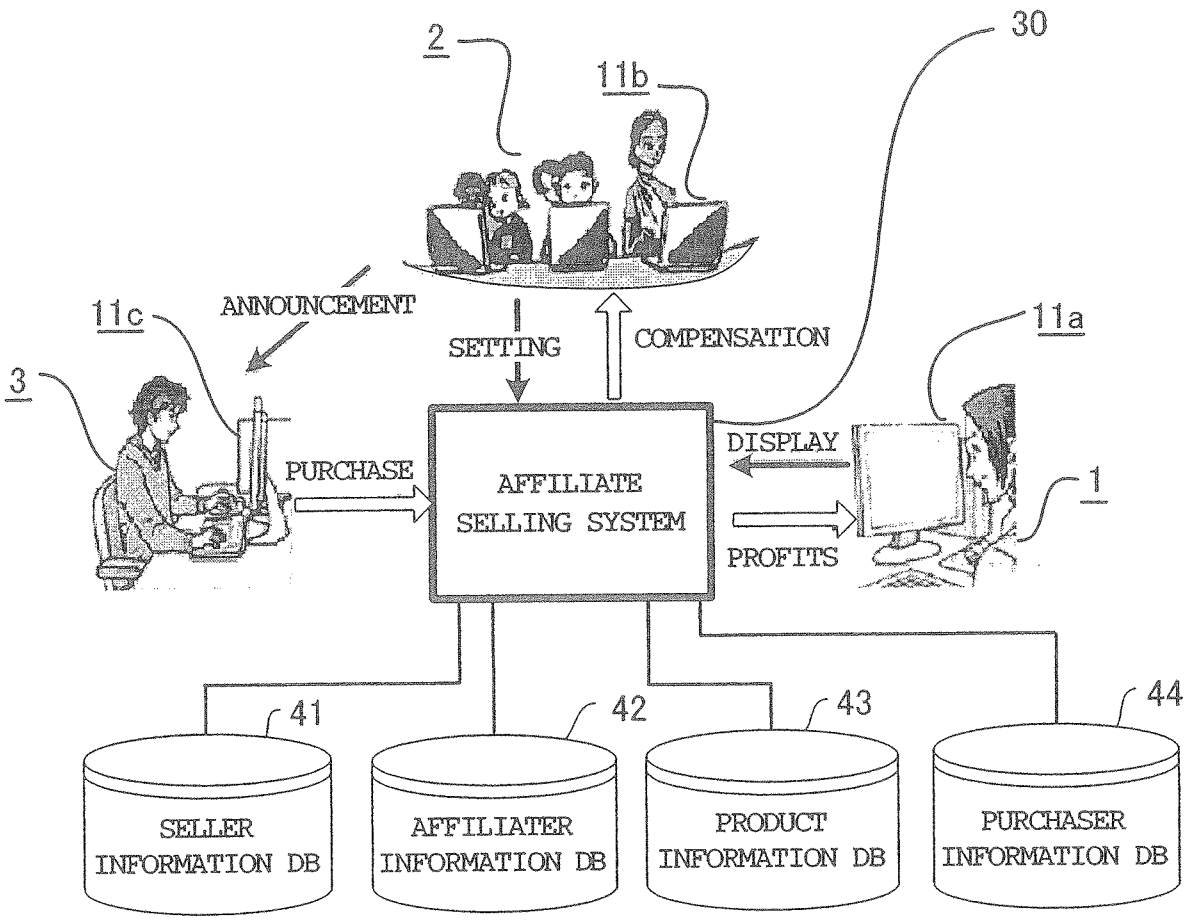

2
11b
30
ANNOUNCEMENT
11c
SETTING
COMPENSATION
11a
3
PURCHASE
AFFILIATE
SELLING SYSTEM
DISPLAY
PROFITS
1
41
42
43
44
SELLER
INFORMATION DB
AFFILIATER
INFORMATION DB
PRODUCT
INFORMATION DB
PURCHASER
INFORMATION DB

FIG. 1

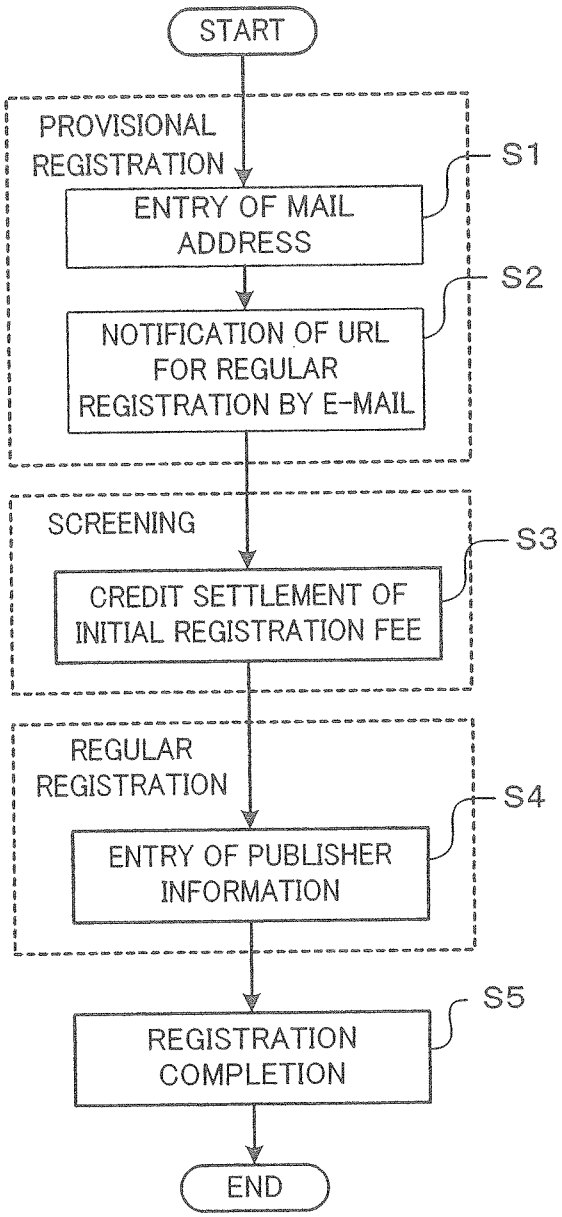

START
PROVISIONAL REGISTRATION
ENTRY OF MAIL ADDRESS
S1
NOTIFICATION OF URL FOR REGULAR REGISTRATION BY E-MAIL
S2
SCREENING
CREDIT SETTLEMENT OF INITIAL REGISTRATION FEE
S3
REGULAR REGISTRATION
ENTRY OF PUBLISHER INFORMATION
S4
REGISTRATION COMPLETION
S5
END

FIG. 2

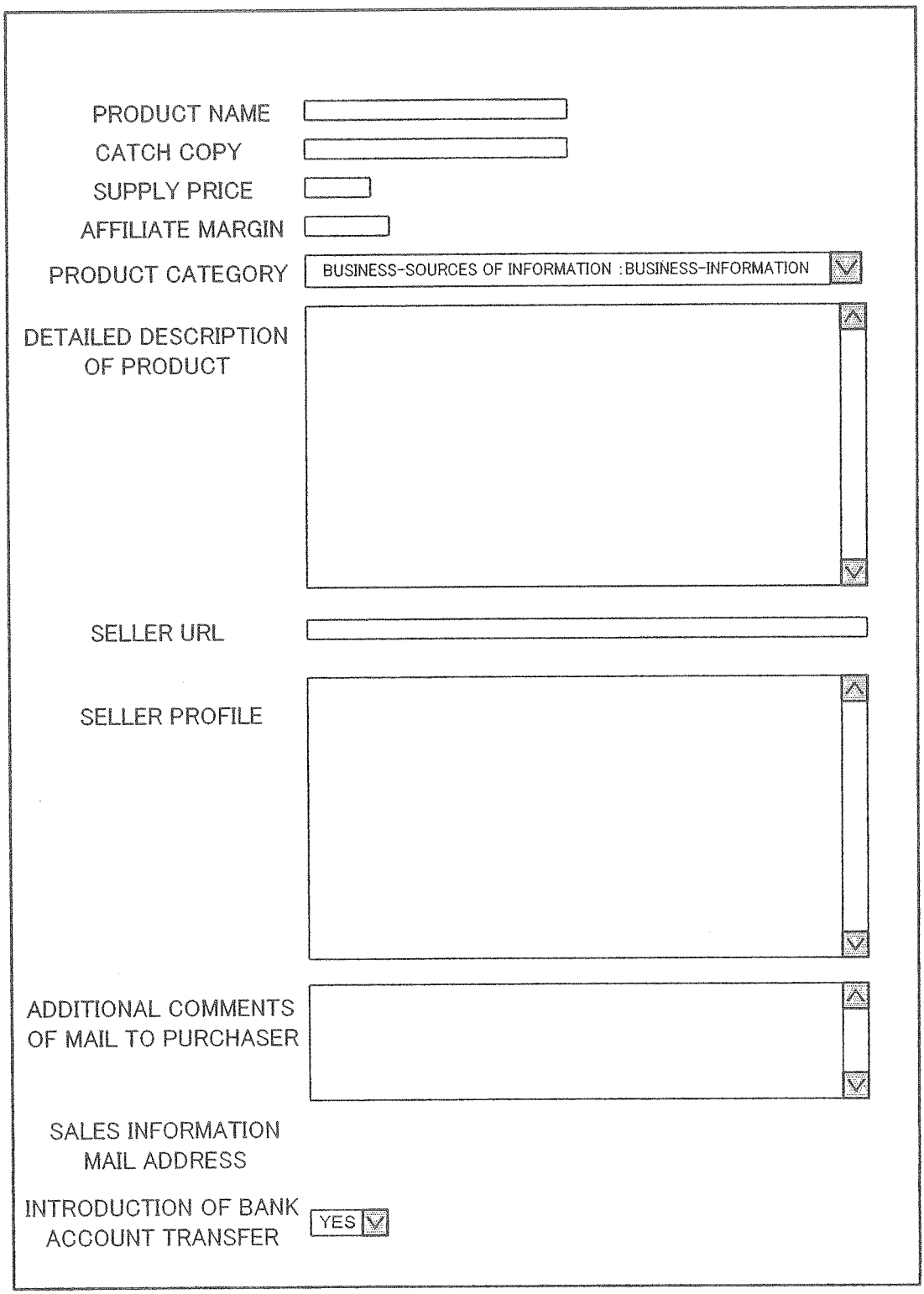

PRODUCT NAME
CATCH COPY
SUPPLY PRICE
AFFILIATE MARGIN
PRODUCT CATEGORY
BUSINESS-SOURCES OF INFORMATION :BUSINESS-INFORMATION
DETAILED DESCRIPTION OF PRODUCT
SELLER URL
SELLER PROFILE
ADDITIONAL COMMENTS OF MAIL TO PURCHASER
SALES INFORMATION MAIL ADDRESS
INTRODUCTION OF BANK ACCOUNT TRANSFER
YES

FIG. 3

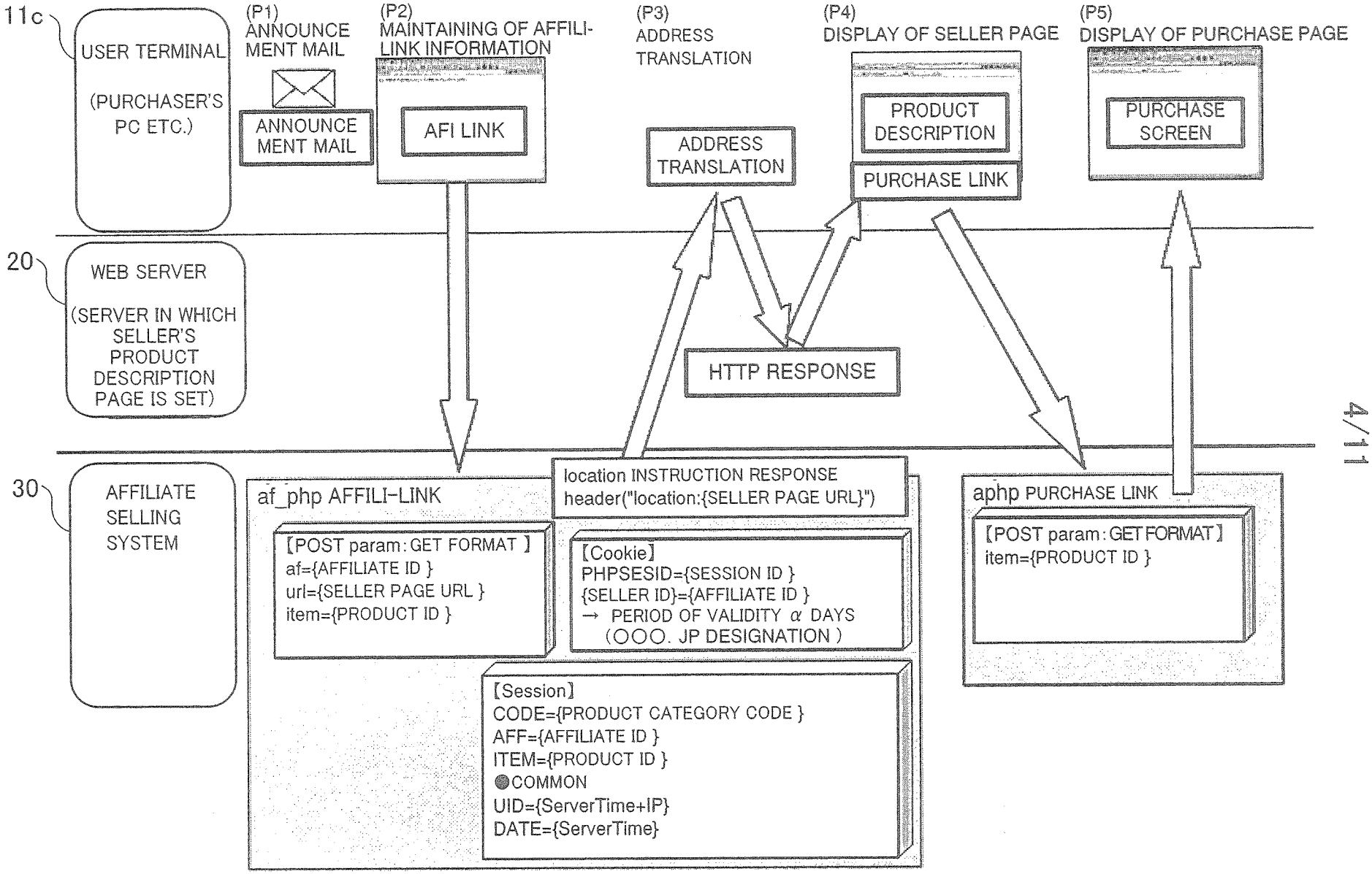

11c
USER TERMINAL
(PURCHASER'S PC ETC.)
(P1)
ANNOUNCE MENT MAIL
ANNOUNCE MENT MAIL
(P2)
MAINTAINING OF AFFILI-LINK INFORMATION
AFI LINK
(P3)
ADDRESS TRANSLATION
ADDRESS TRANSLATION
(P4)
DISPLAY OF SELLER PAGE
PRODUCT DESCRIPTION
PURCHASE LINK
(P5)
DISPLAY OF PURCHASE PAGE
PURCHASE SCREEN
20
WEB SERVER
(SERVER IN WHICH SELLER'S PRODUCT DESCRIPTION PAGE IS SET)
HTTP RESPONSE
30
AFFILIATE SELLING SYSTEM
af_php AFFILI-LINK
location INSTRUCTION RESPONSE
header("location:{SELLER PAGE URL}")
【POST param: GET FORMAT 】
af={AFFILIATE ID }
url={SELLER PAGE URL }
item={PRODUCT ID }
【Cookie】
PHPSESID={SESSION ID }
{SELLER ID}={AFFILIATE ID }
→ PERIOD OF VALIDITY α DAYS
(○○○. JP DESIGNATION )
【Session】
CODE={PRODUCT CATEGORY CODE }
AFF={AFFILIATE ID }
ITEM={PRODUCT ID }
●COMMON
UID={ServerTime+IP}
DATE={ServerTime}
aphp PURCHASE LINK
【POST param: GET FORMAT】
item={PRODUCT ID }

FIG. 4

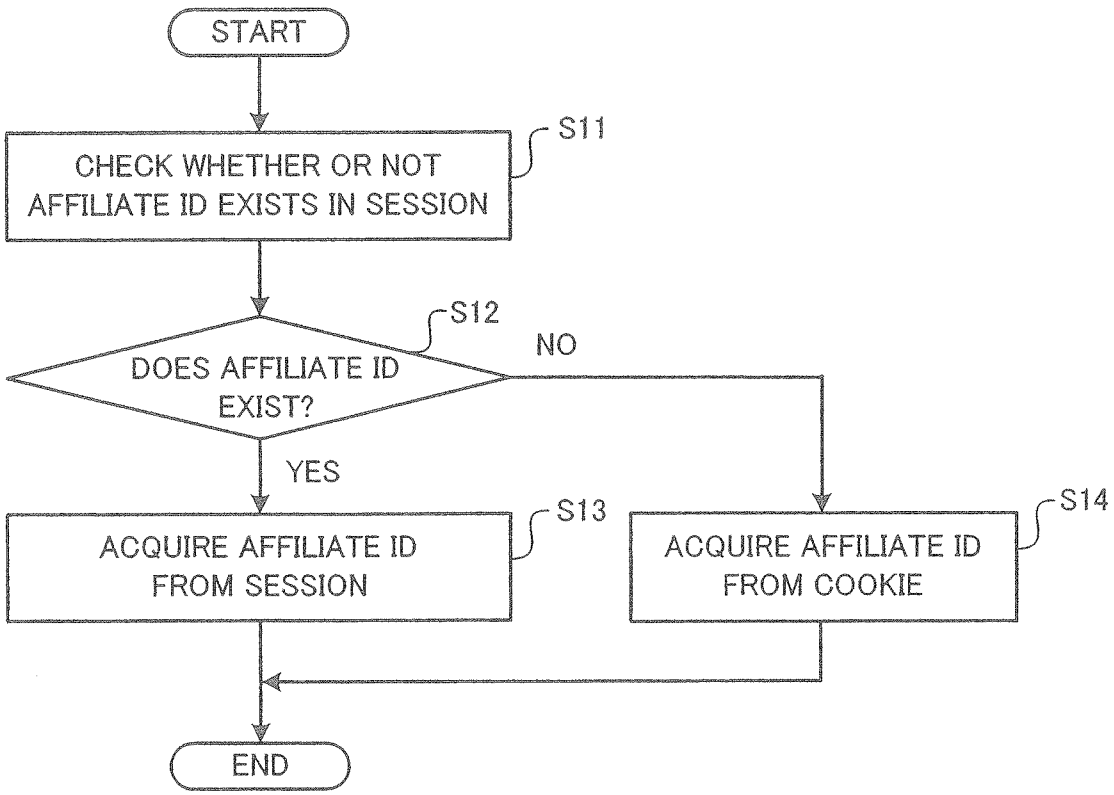

START
CHECK WHETHER OR NOT AFFILIATE ID EXISTS IN SESSION
S11
DOES AFFILIATE ID EXIST?
S12
NO
YES
ACQUIRE AFFILIATE ID FROM SESSION
S13
ACQUIRE AFFILIATE ID FROM COOKIE
S14
END

FIG. 5

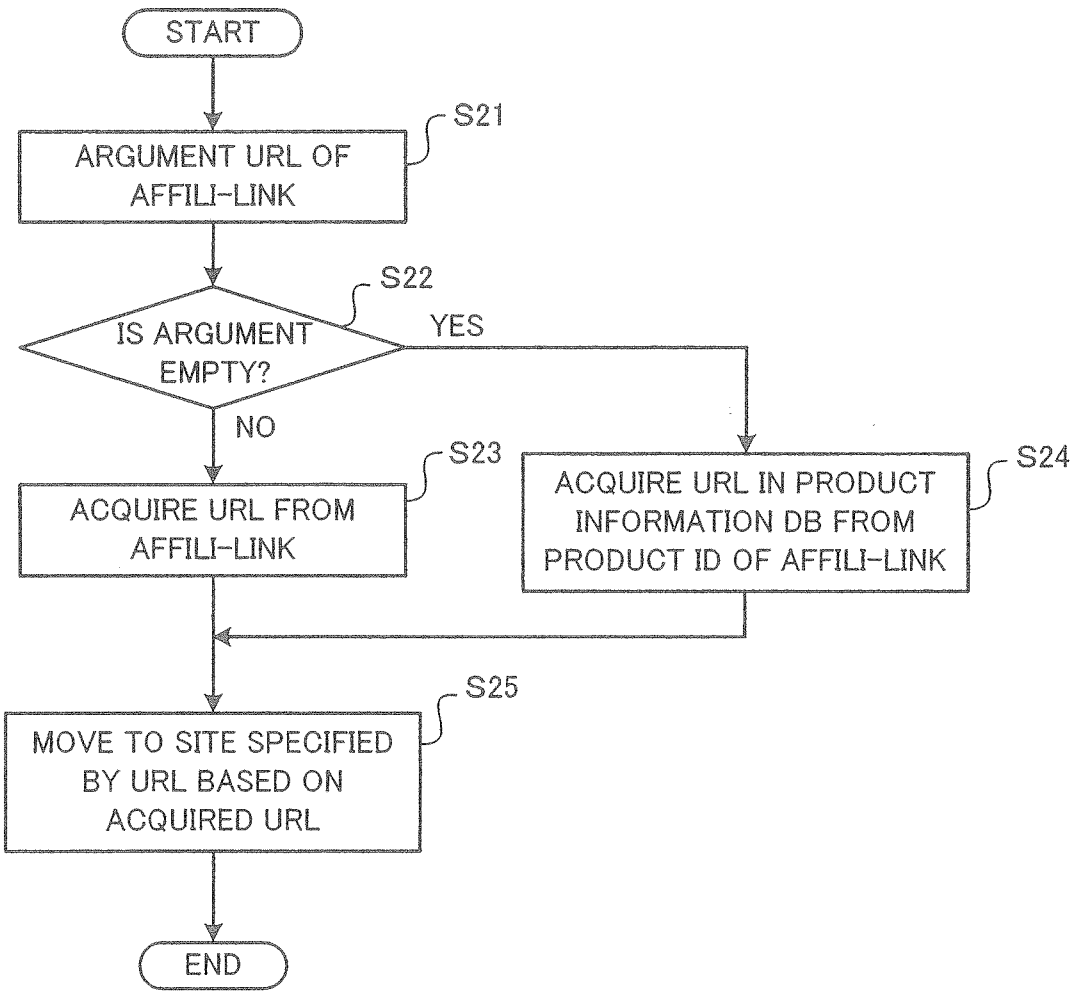

START
S21
ARGUMENT URL OF AFFILI-LINK
S22
IS ARGUMENT EMPTY?
YES
NO
S23
ACQUIRE URL FROM AFFILI-LINK
S24
ACQUIRE URL IN PRODUCT INFORMATION DB FROM PRODUCT ID OF AFFILI-LINK
S25
MOVE TO SITE SPECIFIED BY URL BASED ON ACQUIRED URL
END

FIG.6

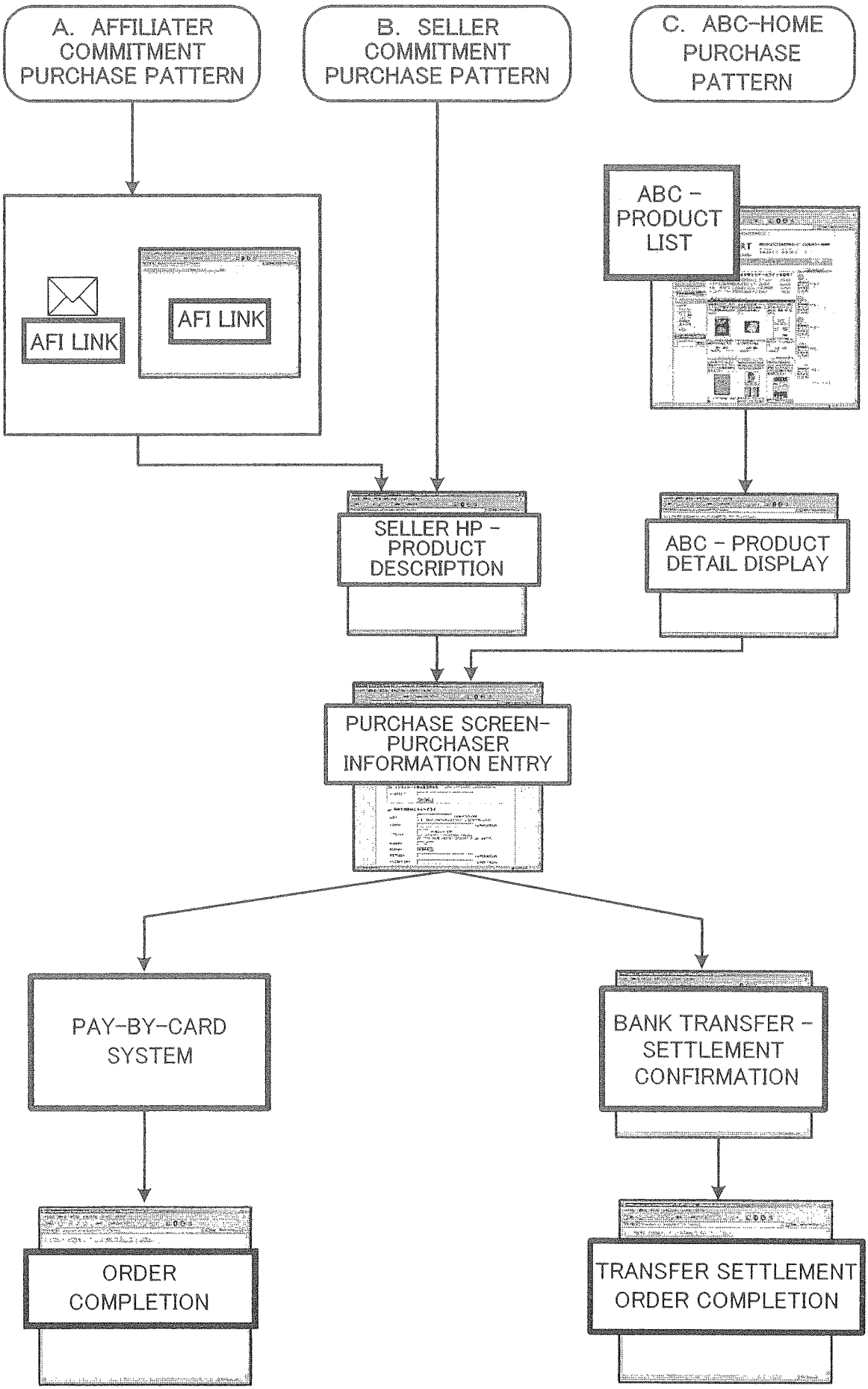

A. AFFILIATER COMMITMENT PURCHASE PATTERN
B. SELLER COMMITMENT PURCHASE PATTERN
C. ABC-HOME PURCHASE PATTERN
AFI LINK
AFI LINK
ABC - PRODUCT LIST
SELLER HP - PRODUCT DESCRIPTION
ABC - PRODUCT DETAIL DISPLAY
PURCHASE SCREEN- PURCHASER INFORMATION ENTRY
PAY-BY-CARD SYSTEM
BANK TRANSFER - SETTLEMENT CONFIRMATION
ORDER COMPLETION
TRANSFER SETTLEMENT ORDER COMPLETION

FIG.7

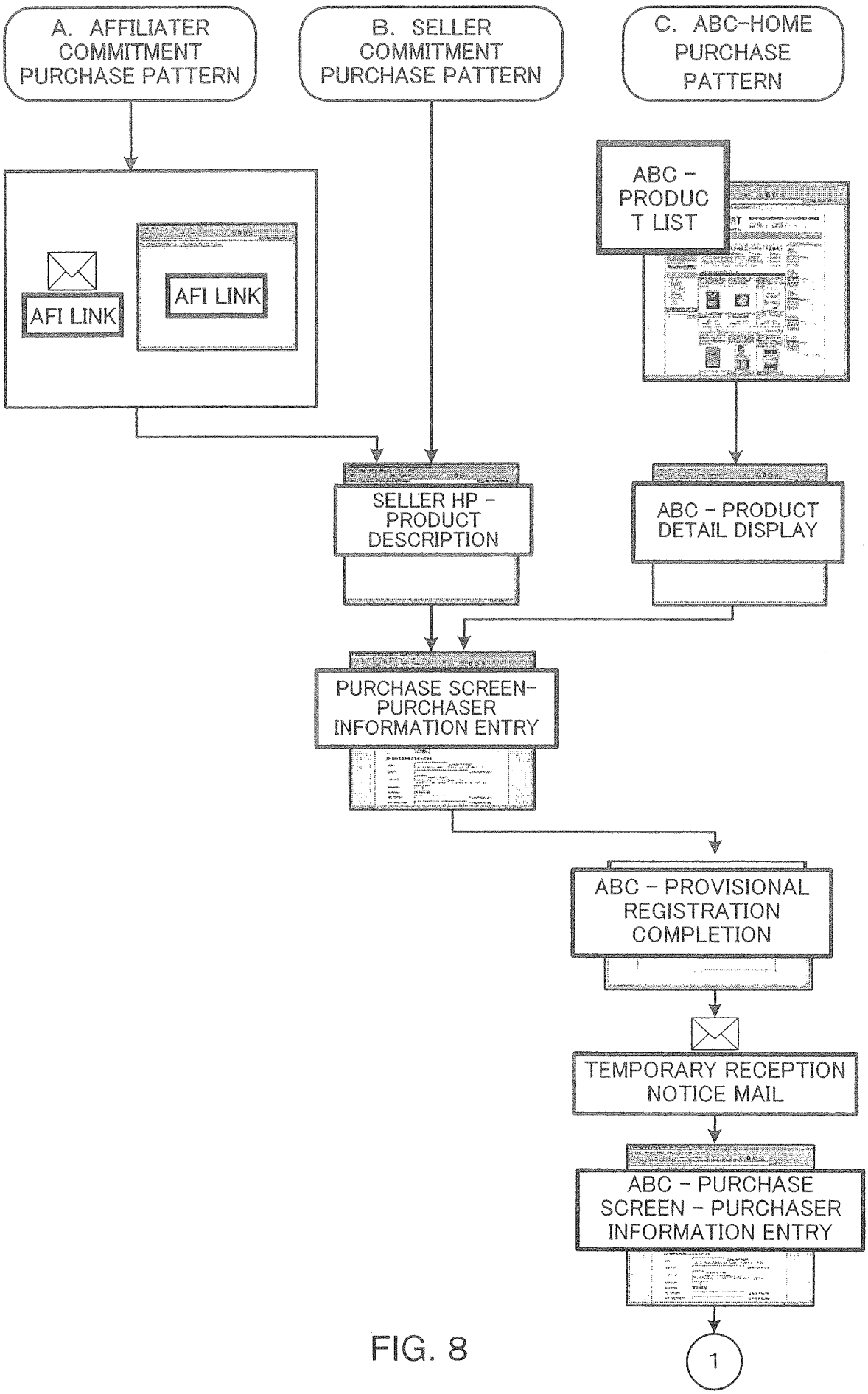

A. AFFILIATER COMMITMENT PURCHASE PATTERN
B. SELLER COMMITMENT PURCHASE PATTERN
C. ABC-HOME PURCHASE PATTERN
AFI LINK
AFI LINK
ABC - PRODUCT LIST
SELLER HP - PRODUCT DESCRIPTION
ABC - PRODUCT DETAIL DISPLAY
PURCHASE SCREEN- PURCHASER INFORMATION ENTRY
ABC - PROVISIONAL REGISTRATION COMPLETION
TEMPORARY RECEPTION NOTICE MAIL
ABC - PURCHASE SCREEN - PURCHASER INFORMATION ENTRY
1

FIG. 8

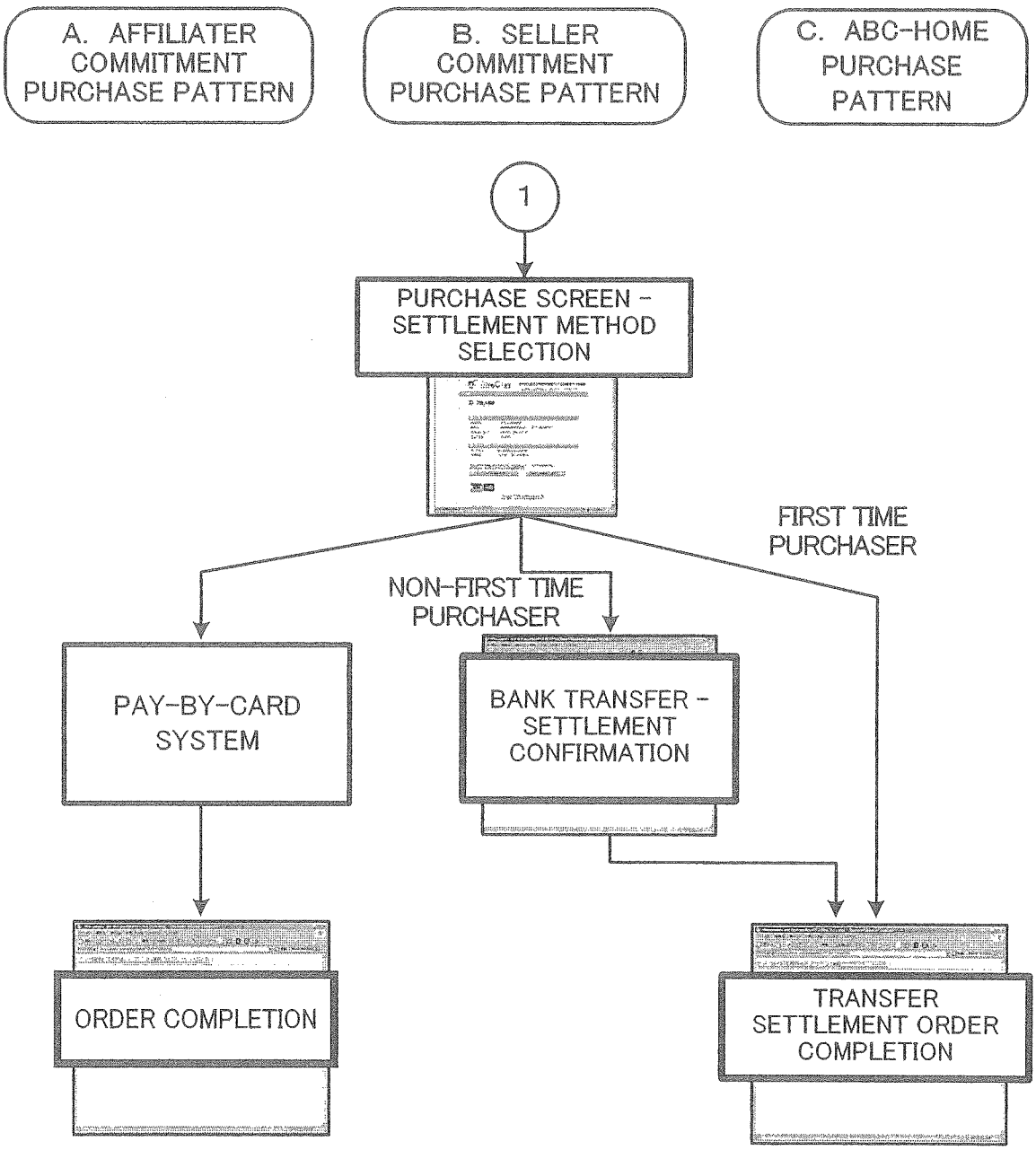

A. AFFILIATER COMMITMENT PURCHASE PATTERN
B. SELLER COMMITMENT PURCHASE PATTERN
C. ABC-HOME PURCHASE PATTERN
1
PURCHASE SCREEN - SETTLEMENT METHOD SELECTION
FIRST TIME PURCHASER
NON-FIRST TIME PURCHASER
PAY-BY-CARD SYSTEM
BANK TRANSFER - SETTLEMENT CONFIRMATION
ORDER COMPLETION
TRANSFER SETTLEMENT ORDER COMPLETION

FIG. 9

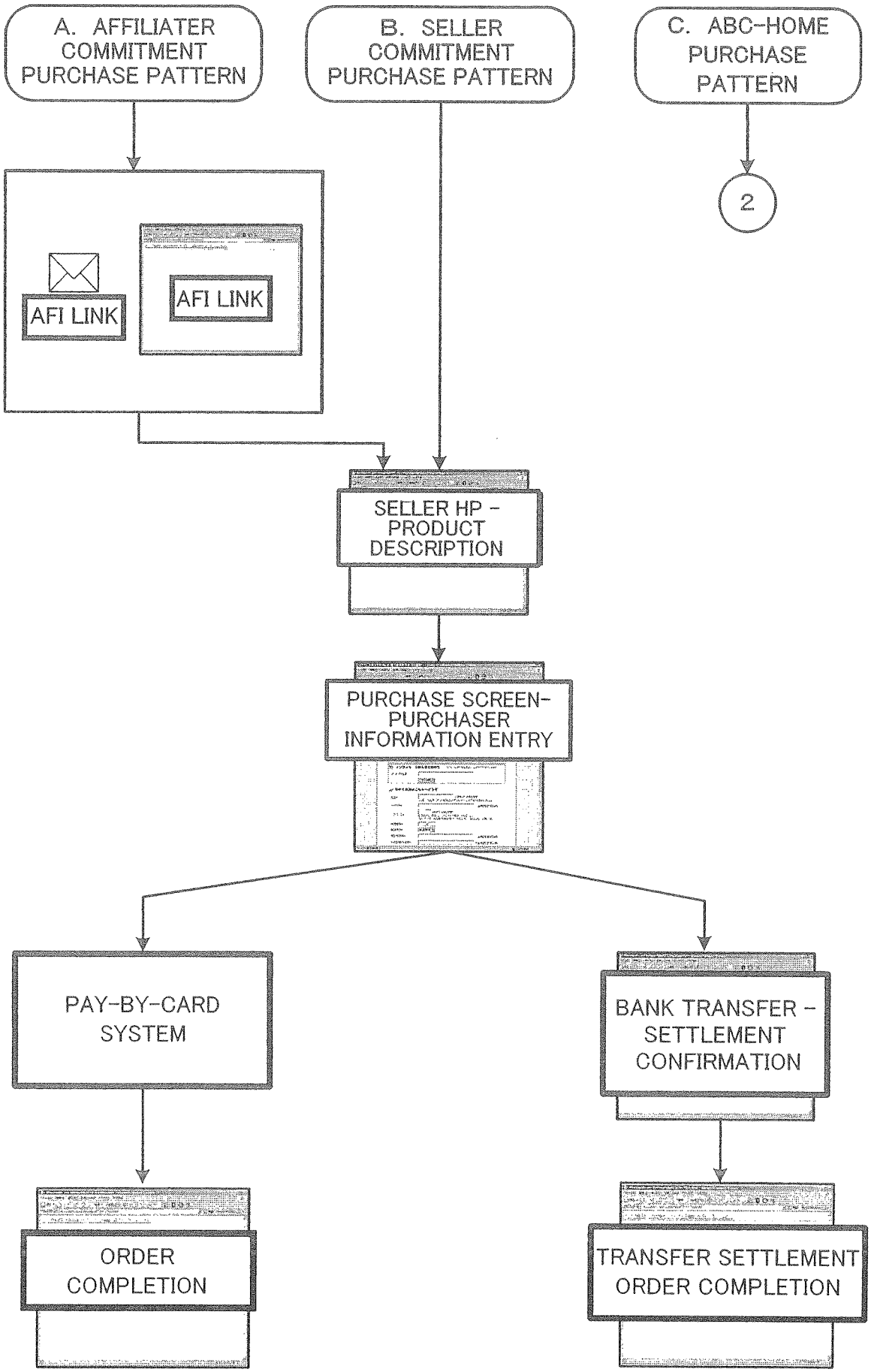

A. AFFILIATER COMMITMENT PURCHASE PATTERN
B. SELLER COMMITMENT PURCHASE PATTERN
C. ABC-HOME PURCHASE PATTERN
2
AFI LINK
AFI LINK
SELLER HP - PRODUCT DESCRIPTION
PURCHASE SCREEN- PURCHASER INFORMATION ENTRY
PAY-BY-CARD SYSTEM
BANK TRANSFER - SETTLEMENT CONFIRMATION
ORDER COMPLETION
TRANSFER SETTLEMENT ORDER COMPLETION

FIG. 10

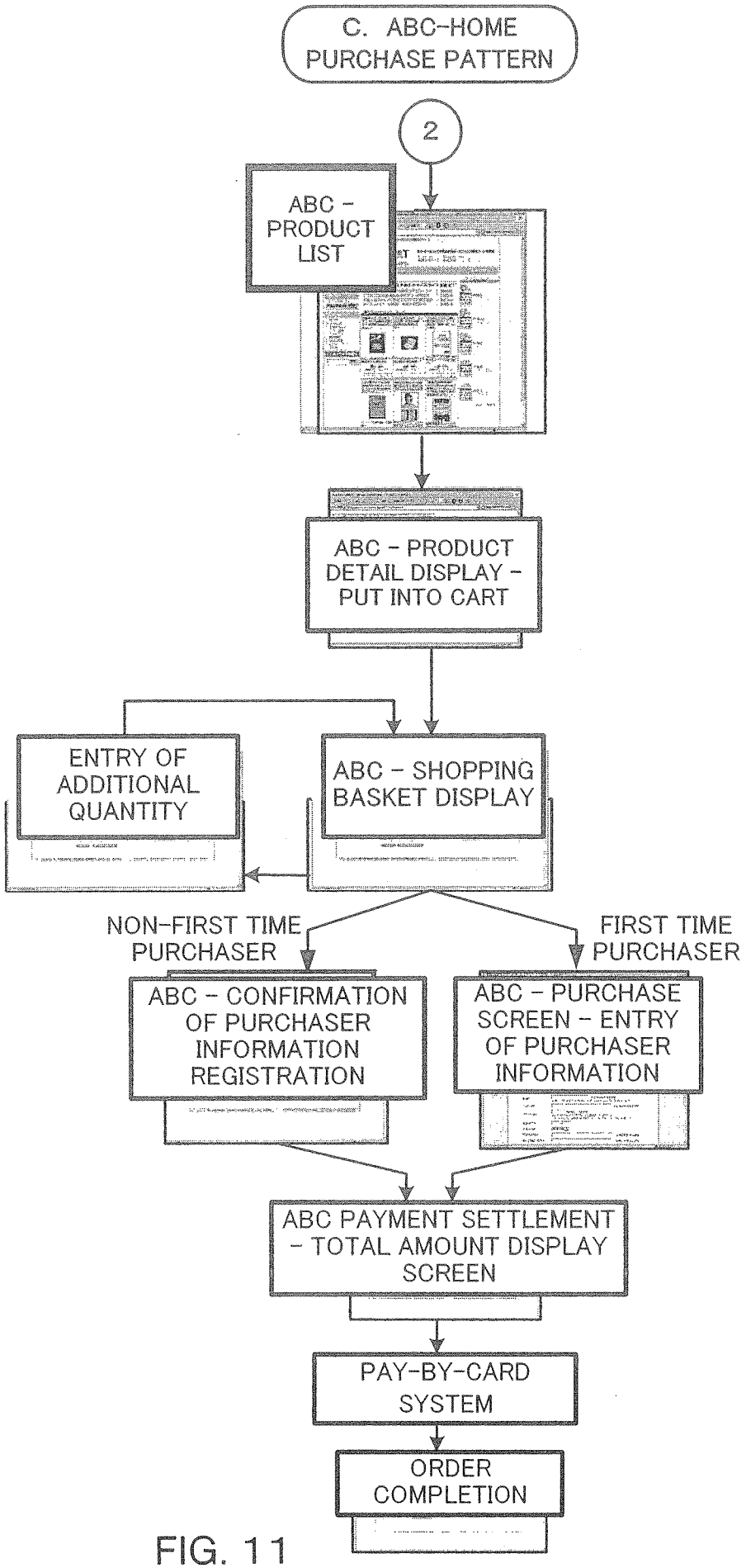

C. ABC-HOME PURCHASE PATTERN
2
ABC - PRODUCT LIST
ABC - PRODUCT DETAIL DISPLAY - PUT INTO CART
ENTRY OF ADDITIONAL QUANTITY
ABC - SHOPPING BASKET DISPLAY
NON-FIRST TIME PURCHASER
FIRST TIME PURCHASER
ABC - CONFIRMATION OF PURCHASER INFORMATION REGISTRATION
ABC - PURCHASE SCREEN - ENTRY OF PURCHASER INFORMATION
ABC PAYMENT SETTLEMENT - TOTAL AMOUNT DISPLAY SCREEN
PAY-BY-CARD SYSTEM
ORDER COMPLETION

FIG. 11