

ABSTRACT

MATCHING SYSTEM

5 To solve the above-described problem, a matching system which effectively matches a content viewed by a user with a terminal carried by the user is provided.

 According to one embodiment, a matching system matching a terminal with a content, comprises a storage
10 unit, a first transmission processing unit, a first reception processing unit, a content identification unit and a matching unit. The storage unit is configured to store a start date and time for a content including a sound. The first transmission processing unit is configured
15 to transmit a notification causing a terminal to start acquisition of a sound outside the terminal, to the terminal at a timing based on the start date and time. The first reception processing unit is configured to receive sound information indicative of the outside sound from the
20 terminal. The content identification unit is configured to identify a content based on the sound information. The matching unit is configured to match the identified content with the terminal. The first transmission processing unit is configured to transmit the notification to the terminal
25 registered with a group associated with the content.