CLAIMS

1. A matching system matching a terminal with a content, the matching system comprising:

a first transmission processing unit configured 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 for starting providing a content including a sound;

a first reception processing unit configured to receive sound information indicative of the outside sound from the terminal;

a content identification unit configured to identify a content based on the sound information; and

a matching unit configured to match the identified content with the terminal.

2. The matching system according to claim 1, wherein

the first transmission processing unit is configured to transmit the notification to a terminal registered with a group associated with the content.

3. The matching system according to claim 1 or 2, further comprising:

a first advertisement delivery unit configured to deliver a first advertisement to a terminal matched with the content.

4. The matching system according to claim 3, wherein

the first advertisement is an advertisement associated with an act of having viewed the content.

5. The matching system according to claim 2, further comprising:

a second advertisement delivery unit configured to deliver a second advertisement to a terminal registered with the group and not matched with the content.

6. The matching system according to claim 5, wherein

the second advertisement is an advertisement associated with a failure to view the content.

7. The matching system according to any one of claims 1 to 5, comprising the terminal, wherein

the terminal comprises:

a microphone configured to acquire an outside sound;

a second reception processing unit configured to receive the notification;

a guidance presentation unit configured to present an operational guidance causing acquisition of an outside sound to be started in accordance with the notification;

an operation unit configured to receive an input of a start operation of starting acquisition of an outside sound;

a sound acquisition unit configured to acquire an outside sound through the microphone in accordance with the start operation; and

a second transmission processing unit configured to transmit sound information indicative of the outside sound.

8. The matching system according to any one of claims 1 to 6, wherein

the first transmission processing unit is configured to transmit the notification by push notification.

9. The matching system according to any one of claims 1 to 7, wherein

the content is a television program.