WHAT IS CLAIMED IS:

1. An apparatus comprising:

an imaging unit including an image sensor for setting an exposure time or gain for each of pixel groups including at least one pixel of the image sensor, configured to capture a subject through an optical system to generate an image;

an acquisition unit configured to acquire information about a specific image region in the generated image;

a determination unit configured to determine a specific pixel region including at least one pixel group of the pixel groups in the image sensor and corresponding to the specific image region, based on the information about the specific image region;

a change unit configured to change a number of the at least one pixel group in the determined specific pixel region; and

a control unit configured to control the exposure time or gain for each of the pixel groups after changing the number of the at least one pixel group.

2. The apparatus according to claim 1, wherein, in a case where a size of the specific image region is smaller than a size of the generated image, the change unit changes the number of the at least one pixel group in the specific pixel region.

3. The apparatus according to claim 1 or 2, wherein the change unit changes the number of the at least one pixel group in the specific pixel region such that the number of pixel groups becomes smaller than a predetermined value.

4. An apparatus comprising:

an imaging unit including an image sensor for setting an exposure time or gain for each of pixel groups including at least one pixel of the image sensor, configured to capture a subject through an optical system to generate an image;

an acquisition unit configured to acquire information about a specific image region in the generated image;

a determination unit configured to determine a specific pixel region including at least one pixel group of the pixel groups in the image sensor and corresponding to the specific image region, based on the information about the specific image region;

a change unit configured to change at least one of a number, a size, and a shape of the at least one pixel group in the determined specific pixel region; and

a control unit configured to control the exposure time or gain for each of the pixel groups,

wherein at least one pixel group in the specific pixel region and at least one pixel group in the specific pixel region other than the specific pixel region are combined as one pixel group within the specific pixel region.

5. The apparatus according to claim 4, wherein the control unit controls an exposure time or gain of the pixel group combined by the change unit, based on a brightness of the specific image region in the generated image.

6. The apparatus according to any one of claims 1 to 5, wherein the change unit changes the number of pixel groups such that a sum of the number of pixel groups in the specific pixel region and a number of pixel groups in a pixel region other than the specific pixel region is smaller than or equal to a predetermined upper limit value.

7. An apparatus comprising:

an imaging unit including an image sensor for setting an exposure time or gain for each of pixel groups including at least one pixel of the image sensor, configured to capture a subject through an optical system to generate an image;

an acquisition unit configured to acquire information about a specific image region in the generated image;

a determination unit configured to determine a specific pixel region including at least one pixel group of the pixel groups in the image sensor and corresponding to the specific image region, based on the information about the specific image region;

a change unit configured to change at least one of a number, a size, and a shape of the at least one pixel group in the determined specific pixel region; and

a control unit configured to control the exposure time or gain for each of the pixel groups,

wherein, based on a ratio of a size of the generated image to a size of the specific image region, the change unit changes a ratio of the number of pixel groups in the specific pixel region to a number of pixel groups in a pixel region other than the specific pixel region.

8. The apparatus according to any one of claims 1 to 7, wherein the specific image region is a region to be displayed in a display unit out of the generated image.

9. The apparatus according to claim 8, further comprising the display unit.

10. An apparatus comprising:

an imaging unit including an image sensor for setting an exposure time or gain for each of pixel groups including at least one pixel of the image sensor, configured to capture a subject through an optical system to generate an image;

an acquisition unit configured to acquire information about a specific image region in the generated image;

a determination unit configured to determine a specific pixel region including at least one pixel group of the pixel groups in the image sensor and corresponding to the specific image region, based on the information about the specific image region;

a change unit configured to change a number of the at least one pixel group in the determined specific pixel region; and

a control unit configured to control the exposure time or gain for each of the pixel groups,

wherein the information about the specific image region is information about an electronic zoom operation on the specific image region in the generated image input to an input unit, and

wherein the change unit changes the number of the at least one pixel group in the specific pixel region based on zoom ratio of the electronic zoom operation.

11. The apparatus according to claim 10, further comprising the input unit.

12. The apparatus according to any one of claims 1 to 7,

wherein the apparatus is configured to communicate with an information processing apparatus for subjecting the generated image to face recognition or human body recognition, and

wherein the information about the specific image region is a region subjected to the face recognition or the human body recognition in the generated image.

13. A method of controlling an apparatus including an image sensor for setting an exposure time or gain for each of pixel groups including at least one pixel, the method comprising:

capturing a subject through an optical system to generate an image;

acquiring information about a specific image region in the generated image;

determining a specific pixel region including at least one pixel group of the pixel groups in the image sensor and corresponding to the specific image region, based on the information about the specific image region;

changing a number of the at least one pixel group in the determined specific pixel region; and

controlling the exposure time or gain for each of the pixel groups after changing the number of the at least one pixel group.

14. The method of controlling an apparatus according to claim 13, wherein, in a case where the size of the specific image region is smaller than a size of the generated image, the method further comprising changing the number of the at least one pixel group in the specific pixel region.

15. A method of controlling an apparatus including an image sensor for setting an exposure time or gain for each of pixel groups including at least one pixel, the method comprising:

capturing a subject through an optical system to generate an image;

acquiring information about a specific image region in the generated image;

determining a specific pixel region including at least one pixel group of the pixel groups in the image sensor and corresponding to the specific image region, based on the information about the specific image region;

changing a number of the at least one pixel group in the determined specific pixel region; and

controlling the exposure time or gain for each of the pixel groups after changing the number of the at least one pixel group, wherein, based on a ratio of a size of the

generated image to a size of the specific image region, the method further comprising changing a ratio of the number of pixel groups in the specific pixel region to the number of pixel groups in a pixel region other than the specific pixel region.

16. The method of controlling an apparatus according to any one of claims 13 to 15, wherein the specific image region is an image region to be displayed in a display unit out of the generated image.

17. A method of controlling an apparatus including an image sensor for setting an exposure time or gain for each of pixel groups including at least one pixel, the method comprising:

capturing a subject through an optical system to generate an image;

acquiring information about a specific image region in the generated image;

determining a specific pixel region including at least one pixel group of the pixel groups in the image sensor and corresponding to the specific image region, based on the information about the specific image region;

changing a number of the at least one pixel group in the determined specific pixel region; and

controlling the exposure time or gain for each of the pixel groups after changing the number of the at least one pixel group,

wherein the information about the specific image region is information about an electronic zoom operation on the specific image region in the generated image, and

wherein the method further comprising changing the number of the at least one pixel group in the specific pixel region based on zoom ratio of the electronic zoom operation.

18. The method of controlling an apparatus according to any one of claims 13 to

17, wherein the information about the specific image region is a region subjected to face recognition or human body recognition in the generated image.

19. A program for causing a computer to execute a method of controlling an apparatus including an image sensor for setting an exposure time or gain for each of pixel groups including at least one pixel of the image sensor, the method comprising:

capturing a subject through an optical system by using the image sensor to generate an image;

acquiring information about a specific image region in the generated image;

determining a specific pixel region including at least one pixel group of the pixel groups in the image sensor and corresponding to the specific image region, based on the information about the specific image region;

changing a number of the at least one pixel group in the determined specific pixel region; and

controlling the exposure time or gain for each of the pixel groups.

20. A non-transitory computer-readable storage medium storing the program according to claim 19.