Abstract

Coupons can be easily distributed to users and, in the distribution, the illegal use of coupons is prevented. Advertisement video data embedded, by a watermark, with coupon ID data given to each coupon is generated, the advertisement video data embedded with the coupon ID data is reproduced by a display apparatus 30, advertisement image data is taken from the advertisement video data by a mobile phone apparatus 40, the taken advertisement image data is stored in a non-secure memory 42, terminal ID data stored in a secure memory 43 is embedded, by a watermark by a mobile phone apparatus 40, into the advertisement image data stored in the non-secure memory 42, the advertisement image data further embedded with the terminal ID data in addition to coupon ID data is displayed on the mobile phone apparatus 40, the advertisement image data displayed on the mobile phone apparatus 40 is detected by a redemption apparatus 70 at the time of redemption, the coupon ID data and the terminal ID data are extracted from this detected advertisement image data, the above-mentioned extracted coupon ID data and terminal ID data are transmitted to a data management apparatus 60, a database of this data management apparatus 60 is accessed, matching is executed

with the coupon ID data transmitted from the redemption apparatus 70, and, if a match is found, the coupon data related with this coupon ID data is transmitted to the redemption apparatus 70.