Claims

[Claim 1]

An advertisement contact determination system comprising:

a communication unit configured to obtain position information of a device and a log of a certain apparatus; and

a control unit configured to determine whether the device exists in vicinity of the certain apparatus in a certain period of time or not,

wherein the control unit configured, if the device exists in the vicinity of the certain apparatus in the certain period of time, to associate the log of the certain apparatus in the certain period of time with the device, and

if the device does not exist in the vicinity of the certain apparatus in the certain period of time, to determine that a user of the device has come into contact with an Out Of Home (OOH) advertisement if the OOH advertisement is included in a certain range in a traveling direction of the user based on the position information of the device.

[Claim 2]

The advertisement contact determination system according to claim 1, wherein the control unit is configured to determine that the user has come into contact with the OOH advertisement based on a traveling direction estimated based on demographic data on the user if a frequency of obtaining position information of the device is relatively low.

[Claim 3]

The advertisement contact determination system according to claim 1 or 2, wherein the control unit is configured to determine an OOH advertisement with which the user has come into contact within a moving object on which the user has ridden based on a congestion state within the moving object and a position of the user within the moving object.

[Claim 4]

The advertisement contact determination system according to claim 3, wherein the control unit is configured to determine an OOH advertisement with which the user has come into contact within a moving object on which the user has ridden based on a congestion state within the moving object, a position of the user within the moving object, and a direction of the user within the moving object.

[Claim 5]

The advertisement contact determination system according to claim 3 or 4, wherein the control unit is configured to determine that the user is not viewing an OOH advertisement within the moving object at a time corresponding to a log indicating that the device is being operated.

[Claim 6]

The advertisement contact determination system according to any one of claims 1 to 5, wherein the control unit is configured to identify a viewing attitude to an advertisement of the user based on a length of stay at a certain position of the device.

[Claim 7]

The advertisement contact determination system according to any one of claims 1 to 6, wherein

the communication unit is configured to receive a listening log of an audio content transmitted and received by the device over the Internet, and

the control unit is configured to determine, based on the listening log, that the user is using the certain apparatus while listening to the audio content by using the device in a period of time when the device exists in vicinity of the certain apparatus.

[Claim 8]

An advertisement contact determination device comprising:

a communication unit configured to obtain position information of a device and a log of a certain apparatus; and

a control unit configured to determine whether the device exists in vicinity of the certain apparatus in a certain period of time or not,

wherein the control unit configured, if the device exists in the vicinity of the certain apparatus in the certain period of time, to associate the log of the certain apparatus in the certain period of time with the device, and

if the device does not exist in the vicinity of the certain apparatus in the certain period of time, to determine that a user of the device has come into contact with an Out Of Home (OOH) advertisement if the OOH advertisement is included in a certain range in a traveling direction of the user based on the position information of the device.

[Claim 9]

A program for causing a computer to perform the steps of:

obtaining position information of a device and a log of a certain apparatus;

determining whether the device exists in vicinity of the certain apparatus in a certain period of time or not;

if the device exists in the vicinity of the certain apparatus in the certain period of time, associating the log of the certain apparatus in the certain period of time with the device, and

if the device does not exist in the vicinity of the certain apparatus in the certain period of time, determining that a user of the device has come into contact with an Out Of Home (OOH) advertisement if the OOH advertisement is included in a certain range in a traveling direction of the user based on the position information of the device.