ABSTRACT OF THE DISCLOSURE

An information provider and a searcher provide messages appropriate to a particular user of a terminal regardless of the sites of the World Wide Web the user accesses. The information provider establishes a physical communication line to the terminal. A first logical link is established on the physical communication line for forwarding a first image from the World Wide Web to the terminal. User identification is received from the terminal, and forwarded to a searcher storing user information and the transmittal conditions of a second message, through a second communication line. An second image appropriate for the particular user is searched for by a searcher from a message database based on the user information and the transmittal conditions, and transmitted to the terminal through a second logical link also established on the first communication line.