

CLAIMS

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

5 a storage unit configured to store a start date and time for a content including a sound;

 a first transmission processing unit configured to transmit a notification causing a terminal to start acquisition of a sound outside the terminal, to the
10 terminal at a timing based on the start date and time;

 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
15 content based on the sound information; and

 a matching unit configured to match the identified content with the terminal, wherein

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

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

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

3. The matching system according to claim 2, wherein
the first advertisement is an advertisement associated
with an act of having viewed the content.

5 4. The matching system according to claim 1, 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.

10

5. The matching system according to claim 4, wherein
the second advertisement is an advertisement
associated with a failure to view the content.

15 6. The matching system according to any one of the
preceding claims, comprising the terminal, wherein
the terminal comprises:

a microphone configured to acquire an outside sound;

20 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;

25 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.

5

7. The matching system according to any one of the preceding claims, wherein

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

10

8. The matching system according to any one of the preceding claims, wherein

the content is a television program.