

Abstract

The present disclosure optimally determines a contact between a user and an advertisement. An advertisement contact determination system according to one aspect of the present disclosure includes a communication unit configured to obtain position information of a device, and a control unit configured 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. The communication unit obtains a log of a certain apparatus, and the control unit determines whether the device exists in vicinity of the certain apparatus in a certain period of time or not and, if the device exists, associates the log of the certain apparatus in the certain period of time with the device.

Fig.2