ABSTRACT

The present invention provides an advertisement time-frame transaction system comprising assigning means for selecting a viewer according to information about viewers and allowing an advertiser of an advertisement to assign an advertisement-viewing reward to the advertisement for the selected viewer, designating means for allowing the selected viewer to designate whether he/she will view the advertisement having the assigned advertisement-viewing reward, and hanging means for allowing the advertiser to change the advertisement-viewing reward of the advertisement in real time, depending on the information about the designation to be provided from the designating means when the viewer has designated whether he/she views the advertisement.



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