

- [0019] encrypting the specified content data to be delivered, and
- [0020] sending the secret key and the encrypted content data to a delivery destination terminal.
- [0021] In another preferred construction, a content rental dealer induces a customer to select a payment method of a rental charge, hence to settle up the rental charge according to the payment method selected by the customer.
- [0022] In another preferred construction, a content rental dealer checks customer's credit authorization through access to a credit authorization network built by financial institutions, in settlement of a rental charge.
- [0023] In another preferred construction, a content rental dealer induces a customer to select a payment method of a rental charge, hence to settle up the rental charge according to the payment method selected by the customer, and a content rental dealer checks customer's credit authorization through access to a credit authorization network built by financial institutions, in settlement of a rental charge.
- [0024] In another preferred construction, payment is performed by a credit card, a tie-up card of financial institutions, electronic money, or payment confirmation into a specified account of a financial institution.
- [0025] In another preferred construction, a content rental dealer presents advertisement information to a customer.
- [0026] In another preferred construction, a content rental dealer selects the advertisement information to each customer's taste, based on accumulated customer information, hence to send the same information to each customer via electronic mail.
- [0027] In another preferred construction, a content rental dealer creates customer's taste data by classifying the accumulated customer information into predetermined items.
- [0028] In another preferred construction, a content rental dealer collects an information supply charge by supplying the customer's taste data to another.
- [0029] According to the second aspect of the invention, a content delivering system for delivering information to a delivery destination terminal through the Internet, comprises
- [0030] a server for receiving order information relative to rental of content data from a customer terminal, creating a secret key valid only during a rental period based on the order information, and delivering the secret key to the delivery destination terminal specified by a customer, and
- [0031] a content store server for storing a plurality of content data, encrypting the content data to be delivered and delivering the same data to the delivery destination terminal according to an instruction from the server.
- [0032] In the preferred construction, the order information includes item number of content data, its rental period, and address of the delivery destination terminal, and delivery start time and date or secret key delivery time and date of the content data.
- [0033] In another preferred construction, the server delivers advertisement data to the delivery destination terminal.
- [0034] In another preferred construction, the content store server delivers advertisement data, which is attached to the content data, to the delivery destination terminal.
- [0035] In another preferred construction, the server notifies the item number of the content data and the address of the delivery destination terminal to the content store server, in a delivery instruction of the content data.
- [0036] In another preferred construction, the server creates customer identification information indicating a correspondence between a customer and order content, from the order information, classifies the customer identification information into predetermined items, and stores the same information.
- [0037] According to the third aspect of the invention, a content delivering server for delivering information to a delivery destination terminal through the Internet, comprises
- [0038] a first server for receiving order information relative to rental of content data from a customer terminal, creating a secret key valid only during a rental period based on the order information, and delivering the secret key to the delivery destination terminal specified by a customer, and
- [0039] a second server for storing a plurality of content data, encrypting the content data to be delivered and delivering the same data to the delivery destination terminal according to an instruction from the server.
- [0040] In the preferred construction, the order information includes item number of content data, its rental period, and address of the delivery destination terminal, and delivery start time and date or secret key delivery time and date of the content data.
- [0041] In another preferred construction, the first server delivers advertisement data to the delivery destination terminal.
- [0042] In another preferred construction, the second server delivers advertisement data, which is attached to the content data, to the delivery destination terminal.
- [0043] In another preferred construction, the first server notifies the item number of the content data and the address of the delivery destination terminal to the second server, in a delivery instruction of the content data.
- [0044] In another preferred construction, the first server creates customer identification information indicating a correspondence between a customer and order content, from the order information, classifies the customer identification information into predetermined items, and stores the same information.
- [0045] According to another aspect of the invention, a content delivering program for delivering information to a destination terminal through the Internet, comprising the functions of
- [0046] creating a secret key valid only during a rental period, based on received order information about rental of content data,
- [0047] specifying the content data to be delivered based on the order information,
- [0048] encrypting the specified content data to be delivered, and
- [0049] sending the secret key and the encrypted content data to the delivery destination terminal.