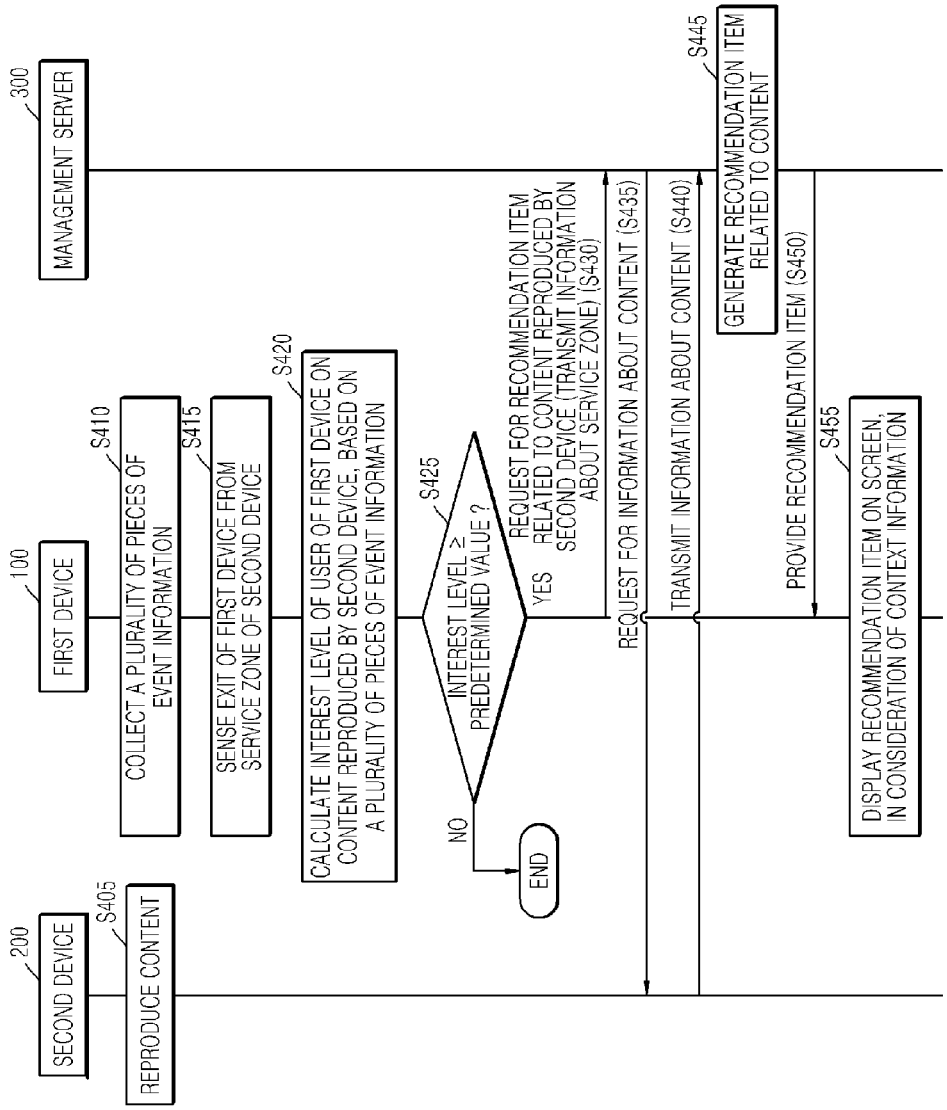
FIG. 4


300
MANAGEMENT SERVER
100
FIRST DEVICE
200
SECOND DEVICE
S405
REPRODUCE CONTENT
S410
COLLECT A PLURALITY OF PIECES OF EVENT INFORMATION
S415
SENSE EXIT OF FIRST DEVICE FROM SERVICE ZONE OF SECOND DEVICE
S420
CALCULATE INTEREST LEVEL OF USER OF FIRST DEVICE ON CONTENT REPRODUCED BY SECOND DEVICE, BASED ON A PLURALITY OF PIECES OF EVENT INFORMATION
S425
INTEREST LEVEL ≥ PREDETERMINED VALUE ?
NO
END
YES
REQUEST FOR RECOMMENDATION ITEM RELATED TO CONTENT REPRODUCED BY SECOND DEVICE (TRANSMIT INFORMATION ABOUT SERVICE ZONE) (S430)
REQUEST FOR INFORMATION ABOUT CONTENT (S435)
TRANSMIT INFORMATION ABOUT CONTENT (S440)
S445
GENERATE RECOMMENDATION ITEM RELATED TO CONTENT
PROVIDE RECOMMENDATION ITEM (S450)
S455
DISPLAY RECOMMENDATION ITEM ON SCREEN, IN CONSIDERATION OF CONTEXT INFORMATION