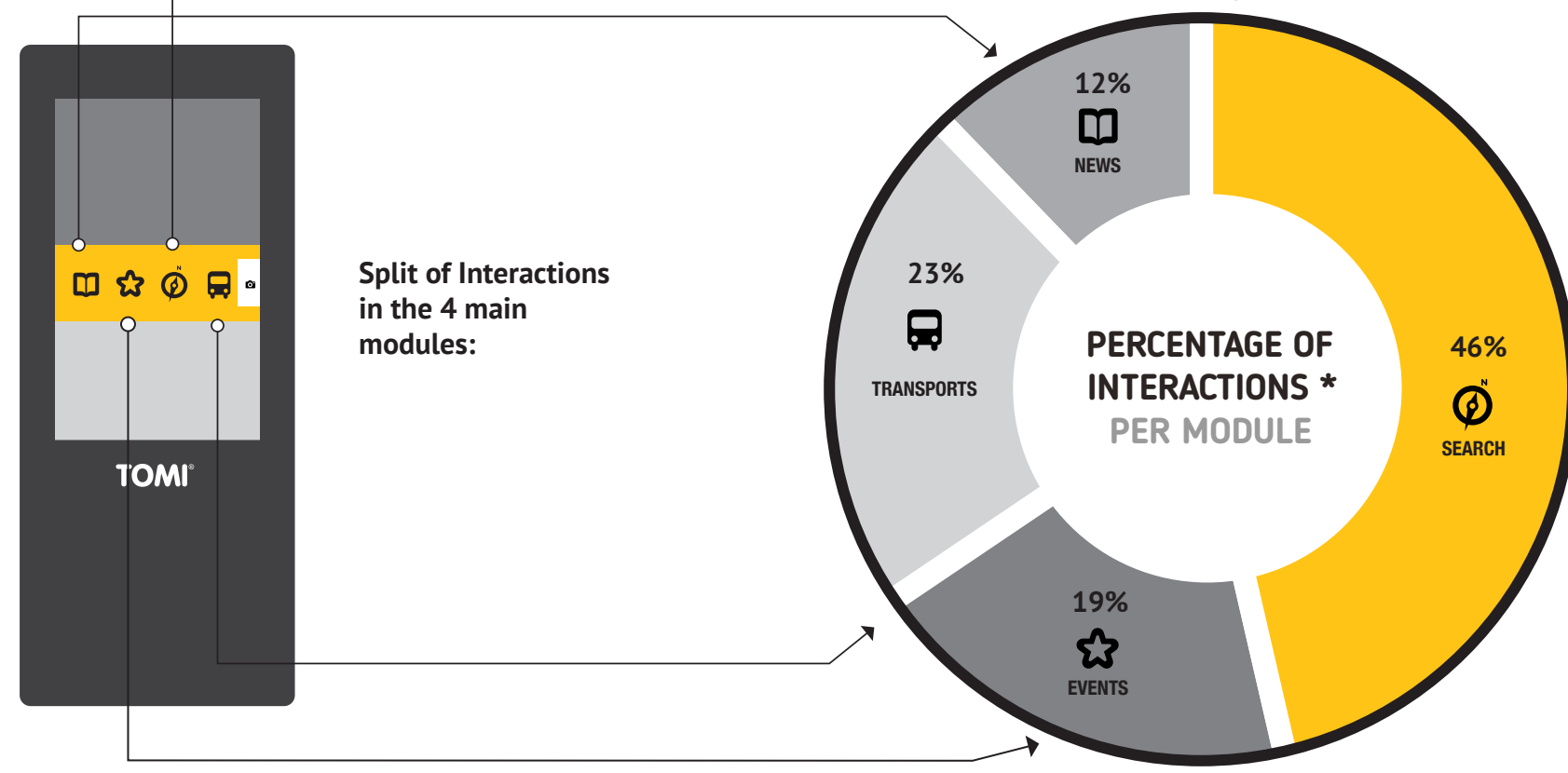
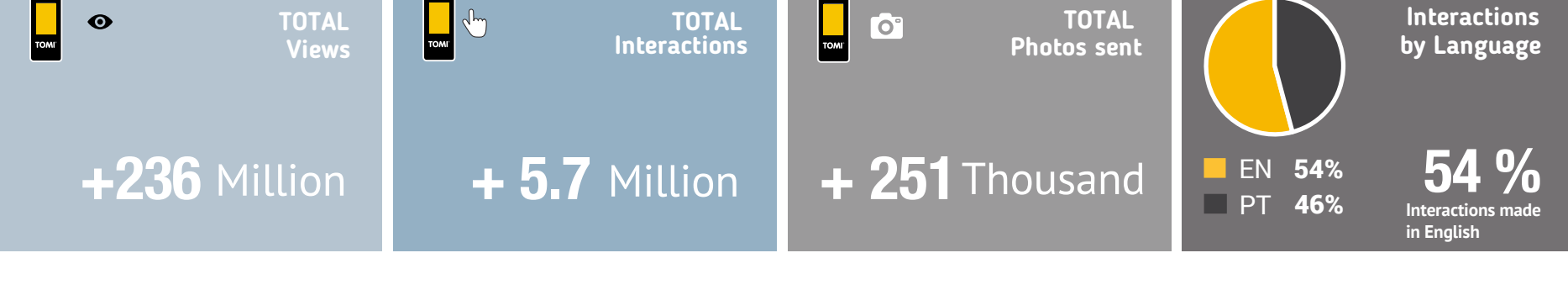


TOMI engaged with Lisbon!

2018 was a great year for TOMI Lisbon. We engaged with the city through interactivity, curated content and with the launch of more and new smart services!



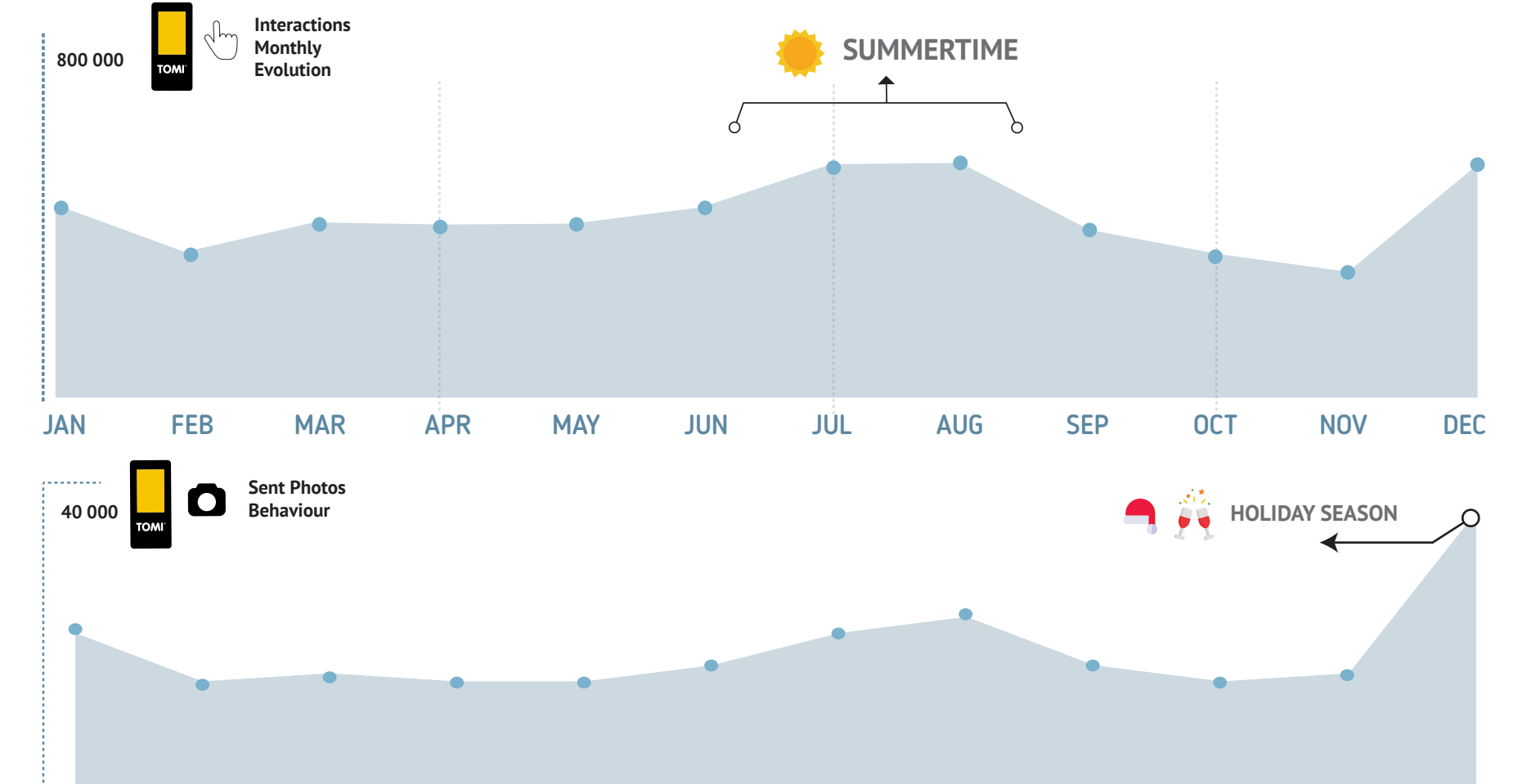
TOMI's users continue to explore Lisbon, finding where to eat and what to do. The Search module was the most used in 2018, within the main modules.



TOP Modules

SEARCH	EVENTS	NEWS	TRANSPORTS
1º Where to Eat	Exhibitions	City	Baixa-Chiado
2º What to Do	Music	Culture	Bairro Alto
3º Art and Culture	Theater	Society	Praça dos Restauradores

DURING THE MONTH

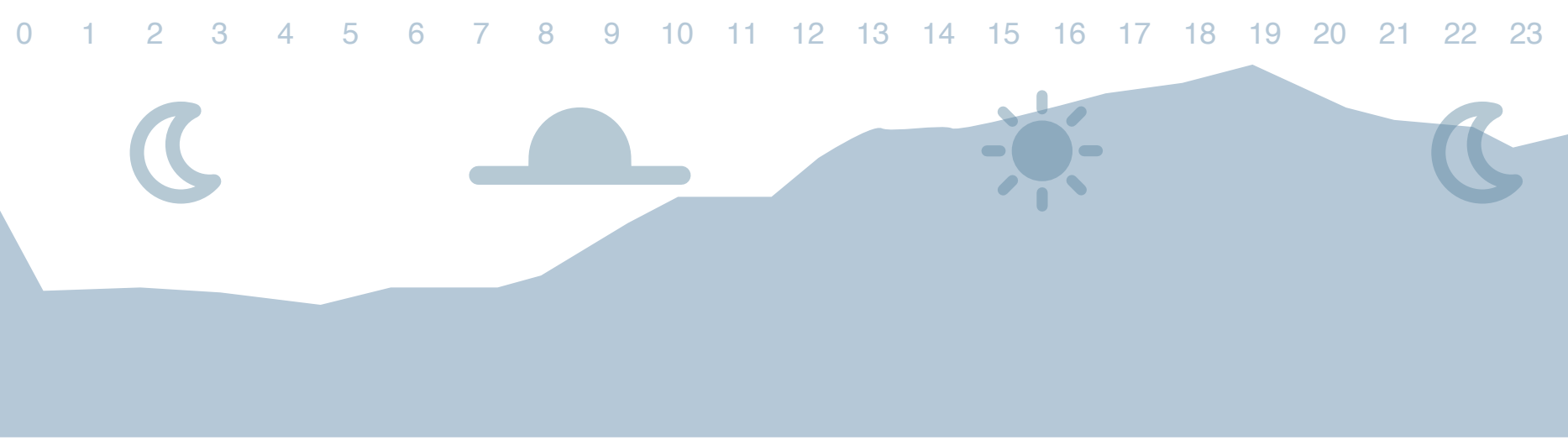


NOTE

Summer and holiday season

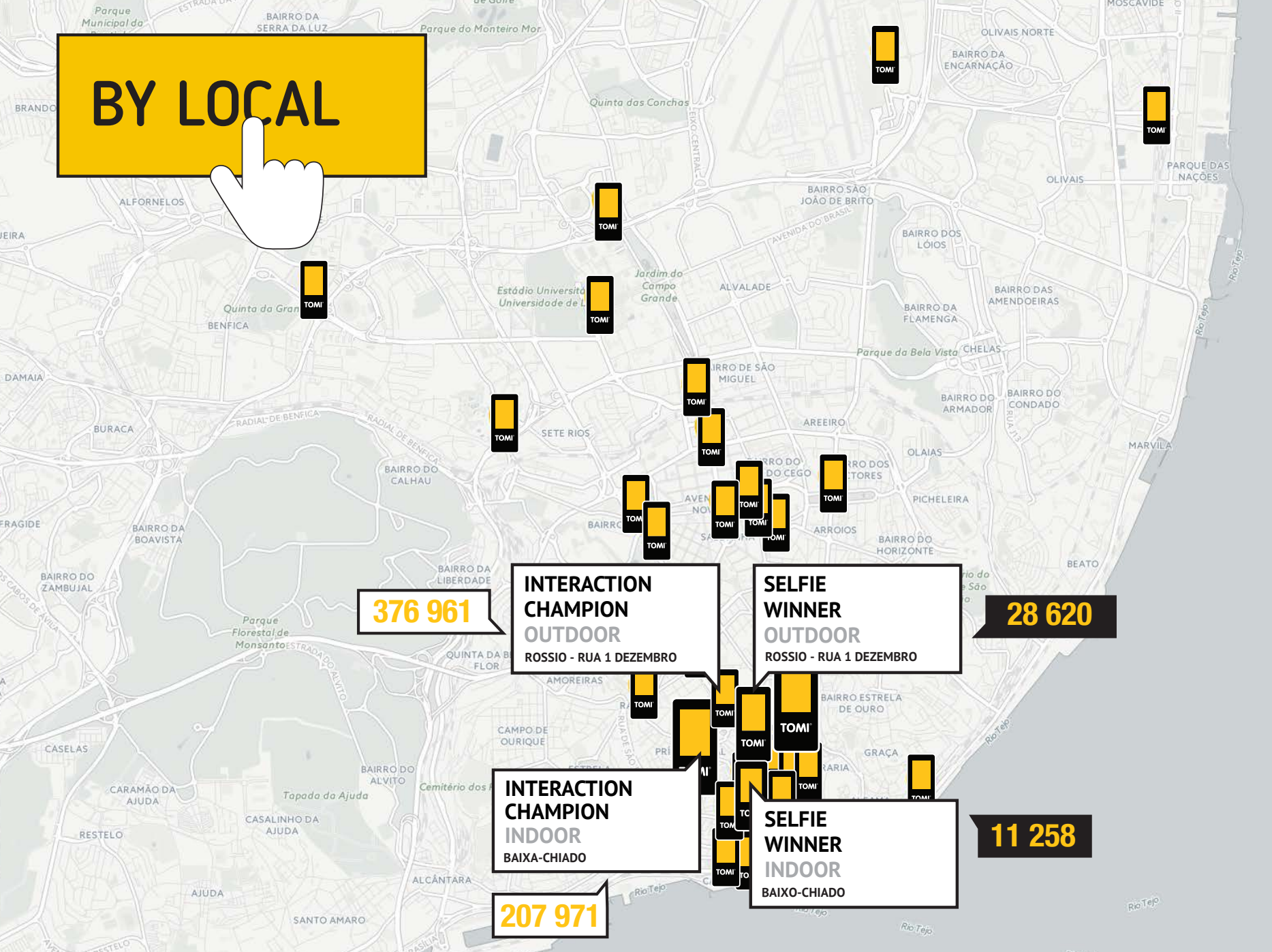
The Summer and holiday months were the ones that registered the highest numbers of interactions throughout the year.

BY HOUR



The podium in 2018

INTERACTION CHAMPION	INTERACTION CHAMPION	SELFIE WINNER	SELFIE WINNER
OUTDOOR	INDOOR	OUTDOOR	INDOOR
Rossio - Rua 1 Dezembro	Baixa-Chiado	Rossio - Rua 1 Dezembro	Baixa-Chiado
HIGHEST NUMBER OF INTERACTIONS		HIGHEST NUMBER OF PHOTOS SENT	



* The interaction values indicate the number of relevant touches in each module (news, events, directory, transportation and photo), the interactions under the scroll and texting email on the forms are not included. The views values presented are related to the each content exhibited on lists, selections and search.

Interaction Champion - TOMI that registered the highest number of interactions during the period of analysis. Selfie Winner - TOMI that registered the highest number of sent photos and/or GIFs during the period of analysis.