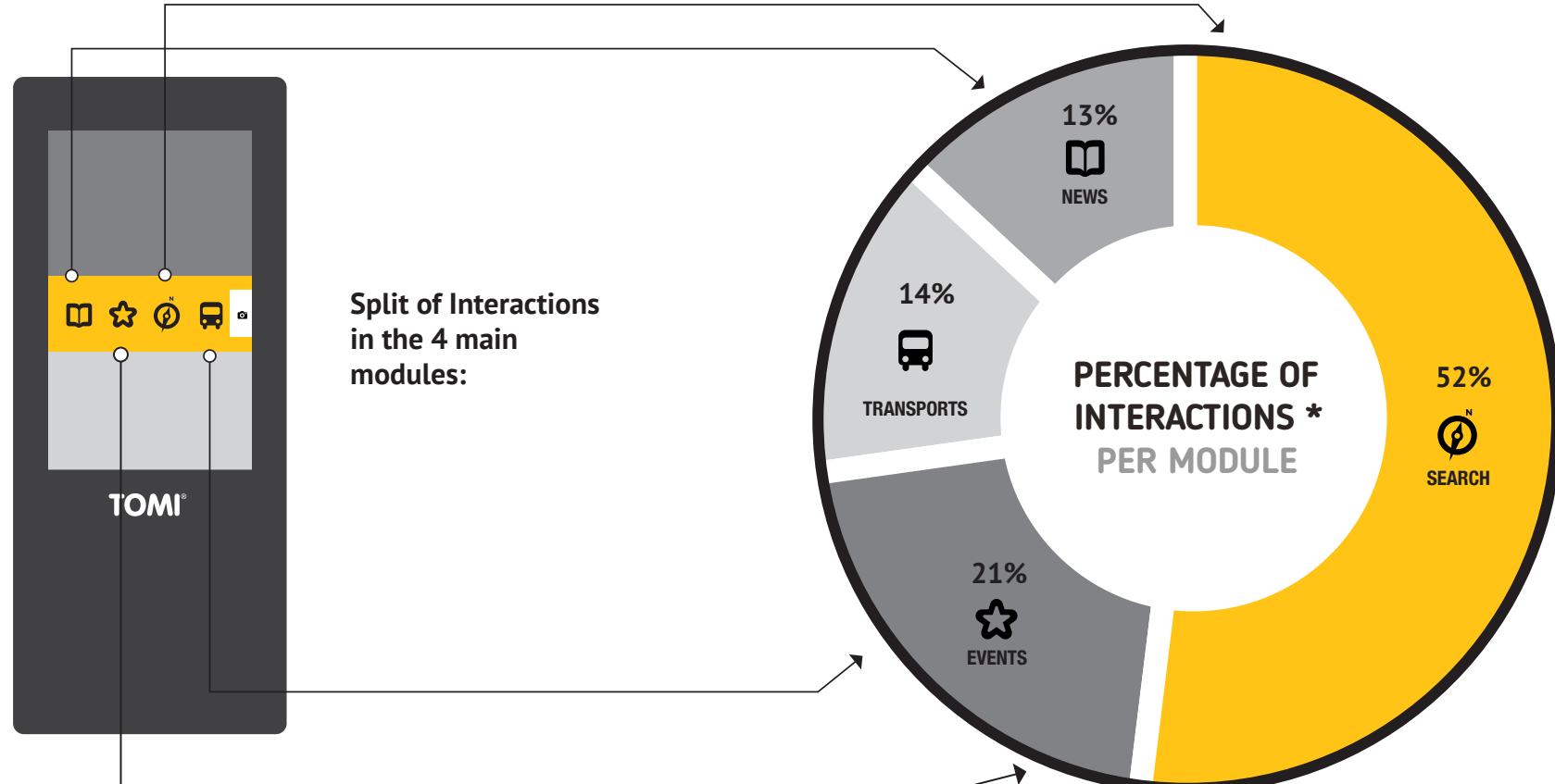
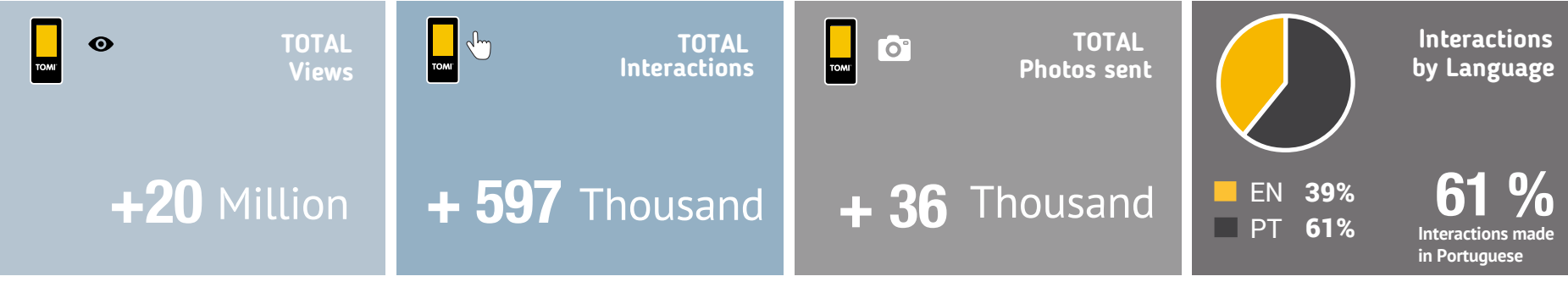






December registered a significant increase in the number of interactions. This is the official holidays' month, and people got out to buy presents and to celebrate the New Year's Eve.



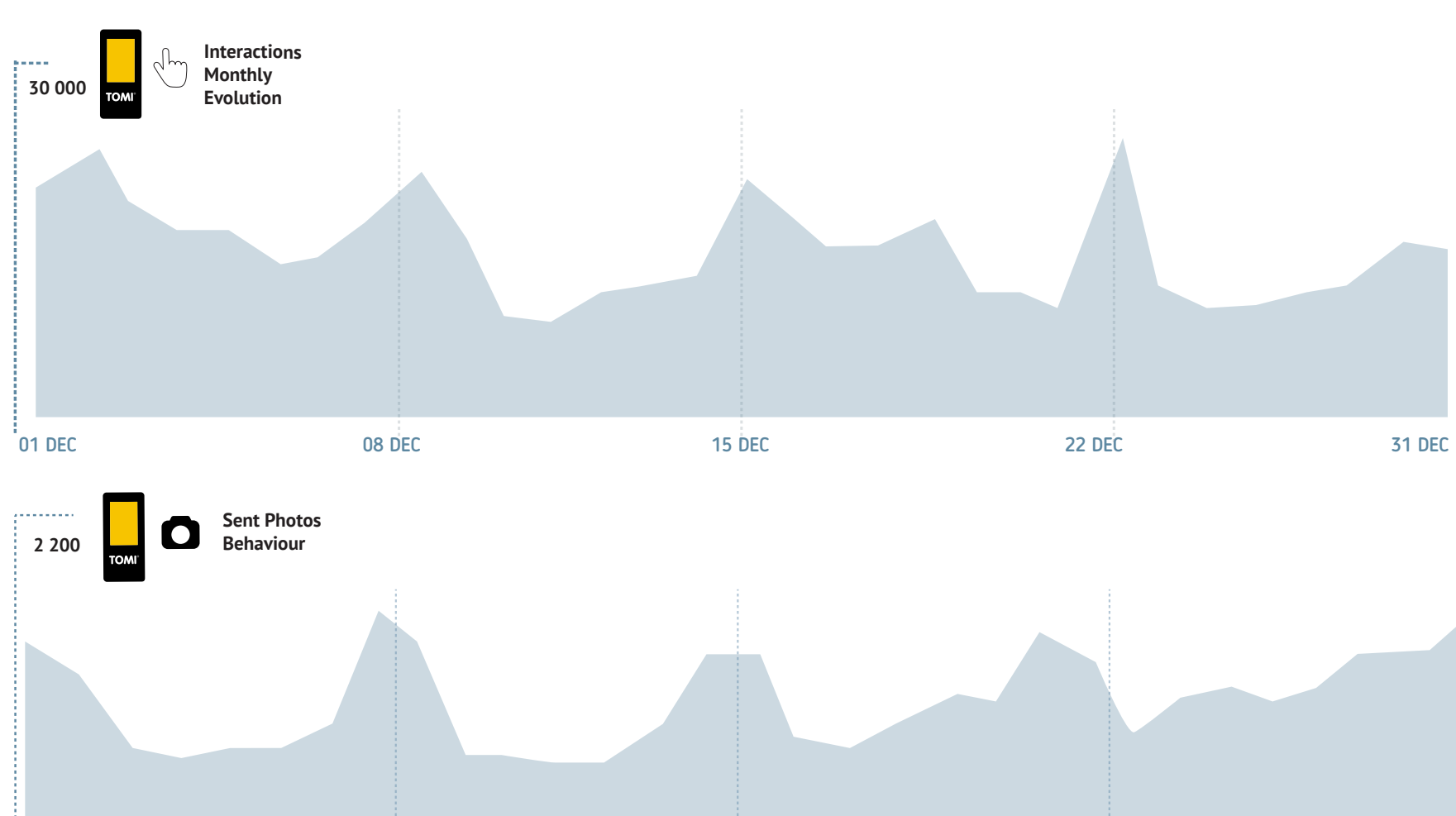
During the holidays, people enjoyed the city and found the best places and activities with TOMI: the Search module continued to stand out.



TOP Modules

 SEARCH	 EVENTS	 NEWS	 TRANSPORTS
1º Where to Eat	Other	It happens	Baixa-Chiado
2º What to Do	Exhibitions	City	Bairro Alto
3º Art and Culture	Music	Alerts	Praça do Rossio

DURING THE MONTH

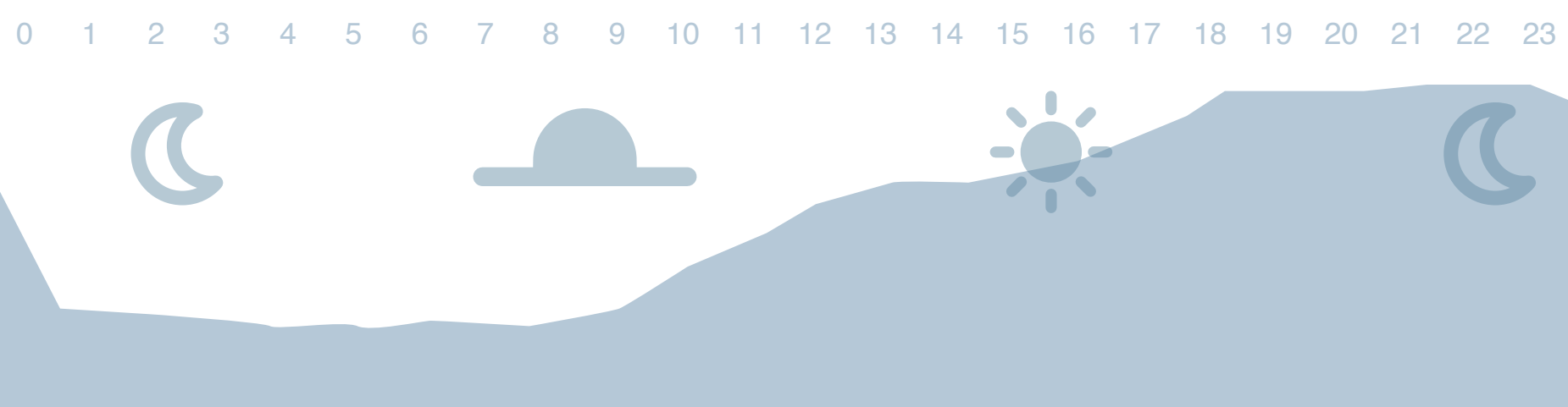


NOTES





New Year's Eve

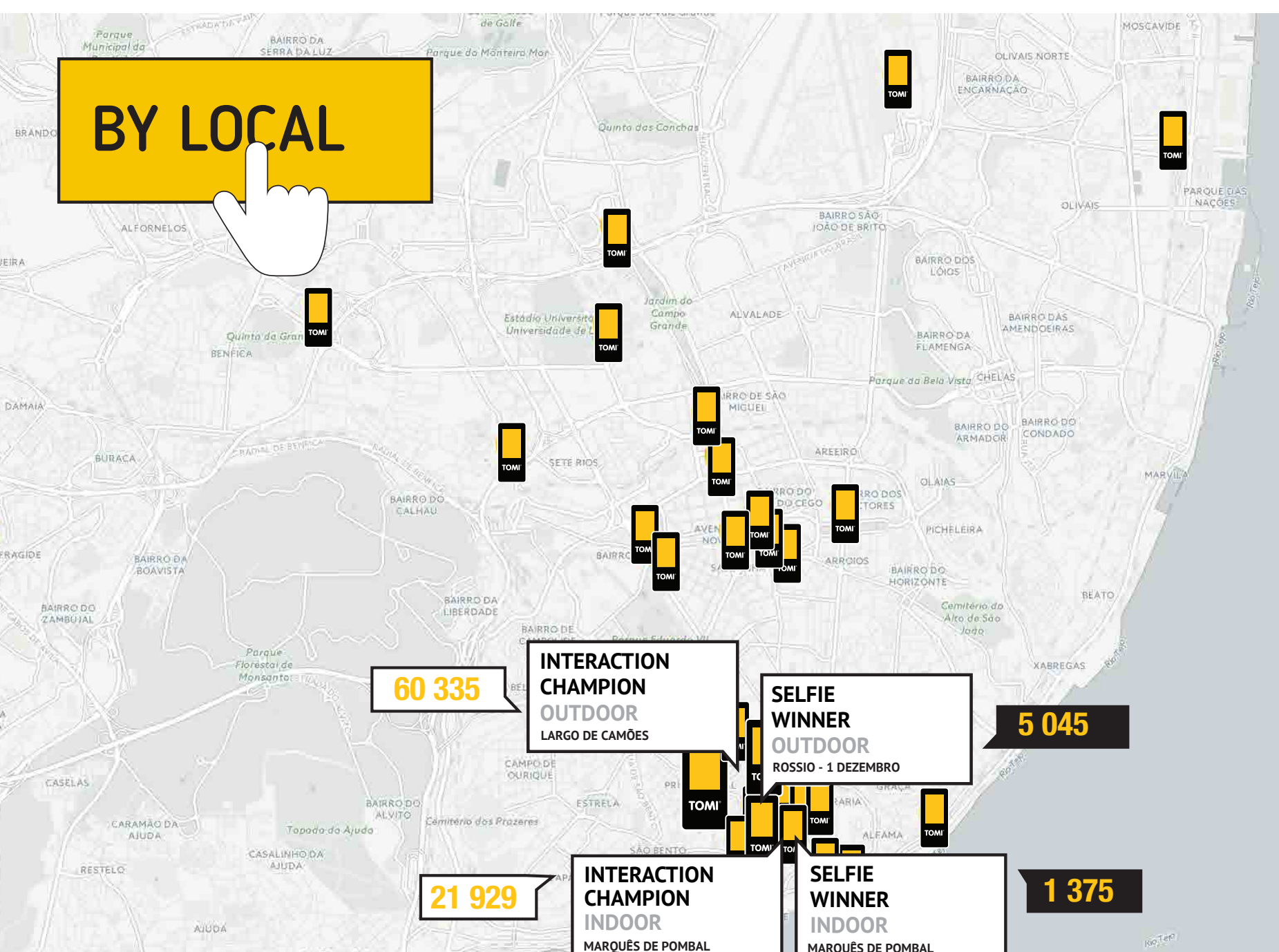
New Year's Eve (December 31st) registered a high number of interactions.

BY HOUR



The podium in December

INTERACTION CHAMPION		INTERACTION CHAMPION		SELFIE WINNER		SELFIE WINNER	
							
OUTDOOR	INDOOR	OUTDOOR	INDOOR				
Largo de Camões	Rossio	Rossio - Rua 1 Dezembro	Baixa-Chiado Átrio				
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.

www.tomiworld.com/lisbon

info@tomilx.pt

LISBOA - PORTUGAL