

Amazing numbers and recognition for TOMI!

Warmer days bring more people to the streets to enjoy the city. In November people searched for points of interest and events in Rio de Janeiro. The TOMI Rio network showed a considerable growth compared to the previous month, registering more touches and more photos sent.

TOUCHES



729
thousand

PHOTOS / GIFS SENT



16
thousand

CONTENT DISPLAY



10
million

MODULES

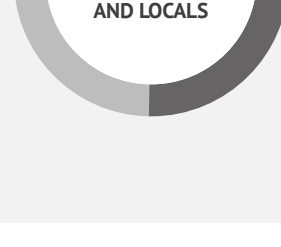


22% SEARCH

40% EVENTS

11% NEWS

27% TRANSPORTS



EN 15%

PT 50%

ES 35%

The Agenda category captured the attention in Rio de Janeiro, receiving 40% of the number of touches within the main modules!

TOP MODULES



SEARCH



EVENTS



NEWS



TRANSPORTS

| | | | | |
|----|-----------------|---------|----------------------|-------------|
| 1º | Art and Culture | Music | Local | Baixo Gávea |
| 2º | Where to eat | Teather | Culture | Ipanema |
| 3º | What to do | Sport | Economy and Business | Arpoador |

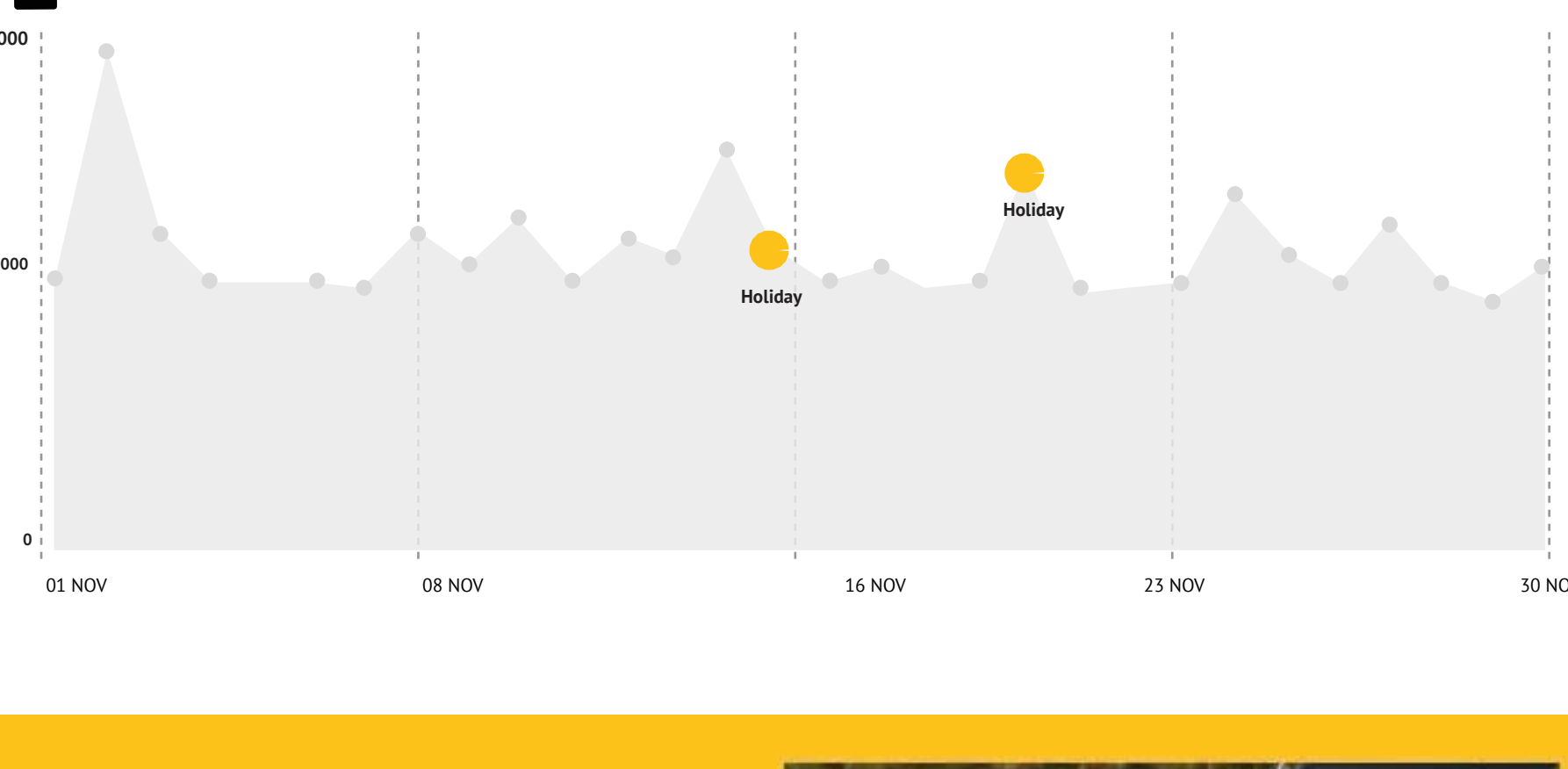
TOMI WINS DISABILITY MATTERS AWARDS

TOMI was the winner of the 'Disability Matters Awards' held in London, at Cisco headquarters! After being invited to present at the opening panel of the conference, TOMI received this amazing global recognition in the accessibility area.

This year's winners are prestigious multinationals: TOMI, Disneyland Paris, J.P. Morgan, P&G, SAP, KPMG, AIG, Network Rail, and HSBC.

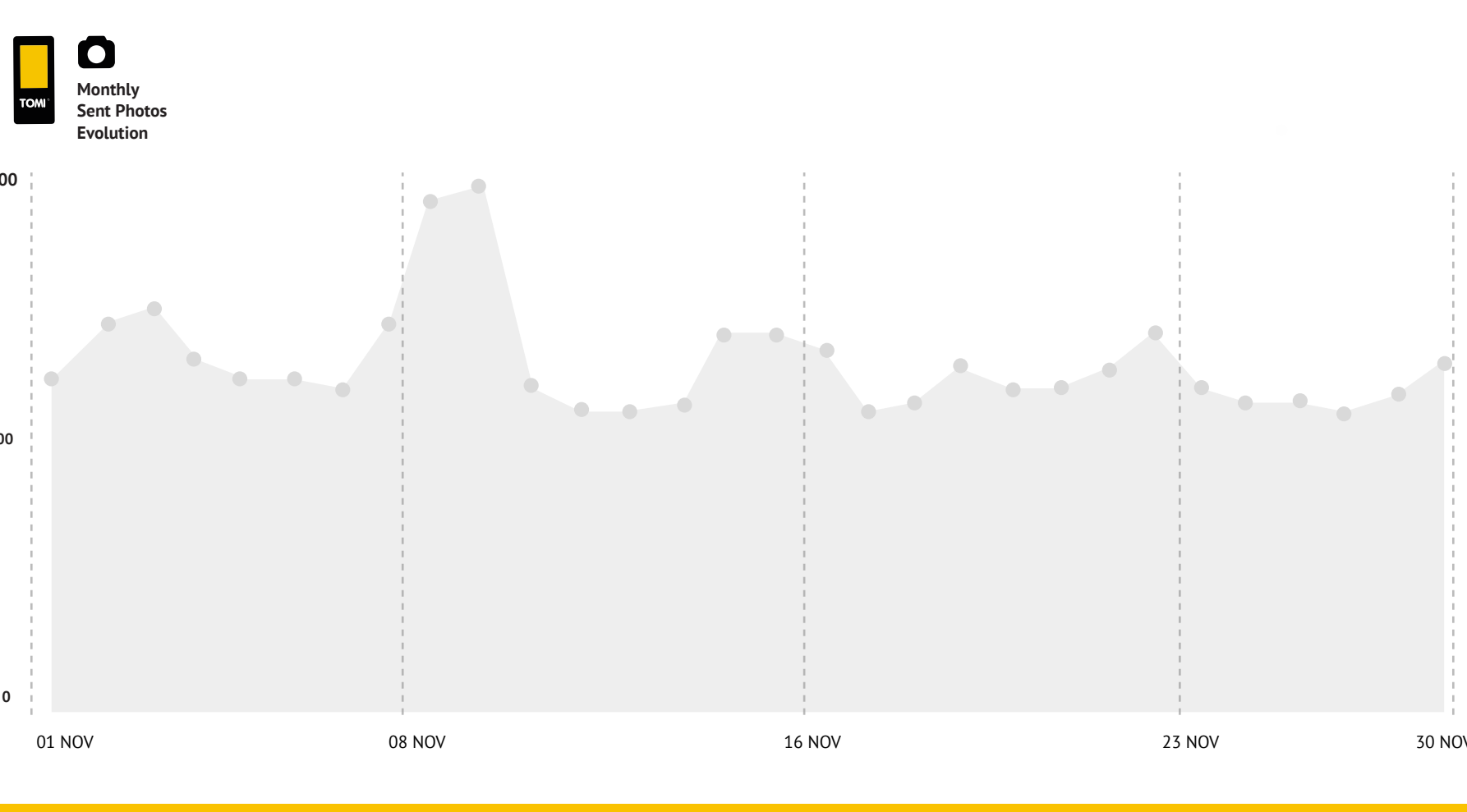


DURING THE MONTH



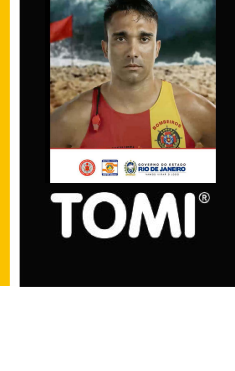
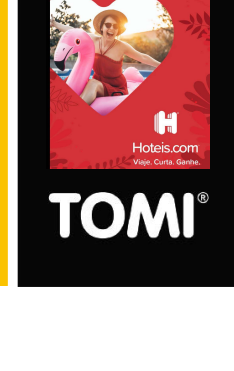
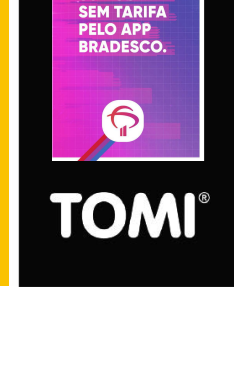
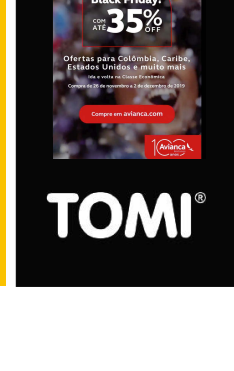
BANK HOLIDAYS

November had two holidays that invited people to explore and have fun in the city with the help of TOMI.

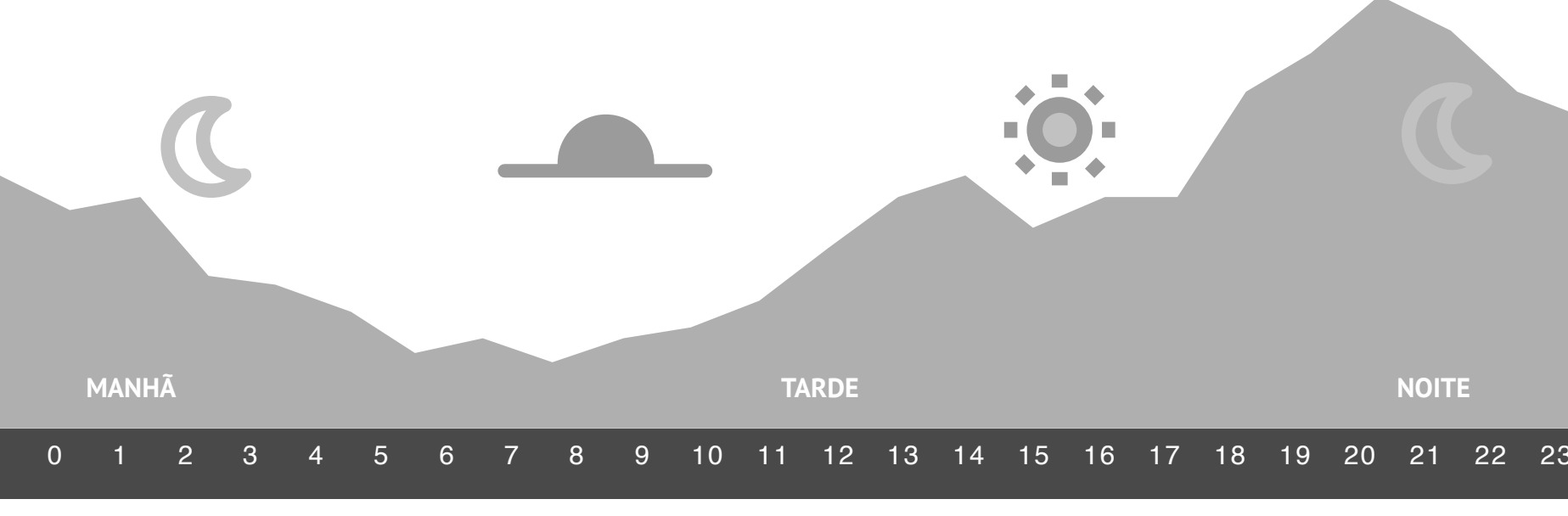


TOMI SMART MEDIA

TOMI is the best way to communicate and to reach the audience in Rio de Janeiro and interact in a creative way. See some of our media campaigns.

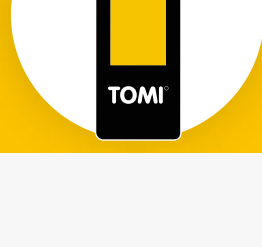


PADRÃO DIÁRIO

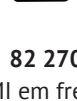


THE PODIUM LOCATIONS

BY LOCATION

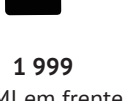


TOUCH CHAMPION

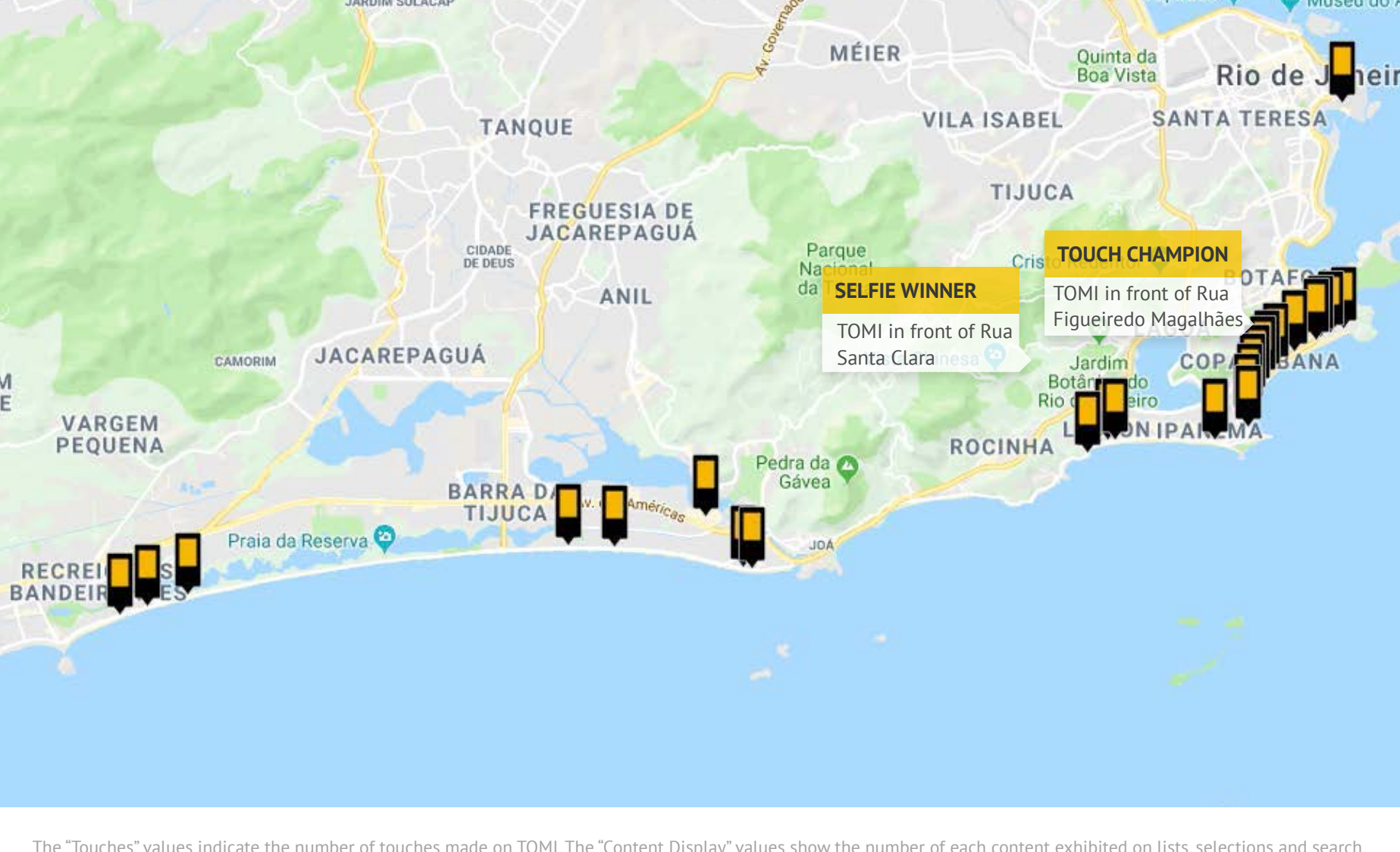


82 270
TOMI em frente à Rua Rodolfo Dantas

SELFIE WINNER



1 999
TOMI em frente à Rua Rodolfo Dantas



The "Touches" values indicate the number of touches made on TOMI. The "Content Display" values show the number of each content exhibited on lists, selections and search.