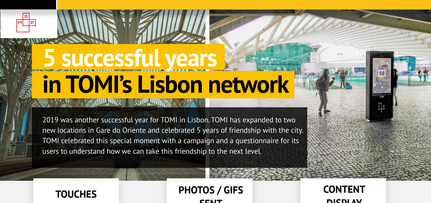


5 successful years in TOMI's Lisbon network

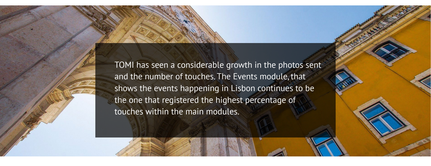
2019 was another successful year for TOMI in Lisbon. TOMI has expanded to two new locations in Gare do Oriente and celebrated 5 years of friendship with the city. TOMI celebrated this special moment with a campaign and a questionnaire for its users to understand how we can take this friendship to the next level.

TOUCHES	PHOTOS / GIFS SENT	CONTENT DISPLAY
13 million	197 thousand	236 million

MODULES

- 24% SEARCH
- 27% EVENTS
- 18% NEWS
- 31% TRANSPORTS

EN 42%
PT 58%



TOMI has seen a considerable growth in the photos sent and the number of touches. The Events module, that shows the events happening in Lisbon continues to be the one that registered the highest percentage of touches within the main modules.

TOP MODULES

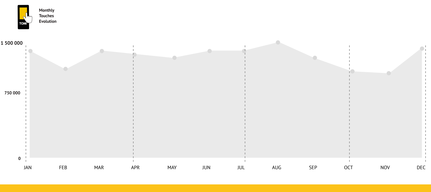
	SEARCH	EVENTS	NEWS	TRANSPORTS
1º	Art and Culture	Exhibitions	City	Baixa-Chiado
2º	Where to Eat	Theater	Culture	Aeroporto
3º	What to do	Others	Alerts	Praça do Rossio

SUCCESSFUL UPDATES: FROM ACCESSIBILITY TO CURATED INFORMATION

Throughout the year, TOMI released several groundbreaking updates. We highlight the most important:

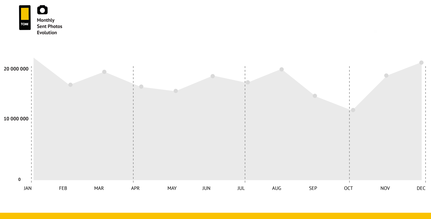
- **TOMI For All:** accessibility and inclusion project
- **TOMI Press**: newspaper covers on TOMI
- **TOMI Suggests**: automatic event promotion through videos
- **TOMI Editing**: Collaboration and co-creation of content with cultural entities

DURING THE YEAR



PROMOTING INTERACTIONS IN HOLIDAY SEASON

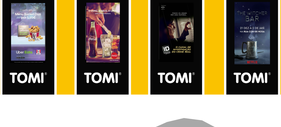
The month of December, corresponding to the festive season of Christmas and New Year recorded a peak of touches and photos sent. This holiday season had customized frames that were a big hit.



TOMI SMART MEDIA

Communication in the right place at the right time!

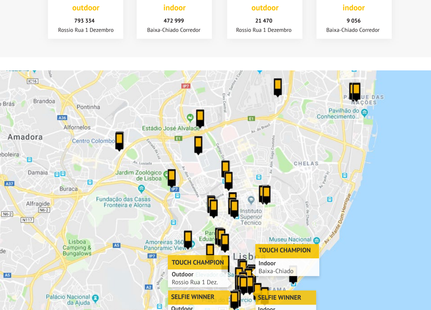
In 2019, the TOMI Lisboa network had over 200 new campaigns from different brands, which chose TOMI to communicate and reach the public creatively.



THE PODIUM LOCATIONS

BY LOCATION

TOUCH CHAMPION	TOUCH CHAMPION	SELFIE WINNER	SELFIE WINNER
outdoor	indoor	outdoor	indoor
793 334	472 999	21 470	9 056
Rossio Rua 1 Dezembro	Baixa-Chiado Corredor	Rossio Rua 1 Dezembro	Baixa-Chiado Corredor



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

TOMI® Keep in Touch

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Smart Cities USA, UK and Latam awards — Citizen's engagement, E-Gov & urban innovation

Award UI & UX — Best interface

Accessibility & inclusion — Design for society & disability inclusion

DOOH media — Best innovation

Tourism — Best service