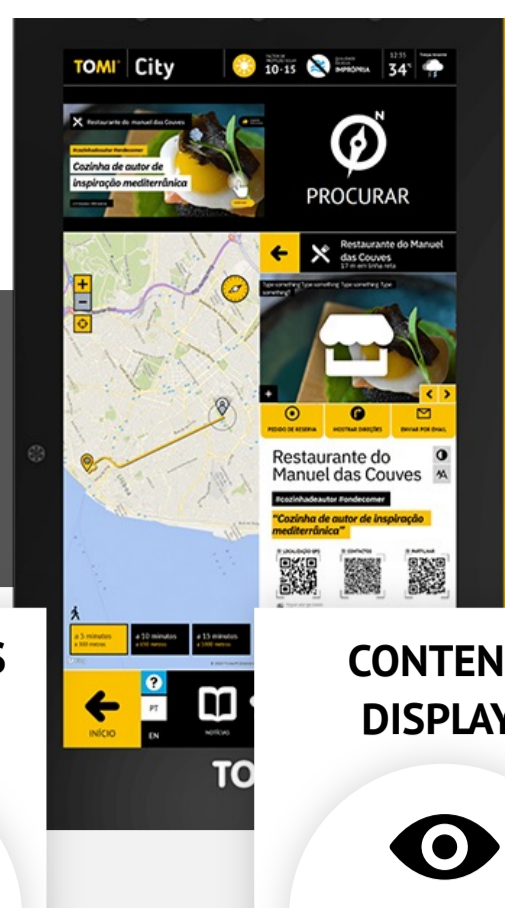


TOMI Launches TOMI MY BUSINESS

TOMI WORLD launched the platform "TOMI My Business" as a way to promote the local economy, for free. The new platform allows everyone to add or change their business on the Search module in TOMI. TOMI My Business is one of the many functionalities and features that have been developed during the Covid-19 peak period.



TOUCHES



5.36
Million

PHOTOS / GIFS SENT



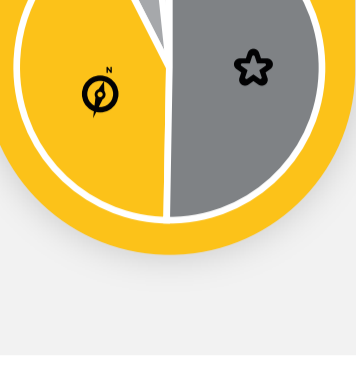
7381

CONTENT DISPLAY



35
million

MODULES



- 42% SEARCH
- 50% EVENTS
- 6% NEWS
- 2% TRANSPORTS

The Events and Search module were in the spotlight in July, promoting culture and locations in the cities.

COVID-19: A NEW WAY TO PROMOTE THE LOCAL ECONOMY

This initiative has the main goal to support the local economy, allowing the promotion through the TOMI's networks. The platform can be accessed through the website mybusiness.tomiworld.com. Any merchant can insert a new business on TOMI, or if it is already in the Search Module request for its revision.



[Read more on Digital Signage Connection \(USA\)](#)

TOP MODULES



- SEARCH
- EVENTS
- NEWS

1º	Where to Eat	Music	City
2º	What to Do	Exhibitions	Society
3º	Art and Culture	Theater	Tourism



TOMI has a new location in Portugal

TOMI has a new location in a city in the center of Portugal, Castelo Branco. With this new TOMI the expansion keeps growing worldwide, reaching almost 100 cities! TOMI will inaugurate other locations soon.

[See the other locations here](#)

DURING THE MONTH

TOUCHES

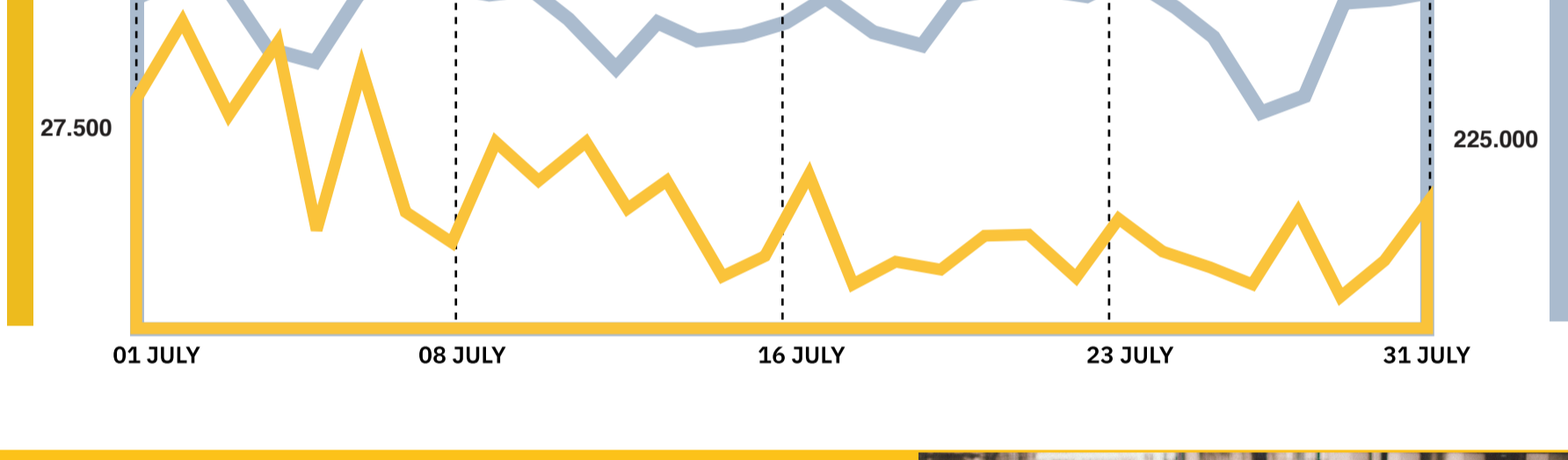


Monthly Touches Evolution

PEDESTRIANS



Monthly Pedestrian Evolution



FEWER PEDESTRIANS ON THE WEEKENDS

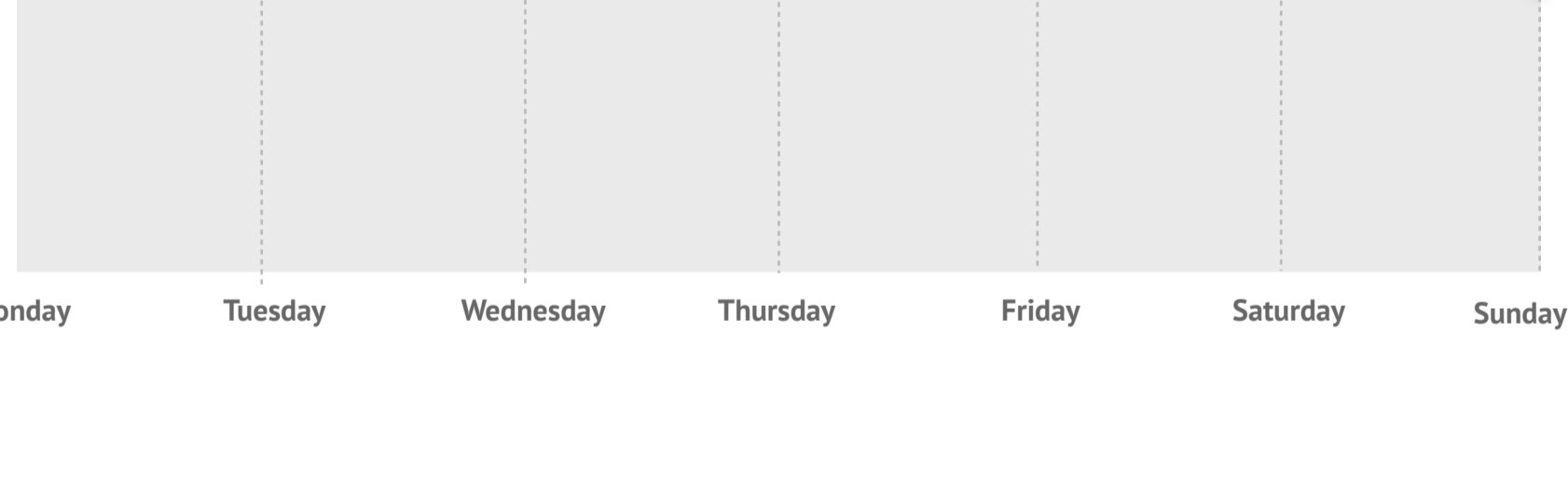
On the month of July, there were more pedestrians during the week, once people are returning to work.



WEEKLY TREND

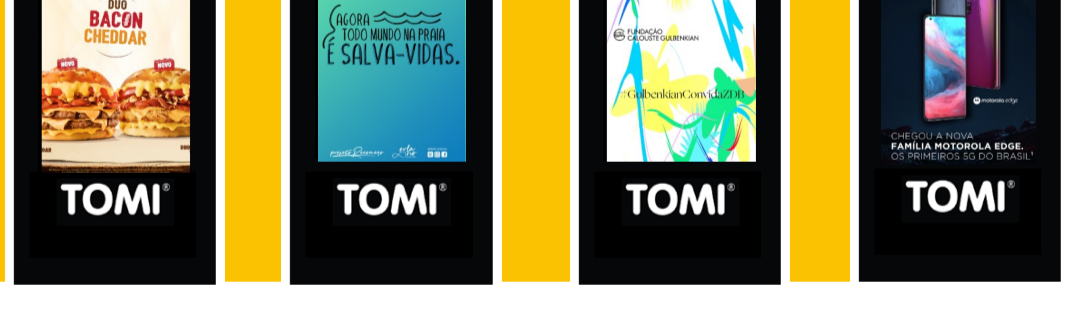


Average weekly pedestrian count during the month



TOMI SMART MEDIA

TOMI is the best way to communicate and to reach the audience and interact in a creative way. See some of our campaigns on June in our networks.



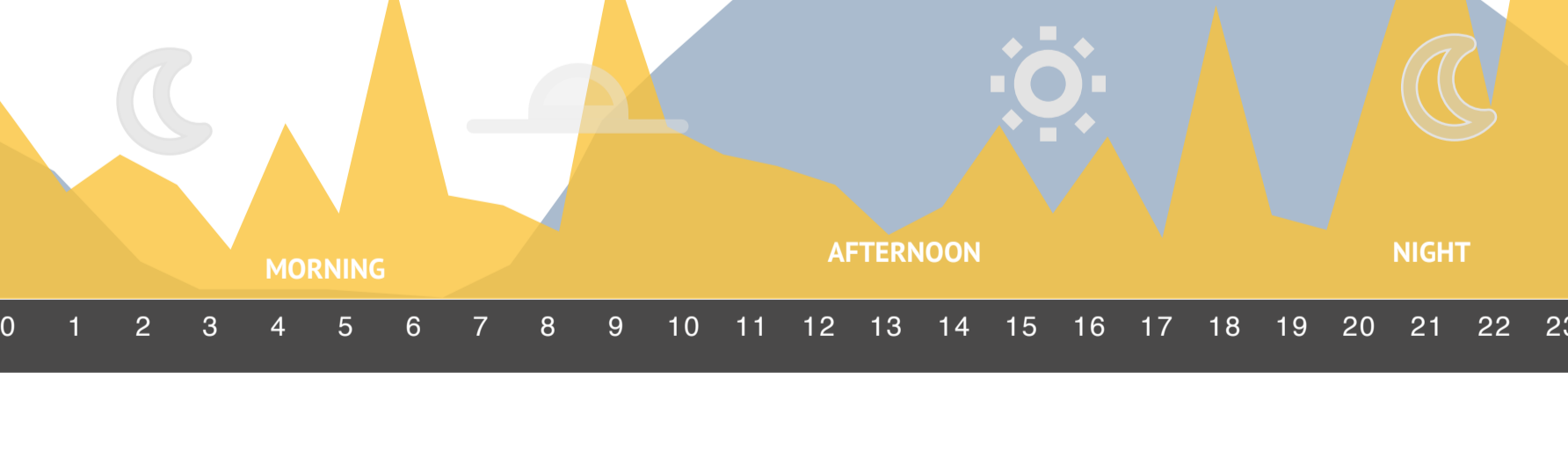
DAILY TREND



Touches

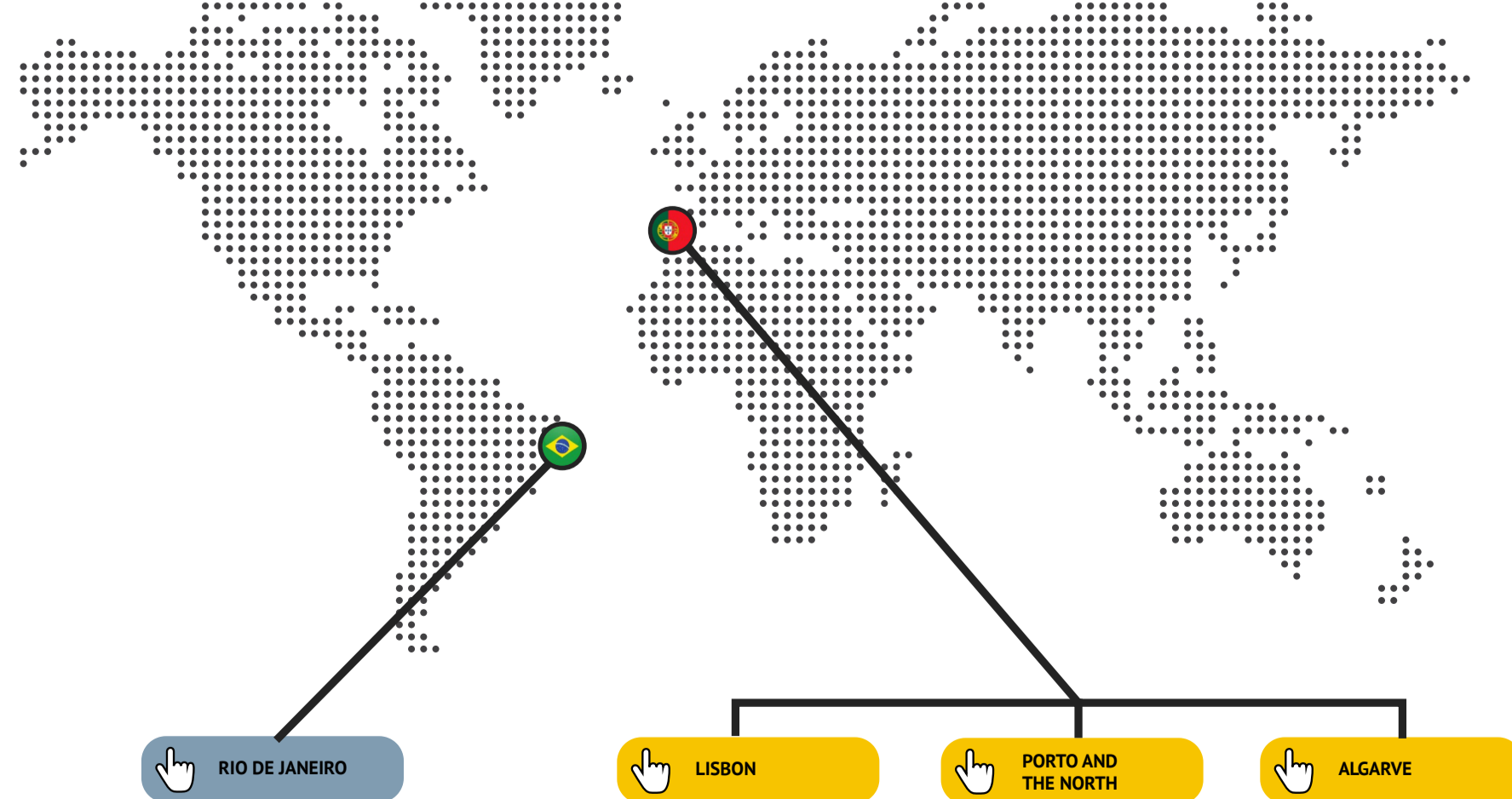


Pedestrians



LOCATIONS

BY NETWORK



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