OCTOBER NEWS & DATA: **COVID-19 PREVENTION**

ΤΟΜΙ

City's Best Friend

01.10.2020 -31.10.2020

Lisbon



During the month of October, the Events Module stood out, with 86%. Users have shown a great demand for Exhibitions, Music and Cinema.

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October main topic:

The month of October was marked by new restrictions around Europe due to the increase of new cases of Covid-19, as well as the decreed of Emergency Status in some municipalities in Portugal.

USER ACTIONS PEDESTRIANS Monthly Monthly **User Actions** Pesdestrian **Evolution Evolution** 45.000 140.000 22.500 70.000 01 OCTOBRE 09 OCTOBRE 23 OCTOBRE 16 OCTOBRE 31 OCTOBRE

DURING THE MONTH

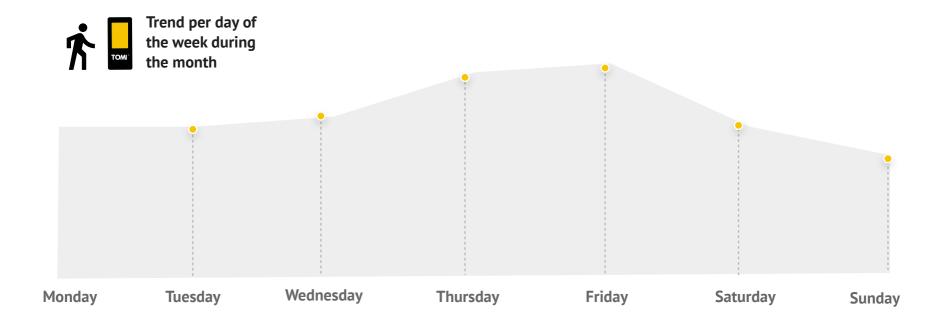
PEDESTRIANS

PEAK AT THE END OF THE WEEK

In October there was a peak of pedestrians at the end of the week, more specifically on Thursday and Friday, as shown in the graph below.



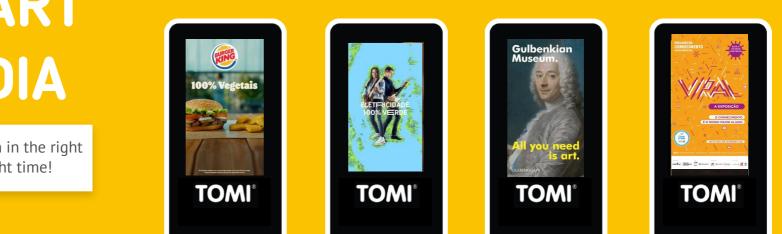
WEEKLY TREND



TOMI **SMART MEDIA**

Communication in the right place at the right time!

TOMI is the best way to communicate and to reach the audience in Lisbon and interact in a creative way.

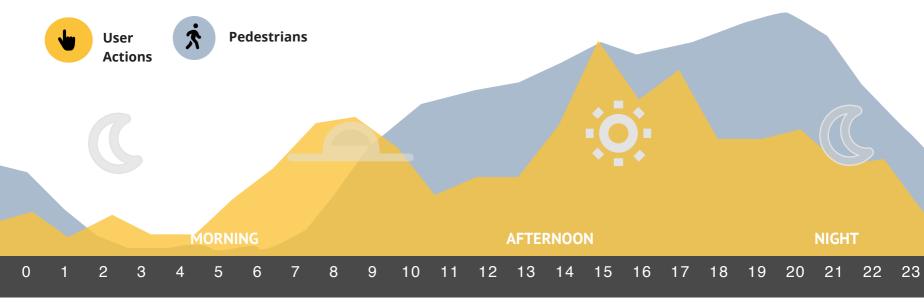


'Burger King"

"Gulbekian"

rilhão Do Conhe





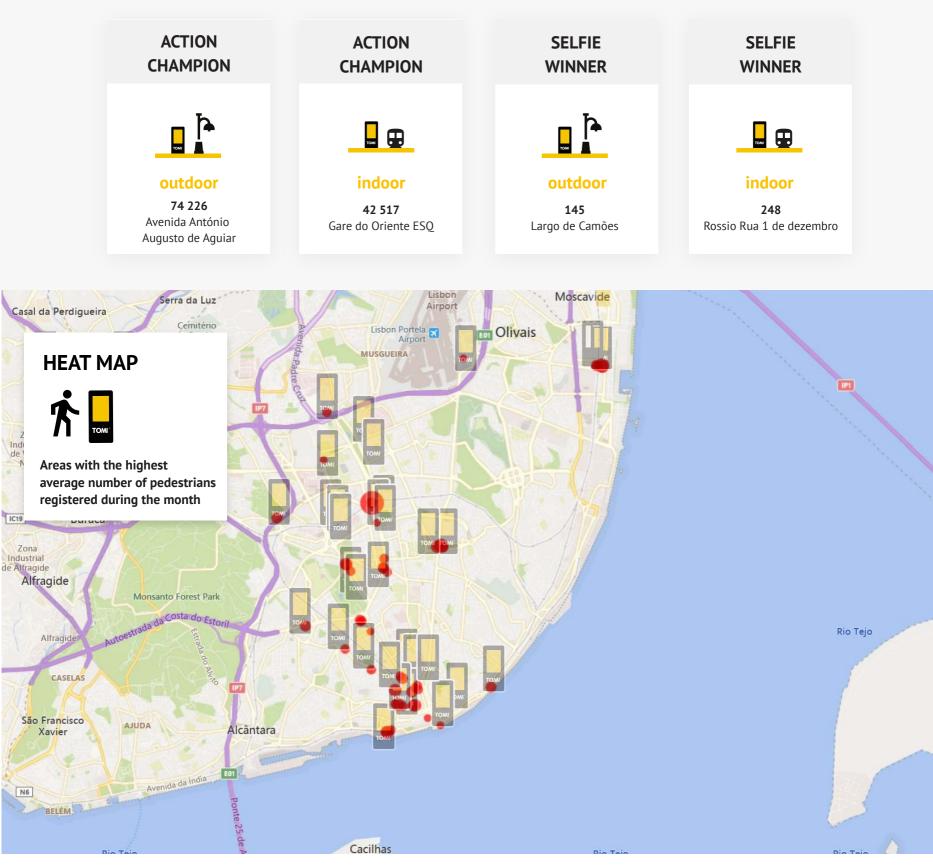
THE PODIUM

BY LOCATION









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. Pedestrian data is completely anonymous and privacy is respected.

