

# TOMI shares important information about Covid19

TOMI continues to disseminate information to keep the population informed in real time, as well as safety measures.

## USER ACTIONS



**107**  
Thousands

## PHOTOS / GIFS SENT



**1 053**

## CONTENT DISPLAY



**8.37**  
million

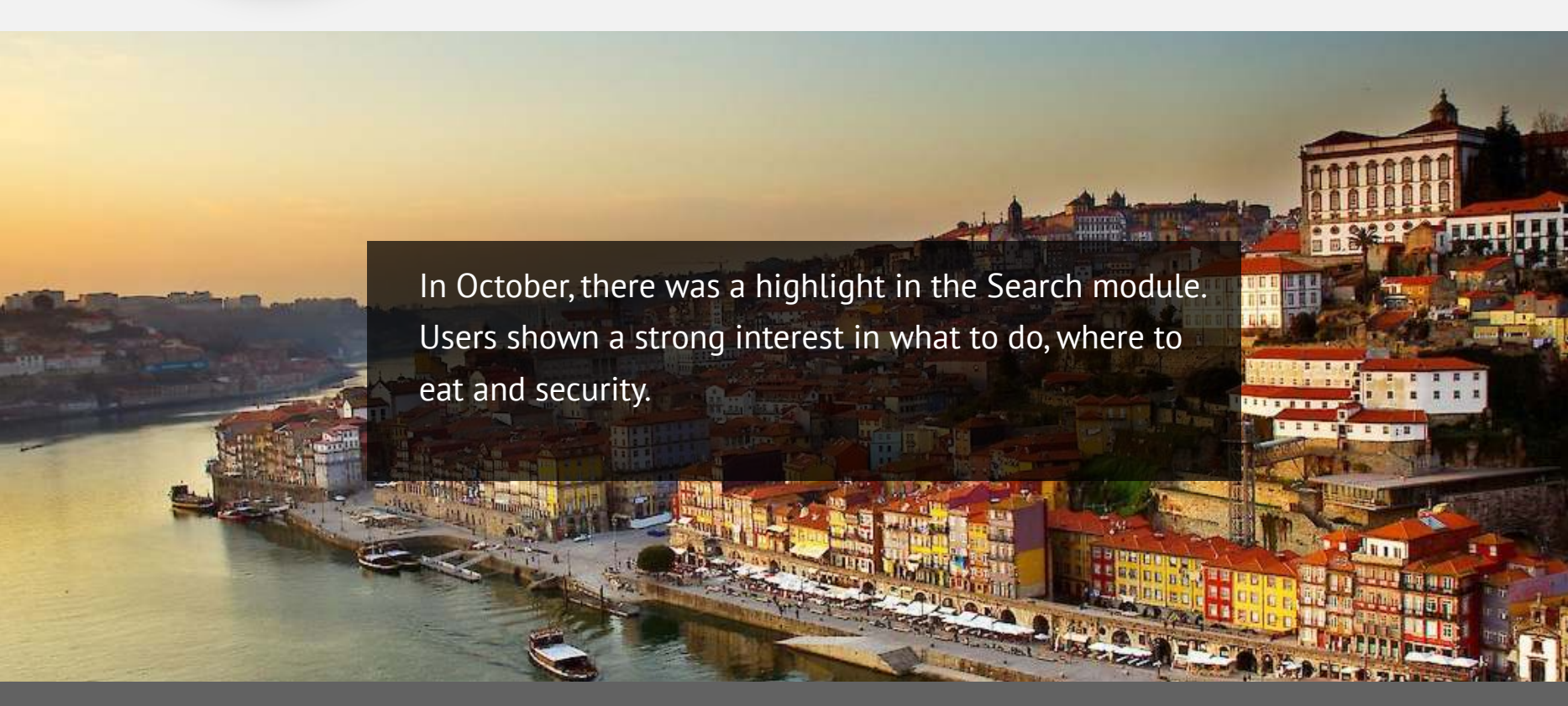
## MODULES



- 7% NEWS
- 29% EVENTS
- 45% SEARCH
- 19% TRANSPORTS



- EN 7%
- PT 52%
- ES 41%



In October, there was a highlight in the Search module. Users shown a strong interest in what to do, where to eat and security.

## TOP MODULES

NEWS

EVENTS

SEARCH

TRANSPORTS

1º	Local	Culture	What to Do	Central de Camionagem
2º	Society	Outdoors	Where to Eat	Rodonorte
3º	Culture	Market	Security	Transdev - Rodoviária D Entre Douro e Minho

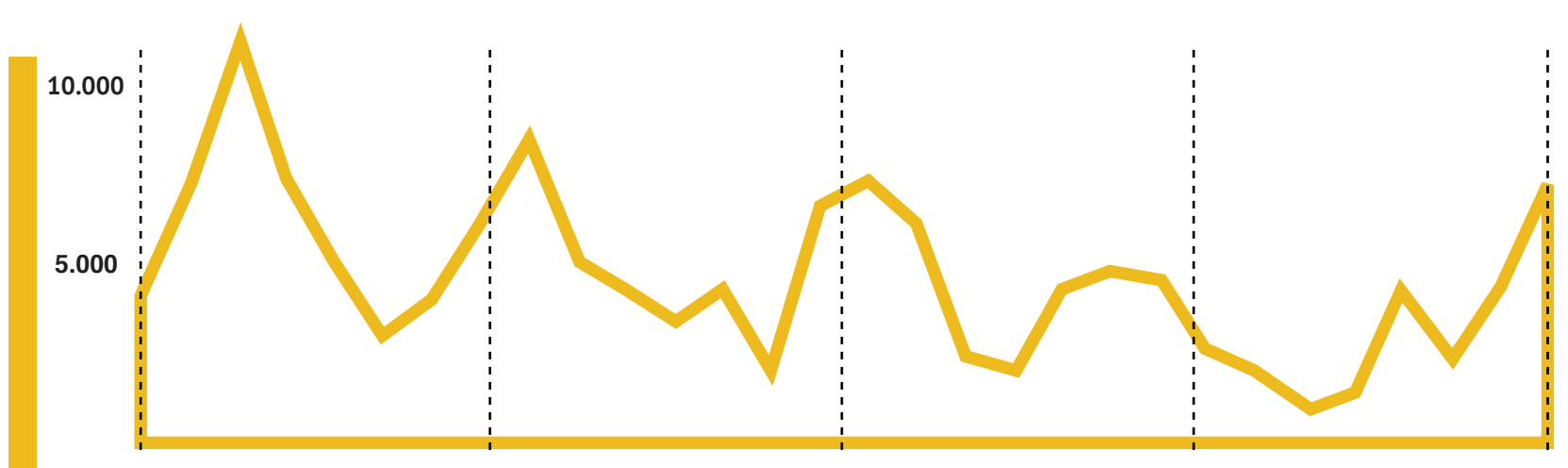
## October main topic:

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.

## DURING THE MONTH

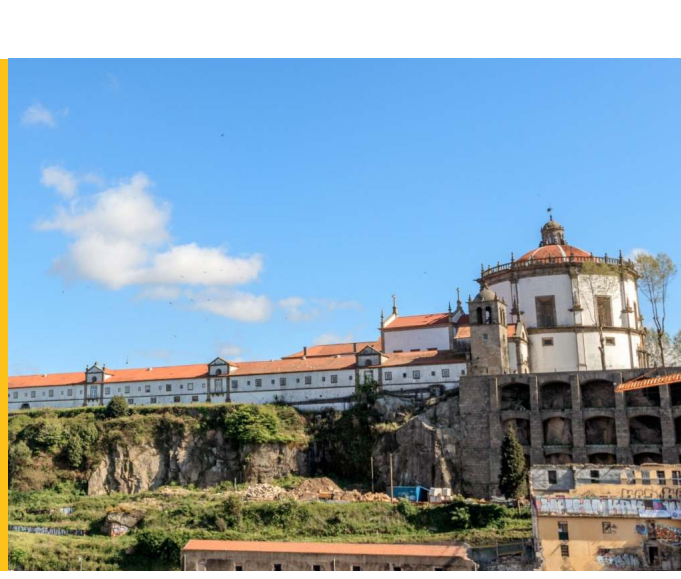
### USER ACTIONS

Monthly User Actions Evolution



## INCREASING EVOLUTION OF TOUCHES DURING THE DAY

In September, there was an increasing trend of touches during the day, registering several peaks in the afternoon and evening.



NEWS

EVENTS

SEARCH

## TOP UPDATES PER REGION

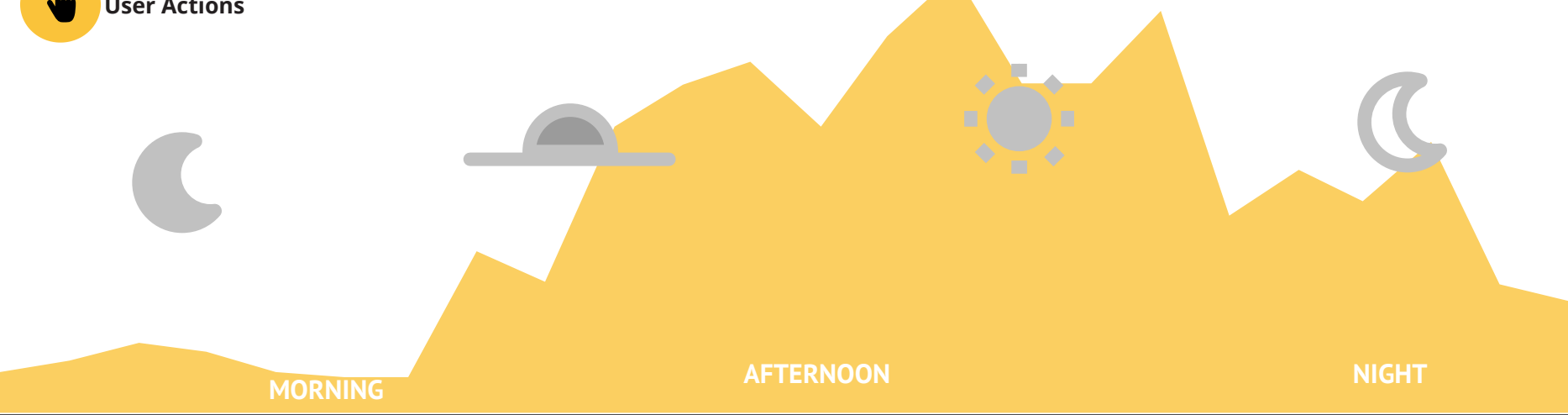
Valpaços  
Tabuaço  
Arcos de Valdevez  
Baião  
Vila Verde

Barcelos  
Arcos de Valdevez  
Vila Nova de Gaia  
Matosinhos  
Amares

Monção  
Paços de Ferreira  
São João da Pesqueira  
Torre de Moncorvo  
Mogadouro

## DAILY TREND

User Actions



## THE PODIUM LOCATIONS

## BY LOCATION



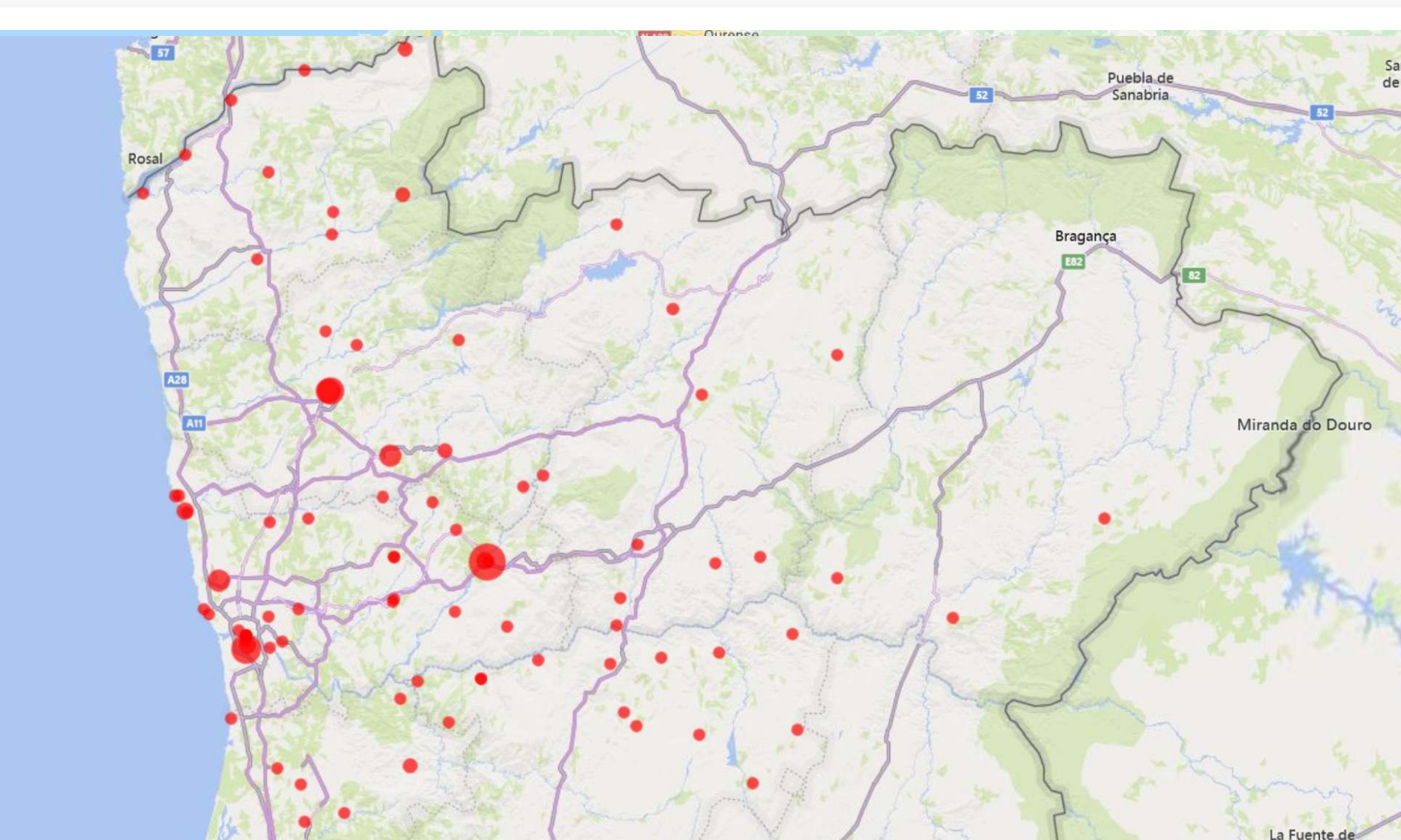
### ACTION CHAMPION

- Felgueiras TOMI - 23 807
- Braga TOMI Arco - 20 011
- Braga TOMI Loja - 10 628
- Ponte da Barca TOMI - 9 309
- Vila do Conde Teatro TOMI - 7 411



### SELFIE WINNER

- Braga TOMI Arco - 389
- Braga TOMI Loja - 170
- Arouca TOMI - 121
- Ponte de Lima TOMI - 83
- Vila do Conde Teatro TOMI - 63



Os valores de "Toques" indicam o número de toques feitos no TOMI. Os valores das "Exibições" mostram o número de cada conteúdo exibido em listas, seleções e pesquisa.