

TOMI celebrated

1 month in Montevideo

TOMI was inaugurated in September in Plaza Kibón, Montevideo.

During the first month of TOMI's new location, there were more than 688 thousand user actions and 2.35 thousand photos and GIFs sent.

USER ACTIONS

11 Million

PHOTOS / GIFS SENT

10.11 Thousand

CONTENT DISPLAY

46 Million

MODULES

8% NEWS

47% EVENTS

29% SEARCH

16% TRANSPORTS

The Events module was in the spotlight in October, promoting the culture, music and exhibitions in the cities.

TOMI has a new partnership with Turismo de Portugal

TOMI and Turismo de Portugal have built a new partnership as a way to promote the business establishments and other points of interest that have the "Clean&Safe" certification regarding Covid-19 compliance rules. This new partnership has been already launched in all TOMIs in Portugal."

TOP MODULES

1º City

2º Culture

3º Society

NEWS

EVENTS

SEARCH

Culture

Music

Exhibitions

Where to eat

Public Transports

What to do

TRANSPORTS

See the complete video here

TOMI has a new video for the Transports Module

TOMI Transports Module allows to see the locations, the time will until the location and the schedules, and the cost. TOMI presented, during the month of October, a new video for the Transports Module. The best information in the right place at the right time.

DURING THE MONTH

USER ACTIONS

Monthly User Actions Evolution

PEDESTRIANS

Monthly Pedestrian Evolution

600.000

300.000

250.000

125.000

01 OCTOBER

08 OCTOBER

16 OCTOBER

23 OCTOBER

30 OCTOBER

PEDESTRIANS

PEAK OF PEDESTRIANS ON FRIDAYS

During October, there was a peak of pedestrians on Fridays, since it was the beginning of the weekend.

WEEKLY TREND

Trend per day of the week during the month

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

TOMI SMART MEDIA

Communication in the right place at the right time!

"Burger King"

"Tivoli Park"

"MEO"

"Hotel.com"

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

DAILY TREND

User Actions

Pedestrians

MORNING

AFTERNOON

NIGHT

0

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

LOCATIONS

BY NETWORK

RIO DE JANEIRO

MONTEVIDEO

LISBON

PORTO AND THE NORTH

ALGARVE

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.

TOMI

Keep in Touch!

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MAIN AWARDS AND HONORS

Smart Cities USA, UK and Latam awards

Award UI & UX

Accessibility & inclusion

DOOH media

Tourism

Citizen's engagement, E-Gov & urban innovation

Best interface

Design for society & disability inclusion

Best innovation

Best service