

TOMI shares information about Covid-19

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

USER ACTIONS



20.7
thousand

PHOTOS / GIFS SENT



309

CONTENT DISPLAY



13
million

MODULES



- 16% NEWS
- 64% EVENTS**
- 10% SEARCH
- 10% TRANSPORTS



- EN 4%**
- PT 61%**
- ES 35%**

In January, the Events module showed a higher prominence, with 64% of research. TOMI users search essentially for Art & Culture, Music and Exhibitions.

TOP MODULES

NEWS

EVENTS

SEARCH

TRANSPORTS

1º	Society	Art & Culture	What to Do	Courense
2º	Culture	Music	Places of Worship	Renex - Rede Nacional de Expressos
3º	Economy	Exhibitions	Where to Stay	Barquense

January main topic:

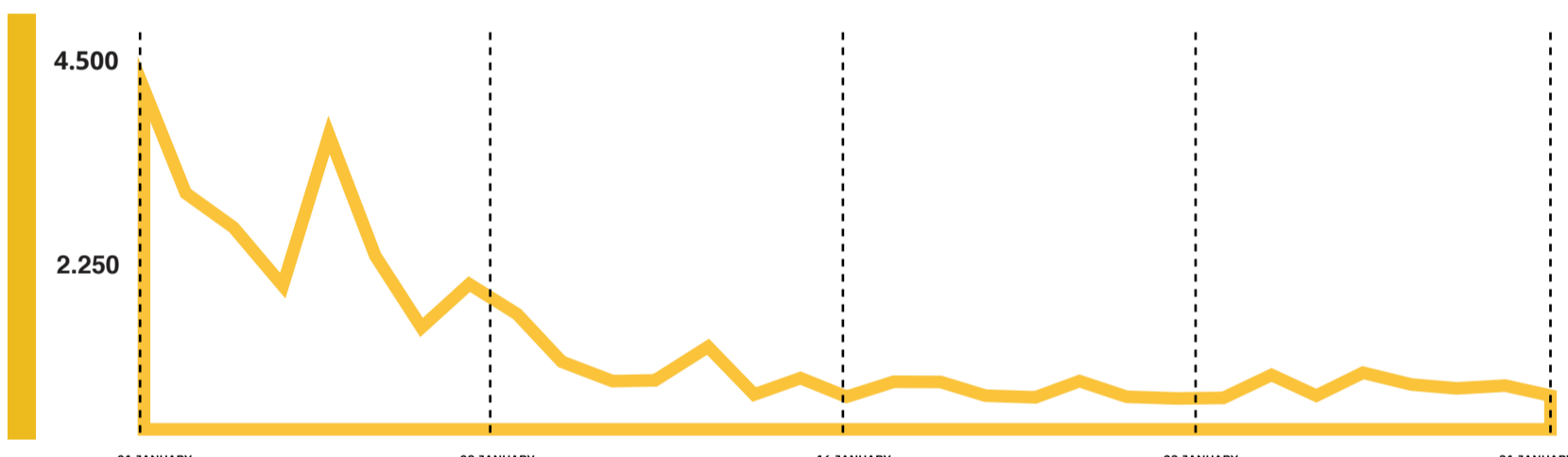
The month of January was marked by the exponential increase in cases of Covid-19 in Portugal and Europe and, consequently, the return to nacional lockdown.

DURING THE MONTH

USER ACTIONS



Monthly User Actions Evolution



PEAK OF USER ACTIONS AT NIGHT

In January, there was a peak in user actions at night, more specifically between 7pm and 9pm. During the period between 6am and 6pm, users' actions remained stable.



NEWS

EVENTS

SEARCH

TOP UPDATES PER REGION

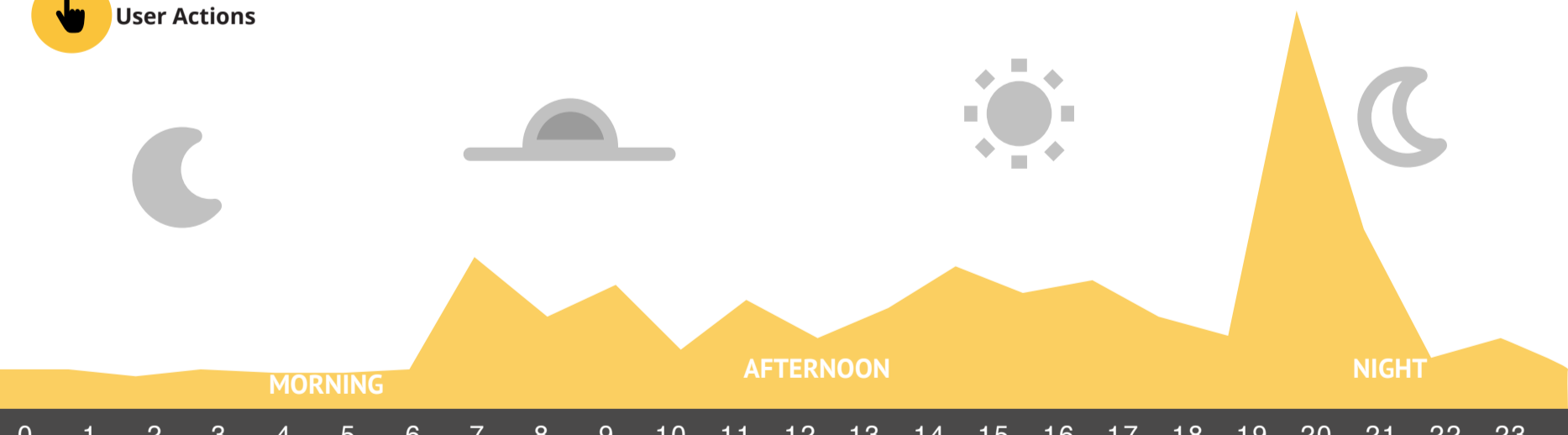
Vieira do Minho
Ponte de Barca
Tarouca
Póvoa de Varzim
Melgaço

Maia
Espinho
Guimarães
Melgaço
Tarouca

Vizela
Paredes
Vila do Conde
Vila Flor
Valpaços

DAILY TREND

User Actions



THE PODIUM

BY LOCATION



ACTION CHAMPION

Vila Nova da Cerveira TOMI - 6 977
Ponte de Lima TOMI - 4 256
Vila Nova de Gaia CM TOMI - 2 734
Braga TOMI Loja - 981
Braga TOMI Arco - 765



SELFIE WINNER

Braga TOMI Arco - 141
Braga TOMI Loja - 36
Ponte de Lima TOMI - 27
Caminha TOMI - 22
Arouca TOMI - 16

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.

