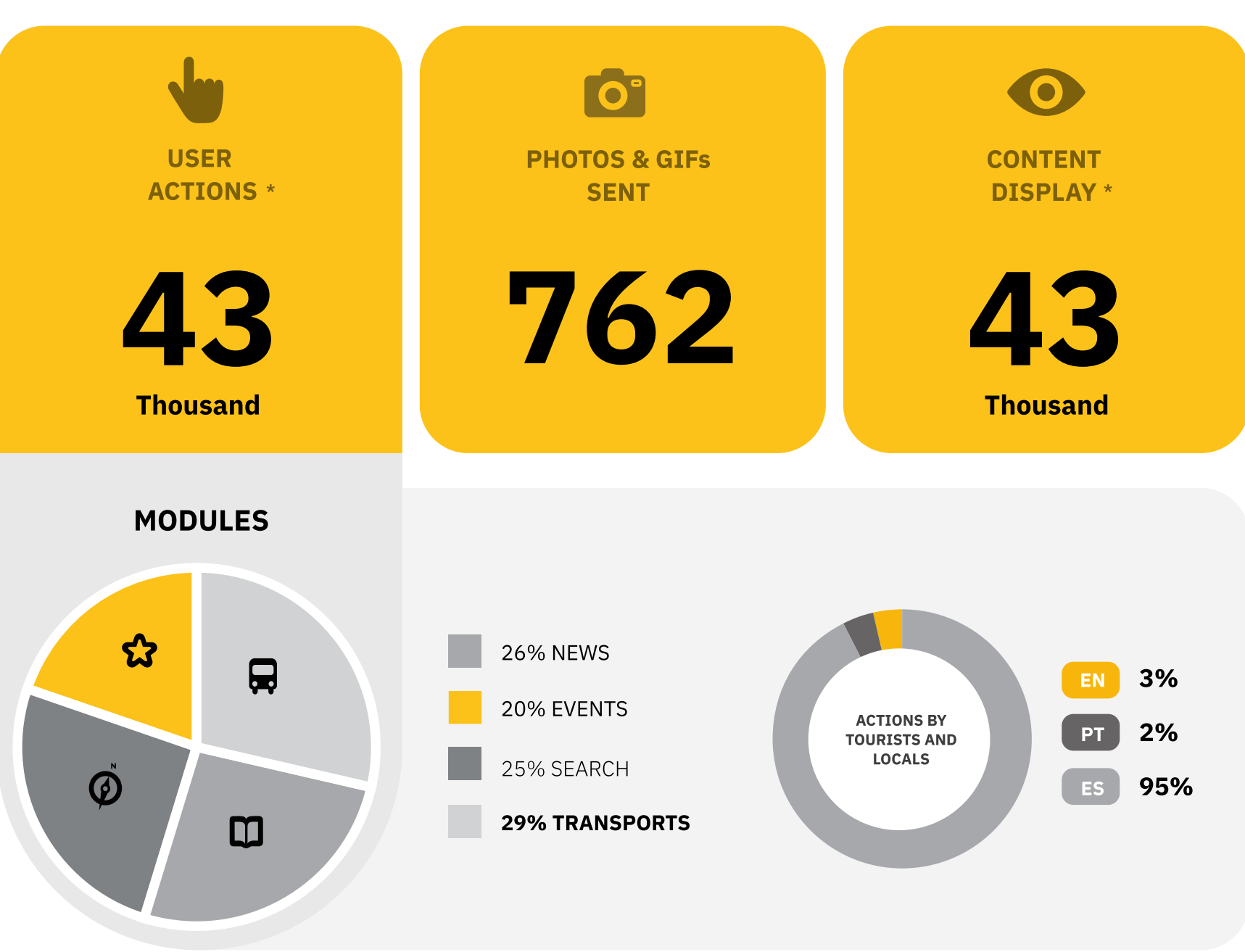


# TOMI Best Urban Interactive Solution 2020

TOMI won a new award of "Best Interactive Urban Solution", by Global Business Insights, from the United Kingdom. This award was given for TOMI's innovative way of promoting information and helping citizens in their daily lives.



In April, the Transports Module was in highlight. TOMI users searched mainly for Playa de Los Pocitos, Museo Dámaso Ant3nio Larrañaga, and Policlínico Buceo.

## TOP CONTENT CATEGORIES

## USER ACTIONS\*

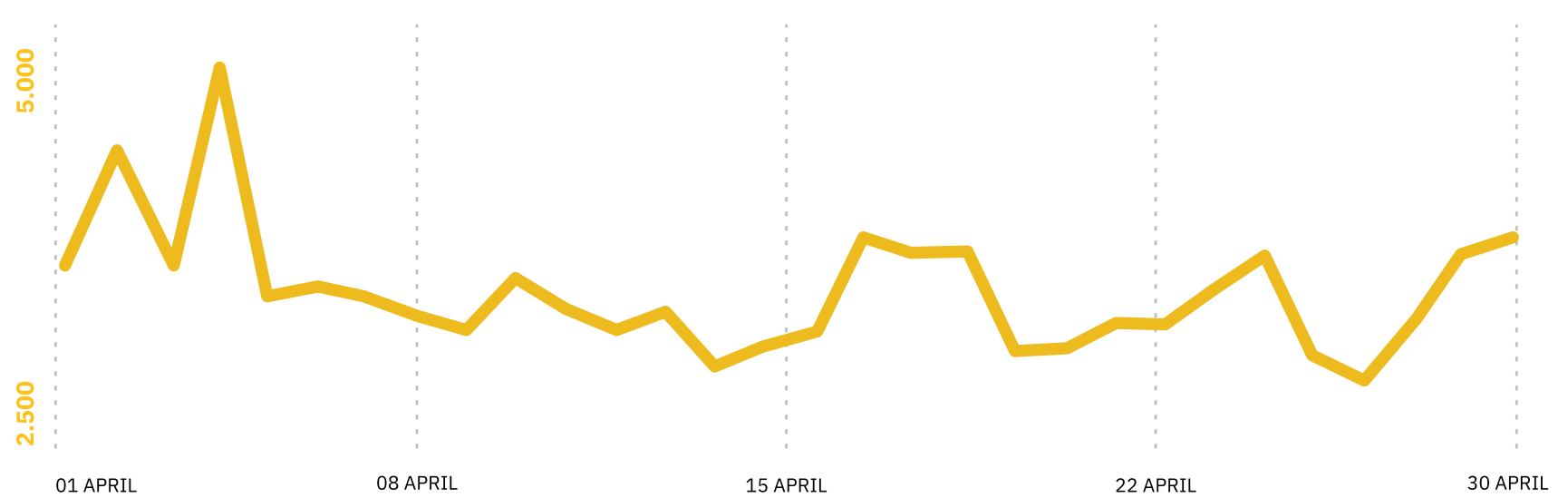
Top Content Categories by Module

NEWS	EVENTS	SEARCH	TRANSPORTS
City	Sports	Health	Playa de Los Pocitos
Sustainability		What to Do	Museo Dámaso Ant3nio Larrañaga
Society		Art & Culture	Policlínico Buceo

## DURING THE MONTH

## USER ACTIONS

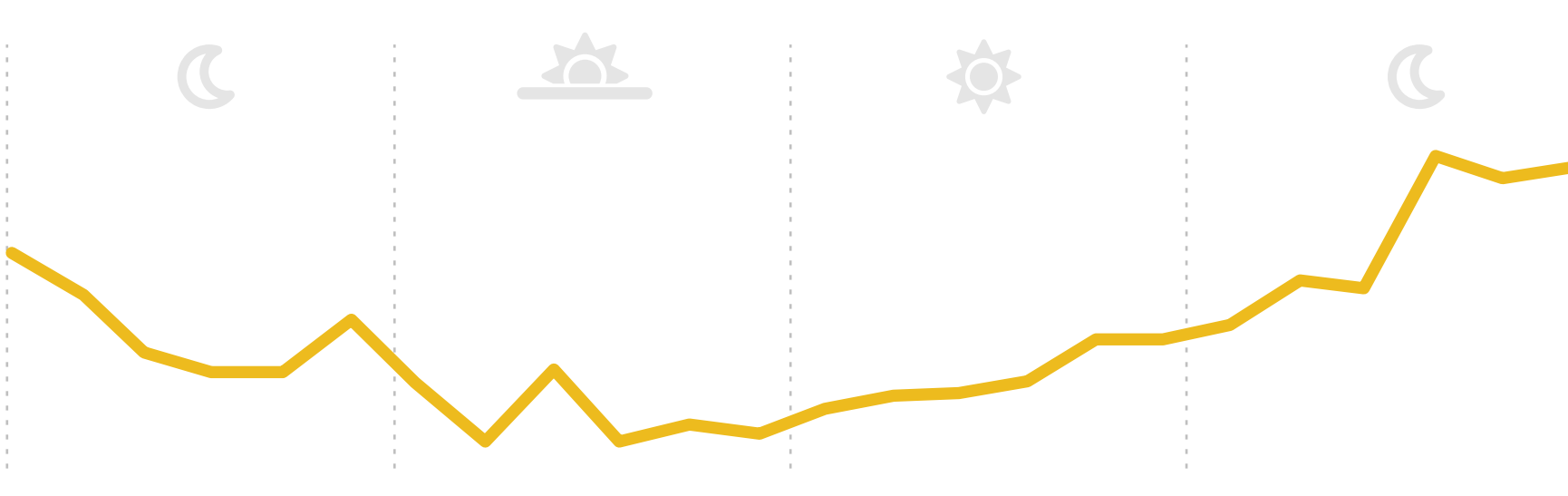
Monthly User Actions Evolution



## DAILY TREND

## USER ACTIONS

Monthly User Actions Evolution



In April, it was registered a peak of user actions between 4am and 5am, as well as another one between 8pm and 11pm.

## THE PODIUM

## USER ACTIONS

TOMI With Most User Actions

## PHOTOS & GIFs SENT

TOMI With Most Selfie and GIFs Sent

**ACTION CHAMPION**

Plaza Kib3n

**43.173**  
User Actions

**SELFIE WINNER**

Plaza Kib3n

**762**  
Photos and GIFs sent

## April Overall Analysis:

During the month of April, TOMI in Plaza Kibon continues to record an excellent numbers and metrics.

Note: In April it was not possible to present pedestrians' data since the data we have is unusual and unreliable. The existence of a single TOMI makes this more difficult.

User Actions\*: Values indicate the number of touches made on TOMI. Content Display\*: Values show the number of each content exhibited on lists, selections and search. Pedestrians\*: This data is completely anonymous and privacy is respected.

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