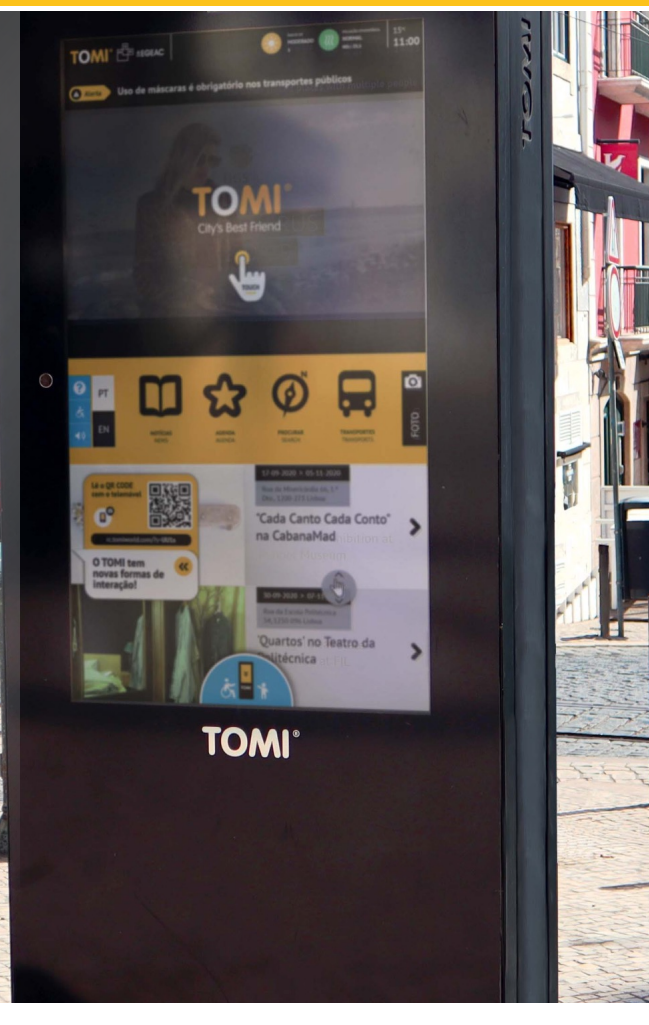


# TOMI Best Urban Interactive Solution 2020

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.



**USER ACTIONS\***

**270**

Thousand



**PHOTOS & GIFs SENT**

**3.9**

Thousand

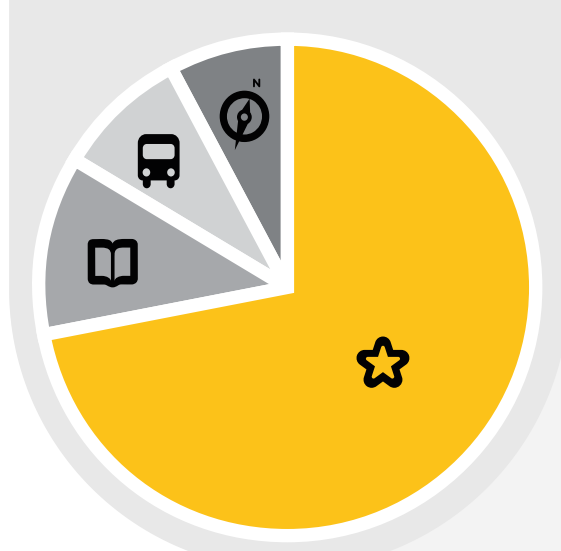


**CONTENT DISPLAY\***

**35**

Million

## MODULES



- 11% NEWS
- 72% EVENTS**
- 8% SEARCH
- 9% TRANSPORTS

In April, The Events module was in the spotlight, promoting mainly art and culture events, music and exhibitions, happening in the cities.

## TOP CONTENT CATEGORIES



**USER ACTIONS**  
Top Content Categories by Module

NEWS	EVENTS	SEARCH
Culture	Art & Culture	Utilities and Services
Society	Music	Public Services
Sports	Exhibitions	Where to Buy

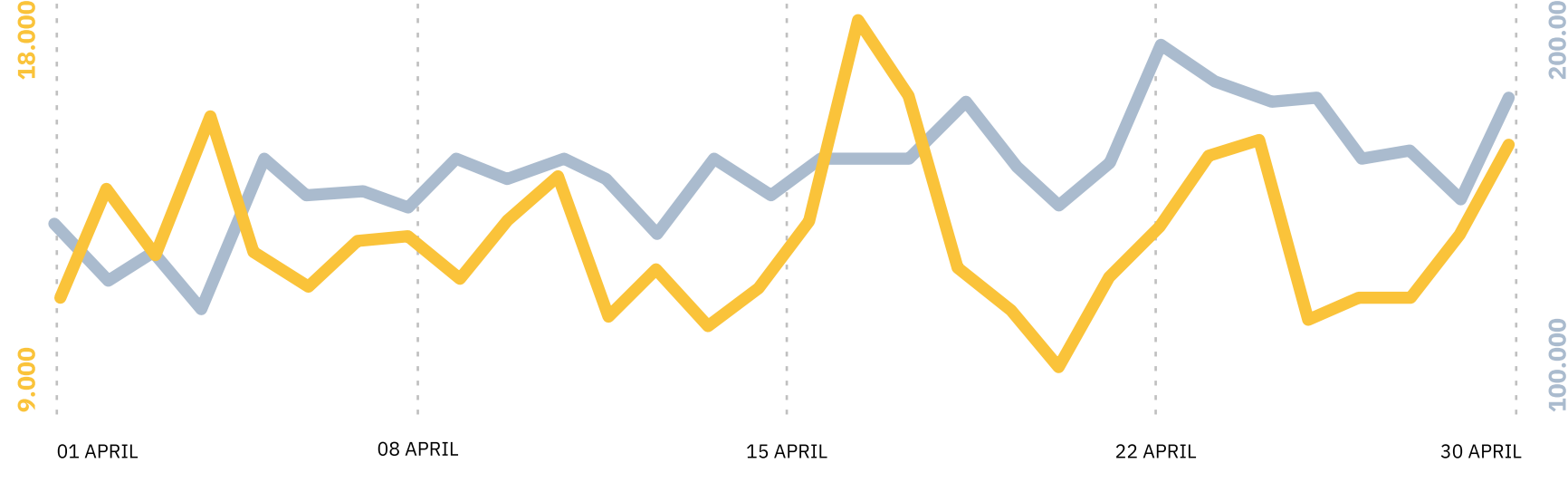
## DURING THE MONTH



**USER ACTIONS**  
Monthly User Actions Evolution



**PEDESTRIANS\***  
Monthly Pedestrian Evolution



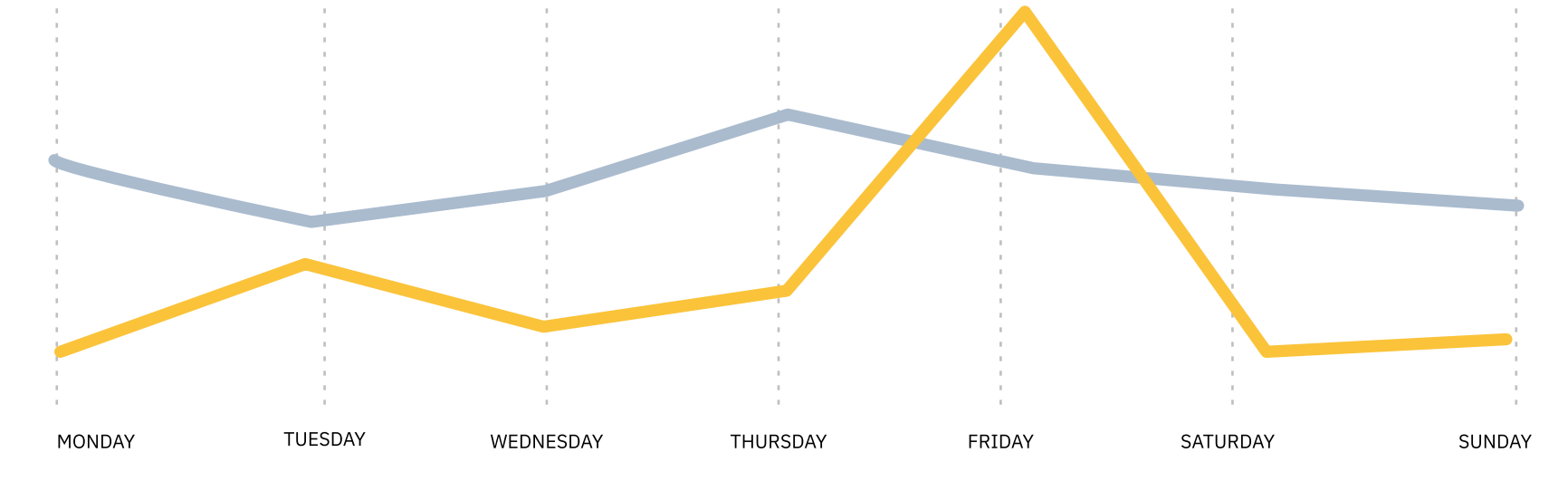
## WEEKLY TREND



**USER ACTIONS**  
Average User Actions Count by Week Day



**PEDESTRIANS**  
Average Pedestrian Count by Week Day



In April, there was a peak of pedestrians on Thursdays. During the rest of the week there was a stable trend. Regarding user actions there was a higher trend on Fridays, with a small peak on Tuesdays, being the rest of the week quite similar.

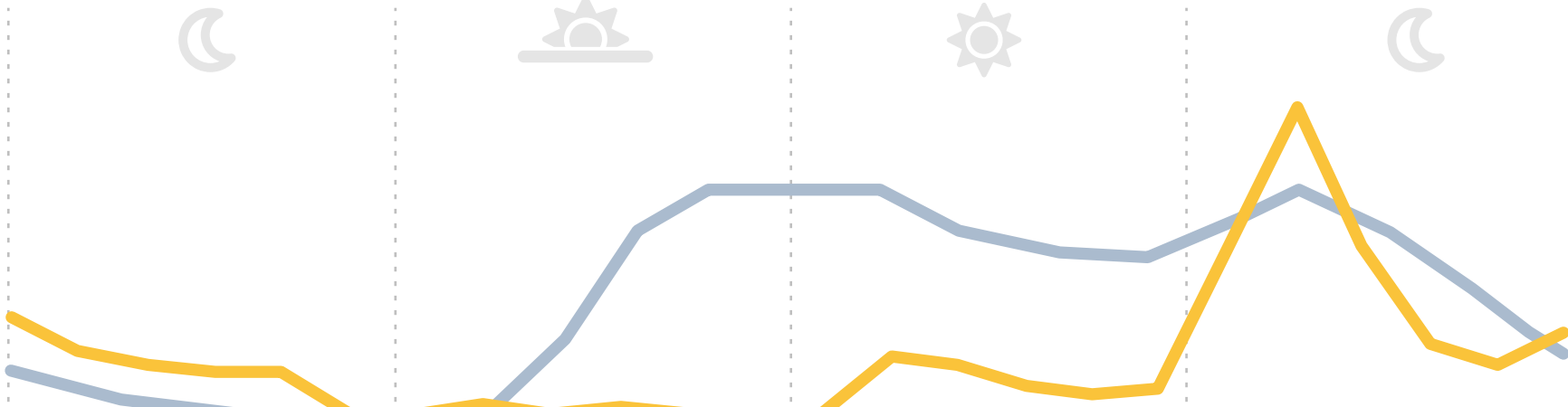
## DAILY TREND



**USER ACTIONS**  
Monthly User Actions Evolution



**PEDESTRIANS**  
Monthly Pedestrian Evolution



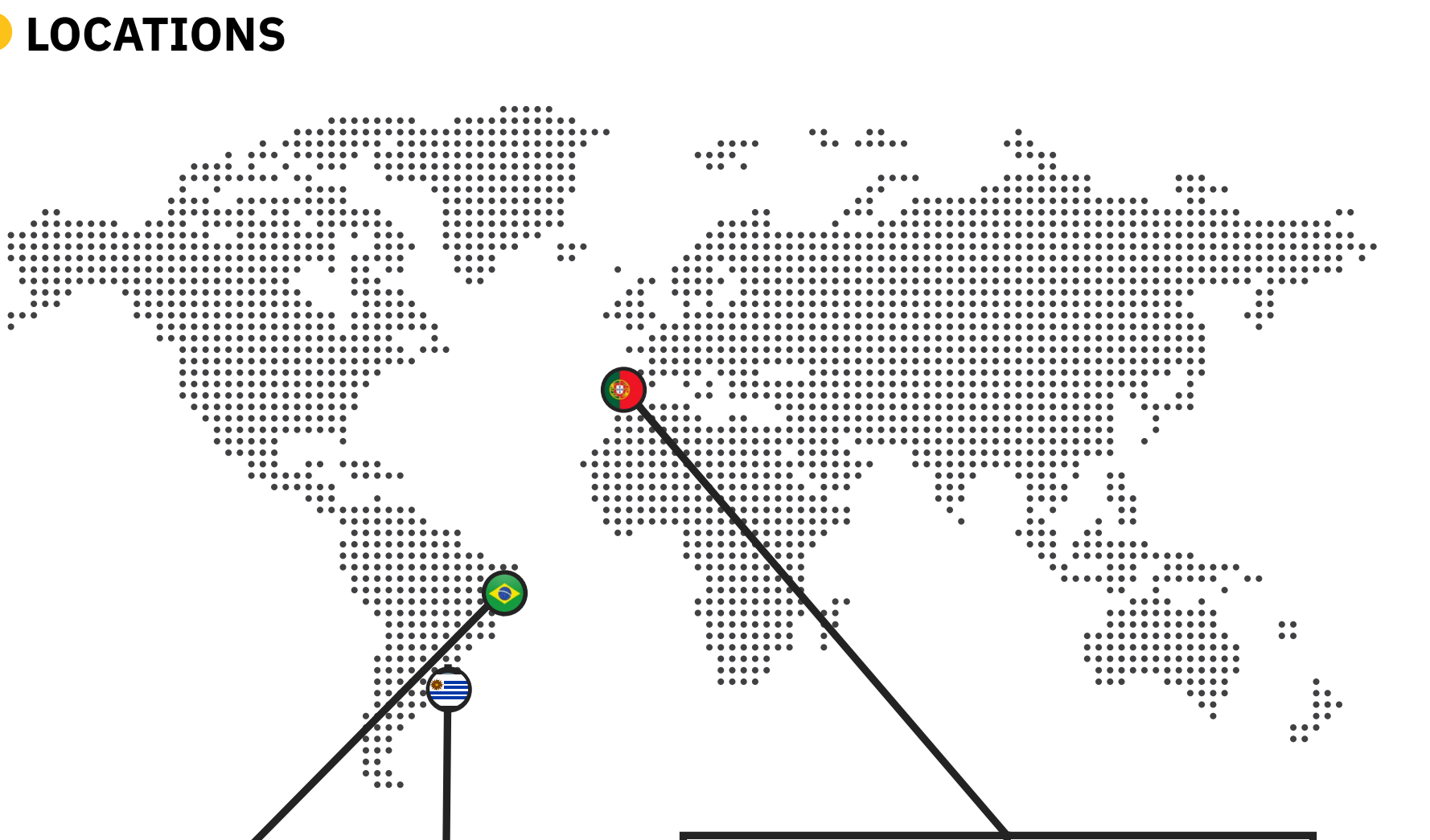
During the month of April, there was a peak of pedestrians between 9 am and 1pm, and between 6pm and 7pm. The peak of user actions was registered between 6pm and 8pm.

## April Overall Analysis:

April was marked by the continuous reopening phase in Portugal. In the rest of the Europe the number of Covid-19 cases has increased. In Latin America, there are still strict measures in place.

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.

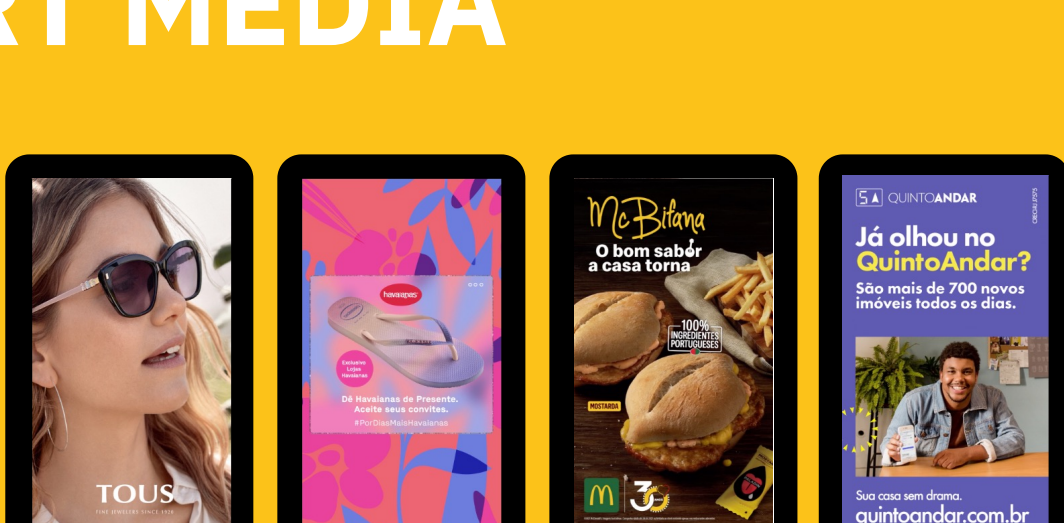
## LOCATIONS



# TOMI SMART MEDIA

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

Communication in the right place at the right time!



TOUS

Havaianas

McDonalds

Quinto Andar

**SUBSCRIBE NEWSLETTER**

Trademark. Patented Internationally. Registered design.

<p><b>MAIN AWARDS AND HONORS</b></p> <p>Smart Cities USA, UK and Latam awards</p> <p>Future Digital Awards</p> <p>INNO VACITY</p> <p>GLOBAL SMART CITIES CONTEST</p> <p>Citizen's engagement, E-Gov &amp; urban innovation</p>	<p><b>Award UI &amp; UX</b></p> <p>A DESIGN AWARD WINNER 2017 &amp; 2018</p> <p>Best interface</p>	<p><b>Accessibility &amp; inclusion</b></p> <p>EUROPEAN DESIGN AWARD</p> <p>ENAT</p> <p>Design for society &amp; disability inclusion</p>	<p><b>DOOH media</b></p> <p>FEPE</p> <p>Best innovation</p>	<p><b>Tourism</b></p> <p>ATTOURISM AWARDS</p> <p>Best service</p>
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