

TOMI cares about Urban Mobility

TOMI, in partnership with MobLab, created a quiz about urban mobility in cities. The survey can be found in several TOMIs in Portugal. The results will be presented on the Mob Lab Congress, on the 6th of July.

USER ACTIONS*

462
Thousand

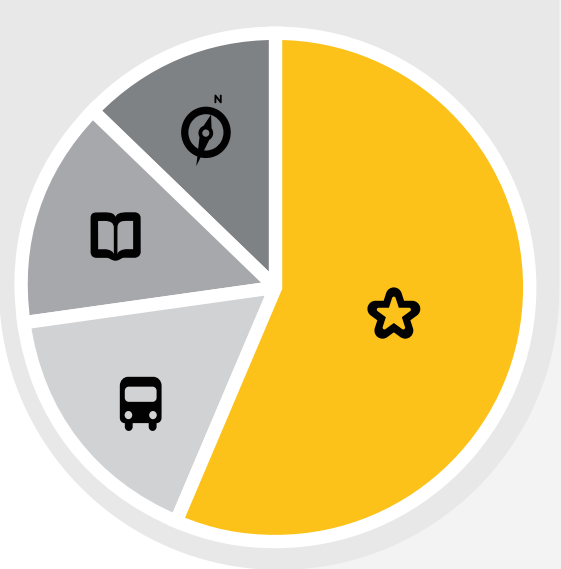
PHOTOS & GIFs SENT

6.5
Thousand

CONTENT DISPLAY*

34
Million

MODULES



- 15% NEWS
- 56% EVENTS**
- 12% SEARCH
- 17% TRANSPORTS

In the month of May, the Events module was in the higher demand, promoting mainly music, exhibitions, and art & culture events, happening in the cities.

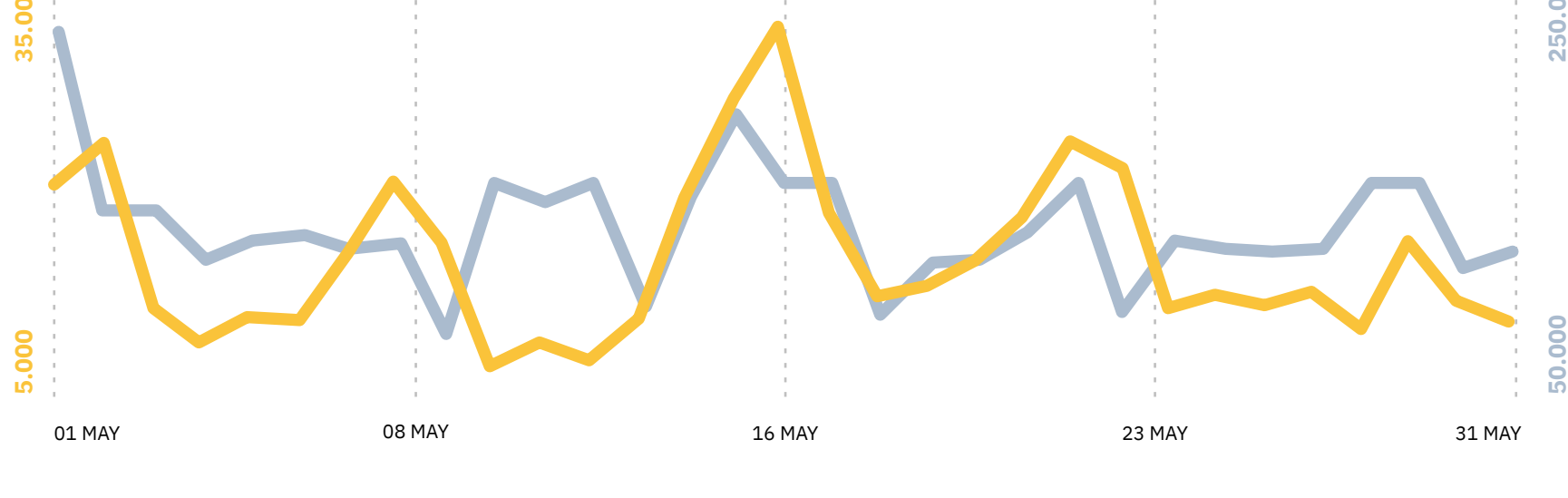
TOP CONTENT CATEGORIES

USER ACTIONS
Top Content Categories by Module

NEWS	EVENTS	SEARCH
Society	Music	What to Do
Awards	Exhibitions	Where to Stay
City	Art & Culture	Art & Culture

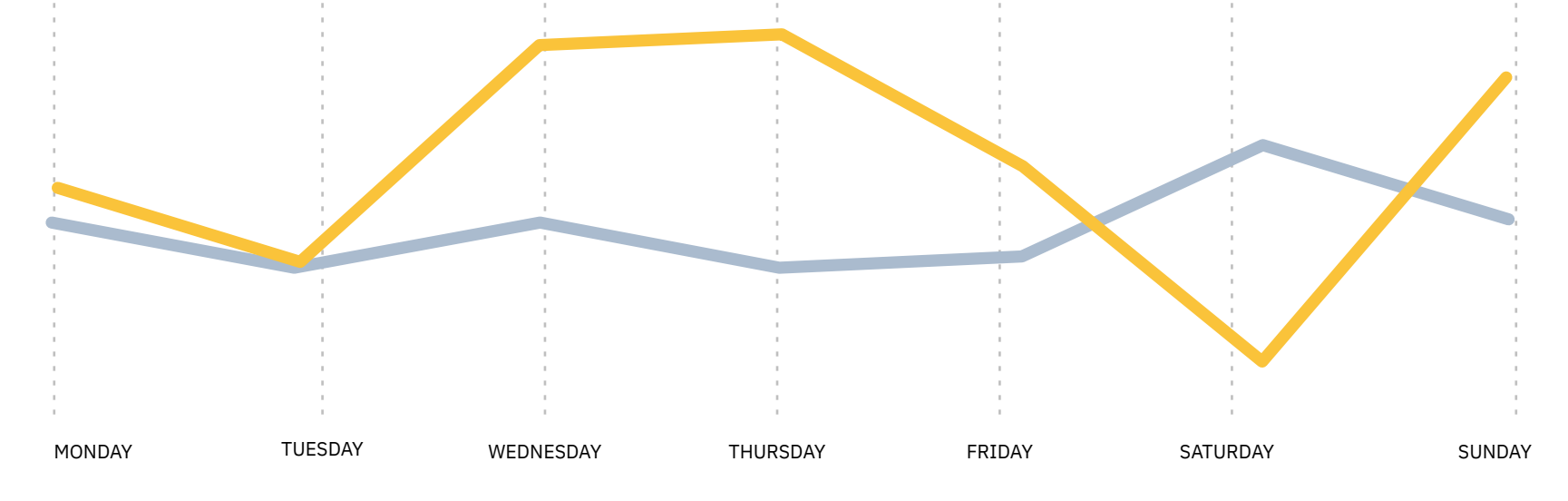
DURING THE MONTH

USER ACTIONS Monthly User Actions Evolution
PEDESTRIANS* Monthly Pedestrian Evolution



WEEKLY TREND

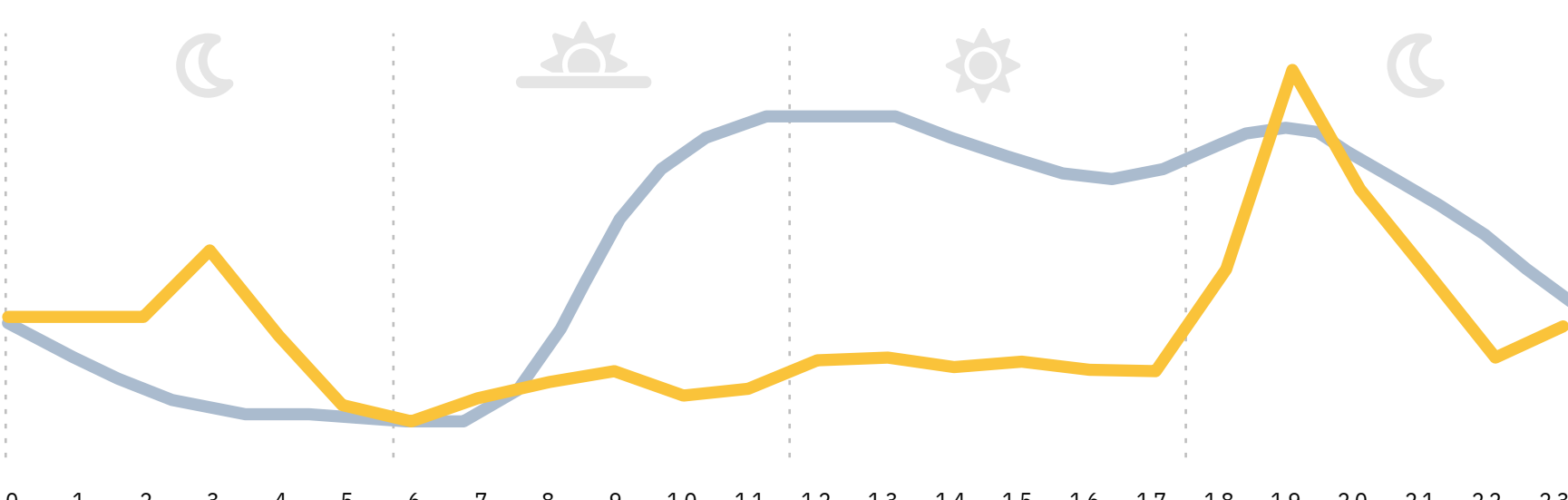
USER ACTIONS Average User Actions Count by Week Day
PEDESTRIANS Average Pedestrian Count by Week Day



In May there was a peak of pedestrians on Wednesdays and Saturdays. During the rest of the week there was a stable trend. In the user actions it was possible to observe a higher trend on Wednesdays and Thursday, and the lowest activity happened on Saturdays.

DAILY TREND

USER ACTIONS Monthly User Actions Evolution
PEDESTRIANS Monthly Pedestrian Evolution



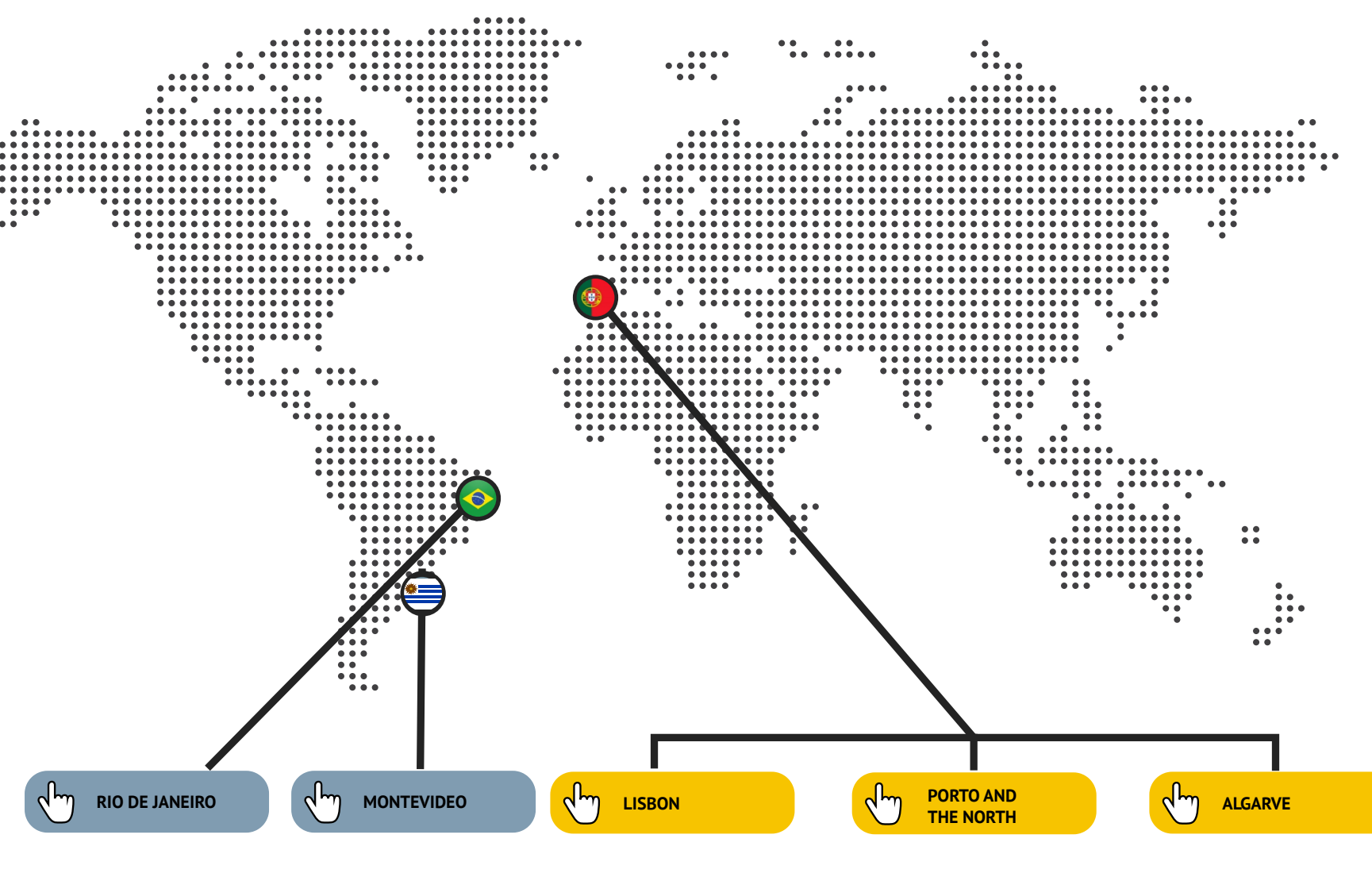
During the month of May, there was a peak of pedestrians flow between 9 am and 1 pm, and between 6pm and 7pm. There were registered two peaks of user actions during the month, one at 2 am, and another between 7 pm and 8 pm.

May Overall Analysis:

In May, the reopening phase continued in Portugal. There was a stabilization of Covid-19 cases detected in Europe. 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.

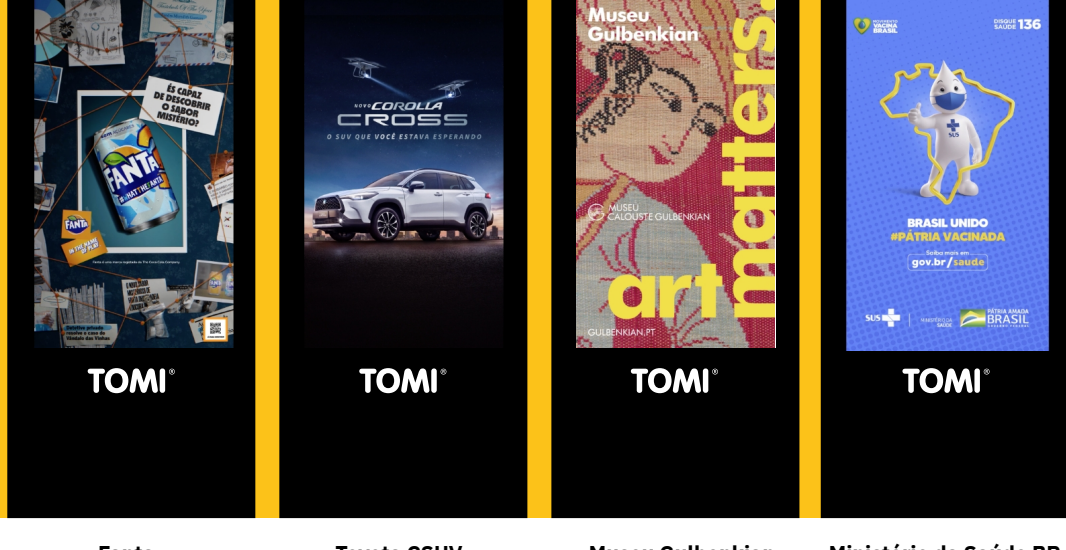
LOCATIONS



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 May in our networks.

Communication in the right place at the right time!



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