

# TOMI Media Exchange: the new feature

TOMI has a new innovative feature: TOMI Media Exchange! This new function allows TOMI network administrators to share their promotional spot content with other cities that have a TOMI. The media content can be shared, for free, with more than 100 cities, in Portugal, that already have a TOMI, and in other countries.



**USER ACTIONS\***

**74**  
Thousand

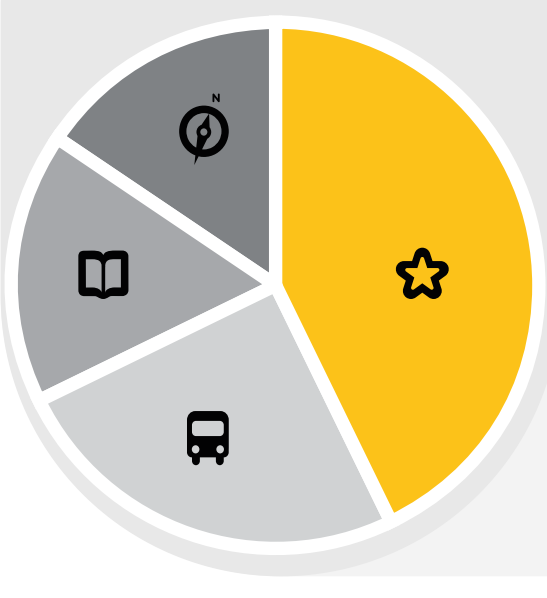
**PHOTOS & GIFs SENT**

**1.7**  
Thousand

**CONTENT DISPLAY\***

**3**  
Million

**MODULES**



- 17% NEWS
- 43% EVENTS**
- 15% SEARCH
- 25% TRANSPORTS



- EN 15%**
- PT 64%**
- ES 21%**

In July, the Events Module was in greater demand. TOMI users searched mainly for Other events, Exhibitions, and Music events, taking pace in the region of Algarve.

## TOP CONTENT CATEGORIES

## USER ACTIONS

Principais categorias por Módulo

NEWS	EVENTS	SEARCH	TRANSPORTS
Society	Others	Where to Eat	Ilha de Tavira
City	Exhibitions	Where to Stay	Avenida da Marina
Tourism	Music	What to Do	Praça Doutor António Padinha

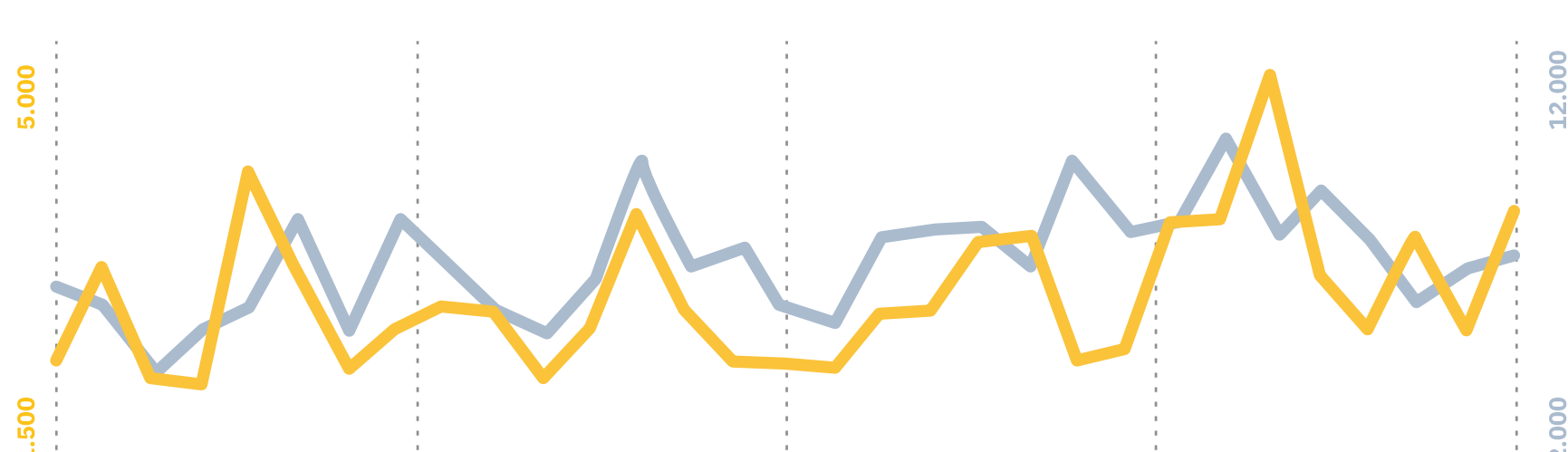
## DURING THE MONTH

## USER ACTIONS

Monthly User Actions Evolution

## PEDESTRIANS\*

Monthly Pedestrians Evolution



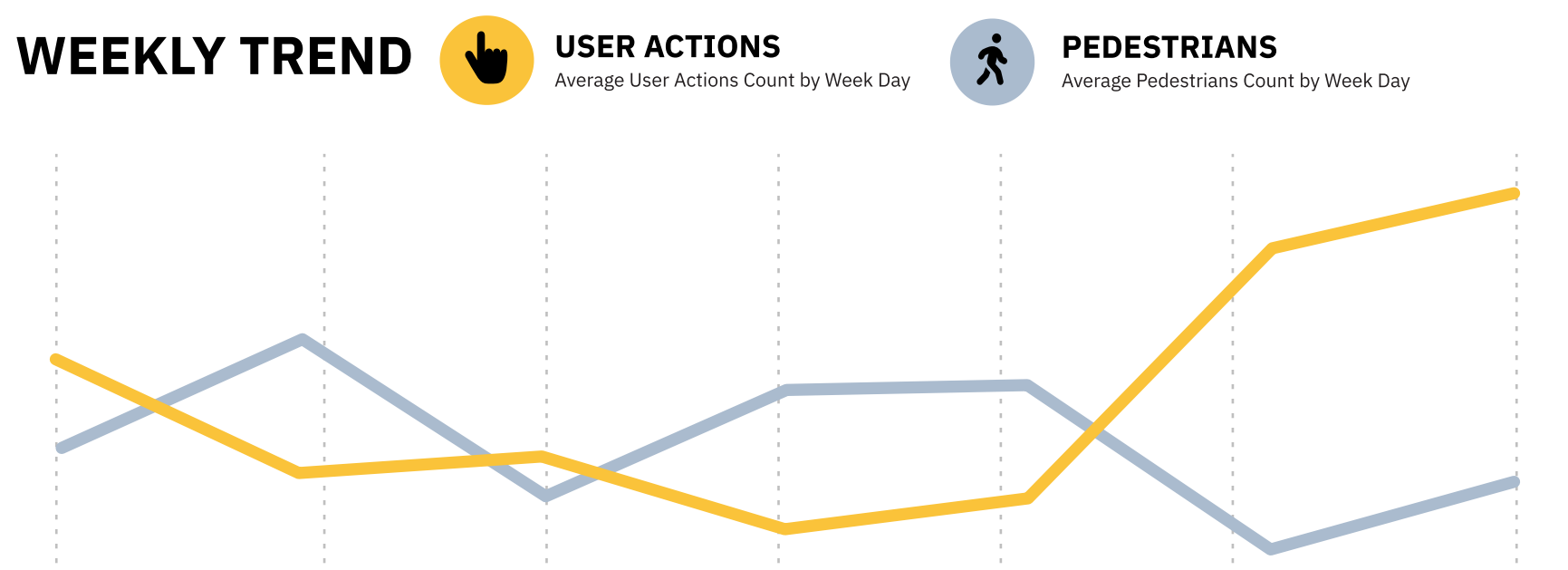
## WEEKLY TREND

## USER ACTIONS

Average User Actions Count by Week Day

## PEDESTRIANS

Average Pedestrians Count by Week Day



In July, a greater flow of pedestrians was observed on Tuesdays, Thursdays and Fridays. While on Wednesdays and Saturdays, the flow of pedestrians was lower. There was a Thursdays and Friday record of user actions. On the other hand, on Thursdays there was the lowest record of user actions of the week.

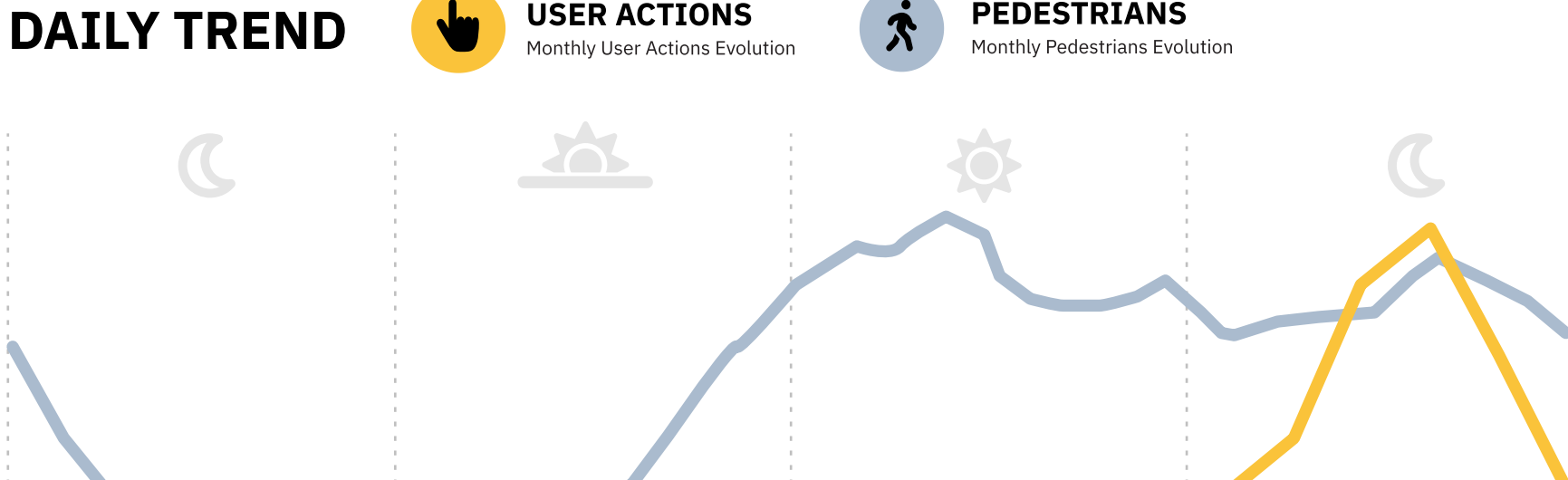
## DAILY TREND

## USER ACTIONS

Monthly User Actions Evolution

## PEDESTRIANS

Monthly Pedestrians Evolution



In July, there was a similar flow of pedestrians between 11 am and 3 pm, a peak at 5 pm and a last peak between 9 pm and 10 pm. In user actions, there was a peak between 7 pm and 9 pm.

## THE PODIUM

## USERS ACTIONS

TOMI With Most User Actions

## PHOTOS & GIFs SENT

TOMI With Most Selfie and GIFs Sent

**ACTION CHAMPION**

Faro Câmara Municipal

**26.391**  
User Actions

**SELFIE WINNER**

Loulé Inframoura - Vilamoura

**432**  
Photos & GIFs Sent

## July Overall Analysis:

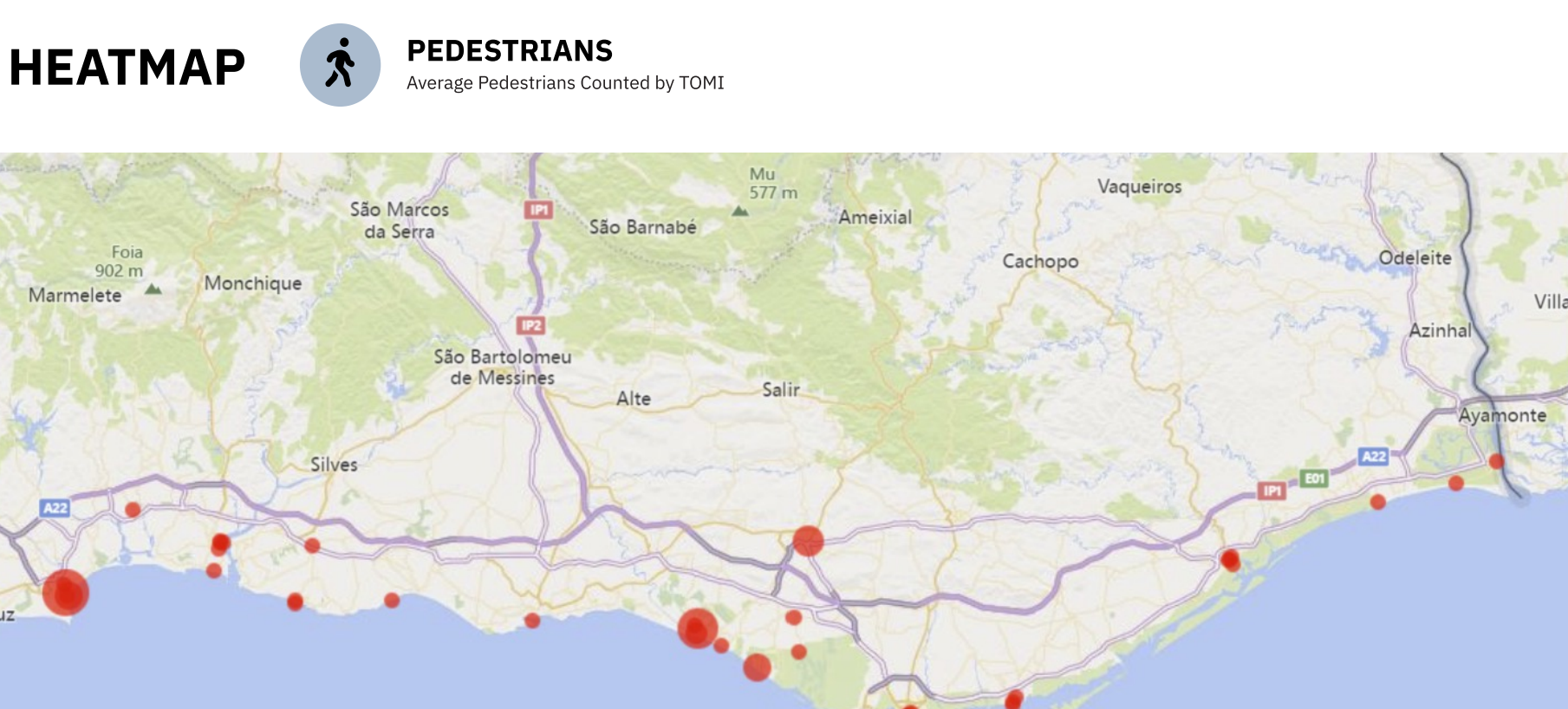
In July, a large number of Covid-19 cases continued to be registered, detected in Portugal, due to the new variants. Some of the Algarve regions continued in a less advanced opening phase to prevent an increase in cases.

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.

## HEATMAP

## PEDESTRIANS

Average Pedestrians Counted by TOMI



**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</p> <p>Best interface</p>	<p><b>Accessibility &amp; inclusion</b></p> <p>EUROPEAN PRODUCT DESIGN</p> <p>ENAT</p> <p>Design for society &amp; disability inclusion</p>	<p><b>DOOH media</b></p> <p>FEPE International</p> <p>Best innovation</p>	<p><b>Tourism</b></p> <p>ATRS 2015</p> <p>Best service</p>
--	---	---	---	--