

# 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**

**128**  
Thousand

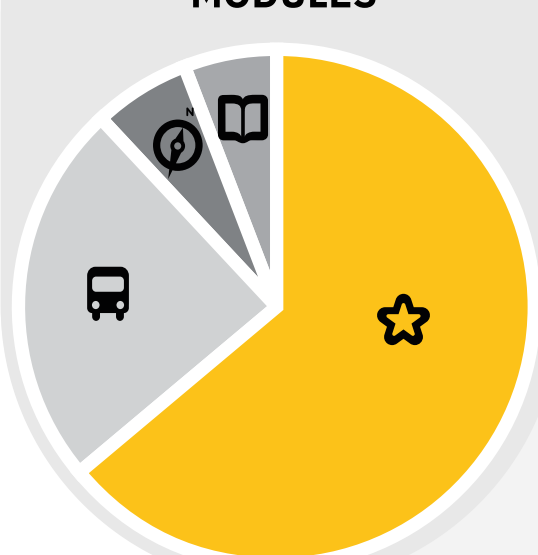
**PHOTOS & GIFs SENT**

**1.7**  
Thousand

**CONTENT DISPLAY**

**13**  
Million

**MODULES**



- 5% NEWS
- 64% EVENTS
- 6% SEARCH
- 25% TRANSPORTS



In July, the module with the greatest use was the Agenda Module. TOMI users searched for events related to Theatre, Exhibitions and Music.

## TOP CONTENT CATEGORIES

**USER ACTIONS**

Top Content Categories by Module

NEWS	EVENTS	SEARCH	TRANSPORTS
Culture	Theater	Where to Eat	Telheiras
City	Exhibitions	Art & Culture	Santa Apolónia
Society	Music	Bars & Clubs	Benfica

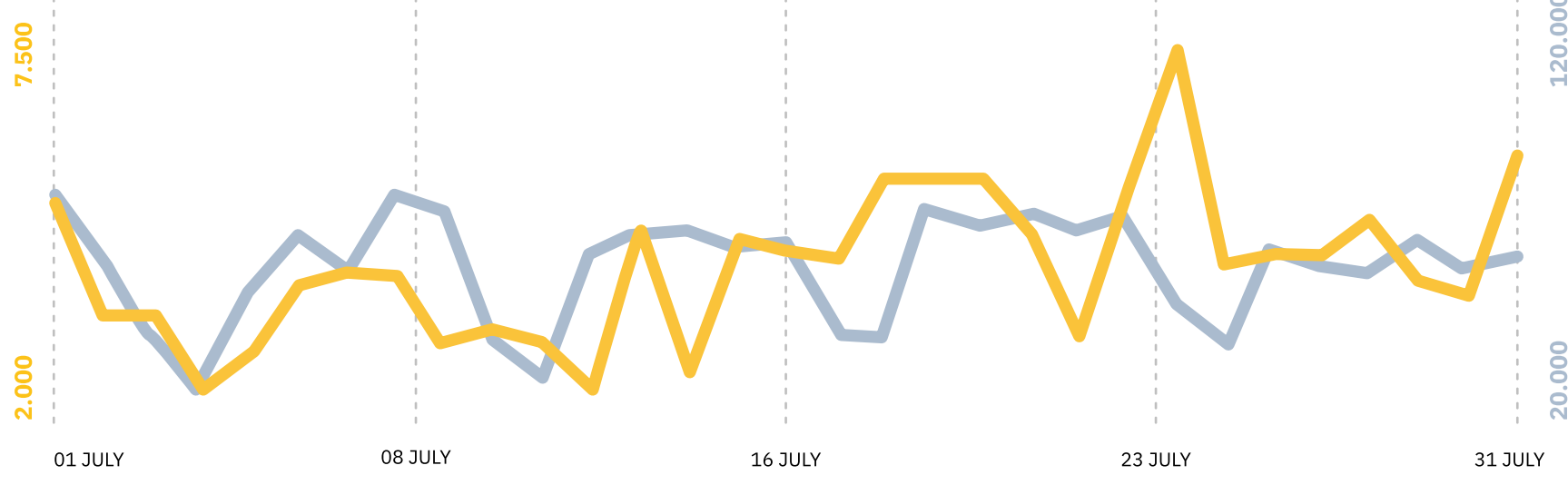
## DURING THE MONTH

**USER ACTIONS**

Monthly User Actions Evolution

**PEDESTRIANS**

Monthly Pedestrian Evolution



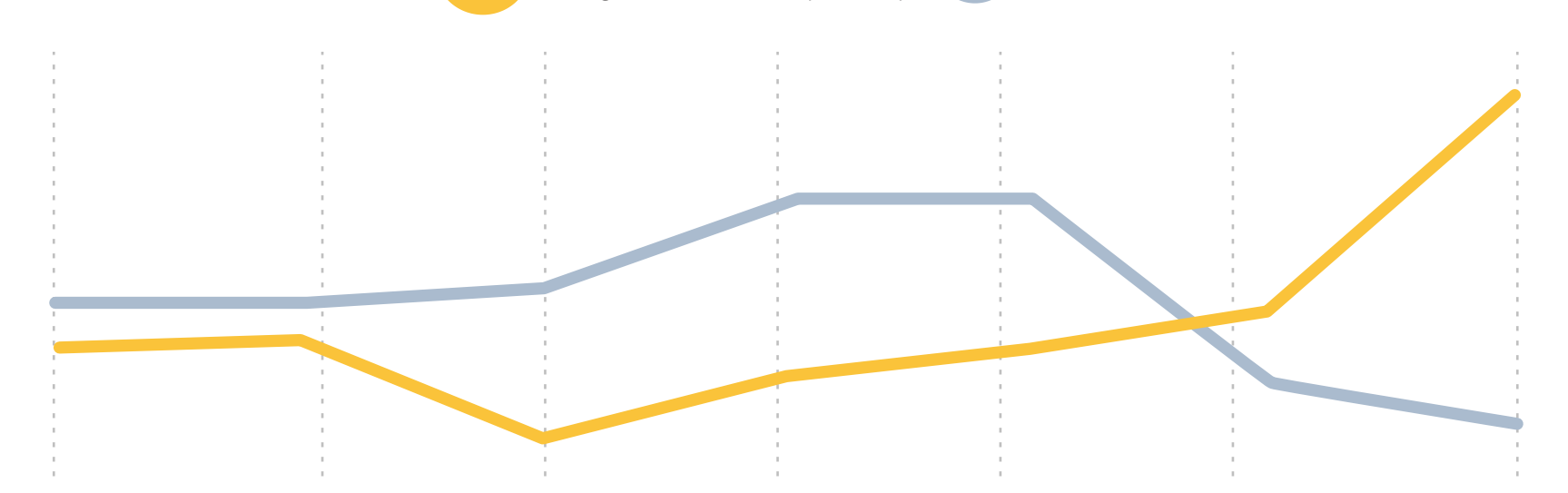
## WEEKLY TREND

**USER ACTIONS**

Average User Actions Count by Week Day

**PEDESTRIANS**

Average Pedestrian Count by Week Day



In July, there was a greater pedestrian trend on Thursdays and Fridays. While on Sundays there was a smaller flow of pedestrians. Users' actions showed greater use on Sundays, and on Wednesdays there was less record of user actions.

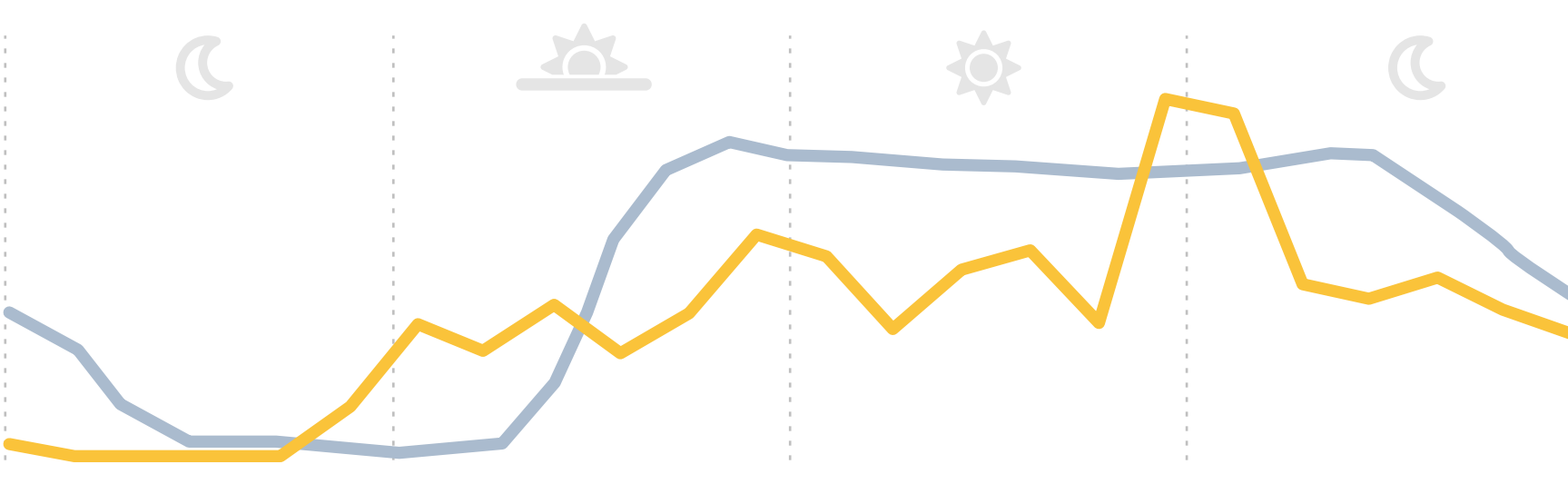
## DAILY TREND

**USER ACTIONS**

Monthly User Actions Evolution

**PEDESTRIANS**

Monthly Pedestrians Evolution



In July, there was a stable pedestrian trend between 10am and 8pm. In daily user actions, there were several peaks, where between 5 pm and 6 pm was registered the highest peak of all user actions.

## THE PODIUM

**USER ACTIONS**

TOMI With Most User Actions

**PHOTOS & GIFs SENT**

TOMI With Most Selfie and GIFs Sent

**ACTION CHAMPION**

Oriente Direita

**29.386**  
User Actions

**SELFIE WINNER**

Rossio Rua 1º de Dezembro

**265**  
Photos and GIFs sent

## July Overall Analysis:

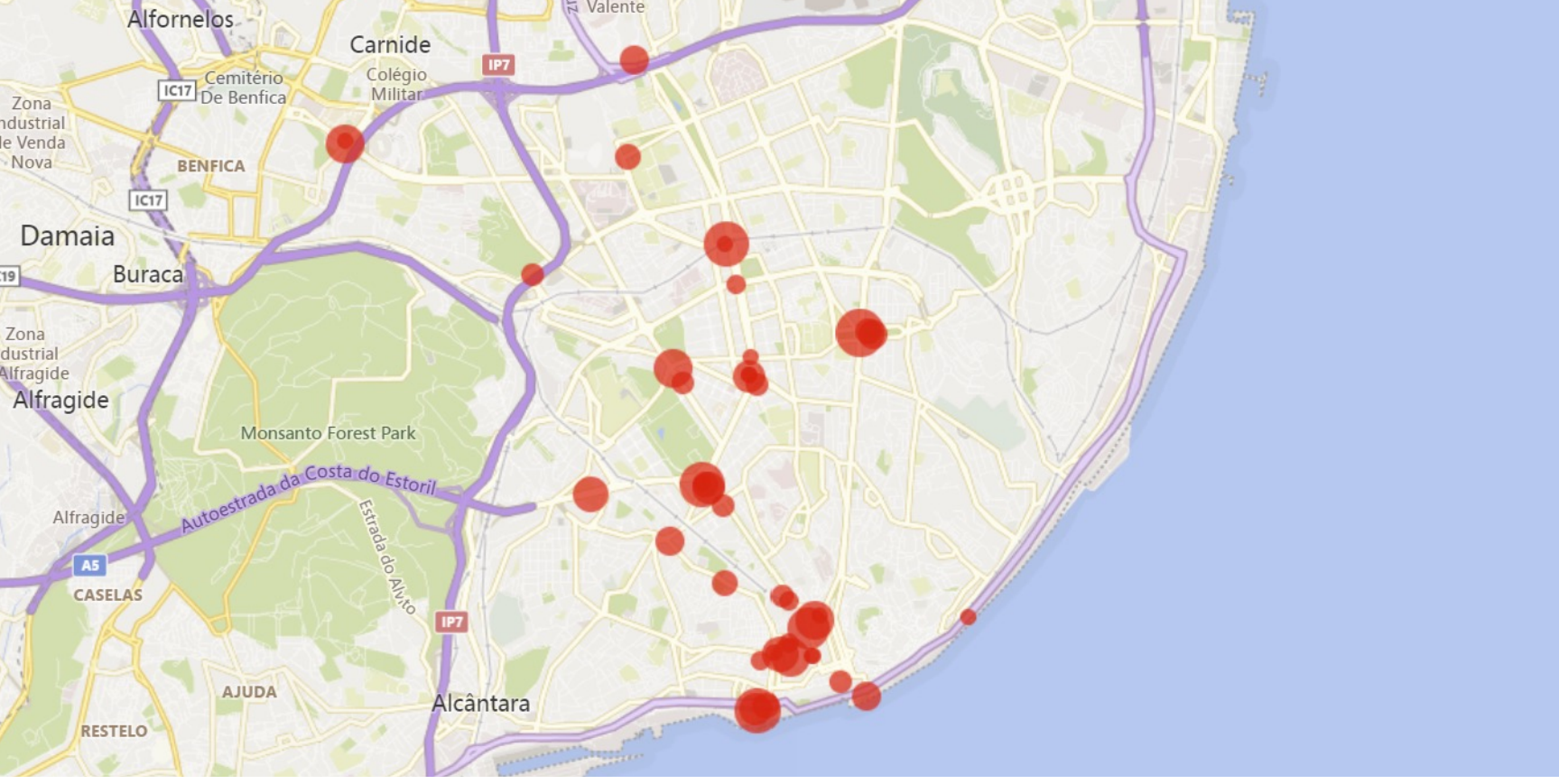
In July, a large number of Covid-19 cases continued to be registered, detected in Portugal, due to the new variants. The Lisbon region continued in a less advanced opening phase to prevent an increase in cases.

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**

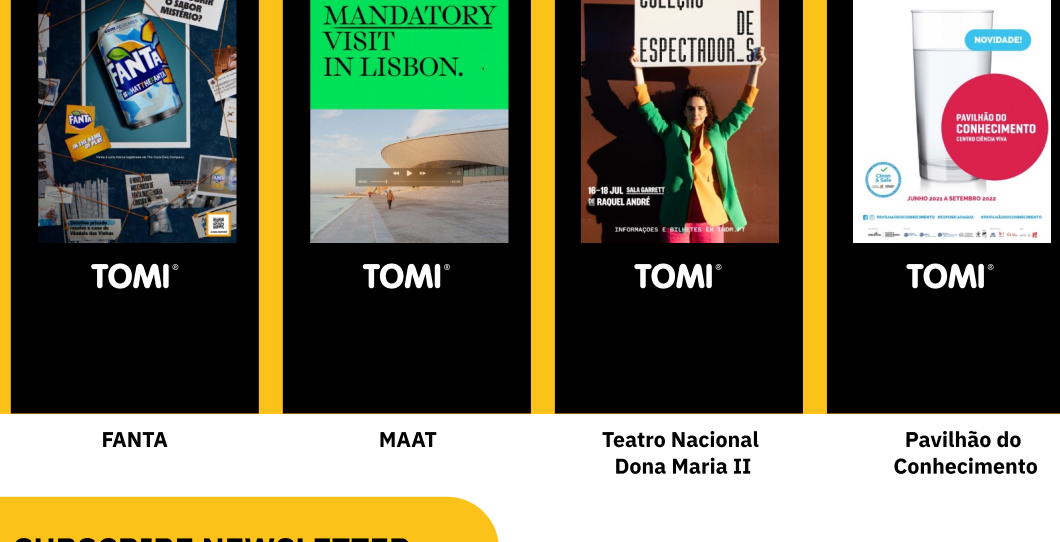
Average Pedestrians Counted by TOMI



# TOMI SMART MEDIA

TOMI is the best way to communicate and to reach the desired target audience in an interactive and creative way. See some of our campaigns of July in Lisbon.

Communication in the right place at the right time!



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