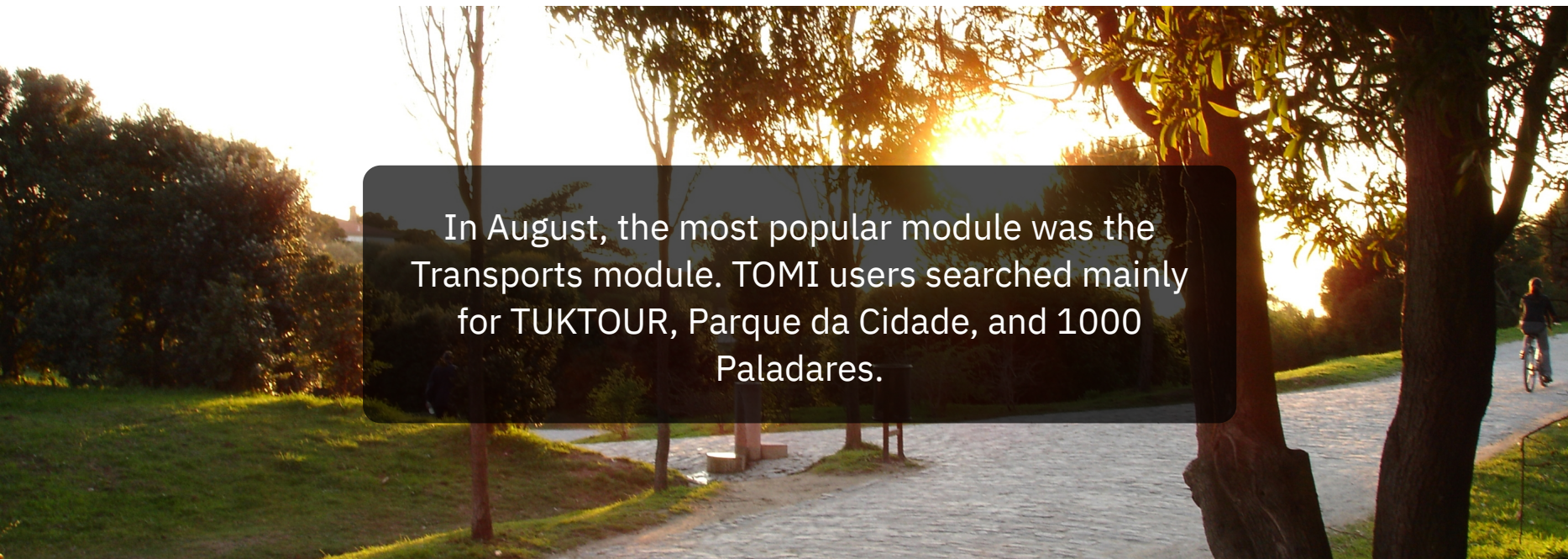
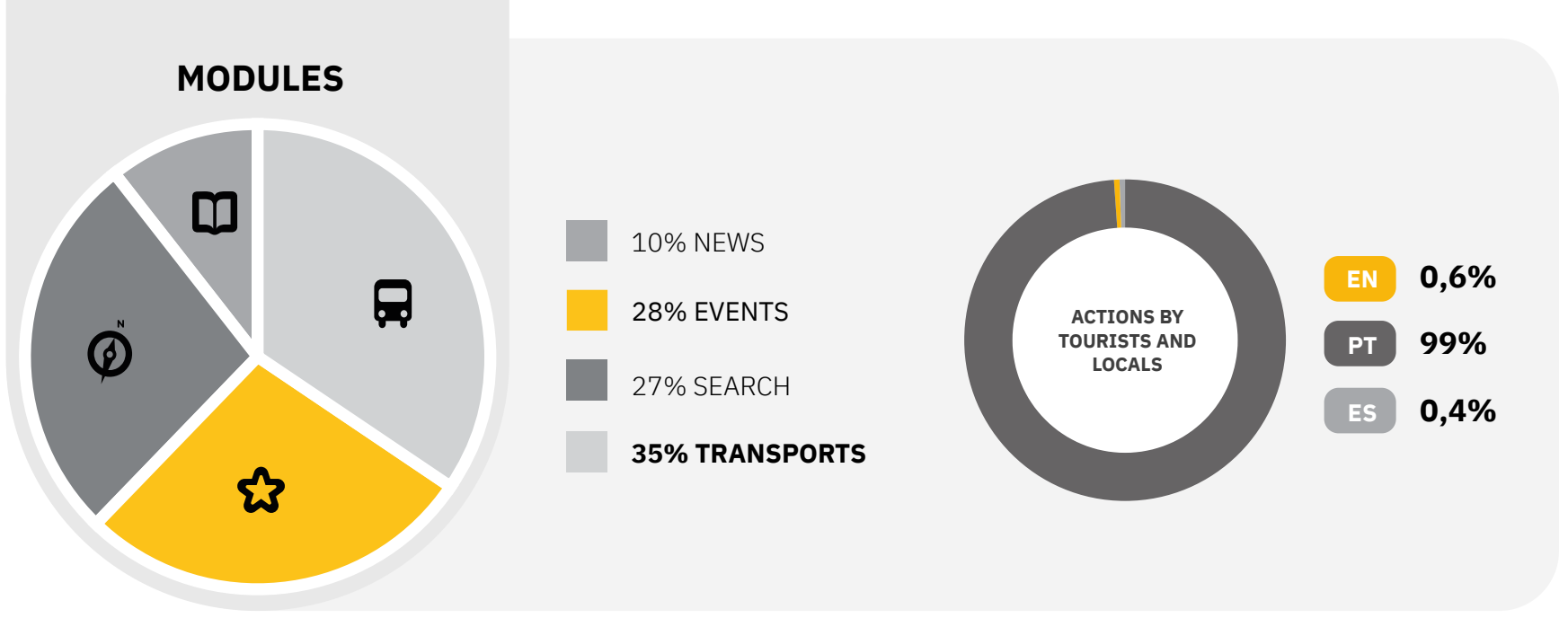
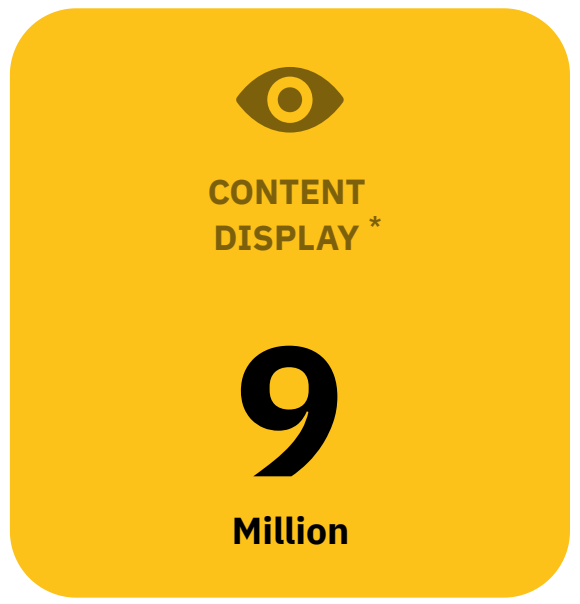
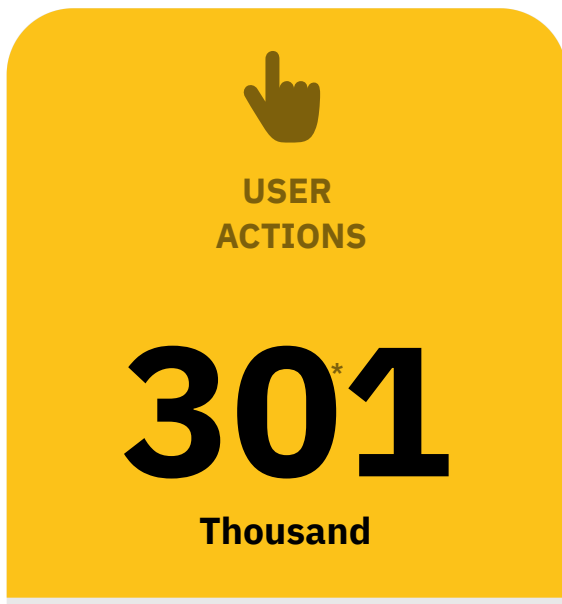




In August the numbers on TOMI were great

During the month of August the interaction with TOMI has increased significantly. Those numbers show us that people are starting to get back to the normal life before the pandemic, and beginning to interact more with TOMI, and all its contents.



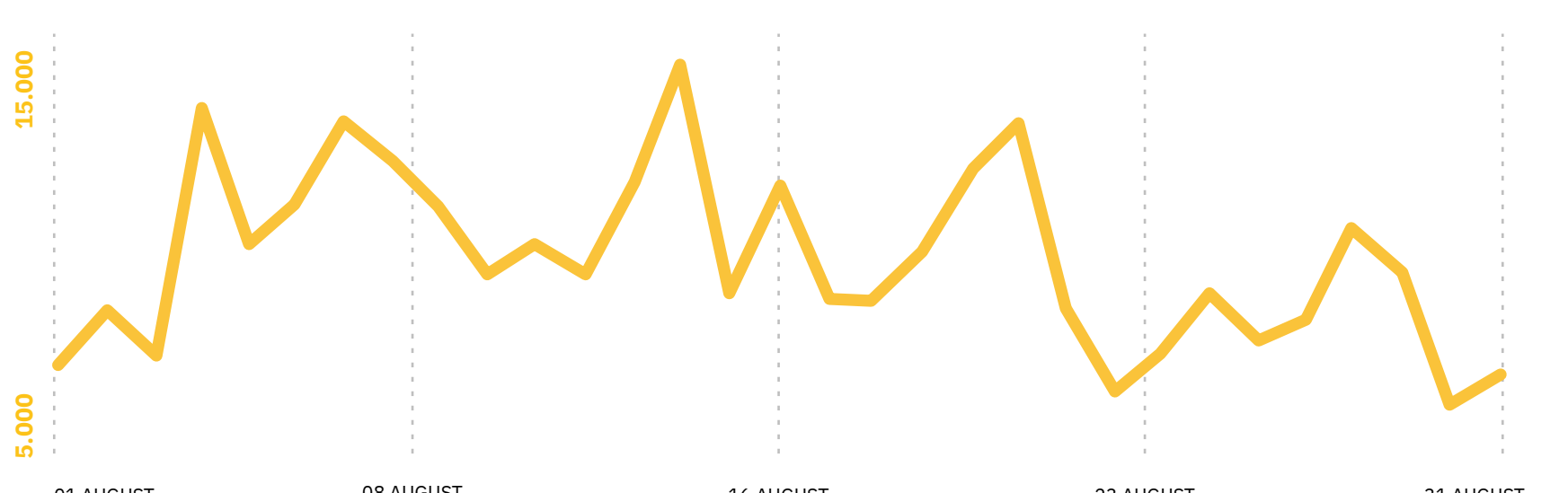
TOP CONTENT CATEGORIES

USER ACTIONS* Top Content Categories by Module

NEWS	EVENTS	SEARCH	TRANSPORTS
Culture	Art & Culture	What To Do	TUKTOUR
Society	Exhibitions	Where to Eat	Parque da Cidade
City	Outdoors	Where to Stay	1000 Paladares

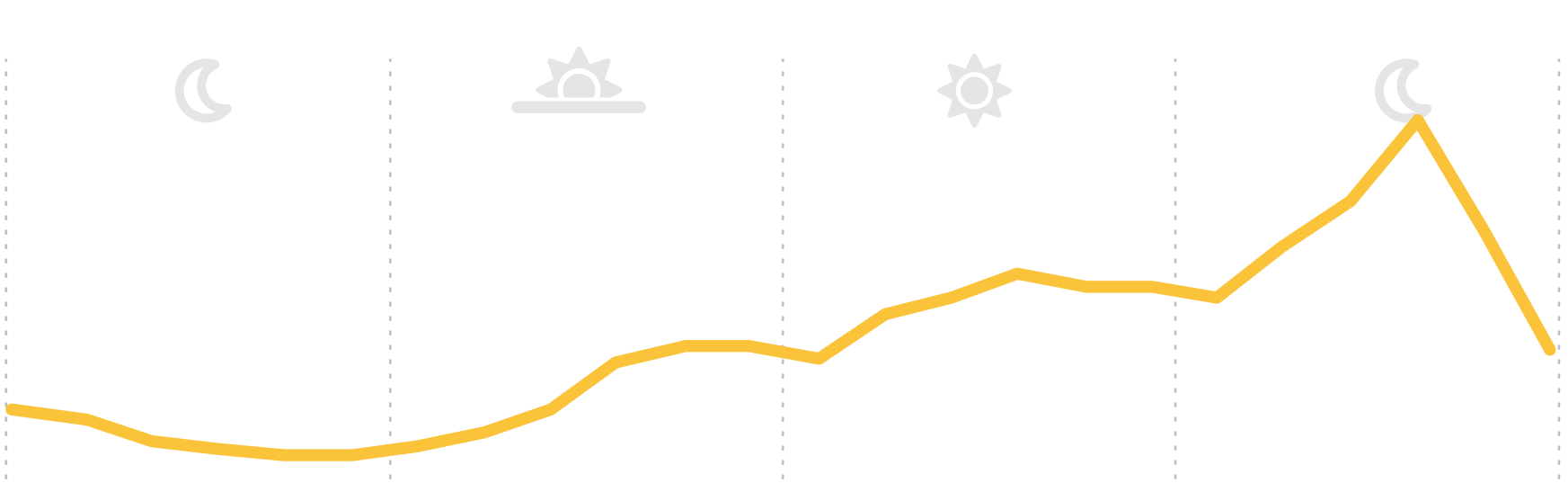
DURING THE MONTH

USER ACTIONS Monthly User Actions Evolution



DAILY TREND

USER ACTIONS Monthly User Actions Evolution



In August, there was a stable trend of user actions from 9 am to 5 pm. At 9 pm, there was observed a peak of user actions.

THE PODIUM

USER ACTIONS TOMI With Most User Actions

PHOTOS & GIFs SENT TOMI With Most Selfie and GIFs Sent

ACTION CHAMPION

- Matosinhos Loja TOMI - 48 758
- Vila Nova de Gaia TOMI - 39 904
- Valença TOMI - 37 572
- Mondim de Bastos TOMI - 28 370
- Arouca TOMI - 26 120

SELFIE WINNER

- Matosinhos Leça TOMI - 971
- Vila Nova de Gaia TOMI - 875
- Valença TOMI - 866
- Mondim de Bastos TOMI - 617
- Arouca TOMI - 542

August Overall Analysis:

In August, the numbers of Covid cases detected continues at high level.

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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