



TOMI at Portugal Smart Cities Summit 2021

In November, TOMI was present at the Portugal Smart Cities Summit 2021, at FIL, Lisbon, as a partner and exhibitor. From November 16th to 18th, TOMI demonstrated the last two technologies and how it contributes to help cities become better by transforming them into Smart Cities. Also in November, TOMI expanded to three new locations: Vila Velha de Ródão, Ribeira de Pena and Cerva.

USER ACTIONS *

353
Thousand

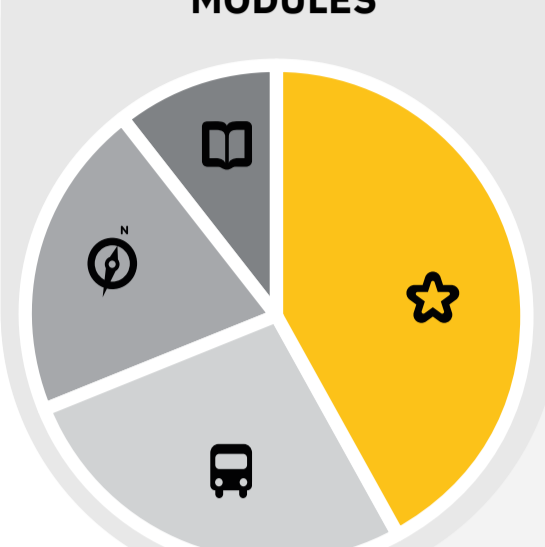
PHOTOS & GIFs SENT

4
Thousand

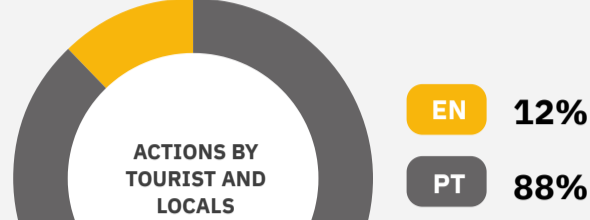
CONTENT DISPLAY *

18
Million

MODULES



- 21% NEWS
- 42% EVENTS
- 10% SEARCH
- 27% TRANSPORTS



In November, the module with the higher usage was the Agenda Module. TOMI users searched mainly for events related to Exhibitions, Music and Theater.

TOP CONTENT CATEGORIES

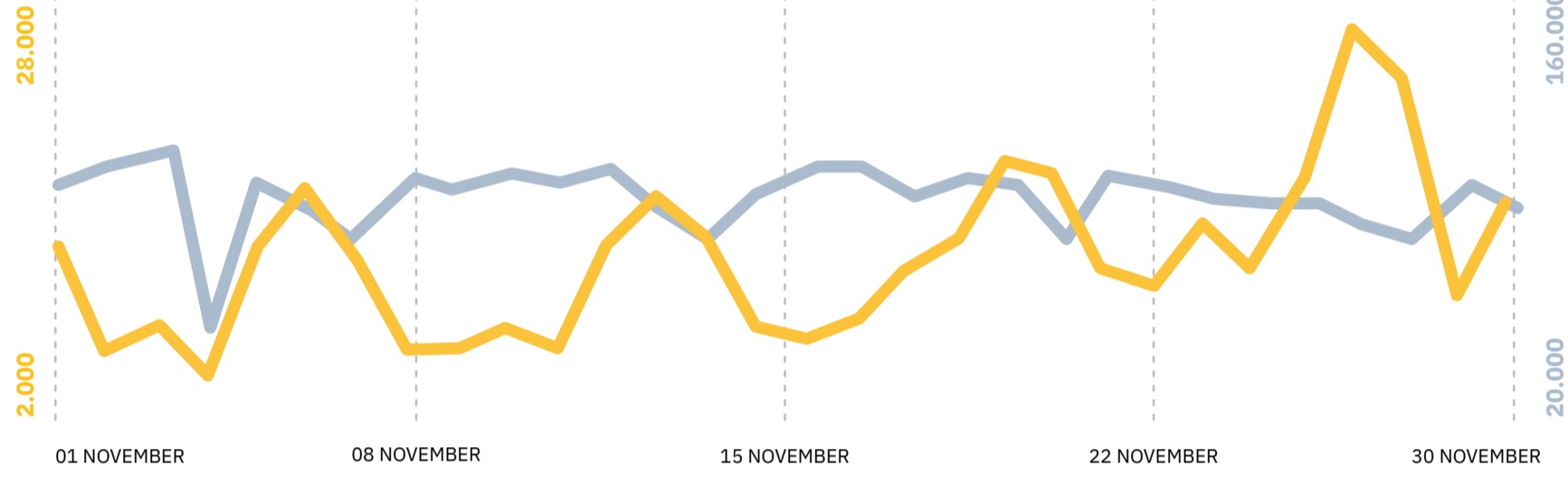
USER ACTIONS
Top Content Categories by Module

NEWS	EVENTS	SEARCH	TRANSPORTS
City	Exhibitors	Where to Eat	Baixa-Chiado
Culture	Music	What to Do	Aeroporto
Alerts	Theater	Art & Culture	Praça Luís de Camões

DURING THE MONTH

USER ACTIONS
Monthly User Actions Evolution

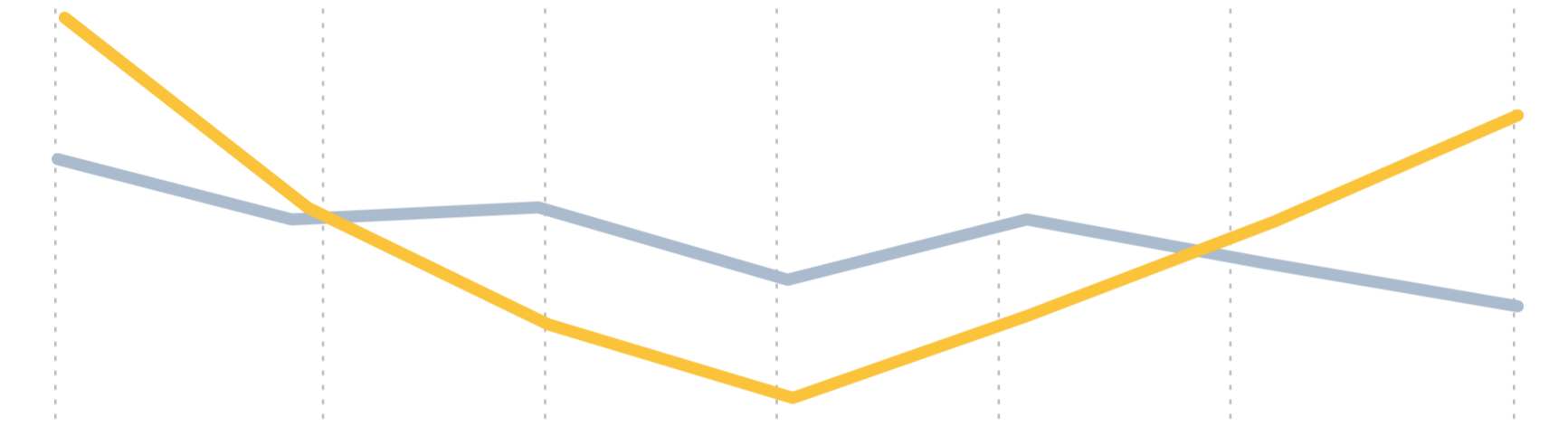
PEDESTRIANS *
Monthly Pedestrian Evolution



WEEKLY TREND

USER ACTIONS
Average User Actions Count by Week Day

PEDESTRIANS
Average Pedestrian Count by Week Day

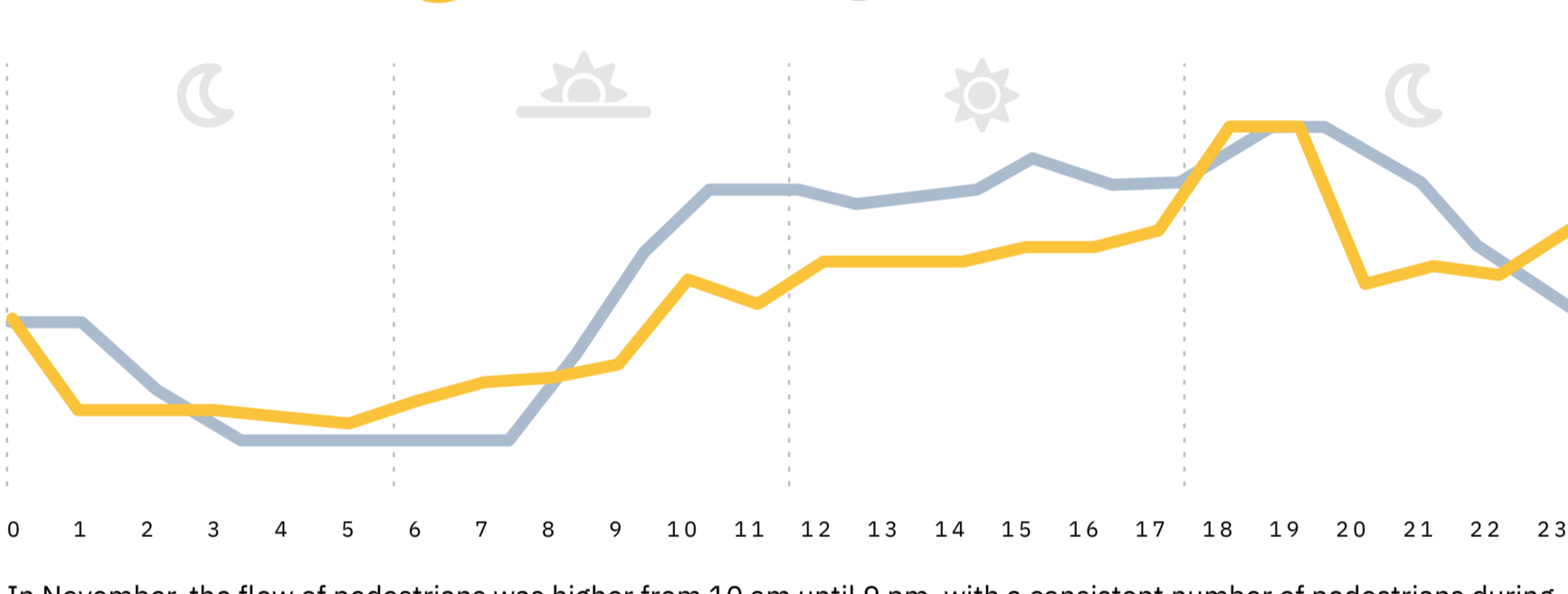


In November, it was observed a peak of pedestrians on Sundays, Tuesdays and Thursdays. The Saturdays were the days of the week with the lowest trend of pedestrians. Regarding the user actions, there was a peak registered on Sundays. The Wednesdays were the day of the week with the lowest user actions.

DAILY TREND

USER ACTIONS
Monthly User Actions Evolution

PEDESTRIANS
Monthly Pedestrians Evolution



In November, the flow of pedestrians was higher from 10 am until 9 pm, with a consistent number of pedestrians during these hours. Regarding the user actions, several peaks were observed throughout the day: a first at 10:00 am, a second at noon, and a third between 6:00 pm and 7:00 pm.

THE PODIUM

USER ACTIONS
TOMI With Most User Actions

PHOTOS & GIFs SENT
TOMI With Most Selfie and GIFs Sent

ACTION CHAMPION

Av. António Augusto Aguiar

47.312
User Actions

SELFIE WINNER

Rossio Rua 1º de Dezembro

593
Photos and GIFs sent

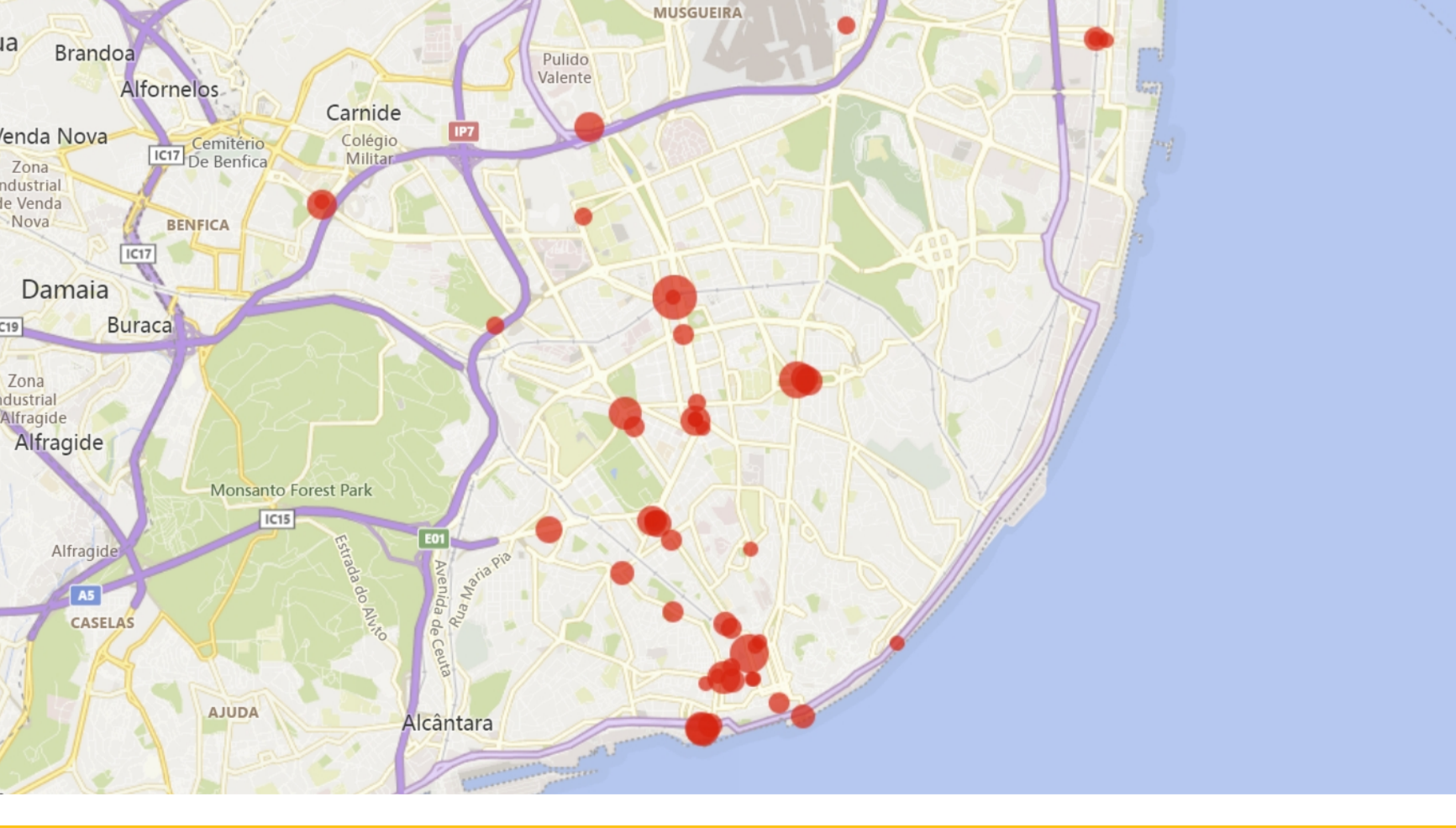
November Overall Analysis:

In November, there was an increased in the cases of Covid-19, in Portugal.

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

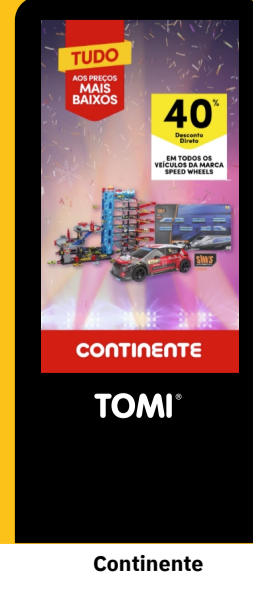
PEDESTRIANS
Average Pedestrians Counted by TOMI



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 November in Lisbon.

Communication in the right place at the right time!



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