



TOMI has expanded to three new locations

In November, TOMI expanded to three new locations in Portugal: Vila Velha de Ródão, Ribeira de Pena and Cerva. TOMI continues to expand worldwide and in Portugal, with more than 100 cities. In November, TOMI was present at the Portugal Smart Cities Summit 2021, at FIL, in Lisbon, as a partner and exhibitor.



USER ACTIONS *

16
Thousand



PHOTOS & GIFs SENT

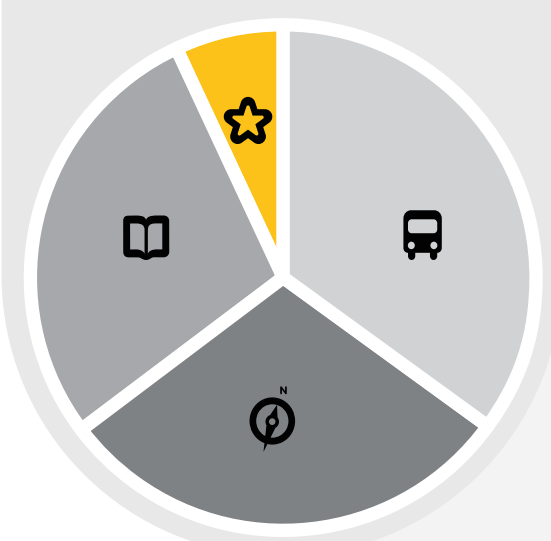
255



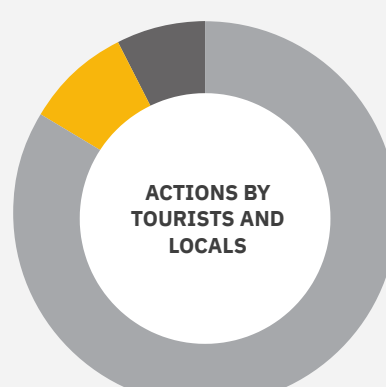
CONTENT DISPLAY *

487
Thousand

MODULES



- 28% NEWS
- 7% EVENTS
- 30% SEARCH
- 35% TRANSPORTS



- EN 9%
- PT 7%
- ES 84%



In November, the module with a higher demand was the Transports module. TOMI users searched mainly for Museo Dámaso António Larrañaga, Policlínico Buceo, and Playa de Los Pocitos.

TOP CONTENT CATEGORIES



USER ACTIONS *

Top Content Categories by Module

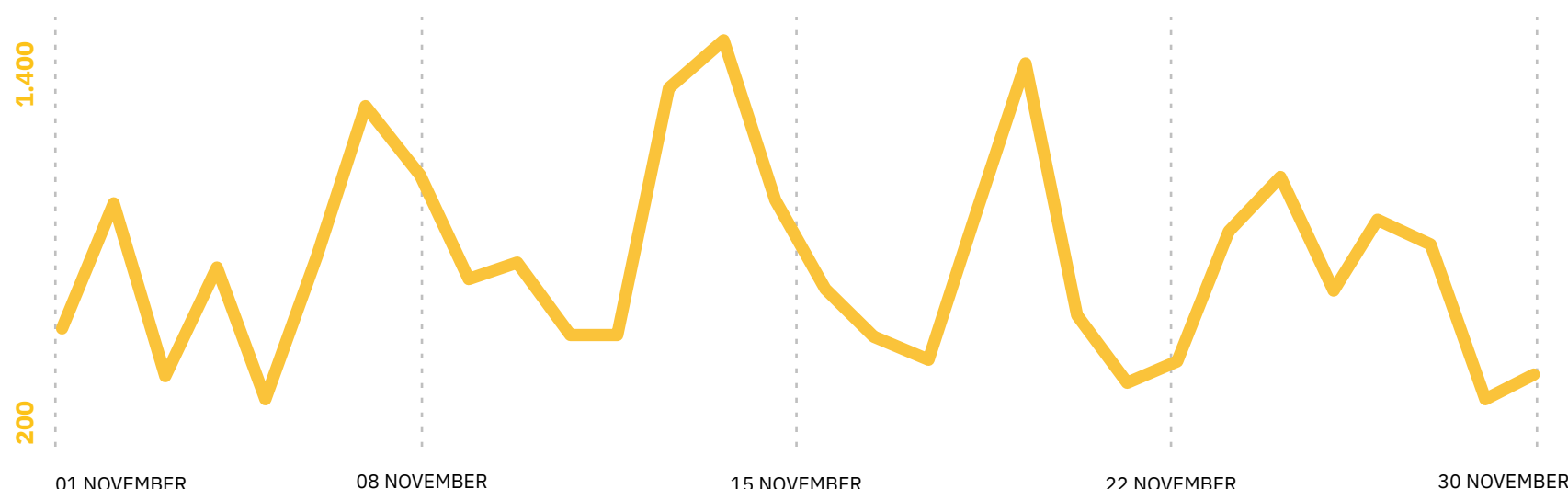
NEWS	EVENTS	SEARCH	TRANSPORTS
City		What to Do	Museo Dámaso António Larrañaga
Society		Bars & Clubs	Policlínico Buceo
Tourism		Art & Culture	Playa de Los Pocitos

DURING THE MONTH



USER ACTIONS

Monthly User Actions Evolution

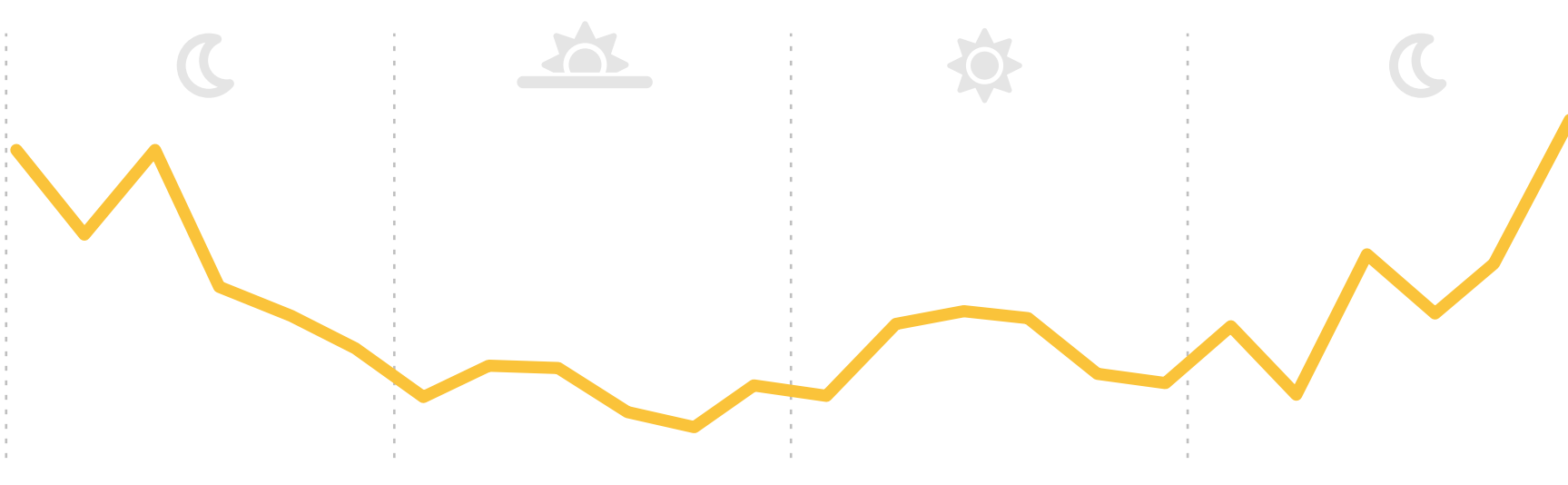


DAILY TREND



USER ACTIONS

Monthly User Actions Evolution



In November, there were several peaks of user actions registered throughout the day. The highest peaks happened at midnight, 2:00 pm, and at 11:00pm.

THE PODIUM



USER ACTIONS

TOMI With Most User Actions



PHOTOS & GIFs SENT

TOMI With Most Selfie and GIFs Sent

ACTION CHAMPION

Plaza Kibón

16.543
User Actions

SELFIE WINNER

Plaza Kibón

255
Photos and GIFs sent

November Overall Analysis:

In November, the numbers and metrics were excellent.

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.

SUBSCRIBE NEWSLETTER

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<p>MAIN AWARDS AND HONORS</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 & urban innovation</p>	<p>Award UI & UX</p> <p>A'DESIGN AWARD WINNER 2017</p> <p>Best interface</p>	<p>Accessibility & inclusion</p> <p>EUROPEAN PRODUCT DESIGN AWARD</p> <p>ENAT</p> <p>Design for society & disability inclusion</p>	<p>DOOH media</p> <p>FEPE International</p> <p>Best innovation</p>	<p>Tourism</p> <p>Awards 2015</p> <p>Best service</p>
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