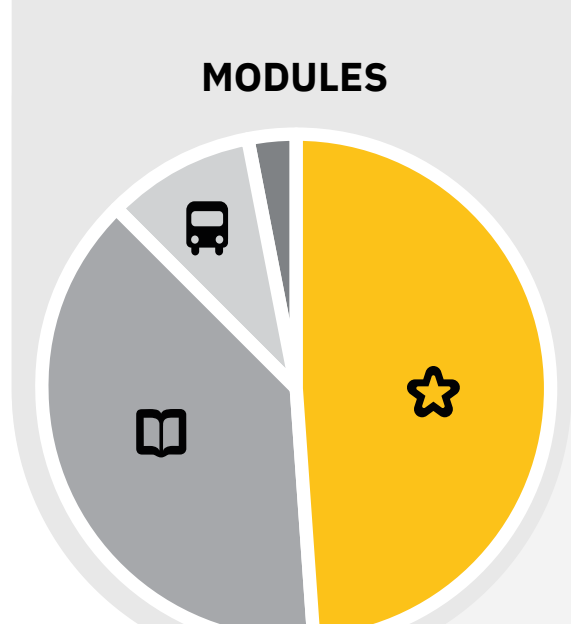
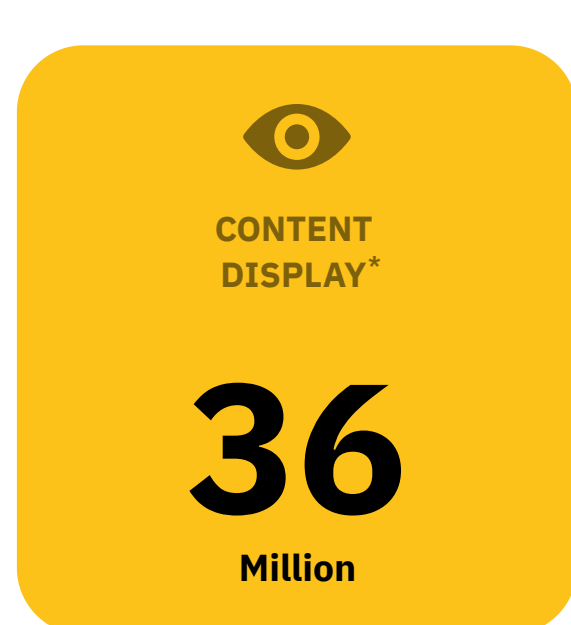
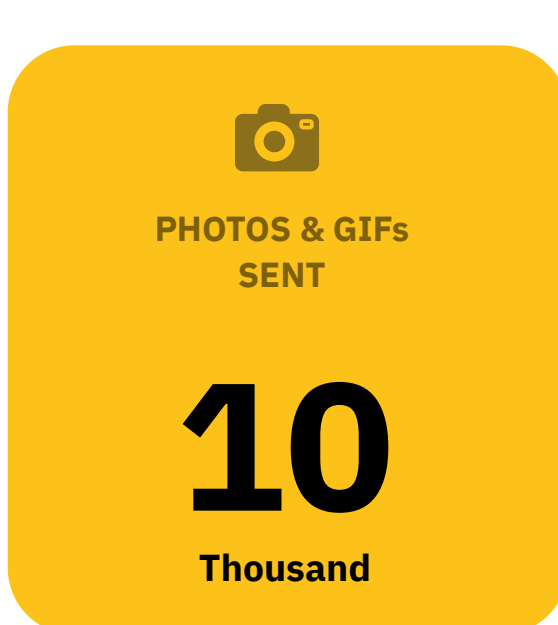
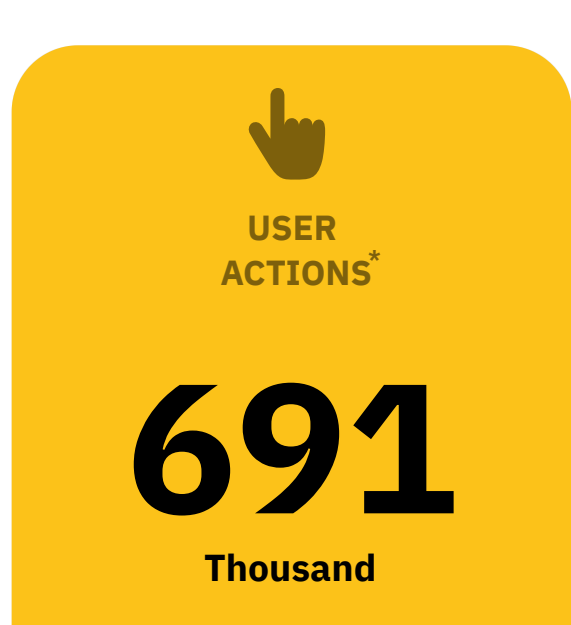




# TOMI has expanded to three new locations

In November, TOMI expanded to three new locations in Portugal: Vila Velha de Ródão, Ribeira de Pena and Cerva. TOMI continues its expansion worldwide and in Portugal, with more than 100 cities! Also in the month of November, TOMI was presented in the Portugal Smart Cities Summit 2021, which took place at FIL, Lisbon as a partner and exhibition.



- 39% NEWS
- 49% EVENTS
- 3% SEARCH
- 9% TRANSPORTS

In November, the Events module was in higher demand. TOMI users searched mainly for events related to art & culture, outdoors, and exhibitions, happening in the cities.

## TOP CONTENT CATEGORIES

## USER ACTIONS

Top Content Categories by Module

NEWS	EVENTS	SEARCH
City	Art & Culture	What to Do
Culture	Outdoors	Utilities & Services
Alerts	Exhibitions	Where to Eat

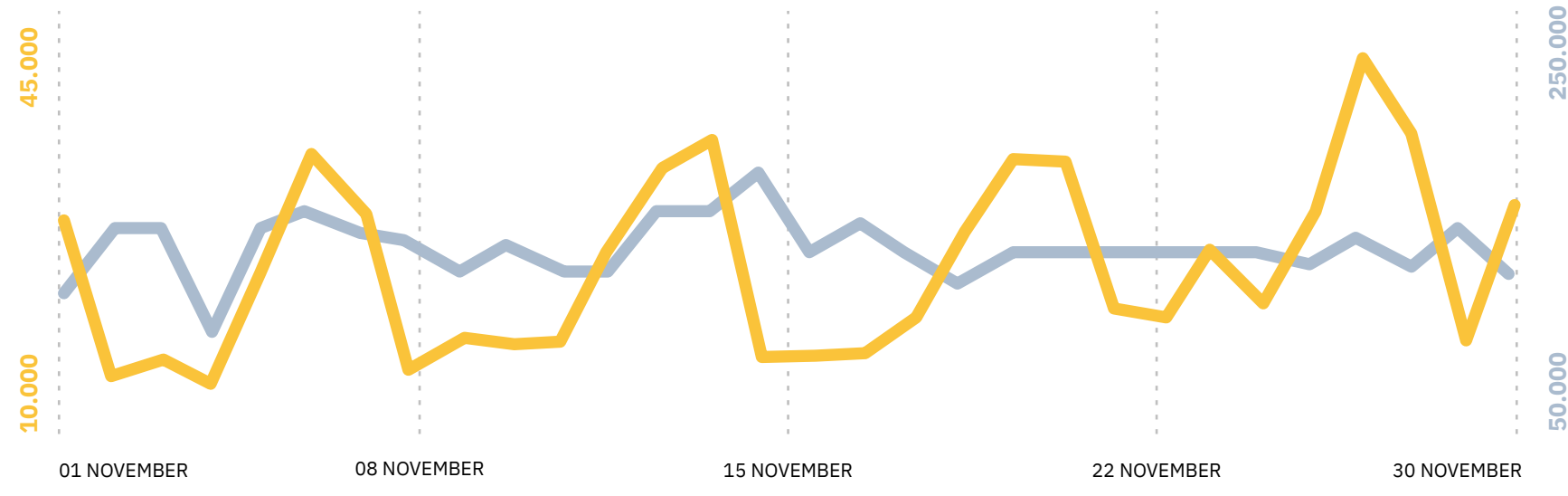
## DURING THE MONTH

## USER ACTIONS

Monthly User Actions Evolution

## PEDESTRIANS\*

Monthly Pedestrian Evolution



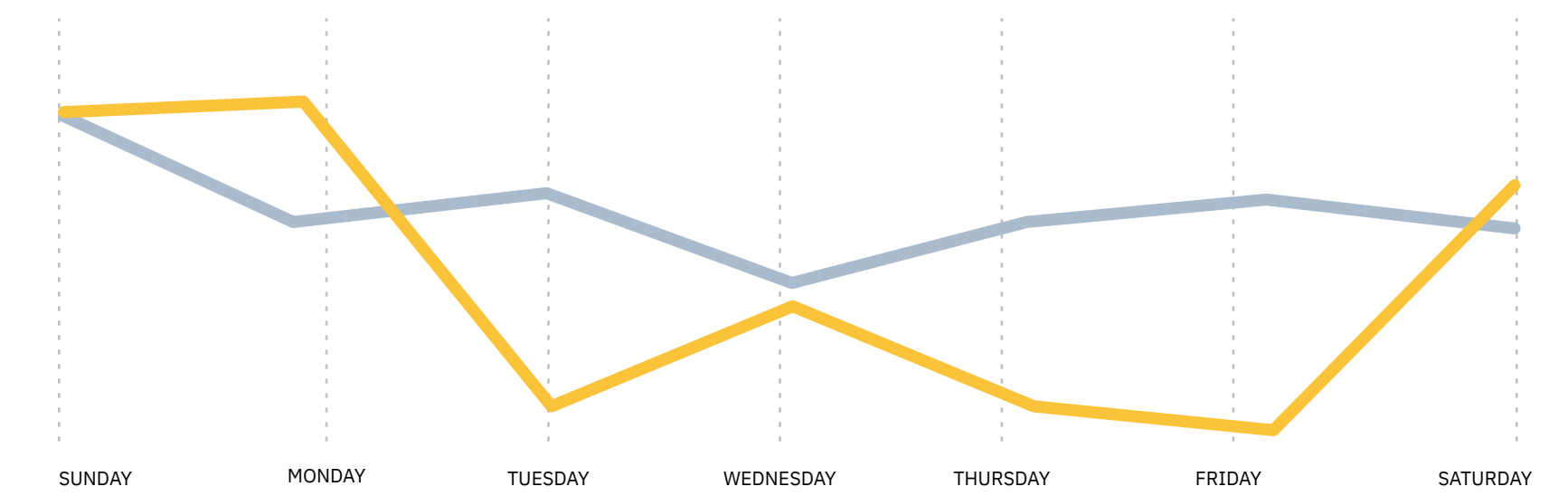
## WEEKLY TREND

## USER ACTIONS

Average User Actions Count by Week Day

## PEDESTRIANS

Average Pedestrian Count by Week Day



In November, Sundays were the days of the week with the highest flow of pedestrians, while Wednesdays were the days of the week with the lowest flow registered. Regarding the user actions, the highest number was recorded on Sundays and Mondays. The lowest number of user actions was observed on Tuesdays and Fridays.

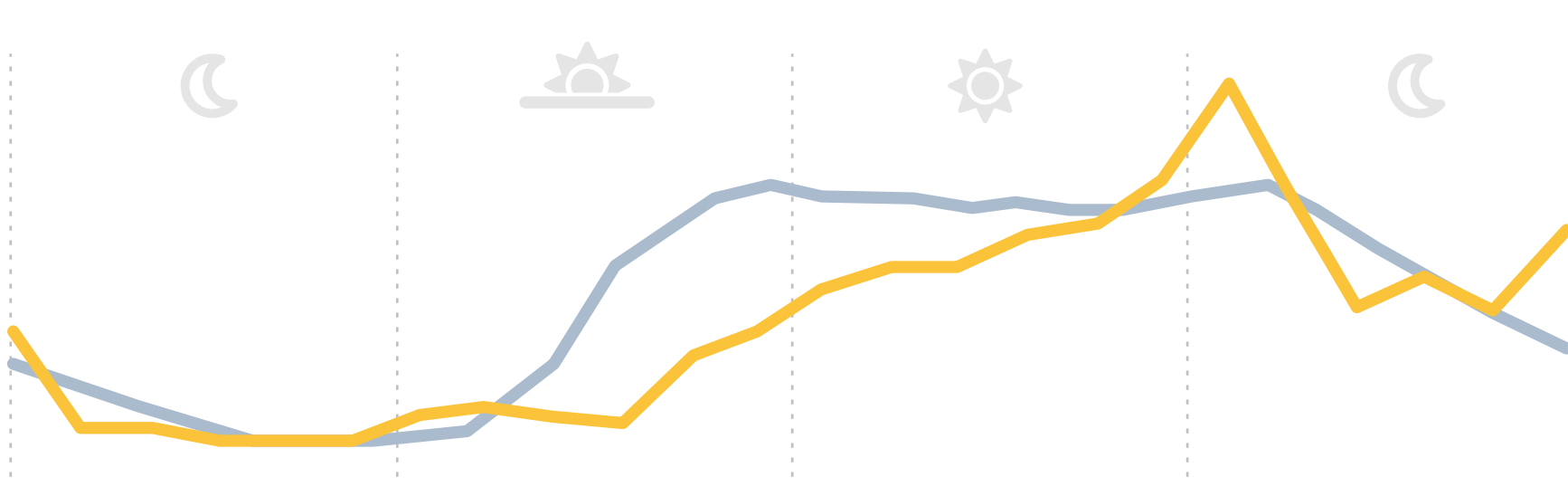
## DAILY TREND

## USER ACTIONS

Monthly User Actions Evolution

## PEDESTRIANS

Monthly Pedestrian Evolution



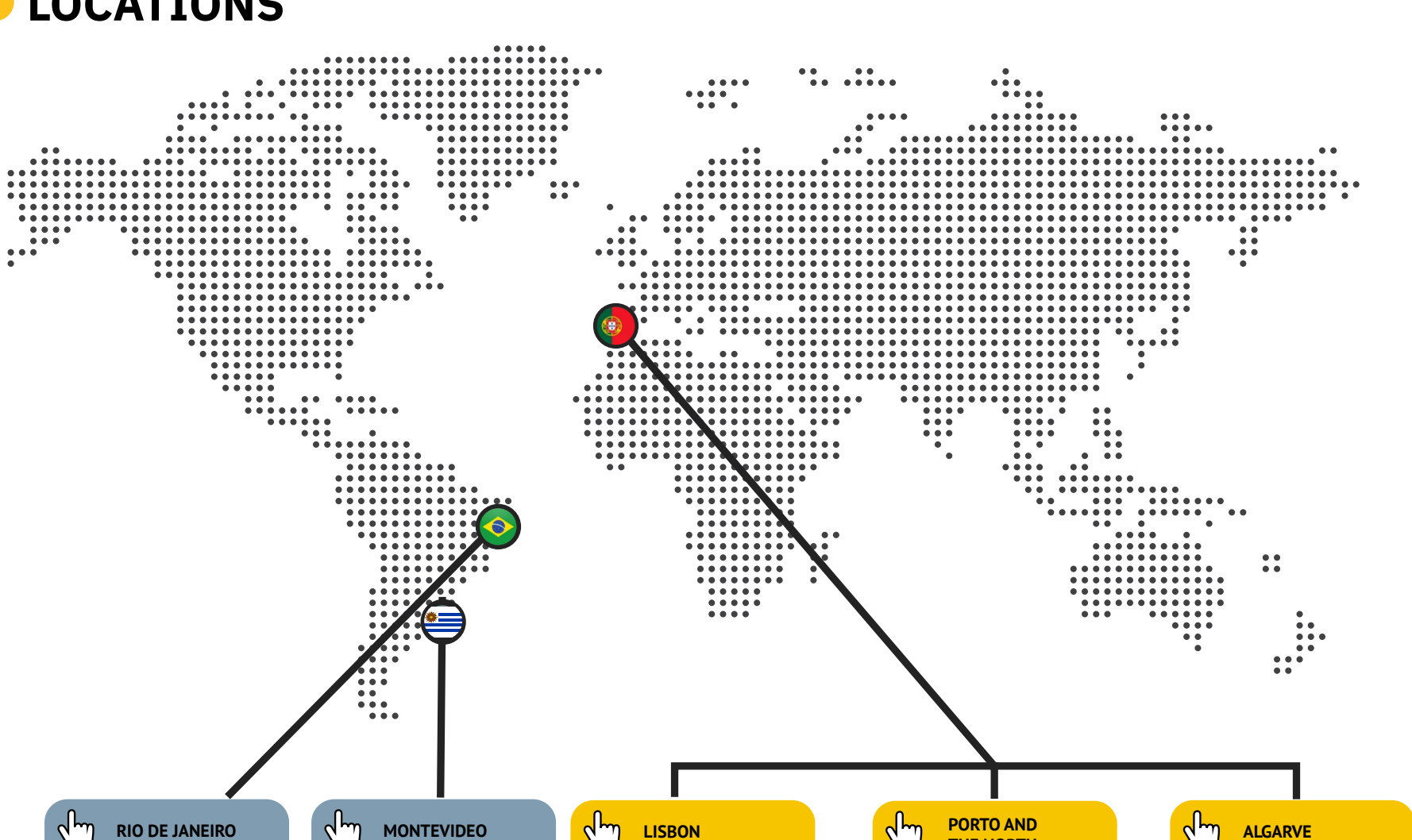
During November, the flow of pedestrians was higher from 11 am until 7 pm, with a consistent number of pedestrians during these hours. In terms of the user actions, there were recorded several peaks, mainly, during the afternoon period. The highest peak happened at 6:00 pm.

## November Overall Analysis:

In November, there was an increase in the number of Covid-19 cases in Portugal, and Europe. In Latin America, there are still strict measures in place.

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.

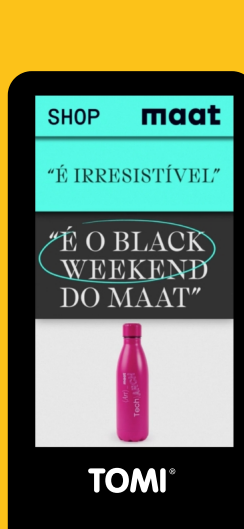
## LOCATIONS



# TOMI SMART MEDIA

TOMI is the best way to communicate and to reach the audience and interact in a creative way. See some of our campaigns in November in our networks.

Communication in the right place at the right time!



MAAT

Teatro Claro

Teatro Nacional D. Maria II

Shell

**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>Award UI &amp; UX</p> <p>Accessability &amp; inclusion</p> <p>DOOH media</p> <p>Tourism</p>	<p>Future Digital Awards</p> <p>INNOVACITY</p> <p>GLOBAL SMART CITIES CONTEST</p> <p>Citizen's engagement, E-Gov &amp; urban Innovation</p>	<p>A DESIGN AWARD WINNER 2017</p> <p>Best interface</p>	<p>EUROPEAN DESIGN AWARDS</p> <p>ENAT</p> <p>Design for society &amp; disability inclusion</p>	<p>FEPE International</p> <p>Best innovation</p>	<p>AT&amp;T</p> <p>Best service</p>
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