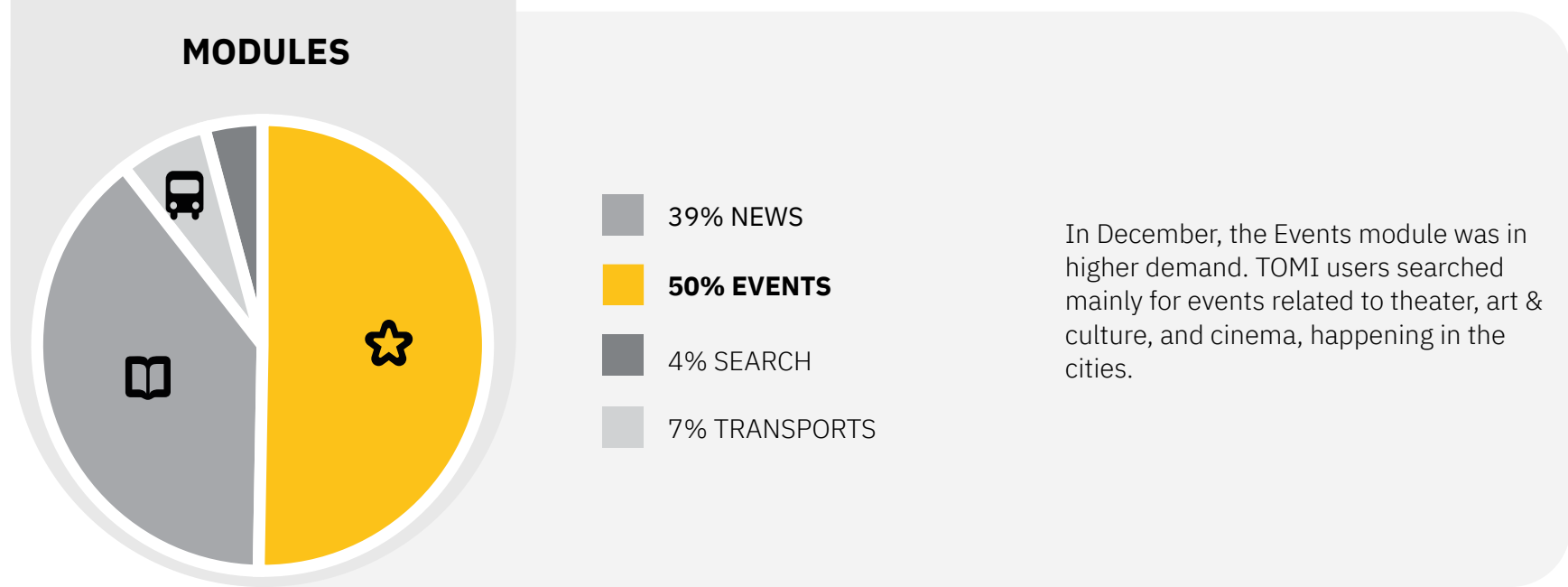
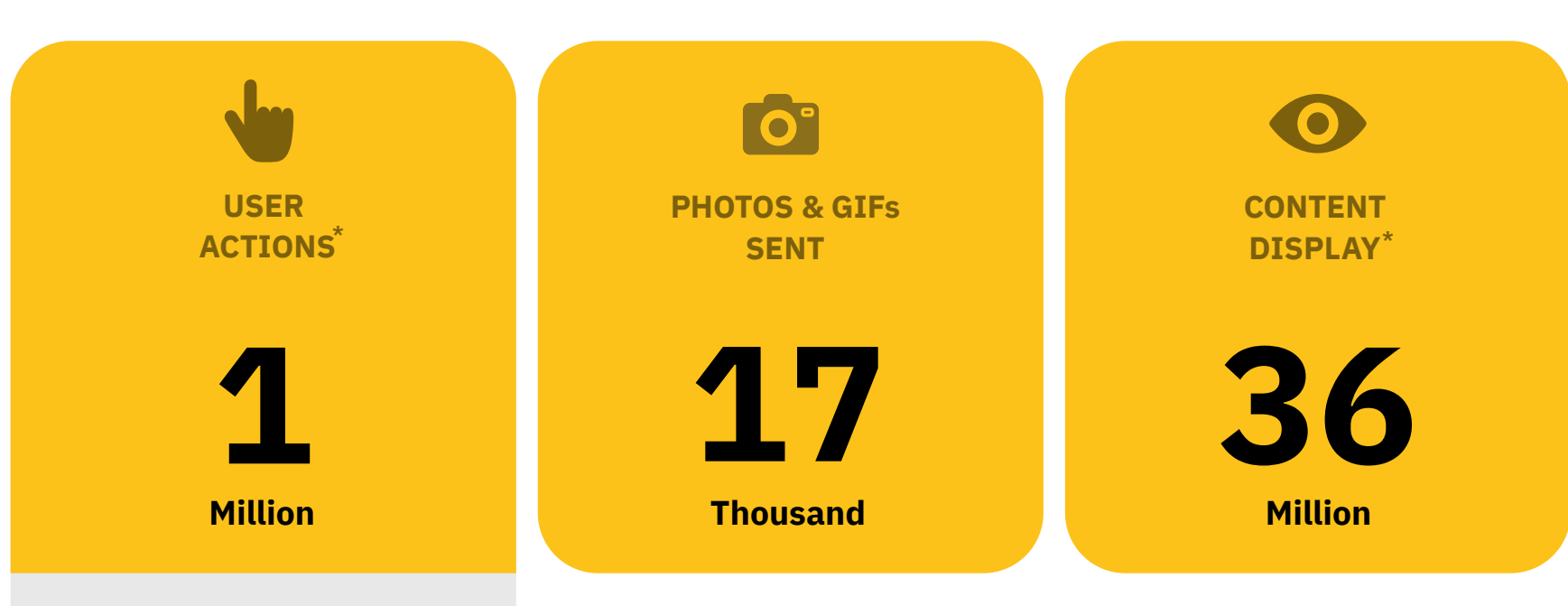




Christmas collection was a success

During December, it was possible to find a new collection related to Christmas Markets and Christmas Villages of Portugal. In that collection, TOMI users could find all the important pieces of information.



TOP CONTENT CATEGORIES

USER ACTIONS

Top Content Categories by Module

NEWS	EVENTS	SEARCH
City	Theater	Where to Eat
Others	Art & Culture	Art & Culture
Culture	Cinema	What to Do

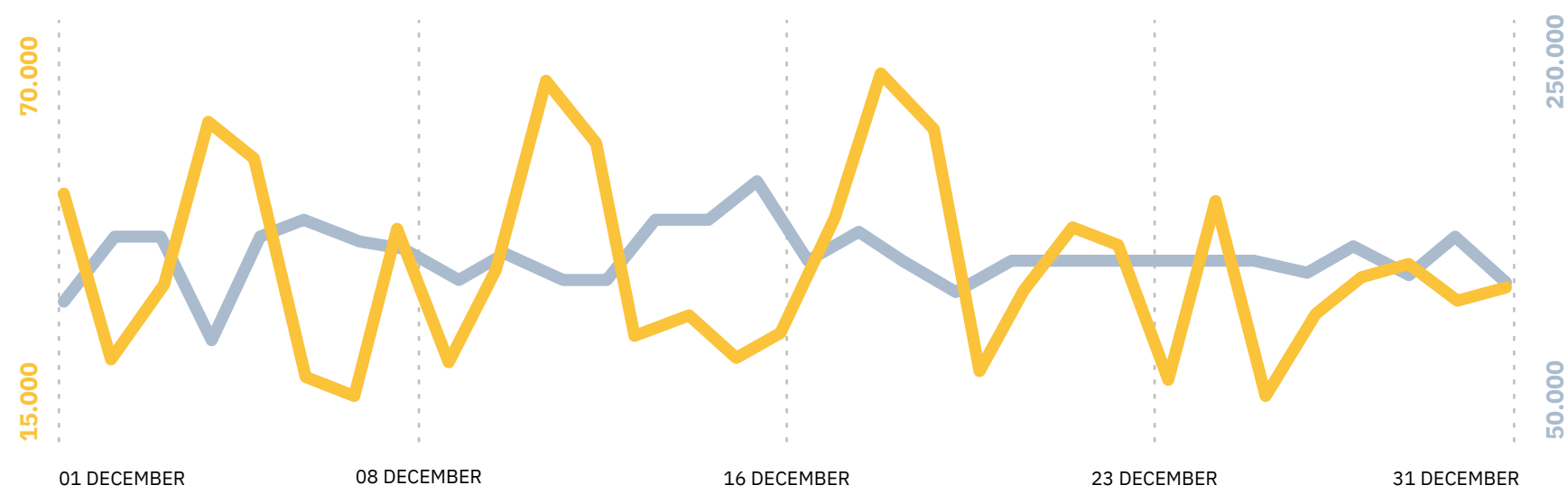
DURING THE MONTH

USER ACTIONS

Monthly User Actions Evolution

PEDESTRIANS*

Monthly Pedestrian Evolution



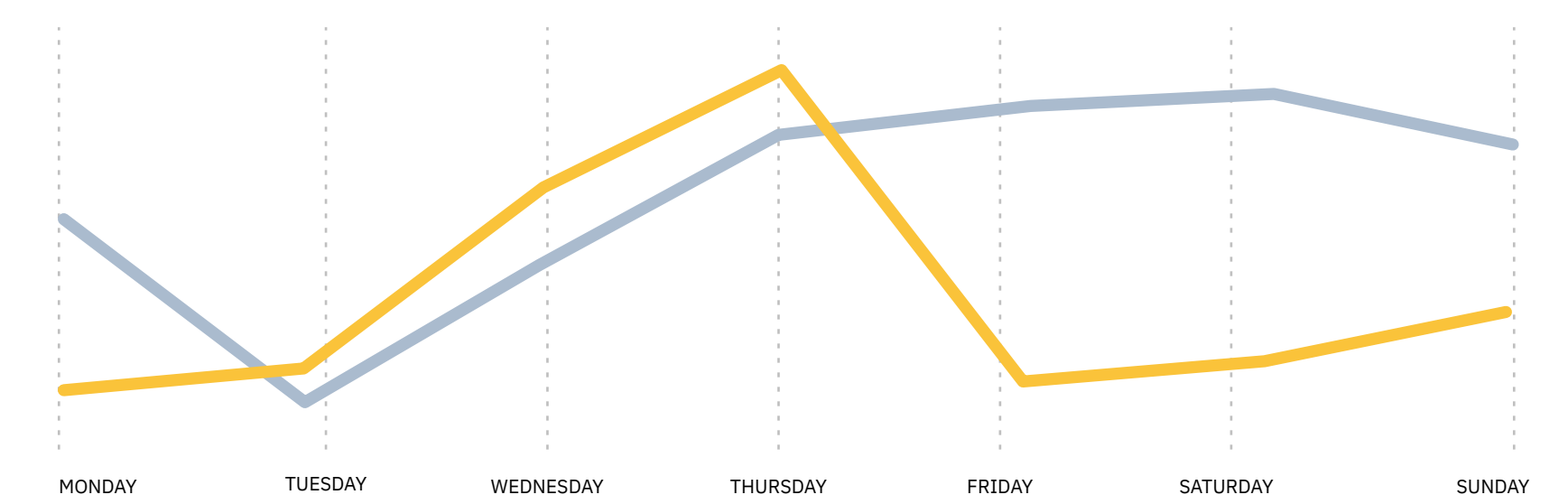
WEEKLY TREND

USER ACTIONS

Average User Actions Count by Week Day

PEDESTRIANS

Average Pedestrian Count by Week Day



In December, Fridays and Saturdays were the days with highest flow of pedestrians, while Tuesdays were the days of the week with the lowest flow of the week. Regarding the user actions, Thursdays recorded the highest number of user actions of the week, while Mondays registered the lowest number of user actions.

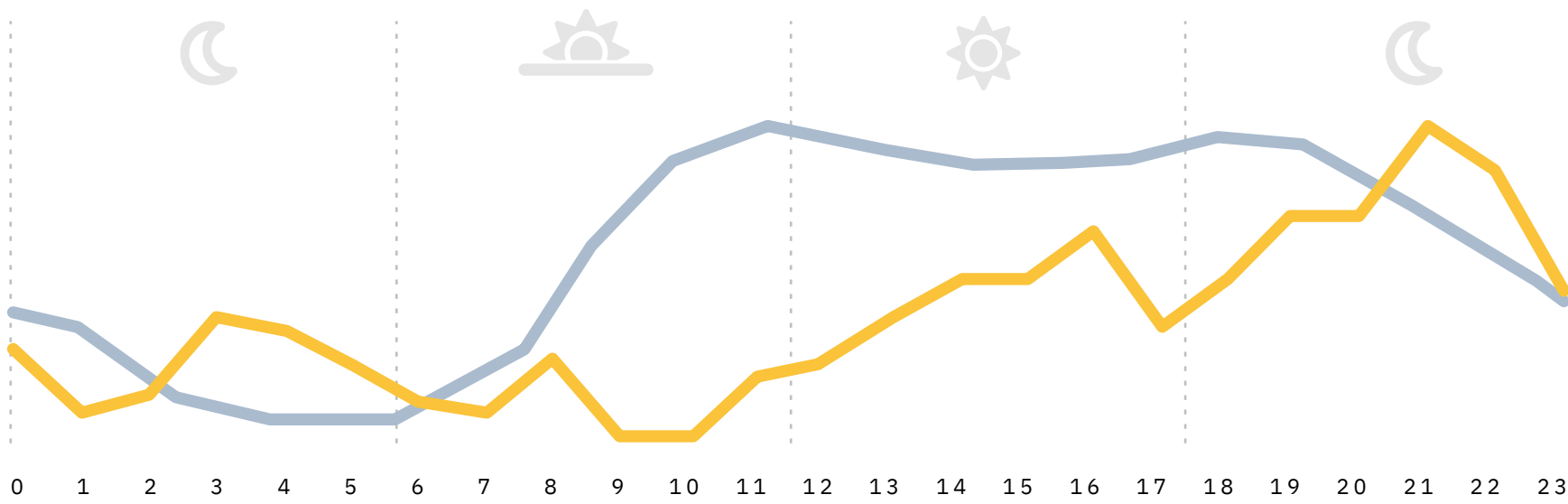
DAILY TREND

USER ACTIONS

Monthly User Actions Evolution

PEDESTRIANS

Monthly Pedestrian Evolution



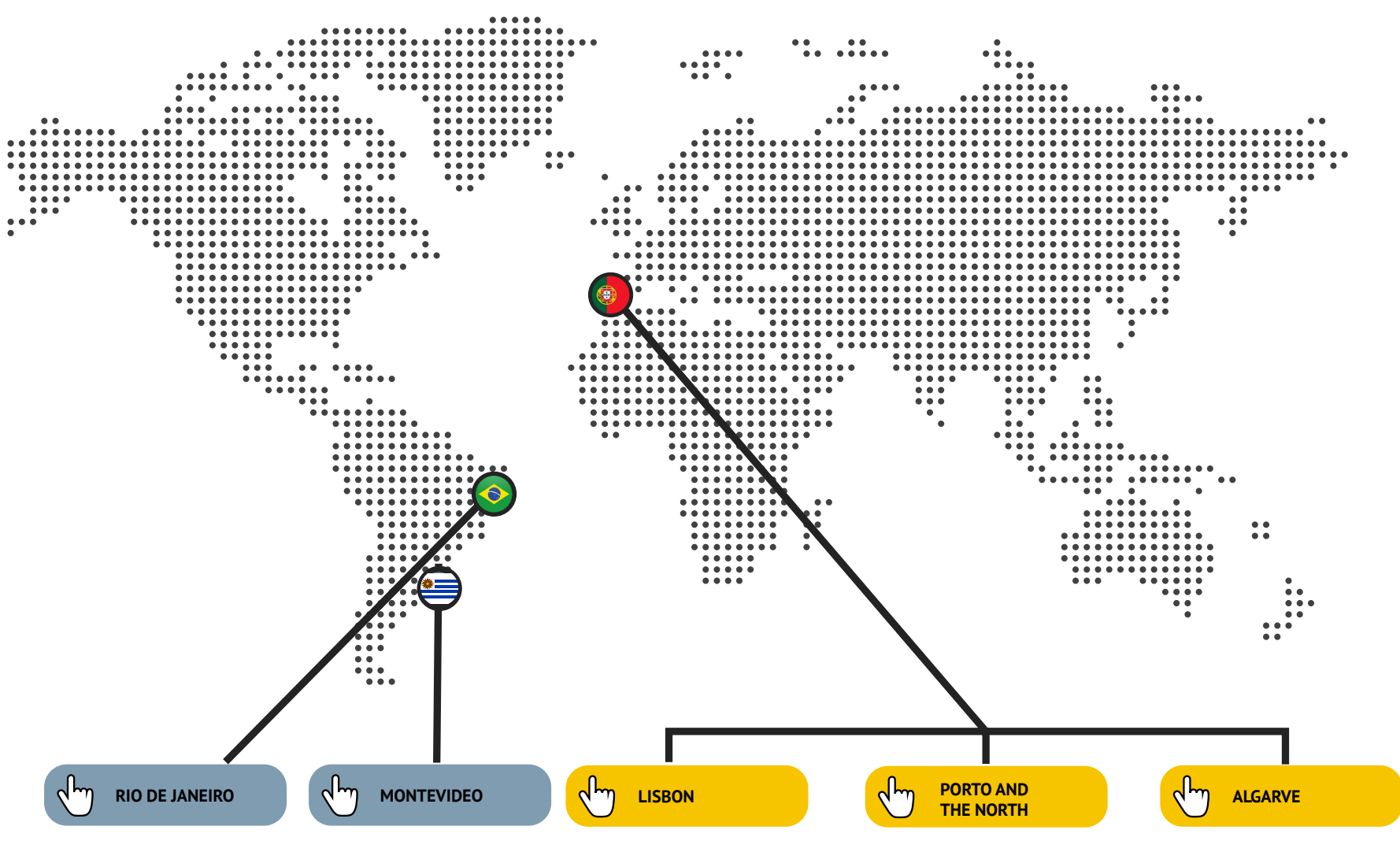
In December, the flow of pedestrians was higher from 10 am until 7 pm, with a consistent number of pedestrians during these hours, and with a peak of pedestrians at 11 am. In terms of the user actions, there were several peaks recorded throughout the day. The highest peak happened at 10pm.

December Overall Analysis:

In December, there was a huge increase in the numbers 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 completely 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.

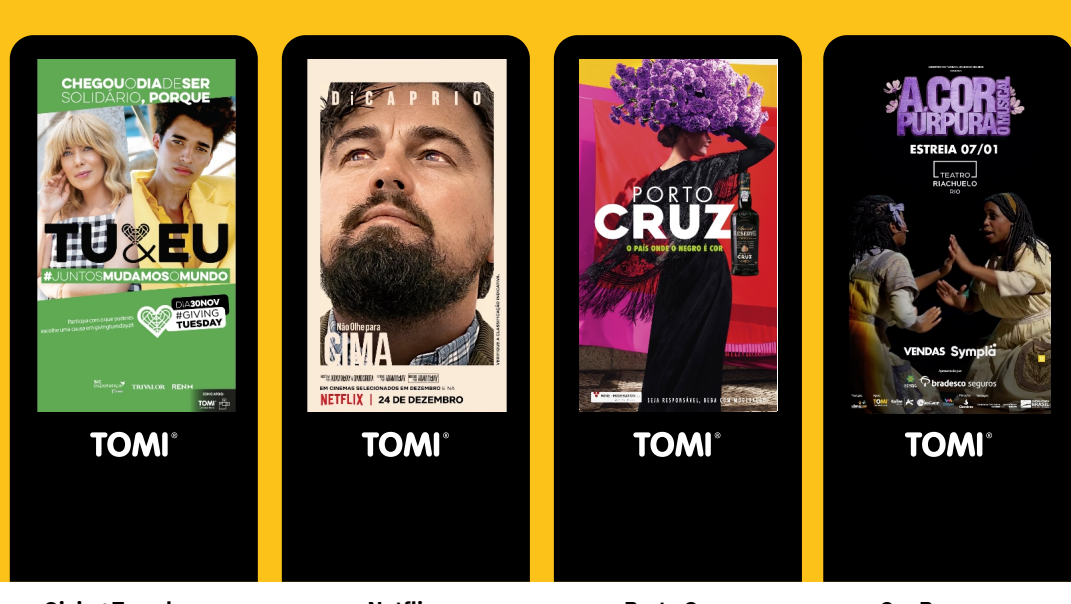
LOCATIONS



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 December in our networks.

Communication in the right place at the right time!



SUBSCRIBE NEWSLETTER

Trademark. Patented internationally. Registered design.

<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 DESIGN AWARDS</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>ATRIE</p> <p>Best service</p>
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