



# TOMI and Centro Nacional da Cultura Partnership

TOMI and CNC (Centro Nacional da Cultura) have a new partnership! With this partnership, TOMI will participate in the dissemination of official CNC projects and cultural content. In TOMIs, the various itineraries with the Paths of Fatima, accredited by the CNC, will also be available.

USER ACTIONS \*

191

Thousand

PHOTOS & GIFs SENT

2.5

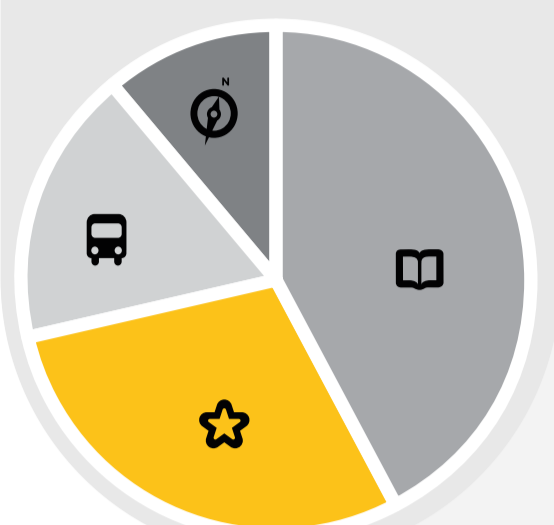
Thousand

CONTENT DISPLAY \*

17

Million

MODULES



29% NEWS  
22% EVENTS  
11% SEARCH  
38% TRANSPORTS

ACTIONS BY TOURIST AND LOCALS  
EN 13%  
PT 87%

In March, the module with the highest usage was the Transports Module. TOMI users searched mainly for Sete Rios, Carnide and Lumiar.

## TOP CONTENT CATEGORIES

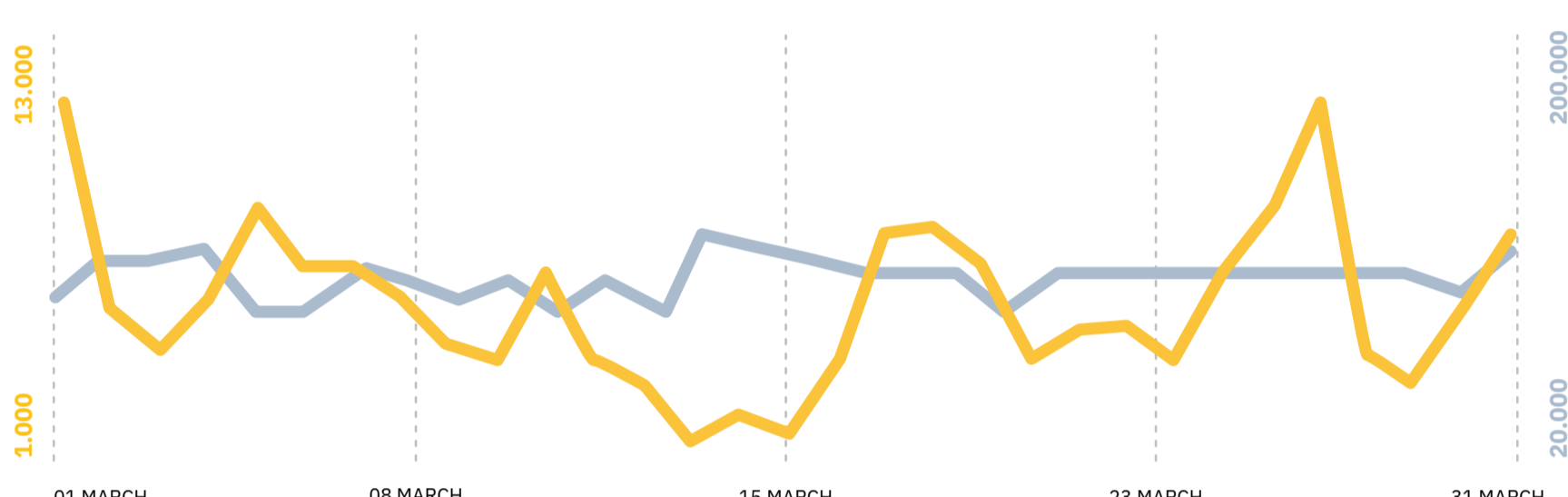
USER ACTIONS  
Top Content Categories by Module

NEWS	EVENTS	SEARCH	TRANSPORTS
City	Exhibitors	What to Do	Sete Rios
Culture	Theater	Art & Culture	Carnide
Society	Music	Where to Stay	Lumiar

## DURING THE MONTH

USER ACTIONS  
Monthly User Actions Evolution

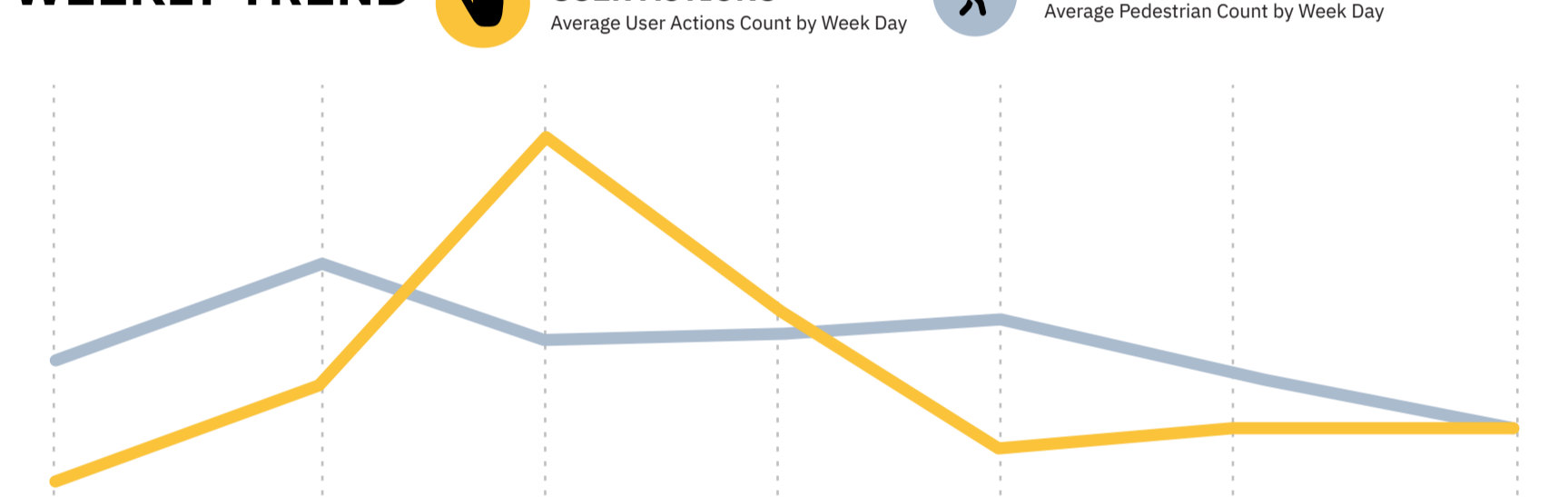
PEDESTRIANS \*  
Monthly Pedestrian Evolution



## WEEKLY TREND

USER ACTIONS  
Average User Actions Count by Week Day

PEDESTRIANS  
Average Pedestrian Count by Week Day

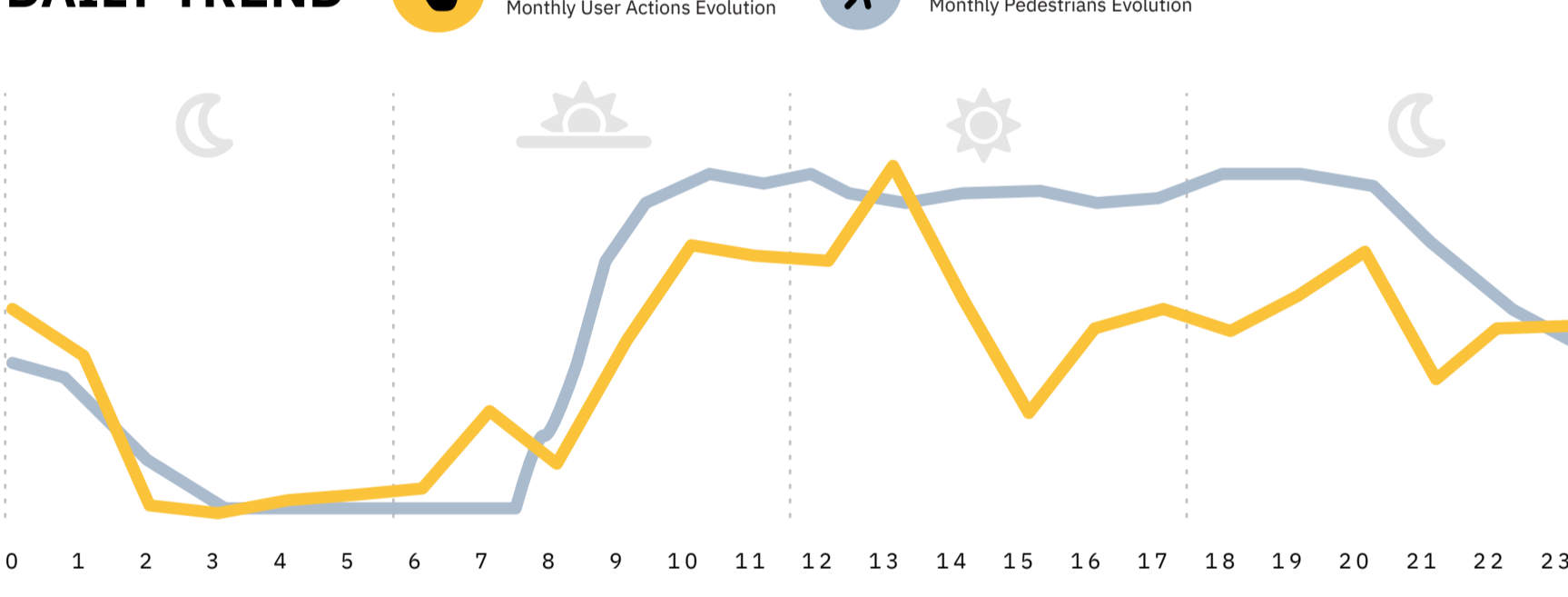


In March, during Tuesdays it was registered the highest flow of pedestrians. During Sundays, the flow of pedestrians was the lowest of the week. Regarding the user actions, it was observed a higher number of users on Wednesdays, while during Mondays the number of user actions was the lowest of the week.

## DAILY TREND

USER ACTIONS  
Monthly User Actions Evolution

PEDESTRIANS  
Monthly Pedestrians Evolution



In March, the flow of pedestrians was higher from 9 am until 8 pm, in a homogeneous way. Concerning the user actions there were registered several peaks throughout the day. The first one happened at 10 am, the second one at 1pm, and the third one at 8 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 de Aguiar

**29.189**  
User Actions

**SELFIE WINNER**

Rossio Rua 1º de Dezembro

**256**  
Photos and GIFs sent

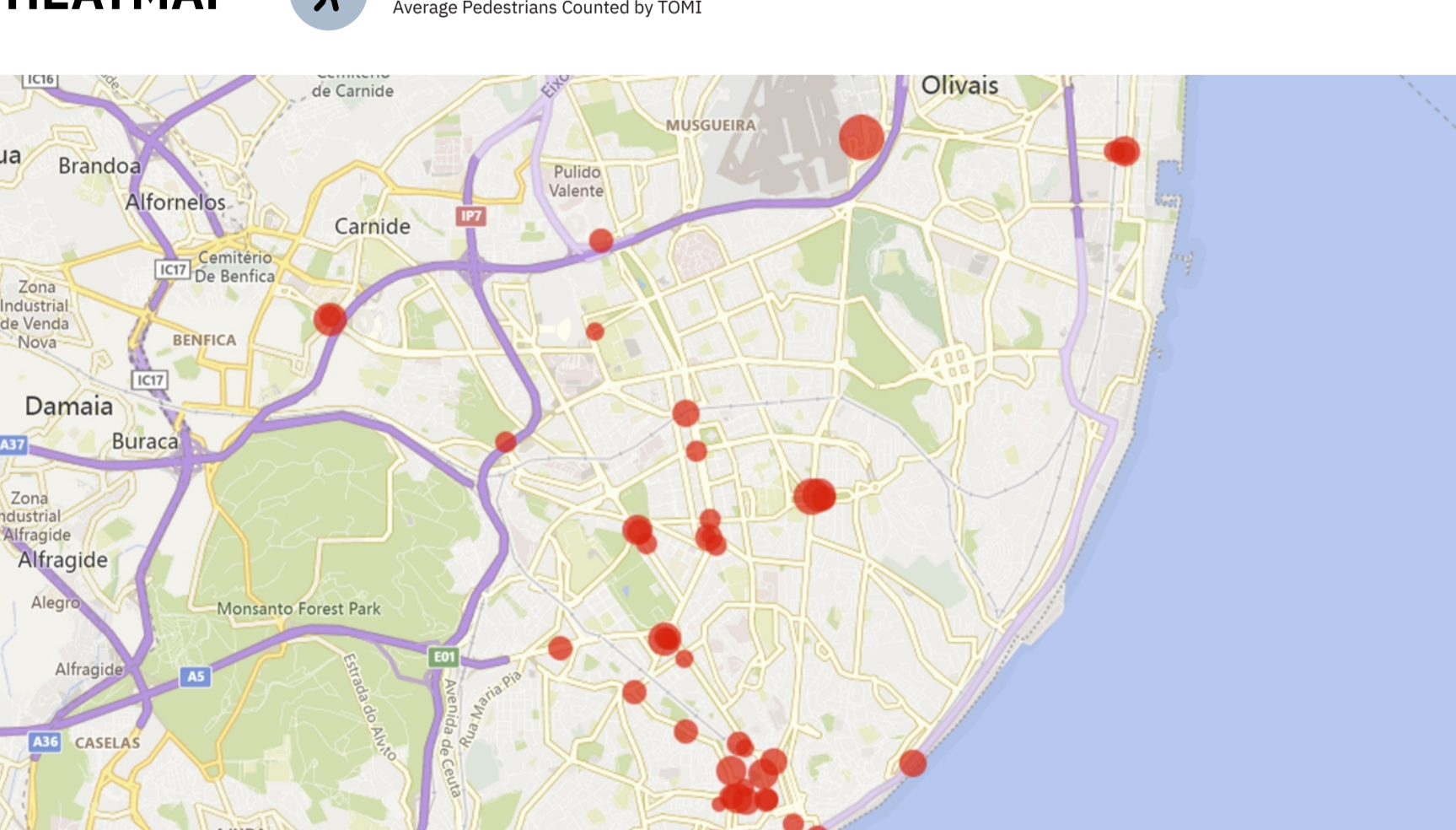
## March Overall Analysis:

In March, there was a decrease in the number of Covid-19 cases registered 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

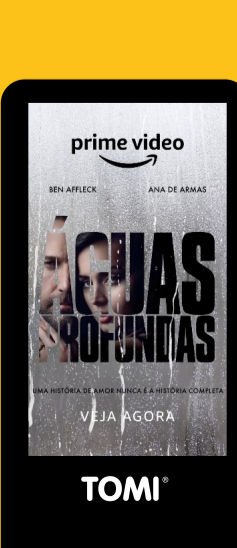
PEDESTRIANS  
Average Pedestrians Counted by TOMI



# 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 March in Lisbon.

Communication in the right place at the right time!



Amazon Prime

CCB

Sport Tv

EGEAC

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 &amp; urban innovation</p>	<p>Award UI &amp; UX</p> <p>A'DESIGN AWARD WINNER 2017</p> <p>Best interface</p>	<p>Accessibility &amp; inclusion</p> <p>ENAT</p> <p>Design for society &amp; disability inclusion</p>	<p>DOOH media</p> <p>FEPE</p> <p>Best innovation</p>	<p>Tourism</p> <p>ATHENS 2015</p> <p>Best service</p>
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