



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*

86

Thousand



PHOTOS & GIFS SENT

1.1

Thousand

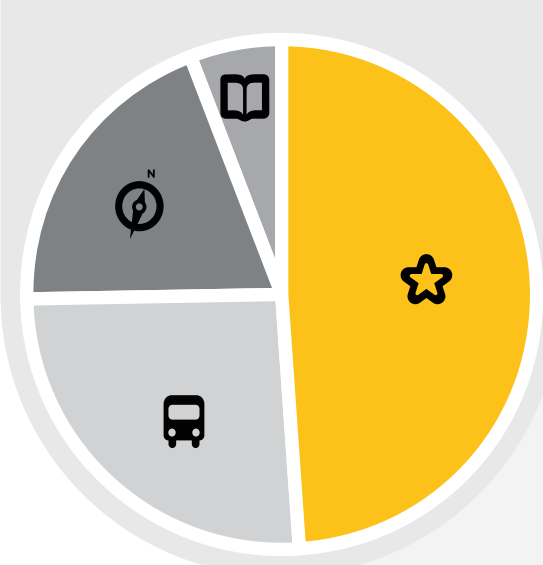


CONTENT DISPLAY*

7

Million

MODULES



- 6% NEWS
- 49% EVENTS
- 19% SEARCH
- 26% TRANSPORTS



- EN 2%
- PT 76%
- ES 22%

In March, the module with the higher usage was the Events Module. TOMI users searched mainly for events related to Art & Culture, Exhibitions, and Cinema.

TOP CONTENT CATEGORIES



USER ACTIONS

Top Content Categories by Module

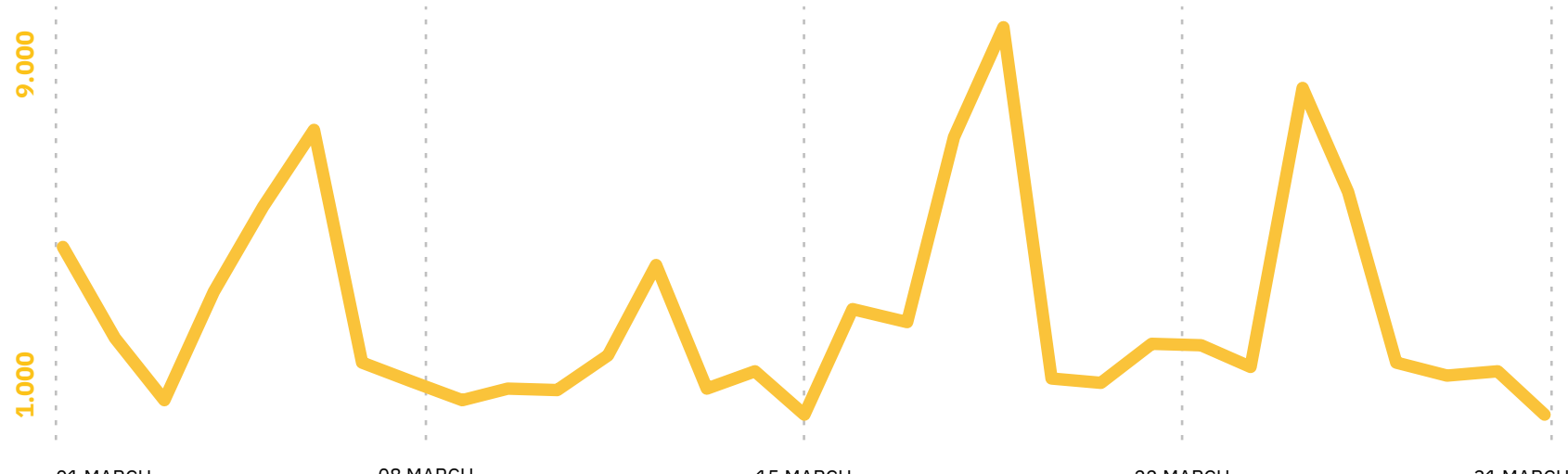
NEWS	EVENTS	SEARCH	TRANSPORTS
Society	Art & Culture	What to Do	TUKTOUR
Culture	Exhibitions	Where to Eat	Auto Viação Cura, Lda.
City	Cinema	Where to Stay	Estação dos Caminhos de Ferro

DURING THE MONTH



USER ACTIONS

Monthly User Actions Evolution

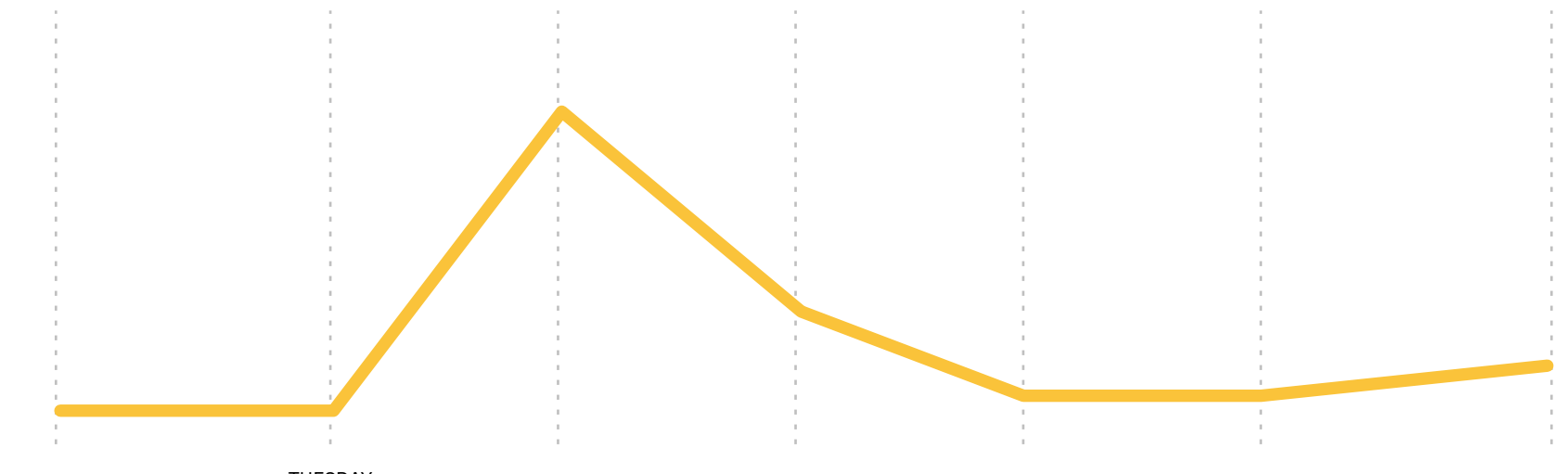


WEEKLY TREND



USER ACTIONS

Average User Actions Count by Week Day



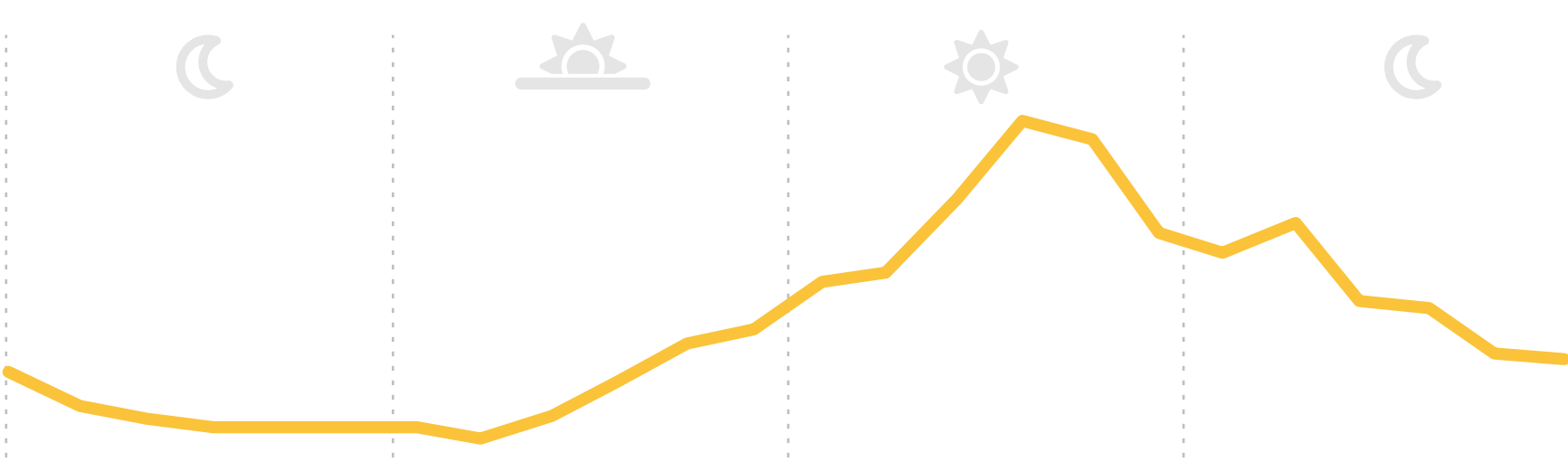
In the month of March, Wednesdays recorded the highest number of user actions. During Mondays and Tuesdays, it was presented the lowest number of the user actions of the week.

DAILY TREND



USER ACTIONS

Monthly User Actions Evolution



In March, the flow of user actions was higher from 1 pm until 7 pm, recording two peaks. The first one happened at 3 pm, and the second at 7 pm.

THE PODIUM



USER ACTIONS

TOMI with Most User Action



PHOTOS & GIFS SENT

TOMI with more Selfies and GIFs Sent

ACTION CHAMPION

- Vila Nova de Gaia CM TOMI - 22 484
- Matosinhos Loja TOMI - 13 730
- Matosinhos Leça TOMI - 10 810
- Caminha TOMI - 7 025
- Mondim de Bastos TOMI - 5 239

SELFIE WINNER

- Matosinhos Loja TOMI - 461
- Matosinhos Leça TOMI - 400
- Mondim de Bastos TOMI - 125
- Póvoa de Varzim TOMI - 67
- Penedono TOMI - 42

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.

SUBSCRIBE NEWSLETTER

Trademark. Patented internationally. Registered design.

<p>MAIN AWARDS AND HONORS</p> <p>Citizen's engagement, E-Gov & urban innovation</p>	<p>Award UI & UX</p> <p>Best interface</p>	<p>Accessibility & inclusion</p> <p>Design for society & disability inclusion</p>	<p>DOOH media</p> <p>Best innovation</p>	<p>Tourism</p> <p>Best service</p>
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