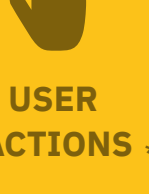




TOMI was present at a Mobility seminar

On the 5th of April, TOMI was present at the seminar "A Nova Mobilidade na Área Metropolitana de Lisboa", which took place at Gare de Alcântara, in Lisbon. At the event, the challenges of mobility and transport in the Lisbon metropolitan area were addressed.



USER ACTIONS *

247
Thousand



PHOTOS & GIFS SENT

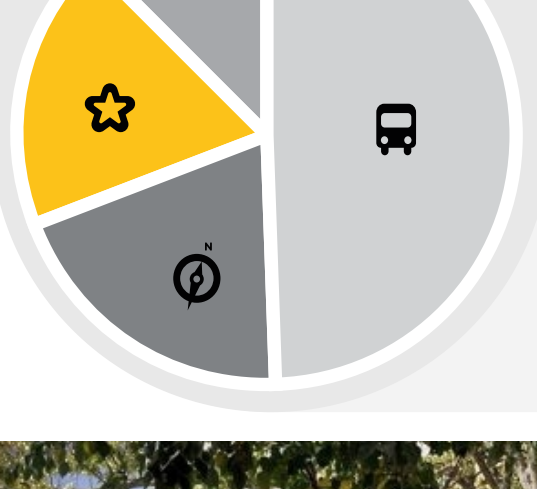
3.2
Thousand



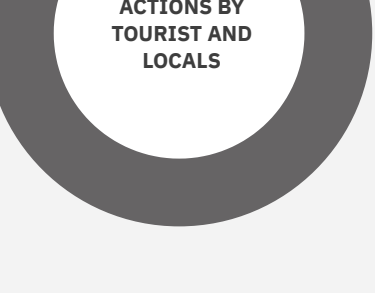
CONTENT DISPLAY *

5
Million

MODULES



- 12% NEWS
- 18% EVENTS
- 20% SEARCH
- 50% TRANSPORTS



- EN 10%
- PT 90%

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

TOP CONTENT CATEGORIES

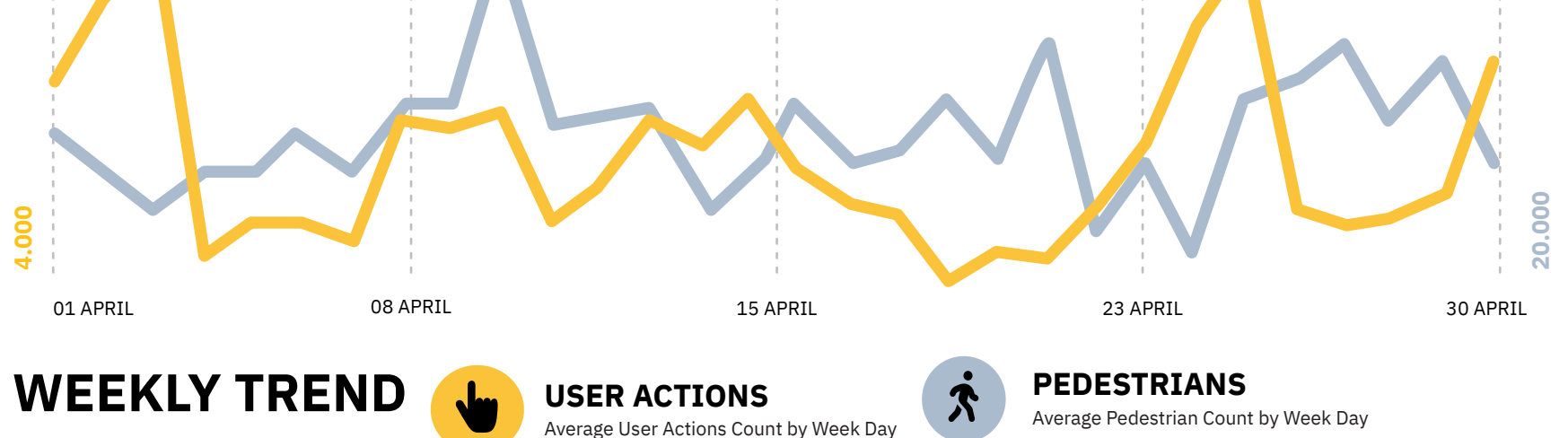
USER ACTIONS

NEWS	EVENTS	SEARCH	TRANSPORTS
Society	Exhibitions	What to Do	Sete Rios
City	Theater	Where to Eat	Carnide
Culture	Music	Transports	Telheiras

DURING THE MONTH

USER ACTIONS

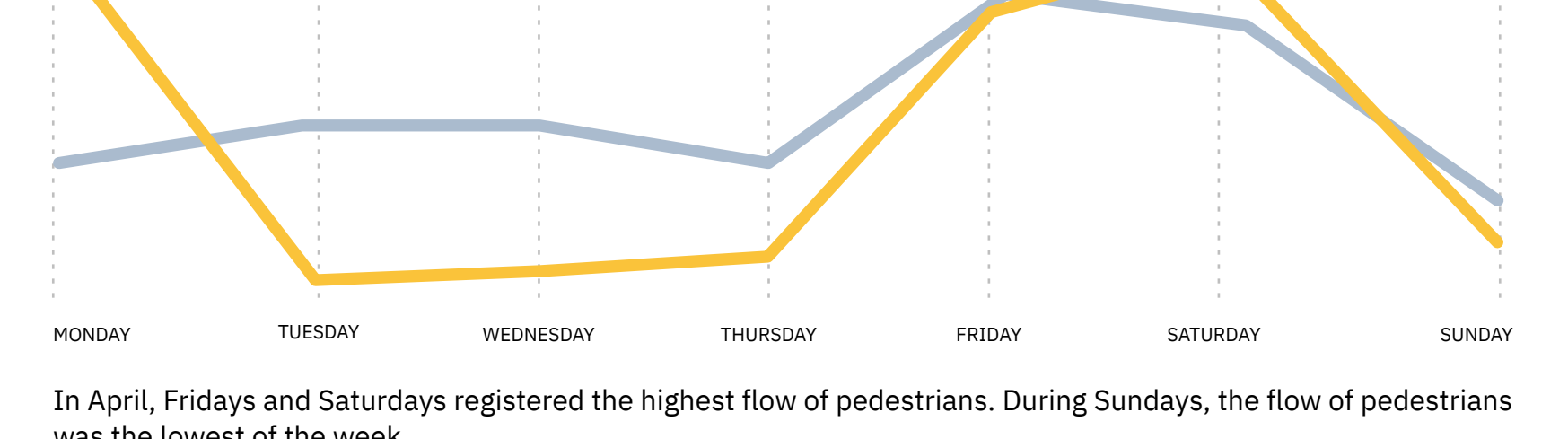
PEDESTRIANS *



WEEKLY TREND

USER ACTIONS

PEDESTRIANS

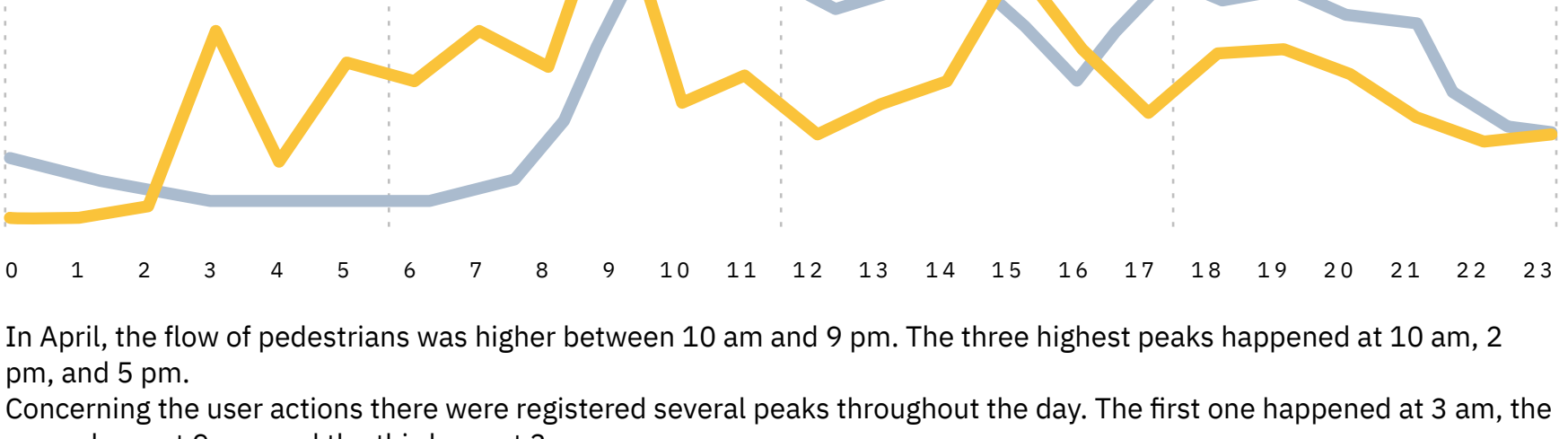


In April, Fridays and Saturdays registered the highest flow of pedestrians. During Sundays, the flow of pedestrians was the lowest of the week. Regarding the user actions, it was observed a higher number of users on Mondays and Saturdays, while during Tuesdays the number of user actions was the lowest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

DAILY TREND

USER ACTIONS

PEDESTRIANS



In April, the flow of pedestrians was higher between 10 am and 9 pm. The three highest peaks happened at 10 am, 2 pm, and 5 pm. Concerning the user actions there were registered several peaks throughout the day. The first one happened at 3 am, the second one at 9 am, and the third one at 3 pm.

THE PODIUM

USER ACTIONS

PHOTOS & GIFS SENT

ACTION CHAMPION

Av. Liberdade Rua Alexandra Herculano

47.720
User Actions

SELFIE WINNER

Rossio Rua 1º de Dezembro

355
Photos and GIFs sent

April Overall Analysis:

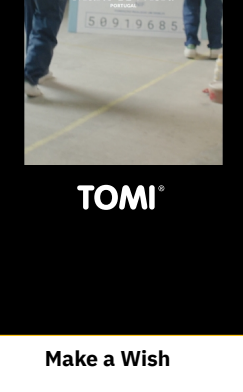
In April, there was a relief of the measures to prevent Covid-19. The masks, in Portugal, became optional, except for some places, like the public transports.

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.

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 April in Lisbon.

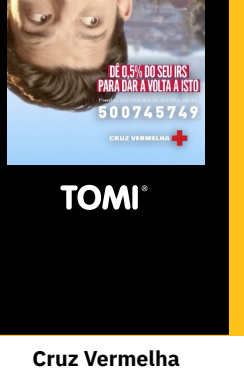
Communication in the right place at the right time!



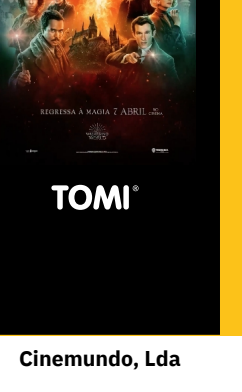
Make a Wish



Gibson Pink



Cruz Vermetha



Cinemundo, Lda

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