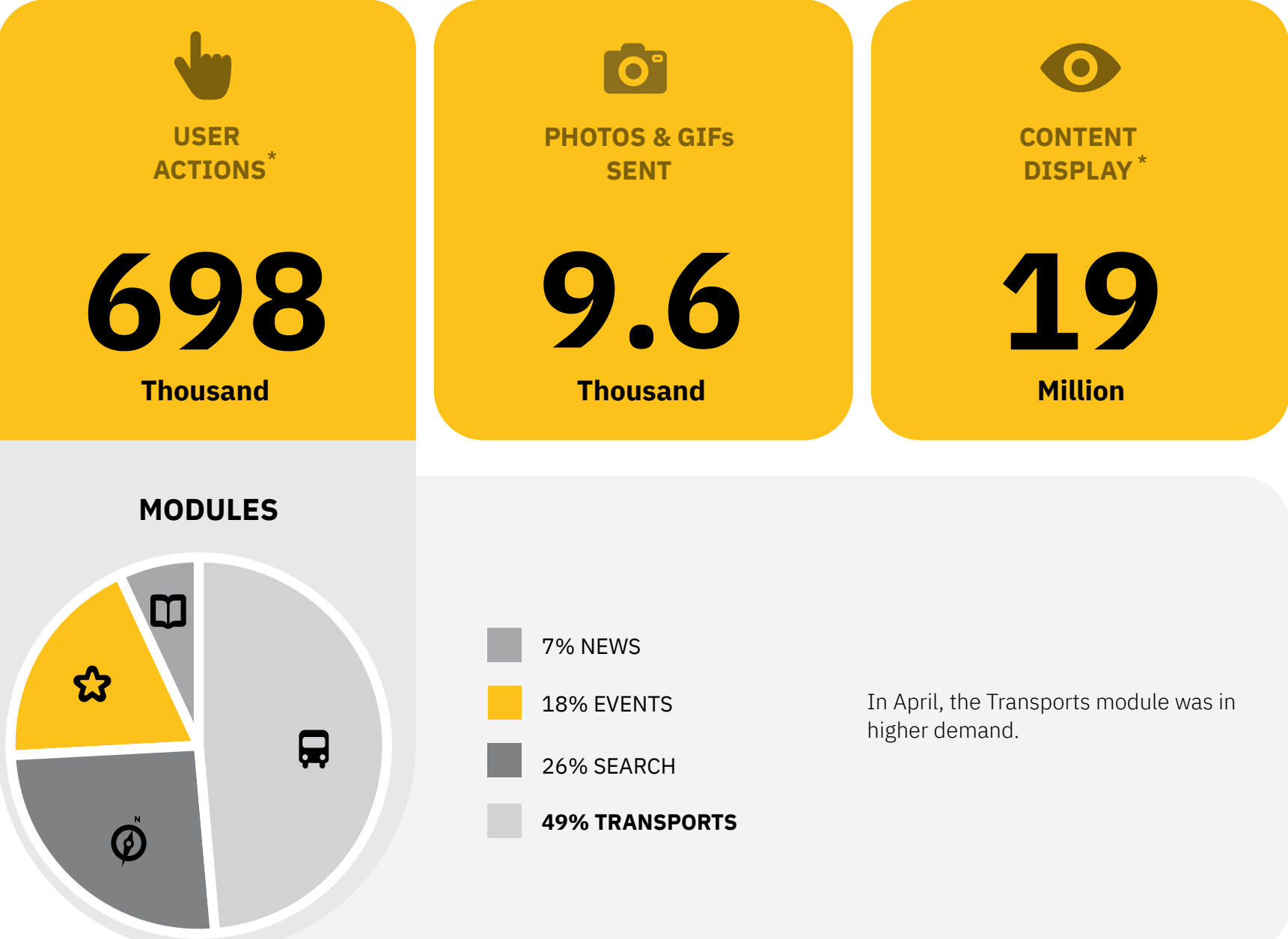


# The transports module was in higher demand

In April, there were more than 700 thousand user actions on TOMIs. The transports module, gives TOMI users, the several options of means of transports, with different routes and costs.



## TOP CONTENT CATEGORIES

## USER ACTIONS

Top Content Categories by Module

NEWS	EVENTS	SEARCH
Society	Exhibitions	What to Do
City	Theater	Where to Eat
Culture	Music	Transports

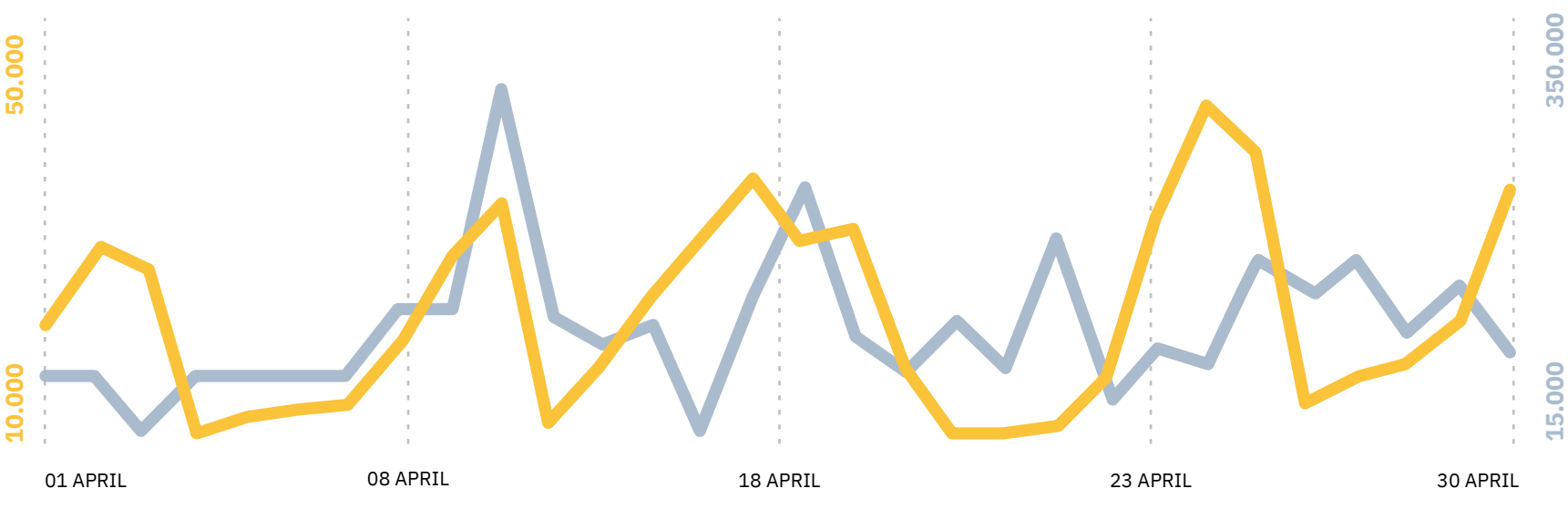
## DURING THE MONTH

## USER ACTIONS

Monthly User Actions Evolution

## PEDESTRIANS\*

Monthly Pedestrian Evolution



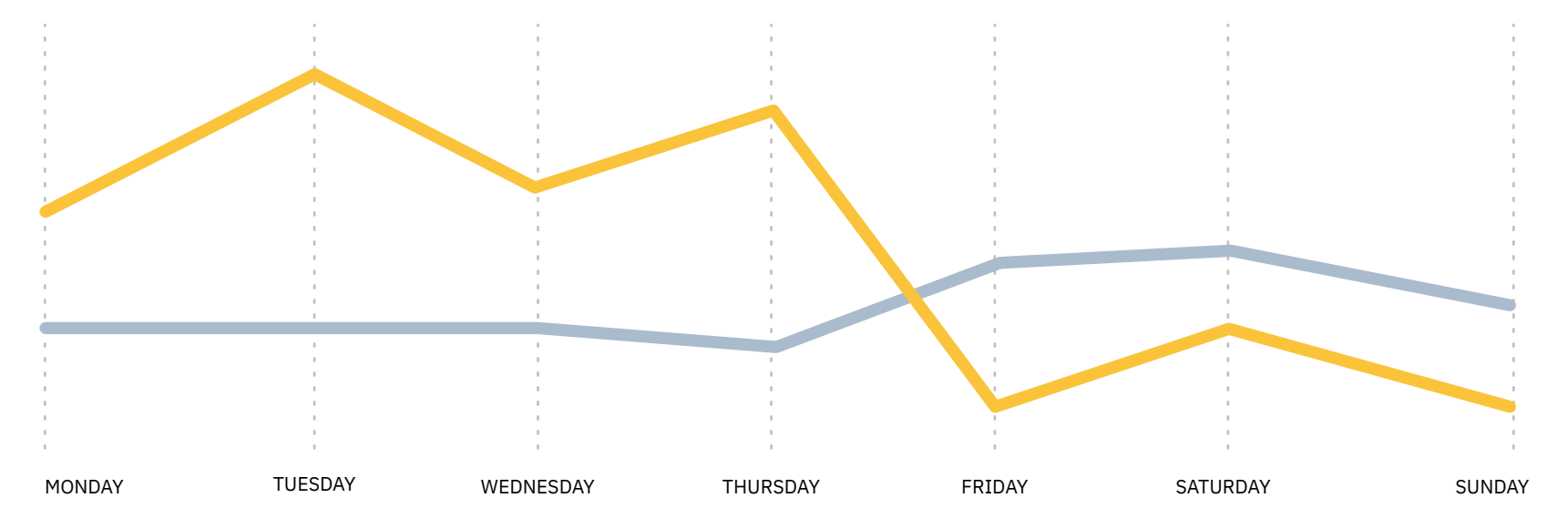
## WEEKLY TREND

## USER ACTIONS

Average User Actions Count by Week Day

## PEDESTRIANS

Average Pedestrian Count by Week Day



In April, the flow of pedestrians was higher on Fridays and Saturdays. Thursdays had the lowest flow of pedestrians of the week. Concerning the user actions, Tuesdays and Thursdays recorded the highest number. On the other hand, Fridays had the lowest number of user actions of the week.

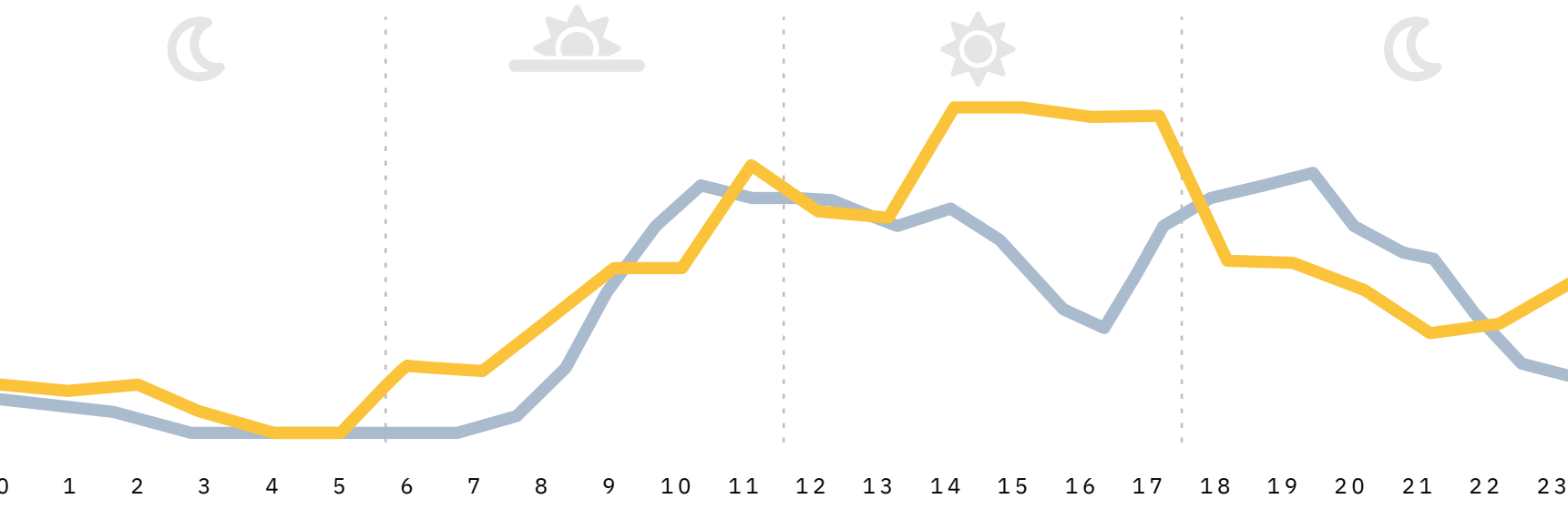
## DAILY TREND

## USER ACTIONS

Monthly User Actions Evolution

## PEDESTRIANS

Monthly Pedestrian Evolution



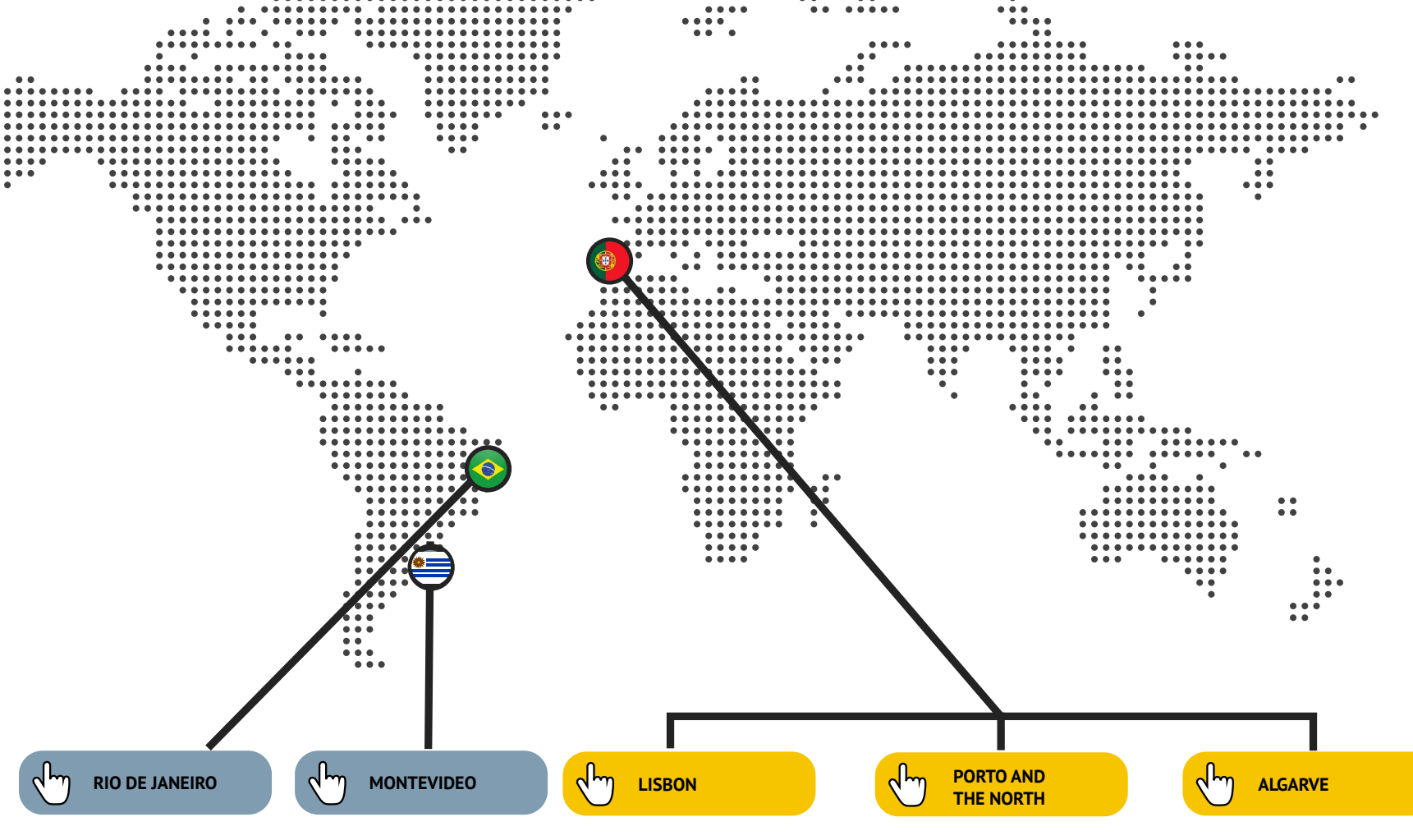
In April, the flow of pedestrians was higher from 10 am until 8 pm. The peaks recorded happened at 10 am, 2 pm and 7 pm. When observing the user actions, there were several peaks during the day. The highest peaks happened at 11 am, and between 2 pm and 5 pm.

## April Overall Analysis:

In April, there was a relief of the measures to prevent Covid-19, in Portugal, where the mask became optional, except for some places, like public transports. 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 TOMI. Privacy is respected.

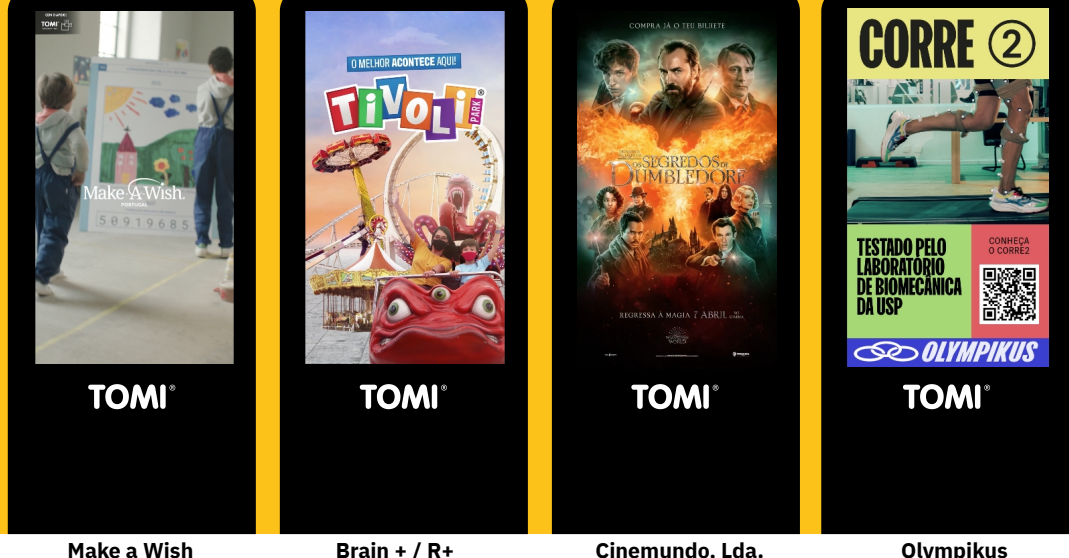
## LOCATIONS



# 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 April in our networks.

Communication in the right place at the right time!



**SUBSCRIBE NEWSLETTER**

Trademark. Patented Internationally. Registered design.

<p><b>MAIN AWARDS AND HONORS</b></p> <ul style="list-style-type: none"> <li>Smart Cities USA, UK and Latam awards</li> <li>Future Digital Awards</li> <li>INNO VACITY</li> <li>GLOBAL SMART CITY AWARDS CONTEST</li> </ul> <p>Citizen's engagement, E-Gov &amp; urban innovation</p>	<p><b>Award UI &amp; UX</b></p> <ul style="list-style-type: none"> <li>A DESIGN AWARD WINNER 2017</li> </ul> <p>Best interface</p>	<p><b>Accessibility &amp; inclusion</b></p> <ul style="list-style-type: none"> <li>ENAT</li> </ul> <p>Design for society &amp; disability inclusion</p>	<p><b>DOOH media</b></p> <ul style="list-style-type: none"> <li>FEPE International</li> </ul> <p>Best innovation</p>	<p><b>Tourism</b></p> <ul style="list-style-type: none"> <li>ATRICIP 2015</li> </ul> <p>Best service</p>
--	--	---	--	--