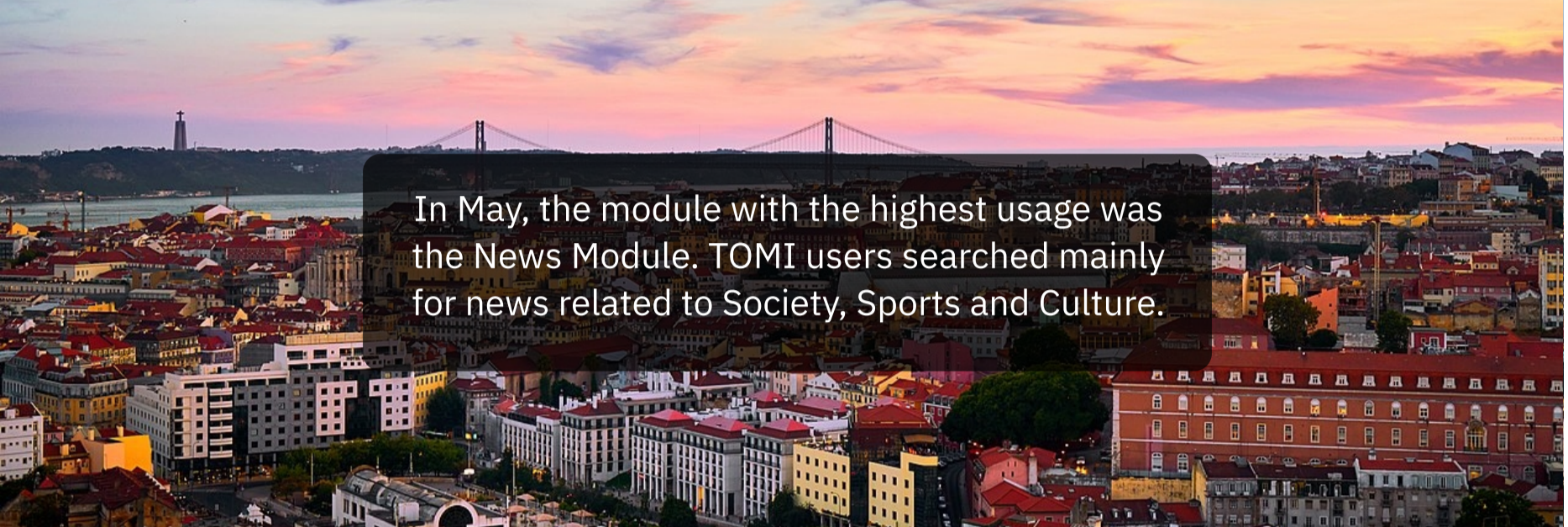
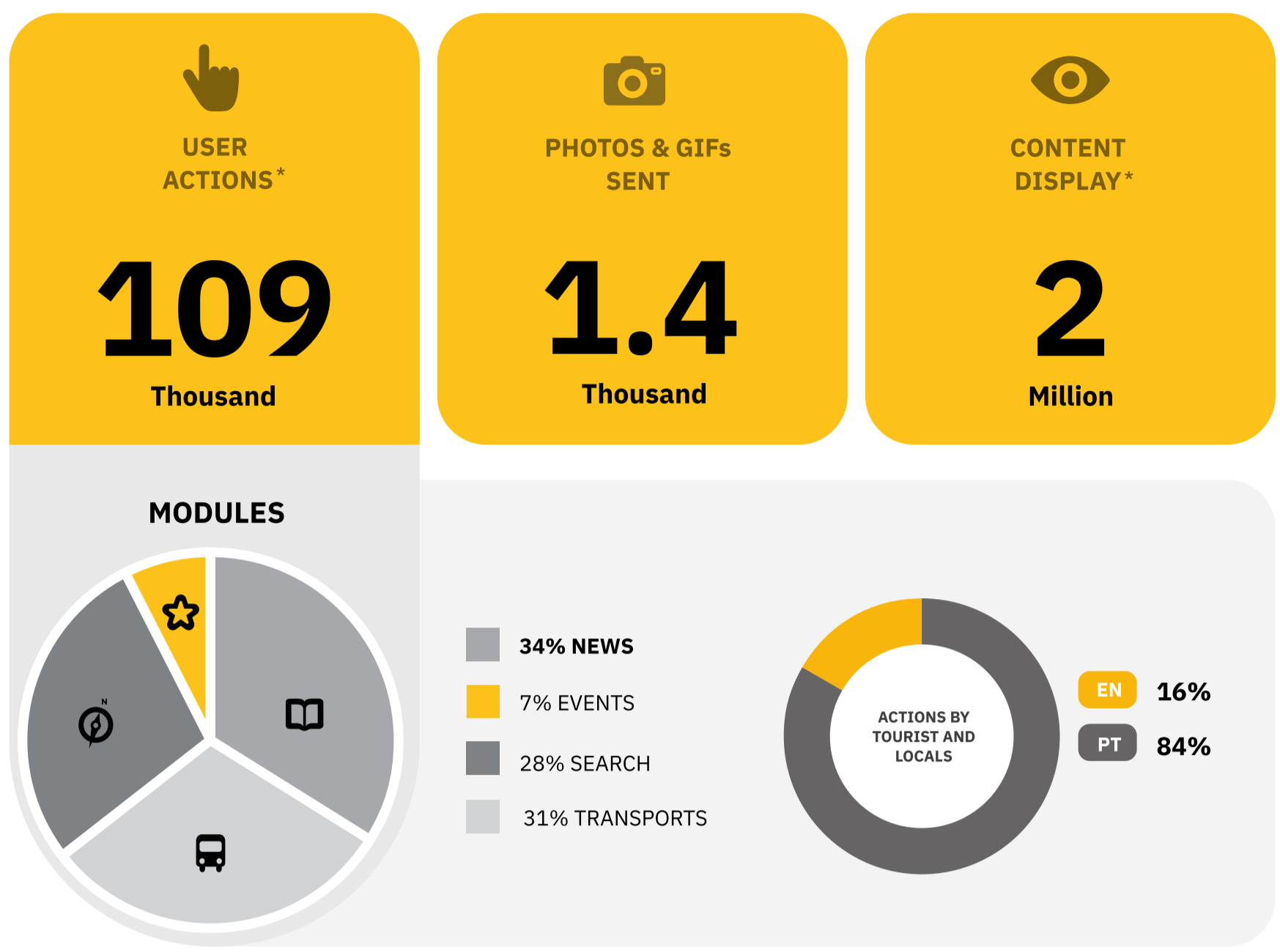




# TOMI keeps the city informed

During the month of May, the News module was the most search on TOMI, in Lisbon. On TOMI, micro-local news is shown about the city, related to the area where TOMI is located, always keeping citizens informed.



## TOP CONTENT CATEGORIES

## USER ACTIONS

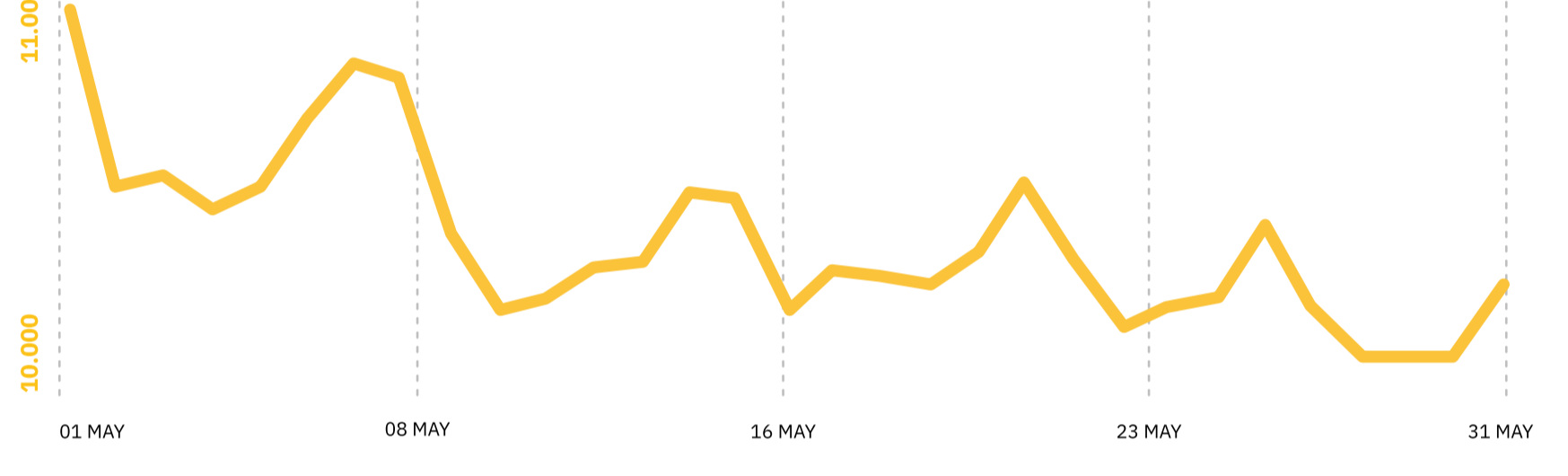
Top Content Categories by Module

| NEWS    | EVENTS      | SEARCH        | TRANSPORTS   |
|---------|-------------|---------------|--------------|
| Society | Exhibitions | Where to Stay | Sete Rios    |
| Sports  | Music       | Where to Eat  | Baixa-Chiado |
| Culture | Theater     | What to Do    | Aeroporto    |

## DURING THE MONTH

## USER ACTIONS

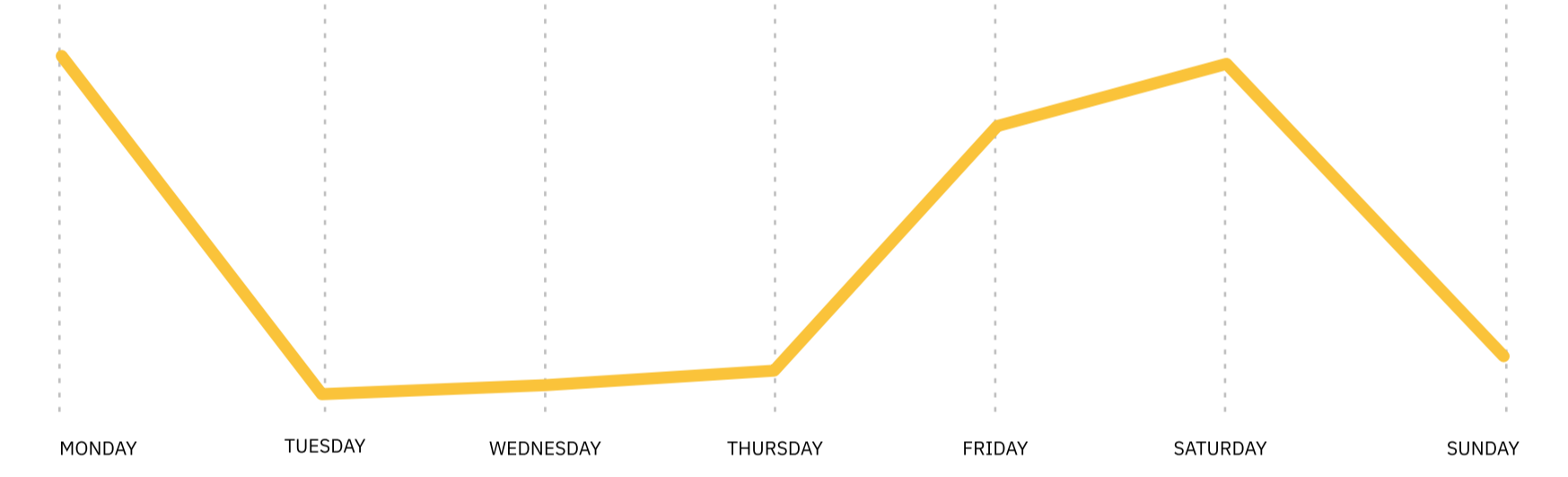
Monthly User Actions Evolution



## WEEKLY TREND

## USER ACTIONS

Average User Actions Count by Week Day

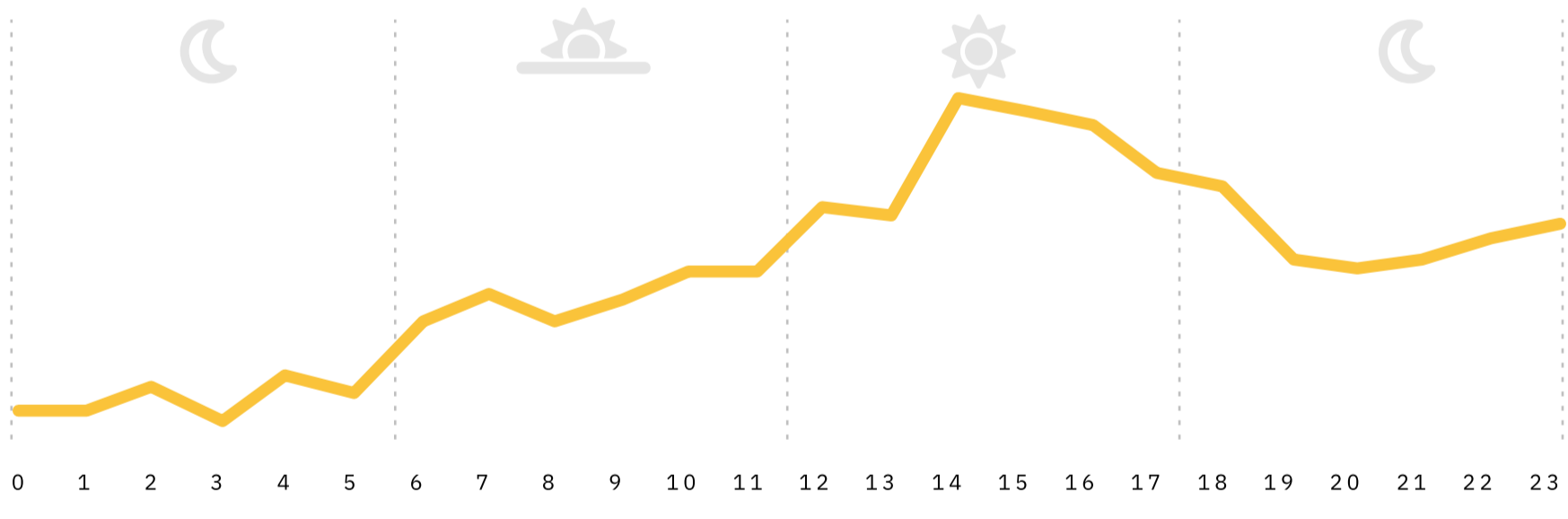


In May, Mondays and Saturdays registered the highest number of user actions of the week. On the other hand, Tuesdays and Wednesdays were the days of the week with the lowest number of actions.

## DAILY TREND

## USER ACTIONS

Monthly User Actions Evolution



Regarding the user actions, it was detected several peaks throughout the day. The peak with the highest number happened around 2 pm.

## THE PODIUM

## USER ACTIONS

TOMI With Most User Actions

## PHOTOS & GIFs SENT

TOMI With Most Selfie and GIFs Sent

**ACTION CHAMPION**

Largo Trindade Coelho

# 3.164

User Actions

**SELFIE WINNER**

Rossio Rua 1º de Dezembro

# 133

Photos and GIFs sent

## May Overall Analysis:

In May, there was an increase of the number of case of Covid-19 detected 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.

# 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 May in Lisbon.

Communication in the right place at the right time!

Calzedonia

Rock in Rio

Netflix

Mimosa

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