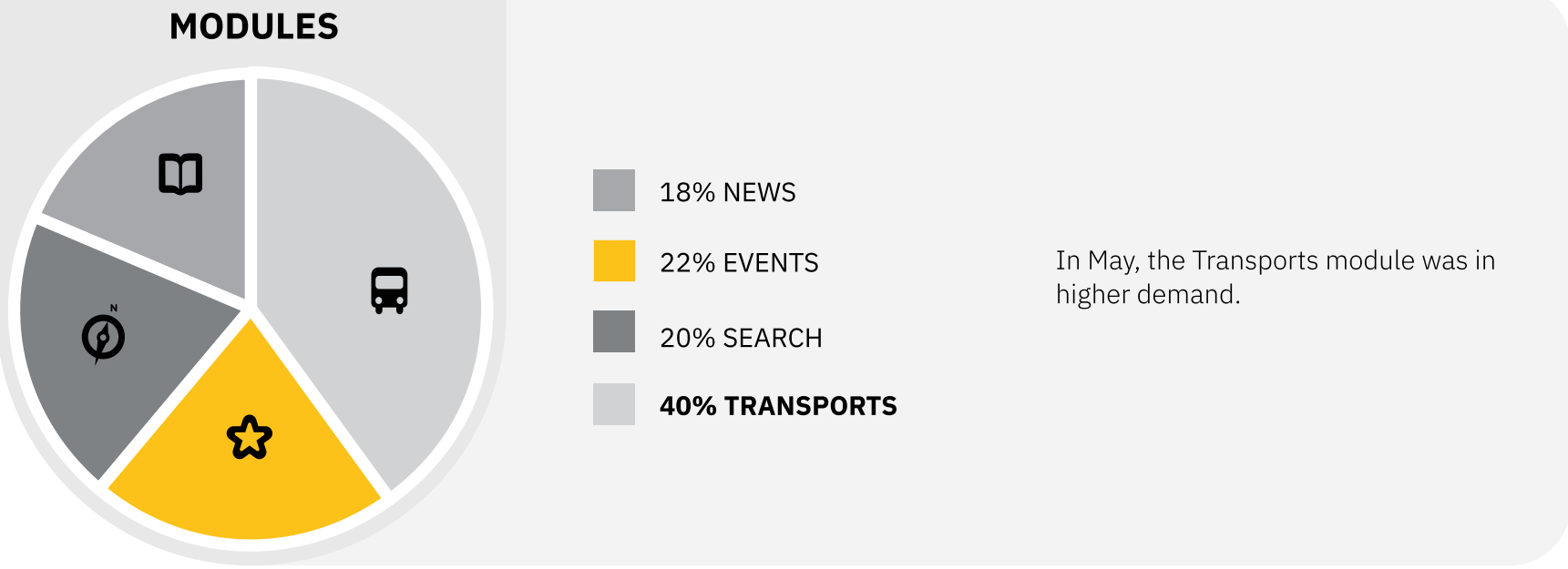
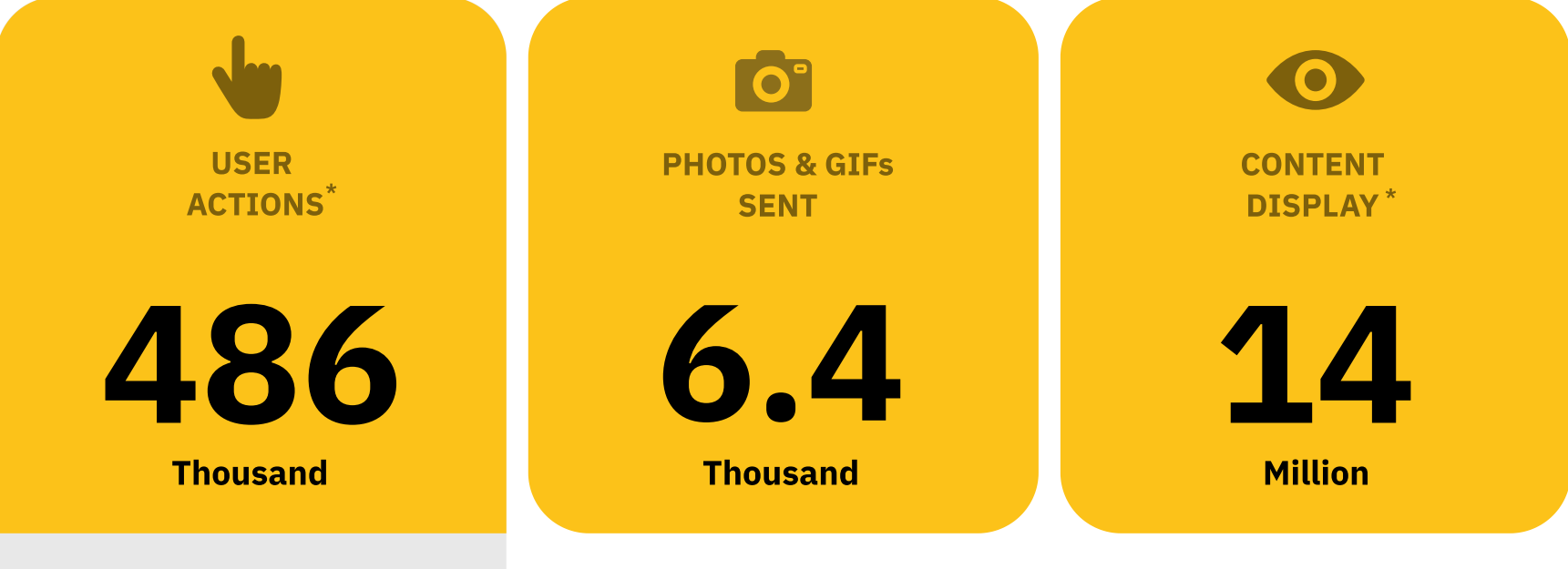
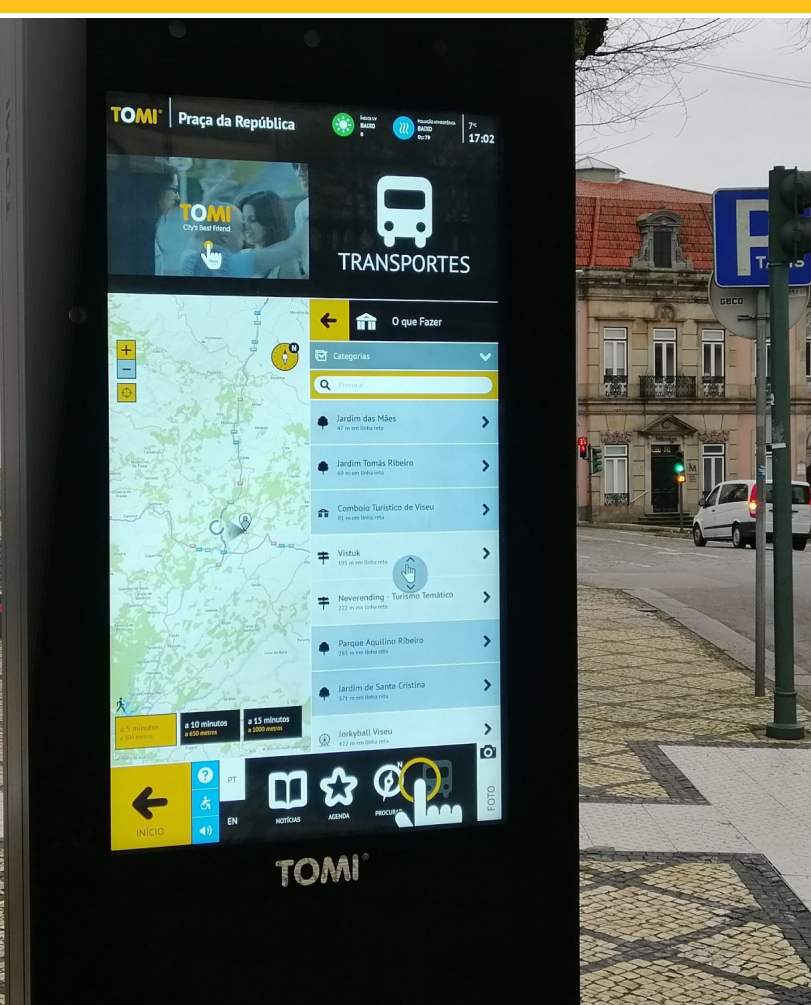


Transport module still in higher demand

TOMI cares about the mobility of citizens, in the city, and all this information is compiled in the transports module. In this module, TOMI offers solutions on how to get from the place where they are, to the place where they want to go, through the best available route, also providing the time and associated cost. TOMI presents all means of transport, highlighting first the means of public transport, walking and cycling.



TOP CONTENT CATEGORIES

USER ACTIONS

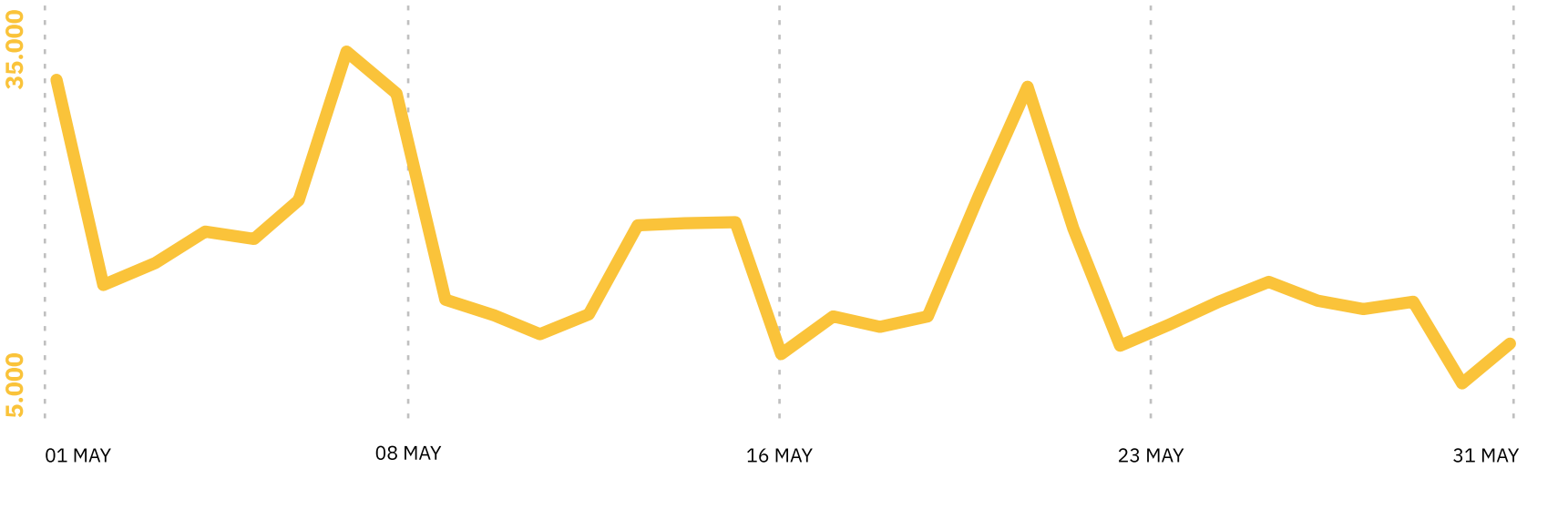
Top Content Categories by Module

NEWS	EVENTS	SEARCH
Society	Exhibitions	Where to Stay
Sports	Music	Where to Eat
Culture	Theater	What to Do

DURING THE MONTH

USER ACTIONS

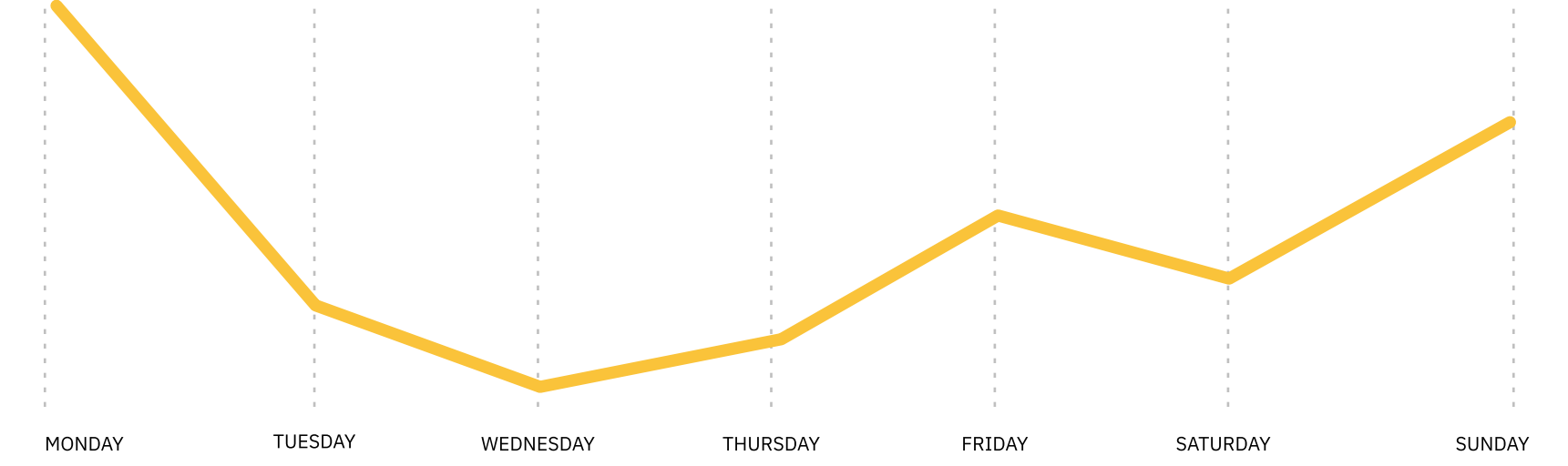
Monthly User Actions Evolution



WEEKLY TREND

USER ACTIONS

Average User Actions Count by Week Day

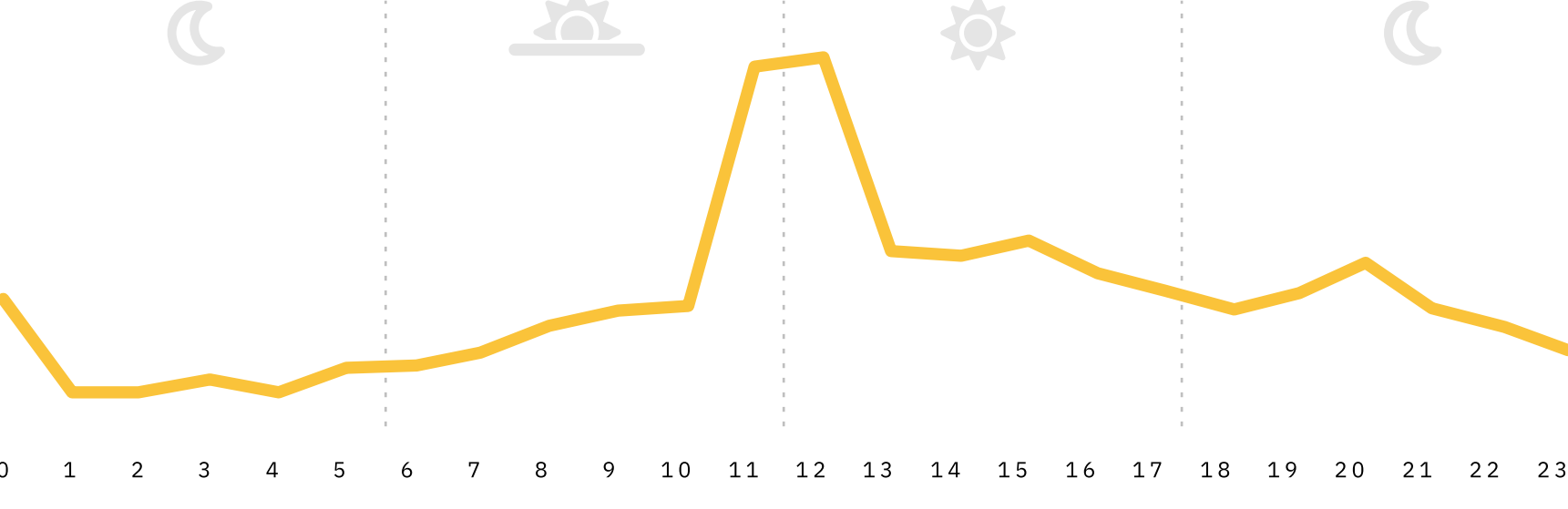


In May, the user actions had a higher number on Mondays and Sundays, while on Wednesdays the number registered were the lowest.

DAILY TREND

USER ACTIONS

Monthly User Actions Evolution



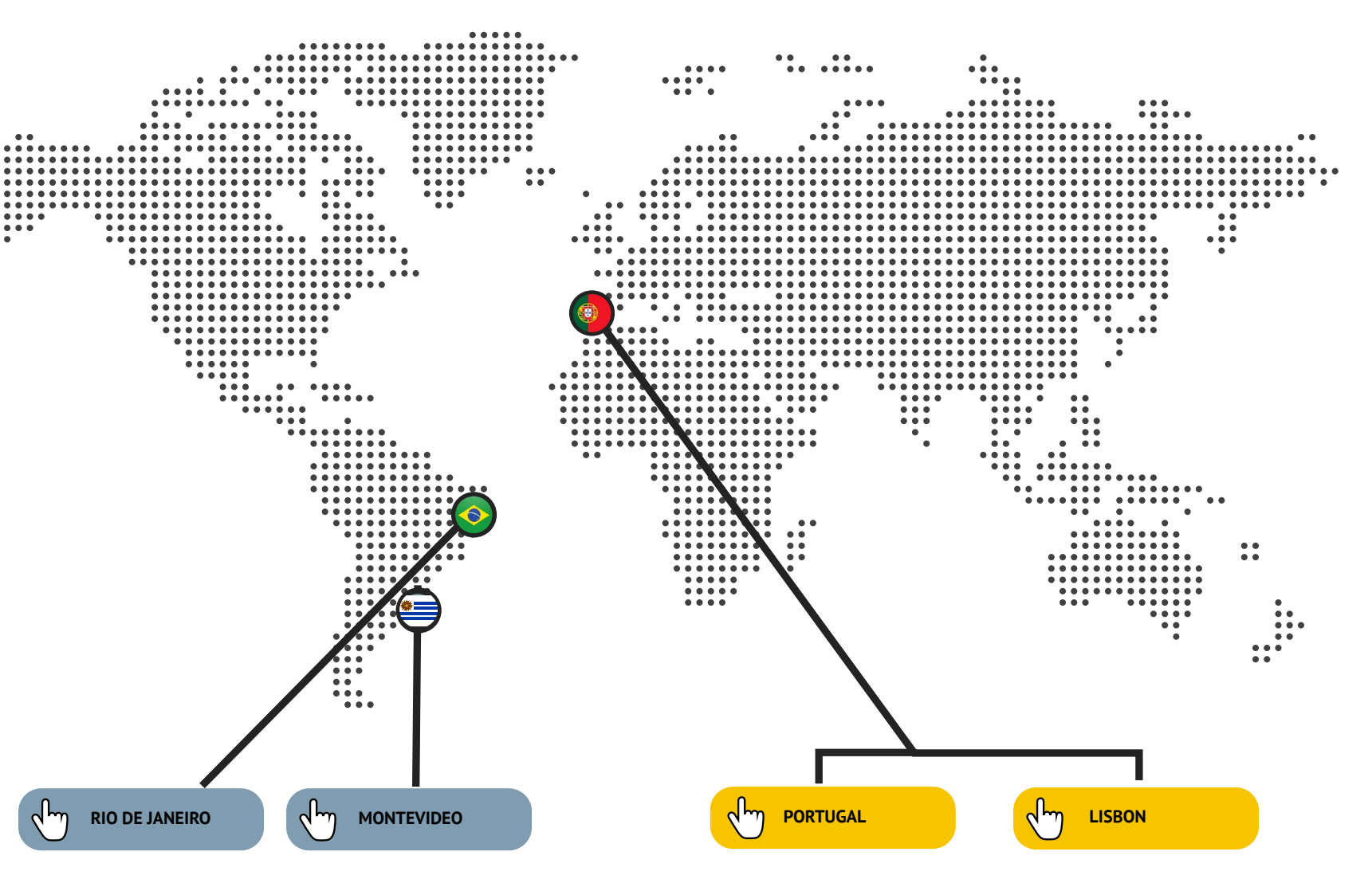
In May, there was a higher peak of user actions between 11 am and 12 pm.

May Overall Analysis:

In May, there was an increase of the number of case of Covid-19 detected in Portugal, and Europe. 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 privacy is respected.

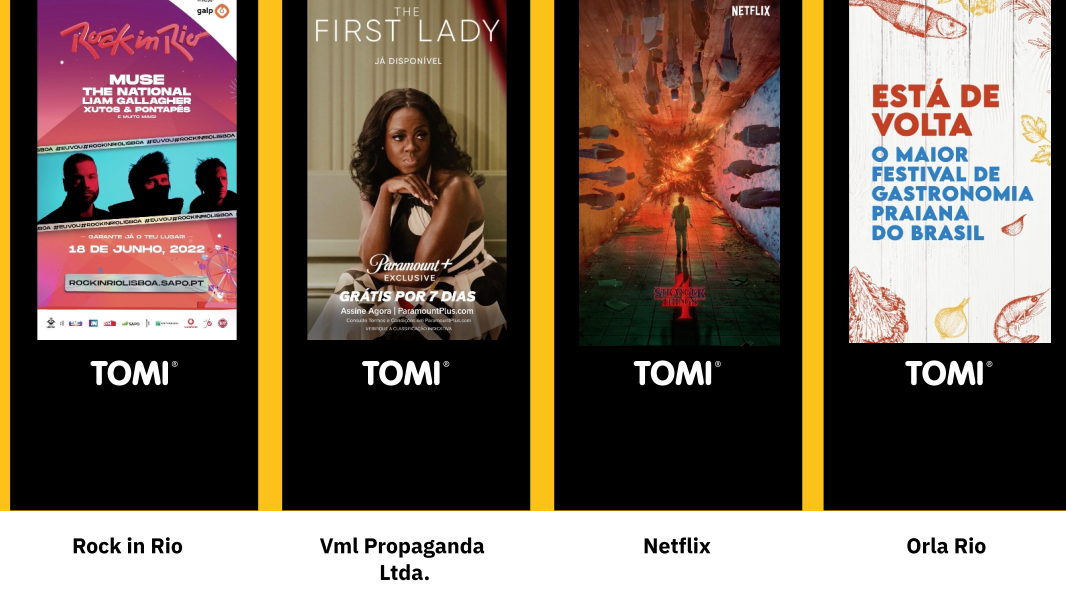
LOCATIONS



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 May in our networks.

Communication in the right place at the right time!



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