

CESFAM Renca

105

109

110

120

408

410

803

809

820

829

830n

Horarios de buses

Reservar este código con tu teléfono celular

TOMI

RENCA

Bienvenidos a la Parada viva

CESFAM Renca

Una nueva forma para esperar el transporte público

TOMI continues to expand worldwide

During the month of June, TOMI added two new locations! In Chile, in Santiago do Chile, TOMI keeps expanding its network and has now a TOMI in Renca, being the protagonist of an innovation of smart mobility system. The new location in Portugal is Vila Viçosa, the “Princess of Alentejo”. TOMI continues its expansion worldwide and in Portugal, being already in about 100 locations.

USER ACTIONS*

640

Thousand

MODULES

57% NEWS

3% EVENTS

26% SEARCH

14% TRANSPORTS

PHOTOS & GIFs SENT

8.4

Thousand

CONTENT DISPLAY*

14

Million

In June, the News module was in higher demand. TOMI users searched mainly for news related to Society, Culture and City.

TOP CONTENT CATEGORIES

NEWS

EVENTS

SEARCH

Society

Culture

City

Exhibitions

Theater

Music

What to Do

Where to Eat

Transports

DURING THE MONTH

USER ACTIONS

Monthly User Actions Evolution

38.000

12.000

01 JUNE

08 JUNE

15 JUNE

22 JUNE

30 JUNE

WEEKLY TREND

USER ACTIONS

Average User Actions Count by Week Day

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

In June, Fridays had the highest number of user actions, while Mondays registered the lowest number of user actions of the week.

DAILY TREND

USER ACTIONS

Monthly User Actions Evolution

0

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

In June, it was registered several peaks of user actions throughout the day. The highest peak happened at 5 pm.

June Overall Analysis:

In June, the number of Covid-19 cases, detected in Portugal and Europe, continued to be a high level. 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

RIO DE JANEIRO

MONTEVIDEO

PORTUGAL

LISBON

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 June in our networks.

Communication in the right place at the right time!

Super Bock

Super Rock

Mcdonalds

Instituto Superior de Psicologia Aplicada

Artplan Comunicação

SUBSCRIBE NEWSLETTER

Trademark. Patented internationally. Registered design.

MAIN AWARDS AND HONORS

Smart Cities USA, UK and Latam awards

Future Digital Awards

INNO VACITY

GLOBAL SMART CITIES CONTEST

Award UI & UX

A'DESIGN AWARD WINNER 2017

Best interface

Accessibility & inclusion

ENAT

Design for society & disability inclusion

DOOH media

FEPE

Best innovation

Tourism

ATRESP 2015

Best service