



Lisbon network continues to expand

The TOMI network in the city of Lisbon continues to expand and is now in Almada and Seixal! These two devices will enrich the Lisbon network, allowing more people to have access to TOMI's information. In July, just in the new TOMIs, it was registered more than 18 thousand user actions!

USER ACTIONS*

186
Thousand

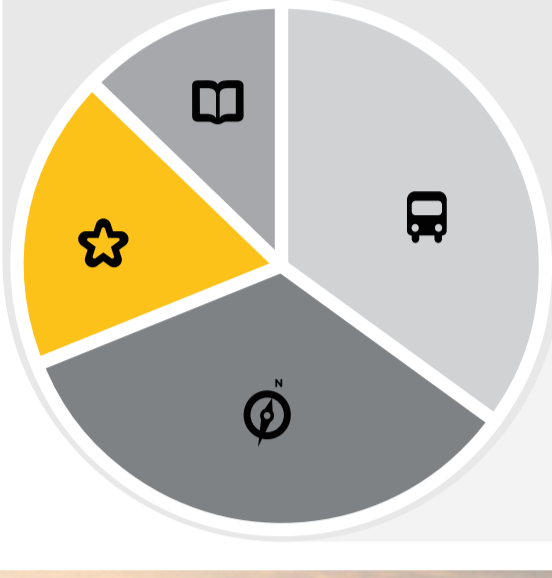
PHOTOS & GIFs SENT

2.4
Thousand

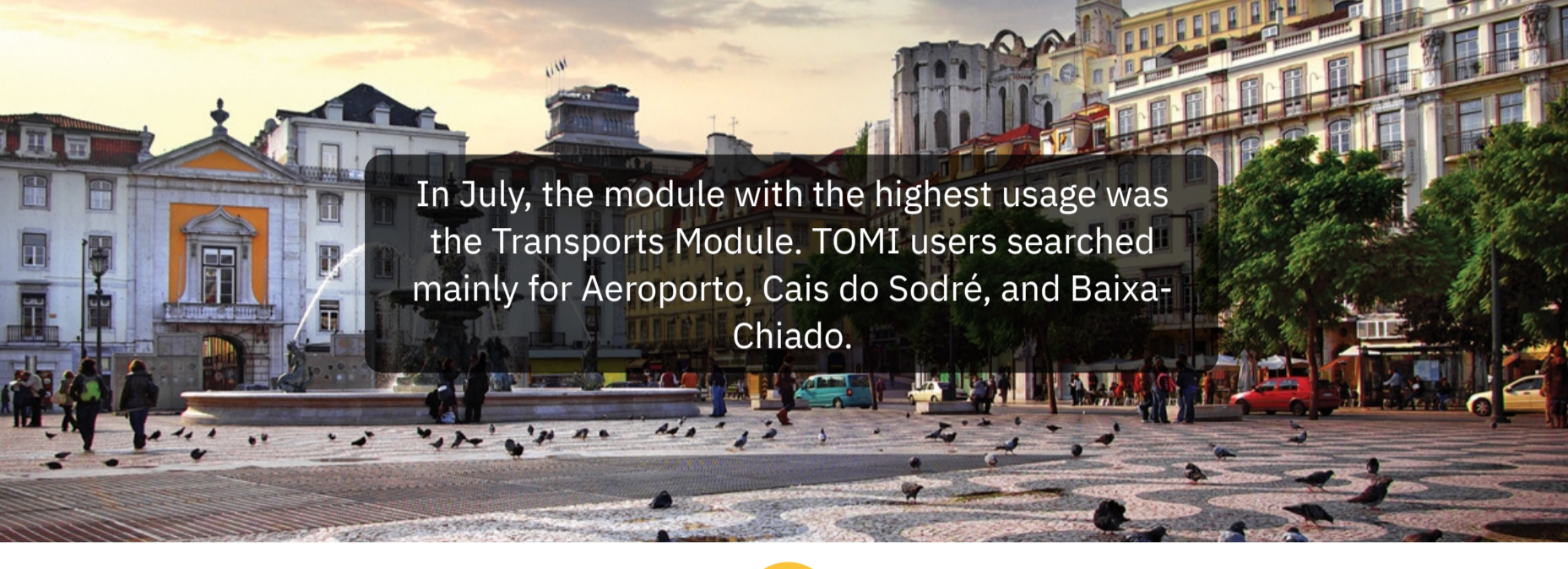
CONTENT DISPLAY*

2
Million

MODULES



- 13% NEWS
- 18% EVENTS
- 34% SEARCH
- 35% TRANSPORTS



In July, the module with the highest usage was the Transports Module. TOMI users searched mainly for Aeroporto, Cais do Sodré, and Baixa-Chiado.

TOP CONTENT CATEGORIES

USER ACTIONS
Top Content Categories by Module

NEWS	EVENTS	SEARCH	TRANSPORTS
Culture	Exhibitions	Where to Eat	Aeroporto
City	Theater	Art & Culture	Cais do Sodré
Sports	Music	What to do	Baixa-Chiado

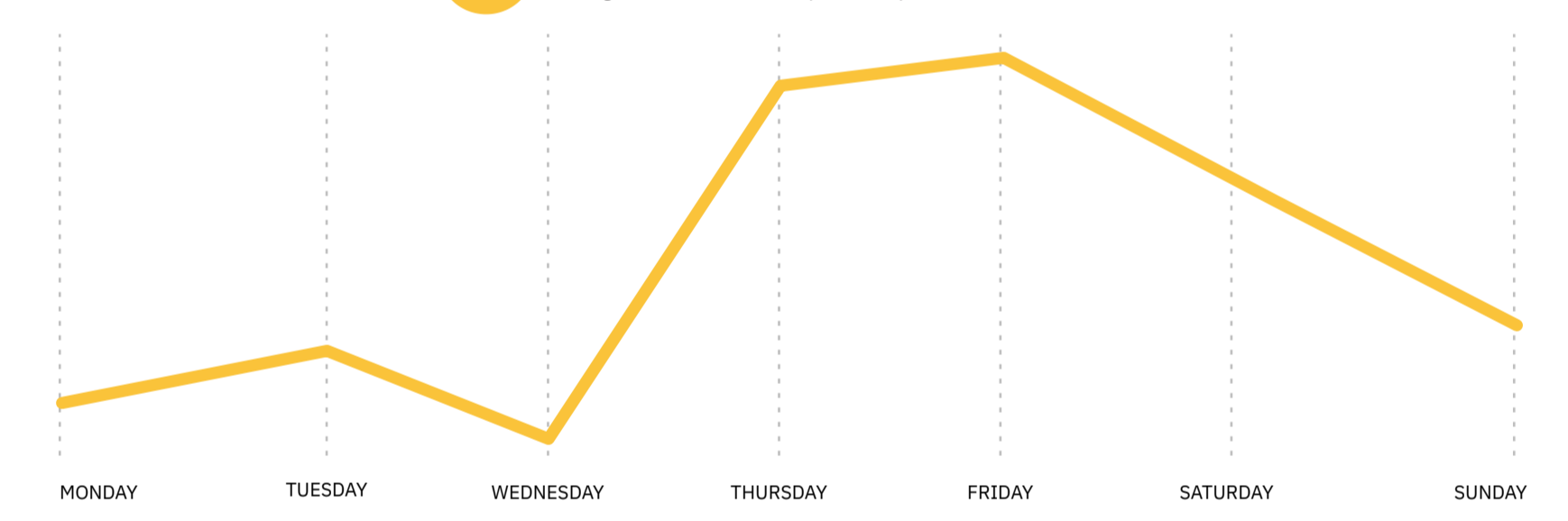
DURING THE MONTH

USER ACTIONS
Monthly User Actions Evolution



WEEKLY TREND

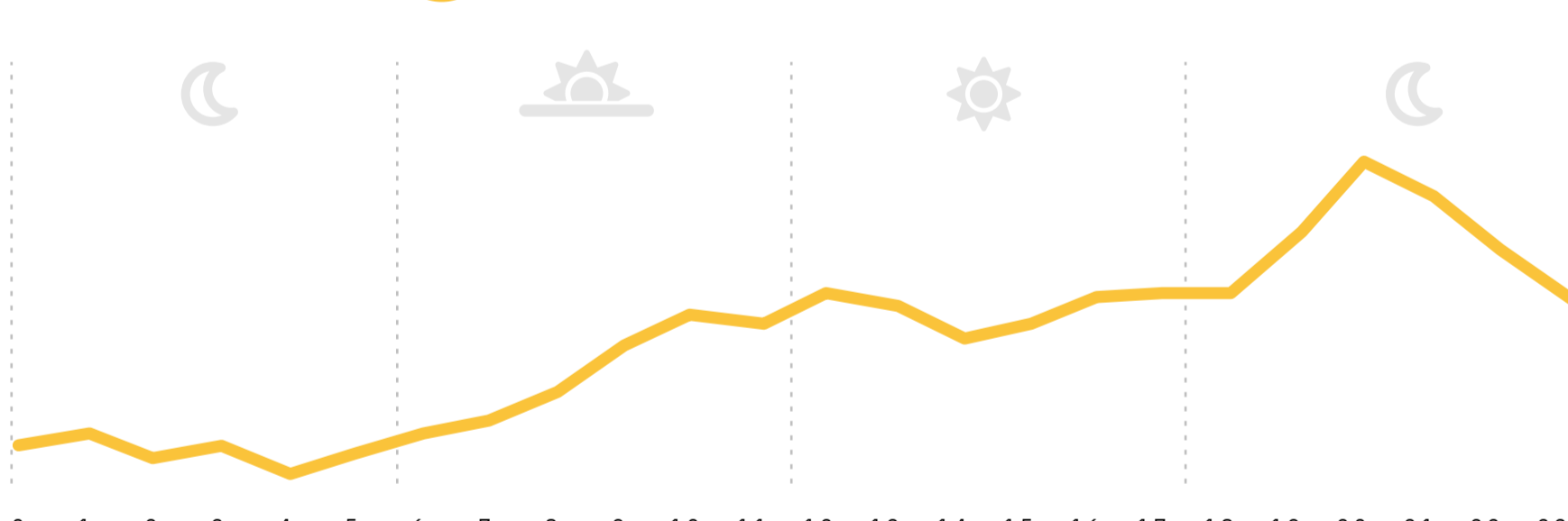
USER ACTIONS
Average User Actions Count by Week Day



In July, during Thursdays and Fridays were registered the highest number of user actions. On the other hand, Wednesdays had the lowest number of user actions of the week.

DAILY TREND

USER ACTIONS
Monthly User Actions Evolution



During the month of July, was verified a higher trend of user actions from 10 am until 10 pm. It was registered a peak around 8 pm.

THE PODIUM

USER ACTIONS
TOMI With Most User Actions

PHOTOS & GIFs SENT
TOMI With Most Selfie and GIFs Sent

ACTION CHAMPION

Rossio Rua 1º de Dezembro

9.808
User Actions

SELFIE WINNER

Rossio Rua 1º de Dezembro

249
Photos and GIFs sent

July Overall Analysis:

The month of July was marked by the beginning of the holiday period and the return of music festivals to the city of Lisbon.

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 July in Lisbon.

Communication in the right place at the right time!



SUBSCRIBE NEWSLETTER

Trademark. Patented internationally. Registered design.

<p>MAIN AWARDS AND HONORS</p> <p>Smart Cities USA, UK and Latam awards</p> <p>Future Digital Awards</p> <p>INNO VACITY</p> <p>GLOBAL SMART CITIES CONTEST</p> <p>Citizen's engagement, E-Gov & urban innovation</p>	<p>Award UI & UX</p> <p>A DESIGN AWARD WINNER 2017</p> <p>Best interface</p>	<p>Accessibility & inclusion</p> <p>EUROPEAN DESIGN DESIGN AWARD</p> <p>ENAT</p> <p>Design for society & disability inclusion</p>	<p>DOOH media</p> <p>FEPE</p> <p>Best innovation</p>	<p>Tourism</p> <p>2015 BEST SERVICE AWARD</p> <p>Best service</p>
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