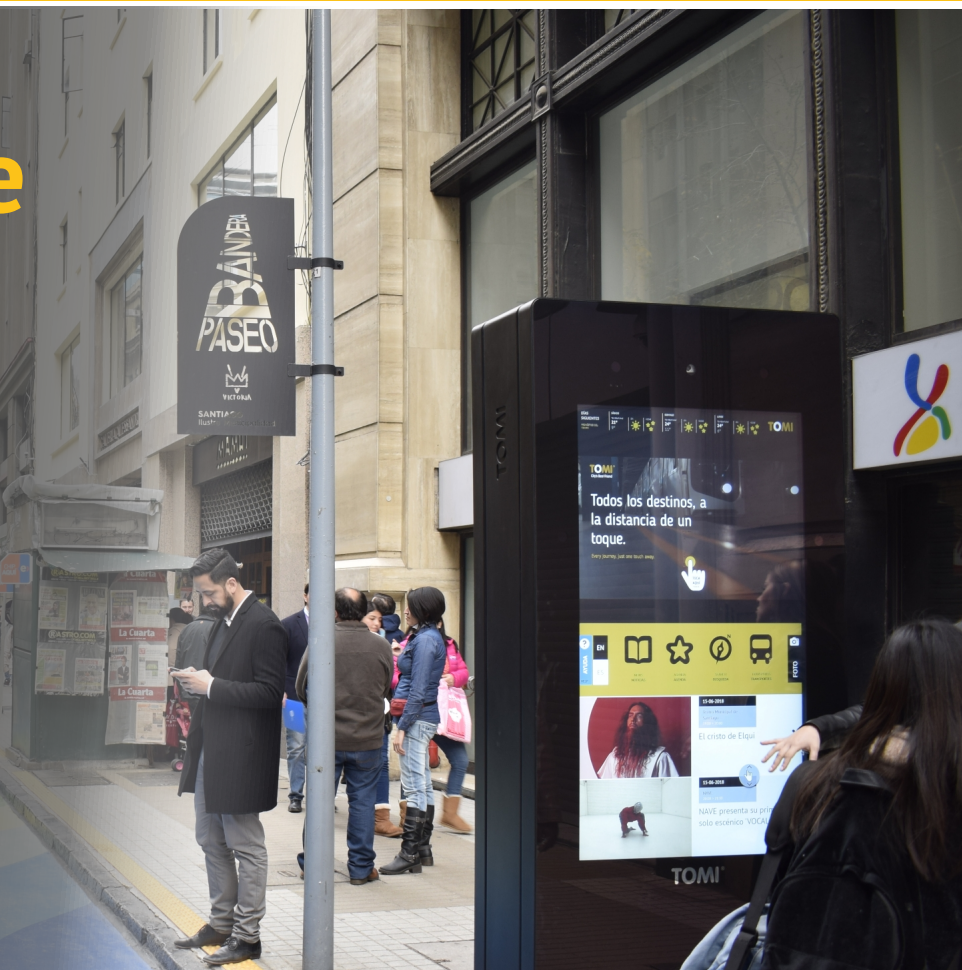


Transports module in higher demand in Chile

During August, the Transports Module was the more requested module on TOMI. The Transports Module has available all the key locations of Santiago de Chile and Renca, and its users can explore the best way of transportation to get there. The users of TOMI searched mainly for Mercado Central de Santiago, Barrio Concha y Toro, and Plaza de la Ciudadanía.



USER ACTIONS*

26

Thousand



PHOTOS & GIFS SENT

378

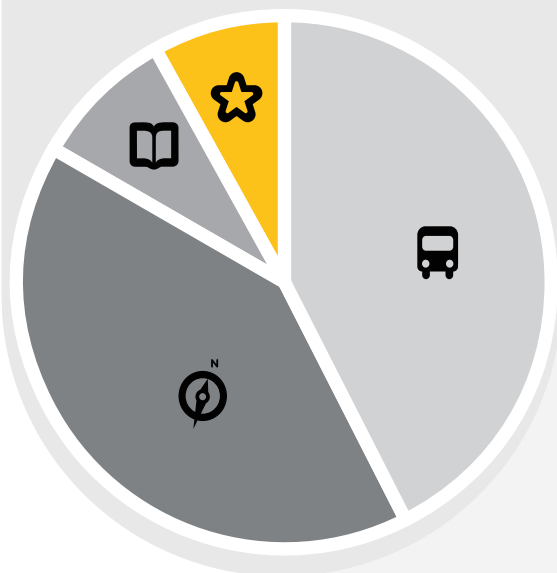


CONTENT DISPLAY*

132

Thousand

MODULES



- 8% NEWS
- 8% EVENTS
- 41% SEARCH
- 43% TRANSPORTS



EN 10%

ES 90%

In August, the module with a higher demand was the Transports module. TOMI users searched mainly for Mercado Central de Santiago, Barrio Concha y Toro, and Plaza de la Ciudadanía.

TOP CONTENT CATEGORIES



USER ACTIONS

Top Content Categories by Module

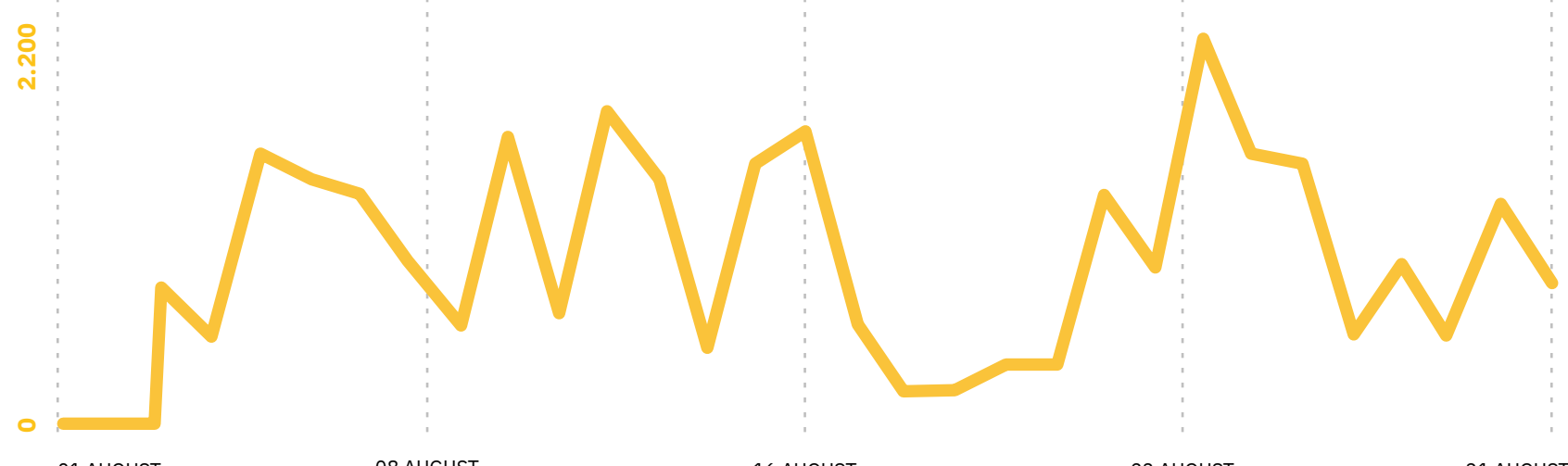
NEWS	EVENTS	SEARCH	TRANSPORTS
Society	Art & Culture	Where to Eat	Mercado Central De Santiago
Culture	Exhibitions	What to Eat	Barrio Concha y Toro
City	Music	Transports	Plaza de la Ciudadanía

DURING THE MONTH



USER ACTIONS

Monthly User Actions Evolution

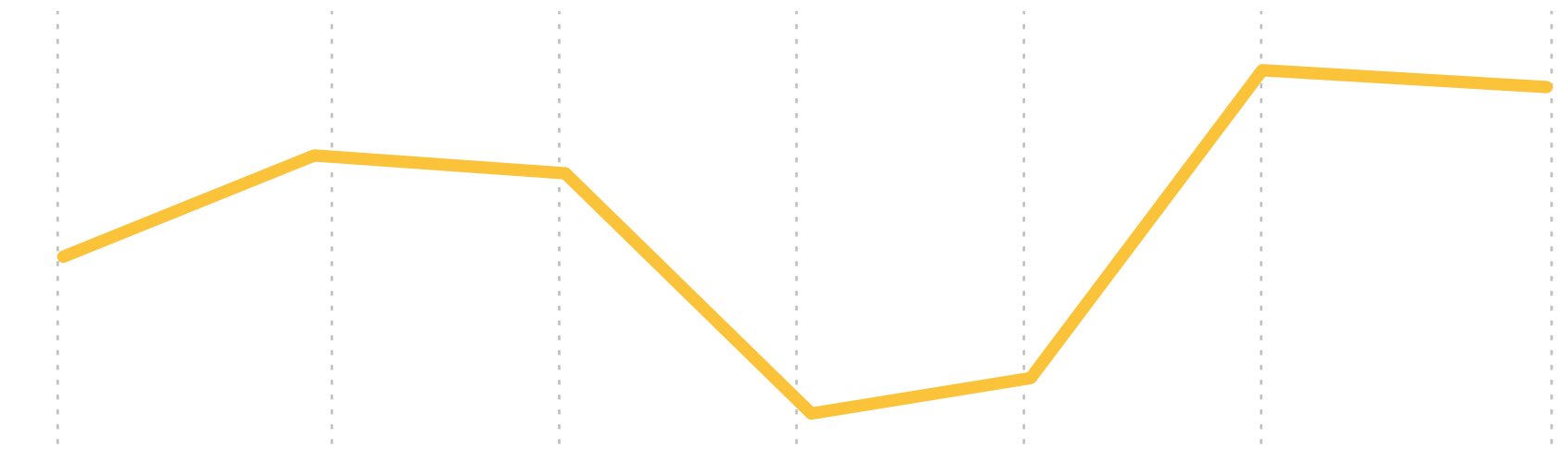


WEEKLY TREND



USER ACTIONS

Average User Actions Count by Week Day



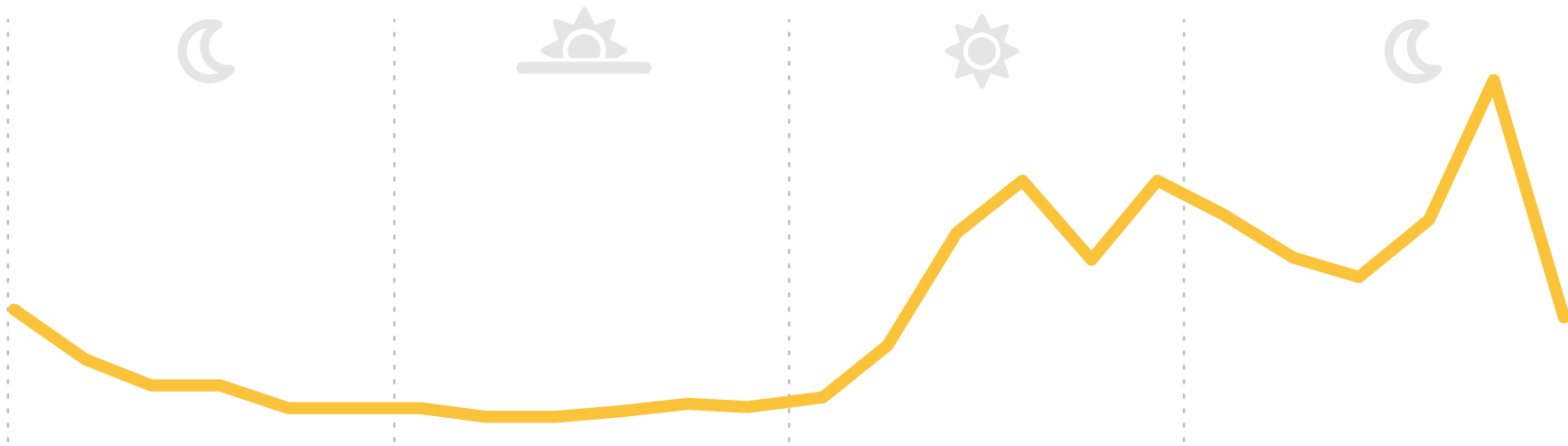
In August, Saturdays and Sundays registered the highest number of user actions of the week. On the other hand, Thursdays and Fridays had the lowest number of user actions of the week.

DAILY TREND



USER ACTIONS

Monthly User Actions Evolution



In August, the number of user actions was higher during the afternoon and night period. There were registered three peaks: the first around 3pm, the second at 5 pm, and the third one at 10 pm.

THE PODIUM



USER ACTIONS

TOMI with Most User Action



PHOTOS & GIFS SENT

TOMI with more Selfies and GIFs Sent

ACTION CHAMPION



Chile Renca

12.641

User Actions

SELFIE WINNER



Chile Paseo Bandera Santander

321

Photos & GIFs sent

August Overall Analysis:

The numbers registered on TOMI are returning to normal pre-pandemic numbers.

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.

SUBSCRIBE NEWSLETTER

Trademark. Patented internationally. Registered design.

<p>MAIN AWARDS AND HONORS</p> <p>Citizen's engagement, E-Gov & urban innovation</p>	<p>Award UI & UX</p> <p>Best interface</p>	<p>Accessibility & inclusion</p> <p>Design for society & disability inclusion</p>	<p>DOOH media</p> <p>Best innovation</p>	<p>Tourism</p> <p>Best service</p>
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