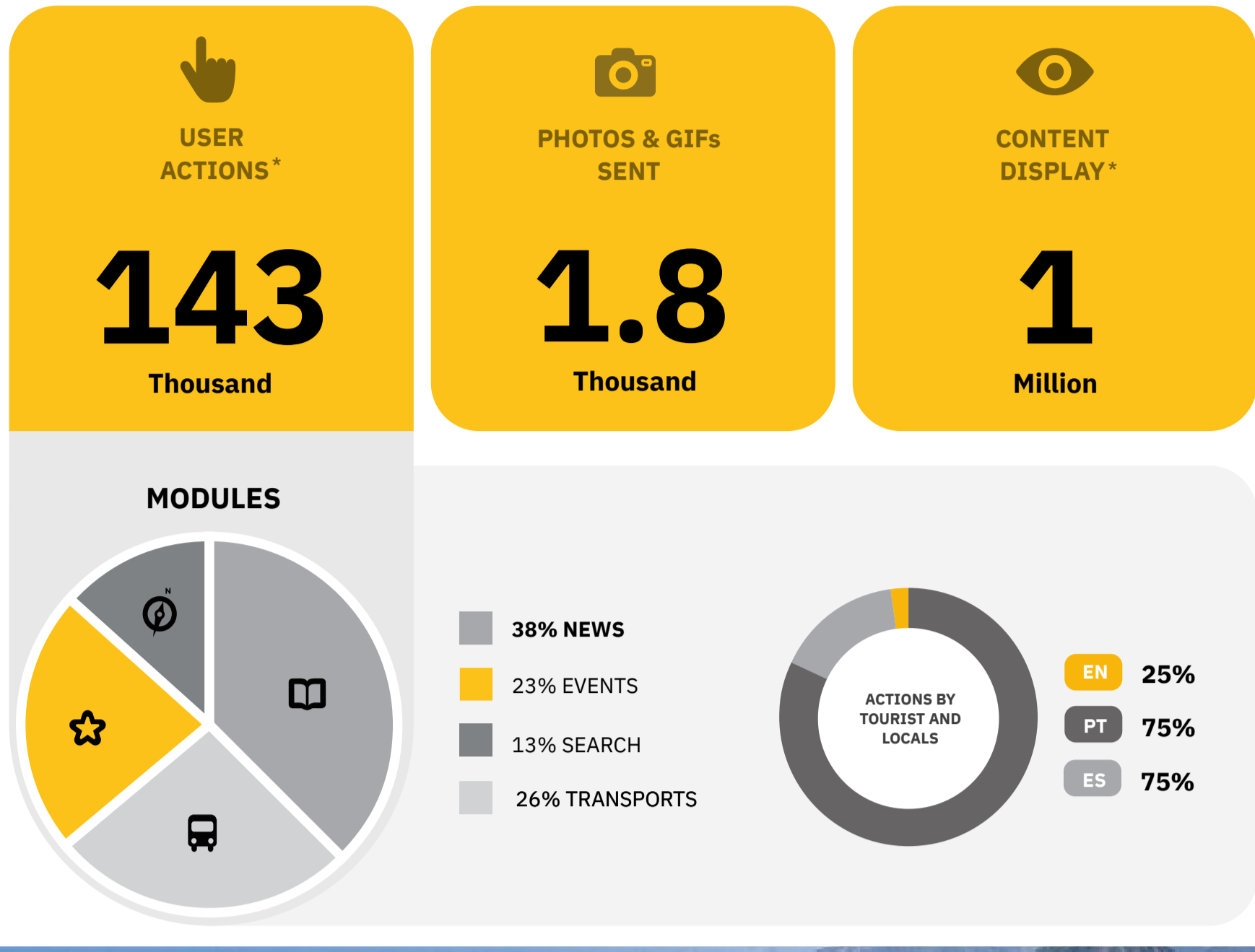


TOMI helps in Rock in Rio 2022

In the month of September, the Rock in Rio festival returned to Rio de Janeiro, and TOMI helped with its communication, through the dissemination in the events module, news and interactive videos.



In September, the module with the highest usage was the News Module. TOMI users searched mainly for news related to City, Culture, and Tourism.

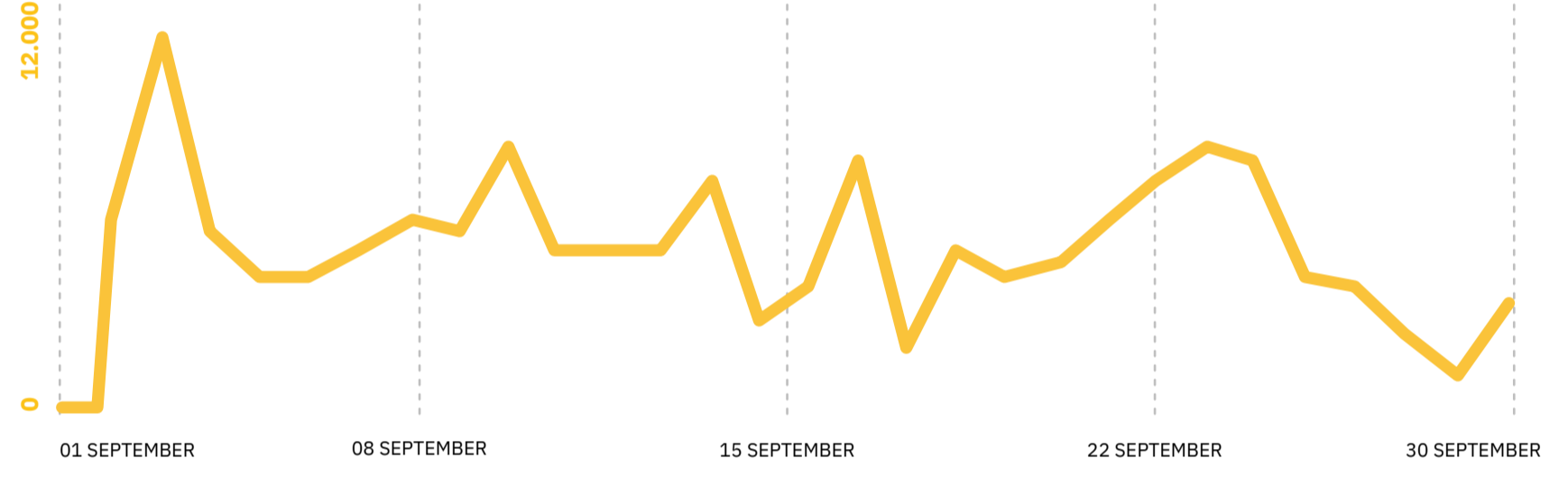
TOP CONTENT CATEGORIES

USER ACTIONS

NEWS	EVENTS	SEARCH	TRANSPORTS
City	Music	What to Do	Ipanema
Culture	Outdoors	Transports	Praça General Osório
Tourism	Festival	Where to Eat	Urca

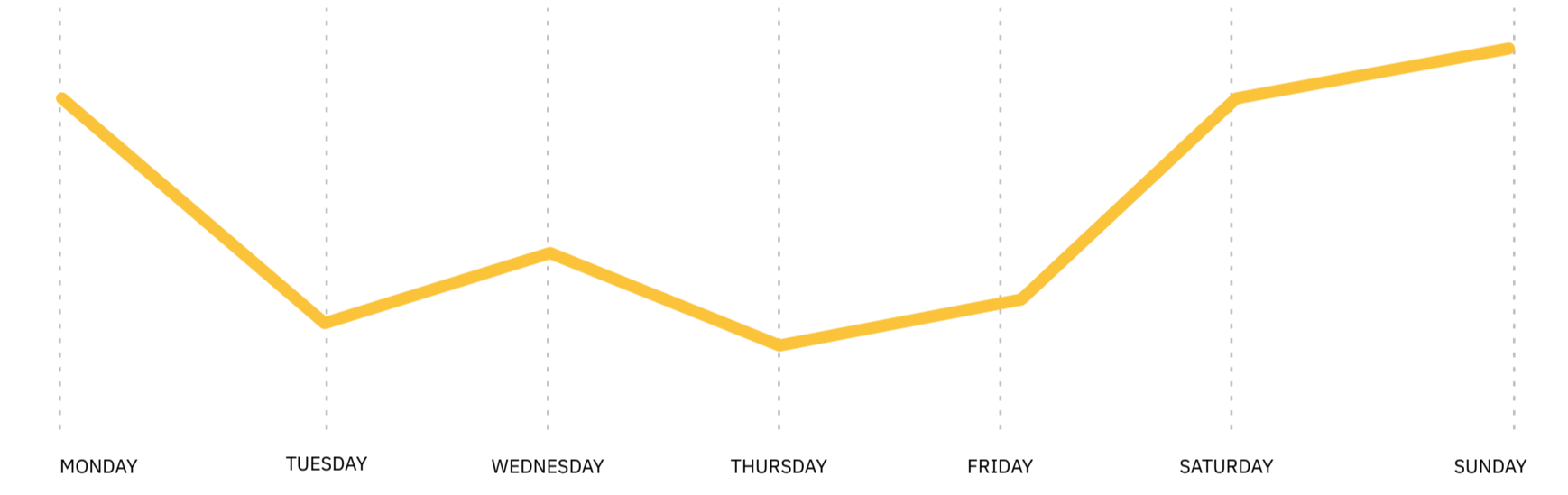
DURING THE MONTH

USER ACTIONS



WEEKLY TREND

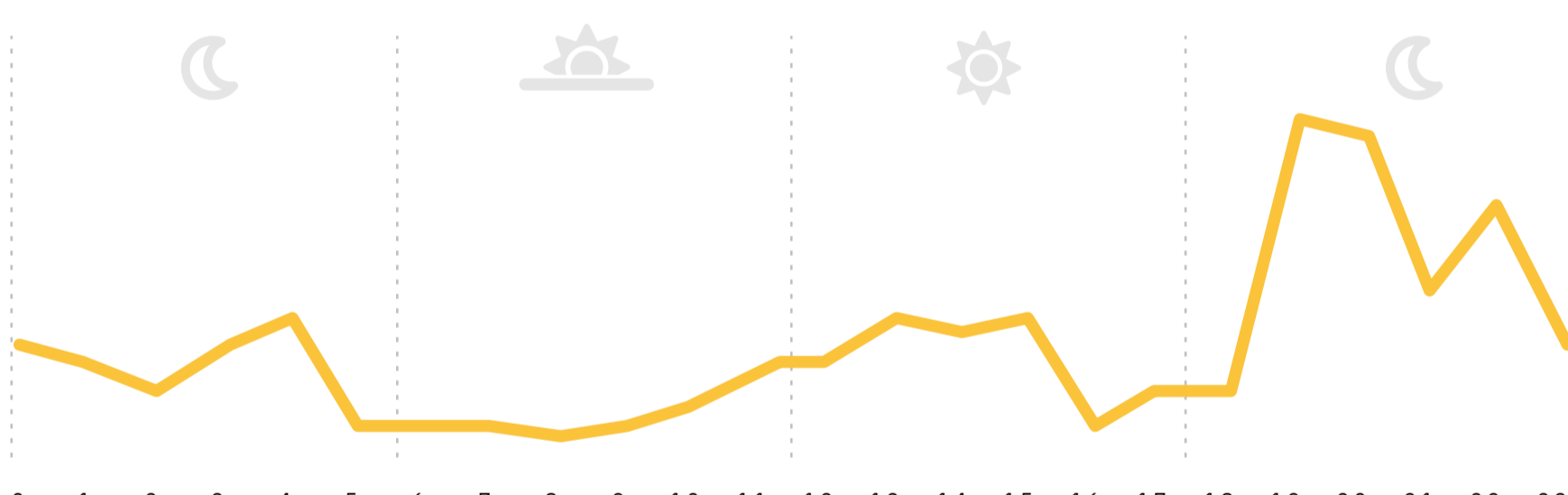
USER ACTIONS



In September, Mondays, Saturdays and Sundays registered the highest number of user actions. Tuesdays and Thursdays had the lowest number of user actions of the week.

DAILY TREND

USER ACTIONS



In September, the trend of user actions was higher in the late afternoon period, registering two peaks. The first one happened between 7pm and 8pm, and the second one around 10pm.

THE PODIUM

USER ACTIONS

PHOTOS & GIFS SENT

ACTION CHAMPION

Copacabana Base 20

20.047

User Actions

SELFIE WINNER

Copacabana Base 07

404

Photos and GIFs sent

September Overall Analysis:

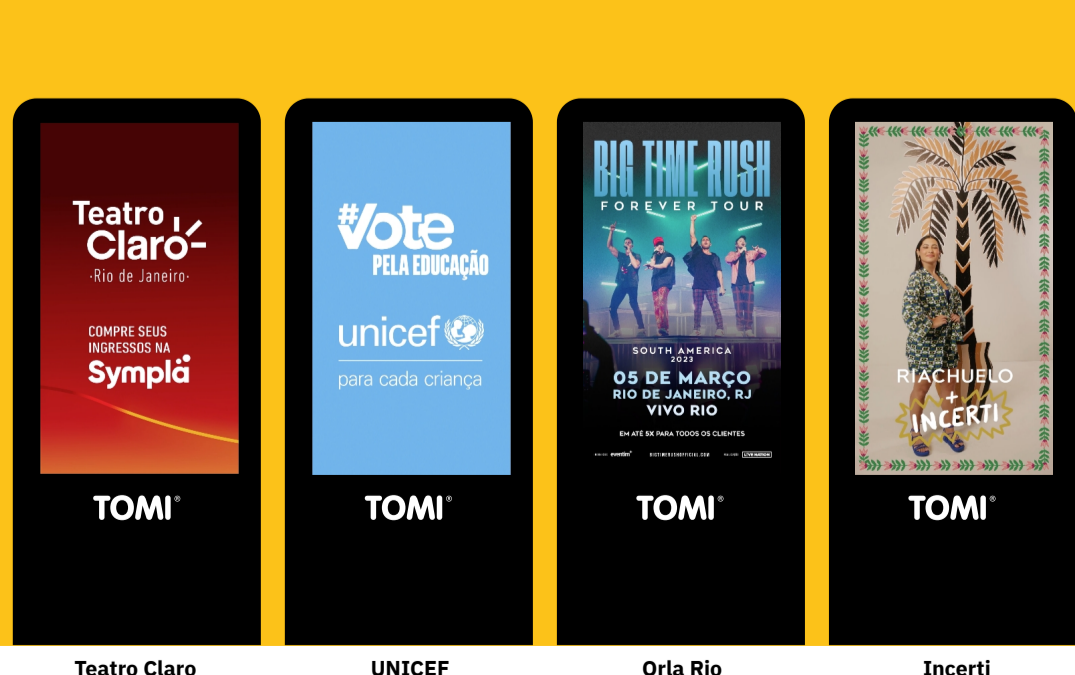
In September, the new edition of Rock in Rio took place, in Rio de Janeiro.

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 September in Rio de Janeiro.

Communication in the right place at the right time!



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