

TOMI celebrates 2 years in Montevideo

TOMI celebrates 2 years in Montevideo, Uruguay! During these two years, we collected amazing memories and experiences. TOMI had more than 912 thousand touches, and more than 14 thousand photos and gifs shared.

USER ACTIONS*

1.1 Million



PHOTOS & GIFs SENT

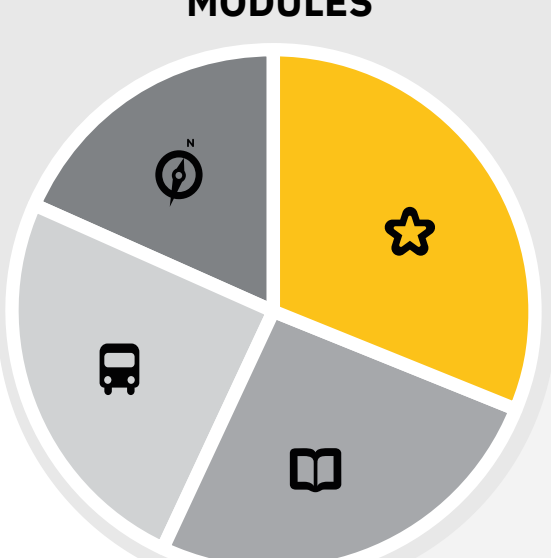
14 Thousand



CONTENT DISPLAY*

15 Million

MODULES



- 26% NEWS
- 31% EVENTS
- 18% SEARCH
- 25% TRANSPORTS

In September, the Events module was in higher demand. TOMI users searched mainly for Music, Outdoors and Festival.

TOP CONTENT CATEGORIES



USER ACTIONS

Top Content Categories by Module

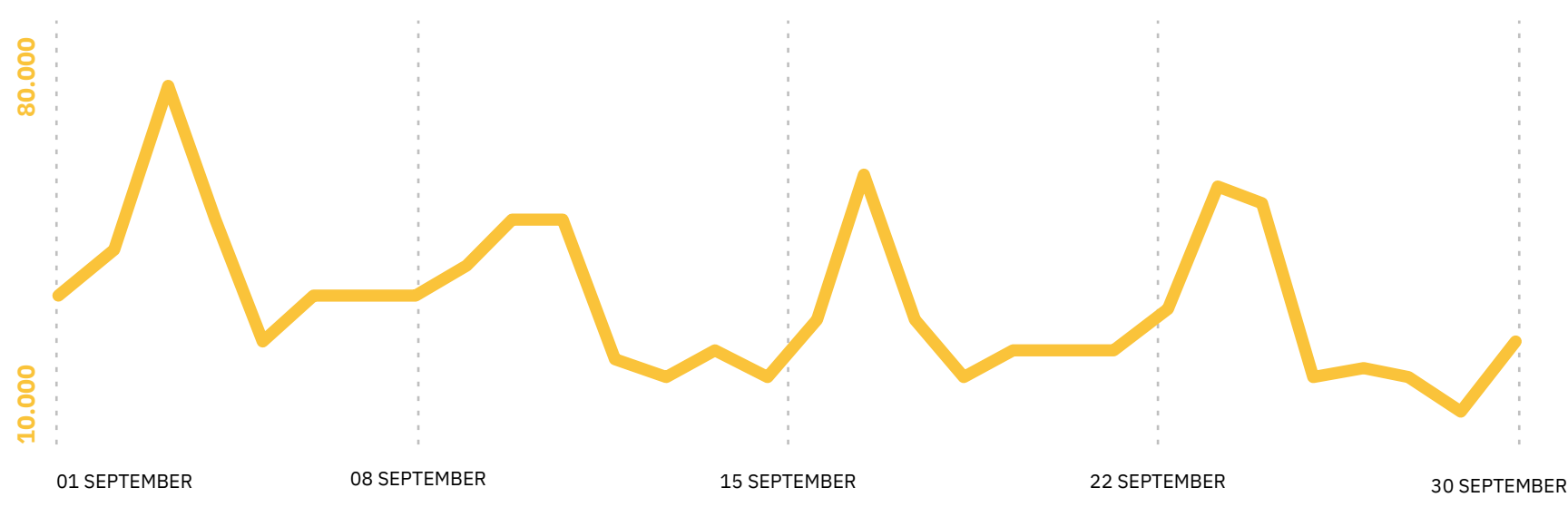
NEWS	EVENTS	SEARCH
City	Music	Transports
Culture	Outdoors	Where to Eat
Society	Festival	Health

DURING THE MONTH



USER ACTIONS

Monthly User Actions Evolution

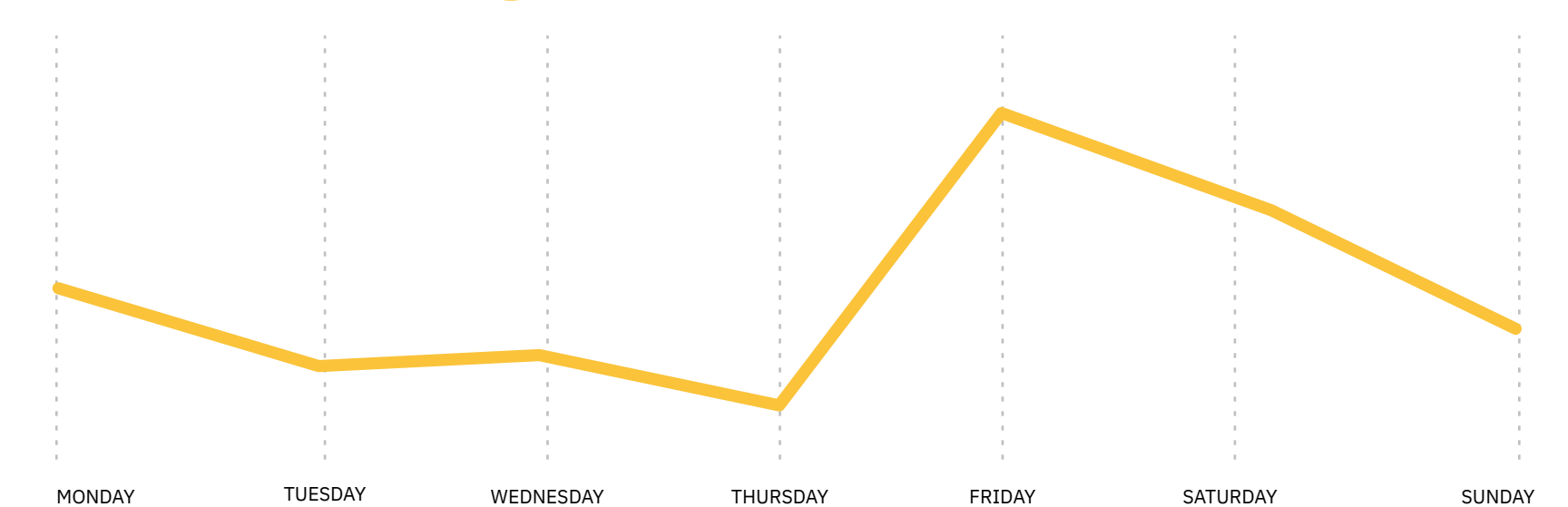


WEEKLY TREND



USER ACTIONS

Average User Actions Count by Week Day



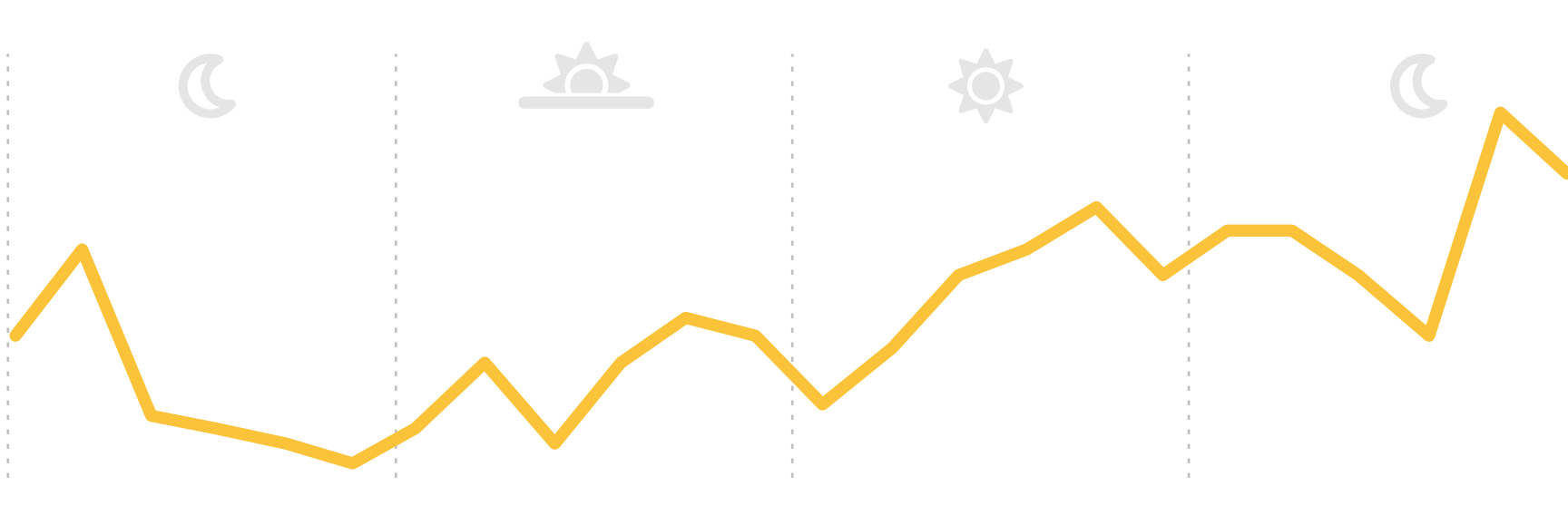
In September, Fridays and Saturdays had the highest number of user actions. On the other hand, Thursdays registered the lowest number of user actions of the week.

DAILY TREND



USER ACTIONS

Monthly User Actions Evolution



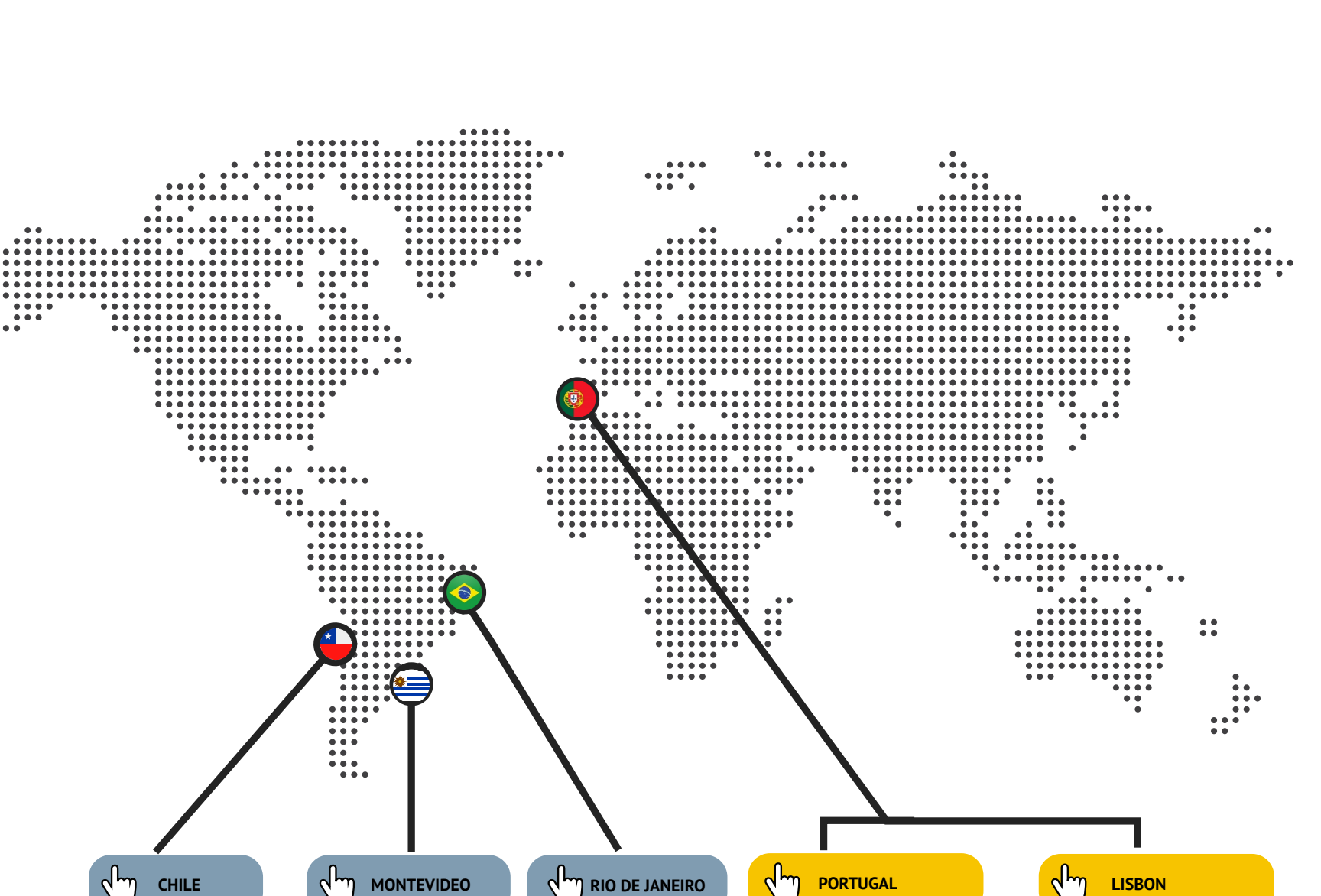
In September, the trend was homogenous throughout the daylight, registering a peak around 11 pm.

September Overall Analysis:

September is marked by the return of most citizens to work and back to school period.

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.

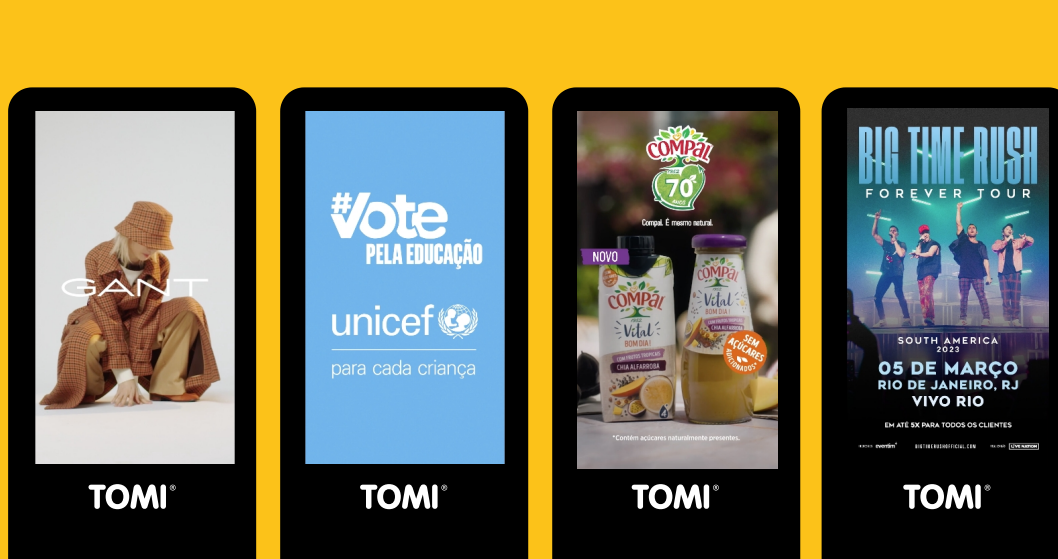
LOCATIONS



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 September in our networks.

Communication in the right place at the right time!



GANT UNICEF Compal Orla Rio

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>G O L D</p> <p>Best interface</p>	<p>Accessibility & inclusion</p> <p>EUROPEAN DESIGN AWARDS</p> <p>ENAT</p> <p>Design for society & disability inclusion</p>	<p>DOOH media</p> <p>FEPE International</p> <p>Best innovation</p>	<p>Tourism</p> <p>ATRESP</p> <p>Best service</p>
---	---	---	--	--