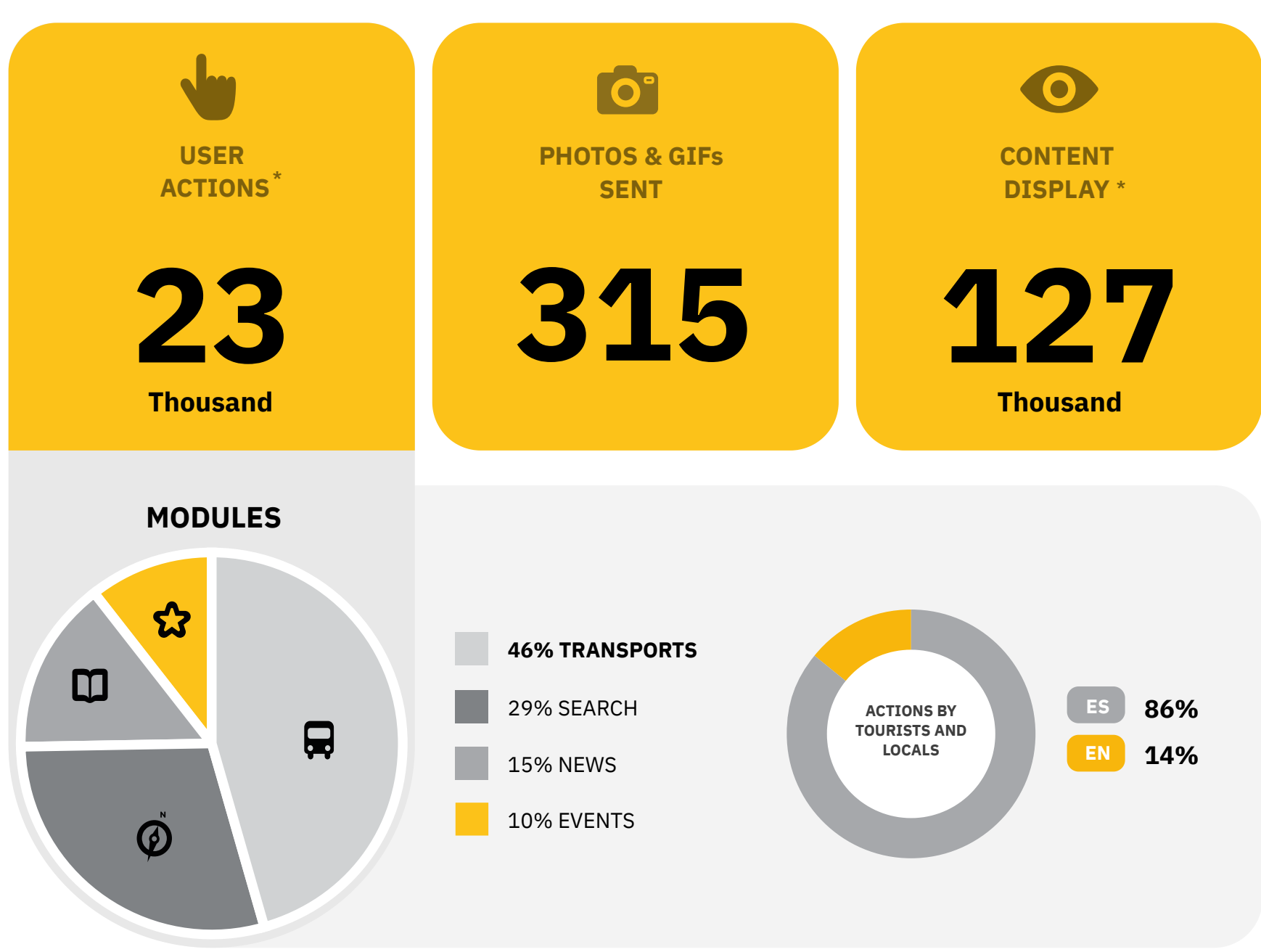




TOMI of Renca keeps a great performance

TOMI celebrates 3 months in Renca, Chile! TOMI is the best protagonist of the innovation of smart bus stops, where information, technology, and leisure are seamlessly integrated. This is a joint project with DTPM, which will continue expanding to more locations in Santiago de Chile.



In October, 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.

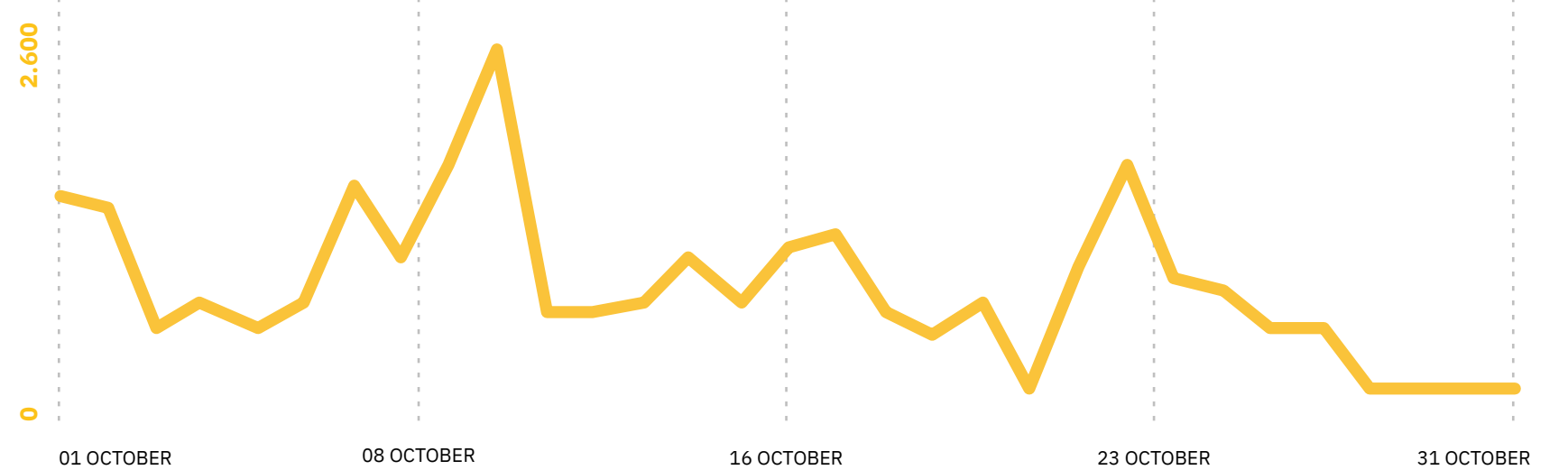
TOP CONTENT CATEGORIES

USER ACTIONS
Top Content Categories by Module

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

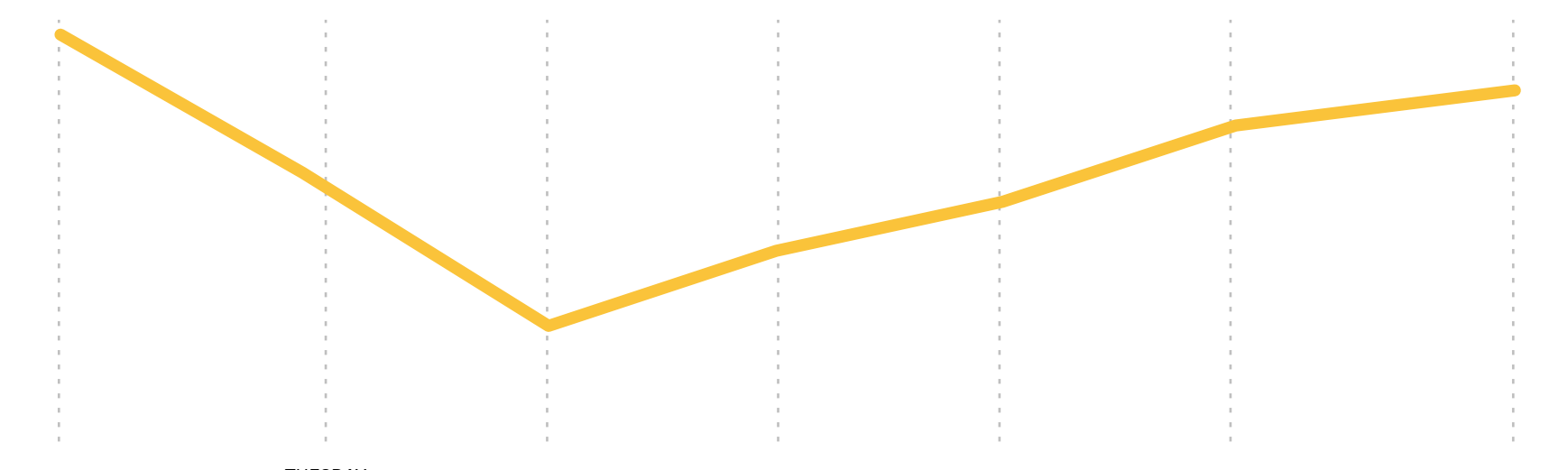
DURING THE MONTH

USER ACTIONS
Monthly User Actions Evolution



WEEKLY TREND

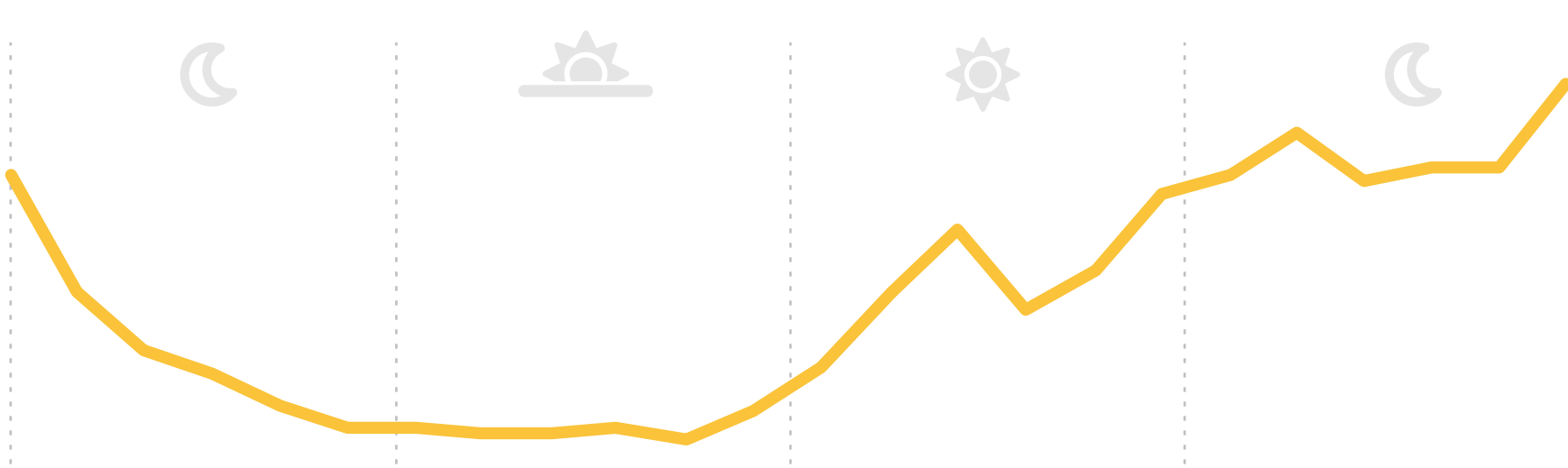
USER ACTIONS
Average User Actions Count by Week Day



In October, Mondays were the days of the week with the highest number of user actions, while on Wednesdays were recorded the least amount of user actions of the week.

DAILY TREND

USER ACTIONS
Monthly User Actions Evolution



In October, the number of user actions was higher during the afternoon and night time. During the day, there were registered three peaks, where the first happened at 2 pm, the second one around 7 pm, and the third one at 11 pm.

THE PODIUM

USER ACTIONS
TOMI with Most User Action

PHOTOS & GIFs SENT
TOMI with more Selfies and GIFs Sent

ACTION CHAMPION

Chile Paseo Bandera Santander

15.935

User Actions

SELFIE WINNER

Chile Paseo Bandera Santander

296

Photos & GIFs sent

October 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.

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