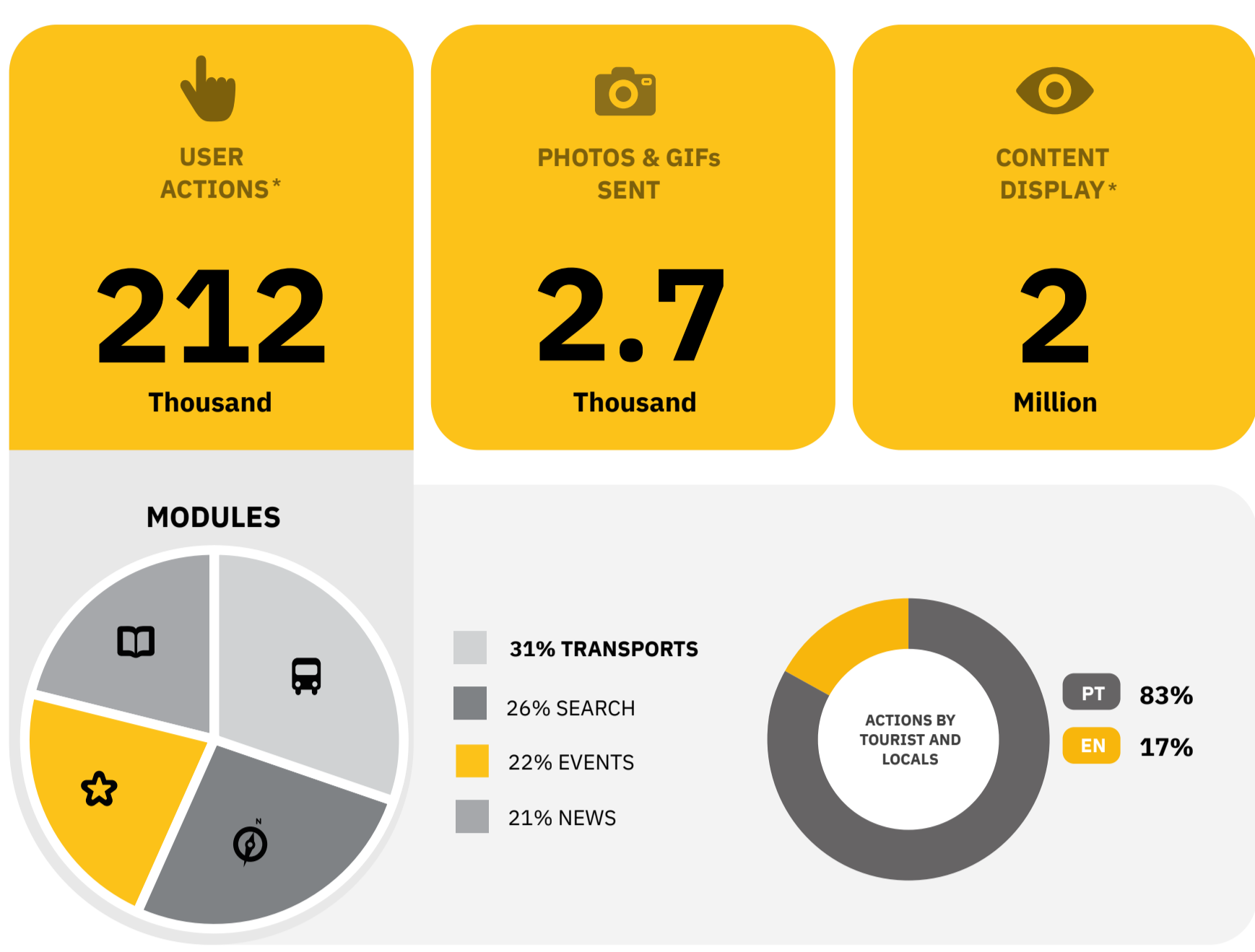


New routes at TOMI in partnership with CNC

During the month of October, the routes elaborated by the CNC (Centro Nacional da Cultura), on the "Paths of Fátima" were available in TOMIs. The three routes and all the DIRECTIONS to go to Fátima are available, in all TOMIs in Portugal.



TOP CONTENT CATEGORIES

USER ACTIONS

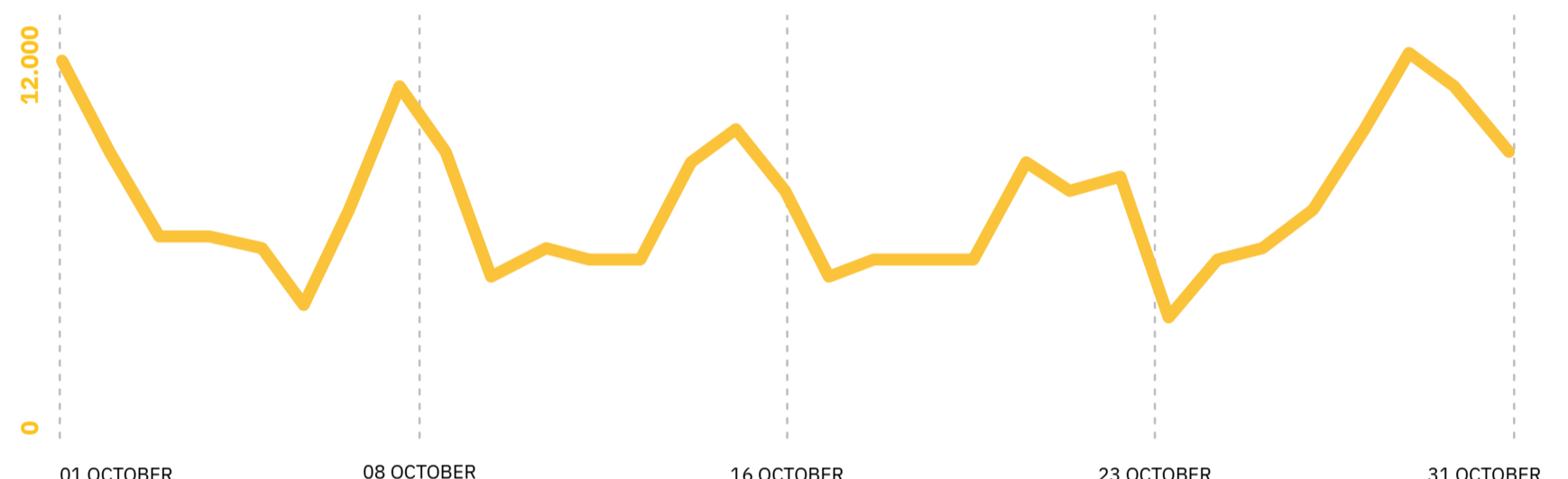
Top Content Categories by Module

NEWS	EVENTS	SEARCH	TRANSPORTS
City	Exhibitions	Art & Culture	Aeroporto
Culture	Music	What to Do	Baixa-Chiado
Mobility	Others	Where to Eat	Bairro Alto

DURING THE MONTH

USER ACTIONS

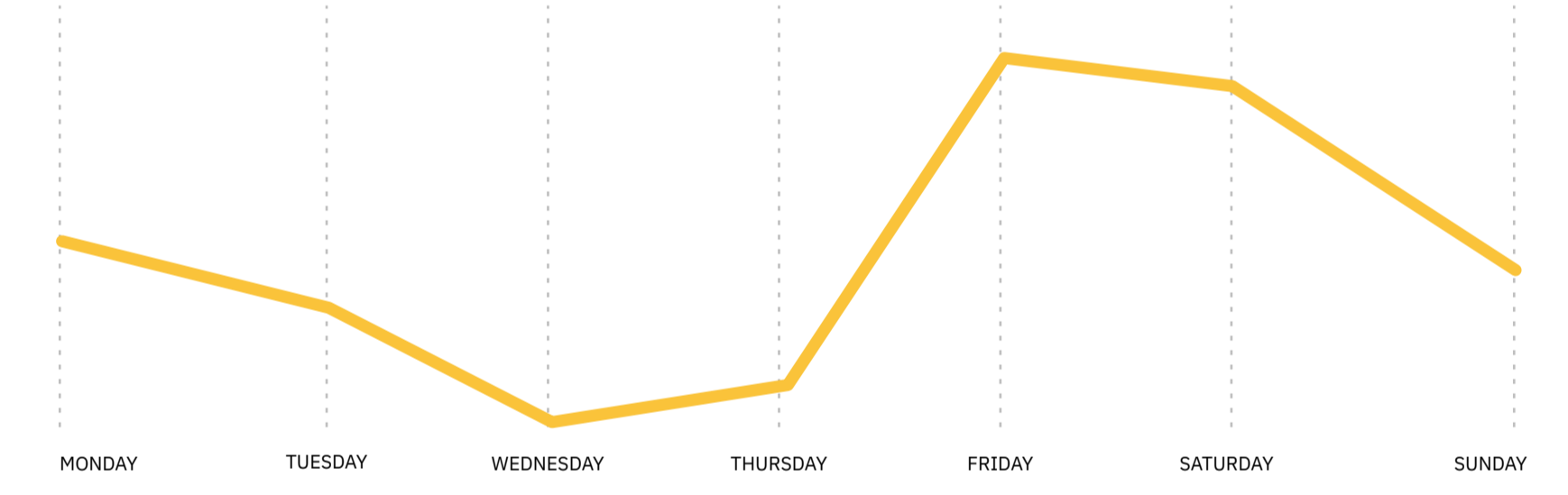
Monthly User Actions Evolution



WEEKLY TREND

USER ACTIONS

Average User Actions Count by Week Day

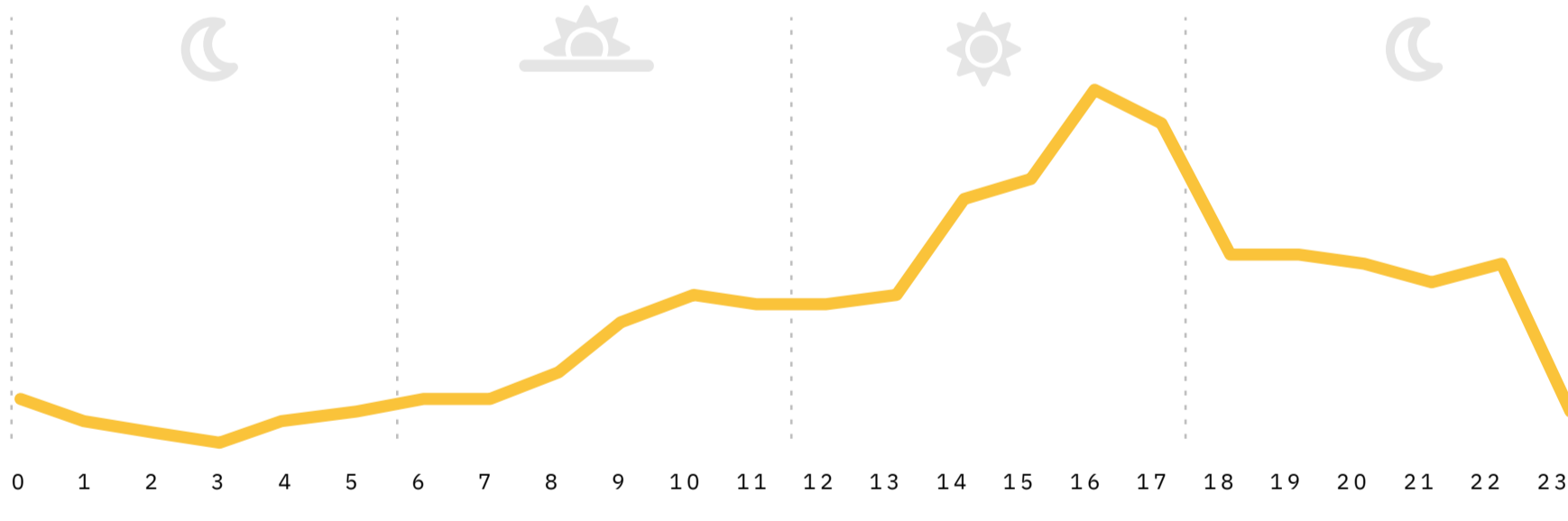


In October, Fridays and Saturdays registered the highest number of user actions of the week. On the other hand, Wednesdays and Thursdays had the lowest number of user actions of the week.

DAILY TREND

USER ACTIONS

Monthly User Actions Evolution



In October, the number of user actions was higher during the afternoon period. Throughout the day there were registered three peaks: the first around 2 pm, the second at 4 pm, and the third one around 10 pm.

THE PODIUM

USER ACTIONS

TOMI With Most User Actions

PHOTOS & GIFs SENT

TOMI With Most Selfie and GIFs Sent

ACTION CHAMPION

Largo Trindade Coelho

15.782
User Actions

SELFIE WINNER

Largo Trindade Coelho

212
Photos and GIFs sent

October Overall Analysis:

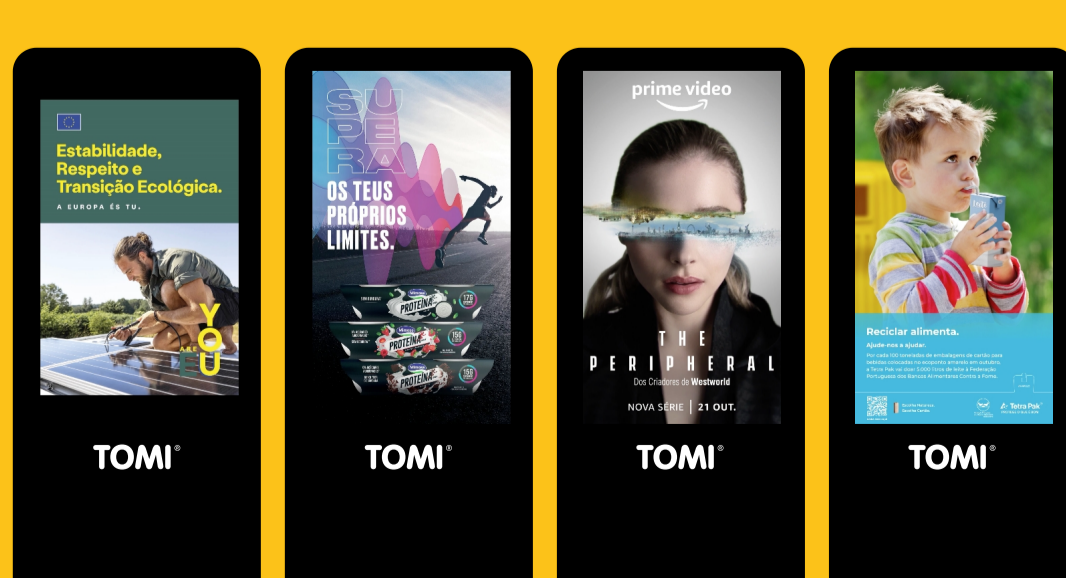
During October, TOMIs of Lisbon kept showing an excellent performance on user metrics.

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 October in Lisbon.

Communication in the right place at the right time!



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