

TOMI Smart Media is an excellent way to communicate

TOMI is a communication platform for brands through the advertising module, TOMI Smart Media. This module shows an innovative and effective way to communicate in the right place at the right time, reaching a large audience, in a creative and interactive way.



USER ACTIONS*

165

Thousand

PHOTOS & GIFs SENT

2.1

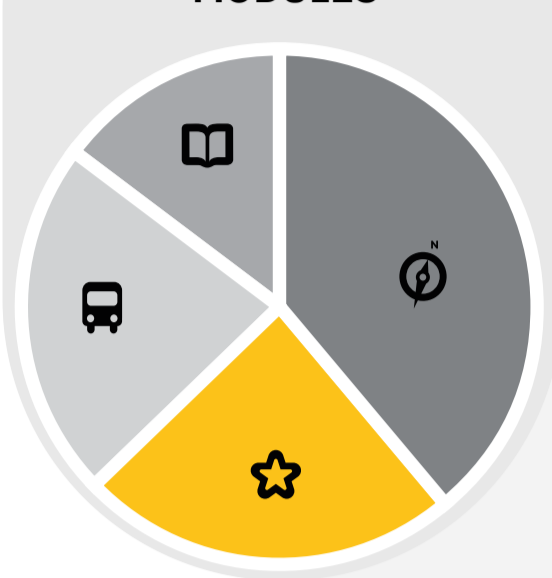
Thousand

CONTENT DISPLAY*

1

Million

MODULES



- 39% SEARCH
- 24% EVENTS
- 23% TRANSPORTS
- 14% NEWS



- PT 69%
- ES 21%
- EN 10%

In October, the module with the highest usage was the Search Module. TOMI users searched mainly for What to Do, Sports and Where to Eat.

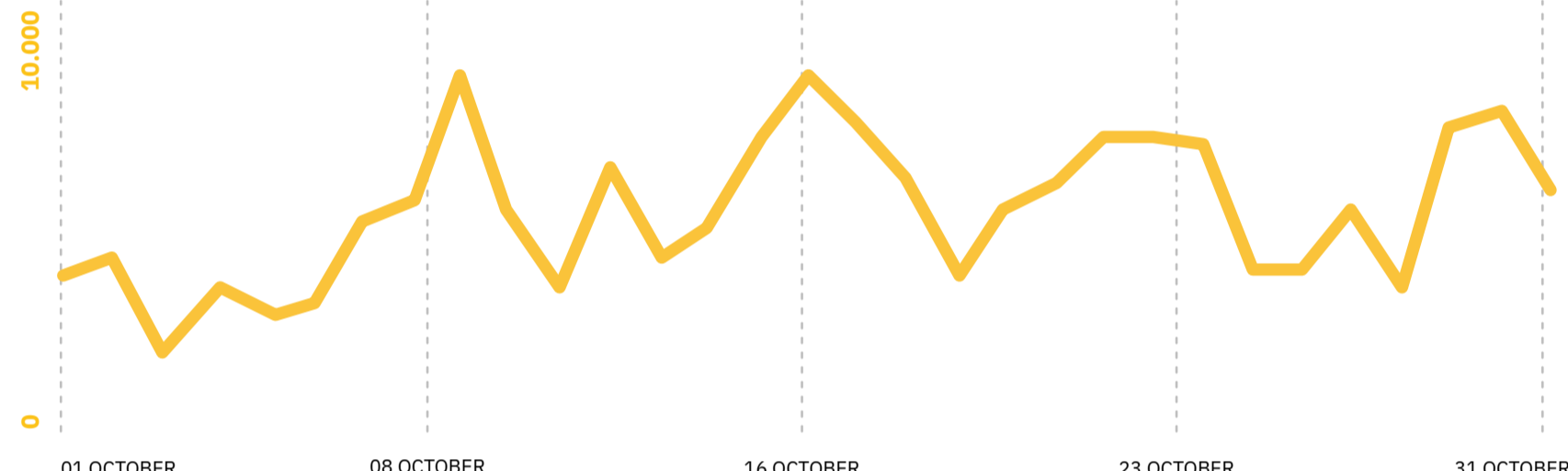
TOP CONTENT CATEGORIES

USER ACTIONS
Top Content Categories by Module

NEWS	EVENTS	SEARCH	TRANSPORTS
Environment	Festival	What to Do	Urca
Economy	Lectures & Workshops	Sports	Ipanema
City	Outdoors	Where to Eat	Largo Rodrigo de Freitas

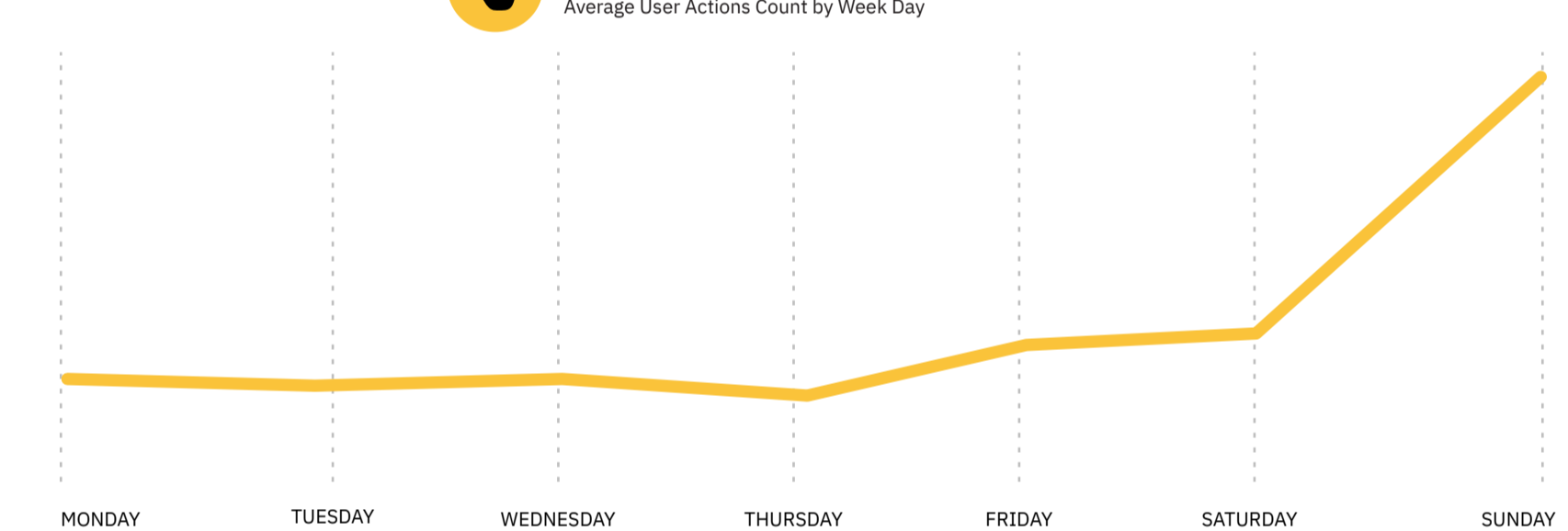
DURING THE MONTH

USER ACTIONS
Monthly User Actions Evolution



WEEKLY TREND

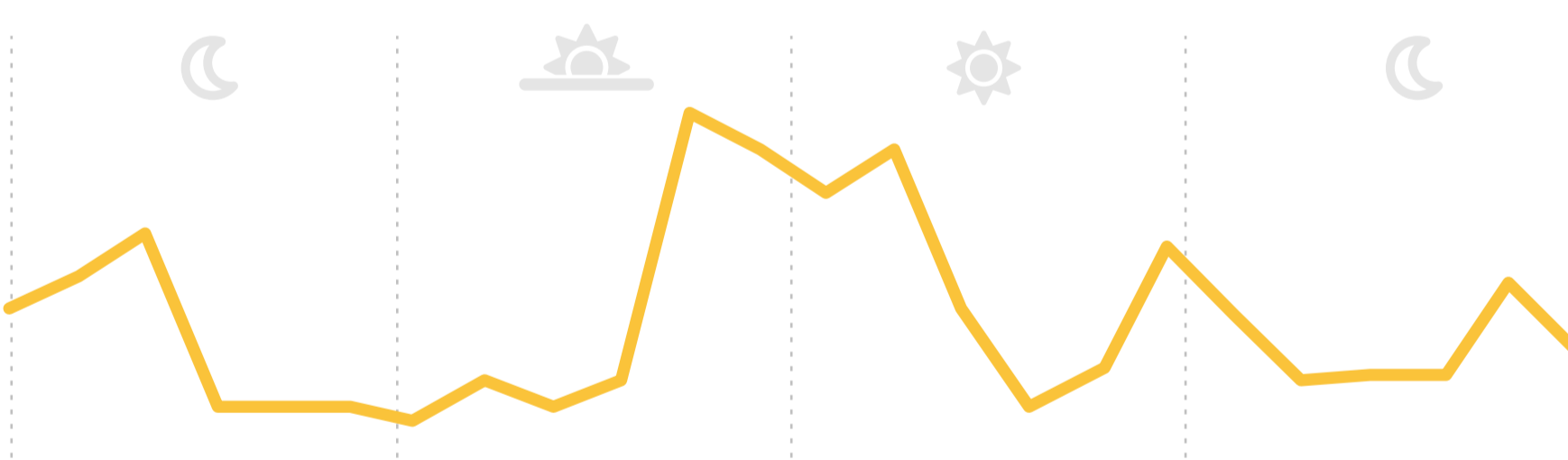
USER ACTIONS
Average User Actions Count by Week Day



In October, Sundays registered the highest number of user action. The other days of the week have shown a similar trend on the user actions.

DAILY TREND

USER ACTIONS
Monthly User Actions Evolution



In October, there was a higher number of user actions in the morning period. Throughout the day were registered several peaks of user actions. The first peak happened at 1 am, the second at 10 am, the third one around 1 pm, the fourth around 5 pm, and the fifth at 10 pm.

THE PODIUM

USER ACTIONS
TOMI With Most User Actions

PHOTOS & GIFs SENT
TOMI With Most Selfie and GIFs Sent

ACTION CHAMPION

Copacabana Base 10

14.799
User Actions

SELFIE WINNER

Copacabana Base 30

440
Photos and GIFs sent

October Overall Analysis:

During October, TOMIs of Rio de Janeiro continued to register 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 Rio de Janeiro.

Communication in the right place at the right time!



Van Gogh
Rio de Janeiro



Fato Produções



UNICEF



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>Best interface</p>	<p>Accessibility & inclusion</p> <p>ENAT</p> <p>Design for society & disability inclusion</p>	<p>DOOH media</p> <p>FEPE</p> <p>Best innovation</p>	<p>Tourism</p> <p>2015</p> <p>Best service</p>
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