

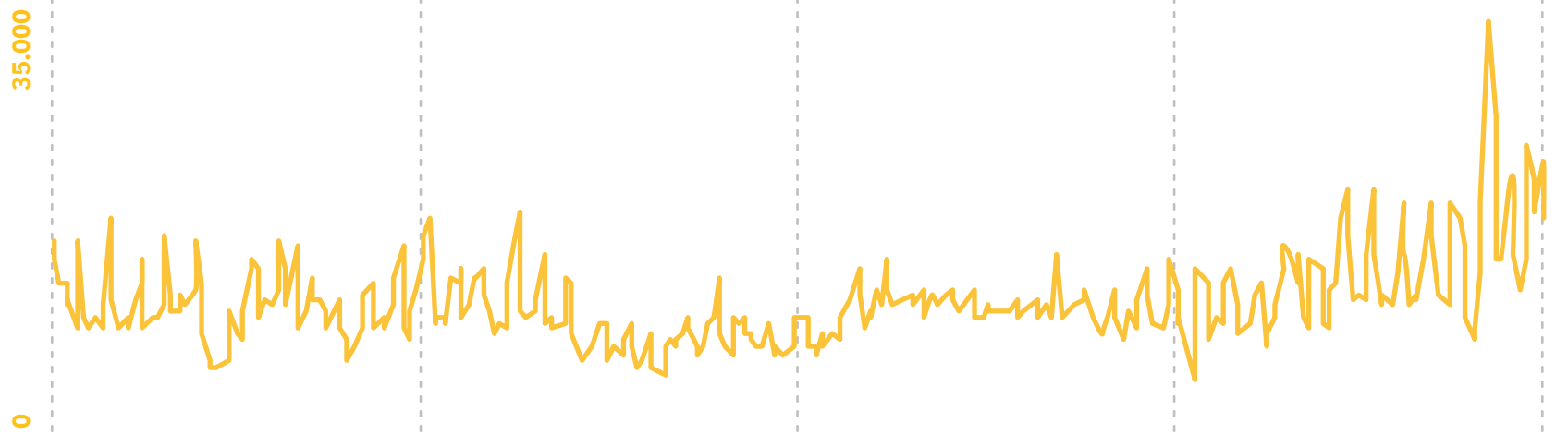
In 2022, the Lisbon network celebrated 8 years since the first TOMI was inaugurated. From that moment on, the TOMI Lisbon network continued its expansion throughout the city, reaching all citizens with the best information and the latest news and events. In the last year, the Lisbon network has expanded to two new locations: Almada and Seixal.



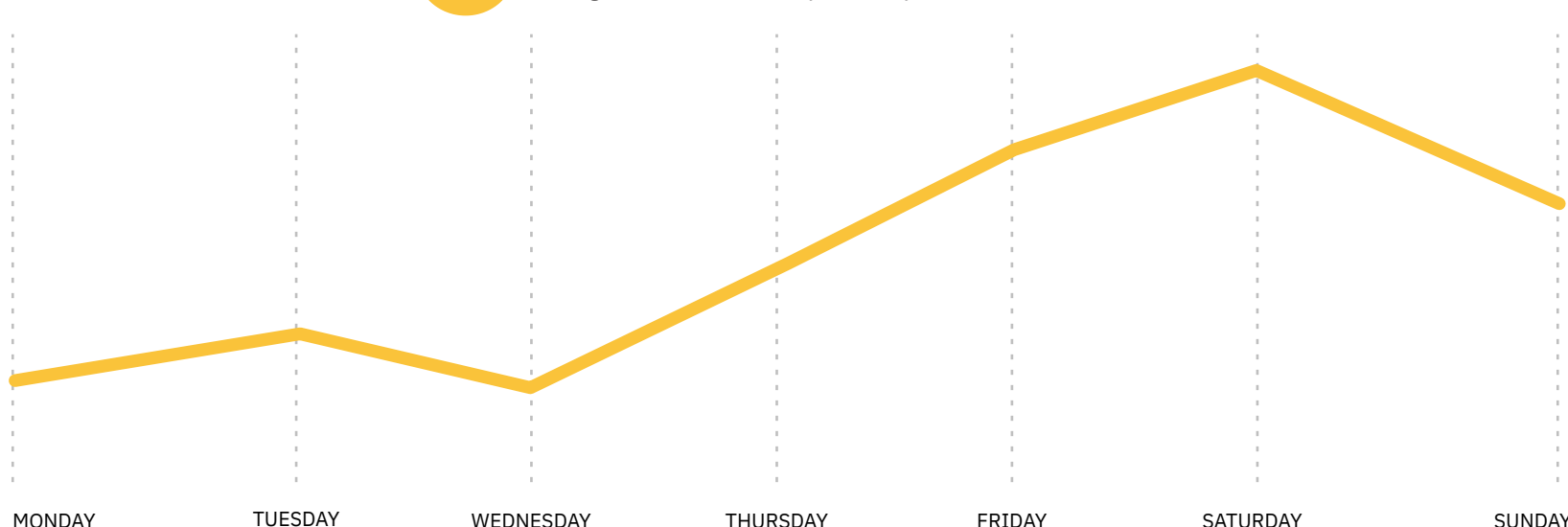
In 2022, the module with the highest usage was the Transports Module. TOMI users searched mainly for Sete Rios, Aeroporto, and Baixa-Chiado.

Top Content Categories by Module

NEWS	EVENTS	SEARCH	TRANSPORTS
City	Exhibitions	Art & Culture	Sete Rios
Culture	Music	Where to Eat	Aeroporto
Alerts	Theater	What to Do	Baixa-Chiado

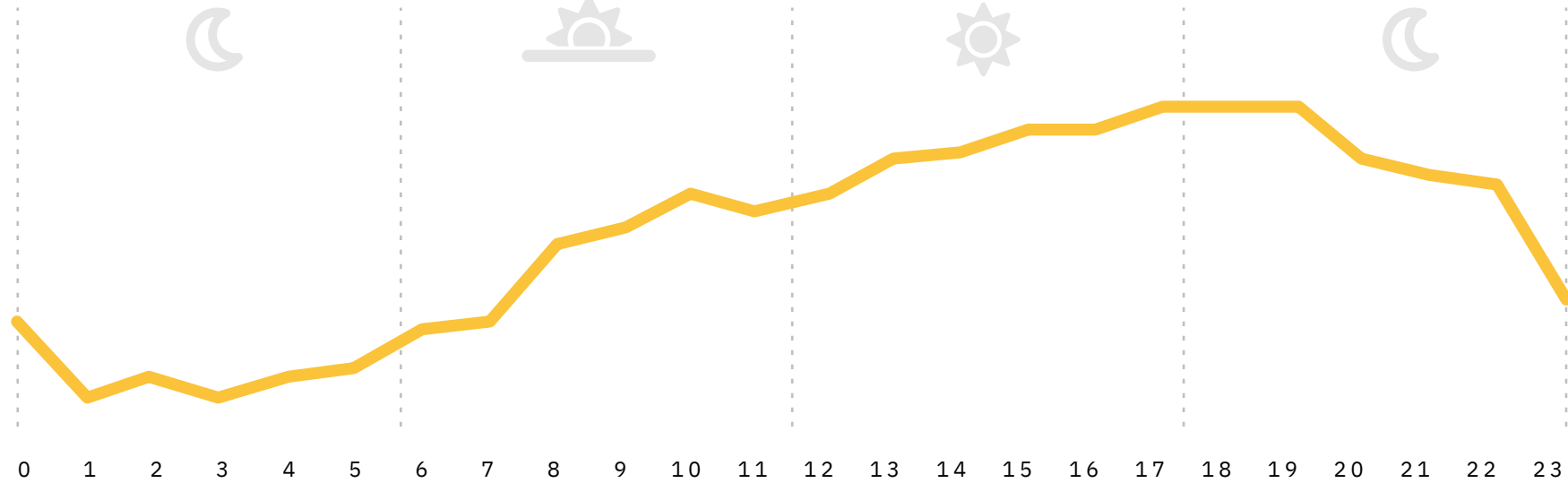


USER ACTIONS



In 2022, Saturdays were the days with the highest number of user actions. On the other hand, Mondays and Wednesdays registered the lowest number of user actions of the week.

Monthly User Actions Evolution



In 2022, there was an homogenous register of user actions throughout the day.

USER ACTIONS



User Actions

During 2022, TOMIs of Lisbon had an excellent performance and very good 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.

Communication in the right place at the right time!

