



TOMI network keeps expanding worldwide

During the year 2022, the TOMI network expanded to 6 new locations worldwide. The new locations that can count on a TOMI are: Vila Viçosa, Almada, Corroios, Manteigas, Oeiras, and Renca, in Chile. TOMI, in Portugal alone, is already present in more than 100 locations.

USER ACTIONS*

10
Million

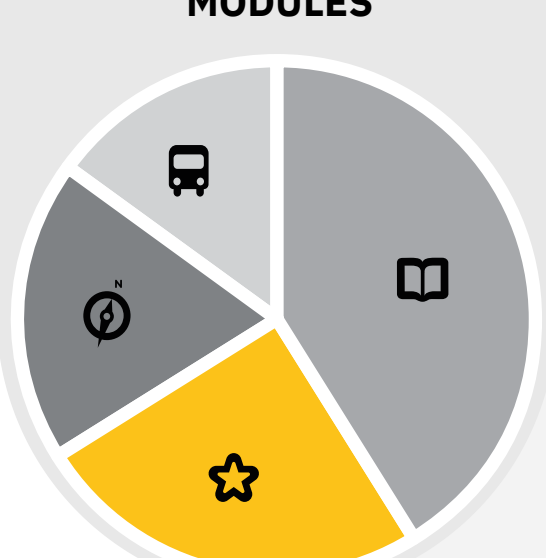
PHOTOS & GIFs SENT

148
Thousand

CONTENT DISPLAY*

248
Million

MODULES



- 41% NEWS
- 25% EVENTS
- 19% SEARCH
- 15% TRANSPORTS

In 2022, the News module was in higher demand. TOMI users searched mainly for news related to City, Culture, and Alerts, happening around the cities.

TOP CONTENT CATEGORIES



USER ACTIONS

Top Content Categories by Module

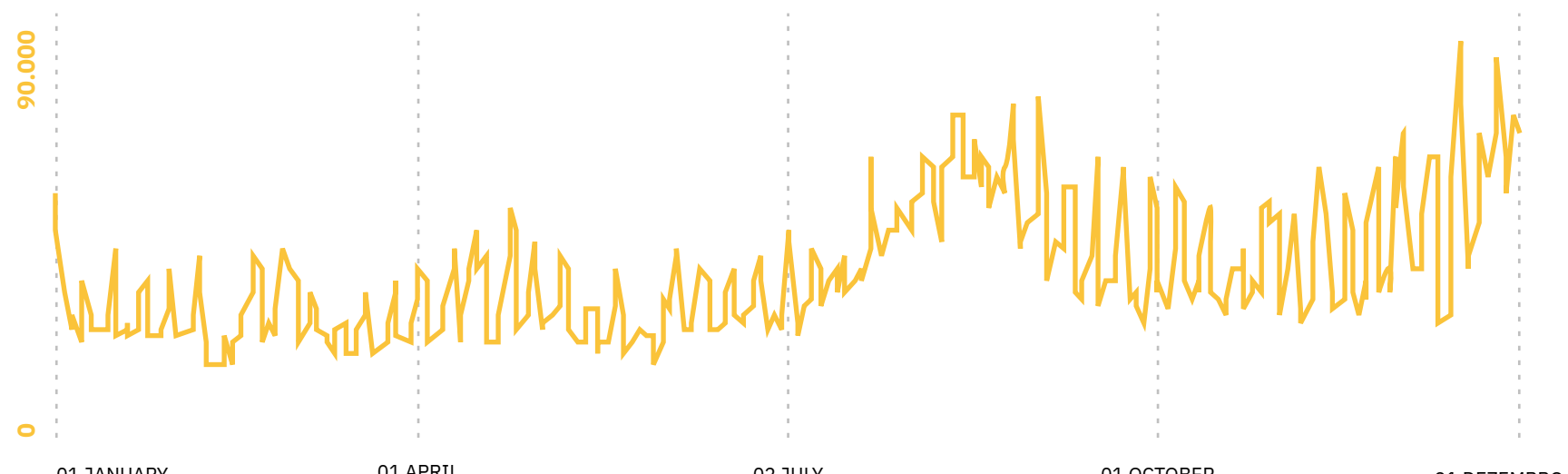
NEWS	EVENTS	SEARCH
City	Exhibitions	Art & Culture
Culture	Music	Where to Eat
Alerts	Theater	What to Do

DURING THE MONTH



USER ACTIONS

Monthly User Actions Evolution

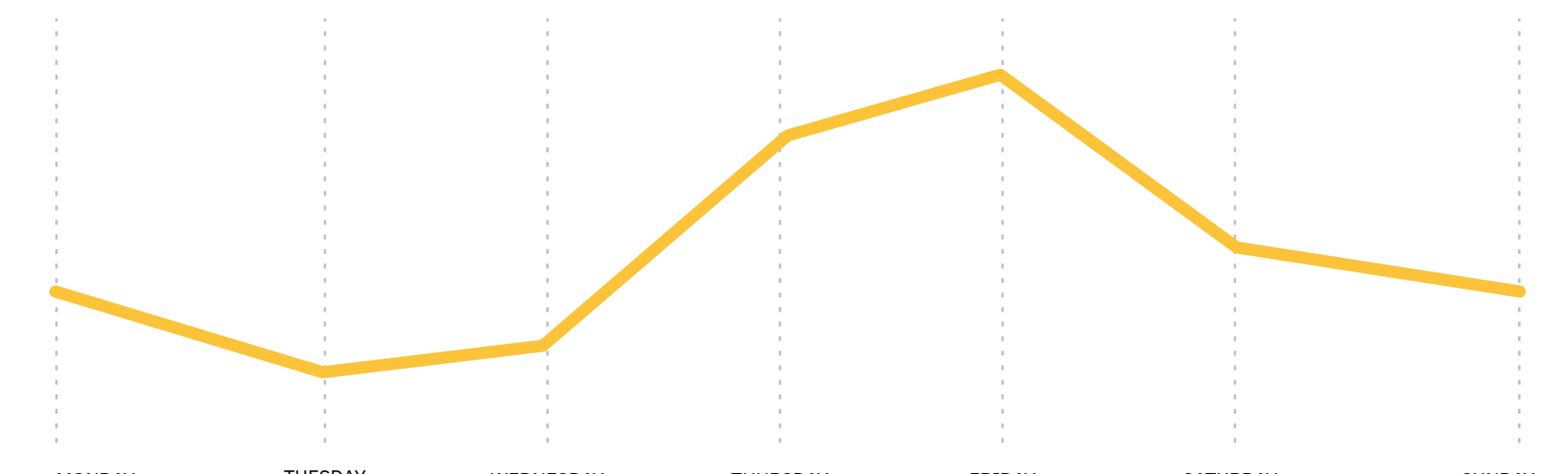


WEEKLY TREND



USER ACTIONS

Average User Actions Count by Week Day



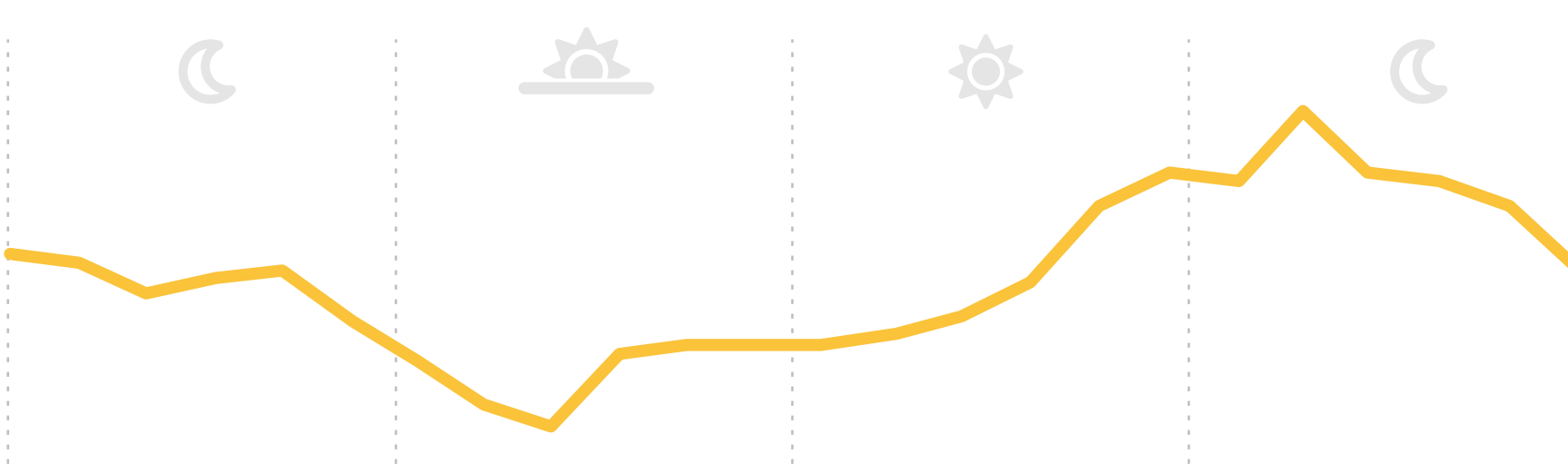
In 2022, Fridays were the days of the week with the highest number of user actions. On the other end, Tuesday and Wednesday registered the lowest number of user actions of the week.

DAILY TREND



USER ACTIONS

Monthly User Actions Evolution



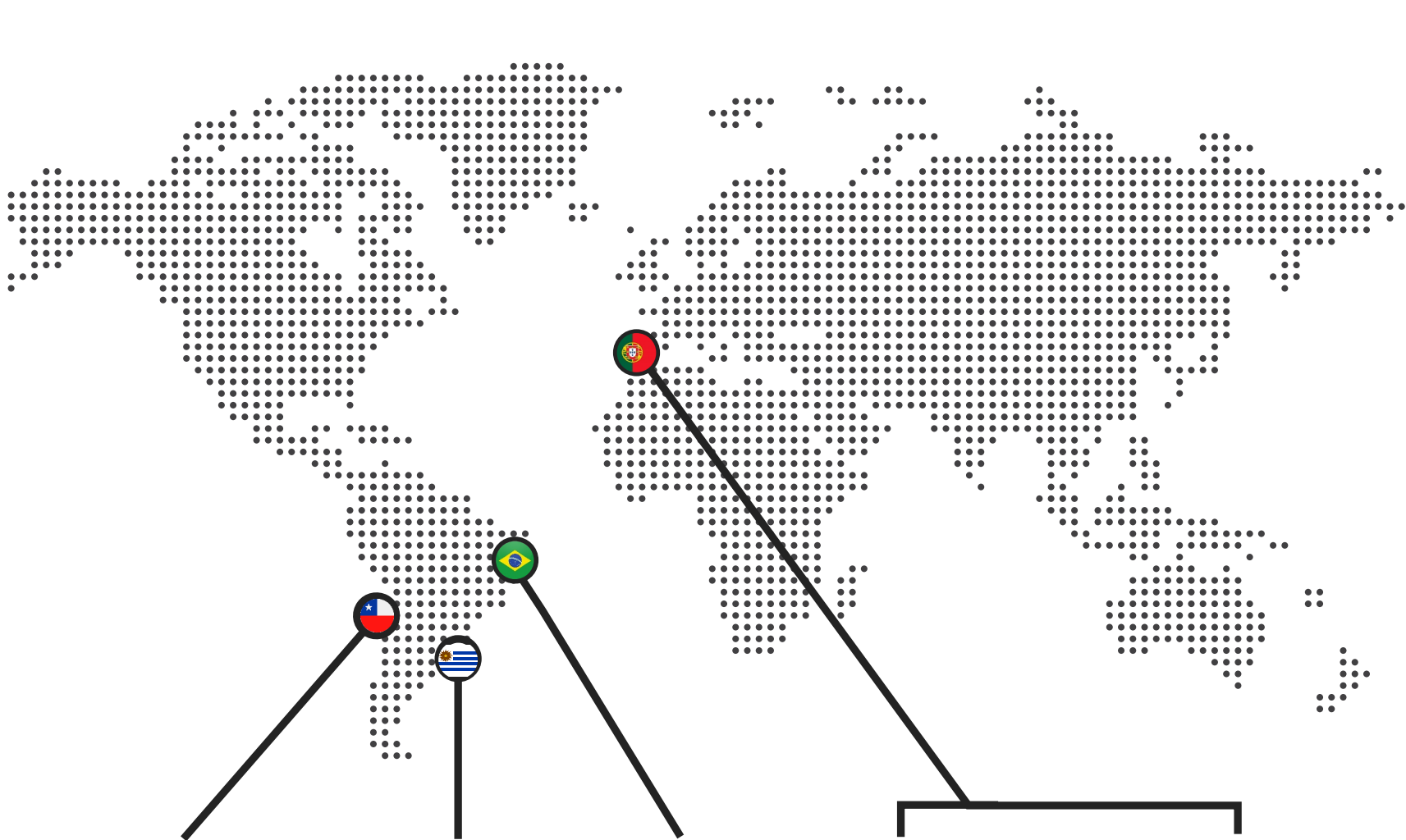
In 2022, the afternoon period registered the highest number of user actions. Throughout the day were recorded two peaks of user actions: the first happened around 5 pm and the second around 7 pm.

2022 Overall Analysis:

During 2022, TOMIs 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.

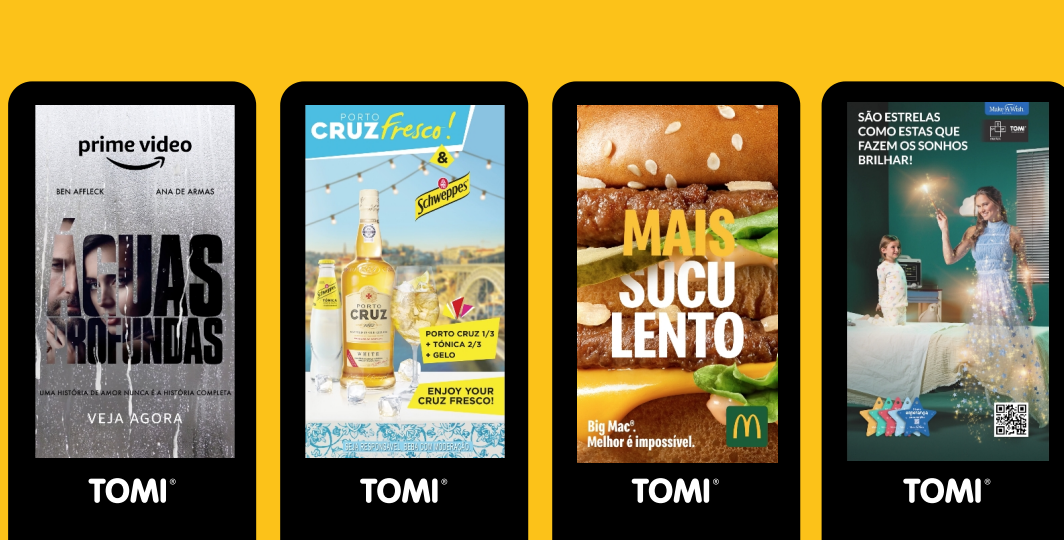
LOCATIONS



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 2022 in our networks.

Communication in the right place at the right time!



Amazon Porto Cruz Mcdonalds Make a Wish

SUBSCRIBE NEWSLETTER

Trademark. Patented internationally. Registered design.

MAIN AWARDS AND HONORS Citizen's engagement, E-Gov & urban innovation	Award UI & UX Best interface	Accessibility & inclusion Design for society & disability inclusion	DOOH media Best innovation	Tourism Best service
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