



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2010/PIPMR/01 REV

Monthly Report on the Use of UNESCO Public Information Products

October 2010

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1. UNESCO website (<http://www.unesco.org>)

The UNESCO Portal publishes content in all six languages of the Organization and today over 1.5 million pages are referenced in search engines. Entry points to UNESCO website are: Thematic Areas, Regions/Countries, Networks/Communities, Events/Celebrations, Employment and a selection of Resources.

UNESCO's website traffic is measured by analyzing two primary indicators: pages views and visits.

Traffic indicators explained

Page views: The page view is the most widely used indicator to reflect the level of traffic to a website. A page view is counted when the page requested by the user is loaded into the internet browser. Note: Page views are very different from the outdated concept of 'hits'. A 'hit' is counted for each of the many elements in a Web page (i.e. image, animation or video are all counted as separate 'hits', while a page view counts all elements on a page as one page view).

Visits: A visit is defined as a series of page requests from the same uniquely identified client with a time of no more than 30 minutes between each page request.

Visitors: A Unique Visitor counts once within the timescale of 30 minutes. A visitor can make multiple visits. Identification is made to the visitor's computer, not the person, usually via cookie and/or IP+User Agent. Thus the same person visiting from two different computers will count as two Unique Visitors.

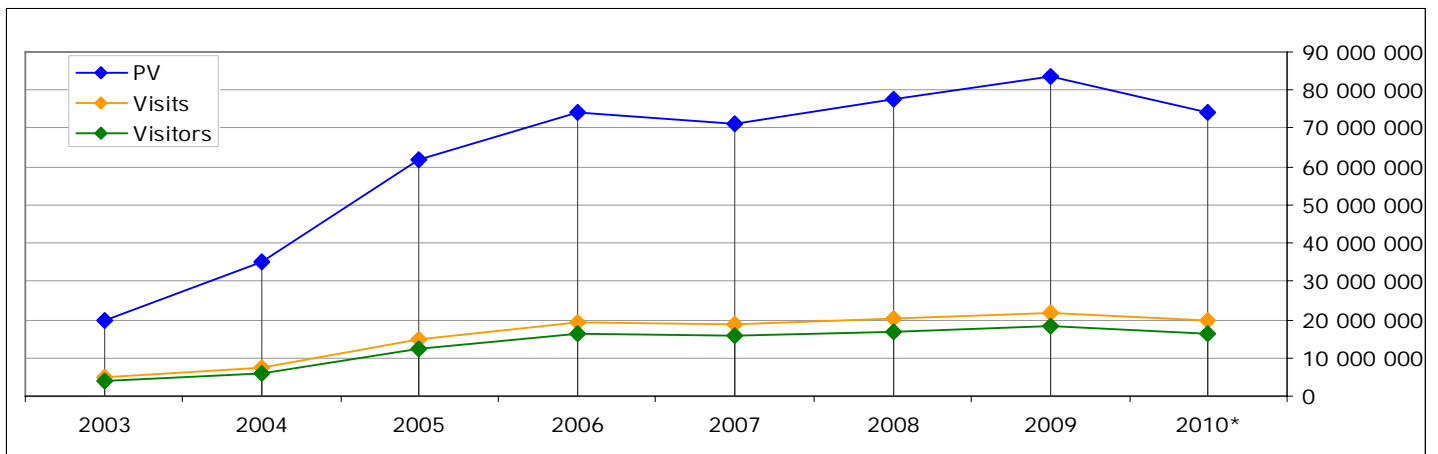
1.1. Year to date Statistics (2003 - *October 2010)

Number Page views, Visits, Visitors and rate of one page visits

	2010*	2009	2008	2007	2006	2005	2004	2003
Pages views	74 127 090	83 787 572	77 872 824	71 282 993	74 248 263	61 911 561	34 986 488	19 588 840
Visits	19 664 870	21 985 518	20 072 812	18 749 992	19 257 242	14 828 343	7 507 047	4 842 104
Visitors	16 288 351	18 188 553	17 010 351	15 848 322	16 139 173	12 158 025	6 036 494	4 041 485
Rate of 1 page visits	52,64%	55,12%	56,07%	55,54%	54,78%	52,85%	48,78%	44,62%

*2010: from January to October 2010

Trends: Pages views (PV), Visits and Visitors



*2010: from January to October 2010

- Average visits and page views per month

	Average visits per month	Average page views per month
2010*	1 966 487	7 412 709
2009	1 832 127	6 982 298
2008	1 672 734	6 489 402
2007	1 562 499	5 940 249
2006	1 604 770	6 187 355
2005	1 235 695	5 159 297
2004	625 587	2 915 541
2003	403 509	1 632 403

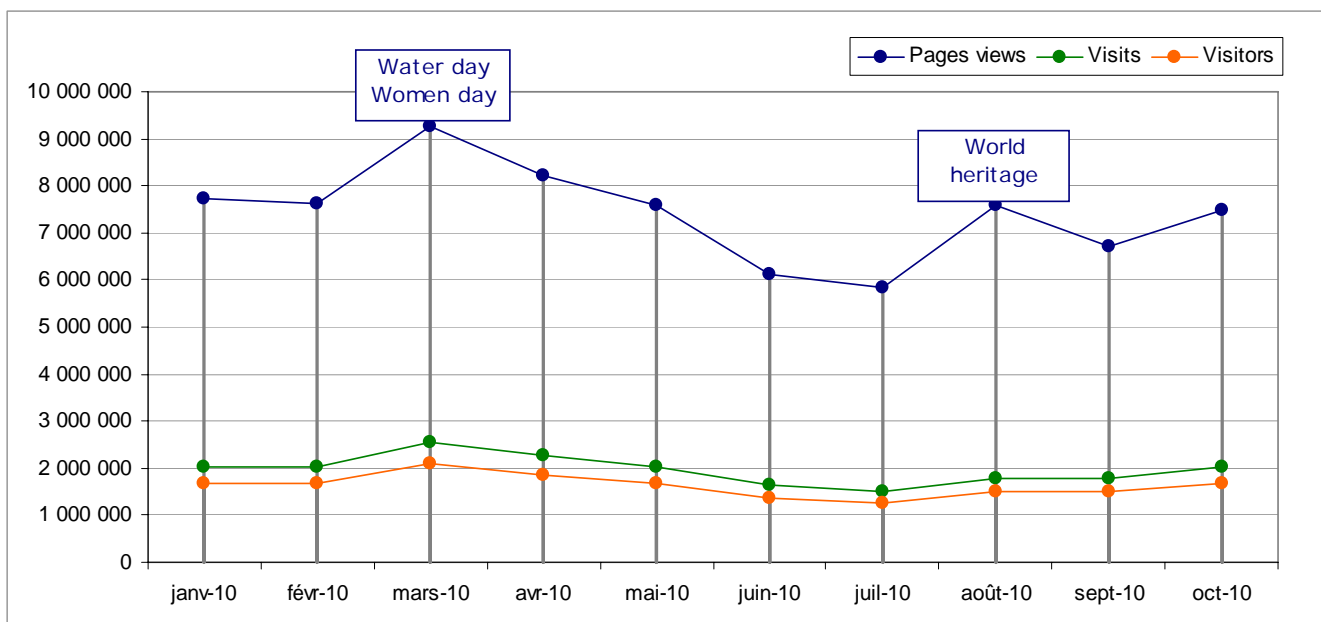
*2010: from January to October 2010

1.2. 2010 Traffic

- Pages views, Visits and Visitors

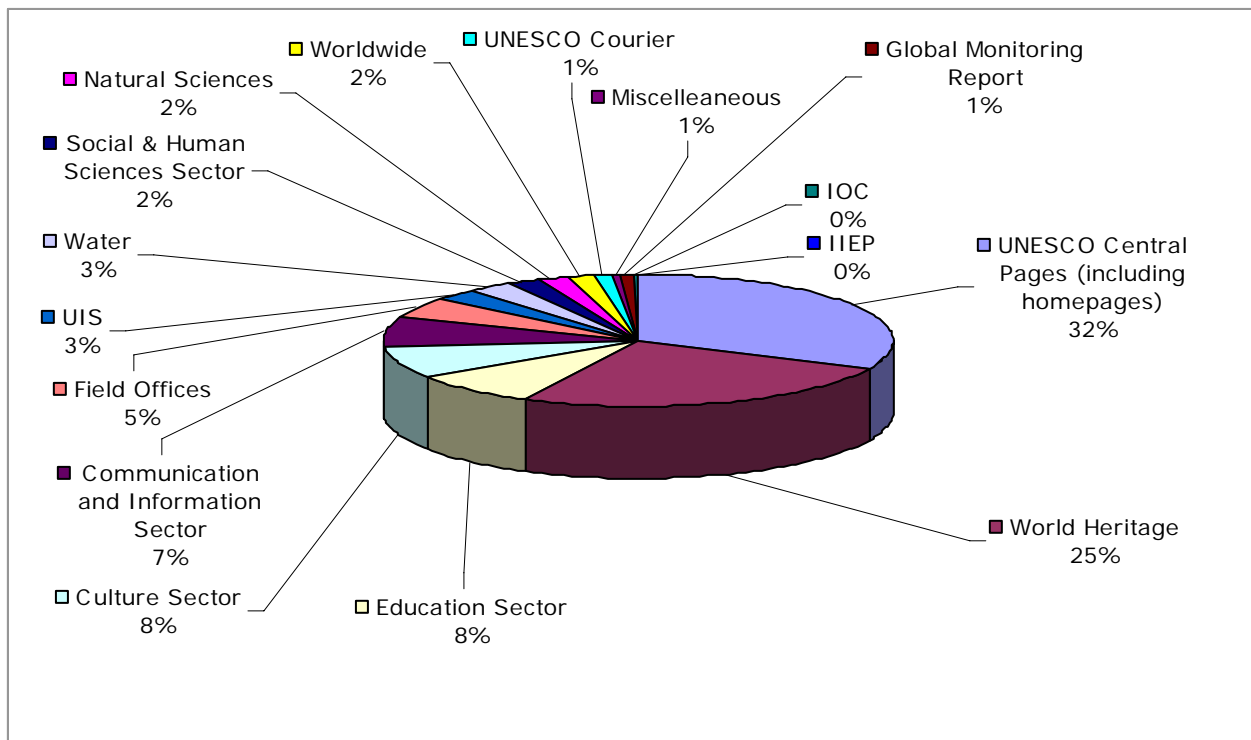
The peak in March 2010 corresponds to the Celebration of the International Day of Water:

Month	Pages views	Visits	Visitors
January	7 725 964	2 034 552	1 670 629
February	7 627 858	2 023 196	1 666 705
March	9 270 124	2 542 457	2 092 027
April	8 206 979	2 258 951	1 847 724
May	7 589 876	2 011 334	1 375 556
June	6 113 381	1 654 398	1 377 993
July	5 825 116	1 518 745	1 266 087
August	7 602 808	1 799 423	1 516 333
September	6 699 845	1 799 716	1 497 736
October	7 465 139	2 022 098	1 680 993



1.3. Visits by Area of Interest for October 2010

Areas of Interest	VISITS
UNESCO Central Pages (including homepages)	811 299
World Heritage	643 459
Education Sector	215 649
Culture Sector	205 933
Communication and Information Sector	186 116
Field Offices	122 532
UIS	72 280
Water	69 078
Social & Human Sciences Sector	61 095
Natural Sciences	47 619
Worldwide	45 553
UNESCO Courier	25 936
Global Monitoring Report	14 959
IOC	7 616
IIEP	2 715
Miscellaneous	16 268



2. UNESCO Media Services (<http://www.unesco.org/new/en/media-services>)

UNESCO products for written and audiovisual media are: Save the dates, Media advisories,-Press releases, Opinion editorial (Op-Eds), Video News Releases (VNR) and Background Footage (B-Rolls).

Most of these products are distributed widely to the media and are available through the Media Services webpage. In order to improve our promotion and distribution of video images, all subjects/reportages and Background Footages are systematically sent to UNifeed and European Broadcasting Union (EBU), and made available to TV networks and online news sources via UNESCO's Multimedia webpage.

2.1. Media Service webpage (<http://www.unesco.org/new/en/media-services>)

In October 2010, the total number of unique page views of the Media Service webpage of unesco.org website are **70,592**:

Language	Page views
English (EN)	35,328
French (FR)	10,730
Spanish (ES)	14,879
Russian (RU)	4,157
Arabic (AR)	3,942
Chinese (ZH)	1,556

2.2. Top 10 Press releases/Media advisories (all languages included)

	<i>Date</i>	<i>Language / Subject</i>	<i>page views</i>
1	01/10	EN - World Teachers' Day 2010 - UNESCO calling for stories about heroic teachers	2 166
2	05/10	EN - Eleven sites added to global Geoparks Network	1 186
3	21/10	EN - Executive Board adopts five decisions concerning UNESCO's work in the occupied Palestinian and Arab Territories	789
4	19/01	EN - Financial crisis threatens to set back education worldwide, UNESCO report warns	687
5	15/10	EN - Latest round of UNESCO-Keizo Obuchi fellowships for young researchers	650
6	29/09	EN - Conference calls for new commitment to early childhood care and education	627
7	01/10	ES - Día Mundial de los Docentes 2010 La UNESCO invita a dar a conocer el heroísmo de los maestros	520
8	01/10	AR - World Teacher' Day 2010 - UNESCO calling for stories about heroic teachers	503
9	25/02	EN - L'OREAL-UNESCO Awards and Fellowships for Women in Science 2010 to be presented at UNESCO	384
10	21/09	EN - Culture a driver for development and the achievement of the eight Millennium Development Goals says UNESCO Director-General	383

2.3. Top 10 Press releases/Media advisories (by language)

	Total pages views	70 592
English		
EN - World Teachers' Day 2010 UNESCO calling for stories about heroic teachers		2 166
EN - Eleven sites added to global Geoparks Network		1 186
EN - Executive Board adopts five decisions concerning UNESCO's work in the occupied Palestinian and Arab Territories		789
EN - Financial crisis threatens to set back education worldwide, UNESCO report warns		687
EN - Latest round of UNESCO-Keizo Obuchi fellowships for young researchers		650
EN - Conference calls for new commitment to early childhood care and education		627
EN - L'OREAL-UNESCO Awards and Fellowships for Women in Science 2010 to be presented at UNESCO		384
EN - Culture a driver for development and the achievement of the eight Millennium Development Goals says UNESCO Director-General		383
EN - Michaëlle Jean designated UNESCO Special Envoy for Haiti		350
EN - Early childhood care and education: the earlier the better		322
French		
FR - Journée mondiale des enseignants 2010 : l'UNESCO lance un appel pour recueillir des récits d'enseignants confrontés à des situations de crise		316
FR - Onze sites rejoignent le Réseau mondial des géoparcs nationaux		212
FR - Remise des Prix et des Bourses L'Oréal-UNESCO Pour les Femmes et la Science		195
FR - Lancement d'un nouveau cycle des bourses UNESCO-Keizo Obuchi destinées aux jeunes chercheurs		186
FR - Le Conseil exécutif de l'UNESCO adopte cinq décisions concernant les Territoires palestiniens et arabes occupés		186
FR - Michaëlle Jean nommée Représentante spéciale de l'UNESCO pour Haïti		150
FR - La Directrice générale de l'UNESCO nomme une nouvelle équipe de direction		148
FR - La culture est un moteur pour le développement et la réalisation des huit Objectifs du Millénaire, déclare la Directrice générale de l'UNESCO		133
FR - Protection et éducation à la petite enfance : commencer le plus tôt possible		119
FR - Le Comité du patrimoine mondial inscrit un total de 21 nouveaux sites sur la Liste du patrimoine mondial de l'UNESCO		108
Spanish		
ES - Día Mundial de los Docentes 2010 La UNESCO invita a dar a conocer el heroísmo de los maestros		520
ES - La UNESCO anuncia la selección de 13 nuevas Reservas de Biosfera		340
ES - Se incorporan once nuevos sitios a la Red Mundial de Geoparques Nacionales		220
ES - Las consecuencias de la crisis económica, un tema central de la reunión del Grupo de Alto Nivel sobre Educación para Todos		188
ES - La cultura es un motor para el desarrollo y el cumplimiento de los ocho objetivos del milenio, afirma la Directora General de la UNESCO		185
ES - Atención y educación de la primera infancia : cuanto más tempranas, mejor		172
ES - Entrega de los premios y becas L'Oréal-UNESCO La mujer y la ciencia		168
ES - El Informe Mundial sobre las Ciencias Sociales 2010 pone de manifiesto los progresos de los países emergentes		164
ES - El Comité del Patrimonio Mundial inscribe un total de 21 nuevos sitios en la Lista del Patrimonio Mundial de la UNESCO		124
ES - Día Internacional de la Alfabetización (8 de septiembre) La UNESCO inaugura la Red de Conocimientos e Innovaciones para la Alfabetización (KINL)		123

Arabic	
AR - World Teachers' Day 2010 UNESCO calling for stories about heroic teachers	503
AR – Philosophy: a school of freedom	162
AR - Financial crisis threatens to set back education worldwide, UNESCO report warns	120
AR - Executive Board adopts five decisions concerning UNESCO's work in the occupied Palestinian and Arab Territories	116
AR - Drylands Kit	104
AR - International Literacy Day (8 September): UNESCO launches new Knowledge and Innovations Network for Literacy (KINL)	94
AR - Latest round of UNESCO-Keizo Obuchi fellowships for young researchers	80
AR - Libyan Delegation Website	76
AR - L'OREAL-UNESCO Awards and Fellowships for Women in Science 2010 to be presented at UNESCO	71
AR - International Year highlights the vital importance of biodiversity	63
Russian	
RU - World Teachers' Day 2010 UNESCO calling for stories about heroic teachers	288
RU - World Heritage Committee to meet in Brasilia to inscribe new sites on UNESCO's World Heritage List	196
RU - Conference calls for new commitment to early childhood care and education	141
RU - Eleven sites added to global Geoparks Network	110
RU - World Heritage Committee inscribes a total of 21 new sites on UNESCO World Heritage List	89
RU - Executive Board adopts five decisions concerning UNESCO's work in the Occupied Palestinian and Arab Territories	64
RU - Financial crisis threatens to set back education worldwide, UNESCO report warns	62
RU - UNESCO report shows less than 40% of countries provide girls and boys equal access to education	53
RU - World Heritage Committee inscribes five new cultural sites on World Heritage List and approves two extensions to existing properties	52
RU - Early childhood care and education: the earlier the better	51
Chinese	
ZH - World Teachers' Day 2010 UNESCO calling for stories about heroic teachers	86
ZH - Eleven sites added to global Geoparks Network	35
ZH - Confucius week interview	27
ZH - Conference calls for new commitment to early childhood care and education	24
ZH - Social Sciences: 2010 World Report observes growth in emerging countries	21
ZH - Culture a driver for development and the achievement of the eight Millennium Development Goals says UNESCO Director-General	17
ZH - Early childhood care and education: the earlier the better	17
ZH - Financial crisis threatens to set back education worldwide, UNESCO report warns	16
ZH - Education of Roma children among the subjects of World Conference on Early Childhood Care and Education	10

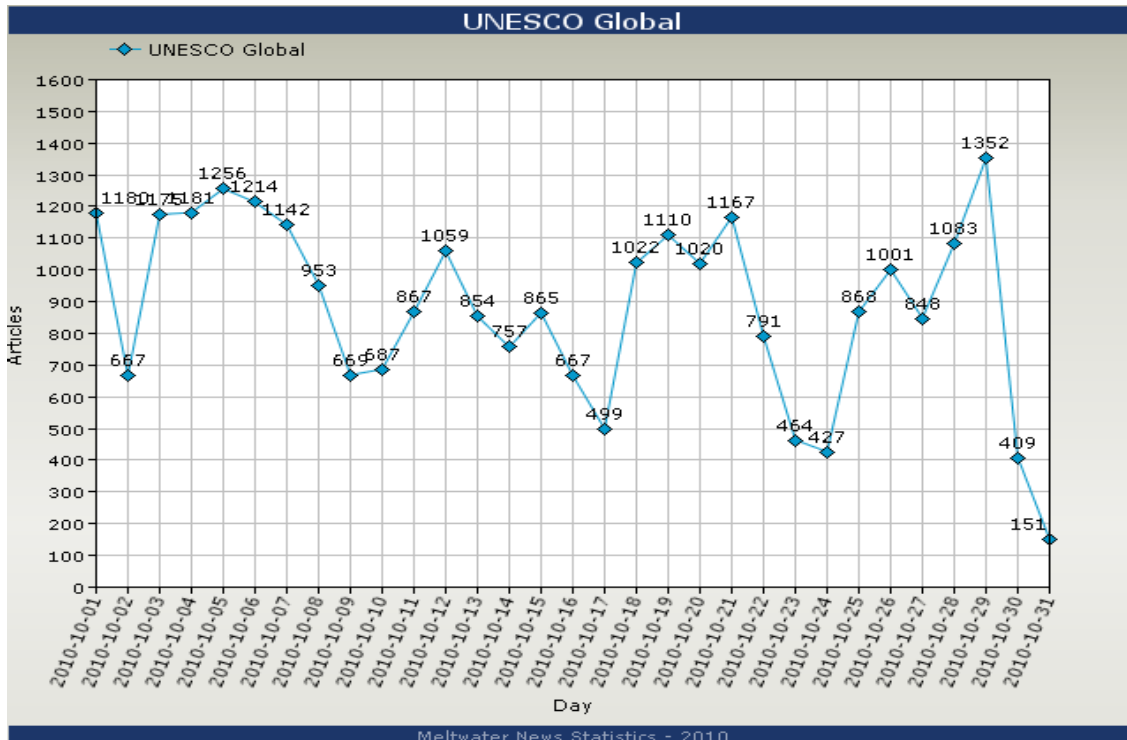
2.4. Press releases/Media advisories issued in October 2010

Press releases are always translated in the 6 official languages.

	date	subject
1.	01/10	World Teachers Day celebrated on 5.10
2.	05/10	11 new Geoparks added to UNESCO Network
3.	06/10	DG condemns death of Iraqi cameraman
4.	15/10	Partnership with Xinhua announced
5.	15/10	UNESCO-Keizo Obuchi fellowships: call for candidates
6.	19/10	IBC meeting
7.	19/10	Márta Sebestyén nominated Artist for Peace
8.	20/10	Youth Forum at Nagoya biodiversity meeting
9.	21/10	Executive Board suspends implementation of Obiang Prize
10.	21/10	Executive Board decisions on occupied Arab and Palestinian Territories
11.	26/10	Chinese calligraphy exhibition (only in Chinese)
12.	26/10	DG condemns murder of Brazilian journalist
13.	26/10	Roma education meeting in Strasbourg
14.	28/10	Indonesian tsunami – warning system worked
15.	29/10	Engineering Report launch

2.5. Statistics on articles in major national titles referring to UNESCO

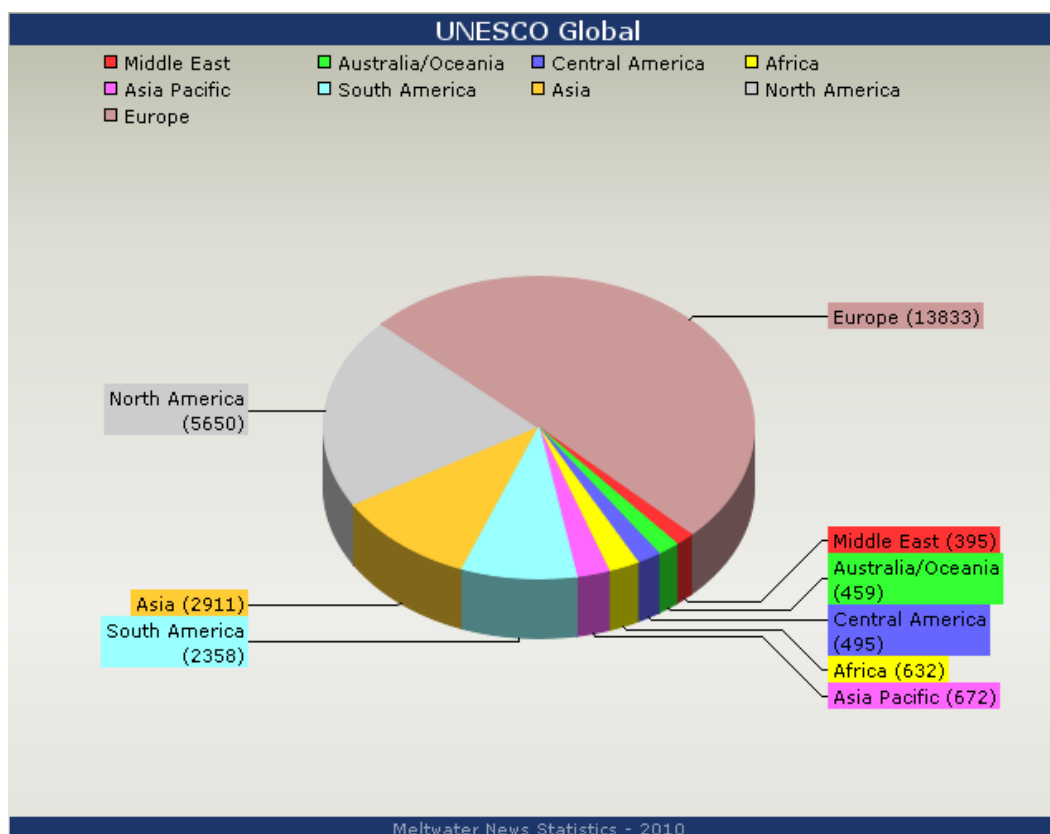
- **Number of articles monitored daily in the world media during the month of October**
(Source: Meltwater - approximately 130,000 media outlets around the world)



The figures in the graph above represent all articles mentioning UNESCO During this month, the Executive Board discussions on the future of the UNESCO-Obiang Nguema Mbasogo International Prize for Research in the life sciences and the decisions concerning cultural heritage in the Occupied Arab and Palestinian Territories drew headlines in leading media outlets in all regions. The latter story accounts for the peak in coverage on 30 October.

The other two stories in October that, along with the Prize, contributed to the peaks on the 5th and the 21st of October, were World Teachers Day and the visit to UNESCO by the President of Chile.

- **Breakdown by region of articles monitored daily in world media during the month of October** (Source: Meltwater - from approximately 130,000 online media outlets worldwide)



As is usually the case, most coverage concerning UNESCO appeared in European media, followed by North America, Asia and South America, Asia Pacific, Africa, Central America, Australia/Oceania and the Middle East. These figures include all articles in which UNESCO is mentioned.

2.6. Published Opinion Editorials (Op-Eds) by subject and media

	<i>date</i>	<i>subject</i>	<i>languages</i>	<i>Media</i>
1.	26/10	DG opens first Childhood development Centre in Damascus, Syria	Arabic	Al Watan
2.	27/10	DG visit to CERN	French	Tribune de Genève
3.	27/10	Journée mondiale du patrimoine audiovisuel	Espagnol	El Peruano
4.	27/10	Journée mondiale du patrimoine audiovisuel	Espagnol	La Republica

2.7. Interviews given (by subject and media)

	<i>date</i>	<i>subject</i>	<i>Interviewee</i>	<i>languages</i>	<i>Media (press TV Radio)</i>
1.	04/10	Education and the MDGs in Africa	Kevin Watkins	English	Radio France International/Crossroads
2.	04/10	African world heritage sites	Lazare Eloundou	French	France 0/Zoom Afrique
3.	18/10	Violence against women	Director-General	English	BBC World
4.	21/10	Obiang decision	Sue Williams	English and French	Radio France Internationale

5.	21/10	Obiang decision	Sue Williams	English and French	AFP
6.	21/10	Obiang decision	Sue Williams	English and French	West African Radio
7.	21/10	Obiang decision	Sue Williams	English	Al Jazeera
8.	21/10	Obiang decision	Sue Williams	English	Science
9.	21/10	Obiang decision	Sue Williams	French	Jeune Afrique
10.	21/10	Obiang decision	Sue Williams	English	Scidev.net
11.	24/10	Philosophy Day	Sue Williams	English	International Herald Tribune
12.	28/10	Indian Ocean Tsunami Warning System	Bernardo Aliaga	English	SciDev.net
13.	29/10	Executive Board decisions on Palestinian and Occupied Territories	Sue Williams	English	CNN (blog)
14.	29/10	Executive Board decisions on Palestinian and Occupied Territories	Sue Williams	English	The Guardian

2.8. Background Footage (B-roll) downloads from Multimedia webpage

<http://www.unesco.org/new/en/unesco/resources/multimedia/>

The Background footages are used and downloaded by the audiovisual media (TV agencies, TV, Radio).

	<i>Date of Event</i>	<i>subject</i>	<i>languages</i>	<i>Downloads</i>
1.	27/09	Early Childhood Care and Education	English	7
2.	02/08	World Heritage Committee	No sound bite	4
3.	15/10	UNESCO HQ	No sound bite	3
4.	17/09	Global Education Digest	English	2
5.	05/10	World Teachers' Day	English/French	1
6.	24/09	Education of Roma children	English/French	1

2.9. Number of photographs ordered by the Media (by subject)

<i>Subject</i>	<i>Media</i>	<i>Purpose</i>	<i>Date</i>	<i>Nb of Photos</i>
Culture	The Corporate Traveller	Brochure	04.10.10	3
Culture	Timing Producciones	Brochure	18.10.10	12
Culture	KiamPrd	Book	19.10.10	21
Culture	Silvia Olvera	Publication	20.10.10	7
Culture	Motivate Publishing	Publication	21.10.10	2
Culture	Life Mediahouse gmbh	Presentation	25.10.10	3
Culture	Pressgroup Holdings Europe, SA	Website	26.10.10	2
Education	Doc G Design	Publication	01.10.10	1
Education	Education Horizons	Publication	20.10.10	2
UNESCO	Baseline Arts	Publication	01.10.10	16
UNESCO	Baseline Arts Ltd	Publication	01.10.10	10
UNESCO	Magazine Jardins de France	Presentation	06.10.10	8
UNESCO	Magazine FIFTY	Publication	08.10.10	4
UNESCO	EFE	Presentation	20.10.10	20
UNESCO	International Herald Tribune	Magazine	26.10.10	7
UNESCO	Agence EFE	Article	28.10.10	7

3. UNESCO Social Media and You Tube

The official UNESCO Facebook page and Twitter feed were started in early 2010 on a trial basis and gradually built up a fan base before being officially used as a communication channels in September 2010 in English only. UNESCO and YouTube signed a strategic partnership to promote UNESCO video content in September of 2009 in the six official languages of the Organization. All three media are used on a daily basis to promote UNESCO events and programme of activities, especially those that include multimedia content (video, photos) and involving youth.

3.1. Facebook www.unesco.org/facebook

	June	July	August	September	October
Total likes/fans*	8,102	9,233	10,021	10,945	12,776
Monthly active users	n/a	n/a	n/a	5,072	6,217
Monthly posts	n/a	n/a	n/a	14	15

*Facebook users subscribe to the UNESCO Facebook page by "liking" our page. Once this is done, they receive updates in their news feed when we post new content to our page.

3.2. Twitter www.twitter.com/unescoNOW

	May	June	July	August	September	October
Followers	322	899	1,378	2,145	2,161	2,197
Following	n/a	n/a	n/a	n/a	150	221
Listed	n/a	n/a	n/a	n/a	143	215
Total Tweets	n/a	n/a	n/a	n/a	83	139

3.3. UNESCO Channel on You Tube (<http://www.youtube.com/unesco>) English

	January	February	March	April	May	June	July	August	September	October
Monthly video views	23,580	29,297	37,838	35,208	38,084	45,775	55,278	110,724	72,473	92,569
New subscribers	71	62	83	55	64	126	85	113	97	157

	Top Videos in October 2010	% of total views
1	Kabuki Theatre	7.8
2	The Polyphonic Singing of the Aka Pygmies of Central Africa	5.4
3*	World Teacher's Day	4.6
4	Georgian Polyphonic Singing	3.3
5	Gagaku	2.8
6*	"Books for children in Haiti"	1.7
7	Lacemaking in Croatia	1.7
8	Baul songs	1.6
9*	Mongol Biyelgee: Mongolian traditional folk dance	1.5

*new entries this month

4. UNESCO Photobank (<http://photobank.unesco.org/>)

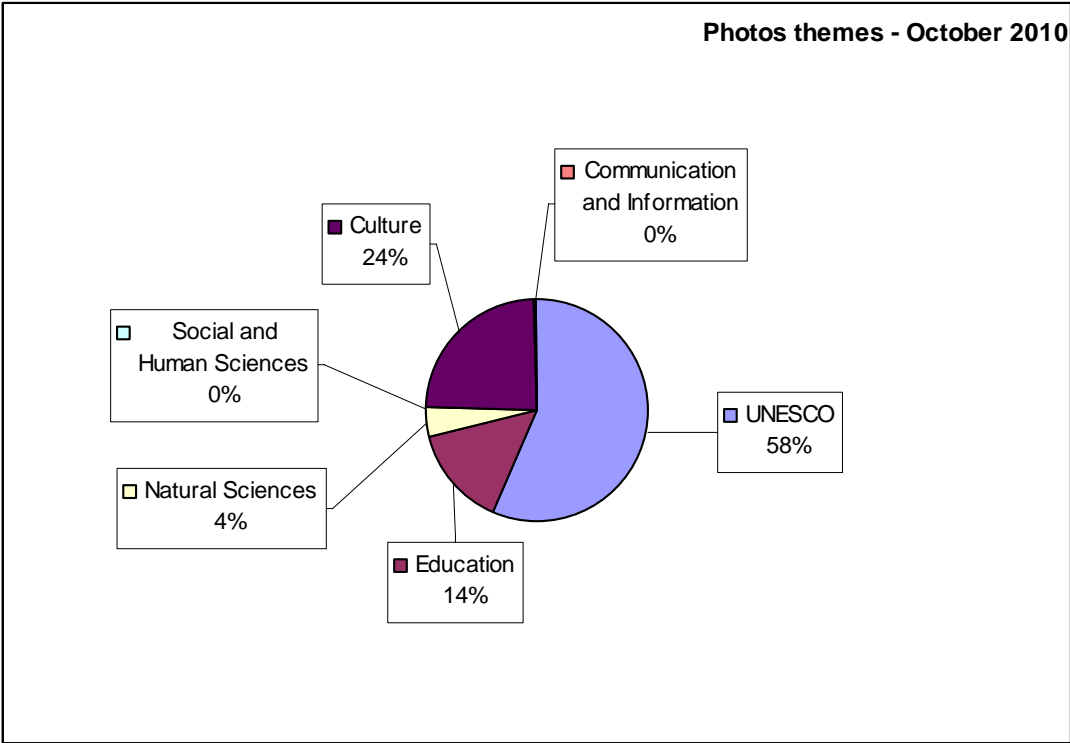
The UNESCO online repository of photos offers over 25,000 photos for free download. Subject matter spans all areas of activity of the Organization, including events at Headquarters and in the different regions of the World.

4.1. Photos requested online

- Themes**

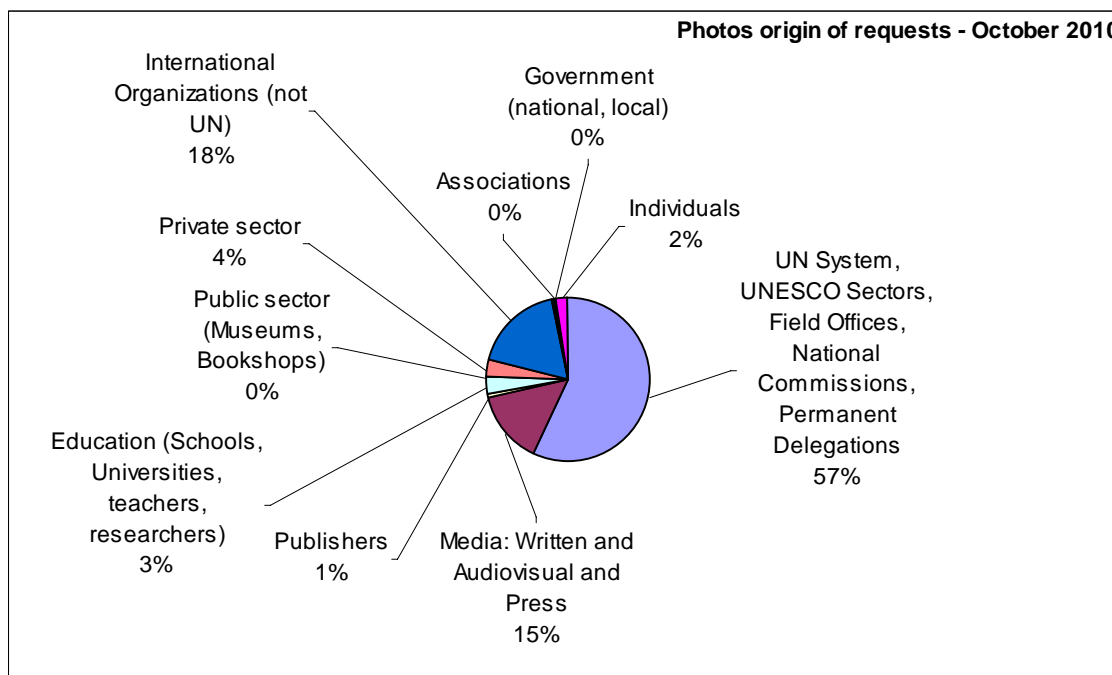
Comparison: **October 2009** (General Conference) and **October 2010**

Themes	October 2009	October 2010
UNESCO	424	485
Education	53	123
Natural Sciences	7	37
Social and Human Sciences	170	1
Culture	411	210
Communication and Information	29	2
TOTAL	1094	858



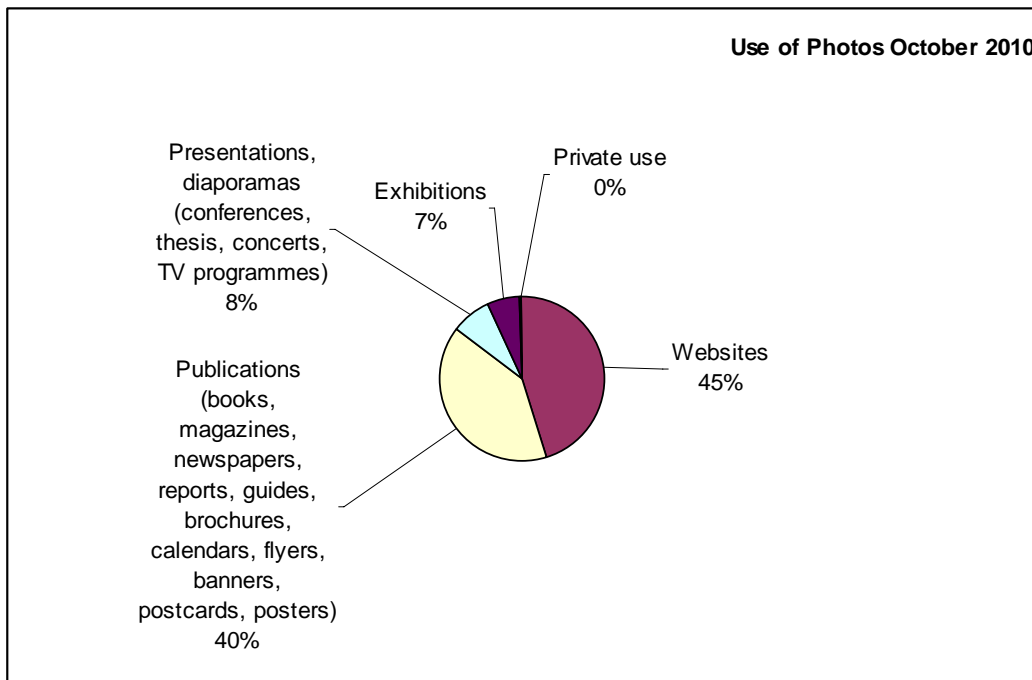
▪ **Origin of requests**

Origin of request	October 2009	October 2010
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	757	486
Media: Written and Audiovisual and Press	73	125
Publishers	3	7
Education (Schools, Universities, teachers, researchers)	17	28
Public sector (Museums, Bookshops)	0	0
Private sector	62	31
International Organizations (not UN)	43	155
Associations	29	4
Government (national, local)	110	4
Individuals	0	18
TOTAL	1094	858



- **Use of photos**

Use of photos	October 2009	October 2010
Websites	327	386
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	431	345
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	293	68
Exhibitions	43	57
Private use	0	2
TOTAL	1094	858



4.2. Photo service

- **Number of photos**

UNESCO photographers cover all events at Headquarters in which the Director General participates, such as official visits and ceremonies organized at Headquarters (presentation of credentials, conferences, round tables, exhibition openings, etc.)

	October 2009 <i>(*) : General Conference</i>	October 2010
Number of Events	211*	60
Number of Photos	3892*	718

5. UNESCO documents

[\(http://www.unesco.org/new/en/unesco/resources/publications/unesdoc-database/\)](http://www.unesco.org/new/en/unesco/resources/publications/unesdoc-database/)

The **UNESDOC database** – managed by ADM/DIT Clearing House - contains the full text and bibliographic records of documents and publications published by UNESCO since 1945 as well as bibliographic records of library acquisitions. These documents and publications are produced by UNESCO Headquarters, UNESCO Offices and Institutes and cover all areas of its activities: education, natural sciences, social and human sciences, culture, communication and information. An application has been specially developed for conducting the statistical consultation of electronic files (PDFs) from 1 January 2006.

In October, there were **123 634** records available online in PDF format.

5.1. Statistics of consultation

Total number of downloads in October: **723 648**

Sectors	Number of documents	Number of downloads
Education	9328	183182
Natural Sciences	9315	51188
Social and Human Sciences	1499	7305
Culture	3018	53496
Communication and Information	542	16062

5.2 Top 10 Documents Downloads (for Publications see the specific section)

	Title	Languages	Downloads
1	Information and communication technology in education: a curriculum for schools and programme of teacher development	English	3781
2	Information and communication technologies in teacher education: a planning guide	Spanish	3601
3	Human cloning: ethical issues	English	2872
4	Case study on the effects of tourism on culture and the environment: Nepal; Chitwan-Sauraha and Pokhara-Ghandruk	English	2758
5	Le Jeu entre la naissance et 7 ans: un manuel pour les ludothécaires	Spanish	2539
6	The Power of culture for development	English	2257
7	United Nations Decade of Education for Sustainable Development, 2005-2014: Draft International Implementation Scheme, January 2005	Portuguese	2108
8	UNESCO Universal Declaration on Cultural Diversity, adopted by the 31st session of the General Conference of UNESCO, Paris, 2 November 2001	Plurilingual	1939
9	Youth and adult literacy in Brazil: learning from practice	Portuguese	1814
10	Seven complex lessons in education for the future	Spanish	1719

5.3 Top 50 Country Origin

	Country	Downloads
1	United States of America	88938
2	France	54781

3	Brazil	46233
4	Mexico	43627
5	India	25075
6	Spain	20965
7	United Kingdom of Great Britain and Northern Ireland	18836
8	Colombia	17728
9	Canada	17034
10	Venezuela (Bolivarian Republic of)	15255
11	Argentina	14869
12	Peru	13345
13	Philippines	12723
14	China	11511
15	Australia	11131
16	Chile	10531
17	Republic of Korea	9706
18	Morocco	9539
19	Algeria	9275
20	Germany	9045
21	Nigeria	8539
22	Indonesia	7911
23	Kenya	6762
24	Malaysia	6599
25	Japan	6505
26	South Africa	6045
27	Portugal	5594
28	Pakistan	5459
29	Ecuador	5309
30	Belgium	4998
31	Italy	4901
32	Tunisia	4768
33	Russian Federation	4651
34	Bolivia	4288
35	Ethiopia	4134
36	Egypt	3893
37	Netherlands	3764
38	Switzerland	3645
39	Norway	3408
40	Guatemala	3167
41	Iran (Islamic Republic of)	2972
42	Cameroon	2900
43	Singapore	2722
44	Costa Rica	2629
45	Ghana	2598
46	Dominican Republic	2593
47	United Arab Emirates	2345
48	Senegal	2336
49	Turkey	2280

6. UNESCO publications

(<http://www.unesco.org/new/en/unesco/resources/publications/>)

'UNESCO publications' cover the output of the programmes of the Organization and which feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks...) and are classified into different categories (global and regional reports, monographs, reviews, technical studies, atlases...).

They are distributed for free via UNESCO's networks and on-line, or as sales products under the 'UNESCO Publishing' imprint.

6.1. Top 10 most consulted PDFs in September 2010 (UNESDOC)

Whereas titles from all 5 Major Programmes were present in the September Top-10 list of the most consulted PDFs, October's readers were chiefly interested in Communication and Education topics. Only 2 out of these 10 publications are new (global reports), whereas the remaining 8 are from the backlist. Among the latter, we find Edgar Morin's *Seven Complex Lessons in Education for the Future* and a case study on the effects of tourism produced 15 years ago by the Bangkok office. 7 out of these 10 titles were published in HQ and the most consulted language versions were English and Spanish.

	Title	Language	PDF consulted	Publisher, year
1	Information and communication technology in education: a curriculum for schools and programme of teacher development	English	3245	Paris, 2002
2	Information and communication technologies in teacher education: a planning guide	Spanish	3049	Paris, 2004
3	Case study on the effects of tourism on culture and the environment: Nepal; Chitwan-Sauraha and Pokhara-Ghandruk	English	2264	Bangkok, 1995
4	Hacia las sociedades del conocimiento: informe mundial de la UNESCO	Spanish	2172	Paris, 2005
5	Le Jeu entre la naissance et 7 ans: un manuel pour les ludothécaires	Spanish	2068	Paris, 2000
6	Reaching the marginalized: EFA global monitoring report, 2010	English	2057	Paris, 2010
7	ICT transforming education: a regional guide	English	1615	Bangkok, 2010
8	World social science report, 2010: knowledge divides	English	1538	Paris, 2010
9	Youth and adult literacy in Brazil: learning from practice	Portuguese	1468	Brasilia, 2008
10	Seven complex lessons in education for the future	Spanish	1399	Paris, 1999

6.2. Statistics of PDF consultation of 2010 Flagship UNESCO publications

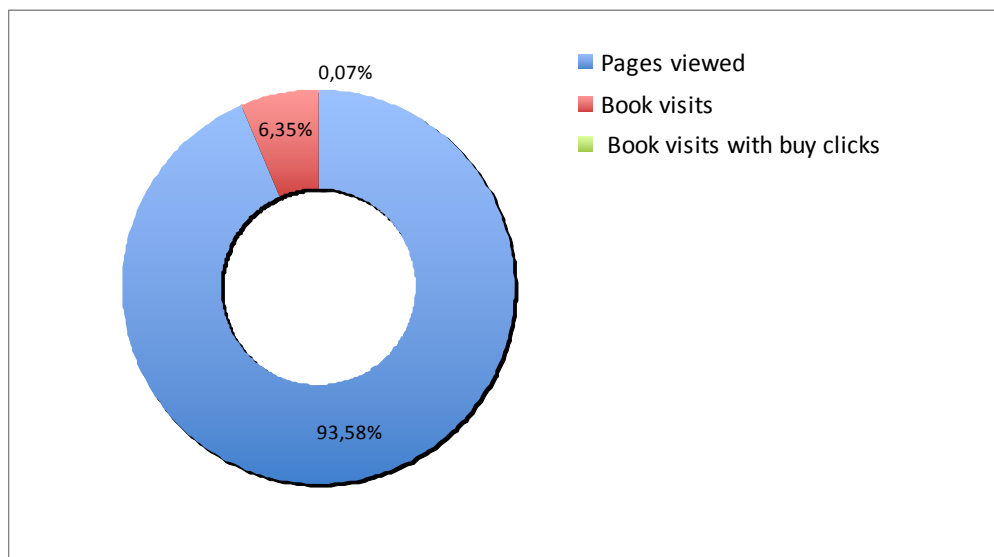
Oct. 2010 ranking	Title	Language	PDF consulted Oct. 2010	PDF consulted Jan-Oct. 2010
1	Reaching the marginalized: EFA global monitoring report, 2010	English	2190	41372
2	World social science report, 2010: knowledge divides	English	1658	15702
3	Rebirth for Haiti: The UNESCO Courier	English	838	Just published
4	Haiti : le sursaut. Le Courier de l'UNESCO	French	816	Just published
5	El renacimiento de Haití. Correo de la UNESCO	Spanish	759	Just published
6	Llegar a los marginados: informe de seguimiento de la EPT en el mundo, 2010	Spanish	719	5298
7	Investing in cultural diversity and intercultural dialogue: UNESCO world report	English	517	11804
8	Philosophy: a school of freedom; Teaching philosophy and learning to philosophize: status	English	419	2822

	and prospects			
9	Invertir en la diversidad cultural y el diálogo intercultural: informe mundial de la UNESCO	Spanish	405	2433
10	Atteindre les marginalisés: rapport mondial de suivi sur l'EPT, 2010	French	280	4182
11	Rebirth for Haiti: The UNESCO Courier	Russian	157	Just published
12	Rebirth for Haiti: The UNESCO Courier; Sept. 2010	Chinese	142	Just published
13	La Philosophie: une école de la liberté; Enseignement de la philosophie et apprentissage du philosophe: état des lieux et regards pour l'avenir	French	136	2091
14	Investir dans la diversité culturelle et le dialogue intercultural: rapport mondial de l'UNESCO	French	104	1019
15	Philosophy: a school of freedom; Teaching philosophy and learning to philosophize: status and prospects	Arabic	97	793
16	Rebirth for Haiti: The UNESCO Courier	Arabic	68	Just published
17	Reaching the marginalized: EFA global monitoring report, 2010	Russian	39	179
18	Reaching the marginalized: EFA global monitoring report, 2010	Arabic	34	282
19	Investing in cultural diversity and intercultural dialogue: UNESCO world report	Chinese	17	151
20	Reaching the marginalized: EFA global monitoring report, 2010	Chinese	14	206

6.3. Statistics from Google

UNESCO started working with Google Books this year with a small selection of titles but is starting to be a good show case for UNESCO publications. This service allows readers to search and browse UNESCO publications on-line. Although new sales are not yet significant, figures for page views and book visits confirm the interest towards what UNESCO has to say.

Month	UNESCO publications available on Google	Pages viewed	Book visits	Book visits with buy clicks
October 2010	45	87047	5908	67



6.4. Top 5 sales bookstore

- UNESCO Publications top 5 sales 2010 bookstore: January – October 2010

	Title	Number of copies sold	Sector
1.	The World's Heritage Complete Guide	475*	WHC/CLT
2.	Tell Me About... Slavery	230	CLT
3.	UNESCO/WHC Agenda	97	WHC/CLT
4.	Investing in Cultural Diversity and Intercultural Dialogue: UNESCO World Report	65	WRU/CLT
5.	World Heritage Review 55**	60	WHC

* These figures are for copies sold by UNESCO. More than 186 000 copies have been printed in total through the partnership with HarperCollins publishers. 8 different language versions are available.

** Sales of journals do not include sales via regular subscriptions

- UNESCO Publications top 5 sales bookstore: October 2010

	Title	Number of copies sold	Sector
1.	The World's Heritage Complete Guide	141*	WHC/CLT
2.	UNESCO/WHC Agenda	37	WHC/CLT
3.	Towards an Entrepreneurial Culture for the Twenty-First Century	10	ED
4.	Poètes des cinq continents (CD – livres)	9	CLT
5.	Investing in Cultural Diversity and Intercultural Dialogue: UNESCO World Report	8	CLT

* These figures are for copies sold by UNESCO. More than 186 000 copies have been printed in total through the partnership with HarperCollins publishers. 8 different language versions are available.

6.5. UNESCO top 5 sales 2010 online and international

- UNESCO Publications top 5 sales 2010 online and international: January – October 2010

	Title	Number of copies sold	Sector
1.	The World's Heritage Complete Guide*	248	WHC/CLT
2.	Climate Change and Arctic Sustainable Development	226	SC
3.	World Social Science Report 2010	189	SHS
4.	Atlas of the World's Languages in Danger	167	CLT
5.	Education for All Global Monitoring Report 2010	151	ED

* These figures are for copies sold by UNESCO. More than 186 000 copies have been printed in total through the partnership with HarperCollins publishers. 8 different language versions are available.

- UNESCO Publications top 5 sales online and international: October 2010

	Title	Number of copies sold	Sector
1.	UNESCO/WHC Agenda	79	WHC/CLT
2.	Water Resources Systems Planning	42	SC
3.	Engineering Report: Issues Challenges and Opportunities	31	SC
4.	La educación encierra un tesoro	10	ED
5.	Revue du Patrimoine mondial FR 57	8**	CLT

** Sales of journals do not include sales via regular subscriptions

6.6. Overall sales by region

Europe	56.6%
North America	29%
South America	3.5%
Asia	5.7%
Oceania	1.3%
Africa	3.7%

6.7. Licensing and co-publishing agreements signed

October had twice the number of licensing agreements signed and permissions granted in September. Although more can be achieved, pursuing these type of agreements and finding new partners serves the purpose of reaching larger audiences (this month from Zambia, Norway, and Japan, among others) and making UNESCO content available in other language versions (such as Arabic and Chinese).

Contract No.	Title	Publisher	Language	Date of signature
C. 2010-023	Education for All Global, Monitoring Report 2010 – Reaching the Marginalized	Le Monde Diplomatique – Editions Arabes	Arabic	13/10/2010
C.2010-024	Trends in Global Higher Education – Tracking an Academic Revolution	Centre for Higher Education Research and Studies, Ministry of Higher Education, Saudi Arabia	Arabic	15/10/2010
J. 2010-008	Advanced Simulation and Modelling for Urban Groundwater Management – UGROW	Taylor & Francis Group as co-publisher	English	21/10/2010
C.2010-025	Marine Spatial Planning – A step-to-step Approach Toward Ecosystem-based Management	China Ocean Press, P.R. China	Chinese	28/10/2010

6.8. Permissions granted to use or translate UNESCO contents

Who requests	UNESCO Content	To be reproduced in	Conditions	Date of agreement
Sambwa Gabriel Chifwambwa, Zambia	Several short extracts from <i>A new Concept of Development</i> by François Perroux, © UNESCO 1983	Inclusion in <i>The African Development Bank-Governance, Aid and Development: Myths and Realities</i> , Athena Press, UK	Permission letter countersigned and sent back on October 23, 2010; free of charge	13/10/2010
Norwegian Geotechnical Institute, Norway	<i>The International Classification for Seasonal Snow on the Ground</i> , IHP-VII, Technical Documents in Hydrology No. 83, UNESCO, Paris, 2009: Appendix A, Table A.1 “Main and subclasses of grain shapes, (pp. 13-20); A.3 “Photographs of	Inclusion in <i>Norwegian Snow and Avalanche observations handbook</i> , published as a PDF on the NGI website, December 2011	Due acknowledgment of UNESCO; free of charge	18/10/2010

	various shapes" (pp. 22-37); A.4 "Photographic credits" © UNESCO 2009			
Kyogakusha Co. Ltd., Japan	Article from UNESCO FRESH website entitled "What is violence? What is non-violence?" © UNESCO 1995-2010	Inclusion in <i>Tsukuba Daigaku</i> (2011 and 2012 editions), 4,200 copies over 2 years - from September 2010 to September 2011, JPY 2100 per unit	Due acknowledgment of UNESCO; 50 US\$ fee; provision of one copy	18/10/2010
Cengage Learning/ Gale, USA	<i>Universal Declaration on Bioethics and Human Rights</i> , adopted by UNESCO in 2005, © UNESCO 2005; http://portal.unesco.org/en/ev.php-URL_ID=31058&URL_DO=DO_TO PIC&URL_SECTION=201.html	Inclusion in <i>Global Viewpoints Medical Ethics vol. 1</i> , 4,000 copies, sold at US\$ 38.50 per unit + an e-book version, April 2011	Due acknowledgment of UNESCO; 200 US\$ fee; provision of one copy	19/10/2010
Institut de la Statistique du Québec (ISQ), Canada	Two tables from the UIS website (Centre de données, tableaux statistiques prédéfinis, Science et Technologie, DIRD : Tableau 25 : « Dépenses intérieures brutes de R-D (DIRD) », édition août 2010 © UNESCO 2010 ; Tableau 26 : « DIRD en pourcentage du PIB et DIRD par habitant », édition août 2010 © UNESCO 2010 http://stats.uis.unesco.org/unesco/ReportFolders/ReportFolders.aspx	Inclusion in <i>Le Québec dans le monde, Statistiques économiques internationales</i> , PDF format, published on the Institut de la Statistique du Québec's website	Mention of the source; free of charge	19/10/2010
University of Tokyo, Japan	Fig. 1 from <i>Global Education Digest 2009 - Comparing Education Statistics across the world</i> © UNESCO 2009	Inclusion in the University of Tokyo's online <i>Open Course Ware</i>	Permission granted by email; free of charge	22/10/2010
Kim Williams Books, on behalf of Dr. David Speiser, Italy	"Publishing Complete Works of the Great Scientists: an International Undertaking", by D. Speiser and P. Radelet-de Grave, in <i>Impact of Science on Society</i> , No. 160 (pp. 321-348) © UNESCO 1990	Inclusion in <i>Crossroads: History of Science, History of Art. Essays</i> by David Speiser, vol. II, published by Birkhäuser Publishers (Basel), 300 copies, € 77.00 per copy + electronic version (PDF), June 2011	Due acknowledgment of UNESCO; free of charge	28/10/2010
The Getty Conservation Institute, USA	"Air Conditioning at the National Gallery, London: Its Influence upon the Preservation and Presentation of Pictures" by T.R. Keeley and F. Ian G. Rawlins In <i>Museum International</i> , vol. 4, No. 3, 1951 (pp. 194-197, text only) © UNESCO 1951; "'Appropriate' Indian Technology for the Conservation of Museum Collections", by O.P. Agrawal In <i>'Appropriate technologies' in the Conservation of Cultural Property</i> , 1981 (pp. 70-77, text only) © UNESCO 1981	Inclusion in <i>Issues in Preventive Conservation</i> , edited by Sarah Staniforth, 2,000 copies, US\$60 per unit, April 2011	Due acknowledgment of UNESCO; 100 US\$ fee; provision of one copy	28/10/2010

7. UNESCO Courier (<http://www.unesco.org/courier/>)

Since 1948, *The Courier* is the UNESCO flagship periodical. The magazine has changed a great deal over the years, both in content and in form, but it pursues its original mission: promote UNESCO's ideals, maintain a platform for the dialogue between cultures and provide a forum for international debate.

Presently, it is a quarterly 56 pages magazine published in the 6 official languages. The PDF is available on *The UNESCO Courier* web site, and sent by e-mail to the subscribers. The printed version is sent to the Member states/Partners mailing list.

A Portuguese version is made by the UNESCO Office in Brasilia (number of subscribers: total 1.578 at the end of October 2010).

The latest issue, "Rebirth for Haiti", reflects the Forum held at UNESCO on 24 March 2010 that brought together experts and intellectuals from Haiti and elsewhere. Among the authors : Raoul Peck, President of La Fémis film school in Paris; Wole Soyinka, Nigerian laureate of the Nobel prize for literature; Jacky Lumarque, rector of Quisqueya University and Alex Dupuy, American sociologist.

7.1 Number of page views, PDF downloads, subscribers, printed copies

<i>Language</i>	<i>page views</i>	<i>PDF downloads</i>	<i>New subscribers</i>	<i>Total subscribers</i>	<i>Printed copies</i>
English	13 574	6171	263	16 584	1 300
French	10 086	5643	231	12 996	1 200
Spanish	11 055	8909	99	10 266	500
Russian	2 100	201	94	1 508	500
Arabic	2 488	86	21	1 290	300
Chinese	1 042	160	5	2 262	200
TOTAL	40 345	21170	713	44 906	4 000

7.2 Top 10 most consulted PDFs in October 2010 (UNESDOC)

	Title	Language	PDF consulted	Published
1	Rebirth for Haiti	English	884	September 2010
2	Rebirth for Haiti	French	860	September 2010
3	Rebirth for Haiti	Spanish	800	September 2010
4	The Media: ways to freedom	English	176	September 1990
5	60 years of friendship with India	English	172	November 2009
6	Rebirth for Haiti	Russian	169	September 2010
7	Claude Lévi-Strauss: the view from afar	English	156	June 2008
8	Rebirth for Haiti	Chinese	145	September 2010
9	Claude Lévi-Strauss: the view from afar	Spanish	123	June 2008
10	Endangered languages, endangered thought	Spanish	119	February 2009

8. UNESCO Calendar of events (<http://www.unesco.org/events/>)

Launched in January, the New Integrated Calendar of Events (NICE) available on Internet and Intranet reflects all Events organized by UNESCO Headquarters, Field Offices, Permanent Delegations, and/or in which UNESCO is implicated. These events are entered respectively by the services responsible for them.

8.1 Number of events entered by “Major Programmes”

	<i>Total</i>	<i>Headquarters</i>	<i>Field Offices</i>	<i>Institutes</i>
CI	10	5	5	
CLT	14	9	5	
ED	6	4	2	
ERI	13	13		
GBS/EXB	1	1		
IOS	1	1		
ODG	3	3		
SC	5	5		
SHS	8	5	3	
UIS	1			1
AAFU	1	1		
Total	63	47	15	1

8.2 Events organized by Field Offices/Institutes

Apia	1
Bangkok	2
Beirut	1
Montevideo	2
Moscow	2
Rabat	1
San José	1
Venice	2
Windhoek	3
UIS	1
Total	16

8.3 Type of Events organized by Headquarters/Field Offices/Institutes

Category 2-Intergovernmental meeting	1
Category 3- Non-governmental conference	1
Category 4- International Congress	1
Category 5- Advisory Committee	3
Category 6-Expert Committee	1
Category 7-Seminars and Workshops	11
Category 8-Symposium	2
Exhibition	7
Executive Board	2
Event under UNESCO Patronage	1
Film Projection	3
Fundraising Gala	1
Guided Tour	1
Information Meeting with Permanent Delegations	3
Interagency meeting	6
Meeting by Member States or Institutions	5
Prize-giving ceremony	
Show	1
Special Event	9
Working group/Expert Meeting	3

9. UNESCO cultural events / exhibitions

[\(http://www.unesco.org/new/en/unesco/events/public-events/\)](http://www.unesco.org/new/en/unesco/events/public-events/)

The mission of the UNESCO Section of Public Relations and Cultural Events is, by means of specific communication tools and events, to support the image, messages, and visibility of the Organization.

Cultural events, occurring on an almost daily basis, bring life to the values and the cultural exchanges that the Organization defends. By means of organizing major thematic events on education, science, and culture, this team builds the institutional image of the Organization through its missions and highlights its achievements.

9.1. Exhibitions

Date	Title	Organizer	Place	Public
04-15/10	À l'occasion du cinquantenaire de l'indépendance de la République de Chypre : Traditions de Chypre à travers le temps	Délégation permanente de Chypre auprès de l'UNESCO	Salles Miró	
05-14/10	À l'occasion de la Semaine du Commonwealth Les différents visages du Commonwealth	Délégation permanente de la Grenade auprès de l'UNESCO	Couloirs Salles X et XI	Environ 300 personnes
05/10-19/11	À l'occasion de la Journée mondiale des enseignants (5 octobre) Hommage aux enseignants	Section de la formation des enseignants, Division de l'enseignement supérieur de l'UNESCO	Grilles autour de l'UNESCO	<ul style="list-style-type: none"> ▪ Inauguration sur les grilles : environ 100 personnes ▪ Exposition virtuelle : 7005 visites (le site dans toutes les langues) / 5349 visiteurs entre le 28/09 et le 10/10
07-15/10	Le patrimoine historique portugais dans le monde et la Fondation Calouste Gulbenkian	Délégation permanente du Portugal auprès de l'UNESCO	Hall Ségur	Environ 500 personnes
11-15/10	À l'occasion de la Semaine kenyane à l'UNESCO A Future with a Promise	Délégation de la République du Kenya auprès de l'UNESCO	Salle des Pas Perdus	
18-22/10	Limes – Pontes – Agora	Délégation permanente de la République de Pologne auprès de l'UNESCO	Salles Miró	Environ 300 personnes
25–29/10	Les cités du modernisme de Berlin	Délégation permanente de l'Allemagne auprès de l'UNESCO	Hall Ségur	Environ 600 personnes
25–29 /10	Calligraphies chinoises, la beauté des caractères chinois	Délégation permanente de la République populaire de Chine auprès de l'UNESCO, avec l'association de calligraphie de Chine	Salle des Pas perdus	Environ 900 personnes
28/10-04/11	À l'occasion de Journée internationale pour l'élimination de la violence à l'égard des femmes (25 novembre) et du 50e anniversaire de la mort des sœurs Mirabal L'art dénonce la violence à l'égard des femmes	Division pour l'égalité des genres du Cabinet de la Directrice générale de l'UNESCO, avec la Délégation permanente de la République dominicaine auprès de l'UNESCO	Couloirs Salle X et XI	

9.2. Shows and Screenings

Date	Title	Organizer	Place	Public
05/10	À l'occasion du cinquantenaire de l'indépendance de la République de Chypre Spectacle : La fête des animaux	Délégation permanente de Chypre auprès de l'UNESCO	Salle I	Environ 500 personnes
15/10	Cérémonie de clôture de la Semaine kenyane à l'UNESCO	Délégation de la République du Kenya auprès de l'UNESCO	Salle I	Environ 500 personnes
21/10	À l'occasion du 100 ^e anniversaire de la mort de Léon Tolstoï Projection en avant-première : Anna Karenina de Sergey Solovoyov	Délégation permanente de la Fédération de Russie auprès de l'UNESCO	Salle I	Environ 800 personnes
27/10	Projection en avant-première : Télégrammes visuels : les cinéastes s'engagent pour l'environnement	Cinétévé	Salle I	Environ 600 personnes

9.3 Conferences

Date	Title	Organizer	Place	Public
5/10	À l'occasion de la Journée mondiale des enseignants (5 octobre). Table ronde et cérémonie officielle. La reconstruction commence avec les enseignants !	Section de la formation des enseignants, Division de l'enseignement supérieur de l'UNESCO	Salle II	Environ 250-300 personnes
28/10	À l'occasion de Journée internationale pour l'élimination de la violence à l'égard des femmes (25 novembre) et du 50 ^e anniversaire de la mort des sœurs Mirabal Sous les ailes des papillons	Division pour l'égalité des genres du Cabinet de la Directrice générale de l'UNESCO, avec la Délégation permanente de la République dominicaine auprès de l'UNESCO	Salle XII	

9.4 Other Promotions

Date	Title	Organizer	Place	Public
5 – 8/10	À l'occasion de la Semaine du Commonwealth Festival de la gastronomie du Commonwealth	Délégation permanente de la Grenade auprès de l'UNESCO	Restaurant, 7 ^e étage	

10. UNESCO logo exposure (patronage and partnerships)

Patronage is UNESCO's **most prestigious form of moral support**. It is granted to demonstrate UNESCO's endorsement of an activity organized under the responsibility of an external organization. UNESCO's patronage is granted to **a range of activities**, such as cinematographic and audiovisual productions, publications, meetings, conferences and cultural performances, award ceremonies, as well as a range of other events of regional and international scale. Information on patronage requests and their follow-up is recorded in a central database managed by ERI/DPI/OPP/PRO. The database is updated daily and shared with the focal points for UNESCO name and logo use of each Sector.

10.1 Patronage

Fifteen activities took place under the patronage of UNESCO in October 2010.

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/10	France	Publication intitulée « Afrique terre de talents et d'avenir »	Educators & teachers & trainers, civil society, policy makers	Africa Department
01/10	Greece	The 9 th European Geoparks Conference	Scientists & researchers & academia, policy makers	Natural Sciences Sector
02/10	France, Italy, Switzerland	Le 3 ^{ème} Forum international des caravanes francophones	Civil society, policy makers	Culture Sector
04/10	Argentina	"Modelo Internacional de UNESCO". The project enables young people to participate in an event like the General Conference of UNESCO, with debates on themes of education and science to promote UNESCO's values	Educators & teachers & trainers, youth & students	Education Sector
06/10	UNESCO HQ	Exposition sur le Patrimoine historique portugais à l'étranger, organisée par la Délégation permanente du Portugal	Permanent delegations, UNESCO networks, civil society	Culture Sector
08/10	Morocco	Conférence internationale sur la gestion durable de l'espace littoral	Scientists & researchers & academia, policy makers	Natural Sciences Sector
18/10	Argentina	World congress and exhibition in Buenos Aires entitled "Engineering 2010 - Technology, Innovation and Production for Sustainable Development"	Policy makers, scientists & researchers & academia, educator & teachers, civil society	Natural Sciences Sector

18/10	Poland	Exposition "Limes-Pontes-Agora: raconter une nouvelle terre frontalière européenne » - une exposition sur la tradition polonaise du dialogue interculturel et sa réalisation actuelle dans les régions multiethniques	Civil society	Culture Sector
22/10	Chile	Forum Universal de las Culturas en el 2010 à Val Paraiso	Civil society, youth & students	Culture Sector
24/10	Japan	The 4 th Japan-Italy bilateral seminar on "Physical and Chemical Impacts on Marine Organisms for Conservation of Biodiversity and Sustainability"	Scientists & researchers & academia, development agencies, policy makers	Natural Sciences Sector
26/10	Russia	Publishing of a calendar featuring the cultural heritage of CIS countries	Civil society	Sector for External Relations and Public Information
Through out October	Japan	The Mitsubishi Asian Children's ENIKKI Festival 2010-2011	Civil society	Sector for External Relations and Public Information
Through out October	Poland	Ostbalticum project – a series of publications aimed at collecting and elaborating on the dispersed archeological heritage within the territory of East Baltic Sea countries	Scientists & researchers & academia, civil society	Culture Sector
Through out October	Tunisia	Un projet de mise en valeur des musées méconnus de la Méditerranée, dont la première action sera consacrée au Palais Erland situé à Sidi Siad	Civil society	Culture Sector
Through out October	UK	"The Unilever Series: turbine generation 2010-2013" at Tate Modern: an international computer based project for youth on Arts and Education	Youth & students, civil society	Culture Sector

11. Media Partnerships

UNESCO has partnership agreements with the media, such as newspaper companies (Asahi Shimbun / Japan, Dong-A Daily / Korea) and TV networks (NHK and TBS / Japan). Memoranda of Understanding have been recently signed with two major press agencies (RIA Novosti / Russia , Xinhua News Agency / People's Republic of China).

The general purpose of these partnerships is to enhance public awareness of our message and activities through written and audiovisual products where the name and logo of UNESCO is present. The results of these partnerships are measurable according to the area of collaboration (e.g. intangible cultural heritage) in terms of UNESCO name and logo exposure to the Media audience (statistical data) and comments by the readers/audience if any.

11.1 Asahi Shimbun (Japan)

Area of collaboration: **Intangible cultural heritage**

Partnership began: August 2008

Duration: until December 2013

Title of the series: **Living Knowledge**

Product and frequency of publication: **4-6 article series in every 2-3 months**

Size: **5 columns = color photo**

Countries and regions of distribution: **Japan** - Metropolitan and its suburb, Kansai city area, Fukuoka (Kyushu), Nagoya, Sapporo (Hokkaido)

Circulation of each edition (Evening edition): **3,350,000 total** (Tokyo area: 1,800,000)

Estimated number of readers: **8,375,000**

Logo use: **co-branding logo in color on the first article of each series**

Date	Subject	Country
18/10	Judgment of water usage in Valencia Plain http://www.asahi.com/special/mukeiisan/TKY201010180248.html	Spain
19/10	Tusk of Pig turns to betrothal money and education fee http://www.asahi.com/special/mukeiisan/TKY201010190279.html	Vanuatu
20/10	Nation respects Traditional healing http://www.asahi.com/special/mukeiisan/TKY201010200290.html	South Africa

The total number of readers that have accessed to the printed articles is estimated at **25,125,000**.

11.2 NHK (Japan)

Area of collaboration: **Tangible and Intangible Cultural Heritage**

Partnership began: August 2004, renewed in August 2009

Duration: until August 2014

Products: **2 series of TV programmes (5 and 60 minutes)**

Title of the Program: **Series World Heritage 100, Invitation to the World Heritage**

Area of broadcast: **Japan and Worldwide**

Average audience share in Japan: **5 percent** (for the first broadcast)

Estimate number of household as viewers in Japan: **879,050 household nationwide**

Estimate of total number of viewers in Japan: **2,197,625**

Logo use: **For every broadcast/rebroadcast. Exposure is 6 seconds**

Explanation of partnership on web: http://www.nhk.or.jp/sekaiisan/info_unesco.html

Reaction from audience: **10-20 calls per week, requesting rebroadcast, asking more info on the content etc.**

Date	Subject	Format
Every Day in Japan	Series World Heritage 100	5 minutes
Almost every day worldwide by satellite	Series World Heritage 100	5 minutes
Once a week in Japan, Worldwide by satellite	Invitation to the World Heritage	60 minutes

The total number of audience accessed to the program in October in Japan is estimated at **76,916,875** (for the first broadcast).

11.3 TBS (Japan)

Area of collaboration: **World Heritage** (Cultural Heritage)

Partnership began: 1994

Product: **A series of TV programmes (30 minutes)**

Frequency of broadcast: **Every Sundays, Rebroadcast on the following Saturdays**

Countries and regions of broadcast: **Japan**

Average audience share: **6 percent** (for the first broadcast)

Estimate number of viewers in Japan: **2,500,000**

Logo use: **For every broadcast/rebroadcast. Exposure is 5 seconds**

Sponsorship: **SONY**

Date	Subject	Format
03/10	Imperial Tombs of the Ming and Qing Dynasties http://www.tbs.co.jp/heritage/archive/20101003.html	30 minutes
10/10	Dolomites http://www.tbs.co.jp/heritage/archive/20101010.html	30 minutes
17/10	World Special (Natural heritage series) http://www.tbs.co.jp/heritage/archive/20101017.html	30 minutes
24/10	World Special (Cultural heritage series) http://www.tbs.co.jp/heritage/archive/20101024.html	30 minutes
30/10	Ibiza, Biodiversity and Culture http://www.tbs.co.jp/heritage/archive/20101031.html	30 minutes

The total number of audience accessed to the program in October is estimated at **12,500,000** (for the first broadcast).

11.5 Xinhua News Agency (People's Republic of China)

Area of collaboration: **extensive coverage on UNESCO activities**

Partnership began: October 2010

Duration: until December 2012

Products: **News and interviews**

Output: **Xinhua website (www://xinhua.org) in Chinese, English, Spanish, French, Russian, Arabic and 20 newspapers and dozen magazines in Chinese, English, Spanish, French, Russian, Portuguese, Arabic and Japanese**

Website Page views: **80,000,000 per day** (800,000,000 hits)

Countries of connection: **more than 200**

Date	Subject	Type
15/10	UNESCO and Xinhua signed MOU (in Chinese) http://edu.qq.com/a/20101015/000271.htm	Wire
16/10	Interview with the DG after the signature ceremony (in Chinese) http://news.xinhuanet.com/world/2010-10/16/c_12665290.htm	Wire
16/10	Interview with the DG (in French) http://french.news.cn/culture/2010-10/16/c_13559825.htm	TV