



United Nations  
Educational, Scientific and  
Cultural Organization

Sector for  
External Relations and  
Public Information  
Division of Public Information

ERI/DPI/2015/PIPMR/48

# Monthly Visibility Report

## January 2015

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# Executive Summary

**Disclaimer:** The objective of the Executive Summary is to highlight salient issues and not to provide a comprehensive coverage of all topics discussed in the report.

## Media and Major Events

January is usually a quiet month for UNESCO in the world media, and the start of 2015 was no exception. Some 39,000 stories referencing UNESCO were monitored in news outlets worldwide during the month, compared to more than 45,000 in December 2014. This can be partly explained by the global media focus on the terrorist attacks in France, and the continuing dramatic events on the ground in Syria and Iraq.

Nonetheless, the main events on UNESCO's calendar for January attracted the attention of several top tier media. For example, the Director-General's opening address at the "Journalism after Charlie" event at Headquarters was broadcast live by Associated Press Television News and relayed on the same day by 48 television stations around the world. In Mali, along with national and local media, the conference on the conservation of Timbuktu's fabled manuscripts was reported by the Washington Post and the ABC network in the USA, the BBC and the Mail online in the UK, and on France 24, France Inter and RFI. UNESCO's participation in the International Day of Commemoration in Memory of the Victims of the Holocaust, was referenced in Le Monde and on France 3 (France), while the launch of International Year of Light at UNESCO was covered by The Independent (UK), Yahoo (USA), Wired (Italian edition), The Times of India, Al Ahram (Egypt) and Al Arabiya TV (Saudi Arabia), among others.

However, the story that generated the most international media coverage in January concerned the new data from the GMR on the numbers of out-of-school adolescents around the world. Scores of stories were published in international, national and local media including such leading outlets as the BBC and The Guardian (UK), The Times of India, AllAfrica.com and Folha de Sao Paulo (Brazil). These stories were given considerable space in their respective publications. UNESCO was prominently featured, and in several cases - notably in India - the subject was further developed to look in depth at the national situation. UNESCO was clearly presented as the primary source on an important issue, and the Director-General was systematically quoted.

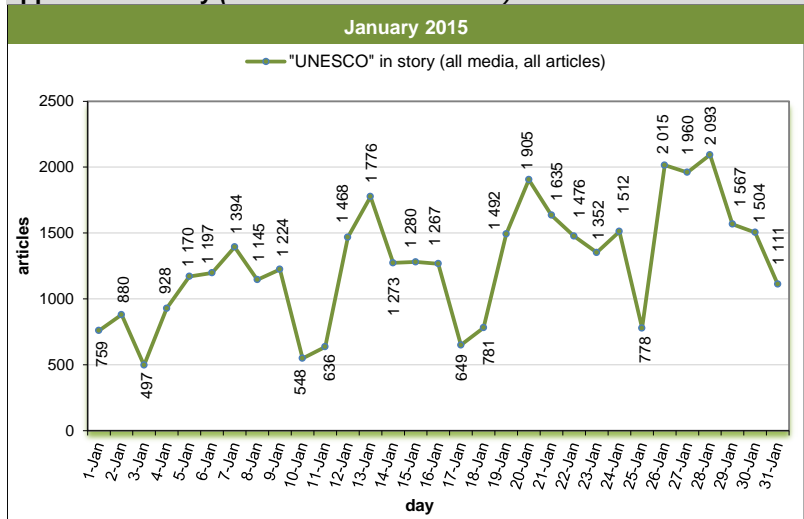
The top regional story concerned the Director-General's visit to Guatemala and the Dominican Republic. Her visit and participation in events in both countries was given blanket coverage across Central America.

On the other hand, a report on the benefits of physical education and sport, which included a call for governments to do more to promote it, was largely ignored by the media.

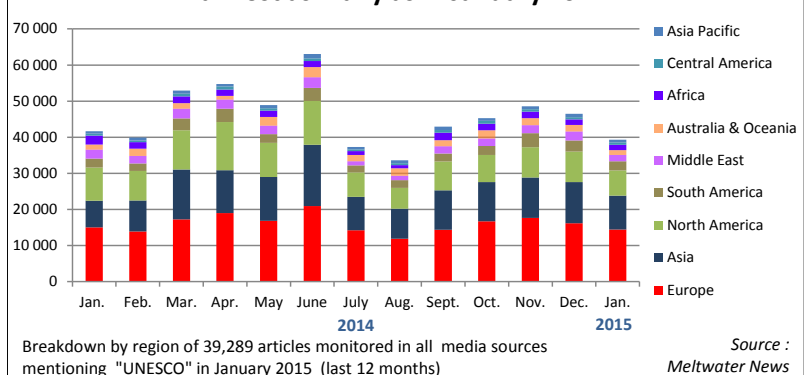
The following events are highlighted in the Major Events pages:

- **Journalism after Charlie – Day of reflection and debate on Freedom of Expression (14/01)**
- **Launch of the International Year of Light and Light based Technologies 2015 (19-20/01)**
- **International Holocaust Remembrance Day (27/01)**
- **International Conference on Ancient Manuscripts of Mali (28-30/01)**

**Articles monitored daily in all media sources in which "UNESCO" appears in a story (Source: Meltwater News)**



**More than 39,000 articles monitored worldwide this month almost as many as in January 2014**



## UNESCO Website and Social Media Channels

Traffic in January 2015 is on the rise again in terms of page views (+16%) and visits (+13%) but remains slightly lower than in January last year. Mobile traffic increased by some 40%, probably following the trend of UNESCO's standard support for "mobile ready" websites as mentioned last year. The events that drove the most traffic were the International Year of Light and the International Day of Holocaust Remembrance. The most visited sites continue to be Careers and WHC sections, while the best scoring themes were "Education for the XXI century" and "Protecting our heritage and fostering creativity". On Unescommunity, page views increased for the second month in a row, and have risen by 89% since September last. Traffic on Unesco.int grew considerably this month with a 22% increase in visits; traffic is similar to January last year.

2015 got off on a flying start for UNESCO's social media channels in all languages. Growth is strongest in Arabic, with a 7% increase on Twitter and Facebook, and constant on Portuguese & Spanish Facebook (+4%), as well as on French Twitter (+5%). Messages about Charlie Hebdo were the most popular this month, accounting for 60% of the month's top tweets. Our lead tweet about Holocaust Remembrance Day was retweeted 2.5K times – the runaway, most popular tweet posted by any UN agency in the month of January, and even December 2014.

Our Brasilia office continues its seduce audiences with exceptional visual imagery – even creating an [animated video](#) to wish its followers a happy 2015. It is an ambitious and admirable example of the immense creative energy needed to successfully engage with and build a large audience. It shows all of UNESCO the importance of visual communications today, and the need to express our work through creative imagery, rather than heavy text.



Today, there are several active Twitter accounts maintained by UNESCO staff members. Overall, the accounts show a politically responsible effort to grow professional communities of practice, and to position UNESCO's leadership in influential conversations among experts. So far, all accounts combined totalize already more than 16,600 followers, an average of 830 per account.

## Publications

Online viewing has stayed stable compared to December 2014 but is lower than in January 2014. The two main flagship reports of UNESCO, the *EFA Global Monitoring Report 2013-2014* and the *World Water Development Report 2014*, continue to fare well in the top ten downloads but the top two titles are in Spanish. Page views on Google Books fell again for the second month running (-5%) but are still very high compared to the rest of the year and compared to January 2014 (+104%). Best-selling titles at the Bookshop were on culture and education themes, and on-line sales were dominated by culture titles.

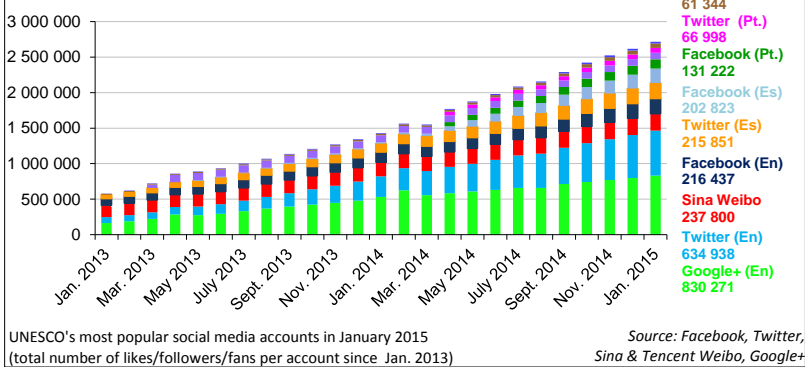
## Focus on a Field Office

This topic aiming to highlight the outreach efforts in the Field focuses this month on our **Office in Bamako**.

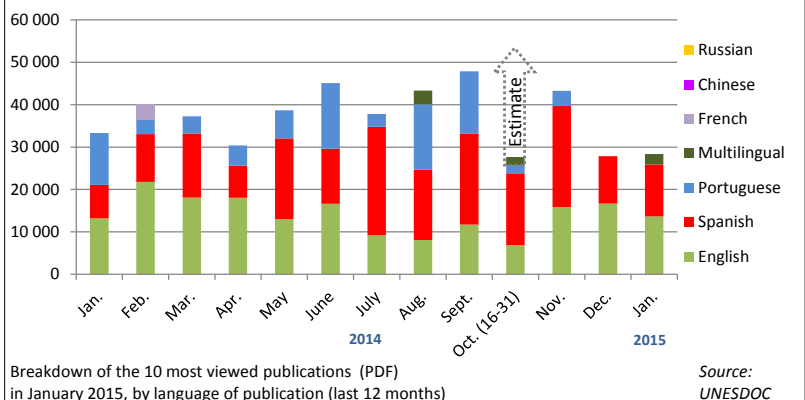
### Web traffic is on the rise again, after the usual December decline Figures remain slightly lower than last year same month



### More than 2.7 million Followers/Fans/Likes on our social media channels this month - the result of a constant growth by some 100,000 per month since March 2014!



### Views for Top 10 titles are stable compared to December 2014, but dropped by 14% compared to Jan. 2014. English and Spanish publications dominate



## Major events:

### I. Journalism after Charlie - Day of reflection and debate on Freedom of Expression (14 Jan. 2015)

In the wake of the attack against the French satirical magazine Charlie Hebdo, and as a means of showing solidarity with the media profession during the crisis, ERI, CI and ODG, organised a day-long event devoted to Freedom of Expression, on 14 January 2015 at UNESCO Headquarters.

The aim was to bring media representatives together, along with thinkers and leading personalities from Muslim, Jewish and Christian communities to reflect on the implications of the attack and reiterate support for the rights of Freedom of expression and press freedom.

Two round tables were organised on the themes of journalists' safety and strengthening intercultural dialogue.

The event, organized with the support of Austria, France and Sweden and in partnership with France Culture, was opened by the Director-General, Plantu - one of France's best-known cartoonists and President of Cartooning for Peace -, and French Secretary of State for Development and Francophonie, Ms Annick Girardin.

UNESCO also participated in the March for Freedom and Solidarity in Paris, on 11 January 2015. The Director-General joined some 50 heads of state leading the March, whilst staff, carrying a banner in favour of freedom of expression followed in the main crowd. A minute of silence was observed at Headquarters the day after the attacks.



**Participants:** Some 450 participants.

**Audience:** Media professionals, representatives of the Muslim, Jewish and Christian communities, Permanent Delegations.

#### Communication materials and activities:

- Press releases: [07/01](#), [14/01](#)
- News: [07/01](#), [09/01](#), [11/01](#), [13/01](#)
- Minute of Silence for Charlie Hebdo
- March for Freedom and Solidarity in Paris
- Banners
- Photo galleries: [Journalism after Charlie](#), [March for Freedom in Paris](#), [Minute of silence](#)
- Videos : [Journalism after Charlie](#), [Etre journaliste après Charlie: discours de Robert Badinter](#), [Charlie Hebdo Attack: UNESCO stands for Freedom of Expression](#), [March for Freedom](#)

**Website statistics:** Press release [07/01](#): 699 visits/2,327 page views; [14/01](#): 520 visits/1,826 page views. News: [07/01](#): 63 visits/825 page views; [09/01](#): 20 visits/180 page views ; [11/01](#): 59 visits/832 page views ; [13/01](#): 814 visits/1,913 page views. Photo galleries: [Journalism after Charlie](#): 30 visits/120 page views ; [March for Freedom in Paris](#): 82 visits/870 page views; [Minute of silence](#): 413 visits/1,168 page views. Videos (views as at 10/02): [Journalism after Charlie](#): 296, [Etre journaliste après Charlie : discours de Robert Badinter](#) : 589, [Charlie Hebdo Attack: UNESCO stands for Freedom of Expression](#): 1,072 (EN), 418 (FR), 485 (ES), [March for Freedom](#): 964 (EN), 256 (ES).

**Press coverage:** Of the 60 journalists who requested accreditation, 54 actually attended, representing about 20 media. Associated Press Television News' live broadcast of the opening ceremony was relayed on the same day by 48 television stations around the world. France Culture devoted part of its programme "La Grande Table" to the event and France Inter also reported from the event. "Carte Blanche" a leading South African current affairs programme broadcast by DS TV covered the event as part of its reporting on the terrorist attacks. UNESCO's Guy Berger and Plantu are prominently featured in the 12 minute story which can be viewed at: <http://carteblanche.dstv.com/player/755674/>

**Social media:** The event was covered via live tweet in English (@UNESCO) and French (@UNESCO\_fr) using the hashtag #JournalismAfterCharlie. One of the tweets made it to this month's top 10 tweets. In an effort to engage global audiences in a meaningful debate, we chose to quote Voltaire, an influential figure in the history of ideas about freedom of expression. 2 of our Voltaire messages made it to the month's top 10 Facebook posts.

## II. Launch of the International Year of Light and Light based Technologies 2015 (19-20 Jan. 2015)

2015 was proclaimed as the International Year of Light and Light-Based Technologies by the United Nations General Assembly 68<sup>th</sup> Session. This International Year has been the initiative of a large consortium of scientific bodies together with UNESCO. The official Opening Ceremony was held on 19-20 January 2015 at UNESCO Headquarters, and introduced all the key themes of the year. The themes revolve around how light and light-based technologies are offering solutions to global challenges in areas such as energy, education, communications, and health.

The event was composed of 2 parts, a 2-day conference and an exhibition of light art and partner-related work. The 2-day conference included plenary lectures, thematic sessions and a high-level inauguration. More than 50 speakers, including International Diplomats, decision-makers, 5 Nobel Prize laureates, CEOs, industry leaders and NGOs from around the globe discussed how light and light-based technologies shape our society and its future. The conference also featured the cultural performances of Ngati Rnana, a maori group, and a recital from Grammy award winning violinist Joshua Bell.

The second part was the exhibitions, which took place outside Room I simultaneously to the conference. A major highlight was the Large-Scale Light Installation entitled "Light is Here," by Finnish light artist Kari Kola, which reflected the powerful elements of the Northern Lights. Light is Here illuminated all 3 facades of the UNESCO Fontenoy building with a recreation of the Aurora Borealis. "1001 Inventions and the World of Ibn Al-Haytham", about the Islamic Golden Age, featured a full sized camera obscura. There were also interactive installations, light painting exhibitions and an exhibition space for partners that served as a space for networking and learning more about the people, industry and organizations working with light and light-based technologies on a daily basis.

**Participants:** More than 1,200 participants.

**Audience:** Academics, private sector representatives, NGOs and Government Officials interested or related in photonics research and industry. Participants were interested in lighting, energy efficiency, LEDs, Lasers, Optical Fiber technologies, etc.

### Communication materials and activities:

- [Media advisory](#) (15/01)
- [Press release](#) (06/11)
- News ([24/12](#), [19/01](#), [19/01\\*](#), [22/01](#), [24/01](#))
- [Detailed Programme](#)
- [Official website](#) and [Event page](#)
- IYL Facebook and Twitter accounts
- Banners
- Cotton goodie bags with dozens of inserts produced by the partners especially for the IYL incl. the publication "*Celebrating light: 50 ways light –based technologies enrich our world*" produced by the SPIE
- Brochures : [An IYL 2015](#) ; [Sponsorship package](#)
- [Video on demand of lectures](#)
- Videos : [Year of Light PSA](#), [William D Phillips presentation in the IYL](#)
- [Photo gallery](#)
- Awareness leading campaigns led by IYL partners:

**Webcast/Live streaming connections:** 112 simultaneous connections (External: 101, Internal: 11)

**Website statistics:** [Media advisory](#): 668 visits/2,107 page views. [Press release](#): 568 visits/816 page views. News: [24/12](#): 1,321 visits/2,635 page views; [19/01](#): 221 visits/815 page views; [19/01\\*](#): 61 visits/208 page views; [22/01](#): 129 visits/260 page views; [24/01](#): 172 visits/763 page views. [Event page](#): 124 visits/688 page views. [Photo gallery](#): 160 visits/602 page views. Videos (views as at 10/02): [Year of Light PSA](#): 638, [William D Phillips presentation in the IYL](#): 691.

**Press coverage:** The launch of IYL generated more than 400 news stories in media outlets monitored around the world, from Canada to Costa Rica and Saudi Arabia to Singapore. Most of the coverage appeared in science, technology and trade media and labelled the year as "UNESCO's International Year of Light". Arabic media reported the launch at Headquarters in some detail, focusing on the celebration of the work of the 10th century scientist Ibn Al-Haytham. More generally, the coverage dealt with the importance of light: what it contributes to our understanding of the universe and how it can fuel development. There was also a significant push to promote the year by the commercial sponsors of the event, whose press releases are posted widely across US media websites. The photo exhibition for the year has also been enthusiastically picked up by many media.

**Social media:** Social media channels emphasized the visual appeal of this Year of Light, showcasing dramatic spectacles of light and illustrating their scientific importance. Instagram photos performed well, with likes ranging from 250 to 350.

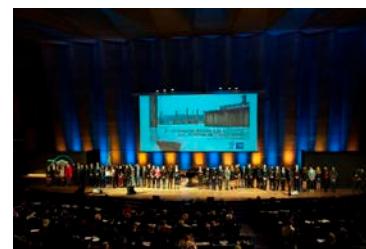


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### III. International Holocaust Remembrance Day (27 Jan. 2015)

Seventy years ago on 27 January, the camp Auschwitz-Birkenau – a UNESCO World Heritage site was liberated. In partnership with the Shoah Memorial and France Culture, UNESCO commemorated the International Day of Holocaust Remembrance at its Paris Headquarters, on 27 January 2015.

In her speech for the commemoration event, UNESCO Director-General Irina Bokova said, “70 years after the worst crimes in history, anti-Semitism is returning, along with Holocaust denial and revisionism.” Participants of the ceremony included Bernard Cazeneuve, French Minister of the Interior; Christiane Taubira, French Minister of Justice; Henryka Mościcka-Dendys, Undersecretary of State in the Ministry of Foreign Affairs of Poland; Katya Todorova, Vice-Minister of Foreign Affairs and President of the Bulgarian National Commission for UNESCO; Yossi Gal, Ambassador of Israel in France and Carmel Shama Hachohen, Ambassador Permanent Delegate of Israel to UNESCO; and Eric de Rothschild, President of the Shoah Memorial. The ceremony featured also a testimony of Israeli writer Uri Orlev, survivor of the Warsaw ghetto and of the Bergen Belsen concentration camp, the film *Éclats de mémoire*, directed by Alain Fleischer especially for the occasion and based on survivors’ testimonies, a reading by artist Ysé Tran of excerpts from a manuscript by Zalmen Lewental, Sonderkommando in Auschwitz-Birkenau, and a performance by Russian pianist Sergueï Markarov, UNESCO Artist for Peace, and soloists from the Maîtrise de Caen. The ceremony was organized in partnership with the Shoah Memorial.



In the afternoon, as an introduction to the day, participants watched a live transmission of the official ceremony taking place in Oswiecim, Poland, at the Auschwitz Birkenau State Museum. A round table on the theme of “Culture, Remembrance and Transmission” followed, and was moderated by Sandrine Treiner, Deputy-Director of France Culture, with the participation of American writer and critic Daniel Mendelsohn, Israeli writer Uri Orlev, as well as Belgian journalist and comic book publisher Didier Pasamonik. The round table, prepared in partnership with the Shoah Memorial and France Culture with the support of the SNCF and the Government of Canada, examined the challenges of passing on the history and memory of the genocide, more than three generations after it took place.

This year’s commemorations also included a premiere screening of *Annihilation, the Destruction of Europe’s Jews*, a documentary film series by William Karel and Blanche Finger, in partnership with France 2 (on 21 January), a concert by the Jerusalem Symphony Orchestra conducted by Frédéric Chaslin (on 26 January), as well as three exhibitions: *Shoah by Bullets: 10 years of investigations*, by Yahad - In Unum (26 January-10 February 2015, Hall Ségur), *Auschwitz-Birkenau 1940-1945, Concentration Camp and Killing Centre*, by the Shoah Memorial (26 January-6 February 2015, Pas Perdue Hall), and *1945: The Liberation of the Camps*, by the Shoah Memorial and UNESCO (19 January-6 February 2015, UNESCO fences).

**Participants:** Premiere screening (21/01): 600; Concert (26/01): 1,350; On 27/01: Round Table: 480; Ceremony: 1,050.

**Audience:** Permanent Delegations, bi-lateral representations, Jewish community associations, Holocaust education and Holocaust survivors’ organizations, pupils and students, French government officials, general public

#### Communication materials and activities:

- [Media advisory](#) (21/01)
- [Message from the Director-General](#) (6 lang.)
- News ([26/01](#), [27/01](#), [29/01](#))
- [Dedicated webpage](#) (6 lang.)
- [Education for Holocaust Remembrance](#)
- Video conference (21/01)
- [Interview with Peter Carrier](#)
- Premiere screening, documentary film (21/01)
- Round table with France Culture and Shoah Memorial
- Concert, Official Ceremony, 3 exhibitions
- Publication: [The International Status of Education about the Holocaust](#)
- [Photo gallery](#)
- Videos : [Journée dédiée à la mémoire des victimes de l’Holocauste](#), [Dia Internacional em Memória das Vítimas do Holocausto 2015](#)

**Website statistics** (01/01-04/02): [Media advisory](#): 302 visits/787 page views. News: [26/01](#): 916 visits/1,609 page views; [27/01](#): 54 visits/531 page views; [29/01](#): 68 visits/234 page views. [Dedicated webpage](#): 5,845 visits/8,007 page views. [Education for Holocaust Remembrance](#): 651 visits/2,103 page views. [Interview with Peter Carrier](#): 1 visit/14 page views. [Photo gallery](#): 23 visits/243 page views. Videos (views as at 10/02): [Journée dédiée à la mémoire des victimes de l’Holocauste](#): 147, [Dia Internacional em Memória das Vítimas do Holocausto 2015](#): 137

**Press coverage:** Press coverage of UNESCO’s involvement and activities for Holocaust Remembrance Day was limited, and did not include any references in leading international or even national news outlets. However, quotes from the Director-General were included a number of times in the overall coverage of the event, especially in Latin America, where Prensa Latina issued a dispatch entitled “UNESCO promotes Holocaust education to prevent genocide”. In Russian and northern European media, the annulation of a Russian exhibition which included wartime photos from Latvia dominated media coverage of this year’s commemoration.

**Social media:** The month’s top tweet – which recalls the liberation of World Heritage Auschwitz-Birkenau 70 years ago – was retweeted 2,500 times, and is as such, the most retweeted message published in the entire UN system, in January 2015. On Facebook, messages about the Holocaust in Portuguese and Spanish also made it to the month’s top 10 posts. A post promoting our new publication, [“International Status of Holocaust Education”](#), is our most popular LinkedIn post to date, with 489 shares. It got a strong feedback on our social media channels, but could have benefited from advance planning as the center of our social media campaign for the Day, and from stronger coverage, if we had worked more tightly with our natural partners such as the Auschwitz Museum or the Anne Frank House; partnering with them to create pedagogical supports on “Teaching about Auschwitz/Anne Frank”, would have allowed us to disseminate our work through their networks, which are considerably larger than our own.

#### IV. International Conference on Ancient Manuscripts of Mali (28-30 Jan. 2015)

La Conférence Internationale sur les Manuscrits Anciens du Mali, première du genre au Mali, organisée du 28 au 30 janvier 2015 au Centre International de Conférence de Bamako (CICB) avait pour objectifs d'explorer les questions relatives à la conservation et à l'exploitation de manuscrits anciens du Mali et de trouver des solutions durables aux enjeux actuels auxquels font face ces trésors historiques.

Intitulée "Les manuscrits anciens face aux défis de l'heure", la conférence était organisée par le Ministère de l'Enseignement supérieur et de la Recherche scientifique du Mali, l'IHERI AB et le Bureau de l'UNESCO à Bamako, avec le partenariat du Ministère de la Culture, de l'Artisanat et du Tourisme du Mali et de l'ONG SAVAMA-DCI.



Pendant 3 jours, universitaires, responsables d'institutions culturelles, historiens et chercheurs ont notamment débattu des questions essentielles au futur de ces trésors documentaires du Mali, assisté à une exposition de manuscrits anciens au Musée National du Mali et visité les locaux provisoires de l'IHERI-AB et de l'ONG SAVAMA DCI où sont actuellement conservés un bon nombre de textes anciens. En plus des discours de Me Mountaga Tall, ministre de l'Enseignement supérieur et de la Recherche scientifique et de M. David Gressly, Coordinateur Résident du Système des Nations Unies, la cérémonie d'ouverture a aussi été l'occasion de lire les messages de l'Ambassadeur de Norvège pour le Mali et de la Directrice générale de l'UNESCO, Mme Irina Bokova. Celle-ci a d'ailleurs rappelé que cette conférence constituait « une opportunité de franchir une nouvelle étape de la renaissance culturelle du Mali » et réitéré l'engagement de l'UNESCO envers la protection et la reconstruction « de ce qui a été brisé ».



A la fin de la première journée de conférence, les participants ont eu l'occasion d'assister à l'avant-première du film documentaire « Sur la piste des Manuscrits de Tombouctou », du réalisateur français Jean Crépu. Cette projection a en outre permis d'accroître la visibilité de la conférence et de la cause des manuscrits à travers l'œuvre du réalisateur.

Le 29 janvier 2015, un document de recommandations préconisant entre autres le renforcement des conditions de conservation des manuscrits anciens face aux risques de détérioration rapide auxquels ils sont exposés, la rénovation des espaces d'entreposage et la réalisation d'un inventaire complet de manuscrits a été adopté. Tous les acteurs ont en outre appelé à la mobilisation des partenaires institutionnels et techniques pour la préservation durable de cet inestimable patrimoine.

**Participants:** 200

**Audience:** Chercheurs, historiens, universitaires, responsables d'institutions culturelles, membres du gouvernement, diplomates étrangers, membres de la société civile, responsables religieux ; experts venus de 15 pays différents dont le Sénégal, l'Afrique du sud, la France, l'Allemagne, la Grande-Bretagne, les Etats-Unis, l'Italie, la Norvège ou encore les Emirats arabes unis.

#### Matériel de communication et activités:

- [Avis aux médias](#) (21/01)
- [Communiqué de presse](#) (30/01)
- [Note conceptuelle](#)
- Invitation (envoyée par courriel) et [Programme](#)
- Pochette officielle pour les participants (incl. badge, programme, informations pratiques, bloc note, stylo)
- [Site officiel](#) et [Annonce événement](#)
- [Galerie photo](#)
- [Dossier de presse](#)
- Banderole (1e photo ci-dessus)
- Avant-première du film « Sur la piste des manuscrits de Tombouctou »
- [Recommandations](#)

**Statistiques internet** (01-01-10/02) : [Avis aux médias](#) : 596 visites/1 433 pages vues. [Communiqué de presse](#) : 133 visites/349 pages vues. [Annonce événement](#) : 124 visites/485 pages vues. [Galerie photo](#) : 19 visites/70 pages vues. [Site officiel](#) (lancé le 15/01, source : WP SlimStat): 400 visites/924 pages vues.

**Couverture médiatique:** La tenue de la conférence, la première du genre au Mali, a donné lieu à une forte mobilisation de la presse locale et internationale. Au total, 8 journalistes de la presse internationale (AP, AFP, Reuters, RFI, etc.) et 48 journalistes de la presse nationale (L'Essor, les Echos, Le 22 Septembre, etc.) se sont accrédités pour assurer la couverture de l'événement. La conférence a suscité l'engouement des journalistes du Mali et d'ailleurs et donné lieu à de nombreux reportages télévisés et radiophoniques, parmi lesquels ceux d'[ITELE](#), [BBC radio](#), [France 24](#), [Radio des Nations Unies](#), [ORTM](#), France Inter, et d'innombrables articles, à la fois sur le web et dans la presse écrite ([World News](#), [Jeune Afrique](#), [AP](#), [Maliweb](#), [JournalDuMali](#)).

**Social media:** Communications were visually driven, using dramatic photos of the manuscripts. Considering that this is a relatively restricted high-level event, the 3 messages performed quite well on Twitter, with 138, 137 and 63 RT, and were even picked up by the @UN Headquarters account (162 RT). Facebook posts got 122 and 118 likes.

## Focus on UNESCO Office in Bamako

To highlight the outreach efforts of Field Offices, the report focuses each month since January 2014 on a different Field Office, and publishes the results of their public information activities. For further details, please contact directly the office concerned.

Pendant près de 4 mois, la préparation de la **Conférence Internationale sur les Manuscrits Anciens du Mali (28-30 janvier 2015)** a suscité une forte mobilisation du personnel du bureau de Bamako. Au-delà des aspects logistiques qui ont garanti le bon déroulement de la conférence, la promotion de l'événement d'envergure internationale a nécessité l'utilisation de plusieurs outils de communication dont : le calendrier NICE pour la publication de l'événement sur le site web de l'UNESCO, mais aussi la création du site web officiel ([www.cimam-2015.org](http://www.cimam-2015.org)), la conception du dossier de presse (français et anglais) ou encore la diffusion d'un avis aux médias et d'un communiqué de presse à l'issue de la conférence, rédigés en collaboration avec le Service de presse du Siège de l'UNESCO à Paris.

En plus des messages envoyés aux médias et agences de presse internationales par le Service de presse du Siège de l'UNESCO, cette tâche au niveau de Bamako s'est faite en collaboration avec la chargée de communication du Ministère de l'Education nationale et de l'Enseignement supérieur, co-organisateur de l'événement. Grâce à une liste de diffusion exhaustive et au soutien du ministère, le bureau de Bamako a été en mesure d'atteindre un maximum de journalistes et de garantir une visibilité optimale à l'événement.

Dans les semaines à venir, le bureau compte organiser plusieurs activités parmi lesquelles des visites de terrain à Tombouctou en compagnie du Ministre malien de la Culture (24 février) et plusieurs ateliers de formation en éducation, qui nécessiteront une visibilité accrue et la conception d'outils de communication. Par ailleurs, le bureau s'attèlera à la préparation de la Journée mondiale de la liberté de la presse (3 mai).

### Trafic internet

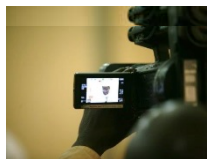
Le bureau de Bamako n'ayant pas de site internet, tous les éléments de communication tels que l'avis aux médias, le communiqué de presse et les photos ont été directement publiés sur le site web de l'UNESCO puis sur le site officiel de la conférence [www.cimam-2015.org](http://www.cimam-2015.org) vers lequel il y avait un lien.

Ce site dédié à l'événement a permis de garantir la visibilité des partenaires et de véhiculer un maximum d'informations à une large audience, de façon synthétique. Depuis le 15 janvier 2015, date de son lancement, le site de la conférence a enregistré par jour en moyenne 20 visiteurs uniques et plus de 40 pages vues.

Tous les autres supports et outils de communications tels que le SAVE THE DATE, l'invitation officielle à la cérémonie d'ouverture, le message de lancement du site internet ont été envoyés par courriel et/ou par courrier aux officiels, aux participants à la conférence et aux médias.



### Médias



Au total, 8 journalistes de la presse internationale (AP, AFP, Reuters, RFI, etc.) et 48 journalistes de la presse nationale (L'Essor, les Echos, Le 22 Septembre, etc.) se sont accrédités pour assurer la couverture de la Conférence Internationale sur les Manuscrits Anciens du Mali.

Pour le bureau de Bamako, il s'agissait de l'événement le plus médiatisé depuis la visite des moines du temple de Shaolin à Bamako (octobre 2014) et le Forum Culture & Développement (novembre 2014), lesquels n'avaient suscité qu'une légère mobilisation de la presse internationale.

En plus du communiqué de presse de l'UNESCO, les recommandations adoptées le 29 janvier 2015 à l'issue de la conférence ont également été partagées avec les médias via la liste de diffusion du bureau. Cet envoi lui aussi donné lieu à de nombreuses publications et articles dans les journaux locaux. Enfin, une revue de presse est en cours de préparation pour partage avec les services appropriés et à des fins d'archivage.

### Reportages TV/radio

[ITELE](#)  
[BBC radio](#)  
[France 24](#)  
[Radio des Nations](#)  
[Unies](#)  
[ORTM](#)

### Articles (web)

[World News](#)  
[Jeune Afrique](#)  
[AP](#)  
[Maliweb](#)  
[JournalDuMali](#)

### Médias sociaux

Durant le mois de janvier 2015, l'utilisation des médias sociaux a permis d'accroître considérablement la notoriété et la visibilité de la conférence. Ceux qui ne figuraient pas sur les listes de diffusion du bureau et n'ayant pas directement accès au site web de l'événement ont ainsi pu être au fait de la tenue de la conférence et partager à leur tour l'information. Le bureau de Bamako n'ayant pas de comptes Twitter et Facebook, celui-ci a travaillé avec le Siège de l'UNESCO, en fournissant des photos, afin de garantir que l'information soit relayée sous le bon format via cette importante plateforme.

### Photos

Comme pour la plupart des événements majeurs organisés par le bureau, les services d'une photographe professionnelle ont été sollicités pour couvrir la conférence sur les 3 jours. Ces photos ont par la suite été partagées avec le personnel du bureau et en partie, avec le Service de Presse du Siège de l'UNESCO.





# 1. UNESCO Website – <http://www.unesco.org>

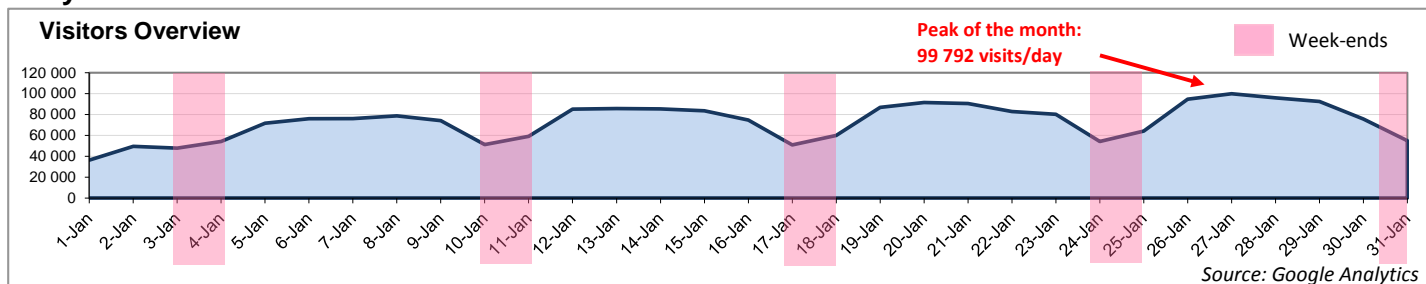
Both a communication and a knowledge management tool, UNESCO's websites, with over 2.7 million pages of content, are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in all 6 UN languages (with some subportals also in Portuguese, Vietnamese, et al).

Web traffic shown here (page views, visits, visitors, country and language of visit, etc) has been measured since September 2011 with the free Google Analytics toolset via tags embedded in pages. More detailed statistics on specific programmes can be made available to the responsible officers upon request (contact [v.pham@unesco.org](mailto:v.pham@unesco.org)).

Traffic in January 2015 is on the rise again in terms of page views (+16%) and visits (+13%) after the usually slow month of December; it remains however slightly lower than in January last year. Mobile traffic increased by some 40%, probably following the trend of UNESCO's standard support for "mobile ready" websites as mentioned last year. The events that drove the most traffic were the International Year of Light and the International Day of Holocaust Remembrance. The most visited sites continue to be Careers and WHC sections, while the best scoring themes were "Education for the XXI century" and "Protecting our heritage and fostering creativity". On Unescommunity, page views increased for the second month in a row, and have risen by 89% since September last. Traffic on Unesco.int grew considerably this month with a 22% increase in visits; traffic is similar to January last year.

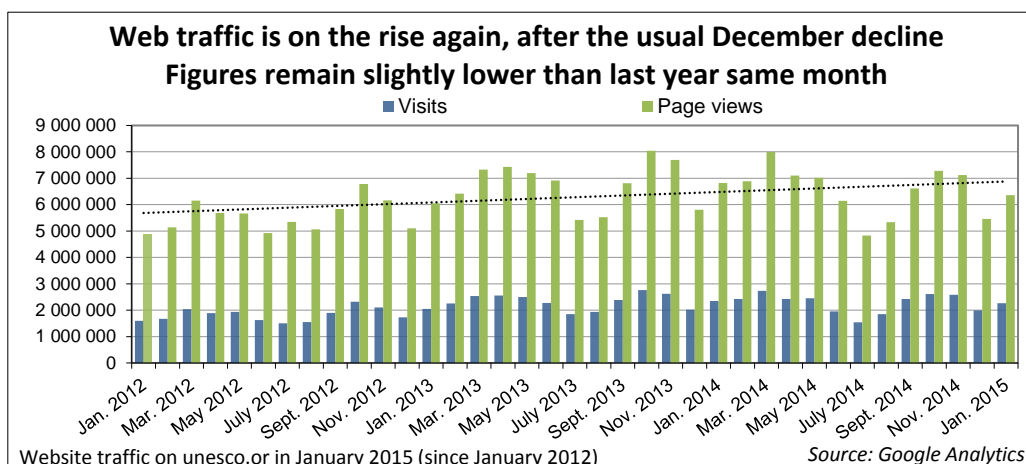
## 1.1. January 2015 Traffic

### Daily Web Traffic Patterns



## 1.2. Monthly visits

	Page views <sup>1</sup>	Variation vs Y-1	Variation vs M-1	Visits <sup>2</sup>	Variation vs Y-1	Variation vs M-1	Unique Visitors <sup>3</sup>	Variation vs Y-1	Variation vs M-1
Jan. 2014	6 818 120	+11.96%	+17.37%	2 346 342	+14.73%	+16.10%	1 858 451	+18.14%	+15.75%
Feb. 2014	6 886 875	+7.37%	+1.01%	2 427 056	+7.64%	+3.44%	1 927 962	+11.77%	+3.74%
March 2014	7 989 912	+9.04%	+16.02%	2 737 332	+7.87%	+12.78%	2 121 680	+10.82%	+10.05%
April 2014	7 102 844	-4.36%	-11.10%	2 424 151	-5.09%	-11.44%	1 875 292	-2.88%	-11.61%
May 2014	7 018 100	-2.42%	-1.19%	2 448 173	-1.90%	+0.99%	1 894 841	-0.37%	+1.04%
June 2014	6 140 465	-11.21%	-12.51%	1 952 754	-14.09%	-20.24%	1 491 853	-13.58%	-21.27%
July 2014	4 826 807	-10.89%	-21.39%	1 540 348	-16.93%	-21.12%	1 179 042	-17.05%	-20.97%
Aug. 2014	5 332 615	-3.37%	+10.48%	1 849 771	-4.21%	+20.09%	1 452 139	-3.13%	+23.16%
Sept. 2014	6 613 378	-2.91%	+24.02%	2 425 768	+1.76%	+31.14%	1 904 998	+2.04%	+31.19%
Oct. 2014	7 279 843	-9.44%	+10.08%	2 615 387	-5.17%	+7.82%	2 005 482	-7.69%	+5.27%
Nov. 2014	7 117 727	-7.53%	-2.23%	2 580 313	-1.69%	-1.34%	1 973 591	-3.96%	-1.59%
Dec. 2014	5 452 657	-6.14%	-23.39%	1 990 436	-1.51%	-22.86%	1 540 810	-4.04%	-21.93%
Jan. 2015	6 357 424	-6.76%	+16.59%	2 265 290	-3.45%	+13.81%	1 751 520	-5.75%	+13.68%



### 1.3. Visits by Area of Interest in January 2015 (This data only covers tagged subsites)

Areas of interest	Visits <sup>2</sup>	Variation vs Y-1**	Variation vs M-1**
<b>UNESCO.ORG</b>	<b>2 265 290</b>	<b>-3.45%</b>	<b>+13.81%</b>
Home & Central Service pages	146 907	-42.43%	+15.66%
Worldwide	16 897	-29.34%	+16.60%
<b>Education for the 21st Century and ED Sector</b>	<b>155 382</b>	<b>-15.14%</b>	<b>+11.60%</b>
<b>One Planet, One Ocean &amp; Science for a Sustainable Future and SC Sector</b>	<b>58 258</b>	<b>-13.96%</b>	<b>+16.58%</b>
<b>Learning to Live Together and SHS Sector</b>	<b>57 477</b>	<b>+5.61%</b>	<b>+20.49%</b>
<b>Protecting our Heritage and Fostering Creativity and CLT Sector</b>	<b>1 154 605</b>	<b>-3.43%</b>	<b>+13.80%</b>
World Heritage	1 013 026	-4.40%	+16.53%
Intangible Heritage	63 190	+22.02%	-4.22%
Culture Sector (excl. Intangible Heritage)	78 389	-6.95%	-1.17%
<b>Fostering Freedom of Expression &amp; Building Knowledge Societies and CI Sector</b>	<b>59 105</b>	<b>-7.64%</b>	<b>+30.13%</b>
<b>Field offices (only those tracked)</b>	<b>142 290</b>	<b>+14.01%</b>	<b>+16.26%</b>
UIL*	22 255	+20.34%	+20.37%
IIEP*	N/A	-	-
UNEVOC*	49 742	+60.63%	-4.29%

\* UIL, IIEP and UNEVOC statistics are tracked separately. \*\* Based on figures published in the monthly reports.

### 1.4. UNESCO Website Visitors

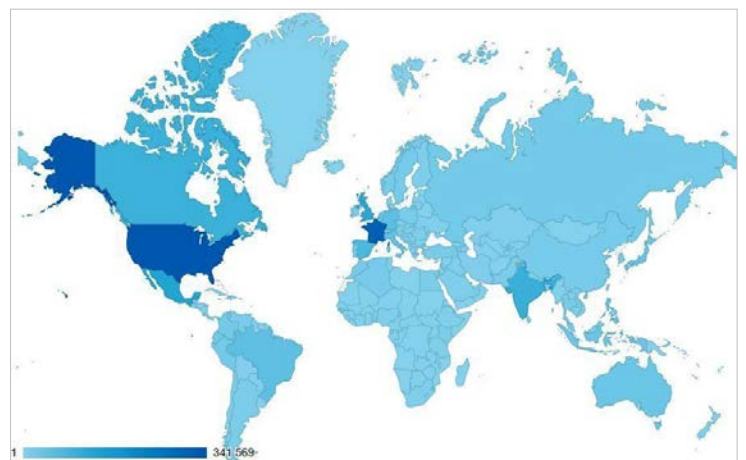
#### Top 10 domains/countries

Country	Visits <sup>2</sup>	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	341 569	15.08%	+9.25%	2.64	00:02:18
France	318 616	14.07%	+21.47%	3.15	00:03:58
Mexico	132 111	5.83%	+51.44%	2.40	00:02:53
United Kingdom	118 997	5.25%	+39.78%	2.65	00:02:17
India	102 214	4.51%	+5.93%	2.26	00:02:23
Canada	97 419	4.30%	+29.07%	3.66	00:03:56
Spain	74 236	3.28%	+12.41%	3.23	00:03:04
Germany	49 962	2.21%	+25.92%	3.20	00:03:02
Brazil	49 129	2.17%	+9.05%	2.34	00:02:37
Italy	44 605	1.97%	+21.23%	3.46	00:03:12

#### Top 10 visitors' language

Language	Visits <sup>2</sup>	% of Total visits	Variation vs M-1
English	1 116 979	49.31%	+12.57%
French	392 211	17.31%	+17.19%
Spanish	317 905	14.03%	+25.34%
Portuguese	59 318	2.62%	+11.63%
German	46 594	2.06%	+21.48%
Italian	40 907	1.81%	+23.75%
Russian	38 809	1.71%	-6.27%
Chinese	34 101	1.51%	-10.02%
Japanese	30 404	1.34%	-0.91%
Dutch	23 431	1.03%	+30.72%

#### Geographical origin of visits (source: Google Analytics)



## 1.5. UNESCO.int Website - <http://www.unesco.int>

	Month	Page views <sup>1</sup>	Variation vs Y-1*	Variation vs M-1	Visits <sup>2</sup>	Variation vs Y-1*	Variation vs M-1	Pages/ Visit	Variation vs M-1	Avg Visit duration
2014	January	21 556	+118.93%	+27.71%	7 836	+120.61%	+22.00%	2.84	-2.76%	00:05:13
	February	22 600	+106.13%	+4.84%	8 433	+127.06%	+7.62%	2.86	+0.70%	00:05:08
	March	23 763	+134.05%	+5.15%	8 416	+129.26%	-0.20%	2.93	+2.45%	00:05:21
	April	22 059	+86.85%	-7.17%	7 735	+75.12%	-8.09%	2.92	-0.34%	00:05:12
	May	19 827	+94.13%	-10.12%	7 725	+87.23%	-0.13%	2.58	-11.64%	00:04:13
	June	16 511	+51.02%	-16.72%	5 787	+23.95%	-25.09%	2.91	+12.79%	00:05:24
	July	12 920	+0.31%	-21.75%	4 271	-17.61%	-26.20%	2.76	-5.15%	00:04:58
	August	12 038	+5.28%	-6.83%	4 598	+1.64%	+7.66%	2.49	-9.78%	00:04:27
	September	21 225	+7.85%	+76.32%	7 684	+17.82%	+67.12%	2.74	+10.04%	00:04:42
	October	36 614	+60.59%	+72.50%	8 663	+10.46%	+12.74%	2.87	+4.74%	00:05:01
	November	42 930	+76.62%	+17.25%	8 499	+0.32%	-1.89%	3.08	+7.31%	00:05:05
	December	19 445	+15.20%	-54.71%	6 166	-4.00%	-27.45%	2.92	-5.19%	00:04:43
2015	January	21 379	-0.82%	+9.95%	7 568	-3.42%	+22.74%	2.87	-1.65%	00:04:28

## 1.6. UNESCOMMUNITY - <https://en.unesco.org/unescommunity> and <https://fr.unesco.org/unescommunity>

	Month	Page views <sup>1</sup>	Variation vs M-1	Visits <sup>2</sup>	Variation vs M-1
2014	January	14 234	+103.23%	3 619	+74.75%
	February	12 853	-9.70%	3 789	+4.70%
	March	12 651	-1.57%	4 114	+8.58%
	April	13 238	+4.64%	4 507	+9.55%
	May	8 408	-36.49%	2 573	-42.91%
	June	12 632	+50.24%	3 741	+45.39%
	July	11 623	-7.99%	3 893	+4.06%
	August	6 941	-40.28%	1 764	-54.69%
	September*	47 900	+590.10%	11 736	+565.31%
	October	99 496	+107.72%	31 835	+171.26%
	November	63 813	-35.86%	22 104	-30.57%
	December	80 731	+26.51%	20 438	-7.54%
2015	January	90 976	+12.69%	23 780	+16.35%

\* New infrastructure implemented in early September.

### Traffic indicators explained:

<sup>1</sup> **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).

<sup>2</sup> **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.

<sup>3</sup> **Visitors:** A 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 Visitors.

## 1.7. WEBCASTS - Live streaming connections

Event	Date	Simultaneous connections		
		External	Internal	Total
Launch of the International Year of Light and Light based Technologies 2015	19/01	<ul style="list-style-type: none"> <li>EN - 86</li> <li>FR - 15</li> </ul>	<ul style="list-style-type: none"> <li>EN - 8</li> <li>FR - 3</li> </ul>	112
Science for Development and International Cooperation	21/01	<ul style="list-style-type: none"> <li>FLOOR- 3</li> <li>EN - 3</li> <li>FR - 2</li> </ul>	<ul style="list-style-type: none"> <li>FLOOR- 25</li> <li>EN- 12</li> <li>FR - 3</li> </ul>	48

## 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)
- 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>

Languages	Page views	Variation vs Y-1*	Variation vs M-1*
<b>Total</b>	<b>125 229</b>	<b>+8.53%</b>	<b>+8.31%</b>
English (EN)	67 624	+4.85%	+14.71%
Spanish (ES)	25 737	+6.48%	+48.38%
French (FR)	20 798	+26.75%	+40.82%
Russian (RU)	5 011	+57.98%	-11.75%
Arabic (AR)	4 765	+0.13%	-72.61%
Chinese (ZH)	1 294	-45.54%	-12.86%

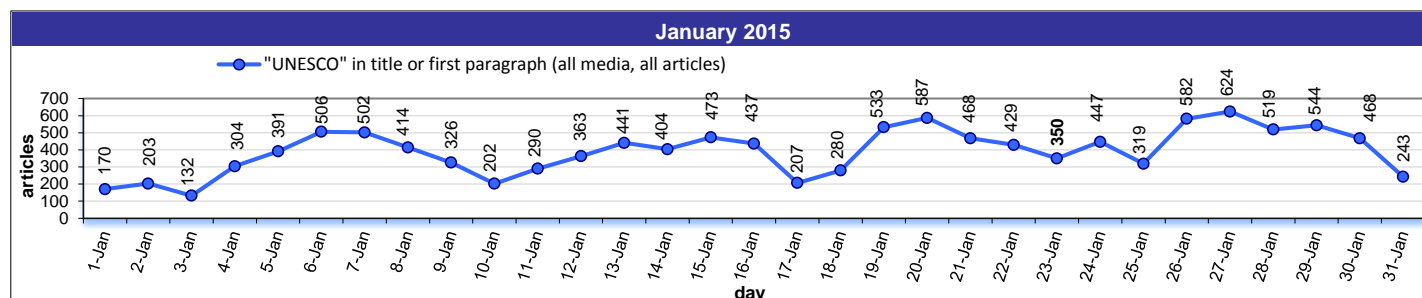
\* Based on figures published in the Monthly Reports.

### 2.2. Press releases/Media advisories

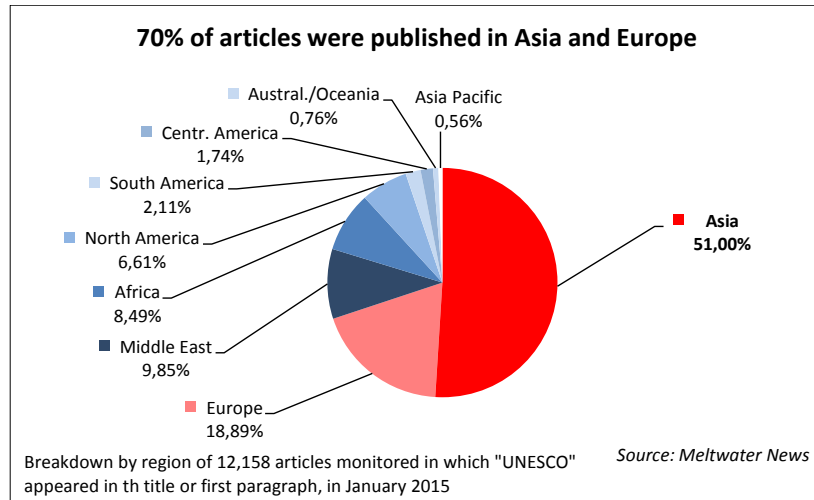
1.	02/01	<a href="#">Director-General condemns killing of broadcaster Robert Chamwami Shalubuto in DRC</a>
2.	07/01	<a href="#">UNESCO Director-General condemns attack on Charlie Hebdo</a>
3.	13/01	<a href="#">Director-General condemns murder of Philippines journalist Nerlita Ledesma</a>
4.	14/01	<a href="#">Day of Debate at UNESCO: Journalism after Charlie</a>
5.	15/01	<a href="#">Spotlight on the International Year of Light</a>
6.	16/01	<a href="#">UNESCO 70th Anniversary Commemorative Coins</a>
7.	19/01	<a href="#">Adolescents twice as likely to be out of school as children of primary school age, say UNESCO and UNICEF</a>
8.	20/01	<a href="#">Georgian pianist Elisso Bolkvadze named UNESCO Artist for Peace</a>
9.	21/01	<a href="#">UNESCO commemorates 70th anniversary of the liberation of Auschwitz-Birkenau camp</a>
10.	21/01	<a href="#">Safeguarding Mali's ancient manuscript collections, an international conference in Bamako</a>
11.	27/01	<a href="#">UNESCO Forum on Global Citizenship Education</a>
12.	30/01	<a href="#">Test of Pacific Ocean tsunami warning system</a>

### 2.3. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in all media sources, in which "UNESCO" appeared in the title or first paragraph of the story (Source: Meltwater News)



**Regional breakdown of articles in all media sources in which “UNESCO” appeared in the title or first paragraph of the story**



January is usually a quiet month for UNESCO in the world media, and the start of 2015 was no exception. Some 39,000 stories referencing UNESCO were monitored in news outlets worldwide during the month, compared to more than 45,000 in December 2014. This can be partly explained by the global media focus on the terrorist attacks in France, and the continuing dramatic events on the ground in Syria and Iraq.

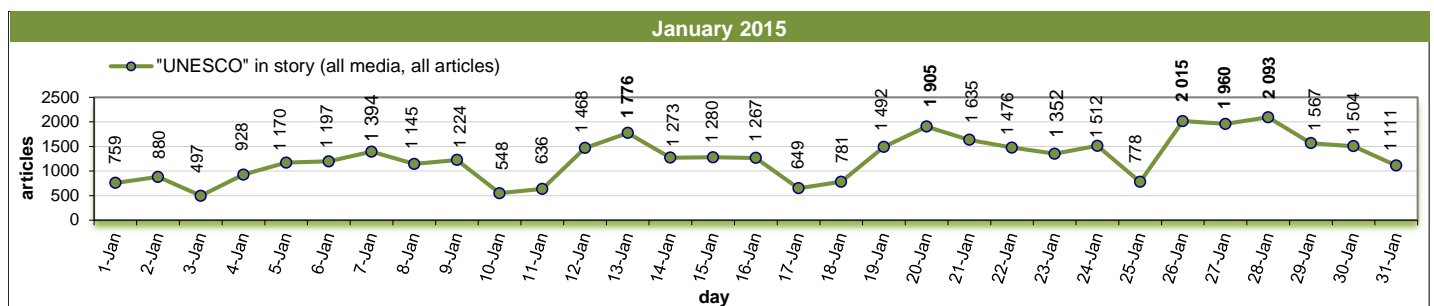
Nonetheless, the main events on UNESCO’s calendar for January attracted the attention of several top tier media. For example, the Director-General’s opening address at the “Journalism after Charlie” event at Headquarters was broadcast live by Associated Press Television News and relayed on the same day by 48 television stations around the world. In Mali, along with national and local media, the conference on the conservation of Timbuktu’s fabled manuscripts was reported by the Washington Post and the ABC network in the USA, the BBC and the Mail online in the UK, and on France 24, France Inter and RFI. UNESCO’s participation in the International Day of Commemoration in Memory of the Victims of the Holocaust, was referenced in Le Monde and on France 3 (France), while the launch of International Year of Light at UNESCO was covered by The Independent (UK), Yahoo (USA), Wired (Italian edition), The Times of India, Al Ahram (Egypt) and Al Arabiya TV (Saudi Arabia), among others.

However, the story that generated the most international media coverage in January concerned the new data from the GMR on the numbers of out-of-school adolescents around the world. Scores of stories were published in international, national and local media including such leading outlets as the BBC and The Guardian (UK), The Times of India, AllAfrica.com and Folha de Sao Paulo (Brazil). These stories were given considerable space in their respective publications. UNESCO was prominently featured, and in several cases - notably in India - the subject was further developed to look in depth at the national situation. UNESCO was clearly presented as the primary source on an important issue, and the Director-General was systematically quoted.

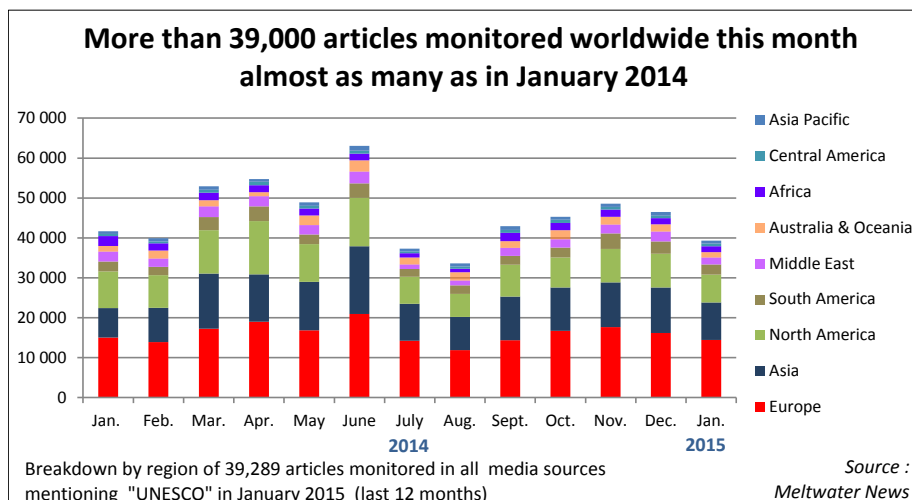
The top regional story concerned the Director-General’s visit to Guatemala and the Dominican Republic. Her visit and participation in events in both countries was given blanket coverage across Central America.

On the other hand, a report on the benefits of physical education and sport, which included a call for governments to do more to promote it, was largely ignored by the media.

**This graph shows the number of articles monitored in all media sources, in which “UNESCO” appeared in the story (Source: Meltwater News)**



## Regional breakdown of articles from all media sources, in which “UNESCO” appeared in the story



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

No Op-Eds published in January

### 2.5. Interviews given (by subject and media)

Subject	Interviewee	Language	Media (press TV Radio)
Quote for an upcoming print edition on intangible cultural heritage	Cécile Duvelle	English	National Geographic Traveler (US)
Culture heritage in Syria	Nada Al Hassan	English	CNN International (US)
Education report UNICEF/UNESCO	Juan Cruz Perusia	Spanish	UN Radio
Situation of culture in the Arabic world	Agnès Bardou	French	Le Monde (France)
Tourism and Culture	Peter Debrine	French	Le Figaro (France)
Freedom of Expression	Mehdi Benchelah	French	UN Radio
World Heritage - Peru	Roni Amelan	English	CNN Online (US)
World Heritage	Roni Amelan	French	AFP, Amen magazine (France)
International Holocaust Remembrance Day	Nuria Sanz	Spanish	Radio Enfoque (Mexico)
Education	Maki Hayashikawa	English	BBC (GB)

### 2.6. Background Footage (B-roll) downloads from Multimedia

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

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

6 B-rolls were downloaded in December. To be noted: Server was down several times in January.

	Subject	Downloads	Media
1	WHC – Properties inscribed in 2014	4	CNN international
2	ED – 2013/14 GMR launch in Kenya	1	
3	SC - Tsunami	1	

### 2.7. Number of Photographs ordered by the Media (by subject)

N/A for January.

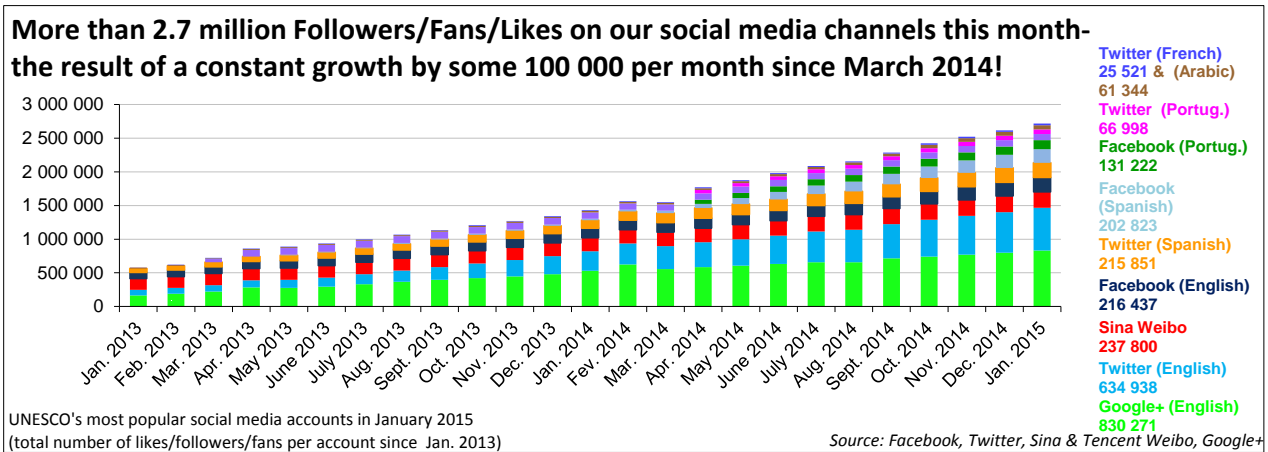
### 3. UNESCO Social Media Channels

2015 got off on a flying start for UNESCO's social media channels in all languages. Growth is strongest in Arabic, with a 7% increase on Twitter and Facebook, and constant on Portuguese & Spanish Facebook (+4%), as well as on French Twitter (+5%). Messages about Charlie Hebdo were the most popular this month, accounting for 60% of the month's top tweets. Our lead tweet about Holocaust Remembrance Day was retweeted 2.5K times – the runaway, most popular tweet posted by any UN agency in the month of January, and even December 2014.

Our Brasilia office continues to seduce audiences with exceptional visual imagery – even creating an [animated video](#) to wish its followers a happy 2015. It is an ambitious and admirable example of the immense creative energy needed to successfully engage with and build a large audience. It shows all of UNESCO the importance of visual communications today, and the need to express our work through creative imagery, rather than heavy text.



Today, there are several active Twitter accounts maintained by UNESCO staff members. Overall, the accounts show a politically responsible effort to grow professional communities of practice, and to position UNESCO's leadership in influential conversations among experts. So far, all accounts combined totalize already more than 16,600 followers, an average of 830 per account.



#### 3.1. Social networking sites


Facebook - [www.unesco.org/facebook](http://www.unesco.org/facebook) / VKontakte - <http://vk.com/unesco/> / [Google+](https://plus.google.com/unesco)

Variation January 2015 vs December 2014

Likes/Followers		January 2015	December 2014	Variation vs December
Total likes/followers (all languages)		1 417 900	1 362 349	+4.08%
Facebook	English	216 437	208 261	+3.93%
	Spanish	202 823	195 040	+3.99%
	Portuguese	131 222	125 964	+4.17%
	Arabic	18 222	16 917	+7.71%
	French	14 613	14 090	+3.71%
	Russian	2 140	2 129	+0.52%
Google+	English	830 271	797 860	+4.06%
VKontakte	Russian	2 172	2 088	+4.02%

Top 10 Facebook posts in January (ranked by highest % feedback - number of likes and shares per impression - from users)

Message	Posted	Likes/ Shares
Tal y como dijo Malala Yousafzai, "un niño, un profesor y un lápiz pueden cambiar el mundo". Efectivamente, la #educación es una herramienta fundamental para transformar nuestras vidas y la sociedad en general. ¿Y vosotros qué pensáis? ¿Cómo podemos conseguir un mundo mejor a través de la educación? <a href="http://bit.ly/1DbqlaE">http://bit.ly/1DbqlaE</a> #CiudadanoDelMundo	29/01	L: 3 561 S: 3 604
¿Qué os parece esta reflexión de Voltaire? ¿Qué es para vosotros la tolerancia? En la actualidad el principio de la #tolerancia reviste más vigencia que nunca y se encuentra gravemente amenazado. La diversidad cultural es blanco de los ataques de grupos extremistas que pretenden imponer su visión sectaria del mundo, y ciertas minorías se ven perseguidas y sufren tentativas de "limpieza cultural". Dentro de las sociedades, las crisis económicas o sociales sirven a veces de pretexto para buscar chivos expiatorios y alimentar sentimientos de rechazo del otro. Ante todas estas dificultades, debemos reafirmar enérgicamente el imperativo de tolerancia, recordando que toda cultura merece respeto y que no hay credo que justifique el odio o desprecio del prójimo. Sobre la	23/01	L: 2 811 S: 3 298

tolerancia y el <a href="#">Día Internacional de la Tolerancia</a> , observado cada año por la UNESCO.		
From UNESCO na rede, Brasilia Office #LiberdadeExpressao Todo jornalista morto ou neutralizado por ato terrorista é um observador a menos da condição humana.	09/01	L: 2 744 S: 2 684
La prevención de los genocidios empieza con la #educación. Cuando se cumplen 70 años de la liberación del campo de concentración y exterminio más conocido de la Segunda Guerra Mundial, Auschwitz-Birkenau, la UNESCO presenta una publicación que examina los libros de texto de 26 países para ver cómo se está enseñando el Holocausto. Para saber más sobre esta nueva publicación: <a href="http://bit.ly/1v0auCi">http://bit.ly/1v0auCi</a> Lea también " <a href="#">¿Por qué enseñar el Holocausto?</a> " (PDF)	27/01	L: 2 677 S: 2 259
From UNESCO na rede, Brasilia Office Quotation from Voltaire : « Posso não concordar com nenhuma das palavras que você disser, mas defenderei até a morte o direito de você dizê-las. »	15/01	L : 1 974 S : 1 443
¿Qué conocimientos y valores deberían promover las escuelas hoy en día para fomentar la ciudadanía mundial? Tolerancia, empatía, diálogo, derechos humanos, responsabilidad con el medio ambiente...? Creemos que la educación en el siglo XXI tiene que promover la ciudadanía mundial, lo cual no es un término legal sino más bien un sentido de solidaridad con el mundo. La humanidad es una única familia, con una historia y un destino comunes. Para saber más: <a href="http://bit.ly/1DbqIaE">http://bit.ly/1DbqIaE</a>	28/01	L: 1 792 S: 1 763
Tonight in #Paris: We condemn the unprecedented & appalling crime against#CharlieHebdo. The spontaneous demonstrations that this appalling crime has provoked across France and around the world reveal that freedom of expression is a right that is cherished, and understood by all as being at the heart of healthy, functioning societies <a href="http://ow.ly/GXDpO">http://ow.ly/GXDpO</a> #JeSuisCharlie #WeAreAllCharlie.	07/01	L: 1 736 S: 847
<a href="#">UNESCO en español</a> has changed the profile picture 	09/01	L: 1 673 S: 222
Necesitamos nuevos conocimientos y habilidades para los nuevos tiempos, para fomentar un mayor respeto y comprensión entre culturas, para dar a los estudiantes las herramientas necesarias para aprovechar al máximo la diversidad, desarrollar nuevos valores y actitudes de solidaridad y responsabilidad. La #educación tiene que ser algo más que simplemente transmitir información y conocimientos, debe servir para poner las bases de una auténtica cultura de #paz. <a href="http://bit.ly/1CHSqOv">http://bit.ly/1CHSqOv</a> #CiudadanoDelMundo	30/01	L: 1 648 S: 1 248
La bandera de la UNESCO ondea a media asta en homenaje a las víctimas del ataque contra <a href="#">Charlie Hebdo Oficial</a> . Todos somos #CharlieHebdo. #JeSuisCharlie	07/01	L: 1 635 S: 384

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

### 3.2. Microblogs

Twitter - <http://twitter.com/#!/unescoNOW> / Sina Weibo - <http://t.sina.com.cn/unesco>

Variation January 2015 vs December 2014

Followers/Fans	January 2015	December 2014	Variation vs December	
Total (all languages)	1 338 056	1 292 823	+3.50%	
Twitter	English	634 938	603 495	+5.21%
	Spanish	215 851	209 832	+2.87%
	Portuguese	66 998	65 218	+2.73%
	Arabic	61 344	57 218	+7.21%
	French	25 521	24 173	+5.58%
	Russian	2 840	2 756	+3.05%
Sina Weibo	Chinese	237 800	237 240	+0.24%
Tencent Weibo	Chinese	92 764	92 891	-

### Top 10 Twitter Posts in January

Message	Posted	Re-tweets
70y ago today, <a href="#">@AuschwitzMuseum</a> was freed. Jan 27 is <a href="#">#Holocaust</a> Remembrance Day <a href="http://ow.ly/HZ0cr">http://ow.ly/HZ0cr</a> <a href="#">#WorldHeritage</a>	26/01	2 500
Our HQ in <a href="#">#Paris</a> tonight: "United" for freedom of expression & peace <a href="http://instagram.com/p/xpngAUnRCZ/">http://instagram.com/p/xpngAUnRCZ/</a> <a href="#">#JeSuisCharlie</a>	09/01	956
Attack on <a href="#">#CharlieHebdo</a> :The intl community cannot allow extremists to silence the free flow of opinions <a href="http://ow.ly/GVuww">http://ow.ly/GVuww</a> <a href="#">#pressfreedom</a>	07/01	740
Hoy se cumplen 70 años de la liberación de Auschwitz.No olvidemos la historia <a href="http://bit.ly/1GSt9oK">http://bit.ly/1GSt9oK</a> <a href="#">#Auschwitz70</a>	27/01	644



#JeSuisCharlie: Never has a media been so targeted & its staff killed in such extreme violence <a href="http://ow.ly/GXDpO">http://ow.ly/GXDpO</a>	07/01	571
Let us march together in solidarity - we must not let terrorists divide society <a href="http://instagram.com/p/xuVtR5HRDU/">http://instagram.com/p/xuVtR5HRDU/</a> #JeSuisCharlie	11/01	550
Only 29% of the world's researchers are women. Gender disparities remain deep at most stages of science & tech education #womeninscience	03/01	439
We are all #CharlieHebdo. Our flag at half-staff in solidarity w/ France, @Charlie_Hebdo & freedom of expression	07/11	370
Tonight: Our HQ illuminated like the Northern Lights to mark the Intl Year of Light <a href="http://instagram.com/p/yDEd10nRFY">http://instagram.com/p/yDEd10nRFY</a> #IYL2015	19/01	368
#JournalismAfterCharlie: Globally 9 of 10 crimes agst #socialmedia producers & journalists go unpunished	14/01	363

### 3.3. Video Traffic

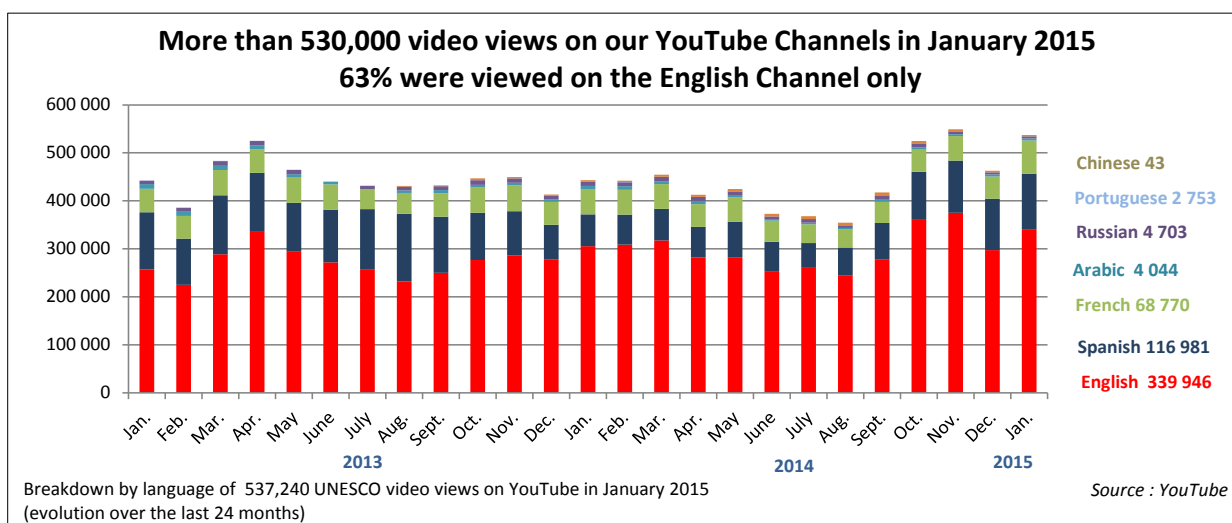
Video views are tracked on YouTube.

#### 3.3.1 UNESCO Channel on YouTube - <http://www.youtube.com/unesco>

##### Variation January 2015 vs December 2014

Video views	January 2015	December 2014	Variation vs December
Total (all languages)	537 240	462 496	+16.16%
English	339 946	297 280	+14.35%
Spanish	116 981	107 255	+9.07%
French	68 770	46 490	+47.92%
Russian	4 703	3 974	+18.34%
Arabic	4 044	4 532	-10.77%
Portuguese	2 753	2 911	-5.43%
Chinese	43	54	-20.37%

Subscribers	January 2015	December 2014	Variation vs December
Total (all languages)	1 185	1 259	-5.88%
English	774	759	+1.98%
Spanish	217	322	-32.61%
French	131	101	+29.70%
Arabic	30	32	-6.25%
Portuguese	26	28	-7.14%
Russian	4	6	-33.33%
Chinese	3	11	-72.73%



#### ▪ Top 10 videos on UNESCO TV English Channel

	Title	Subject	Views
1.	<a href="#">Kalbelia folk songs and dances of Rajasthan</a>	CLT/ITH	32 087
2.	<a href="#">The Polyphonic Singing of the Aka Pygmies of Central Africa</a>	CLT/ITH	21 958

3.	<a href="#">Kabuki Theatre</a>	CLT/ITH	16 353
4.	<a href="#">Georgian Polyphonic Singing</a>	CLT/ITH	9 894
5.	<a href="#">Daemokjang, traditional wooden architecture</a>	CLT/ITH	8 469
6.	<a href="#">Shrimp fishing on horseback in Oostduinkerke</a>	CLT/ITH	8 370
7.	<a href="#">Baul Songs</a>	CLT/ITH	6 868
8.	<a href="#">Al-Bar'ah, music and dance of Oman Dhofari valleys</a>	CLT/ITH	6 743
9.	<a href="#">Rites and craftsmanship associated with the wedding costume tradition of Tlemcen</a>	CLT/ITH	6 662
10.	<a href="#">The Wayang Puppet Theatre</a>	CLT/ITH	6 468

#### ▪ Top 10 videos on UNESCO TV Spanish Channel

	Title	Subject	Views
1.	<a href="#">Las expresiones orales y gráficas de los wajapi</a>	CLT/ITH	55 900
2.	<a href="#">Los cantos polifónicos de los pigmeos aka de Centroáfrica</a>	CLT/ITH	8 454
3.	<a href="#">Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas</a>	UNESCO	4 000
4.	<a href="#">La huaconada, danza ritual de Mito</a>	CLT/ITH	3 641
5.	<a href="#">Aprender a Proteger la Biodiversidad</a>	ED	2 055
6.	<a href="#">Los parachicos en la fiesta tradicional de enero de Chiapa de Corzo</a>	CLT/ICH	1 857
7.	<a href="#">De camino a la escuela</a>	ED	1 753
8.	<a href="#">El Kankurang, rito de iniciación mandinga</a>	CLT/ITH	1 425
9.	<a href="#">El Ballet Real de Camboya</a>	CLT/ITH	1 387
10.	<a href="#">Los conocimientos tradicionales de los chamanes jaguares de Yuruparí</a>	CLT/ITH	1 309

#### ▪Top 10 videos on UNESCO TV French Channel

	Title	Subject	Views
1.	<a href="#">La pêche aux crevettes à cheval à Oostduinkerke</a>	CLT/ITH	17 005
2.	<a href="#">Les chants polyphoniques des pygmées Aka de Centrafrique</a>	CLT/ITH	3 652
3.	<a href="#">Le repas gastronomique des Français</a>	CLT/ITH	2 201
4.	<a href="#">Le chant polyphonique géorgien</a>	CLT/ITH	2 155
5.	<a href="#">Bouba &amp; Zaza - le dessin animé pour la jeunesse</a>	ED	2 094
6.	<a href="#">Routes de l'Esclave : Une Vision Globale</a>	CLT	1 601
7.	<a href="#">Le Maloya</a>	CLT/ITH	1 492
8.	<a href="#">Le savoir-faire de la dentelle au point d'Alençon</a>	CLT/ITH	1 438
9.	<a href="#">Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero</a>	CLT/ITH	1 400
10.	<a href="#">Bouba et Zaza protègent la terre</a>	ED	1 181

#### ▪ Top 10 videos on UNESCO TV Russian Channel

	Title	Subject	Views
1.	<a href="#">Video n°18 submitted for Video Challenge for Youth on cultural diversity</a>	CLT	628
2.	<a href="#">Prehistoric Sites and Decorated Caves of the Vézère Valley</a>	CLT/WHC	415
3.	<a href="#">Alsou Abramova - Singer, UNESCO Artist for Peace</a>	UNESCO	242
4.	<a href="#">Taj Mahal</a>	CLT/WHC	187
5.	<a href="#">Memphis and its Necropolis – the Pyramid Fields from Giza to Dahshur</a>	CLT/WHC	121
6.	<a href="#">Interview with Alsou Abramova, UNESCO Artist for Peace</a>	UNESCO	115
7.	<a href="#">Petra</a>	CLT/WHC	110
8.	<a href="#">Lake Malawi National Park</a>	CLT/WHC	110
9.	<a href="#">UNESCO History</a>	UNESCO	101
10.	<a href="#">Royal Botanic Gardens, Kew</a>	CLT/WHC	99

#### ▪Top 10 videos on UNESCO TV Arabic Channel

	Title	Subject	Views
1.	<a href="#">Lynes and Geoglyphs of Nasca and Pampas de Jumana</a>	CLT/WHC	710
2.	<a href="#">Manufacture of clay bricks in the hill of Jaber refugee camp-Jericho</a>	CLT/WHC	423
3.	<a href="#">Petra</a>	CLT/WHC	281
4.	<a href="#">Archaeological Areas of Pompei, Herculaneum and Torre Annunziata</a>	CLT/WHC	226
5.	<a href="#">Palace and Park of Versailles</a>	CLT/WHC	121
6.	<a href="#">Preparing for Tsunamis in the Mediterranean</a>	SC	110
7.	<a href="#">UNESCO History</a>	UNESCO	109
8.	<a href="#">UNESCO Siq Project, MAKING PETRA SAFER FOR ALL!</a>	CLT/WHC	91
9.	<a href="#">Medina of Fez</a>	CLT/WHC	76
10.	<a href="#">Tassili n'Ajjer</a>	CLT/WHC	73

▪ **Top 10 videos on UNESCO TV Portuguese Channel**

	Title	Subject	Views
1.	<a href="#">Serra Capivara</a>	CLT/WHC	938
2.	<a href="#">Vídeo da UNESCO celebra 53 anos de Brasília</a>	UNESCO	609
3.	<a href="#">Boas práticas do Programa Mais Educação</a>	ED	483
4.	<a href="#">Dia Nacional de Visibilidade Trans: 29 de janeiro.mp4</a>	ED	175
5.	<a href="#">Dia Internacional em Memória das Vítimas do Holocausto 2015</a>	ED	103
6.	<a href="#">Mundança climática</a>	ED	83
7.	<a href="#">Serra da Capivara National Park</a>	CLT/WHC	71
8.	<a href="#">UNESCO celebra Dia da Língua Portuguesa</a>	ED	51
9.	<a href="#">Boas práticas no combate ao bullying homofóbico nas escolas</a>	ED	34
10.	<a href="#">Dia Mundial da Filosofia 2014</a>	SHS	24

▪ **Top 10 videos on UNESCO TV Chinese Channel**

	Title	Subject	Views
1.	<a href="#">Interview of Zhang Jun - UNESCO Artist for Peace</a>	UNESCO	10
2.	<a href="#">Gao Shijun, Director of European HQ of China Radio International</a>	CI	8
3.	<a href="#">Aowen Jin, Chinese artist and social commentator</a>	CI	7
4.	<a href="#">UNESCO History</a>	UNESCO	4
5.	<a href="#">Cheng Yizhong, laureate of the 2005 UNESCO/Guillermo Cano World Press Freedom Prize</a>	CI	4
6.	<a href="#">Global Partnership for Oceans</a>	SC	3
7.	<a href="#">40th anniversary of the World Heritage Convention</a>	CLT/WHC	3
8.	<a href="#">Tribute to Malala Yousafzai</a>	ED	2
9.	<a href="#">Huang Nubo supports UNESCO</a>	CLT	2
10.	<a href="#">Irina Bokova: "Jazz is the music of freedom"</a>	CLT	2

▪ **Videos posted this month on YouTube (by number of views)**

Top	Title	Length	Posted	Views as at 10/02/2015
1.	<a href="#">World Radio Day Message: UNESCO Director-General Irina Bokova</a>	1'33"	23/01	4 081
2.	<a href="#">World Radio Day Message: Emmanuel Sémo</a>	3'16"	29/01	1 361
3.	<a href="#">Charlie Hebdo Attack: UNESCO stands for Freedom of Expression</a>	0'58"	08/01	1 072
4.	<a href="#">March for Freedom</a>	2'34"	11/01	964
5.	<a href="#">William D Phillips presentation in the International Year of Light</a>	5'07"	20/01	691
6.	<a href="#">Year of Light psa</a>	6'52"	19/01	638
7.	<a href="#">World Radio Day Message: Wang Leehom</a>	3'21"	28/01	624
8.	<a href="#">Global citizenship is...</a>	3'29"	30/01	594
9.	<a href="#">Etre journaliste après Charlie: discours de Robert Badinter</a>	11'39"	14/01	589
10.	<a href="#">Ataque contra Charlie Hebdo: la UNESCO defiende la libertad de prensa</a>	0'58"	08/01	485
11.	<a href="#">Global Citizenship education starts at the community level</a>	4'54"	29/01	456
12.	<a href="#">Attentat contre Charlie Hebdo: l'UNESCO pour la liberté d'expression</a>	0'58"	08/01	418
13.	<a href="#">World Radio Day Message: Cecile Guidote Alvarez</a>	4'01"	23/01	400
14.	<a href="#">Journalism after Charlie</a>	3'48"	14/01	296
15.	<a href="#">World Radio Day Message: Peter Horrocks</a>	2'01"	29/01	288
16.	<a href="#">Mensaje por el Día Mundial de la Radio: Daniela Mercury</a>	1'07"	28/01	286
17.	<a href="#">Marcha por la libertad de expresión</a>	2'34"	11/01	256
18.	<a href="#">Celebration of the 20th Anniversary of the Slave Route Project</a>	24'56"	16/01	255
19.	<a href="#">World Radio Day Message: Nicolas Hénin</a>	3'25"	23/01	253
20.	<a href="#">World Radio Day Message: Spanish Radio Academy</a>	2'11"	23/01	251
21.	<a href="#">UNESCO Director-General Meets the President of the Republic of Turkey, Recep Tayyip Erdogan</a>	0'33"	06/01	219
22.	<a href="#">World Radio Day Message: Lilane Andraos</a>	1'50"	28/01	193
23.	<a href="#">Mensaje por el Día Mundial de la Radio: Directora General de la UNESCO Irina Bokova</a>	1'55"	23/01	193
24.	<a href="#">UNESCO expert mission to Timbuktu</a>	1'51"	30/01	184

25.	<a href="#">Director-General of UNESCO celebrates the 10th anniversary of the 2005 Convention</a>	2'48"	06/01	155
26.	<a href="#">World Radio Day Message: Susan Dabbous</a>	2'37"	23/01	155
27.	<a href="#">Journée dédiée à la mémoire des victimes de l'Holocauste</a>	4'37"	28/01	147
28.	<a href="#">Projet NET-MED Jeunesse : Atelier sur les techniques d'observation des médias au Maghreb</a>	3'04"	21/01	138
29.	<a href="#">Artistic illumination (Belgium) on the theme of WWI Underwater Cultural Heritage</a>	2'33"	26/01	137
30.	<a href="#">Dia Internacional em Memória das Vítimas do Holocausto 2015</a>	9'22"	27/01	137
31.	<a href="#">Mensaje por el Día Mundial de la Radio: Tania Libertad</a>	3'32"	30/01	133
32.	<a href="#">World Radio Day Message: Guillaume Gallienne</a>	4'46"	30/01	130
33.	<a href="#">Mensaje por el Día Mundial de la Radio: Academia Española de la Radio</a>	2'11"	27/01	119
34.	<a href="#">Bioética Latinoamericana: Cambiar la práctica, cambiar la vida. Alumnos del PEPB</a>	1'37"	12/01	113
35.	<a href="#">Bioética Latinoamericana: Un Desafío, un Compromiso. Alumnos del PEPB</a>	1'30"	12/01	108
36.	<a href="#">La Directrice générale de l'UNESCO célèbre le 10ème anniversaire de la Convention de 2005</a>	2'46"	06/01	87
37.	<a href="#">World Radio Day Message: John Matherly, Shodan</a>	2'38"	23/01	84
38.	<a href="#">Message pour la Journée mondiale de la radio: Directrice générale de l'UNESCO Irina Bokova</a>	1'37"	23/01	79
39.	<a href="#">Mensaje por el Día Mundial de la Radio: Janine di Giovanni</a>	2'30"	30/01	79
40.	<a href="#">Message pour la Journée mondiale de la radio: Jean François Raskin</a>	3'53"	22/01	77
41.	<a href="#">UNEP Executive Director's video message for the opening of the 2014 World Conference on ESD HD</a>	4'44"	14/01	76
42.	<a href="#">World Radio Day Message: Liza Boyarskaya</a>	3'40"	28/01	76
43.	<a href="#">Message pour la Journée mondiale de la radio: Guillaume Gallienne</a>	4'46"	30/01	75
44.	<a href="#">Bioética Latinoamericana: Cambiar la práctica, cambiar la vida. Alumnos del PEPB</a>	1'32"	12/01	67
45.	<a href="#">World Radio Day Message: Jean François Raskin</a>	3'53"	22/01	66
46.	<a href="#">World Radio Day Message: Janine di Giovanni</a>	2'30"	30/01	64
47.	<a href="#">Message pour la Journée mondiale de la radio: Liliane Andraos</a>	1'50"	29/01	61
48.	<a href="#">World Radio Day Message: Tania Libertad</a>	3'31"	28/01	56
49.	<a href="#">World Radio Day Message: Pascale Sakr</a>	0'45"	28/01	55
50.	<a href="#">Mission d'experts menée par l'UNESCO à Tombouctou</a>	1'51"	29/01	50
51.	<a href="#">Message pour la Journée mondiale de la radio: Cecile Guidote Alvarez</a>	4'01"	28/01	42
52.	<a href="#">Bioética Latinoamericana: Un Desafío, un Compromiso. Alumnos del PEPB</a>	1'05"	12/01	42
53.	<a href="#">Message pour la Journée mondiale de la radio: Pascale Sakr</a>	0'45"	28/01	39
54.	<a href="#">Mensaje por el Día Mundial de la Radio: Nicolas Hénin</a>	3'25"	28/01	39
55.	<a href="#">Message pour la Journée mondiale de la radio: Nicolas Hénin</a>	3'25"	28/01	36
56.	<a href="#">Mensaje por el Día Mundial de la Radio: Susan Dabbous</a>	2'37"	27/01	35
57.	<a href="#">Message pour la Journée mondiale de la radio: Susan Dabbous</a>	2'37"	28/01	31
58.	<a href="#">Message pour la Journée mondiale de la radio: John Matherly</a>	2'38"	28/01	30
59.	<a href="#">Resumen del periodo 2008-2013 del programa "Información Para Todos"</a>	3'48"	20/01	30
60.	<a href="#">Information for All Programme: Report 2008 – 2013 - in Arabic</a>	3'50"	21/01	15
61.	<a href="#">World Radio Day Message: John Matherly, Shodan - in Russian</a>	2'38"	30/01	14
62.	<a href="#">World Radio Day Message: Guillaume Gallienne - in Russian</a>	4'46"	30/01	14
63.	<a href="#">The Information for All Programme ( IFAP) - in Russian</a>	3'15"	21/01	10

\* Produced by UNESCO Studio

#### 4. UNESCO Photobank - (N/A for January)

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. Separate photobanks in the sectors are not tracked but also get significant downloads.

## 5. UNESCO Documents and Library

### 5.1. UNESCO Documents - <http://www.unesco.org/new/en/unesco/resources/publications/unescodoc-database/>

The **UNESDOC database** - managed by KMI/MSA Knowledge-Sharing & Open Access Unit - 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.

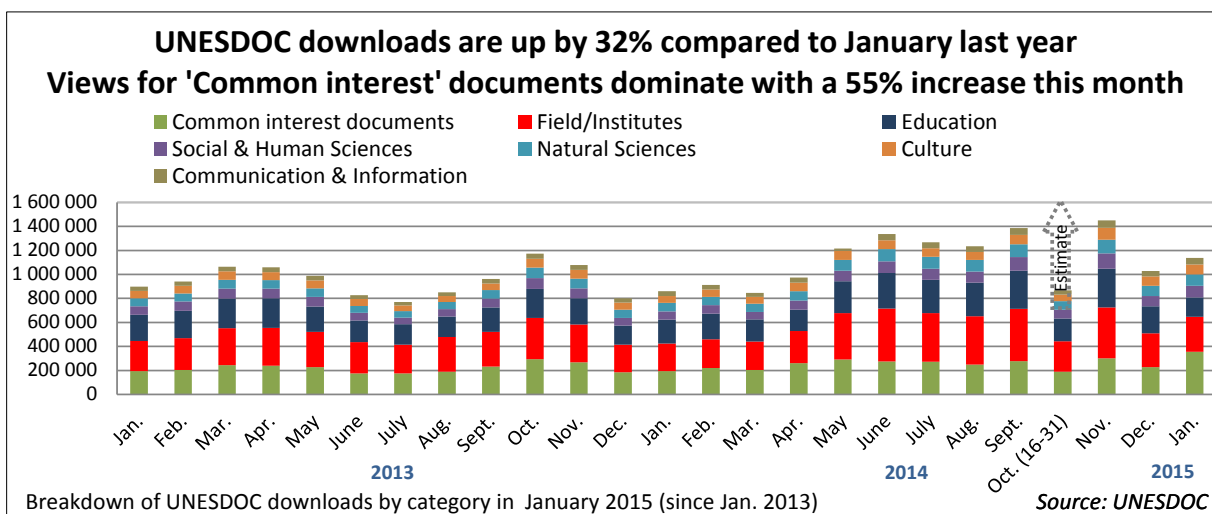
In January, **146 689** records were available online in PDF format (146 482 in December 2014), including documents, publications, communication material and other working documents.

Note: PDF downloads measured by UNESDOC represent only hits and do not reflect necessarily successful downloads. Statistics may therefore show too high figures.

#### 5.1.1 Statistics of consultation

<b>Total number of downloads in January</b>	<b>1 137 520</b>
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	7 384	161 860	-27.95%	22
Natural Sciences	9 924	94 082	+11.29%	9
Social and Human Sciences	5 812	98 074	+13.55%	17
Culture	3 752	82 749	+4.84%	22
Communication and Information	2 739	54 705	+22.71%	20
Field & Institutes	9 871	291 037	+3.39%	29
Common interest documents	NA	355 013	+55.53%	NA



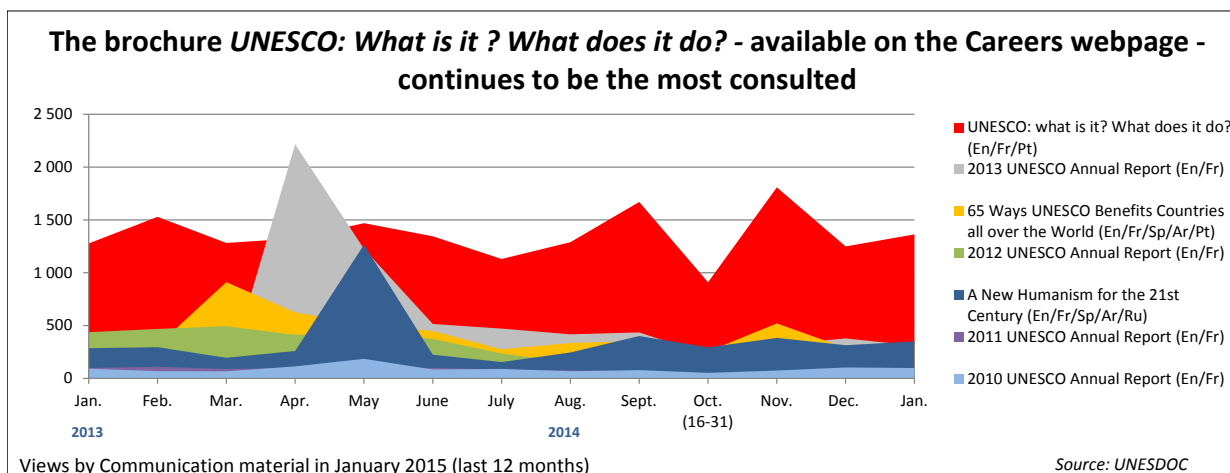
#### 5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	138 434
2	Germany	113 735
3	France	56 031
4	Mexico	47 422
5	United Kingdom of Great Britain and Northern Ireland	25 542
6	Spain	23 400
7	China	21 217
8	India	20 074
9	Philippines	19 703
10	Brazil	16 609
11	Nigeria	15 525
12	Canada	14 721

13	Venezuela (Bolivarian Republic of)	10 120
14	Japan	9 635
15	Colombia	8 268

### 5.1.3 Printable Communication materials

Title	Total downloads in January							
	EN	FR	SP	RU	AR	ZH	POR	Total
<a href="#">UNESCO: what is it? What does it do?</a>	1 011	263					89	1 363
<a href="#">A New Humanism for the 21st Century</a>	95	135	80	36	4			350
<a href="#">65 Ways UNESCO Benefits Countries all over the World</a>	117	102	63		9		26	317
<a href="#">2013 UNESCO Annual Report</a>	261	49						310
<a href="#">2012 UNESCO Annual Report</a>	102	34						136
<a href="#">2010 UNESCO Annual Report</a>	74	24						98
<a href="#">2011 UNESCO Annual Report</a>	41	17						58
<b>TOTAL</b>	<b>1 701</b>	<b>624</b>	<b>143</b>	<b>36</b>	<b>13</b>	<b>0</b>	<b>115</b>	<b>2 632</b>

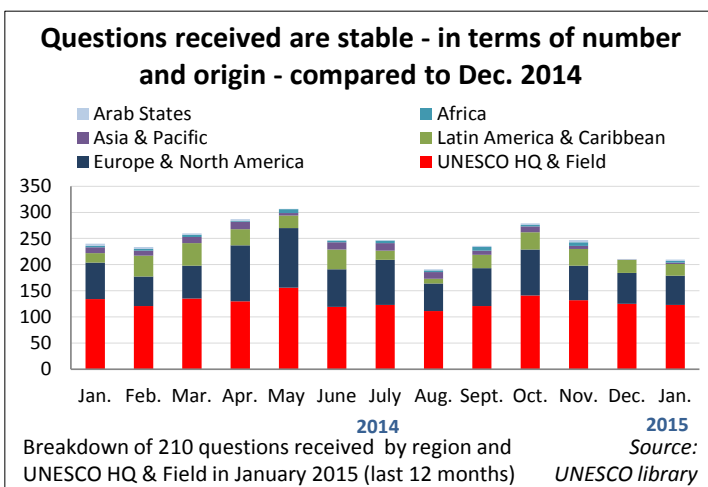


### 5.2. UNESCO Library - <http://www.unesco.org/library>

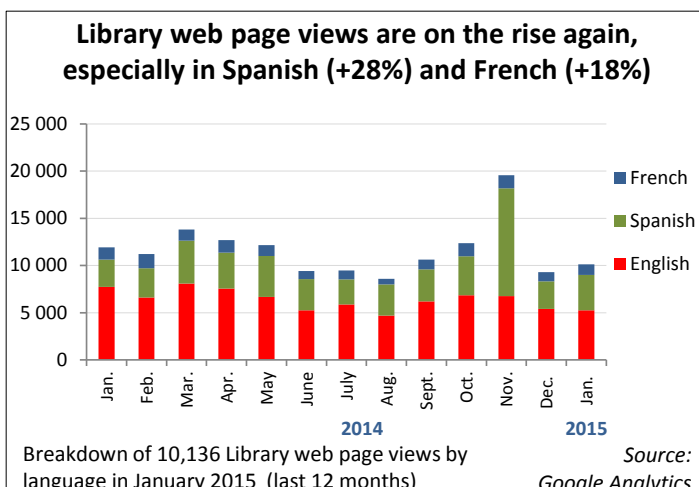
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

Search assistance, access to information, answers to questions from staff (Headquarters and field), Permanent Delegations as well as the general public are provided via *virtual* reference and information services and *in person* via the reference desk in the Library reading room (at Headquarters).

#### 5.2.1 Questions received by: [library@unesco.org](mailto:library@unesco.org)



#### 5.2.2 Web page views:



## 6. Publications - <http://www.unesco.org/new/en/unesco/resources/publications/>

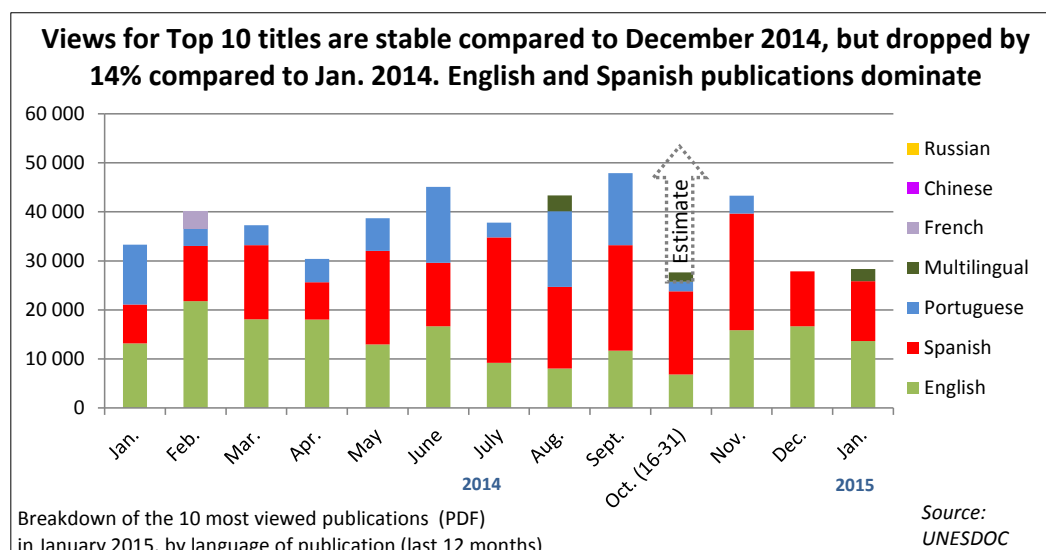
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical studies, atlases, etc.). They are distributed for free via UNESCO's networks and on-line, or as sales products under the 'UNESCO Publishing' imprint.

Online viewing has stayed stable compared to December 2014 but is lower than in January 2014. The two main flagship reports of UNESCO, the *EFA Global Monitoring Report 2013-2014* and the *World Water Development Report 2014*, continue to fare well in the top ten downloads but the top two titles are in Spanish. Page views on Google Books fell again for the second month running (-5%) but are still very high compared to the rest of the year and compared to January 2014 (+104%). Best-selling titles at the Bookshop were on culture and education themes, and on-line sales were dominated by culture titles.

### 6.1. Top 10 most consulted PDFs\* (UNESDOC)

	Title	Sector	Language	Views*	Published
1.	<a href="#">Los Siete saberes necesarios para la educación del futuro</a> (Seven complex lessons in education for the future)	ED	Spanish	3 824	UNESCO, 1999
2.	<a href="#">Hacia las sociedades del conocimiento: informe mundial de la UNESCO</a> (Towards knowledge societies: UNESCO world report)	all	Spanish	3 548	Paris, 2005
3.	<a href="#">The United Nations world water development report 2014</a>	SC	English	3 236	Paris, UNESCO, 2014
4.	<a href="#">Mass media: the image, role and social conditions of women; a collection and analysis of research materials</a>	CI	English	3 011	Paris, 1979
5.	<a href="#">Teaching and learning: achieving quality for all; EFA global monitoring report, 2013-2014</a>	ED	English	2 633	Paris, UNESCO, 2014
6.	<a href="#">Actividades de educación ambiental para las escuelas primarias: sugerencias para confeccionar y usar equipo de bajo costo</a> (Environmental education activities for primary schools: suggestions for making and using low cost equipment)	ED	Spanish	2 537	Santiago, 1997
7.	<a href="#">Learning to be: a holistic and integrated approach to values education for human development; core values and the valuing process for developing innovative practices for values education toward international understanding and a culture of peace</a>	ED	English	2 502	Bangkok, UNESCO Asia and Pacific Regional Bureau for Education, 2002
8.	<a href="#">Declaración Universal de Derechos Humanos</a>	SHS	Multilingual	2 476	Santiago de Chile, OREALC, 2008
9.	<a href="#">Materiales de lectura sencillos para adultos: preparación y empleo - Guías prácticas para la educación extraescolar; 3</a>	ED	Spanish	2 308	Paris, UNESCO, 1963
10.	<a href="#">The Contribution of early childhood education to a sustainable society</a>	ED	English	2 282	2008

\* PDF consultations measured by UNESDOC represent page views only. Figures may be slightly higher than actual downloads.

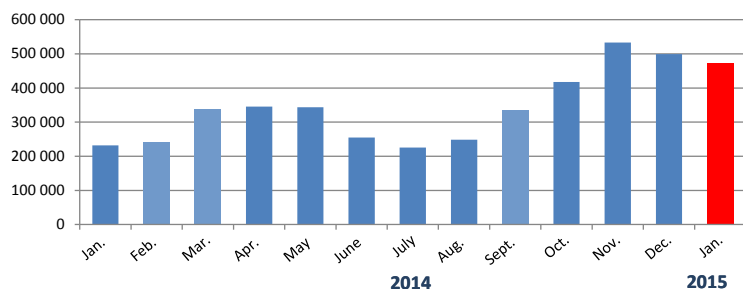


## 6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **500** UNESCO publications (mainly recent titles) are available on the service, which allows readers to search for and browse these books online.

Month	Publications on Google Books	Book visits	Pages viewed	Book visits with buy clicks
January 2015	500	45 416	473 770	252
January 2014	382	21 605	231 843	208

Despite 500 titles now available, Google Books page views dropped for the 2nd month in a row, but rose by 104% compared to Jan. 2014



Publications page views in January 2015 (last 12 months)

Source: Google Books

**Book visits:** A book visit is registered each time a user views a book.

**Page views:** The number of individual pages a user views in a session (counted as a 24-hour period). Regardless of the number of times a user views a particular page, it is only registered once per session.

**Book visits with buy clicks:** This is registered each time a user clicks on a "Buy" link.

## 6.3. UNESCO Bookshop bestsellers\*

Bookshop sales of UNESCO publications top 5 (clickable covers)

Publication	Copies sold	Sector
	18	CLT/WHC
	6	ED
	5	ED
	5	CLT/WHC
	5	ED

Bookshop sales of non-UNESCO publications, top 5

Publication	Copies sold	Publisher
	14	Panasonic
	5	Editions Ouest-France
	5	Editions GELBART
	2	UN
	1	Editions du Patrimoine Centre des Monuments Nationaux

## 6.4. Online and international sales

Online and international sales of Publications, top 5 (clickable covers)

Publication	Copies sold	Sector
	35	CLT
	34	ERI
	28	CLT
	26	CLT
	24	CLT



## 6.5. Least-sold recent UNESCO publications (published over the last 12 months)\*

### Bookshop sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Education for All Global Monitoring Report - 2013/2014 ( <i>Arabic edition</i> ) Teaching and Learning: Achieving quality for all	0	ED
Éducation et VIH - Évolution et perspectives	0	ED
Fondements et philosophie de l'éducation des adultes en Afrique	0	ED
Socio-psychologie de l'éducation des adultes en Afrique	0	ED
Najaf: The Gate of Wisdom ( <i>Arabic edition</i> ) History, Heritage and Significance of the Holy City of the Shi'a	0	CLT/WHC

### Online and international sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Charting the course of education and HIV	0	ED
Tendances mondiales en matière de liberté d'expression et de développement des médias	0	CI
Commentaire relatif à la Convention de l'UNESCO de 1970 sur le trafic illicite des biens culturels	0	CLT
The International Status of Education about the Holocaust	0	ED
Water and Energy - The United Nations World Water Development Report 2014 (Set of 2 volumes)	0	SC

\* Figures do not include sales of publications by co-publishers, partners or, in the case of the IIEP, by the Institute itself.

## 6.6. Licensing and co-publishing agreements and amendments

No Licensing and co-publishing agreements or amendments were signed in January.

## 6.7. Permissions granted to use or translate UNESCO content

No permissions were signed in January.

## 7. UNESCO Calendar of events - <http://www.unesco.org/events/>

Launched in January 2010, 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.

### 7.1. Number of events by “Major Programmes”

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
CI	4	2	2	0
CLT	8	4	4	0
ED	15	8	6	1
ERI	2	2	0	0
SC	5	5	0	0
SHS	5	3	2	0
GBS	1	1	0	0
UIS	1	0	0	1
<b>Total</b>	<b>41</b>	<b>25</b>	<b>14</b>	<b>2</b>

### 7.2. Events organized by Field Offices/ Institutes

Baghdad	1
Bamako	1
Bangkok	1
Jakarta	1
Kathmandu	5
Kingston	1
Nairobi	2
San Jose	1
Venice	1
IIEP	1
UIS	1
<b>Total</b>	<b>16</b>

### 7.3. Type of Events organized by Headquarters/Field Offices/ Institutes

Type of Events taking place	at HQS	away from HQS
Category 2 - Intergovernmental meeting	-	2
Category 3 - Non-governmental conference	-	-
Category 4 - International Congress	-	-
Category 5 - Advisory Committee	-	1
Category 6 - Expert Committee	-	-
Category 7 - Seminars and Workshops	2	9
Category 8 - Symposium	2	-
Press Conference	1	-
Exhibition	2	1
Headquarters Committee	-	-
Event under Patronage	-	-
Concert	1	-
Internal Meeting	1	-
Consultative Meeting	-	5
Meeting by Member States or Institutions	-	6
Interagency meeting	-	1
Film Projection	-	1
Special Event	4	1
Working group/Expert Meeting	-	-
Information meeting for Permanent Delegations	-	-
Executive Board	1	-
Prize-giving Ceremony	-	-
<b>Total</b>	<b>14</b>	<b>27</b>

## 8. UNESCO Headquarters

Due to its position in Paris, its architectural value, well-known works of art and facilities, the UNESCO Headquarters building offers excellent communication and visibility opportunities. Therefore its meeting rooms as well as external and internal spaces are used for UNESCO related activities organised by the Secretariat and other institutions Secretariat's purposes but also for external rentals.

Conferences and meetings, organized by sectors, constitute an integral part of programme implementation and thus contribute to the achievements of the Organization's goals and objectives. UNESCO also hosts conferences and meetings organized by its Member States, through their delegations, as well as by other educational, scientific and cultural entities which share the Organization's mandate. Cultural events, exhibitions, shows, and screenings, organized in cooperation with Member States and other partners contribute to the promotion of cultural diversity. All events open to the public at large and to UNESCO communities, are promoted on the [Calendar of Events](#), [unesco.int](http://unesco.int), and the dynamic screens. Cultural and intellectual events for this public are announced on the monthly electronic Calendar of events sent to its subscribers, and made available at the Reception desk, the Book/Gift Shop, the Library, and the Visitor's service.

### 8.1. Conferences and Meetings

#### 8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
21/01	« Sciences pour le développement et la coopération internationale »	GBS/SCX	Salle X	100
21-23/01	WHC Meetings: Convention 1972	CLT/WHC	Diverses salles	300
27-28/01	Projet fp7	IOC/OOS	Salle VIII	25
27-30/01	2nd UNESCO Forum on Global Citizenship Education	ED/PSD/HIV	Diverses salles	300
28-29/01	Partenariat Med - 2e Consultation régionale sur le supplément aquifère côtier à la TDA-MED	SC/HYD/GSS	Salle XIV	30
Total participation				<b>755</b>

\* The titles given may include several events (seminar, workshop,...)

#### 8.1.2 Electoral Groups Meetings

Date	Title	Organizer	Place	Public
15/01	Réunion plénière du GRULAC	GRULAC	Salle XIII	50
16/01	Réunion plénière du groupe Afrique	DP Bénin	Salle XIII	80
20/01	Réunion plénière de l'ASPAC	ASPAC	Salle XVI	50
22/01	Réunion plénière de l'OCI	OCI	Salle XVI	25
Total participation				<b>205</b>

#### 8.1.3 External rentals

Date	Title	Organizer	Place	Public
13-14/01	Réunion du conseil d'administration de la Fédération nationale des communes forestières de France	FNCOFOR	Salle IX	70
16/01	Commémorations Fondation Rouch	Commission nationale française	Salle IV	200
16/01	Cérémonie de remise des diplômes de l'Institut supérieur de gestion	ISG	Salle I	1 300
16/01	Soirée conférence/projection dans le cadre des commémorations dédiées à Jean Rouch	Commission nationale française pour l'UNESCO	Salle IV	200
21/01	Conférence sur le site archéologique de Göbekli Tepe	Déleg. perm. de la Turquie	Salle XI	90
22/01	Cérémonie des vœux au personnel du Ministre français de l'éducation nationale	Ministère de l'Education nationale	Salle I	800
23/01	Cérémonie de remise des diplômes de la Novancia Business School Paris	Novancia Business School Paris	Salle I	1 000
24/01	Dîner de gala au profit de la Fondation Pompidou	Le Trot français	Hall Ségur	410
26/01	XXVIIIe Congrès de l'Union latine	Union Latine	Salle XVI	36
28/01	Conférence "Vivre ensemble le don des larmes et le don de la vie"	OCH	Salle I	1 300
29-30/01	Journées d'étude annuelles de l'APF	APF Formation	Salle I	900
Total participation				<b>6 306</b>

## 8.2. UNESCO Events - [www.unesco.org/en/cultural-events](http://www.unesco.org/en/cultural-events)

### 8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
05-21/01	« Grottes d'Haïti, entre imaginaires et réalités »	Délég. perm. d'Haïti	Salles Miró 1-2	n/a
12-16/01	« Jean Rouch à l'UNESCO »	Commission nationale française pour l'UNESCO	Salle Pas Perdus	n/a
26/01-06/02	<p><b>À l'occasion de la Journée internationale en mémoire des victimes de l'Holocauste</b></p> <p>« La Shoah par balles, 10 ans d'investigation », par Yahad-In Unum</p> <p>« Auschwitz-Birkenau 1940-1945, camp de concentration et centre de mise à mort », par le Mémorial de la Shoah</p> <p>« 1945, la libération des camps nazis », par le Mémorial de la Shoah et l'UNESCO</p>	ED/TLC/GCE	Hall Ségur	500 (inauguration)
26/01-06/02			Pas perdus	500 (inauguration)
26/01-06/02			Grille autour du Siège	n/a

### 8.2.2 Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
07/01	Projection : "Water Everlasting", dans le cadre de l'exposition « Grottes d'Haïti, entre imaginaires et réalités »	Suez Environnement	Salle IX	30
21/01	<p><b>À l'occasion de la Journée internationale en mémoire des victimes de l'Holocauste</b></p> <p>Projection en avant-première de deux épisodes de la série documentaire de France 2 « Jusqu'au dernier, la destruction des Juifs d'Europe », de William Karel et Blanche Finger</p>	ED/TLC/GCE	Salle I	600
22/01	Cérémonie de nomination : Elisso Bolkvadzé, Artiste de l'UNESCO pour la paix	Délég. perm. de la Géorgie	Hall Ségur	200
26/01	Projection de film : « Le passeport Turc »	Délég. perm. de la Turquie	Salle IV	200
26/01	<p><b>À l'occasion de la Journée internationale en mémoire des victimes de l'Holocauste</b></p> <p>Concert de l'Orchestre symphonique de Jérusalem, sous la direction de Frédéric Chaslin</p> <p>8<sup>e</sup> cérémonie dédiée à la mémoire des victimes de l'Holocauste</p> <p>Table ronde « Culture, mémoire et transmission »</p>	ED/TLC/GCE	Salle I	1 350
27/01			Salle I	1 050
27/01			Salle II	480

### 8.2.3 Special Events

Date	Title	Organizer	Place	Public*
14/01	« Être journaliste après Charlie » Une journée de réflexion et de débats sur la liberté d'expression	ERI, CI, ODG	Hall Ségur + Salle IV	450
19-20/01	Lancement de l'Année internationale de la lumière et des techniques utilisant la lumière	SC/BES	Divers espaces	1 250

\* Source: the number of participants for the rooms is estimated by ERI/DPI/SPE and MSS/CLD. Neither means nor tools are available to monitor exhibitions visitors. Room I maximum capacity: 1,368 seats

- **10 events** were promoted in the January monthly *Calendar of cultural events* printed out in 3,000 copies (in French), and its electronic version sent out to **26,708 subscribers**.
- **11 events** were organized, co-organized and/or promoted in January by DPI/PRP (Public Relations and Partnerships Section).

### 8.3. UNESCO Visits

A total of **17 visits for 337 visitors** were organized in January 2015. All visitors came within the framework of a group visit. The major part of the organized visits was conducted in English for a public from Asia and Pacific, and Europe and North America.

#### 1. Requests

Number of emails received	n/a
Number of requests received	n/a
Accepted requests	17
Declined requests	n/a

#### 2. Languages

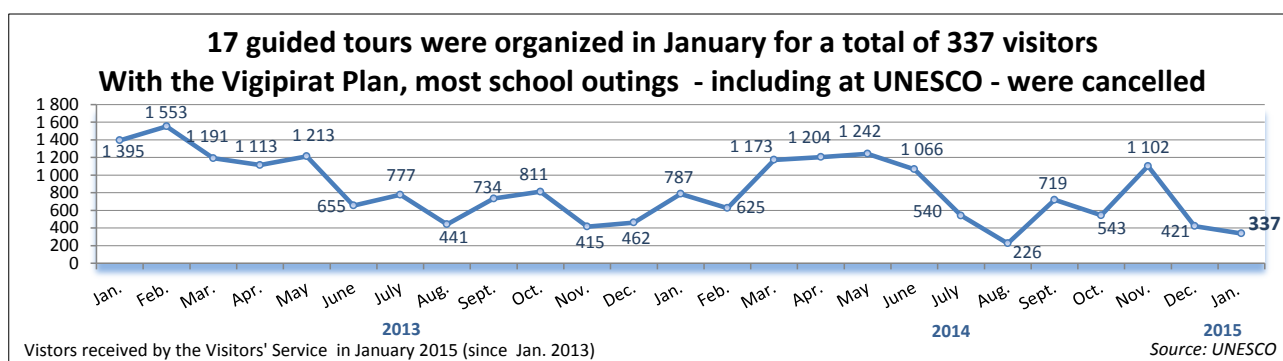
Visits/Present. In English	11	65%
Visits/Present. in French	5	29%
Other	1	6%

#### 3. Type of visits

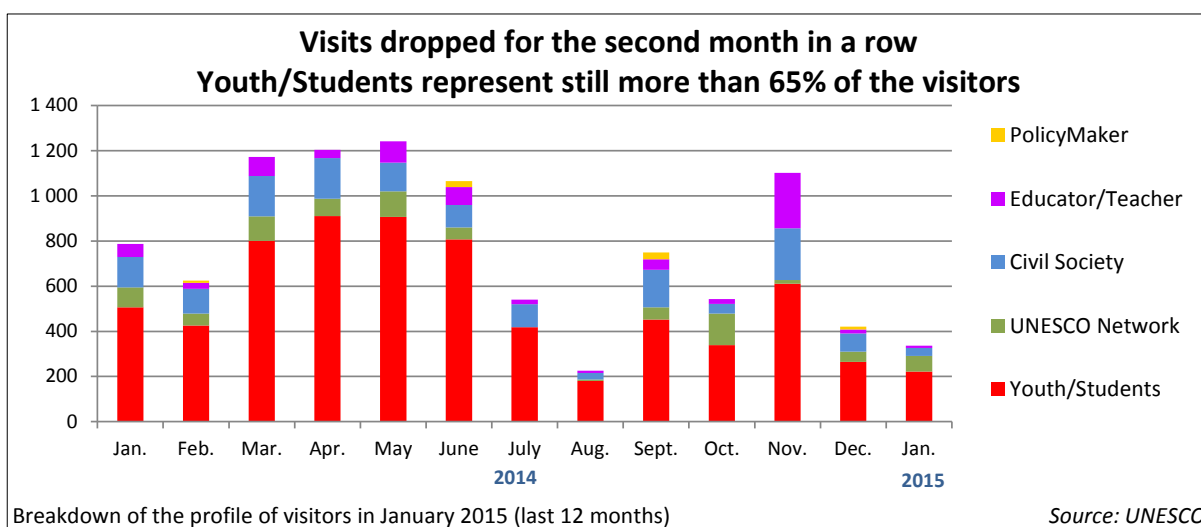
Group Visits	17	100%
Spontaneous Visits	0	0%
Individual Visits	0	0%
Incl. Thematic Conference	0	0%

#### 4. Origin

Asia and Pacific	170	50%
Europe and North America	141	42%
Latin America and the Caribbean	26	8%
Africa	0	0%
Arab States	0	0%



### 5. Profile of visitors



## 9. UNESCO logo exposure

### 9.1. Patronage

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/PBM. The database is updated daily and shared with the focal points for UNESCO name and logo use of each Sector.

No event took place in January 2015 under UNESCO's patronage.

## 10. Media Partnerships

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

### 10.1. NHK (Japan)

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

Partnership began: August 2004, renewed in August 2009, and November 2012

Explanation of partnership: [http://www.nhk.or.jp/sekaiisan/info\\_unesco.html](http://www.nhk.or.jp/sekaiisan/info_unesco.html)

Products: **1 series of TV programmes (5 minutes) + several special programmes**

Logo use: **For every broadcast/rebroadcast 6 seconds exposure** (except Special programmes).

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

**Regular programmes in January (NHK General)**

Title of the Programme: **Series World Heritage 100**

Area of broadcast: **Japan and Worldwide**

Estimate number of households as viewers in Japan (Video Research Inc): **17,791,000** in main Kanto region. Estimate number of viewers by programme in Japan (Video Research Inc): **889,550 households** in main Kanto region. Total number of viewers nationwide has not been surveyed.

<i>Date</i>	<i>Subject</i>	<i>Format</i>
Every day in Japan	Series World Heritage 100	5 minutes
Almost every day worldwide by satellite	Series World Heritage 100	5 minutes

**Special programmes (Satellite Channel):**

Estimate number of viewers in Japan (Video Research Inc): **1,049,669 households in main Kanto region.**

Total number of the viewers nationwide has not been surveyed.

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Viewing rate</i>
02/01	World Heritage Dream Tour, Kyoto and Nara	73 minutes	5.9%

### 10.2. TBS (Japan)

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

Partnership began: 1996

Product: **A series of TV programmes (30 minutes): The World Heritage** <http://www.tbs.co.jp/heritage/>

Frequency of broadcast: **Every Sunday; Rebroadcast on the following Saturdays**

Countries and regions of broadcast: **Japan**

Logo use: **For every broadcast/rebroadcast 5 seconds exposure**

Sponsorship: **SONY**

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience Share</i>
04/01	<a href="#">Andes 1 (Compilation Peru,Bolivia,Argentine etc)</a>	30 min.	5.7%
11/01	<a href="#">Andes 2(Compilation Peru,Bolivia,Argentine etc</a>	30 min.	6.5%
18/01	<a href="#">The Wachau Cultural Landscape(Austria)</a>	30 min.	5.9%
25/01	<a href="#">Giant's Causeway and Causeway Coast(UK)</a>	30 min.	6.6%

Average audience share in January: **6.2 percent** (for the first broadcast). Estimate number of viewers in Japan: **5,608,000** (for the first broadcast). The total number of audience accessed to the programme in January was estimated at **22,432,000**.

### 10.3. Xinhua News Agency (People's Republic of China)

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

Partnership began: October 2010

Products: **News and interviews**

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

Website page views: **100,000,000 per day** (100,000,000 hits)

Network: partnership with more than 100 foreign news media

<b>Links to titles by language (other than Chinese)</b>	<b>Nb of reports</b>
<a href="#">English</a>	36
<a href="#">French</a>	12
<a href="#">Spanish</a>	6
<a href="#">Arabic</a>	3
<a href="#">Russian</a>	1
In January, a total of <b>58 reports</b> were released on UNESCO through Xinhuanet	