

## Monthly Report on the Use of UNESCO Public Information Products

November 2010

### Table of Contents

#### Executive Summary

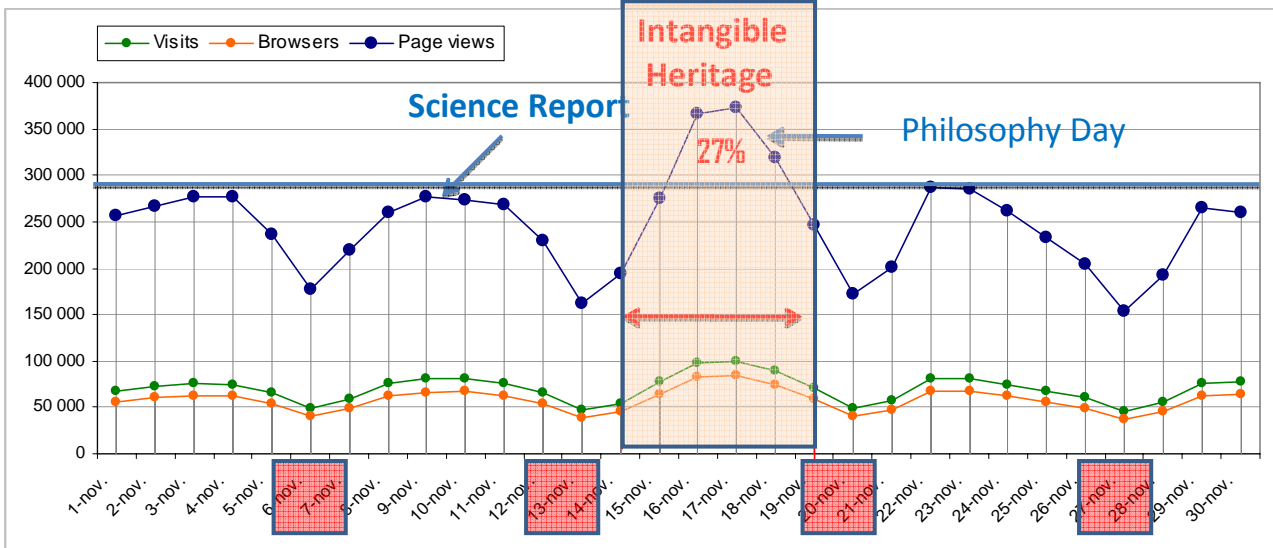
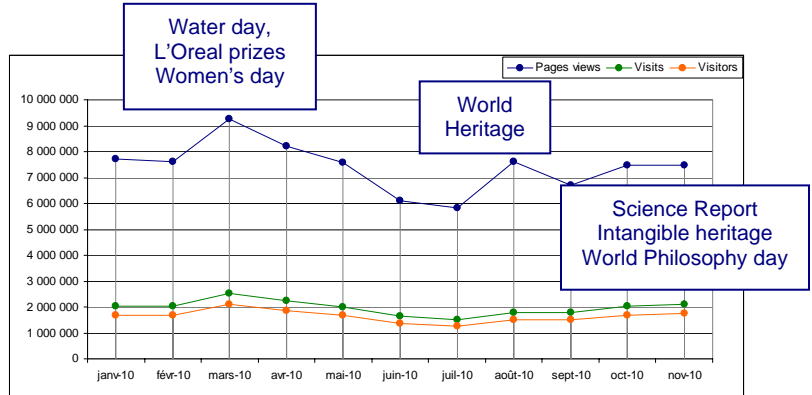
1. Website .....	4
2. Media Services .....	10
3. Social Media and You Tube UNESCO Channel .....	20
4. Photobank .....	21
5. Documents (UNESDOC) and Library .....	24
6. Publications .....	28
7. Courier .....	33
8. Calendar of Events .....	34
9. Headquarters .....	35
10. Logo exposure: patronage and partnerships .....	42
11. Media Partnerships .....	44

# Executive Summary

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

The **UNESCO website** attracts about 1.9 mm unique visitors per month, with an average 4-5 page views per visitor resulting in some 7.4 mm monthly page views. Web activity usually goes down in the summer and goes up during major UNESCO events (see graph on the right).

Based on the monthly patterns, events in November kept monthly traffic averages stable. However, daily analysis of web traffic in November enabled us to notice a significant peak related to the Nairobi Conference on Intangible Heritage (see below).

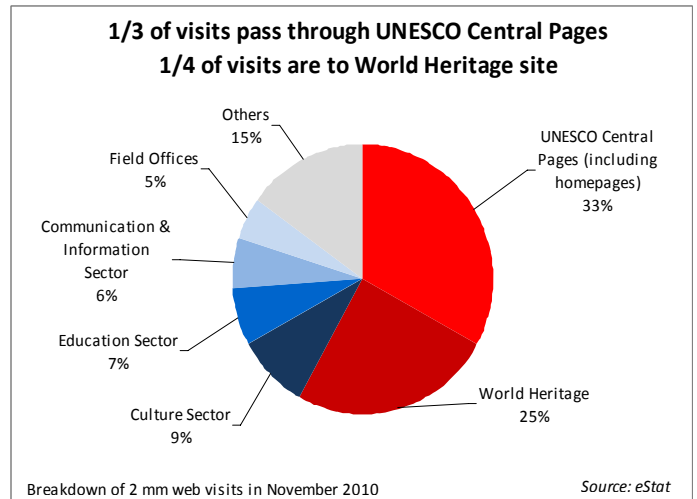
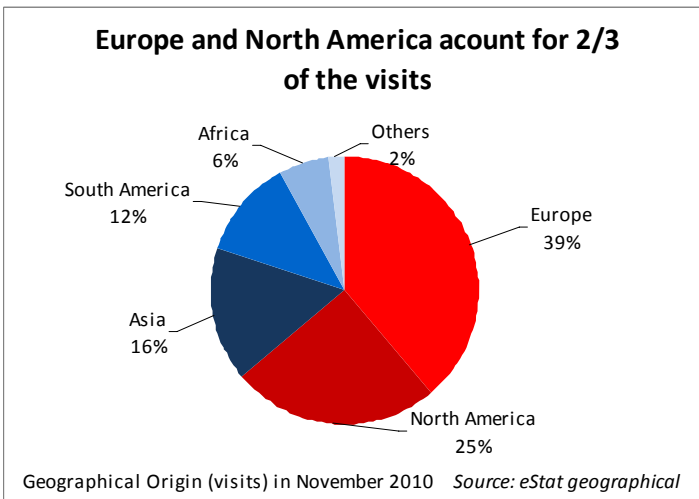


Web traffic in November exhibited clear weekly patterns:

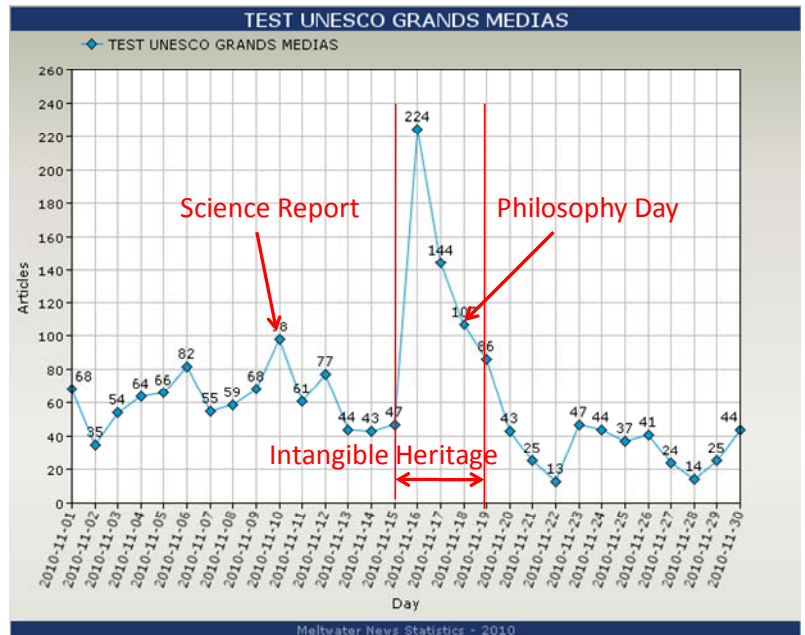
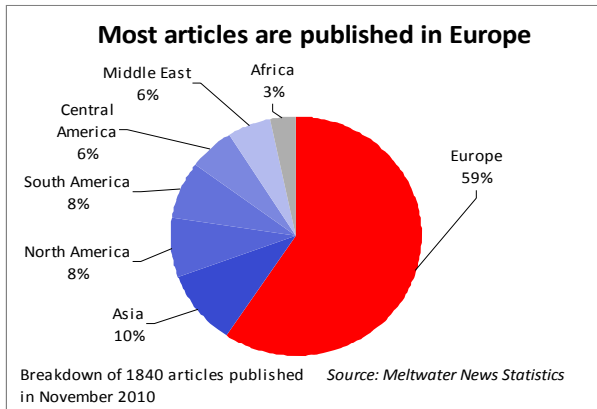
- **Highest traffic** of almost 300 000 page views/day was observed during the middle of the week compared to a yearly average of 246 000 page views/day;
- Sundays had the **lowest traffic** at about 160 000 page views/day, almost half of the middle of the week.

Monthly events had uneven impact on traffic:

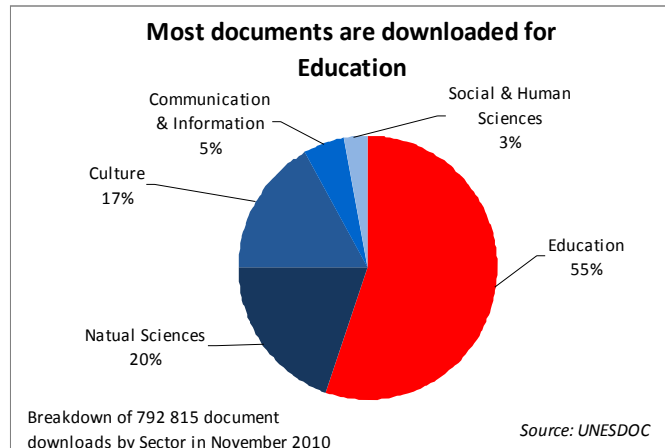
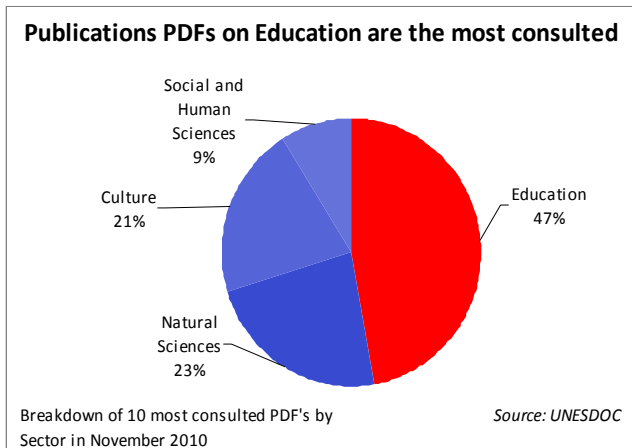
- **Science Report** and **Philosophy Day** didn't produce large peaks in traffic;
- **The Intangible Heritage event** stimulated very high activity increasing traffic by about 27% over the average middle of the week periods.



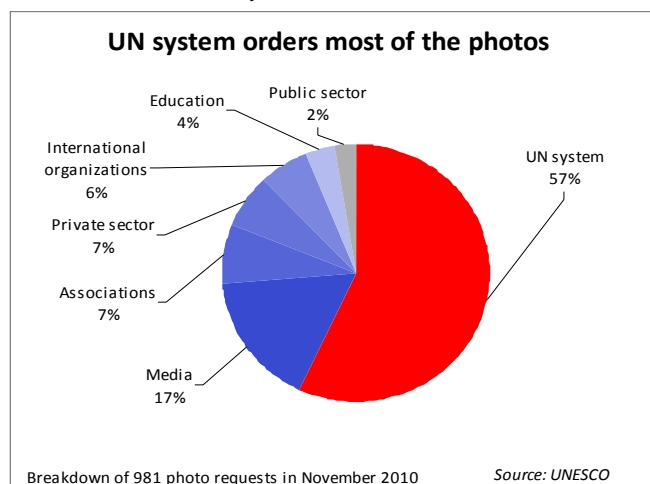
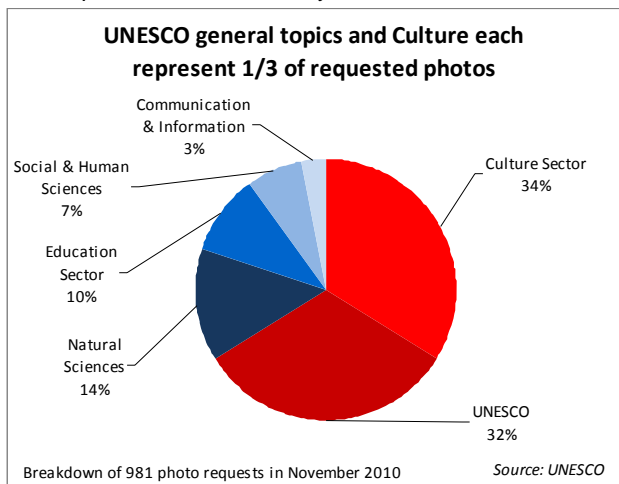
**Media** reflected a similar pattern, largely stimulated by events: 7 out of the 10 top UNESCO press releases consulted were about the Intangible Heritage conference, while 2 were about controversial issues (Middle East, World Philosophy Day). European media represented the most active coverage of UNESCO related issues (below).



**UNESCO publications and documents** activity revealed interesting patterns. While statistics related to the news show this month major interest for Culture, UNESDOC publications and documents downloads were mostly in the Educational sphere.



**Photo** requests were also mostly related to our main events are concerned essentially culture.



**UNESCO Headquarters:** This month, 96 events/visits have been organized with an estimated total of 18 410 participants which include the peak for the celebrations of the Philosophy Day of 2 500 visitors.

# 1. UNESCO website - <http://www.unesco.org>

UNESCO publishes web content in the six official languages of the Organization and Portuguese. Today over 1.5 million pages are referenced in search engines. Entry points to the UNESCO website include:

- Thematic Areas
- Regions/Countries
- Networks/Communities
- Events/Celebrations
- Employment
- A selection of Resources

UNESCO's website traffic is measured by analyzing three primary indicators: pages views, visits and unique visitors.

## Traffic indicators explained:

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

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

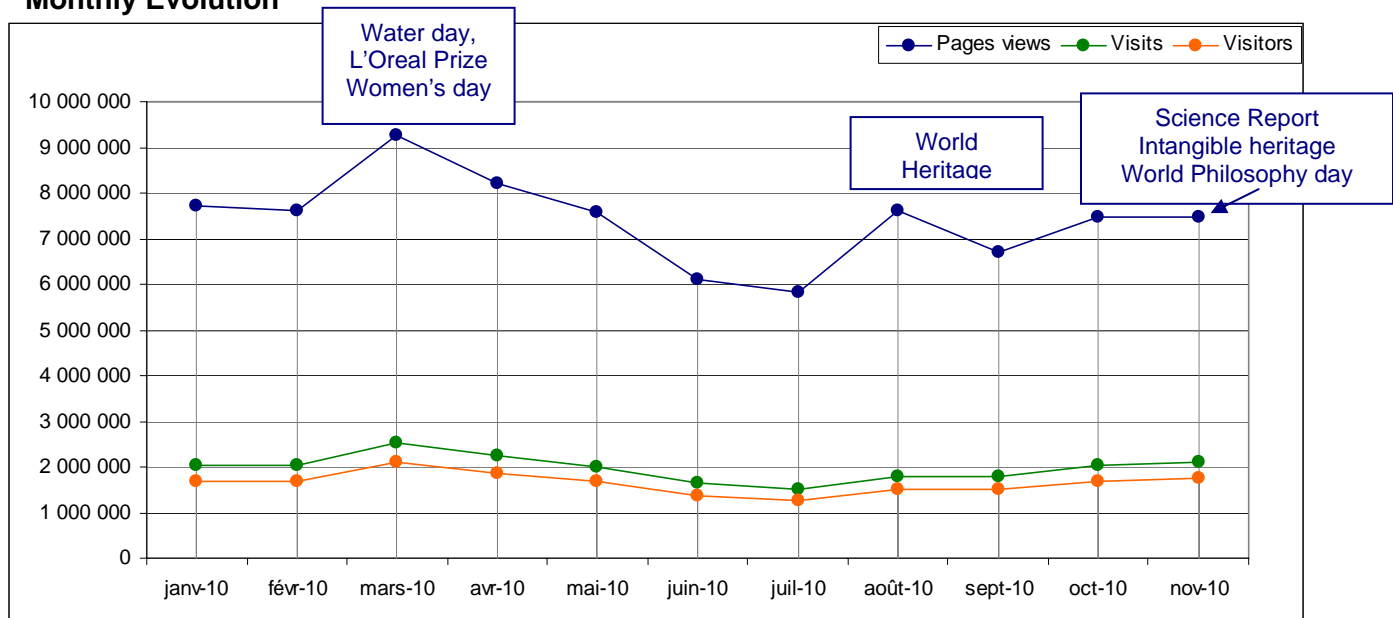
**Unique Visitors:** A Unique Visitor counts once within the timescale of 30 minutes. A visitor can make multiple visits. Identification is made to the visitor's computer, not the person, usually via cookie and/or IP+User Agent. Thus the same person visiting from two different computers will count as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

## 1.1. 2010 Traffic

- 7.4 million average page views per month
- 1.9 million average visits per month
- On average every visitor had 4-5 page views

### Pages views, Visits and Visitors

#### Monthly Evolution



- Each year two peaks are observed: 1) World Water Day, International Women's Day + announcement of the L'Oreal prizes, and 2) The annual Session of the World Heritage Committee.
- Despite the high traffic observed for events in November, traffic was only moderate for the monthly total.

## Statistics

	Pages views	Visits	Visitors
<b>TOTAL</b>	<b>81 593 767</b>	<b>21 774 744</b>	<b>18 036 866</b>
January	7 725 964	2 034 552	1 670 629
February	7 627 858	2 023 196	1 666 705
<b>March</b>	<b>9 270 124</b>	<b>2 542 457</b>	<b>2 092 027</b>
April	8 206 979	2 258 951	1 847 724
May	7 589 876	2 011 334	1 375 556
June	6 113 381	1 654 398	1 377 993
July	5 825 116	1 518 745	1 266 087
August	7 602 808	1 799 423	1 516 333
September	6 699 845	1 799 716	1 497 736
October	7 465 139	2 022 098	1 680 993
<b>November</b>	<b>7 466 677</b>	<b>2 109 874</b>	<b>1 748 515</b>

### 1.2. Key figures November

Three major events were highly promoted across the website in November:

- Launch of the UNESCO Science Report 2010 (10 November)
- Intangible heritage (15-19 November)
- World Philosophy Day (18 November)

Despite the high traffic noted for three major events, and their significant promotion, the visits did not increase significantly in November and only a stabilization is to be noted.

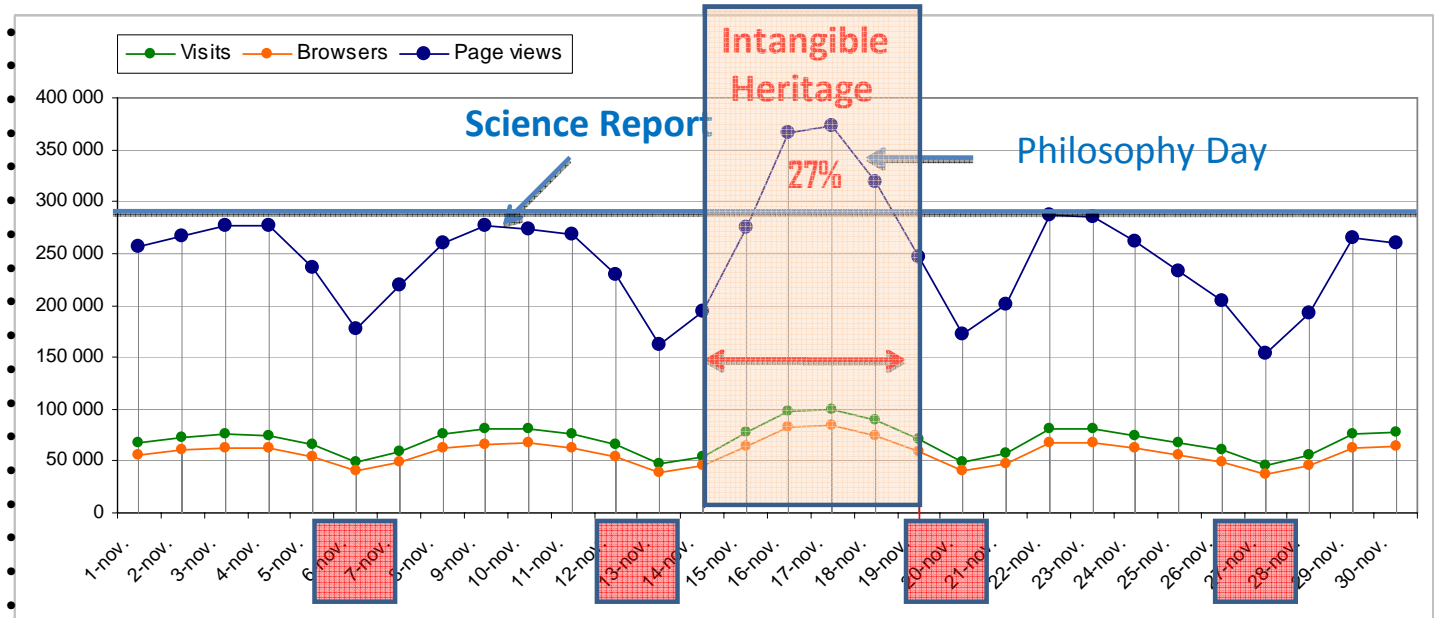
#### Rating

- 3<sup>rd</sup> highest month of the year in terms of number of visits after March and April
- 7<sup>th</sup> week with the highest traffic: 15-21 November (1<sup>st</sup> one 15-21 March with 587 771 visits)
- 4<sup>th</sup> highest traffic day of the year: 17 November with 100 307 visits (top position: 22<sup>nd</sup> March with 114 755 visits)

#### 2010 Milestones

- Highest Traffic Day: 2<sup>nd</sup> August: all time record of pages views: 578 734
- Highest Traffic Week 2-8 August: 2 244 884 (World Heritage Committee)

## Daily Web Traffic Patterns

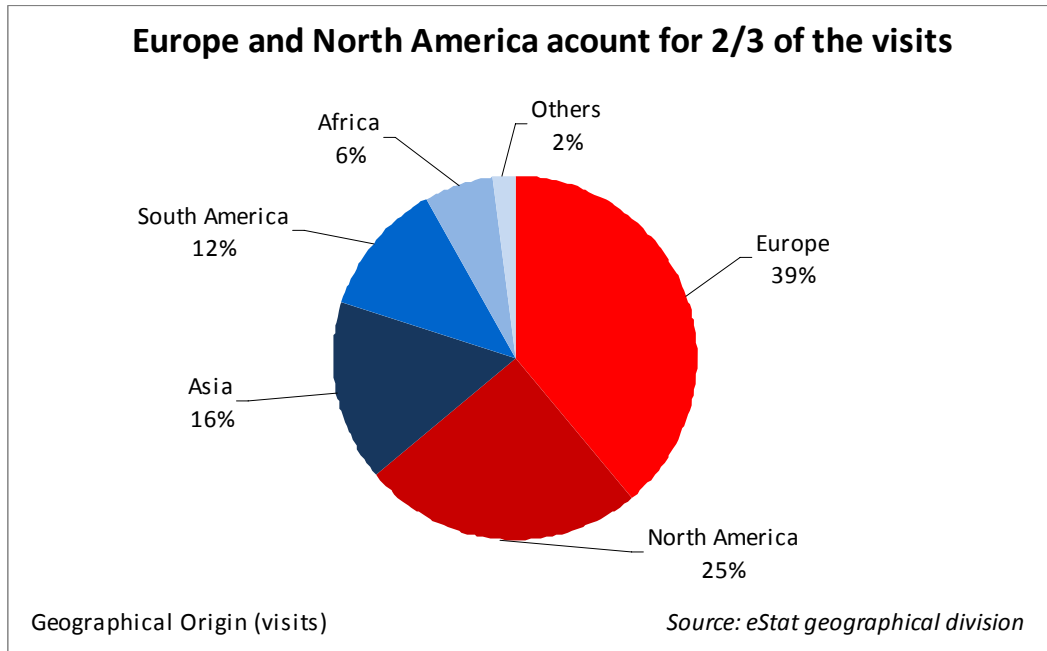


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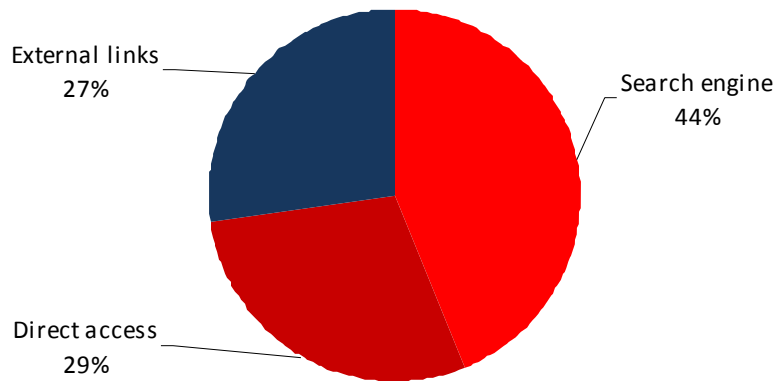
- **Highest traffic** of almost 300 000 page views/day was observed during the middle of the week
- Sundays had **the lowest traffic** at about 160 000 page views/day, almost half of the middle of the week

Monthly events had uneven impact on traffic:

- **Science Report** and **Philosophy Day** didn't produce large peaks in traffic
- **The Intangible Heritage** event stimulated very high activity increasing traffic by about 27% over the average middle of the week periods



**Most visitors reach us via search engines,  
1/3 uses direct access**



Type of access (visits)

Source: eStat geographical division

**Evolution of groups of pages targeted versus October**

Language ISO codes: EN: English - FR: French - ES: Spanish - AR: Arabic - RU: Russian - ZH: Chinese - PT: Portuguese

	Visits	Visits variation	Page views	Page views variation
<b>unesco.org home pages</b>				
UNESCO.ORG_HOME_en	251 227	<b>9,14%</b>	355 167	<b>9,71%</b>
UNESCO.ORG_HOME_es	83 868	<b>7,96%</b>	127 210	<b>8,70%</b>
UNESCO.ORG_HOME_fr	54 310	<b>25,60%</b>	80 149	<b>25,68%</b>
UNESCO.ORG_HOME_ru	8 822	<b>17,77%</b>	13 068	<b>20,02%</b>
UNESCO.ORG_HOME_ar	6 006	<b>-20,26%</b>	9 596	<b>-18,23%</b>
UNESCO.ORG_HOME_zh	3 797	<b>8,05%</b>	5 523	<b>6,17%</b>
<b>UNESCO Media Services (1)</b>				
MEDIA_SERVICES_en	36 310	<b>77,81%</b>	59 917	<b>69,81%</b>
MEDIA_SERVICES_es	14 896	<b>72,63%</b>	26 185	<b>77,75%</b>
MEDIA_SERVICES_fr	13 608	<b>128,94%</b>	22 679	<b>111,70%</b>
MEDIA_SERVICES_ru	3 001	<b>24,73%</b>	5 216	<b>25,48%</b>
MEDIA_SERVICES_ar	2 095	<b>-19,17%</b>	3 425	<b>-13,12%</b>
MEDIA_SERVICES_zh	1 302	<b>74,77%</b>	2 410	<b>54,88%</b>
<b>Natural sciences home pages and group of pages including Science report launch (2) English and French</b>				
SC_HOME_en	7 765	-	10 531	-
SC_HOME_fr	1 335	-	1 810	-
SC_ST_Policy_en	3 676	-	6 959	-
SC_ST_Policy_fr	665	-	1 089	-
<b>Intangible heritage</b>				
CLT_INTANGIBLE_HERITAGE_EN	51 544	<b>327,47%</b>	171 823	<b>294,82%</b>
CLT_INTANGIBLE_HERITAGE_ES	20 067	<b>281,65%</b>	71 811	<b>307,69%</b>
CLT_INTANGIBLE_HERITAGE_FR	17 691	<b>4,52%</b>	68 079	<b>7,47%</b>
CLT_INTANGIBLE_HERITAGE_RU	706	<b>361,44%</b>	1 234	<b>265,09%</b>
CLT_INTANGIBLE_HERITAGE_ZH	435	<b>83,54%</b>	842	<b>65,42%</b>
CLT_INTANGIBLE_HERITAGE_AR	386	<b>354,12%</b>	1 023	<b>406,44%</b>

Human sciences home pages and Philosophy group of pages (including Philosophy day) English and French				
SHS_HOME_en	15 597	-4,52%	22 577	-2,66%
SHS_HOME_fr	4 454	<b>0,68%</b>	7 028	<b>2,72%</b>
SHS_PHILOSOPHY_en	7 918	<b>299,70%</b>	15 055	<b>218,49%</b>
SHS_PHILOSOPHY_fr	3 588	<b>214,19%</b>	7 885	<b>187,14%</b>

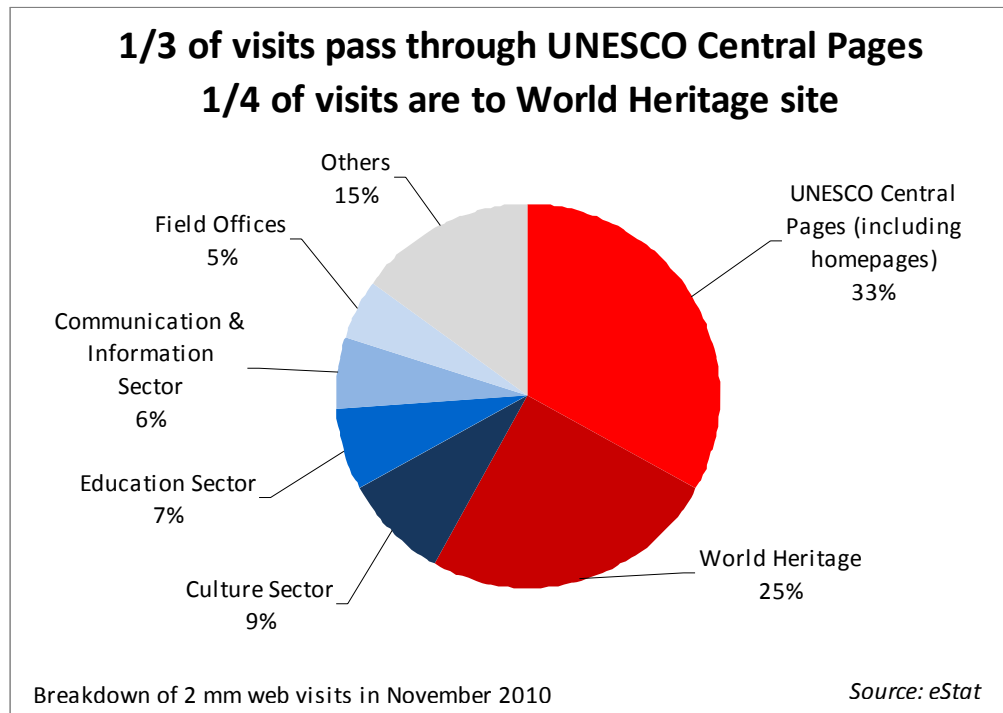
- The intangible heritage announcements caused traffic in French to increase in our homepage and Media Services websites (French gastronomy was area of interest).
- Traffic decrease to the Arabic homepage could be explained due to the Ramadan period.
- Media services global traffic underestimated as several news items are displayed or copied on other Portal section and results compiled in concerned sections.
- Variation vs October not applicable: new Portal launch November 9 with new page tagging

### 1.3. Visits by Area of Interest for November 2010

Areas of Interest	Visits	Variation vs. October
UNESCO.ORG	2 109 874	+4,34%
<b>UNESCO Central Pages (including homepages)</b>	888 151	<b>+9,58%</b>
World Heritage	674 711	+4,86%
<b>Culture Sector</b>	257 131	<b>+24,86%</b>
Education Sector	186 129	-13,69%
Communication and Information Sector	177 402	-4,68%
Field Offices	130 341	+6,37%
UIS	82 009	+13,46%
<b>Social &amp; Human Sciences Sector</b>	70 592	<b>+15,54%</b>
Water	69 932	+1,24%
<b>Natural Sciences Sector</b>	53 384	<b>+12,11%</b>
Worldwide	47 928	+5,21%
Global Monitoring Report	14 063	-5,99%
UNESCO Courier	9 670	-62,72%
IOC	7 998	+5,02%
IIEP	2 684	-1,14%
Miscellaneous	14 675	

Promotion of major events (Intangible Heritage, Philosophy Day and Science Report) caused significant peaks in the thematic websites concerned, while increasing general traffic to UNESCO.ORG by only 4% from October.





#### 1.4. New websites in November:

- Natural Sciences: <http://www.unesco.org/new/en/natural-sciences/> (9 November)
- Education: <http://www.unesco.org/new/en/education/> (16 November)
- Your stories: teachers' day in Chinese <http://www.unesco.org/new/zh/your-stories/> (19 November)
- Post conflict and post disaster: <http://www.unesco.org/new/en/unesco/themes/pcpd/>

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

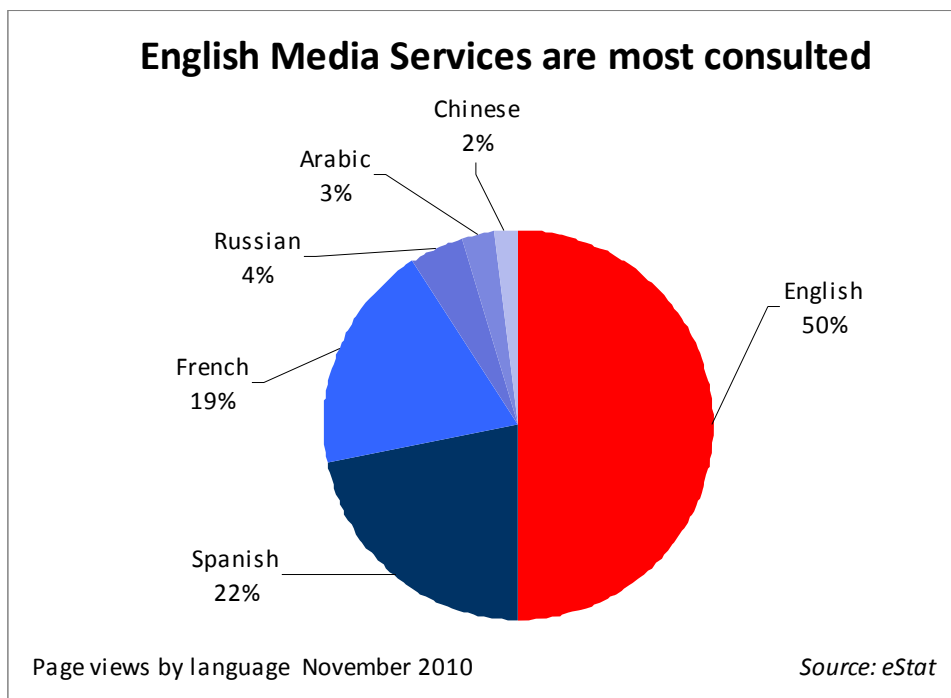
UNESCO products for written and audiovisual media are:

- 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. M-1	Visits*	Variation vs. M-1
<b>*Total not deduplicated</b>	<b>120 053</b>	<b>70,07%</b>	<b>71 398</b>	<b>74,59%</b>
English (EN)	59 953	69,81%	36 341	77,81%
Spanish (ES)	26 360	77,75%	15 043	72,63%
French (FR)	22 689	111,70%	13 616	128,94%
Russian (RU)	5 216	25,48%	3 001	24,73%
Arabic (AR)	3 425	-13,12%	2 095	-19,17%
Chinese (ZH)	2 410	54,88%	1 302	74,77%



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

	Date	Language / Subject	page views
1	16/11	EN - Forty-six new elements added to Representative List of the Intangible Cultural Heritage	8509
2	16/11	ES - La Lista Representativa del Patrimonio Cultural Inmaterial de la UNESCO se enriquece con 46 nuevos elementos	4746
3	16/11	FR - La Liste représentative du patrimoine culturel immatériel de l'humanité s'enrichit de 46 nouveaux éléments	3455
4	17/11	EN - Intangible Cultural Heritage committee completes examination of nominations for UNESCO Lists	2283
5	16/11	ES - Festividades, técnicas de curación y prácticas artesanales y culinarias enriquecen la Lista representativa del patrimonio oral e inmaterial de la UNESCO	2044
6	10/11	EN - UNESCO withdraws from the events celebrating World Philosophy Day in Tehran	1804
7	09/11	EN - Research and development: USA, Europe and Japan increasingly challenged by emerging countries, says a UNESCO report	1576
8	21/10	EN - Executive Board adopts five decisions concerning UNESCO's work in the occupied Palestinian and Arab Territories	1472
9	16/11	FR - Des festivités, des techniques de guérison et des savoir-faire artisanaux et culinaires enrichissent la Liste représentative du patrimoine culturel immatériel de l'UNESCO	1466
10	09/11	EN - Songs, dances and traditional know-how from 29 countries proposed for inscription on UNESCO lists of intangible heritage	1350

Most consulted Press releases/Media advisories are related to Intangible Cultural Heritage in English, French and Spanish.

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

	Page views
<b>English</b>	
EN - Forty-six new elements added to Representative List of the Intangible Cultural Heritage	8 509
EN - Intangible Cultural Heritage committee completes examination of nominations for UNESCO Lists	2 283
EN - UNESCO withdraws from the events celebrating World Philosophy Day in Tehran	1 804
EN - Research and development: USA, Europe and Japan increasingly challenged by emerging countries, says a UNESCO report	1 576
EN - Executive Board adopts five decisions concerning UNESCO's work in the occupied Palestinian and Arab Territories	1 472
EN - Songs, dances and traditional know-how from 29 countries proposed for inscription on UNESCO lists of intangible heritage	1 350
EN - Celebrations, healing techniques, crafts and culinary arts added to the Representative List of the Intangible Cultural Heritage	1 290
EN – Nairobi: Close of a week's celebration of Intangible Cultural Heritage	966
EN - Four cultural elements from China and Croatia in need of urgent safeguarding, UNESCO Committee decides	952
EN - The L'Oréal Foundation and UNESCO Recognize Five Exceptional Women Scientists with the 2011 For Women in Science Awards	875
<b>French</b>	
FR - La Liste représentative du patrimoine culturel immatériel de l'humanité s'enrichit de 46 nouveaux éléments	3 455
FR - Des festivités, des techniques de guérison et des savoir-faire artisanaux et culinaires enrichissent la Liste représentative du patrimoine culturel immatériel de l'UNESCO	1 466

FR - Le Comité du patrimoine immatériel a achevé l'examen de toutes les candidatures sur les Listes de l'UNESCO	856
FR - Recherche et développement : les Etats-Unis, l'Europe et le Japon de plus en plus concurrencés par les pays émergents selon un rapport de l'UNESCO	661
FR - Des chants, des danses ou encore des savoir-faire traditionnels de 29 pays proposés à l'inscription sur les listes du patrimoine immatériel de l'UNESCO	522
FR - Nairobi accueille la 5e réunion du Comité intergouvernemental pour la sauvegarde du patrimoine immatériel : 51 candidatures à l'inscription sur les Listes de l'UNESCO	326
FR - Quatre éléments culturels de Chine et Croatie nécessitent des mesures de sauvegarde urgente, selon un Comité de l'UNESCO	308
FR - Fin à Nairobi d'une semaine de célébration du patrimoine vivant	246
FR - N'oublions pas Haïti : Michaëlle Jean prend ses fonctions d'Envoyée spéciale de l'UNESCO pour Haïti le 8 novembre à l'UNESCO	232
FR - L'UNESCO se retire des manifestations marquant la célébration de la Journée mondiale de la philosophie à Téhéran	207
<b>Spanish</b>	
ES - La Lista Representativa del Patrimonio Cultural Inmaterial de la UNESCO se enriquece con 46 nuevos elementos	4 746
ES - Festividades, técnicas de curación y prácticas artesanales y culinarias enriquecen la Lista representativa del patrimonio oral e inmaterial de la UNESCO	2 044
ES - El Comité del Patrimonio Inmaterial concluye el examen de todas las candidaturas presentadas a las Listas de la UNESCO	958
ES - Música, danza y artesanía tradicional de 29 países, propuestas para la inscripción en las listas del patrimonio cultural inmaterial de la UNESCO	941
ES - Nairobi acoge la 5ª reunión del Comité intergubernamental para la salvaguardia del patrimonio inmaterial: 51 candidaturas a la inscripción en las Listas de la UN	907
ES - El Informe Mundial sobre las Ciencias Sociales 2010 pone de manifiesto los progresos de los países emergentes	469
ES - Cuatro elementos culturales de China y Croacia requieren medidas urgentes de salvaguardia, según un Comité de la UNESCO	463
ES - La escasez de ingenieros supone un peligro para el desarrollo, según el primer informe mundial de la UNESCO sobre la ingeniería	448
ES - Investigación y Desarrollo: los países emergentes compiten cada vez más con los Estados Unidos, Europa y Japón, según un informe de la UNESCO	319
ES - Entrega de los premios y becas L'Oréal-UNESCO «La Mujer y la Ciencia »	314
<b>Russian</b>	
RU - Forty-six new elements added to Representative List of the Intangible Cultural Heritage	365
RU - Intangible Cultural Heritage committee completes examination of nominations for UNESCO Lists	141
RU - Songs, dances and traditional know-how from 29 countries proposed for inscription on UNESCO lists of intangible heritage	126
RU - World Heritage Committee to meet in Brasilia to inscribe new sites on UNESCO's World Heritage List	118
RU - Research and development: USA, Europe and Japan increasingly challenged by emerging countries, says a UNESCO report	112
RU - Nairobi hosting 5th session of Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage: 51 nominations for inscription on UNESCO lists	85
RU - Eight More UNESCO Medals Awarded to NanoScientists	78
RU – Nairobi: Close of a week celebration of Intangible Cultural Heritage	69
RU - The L'Oréal Foundation and UNESCO Recognize Five Exceptional Women Scientists with the 2011 For Women in Science Awards	64
RU - Celebrations, healing techniques, crafts and culinary arts added to the Representative List of the Intangible Cultural Heritage	59
<b>Arabic</b>	

AR - Even oil-rich Arab states need innovation, says UNESCO report	131
AR - Forty-six new elements added to Representative List of the Intangible Cultural Heritage	119
AR - Philosophy	117
AR - Engineer shortage a threat to development, underlines UNESCO's first global report on engineering	109
AR - Forum and launch of UNESCO Science Report 2010 for World Science Day (10 November)	87
AR - Research and development: USA, Europe and Japan increasingly challenged by emerging countries, says a UNESCO report	85
AR - Drylands Kit	81
AR - UNESCO Science Report 2010: Facts and figures	65
AR - World Teachers' Day - 2013 UNESCO calling for stories about heroic teachers	48
AR - Executive Board adopts five decisions concerning UNESCO's work in the occupied Palestinian and Arab Territories	47
<b>Chinese</b>	
ZH - Research and development: USA, Europe and Japan increasingly challenged by emerging countries, says a UNESCO report	145
ZH - Songs, dances and traditional know-how from 29 countries proposed for inscription on UNESCO lists of intangible heritage	127
ZH - The L'Oréal Foundation and UNESCO Recognize Five Exceptional Women Scientists with the 2011 For Women in Science Awards	104
ZH - Forty-six new elements added to Representative List of the Intangible Cultural Heritage	86
ZH - Intangible Cultural Heritage committee completes examination of nominations for UNESCO Lists	74
ZH - Nairobi hosting 5th session of Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage: 51 nominations for inscription on UNESCO lists	62
ZH – Nairobi: Close of a week's celebration of Intangible Cultural Heritage	59
ZH - Scientists Zhores Alferov and Chunli Bai receive first UNESCO Medals “For contributions to the development of nanoscience and nanotechnologies”	40
ZH - L'OREAL-UNESCO Awards and Fellowships for Women in Science 2010 to be presented at UNESCO	35
ZH - Celebrations, healing techniques, crafts and culinary arts added to the Representative List of the Intangible Cultural Heritage	25

## 2.4. Press releases/Media advisories/Web Releases issued in November 2010

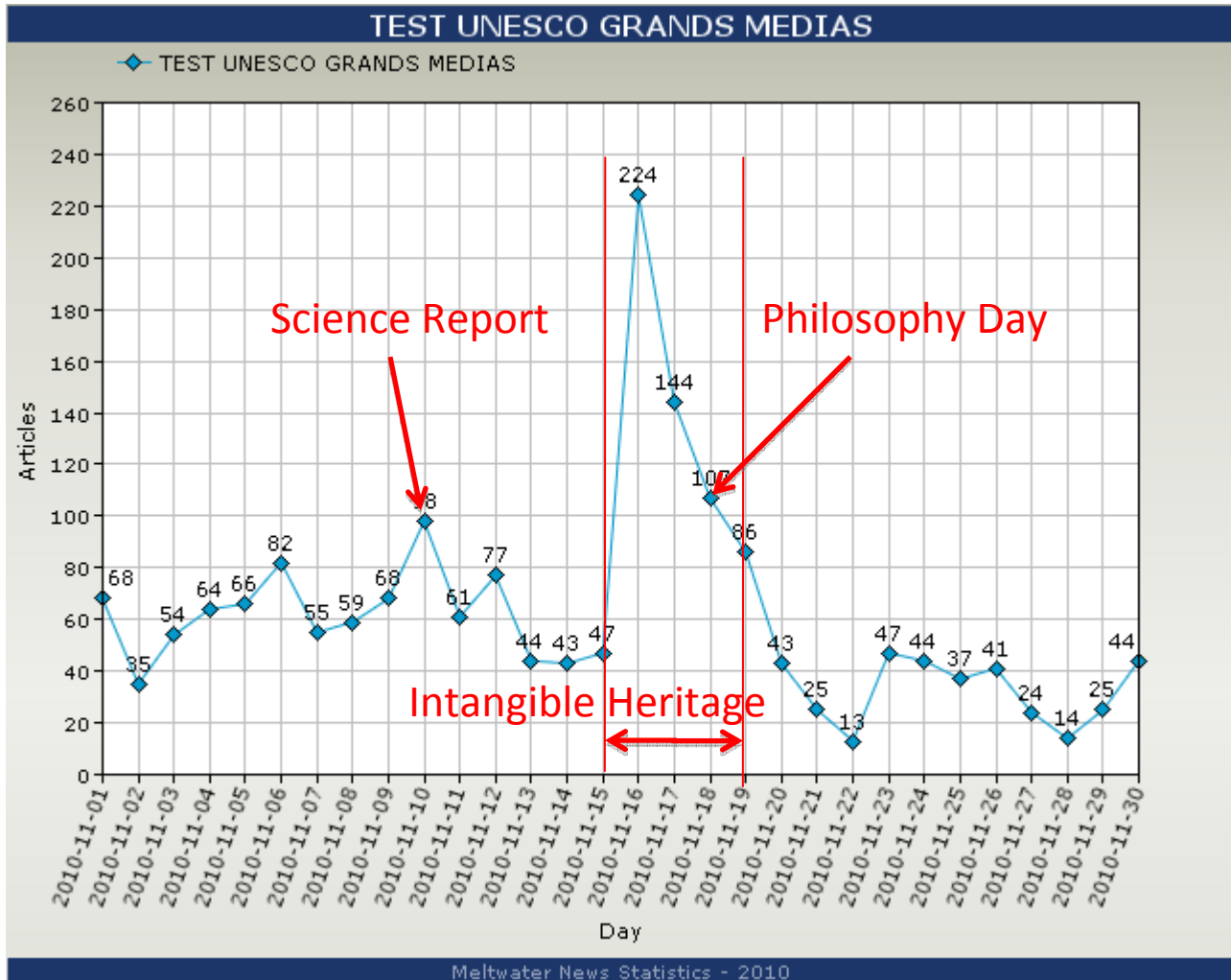
Press releases are always translated in the 6 official languages.

	date	titles
1.	2/11	<a href="#">UNESCO and International Association of Sports Newspapers (IASN) join forces to promote sport values and youth empowerment</a>
2.	2/11	<a href="#">Launch of Guidebook for Planning Education in Emergencies and Reconstruction on 5 November at UNESCO</a>
3.	2/11	<a href="#">US Secretary of Education at UNESCO on 4 November to talk about education reform</a>
4.	3/11	<a href="#">Scientists Zhores Alferov and Chunli Bai receive first UNESCO Medals “For contributions to the development of nanoscience and nanotechnologies”</a>
5.	4/11	<a href="#">UNESCO responding to crisis in Benin</a>
6.	5/11	<a href="#">Haiti not forgotten: Michaëlle Jean taking up her duties as UNESCO Special Envoy for Haiti on 8 November</a>
7.	7/11	<a href="#">Education for All leaders reinforce partnership at New York meeting</a>
8.	8/11	<a href="#">The USA and Europe still lead the global science research effort, but their future is uncertain says UNESCO report</a>

9.	8/11	<a href="#">Science and technology could be the way to greater equality in Latin America, says UNESCO report</a>
10.	8/11	<a href="#">Even oil-rich Arab states need innovation, says UNESCO report</a>
11.	8/11	<a href="#">Research and Development: Africa is making progress despite major challenges</a>
12.	8/11	<a href="#">Asia leaping forward in science and technology, but Japan feels the global recession, shows UNESCO report</a>
13.	8/11	<a href="#">Forum and launch of UNESCO Science Report 2010 for World Science Day (10 November)</a>
14.	9/11	<a href="#">The L'Oréal Foundation and UNESCO Recognize Five Exceptional Women Scientists with the 2011 For Women in Science Awards</a>
15.	9/11	<a href="#">Songs, dances and traditional know-how from 29 countries proposed for inscription on UNESCO lists of intangible heritage</a>
16.	9/11	<a href="#">Research and development: USA, Europe and Japan increasingly challenged by emerging countries, says a UNESCO report</a>
17.	10/10	<a href="#">UNESCO withdraws from the events celebrating World Philosophy Day in Tehran</a>
18.	15/11	<a href="#">Nairobi hosting 5th session of Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage: 51 nominations for inscription on UNESCO lists</a>
19.	15/11	<a href="#">Four cultural elements from China and Croatia in need of urgent safeguarding, UNESCO Committee decides</a>
20.	16/11	<a href="#">Asma Jahangir wins UNESCO/Bilbao Prize for the Promotion of a Culture of Human Rights</a>
21.	16/11	<a href="#">Celebrations, healing techniques, crafts and culinary arts added to the Representative List of the Intangible Cultural Heritage</a>
22.	16/11	<a href="#">Forty-six new elements added to Representative List of the Intangible Cultural Heritage</a>
23.	17/11	<a href="#">Milestone reached with Anti-Doping Convention</a>
24.	17/11	<a href="#">Intangible Cultural Heritage committee completes examination of nominations for UNESCO Lists</a>
25.	18/11	<a href="#">Eight More UNESCO Medals Awarded to NanoScientists</a>
26.	19/11	<a href="#">Nairobi: Close of a week's celebration of Intangible Cultural Heritage</a>
27.	19/11	<a href="#">Experts meet in China to examine ways of protecting underwater heritage sites</a>
28.	19/11	<a href="#">A week of speaking out about violence against women</a>
29.	24/11	<a href="#">Director-General of UNESCO condemns killing of Iraqi journalist</a>
30.	26/11	<a href="#">UNESCO's Director-General condemns murder of Pakistani journalist Abdul Hameed Hayatan in Baluchistan</a>
31.	26/11	<a href="#">Strengthening conservation of the "crown jewels of the ocean"</a>
32.	29/11	<a href="#">An AIDS- Free Generation is achievable by focusing on the most disadvantaged communities affected by HIV, says a new U.N. report marking World AIDS Day</a>
33.	29/11	<a href="#">Four World Heritage sites in Cyprus and Italy granted "enhanced protection" in the event of armed conflict</a>
34.	30/11	<a href="#">Young athletes to take floor at 7th World Conference on Sport, Education and Culture</a>

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

Number of articles monitored daily in leading national and international newspapers and online news sites around the world during the month of November (Source: Meltwater)



UNESCO activities during the month of November prompted headlines in leading national and international newspapers around the world.

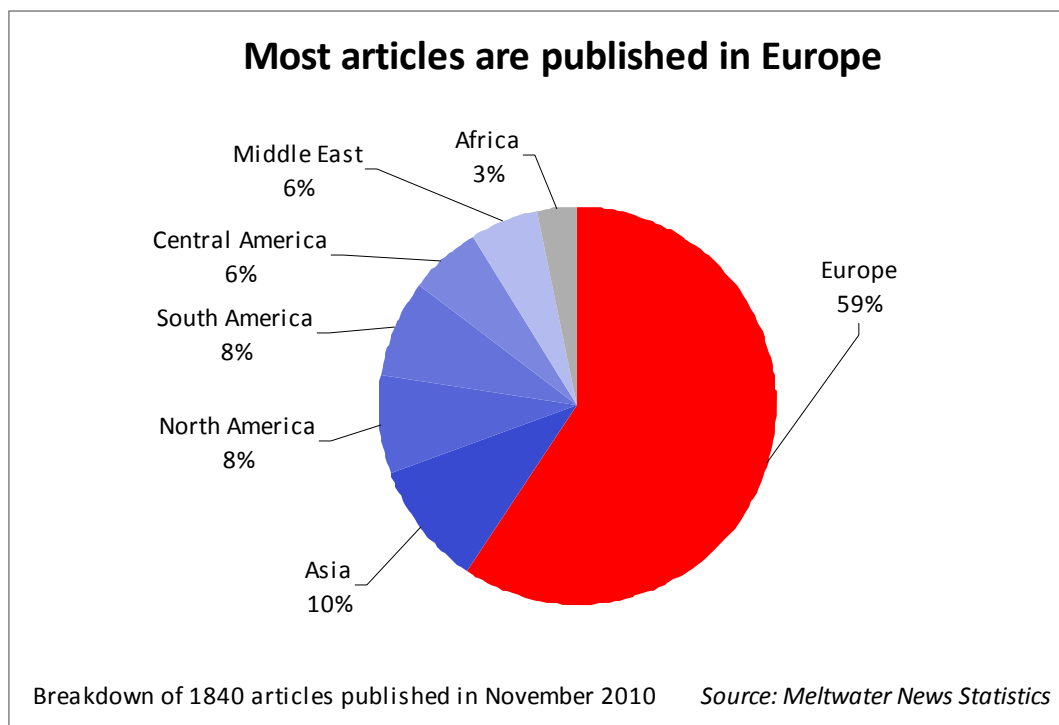
The most important event of the month, in terms of media coverage, was the inscription of 44 items on the intangible heritage list, which accounts for the peak in articles from 16 to 19 November.

By and large the coverage was positive and upbeat. A few editorials criticized or lampooned the decision to include the French gastronomic meal, but most celebrated the inscriptions.

The announcement of UNESCO's withdrawal from the Philosophy Day event in Tehran also prompted a peak in articles in leading national and international titles on 10 November. Stories tended to be fairly factual; those that commented, apart from the Iranian press, welcomed the move.

The Tehran announcement broke at the same time as the release of the Science Report and possibly impacted on the coverage of this latter which was relatively mediocre considering the news value of the publication. That being said, the Science report is a timeless story and continues to generate coverage daily, including a number of editorials which used the report to back calls for increased spending in science and technology. This was particularly noticeable in the Arab region and in Latin America.

**Breakdown by region of articles monitored daily in leading national and international newspapers and online news sites around the world during November (Source: Meltwater)**



As is usually the case, most coverage concerning UNESCO appeared in European media. The findings of the Science Report pushed coverage in Asia into second place this month, followed by North and South America.

Overall, a total of 31 944 articles referring to UNESCO were monitored by DPI/Media during the month from over 130 000 online media outlets around the world.

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

<i>date</i>	<i>subject / title</i>	<i>languages</i>	<i>Media</i>
08/11	Why learning is the currency that counts	English	South China Morning Post (China)
15/11	Let's safeguard our intangible heritage; it forms an integral part of our identity	English	The Nation (Kenya)
17/11	De l'importance de l'immatériel	French	Libération (France)
18/11	Publication of DG Message for the World Philosophy Day	Spanish	El Peruano (Peru)

**2.7. Interviews given (by subject and media)**

	<i>date</i>	<i>subject</i>	<i>Interviewee</i>	<i>languages</i>	<i>Media (press TV Radio)</i>
1.	02/11	HH Sheikha Mazah bin Nasser Al Missned	Bassam Mansour	English	Another Magazine, UK
2.	03/11	Engineering Report	Tony Marjoram	Russian	UN RADIO
3.	09/11	Engineering Report	Tony Marjoram		Fundacion Laboral del Metal, Spain
4.	09/11	Engineering Report	Tony Marjoram	English	Ale Mc Kenzie, InterPress service, US
5.	08/11	Science Report 2010	Luc Soete (Author, Director of UNU-	French	Virginie Matter, RTS - Radio Télévision Suisse



			MERIT, Maastricht)		
6.	09/11	Science Report 2010	Ashiraf Mukhammadiev (Author)	English	Tohir Safarov, Radio Free Europe (Czech Republic)
7.	09/11	Science Report 2010	Hernan Chaimovich (Chief Executive Officer of the Butantan Foundation)	Spanish	Orlando Torricelli, RFI
8.	10/11	Science Report 2010	Luc Soete (Author)	French	Le Monde, Hervé Morin
9.	10.11	Science Report 2010	Peter Tindemans, author of the Europe chapter	French	ANSA, agence de presse italienne
10.	10/11	Science Report 2010	Luc Soete (Author)	French	Elizabeth Boré, RFI, 8 minutes
11.	10/11	Science Report 2010	Lidia Brito	Portuguese	RFI lusophone
12.	10/11	Science Report 2010	Hernan Chaimovich (Chief Executive Officer of the Butantan Foundation)	Portuguese	RFI lusophone
13.	10/11	Philosophy Day	Sue Williams	French	RFI
14.	10/11	Philosophy Day	Sue Williams	French	VOA
15.	12/11	Science Report 2010	Lidia Brito	Portuguese	Edouardo Mendosa, UN Radio, desk portugais
16.	12/11	Science Report 2010	Lidia Brito	Portuguese	RDP-Africa, radio portugaise qui diffuse au P et Af lusophone
17.	15/11	Science Report 2010	Lidia Brito	Portuguese	Ensino Superior, magazine portugais
18.	16/11	Science Report 2010	Luc Soete (Author)	French	La Recherche, Marie-Laure Théodule
19.	16/11	Science Report 2010	Lidia Brito	English	Channel Korea, TV Coréenne
20.	16/11	Science Report 2010	Lidia Brito	English	Nature (UK)
21.	18/11	Science Report 2010	Susan Schneegans	English	Newsweek (China)
22.	18/11	Science Report 2010	Lidia Brito	Spanish	RFI langue espagnole
23.	18/11	Science Report 2010	Luc Soete, Rongpiing Mu (Chinese Academy of science)	Chinese	Xinhua News Agency
24.	04/11	Gazprom tower	Gina Doubleday	English	Architectural Record, US
25.	12/11	House of Gladiators collapse	Gina Doubleday	English	Davide Ghilotti, The Fresh Outlook, UK
26.	19/11	L'action de l'UNESCO	Charles Aznavour, Ambassador of Armenia	French	UNESCO archives
27.	19/11	Intangible Cultural Heritage	Lucía Iglesias	English	Dallas Morning News (US)
28.	19/11	Intangible Cultural Heritage	Lucia Iglesias	Spanish	Radio Caracas (Venezuela)
29.	19/11	Intangible Cultural Heritage	Lucía Iglesias	Spanish	Radio Caracol (Colombia)
30.	19/11	Intangible Cultural Heritage	Délégués asiatiques au Comité du patrimoine immatériel		CCTV
31.	19/11	Intangible Cultural Heritage	Gloria López Morales – Intangible Heritage Mexico	Spanish	BBC
32.	19/11	Intangible Cultural Heritage	Irina Bokova (Briefing Intangible Heritage)	Spanish	La Vanguardia
33.	19/11	Intangible Cultural Heritage	Frank Prodschan	English	National Public Radio (US)
34.	19/11	Intangible Cultural Heritage	Francesco Bandarin	English	Al Jazeera

35.	19/11	Intangible Cultural Heritage	Francesco Bandarin	French	France 24
36.	19/11	Intangible Cultural Heritage	Cécile Duvelle	French	Libération
37.	19/11	Intangible Cultural Heritage	Cécile Duvelle	French	Europe 1
38.	19/11	Intangible Cultural Heritage	Cécile Duvelle	French	Paris Match
39.	19/11	Intangible Cultural Heritage	Cécile Duvelle	Spanish	Agencia Catalana de Noticias
40.	19/11	Intangible Cultural Heritage	David Stehl	English	APTV
41.	19/11	Intangible Cultural Heritage	David Stehl	English	TV chinoise
42.	19/11	Intangible Cultural Heritage	Nuria Sanz	Spanish	Agence EFE
43.	19/11	Intangible Cultural Heritage	Nuria Sanz	Spanish	Qhapaq Ñan
44.	19/11	Intangible Cultural Heritage	Francesco Bandarin	English	Reuters TV

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

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

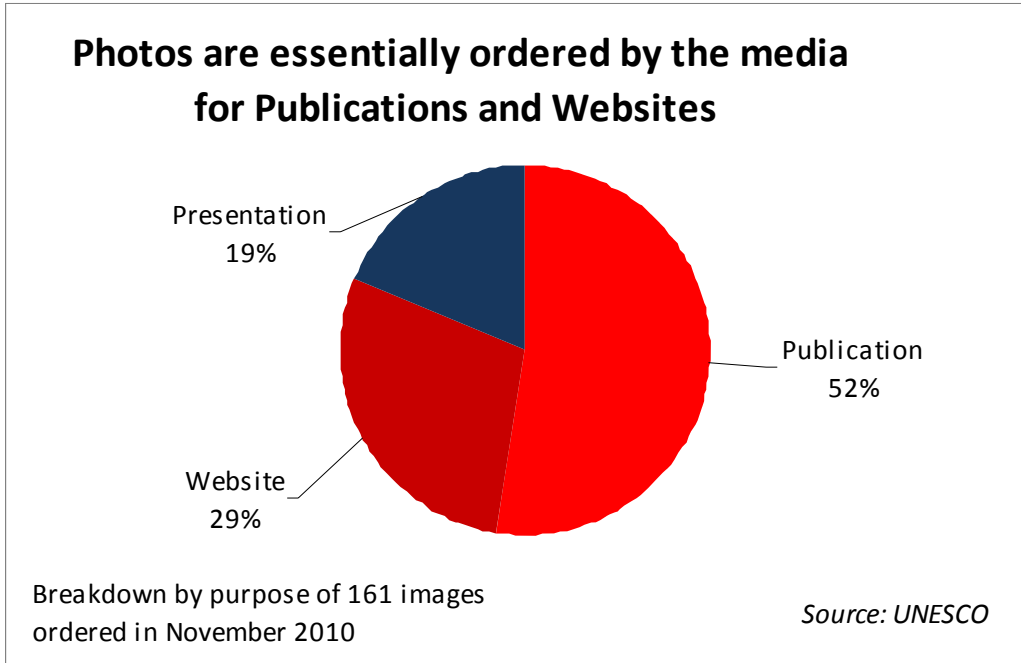
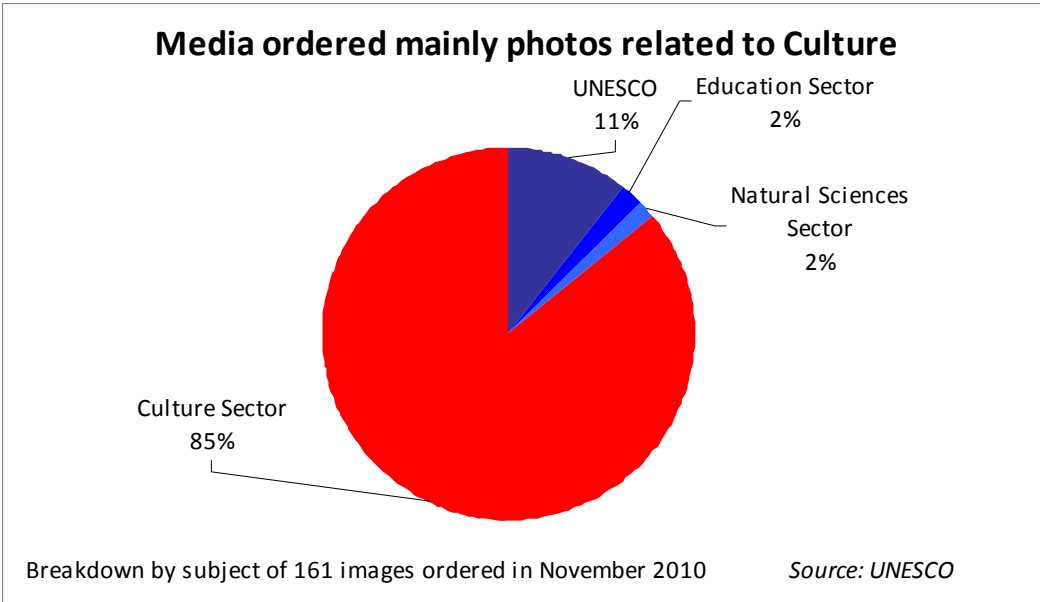
The Background footages are used and downloaded by the audiovisual media (TV agencies, TV, Radio).

	date of event	subject	downloads	media
1	15-19/11	Patrimoine immatériel	241	Main media: Antena 3, France2, EBU, Reuters TV, BBC, RTV, Univision TV, Al Jazeera, TVE, Canal +, Voice of America, CMTV News, NTN 24, ETV, Montilla TV, Europe 1, BBC, France Culture, Radio de Castilla, Libération, El Pais, Telegraph, Heraldo, Roots Magazine
2		Sites du Patrimoine mondial	11	-
3		Siège de l'UNESCO	9	TVX Mexique, CMTV News, RTV Espagne...
4		Science Report	5	Telesud, Prensa Latina,
5		Antidopage	4	-
6		Roms	2	-
7		Michaelle Jean	9	Radio Vision, the Canadian Press, Global BC News
8		Président du Chili	1	-
9		Early Childhood Care and Education (ECCE)	1	-
10		Global Education Digest	1	-

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

Subject	Media	Purpose	Date	Nb of Photos
UNESCO	BELGA / Belgium	Publication	02.11.10	11
UNESCO	Alriyadh Newspaper / Saudi Arabia	Publication	03.11.10	5
UNESCO	La Griffes de l'Info / France	Website	15.11.10	1
Education	Baù de Idéias Jornalismo e Editora / Brazil	Publication	14.11.10	3
Sciences	Deutsche Welle / Germany	Website	22.11.10	3
Culture	Argentine Productions / Argentina	Presentation	03.11.10	21
Culture	Domenys.net / Catalunya	Website	07.11.10	4
Culture	Business People Magazine / USA	Publication	09.11.10	11
Culture	Planeta / Brazil	Publication	11.11.10	3
Culture	ABC Comunicação / Brazil	Website	16.11.10	58
Culture	Editora Abril / Brazil	Publication	22.11.10	16
Culture	Archéo Junior /France	Publication	24.11.10	7

Culture	Outpost Magazine / USA	Publication	25.11.10	1
Culture	Télé 2 Semaines / France	Publication	26.11.10	16
Culture	CNN International / USA	Website	29.11.10	1



### 3. UNESCO Social Media and You Tube

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

#### 3.1. Facebook - [www.unesco.org/facebook](http://www.unesco.org/facebook)

	June	July	August	September	October	November
<b>Total likes/fans*</b>	8 102	9 233	10 021	10 945	12 776	15 080
<b>Monthly active users</b>	n/a	n/a	n/a	5 072	6 217	7 469
<b>Monthly posts</b>	n/a	n/a	n/a	14	15	22

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

#### 3.2. Twitter - [www.twitter.com/unescoNOW](http://www.twitter.com/unescoNOW)

	May	June	July	August	September	October	November
<b>Followers</b>	322	899	1 378	2 145	2 161	2 197	3 335
<b>Following</b>	n/a	n/a	n/a	n/a	150	221	221
<b>Listed</b>	n/a	n/a	n/a	n/a	143	215	289
<b>Mentions</b>	n/a	n/a	n/a	n/a	n/a	n/a	344
<b>Retweets</b>	n/a	n/a	n/a	n/a	n/a	n/a	401
<b>Tweets to date</b>	n/a	n/a	n/a	n/a	83	139	275

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

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.
<b>Monthly video views</b>	23 580	29 297	37 838	35 208	38 084	45 775	55 278	110 724	72 473	92 569	135 778
<b>New subscribers</b>	71	62	83	55	64	126	85	113	97	157	231

	<b>Top Videos in November 2010</b>	<b>% of total views</b>
1	Kabuki Theatre	6.4
2	The Polyphonic Singing of the Aka Pygmies of Central Africa	5.3
3*	Aalst carnival	3.8
4*	Falconry, a living human heritage	2.7
5	Gagaku	2.6
6*	Ojkanje singing	2.6
7	Georgian Polyphonic Singing	2.2
8*	Ethics and Bioethics -- Our common future, Our planet, Our oasis	2.0
9*	Oral and Graphic Expressions of the Wajapi	1.6

\*new entries this month

#### 4. UNESCO Photobank - <http://photobank.unesco.org/>

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

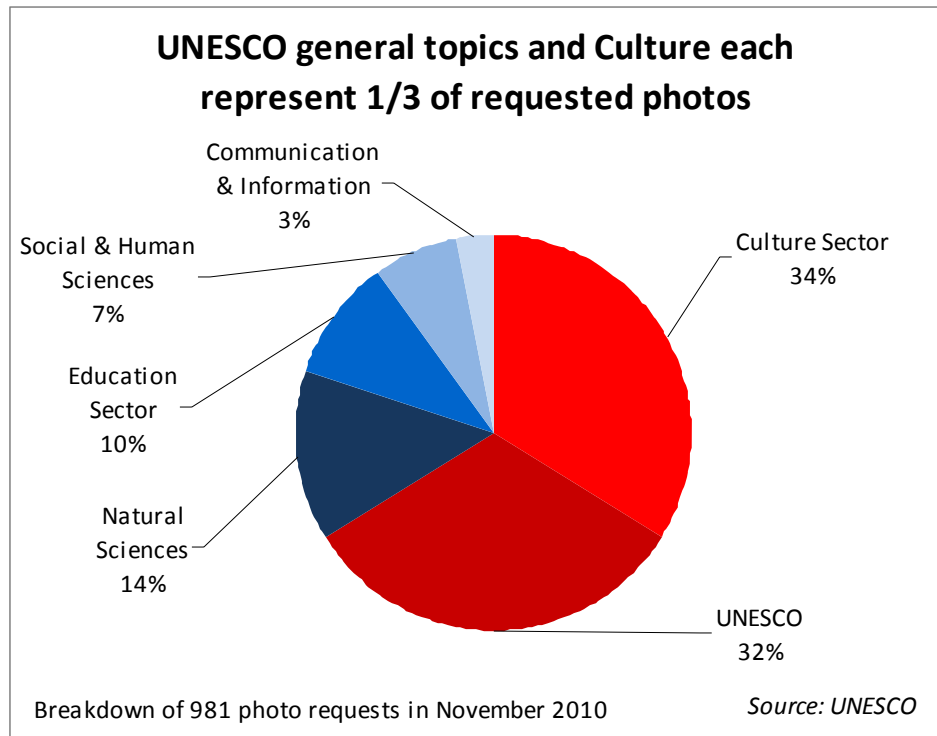
##### 4.1. Photos requested online

###### Themes

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

Themes	November 2009	November 2010
UNESCO	1 774	316
Education	300	103
Natural Sciences	9	133
Social and Human Sciences	1	73
Culture	200	330*
Communication and Information	1	26
<b>TOTAL</b>	<b>2 285</b>	<b>981</b>

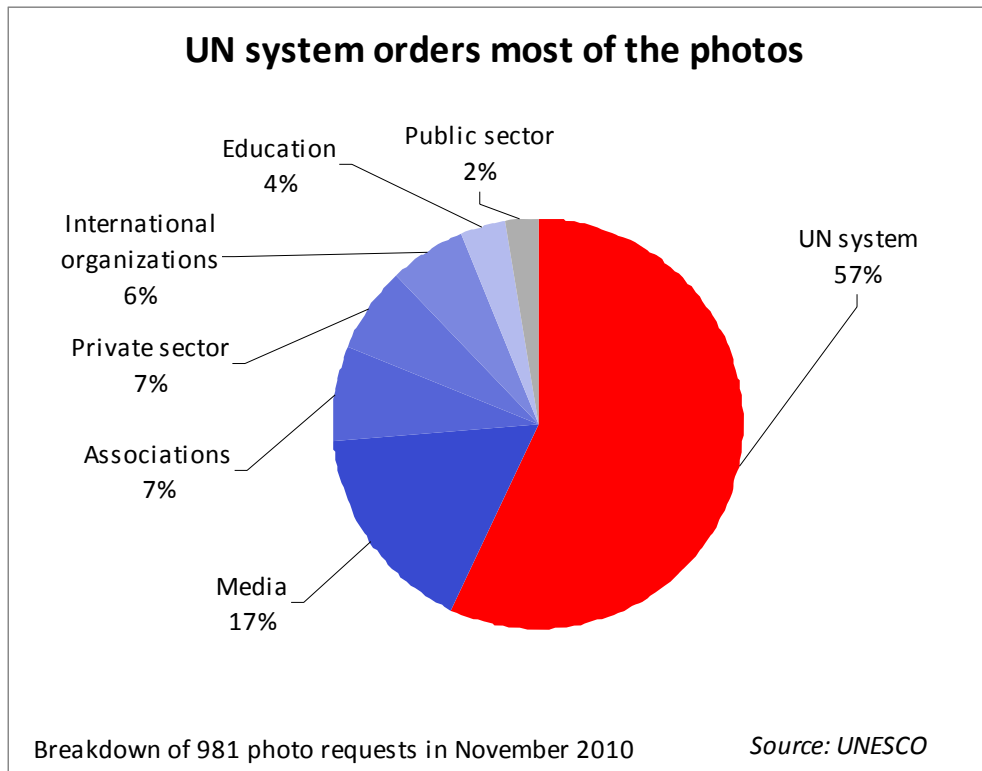
\* CLT/WHC: 293 + CLT/ICH: 137



## Origin of requests

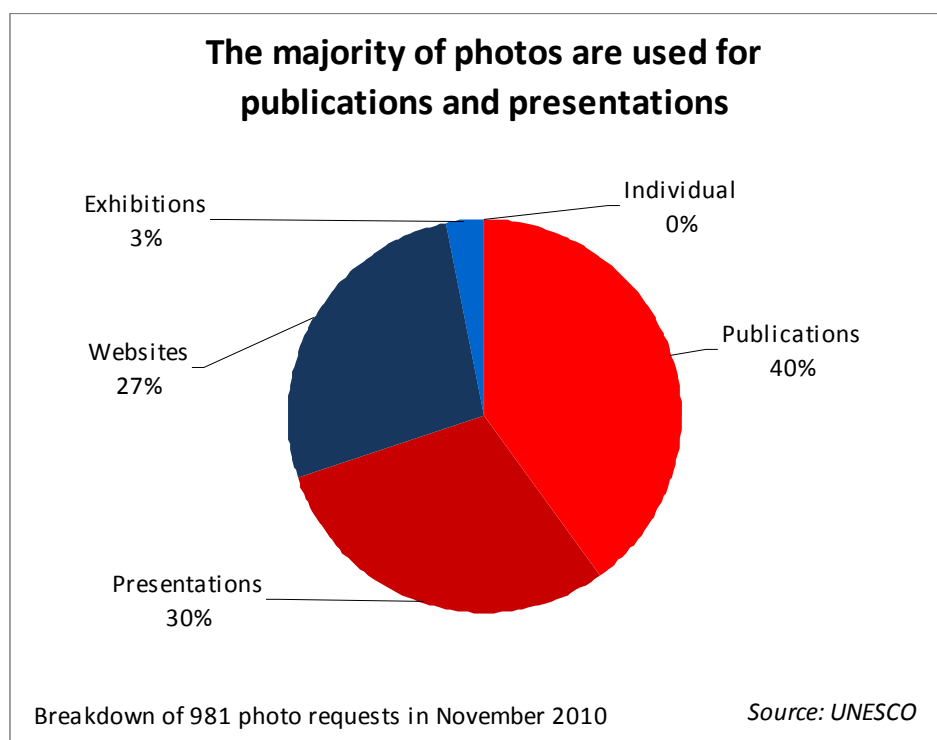
Origin of request	Nov. 2009	Nov. 2010
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	785	543
Media: Written and Audiovisual and Press	319+ 1 001*	160
Publishers	27	14
Education (Schools, Universities, teachers, researchers)	1	35
Public sector (Museums, Bookshops)	0	23
Private sector	59	63
International Organizations (not UN)	63	59
Associations	0	71
Government (national, local)	27	13
Individuals	3	0
<b>TOTAL</b>	<b>2 285</b>	<b>981</b>

\* 1001 pictures were ordered by "La Lettre Diplomatique" / France in November 2009



## Use of photos

Use of photos	November 2009	November 2010
Websites	663	270
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	1 451	390
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	137	291
Exhibitions	31	26
Private use	3	4
<b>TOTAL</b>	<b>2 285</b>	<b>981</b>



## 4.2. Photo service

### Number of photos

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

	November 2009	November 2010
Number of Events	43	30
Number of Photos	1 327	452

## 5. UNESCO Documents and Library

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

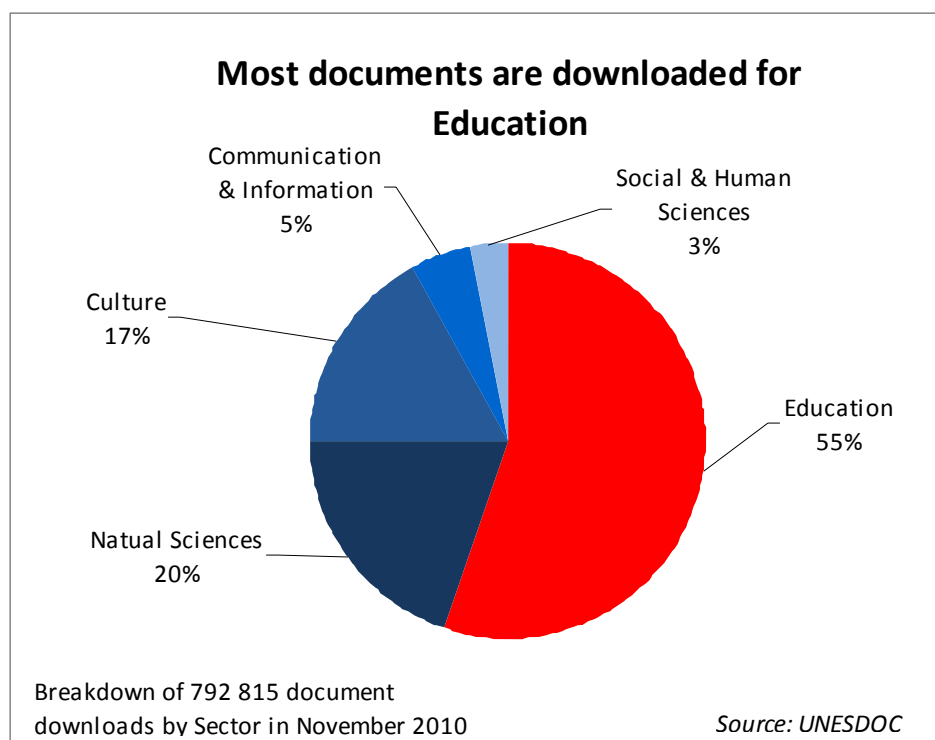
The **UNESDOC database** – managed by ADM/DIT Clearing House - contains the full text and bibliographic records of documents and publications published by UNESCO since 1945 as well as bibliographic records of library acquisitions. These documents and publications are produced by UNESCO Headquarters,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

In November, there were **124 034** records available online in PDF format.

#### 5.1.1 Statistics of consultation

Total number of downloads in November: **792 815**

Sectors	Number of documents	Number of downloads	Average nb of downloads per doc.
Education	9 338	187 040	20
Natural Sciences	9 324	66 132	7
Social and Human Sciences	1 501	10 115	6
Culture	3 037	57 708	19
Communication and Information	542	16 924	31





### 5.1.2 Top 10 Documents downloads (for Publications see the specific section)

	<b>Title</b>	<b>Languages</b>	<b>Downloads</b>
1	Information and communication technology in education: a curriculum for schools and programme of teacher development	English	3 673
2	Information and communication technologies in teacher education: a planning guide	Spanish	3 548
3	Case study on the effects of tourism on culture and the environment: Nepal; Chitwan-Sauraha and Pokhara-Ghandruk	English	3 483
4	Le Jeu entre la naissance et 7 ans : un manuel pour les ludothécaires	Spanish	2 809
5	UNESCO Science Report, 2010: the current status of science around the world;Executive Summary	Portuguese	2 758
6	Human cloning: ethical issues	English	2 553
7	UNESCO: what is it? What does it do?	Spanish	2 339
8	Youth and adult literacy in Brazil: learning from practice	Portuguese	2 291
9	UNESCO: what is it? What does it do?	Portuguese	2 131
10	UNESCO Science Report, 2010: the current status of science around the world; Executive Summary	English	2 032

### 5.1.3 Top 50 Country Origin

	<b>Country</b>	<b>Downloads</b>
1	United States of America	92 308
2	France	62 783
3	Brazil	57 718
4	Mexico	44 308
5	Spain	27 229
6	India	25 701
7	United Kingdom of Great Britain and Northern Ireland	23 654
8	Canada	21 116
9	Venezuela (Bolivarian Republic of)	20 370
10	Colombia	17 142
11	Peru	16 167
12	Argentina	15 882
13	Philippines	13 645
14	Republic of Korea	12 787
15	China	12 562
16	Chili	10 763
17	Morocco	9 976
18	Germany	9 873
19	Japan	9 753
20	Algeria	9 254
21	Australia	8 572
22	Nigeria	8 204
23	Indonesia	7 366
24	Portugal	7 172
25	Kenya	6 446
26	Italy	6 238
27	Belgium	6 030
28	Tunisia	5 584
29	Ethiopia	5 533
30	Pakistan	5 128
31	Russian Federation	5 097
32	Ecuador	5 094

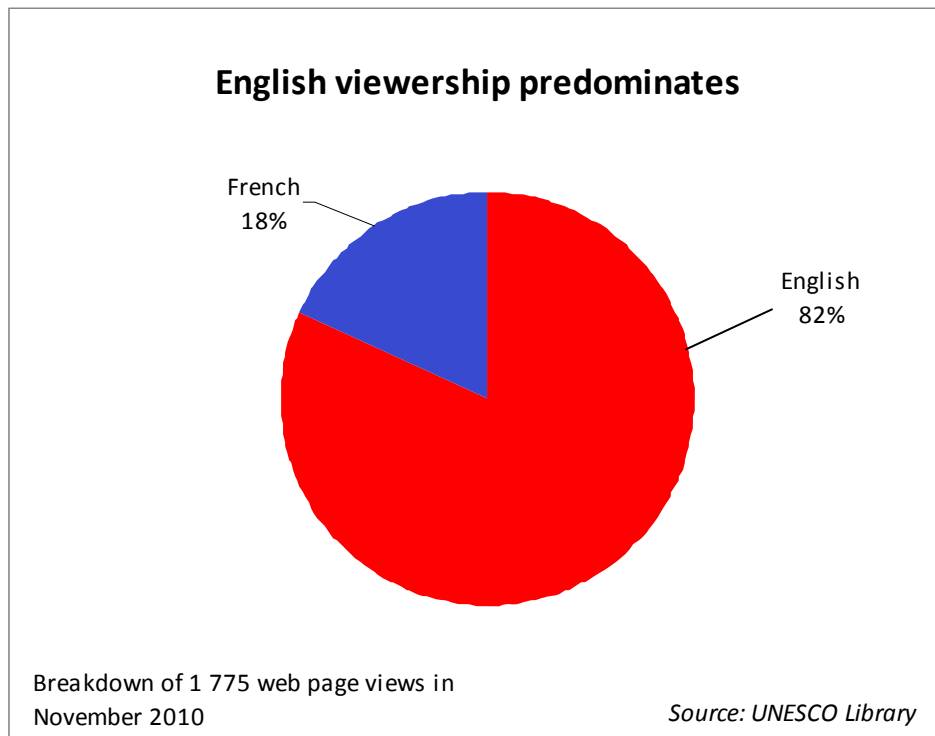
33	Malaysia	4 645
34	South Africa	4 408
35	Switzerland	4 315
36	Bolivia	4 182
37	Netherlands	3 978
38	Cameroon	3 771
39	Egypt	3 760
40	Singapore	3 218
41	Iran (Islamic Republic of)	2 969
42	Senegal	2 876
43	Norway	2 759
44	Guatemala	2 687
45	Ghana	2 598
46	Costa Rica	2 580
47	Thailand	2 529
48	Ouganda	2 439
49	Turkey	2 329
50	Hong Kong	2 306

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

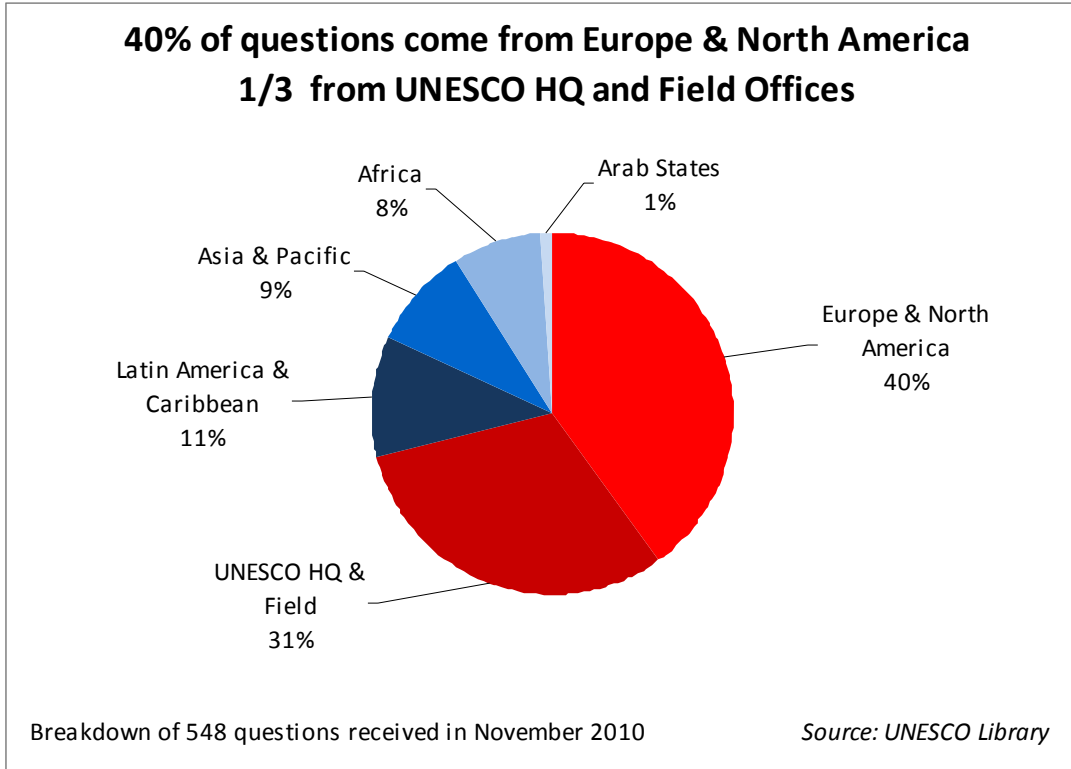
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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 Web page views



5.2.2 Questions received by e-mail to: [library@unesco.org](mailto:library@unesco.org) - Excel graphic not available



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

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

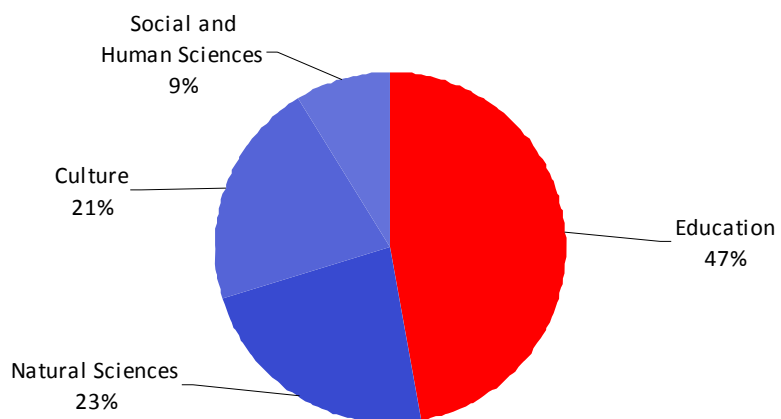
In comparison to the two previous months, November readers increased consultation of UNESCO publications through UNESDOC. This rise is essentially due to the launch of the *UNESCO Engineering Report*, the most consulted flagship publication this month with figures that exceed in 32% those for October's most consulted title. All other most consulted titles remain the same as for September and October, with the other exception of the Portuguese summary of the *2010 Science Report*.

One month away from the end of the year, it is now possible to say that the 2010 bestseller is *The World's Heritage Complete Guide*, online and internationally, but also in the UNESCO bookstore. In addition, the 5 bookstore bestsellers from 2010 belong to the CLT sector, whereas online and international bestsellers are publications from both the CLT and SC sectors. Quite predictably, November sales have increased in every channel for the *UNESCO/WHC Agenda 2011* when compared to the previous month.

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

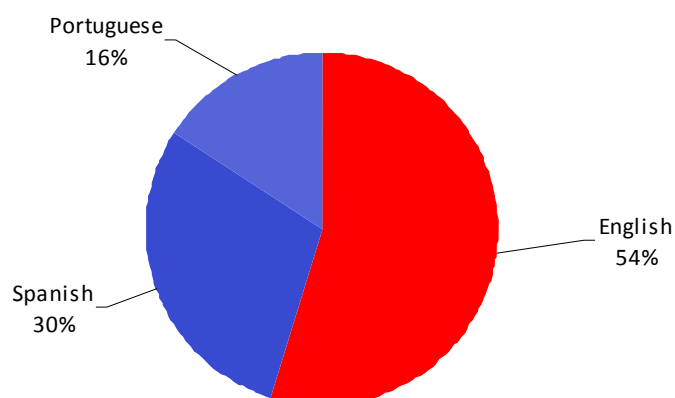
	Title	Sector	Language	PDF consulted	Publisher, year
1	Engineering: issues, challenges and opportunities for development; UNESCO report	SC	English	4 716	Paris, 2010
2	Information and communication technology in education: a curriculum for schools and programme of teacher development	ED	English	3 678	Paris, 2002
3	Information and communication technologies in teacher education: a planning guide	ED	Spanish	3 564	Paris, 2004
4	Case study on the effects of tourism on culture and the environment: Nepal; Chitwan-Sauraha and Pokhara-Ghandruk	CLT	English	3 488	Bangkok, 1995
5	Hacia las sociedades del conocimiento: informe mundial de la UNESCO	CLT	Spanish	3 164	Paris, 2005
6	World Social Science Report, 2010: Knowledge Divides	SHS	English	2 893	Paris, 2010
7	Reaching the marginalized: EFA Global Monitoring Report, 2010	ED	English	2 877	Paris, 2010
8	Le Jeu entre la naissance et 7 ans: un manuel pour les ludothécaires	ED	Spanish	2 816	Paris, 2000
9	UNESCO Science Report, 2010: the current status of science around the world; executive summary	SC	Portuguese	2 761	Paris, 2010
10	Youth and adult literacy in Brazil: learning from practice	ED	Portuguese	2 302	Brasilia, 2008

### Publications PDFs on Education are the most consulted



Breakdown of 10 most consulted PDF's by Sector in November 2010 Source: UNESDOC

### English readership is largely predominant



Breakdown of 10 most consulted PDFs by language in November 2010

Source: UNESDOC

## 6.2. Statistics of PDF consultation of 2010 Flagship UNESCO publications in November

Nov. 2010 ranking	Title	Language	PDF consulted Nov. 2010	PDF consulted Jan-Nov. 2010
1	Engineering: Issues, Challenges and Opportunities for Development; UNESCO Report	English	4 716	Just published
2	World Social Science Report, 2010: knowledge divides	English	2 893	19 144
3	Reaching the marginalized: EFA Global Monitoring Report, 2010	English	2 877	44 478
4	Investing in Cultural Diversity and Intercultural Dialogue: UNESCO World Report	English	1 012	12 903
5	Llegar a los marginados: informe de seguimiento de la EPT en el mundo, 2010	Spanish	655	6 048
6	Atteindre les marginalisés: Rapport mondial de	French	572	4 779

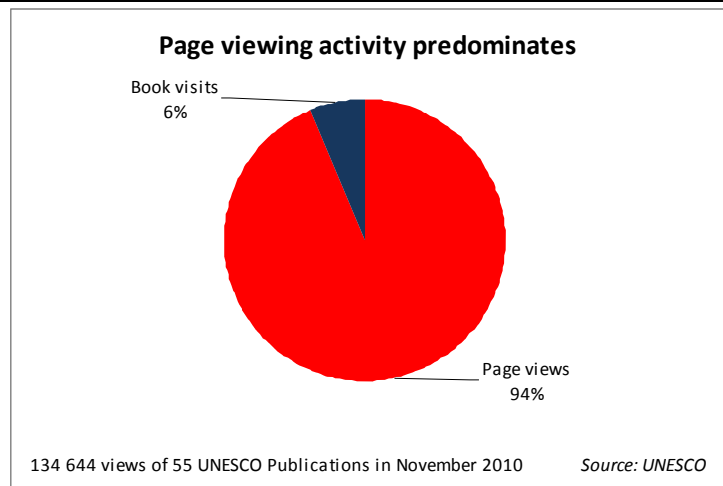
	suivi sur l'EPT, 2010			
7	Rebirth for Haiti: The UNESCO Courier	English	465	1 353
8	Philosophy: a school of freedom; Teaching philosophy and learning to philosophize: status and prospects	English	415	3 285
9	Haïti : le sursaut. Le Courier de l'UNESCO	French	356	1 220
10	Invertir en la diversidad cultural y el diálogo intercultural: informe mundial de la UNESCO	Spanish	327	2 788
11	El renacimiento de Haití. Correo de la UNESCO	Spanish	327	1 126
12	Investir dans la diversité culturelle et le dialogue intercultural: Rapport mondial de l'UNESCO	French	307	1 345
13	Philosophy: a school of freedom; Teaching philosophy and learning to philosophize: status and prospects	Arabic	280	1 087
14	La Philosophie: une école de la liberté; Enseignement de la philosophie et apprentissage du philosophe : état des lieux et regards pour l'avenir	French	256	2 375
15	Reaching the marginalized: EFA Global Monitoring Report, 2010	Russian	68	255
16	Reaching the marginalized: EFA Global Monitoring Report, 2010	Arabic	68	355
17	Rebirth for Haiti: The UNESCO Courier	Russian	56	225
18	Investing in Cultural Diversity and Intercultural Dialogue: UNESCO World Report	Chinese	44	199
19	Rebirth for Haiti: The UNESCO Courier	Arabic	34	107
20	Reaching the marginalized: EFA Global Monitoring Report, 2010	Chinese	27	234
21	Rebirth for Haiti: The UNESCO Courier	Chinese	24	171

### 6.3. Statistics from Google

UNESCO started working with Google Books this year with a small selection of titles but is starting to be a good show case for UNESCO publications. This service allows readers to search and browse UNESCO publications on-line.

Although there are more UNESCO publications available on Google since the beginning of November, proper consultation and sales statistics are unavailable for the entire month due to temporary technical problem in their website.

Month	Publications available on Google	Pages viewed	Book visits	Book visits with buy clicks
November 2010*	55	125 950	8 587	107



## 6.4. Top 5 sales UNESCO bookstore

### UNESCO Publications top 5 sales 2010 bookstore: January – November 2010

	Title	Number of copies sold	Sector
1	The World's Heritage Complete Guide	480*	WHC/CLT
2	UNESCO/WHC Agenda 2011	271	WHC/CLT
3	Tell Me About... Slavery	232	CLT
4	UNESCO/WHC Agenda 2010	97	WHC/CLT
5	Investing in Cultural Diversity and Intercultural Dialogue: UNESCO World Report	66	WRU/CLT

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

### UNESCO Publications top 5 sales bookstore: November 2010

	Title	Number of copies sold	Sector
1	UNESCO/WHC Agenda 2011	227	WHC/CLT
2	Développement durable de la région arctique	31	SC
3	Climate Change and Arctic Sustainable Development	30	SC
4	Raconte-moi... l'UNESCO	11	CLT
5	Raconte-moi... le patrimoine mondial	10	CLT

## 6.5. UNESCO top 5 sales 2010 online and international

### UNESCO Publications top 5 sales 2010 online and international: January – November 2010

	Title	Number of copies sold	Sector
1	The World's Heritage Complete Guide	312*	WHC/CLT
2	UNESCO/WHC Agenda 2011	308	WHC/CLT
3	Climate Change and Arctic Sustainable Development	243	SC
4	World Social Science Report 2010	198	SC
5	Atlas of the World's Languages in Danger	183	CLT

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

### UNESCO Publications top 5 sales online and international: November 2010

	Title	Number of copies sold	Sector
1	UNESCO/WHC Agenda 2011	222	WHC/CLT
2	UNESCO Science Report 2010 - The Current Status of Science around the World	91	SC
3	Explaining... Biosphere Reserves	85	CLT
4	Tell be about... The Climate	75	CLT
5	Global Education Digest 2010 Comparing Education Statistics Across the World	72	ED

## 6.6. Licensing and co-publishing agreements signed

The number of licensing and co-publishing agreements signed in November stays as high as in September and October 2010. Among the most significant is the agreement for the translation of *Investing in Cultural Diversity and Intercultural Dialogue: UNESCO World Report* into Korean.

Contract No.	Title	Publisher	Language	Date of signature
C.2010-027	Human Rights – Questions and Answers	UNESCOCAT	Catalan	23/11/2010
C.2010-029	Introducing Democracy: 80 Questions and Answers	AKASH	Bengali	16/11/2010
C.2010-030	Investing in cultural diversity and intercultural dialogue: UNESCO world report	Korean National Commission for UNESCO	Korean	20/11/2010
C.2010-031	Confronting the Shadow education system – What government policies for what private tutoring?	Korean Educational Development Institute (KEDI)	Korean	19/11/2010

### 6.7. Permissions granted in November 2010 to use or translate UNESCO contents

Who requests	UNESCO Content	To be reproduced in	Conditions	Date of agreement
Compagnie théâtrale La Fabrique affamée	Poèmes intitulés « Près de la muraille » et « Nous sommes les feuilles d'arbres » de Mahmoud Darwich In <i>Plus rares sont les roses</i> , collection UNESCO d'œuvres représentatives, Paris, Les Editions de Minuit, 1989 © Les Editions de Minuit 1989 / © UNESCO 1989 pour la traduction française ; Poèmes intitulés « Je fuis les frontières » ; « Soldat rêvant de lys blanc » ; « Rita et le fusil » de Mahmoud Darwich In <i>Rien qu'une autre année</i> , anthologie poétique, 1966-1982, collection UNESCO d'œuvres représentatives, Paris, Les Editions de Minuit, 1983 © Les Editions de Minuit 1983 / © UNESCO 1983 pour la traduction française.	Adaptation théâtrale dans le spectacle "Balle de poussière" jouée dans le cadre du Festival 'Jeunes zé Jolie', Mantes-la-Jolie	Mention de la source ; à titre gracieux	4/11/2010
Collèges Diwan, France	<i>UNESBIB base de données bibliographiques – Thésaurus de l'UNESCO</i> , 2008 © UNESCO 2008	Inclusion de la traduction bretonne du <i>Thésaurus</i> dans la base documentaire électronique des établissements Diwan, Académie de Rennes, juin 2011	Mention de la source ; à titre gracieux	8/11/2010
Cambridge University Press, UK	<i>Phytoplankton Pigments in Oceanography: Guidelines to Modern Methods</i> , edited by S.W. Jeffrey, R.F.C. Mantoura and S.W. Wright, 1997 (figures 2.3A; 2.5C; 2.7B; 2.7D; 2.8A; 2.8C; 2.9A; 2.9B; 2.9C) © UNESCO 1997	Inclusion in <i>Phytoplankton Pigments: Characterisation, Chemotaxonomy, and Applications in Oceanography</i> , May 2011, 9000 copies, sold at £75 per unit	Due acknowledgment of UNESCO; Free of charge; provision of one copy	10/11/2010
PreMediaGlobal, on behalf of Cengage Learning, USA	Figure entitled "Regional Literacy Rates (1995-2005)", UNESCO Institute for Statistics website, © UNESCO 2002-2010 ( <a href="http://www.uis.unesco.org/ev.php?ID=2867_201&amp;ID2=DO_TOPIC">http://www.uis.unesco.org/ev.php?ID=2867_201&amp;ID2=DO_TOPIC</a> )	Inclusion in <i>International Politics: Power and Purpose in Global Affairs</i> , 2e, 2012, 20,000 copies sold at US\$ 88 per unit	Due acknowledgment of UNESCO; 200 US\$ fee; provision of one copy	16/11/2010
Réunion des Musées Nationaux, France	Zanzotto, Andrea. <i>Du Paysage à l'Idiome, anthologie poétique 1951-1986</i> , Collection UNESCO d'œuvres représentatives (p. 129), Maurice Nadeau / Editions UNESCO 1994, © UNESCO 1994 pour la traduction française.	Inclusion dans <i>Pensées tracées</i> par Nicole Marchand-Zanartu et Marie-Haude Caraës, janvier 2011, 4000 exemplaires, 29 €	Mention de la source ; à titre gracieux	22/11/2010



## 7. UNESCO Courier - <http://www.unesco.org/courier/>

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

Presently, it is a quarterly 56 pages magazine published in the 6 official languages. The PDF is available on *The UNESCO Courier* web site, and sent by e-mail to the subscribers. The printed version is sent to the Member states/Partners mailing list. A Portuguese version is made by the UNESCO Office in Brasilia (number of subscribers: total 1593 at the end of November 2010). The latest issue, "Rebirth for Haiti", has been published in September and distributed in October 2010.

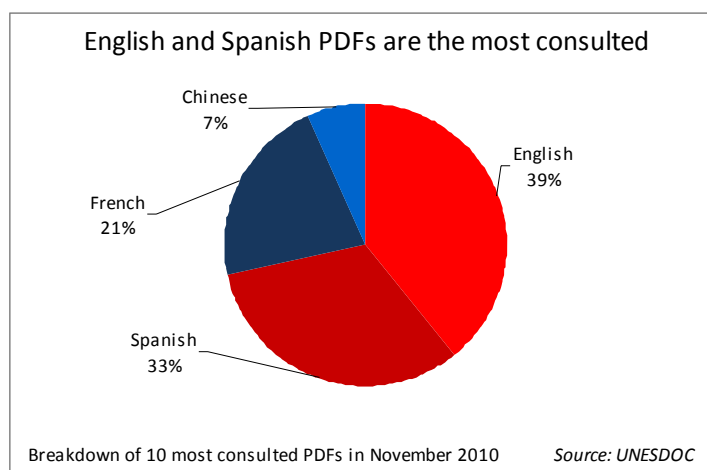
### 7.1. Number of page views, PDF downloads, subscribers, printed copies

Language	Page views	PDF downloads	New subscribers	%	Total subscribers	Printed copies
English	5 454	6 171	239	1,42	16 823	-
French	3 100	5 643	96	0,73	13 092	-
Spanish	2 659	8 909	78	0,75	10 344	-
Russian	236	201	20	1,30	1 528	-
Arabic	1 292	86	21	1,61	1 301	-
Chinese	2 705	160	8	0,35	2 270	-
Portuguese	1 598	-	-	-	-	-
<b>TOTAL</b>	<b>17 044</b>	<b>21 170</b>	<b>516</b>	<b>1,13</b>	<b>45 358</b>	<b>-</b>

### 7.2. Top 10 most consulted PDFs in November 2010 (UNESDOC)

	Title	Language	PDF consulted	Published
1	Rebirth for Haiti	English	451	September 2010
2	Rebirth for Haiti	French	349	September 2010
3	Rebirth for Haiti	Spanish	318	September 2010
4	The Circus; an international art	English	284	September 1990
5	Great trade routes	Spanish	141	November 2009
6	A guided tour of museums	Spanish	113	September 2010
7	Claude Lévi-Strauss: the view from afar	French	109	June 2008
8	Rebirth for Haiti	Chinese	145	September 2010
9	Claude Lévi-Strauss: the view from afar	Spanish	123	June 2008
10	Youth's sonic forces	English	104	February 2009

Among the ancient issues, 'The Circus: an international art' is the most visited one this month. 'Claude Lévi-Strauss: the view from afar' remains in the "top ten" since it has been published in June 2008.



## 8. 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.

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

	<i>Total</i>	<i>Headquarters</i>	<i>Field Offices</i>	<i>Institutes</i>
CI	17	12	5	
CLT	<b>23</b>	16	7	
ED	11	10	1	
ERI	13	13		
ETH	1	1		
ODG	3	3		
SC	19	19		
SHS	<b>23</b>	16	7	
UIS	2	1		1
Total	112	91	20	1

Most events concern Culture and Social and Human Sciences' activities

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

Almaty	2
Apia	1
Bangkok	2
Beijing	1
Brasilia	2
Cairo	3
Doha	1
Moscow	2
Nairobi	1
Phnom Penh	1
Rabat	1
San José	1
Venice	1
Windhoek	1
UIS	1
Total	21

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

	At HQS	Away from HQS
Category 2-Intergovernmental meeting	3	1
Category 4- International Congress	1	2
Category 5- Advisory Committee	1	2
Category 6-Expert Committee	0	1
Category 7-Seminars and Workshops	6	12
Category 8-Symposium	11	5
Concert	5	0
DG Meeting with Staff	1	0
Exhibition	7	1
Event under UNESCO Patronage	1	1
Film Projection	3	0
Information Meeting with Permanent Delegations	2	1
Interagency Meeting	2	7
Intersectorial Meeting	1	0
Meeting by Member States or Institutions	0	12
Prize-giving ceremony	1	0
Special Event	12	3
Working group/Expert Meeting	7	0
Total	64	48

## 9. 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 Organizations' mandate. Cultural events, exhibitions, shows, and screenings, organized in cooperation with Member States and other partners contribute to the promotion of cultural diversity.

### 9.1. Conferences and Meetings

#### Programme Meetings

Date	Title*	Organizer	Place	Public
02/11	Réunion du Comité directeur de la Coopération Sud-Sud en Education	Secteur de l'éducation, Section de la planification et du suivi stratégiques	Salle VI	30
05/11	Consultative meeting group	Secteur de l'éducation, Section VIH et SIDA	Salle VI	30
09-10/11	Forum Interparlementaire sur les politiques de la science, de la technologie et de l'innovation dans la région de la Méditerranée	Secteur des sciences exactes et naturelles, Division des politiques scientifiques et du développement durable	Salle XI	250
10/11	Wednesday Seminar on The Right to Education	Secteur de l'éducation	Salle IX	60
12/11	Geoengineering: the way forward? Novel proposals for countering climate change	Commission océanographique intergouvernementale, Section des sciences océaniques	Salle XVI	25
15-16/11	Groupe de Travail Concernant les Orientation de mise en œuvre de la Convention du patrimoine mondial	Centre pour le patrimoine mondial, Unité de politique générale et de réunions statutaires	Salle X	40
17/11	Réunion d'experts pour l'amélioration des processus en amont de l'examen des propositions d'inscriptions par le Comité du patrimoine mondial	Centre de l'UNESCO pour le patrimoine mondial, Unité de politique générale et de réunions statutaires	Salle II	150
17/11	Wednesday Seminar on Sustainable schools in England	Secteur de l'éducation	Salle XIII	60
17-19/11	Colloques, Forum, Cérémonie de remise de prix dans le cadre de la Journée mondiale de la Philosophie	Secteur des sciences humaines et sociales, Section Sécurité humaine, démocratie et philosophie	Salles I, II, III, IV, V, VI, VII	1 000
19/11	8e réunion du Comité directeur du JCOMM (Oceanography and marine meteorology)	Commission océanographique intergouvernementale, Section des observations et services océaniques	Salle XV	25
22/11	Des voix qui portent: les femmes afghanes font l'actualité	Cabinet de la Directrice générale, Division pour l'égalité des genres	Salle II	300
22-25/11	7th Session of the Intergovernmental Coordination Group for the Tsunami Early Warning and Mitigation System in the North Eastern Atlantic, the Mediterranean and Connected Seas	Commission océanographique intergouvernementale, Unité des tsunamis	Salles IV, VI, VII, VIII	80

22-24/11	5e Réunion du Comité pour la protection des biens culturels en cas de conflit armé	Secteur de la culture, Section des musées et des objets culturels	Salle XII	100
24/11	Table-ronde du programme francophone de bourses destinées aux autochtones 2010	Secteur de la culture	Salle XIV	40
25/11	Conférence : « Femmes, eau et développement durable en Afrique »	Cabinet de la Directrice générale, Division pour l'égalité des genres	Salle II	300
25/11	Séminaire sur le développement durable	Secteur des sciences exactes et naturelles, Division des politiques scientifiques et du développement durable	Salle XIII	90
25-26/11	Réunion conjointe du Bureau du Conseil intergouvernemental (CIG) et du Comité de conseil scientifique (CCS) du Programme pour la Gestion des transformations sociales (MOST)	Secteur des sciences humaines et sociales, Section Politiques et coopération en sciences sociales	Salle XIV	50
29-30/11	Education Sector seminar: Education for Sustainable Development and UNESCO's mandate - Key areas of synergy and work (seminar and workshops)	Secteur de l'éducation	Salles IX, VI, VIII, VIII bis	50
29/1-03/12	4e réunion du Comité intergouvernemental pour la protection et la promotion de la diversité des expressions culturelles	Centre de l'UNESCO pour le patrimoine mondial, Unité de politique générale et de réunions statutaires	Salle II	350
29/11-03/12	Knowledge Deepening Workshop for UNESCO's "ICT-Competency Framework for Teachers" project	Secteur de la communication et de l'information, section accès universel et préservation	Salles V, VIII, A22	30
<b>Total participation</b>				<b>3060</b>

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

### External rentals

<b>Date</b>	<b>Title</b>	<b>Organizer</b>	<b>Place</b>	<b>Public</b>
04/11	Congrès sur l'Obésité	Association Médicale Franco Libanaise	Salles VI, VII, XII	500
04-10/11	The 10th Commemorative International Forum on Lifelong Integrated Education	Nomura Center for Lifelong Integrated Education	Salles II, IV, V, VI, VII, VIII, IX	200
18/11	Cycle IHEPS 2010/2011	Institut des hautes études de protection sociale	Salle XIII	45
19/11	Examens de l'Institut Cervantes	Institut Cervantes	Salles IV, VI, VII, XII, XIII	200
23/11	Viols en situation de guerre. L'usage des violences sexuelles dans les conflits contemporains	Centre Catholique International de coopération avec l'UNESCO	Salle II	250
24/11	Séminaire sur "Le traitement des déchets et des eaux usées"	Union Internationale des Associations et Organismes Techniques	Salle IX	96
26 - 28/11	Conférence internationale sur la législation	Fédération mondiale des Anciens Combattants	Salle XI	250
26/11	Rencontre sur le thème "éducation et développement durable"	Union Internationale des Associations et Organismes Techniques	Salle I	1 000
29/11	4e Rencontres Nord -Sud	Institut de Médecine et d'Epidémiologie Appliquée	Salle XII	250
<b>Total participation</b>				<b>2 791</b>

### Inter-Agency Meeting

Date	Title	Organizer	Place	Public
08/11	Multistakeholder Consultations on the World Bank education sector strategy. Phase II -on the draft strategy	World Bank	Salle X	200

### Information Meeting for Permanent Delegates and Observers

Date	Title	Organizer	Place	Public
08/11	Information Meeting for Permanent Delegates and Observers to UNESCO on the Ethics Office	Ethics Office	Salle IV	200

### Electoral Groups Meetings

Date	Title	Organizer	Place	Public
02/11	Réunion du Groupe Arabe	ALECSO	Salle XIV	40
04/11	Réunion plénière Groupe des 77 et la Chine	Secteur des relations extérieurs et de l'information du public, Section des organisations intergouvernementales	Salle XI	50
04/11	Réunion du Groupe Union européenne	Délégation de la Belgique	Salle XIII	50
05/11	Réunion du Groupe Union européenne	Délégation de l'Autriche	Salle XVI	40
08/11	Réunion du Groupe Electoral I	Délégation du Luxembourg	Salle XIII	40
09/11	Réunion du Groupe Union européenne	Délégation de la Belgique	Salle XIII	50
09/11	5th ASEAN-UNESCO Committee (AUC) Plenary Meeting	Délégation de Thaïlande	Salle XIII	10
10/11	Réunion du groupe Electoral II	Délégation de la Hongrie	Salle VIII	40
10/11	Réunion du Groupe Union européenne	Délégation de la Belgique	Salle XIII	50
10/11	5th ASEAN-UNESCO Committee (AUC) Plenary Meeting	Délégation de Thaïlande	Salle XIII	50
12/11	Réunion du Groupe ASPAC	Délégation de Nouvelle Zélande	Salle XV	15
16/11	Réunion plénière du Groupe ASPAC	Délégation de Nouvelle Zélande	Salle VI	15
16/11	Vidéo conférence Institut de statistique de l'UNESCO et Enseignement et formation techniques et professionnels	Secteur de l'éducation, Section de l'éducation dans les situations de post-conflit et de post-catastrophe	Salle VIII	10
16/11	Réunion du GRULAC	Secteur des relations extérieures et de l'information du public, Section Amérique latine et Caraïbes	Salle VIII	70
16/11	Réunion du Groupe Union européenne	Délégation de la Belgique	Salles XIII, IX	50
18/11	Réunion des délégués permanents de SADC	Délégation de Namibie	Salle XIV	20
18/11	Réunion plénière du Groupe africain	Délégation du Sénégal	Salle XIV	50
22/11	Réunion du Groupe africain et l'IOC	Délégation de l'Angola	Salle XIII	60
23/11	Réunion du Groupe Union européenne	Délégation de la Belgique	Salles XIII, IX	50
23/11	Réunion du Groupe Electoral I	Délégation permanente des Etats-Unis d' Amérique	Salle XIV	40
24/11	Réunion des petits états insulaires	Délégation de la République des Seychelles	Salle XVI	50
26/11	Réunion du Groupe Electoral I	Délégation du Luxembourg	Salle XIII	40
26/11	Réunion du Groupe Arabe	ALECSO	Salle XVI	40
30/11	Réunion du Groupe Union européenne	Délégation de la Belgique	Salle III	50
Total participation				980

## 9.2. UNESCO Cultural Events / Exhibitions

<http://www.unesco.org/new/en/unesco/events/public-events/>

### 9.2.1. Exhibitions

Date	Title	Organizer	Place	Public (nb)
Until 04/11	On the occasion of International Day for the Elimination of Violence against Women, on November 25 <b>Arts denounce the Violence against Women</b>	The Division for Gender Equality in the Office of the Director-General of UNESCO	Hallway Rooms X and XI	Around 300
Until 16/11	<b>Tribute to Teachers</b>	UNESCO Education Sector, Section for Teacher Education, Division of Higher Education	Railings around UNESCO Headquarters	On opening ceremony (October 5): 300
23/11-26/11	On the occasion of International Day for the Elimination of Violence against Women, on November 25 <b>Voices on the Rise: Afghan Women Making the News</b>	The Division for Gender Equality in the Office of the Director-General of UNESCO and the Division for Freedom of Expression, Democracy and Peace of the UNESCO Communication and Information Sector, in cooperation with the Embassy of Afghanistan in France and the Permanent Delegation of Afghanistan to UNESCO.	Salle des Pas Perdus	Around 300
03/11-10/11	<b>Başagic Collection of Islamic Manuscripts</b>	Permanent Delegation of Slovakia to UNESCO	Miró Room III	Around 300
08/11-12/11	<b>Contribution of the Russian Federation to Biodiversity</b>	Permanent Delegation of the Russian Federation to UNESCO	Miró Rooms I and II	Around 200
09/11-12/11	<b>-Identity/Eye-identity: Portraits of Afro-Colombian Women</b>	Permanent Delegation of Colombia to UNESCO	Hall Ségur	Around 200
10/11-15/11	<b>On the occasion of World Science Day for Peace and Development (November 10)</b>	UNESCO Natural Sciences Sector	Salle des Pas Perdus, Hallway Rooms X and XI	Around 300
23/11-03/12	On the occasion of the centenary of the Mexican Revolution (1910 – 2010) <b>Constitutionalism: the Mark of Victory</b>	Permanent Delegation of Mexico to UNESCO, in partnership with Instituto Cultural de México	Hall Ségur	Around 300
30/11-03/12	On the occasion of the International Day of Solidarity with the Palestinian People, on November 29 <b>Painters of Palestine: From One Generation to the Next</b>	Permanent Observer Mission of Palestine to UNESCO	Miró rooms I and II	On opening ceremony: around 300
30/11	On the occasion of World AIDS Day, on December 1st <b>Photos-Voices: HIV and AIDS Education for Young People in Africa</b>	UNESCO Education Sector, Section on HIV and AIDS, with Virginio Bruni Tedeschi Foundation and UNAIDS	Salle des Pas Perdus	On opening ceremony: 70
Total participation (estimation)				2 570

## 9.2.2. Shows and Screenings

Date	Title	Organizer	Place	Public
04/11	On the occasion of International Day for the Elimination of Violence against Women, on November 25 <b>Trópico de Sangre</b> directed by Juan Delancer	The Division for Gender Equality in the Office of the Director-General of UNESCO, with the Permanent Delegation of the Dominican Republic to UNESCO	Cinema Room	100
08/11	Film premiere <b>Severn</b>	J+B SÉQUENCES Productions, UNESCO Education Sector, Section for Education for Sustainable Development, in cooperation with WWF France	Room I	1 000
10/11	<b>Tunisian Musical Evening</b>	Permanent Delegation of Tunisia to UNESCO	Room I	900
15/11	<b>Vive l'amitié</b>	Permanent Delegation of the United States of America to UNESCO, in partnership with the Medical Musical Group	Room I	1 000
22/11	On the occasion of the 120th Anniversary of the birth of Général de Gaulle <b>Tribute to Général de Gaulle</b>	Permanent Delegation of the Russian Federation to UNESCO, with the Permanent Delegation of Republic of France to UNESCO, Stella Art Association, in partnership with the Russian Cultural Centre in Paris (Rossotrudnichestvo) and the Foundation Charles de Gaulle	Room I	1000
23/11	<b>Carmen, citoyenne?</b>	Permanent Delegation of the French Republic to UNESCO	Room I	900
24/11	<b>Beyond the Light</b>	Permanent Delegation of Brazil to UNESCO, in partnership with Sol do Sul Association	Cinema Room	
25/11	Piano Recital <b>Karol Radziwonowicz</b>	Permanent Delegation of the Republic of Poland to UNESCO	Room I	600
29/11	On the occasion of the International Day of Solidarity with the Palestinian People on November 29 <b>Palestine remains my Melody</b> by Marwan Abado and his musicians	Permanent Observer Mission of Palestine to UNESCO	Room I	1 000
Total participation				6 500

### 9.3. UNESCO Visits

The Visitor's Service organized a total of **22 visits, for 609 visitors** in November 2010.

In November, most of the visitors came within the framework of group visits. The major part of the organized visits was conducted in French for a French public.

#### 1. Requests

Number of emails received	184
Number of requests received	98
Accepted requests	44%
Declined requests	56%

#### 2. Languages

Visits in English	4	18%
Visits in French	16	73%
Other	2	9%

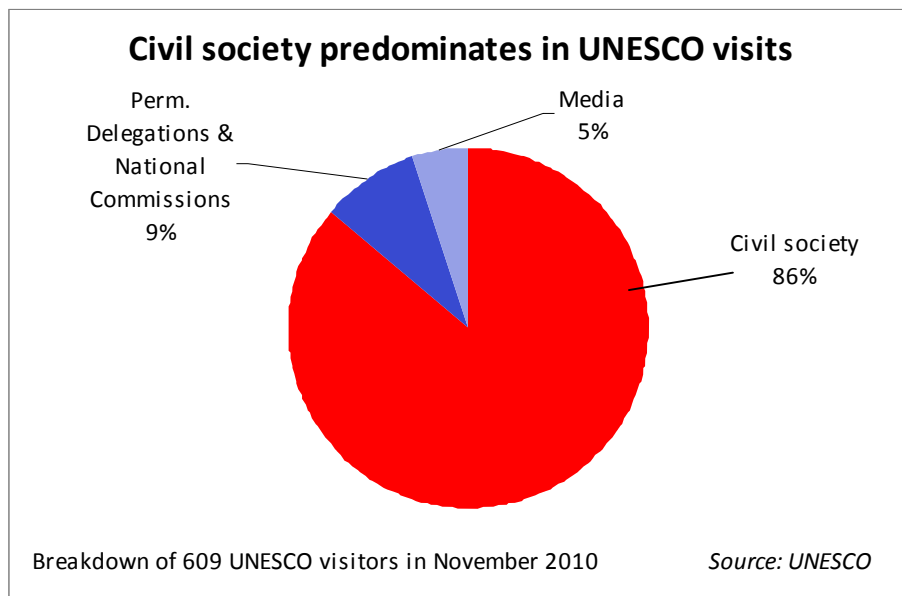
#### 3. Type of visits

Individual Visits	0	0%
Group Visits	20	91%
Thematic Conferences	2	9%

#### 4. Origin

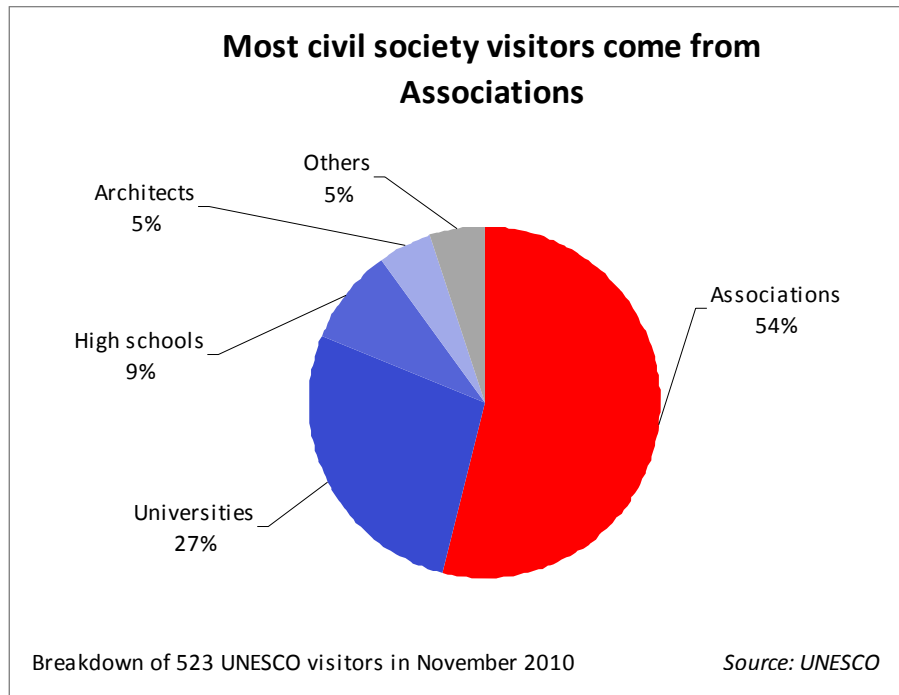
Africa	1	5%
Arab States	0	0%
Europe and North America (of which 81% of local requests)	21	95%
Latin America and the Caribbean	0	0%
Asia and Pacific	0	0%

#### 5. Audience





## Civil Society Breakdown



Among the associations accommodated by the Visitors' Service, most of them were retiree associations and in a lesser proportion cultural associations.

## 10. UNESCO logo Exposure: Patronage

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

**Twelve** activities took place under the patronage of UNESCO in November 2010.

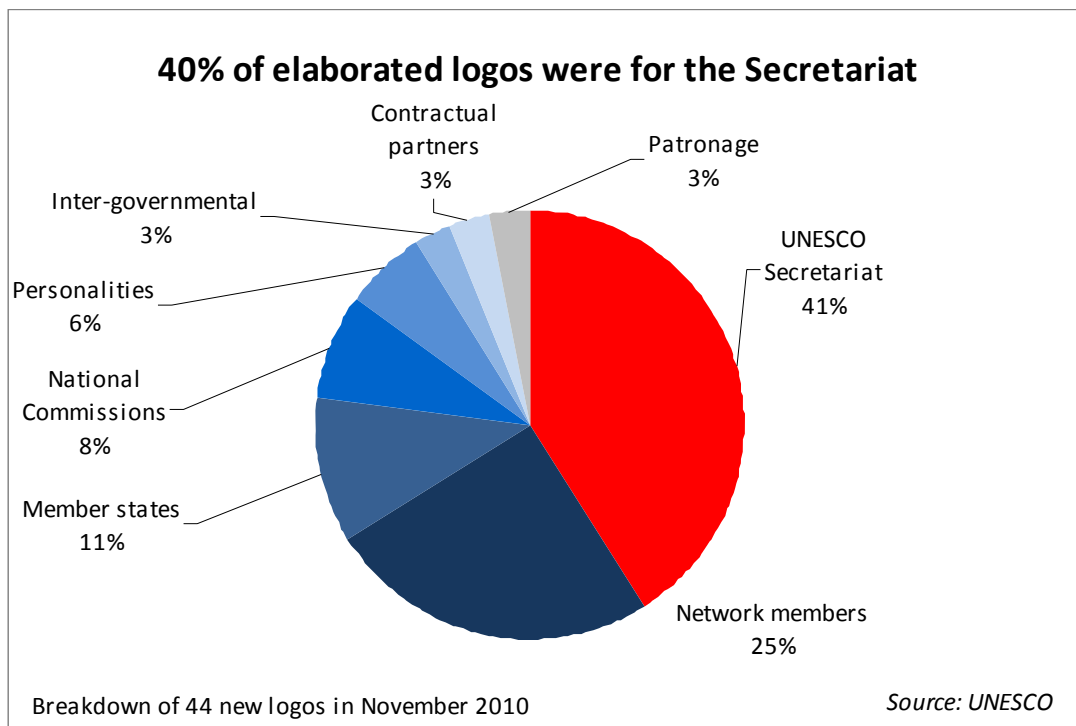
Start Date	Country of Activity	Name of Activity	Target Audience	Sector
03/11	Slovakia	Exposition of Islamic Manuscript Collection Bašagic	Civil society, youth & students	Communication & Information
08/11	Japan (at UNESCO HQ)	10th Commemorative International Forum on Lifelong Integrated Education	Development agencies, policy makers	Education
11/11	China	Multicultural concerts which the Melody for Dialogue Among Civilisations Association produces on the occasion of the Asian Games in Guangzhou	Civil society policy makers, youth & students, mass media	Bureau of Strategic Planning
16/11	Belgium	Conference entitled "Positive Visions for Biodiversity"	Development agencies, policy makers, scientists & researches & trainers	Natural Sciences
18/11	Germany	Denkmal 2010: Europe Trade Fair for Conservation, Restoration and Old Building Renovation	Policy makers, specialized media, conservation professionals	Culture
18/11	Italy	13e édition de la "Borda Mediterranea del Turismo Archeologico" à Paestum	Civil society, policy makers, youth & students	Culture
18/11	Italy	International Forum on Cultural Heritage and Landscape in Florence	Policy makers, civil society	Culture
19/11	Italy	1 <sup>st</sup> Edition of World Tourism Expo	Civil society, youth & students, mass media	Culture
22/11	France	Forum "Les classes moyennes en Afrique"	Researchers & academia	Africa Department
25/11	Japan	World Health Forum 2010 « Women's Health Towards Our Brilliant Future – in search of active life in aged society »	Policy makers, scientists & researches & academia, civil society	Natural Sciences
26/11	Argentina	Vanguardia Iberoamericana Forum 2010	Educators & teachers & trainers, youth & students, policy makers, scientists & researches & academia	Social and Human Sciences
26/11	France	Festival "Notre Méditerranée – entre savoirs et défis »	Development agencies, scientists & researches & academia, civil society	Natural Sciences

## 10.2 Logo production

Wherever possible, the UNESCO logo should be accompanied by a text or a secondary logo placed on the right side of the dotted line, specifying the entity concerned and/or the nature of its association with UNESCO.

In November 2010, **44** new logos have been elaborated for the following internal and external audiences:

UNESCO Secretariat	<b>41%</b>
Network Members (Associated Schools, Chairs, ...)	25%
Member States	11%
Nat. Com. Partners	8%
Personalities (Goodwill Ambassadors, Special Envoys...)	6%
Intergov. Programme Members (WHC sites, MAB Reserves...)	3%
Contractual Partners	3%
Patronage	3%



## 11. 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 recently 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.

### 11.1 NHK (Japan)

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

Partnership began: August 2004, renewed in August 2009

Duration: until August 2014

Products: **2 series of TV programmes (5 and 43 minutes) + several special programmes**

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

Area of broadcast: **Japan and Worldwide**

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

Estimate number of household as viewers in Japan: **879 050 household nationwide in main Kanto region**

Estimate of total number of viewers in Japan: **2 197 625 (household x 2.5)**

Logo use: **For every broadcast/rebroadcast. Exposure is 6 seconds (Series World Heritage 100 only)**

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

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

<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
Once a week in Japan, Worldwide by satellite	Invitation to the World Heritage	60 minutes

The total number of audience accessed to the program in November in Japan is estimated at **74 719 250** (for the first broadcast).

### 11.2 TBS (Japan)

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

Partnership began: 1994

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

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

Countries and regions of broadcast: **Japan**

Average audience share: **5.4 percent** (for the first broadcast)

Estimate number of viewers in Japan: **4 950 000** (for the first broadcast)

Estimate number of viewers for rebroadcast: **1 000 000** (for the rebroadcast)

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

Sponsorship: **SONY**

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience Share</i>
07/11	San Marino Historic Centre and Mount Titano <a href="http://www.tbs.co.jp/heritage/archive/20101107.html">http://www.tbs.co.jp/heritage/archive/20101107.html</a>	30 minutes	5.8
14/11	Waterton Glacier International Peace Park <a href="http://www.tbs.co.jp/heritage/archive/20101114.html">http://www.tbs.co.jp/heritage/archive/20101114.html</a>	30 minutes	4.3

21/11	Trip on Painting: Shan Shui Paintings and Landscape <a href="http://www.tbs.co.jp/heritage/archive/20101121.html">http://www.tbs.co.jp/heritage/archive/20101121.html</a>	30 minutes	5.8
28/11	Trip on Painting Special: Impressionists who enjoyed City Life <a href="http://www.tbs.co.jp/heritage/archive/20101128.html">http://www.tbs.co.jp/heritage/archive/20101128.html</a>	30 minutes	5.6

The total number of audience accessed to the program in November in Japan is estimated at **19,800,000**.

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

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

Partnership began: October 2010

Duration: until December 2012

Products: **News and interviews**

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

Website Page views: **100 000 000 per day** (100 000 000 hits)

Network: partnership with more than 100 foreign news media

Countless number of Wires & TV Programs on UNESCO was released in November.

<http://search.news.cn/language/search.jspa?id=en&t=1&t1=0&ss=&ct=&n1=UNESCO&x=22&y=16>