



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2012/PIPMR/14

Monthly Report on the Use of UNESCO Public Information Products

December 2011

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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.

Media and Major Events

Palestine's admission to UNESCO and the subsequent American withdrawal of funding to the Organization continued to dominate media coverage of UNESCO throughout the month of December.

The peak in coverage on the graph opposite corresponds to the Palestinian flag raising ceremony held at Headquarters. 180 journalists attended the event, which UNESCO also made available live via satellite for broadcasters.

This subject swamped coverage of all other events on UNESCO's calendar for the month. The only other subject that received significant coverage in the international media was the Mobile Learning week.

The greatest number of articles mentioning UNESCO was published in Asian media, followed by North America, Europe and the Middle East (see page 13)., as shown in the second graph to the right.

The second graph shows the total number of articles in the world press, monitored by DPI each month during 2011. The peak in June corresponds to the World Heritage Committee meeting. The peak over October and November is the result of the General Conference decision to admit Palestine and the decision by the US to withdraw its contributions to UNESCO.

The following events are highlighted in the Major Events pages:

- **World AIDS Day (1 December 2011)**
- **International Consultation on Homophobic Bullying in Educational Institutions (6-9 December 2011)**
- **2011 UNESCO-Madanjeet Singh Prize for the Promotion of Tolerance and Non-Violence (9 December 2011)**
- **UNESCO Mobile Learning Week (12-16 December 2011)**
- **Palestinian Flag raised at UNESCO (13 December 2011)**

UNESCO Publications

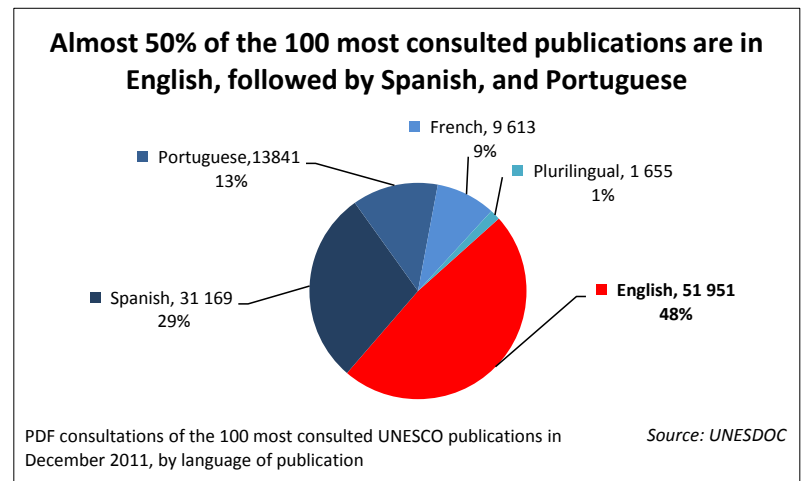
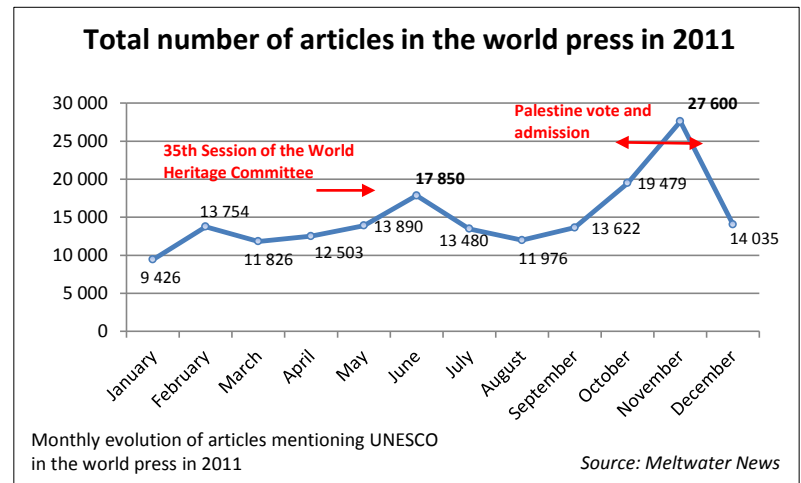
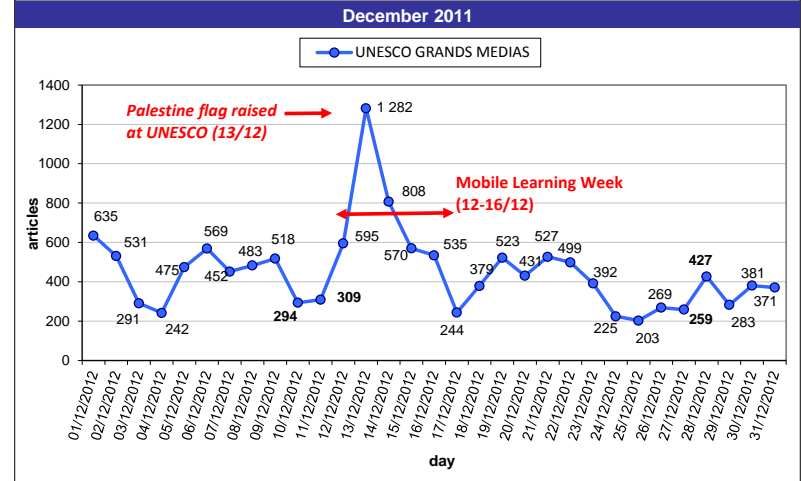
The end-of-the-year holidays affected negatively the on-line viewing of UNESCO Publications. There was a sharp drop in total numbers of views from the highs viewing in the months of October and November. The Education Sector (including field offices) has five out of the ten best viewed publications.

The number of consultations of publications on Google also decreased but to a lesser extent. It is important to note that the number of book visits and resulting sales has doubled in the last year.

Noticeable is the number of visits to Portuguese and Spanish titles and the number of titles in the 'Top 10' which were published more than 10 years ago and in one case more than 25 years ago. In the lead up to the Sixth World Water Forum in March 2012 the two previous reports from UNESCO on water have drawn particular attention.

World Heritage publications have done well over the festive period with the UNESCO World Heritage Desk Diary 2012 and the World Heritage 'Guide' outselling other publications in both English and French, most likely due to their gift value.

Articles published daily in leading national and international titles in which "UNESCO" appears in the title or first paragraph of a story



UNESCO Website and Social Media Channels

Web activity typically drops in December, especially in the last two weeks. This normal decline is however not fully reflected in this month's statistics as these are bolstered by the high WHC traffic which came online in our new statistics tool in late November 2011 (see traffic in first two graphs to the right).

Geolocation of traffic continues to show the majority of our visitors are coming from the United States (~20%), followed by France (12.5%). In languages, more than 50% of traffic is in English, followed by lesser amounts in French, Spanish, and Portuguese (see page 11).

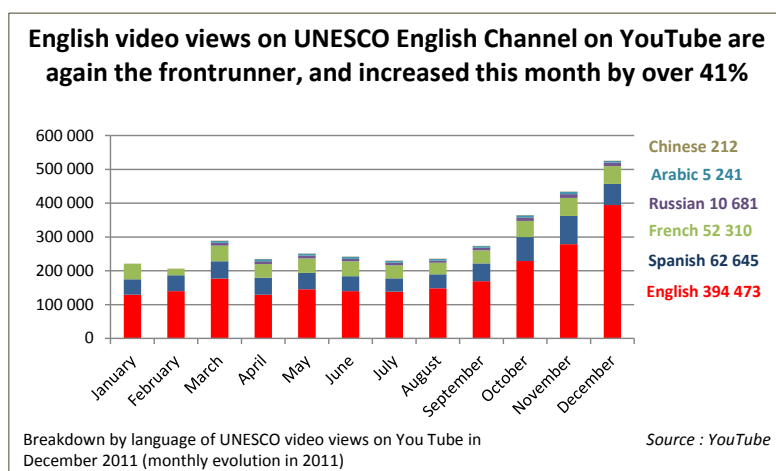
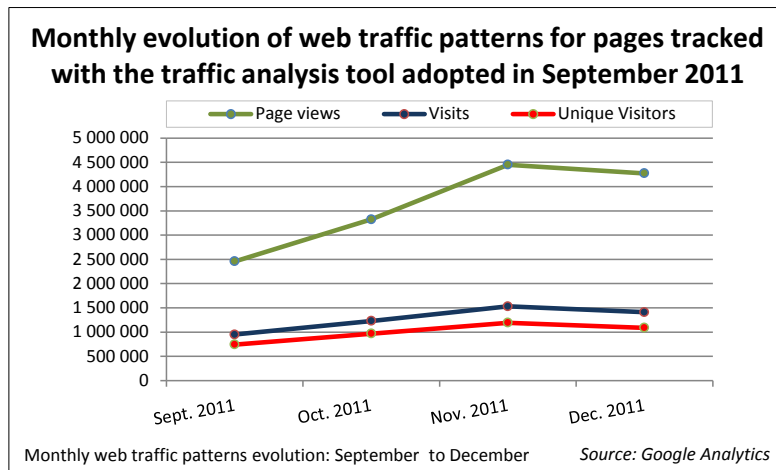
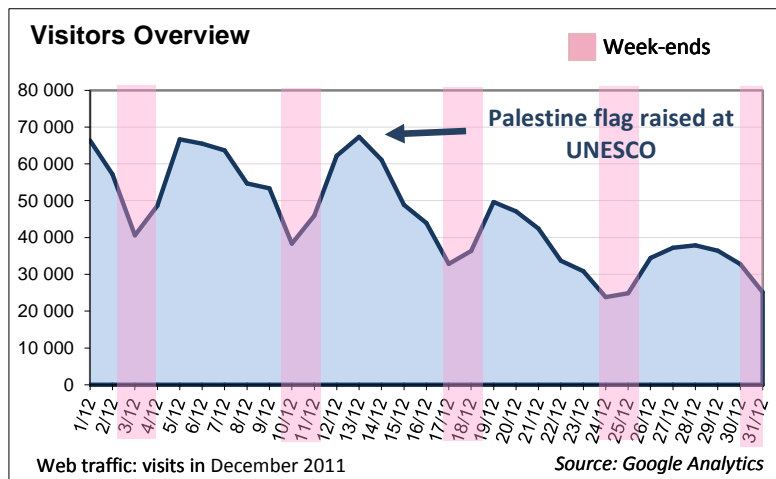
Following October's historic Palestine vote, and November's Intangible Heritage inscriptions, the social media space buzzed about UNESCO in December. Each day, at least 1 000 messages mentioning "UNESCO" were tweeted (before October 31, only a few hundred/day). December 6 to 8 warrant special attention: UNESCO Santiago's findings that the Chilean educational system had greatest disparity in all of Latin America triggered several thousands tweets, mostly in Spanish.

UNESCO kicked off December with a social media campaign about "Getting to Zero" for World AIDS Day, under UNAIDS' leadership. At the centerpiece of the campaign was a Harvard EdCast, "Teaching AIDS", targeting and building UNESCO's authority among an audience of education professionals. This EdCast won coverage on a leading American online newspaper, the Huffington Post.

December's biggest, and most followed, social media event was the Palestinian flag-raising on Dec 13. Yet, public interest was significantly lower than in the first few days following the Oct 31 vote. UNESCO only managed to become a Twitter trending topic in Peru. Numbers suggest that the flag raising's news value is minor, relative to UNESCO's announcement of Palestine's admission. But the ceremony's visual value was massive; Our first-ever Twitvid, published on Twitter and Facebook, was viewed almost 1 500 times in 3 days. If it had been posted on our YouTube channel, it would likely figure among the 50 most viewed videos uploaded in 2011.

December closed with the launch of an online travelogue of Goodwill Ambassador Herbie Hancock's mission to Cambodia and Indonesia. Given short deadlines it was only promoted on our own sites (although we hope to utilize large viewership of communities like Blue Note Records or Jazz Magazine in the future). Mr. Hancock will continue blogging for future events, such as his January 2012 concert in Paris, and the first-ever World Jazz Day in 2012. This blog marked UNESCO's first foray into travelogues, which UNHCR, UNICEF, and many NGOs have adopted as a standard communications tool for their celebrity representatives on mission. ERI/WEB, BSP, and ODG/GWA are working to also feature Forest Whitaker's planned spring mission.

Video consultations on UNESCO channels on YouTube increase steadily during the year, with a total of 525 562 views (all languages) in December. Views on the English Channel grew significantly this month by over 41%, as shown in the bottom graph to the right.



Major events:

I. World AIDS Day (1 December 2011)

Every year, 1 December is the occasion for UNESCO to highlight its work on HIV and AIDS and celebrate this International Day as another opportunity to raise awareness on HIV and AIDS and to demonstrate solidarity with those who live with HIV.

On World AIDS Day (WAD), UNESCO field offices host meetings, celebrations, multimedia events and other activities to bolster the local and global AIDS response. Along with other agencies in UNAIDS, UNESCO works closely with governments and organizations around the world to target epidemic priority countries and deliver a coordinated global response. At the regional and country level, the Organization is working closely with ministries of health and education and civil society leaders to provide culturally appropriate, evidence-driven interventions for preventing HIV and ending stigma. Ensuring that schools around the world address HIV and health issues and provide support to HIV-positive learners and teachers is a key priority for UNESCO.



Participants reached by the different activities: 1. UNESCO Staff: HIV prevention message at the entrance of UNESCO HQ sites on WAD; Quiz and addresses of HIV screening centers sent via UNESCOMMUNICATION; Email footnote message; Bookmarks attached with the November pay slip for HQ Staff (1300); 2. Almost 3 000 subscribers to Newsletters, in addition to website visitors; 3. Website visitors; 4. Harvard EdCast.

Audience: Development agents, civil society, policy makers, youth, students, individuals, UNESCO Staff

Communication materials and activities:

- [Message from Irina Bokova](#)
 - [New HIV and AIDS web portal](#); WAD banner and logo on UNESCO web portal
 - [New UNESCO Strategy for HIV and AIDS](#)
 - [HIV Newsletter: special issue on WAD](#)
 - [Harvard EdCast: Teaching AIDS](#)
 - Launch of a documentary movie on how to speak about HIV and AIDS and related teams, developed by the IBE
 - Publication: Bouba & Zaza find out the truth about AIDS
 - Footnote message attached to all emails generated by unesco.org email accounts from 21 Nov. to 12 Dec. 2011
- "Getting to Zero / Objectif zéro" - [WORLD AIDS DAY 2011](#)*

Staff Oriented Activities:

- [Quiz – Test your knowledge on HIV and AIDS](#) sent via UNESCOMMUNICATION and, SHS and ED lists
- WAD bookmark distributed with pay slip for staff at HQ which includes HIV screening centers in Paris
- Placemats on the trays at the UNESCO HQ canteen on HIV prevention
- Joint activity with HRM: Free distribution of HIV communication products (pins, red ribbon) and condoms at the HQ Fontenoy-Ségur and Miollis-Bonvin entrances

Press coverage: Press coverage of AIDS Day was only moderate this year, as there were no major international events organized by UNESCO. Very few of those articles published made any reference to UNESCO.

Social media: Social media efforts were two-pronged. First, UNAIDS' umbrella initiatives were supported by promoting Crowd Out AIDS (a crowdsourcing platform for young people), publishing facts and figures from its 2011 publication about the global AIDS situation, and tweeting/retweeting its messages. Second, UNESCO showed its unique contribution to AIDS via a [Harvard EdCast](#), targeting the education professional community, called "Teaching AIDS". Being a podcast, this EdCast was best promoted on Facebook. Results are strong, considering that we lack the level of media authority that UNAIDS, or other HIV and AIDS NGOs, have on HIV and AIDS matters. 1/ Recommended by 253 users on Harvard's website, and highlighted in an [on-line Huffington Post article](#), it is the 2nd most popular EdCast out of 60; and it is only 2nd to our 1st ever EdCast, launched in Oct 2011 for World Teachers' Day, which collected 1245 likes. 2/ On our own Facebook, it received 74 likes, reaching 6362 people and 91 of whom "talked about it" (vs: 149 likes, 6993 people and 191 "talked about it" for the World Teachers Day EdCast). 3/ It was also relayed on UNAIDS' Facebook accounts (41 likes, 18 shares). Brasilia Office: 4 tweets and 59 retweets, and 5 posts including four of the stamps of the UN Care's Photo campaign "Be Stigma Free" translated into Portuguese which total 49 shares, 23 likes, 1320 people reached.

UNAIDS' 2011 campaign should be a model not just for our social media but also general communications planning. Between July 15 2011 and Jan 8 2012, UNAIDS gained roughly 23K Twitter followers (almost twice as much as UNESCO) through ingenious partnerships. On World AIDS Day, UNAIDS "took over" the twitter account of the Washington Post for a half hour, and curated all the messages about HIV and AIDS for the day, thereby creating unprecedented visibility for UNAIDS' own twitter account. Further, UNAIDS and the brand "The Body Shop" launched a partnership that made UNAIDS visible in actual consumer goods, as well as the online promotions surrounding them.

II. International Consultation on Homophobic Bullying in Educational Institutions (6-9 December 2011)

UNESCO launched the United Nations' first-ever international consultation to address bullying against LGBTI (lesbian, gay, bisexual, transgender, and intersex) students in schools and universities. The consultation took place between 6 and 9 December in Rio de Janeiro, Brazil.

Every day, students around the world are routinely denied the basic, universal human right to education because of discrimination and violence they experience in school on the basis of actual or perceived sexual orientation, gender expression and gender identity.

The consultation was organized to explore methods for ensuring all students receive a quality education. Experts took an integrative approach to the issue, examining the connections between homophobic bullying, development goals and human rights. The consultation was widely welcomed by participants for providing a forum to consider a wide range of situations, experiences and approaches from around the world, and for sharing new ideas, tools and good policies and practices from diverse settings. Participants also called for continued international and regional collaboration, and for UNESCO to strengthen and develop its leadership role in support of advocacy efforts at all levels.

Examples of good policy and practice from around the world will be published by UNESCO in 2012 to share and expand on the outcomes of the consultation. This consultation is the first event within an ongoing process through which UNESCO, in partnership with others, is seeking to ensure safe, secure and inclusive learning environments for all.

Participants: 49 participants from 25 countries around the world including officials from ministries of education, UN agencies and programmes (UNAIDS, UNDP, UNFPA, UNICEF, WHO), bilateral organizations, civil society organizations, and researchers from academic institutions.

Audience: Ministries of education, multilateral and bilateral organizations, other UN agencies, international NGOs, national NGOs, academic institutions, and educational institutions around the world.

Communication materials and activities:

- Articles, information, and videos about homophobic bullying in educational institutions made available on the [HIV and AIDS Clearinghouse Website](#)
- 2 articles on the HIV and AIDS web portal
- Group Statement on Homophobic Bullying in Educational Institutions, created by participants at the consultation
- Publication: *Good Practice and Policy on Homophobic Bullying in Educational Institutions* (expected May 2012) based on the paper drafted by a consultant for the consultation in Rio: *A Review - Homophobic Bullying in Educational Institutions*. The publication will be officially launched on the occasion of the International Day Against Homophobia (IDAHO) on 17 May 2012 at UNESCO HQ.

Press coverage:

It was decided that the Organization should remain low profile on this event, given the intensity of debates over UNESCO in the world press at the time. Consequently, very few articles appeared in the media. Coverage was mainly limited to the Brazilian media, and gay news websites in Australia.

Social media:

- **Twitter:** Two tweets pointing to web articles about homophobic bullying in educational institutions, with 11 and 14 retweets.. Brasilia Office: 2 tweets and 14 retweets.
- **Facebook:** Brasilia Office: 2 posts related to the videos for the Facing Homophobia Campaign (Brazilian government, PNUD and UNESCO partnership) and Embrace Diversity in School (by UNAIDS and UNESCO in Brazil) resulted in 12 likes, 624 people reached and 4 shares.

III. 2011 UNESCO-Madanjeet Singh Prize for the Promotion of Tolerance and Non-Violence – Award Ceremony (9 December 2011)

The award ceremony of the 2011 UNESCO-Madanjeet Singh Prize for the Promotion of Tolerance and Non-Violence took place on 9 December 2011 at UNESCO Headquarters in Paris and was webcasted live. The winners of the 2011 Prize, Afghan women's rights campaigner Anarkali Honaryar and Palestinian peace activist Khaled Abu Awwad, were both present.

Organized on the eve of the 2011 Human Rights Day, a special tribute was paid to Daw Aung San Suu Kyi, laureate of the Nobel Prize for Peace and the UNESCO-Madanjeet Singh Prize 2002, to mark her acceptance of the Prize. Her video message was screened, and she was represented by her brother-in-law, Anthony Aris.

Ioanna Kuçuradi, Turkish philosopher and Chairperson of the International Jury of the UNESCO-Madanjeet Singh Prize, and Getachew Engida, Deputy Director-General of UNESCO, awarded the prize to the two laureates of the 2011 edition. Their speeches were followed by video messages from several personalities, including Irina Bokova; Madanjeet Singh, UNESCO Goodwill Ambassador, founder of the Prize for the Promotion of Tolerance and Non-Violence bearing his name; Boutros Boutros-Ghali, former Secretary-General of the United Nations (1992-1996), Chairperson of the National Human Rights Council of Egypt and of the International Panel on Democracy and Development of UNESCO; Leila Zerrougui, Deputy Special Representative of the Secretary-General of the UN for the Democratic Republic of Congo and Deputy Head of the UN Organization Mission in the Democratic Republic of the Congo; Paulo Sérgio Pinheiro, Commissioner of Brazil, Rapporteur on the rights of children at the Inter-American Commission on Human Rights, Organization of the American States and Special Rapporteur on the Situation of Human Rights in Myanmar (2000-2008); Toshimi Ishii, the Japanese artist who created the Trophy of the 2002 UNESCO-Madanjeet Singh Prize, and César Lopez, Colombian musician and peace activist, participant at the 7th UNESCO Youth Forum held in October 2011.

Allissandra Cummins, Chairperson of the Executive Board of UNESCO, and Stéphane Hessel, co-author of the Universal Declaration of Human Rights, laureate of the UNESCO/Bilbao Prize for the Promotion of a Culture of Human Rights 2008, addressed the participants of this event and paid tribute to the noble quest for democracy, justice and peace which are seen as a foundation of freedom for all peoples.

The ceremony was closed by a moving speech of Anthony Aris, twin-brother of the late husband of Daw Aung San Suu Kyi, Michael Aris. The words from the Preface by Daw Aung San Suu Kyi to the just published book "Abhaya – Burma's Fearlessness" quoted by Anthony Aris served as a message of enlightenment for the promotion and protection of human rights.

Participants: Almost 150 people attended the event.

Audience: Representatives of Member States, non-governmental organizations, general public.

Communication materials and activities:

- UNESCO Press Release
- Live webcast of the ceremony on 9 Dec. 2011
- UN radio (interview given on 16 Nov. 2011) and materials sent on 9 Dec.
- UNESCO Courier – interview with one of the 2011 laureates of the Prize published on 28 Nov. 2011
- UNESCO Media Advisory
- Video messages
- In Focus and News on the SHS Homepage, and update of the Prize webpage

Webcast/Live streaming connections: 42

Press coverage:

Numerous articles in the Indian Press on the occasion of the nomination but also of the award ceremony, The Hindu, the Milli Gazette, Indian Express, Gandhi Topia, but also on Indian Current Affairs, United Nations Information Centre for Western Europe, Jagran Josh, The Parents Circle Families Forum, and Paix-Cible websites.

Social media:

Aside from 2 tweets and a Facebook post pointing to a web article about the prize winners, social media coverage for this event was difficult to plan, largely because the event had been postponed and started late. On Facebook, The video post of César Lopez - Escopetarra was shared 63 times, 102 likes. Brasilia Office: 1 video post: 1 like and 248 people reached.

- **YouTube:** César Lopez's Escopetarra video was viewed in its English version 399 times, 454 for the Spanish, and 79 for the French. The message of Daw Aung San Suu Kyi was viewed 232 times.

IV. UNESCO Mobile Learning Week (12-16 December 2011)

UNESCO held its first Mobile Learning Week, organized in partnership with Nokia, at its headquarters in Paris to discuss the use of mobile technologies to support the attainment of the Education for All goals. The week was comprised of an international experts' meeting (12-14 December) and an open symposium (14-16 December).



The objectives of the Mobile Learning Week were to:

- Present the findings of the regional reviews of mobile learning in the Middle East and Africa, Asia, Europe, North America, and Latin America, with specific focuses on the policies that promote mobile learning as well as the effective ways in which mobile technologies can be utilized for teacher support and professional development.
- Discuss the opportunity for a set of policy guidelines that could assist countries to develop their own approaches to mobile learning.
- Conceptualize sustainable and scalable modalities of using mobile technologies to support teaching and the professional development of teachers, particularly of those who work under severe conditions.
- Share the latest developments of mobile technologies and their implications for education, and envision innovative ways in which mobile technologies can be used to enhance the quality of education and transform learning processes.

As a result, a set of mobile learning guidelines to help national governments to take advantage of the educational opportunities offered by mobile technologies was among the initiatives launched during the Mobile Learning Week. The guidelines to be published in late 2012 will contain recommendations on how to respond to the rapid changes in mobile technologies and their increasing influence on education systems. Building upon ideas and experiences exchanged during the event, programmes on teacher development through mobile learning will also be developed during 2012 in four focus countries: Mexico, Pakistan, Nigeria and Senegal. Concerning the first ten UNESCO Working Papers on Mobile Learning that were presented during the event, their finalized version will be released in early 2012. Finally, the event also served as a launching pad for UNESCO's work in the mobile learning arena to grow a global community of practice that can be mobilized in support of Education for All (EFA) goals.

Participants: Over 100 participants

Audience: Officials from Ministries of Education, international experts and practitioners in mobile learning, academics, and representatives from major partners in the field

Communication materials and activities:

- Press release
- Interviews of the keynote speakers, panelists and experts
- Information emails and letters
- Leaflets, posters, kakemonos and flexible wall
- Photos
- Education news items
- Dedicated webpage including programme, leaflet, concept notes, presentations, and biographies of keynote speakers and experts
- Use of the Open UNESCO space as a walking gallery

Press coverage:

The Mobile Learning Week received sporadic coverage in all regions. Most stories led with the information provided in UNESCO's press release, prepared for the occasion. The story was carried mostly in media devoted to new technologies.

Social media:

During the Mobile Learning Week, 3 tweets (in addition to a live twitter stream about the Symposium) and 1 Facebook post were published (photos, videos and links to news items on the event were also posted on the UNESCO ICT in Education specific accounts). There were very few retweets and likes. Indeed, messaging about mobile learning was abstract, as the phenomenon is fairly new. Few people, including education professionals, know what this mobile learning is like on a telephone.

The following week, another Facebook post was published to invite users to discover an actual mobile learning interface: <http://j.mp/uEXGFi> With 60 likes, it was the top performing message.

The results seem to suggest that a populist approach could have more impact in communicating our work about mobile learning than a specialist approach. Social media promotions can help create greater awareness of the work accomplished, and would benefit more from expanded communications possibilities with partners.

V. Palestinian Flag raised at UNESCO – Ceremony (13 December)

To mark Palestine's admission to the Organization, a flag raising ceremony took place on 13 December 2011 at UNESCO Headquarters, in Room I.

The ceremony was presided over by UNESCO Director-General Irina Bokova and the President of the Palestinian Authority Mahmoud Abbas, as well as Foreign Minister Riad Maliki. The President of the UNESCO's General Conference Katalin Bogyay and the Chairperson of the Organization's Executive Board Alissandra Cummins participated as well.

The ceremony was broadcast live via the Globecast-SERTE network, with audio in Arabic, French and English.



Participants: 1 200 participants, including 180 journalists

Audience: Press, diplomats (UNESCO and bilateral), the Arab League, NGO's, Associations and intellectuals invited by the Permanent Delegation of Palestine, and UNESCO Staff

Communication materials and activities:

- Media Advisory
- Press conference
- B-roll of the entire event
- Live telecast with audio in Arabic, French and English
- Photo gallery

Press coverage:

Press coverage was exhaustive in all regions, with major stories and audiovisual coverage in all leading newspapers and broadcast networks. Over 1,200 articles were monitored in the 24 hours following the ceremony.

Social media:

▪ **Twitter:** On December 13, Twitpic and Twitvid, both published on Twitter, proved wildly successful in communicating on the Palestinian flag-raising ceremony. The Twitpic was retweeted at least 100 times within just 20 minutes, and picked up by the United Nations @un Twitter account. Recorded using a mobile phone and posted within seconds of the flag being raised, the Twitvid was viewed over 1 400 times in just 48 hours. It was the first time UNESCO made use of Twitvids and its success provides an alternative to more formal videos for YouTube.

A live tweet (16 messages total) covered the conference held in Room I. about the ceremony. In the context of UNESCO's twitter performance, this live tweet was very successful. Only 2 had less than 10 retweets; quotes of Mahmoud Abbas had at least 20 retweets.

▪ **Facebook:** Brasilia Office: 2 posts with links to videos on UNESCO YouTube Channel: 4 likes, 589 people reached, one share.

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

UNESCO publishes a wide array of web content. Although the majority is today available primarily in English and French, content is increasingly available in the six official languages of the Organization, as well as in certain subportals in Portuguese, Vietnamese, and others. Today over 5.68 million unesco.org pages (many of course database driven) are referenced by Google.

UNESCO's website traffic is measured today through tags embedded in pages. With these, **page views, visits, and visitors** are tracked. It must be noted that the totals do not cover all UNESCO traffic as **not all content is yet tagged**, and some UNESCO content is currently published in non unesco.org sites (eg Google docs, Facebook, Twitter, certain institute and field office websites, etc.). Thus traffic totals may be lower than in reality. Certain other statistics, such as publication downloads (which are measured through our UNESDOC tool) may be far too high since we can only currently measure hits on a document rather than successful downloads.

Traffic indicators explained:

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

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

Visitors: A 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.

New statistics via Google Analytics:

In September 2011, UNESCO began using new traffic analysis tools to provide more accurate, detailed, and user friendly statistics, at a lower cost. In the coming months, new features, such as heat maps and further developed statistics will be provided.

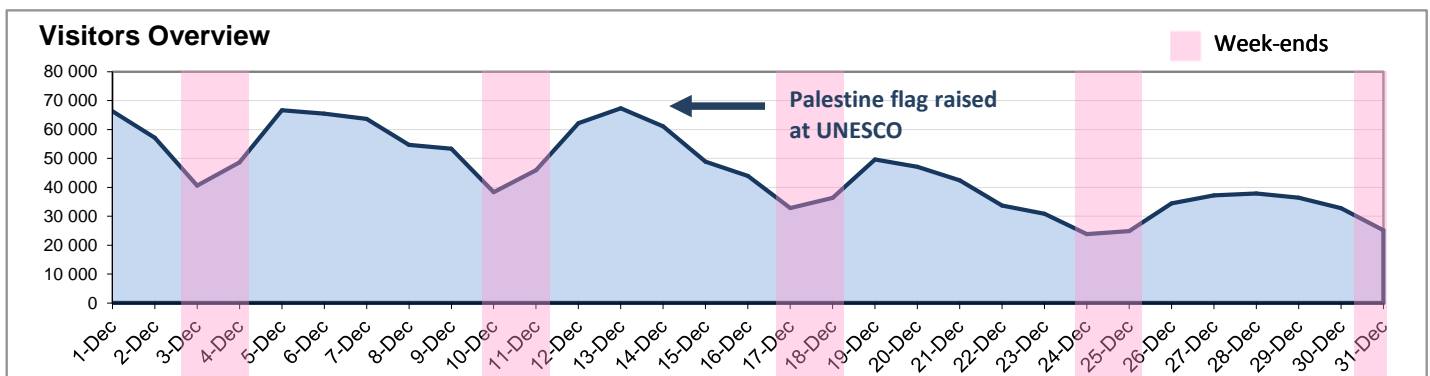
All pages in the main web content management system are now being tracked, but many older legacy, field offices, and specialized programme pages are not yet tracked. As a result new statistics should not be comparatively viewed against prior months.

Web activity typically drops in December, especially in the last two weeks. This normal decline is however not fully reflected in this month's statistics as these are bolstered by the high WHC traffic which came online in our new statistics tool in late November 2011.

Geolocation of traffic continues to show the majority of our visitors are coming from the United States (~20%), followed by France (12.5%). In languages, more than 50% of traffic is in English, followed by lesser amounts in French, Spanish, and Portuguese (see p.11)

1.1 December 2011 Traffic

Daily Web Traffic Patterns



- World Aids Day (1/12)
- Malta V Conference (5-8/12)
- 5th Ord. Session of the Intergov. Committee for the Protection and Promotion of the Diversity of Cultural Expressions (5-7/12)
- International Consultation on Homophobic Bullying in Educational Institutions (6-9/11)

- UNESCO–Madanjeet Singh Prize (9/12)
- UNESCO Mobile Learning Week (12-16/12)
- “Amazing History under Water” (12/12)
- Regional Meeting & Scientific Colloquium on the Protection of the Underwater Cultural Heritage (13-15/12 & 13-14/12)
- Palestinian flag raised at UNESCO (13/12)
- Teaching difficult issues in primary schools: the example of the Holocaust (15/12)

- Int'l. advisory and Liaison Group meeting on Open Educational Resources (19/12)

1.2 Monthly visits

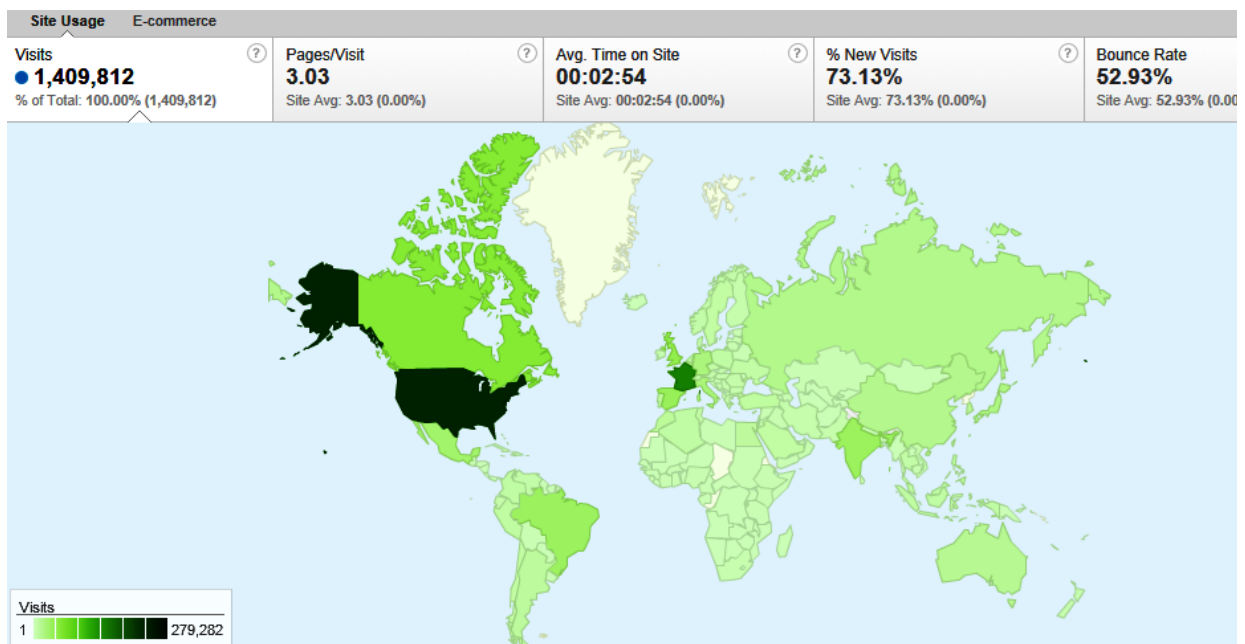
	Page views	Monthly variation	Visits	Monthly variation	Unique Visitors	Monthly variation	New Visitor	Returning Visitor
September 2011	2 459 138	N/A	950 167	N/A	743 799	N/A	77.09%	22.91%
October 2011	3 324 305	+35.18%	1 231 096	+29.57%	969 111	+30.29%	76.14%	23.86%
November 2011	4 451 328	+33.90%	1 531 854	+24.43%	1 193 084	+23.30%	74.79%	25.21%
December 2011	4 272 263	-4.02%	1 409 812	-7.97%	1 088 249	-23.11%	73.33%	26.67%

1.3 Visits by Area of Interest in December 2011 (This data only covers tagged subsites)

Areas of interest	Visits in December 2011	Variation vs November 2011
UNESCO.ORG	1 409 812	-7.97%
Central services and home pages		
unesco.org home pages	322 113	-36.45%
Worldwide	17 906	-46.51%
The UNESCO Courier	5 507	-40.44%
Culture Sector (WHC included end of Nov. 2011)	632 087	+1 029.94%
World Heritage	591 537	N/A
Culture Sector (excluding legacy content)	40 550	-27.51%
Education Sector	64 341	-28.73%
Communication and Information Sector	31 870	-36.76%
Natural Sciences Sector	33 106	-21.88%
Social and Human Sciences Sector	33 124	-39.17%
Field offices*	57 421	-40.82%
UIL**	6 166	-10.56%
IIEP**	177 552	-29.01%

* Amman, Apia, Beirut, Brasilia, Brussels, Cairo, Doha, Geneva, Harare, Havana, Iraq, Kabul, Kathmandu, Lima, Moscow, Phnom Penh, San Jose, Venice. ** UIS, UIL and IIEP statistics are tracked separately.

1.4 Geographical origin of visits in December 2011



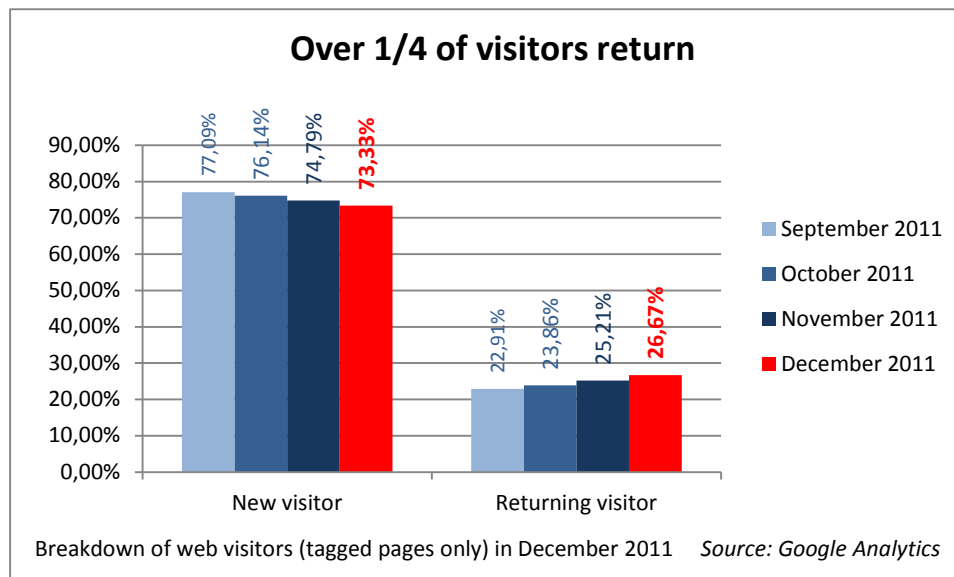
1.5 UNESCO Website Visitors

Top 10 domains/countries

Country	Visits	% of Total visits	Variation vs November	Pages/Visit
United States	279 282	+19.81%	+18.19%	2.57
France	176 668	+12.53%	-16.25%	3.46
Canada	67 092	+4.76%	+6.57%	3.81
United Kingdom	54 138	+3.84%	+2.48%	2.97
Spain	47 539	+3.37%	-26.40%	3.53
India	44 782	+3.18%	+19.98%	2.64
Brazil	44 409	+3.15%	-46.94%	2.38
Mexico	38 579	+2.74%	-48.99%	2.89
Italy	30 858	+2.19%	-0.22%	3.42
Germany	29 435	+2.09%	+5.33%	3.41

Top 10 visitors' language

Language	Visits	% of Total visits	Variation vs November
English	712 927	50.59%	+2.60%
French	229 226	16.27%	-2.20%
Spanish	139 318	9.89%	-43.58%
Portuguese	74 986	5.32%	-22.99%
Russian	37 208	2.64%	+7.76%
Chinese	31 016	2.20%	+17.90%
German	30 108	2.14%	-3.75%
Italian	27 651	1.96%	+1.88%
Japanese	24 258	1.72%	+23.36%
Dutch	16 459	1.17%	+25.59%



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>

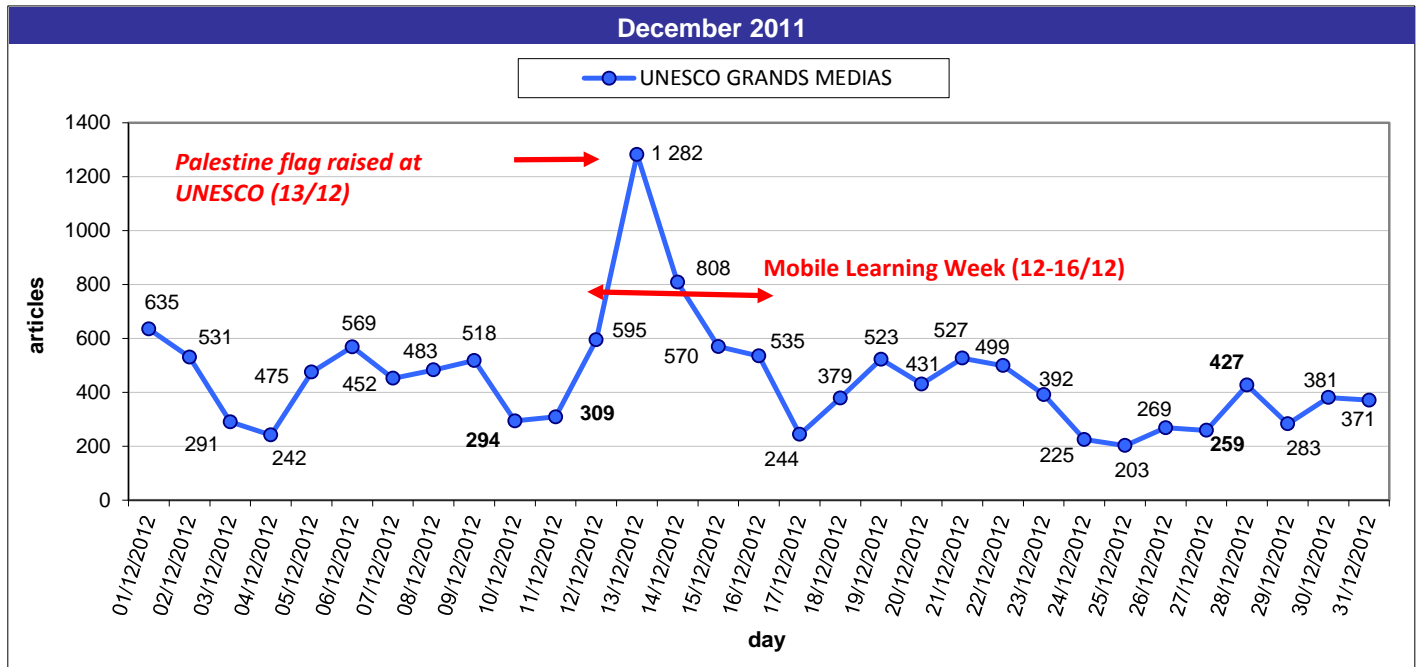
Languages	Page views	Variation vs November
Total	82 183	-42.89%
English (EN)	47 887	-44.93%
French (FR)	12 178	-36.82%
Spanish (ES)	10 958	-51.44%
Russian (RU)	4 823	-33.24%
Arabic (AR)	4 417	+0.62%
Chinese (ZH)	1 920	-44.84%

2.2 Press releases/Media advisories/Web releases in December 2011

1.	01/12	Reinforcing protection of underwater heritage
2.	08/12	Palestinian flag to be raised at UNESCO
3.	09/12	Mobile Learning Week: from text books to telephone
4.	09/12	Director-General condemns murder of Honduran journalist Luz Marina Paz Villalobos and urges government action to stop bloodshed
5.	12/12	In Doha, Director-General discusses Emergency Education Initiative with HH Sheikha Mozah Bint Nasser
6.	14/12	UNESCO Director-General in Washington
7.	16/12	International Center for Women Artists to open in Amman under the auspices of UNESCO
8.	20/12	Director-General condemns murder of Dagestani journalist Hadzhimurad Kamalov
9.	20/12	Director-General condemns murder of Somali journalist Abdisalam Sheikh Hassan

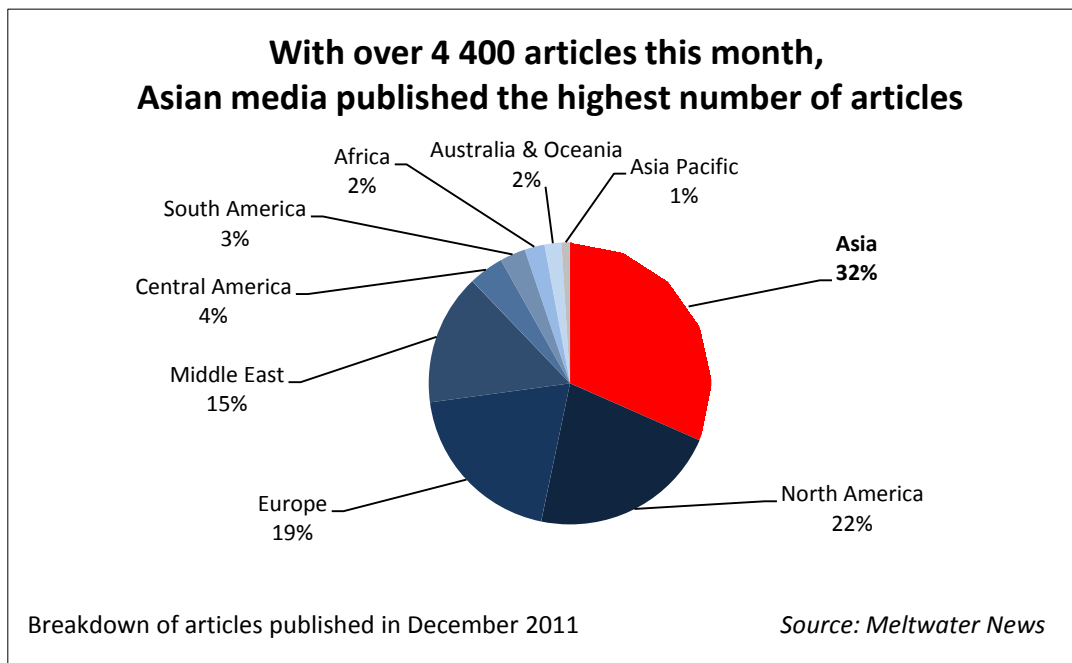
2.3. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in national and international media, in which “UNESCO” appeared in the title or first paragraph of a story in December (Source: Meltwater News)



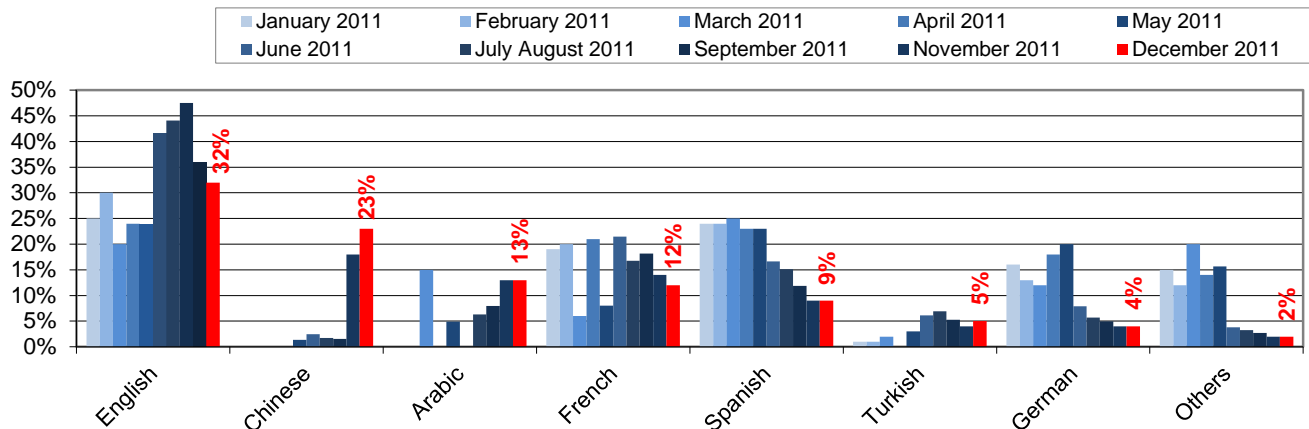
This graph shows the number of articles concerning UNESCO that were published each day in national and international media during December. The Palestinian issue and resulting cuts in American funds ensured that coverage remained high during the month. This is particularly evident on the 13th and 14th, following the Palestinian flag-raising ceremony at Headquarters, which tripled daily coverage.

Regional breakdown of media coverage in national and international media, in which “UNESCO” appeared in the title or first paragraph of a story in December (Source: Meltwater News)



Breakdown by language of articles published during the month of December in leading national and international media outlets (Source: Meltwater News)

English accounts for most of articles with 36% of the total coverage, followed by 23% of Chinese articles, 13% for Arabic, 12% for French, and 9% for Spanish



Breakdown by language of articles published in leading national and international media outlets in December 2011 (2011 evolution - October N/A) Source: Meltwater News

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

Date	Subject / Title	Languages	Media
1/12/2011	"From Baghdad to Cairo – combating trafficking in cultural property"	French, English	Mondes, Les cahiers du Quai d'Orsay, N°8 Automne 2011 (France)
6/12/2011	"Plunder of sea wrecks enriches the few at the expense of human knowledge"	English	South China Morning Post
9/12/2011	Underwater cultural heritage - "Halte à la destruction du patrimoine culturel subaquatique"	French	Le Soir (Belgium)

2.5 Interviews given (by subject and media)

Subject	Interviewee	Language	Media (press TV Radio)
Admission of Palestine and the implications of the American funding cuts	Irina Bokova	English	1. Asharq-al-Awsat (Saudi Arabia); 2. Doha Magazine (Qatar); 3. Euronews (France); 4. The National Press Club in Washington (USA); 5. The Washington Post (USA)

2.6 Live telecasts

The live telecast on 13 December 2011, on the raising of the Palestinian flag at UNESCO was taken up by the following media: France3, APTN Paris, Reuters Paris, CNN Paris, ITV, Al Jazeera Paris, CBC Paris, Fox News, CNN Atlanta, and EBU.

2.7 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).

	Subject	Downloads	Media
1	Intangible Cultural Heritage	42	N/A
2	Palestinian flag raised at UNESCO	26	N/A
3	World Heritage	20	N/A
4	UNESCO priorities	4	N/A
5	Visit of the Brazilian President	2	N/A
6	Education	2	N/A
7	Culture	2	N/A

3. UNESCO's Social Media Channels

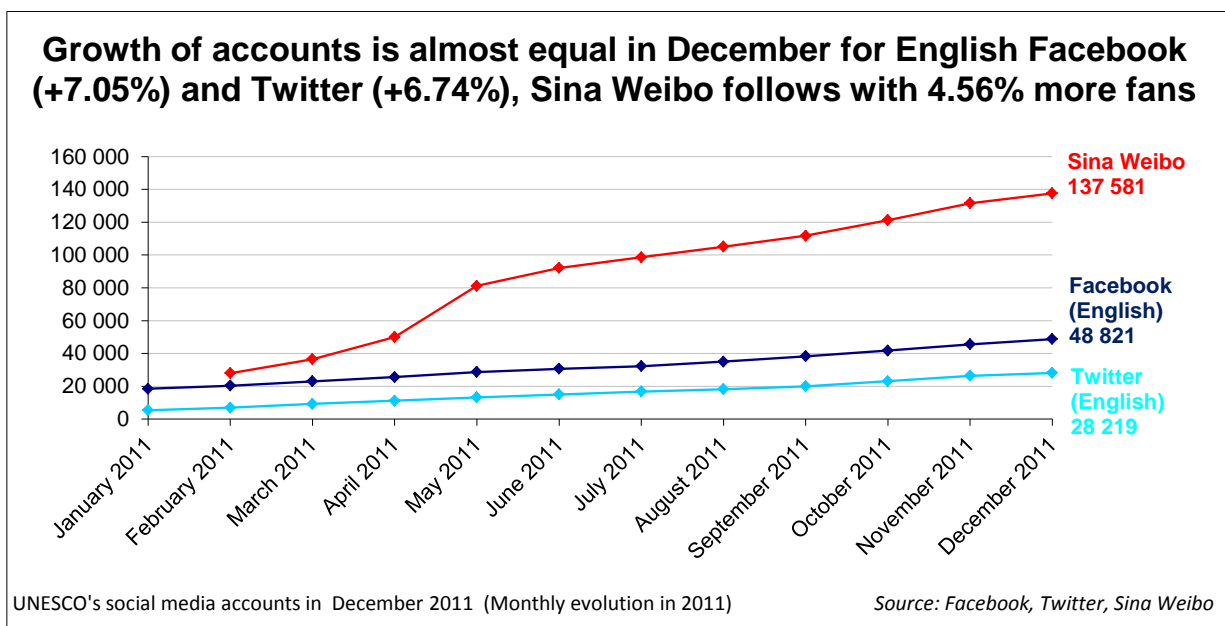
UNESCO has been utilizing social media since September 2009 after signing a strategic partnership with YouTube to promote UNESCO video content in the six official languages of the Organization. Facebook became an official UNESCO communication channel in September 2010, as did Twitter, the microblogging website. UNESCO registered a page on Sina Weibo, the most popular form of social media in China, similar to Twitter (which is not accessible in China) in February this year. On 16 March, Youku, a Chinese video sharing site, became the latest official UNESCO social media channel. Starting mid-May, new Twitter accounts have been launched in Arabic, Russian, Chinese and Spanish, and new Facebook pages in Arabic, French, Russian and Chinese.

Following October's historic Palestine vote, and November's Intangible Heritage inscriptions, the social media space buzzed about UNESCO in December. Each day, at least 1 000 messages mentioning "UNESCO" were tweeted (before October 31, only a few hundred/day). Dec 6 to 8 warrant special attention: UNESCO Santiago's findings that the Chilean educational system had greatest disparity in all of Latin America triggered several thousands tweets, mostly in Spanish.

UNESCO kicked off December with a social media campaign about "Getting to Zero" for World AIDS Day, under UNAIDS' leadership. At the centerpiece of the campaign was a Harvard EdCast, "Teaching AIDS", targeting and building UNESCO's authority among an education professionals audience. This EdCast won coverage on a leading American online newspaper, the Huffington Post.

December's biggest, and most followed, social media event was the Palestinian flag raising on Dec 13. Yet, public interest was significantly lower than in the first few days following the Oct 31 vote. UNESCO only managed to become a Twitter trending topic in Peru. Numbers suggest that the flag raising's news value is minor, relative to UNESCO's announcement of Palestine's admission. But the ceremony's visual value was massive; Our first-ever Twitvid, published on Twitter and Facebook, was viewed almost 1 500 times in 3 days. If it had been posted on our YouTube channel, it would likely figure among the 50 most viewed videos uploaded in 2011.

December closed with the launch of an [online travelogue](#) of Goodwill Ambassador Herbie Hancock's mission to Cambodia and Indonesia. Given short deadlines it was only promoted on our own sites (although we hope to utilize large viewership of communities like Blue Note Records or Jazz Magazine in the future). Mr. Hancock will continue blogging for future events, such as his January 2012 concert in Paris, and the first-ever World Jazz Day in 2012. This blog marked UNESCO's first foray into travelogues, which UNHCR, UNICEF, and many NGOs have adopted as a standard communications tool for their celebrity representatives on mission. ERI/WEB, BSP, and ODG/GWA are working to also feature Forest Whitaker's planned spring mission.



3.1. Facebook - www.unesco.org/facebook

Variation December 2011 vs November 2011

Likes/fans*	December 2011	November 2011	Variation vs November
Total likes/fans(all languages)	51 400	47 806	+7.52%
English	48 821	45 606	+7.05%
French	1 304	1 138	+14.59%
Russian	424	371	+14.29%
Arabic	798	638	+25.08%
Chinese	53	53	0.00%

Top 10 posts (ranked by highest % feedback - number of comments and likes per impression -from users)

Message	Posted	Likes*	Multimedia/links
Poll: What human rights do you feel most passionately about?	Dec 7	192 votes, 3 051 people reached	Poll
BREAKING: Palestinian flag just raised at UNESCO www.twitvid.com	Dec 13	254	http://www.twitvid.com/PV0P8
Did you know that there are more than 20,000 estimated prehistoric sites lying on the bottom of the Baltic? Perhaps 3 million ancient shipwrecks on the seabed? Over 150 sunken cities and ruin sites deep in the Mediterranean, including the remains of one of the Seven Wonders of the World?	Dec 6	209	http://on.unesco.org/uKbteR
Special message from Forest Whitaker: "People around the world are speaking out for a new humanism... crying out from the Arab Spring & connecting through the Occupied voice of Wall Street to state the whispered murmurs of their hearts. They ask that everyone be included in the abundance that the world has to offer. Through their actions they are acknowledging that they are one. This is the new hope of humanity. Oneness." Forest Whitaker, UNESCO Goodwill Ambassador	Dec 9	110	
Khaled, winner of our Tolerance & Non-Violence Prize, comments: "When the Palestinian leadership turned to the United Nations for recognition of the State of Palestine, it became inevitable. Not all sections of the Palestinian people are equally patient in the face of absence of achievement. By resolving to accept Palestinian membership, UNESCO showed itself to be the international organization which understood best the importance of respecting the Palestinian dream. Twenty years of fruitless negotiations had killed hope in the hearts of many. With this achievement, however, the dream and the hope have been returned to every Palestinian."	Dec 9	110	http://www.unesco.org/new/en/media-services/single-view/news/khaled_a_bu_awwad_everyone_must_think_of
A rifle becomes a guitar & symbol of peace. Music is peace. Meet the guy who invented the escopetarra, a guitar made from gun, defusing violence with melodies from the heart	Dec 9	106	http://www.youtube.com/watch?v=0ehrEj1mvXw
Celebrate Human Rights, Celebrate Human Rights Day, the birthday of the Universal Declaration of Human Rights. Make a wish for everyone to enjoy these rights and become a Human Rights Defender.	Dec 5	103	www.celebratehumanrights.org
Sunken cities, millennial shipwrecks: What's destroying all the cultural wealth we have underwater? Why is this heritage so important to us?	Dec 14	93	http://www.youtube.com/watch?v=Z0HFdR4_Tu8

The "S" in UNESCO means Science! We work to ensure that access to water is your human right! Learn about the Right to Water: http://on.unesco.org/vUSAQ2 An estimated 884 million people continue to lack access to safe drinking water. These numbers continue to seriously challenge the ability of some countries to achieve Millennium Development Goals.	Dec 6	93	http://on.unesco.org/vUSAQ2
5 days, 5 human rights UNESCO upholds, in advance of Human Rights Day on Dec 10. The "E" in UNESCO means Education, guaranteed by Article 26 of the UN Universal Declaration on Human Rights. Discover how we promote the right to education, and the teaching & learning of human rights: http://on.unesco.org/tzzOaO	Dec 5	87	http://on.unesco.org/tzzOaO

*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. Twitter - <http://twitter.com/#!/unescoNOW> Variation December 2011 vs November 2011

Followers	December 2011	November 2011	Variation vs November
Total followers (all languages)	42 083	37 586	+11.96%
English	28 219	26 438	+6.74%
French	957	794	+20.53%
Spanish	9 890	7 857	+25.88%
Russian	272	223	+21.97%
Arabic	2 745	2 274	+20.71%

Top 10 Posts

Message	Posted	Re-tweets	Comments
Can you "learn" to be tolerant? The answer is YES: By embracing global diversity & learning history's lessons	Dec 18	36	
Global citizenship starts with respect for our own culture and identity, and continues with having this respect for others	Dec 6	39	-
Learning shifts from books to phones as 90% of world population has mobile access. http://j.mp/rF19u5	Dec 12	40	-
OFFICIAL: #Palestine flag to be raised at UNESCO next Tuesday, http://j.mp/uesvP2	Dec 9	40	-
OFFICIAL: Palestinian flag to be raised at UNESCO. Ceremony marks admission of 195th member. http://twitvid.com/PVOP8	Dec 13	43	-
In 2012, let's make sure schools aren't used to reinforce the intolerance & prejudices that lead to war.	Dec 30	100+	
DO THE MATH: 6 days of military spending by rich countries = 16 billion USD that could go toward #education. #unescoED	Dec 28	100+	-
OFFICIAL: UNESCO - 1st UN org to admit #Palestine. Flag now flies at Paris HQ. http://pic.twitter.com/cLPoeBx6	Dec 13	100+	
21 countries spend more on military than on basic #education. Cut military spending by 10% = 9.5 million more children in school	Dec 27	100+	-
In 2012, water shouldn't have to be a luxury for so many people in the world. Water is a human right #unescoSCIENCE	Dec 27	100+	

3.3 Sina Weibo - <http://t.sina.com.cn/unesco>

Variation December 2011 vs November 2011

	December 2011	November 2011	Variation vs November
Nb of Fans	137 581	131 584	+4.56%
Nb of Posts	1 275	1 269	+0.47%
Nb of Mentions	85 000	82 015	-

Top 10 Posts

Message	Posted	Re-tweets	Comments
The Palestinian flag was raised at UNESCO's Headquarters today to mark the admission of Palestine to the Organization.	Dec 13	177	59
The Palestinian flag will be raised at UNESCO Hqs in Paris on Tuesday 13 December to mark Palestine's admission to the Organization. UNESCO's General Conference admitted Palestine as the Organization's 195th Member on 31 October. Membership became official on 23 November, when Palestine signed and accepted UNESCO's Constitution at the National Archives in London.	Dec 9	124	30
#intangible heritage# Chinese shadow puppetry is inscribed on the List of Intangible Heritage by the Intergovernmental Committee for the Safeguarding of Intangible Heritage in Bali. To date, the List of Intangible Heritage in need of Urgent Safeguarding includes 27 items in 10 countries. The Representative List of Intangible Cultural Heritage now counts 232 items from 70 countries. Eight Best Safeguarding Practices have been registered.	Dec 2	109	24
According statistics, more than 1.7 billion people in the world live in multidimensional poverty. Poverty like the vulture in the photos who lands nearby and eyes her greedily, ready for prey. Li Congjun, President of Xinhua News Agency believes that the media has yet to fulfill its social obligations in helping eradicate poverty, and should collaborate with international organizations including UN, drive the vultures away from the starving and the impoverished.	Dec 2	45	15
The Palestinian flag will be raised at UNESCO Headquarters in Paris today to mark Palestine's admission to the Organization.	Dec 13	30	12
World AIDS Day: How much do you know about AIDS? Check your knowledge out with the following quiz?	Dec 1	21	9
World AIDS Day: How much do you know about AIDS? Can a person get HIV from mosquito bites?	Dec 1	20	39
International video challenge for youth on cultural diversity No.9: Cultural diversity under five fingers	Dec 1	11	3
World AIDS Day: How much do you know about AIDS? Can the risk of HIV transmission be reduced by having sex with only one uninfected partner who has no other partners?	Dec 1	9	18
World AIDS Day: How much do you know about AIDS? Can new meds cure AIDS?	Dec 1	8	18

3.4 Video Traffic

Video views are tracked on YouTube and Youku. Significant content of UNESCO archives is not part of the below statistics yet.

3.4.1. UNESCO Channel on YouTube - <http://www.youtube.com/unesco> Variation December vs November 2011

Video views	December 2011	November 2011	Variation vs November
English	394 473	278 985	+41.40%
French	52 310	53 628	-2.46%
Spanish	62 645	83 067	-24.58%
Russian	10 681	11 073	-3.54%
Arabic	5 241	6 789	-22.80%
Chinese	212	178	+19.10%

New subscribers	December 2011	November 2011	Variation vs November
English	394	375	+5.07%
French	39	49	-20.41%
Spanish	76	133	-42.86%
Russian	2	14	-85.71%
Arabic	6	6	0.00%
Chinese	2	1	+100.00%

• Top 10 videos on UNESCO TV English Channel

394 473 views in December 2011		Subject	% of total views
1	Oral and Graphic Expressions of the Wajapi	CLT/ITH	34.8%
2	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	12.8%
3	Georgian Polyphonic Singing	CLT/ITH	3.3%
4	Kalbela folk songs and dances of Rajasthan	CLT/ITH	3.2%
5	Baul Songs	CLT/ITH	2.3%
6	Kabuki Theatre	CLT/ITH	1.7%
7	Vanuatu Sand Drawing	CLT/ITH	1.2%
8	Falconry, a living human heritage	CLT/ITH	1.2%
9	The Andean Cosmivision of the Kallawaya	CLT/ITH	0.9%
10	Gagaku	CLT/ITH	0.9%

• Top 10 videos on UNESCO TV French Channel

52 310 views in December 2011		Subject	% of total views
1	Le chant polyphonique géorgien	CLT/ITH	10.6%
2	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	10.3%
3	Le Maloya	CLT/ITH	7.1%
4	Clip "Diversité"	CLT/DCE	3.1%
5	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	2.2%
6	L'isopolyphonie populaire albanaise	CLT/ITH	2.1%
7	Le repas gastronomique des Français	CLT/ITH	2.0%
8	Le Canto a tenore, chant pastoral sarde	CLT/ITH	1.9%
9	Le Kankurang, rite d'initiation mandingue	CLT/ITH	1.7%
10	Le Duduk et sa musique	CLT/ITH	1.5%

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

	62 645 views in December 2011	Subject	% of total views
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	15.0%
2	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	9.3%
3	El canto polifónico georgiano	CLT/ITH	8.2%
4	El canto de la Sibila de Mallorca	CLT/ITH	5.8%
5	Los parachicos en la fiesta tradicional de enero de Chiapa de Corzo	CLT/ITH	3.8%
6	El carnaval de Barranquilla	CLT/ITH	3.5%
7	El Silbo Gomero, lenguaje silbado de la isla de La Gomera (Islas Canarias)	CLT/ITH	2.4%
8	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	2.4%
9	La Huaconada, danza ritual de Mito	CLT/ITH	1.8%
10	El Canto a tenore, un canto pastoral sardo	CLT/ITH	1.7%

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

	10 681 views in December 2011	Subject	% of total views
1	Alsou (Алсу) UNESCO Artist for Peace	UNESCO	19.9%
2	The historic center of Rome and the Properties of the Holy See	CLT/WHC	3.1%
3	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	3.1%
4	Memphis and its Necropolis - the pyramid fields from Giza to Dashur	CLT/WHC	2.4%
5	Palace and Park of Versailles	CLT/WHC	2.3%
6	The tomb of first emperor of Qin Dynasty	CLT/WHC	2.2%
7	Lake Malawi National Park	CLT/WHC	2.0%
8	The ancient city of Petra	CLT/WHC	1.8%
9	Historic Areas of Istanbul	CLT/WHC	1.7%
10	Western Tasmania Wilderness	CLT/WHC	1.7%

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

	5 241 views in December 2011	Subject	% of total views
1	Venice and its Lagoon	CLT/WHC	6.7%
2	DG Statement on US funding cut	UNESCO	4.6%
3	Taj Mahal	CLT/WHC	4.3%
4	Ban Chiang archaeological site	CLT/WHC	3.9%
5	The ancient city of Petra	CLT/WHC	3.2%
6	Archeological areas of Pompeii, Herculaneum and Torre Annunziata	CLT/WHC	3.1%
7	Canadian Rocky Mountain Parks	CLT/WHC	2.7%
8	Palace and Park of Versailles	CLT/WHC	2.7%
9	Royal Botanic Gardens Kew	CLT/WHC	2.6%
10	Islands of New Zealand near the South Pole	CLT/WHC	2.5%

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

	212 views in December 2011	Subject	% of total views
1	Video n°12 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	18.9%
2	Video n°16 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	11.8%
3	Video n°21 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	6.1%
4	Language problems	CLT	5.2%
5	Video n°14 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	5.2%
6	Video n°25 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	5.2%
7	Video n°20 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	5.2%
8	Video n°29 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	4.2%
9	UNESCO History	UNESCO	3.8%
10	Video n°5 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	3.3%

3.6 UNESCO on iTunes U - <http://www.unesco.org/new/itunes/>

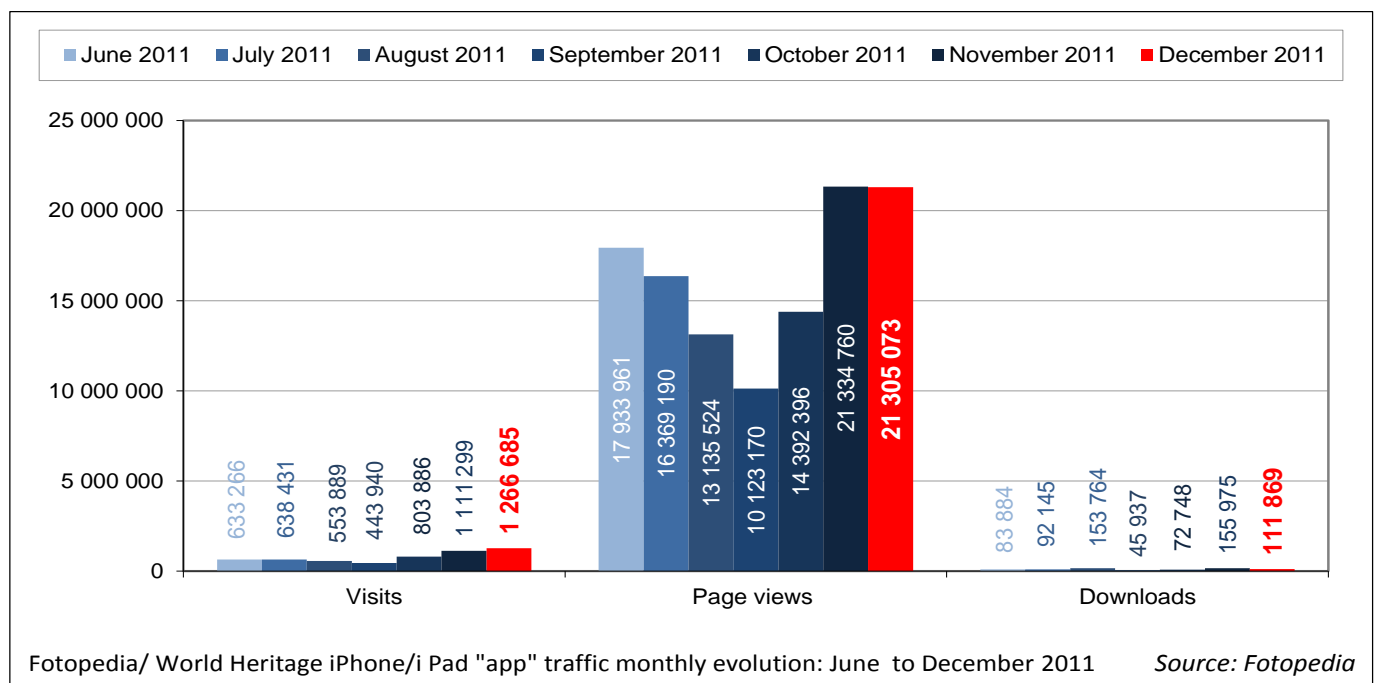
On 22 June 2011 UNESCO has joined iTunes U with a wealth of new educational material providing free access to UNESCO's rich multimedia content, via the iTunes Store, Apple's popular online music, video, and podcast service. Collections containing several hundred movies, podcasts, and documents are available in three languages (English, French and Spanish), ranging from training support materials, to policy reports and journals, and lectures, interviews and documentaries which can be downloaded for free to a computer, iPad, iPhone or iPod touch.

Metrics	TOTAL	27 November-3 December	4 -10 December-	11-17 December	18-24 December	25-31 December
Downloads	2 012	441	332	409	465	365

3.7 UNESCO Fotopedia iPhone/iPad "app"

The Fotopedia / World Heritage iPhone/iPad "app" was launched in August 2010. Installed on all demonstration machines at stores worldwide, it is ranked as a "favorite" by Apple.

Metrics	TOTAL (from launch in August 2010)	December 2011	Variation vs November
Downloads	2 337 175	111 869	-28.28%
Visits	10 931 140	1 266 685	+13.98%
Pages views	319 976 399	21 305 073	-0.14%
Info pane with UNESCO logo & text	2 593 311	162 085	-5.96%
Preview of Heritage viewed within other apps	156 101	12 503	-11.92%
Open UNESCO page from Heritage	54 725	2 480	+47.44%
Distinct UNESCO WHC pages opened	1 022	35	-65.69%
Most viewed UNESCO WHC page	http://whc.unesco.org/en/list/121	http://whc.unesco.org/en/list/672	



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

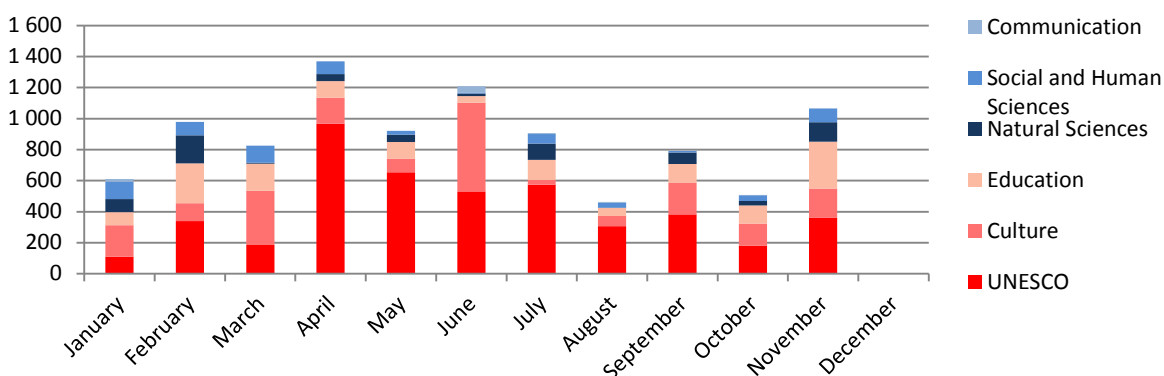
The UNESCO online repository of photos offers over 25 000 photos for free download. Subject matter spans all areas of activity of the Organization, including events at Headquarters and in the different regions of the World. Separate photobanks in the sectors are not tracked but also get significant downloads.

4.1. Photos requested online in 2011 (Jan.-Nov. 2011, December N/A)

Themes

Themes	2011 (Jan.-Nov.)
UNESCO	4 590
Education	1 492
Natural Sciences	712
Social and Human Sciences	649
Culture	2 127
Communication and Information	76
TOTAL	9 646

In 2011, almost 50% of photo requests concerned UNESCO in general, followed by Culture (22%), and Education (15%)



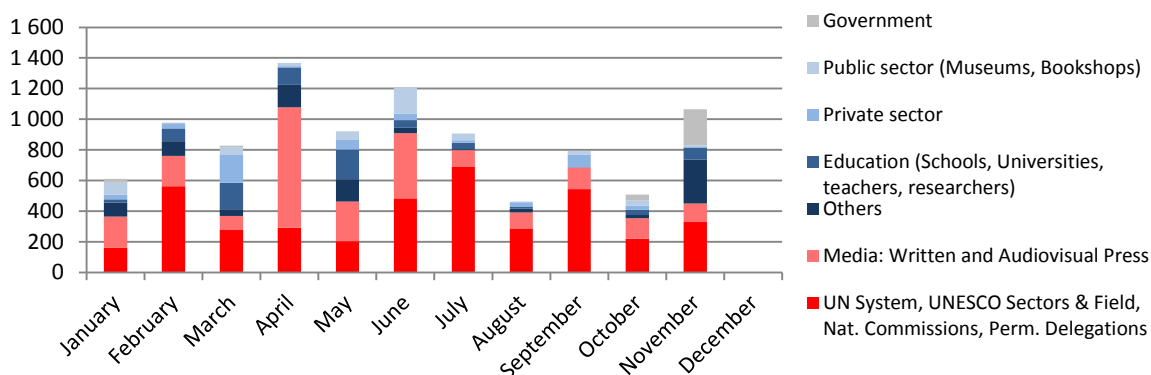
Monthly evolution of 9 646 photo requests by subject in 2011 (N/A for December)

Source : UNESCO

Origin of requests

Origin of request	2011 (Jan.-Nov.)
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	4 055
Media: Written and Audiovisual Press	2 564
Government	313
Education (Schools, Universities, teachers, researchers)	800
Public sector (Museums, Bookshops)	489
Private sector	522
Others	903
TOTAL	9 646

In 2011, 42% of photo requests emanated from the UN System/UNESCO, followed with 27% by the Media



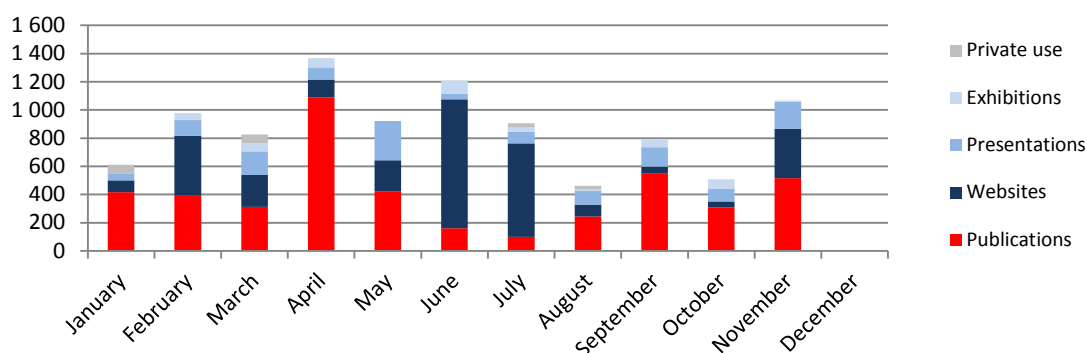
Monthly evolution of 9 646 photo requests by origin in 2011 (N/A for December)

Source : UNESCO

Use of photos

Use of photos	2011 (Jan.-Nov.)
Websites	3 180
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	4 517
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	1 333
Exhibitions	427
Private use	189
TOTAL	9 646

In 2011, 47% of the requested photos were for Publications



Monthly evolution of 9 646 photo requests by use in 2011 (N/A for December)

Source : UNESCO

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.)

	2011 (Jan.-Nov.)	2010 (Jan.-Nov.)
Number of Events	615	360
Number of Photos	13 819	6 620

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 December there were **130 784** (130 567 in November) records available online in PDF format, including documents, publications, communication material and other working documents.

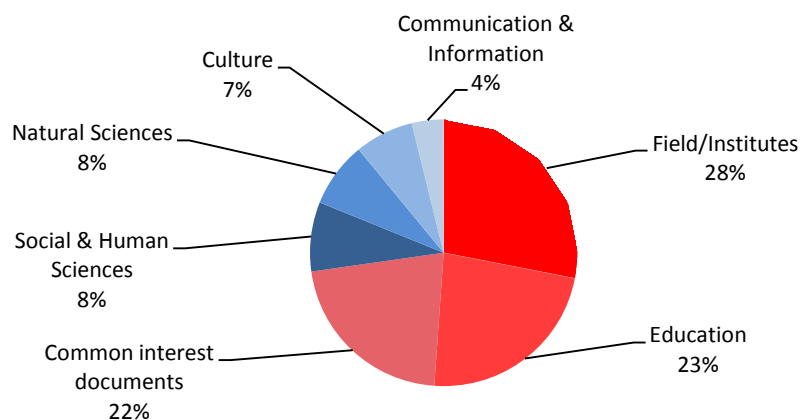
Note: PDF downloads measured by UNESDOC represent only hits and do not reflect necessarily successful downloads. Statistics may therefore show too high figures.

5.1.1 Statistics of consultation

Total number of downloads in December	735 069
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Average nb of downloads per PDF
Education	9 503	169 281	6
Natural Sciences	9 504	58 185	16
Social and Human Sciences	5 578	61 727	9
Culture	3 146	52 071	6
Communication and Information	2 308	28 290	8
Fields & Institutes	8 273	206 376	4
Common interest documents	NA	159 139	NA

Nb of downloads decreased, but most consulted are still Field/Institutes, Education, and common interest documents



Breakdown of 735 069 document downloads by Sector/Field-Institutes in December 2011

Source: UNESDOC

5.1.2 Top 50 Country Origin

	Country	Downloads
1	United States of America	87 105
2	France	49 554
3	India	29 375
4	Mexico	28 103
5	Brazil	27 484
6	Spain	23 449
7	United Kingdom of Great Britain and Northern Ireland	20 452
8	Canada	14 098
9	Philippines	13 081
10	Algeria	12 068
11	China	11 336
12	Argentina	10 950
13	Peru	10 355
14	Morocco	10 192
15	Chile	8 616
16	Japan	8 427
17	Venezuela (Bolivarian Republic of)	8 259
18	Colombia	8 007
19	Germany	7 942
20	Nigeria	7 937
21	Russian Federation	6 123
22	Malaysia	5 919
23	Belgium	5 547
24	Australia	5 269
25	Portugal	4 825
26	Cameroun	4 740
27	Pakistan	4 692
28	Ecuador	4 606
29	Indonesia	4 401
30	Ethiopia	4 292
31	Tunisia	4 195
32	Italy	3 843
33	Kenya	3 735
34	Republic of Korea	3 650
35	Egypt	3 630
36	Tanzania (United Republic of)	3 440
37	Netherlands	3 338
38	Switzerland	3 252
39	Bolivia	3 155
40	Turkey	2 836
41	Côte d'Ivoire	2 703
42	Singapore	2 309
43	Iran (Islamic Republic of)	2 277
44	Senegal	2 192
45	South Africa	2 083
46	Saudi Arabia	1 926
47	Thailand	1 786
48	Dominican Republic	1 697
49	Uganda	1 682
50	Sweden	1 662

5.1.3 Printable Communication materials

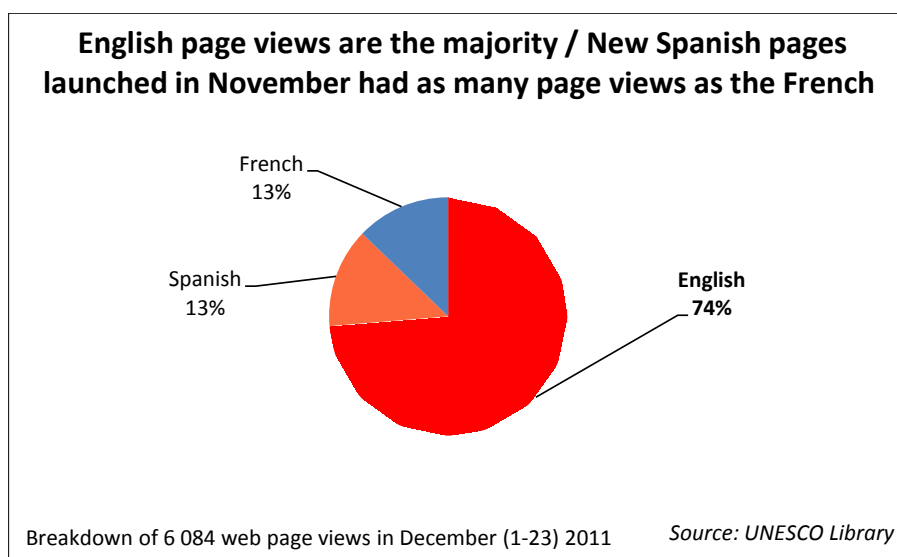
Title	Total downloads in December						
	EN	FR	SP	RU	AR	ZH	Total
2010 UNESCO Annual Report	198	35					233
UNESCO brochure	826	287					1 113
65 Ways UNESCO Benefits Countries all over the World	154	56	119		12		367
A New Humanism for the 21 st Century	24	63	12	5			104

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

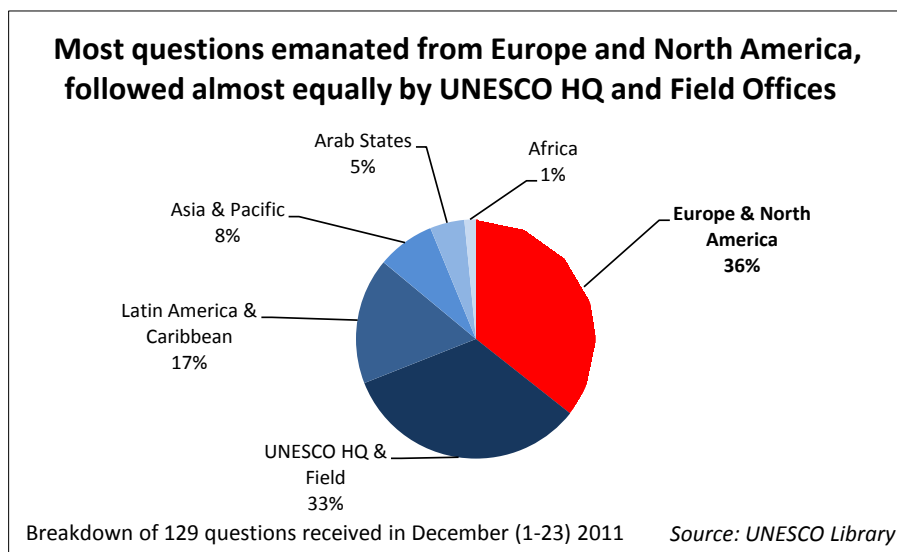
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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 (December 1-23)



5.2.2 Questions received by e-mail to: library@unesco.org (December 1-23)



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.

The end-of-the-year holidays affected negatively the on-line viewing of UNESCO Publications. There was a sharp drop in total numbers of views from the highs viewing in the months of October and November. The Education Sector (including field offices) has five out of the ten best viewed publications.

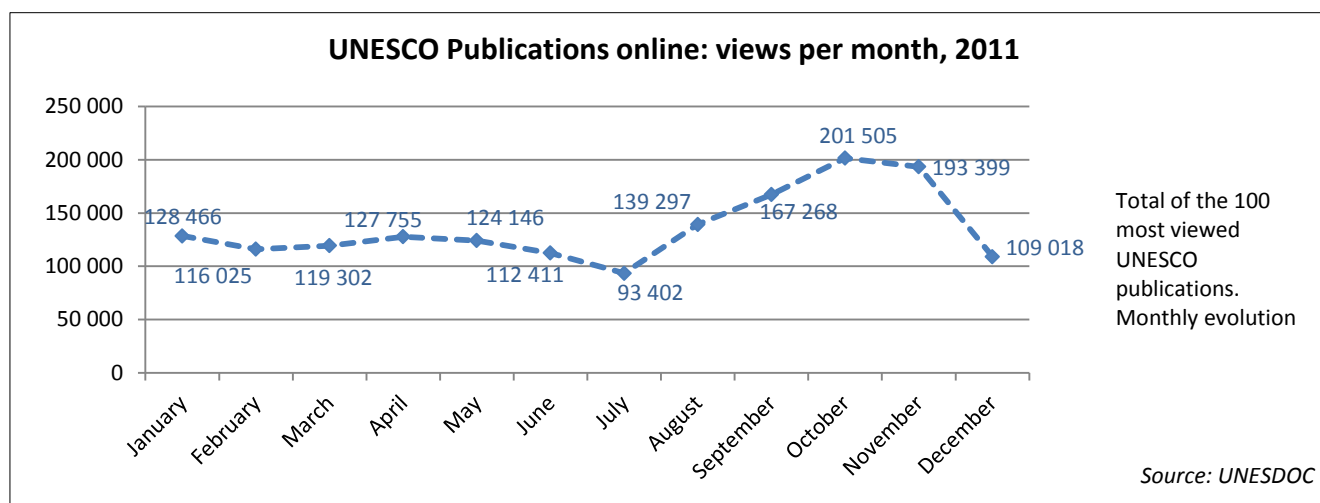
The number of consultations of publications on Google also decreased but to a lesser extent. It is important to note that the number of book visits and resulting sales has doubled in the last year.

Noticeable is the number of visits to Portuguese and Spanish titles and the number of titles in the 'Top 10' which were published more than 10 years ago, and in one case more than 25 years ago. In the lead up to the Sixth World Water Forum in March 2012 the two previous reports from UNESCO on water have drawn particular attention.

World Heritage publications have done well over the festive period with the UNESCO World Heritage Desk Diary 2012 and the World Heritage 'Guide' outselling other publications in both English and French, most likely due to their gift value.

6.1. Top 10 most consulted PDFs in December (UNESDOC)

	Title	Sector	Language	Views	Published
1	História geral da Africa, I-VIII (General History of Africa, Volumes 1-8.)	CLT	Portuguese	8 167	Brasilia, 2010-2011
2	Actividades de educación ambiental para las escuelas primarias: sugerencias para confeccionar y usar equipo de bajo costo (Environmental education activities for primary schools: suggestions for making and using low cost equipment)	ED	Spanish	4 628	Santiago, 1997
3	Case study on the effects of tourism on culture and the environment: Nepal; Chitwan-Sauraha and Pokhara-Ghandruk	CLT	English	3 922	Bangkok, 1995
4	Mantenimiento de instalaciones eléctricas del establecimiento educacional (Maintenance of electrical installations in educational establishments)	ED	Spanish	3 034	Santiago, 1998
5	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards Knowledge Societies: UNESCO World Report)	all	Spanish	2 842	Paris, 2005
6	Mass media: the image, role and social conditions of women; a collection and analysis of research materials	SHS	English	2 672	Paris, 1979
7	O Índio brasileiro: o que você precisa saber sobre os povos indígenas no Brasil de hoje (The Brazilian Indian: what you need to know about indigenous peoples in Brazil today)	ED	Portuguese	1 829	Brasilia, 2006
8	Compendio mundial de la educación 2010 (Global Education Digest 2010)	UIS	Spanish	1 827	Montreal, 2011
9	The Hidden crisis: armed conflict and education; EFA global monitoring report, 2011	ED	English	1 522	Paris, 2011
10	L'échec scolaire dans l'enseignement primaire: moyens de le combattre; étude comparée internationale	IBE	French	1 367	Paris, 1984



6.2. PDF consultations of UNESCO flagship publications in December (UNESDOC)

	Title	Language	views Dec	past 12 months
1	História geral da Africa, I-VIII (General History of Africa, Volumes 1-8.)	Portuguese	8 167	266 834
2	Hacia las sociedades del conocimiento: informe mundial de la UNESCO	Spanish	2 842	62 839
3	Mass media: the image, role and social conditions of women; a collection and analysis of research materials	English	2 672	18 625
4	Compendio mundial de la educación 2010 (Global Education Digest 2010)	Spanish	1 827	16 250
5	The Hidden crisis: armed conflict and education; EFA global monitoring report, 2011	English	1 522	27 521
6	Water in a changing world: the United Nations world water development report 3	English	1 190	2 242
7	Seven complex lessons in education for the future	Spanish	1 045	26 726
8	Towards knowledge societies: UNESCO world report	English	893	9 219
9	Water: a shared responsibility; the United Nations world water development report 2	English	776	12 095
10	World social science report, 2010: knowledge divides	English	732	13 125

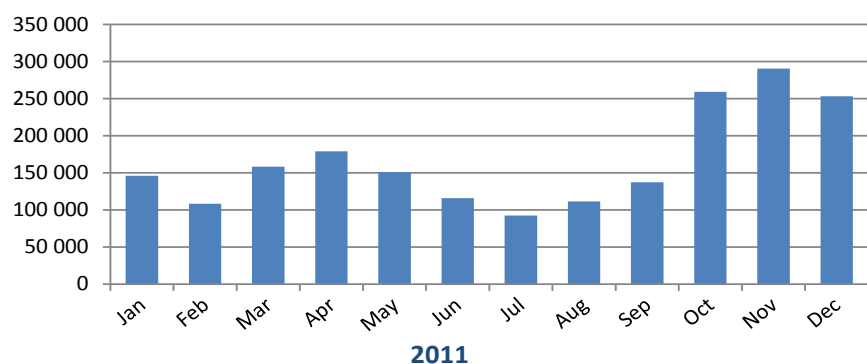
Note: PDF consultations measured by UNESDOC represent page views only. Figures may be slightly higher than actual downloads.

6.3 Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, 176 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
December 2011	177	17 299	253 142	176
December 2010	90	8 312	118 001	94

Google Books: page views per month



Page views evolution in 2011

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.

6.4 UNESCO Bookshop bestsellers*

Bookshop sales of UNESCO publications in December, top 5

Title	Copies sold	Sector
1 UNESCO World Heritage Desk Diary 2012	507	CLT/WHC
2 The World's Heritage: A complete guide to the most extraordinary places	58	CLT/WHC
3 Bouba et Zaza cultivent la paix	17	ED
4 Bouba et Zaza protègent la terre	14	ED
5 Bouba et Zaza disent merci !	13	ED

Bookshop sales of non-UNESCO publications in December, top 5

Title	Copies sold	Sector
1 Le Patrimoine mondial de l'UNESCO, 3rd edition	23	Ouest-France
2 Patrimoine mondial de l'UNESCO : Les sites français	17	Gelbart
3 Places for Wonder and Discovery	11	Our Place
4 El Patrimonio de la Humanidad	9	Blume
5 Papa tu peux sauver la planète (colouring book)	7	UN

6.5 Online and international sales

Online and international sales of UNESCO Publications in December, top 5*

Title	Copies sold	Sector
1 UNESCO World Heritage Desk Diary 2012	174	CLT/WHC
2 Global Education Digest 2011	25	UIS
3 The World's Heritage: A complete guide to the most extraordinary places	21	CLT/WHC
4 The Timeless Energy of the Sun for Life and Peace with Nature	20	SC
5 CD-ROM Défends ta planète !	18	SC

6.6 Least-sold recent UNESCO publications (published over the last 12 months)*

Bookshop sales of UNESCO publications, lowest sellers in December

Title	Copies sold	Sector
Kit pédagogique pour les pays situés en zones montagneuses	0	SC
A Teaching Resource Kit for Mountain Countries	0	SC
L'ombre du système éducatif	0	IIEP
Le financement de l'éducation en Afrique subsaharienne	0	UIS
Tertiary education in small states - Planning in the context of globalization	0	IIEP

Online and international sales of UNESCO publications, lowest sellers in December

Title	Copies sold	Sector
Le financement de l'éducation en Afrique subsaharienne	0	UIS
Urban water conflicts	0	SC
Compendio mundial de la educación 2010	0	UIS
Bouba et Zaza mesurent les dangers	0	ED
Bouba et Zaza protègent la terre	0	ED

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

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* website, and sent by e-mail to the subscribers. The printed version is sent to the Member States/Partners mailing list.

Due to the new situation of our Organization, the main efforts in December were concentrated on promotion and reporting, instead of on a new issue.

A huge number of links to *The UNESCO Courier* articles have been added to the web pages of the most important events during the month, and a link to the French version of the October-December issue, "Humanism a new idea" has been posted on the web site of the French magazine *Sciences humaines*. This promotional campaign has been free of charge for UNESCO.

A detailed report on the activities during the biennium 2010-2011 has been prepared. According to this report (available on demand), *The UNESCO Courier* has:

- promoted the UNESCO ideals (Haiti, International Year of Chemistry, Gender equality, Youth, Humanism);
- focused on UNESCO priorities: Africa (19% of the contributors were from Africa and 25% of the countries represented were from this continent); Gender (44,5% of the external contributors were female); Youth (33% of the contributors were less than 34 years old);
- provided in-depth coverage of major UNESCO programs and actions (UNESCO Science Report, UNESCO – CERN cooperation, Second UNESCO World Forum on Culture, International Year for Rapprochement of Cultures, The Arab spring, Child soldiers, Goodwill ambassadors program...);
- achieved a high intellectual level of contributions. Profile of contributors: 26% VIPs, 30% experts, 16% journalists;
- achieved a fair geographical distribution. In 2012, 85 authors from 46 countries have contributed to the magazine. Africa: 16 contributors from 12 countries; Arab States: 10 contributors from 6 countries; Asia and the Pacific: 20 contributors from 10 countries; Europe and North America: 29 contributors from 14 countries; Latin America and the Caribbean: 12 contributors from 7 countries;
- implemented an "upstream strategy" as the main promotional tool (in absence of budget and expertise), consisting in being at the right place and time with the right issue (ex. issue on Youth just after the Arab spring). Some other "ad hoc tactics" have been used, such as adding links on the UNESCO website, on Wikipedia and other social media, and selecting target groups among a potential readership.

As a result of these efforts, more than 20 000 new readers have subscribed to *The UNESCO Courier* in 2011.

7.1. Number of PDF downloads, subscribers, printed copies in December

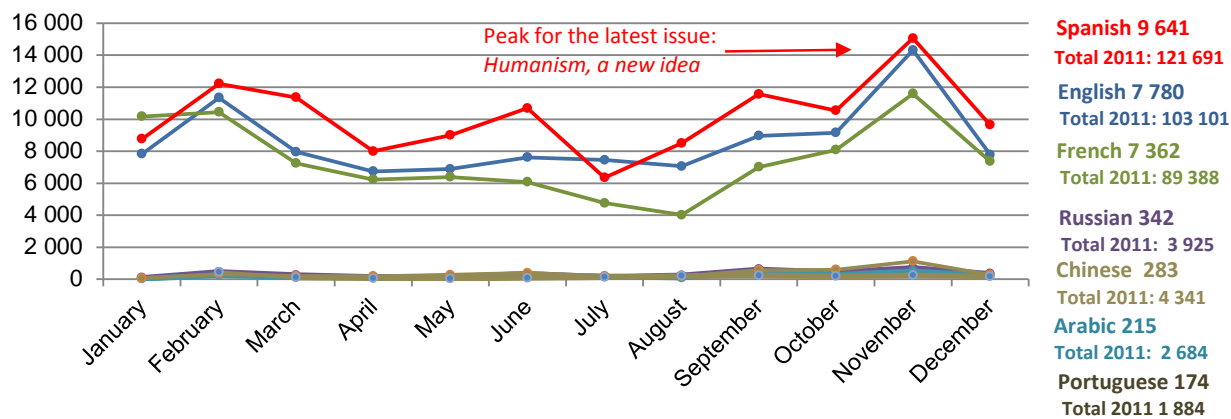
Language	Last issue PDF downloads	All issues PDF downloads	Variation vs December 2011	New subscribers	Total subscribers	Printed copies
English	1 280	7 780	-46.52%	155	26 234	-
French	732	7 362	-37.83%	115	12 992	-
Spanish	1 156	9 641	-37.06%	132	11 533	-
Russian	156	342	-51.97%	11	1 412	-
Arabic	125	215	-57.59%	13	2 002	-
Chinese	157	283	-74.84%	20	2 635	-
Portuguese	N/A*	174	-27.50%	1	1 840	-
TOTAL	3 606	25 797	-41.75%	447	58 648	-

*October-December issue, "Humanism, a new idea", is not available in Portuguese yet.

7.2. Top 10 most consulted UNESCO Courier PDFs in December (UNESDOC)

	Title	Language	PDF consulted	Published
1	Humanism, a new idea	English	1 280	October 2011
2	Humanism, a new idea	Spanish	1 156	October 2011
3	Humanism, a new idea	French	732	October 2011
4	Chemistry and life	English	476	January 2011
5	Chemistry and life	Spanish	350	January 2011
6	Women conquering new expanses of freedom	Spanish	329	April 2011
7	How youth drive change	Spanish	318	July 2011
8	The Ramayana and the Mahabharata: two epics of Asia	Spanish	310	December 1967
9	How youth drive change	English	231	July 2011
10	How youth drive change	French	175	July 2011

In 2011, Spanish issues of the UNESCO Courier have been the most downloaded, followed by English, and French



Breakdown by language of all issues downloads in December 2011 (2011 evolution)

Source : UNESDOC

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”

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
CI	4	1	3	
CLT	15	12	3	
ED	7	7		
ERI	14	14		
SC	10	10		
SHS	16	8	3	
Total	66	52	14	-

8.2. Events organized by Field Offices/ Institutes

Almaty	1
Accra	1
Amman	1
Bangkok	2
Beijing	1
Cairo	1
Havana	2
Montevideo	1
New Delhi	2
Rabat	1
Venice	1
Total	14

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

Type of Events taking place	at HQS	away from HQS
Category 2-Intergovernmental meeting	4	-
Category 3-	-	-
Category 4- International Congress	1	1
Category 5-Advisory Committee	-	-
Category 6-Expert Committee	2	2
Category 7-Seminars and Workshops	4	12
Category 8-Symposium	2	2
Concert	2	-
Exhibition	5	-
Event under UNESCO Patronage	1	-
Show	2	-
Film Projection	-	-
Press conference	-	-
Interagency Meeting	-	5
Intersectorial Meeting	-	-
Meeting by Member States or Institutions	2	3
Prize-giving ceremony	1	-
Fundraising Gala	-	-
Special Event	4	6
Working group/Expert Meeting	2	3
Executive Board	-	-
Headquarters Committee	-	-
Total	32	34

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 (N/A for December)

9.2. UNESCO Cultural Events / Exhibitions - www.unesco.org/en/cultural-events

- The December electronic calendar was sent to 3 541 subscribers
 - 28 new subscribers, 6 unsubscriptions – Distribution list cleaning: 62 email addresses deleted.
- The Paper version of the monthly calendar is printed out in 2 500 copies (1 500 in French and 1 000 in English)
- 13 events have been organized, co-organized and/or promoted in December by DPI/SPE (Special Events Section)

9.2.1. Exhibitions

Date	Title	Organizer	Place	Public*
Until 05/01/2012	2011 Tree of the Year	Sector for External Relations and Public Information	Railings around UNESCO HQ	N/A
Until 14/12/2011	Art, not arms	Permanent Delegation of Palestine	Gallery	N/A
5-9/12/2011	Rudjer Josip Bošković: from Dubrovnik to the world (on the occasion of the 300th anniversary of the birth of Rudjer Josip Bošković, physicist, astronomer and mathematician (1711-1787))	Permanent Delegation of Croatia	Rooms Miró 1 and 2	N/A
14-21/12/2011	Out of Africa by Rafael Cidoncha	Permanent Delegation of the Kingdom of Spain	Room Miró 3	N/A
Permanent exhibition	Open UNESCO	Sector for External Relations and Public Information	Ségur Hall	N/A

9.2.2. Shows and Screenings

Date	Title	Organizer	Place	Public*
2/12/2011	Let there be the music! (cultural evening on the occasion of the International Day of Disabled Persons)	Permanent Delegation of Azerbaijan	Room I	400
6/12/2011	Encounter with Lebanese musical heritage through its composers	Permanent Delegation of Lebanon	Room I	1 000
15/12/2011	Play: Maria Sklodowska Curie	International Theatre Institute	Salle des Pas Perdus	800
19/12/2011	Charity concert in aid of post-earthquake reconstruction in Japan: Franz Liszt, 200 year prayer, by Cyprien Katsaris	Elysée Club Association	Room I	600
20/12/2011	Opera Il trovatore (The Troubadour), adapted by Malika Bellaribi-Le Moal	Voix en développement and the Fossés-Jean Social and Cultural Centre	Room I	700

9.2.3. Special Events

Date	Title	Organizer	Place	Public*
5-16/12/2011	100 th anniversary of the death of Mikalojus Konstantinas Čiurlionis, painter and composer 1875-1911	Permanent Delegation of Lithuania		
5/12/2011	Concert: M.K. Čiurlionis Quartet, Morta Grigaliūnaitė and Gryta Tatorytė		Room I	700
5-16/2011	Exhibition: From a musical fresco to a symphony of colours		Rooms Miró 1 and 2	N/A

9.2.4. Conferences

Date	Title	Organizer	Place	Public*
15/12/2011	Teaching difficult issues at primary school: the example of the Holocaust	UNESCO Education Sector	Room IV	Cf. 9.1 above

*Source: the number of participants for the rooms is estimated by ERI/DPI/SPE and ADM/CLD/PCS. Neither means nor tools are available to monitor exhibitions visitors.

- Rooms' maximum capacity: Room I: 1 350 seats

9.2.5. Partnership

UNESCO is a partner of the international *Poster for tomorrow 2011* competition dedicated to the right to education. The 100 best posters selected will be displayed around 10 December 2011 at exhibitions held concurrently at the Musée des Arts décoratifs in Paris and other locations throughout the world to celebrate the United Nations Human Rights Day. In March 2012, the 100 posters will be exhibited on the railings around UNESCO Headquarters. The main goal of the 4tomorrow association is to hold an annual international poster competition on themes relating to human rights and fundamental freedoms.

Website: www.posterfortomorrow.org/pages/view/the_best_10_posters

9.3. UNESCO Visits

The Visitors' Service organized a total of 55 visits for **776** visitors in December 2011.

Most 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	199
Number of requests received	124
Accepted requests	86%
Declined requests	14%

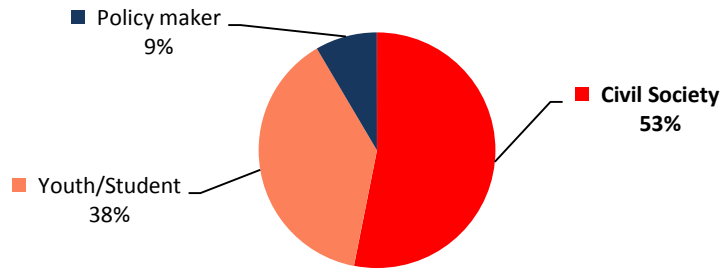
2. Languages		
Visits in English	25	45%
Visits in French	29	53%
Other	1	2%

3. Type of visits		
Individual Visits	17	31%
Group Visits	30	55%
Spontaneous Visits	8	15%
Thematic Conferences	0	0%

4. Origin		
Africa	0	0%
Arab States	17	2%
Europe and North America *	724	93%
Latin America and the Caribbean	2	0%
Asia and Pacific	33	4%

* Including local demands (74%)

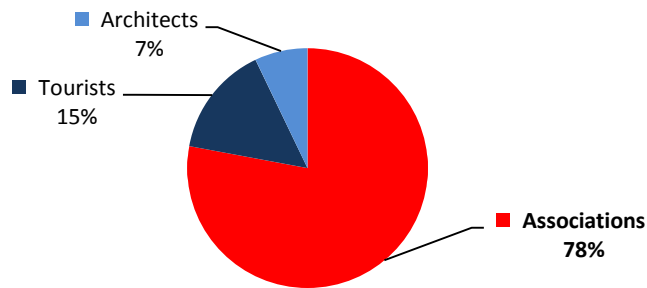
Over 50% of visitors were from the civil society, followed by almost 40% youth/students



Breakdown of 776 UNESCO visitors in December 2011

Source: UNESCO

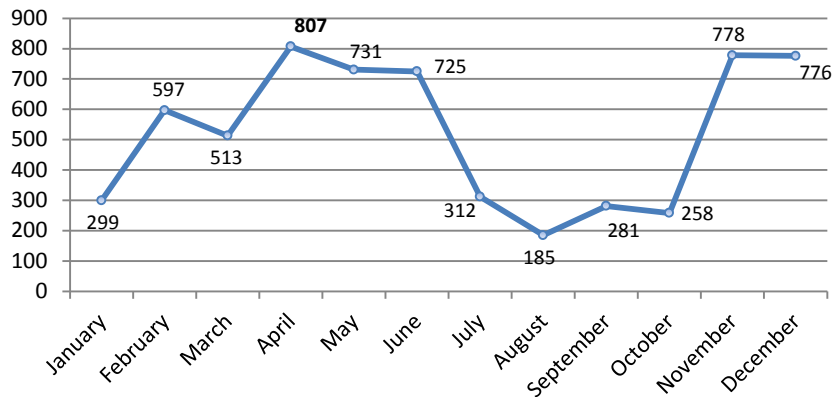
Over 3/4 of civil society visitors came through Associations



Breakdown of 408 civil society visitors in December 2011

Source: UNESCO

Number of visitors received by the Visitors' Service in 2011



Monthly evolution of visitors received by the Visitor's Service in 2011

Source: UNESCO

10. UNESCO logo exposure

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

10 events which have been granted UNESCO's patronage took place in December 2011:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/12/2011	France	Exposition du peintre bulgare Nicolas Manev intitulée « Œuvres récentes » à l'Institut culturel bulgare à Paris	Civil society	ODG
02/12/2011	UNESCO HQ	Soirée organisée par la Délégation permanente de l'Azerbaïdjan à l'occasion de la journée internationale des personnes handicapées	UNESCO networks	ODG
05/12/2011	South Africa	A 4-day event for young people organized by the German NGO Youth Development through Football, during which the Youth Development through Football Toolkit will be demonstrated and implemented	Students & young people	SHS
07/12/2011	UNESCO HQ	Colloque intitulé « Enfances en guerre. Témoignages d'enfants sur la guerre » organisé par l'Université Blaise Pascal	Development agencies, educators, policy-makers	SHS
08/12/2011	Republic of Korea	Meeting of the International Committee of the Blue Shield, organized by the Director-General of the International Council of Museums	Professionals from world heritage protection & reservation institutions, development agencies, policy-makers	CLT
09/12/2011	Romania	A workshop on "Masks' Functions in Europe", as part of the exhibition "IMMASK Museums and Intangible Heritage Focus on European Traditional Masks" in the framework of the EC Culture Programme	Policy-makers & experts in the field of intangible cultural heritage,	CLT
12/12/2011	UNESCO HQ	Une journée scientifique intitulée "Le technion relève les enjeux de la médecine personnalisée"	Professional working in the field of medicine	SC
19/12/2011	Japan	International symposium entitled « Women in Science and Education »	Scientists/researchers, educators	ODG
19/12/2011	Italy	Celebration of Italo Svevo's 150 th anniversary at the Italo Svevo Museum in Trieste	Civil society	CLT
20/12/2011	France	Tournée parisienne du Ballet Igor Moïsseïev organisée par la Délégation permanente de la Fédération de Russie	Civil society	CLT

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 December 2011, **22 new logos** have been elaborated for internal and external audiences: 55% for Personalities, 27% for Network Members, 14% for Intergovernmental Programme Members, 4% for the Secretariat.

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, SWR / Germany). 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 December 2012

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

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

Area of broadcast: **Japan and Worldwide**

Estimate number of households as viewers in Japan (Video Research Inc): **17 725 000 households in main Kanto region = 1 percent of audience share corresponds to 177 250 households in main Kanto region.**

Estimate number of viewers in Japan (Video Research Inc) : **40 661 000 (households x 2.3 per 1 percent of audience share)**

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

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

Average audience share per household for the "Series World Heritage 100" in the Kanto region of Japan: **5 percent** (for the first broadcast) = **886 250 households = 2 038 375 viewers**

The total number of audience accessed to the programs in December in the Kanto region was estimated: **63 189 625** (for the first broadcast only)

Average audience share in other regions in Japan and worldwide has not been communicated.

Regular long programmes aired on Satellite channel only

<i>Date</i>	<i>Subject</i>	<i>Title</i>	<i>Format</i>	<i>Audience Share</i>
2/12	World Heritage Traveller: Journey Across Time *	"Hot Spring"	56 minutes	1.0%
9/12	World Heritage Traveller: Journey Across Time*	"Afterlife (re-run)"	56 minutes	0.8%
16/12	World Heritage Traveller Journey Across Time	"Gaudi"	73 minutes	0.4 %

Average audience share per household for the "World Heritage Traveller: Journey Across Time" in the Kanto region of Japan: **0.73 percent = 129 392 households = 297 603 viewers**

Average audience share in other regions in Japan and worldwide has not been communicated.

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**

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

Sponsorship: **SONY**

Date	Subject	Format	Audience Share
4/12	Special program 'Japan viewed from the sky'	30 minutes	6.7%
11/12	Cerrado Protected Areas:Chapada dos Veadeiros and Emas Nation Parks	30 minutes	6.2%
18/12	Best Short of 2011	30 minutes	6.1%

Average audience share in December: **6.3 percent** (for the first broadcast)

Estimate number of viewers in Japan: 5 750 000 (for the first broadcast)

The total number of audience accessed to the program in December was estimated at 17 340 000

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** (<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

Links to titles by language & site on the web	Nb of reports	Media Pick-ups
All English Reports	31	32
All Spanish Reports	14	20
All French Reports	11	27
All Russian Reports	23	4
All Arabic Reports	21	25
Reports in Chinese have not been communicated	N/A	185
In December, a total of 100 reports were released on UNESCO through Xinhuanet.		293

11.4. RIA Novosti

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

Partnership began: September 2010

Duration: until December 2013

Products: **News and interviews**

Output: **RIA Novosti website** (<http://en.rian.ru/>) in Russian, English, German, French, Arabic, Persian, Spanish, Japanese, Chinese

Website Page views: 44,590

Network: partnership with more than 100 foreign news media

Date	Title	Language/ Link	Page Views
01/12	Skolkovo to start energy projects guided by UNESCO	Russian	93
01/12	Russia not to grant citizenship to Kosovo Serbs but to help them – Foreign Ministry	Russian	8 065
02/12	USA to pay fees or leave UNESCO – Mitrofanova	Russian	94
02/12	Naska sand lines may disappear because of tourism increase	Russian	142
05/12	Cedar crown to be Baikal reserve symbol	Russian	77
06/12	French Chauvet cave to be suggested into UNESCO legacy list	Russian	180

07/12	Over thousand touristic attractions are situated outside Moscow	Russian	72
07/12	Palestine flag to be officially hoisted in UNESCO on Dec. 13	Russian	142
08/12	Fire in Novgorod Kremlin, no injured	Russian	31
10/12	"Stalker" festival doubled human rights film program	Russian	97
12/12	Charles Aznavour to present his new Aznavour Toujours music album in Kremlin	Russian	456
13/12	Abbas arrived in Paris to hoist Palestine flag in UNESCO	Russian	160
13/12	Palestine flag hoisted in UNESCO HQ in Paris	Russian	162
13/12	PNA to ask recognition in 16 organizations after joining UNESCO	Russian	171
14/12	Russia allocated grant for the Knorozov science centre in Mexico	Russian	144
15/12	Memorial day of journalists died on duty	Russian	212
16/12	Legendary Brazilian architect Niemeyer had his 104th birthday	Russian	656
16/12	Russia is conscious of the situation faced by the Kosovo Serbs – ambassador	Russian	296
18/12	Czech Ex-President Vaclav Havel: politician, writer and freedom fighter	Russian	256
19/12	Hand-painted toys: "Sharpapie" festival in Tula	Russian	40
22/12	UNESCO condemned murder of journalist Kamalov and demands investigation	Russian	334
22/12	Last year of Maya calendar countdown started	Russian	30 843
22/12	In Pompei pillar of Loreio Tiburtino house collapsed		466
27/12	Deers leave Kamchatka reserve due to volcano eruption	Russian	190
28/12	Part of state agencies may be sold after Moscow's borders widening	Russian	120
28/12	Moscow may enter top 20 International Finance Centers list in 5 years – Sharonov	Russian	38
Total reports on UNESCO in Russian: 26		Total page views: 43 537	
13/12	Palestinian flag raised at UNESCO headquarters in Paris	English	296
Total reports on UNESCO in English: 1		Total page views: 296	
13/12	Le drapeau palestinien hissé à l'UNESCO	French	115
Total reports on UNESCO in French: 1		Total page views: 115	
13/12	La bandera palestina izada en la sede de la UNESCO en París	Spanish	177
Total reports on UNESCO in Spanish: 1		Total page views: 177	
13/12	巴勒斯坦国旗在联合国教科文组织总部升起	Chinese	79
Total reports on UNESCO in Chinese: 1		Total page views: 79	
13/12	العلم الفلسطيني يرفع بمقر اليونسكو	Spanish	39
Total reports on UNESCO in Arabic: 1		Total page views: 39	
13/12	Palästinenserflagge am Unesco-Sitz in Paris gehisst	German	347
Total reports on UNESCO in German: 1		Total page views: 347	
TOTAL REPORTS: 32		TOTAL page views in December: 44 590	

11.5. Südwestrundfunk (SWR) - www.schaetze-der-welt.de

Area of collaboration: **production and broadcasting of World Heritage documentaries**

Partnership began: 1995

Products: **Documentary films – 399 films produced to date**

Output: **3 sat** (Cultural channel for Germany, Switzerland and Austria), **Phoenix** (Documentary channel for Germany), **SWR Fernsehen** (Regional channel of ARD) and **Südwestrundfunk website** (<http://www.swr.de/schaetze-der-welt/>)

Films shown on World Heritage in December 2011:

Viewers Treasures of the World – Heritage of mankind

▪ 3sat – cultural channel

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers</i>
Sunday 7.45 pm	0	-	-
Monday 12.45 pm	1	0.5%	40 000 / film 40 000 / total
Tuesday 9.45 pm	1	0.8%	250 000 / film 250 000 / total
In 24 hours round the world (a programme with 24 hours UNESCO sites)	18 (chapters)	1.5%	185 363 / film 3 520 000 / total
Total	20 films	-	3 810 000 estimated viewers

▪ Phoenix – documentary channel

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers</i>
Different days and times	7	1.6%	208 572 / film 1 460 000 / total
Total	7 films	-	1 460 000 estimated viewers

▪ SWR Fernsehen – regional channel of ARD

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers</i>
Saturday 6 am	3	3.2%	23 333 / film 70 000 / total
Saturday 1.50 pm	1	4.8%	190 000 / film 190 000 / total
Extra Films different times	-	-	-
Total	4 films	-	260 000 estimated viewers