



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2012/PIPMR/16

Monthly Report on the Use of UNESCO Public Information Products

February 2012

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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

Media coverage was generally very light this month. Statistics are also only partial due to the temporary shutdown of our monitoring service and cover only the period from 13 to 29 February 2012.

The stories that dominated include:

The controversy in Austria over the removal of Viennese Balls from a national list of intangible heritage, the CI conference, 'The Media World after WikiLeaks and the News of the World' and World Radio Day.

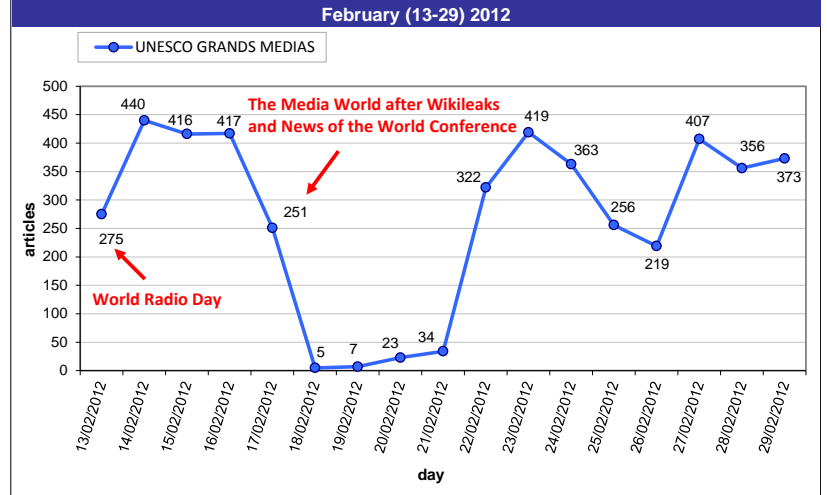
Errors in news agency dispatches from Austria in late January claimed that UNESCO had removed Viennese Balls from its Intangible heritage list, because of their links with the extreme right. This story was published around the world over the first two weeks of the month, even though the media responsible had issued a corrected version.

The CI Conference made headlines when WikiLeaks complained that they had not been invited. The WikiLeaks complaint, while drawing attention to the conference, meant that coverage was not focused on the actual subject of the conference, but rather on the claims and threats by this organization.

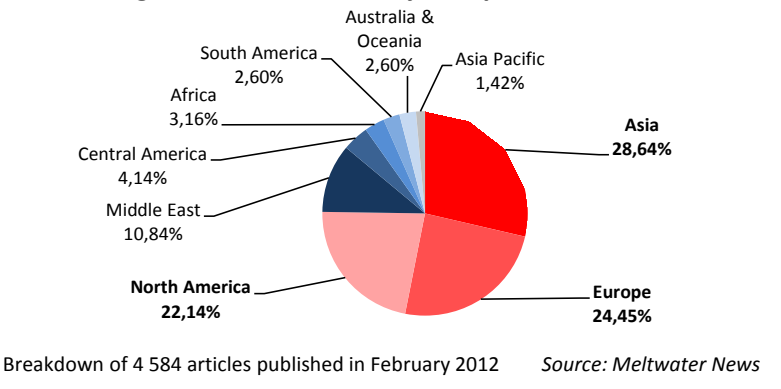
The following events are highlighted in the Major Events pages:

- **World Radio Day (13 February)**
- **The Media World after WikiLeaks and News of the World (16-17 February)**
- **International Mother Language Day (21 February)**
- **UNESCO Sharjah Prize for Arab Culture (27 February)**

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



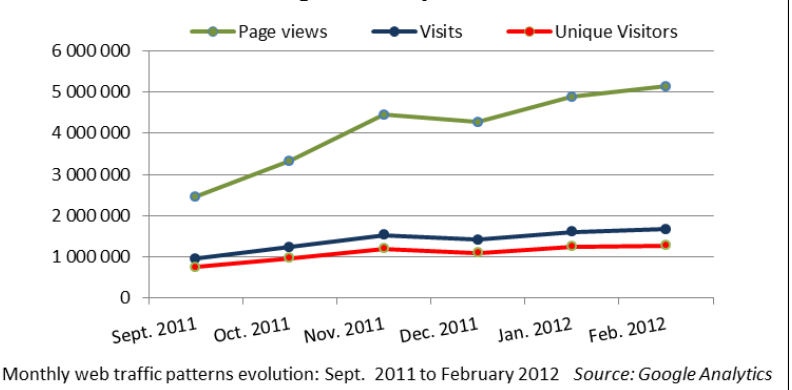
With over 1 300 articles, Asian media published most articles mentioning UNESCO, followed by Europe and North America



UNESCO Website

A heavy focus on rich content, pictures, and linked social media has enabled web traffic to continue to grow despite shifts overall on traffic across the internet. In February the most notable traffic spike came on 13 February from high interest in World Radio Day, especially in Spanish-reading media.

February shows a stabilization of the high January 2012 traffic



UNESCO Social Media Channels

February 2012 saw remarkable performance for our social media communications. Quantitatively, the Arabic and Spanish language Twitter accounts showed especially strong growth averaging 26% each. Qualitatively, Feb 2012 was the first month where at least 10 twitter messages were retweeted over 50 times. Messaging about International Mother Language Day was most successful, resonating powerfully with our audiences and throughout other UN social media accounts, like few other UNESCO projects. Likewise World Radio Day despite a very late start had huge pickup in social media, especially in the Latin languages.

The number of video views on YouTube, all languages included, was 404 697, a 36% drop from the previous month. Nevertheless, Spanish video views saw a 53% increase. English videos, are still the most successful with 255 593 views this month, even if these are half less than last month (see graph to the right, and details p.17-18)

The Fotopedia World Heritage iPhone/iPad “app” page views continue to grow after an already huge success last month. The number of visits in particular increased this month by 57%.

Launched this month, the Panasonic World Heritage calendar “app” is already among the top 10 in app store in Japan, and in second position among the Top free iPad “apps”.

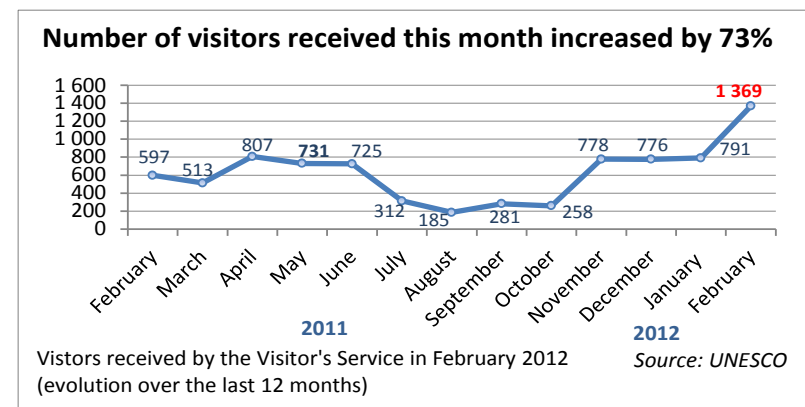
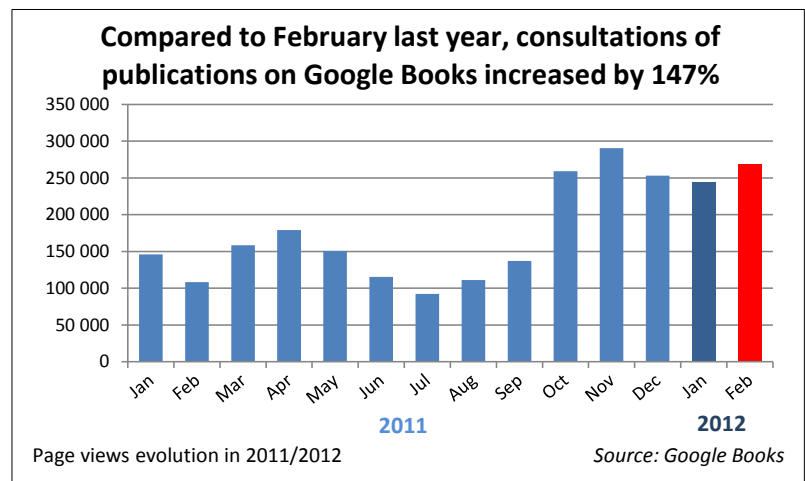
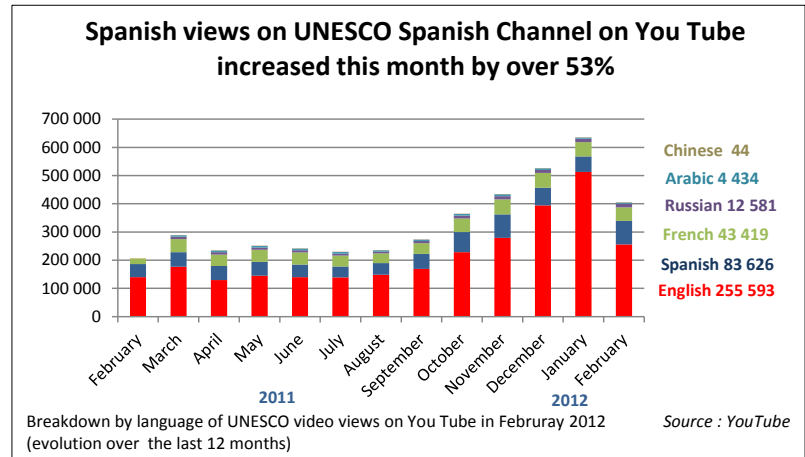
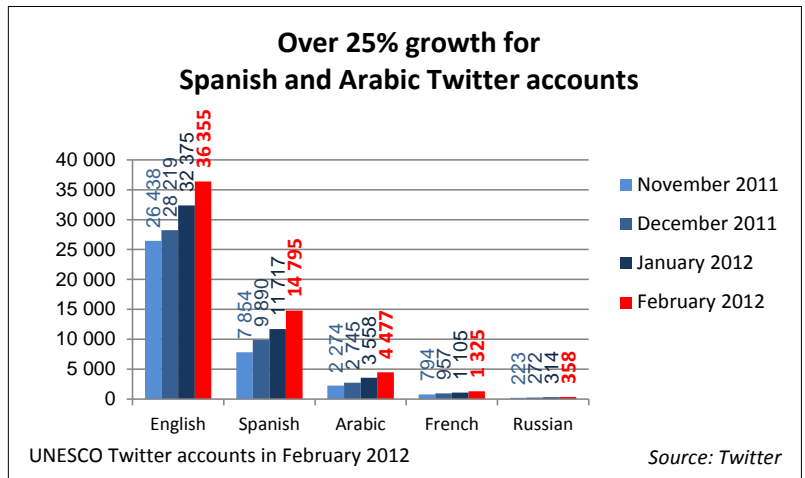
UNESCO Publications

February has been a busy month for on-line PDF viewing, up by 30,000 on January this year and higher by 40% on February last year. The number of consultations of publications on Google Books is at its second highest for 12 months and more than the double of book visits in February 2011. Again the majority of titles in the top downloads are titles over 5 years old, with the number one position being held by a Spanish title which is 20 years-old.

For sales of publications, World Heritage titles continue to perform well in the bookshop and on-line. An IIEP title from the Fundamentals Series tops on-line ratings.

UNESCO Visits

This month a record number of 1 369 visitors were received via the Visitors Service, to meet the high demand from Permanent Delegations and a Japanese tour operator, as well as the usual individual requests.



Major events:

I. World Radio Day (13 February 2012)

World Radio Day (WRD) was proclaimed in November 2011 at the 36th session of the General Conference. Therefore, 13 February 2012 marked the first time it was celebrated.

A variety of audio and written materials were prepared in-house and made available copyright-free for the celebration of WRD (including famous or unpublished UNESCO audio moments, the Director-General's audio message, and podcasts on community radio, among others - see below). Social media and the ITU message were prepared in all 6 UN languages, while the DG message was in 4 (English, French, Russian and Spanish), and the remaining content in English, French and Spanish.

For the diffusion of this material, strategic partnerships were set up with international broadcasting organizations. Partnerships included the International Radio and Television Union, the European Broadcasting Union, the Academia Española de la Radio, the World Association of Community Radio Broadcasters and Inter-Press Service (IPS), which in turn re-distributed UNESCO's material to their members and client networks in the world. Two hundred and fifty-seven public radios worldwide were contacted directly. Collaboration with UN Radio was also arranged by ERI to push the Day by means of social media channels. Mainstream media was furthermore invited to join in the celebration of WRD through ERI/DPI's global media network. All material was published on UNESCO's [dedicated WRD web page](#), and UNESCO Field Offices, National Commissions and Permanent Delegations joined in the celebration by relaying information through their networks. UNESCO also reached out to ORBICOM, a network of 300 associate members and 27 UNESCO Chairs in Communications from around the world. Two joint activities were carried out with the University of London, School of Oriental and African Studies: participation of UNESCO in their workshop, and organization of an official partnership resulting in the production of [8 radio shows](#), in 6 official UN languages, Portuguese, and Swahili, at the initiative of ERI. All participants in London's World Radio Day event were encouraged by UNESCO to share the event to all their networks. Networks we tapped into: UNICEF Burundi, Frontline SMS Radio, Lifeline Energy & Empowerhouse.

WRD 2012 was a success beyond expectations, and serves as a foundation to build upon for WRD 2013. It is worth highlighting that WRD 2012 was celebrated with not costs beyond staff time. Additional budget could have allowed even richer activities.

Public: Member States, broadcasters and the general public

Communication materials and activities:

- Press release
- Joint message of UNESCO and ITU in 6 languages
- Audio message of the Director General in 4 languages
- Director-General's Circular Letter 3988 in En and Fr
- Article by Jean-Paul Marthoz "The Queen of Information" (copyright free)
- Video "One Day on Earth"
- Video on radio and development
- 15 ideas on how to celebrate WRD
- Important dates for radio
- Statistics on radio
- Book launch: "*Community Media: A Good Practice Handbook*"
- Save the date
- Dedicated WRD page, and Infocus on webportal
- UNESCO – IPS podcasts
- Stories and podcasts from the field
- Treasures from UNESCO's Sound Archives
- Radio in humanitarian assistance
- Speech by DIR/CI/FEM at University of London, SOAS
- Podcasts from the University of London, SOAS
- Documents related to radio and to the proclamation
- Main documents translated into Portuguese for Brazilian Press by Brasilia Office
- Quotes on radio

Webcast/Live streaming connections:

Live streaming of the workshop at the University of London, SOAS, was prepared and announced, but the SOAS connection could not get established and the link did not work directly (without proxy).

Press coverage:

This count only reflects partial values as WRD targets radio editorials and programmes, and not press. Partial picture of broadcast coverage is available on demand, e.g. the Day registers 1 660 mentions in Brazilian media and blogs.

Social media:

WRD fit well with social media and the campaign was very successful despite a late start. UN Radio ended up being a key collaborator, pushing content in its 13 February programming to 350+ radio stations worldwide. The partnership was difficult to launch and required high level negotiation, but once established was a model for success. Coordinated messaging helped to drive #DiaMundialDeLaRadio as a global top 10 trending topic on Twitter on Feb 13. An estimated 30K tweets mentioning World Radio Day in all languages, 15K registered tweets for #DiaMundialDeLaRadio, 10K for Dia mundial de la radio, 3600 for #WorldRadioDay, 400 for World Radio Day. Many UN agencies relayed news about WRD insofar as radio's role in their own work, through their social and digital media. With better advance planning, even more can be done for future years.

Brasilia Office: 2 Facebook posts, 13 likes, 694 people reached, 4 shares; 5 tweets and 20 retweets.

Weibo: 2 posts figure in the top 10 posts of the month, with a total of 82 retweets and 27 comments.

II. The Media World after WikiLeaks and News of the World (16-17 February 2012)

WikiLeaks' release of a massive number of classified government documents and its initial collaboration with traditional news media has modified the media landscape and raised crucial questions for journalism as well as the News of the World scandal. The World Press Freedom Committee, in cooperation with UNESCO, organized a conference on this issue on 16-17 February at UNESCO Headquarters, co-sponsored by the World Association of Newspapers & News Publishers (WAN-IFRA), the World Editors Forum and the International Press Institute.

This conference's six thematic debates were introduced by a video message from the Director-General, Irina Bokova. The event gathered leading media representatives, chief editors from *Le Monde*, *The New York Times*, *The Guardian*, and *Rue89*, "citizen" journalists and international media law experts.

The conference speakers highlighted the need to maintain verification standards, to continue to carefully assess public interest when publishing sensitive information, and the necessity to protect sources. Self-regulation was scrutinized, with the point being made that forthcoming decisions in the UK and South Africa could have substantial influence in other areas, and that where there was state intervention, it should be by judicial means. Governments in 40 countries now have Internet's restricting measures in place. Speakers stressed that restrictions which targeted online child pornography or legitimate national security should not be used as excuses for wider censorship, and needed to operate within international standards for freedom of expression. Delegates emphasized changes in legal regimes around the world, as well as the actions of "intermediary" bodies like search engines, web-site hosts and online social networks. There was strong acknowledgement of a complementary relationship between citizen contributors and professional journalists as something that could strengthen press freedom and improve the quality of journalism.

Despite good intentions, the mention of WikiLeaks in the title of the conference, which DPI had flagged as a risk early on, hampered UNESCO's credibility and caused an on-line protest (see social media topic below).

The conference was live streamed (in French and English) and a recording is available on the event's web page.

A report of the conference will soon be available on line.

Participants: 35 panelists/speakers, 150 registered participants

Public: Journalists, media and journalists safety related NGOs, international and regional press (print and audiovisual) associations, academics, civil society (students), permanent delegations.

Communication materials and activities:

- Media advisory
- News: *Debate on the future of news journalism at UNESCO*
- Invitations sent by email to a selection of participants (Media NGOs, journalists, academics, etc.).

Webcast/Live streaming connections:

Simultaneous connections: 153 on 16 February, 121 on 17 February 2012.

Press coverage: Press coverage was substantial, but driven mainly by the complaints and threats from WikiLeaks. The organization had protested against UNESCO claiming it had not been invited to the conference.

Social media:

On Feb 15, around 6pm Paris time, WikiLeaks launched a press release attacking UNESCO for not inviting it to participate in the conference. WikiLeaks chose Twitter as its main communications arm (@WikiLeaks has 1.3 million followers), and urged followers to #occupyUNESCO in protest. Within 3 hours, Tweets mentioning UNESCO shot up by an estimated 4K, mostly relaying WikiLeaks' accusations. Starting at 10:35pm, and finishing hours later at 2am, @unescoNOW rebutted @WikiLeaks' accusations by presenting UNESCO's side of the story. 2 of these fact-setting tweets figure in Feb 2012's most retweeted 10 messages. A [UNESCO-leak](#) was launched, which tallied over 1 000 views in just hours. This damage control proved effective in limiting the wild proliferation of @WikiLeaks' rumors. In the absence of any reaction, the rate at which its rumors were spreading would have likely reached 9K tweets by 9am on Feb 16, and fortunately they were only at 5K at that time.

Because of this @WikiLeaks incident, live tweeting about the conference itself became difficult, since efforts were needed to counter new fire from @WikiLeaks during the day. UNESCO continued clamoring that this conference was not about WikiLeaks, and that WikiLeaks was the background context, not the spotlighted content.

Brasilia Office: 4 Facebook posts, 15 likes, 1 213 people reached, 3 shares; 9 tweets and 15 retweets.

III. International Mother Language Day (21 February 2012)

International Mother Language Day (IMLD) was proclaimed by the General Conference of UNESCO in 1999 to promote linguistic and cultural diversity and multilingualism and is celebrated annually on 21 February. The theme of the thirteenth celebration of International Mother Language Day 2012 was “Multilingualism for [Inclusive Education](#)”.

UNESCO used this occasion to highlight the importance of multilingualism including mother tongue-based multilingual education. The Day was marked at Headquarters with advocacy on instruction and education in the mother tongue, and posters with the message “Learning in language they can understand is vital for children to enjoy their right to quality education. Mother Tongue and Multilingual Education are key to reducing discrimination, promoting inclusion and improving learning outcomes for all.”

The importance of this issue in relation [to the right to education](#) was further highlighted in articles and interviews on the day.

Mr Kishore Singh, the United Nations Special Rapporteur on the Right to Education wrote an article about Languages and the Realization of the Right to Education; Dr Colette Grinevald of the University of Lyon (France) was interviewed on bilingual education, inclusion in education and minority languages and endangered languages.

Member States were encouraged to organize cultural, social and educational activities promoting mother languages, and the Permanent Delegation of Bangladesh to UNESCO celebrated the Day with an event on the significance of mother languages, which included speeches, a short film and cultural activities. .

UNESCO/Dakar, the Regional Office for Education in Africa and the Ministry of Education of Senegal brought experts together to discuss bilingual education in Senegal. The discussions revolved around the theme *Use of mother tongues for inclusive education*. UNESCO Bangkok organized a pre-event to promote International Mother Language Day in a school in Bangkok, Thailand, where UNESCO staff and interns from Japan, Myanmar, Belgium, Republic of Korea and Thailand wrote names of participating students in their various mother tongues as a souvenir for the students. Afterwards, the postcards were displayed at UNESCO Bangkok on International Mother Language Day. UNESCO also held a workshop in Managua, Nicaragua with the aim of working with Mayangna teachers and bilingual education professionals to improve the quality of mother-tongue education that Mayangna children receive.

The theme of mother tongue-based multilingual education and its importance for inclusive education will be followed up throughout the current biennium by the UNESCO Education Sector.

Participants: Workshop in Managua: 35 participants. Dakar Conference: 86 participants.

Public: Managua Workshop: 24 Mayangna teachers and education experts, and 9 non-Mayangna Nicaraguan experts (representatives of Education Ministry at national and regional levels and the President of the Regional Govt Council); Dakar panel discussion: Experts from the Senegalese Ministry of Education, universities and civil society.

Communication materials and activities:

- Message from the Director-General in 6 languages
- Poster
- Article by UN special rapporteur on the Right to Education
- Interview with Dr Colette Grinevald
- DG message translated into Portuguese by the Brasilia Office for Brazilian press and web portal
- Dedicated webpage

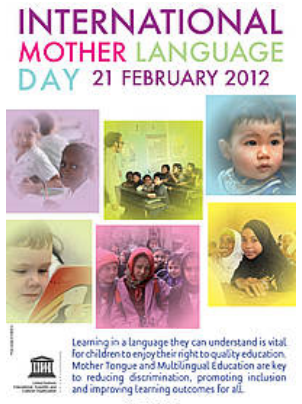
Press coverage: Coverage was only moderate compared to coverage in previous years.

Social media:

Perhaps UNESCO’s most successful social media content concerns mother tongues and endangered languages. Tweets about these topics for the day, were an instant knock-out (see Top 10 Tweets p.16) and spontaneously relayed by various UN agencies. The 3 Facebook postings had strong performance, averaging 120 likes. Social media’s original, added value contribution here was multilingualism: [A series of podcasts](#) were organized in 5 languages, in partnership with language specialists from the University of London, and relayed to UN Radio. Due to budget restraints, UNESCO could not produce multilingual content for this day. The event’s deep resonance among the general public has immense potential beyond simple awareness building in terms of UNESCO’s overall institutional communications. In the coming months, we want to shift to advocacy messaging to better mobilize audiences. For the July conference on “the Atlas for Endangered languages” messaging will be shifted to mobilize people worldwide to support mother languages/protect endangered ones. This global advocacy dimension is missing in most all current sectoral communications about mother/endangered languages (be it from ED or CLT), and must be corrected, in line with what the other UN agencies are doing.

On Weibo, 3 posts figure in the top 10 posts of the month, with a total of 254 retweets and 63 comments.

Brasilia Office: 3 Facebook posts, 17 likes, 1067 people reached, 7 shares; 3 tweets and 30 retweets.



IV. UNESCO Sharjah Prize for Arab Culture (27 February 2012)

The UNESCO-Sharjah Prize for Arab culture was established in 1998 and rewards, each year, two personalities, a national of an Arab Country and a national of any other country, who has contributed towards the development and diffusion of Arab culture in the world.

The two 2011 laureates are the Lebanese writer and intellectual Elias Khoury and the Brazilian translator and lexicologist João Baptista de Medeiros Vargens.

The award ceremony took place on February 27th at the UNESCO HQ, Room I. On that occasion, two roundtables were held under the generic theme: "Art and Culture, Tools for Peace." Respectively entitled *Insights into the new forms of artistic expression of young Arab* and *Arab heritage & cultural diversity*, the two debates lasted between 1h15m and 1h30m each, involving the participation of both 2011 laureates and former winners of the Prize.

The following award ceremony, introduced by Alain Godonou, was launched with a speech by the Director General who presented the Prize, the two laureates and the issues of such a celebration. Then, the ceremony continued with a concert of Arab music by the Syrian-Armenian singer Lena Chamamyan; the public appreciated very much that moment. Finally, a small reception at the Fontenoy restaurant joyfully ended the day.

Participants: Some 400-450 people attended the roundtables. Participants were particularly interested in the talk of the laureate, Elias Khoury, one of the keynote speakers of the first roundtable. Almost 700 spectators attended the ceremony and the concert.

Public: Round tables were essentially attended by students and academics involved in Arab culture studies (language, culture, history, political sciences, ...). This public was joined for the ceremony by Mr Abdullah M. Al Owais, Director General, Department of Culture and Information of the Government of Sharjah (UAE), former laureates, the International Jury, UNESCO's staff members, Permanent Delegations of Brazil, Lebanon and UAE, students of Arabic origin, retired UNESCO members, diplomats,...

Communication materials and activities:

- Media advisory
- Press briefing to meet laureates and organizers
- A press kit
- Publication of the booklet containing the proceedings of the roundtables organized for the previous ceremony

Press coverage: Articles, radio and television programs were produced by Arabic French media (RMC Doualiya, France 24, etc.) and by correspondents for Arab newspapers and media (Sharjah, L'Orient-Le Jour, etc.). Brazilian media has published a large number of news on the prize 2011. As one of the winners is Brazilian - João Baptista de Medeiros Vargens – this subject was highlighted by magazines (Veja and Exame), newspapers (Jornal do Brasil, Correio Braziliense, among others) and TV Globo and portal G1. On Google in Portuguese the search with words "UNESCO Sharjah" & "prêmio & vargens" registered 4.920 results.

Social media:

As the two tweets relaying information about the prize and prize winners failed, as expected to get much pick-up, a new strategy was tried: Prize winners were asked to present aspects of their work in short, 2-minute podcasts, conceived as a nutshell of information allowing audiences who have never read the works of the winners to understand and appreciate their work. For example, Joao Vargens, the Brazilian winner, got to talk about the Arabic words in Portuguese he, as a dictionary author, found most difficult to translate, or most interesting. It was then weaved into the podcast music excerpts from Lena Chamamyan, who played at the reception ceremony.

In essence, the prize ceremony was taken and reassembled for social media. Prize winners were also actively involved to communicate on how their concrete work is an act of peace. It was explained that receiving a prize from UNESCO means being spokesmen for peace in ways that demand higher commitment than expounding on abstract visions in talking heads videos that few people watch. Because it was in English, the Elias Khoury video did the best on Facebook with 86 likes, an auspicious start for this new communications approach.

Brasilia Office: 1 post, 3 likes, 1 share; 1 tweet and 1 retweet.

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](http://www.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](http://www.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:

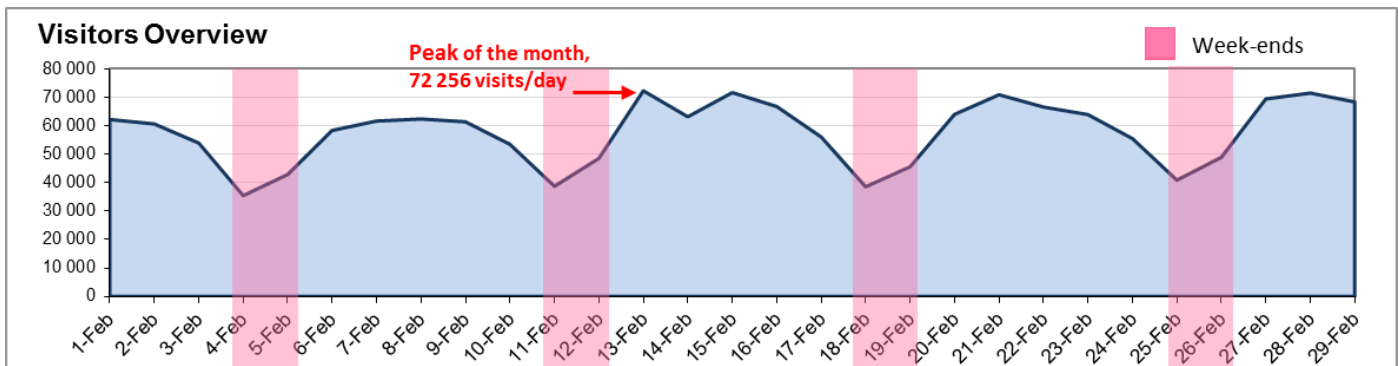
In September 2011, UNESCO began using new traffic analysis tools to provide more accurate, detailed, and user friendly statistics, at a lower cost. In the coming months, new features, such as heat maps and further developed statistics will be provided.

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.

A heavy focus on rich content, pictures, and linked social media has enabled web traffic to continue to grow despite shifts overall on traffic across the internet. In February the most notable traffic spike came on 13 February from high interest in World Radio Day, especially in Spanish-reading media.

1.1 February 2012 Traffic

Daily Web Traffic Patterns



- 10th Session of the ICG/NEAMTWS 6/02*

- World Radio Day (13/02)
- The Media World after WikiLeaks and News of the World (16-17/02)
- Japan-UNESCO-UNU Symposium on Tsunami (16-17/02)

- International Mother Language Day (21/02)
- 40th Session of the IGCP and 40th anniversary of the Programme (20-22/02)
- OER Regional Policy Forum for Africa (21-22/02)
- UNESCO Sharjah Prize for Arab Culture (27/02)
- 189th Session of the Executive Board (27/02-10/02)

1.2 Monthly visits

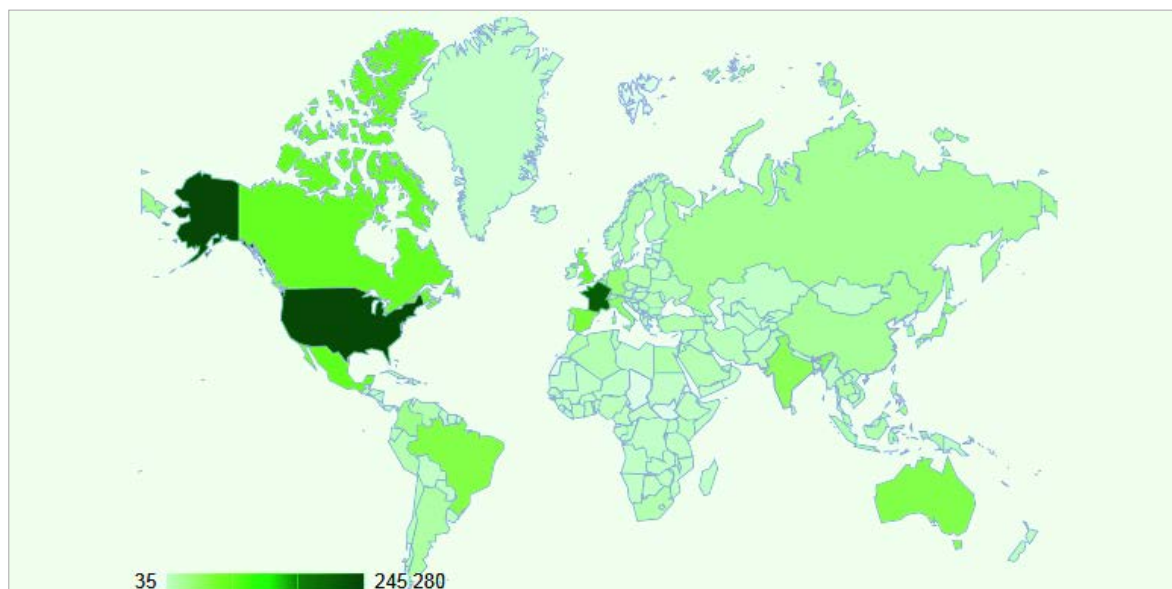
	Page views	Monthly variation	Visits	Monthly variation	Unique Visitors	Monthly variation	New Visitor	Returning Visitor
September 2011	2 459 138	N/A	950 167	N/A	743 799	N/A	77.09%	22.91%
October 2011	3 324 305	+35.18%	1 231 096	+29.57%	969 111	+30.29%	76.14%	23.86%
November 2011	4 451 328	+33.90%	1 531 854	+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%
January 2012	4 879 520	+14.21%	1 600 669	+13.54%	1 249 665	+14.83%	73.77%	26.23%
February 2012	5 141 458	+5.37%	1 672 704	+4.50%	1 267 472	+1.42%	71.44%	28.56%

1.3 Visits by Area of Interest in February 2012 (This data only covers tagged subsites)

Areas of interest	Visits in February 2012	Variation vs January 2012
UNESCO.ORG	1 672 704	+4.50%
Central services and home pages		
unesco.org home pages	190 110	-36.25%
Worldwide	23 316	+5.13%
The UNESCO Courier	4 229	+16.31%
Culture Sector	788 416	+3.34%
World Heritage	738 189	+2.29%
Culture Sector (excluding legacy content)	46 227	+11.94%
Education Sector	97 953	+31.64%
Communication and Information Sector	51 148	+52.65%
Natural Sciences Sector	51 544	+28.85%
Social and Human Sciences Sector	37 155	+10.89%
Field offices*	68 791	+13.74%
UIL**	13 166	+29.75%
IIEP**	207 790	+6.23%

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

1.4 Geographical origin of visits in February 2012



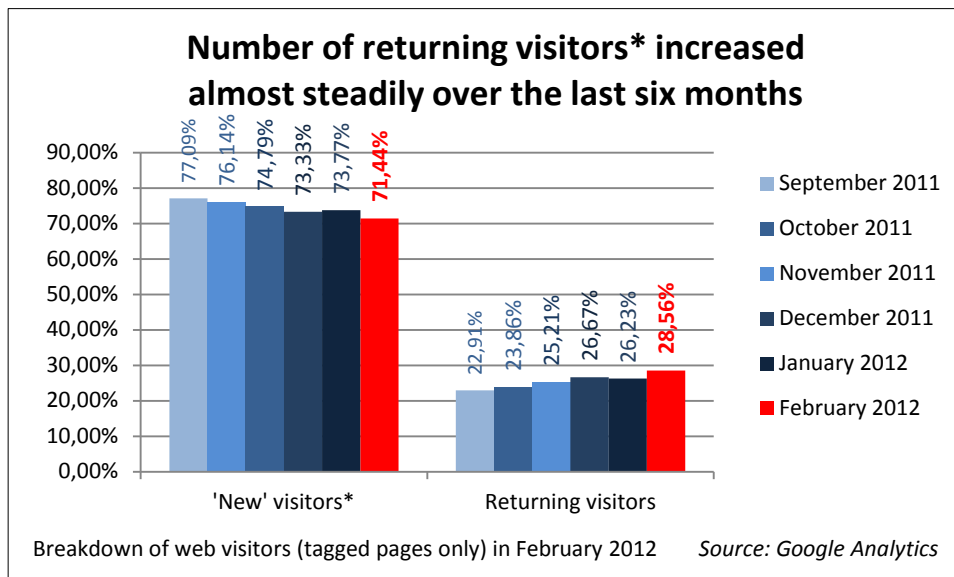
1.5 UNESCO Website Visitors

Top 10 domains/countries

Country	Visits	% of Total visits	Variation vs January	Pages/Visit
United States	252 303	15.08%	-17.74%	2.88
France	221 857	13.26%	-0.88%	3.52
Mexico	84 957	5.08%	+47.09%	2.90
United Kingdom	81 107	4.85%	-5.53%	2.97
Canada	76 459	4.57%	+3.27%	3.67
Spain	57 798	3.46%	-1.30%	3.26
Brazil	55 162	3.30%	+3.30%	2.39
Australia	54 116	3.24%	+3.24%	3.86
India	47 650	2.85%	+2.85%	2.53
Italy	39 653	2.37%	+2.37%	3.34

Top 10 visitors' language

Language	Visits	% of Total visits	Variation vs January
English	818 390	48.93%	+1.13%
French	269 071	16.09%	-2.04%
Spanish	224 304	13.41%	+28.78%
Portuguese	62 311	3.73%	+13.30%
German	36 095	2.16%	-7.42%
Italian	35 982	2.15%	+2.56%
Russian	35 388	2.12%	+8.17%
Chinese	29 276	1.75%	+34.33%
Japanese	26 278	1.57%	-5.39%
Dutch	18 744	1.12%	-9.94%



* 'New' visitors can be repeats if they do not have cookies turned on on their browser. Increasingly some turn off cookies.

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>

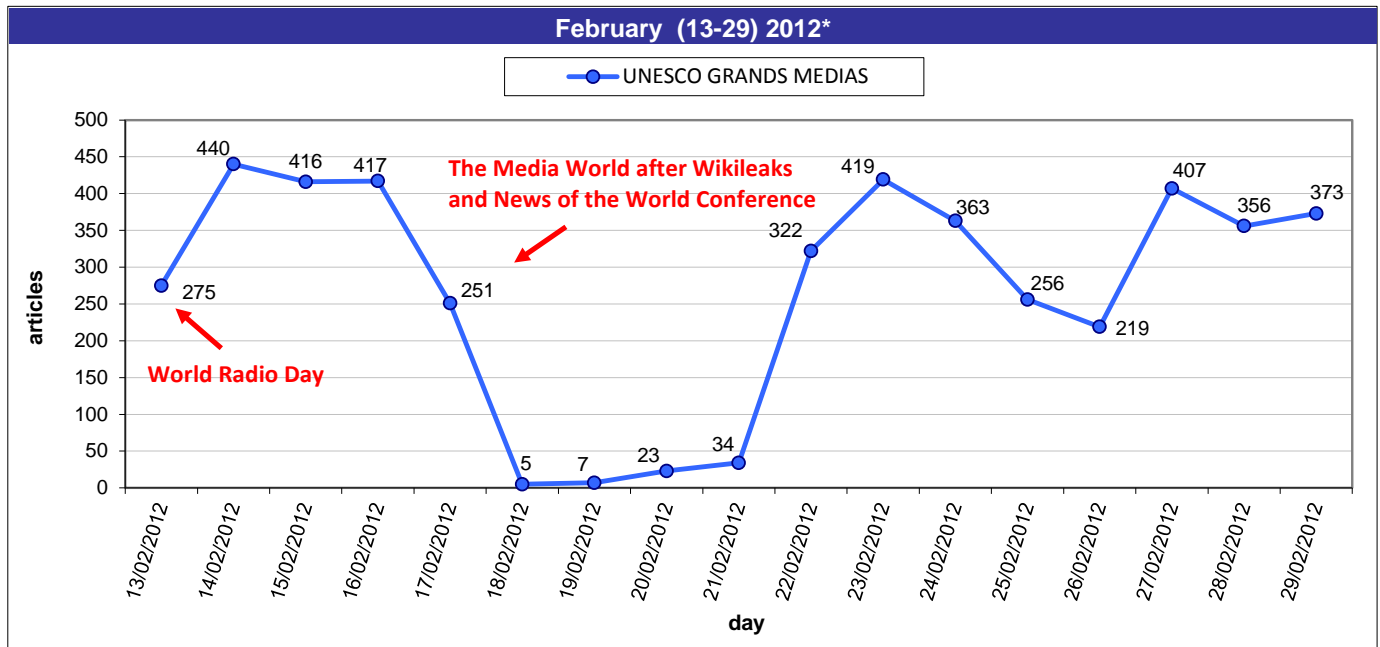
Languages	Page views	Variation vs January
Total	93 439	+45.28%
English (EN)	48 741	+39.49%
Spanish (ES)	19 844	+65.30%
French (FR)	14 034	+52.05%
Russian (RU)	4 915	+26.19%
Arabic (AR)	3 687	+27.89%
Chinese (ZH)	2 218	+62.85%

2.2 Press releases/Media advisories/Web releases in February 2012

1.	01/02	UNESCO and Goodwill Ambassador Herbie Hancock launch 40th anniversary of the World Heritage Convention
2.	02/02	IEEE and UNESCO sign partnership to promote engineering education in Africa
3.	03/02	International Institute for Peace co-founded by Forest Whitaker joins forces with UNESCO
4.	06/02	Global recording artist, Sarah Brightman designated UNESCO Artist for Peace
5.	07/02	Japan : policy perspectives one year after the tsunami struck
6.	08/02	Director-General condemns murder of Pakistani journalist Mukarram Khan Aatif
7.	09/02	Tune in to World Radio Day on 13 February
8.	10/02	News journalism in a digital world
9.	10/02	Daw Aung San Suu Kyi receives UNESCO Prize as Organization launches projects to support reforms in Myanmar
10.	21/02	Reading rocks : 40th anniversary of UNESCO's International Geoscience Programme
11.	21/02	UNESCO Director-General condemns murder of two Brazilian journalists
12.	21/02	Elias Khoury (Lebanon) and João Baptista de Medeiros Vargens (Brazil), to receive UNESCO-Sharjah Prize for Arab Culture
13.	22/02	UNESCO Director-General condemns killing of Syrian journalist Mazhar Tayyara
14.	23/02	Director-General condemns attack on media centre in Homs (Syria)
15.	24/02	Douglas Biklen (USA) wins UNESCO/Emir Jaber al-Ahmad al-Jaber al-Sabah Prize to Promote Quality Education for Persons with Intellectual Disabilities 2011
16.	28/02	Director-General condemns murder of Indian journalist Chandrika Rai and his family

2.3. Statistics on articles referring to UNESCO

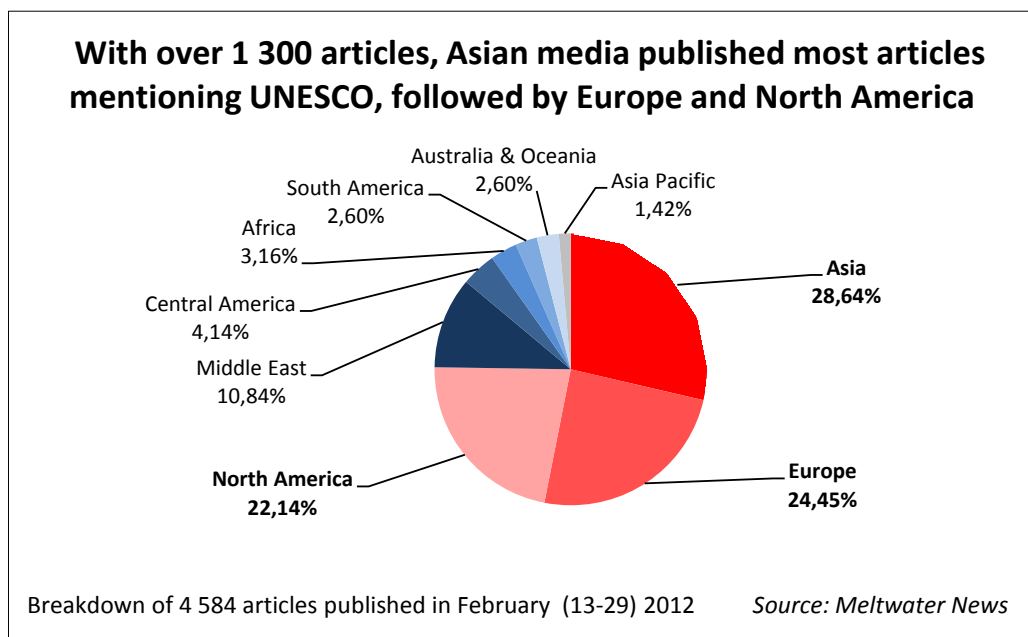
This graph shows the number of articles monitored in national and international media, in which “UNESCO” appeared in the title or first paragraph of a story in February* (Source: Meltwater News)



*The statistics are only partial this month because the monitoring system was not available during the first week of February. Hence, the graph shows the coverage of stories relating to UNESCO each day from the 13th of February to the end of the month. Coverage over this period was much lighter than usual.

The stories that commanded most media attention were the first edition of World Radio Day (13 February) and conference on The Media World after WikiLeaks and the News of the World organized by CI on journalism in the digital era (16-17 February). This latter drew major attention after WikiLeaks protested that they had not been invited and was clearly the biggest UNESCO story of the month. Coverage of UNESCO’s financial situation also continued to draw headlines in the North American media, following the announcement by the Obama administration that it would ask Congress to waive the ban on funding to UNESCO.

Regional breakdown of media coverage in national and international media, in which “UNESCO” appeared in the title or first paragraph of a story in February (13-29) (Source: Meltwater News)



2.4 Interviews given (by subject and media)

Subject	Interviewee	Language	Media (press TV Radio)
Science Report	Gretchen Kalonji	English	The Times of Israel
Murder of Brazilian journalists	Sylvie Coudray	French	RFI
Laureates of the UNESCO-Sharjah Prize for Arab Culture	Laureates	English	RFI Brésil
DG message on the extinction of languages	Lucia Iglesias	French	Moroccan radio
Sandwatch	Douglas Nakashima	French	Arte
The Media World after WikiLeaks and News of the World Conference	Mr Thukur	English	UN Radio
UNESCO's Global Partnership for Girls and Women's Education	Theophania Chavatzia	English	UN Radio
Japan-UNESCO-UNU Symposium on the Great East Japan Tsunami and Tsunami Warning Systems	Bernardo Aliaga	Spanish	RFI
World Radio Day	Mirta Lourenço	English	China National Radio
World Radio Day	Mirta Lourenço	Spanish	Radio Exterior de España
World Radio Day	Mirta Lourenço	French	RTL
World Radio Day	Mirta Lourenço	French	Radio Vatican
World Radio Day	Mirta Lourenço	Spanish	Com Radio Barcelona
World Radio Day	Mirta Lourenço	French	Radio Canal Afrique
WHC	Petya Totcharova	English	Globus (Croatia)
WHC (Canal du Midi)	Roni Amelan	English	Journal des Maires
Cruise line traffic in Venice	ADG/CLT	Italian	Associated Press Milan
WHC (process for inscription on the List)	Roni Amelan	French	Liberté Dimanche Rouen

2.5 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	World Heritage Sites	12	N/A
2	UNESCO Priorities	3	N/A
3	Education	5	N/A
4	Culture	5	N/A
5	Science	3	N/A
6	Anti doping	2	N/A
7	Headquarters	2	N/A
8	Barca	1	N/A

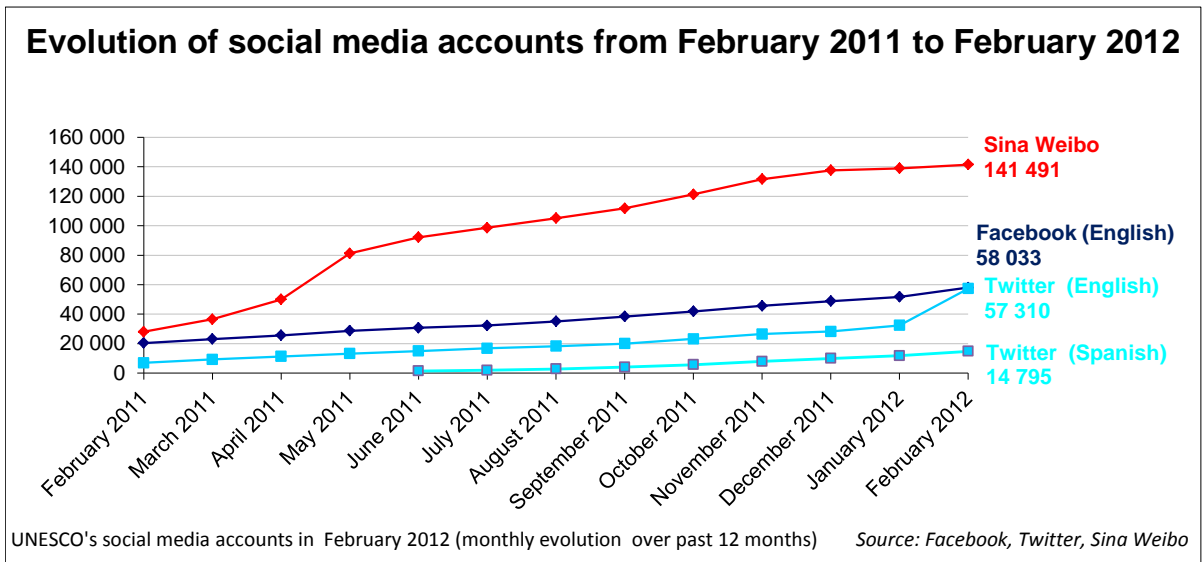
3. UNESCO's Social Media Channels

February 2012 saw remarkable performance for our social media communications. Quantitatively, the Arabic and Spanish language Twitter accounts showed especially strong growth averaging 26% each. Qualitatively, Feb 2012 was the first month where at least 10 twitter messages were retweeted over 50 times. Messaging about International Mother Language Day was most successful, resonating powerfully with our audiences and throughout other UN social media accounts, like few other UNESCO projects. Likewise World Radio Day despite a very late start had huge pickup in social media, especially in the Latin languages.

The number of video views on YouTube, all languages included, was 404 697, a 36% drop from the previous month. Nevertheless, Spanish video views saw a 53% increase. English videos are still the most successful with 255 593 views this month, even if these are half less than last month (see graph to the right, and details p.17-18)

The Fotopedia World Heritage iPhone/iPad "app" page views continue to grow after an already huge success last month. The number of visits in particular increased this month by 57%.

Launched this month, the Panasonic World Heritage calendar "app" is already among the top 10 in app store in Japan, and in second position among the Top free iPad "apps".



3.1. Facebook - www.unesco.org/facebook

Variation February 2012 vs January 2012

Likes/fans*	February 2012	January 2012	Variation vs January
Total likes/fans(all languages)	58 033	54 502	+6.48%
English	54 828	51 665	+6.12%
French	1 645	1 442	+14.08%
Russian	505	470	+7.45%
Arabic	999	871	+14.70%
Chinese	56	54	+3.70%

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

Message	Posted	Likes*	Multimedia/links
WHAT? Art Contest for UNESCO! PRIZE: Trip to Paris! THEME: Young ppl & issues w/getting a job. INFO: http://j.mp/x5FOEt	Feb-12	118	http://j.mp/x5FOEt
Radio, a tool for peace soasradio.org. Feb 13 is the 1st ever World Radio Day. No other media comes as close to radio in reaching 95% of the world population. SOAS Radio, of the University of London, shows radio's importance for humanitarian news reporting in Kyrgyzstan	Feb-13	91	http://soasradio.org/content/world-radio-day-radio-post-conflict-and-conflict-areas
Speaking one's mother language is a right that not everyone can take for granted, especially in places where local, mother tongues are threatened	Feb-20	137	http://soasradio.org/motherlanguageaday

by more dominant languages. Today, bilingual education programmes worldwide illustrate how discussions about “mother languages” must include the “other languages”. SOAS Radio, UNESCO’s partner from the University of London’s School of Oriental & African Studies provides global perspectives on the debate.			
Our special message for Intl Mother Language Day issuu.com Let the numbers speak: Nearly 1/2 of world's 6,000 languages could die out by 2100. Only about 200 of all languages have status as a national language. 96% of endangered languages are spoken by a mere 4% of world’s population.	Feb-21	140	http://issuu.com/unescoworld/docs/international_mother_language_day
2474 languages are endangered today. Where are they in the world? Our interactive map: http://www.unesco.org/culture/languages-atlas/	Feb-22	140	http://www.unesco.org/culture/languages-atlas/
Endangered World Heritage Sites seen from Space issuu.com UNESCO proudly brings you this glossy atlas of World Heritage sites in danger. Satellite images help us understand World Heritage Sites threatened by looting, natural disasters, pollution, mass tourism or armed conflict.	Feb-24	563	http://issuu.com/unescoworld/docs/endangered_world_heritage_from_space
A distinctive voice in modern Arab literature, Elias Khoury reads a passage from one of his novels to invite you to discover his world, and his deep commitment to fight all stereotypes in showing that the ‘Other’ is but a reflection of ‘I.’	Feb-29	88	http://soundcloud.com/user8258563/elias-khoury
Challenging, provocative, thrilling! A pioneer in endangered languages shares her thoughts with UNESCO about: mothers' rights to teach in the mother language; endangered language research; crippling vs enabling bilingual education; educating dominant language speakers about respect for minority speakers; questioning the need for writing when speech is the natural form of language; Internet's role in saving languages; and the equality of all languages before the law.	Feb-21	88	http://on.unesco.org/xGJ3ge
In the past 40y, we've met many challenges in safeguarding World Heritage Sites. Here are some highlights. As you'll see, World Heritage isn't a beauty contest, or race to get the most sites. It's standing united, indivisible, w/ humanity's shared destiny.	Feb-2	112	http://www.youtube.com/watch?v=EBMgUqgh1DQ
Daw Aung San Suu Kyi receives UNESCO Prize as Organization launches projects to support reforms in Myanmar	Feb-10	65	UNESCO News

*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 February 2012 vs January 2012

Followers	February 2012	January 2011	Variation vs January
Total followers (all languages)	57 310	49 069	+16.79%
English	36 355	32 375	+12.29%
Spanish	14 795	11 717	+26.27%
Arabic	4 477	3 558	+25.83%
French	1 325	1 105	+19.91%
Russian	358	314	+14.01%

Top 10 Posts

Message	Posted	Re-tweets	Comments
"Nobody can save the world alone, but everybody should behave as if this were indeed possible" Vaclav Havel	Feb-28	50+	
Peace isn't the result of a treaty signed by States. It's part of a global culture, the way we all behave in society.	Feb-23	50+	-
2474 languages are endangered today. Where are they in the world? Our interactive map:	Feb-22	50+	-

http://on.unesco.org/yh0RGP			
Nearly 1/2 of world's 6,000 languages could die out by 2100. RT to support our efforts to save them! http://ow.ly/9bnYJ	Feb-21	50+	-
"If u talk to a man in a language he understands, that goes to his head. If u talk to him in his language, that goes to his heart" Mandela	Feb-21	50+	-
96% of endangered languages are spoken by a mere 4% of world's population. Feb 21 is Intl Mother Language Day http://j.mp/Amssjr	Feb-20	50+	
Cultural diversity is not contradictory to universal human rights. It can strengthen human rights & allow for their exercise #unescoCULTURE	Feb-18	50+	-
FACT: @WikiLeaks IS invited: Geoffrey Robertson, J. Assange's legal counsel, to speak at 2:30pm tomorrow #OccupyUNESCO http://j.mp/zY3tW3	Feb-15	50+	
For the record, in regard to #OccupyUNESCO: @WikiLeaks organization was in fact invited to attend the event. Our invitation still stands.	Feb-15	50+	-
Being a girl at birth is still the primary cause of exclusion in the 21st century. What are you doing about it? #ViolenceAgainstWomen	Feb-7	50+	

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

Variation February 2012 vs January 2011

	February 2012	January 2012	Variation vs January
Nb of Fans	141 491	138 952	+1.83%
Nb of Posts	1 335	1 293	+3.25%
Nb of Mentions	90 942	87 073	+4.44%

Top 10 Posts

Message	Posted	Re-tweets	Comments
International Mother Language day - If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart. (Nelson Mandela)	Feb-20	173	33
Discussion - How to protect intangible heritage like Kunqu? Keep its original style or seek for new ways of developing and progressing?	Feb-29	101	68
Ancient Naxi Dongba literature manuscripts have been listed in UNESCO Memory of the World Register in 2003. Naxi Dongba characters are ancient hieroglyphs. There are as many as 30000 volumes of manuscripts and they recorded the life of ancient Naxi people, making it a precious cultural heritage of human beings. Other Chinese ancient literature registered includes <i>Compendium of Materia Medica</i> and <i>The Medical Classic Of the Yellow Emperor</i> .	Feb-28	98	14
Pose questions on Sarah Brightman! If you are a fan of Sarah's, what is your question for her? She may want to respond to you in our interview tomorrow, so take this opportunity!	Feb-8	54	83
Sarah Brightman received UNESCO's artists for peace. She stressed that she will continue to put efforts on UNESCO's goal of peace and cultural diversity.	Feb-8	48	15
DG Irina Bokova presented in person the certificate of "world cultural heritage" to Hiraizumi in Japan, she spoke highly of the solidarity and strength that the locals have shown in facing the earthquake and tsunami. The relics of Hiraizumi is an assembly of architectures, which luckily survived the devastating blow of the earthquake, the peaceful and calm temples and gardens now have further become the symbol of hope and peaceful life.	Feb-14	44	21
World radio day - Today is World Radio Day, welcome listening to the story of Xia Rong and her radio experience from China Radio International, the Global Information	Feb-14	42	15
International Mother Language Day - (UNESCO opinion) Why protecting mother tongue and endangered languages? Language of originals preserves the deep understandings in their local animals and plants, including biological management skills and medical knowledge, according to the researches, those knowledge die out with the disappearance of languages.	Feb-21	41	16
International Mother Language Day - Protecting the rights of using mother tongues promotes the nation building; please listen to the radio broadcasting from Singapore about this subject.	Feb-21	40	14
World Radio Day - Please listen to the radio programs from Yushan, hostess of Chinese programs in China Radio International: http://t.cn/zOACPGd	Feb-14	40	12

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 February 2012 vs January 2012

Video views	February 2012	January 2012	Variation vs January
English	255 593	513 202	-50.20%
Spanish	83 626	54 417	+53.68%
French	48 419	51 131	-5.30%
Russian	12 581	11 987	+4.96%
Arabic	4 434	4 424	+0.23%
Chinese	44	43	+2.33%

Total Subscribers	February 2012	January 2012	Variation vs January
English	5 193	4 980	+4.28%
Spanish	1 700	1 698	+0.12%
French	857	828	+3.50%
Russian	149	143	+4.20%
Arabic	111	103	+7.77%
Chinese	14	12	+16.67%

• Top 10 videos on UNESCO TV English Channel

	255 593 views in February 2012	Subject	Total views
1	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	47 814
2	Georgian Polyphonic Singing	CLT/ITH	13 382
3	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	13 027
4	Kabuki Theatre	CLT/ITH	11 414
5	Baul Songs	CLT/ITH	6 296
6	The Wayang Puppet Theatre	CLT/ITH	4 127
7	Oral and Graphic Expressions of the Wajapi	CLT/ITH	3 758
8	Gagaku	CLT/ITH	3 617
9	Falconry, a living human heritage	CLT/ITH	3 593
10	Lefkara laces or Lefkaritika	CLT/ITH	3 387

• Top 10 videos on UNESCO TV French Channel

	48 419 views in February 2012	Subject	Total views
1	Le chant polyphonique géorgien	CLT/ITH	5 533
2	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	3 811
3	Le carnaval de Binche	CLT/ITH	2 667
4	Le Maloya	CLT/ITH	2 295
5	Le repas gastronomique des Français	CLT/ITH	1 435
6	Routes de l'Esclave: Une Vision Globale	CLT	1 124
7	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	989
8	Chemins de Saint-Jacques-de-Compostelle en France	CLT/WHC	961
9	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Go	CLT/ITH	881
10	Le Canto a tenore, chant pastoral sarde	CLT/ITH	767

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

	83 626 views in February 2012	Subject	Total views
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	30 532
2	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	5 353
3	El carnaval de Barranquilla	CLT/ITH	4 527
4	El canto polifónico georgiano	CLT/ITH	2 649
5	Los dibujos en la arena de Vanuatu	CLT/ITH	1 779
6	Los parachicos en la fiesta tradicional de enero de Chiapa de Corzo	CLT/ITH	1 487
7	¡Los idiomas sí que cuentan!	ED	1 463
8	El patrimonio oral y las manifestaciones culturales del pueblo zápara	CLT/ITH	1 307
9	La danza Mbende Jerusarema	CLT/ITH	1 100
10	El teatro Kabuki	CLT/ITH	937

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

	12 581 views in February 2012	Subject	Total views
1	Alsou (Алсу) UNESCO Artist for Peace	UNESCO	2 170
2	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	478
3	Yellowstone National Park	CLT/WHC	419
4	Historic Areas of Istanbul	CLT/WHC	419
5	Palace and Park of Versailles	CLT/WHC	379
6	The historic center of Rome and the properties of the Holy See	CLT/WHC	354
7	Lake Malawi National Park	CLT/WHC	315
8	Memphis and its Necropolis – the pyramid fields from Gisa to Dashur	CLT/WHC	247
9	The ancient city of Petra	CLT/WHC	244
10	Western Tasmania Wilderness	CLT/WHC	233

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

	4 434 views in February 2012	Subject	Total views
1	Venice Beach and lake	CLT/WHC	525
2	Palace and Park of Versailles	CLT/WHC	231
3	Taj Mahal	CLT/WHC	155
4	Egypt: one year later	CLT/WHC	142
5	Te Wahipounamu – South West New Zealand	CLT/WHC	134
6	Royal Botanic Gardens, Kew	CLT/WHC	128
7	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	124
8	Canadian Rocks Mountain Park	CLT/WHC	119
9	Ban Chiang archaeological site	CLT/WHC	117
10	The ancient city of Petra	CLT/WHC	114

▪ **Top 7 videos on UNESCO TV Chinese Channel**

	44 views in February 2012	Subject	Total views
1	Video n°25 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	19
2	UNESCO History	UNESCO	16
3	Video n°34 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	3
4	Education for All	ED	2
5	Video n°31 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1
6	Video n°33 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1
7	Languages Matter!	CLT	1

3.5 UNESCO Channel on Youku - <http://u.youku.com/>联合国教科文组织

• Top 10 Videos

Video	Posted	Total Views	Quoted*
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	March 3, 2011	43 909	4 613
#intangible heritage# Chinese shadow puppetry	Dec 1, 2011	9 291	614
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	June 23, 2011	5 736	5 532
Intangible heritage Kunqu Opera-the Peony Pavilion performed by UNESCO Artist for Peace Jun Zhang	April 15, 2011	5 080	4 040
UNESCO Director-General's statement on US funding cut	Nov 3, 2011	4 292	372
Word Teachers' Day: Interview of ADG Mr Qian Tang	Oct 5, 2011	3 741	567
Youth Forum PSA	Oct 19, 2011	3 508	1 491
Herbie Hancock UNESCO Goodwill Ambassador	July 20, 2011	2 860	279
UNESCO Director-General launches Emergency Fund	Nov 19, 2011	2 647	870
Malaga fans received T-shirts with UNESCO logo	Sept 1, 2011	1 682	114

* Views of the video from other websites

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	29 January-4 February	5-11 February-	12-18 February	19-25 February	26-29 February
Downloads	1 525	501	247	294	294	189

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 2011	February 2012	Variation vs January
Downloads	2 337 175	107 568	-58.03%
Visits	10 931 140	3 299 006	+57.36%
Pages views	319 976 399	36 779 464	+6.05%
Info pane with UNESCO logo & text	2 593 311	200 842	-39.76%
Preview of Heritage viewed within other apps	156 101	15 263	+45.04%
Open UNESCO page from Heritage	54 725	10 646	-3.45%
Distinct UNESCO WHC pages opened	1 022	286	-69.57%
Most viewed UNESCO WHC page	Kathmandu Valley, Nepal	Site of Palmyra, Syrian Arab Republic	

4. UNESCO Photobank – (N/A for February)

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

5. UNESCO Documents and Library

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

The **UNESDOC database** – managed by MSS/BKI 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 February there were **131 168** records available online in PDF format (**130 872** in January), including documents, publications, communication material and other working documents.

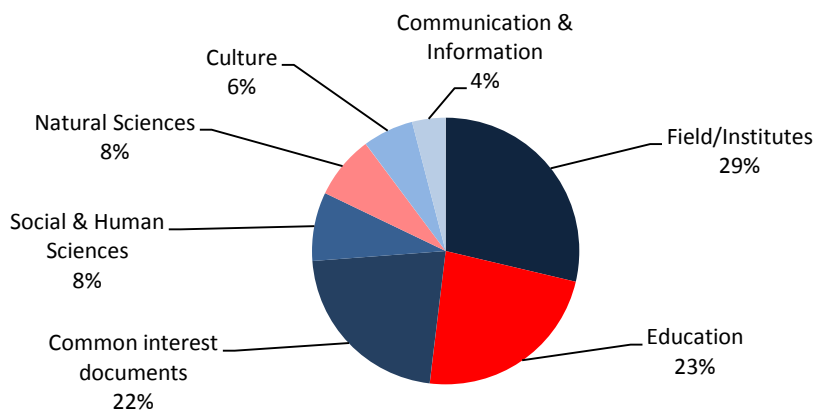
Note: PDF downloads measured by UNESDOC represent only hits and do not reflect necessarily successful downloads. Statistics may therefore show too high figures.

5.1.1 Statistics of consultation

Total number of downloads in February	937 357
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs January	Average nb of downloads per PDF
Education	9 514	217 487	+10.39%	4
Natural Sciences	9 515	71 936	+10.81%	13
Social and Human Sciences	5 582	77 931	+11.84%	7
Culture	3 150	57 576	+2.79%	5
Communication and Information	2 311	37 997	+16.64%	6
Fields & Institutes	8 328	269 074	+18.83%	3
Common interest documents	NA	205 356	+15.22%	NA

With same number of PDF's as Natural Sciences, Education documents were three times more downloaded



Breakdown 937 357 document downloads by Sector/Field-Institutes in February 2012

Source: UNESDOC

5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	88 869
2	France	60 557
3	Mexico	57 019
4	India	33 460
5	Brazil	33 210
6	Spain	28 363
7	United Kingdom of Great Britain and Northern Ireland	25 010
8	Colombia	23 651
9	Philippines	21 004
10	Canada	19 074
11	Venezuela (Bolivarian Republic of)	15 393
12	Nigeria	12 706
13	Algeria	11 559
14	Japan	11 121
15	Argentina	10 294

5.1.3 Printable Communication materials

Title	Total downloads in February							Total
	EN	FR	SP	RU	AR	ZH	POR	
2010 UNESCO Annual Report	291	47						338
UNESCO brochure	763	316					111	1 190
65 Ways UNESCO Benefits Countries all over the World	164	100	66		8		29	367
A New Humanism for the 21 st Century	45	70	34	15	2			166

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

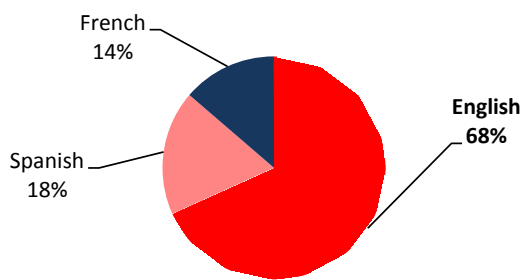
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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

5.2.1 Web page views

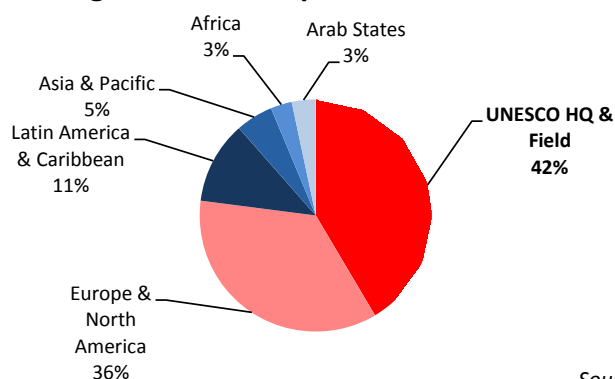
5.2.2 Questions received by: library@unesco.org

Library Spanish web page views increased this month by 18%



Breakdown of 9 281 web page views in February 2012
Source: UNESCO Library

Over 3/4 of questions came from HQ and Field colleagues, and Europe & North America



Breakdown of 270 questions received in February 2012
Source: UNESCO Library

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

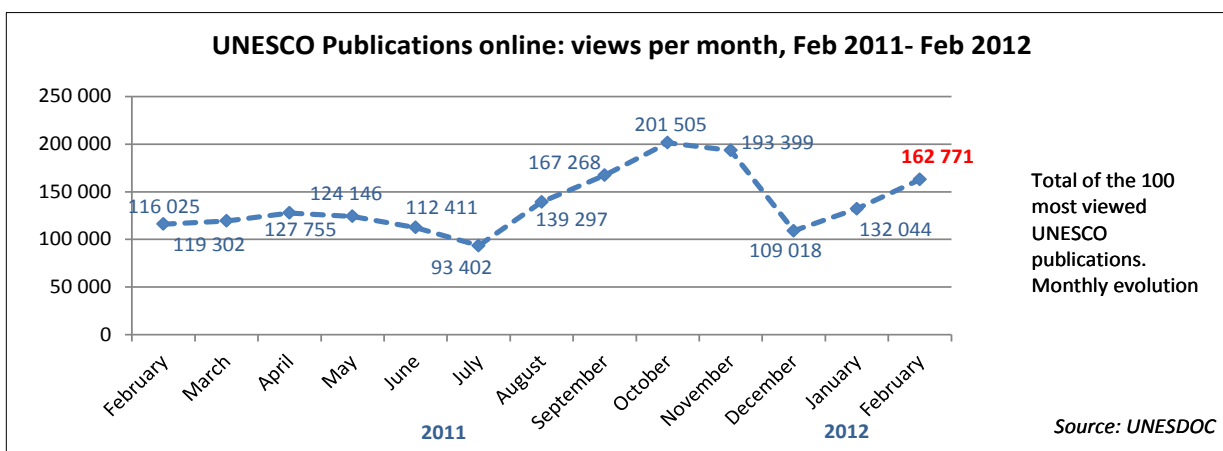
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical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

February has been a busy month for on-line PDF viewing, up by 30,000 on January this year and higher by 40% on February last year. The number of consultations of publications on Google Books is at its second highest for 12 months and more than the double of book visits in February 2011. Again the majority of titles in the top downloads are titles over 5 years old, with the number one position being held by a Spanish title which is 20 years-old.

For sales of publications, World Heritage titles continue to perform well in the bookshop and on-line. An IIEP title from the Fundamentals Series tops on-line ratings.

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

	Title	Sector	Language	Views	Published
1	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	8 491	UNEP, 1992
2	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	5 553	Paris, 2005
3	Learning to live together in peace and harmony: values education for peace, human rights, democracy and sustainable development for the Asia-Pacific Region; a UNESCO/APNIEVE sourcebook for teachers education and tertiary level education	ED	English	5 375	Bangkok, 1998
4	Mantenimiento de instalaciones eléctricas del establecimiento educacional	ED	Spanish	5 069	Santiago, 1998
5	Mass media: the image, role and social conditions of women; a collection and analysis of research materials	CI	English	4 229	Paris, 1979
6	Case study on the effects of tourism on culture and the environment: Nepal; Chitwan-Sauraha and Pokhara-Ghandruk	CLT	English	4 147	Bangkok, 1995
7	Community media: a good practice handbook	CI	English	3 671	Paris, 2011
8	From space to place: an image atlas of world heritage sites on the 'in danger' list	SC	English	3 665	Paris, 2011
9	Compendio mundial de la educación 2010: comparación de las estadísticas de educación en el mundo (Global education digest 2010: comparing education statistics across the world)	UIS	Spanish	3 585	Montreal, 2011
10	International technical guidance on sexuality education: an evidence-informed approach for schools, teachers and health educators	ED	English	3 408	Paris, 2009/2010



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

	Title	Language	Views Jan	past 12 months
1	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	Spanish	5 553	70 964
2	Mass media: the image, role and social conditions of women; a collection and analysis of research materials	English	4 229	24 411
3	Community media: a good practice handbook	English	3 671	3 984
4	From space to place: an image atlas of world heritage sites on the 'in danger' list	English	3 665	4 137
5	Compendio mundial de la educación 2010: comparación de las estadísticas de educación en el mundo (Global education digest 2010: comparing education statistics across the world)	Spanish	3 585	22 827
6	Manual para radialistas analfatécnicos	Spanish	3 227	15 740
7	O Índio brasileiro: o que você precisa saber sobre os povos indígenas no Brasil de hoje	Portuguese	2 744	37 688
8	História geral da África, I: metodologia e pré-história da África (General history of Africa, I: Methodology and African prehistory)	Portuguese	2 676	57 477
9	Los Siete saberes necesarios para la educación del futuro; UNESCO-sponsored programmes and publications (Seven complex lessons in education for the future)	Spanish	2 327	41 243
10	Engineering: issues, challenges and opportunities for development; UNESCO report	English	2 038	13 038

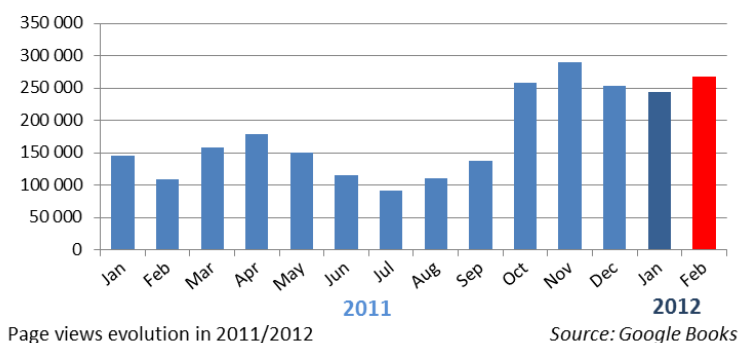
Note: PDF consultations measured by UNESDOC represent page views only. Figures may be slightly higher than actual downloads.

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
February 2012	190	17 934	268 479	161
February 2011	100	8 175	108 440	91

Google Books: page views per month



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 February, top 5

Title	Copies sold	Sector
1 UNESCO World Heritage Desk Diary 2012	41	CLT/WHC
2 Learning : The treasure within (Arabic)	30	ED
3 The World's Heritage: A complete guide to the most extraordinary places	17	CLT/WHC
4 Raconte-moi l'UNESCO (Paperback)	10	ERI/DPI
5 Bouba et Zaza respect l'eau	10	ED

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

Title	Copies sold	Publisher
1 Le patrimoine mondial de l'UNESCO, le guide complet des lieux les plus extraordinaires, 3rd edition	16	Ouest-France
2 Places of wonder and discovery,	5	Our Place
3 Charter of the United Nations and Statute of the International Court of Justice	4	UN
4 Charte des Nations Unies et statut de la Cour Internationale de Justice	4	UN
5 Les Nations Unies aujourd'hui	3	UN

6.5 Online and international sales

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

Title	Copies sold	Sector
1 Trade in higher education: The role of the General Agreement on Trade in Services (GATS)	36	ED/IIEP
2 The Different Aspects of Islamic culture, Volume III	31	CLT
3 Urban Water Conflicts	28	SC
4 The World's Heritage: A complete guide to the most extraordinary places, 1 st edition	18	CLT/WHC
5 LHC: Large Hadron Collider	14	SC

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

Bookshop sales of UNESCO publications, lowest sellers in February

Title	Copies sold	Sector
Planifier le développement des compétences techniques et professionnelles	0	ED/IIEP
The Different Aspects of Islamic Culture, Volume III: The Spread of Islam throughout the World	0	CLT
Migration and Climate Change	0	SHS
Rapport mondial de suivi sur l'EPT 2011	0	ED
Management of Adult Education Organisations in Africa	0	ED/UIIL

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

Title	Copies sold	Sector
Témoins de l'Histoire	0	CLT
A Teaching Resource Kit for Mountain Countries	0	SC
Kit pédagogique pour les pays situés en zone montagneuse	0	SC
Savoirs des femmes	0	SC
Freedom of Connection	0	CI

* 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 present financial restrictions, only one article has been added to *The UNESCO Courier* website, in Spanish.

Despite the absence of a new issue since November 2011 (when the October-December 2011 issue was sent to the subscribers), the number of new subscribers remains at the same level than in January 2012: 274.

The number of Spanish speaking readers is constantly increasing. This month, among the Top 10 most consulted issues (PDF) figure the Spanish versions "The Ramayana and the Mahabharata: two epics of Asia", published in 1967, and the Spanish version of "Famous authors as artists", published in 1957.

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

Language	Last issue PDF downloads	All issues PDF downloads	Variation vs January 2012	New subscribers	Total subscribers	Printed copies
English	795	7 923	-9.12%	85	26 401	-
French	548	7 796	-13.33%	60	13 054	-
Spanish	836	10 482	+10.39%	95	11 731	-
Russian	112	305	+20.55%	12	1 431	-
Arabic	99	154	-19.79%	8	2 021	-
Chinese	77	377	+42.26%	14	2 657	-
Portuguese	N/A*	134	+7.20%	0	1 840	-
TOTAL	2 467	27 171	-3.11%	274	59 135	-

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

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

	Title	Language	PDF consulted	Published
1	Humanism, a new idea	Spanish	836	October 2011
2	Humanism, a new idea	English	795	October 2011
3	Chemistry and life	Spanish	743	January 2011
4	The Ramayana and the Mahabharata: two epics of Asia	Spanish	743	December 1967
5	Humanism, a new idea	French	548	October 2011
6	Chemistry and life	English	281	January 2011
7	Women conquering new expanses of freedom	Spanish	260	April 2011
8	Chemistry and life	Chinese	220	January 2011
9	Famous authors as artists	Spanish	209	August 1957
10	How youth drive change	Spanish	199	July 2011

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	8	4	4	
CLT	6	3	3	
ED	11	8	3	
ERI	8	8		
SC	8	8		
SHS	3	3		
ODG	2	2		
BSP	1	1		
GBS	1	1		
MSS	2	2		
Total	50	40	10	

8.2. Events organized by Field Offices/ Institutes

Apia	1
Dakar	1
Havana	1
Jakarta	2
San Jose	2
Venice	1
Windhoek	2
Total	10

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	-	-
Category 3-	1	-
Category 4- International Congress	-	-
Category 5-Advisory Committee	-	-
Category 6-Expert Committee	2	2
Category 7-Seminars and Workshops	-	8
Category 8-Symposium	-	1
Concert	2	-
Exhibition	4	-
Event under UNESCO Patronage	2	-
Headquarters Committee	2	-
Executive Board	2	-
Interagency Meeting	1	-
Intersectorial Meeting	-	-
Meeting by Member States or Institutions	2	4
Prize-giving ceremony	1	1
Staff meeting	1	-
Special Event	5	4
Working group/Expert Meeting	2	2
Information meeting for Permanent Delegations	1	-
Total	28	22

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

9.1.1. Programme Meetings

Date	Title	Organizer	Place	Public
01-03/02	Colloque : "Mesure du Développement MOST/GEMDEV"	SHS/SRP/POL	Salles V-VIII, XI, XV	200
02-03/02	6e Forum Mondial de l'Eau	SC/HYD/HGC	Salle II	230
02-03/02	Réunion annuelle des Coordinateurs nationaux Associated Schools Project-Allemagne	ED/PSD/PHR	Salle IX	30
06/02	Réunion annuelle avec les donateurs des Etats-Unis	BSP/CFS/BLT	Salle VIII	25
06-07/02	Rapport mondial sur le droit à l'eau	SC/HYD/HGC en collaboration avec la Délégation permanente de Bolivie	Salle XIV	50
08/02	Cérémonie et conférence de presse avec Panasonic	CLT/WHC/M/CEP en collaboration avec PANASONIC	Salles II, III, V, IX	200
08/02	Session d'Information US TAX	BFM/PAY	Salle VIII	45
10/02	Réunion de la Directrice générale avec le Groupe africain	AFR/CEO	Salle IV	50
13/02	1e réunion du Bureau du Comité du Siège	ADM/HQD/DIR	Salle XVI	25
15/02	Groupe de travail sur le Fonds de roulement	GBS/SCG	Salle X	200
16-17/02	Liberté d'expression et nouveaux médias	CI/FEM	Salle IV	150
16-20/02	Préparation du 189e Conseil exécutif	GBS/DIR	Salle X	200
20-23/02	40th Anniversary of the International Geoscience Programme (IGCP)	SC/EES/GEO	Salle IV, XVI	150
21/02	Journée internationale de la langue maternelle	ED/PSD/PHR	Salle IV	100
22-24/02	56e Réunion du Bureau du Conseil intergouvernemental du Programme international pour le développement de la communication (PIDC)	CI/COM	Salle XIV	50
22/02	179e session du Comité du Siège	ADM/HQD/DIR	Salle XIII	70
24/02	2e réunion du Groupe de travail sur le Prix Obiang	GBS/DIR	Salle Xbis	15
27/02	Cérémonie de remise du Prix UNESCO-Sharjah pour la culture arabe	CLT/DDD/SCI	Salle I	650
27/02-10/03	187e session du Conseil exécutif	GBS/DIR	Salles VI-VIII, X-XII	//
29/02	Réunion avec les commissions nationales	ERC/RPO/PTS	Salle IX	60
Total participation				2 500

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

9.1.2. External rentals

Date	Title	Organizer	Place	Public
01-03/02	Journées d'études 2012	Association des paralysés de France	Salle I	1200
01/02	Gestion de l'eau, assainissement et développement durable	Union Internationale des Associations et Organismes Techniques	Salles IV, XII	300
01/02	3rd Coordinators Meeting	Forum Mondial de l'Eau	Salle IX	50
01/02	Réunion sur le site archéologique de Panamá Viejo	Délégation permanente du Panama	Salle XIII	45
07/02	Energies renouvelables, énergies de notre siècle	Syndicat des Energies Renouvelables	Salle I	900
07-08/02	ISSC CCDP Steering Group Meeting	International Social Science council	Salle XVI	40
09-10/02	Colloque: «l'Education interculturelle: l'apport des universités catholiques»	Mission d'observation du Saint Siège	Salle II	350
16/02	Cycle IHEPS 2011/2012	Institut des hautes études de protection sociale	Salle XVI	45
22-24/02	3e édition de Paris-MUN	Institut d'étude des relations internationale, Model of United Nations	Salle XI	250
28/02	Hommage à Vaclav Havel	Délégation permanente de la République tchèque et Délégation permanente de la France	Salle IV	200
29/02	L'UNESCO, le Programme MAB et l'initiative sur la Biosphère	Délégation permanente d'Italie	Salle XIII	25
Total participation				3 405

9.1.3. Information Meetings for Member States

Date	Title	Organizer	Place	Public
08/02	Réunion d'information pour les stagiaires des délégations	GBS/DIR	Salle VI	50
09/02	Réunion d'information du Secteur de la Communication et de l'Information	CI/EO	Salle XI	200
Total participation				250

9.1.4. Electoral Groups Meetings

Date	Title	Organizer	Place	Public
06/02	Réunion des Etats africains membres du Conseil exécutif avec les ADG	Délégation permanente de Djibouti	Salle XVI	50
07/02	Réunion du Groupe UE	Délégation permanente du Danemark	Salle XIII	40
09/02	Réunion du Groupe UE	Délégation permanente du Danemark	Salle XIII	40
09/02	Réunion des Etats africains membres du Conseil exécutif avec les ADG	Délégation permanente de Djibouti	Salle XVI	50
13/02	Réunion Plénière du Groupe GRULAC	Délégation permanente du Mexique	Salle XIII	60
13/02	Réunion des Etats africains membres du Conseil exécutif avec les ADG	Délégation permanente de Djibouti	Salle XVI	50
13/02	Meeting of the Commonwealth Group	Délégation permanente d'Australie	Salle XIII	50
14/02	Réunion du Groupe UE	Délégation permanente du Danemark	Salle XVI	40
15/02	Réunion du Groupe africain dans le cadre de la 189e session du Conseil exécutif	Délégation permanente de Djibouti	Salle IX	60
15/02	Réunion du Groupe GRULAC	Délégation permanente du Mexique	Salle XIII	45
16/02	Réunion du Groupe 77 avec la Directrice Générale	Groupe 77	Salle VIII	45
16/02	Réunion plénière du Groupe 77	Groupe 77	Salle IX	60
20/02	Réunion du Groupe africain	Délégation permanente de Djibouti	Salle XIII	60
21/02	Réunion du Comité des ONG	Délégation permanente d'Egypte	Salle IX	100
21/02	Réunion du Groupe UE	Délégation permanente du Danemark	Salle XIII	40
21/02	Réunion du Groupe NAM	Délégation permanente d'Egypte	Salle XIII	60
22/02	Réunion du Groupe de l'OCI	Délégation permanente du Sénégal	Salle VIII	40

22/02	Réunion plénière du Groupe ASPAC	Délégation permanente des Philippines	Salle IX	40
23/02	Réunion du Groupe francophone	Groupe Francophone	Salle XIII	60
23/02	Réunion du Groupe UE	Délégation permanente du Danemark	Salle XIII	60
27/02	Réunion Plénière du Groupe africain	Délégation Permanente d'Ouganda	Salle XIII	60
27/02	Réunion du Groupe Electoral II	Délégation permanente de Serbie	Salle XVI	40
28/02	Réunion du Groupe africain dans le cadre du Conseil exécutif	Délégation permanente de Djibouti	Salle III	50
29/02	Réunion du Groupe I	Délégation permanente de la Belgique	Salle XVI	40
Total participation				1 240

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

- The February electronic calendar was sent to 3 596 subscribers
- No paper version for the February events as budget codes were not available.
- 10 events were organized, co-organized and/or promoted in February by DPI/SPE (Special Events Section)

9.2.1. Exhibitions

Date	Title	Organizer	Place	Public*
Until 3/02/2012	France's Righteous At the occasion of the International Day of Commemoration in Memory of the Victims of the Holocaust (27 January)	Education Sector	Salle des Pas Perdus	N/A
1-17/02/2012	Group 77 and China celebrates the 40 th Anniversary of the World Heritage Convention	Group 77 & China, and the World Heritage Centre	Miró rooms	N/A
13-17/02/2012	Heritage of Malaysia	Permanent Delegation of Malaysia	Salle des Pas Perdus	N/A
Until 26/03/2012	Zoom-In on Poverty (in the framework of the partnership with Xinhua, Chinese news agency)	Sector of External Relations and Public Information	Railings around Headquarters	N/A

9.2.2. Shows and Screenings

Date	Title	Organizer	Place	Public*
8/02/2012	Thelma Yellin Orchestra	Yad Layeled France Association	Room I	800
11/02/2012	Hope without Borders Orchestra	Permanent Delegation of Honduras	Room I	1 000

9.2.3. Special Events

Date	Title	Organizer	Place	Public*
13/02/2012	World Radio Day	Communication and Information Sector	N/A	N/A
23-24/02/2012	Global Model United Nations by ILERI MUN Association	ILERI MUN Association	Cf. 9.1 above (250)	
27/02/2012	UNESCO-Sharjah Prize for Arab Culture	Education Sector and the Permanent Delegation of the United Arab Emirates	Room I	Cf. 9.1 above (650)
28/02/2012	Václav Havel, the ways of freedom Tribute to Václav Havel	Permanent Delegations of the Czech Republic and the French Republic	Room IV	Cf. 9.1 above (200)

*Source: the number of participants for the rooms is estimated by ERI/DPI/SPE and MSS/CLD. Neither means nor tools are available to monitor exhibitions visitors. Room I maximum capacity: 1 350 seats

9.3. UNESCO Visits

The Visitors' Service organized a total of 66 visits for **1 369** visitors in February 2012.

Most visitors came within the framework of group, and spontaneous visits. The major part of the organized visits was conducted in French for a French public.

1. Requests	
Number of emails received	192
Number of requests received	202
Accepted requests	77%
Declined requests	23%

2. Languages		
Visits in English	20	30%
Visits in French	43	65%
Other	3	5%

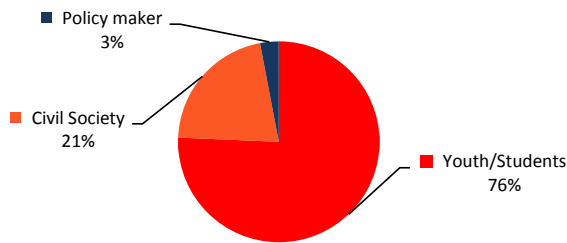
3. Type of visits		
Individual Visits	4	6%
Group Visits	27	41%
Spontaneous Visits	28	42%
Thematic Conferences	7	11%

4. Origin		
Africa	2	0%
Arab States	24	2%
Europe and North America *	920	67%
Latin America and the Caribbean	42	3%
Asia and Pacific	381	28%

* Including local demands (74%)

5. Profile of visitors

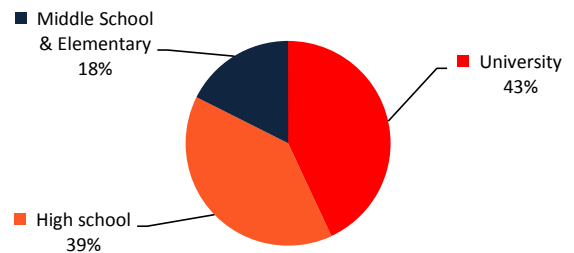
Youth/Students represented 3/4 of the visitors



Breakdown of 1 369 UNESCO visitors in February 2012

Source: UNESCO

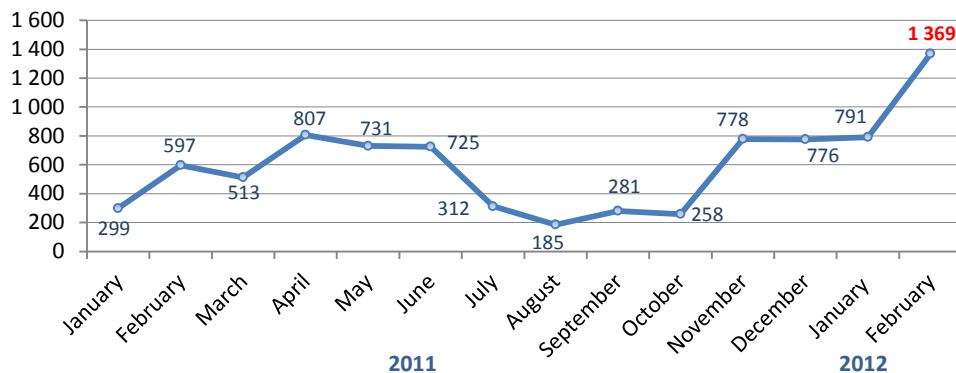
7/8 of young visitors were almost equally University and High School students



Breakdown of 1 036 civil society visitors in February 2012

Source: UNESCO

Compared with same period last year, number of visitors received this month increased by 129%



Monthly evolution of visitors received by the Visitor's Service

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.

11 events which have been granted UNESCO's patronage took place in February 2012:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/02/2012	Spain	"Ritos de la Vida" – Photographical exhibition on people of different continents and religions	Civil society	ERI
02/02/2012	France	Colloque international « La Mesure du développement : comment science et politique se conjuguent »	Development agencies, policy-makers	SHS
08/02/2012	UNESCO HQ	Concert de l'école de musique Thelma Yellin d'Israël pour célébrer le 15 ^e anniversaire de l'association Yad Layeled France	UNESCO networks & civil society	ED
09/02/2012	UNESCO HQ	Colloque « Pour une éducation interculturelle ; l'apport des universités catholiques » organisé par la Mission permanente d'observation du Saint-Siège auprès de l'UNESCO	Educators & policy-makers	CLT
13/02/2012	UNESCO HQ	Exhibition on Malaysian World Heritage sites	UNESCO network & civil society	CLT
14/02/2012	Iran	International conference on Persian Gulf Oceanography and the 9th conference of Iranian Marine Sciences and Technologies	Scientists/researchers & policy-makers	SC
15/02/2012	Spain	Film festival "14.4 km – Diálogo entre las dos orillas de Mediterráneo" organised by the Asociación Cultural cine en Ruta	Civil society	CLT
16/02/2012	Tunisia	Conférence internationale «Place de la prévention dans les programmes de lutte contre le dopage »	Policy-makers, development agencies & sports professionals	SHS
21/02/2012	Serbia	Celebration of the International Mother language Day in Kovacica	Educators, policy-makers & civil society	CLT
27/02/2012	Italy	European meeting on media and information education "Media and Information Literary Education in Libraries and Beyond"	Educators, researchers & policy-makers	CI

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.**

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

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**

Regular/Special long programmes (* aired on Satellite channel only)

Date	Subject	Title	Format	Audience Share
11/02	<i>Search and Go! Treasured World Heritage</i>	" <i>Spiritual Journey</i> "	1h 13 min	8.2%
3/02	World Heritage Traveller: Journey Across Time*	"Garden"(re-run)	56 min	0.4%
10/02	World Heritage Traveller: Journey Across Time*	"Songs"	56 min	0.1%
24/02	*World Heritage Traveller: Journey Across Time*	"Giant Carvings"	56 min	1.0%

Average audience share per household in the Kanto region of Japan for: the "World Heritage Traveller: Journey Across Time": **0.5 percent = 88 955 households**; "Search and Go! Treasured World Heritage": **8.2 percent = 1 458 862 households in Kanto region**

The total number of audience accessed to the special/regular programs in January in the Kanto region was estimated: **1 725 727**. 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): The World Heritage** <http://www.tbs.co.jp/heritage/>

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
5/02	Quebrada de Humahuaca (Argentina)	30 min	4.9%
12/02	Lake Turkana National Parks (Kenya)	30 min	5.0%
19/02	Gulf of Porto: Calanche of Piana, Gulf of Girolata, Scandola Reserve (France)	30 min	5.2%
26/02	High Coast / Kvarken Archipelago (Sweden/Finland)	30 min	4.4%

Average audience share in February: **4.9 percent** (for the first broadcast)

Estimate number of viewers in Japan: 4 470 000 (for the first broadcast)

The total number of audience accessed to the program in February was estimated at **17 880 000**

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
All English reports	25
All Spanish reports	13
All French reports	12
All Russian reports	6
All Arabic reports	3
In February , a total of 59 reports were released on UNESCO through Xinhuanet.	

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: 13 254

Network: partnership with more than 100 foreign news media

Date	Title	Language/ Link	Page Views
01/02	Boris Nikolaevich Yeltsin. Background reference	Russian	2 194
02/02	The biggest treasures found on sunk ships in the XX-XXI centuries	Russian	2 166
06/02	WWF Russia has no claims to tourist cluster but for Lagonki resort	Russian	196
06/02	Sarah Brightman to become UNESCO actress of peace	Russian	84
08/02	UNESCO to produce recommendations of Baikal preservation in June	Russian	27
09/02	Court to consider Red Square project claim to Finance Ministry	Russian	41
09/02	The Moisyeev company to celebrate its 75th anniversary thrice	Russian	289
10/02	The Moisyeev company celebrates its 75th anniversary	Russian	181
12/02	Ancient fortress tower collapsed in Afghani province Gazni	Russian	97
14/02	Anti-poaching crew to preserve ounce and musk deer formed in Altai	Russian	80
16/02	The Moisyeev company to make first performance in honor its 75th anniversary	Russian	163

17/02	Writer Brenifier to get representation in Moscow store	Russian	44
17/02	RIA Novosti offers week guide of connoisseurs' lectures and master classes	Russian	181
17/02	Crush for paternal mushrooms	Russian	847
21/02	Anti-poaching crew dismantled over 60 loop traps in Gorny Altai	Russian	128
21/02	Legacy meanings. Double-deck word quiz.	Russian	3 107
21/02	Kaliningrad authorities to spend 10 M RUR to preserve Curonian Spit beaches	Russian	233
22/02	Photo show in the Darwin museum to expose best Gorny Altai views	Russian	81
22/02	Ukraine bid two entries to UNESCO world heritage	Russian	393
23/02	UNESCO CEO condemned shooting press center in Homs	Russian	85
24/02	Half of Australian Great Barrier Reef corals ceased - WWF	Russian	283
24/02	Corals' death and oceans' salvation	Russian	89
24/02	Assassinated Ankvaba and new charges against Strauss-Kahn	Russian	140
24/02	"Little Paris" in the heart of Western Ukraine	Russian	115
28/02	Paris mayor against orthodox church opposite Eiffel Tower	Russian	590
28/02	No legal impact on Russian center project after Paris Mayor's criticism	Russian	106
28/02	ROC surprised with Paris city hall reaction over spiritual center project	Russian	547
29/02	Problems of gas pipeline laying through plateau Ukok	Russian	436
29/02	Problems of gas pipeline laying through plateau Ukok	Russian	13
29/02	Rosprirodnadzor to check plateau Ukok state	Russian	180
29/02	Plateau Ukok maybe "endangered heritage" – Greenpeace	Russian	62
29/02	Public Chamber to enter Altai gas pipeline route talks	Russian	50
Total reports on UNESCO in Russian: 31		Total page views: 13 228	

28/02	Centre russe à Paris: Bertrand Delanoë opposé au projet	French	16
29/02	Zoom sur la presse russe - mercredi 29 février	French	10
Total reports on UNESCO in French: 2		Total page views: 26	
TOTAL REPORTS: 33		TOTAL page views in February: 13 254	

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 February 2012: **Viewers Treasures of the World – Heritage of mankind**

▪ 3sat – cultural channel

Day/time	Nb of films	Audience share	Viewers
Sunday 7.45 pm	3	0.4%	146 667/film ; 440 000/total
Monday 12.45 pm	4	0.4%	42 500/film ; 170 000/total
Tuesday 9.45 pm	1	0.9%	280 000/film ; 280 000/total
Extra	0	-	-
Total	8 films	-	890 000 estimated viewers

▪ Phoenix – documentary channel

Day/time	Nb of films	Audience share	Viewers
Different days and times	5	2.5%	90 000/ film ; 450 000/total
Total	5 films	-	450 000 estimated viewers

▪ SWR Fernsehen – regional channel of ARD

Day/time	Nb of films	Audience share	Viewers
Saturday 6 am	4	1.9%	20 000/ film ; 80 000/total
Saturday 1.50 pm	-	-	-
Extra Films different times	-	-	-
Total	4 films	-	80 000 estimated viewers