



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

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Monthly Report on the Use of UNESCO Public Information Products

April 2013

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For further information, please contact: Neil Ford, Director ERI/DPI - Ext: 82077 - email: n.ford@unesco.org

Executive Summary

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

Media and Major Events

International Jazz Day and World Book and Copyright Day were the two UNESCO-organized events that drew most media attention during April. Jazz Day was covered by print, broadcast and online media in all regions of the world. World Book and Copyright Day did especially well in the hispanophone world. The other big news story generated by UNESCO was the Executive Board announcement that an expert mission would travel to Jerusalem to evaluate the World Heritage site's state of conservation. This story was covered exhaustively in the United States and the Middle East.

Otherwise, media everywhere are starting to report on the sites being nominated for inclusion this year on the World Heritage List. This trend is likely to strengthen in the coming weeks.

The following events are highlighted in the Major Events pages:

- **Global Action Week 2013 (21-27/04)**
- **World Book and Copyright Day (23/04)**
- **11th edition of UNESCO-Sharjah Prize for Arab Culture – Award ceremony (25/04)**
- **International Jazz Day (30/04)**

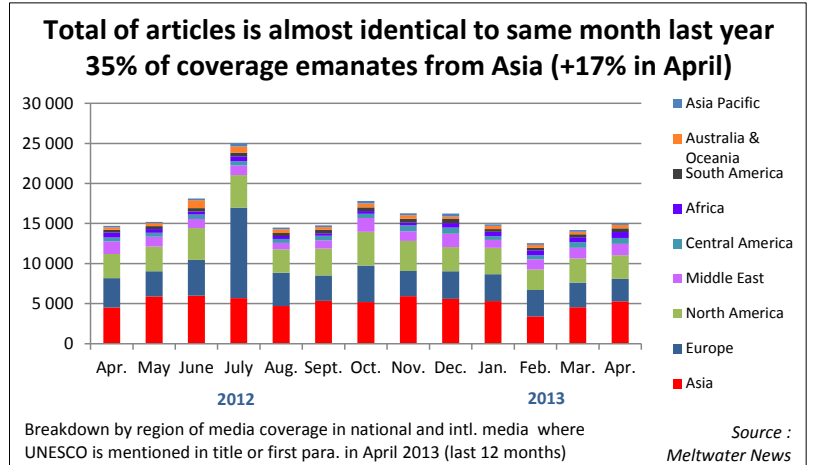
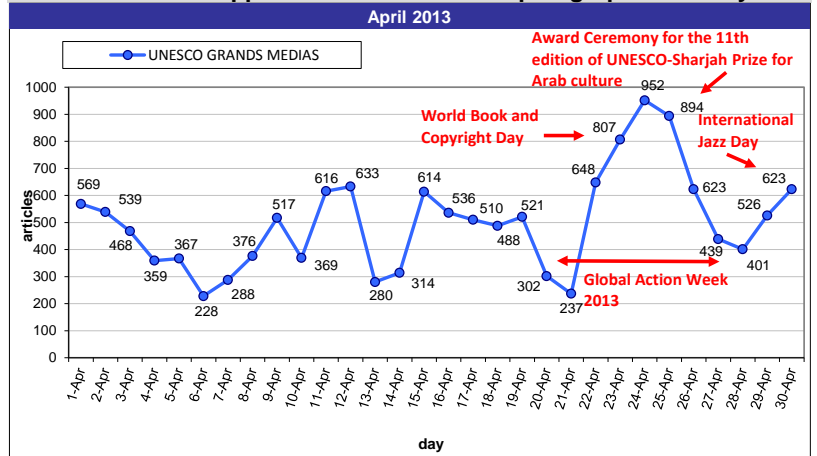
UNESCO Website and Social Media Channels

Four major events took place during the last ten days of the month, resulting in an increase of average visits during this period. The most notable results have been registered for "World Book and Copyright Day" and "International Jazz Day". It is interesting to note that special event pages got a peak in visits mainly on the day of the event while they were close to zero during the other periods. This can be an indicator that more work has to be done in terms of indexing and search engine optimization. The global trend of the website continues to be positive, with more than 7 million page views for the second month in row, a 30% increase compared to the 5.6 million in the same period last year. UNESCOCOMMUNITY is still growing and internal communication articles are generating more and more interest among the UNESCO staff, even during the weekend.

UNESCO's social media channels continued promising growth throughout April. The English language Twitter achieved over 100K followers. Language versions of Facebook and Twitter, in Arabic, Chinese, French and Spanish, maintain their standing among the top 4 accounts within the entire UN system.

Compared to April 2012, this month's social media activities have gained considerably in volume, scope and pace. As seen in campaigns for Global Action Week and International Jazz Day, this is partly explained by the fact

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



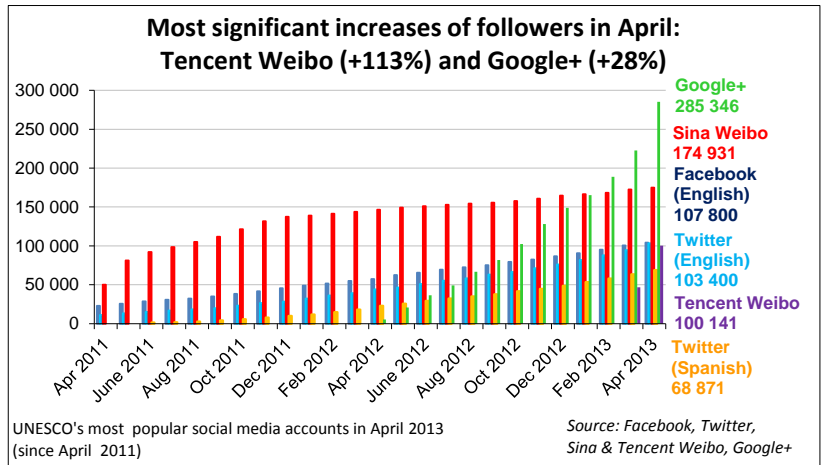
Breakdown by region of media coverage in national and intl. media where UNESCO is mentioned in title or first para. in April 2013 (last 12 months) Source: Meltwater News

Web traffic keeps growing for the 4th month in a row. 7.4 million page views and 2.5 million visits this month

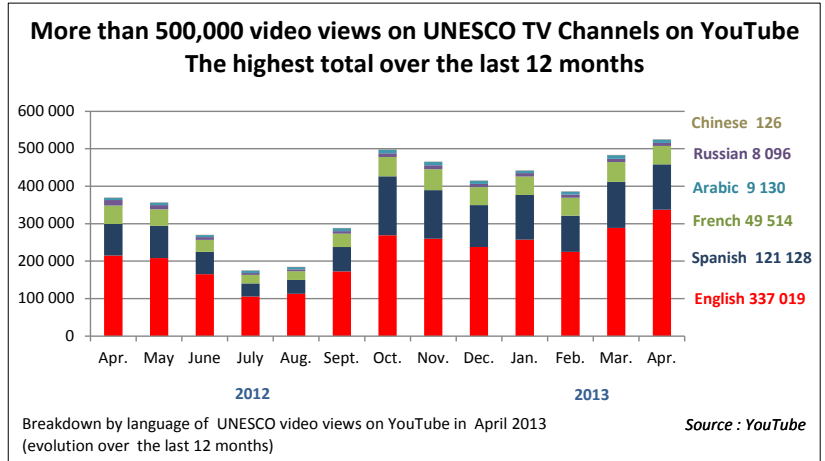


Website traffic: September 2011 to April 2013 (since measurement with Google Analytics) Source: Google Analytics

that our social media channels have become an established and to-go reference for UNESCO's partners, who are keen to communicate directly to targeted UNESCO fans, and who want to position themselves attractively here.

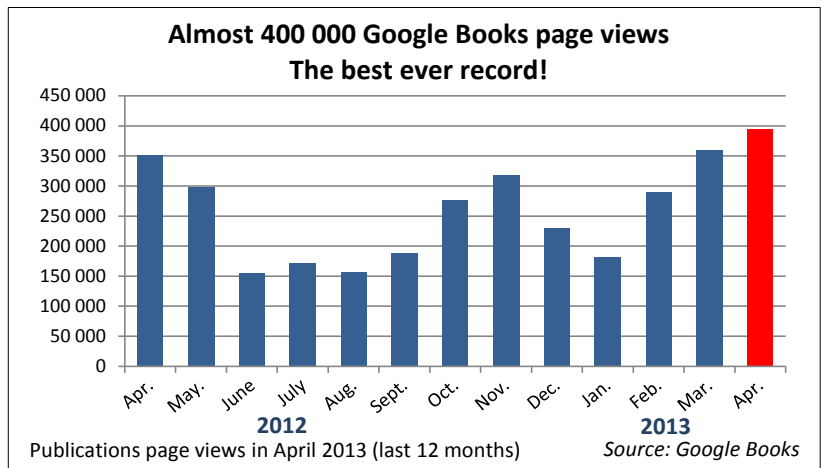


Video views on UNESCO TV Channels on YouTube continue to grow steadily and peaked this month with more than 500,000 views in total over the month (a 40% increase from April 2012), out of which 330,000 for the English Channel only. Intangible Heritage videos continue to be the most viewed (see details p. 18-20).



UNESCO Publications

Online viewing of UNESCO top ten publications has dropped slightly compared to March but is better than the results in April 2012, up by 14%. Compared to recent months the list contains (relatively) more recent titles and we see that in the top ten there are four world reports including *The EFA Global Monitoring report* and the *World Water Development Reports 3 and 4*. Views of UNESCO publications on Google Books continue to increase, up by 10% compared with March this year, and are at an all-time high. Bookshop sales were again heavily dominated by French-language titles largely from the Culture Sector. The new edition of *Human Rights: questions and answers* also did well.



UNESCO Visits

More than 1,100 visitors were received again this month. While keeping the objective of receiving at least 70 percent of students, the Visitor's Service intends to increase its efficiency by welcoming more groups in "Conference visits". This combined format also allows staff members to intervene on specific groups' interests.



Major events:

I. Global Action Week 2013 (21-27 April 2013)

Global Action Week (GAW) is a worldwide annual campaign organized by the Global Campaign for Education (GCE), a worldwide coalition of civil society organizations and teachers' unions, to advocate for Education for All (EFA). UNESCO actively supports the campaign by disseminating information and resources; mobilizing its networks; encouraging EFA partners to participate; and organizing activities together with other EFA partners, in particular ministries of education and NGOs active in the field of EFA.

Under the slogan "Every Child Needs a Teacher", the 2013 Global Action Week (21-27 April 2013) focused on the crucial role of teachers in reaching the EFA goals.

A special 2013 GAW webpage was set up under the EFA website to disseminate materials and resources, and to link to GAW activities in the different regions. The webpage also included links to further resources available on the GCE website.

A number of materials and resources were produced to support advocacy activities at regional and national levels (see below). Many of the materials were available in four languages (Arabic, English, French and Spanish).

UNESCO's Regional Bureaux for Education and field offices organized activities in collaboration with EFA partners in a number of countries. GAW activities were organized in over 100 countries and they included:

- high-level launch events, such as in Vietnam, where the event was opened by the Vice Minister for Education and the UN Resident Coordinator, and in Palestine, where GAW was launched by the Minister of Education and the Director of the UNRWA Education Program;
- awareness raising events, such as marches in the 14 regions of Senegal throughout the Global Action Week;
- school-based activities, such as a drawing competitions, storytelling and poem creation in schools in Cambodia;
- press conferences, radio shows and a variety of communications through social and print media, such as a [video](#) produced by UNESCO Bangkok.

More information can be found [here](#).

Participants: Not yet available.

Public: Political leaders, Government officials, teachers, students, education campaigners and members of the public.

Communication materials and activities:

- [Dedicated website](#) (En/Fr/Sp/Ar)
- Dedicated webpages in [Africa](#); [Asia and the Pacific](#); [the Arab Region](#); [Latin America and the Caribbean](#)
- [Video message from UNESCO Director-General](#)
- [In Focus: 'Global Action Week: "We will not meet our education goals without teachers"'](#)
- [Infographic on the global teacher shortage](#)
- [Interactive infographic on teacher recruitment projections](#)
- Dedicated webpages and news pieces at country level
- [Global Action Week in Brief](#)
- [Facts and Figures](#)
- [Key messages](#)
- [Policy paper on early grade teaching](#)
- [Bibliography of publications by UNESCO](#)
- [Bibliography of publications by Partners](#)

Website statistics: On dedicated website: 4,077 visits / 8,586 page views.

Press coverage:

In the absence of any concerted media campaign or hard news story, press coverage of this event was negligible.

Social media:

At least 20 tweets went out. Most all performed quite well, averaging 30 RT; a few messages, that strongly advocate the human rights dimension of education, hit over 100 RT. It is a sign that UNESCO's social media audiences have attracted a strong number of education professionals.

II. World Book and Copyright Day (23 April 2013)

UNESCO has celebrated World Book and Copyright Day on 23 April for 17 years now. This year, due to financial constraints and lack of staff, no special activities were organized at UNESCO Headquarters for the Day.

World Book and Copyright Day was however marked with a message from the Director General highlighting bibliodiversity, the digital book, and the World Book Capital City "Bangkok 2013, and a dedicated webpage was prepared.

Taking place on the same day at the Maha Chetsadabodin Pavilion (Bangkok), the launch of Bangkok World Book Capital 2013 as the 13th World Book Capital was a great success. On behalf of the Director-General, the Director of the UNESCO Office in Bangkok opened the ceremony with a video message from Irina Bokova registered on this occasion.



Organizers of the event emphasized the role of UNESCO. UNESCO logo has been present throughout the city, even on a postage stamp issued especially for this designation by the Post Office of Thailand (see above).

Participants: Opening Ceremony of Bangkok World Book Capital (20-23/04): 80

Public: Opening Ceremony of Bangkok World Book Capital (20-23/04): Non-Thai writers, publishers, Embassies, partners, and a fair amount of journalists.

Communication materials and activities:

- [Web release](#) (29/06/2011)
- [Message from the Director-General](#) for World Book and Copyright Day (6 languages)
- [Speech by the Director of UNESCO Bangkok for the Handover Ceremony of World Book Capital](#)
- Video message from the Director-General
- [Dedicated webpage](#) (6 languages)
- [UNESCO Bangkok's special webpage](#)
- [Bangkok World Book Capital official website](#)

Website statistics: On dedicated webpage 2013: 9,932 visits / 13,598 page views, but dedicated webpage 2012 was the most viewed in April with 41,922 visits / 51,669 page views.

Press coverage:

This celebration always generates considerable press interest around the world, and especially in the hispanophone region. This year was no different and saw the publication of hundreds of articles, focused mainly on national or local celebrations. UNESCO is referenced in many of these stories as having initiated the Day.

Social media:

10 tweets, all promoting UNESCO's content, went out in all languages promoting this day. Feedback was generally favorable, but the share rate was much lower than last year. Messages championing the access of books by all performed best.

III. 11th edition of UNESCO-Sharjah Prize for Arab Culture – Award ceremony (25 April 2013)

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 2012-13 laureates are the Algerian intellectual Mustapha Cherif and the London based Arab British Centre, the first institute to win the award in the history of the Prize.



The award ceremony took place on 25 April 2013 at UNESCO Headquarters in Room I (5.30 - 9pm).

The evening began with a series of 5 *talks*, a new format for presenting innovative actions taken by experts in the field of arts, culture, new technologies etc to the audience, under the theme “*What place for Arab Culture in the world of tomorrow?*”. 5 speakers coming from different fields and horizons, Ali Madhi Nouri (Sudan), Leila El Bachinir (Belgium/Morocco), Khal Torabully (Mauritius), Colline Houssais (France) and Naif Al Mutawa (Kuwait), presented the *series*.

Rachid Arhab (journalist) was the Master of Ceremony of the evening. He began the ceremony by introducing the Prize and the theme of the evening, and by talking about the Arab Culture and its influence. He introduced each speaker and their presentation and was highly appreciated by the speakers for putting them at ease and helping them to highlight the most important part of their presentation with his professional experience. We had a very good feedback of his pertinent comments and discrete presence throughout the ceremony from the audience.

The official ceremony was opened at 7 pm with a speech by UNESCO Director-General, followed by the Director-General for Culture from Sharjah and the Permanent Delegate of the United Arab Emirates (UAE). Receiving a certificate from UNESCO and a gift from the representative of Sharjah, the laureates gave a brief speech in which they thanked UNESCO and presented their works. The ceremony was followed by an Arab music concert by Mohamed Abouzekry and the group The Khoury Projec. The evening closed with a small cocktail.

Participants: Some 750 participants.

Public: Essentially representatives of associations related to Arab Culture, students and teachers in courses related to Arab culture (language, culture, history, political sciences...), as well as students of Arabic origin. Significant participation of Permanent delegations. Officials from Sharjah (UAE): Mr. Abdullah M. Al Owais, Director-General, Department of Culture and Information of the Government of Sharjah; Permanent Delegate of the United Arab Emirates to UNESCO; President and member of the International Jury, diplomats and UNESCO staff members (active and retired)

Communication materials and activities:

- [Press release](#) (12/03)
- [Dedicated webpage](#) (En/Fr/Ru/Ar/Zh)
- Press briefing
- Ceremony brochure (French)

Website statistics: On dedicated webpage: 1,356 visits / 4,487 page views

Press coverage:

The 11th edition of UNESCO-Sharjah Prize for Arab Culture enjoyed huge media coverage in Arab countries. The press in the United Arab Emirates (Sharjah's country), the Gulf region and Algeria published widely information about the laureates. The award ceremony was followed by several media who attended the Press briefing preceding the Ceremony, among these: Radio Orient, Radio Monte Carlo, France 24, Sharjah Radio and TV, and the Saudi TV Cultural channel.

Social media:

2 tweets were posted, taken from the DG's speech given during the Awards ceremony. They advocated for the contribution of Arab culture to global civilization.

On Facebook, a quote of the DG's speech on the importance of cultural diversity was presented as a cover image, with a motif typical of Arab art in the background. The post directed to a UNESCO.org web article about the winner. It performed fairly well, averaging 160 likes.

IV. International Jazz Day (30 April 2013)

UNESCO, in partnership with the Thelonious Monk Institute of Jazz (TMIJ), organized the 2nd International Jazz Day on 30 April 2013. This year, UNESCO Goodwill Ambassador Herbie Hancock initiative inspired some 318 events in 103 countries.



With Istanbul as official host city for 2013, the celebrations started in Galatasaray High School, the oldest and most influential school in Turkey. Students jammed into the main auditorium to listen to special guests talking about jazz: Hugh Masekela, Marcus Miller, Charlie Gans, Yavuz Baydar, Thelonious Monk Jr, Ramsay Lewis, producer Robert Glasper, and Herbie Hancock. Wayne Shorter, was presented the UNESCO Medal of the Five Continents for his lifetime contribution to jazz by the Director-General. Music was everywhere – from a special percussion concert to a local jazz trio. Every single venue was packed.

The highlight was the main concert at Hagia Irene, Istanbul's oldest church a famed performance space and UNESCO World Heritage Site. The sold-out crowd was first entranced by the atmosphere and acoustics of the venue where Al Jarreau, Dianne Reeves, Terence Blanchard, Esperanza Spalding, John McLaughlin and Lee Ritenour performed among other stars. Martin Luther King III, ambassador for nonviolent social change, was the concert's special guest. This concert was webcast live and stayed available in video on demand during the following day.

In Paris, 48 jazz events took place, running from 2pm to 2am. Following an inaugural event in a Paris town hall with UNESCO and the Paris Jazz Club Association, celebrations continued in four of the city's most renowned jazz clubs, known as "the Golden Triangle" of the rue des Lombards. Free and accessible concerts and events pulled in large crowds. Live webstreaming (in partnership with Arte TV) allowed the global public to virtually participate in 5 of the 28 concerts. Live coverage was given on radio stations TSF Jazz and France Musique. Artists participating in the Day's concerts, master classes, roundtable discussions, and evening jam sessions included Pierrick Pédron, Emile Parisien, Baptiste Herbian, Laurent de Wilde, Rémi Panossian, Omer Klein, Leila Martia, Gregory Porter, Kellylee Evans, Riccardo Del Fra, Omer Avitai, and Manu Dibango.

The round table "The jazz: a passion, a job", held at the Carrousel du Louvre, developed in a passionate atmosphere between panelists and audience. 20 people attended the panel, moderated by Jonathan Duclos-Arkilovitch journalist and coordinator of the Victoires du Jazz. The round table organized by the Project Slave Route "Jazz, Resistance and Slavery" ensured a lively dialogue between the Congolese Ray Lema and the Martinican Mario Canonge.

In Senegal, where the President of the General Conference made an official visit, a tribute was paid to the late Adama Faye, considered the father of modern Senegalese music. An Adama Faye diploma was given to several young and old musicians among them Cheikh Tidine Tall. A roundtable was organized on the "African Sources of Jazz and its influence on African Music". It was followed by a press conference with Mrs Bogyay and the Senegalese Minister of Culture.

Participants: In Istanbul: not yet available; In Paris: some 2,500 people.

Public: Istanbul: Jazz fans, musicians, artists, sponsors, partners, media, guests, and the general public.

Communication materials and activities:

- Message from the Director-General (text and video)
- Web releases on 01/05 ([UNESCOPRESS](#), [ODG](#))
- [UNESCO dedicated webpage](#) (6 languages)
- PowerPoint presentation
- Webcast for Istanbul Concert and 24h VOD
- Photo galleries for Istanbul and Paris celebrations
- Celebrations map
- Logo
- Website banner
- Posters (six languages), with and without text
- Webcasts of concerts (5 in Paris and Hagia Irene (Istanbul))
- Videos on demand (Istanbul and Paris)
- Live coverage of Paris concerts on TSF Jazz and Fr. Musique
- International Jazz Day playlist

Webcast/Live streaming connections: Not yet available.

Website statistics: On dedicated webpage: 21,480 visits / 30,846 page views.

Press coverage: Jazz Day was one of the biggest news stories of the month for UNESCO, with thousands of articles appearing in print and broadcast outlets around the world. Much of the focus was on local and national celebrations. UNESCO was referenced in virtually all articles as having initiated the day. Goodwill Ambassador Herbie Hancock and the Director-General were extensively quoted.

Social media: At least 50 tweets went out in the lead-up to International Jazz Day; and on Jazz Day itself, 20 tweets were posted. Most messages were retweeted about 20 times, which is fairly low. On Facebook and Google+, a cover message bearing a quote from Herbie Hancock about how jazz is respecting and not judging others were liked about 130 times, which is again fairly low. Indeed, UNESCO's social media audiences don't address jazz enthusiasts who tend to be older (at least 40) and there's only so much one can "talk" about music, when the music itself isn't available. Efforts mainly focused on linking cross-promotions with all Jazz Day partners, such as record labels, whose audiences wouldn't necessarily be familiar with UNESCO and whom we tried to "recruit" to our own channels. A feature article on "Paris comes out swinging" was penned by social media for the web.

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

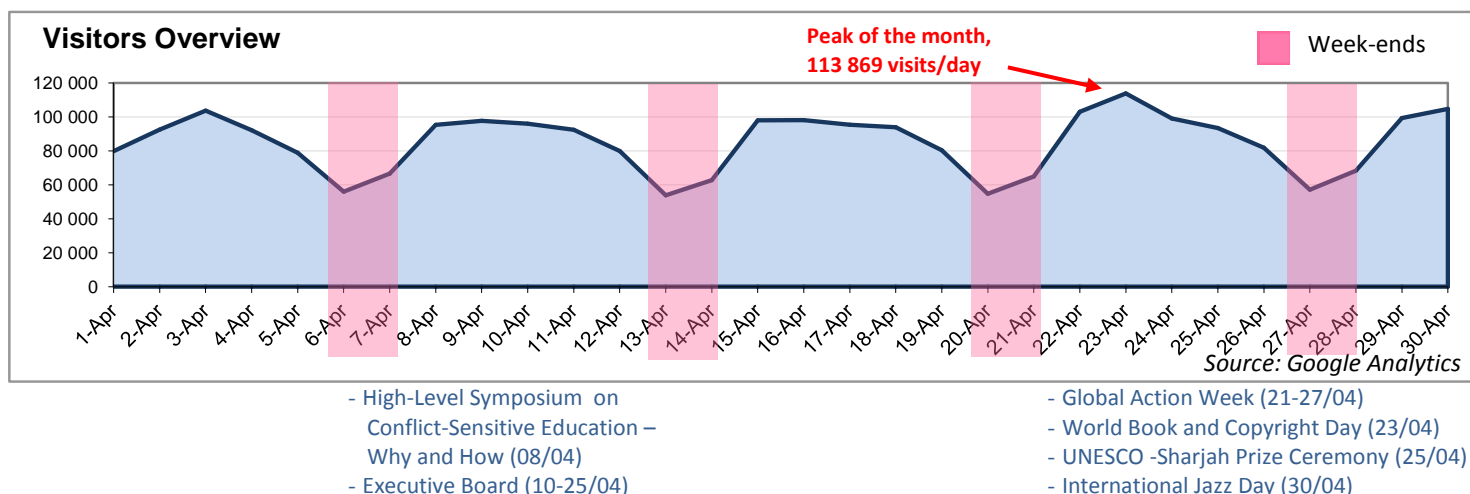
Both a communication and a knowledge management tool, UNESCO's websites, with over 2.7 million pages of content, are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in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

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

Four major events took place during the last ten days of the month, resulting in an increase of average visits during this period. The most notable results have been registered for "World Book and Copyright Day" and "International Jazz Day". It is interesting to note that special event pages got a peak in visits mainly on the day of the event while they were close to zero during the other periods. This can be an indicator that more work has to be done in terms of indexing and search engine optimization. The global trend of the website continues to be positive, with more than 7 million page views for the second month in row, a 30% increase compared to the 5.6 million in the same period last year. UNESCOCOMMUNITY is still growing and internal communication articles are generating more and more interest among the UNESCO staff, even during the week-end.

1.1. April 2013 Traffic

Daily Web Traffic Patterns



1.2. Monthly visits

	Page views ¹	Variation vs Y-1*	Variation vs M-1	Visits ²	Variation vs Y-1*	Variation vs M-1	Unique Visitors ³	Variation vs Y-1*	Variation vs M-1
April 2012	5 679 268	N/A	-7.70%	1 885 416	N/A	-7.53%	1 432 113	N/A	-6.49%
May 2012	5 661 874	N/A	-0.31%	1 935 768	N/A	+2.67%	1 480 386	N/A	+3.37%
June 2012	4 919 067	N/A	-13.12%	1 625 556	N/A	-16.03%	1 240 665	N/A	-16.19%
July 2012	5 340 675	N/A	+8.57%	1 504 831	N/A	-7.43%	1 155 703	N/A	-6.85%
August 2012	5 066 334	N/A	-5.14%	1 547 197	N/A	+2.82%	1 202 114	N/A	+4.02%
Sept. 2012	5 828 526	+137.02%	+15.04%	1 897 640	+99.72%	+22.65%	1 467 108	+97.25%	+22.04%
Oct. 2012	6 780 090	+103.96%	+16.33%	2 322 957	+88.69%	+22.41%	1 778 958	+83.57%	+21.26%
Nov. 2012	6 163 787	+38.47%	-9.09%	2 107 594	+37.58%	-9.27%	1 602 332	+34.30%	-9.93%
Dec. 2012	5 096 412	+19.29%	-17.32%	1 725 594	+22.40%	-18.12%	1 327 215	+21.96%	-17.17%
Jan. 2013	6 089 948	+24.81%	+19.49%	2 045 032	+27.76%	+18.51%	1 573 093	+25.88%	+18.53%
Feb. 2013	6 414 208	+24.75%	+5.32%	2 254 773	+34.80%	+10.26%	1 724 914	+36.09%	+9.65%
March 2013	7 327 488	+19.09%	+14.24%	2 537 586	+24.46%	+12.54%	1 914 579	+25.01%	+11.00%
April 2013	7 426 970	+30.77%	+1.36%	2 554 100	+35.47%	+0.65%	1 930 903	+34.83%	+0.85%

* Figures can only be compared from Sept. 2012 as new measurement tool was installed in Sept. 2011.

1.3. Visits by Area of Interest in April 2013 (This data only covers tagged subsites)

Areas of interest	Visits ² in April 2013	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	2 554 100	+35.47%	+0.65%
Home & Central Service pages	263 064	-1.03%	-10.20%
Worldwide	26 496	+14.92%	+14.89%
Education Sector	174 461	+59.17%	+9.74%
Natural Sciences Sector	83 765	+48.33%	-43.23%
Social and Human Sciences Sector	49 330	+102.30%	+5.39%
Culture Sector	1 239 433	+40.54%	+0.95%
World Heritage	1 072 866	+29.54%	-1.75%
Intangible Heritage	47 885	+33.31%	+4.88%
Culture Sector (excluding Intangible Heritage)	118 682	+120.94%	+31.53%
Communication and Information Sector	64 923	+21.54%	-15.66%
Field offices (only those tracked)	132 848	+41.61%	-1.94%
UIL*	19 974	+36.47%	+1.47%
IIEP*	173 738	+3.97%	+11.24%
UNEVOC*	26 920	-24.57%	+6.56%

* UIL, IIEP and UNEVOC statistics are tracked separately. ** Based on figures published in the Monthly Reports.

1.4. UNESCO Website Visitors

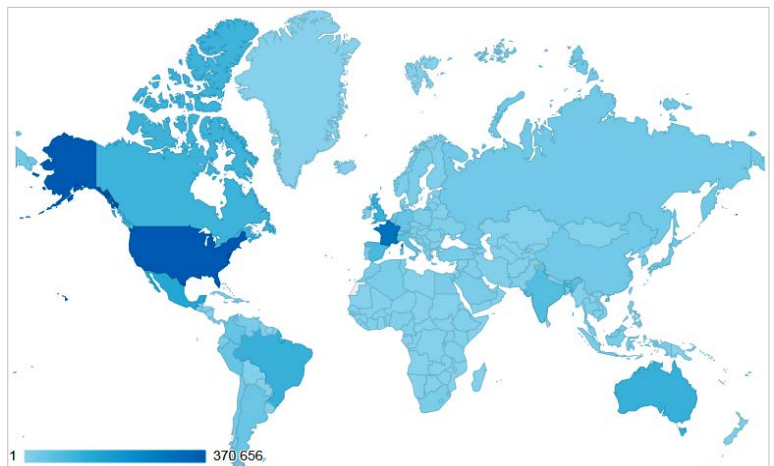
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	370 656	14.51%	+9.31%	2.68	00:02:22
France	296 173	11.60%	+0.72%	3.32	00:04:43
Mexico	139 167	5.45%	+13.29%	2.67	00:03:04
Australia	112 216	4.39%	-30.49%	3.92	00:05:27
Brazil	111 071	4.35%	-5.88%	2.19	00:02:40
United Kingdom	106 813	4.18%	-1.62%	2.85	00:02:86
Canada	103 004	4.03%	+3.84%	3.67	00:03:39
Spain	85 962	3.37%	+10.36%	3.20	00:03:06
India	69 279	2.71%	+10.05%	2.61	00:02:44
Italy	49 298	1.93%	-0.33%	3.28	00:03:06

Top 10 visitors' language

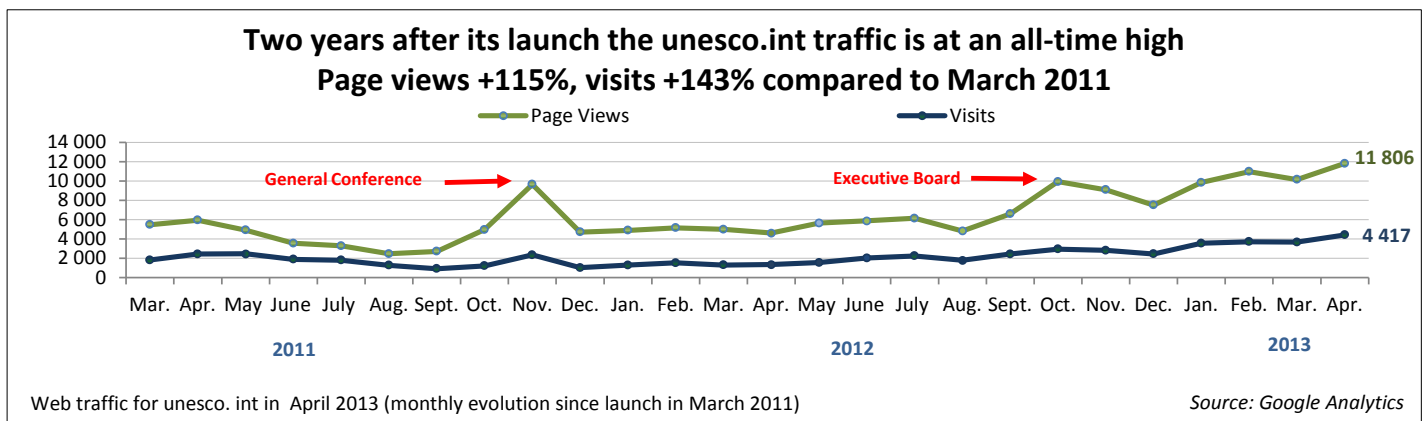
Language	Visits ²	% of Total visits	Variation vs M-1
English	1 257 171	49.22%	+0.73%
Spanish	422 576	16.54%	+5.39%
French	354 105	13.86%	-1.18%
Portuguese	119 810	4.69%	-8.10%
Russian	49 166	1.92%	+1.97%
Chinese	46 542	1.82%	-11.58%
German	43 569	1.70%	-5.34%
Italian	42 616	1.67%	-1.35%
Arabic	29 381	1.15%	+19.01%
Japanese	28 361	1.11%	-2.34%

Geographical origin of visits (source: Google Analytics)



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

	Month	Page views ¹	Variation vs Y-1*	Variation vs M-1	Visits ²	Variation vs Y-1*	Variation vs M-1	Pages/Visit	Variation vs M-1	Avg Visit duration
2012	April	4 603	-22.57%	-7.72%	1 345	-44.72%	+6.24%	2.87	-18.00%	00:03:39
	May	5 658	+15.12%	+22.92%	1 564	-36.58%	+16.28%	3.28	+14.29%	00:03:39
	June	5 874	+65.60%	+3.82%	2 040	+7.88%	+30.43%	2.87	-12.50%	00:03:50
	July	6 140	+86.85%	+4.53%	2 242	+24.35%	+9.90%	2.93	+2.09%	00:03:26
	August	4 825	+95.58%	-21.42%	1 792	+40.44%	-20.07%	2.71	-7.51%	00:02:47
	September	6 591	+142.23%	+36.60%	2 434	+163.99%	+35.83%	2.86	+5.54%	00:03:21
	October	9 925	+99.98%	+50.58%	2 948	+141.24%	+21.12%	3.08	+7.69%	00:03:56
	November	9 093	-5.78%	-8.38%	2 815	+20.04%	-4.51%	2.89	-6.17%	00:03:28
	December	7 500	+59.27%	-17.52%	2 451	+138.66%	-12.93%	2.90	+0.35%	00:03:33
2013	January	9 846	+101.68%	+31.28%	3 552	+175.56%	+44.92%	2.90	0.00%	00:03:54
	February	10 964	+112.52%	+11.35%	3 714	+144.83%	+4.56%	2.77	-4.48%	00:03:57
	March	10 153	+103.55%	-7.40%	3 671	+182.82%	-1.16%	2.97	+7.22%	00:04:27
	April	11 806	+156.48%	+16.28%	4 417	+228.40%	+20.32%	2.96	-0.34%	00:04:11



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

	Month	Page views ¹	Variation vs M-1	Visits ²	Variation vs M-1
2012	October	28 175	-	3 169	-
	November	18 948	-32.75%	3 393	+7.07%
	December	15 661	-17.35%	2 769	-18.39%
2013	January	29 536	+88.60%	10 350	+273.78%
	February	68 781	+132.87%	27 656	+167.21%
	March	66 416	-3.44%	28 064	+1.48%
	April	74 831	+12.67%	32 095	+14.36%

Traffic indicators explained:

¹ **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).

² **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.

³ **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.

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

UNESCO products for written and audiovisual media are:

- Save the dates
- Media advisories
- Press releases
- Opinion editorial (Op-Eds)
- Video News Releases (VNR)
- Background Footage (B-Rolls).

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

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

Languages	Page views	Variation vs Y-1*	Variation vs M-1*
Total	108 363	+15.06%	+0.90%
English (EN)	58 117	+22.37%	+5.43%
Spanish (ES)	23 957	+19.76%	+0.89%
French (FR)	14 107	+3.54%	-9.45%
Arabic (AR)	4 754	-18.67%	-8.15%
Russian (RU)	4 634	-13.48%	-7.52%
Chinese (ZH)	2 794	+50.13%	+1.23%

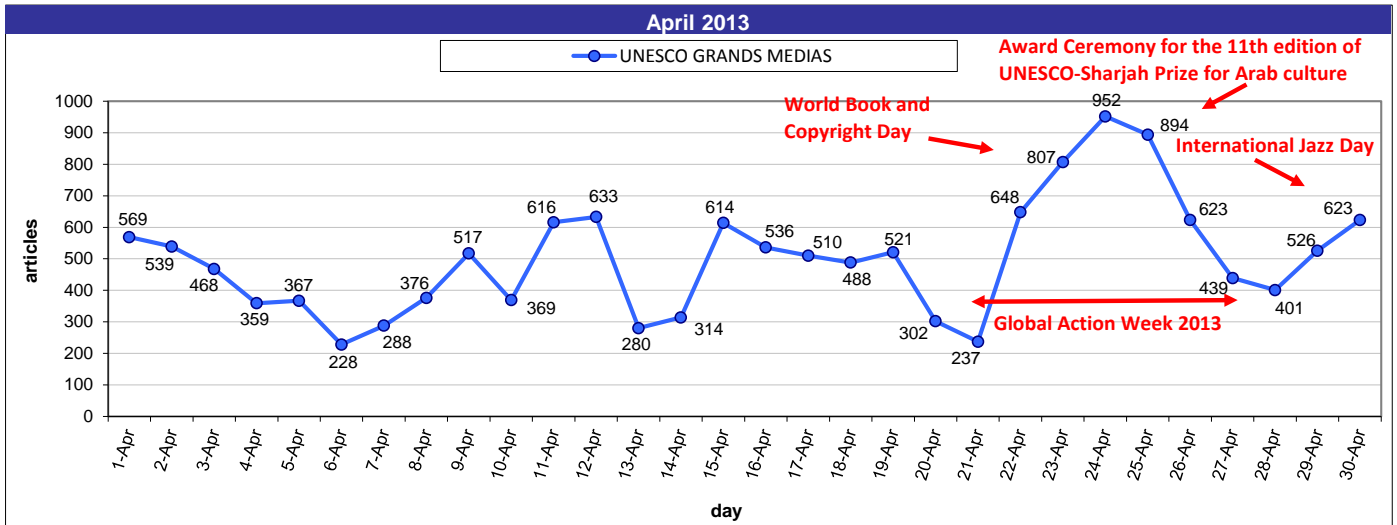
* Based on figures published in the Monthly Reports.

2.2. Press releases/Media advisories/Web releases in April 2013

1.	05/04	Conflict-sensitive education – why and how?
2.	16/04	Ethiopian journalist Reeyot Alemu wins 2013 UNESCO-Guillermo Cano World Press Freedom Prize
3.	16/04	Director-General calls for investigation into murder of Guatemalan journalist Luis Alberto Lemus
4.	16/04	Director-General deplores the death of Russian journalist Mikhail Beketov
5.	17/04	Director-General to attend Learning for All Ministerial Roundtable hosted by the World Bank and the Secretary-General of the UN
6.	19/04	UNESCO Director-General calls for investigation into the murder of Ecuadorian journalist Fausto Valdiviezo Moscoso
7.	22/04	Director-General urges investigation into murder of Brazilian photographer Walgney Assis Carvalho
8.	25/04	UNESCO expert mission to assess state of Old Jerusalem
9.	24/04	UNESCO Director-General deplores continuing destruction of ancient Aleppo, a World Heritage site
10.	24/04	UNESCO celebrates World Press Freedom Day in Costa Rica “Safe to Speak: Securing Freedom of Expression in All Media”
11.	26/04	Measuring Progress Toward Sustainability: Workshop on the Inclusive Wealth Report Project
12.	30/04	UNESCO and Nokia to Use Mobile Technology to Improve Education in Nigeria
13.	30/04	Director-General deeply concerned over killing of Paraguayan journalist Carlos Artaza

2.3. Statistics on articles referring to UNESCO

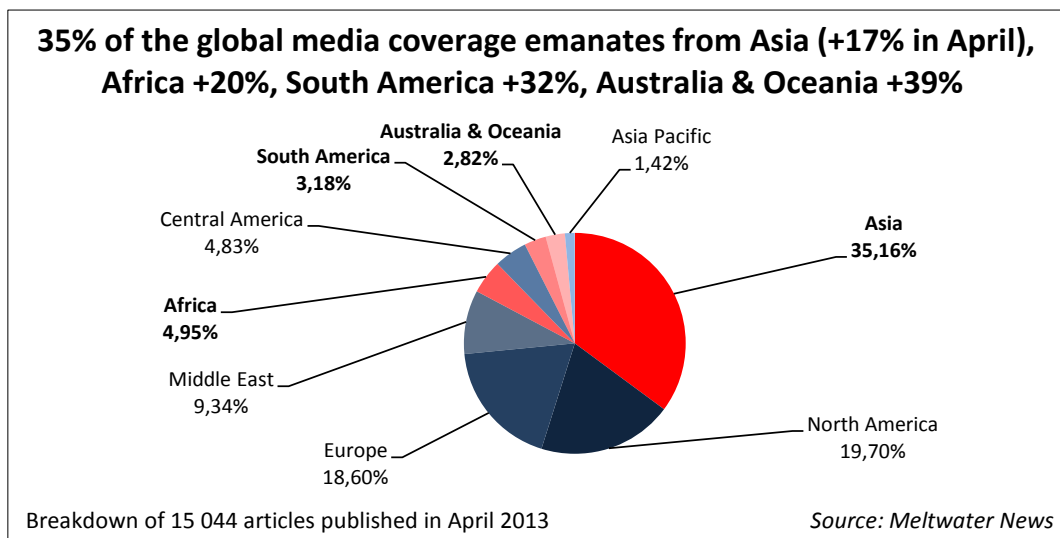
This graph shows the number of articles monitored in national and international media, in which “UNESCO” appeared in the title or first paragraph of a story in April (Source: Meltwater News)



International Jazz Day and World Book and Copyright Day were the two UNESCO-organized events that drew most media attention during April. Jazz Day was covered by print, broadcast and online media in all regions of the world. World Book and Copyright Day did especially well in the hispanophone world. The other big news story generated by UNESCO was the Executive Board announcement that an expert mission would travel to Jerusalem to evaluate the World Heritage site’s state of conservation. This story was covered exhaustively in the United States and the Middle East.

Otherwise, media everywhere are starting to report on the sites being nominated for inclusion this year on the World Heritage List. This trend is likely to strengthen in the coming weeks.

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



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

Date	Subject / Title	Language	Media
17/04/2013	Education: A Possible Dream	English	The Huffington Post (USA)

2.5. Interviews given (by subject and media)

Subject	Interviewee	Language	Media (press TV Radio)
Jazz Day	Neil Ford	English	La Nacion (Argentina)
Intel/UNESCO Agreement	Rovani Sigamoney	English	Research Africa
UNESCO/Guillermo Cano World Press Freedom Prize 2013	Guy Berger	English	Voice of America (USA)
UNESCO's mandate	Lucia Iglesias	Spanish	Cadena Ser (Spain)
WHC and Gaza	Roni Amelan	French	Le Temps (Switzerland)
WHC - Babylon	Roni Amelan	English	New York Times (USA)
WHC - Westminster	Roni Amelan	English	Art Newspaper (UK)
World Book and Copyright Day	Mauro Rosi	English	Radio Central FM (Spain)
Training project for Cairo's rag-picker children, who received UNESCO's support via UNESCO Cairo Office	Laila Iskandar	French	France 24 (France)
Archeological sites in war	Francesco Bandarin	Italian	L'Espresso (Italy)
Jewish heritage in Egypt	Roni Amelan	English	Toronto Star (Canada)
Global Ecology and Oceanography of Harmful Algal Blooms (GEOHAB) Open Science Meeting at HQs	Henrik Enevoldsen	English	The Independent on Sunday (UK)
World Press Freedom Day	Sylvie Coudray	English/French	RFI
World Press Freedom Day	Sylvie Coudray	French	Al Qarra
Aleppo Minaret	Anna Paolini	English	CNN (USA)
Aleppo Minaret	Véronique Dauge	French	Associated Press (USA)

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

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

The Background footages are used and downloaded by the audiovisual media (TV agencies, TV, Radio). 23 B-rolls were downloaded in April.

	Subject	Downloads	Media
1	ED	3	Ubiznews TV
2	Félix Houphouët-Boigny Annonce	1	Ubiznews TV
3	UNESCO Priorities	6	
4	CLT	4	
5	MAB	3	
6	UNESCO HQ stock shots	1	
7	Day of solidarity with Mali	2	Ubiznews TV
8	UNESCO L'Oréal	1	
9	Goodwill Ambassador	1	
10	Anti-Doping	1	

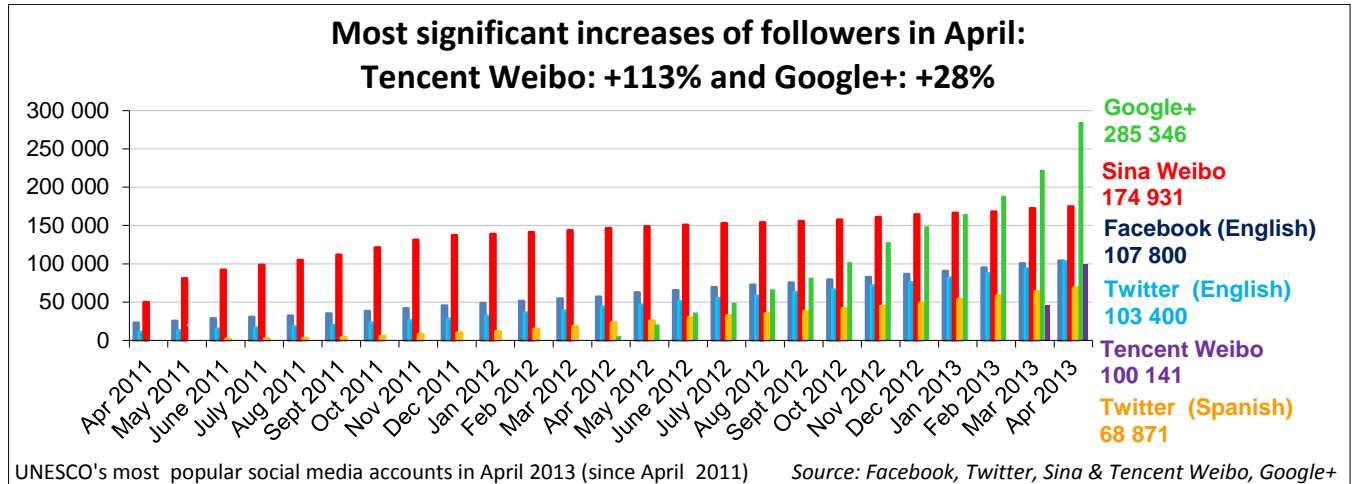
2.7. Number of Photographs ordered by the Media (by subject)

N/A for April.

3. UNESCO Social Media Channels

UNESCO's social media channels continued promising growth throughout April. The English language Twitter achieved over 100K followers. Language versions of Facebook and Twitter, in Arabic, Chinese, French and Spanish, maintain their standing among the top 4 accounts within the entire UN system.

Compared to April 2012, this month's social media activities have gained considerably in volume, scope and pace. As seen in campaigns for Global Action Week and International Jazz Day, this is partly explained by the fact that our social media channels have become an established and to-go reference for UNESCO's partners, who are keen to communicate directly to targeted UNESCO fans, and who want to position themselves attractively here.



3.1. Social networking sites

Facebook - www.unesco.org/facebook/ / **Vkontakte**- <http://vk.com/unesco/> / **Google+**

Variation April 2013 vs March 2013

Likes/fans*		April 2013	March 2013	Variation vs March
Total likes/followers (all languages)		414 970	347 460	+19.43%
Facebook	English	107 800	104 104	+3.55%
	Spanish	9 158	8 009	+14.35%
	French	6 265	6 035	+3.81%
	Arabic	5 146	4 742	+8.52%
	Russian	1 255	1 190	+5.46%
Google+	English	285 346	222 706	+28.13%
Vkontakte	Russian	732	674	+8.61%

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

Message	Posted	Likes*
On April 23 - World Book & Copyright Day - we celebrate the power of books to bring us together. This day provides an opportunity to reflect together on ways to better disseminate the culture of the written word and to allow everyone to access it. Books are our allies in spreading education, science, culture and information worldwide & our most beautiful invention for sharing ideas beyond the boundaries of space and time. http://ow.ly/kjlzj	23/04	297
"Girl Rising" spotlights the power of education to change a girl – and the world. The film tells the stories of 9 extraordinary girls from 9 countries, written by 9 celebrated writers and narrated by 9 renowned actresses. If you're in Paris on April 17, Intel & UNESCO will present the film at our HQ. Drop by, or watch the trailer! http://ow.ly/k5aEs	15/04	286
61 million children are still out of primary school. Achieving universal enrolment in primary education is a Millennium Development Goal (MDG) that the United Nations set out to accomplish by 2015. The MDGs are now the most successful anti-poverty push in history. As we near the target date, let's aim higher & step up the #MDGMOMENTUM http://ow.ly/iIM2W	03/04	274
Getting to school should not be a life-threatening voyage. Nor should it be considered an impossible dream. Poverty, conflict, exclusion, discrimination, distance or disability -- none of these must be allowed to stand in the way of every child's right to education. We must put education first. This week	18/04	273

<p>in Washington, the World Bank and the United Nations will host a high-powered meeting of UN agency heads, the president of the Bank, donor country representatives and the education and finance ministers of eight countries that account for half of the world's out-of-school children. This will be the first time that this particular group will have gathered in the same place at the same time to confront the same issue. Our aim is to examine -- country by country -- the barriers preventing children from getting an education and to take decisive action to overcome them. There is clearly no 'one-size-fits-all' solution. Nonetheless, we must make the most of this opportunity for a new, big push in education: to respond to the demands of parents and children everywhere, to find solutions adapted to needs and circumstances without flinching on the quality of learning and to fulfill the commitment of putting all children into primary school by 2015. http://ow.ly/kc7iK</p>		
<p>We have experienced a revolution over the last 20 years. Newspapers have gone online and publish today through a multitude of media. The 24-hour news cycle has become the norm embraced by most networks, with news broadcasted around the world every minute of every day. Blogging, tweeting, and podcasting have opened vast new channels for sharing information and fostering expression. Citizen reporters are increasingly leading the news cycle, using mobile phones, especially in disaster and conflict areas. The transformation of the media landscape has created exciting opportunities for exchange and dialogue, and for sharing knowledge and information. However, it has not translated into stronger respect for fundamental freedoms. Our position is firm—freedom of expression and access to information are crucial building blocks for democracy, development and dialogue. http://ow.ly/kh7VG</p>	22/04	264
<p>A beautiful new infographic from the World Bank: Education is a powerful driver of development and one of the best ways to reduce poverty and boost shared prosperity. What will it take to achieve Learning for All? This infographic shows how countries like Ethiopia, Bangladesh and Haiti are making progress toward this goal. http://ow.ly/k8dsZ</p>	17/04	258
<p>A quarter of a million plant varieties are available for agriculture but only 3% are used today. Biodiversity provides high variety of plant species and if grown locally, in season and organically can increase the quality and diversity of food to fight hunger. Preserve biodiversity on Mother Earth by protecting the environment and promoting a variety plant species.</p> <p>Ideas for Today's Actions:</p> <ul style="list-style-type: none"> • Consume food locally, in season and organically • Avoid eating processed food with additives • Talk to your parents or elders about the foods they ate when they were young. Find the food. Find the seeds. Ask them about their food memories • List the foods that are in season today in your country • Organize a cooking workshop with local, in-season and organic food • Find out more about genetically modified food <p>Share your ideas and actions: https://en.unesco.org/aspnet/</p> <p>ABOUT THE PHOTO: Did you know? Traditional Mexican cuisine - ancestral, ongoing community culture, the Michoacán paradigm -- is listed on UNESCO's Intangible Heritage List. Traditional Mexican cuisine is a comprehensive cultural model comprising farming, ritual practices, age-old skills, culinary techniques and ancestral community customs and manners. It is made possible by collective participation in the entire traditional food chain: from planting and harvesting to cooking and eating. The basis of the system is founded on corn, beans and chili; unique farming methods such as milpas (rotating swidden fields of corn and other crops) and chinampas (man-made farming islets in lake areas); cooking processes such as nixtamalization (lime-hulling maize, which increases its nutritional value); and singular utensils including grinding stones and stone mortars. Native ingredients such as varieties of tomatoes, squashes, avocados, cocoa and vanilla augment the basic staples. Mexican cuisine is elaborate and symbol-laden, with everyday tortillas and tamales, both made of corn, forming an integral part of Day of the Dead offerings. Collectives of female cooks and other practitioners devoted to raising crops and traditional cuisine are found in the State of Michoacán and across Mexico. Their knowledge and techniques express community identity, reinforce social bonds, and build stronger local, regional and national identities. Those efforts in Michoacán also underline the importance of traditional cuisine as a means of sustainable development.</p>	25/04	240
<p>Hagia Irene, meaning "Divine Peace" in Greek, is the stunning venue for the concerts taking place for this year's Jazz Day in Istanbul. It is located in the grounds of the Topkapi Palace, near the Hagia Sophia and right in the historic centre of the old city, among the famous spires and domes of this beautiful and distinctive UNESO World Heritage site. The Hagia Irene is an ancient Christian Orthodox church, originally built in the 4th century, although renovated several times in its long history. It is now a museum and concert venue, especially prized for the beauty of its architecture, its impressive arches and columns, and most of all, its wonderful acoustics, which will soon be ringing with the sounds of jazz. * LEARN ABOUT ISTANBUL'S HISTORIC AREAS LISTED AS UNESCO WORLD HERITAGE: http://whc.unesco.org/en/list/356 * INT'L JAZZ DAY 2013: http://ow.ly/kv7IQ</p>	28/04	233

<p>Live webcast: http://ow.ly/kA7Qr</p> <p>To work together, to respect each other -- let's take our lead from jazz. Improvisation is the heartbeat of jazz. It is a moment of free expression; it's about listening carefully to each other, and most importantly, not judging. The musicians have to respect and cooperate with one other, to quite literally achieve harmony together. This message of respect and peace goes far beyond the stage or the gig – jazz is a lesson for us in our everyday lives.</p> <p>April 30 is Int'l Jazz Day. http://ow.ly/kx8Cm</p>	29/04	195
<p>Today is Int'l Mother Earth Day. You can make a difference in protecting our planet! Ideas for Today's Actions:</p> <ul style="list-style-type: none"> • Pick up litter in your school yard, at work, at home • Reduce your use of plastic bags • Reuse empty jars for leftover food • Recycle paper wherever you find it • Think about setting up a recycling program -- which spaces/places in your daily life would benefit from one? <p>Share your ideas and actions: https://en.unesco.org/aspnet/</p>	22/04	188

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

3.2. Microblogs:

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

Variation April 2013 vs March 2013

Followers/Fans		April 2013	March 2013	Variation vs March
Total (all languages)		467 887	396 980	+17.86%
Twitter	English	103 400	94 403	+9.53%
	Spanish	68 871	63 480	+8.49%
	Arabic	13 080	12 530	+4.39%
	French	6 265	6 112	+2.50%
	Russian	1 199	1 106	+8.41%
Sina Weibo	Chinese	174 931	172 530	+1.39%
Tencent Weibo*	Chinese	100 141	46 819	+113.89%

*Started on 7 November 2012 to reach more Chinese audiences.

Top 10 Twitter Posts

Message	Posted	Re-tweets
April 23 is World Book & Copyright Day. Let's celebrate the power of books & help all people access them http://ow.ly/kjz2S #BookDay	22/04	136
#Education is a fundamental human right. It's the most effective strategy for human development #unescoeducation	17/04	115
Did you know? Africa alone needs an additional 1 million teachers to get every child into primary school #gaw2013	27/04	109
Malala to Ban Ki-moon: "The way to see peace is through education" http://j.mp/10BY677 pic.twitter.com/byFvaRULsB #MDGmomentum	07/04	99
In which countries are there more women, than men, studying science? #4womeninscience pic.twitter.com/LooZcmPDh4	03/04	90
Books are our allies in spreading education, science, culture & information worldwide http://ow.ly/kjz2S #BookDay	22/04	83
Jazz has been a force for positive social transformation throughout its history. That's why we created #JazzDay http://ow.ly/knM93	24/04	80
Freedom of expression is a human right whose importance will only increase in today's knowledge societies http://ow.ly/jTykX	09/04	70
Get ready for tomorrow's #JazzDay Global Concert Webcast (http://jazzday.com) by replaying last year's concert: http://youtu.be/fnY5nn16ymY	29/04	70
Today is Intl #JazzDay ! Join us in celebrating this diverse & inspiring music http://ow.ly/ksyUI	30/04	70

Top 10 Sina Weibo Posts

Message	Posted	Re-tweets	Comments
Are you a young artist with passion and need of creation? Or as an NGO or a non-profit body, public body whose activities contribute to the promotion of culture and artistic creation, you are planning a project? But everything is stopped because of financial problem? Then don't hesitate, you may find help here: The IFPC is launching a call for proposals for artistic and creative projects http://t.cn/zTz8ygf	29/03	1 046 (400 in April)	168
"Where do you like to read at most?" This a survey made in Germany for the World Book and Copyright Day. It turns out that, 71,7% German like to read on their sofa; many prefer to read outdoor on balcony or in a park; some German like to read during the trip; some of them like to read in the bath tub; 15.6% male (but only 10.6% female) like to grasp a book when they go to the toilet. How about you? Where is your favorite place for reading?	22/04	335	100
23.04, #world book and copyright day# is the day to celebrate books and pay a worldwide tribute to books and their authors. Do you know that the idea for this celebration originated in Catalonia (Spain) where it has become a tradition to give a rose as a gift for each book purchased on 23.04, St. George Day. Share with us your plan for World Book and Copyright Day.	17/04	216	37
#Press freedom# In past ten years, only about one-in-ten cases of crimes against journalists, media workers, and social media producers has led to a conviction. This why the first-ever UN Plan of Action on the Safety of Journalists and the Issue of Impunity, led by UNESCO, was endorsed by the UN Chief Executives Board .	02/04	186	24
Individuals or institutions in UNESCO Member States in Asia and the Pacific region: if you have designed and implemented significant educational innovations, you may win Wenhui Award for Educational Innovation. Two winners will each receive a Certificate of Excellence and prize money of US\$ 20,000. For 2013, the theme of the Wenhui Award is Educational Innovation for Cultural Expression. More: http://t.cn/zTGkrSV	09/04	162	26
While a significant progress has been made for the preservation of Jerusalem ancient city, the reports over another World heritage site, the ancient city of Aleppo are rather very distressing: a minaret of one of the most famous Syrian mosque there was reduced to debris during the clashes. Director-General of UNESCO has expressed deep distress over reports. http://t.cn/zTopXPR	26/04	132	56
[Video: video message of UNESCO Director-General on International Jazz Day] http://t.cn/zTxPdAt "The story of jazz is the story of freedom, of civil rights, the story of human dignity." Jazz music fans, Jazz musicians and musicians, how do you describe Jazz music? @Tandun tingyinxunlu @Shanghai Jazz band @Wang Yunyi Elva @coco Zhaoke	18/04	107	17
"If there is no culture, there is no participation of people; if there is no participation of people, there is no sustainable development." –UNESCO Director-General Irina Bokova. #Hangzhou International conference# is coming soon, "Culture - Key to sustainable development". More: http://t.cn/zTLw2IM	03/04	105	24
23.04 is World Book and Copyright Day. Find out how to send books, including your old books to schools and libraries of Ya'an which may need this for the reconstruction after the recent earthquake.	22/04	102	42
[Video: world heritage- Los Glaciares National Park of Argentina] http://t.cn/zTgOa4K Can we find some ancient romance among those enormous glaciers too? The Los Glaciares National Park of Argentina is an area of exceptional natural beauty, with rugged, towering mountains and numerous glacial lakes. Check it out.	10/04	89	19

Top 3 Tencent Weibo Posts

Message	Posted	Re-tweets
Culture: Key to Sustainable Development, International Congress in Hangzhou http://url.cn/C13iRF	05/04	128
Wenhui (文晖) Award for Educational Innovation 2013, call for applications http://url.cn/BwOniU	10/03	92
Are you an artist? If your project meets the criteria set out in the Operational Guidelines of the International Fund for the Promotion of Culture (IFPC), you can submit your projects to benefit from the support of the Fund. http://url.cn/CzHTbt	01/04	17

3.3. Video Traffic

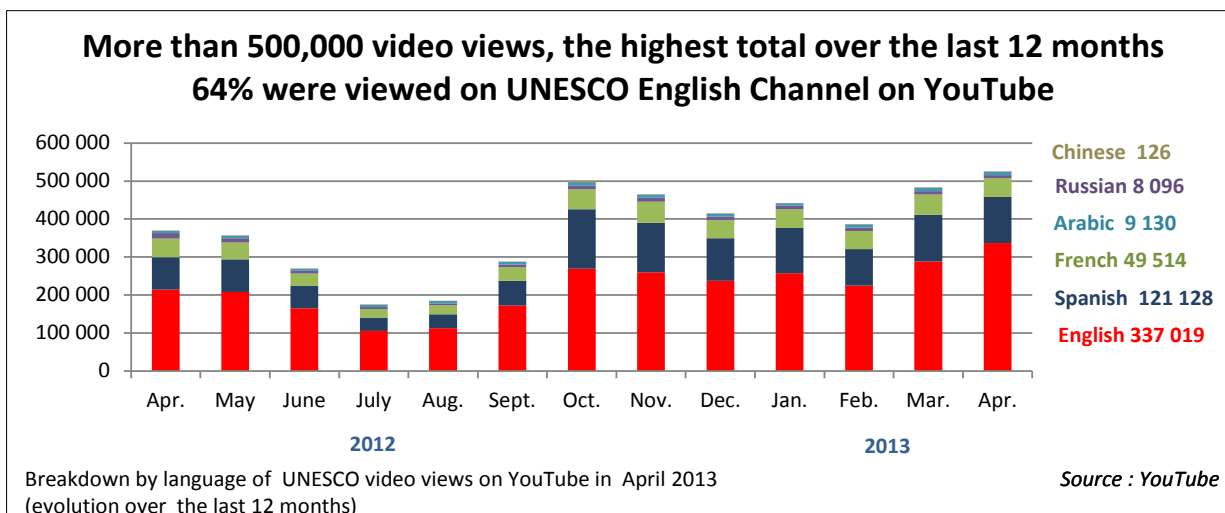
Video views are tracked on YouTube and Youku. UNESCO multimedia archives statistics are under 5.2.

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

Variation April 2013 vs March 2013

Video views	April 2013	March 2013	Variation vs March
Total (all languages)	523 013	482 929	+8.71%
English	337 019	288 563	+16.79%
Spanish	121 128	123 040	-1.55%
French	49 514	52 736	-6.11%
Arabic	9 130	9 540	-4.30%
Russian	8 096	8 979	-9.83%
Chinese	126	71	+77.46%

Subscribers	April 2013	March 2013	Variation vs March
Total (all languages)	738	694	+6.34%
English	457	395	+15.70%
Spanish	210	215	-2.33%
French	43	45	-4.44%
Arabic	22	22	0.00%
Russian	4	11	-63.64%
Chinese	2	6	-66.67%



• Videos on UNESCO TV English Channel

337 019 views in April 2013		Subject	Total views
1	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	40 957
2	Old Walled City of Shibam	CLT/WHC	29 923
3	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	27 842
4	Kabuki theatre	CLT/ITH	10 432
5	Whistled language of the island of La Gomera, the Silbo Gomero	CLT/ITH	9 863
6	Baul Songs	CLT/ITH	7 409
7	Falconry, a living human heritage	CLT/ITH	4 554
8	Lacemaking in Croatia	CLT/ITH	4 289
9	Gagaku	CLT/ITH	3 837
10	Taekkyeon, a traditional Korean martial art	CLT/ITH	3 801

- Top 10 videos on UNESCO TV Spanish Channel

	121 128 views in April 2013	Subject	Total views
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	54 871
2	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	4 202
3	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	3 201
4	La cultura: un factor clave para luchar contra la pobreza	CLT	2 354
5	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	1 850
6	La fiesta de los patios de Córdoba	CLT/ITH	1 554
7	Aprender a Proteger la Biodiversidad	ED	1 423
8	Día Internacional del Jazz - "On Broadway	CLT	1 284
9	La huaconada, danza ritual de Mito	CLT/ITH	1 139
10	El patrimonio oral y las manifestaciones culturales del pueblo zápara	CLT/ITH	1 138

- Top 10 videos on UNESCO TV French Channel

	49 514 views in April 2013	Subject	Total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	3 727
2	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	2 253
3	Le chant polyphonique géorgien	CLT/ITH	2 002
4	Bouba & Zaza	ED	1 920
5	Routes de l'Esclave: Une Vision Globale	CLT	1 793
6	Le Maloya	CLT/ITH	1 787
7	Le repas gastronomique des Français	CLT/ITH	1 679
8	Une école maternelle à Paris	ED	1 538
9	La tradition du tracé dans la charpente française	CLT/ITH	1 383
10	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	1 320

- Top 10 videos on UNESCO TV Russian Channel

	8 096 views in April 2013	Subject	Total views
1	Alsou Abramova UNESCO Artist for Peace	UNESCO	776
2	Video 18 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	393
3	Historic Centre of Brugge	CLT/WHC	304
4	Journeys to school	ED	278
5	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	262
6	Palace and Park of Versailles	CLT/WHC	244
7	Petra	CLT/WHC	206
8	Historic Areas of Istanbul	CLT/WHC	204
9	Yellowstone National Park	CLT/WHC	194
10	Tasmanian Wilderness	CLT/WHC	163

-Top 10 videos on UNESCO TV Arabic Channel

	9 130 views in April 2013	Subject	Total views
1	Petra	CLT/WHC	432
2	Archaeological Areas of Pompei	CLT/WHC	376
3	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	338
4	Venice and its Lagoon	CLT/WHC	333
5	Journeys to school	ED	308
6	Palace and Park of Versailles	CLT/WHC	225
7	UNESCO History	UNESCO	187
8	Tassili n'Ajjer Te Wahipounamu – South West New Zealand	CLT/WHC	178
9	Reviving Earth Architecture in the Jordan Valley	CLT	159
10	Lines and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	149

- Top 10 videos on UNESCO TV Chinese Channel

	126 views in April 2013	Subject	Total views
1	UNESCO History	UNESCO	42
2	Our world heritage: UNESCO World Heritage Convention	CLT/WHC	28
3	Journeys to school	ED	13

4	DG video message for International Jazz Day	CLT	12
5	Ocean	IOC	10
6	Malala	ED	7
7	Languages matter	ED	5
8	Património 9th episode	CLT/WHC	3
9	Video n°30 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	2
10	Video n°18 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1

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

-Top 10 Videos

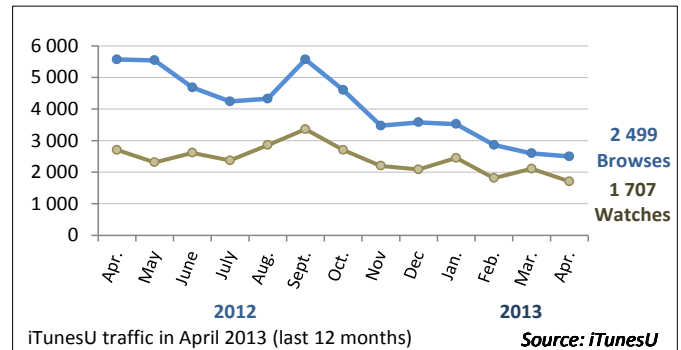
Video	Posted	Total Views	Quoted*
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	03/03/11	44 210	4 651
#intangible heritage# Chinese shadow puppetry	01/12/11	17 832	1 951
International year of water cooperation	12/02/13	17 337	381
Safeguarding community's living heritage	07/12/12	13 904	375
Intangible heritage Kunqu Opera-the Peony Pavilion performed by UNESCO Artist for Peace Zhang Jun	15/04/11	11 360	9 807
40 year anniversary of World heritage convention	22/06/12	9 051	1 210
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	23/06/11	6 379	6 076
International Jazz Day	08/03/12	5 346	1074
Great apes on brink of extinction	06/11/12	5 260	215
Journey to school	08/03/13	4 601	565

* Views of the video from other websites

3.5. 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.

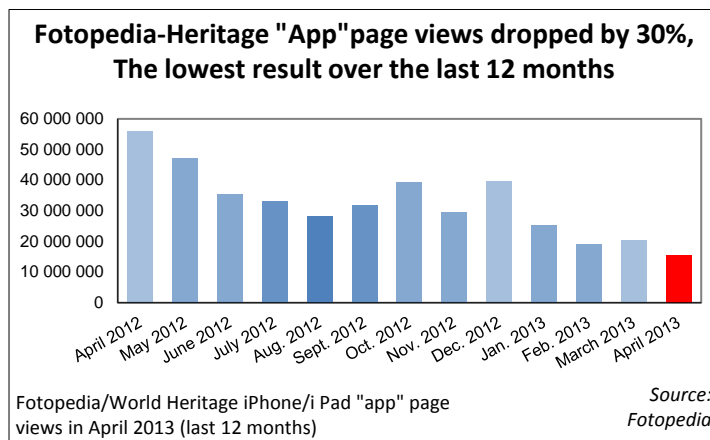
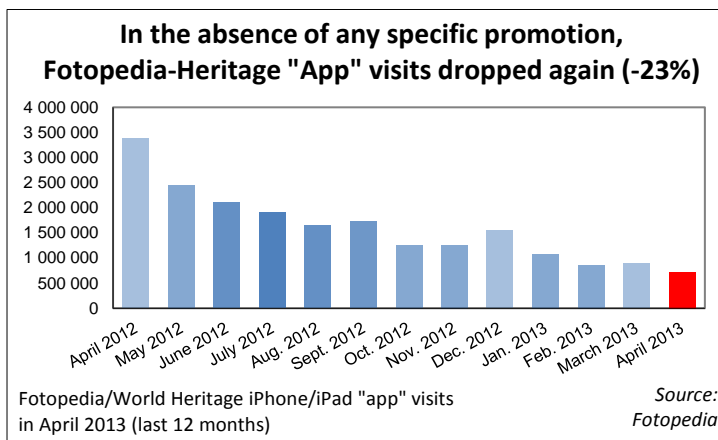
Metrics	TOTAL 2013	April 2013	Variation vs M-1
Watches (downloads /streams)	8 080	1 707	-19.17%
Browses	11 481	2 499	-3.81%



3.6. 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 2013	April 2013	Variation vs Y-1	Variation vs M-1
Downloads	217 269	46 861	-74.11%	-10.44%
Unique Visitors	674 985	204 412	-44.99%	-15.16%
Visits	3 565 592	727 536	-78.46%	-18.94%
Page views	80 465 507	15 640 120	-71.97%	-23.57%
Info pane with UNESCO logo & text	542 652	96 581	-56.62%	-29.95%
Open UNESCO page from Heritage	28 447	3 219	-55.16%	-68.70%
Distinct UNESCO WHC pages opened	496	215	+30.30%	-63.44%
Most viewed UNESCO page	Site of Palmyra	Site of Palmyra	-	-



4. UNESCO Photobank

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

4.1. Photos requested online:

N/A for April.

4.2 Photo service

Number of photos

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

	April 2013	March 2013
Number of Events	28	24
Number of Photos	966	1 209

5. UNESCO Documents, Multimedia Archives and Library

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

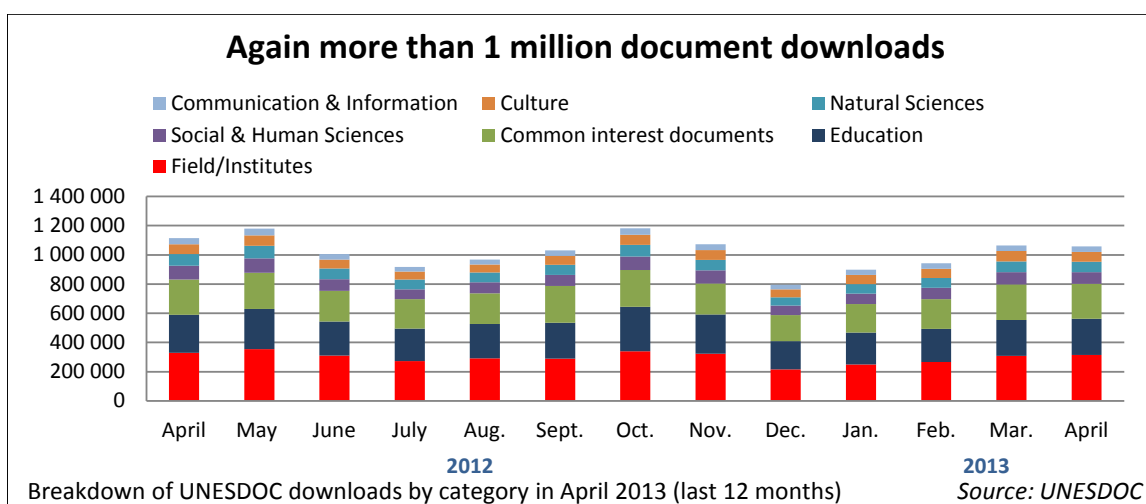
In April there were **136 517** records available online in PDF format (135 662 in March), including documents, publications, communication material and other working documents.

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 April	1 058 953
---	------------------

Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	9 648	247 023	+0.68%	25
Natural Sciences	9 709	71 787	-2.90%	7
Social and Human Sciences	5 667	79 690	-3.68%	14
Culture	3 357	66 642	-7.32%	20
Communication and Information	2 402	38 903	+3.56%	16
Field & Institutes	8 534	314 911	+2.24%	37
Common interest documents	NA	239 997	-2.02%	NA



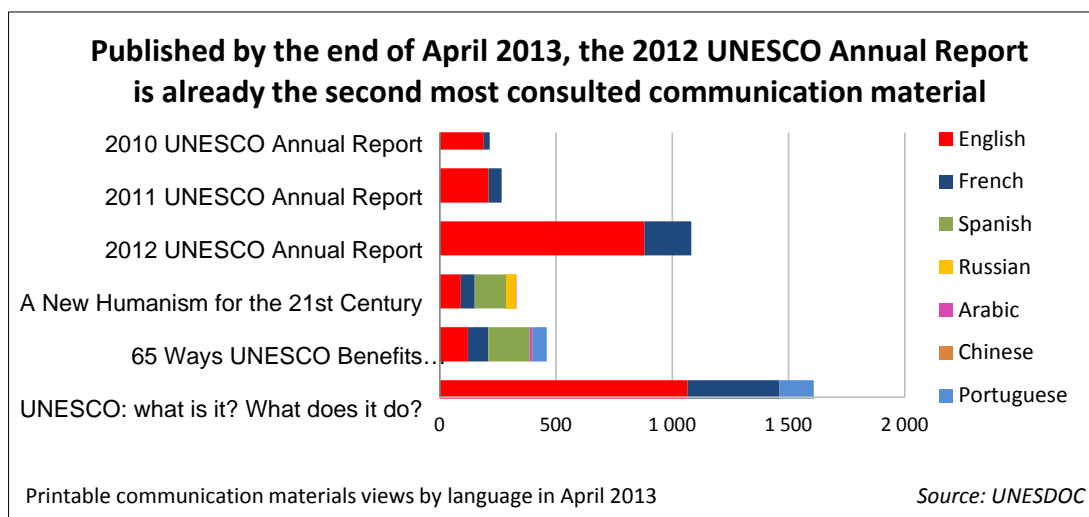
5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	131 271
2	France	63 189
3	Mexico	47 337
4	Brazil	45 006
5	Spain	25 132
6	United Kingdom of Great Britain and Northern Ireland	23 460

7	Colombia	22 054
8	India	19 488
9	Argentina	18 356
10	China	17 549
11	Canada	16 515
12	Peru	16 018
13	Chile	13 036
14	Venezuela (Bolivarian Republic of)	12 943
15	Algeria	11 739

5.1.3 Printable Communication materials

Title	Total downloads in April							Total
	EN	FR	SP	RU	AR	ZH	POR	
2012 UNESCO Annual Report	881	201						1 082
2011 UNESCO Annual Report	210	57						267
2010 UNESCO Annual Report	189	26						215
UNESCO: what is it? What does it do?	1 066	396					147	1 609
65 Ways UNESCO Benefits Countries all over the World	121	88	178		12		61	460
A New Humanism for the 21 st Century	91	60	137	39	3			330
TOTAL	2 558	828	315	39	15	-	208	2 881



5.2. Multimedia Archives – www.unesco.org/archives/multimedia

The UNESCO Multimedia Archives make available to the public audio-visual material, such as documentaries, fiction, interviews, speeches and promotional material created by the Organization or related to its history and programme activities.

5.2.1 Statistics of consultation

	Month	Page views	Variation vs M-1	Visits	Variation vs M-1
2013	January	19 321	+22.50%	8 835	+14.09%
	February	23 250	+20.34%	10 119	+14.53%
	March	24 816	+6.74%	10 070	-0.48%
	April	31 649	+27.53%	19 125	+89.92%

5.2.2 Top 10*

	Title	Views
1	Angkor Wat. Vishnu's heavenly palace World Heritage	261
2	Abrindo espaços – Open Spaces Culture of Peace	210
3	Media Information Literacy and Intercultural Dialogue Communication and Development	195
4	Understanding Education for Sustainable Development Education and Development	189
5	Education for All: six goals for 2015 Basic Education	181
6	Alliance globale pour la diversité culturelle Cultural Diversity	176
7	The Tango Intangible Heritage	164
8	A World for Inclusion Inclusive Education	160
9	Le Maloya Intangible Heritage	155
10	Le château de Chambord World Heritage	154

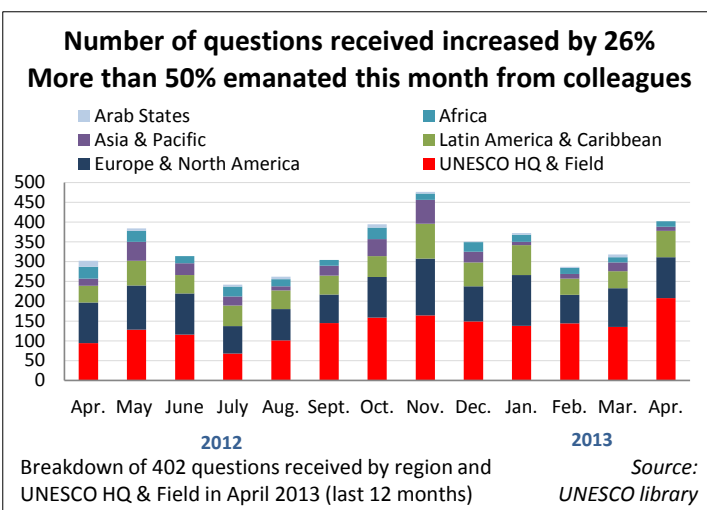
* iTunesU not included

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

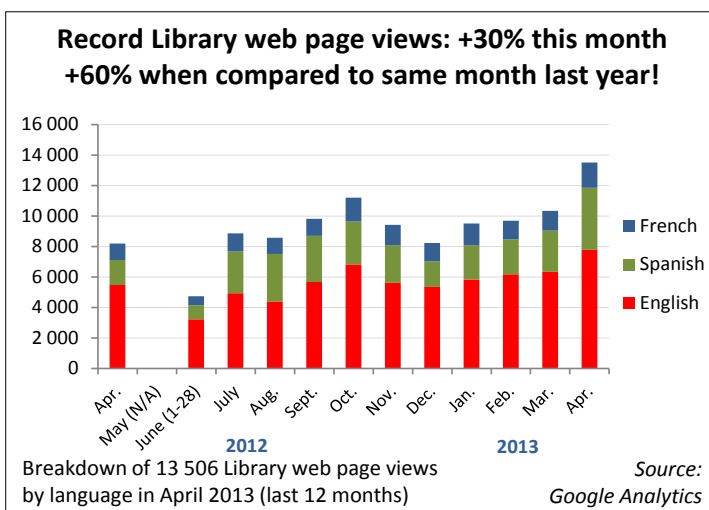
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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).

5.3.1 Questions received by: library@unesco.org



5.3.2 Web page views:



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

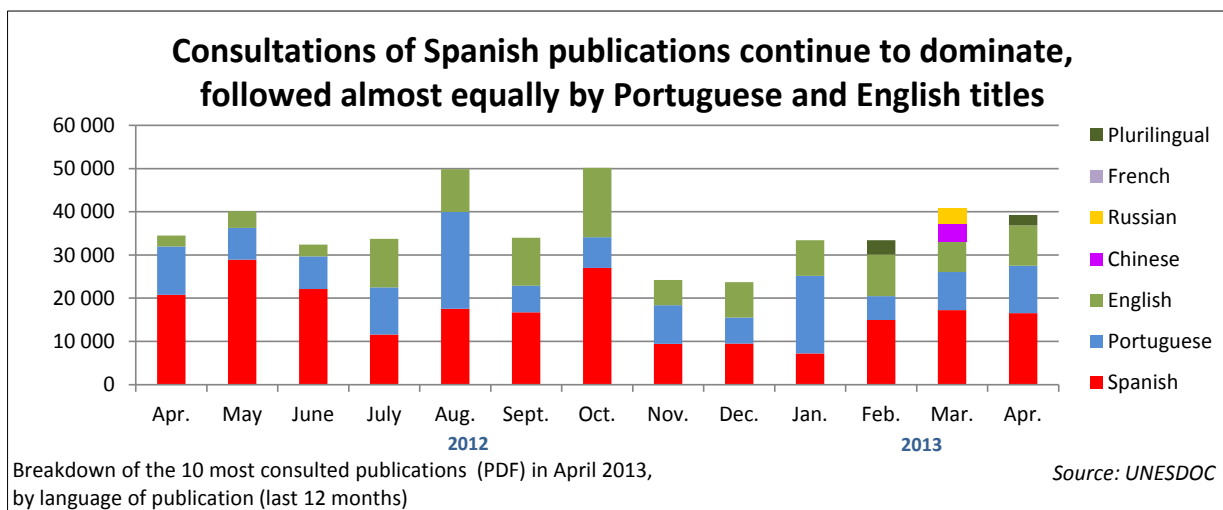
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical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

Online viewing of UNESCO top ten publications has dropped slightly compared to March but is better than the results in April 2012, up by 14%. Compared to recent months the list contains (relatively) more recent titles and we see that in the top ten there are four world reports including *The EFA Global Monitoring report* and the *World Water Development Reports 3 and 4*. Views of UNESCO publications on Google Books continue to increase, up by 10% compared with March this year, and are at an all-time high. Bookshop sales were again heavily dominated by French-language titles largely from the Culture Sector. The new edition of *Human Rights: questions and answers* also did well.

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

	Title	Sector	Language	Views	Published
1	O Indio brasileiro: o que você precisa saber sobre os povos indígenas no Brasil de hoje	ED	Portuguese	7 566	Brazil, 2006
2	Environmental education activities for primary schools: suggestions for making and using low cost equipment (Environmental education activities for primary schools: suggestions for making and using low cost equipment)	ED	Spanish	6 158	UNEP, 1992
3	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	4 988	Paris, 2005
4	United Nations world water development report 4: managing water under uncertainty and risk	SC	English	3 608	Paris, 2012
5	História geral da Africa, I: metodologia e pré-história da Africa (General history of Africa, I: Methodology and African prehistory)	CLT	Portuguese	3 412	Brazil, 2010
6	Youth and skills: putting education to work, EFA global monitoring report, 2012	ED	English	3 410	Paris, UNESCO, 2012
7	Mantenimiento de instalaciones eléctricas del establecimiento educacional	ED	Spanish	2 833	Santiago, 1998
8	Convivencia democrática, inclusión y cultura de paz: lecciones desde la práctica educativa innovadora en América Latina	ED	Spanish	2 549	Santiago, 2008
9	Declaración Universal de Derechos Humanos	SHS	Plurilingual (Aymara, Mapudungun, Rapa Nui, Spanish)	2 434	Santiago de Chile, OREALC, 2008
10	United Nations world water development report 3: Water in a changing world	SC	English	2 301	Paris, 2009

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

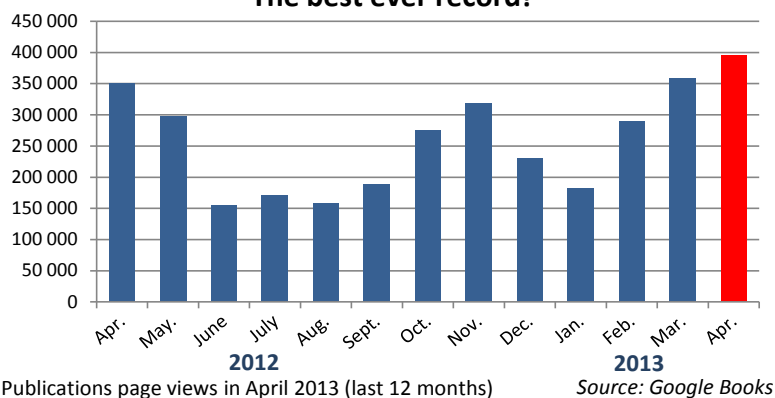


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **298 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
April 2011	123	11 392	179 006	112
April 2012	203	24 867	350 854	187
April 2013	298	27 198	395 299	201

Almost 400 000 Google Books page views The best ever record!



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

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

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

6.3. UNESCO Bookshop bestsellers*

Bookshop sales of UNESCO publications in April, top 5

	Title	Copies sold	Sector
1	Manual on Harmful Marine Microalgae	20	SC
2	The World's Heritage – Edition 2012 The Bestselling Guide to the Most Extraordinary Places	15	CLT/WHC
3	Les chemins de l'école	11	ERI/DPI
4	UNESCO World Heritage Desk Diary 2013	10	CLT/WHC
5	Noguchi in Paris: The UNESCO Garden	9	ERI/DPI

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

	Title	Copies sold	Publisher
1	Charte des Nations Unies et statut de la Cour Internationale de Justice	4	UN
2	The World Heritage 2013 Calendar	4	Panasonic
3	A propos de culture, Joseph Ki-Zerbo	2	Fondation Joseph Ki-Zerbo
4	« Dis-moi des Chansons d'Haïti »	1	Editions Kanjil
5	Cross-Border Governance in Asia	1	United Nations University Press

6.4. Online and international sales

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

	Title	Copies sold	Sector
1	Aux sources des musiques du monde	35	CLT
2	Histoire de l'Humanité vol. I	19	CLT
3	Histoire de l'Humanité vol. IV	18	CLT
4	Human Rights: Questions and Answers	17	SHS
5	Histoire générale de l'Afrique vol. VIII	16	CLT

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

Bookshop sales of UNESCO publications, lowest sellers in April

Title	Copies sold	Sector
Global Education Digest 2012 Opportunities lost: The impact of grade repetition and early school leaving	0	ED
Revista Patrimonio Mundial N° 66 Patrimonio Mundial y Pequeños Estados Insulares	0	CLT/WHC
Global Survey on Internet Privacy and Freedom of Expression	0	CI
Human Rights: Questions and Answers- 6th Edition	0	SHS
Les pays en développement à l'ère de l'e-learning Principes de la planification de l'éducation, n°96	0	IIEP

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

Title	Copies sold	Sector
Bouba and Zaza promote girl's education	0	ED
Memory of the World: The treasures that record our history from 1700 BC to the present day	0	CI
UNESCO Gran Atlas del Patrimonio Mundial	0	CLT
Atlas mundial de la igualdad de género en la educación	0	UIS
Étude mondiale sur le respect de la vie privée sur l'Internet et la liberté d'expression	0	CI

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

6.6. Licensing and co-publishing agreements and amendments, April 2013

Contract No.	Title	Publisher	Language	Date signed
J.2013-007	UNEP/UNESCO YouthXchange Training Kit on Responsible Consumption for Africa	The United Nations Environment Programme/UNESCO	English	19/04/2013
C.2013-006	Manual of Activities directed at Underwater Cultural Heritage	State Administration of Cultural Heritage Underwater Cultural Heritage Conservation Center, P.R.China	Chinese	3/04/2013
C.2013-007	The principle of respect for human vulnerability and personal integrity - Report of the International Bioethics Committee of UNESCO	Turkish National Commission for UNESCO	Turkish	29/04/2013
C.2013-008	Good Policy and Practice in HIV and Health Education - Booklet 8: Education Sector Responses to Homophobic Bullying	Arcigay	Italian	30/04/2013

6.7. Permissions granted to use or translate UNESCO content, April 2013

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Nathan Technique	Lacouture, Jean, « <i>Le journaliste et sa conscience</i> », in Le courrier de l'UNESCO ; XLIII, 9, p.12 et suivantes, © UNESCO 1990	Pour inclusion dans un ouvrage scolaire intitulé « <i>Français Bac Pro</i> », à paraître en avril 2013, pour un tirage de 5000 exemplaires vendus au prix unitaire de 27 euros.	Droit de reproduction non-exclusif pour cette édition en langue française uniquement. Mention de la source. Redevance de 150 euros	12/04/2013

John Wiley & Sons Inc.	<i>The United nations World Water Development Report: Water for the People, Water for Life</i> , fig. 4.2 “Water availability versus population”, p.69, © UNESCO WWAP 2003	For inclusion in the forthcoming work entitled “Environmental Engineering: Fundamentals, Sustainability, Designs”, 2 nd edition, to be published in December 2013 for a total print run of 1,000 copies to be sold at USD 150 per unit.	Non-exclusive world rights for this edition only, in this language only. Due acknowledgement of UNESCO. Free of charge.	18/04/2013
SAGE Publications Ltd	Vigouroux, C. “ <i>Magic Marketing: Performing Grassroots Literacy</i> ”, in <i>Diversities</i> , 2011, vol. 13, n°2, pp 53-69, © UNESCO 2011.	For inclusion in the forthcoming work entitled “ <i>Literacy Studies</i> ”, edited by M. Prinsloo and M. Baynham, to be published by 31 July 2013 by SAGE Publications Ltd, for a total print run of 225 copies to be sold at GBP 675 per unit.	Non-exclusive world rights are granted for this edition only, in printed book form only, in the English language only. Due acknowledgement of UNESCO. Free of charge.	19/04/2013
The Open University of Israel	EFA Global Monitoring Report 2007 – Early Childhood Care and Education © UNESCO 2006: <ul style="list-style-type: none"> - “Fig. A : Net enrolment ratios in primary education, 1999-2004”; - “Fig. 2.9: Distribution of out-of-school children in countries facing the greatest challenges, by exposure to school, 2004”; - “Fig.2.26: Changes in adult literacy (age 15+) between 1990 and 2000-2004 in countries with more than 10 million illiterates”. 	For inclusion in the forthcoming academic work entitled “ <i>Introduction to sociology</i> ”, by Anthony Giddens, to be published by 31 December 2014 by The Open University of Israel (OUI), for a total print run of 7,500 copies for both the printed and E-book formats. The work will be distributed for free to OUI students registered for the course, it will be sold at USD 100 per unit through academic and online stores to non-OUI students.	Non-exclusive world rights are granted for this edition only, in printed book form and E-book format only, in Hebrew only. Due acknowledgement of UNESCO. Free of charge.	29/04/2013

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

Launched in January 2010, the New Integrated Calendar of Events (NICE) available on Internet and Intranet reflects all Events organized by UNESCO Headquarters, Field Offices, Permanent Delegations, and/or in which UNESCO is implicated. These events are entered respectively by the services responsible for them.

7.1. Number of events by “Major Programmes”

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
CLT	17	6	11	
ED	16	10	3	3
ERI	12	12		
SC	12	8	4	
CI	6	2	4	
SHS	3		3	
GBS	1	1		
AFR	1	1		
Total	68	40	25	3

7.2 Events organized by Field Offices/ Institutes

Almaty	2
Beirut	2
Doha	2
Jakarta	3
Kathmandu	2
Montevideo	3
Nairobi	3
New Delhi	1
Quito	1
Venice	6
IIEP	1
UIL	2
Total	28

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

Type of Events taking place	at HQS	away from HQS
Category 2-Intergovernmental meeting	1	-
Category 3- Non-governmental conference	-	-
Category 4- International Congress	-	1
Category 5-Advisory Committee	2	1
Category 6-Expert Committee	2	2
Category 7-Seminars and Workshops	1	13
Category 8-Symposium	1	-
Event under patronage	-	3
Exhibition	3	6
Film Projection	1	-
Headquarters Committee	-	-
Concert	3	1
Interagency Meeting	-	-
Consultative Meeting	-	3
Meeting by Member States or Institutions	1	6
Show	2	-
Internal meeting	-	-
Special Event	6	3
Working group/Expert Meeting	-	1
Information meeting for Permanent Delegations	1	-
Executive Board	2	-
Prize Giving ceremony	1	1
Total	27	41

8. UNESCO Headquarters

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

Conferences and meetings, organized by sectors, constitute an integral part of programme implementation and thus contribute to the achievements of the Organization's goals and objectives. UNESCO also hosts conferences and meetings organized by its Member States, through their delegations, as well as by other educational, scientific and cultural entities which share the Organizations' mandate. Cultural events, exhibitions, shows, and screenings, organized in cooperation with Member States and other partners contribute to the promotion of cultural diversity.

8.1. Conferences and Meetings

8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
03-05/04	Réunion du Groupe d'experts sur les vagues et les risques côtiers	SC/IOC/OOS	Salle VII	30
04/04	Colloque Sciences, réseau, conscience	SC/HYD	Salle II	300
04-05/04	Convention 2003: Réunion conjointe des organes subsidiaire et consultatif	CLT/WHC/PCM	Salle XI	45
04-05/04	Session d'information HRM	HRM/POL	Salle IX	30
08-10/04	International expert consultation on guidelines on climate change education	ED/PSD/ESD	Salle V	22
08/04	Réunion du Comité d'approbation du Fonds pour l'élimination du dopage dans le sport	SHS/SRP/POL	Salle XVI	30
08-12/04	Réunion SC avec WFEO	SC/UEI	Salle XIII	50
10/04	"Building intercultural competences – Expert meeting"	BSP/CPN	Salle VII	40
10-11/04	UNESCO IHP-ISARM Project	SC/IHP/HYD	Salle XIII	20
15-16/04	Reunion d'expert GOSR	SC/IOC/AO	Salle XVI	15
17/04	Réunion des commissions nationales pour l'UNESCO	ERI/NCS/NAC	Salle IV	90
18/04	Learning Management System	HRM/POL	Salle V	15
24-26/04	GEOHAB	SC/IOC/OSS	Salle XIII	60
25/04	11 ^e cérémonie du Prix UNESCO-SHARJAH pour la culture arabe	CLT/DDD/SCI	Salle I	1 300
26/04	Réunion du Conseil Consultatif pour la Convention de 2001	CLT/CEH/CHP	Salle XVI	50
28-30/04	IPHAB XI	SC/IOC/OSS	Salle IX	50
30/04	International Jazz Day	CLT/WHC/PSM	Salle I	800
29-30/04	Rapport sur la richesse et le bien-être inclusifs	SC/UBI	Salle VIII,...	35
29/04	Retraite TEFAS	ED/PDE/TED	Salle XVI	10
Total participation				2 992

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

8.1.2 External rentals

Date	Title	Organizer	Place	Public
04/04	"Vers un modèle économique durable: de la productivité du travail à celle des ressources"	United Nations Industrial Development Organization (UNIDO)	Salle IV	300
05/04	Réunion d'information : Forum mondial sur la science	Délégation perm. du Brésil	Salle IX	40
09/04	19e commémoration du Génocide perpétré contre les Tutsi au Rwanda	Délégation perm. du Rwanda	Salle IV	300
10/04	Second International Meeting on Life Cycle Assessment: Quality Data Availability for Policy Making	United Nations Environment Programme (UNEP)	Salle IX	70
16/04	Evènement parallèle : "Perspectives pour l'amélioration de la coopération dans le domaine de l'eau"	Délégation perm. de Suède	Salle II	100
19/04	Remise des Diplômes	SUDRIA	Salle I	1 300
22-24/04	Festival sécurité routière	Fondation Laser International	Salles II, V, ...	150
23-24/04	Comité exécutif de l'OEEP	OEEP	Salle XIV	16

24/04	National Day Celebrations	Délégation. Perm de la République sud-Africaine	Salle I, ...	600
27/04	5 ^e édition de l'Université de la Terre	L'Université de la Terre	Salles I, II, IV, IX, XI, XII	7 000
Total participation				9 876

8.1.3 Electoral Groups Meetings

Date	Title	Organizer	Place	Public
02/04	Réunion plénière du Groupe africain	Délégation perm. de Zambie	Salle XIII	60
03/04	Réunion du groupe africain avec les Etats membres du Conseil	Délégation perm. de Djibouti	Salle XV	25
03/04	Réunion Plénière du Groupe 77	Groupe 77	Salle IX	50
03/04	Réunion du Groupe arabe	ALECSO	Salle XVI	50
04/04	Réunion du Groupe OCI	Organisation de la coopération Islamique	Salle VI	45
04/04	Réunion du Groupe UE	Délégation perm. de l'Irlande	Salle VIII	40
05/04	Réunion du Groupe Electoral I	Délégation perm. de la Belgique	Salle VI	25
08/04	Plénière extraordinaire du GRULAC	DEL/DO	Salle XIV	45
08/04	Réunion du Groupe africain avec les Etats membres du Conseil	Délégation perm. de Djibouti	Salle IX	60
09/04	Réunion du Groupe africain pour la semaine africaine	Délégation perm. du Maroc	Salle XVI	45
09/04	Réunion du GRULAC	Délégation perm. du Venezuela	Salle XIII	45
09/04	Réunion du Groupe francophone	Délégation perm. de la France	Salle IX	45
09/04	Réunion du Groupe UE	Délégation perm. de l'Irlande	Salle XIII	40
10/04	Réunion du Groupe arabe durant le Conseil exécutif	Délégation perm. des Emirats Arabes Unis	Salle III	25
10/04	Réunion du Groupe UE 2013	Délégation perm. de l'Irlande	Salle III	40
10/04	Réunion du Groupe UE 2013	Délégation perm. de l'Irlande	Salle III	40
11/04	Réunion du Groupe africain avec les Etats membres du Conseil	Délégation perm. de Djibouti	Salle XVI	45
11/04	Réunion du Groupe UE 2013	Délégation perm. de l'Irlande	Salle III	40
11/04	Réunion du Groupe UE 2013	Délégation perm. de l'Irlande	Salle III	40
12/04	Réunion du Groupe arabe durant le Conseil exécutif	Délégation perm. des Emirats arabes unis	Salle V	25
12/04	Réunion du Groupe UE 2013	Délégation perm. de l'Irlande	Salle III	40
12/04	Réunion du Groupe UE 2013	Délégation perm. de l'Irlande	Salle III	40
15/04	Réunion du Groupe arabe durant le Conseil exécutif	Délégation perm. des Emirats arabes unis	Salle III	25
15/04	Réunion du Groupe UE 2013	Délégation perm. de l'Irlande	Salle IX	40
15/04	Réunion du Groupe UE 2013	Délégation perm. de l'Irlande	Salle IX	40
16/04	Réunion du Groupe arabe durant le Conseil exécutif	Délégation perm. des Emirats arabes unis	Salle III	25
16/04	Réunion du Groupe UE 2013	Délégation perm. de l'Irlande	Salle IX	40
16/04	Réunion du Groupe UE 2013	Délégation perm. de l'Irlande	Salle IX	40
17/04	Réunion du Groupe arabe durant le Conseil exécutif	Délégation perm. des Emirats arabes unis	Salle V	25
17/04	Réunion du Groupe UE 2013	Délégation perm. de l'Irlande	Salle IX	40
17/04	Réunion du Groupe UE 2013	Délégation perm. de l'Irlande	Salle IX	40
18/04	Réunion du Groupe arabe	Délégation perm. de Djibouti	Salle V	20
18/04	Réunion du Groupe arabe durant le Conseil exécutif	Délégation perm. des Emirats arabes unis	Salle V	25
18/04	Réunion du Groupe arabe durant le Conseil exécutif	Délégation perm. des Emirats arabes unis	Salle IX	25
18/04	Réunion du Groupe UE 2013	Délégation perm. de l'Irlande	Salle IX	40
18/04	Réunion du Groupe UE 2013	Délégation perm. de l'Irlande	Salle IX	40
19/04	Réunion du Groupe II	Délégation perm. de Bulgarie	Salle III	50
19/04	Réunion du Groupe arabe durant le Conseil exécutif	Délégation perm. des Emirats arabes unis	Salle V	25
19/04	Réunion du Groupe UE 2013	Délégation perm. de l'Irlande	Salle IX	40
19/04	Réunion du Groupe UE 2013	Délégation perm. de l'Irlande	Salle IX	40

22/04	Réunion dans le cadre de la semaine africaine	Délégation perm. du Burkina Faso	Salle XVI	50
22/04	Réunion du Groupe arabe durant le Conseil exécutif	Délégation perm. des Emirats arabes unis	Salle III	25
22/04	Réunion du Groupe UE 2013	Délégation perm. de l'Irlande	Salle IX	40
22/04	Réunion du Groupe UE 2013	Délégation perm. de l'Irlande	Salle IX	40
23/04	Réunion du Groupe arabe durant le Conseil exécutif	Délégation perm. des Emirats arabes unis	Salle VI	25
23/04	Réunion du Groupe UE 2013	Délégation perm. de l'Irlande	Salle IX	40
23/04	Réunion du Groupe UE 2013	Délégation perm. de l'Irlande	Salle IX	40
24/04	Réunion du Groupe arabe durant le Conseil exécutif	Délégation perm. des Emirats arabes unis	Salle III	25
24/04	Réunion du Groupe UE 2013	Délégation perm. de l'Irlande	Salle IX	40
24/04	Réunion du Groupe UE 2013	Délégation perm. de l'Irlande	Salle IX	40
25/04	Réunion du Groupe arabe durant le Conseil exécutif	Délégation perm. des Emirats arabes unis	Salle V	25
25/04	Réunion du Groupe UE 2013	Délégation perm. de l'Irlande	Salle IX	40
25/04	Réunion du Groupe UE 2013	Délégation perm. de l'Irlande	Salle IX	40
26/04	Réunion du Groupe arabe durant le Conseil exécutif	Délégation perm. des Emirats arabes unis	Salle VIII bis	25
26/04	Réunion du Groupe UE 2013	Délégation perm. de l'Irlande	Salle IX	40
26/04	Réunion du Groupe UE 2013	Délégation perm. de l'Irlande	Salle IX	40
29/04	Réunion du Groupe II	Délégation perm. de Bulgarie	Salle XIV	40
30/04	4th Plenary Meeting of ASPAC	Délégation perm. de Chine	Salle XIII	60
Total participation				2 205

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

- o The April electronic calendar was sent to **4,694 subscribers** (Updated list by 18/02: 574 deleted e-mail addresses / 418 new subscribers between February and March 2013)
- o The paper version for April events was printed out in **2,500 copies** (in French)
- o **14 events** were organized, co-organized and/or promoted in April by DPI/SPE (Special Events Section)

8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
03/04-03/05/2013	Journeys to school (Inauguration: 10/04)	Division of External Relations and Public Information and Education Sector	Fences around HQs	350
11/04/2013	Garbage Patch State by Maria Cristina Finucci	Permanent Delegation of Italy	Salle des Pas Perdus	N/A
12-17/04/2013	First nomads of Upper Asia, journey into the heart of the steppes (Inauguration:12/04)	Permanent Delegation of the Principality of Monaco	Miró rooms I and II	N/A
24-30/04/2013	Tairiku Teshima (calligraphies) (Inauguration: 24/04)	Permanent Delegation of Luxembourg	Miró rooms	N/A

8.2.2 Shows, Screenings and Award ceremonies

Date	Title	Organizer	Place	Public*
09/04/2013	Contares y Cantares – Recital by Teresa Parodi	Permanent Delegation of Argentina	Miró III	N/A
12/04/2013	Le swing me soigne (Swing treats me) by the Grand orchestre du Splendid – Charity concert	Lions Club International	Room I	N/A
13/04/2013	Common roots between our cultures - Cultural evening	Permanent Delegation of Turkey	Room I	N/A
15/04/2013	Melodies of the great steppe	Permanent Delegation of the Republic of Kazakhstan	Room I	N/A

16/04/2013	Cagliari, Sardinia, music in the heart of the Mediterranean - 6th edition	Permanent Delegation of Italy	Room I	1 300
17/04/2013	Girl Rising, by Richard E. Robbins - Film premiere	Intel Corporation with the support of UNESCO	Room I	850
25/04/2013	Cérémonie de remise du prix UNESCO-Sharjah	Culture Sector	Room I	750
26/04/2013	Ernesto Nazareth: 150 Years of Music - Recital by Arthur Moreira Lima	Permanent Delegation of Brazil	Room I	N/A

8.2.2 Conferences, forums

Date	Title	Organizer	Place	Public*
27/04/2013	Earth University (5th edition)	Earth University	Rooms I, II, IV, IX, XI, XII	7 000

8.2.3 Special events

Date	Title	Organizer	Place	Public*
30/04/2013	International Jazz Day Rue des Lombards	Paris Jazz association, Thelonious Monk Institute of Jazz and UNESCO	Paris, rue des Lombards	2 500

*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

8.3. UNESCO Visits

The Visitors' Service organized a total of **47 visits** for **1,113 visitors** in April 2013.

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

1. Requests

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

2. Languages

Visits in French	40	85%
Visits in English	5	11%
Other	2	4%

3. Type of visits

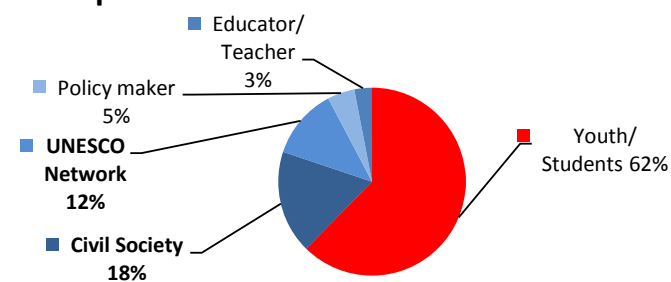
Group Visits	30	64%
Spontaneous Visits	16	34%
Individual Visits	0	0%
Incl.Thematic Conferences	1	2%

4. Origin

Europe and North America	1 021	92%
Asia and Pacific	84	8%
Latin America and the Caribbean	8	1%
Arab States	0	0%
Africa	0	0%

5. Profile of visitors

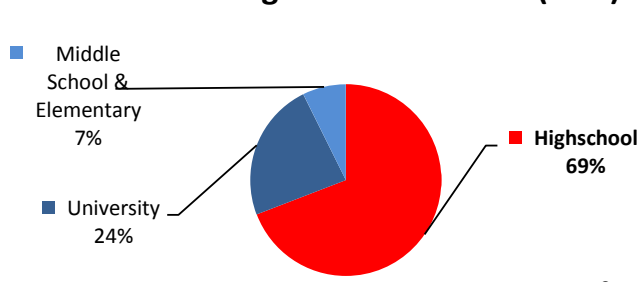
UNESCO Network and Civil Society visitors represented 30% of the total visitors



Breakdown of 1 113 UNESCO visitors in April 2013

Source: UNESCO

Large majority of Youth/Students visiting UNESCO were Highschool students (69%)



Breakdown of 694 Youth/Student visitors in April 2013

Source: UNESCO

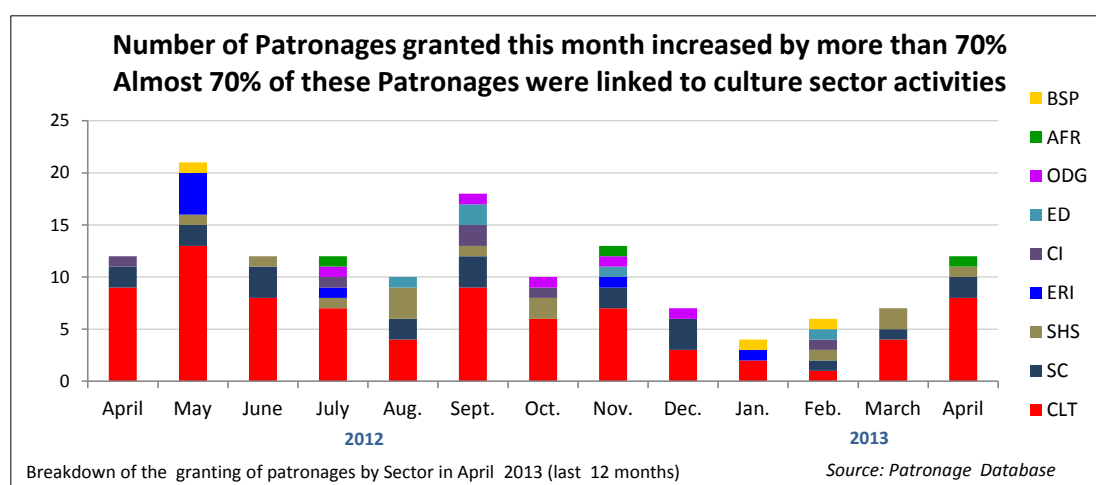
9. UNESCO logo exposure

9.1. Patronage

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

The following **12 events** which have been granted UNESCO's patronage took place in April 2013:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/04/2013	Australia	Publication entitled "Engineering Education: Transformation and Innovation"	Educators	SC
05/04/2013	Senegal	Colloque "Sociétés musulmanes et mondialisation" en présence du Président de la République du Sénégal	Development agencies & researchers	AFR
11/04/2013	Côte d'Ivoire	La 6e édition du Festival des musiques urbaines d'Anoumabo (FEMUA)	Civil society	CLT
11/04/2013	France	International conference "The High Seas, Our Future! Which governance for a sustainable management of the oceans?"	Development agencies, policy-makers & researchers and scientists	SC
12/04/2013	France & Belgium	Events for « Le Cadre Noir » to celebrate UNESCO Intangible World Heritage	Civil society	CLT
12/04/2013	UNESCO HQ	Exposition "Premiers nomades de Haute Asie" organisée par Monaco	UNESCO networks & civil society	CLT
18/04/2013	Greece	Video show on UNESCO's work on the protection of cultural heritage on the occasion of the 40th Anniversary of the World Heritage Convention	Civil society	CLT
24/04/2013	Congo	Forum des Jeunes de la CEMAC sur le thème "Action collective de la jeunesse pour l'intégration sous-régionale maintenant"	Youth & educators	SHS
24/04/2013	Luxemburg	Exposition de calligraphie du maître japonais Tairiku Teshima en dialogue avec un poète et un soliste luxembourgeois	Civil society	CLT
26/04/2013	Bosnia & Herzegovina	The 2nd biennale of Contemporary Art in Konjic D-O ARK Underground	Civil society	CLT
30/04/2013	Belize	Publication "Landing New Art - Ideas from the Caribbean and Central America 2000-2010"	Specialists	CLT
30/04/2013	The Former Yugoslav Republic of Macedonia	"Days of Solidarity" to commemorate the 50 years since the 1963 earthquake in Skopje - a multimedia programme involving national & logo institutions, civil society and artists	Government agencies & civil society	CLT



10. Media Partnerships

UNESCO has partnership agreements with the media, such as newspaper companies (Asahi Shimbun / Japan, Dong-A Daily and The Chosun Ilbo / Korea) and TV networks (NHK and TBS / Japan, 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.

10.1. NHK (Japan)

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

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

Duration: until December 2014

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

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

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

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

Regular programs (NHK General)

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): **17,791,000 households in main Kanto region = 1 percent of audience share corresponds to 177,910 households in main Kanto region.**

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

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

Special programs (Satellite channel)

Estimate number of households as viewers in Japan on average per program (Video Research Inc): **1,974,801** in main Kanto region. Total number of viewers nationwide has not been surveyed.

<i>Date</i>	<i>Subject</i>	<i>Title</i>	<i>Format</i>	<i>Audience Share</i>
29/04	World Heritage Dream Match!	Spiritual Sites in Sri Lanka vs Natural Sites in Switzerland / French Wine site vs Italian ancient Roman site	73 minutes	11.1 %

10.2. 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 Sunday; Rebroadcast on the following Saturdays**

Countries and regions of broadcast: **Japan**

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

Sponsorship: **SONY**

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience Share</i>
07/04	Lorentz International Park (Indonesia)	30 min	5.2%
14/04	Kenya Lake System in the Great Rift Valley (Kenya)	30 min	4.3%
21/04	El Tajin, Pre-Hispanic City (Mexico)	30 min	5.4%
28/04	Malpelo Fauna and Flora Sanctuary (Columbia)	30 min	5.5%

Average audience share in April: **5.1 percent** (for the first broadcast)

Estimate number of viewers in Japan: **4,654,000** (for the first broadcast)

The total number of audience accessed to the program in April was estimated at **18,715,000.**

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

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

Partnership began: October 2010

Products: **News and interviews**

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

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

Network: partnership with more than 100 foreign news media

Links to titles by language (other than Chinese)	Nb of reports
English	35
French	13
Spanish	12
Arabic	8
Russian	6
In April, a total of 74 reports were released on UNESCO through Xinhuanet	

10.4. 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

Network: partnership with more than 100 foreign news media

Date	Titles of Reports on UNESCO in Russian	Page views
01/04	Russian company to invest \$1.5 mln in young researchers' projects	154
02/04	Chile's Valparaíso one of world's most colorful cities	1 841
02/04	Medvedev: United Russia can support Yakutian khomus	774
02/04	Construction of bell tower for Dormition Cathedral in Yaroslavl to begin this fall	192
03/04	Architects protest against height of Yaroslavl bell tower	165
03/04	Derbent flood victims still waiting for money six months on	1 108
04/04	Govorukhin: Yaroslavl Dormition Cathedral bell tower to be taller	120
08/04	Deputy Minister: Baikal needs protection from waste discharge from neighboring countries	245
09/04	Mass media asked to focus on environment at Skolkovo environmental forum	98
11/04	Berdnikov: Ukok Plateau gas pipeline will bring money, fuel and new jobs to Altai Territory	161
11/04	Chinese fishermen may pay \$300,000 for Philippine reef damage	38
12/04	Biography of Montserrat Caballé	2 925
13/04	UNESCO declares Ghazni capital of Islamic culture	471
15/04	Quiet month campaign at Komandorsky Nature Reserve on Kamchatka to protect breeding animals	105
15/04	World Day of Culture (Roerich Pact)	559
15/04	Putin: Russia's multifaith culture is one of its most precious assets	199
15/04	Head of Komi Republic invites Chinese investors and tourists to Yugyd Va National Park	71
16/04	Baikal Nature Reserve staff help deer survive winter	43
16/04	State Duma approves in second reading fines for damaging cultural heritage sites	62
17/04	Green troops to clean up Kaliningrad National Park	98
17/04	Ethiopian journalist awarded UNESCO freedom of press prize	44
17/04	State Duma increases fines for damaging cultural heritage sites	150
17/04	Russian Green Map wins ERAECO international award	581
18/04	International Day for Monuments and Sites	495
18/04	Poetry Day in Moscow followed by Homeless Animal Support Night	221
19/04	Kamchatka bears leave dens after hibernation	186
19/04	Greenpeace requests inclusion of Baikal and Altai in list of heritage sites under threat	131
19/04	News conference by Deputy Minister of Culture Grigory Pirumov	23
20/04	Writer Alfredo Guevara dies in Cuba	779
23/04	World Book and Copyright Day	631
23/04	"Ukok Plateau: outside quiet zone" Moscow – Tomsk video conference	25
23/04	Kronstadt Marine Cathedral consecration to be broadcast live	177
24/04	Illegal soil extraction at UNESCO heritage site in Vladivostok	54
24/04	UNESCO heritage site in Altai may gain international status	93
24/04	Volunteers to clean up over 35 sq km around Lake Baikal within 2 months	164
26/04	INFOGRAPHICS What actually happens at Lake Baikal: a virtual tour	199 831
26/04	Russia does its best to free bishops seized in Syria	135

27/04	Fine for damaging cultural sites could be up to 60 mln rubles	112
29/04	International Dance Day	834
29/04	VIDEO Dancing spirit: Viral dance videos	922
30/04	Everything you ever wanted to know about jazz but were afraid to ask	976
30/04	Putin presents grant for RIA Novosti's Green Map of Russia	143
Total reports in Russian: 42		Total page views: 216 136

Date	Titles of Reports on UNESCO in French	Page views
11/04	Le G8 appelle Pyongyang à "s'abstenir de tout acte de provocation"	7
12/04	Syrie: l'Autriche retirera ses soldats si l'UE lève l'embargo sur les armes	22
16/04	Syrie: certaines forces opposées à un règlement pacifique (opposition intérieure)	7
27/04	Syrie: les groupes armés composés à 80% de mercenaires étrangers (ministre)	30
Total reports in French: 4		Total page views: 66

Date	Titles of Reports on UNESCO in Spanish	Page views
02/04	Una segunda guerra de Corea es posible	257
14/04	México lindo y querido	86
15/04	La convivencia de diversas etnias y religiones es una de las riquezas de Rusia, señala Putin	4
21/04	Adolescente ruso desarrolla un programa para "descifrar" el canto de los pájaros	21
30/04	Putin entrega una beca al Mapa Ecológico creado por RIA Novosti	2
Total reports in Spanish: 5		Total page views: 370

Date	Titles of Reports on UNESCO in English	Page views
01/04	UNESCO hopes to collaborate with Russian businesses	1
13/04	Photo Tour with RIA Novosti: Mexico	53
Total reports in English: 2		Total page views: 54
TOTAL REPORTS: 53		TOTAL page views in April: 216 626

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

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

Partnership began: 1995

Products: **Documentary films – 404 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](#)

Films shown on World Heritage in April 2013: **Treasures of the World – Heritage of mankind**

▪ 3sat – cultural channel (Germany / Austria / Switzerland)

Day/time	Nb of films	Audience share	Viewers / film	Total viewers
Sunday 7.45 pm	3	0.4	120 000	360 000
Monday 12.45 pm	3	0.4	33 333	100 000
Tuesday 9.45 pm	3	1.0	296 667	890 000
Extra shows, different times	-	-	-	-
Total	9			1 350 000

▪ Phoenix – documentary channel (Germany)

Day/time	Nb of films	Audience share	Viewers / film	Total viewers
Different days and times	3	2.4	110 000	330 000
Total	3			330 000

▪ SWR Fernsehen – regional channel of ARD (South West of Germany)

Day/time	Nb of films	Audience share	Viewers / film	Total viewers
Saturday 6 am	4	4.9	25 000	100 000
Saturday 4.45 pm (only Saarland)	4	3.0	5 000	20 000
Extra shows, different times	0	-	-	-
Total	8			120 000