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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

December 2013

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# Executive Summary

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

## Media and Major Events

The new inscriptions on the Intangible Heritage Lists dominated press coverage about UNESCO in December. The addition of Washoku (Japan) and Kimchi (South Korea) drew the most interest in the media, with articles and editorials in leading media around the world. However, the story was somewhat hijacked by a group of German brewers claiming recognition for their "pure" beer recipe and a Belgian association demanding inscription for Belgian fries. Both of these stories generated headlines worldwide.

The Global Forum on Media and Gender and the UNESCO Forum on Global Citizenship Education, both held in Bangkok, received some coverage in mainstream regional media, but not much beyond that. Both events had been given a concerted push on the web and with the media to promote and encourage coverage of these issues. The fact that they were both held in the same week may have contributed to the limited coverage.

UNESCO was also referenced in many of the stories on the death of Nelson Mandela, mainly because of his role as Goodwill Ambassador for the Organization, but also as a laureate of the Houphouet-Boigny Peace Prize.

The other major international story for UNESCO in December concerned the auction sale in Paris of a collection of Hopi Indian masks. US authorities had tried to block the auction, citing UNESCO's 1970 Convention on illicit traffic of cultural goods.

The following events are highlighted in the Major Events pages:

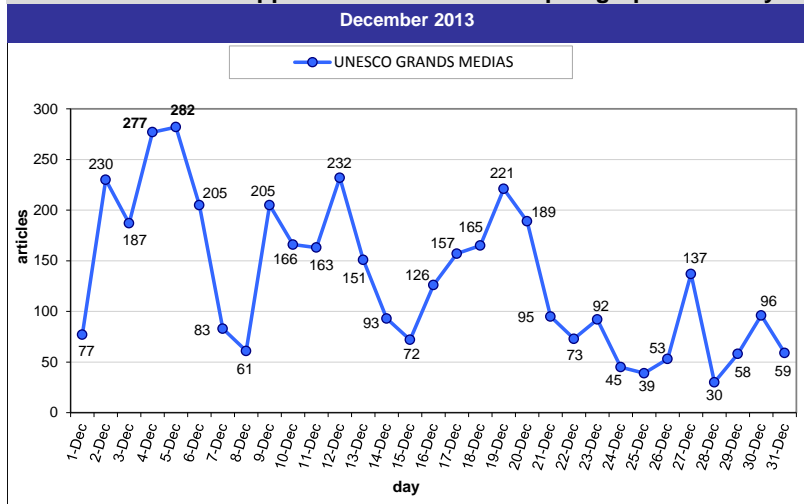
- [8th Session of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage \(02-07/12\)](#)
- [Global Forum on Media and Gender \(02-04/12\)](#)
- [UNESCO Forum on Global Citizenship Education: Preparing learners for the challenge of the 21<sup>st</sup> Century \(02-04/12\)](#)

## UNESCO Website and Social Media Channels

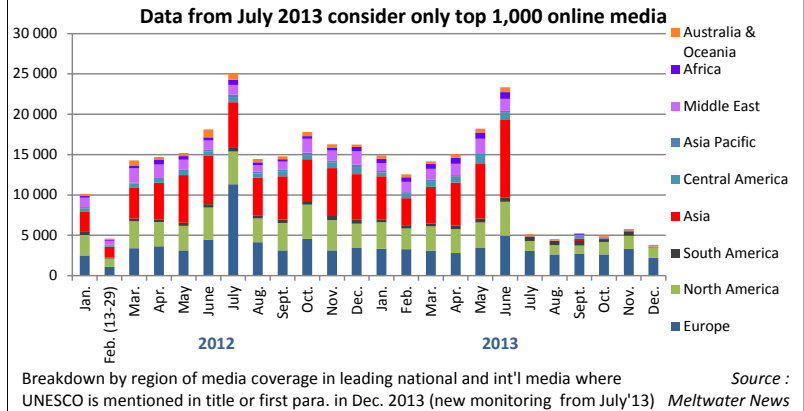
The year-end holiday season trend was confirmed for this year again, with a typical drop in traffic. Nevertheless, stylistic changes and the optimization of communication channels resulted in more than 2 million visits in December, representing an increase by 17% from same month in 2012, and by 43% from Dec. 2011.

Organic search (users that come from a search engine) continues to grow, and represented 64% of the access to the site, with "world heritage" as the top searched words. Among the social media channels, Facebook drove the most traffic to the site, in particular with [Por uma cultura de direitos humanos](#) in Portuguese, and sixteen new elements inscribed on [UNESCO's Representative List of the Intangible Cultural Heritage of Humanity](#) in Arabic, who were the most shared. Apart from the homepage, the most visited sections of the website were, the "World Heritage List", "Careers" and "Education for the 21th Century".

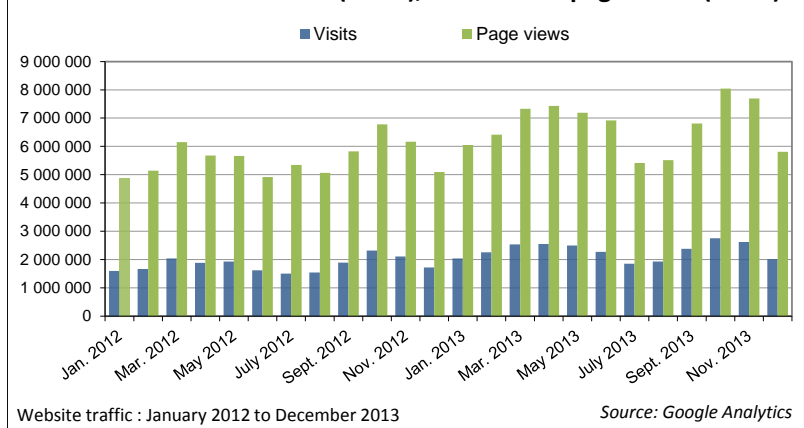
Articles published daily in top 1,000 national and int'l on-line media in which "UNESCO" appears in the title or first paragraph of a story



Articles monitored in December dropped in all regions except Australia/Oceania (+16%) and Asia (+9%)



December traffic in decline: Visits: -23%; page views: -24% In 2013: 27.7 million visits (+26%), 80.6 million page views (+20%)



UNESCOMMUNITY traffic dipped with the holiday break ("Completion of Performance Reports 2012-2013" was the most read article), as did unesco.int since the end of the General Conference.

Social media channels were busy throughout December. Messaging was carefully orchestrated, in all languages, to provide deep coverage for three events taking place from 2 to 4 December: the Global Forum on Media and Gender (Bangkok), Intangible Heritage inscriptions (Baku), and the Youth Volunteerism and Dialogue Conference (Jeddah). Messaging was characterized by a strong use of visuals, as reflected in the creation of many digital cards and a support button. Coming at the tail end of these three events is the death of Nelson Mandela, to which our social media channels immediately reacted in very popular posts, all figuring among this month's top 10 messages. A special effort was made to pay tribute to the great legend – such as the creation of a popular Pinterest gallery, cataloguing Mandela's diverse activities with UNESCO.

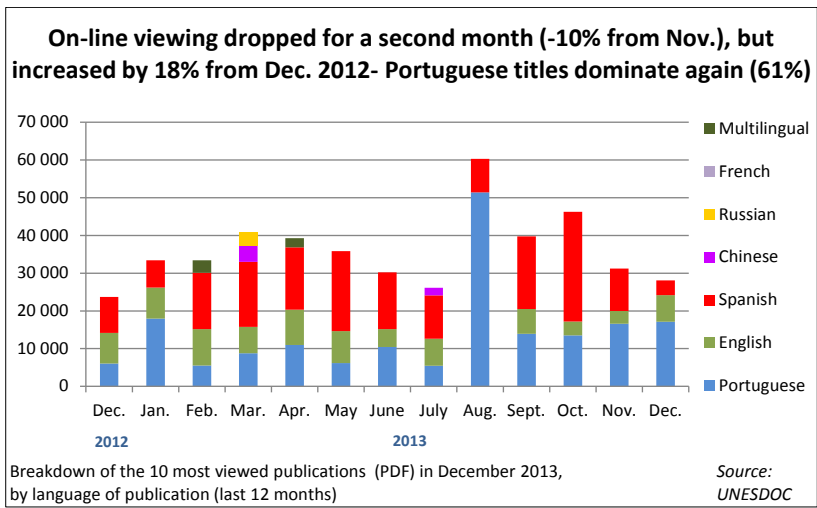
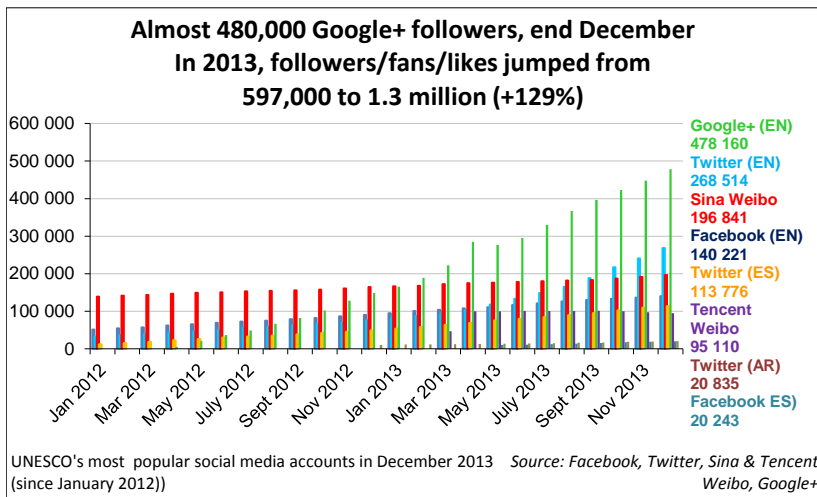
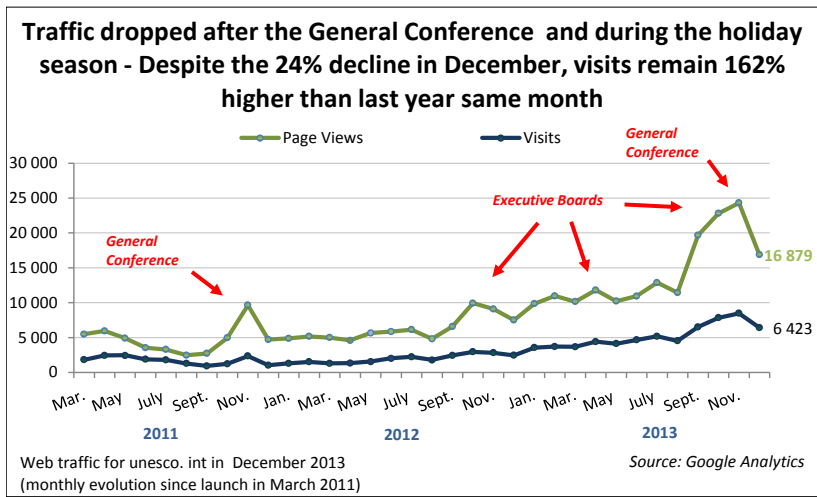
The Jeddah event, because of its focus on youth, required a strong social media and web dimension, such as live coverage of select themes on Twitter and Facebook, to animate the live event, all the while driving audience engagement globally with UNESCO's advocacy. UNESCO's lead posts about the event were shared on the social media channels of youth participants and key partners such as UN Volunteers and the King Abdulaziz Center for National Dialogue. This demonstrates that UNESCO successfully positioned its leadership in the event, and that more broadly, key stakeholders helped deliver UNESCO's advocacy for youth volunteering through their networks.

The 2<sup>nd</sup> edition of World Arabic Day proved again to be a major crowd-pleaser. Content about languages or multilingualism rank among our most popular posts. For the next edition, UNESCO's social media coverage would benefit by collaborating with leading web players, such as Twitter and Google, who participated in debates.

Finally, a promotional scheme was established between Collins Maps and social media to promote HarperCollins publications about UNESCO-listed heritage (World Heritage & Memory of the World). This collaboration demonstrates the increasing trend in traditional media to shift toward social and digital media, not just for promotional purposes, but more importantly in the very nature of creating exclusive "companion content" reserved for online channels.

### UNESCO Publications

Online viewing of UNESCO top ten publications in December has dropped for a second month in a row but still remains higher than the same month in 2012. The Portuguese version of the General History of Africa once again dominates on-line viewing while two English titles have retained their places in the top 10 views over the last few months, that is the *World Water Development Report 4* and the *Engineering Report*. Once again figures for UNESCO Publications on Google Books are not available for this month and will be published hopefully in January's Monthly Report. Low sales in the bookshop reflect its closure for part of December for inventory of stocks. No one sector dominated bookshop sales but for on-line sales *Journeys to School* and the *World Social Science Report 2013* are the best sellers.



## Major events:

### I. 8th Session of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage (02-07 December 2013)

The 8<sup>th</sup> annual session of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage was held in Baku (Azerbaijan) from 2 to 7 December 2013. This session marked the 10<sup>th</sup> anniversary of the Convention celebrated worldwide by more than 150 activities organized by States Parties and other stakeholders.

Hosting around 800 delegates, ranging from experts to practitioners, government officials and journalists, the Committee welcomed the significant progress made in the implementation of the Convention, in particular the measures taken by States Parties to safeguard intangible heritage present on their territory. The Committee discussed in depth the findings of the recent evaluation of the impact of the Convention.

The Committee also inscribed four elements on the Urgent Safeguarding List, 25 on the Representative List, and one safeguarding programme for the Register of Best Practices. H.E. José Manuel Rodríguez Cuadros, Ambassador of Peru to UNESCO, was elected Chairperson of the 9th session of the Committee (Paris, France, 24- 28 November 2014).

During the meeting, the ADG Culture, Francesco Bandarin, and Lassana Cissé, Mali's National Director for Cultural Heritage, signed an agreement to allocate \$307,307 to Mali in emergency assistance from the Intangible Heritage Fund for the compilation of an inventory of its intangible cultural heritage.

**Participants:** 800 participants

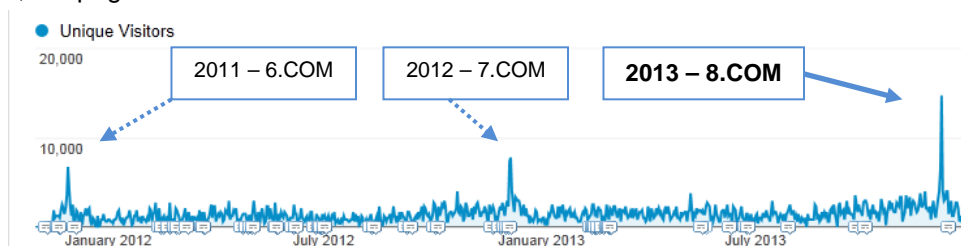
**Audience:** Members of the Committee (24), States Parties to the Convention (74), UNESCO Member States non party to the Convention (5), accredited NGOs (46), Category 2 Centers (8), experts, media, and general public

#### Communication materials and activities:

- Media advisory ([26/11](#))
- Press releases ([02/12](#), [03/12](#), [04/12](#) (1), [04/12](#) (2), [05/12](#), [07/12](#))
- ICH and [dedicated website](#) (8.COM)
- [Intergovernmental Committee webpage](#)
- [Exhibition Intangible Cultural Heritage for Sustainable Development \(on HQ fences & virtual\)](#)
- Press conference
- [Media kit](#)
- Media breakfast
- Live webcast
- [On-line registration](#)
- Publications (new edition of Basic Texts, catalogue of the virtual exhibition)

**Webcast:** Video and audiocast were provided in the original language and in English, French, Spanish and Arabic. Around 460 persons followed the meeting online, at least partially, and the number of simultaneous connections reached a peak of 90 persons on 4 December. More than 95% have been following video flows, and the most followed channels were, in decreasing audience: English, original language, Spanish, French and Arabic.

**Website statistics:** Media advisory: 305 visits/1,217 page views. Press releases: 02/12: 576 visits/1,288 page views; 03/12: 184 visits/1,106 page views; 04/12 (1): 107 visits/599 page views; 04/12 (2): 965 visits/3,006 page views; 05/12: 552 visits/2,369 page views; 150 visits/700 page views. On Intangible Heritage website: 72,476 visits/230,746 page views (14,700 unique visitors connected on the most followed day-see graph below), including dedicated website (8.COM): 1,533 visits/10,285 page views.



**Press coverage:** Media coverage on the annual intangible heritage meeting in Baku was, as usual, exhaustive. It was the biggest media event for UNESCO in December and a resulted in a sharp spike in the number of articles referencing UNESCO that were monitored in the world press. A special briefing for Paris-based media, a media advisory distributed to press around the world, and numerous interviews helped to fuel interest in the meeting. Member States also encouraged their national media to cover their bids for inscription in Baku. The inclusion of Japanese Washoku cuisine was the item that generated most media interest, generating hundreds of stories in news outlets around the world, including editorials or articles in leading US titles such as The New York Times and the Washington Post.

Media coverage was also boosted by campaigns launched in Germany and Belgium to have a beer recipe and Belgian Fries included on the lists. These two stories drew almost as much attention as all of the new inscriptions put together.

**Social media:** Social media coverage relied essentially on digital cards that were published once an inscription was announced. This visual approach is critical to help audiences better appreciate the diversity and complexity of traditions. All cards foreground the faces of communities involved in the traditions, thereby reinforcing the idea that our ICH program is fundamentally concerned with people. ON all platforms, The top performing message concerned the inscription of Turkish coffee (68 RTs). Public interest fared better than in past years, which suffered from the lack of images that could be used for social platforms.

## II. Global Forum on Media and Gender (02-04 December 2013)

The Global Alliance on Media and Gender (GAMG) was established at the Global Forum on Media and Gender that took place 2 to 4 December in Bangkok, Thailand.

More than 200 participants from around the world gathered to discuss how to put gender at the forefront of media development, research and advocacy. All the continents were represented, from Africa to Australia, and priority was given to women participants. During this event, leaders and decision-makers of media organizations as well as civil society actors, governments, UN agencies, business and human rights advocates discussed and evaluated the actual trends in gender inequalities in the media with the aim of formulating collective and creative solutions to reduce gender disparities. One of the key outputs of this forum has been the establishing of a global network of more than 80 organizations which can take forward the work, as well as feed into the review process of the Beijing Declaration.

The framework of the Alliance states that the network is a “multi-stakeholder group of partners agreeing to combine efforts, and resources where necessary, to promote Gender Equality and/or Women’s Empowerment in and through media and ICTs, and to promote citizens’- media dialogue”.

UNESCO, as part of its ongoing work, has a lead role in the GAMG in cooperation with UN Women, other UN agencies, international development, civil society and other partners who agree in future to come on board, all working in consultation with core group of partners made up of regional and international organizations.

The main topics discussed during 14 main sessions involved stakeholders from all over the world and dealt with women’s position inside media. During seven plenary sessions, high representatives of the Organizations and of the Thai Government focused on actions by governments and others to advance gender equality inside media. At the same time, five workshops as well as four side events were organized to focus on practical actions that could be taken by civil society, private and public Organizations with the aim of building a more democratic society.

The Doha Centre for Media Freedom provided social media coverage through [Facebook](#) and [Twitter](#). Junior Reporters from the same Organization followed the Forum day by day publishing their articles on [Wordpress](#). In partnership with other media-related organizations such as Gender Links and Global Girl Media, the Global Forum was also publicized through YouTube. Thanks to all this, those not at the event could follow the event session by session. Al Jazeera was one of the key partners that contributed to the success of the Forum. Apart from providing the media coverage, they also organized a side event about the role of media in promoting women rights.

The final statement urged an action agenda concerning: • increased access to and participation in digital platforms; • safety of women in media; • a positive, non-stereotypical and balanced portrayal across all forms of media and media content; • promotion of ethical principles and policies supporting gender equality; • improvement of the gender spread within media occupational groups; • empowerment of communicators with media and information literacy skills that can help advance the cause of gender equality.

**Participants:** More than 200 participants from around the world.

**Audience:** Leaders and decision-makers in media organizations, civil society actors, governments, UN agencies, business and human rights advocates.

### Communication materials and activities:

- Web News ([03/12](#), [05/12](#))
- [Web message by the Director General](#)
- [Dedicated website](#)
- Agenda ([on-line](#) and [pdf](#) )
- Simultaneous interpretation for all sessions (En/Fr)
- [Mapping of reports](#)
- [Videos and interviews](#)
- [Photo gallery](#)
- [Messages by major partners](#)
- [On-site and remote participation](#)
- [On-line registration](#)
- [Campaign to support gender equality in media](#)
- [List of linked publications](#)

**Website statistics (15/11-31/12):** On dedicated website: 2,947 visit/6,352 page views. Web news: 03/12: 94 visits/235 page views; 05/12: 246 visits/ 37 page views.

**Press coverage:** A media advisory announcing the Global Forum on Media and Gender was widely distributed to media around the world, and the event heavily promoted via the web, and the Bangkok office. Media coverage of the event was limited mostly to press in the region. The fact that the Forum took place at the same time and in the same city as the Global Citizenship Forum certainly weakened media impact for the event.

**Social media:** Overall, coverage of the forum performed well on social media. The top performing message, on all platforms, asked audiences to share an image button, “I support Gender Equality in the media”, that was created by the social media team. Other messages that resonated well asked whether audiences had seen gender inequality in the media; or illustrated the scale of the issue through statistics (ie: [“Too often still, the media reflects&sustains discriminatory attitudes towards women, failing to represent their voices”](#)). Moving forward, it will be critical for the program and DPI/social media to work together with media partners to communicate on the campaign on a regular calendar basis. Media partners will have to share UNESCO’s advocacy, and vice-versa, through their social media channels.



### III. UNESCO Forum on Global Citizenship Education: Preparing learners for the challenge of the 21<sup>st</sup> Century (02-04 December 2013)

Global citizenship education (GCE) has been identified as one of the three priorities of the UN Secretary-General's Global Education First Initiative (GEFI) launched in September 2012, and is being proposed as one of the strategic objectives within UNESCO's Education Programme short and mid-term planning frameworks. Aspects of GCE have already been addressed by some educational systems, and supported by various development partners.

Building on the outcomes from the Technical Consultation held in Seoul, Republic of Korea, in September 2013, this first international UNESCO Forum on Global Citizenship Education was organized from 2 to 4 December 2013 in Bangkok, Thailand. Jointly organized by the Division of Education for Peace and Sustainable Development – UNESCO HQ, UNESCO Office in Bangkok – Asia and Pacific Regional Bureau for Education, Mahatma Gandhi Institute of Education for Peace and Sustainable Development (MGIEP) and Asia-Pacific Centre of Education for International Understanding (APCEIU), in support of GEFI, the Forum aimed to share information, advance conceptual thinking and identify actions needed for GCE.



The Forum was opened by H.E. Mr Chaturon Chaisaeng, Minister of Education of Thailand and Mr Qian Tang, Assistant Director-General for Education, UNESCO.

The Forum was organized around two plenary debates and 14 concurrent sessions. The first plenary debate explored how the principles of solidarity and competitiveness could co-exist in education and support global citizenship education. How to nurture the commitment to international solidarity while preparing learners to enter the world of work in an era of globalization? The second plenary debate discussed how to promote GCE where participants examined contemporary trends and events as opportunities for fostering global citizenship and critically reviewing educational practices. The 14 concurrent sessions addressed issues such as innovative approaches to teacher education on GCE, learning to live together through GCE, and the connections between GCE, peace building and conflict prevention, ESD and sexuality education.



The Forum ended up with a series of recommended follow up actions for mainstreaming GCE: involving youth as partners, building evidence-based advocacy in link with the post-2015 agenda, developing transformative pedagogy, etc.

**Participants:** 140

**Audience:** Representatives of Ministries of Education, youth delegates, GCE experts, civil society and UN agencies and IGOs

**Communication materials and activities:**

- [Press release](#) with [copy on GEFI website](#) (02/12)
- Web release (26/11)
- BKK news articles ([02/12](#), [02/12](#), [03/12](#), [04/12](#))
- BKK Web release ([27/11](#))
- GEFI web release ([23/12](#))
- [Outcome document of the Technical Consultation on Global Citizenship Education.](#)

**Website statistics:** Press release: 99 visits/264 page views; Web release: 120 visits/682 page views. Outcome document of the Technical Consultation in Seoul (1,071 views by 31/12/2013)

**Press coverage:** The Global Citizenship Forum was also mostly promoted via Bangkok and an enriched web site. Media coverage was minimal.

**Social media:** The top performing message, on all platforms, was on Twitter: "Why do you think it's important to foster global citizenship? [#educationfirst pic.twitter.com/vlsxp9QR4P](#)" (136 RT, 46 Favorites) Moving forward, it will be increasingly critical for ED and DPI/WEB to draft feature stories, and social media posts, that follow the development of the debate, and that stimulate greater engagement.

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

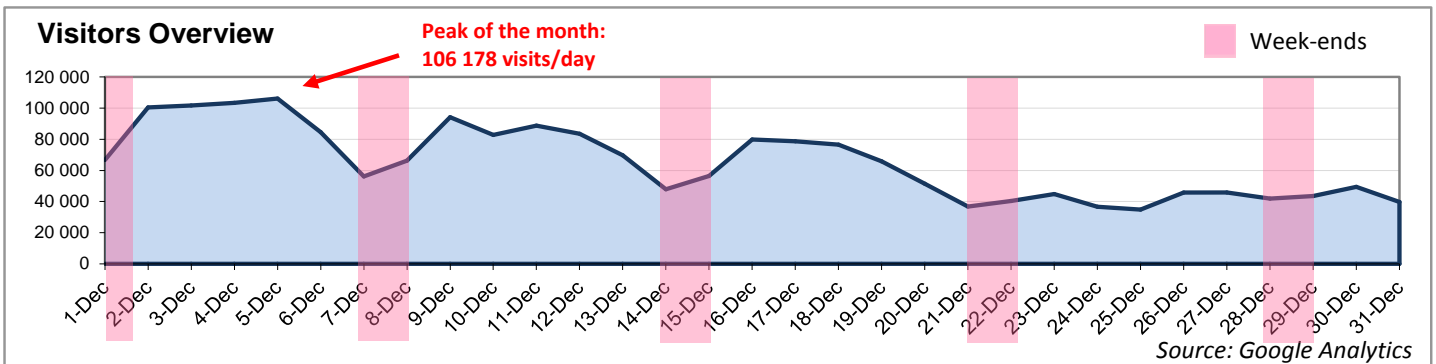
Both a communication and a knowledge management tool, UNESCO's websites, with over 2.7 million pages of content, are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in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

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

The year-end holiday season trend was confirmed for this year again, with a typical drop in traffic. Nevertheless, stylistic changes and the optimization of communication channels resulted in more than 2 million visits in December, representing an increase by 17% from same month in 2012, and by 43% from Dec. 2011. Organic search (users that come from a search engine) continues to grow, and represented 64% of the access to the site, with "world heritage" as the top searched words. Among the social media channels, Facebook drove the most traffic to the site, in particular with "[Por uma cultura de direitos humanos](#)" in Portuguese, and "[Sixteen new elements inscribed on UNESCO's Representative List of the Intangible Cultural Heritage of Humanity](#)" in Arabic, who were the most shared. Apart from the homepage, the most visited sections of the website were, the "World Heritage List", "Careers" and "Education for the 21th Century". UNESCOCOMMUNITY traffic dipped with the holiday break ("Completion of Performance Reports 2012-2013" was the most read article), as did unesco.int since the end of the General Conference.

## 1.1. December 2013 Traffic

### Daily Web Traffic Patterns



## 1.2. Monthly visits

	Page views <sup>1</sup>	Variation vs Y-1	Variation vs M-1	Visits <sup>2</sup>	Variation vs Y-1	Variation vs M-1	Unique Visitors <sup>3</sup>	Variation vs Y-1	Variation vs M-1
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%
May 2013	7 192 348	+27.03%	-3.16%	2 495 688	+28.92%	-2.29%	1 901 816	+28.47%	-1.51%
June 2013	6 916 019	+40.60%	-3.84%	2 272 982	+39.83%	-8.92%	1 726 341	+39.15%	-9.23%
July 2013	5 416 438	+1.42%	-21.68%	1 854 215	+23.22%	-18.42%	1 421 448	+22.99%	-17.66%
Aug. 2013	5 518 793	+8.93%	+1.89%	1 931 105	+24.81%	+4.15%	1 499 047	+24.70%	+5.46%
Sept. 2013	6 811 946	+16.87%	+23.43%	2 383 880	+25.62%	+23.45%	1 866 997	+27.26%	+24.55%
Oct. 2013	8 039 105	+18.57%	+18.01%	2 758 024	+18.73%	+15.69%	2 172 606	+22.13%	+16.37%
Nov. 2013	7 697 000	+24.87%	-4.26%	2 624 633	+24.53%	-4.84%	2 055 039	+28.25%	-5.41%
<b>Dec. 2013</b>	<b>5 809 160</b>	<b>+13.99%</b>	<b>-24.53%</b>	<b>2 021 049</b>	<b>+17.12%</b>	<b>-23.00%</b>	<b>1 605 614</b>	<b>+20.98%</b>	<b>-21.87%</b>

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

Areas of interest	Visits <sup>2</sup> in December 2013	Variation vs Y-1**	Variation vs M-1**
<b>UNESCO.ORG</b>	<b>2 021 049</b>	<b>+17.12%</b>	<b>-23.00%</b>
Home & Central Service pages	216 376	+21.16%	-24.12%
Worldwide	20 459	+16.26%	-31.40%
<b>Education for the 21st Century and ED Sector</b>	<b>150 405</b>	<b>+31.47%</b>	<b>-30.71%</b>
<b>One Planet, one Ocean &amp; Science for a Sustainable Future and SC Sector</b>	<b>53 620</b>	<b>+17.56%</b>	<b>-24.28%</b>
<b>Learning to Live Together and SHS Sector</b>	<b>50 824</b>	<b>+58.00%</b>	<b>-31.67%</b>
<b>Protecting our Heritage and Fostering Creativity and CLT Sector</b>	<b>1 033 574</b>	<b>+24.24%</b>	<b>-14.29%</b>
World Heritage	885 530	+13.73%	-15.01%
Intangible Heritage	72 472	+32.89%	+17.52%
Culture Sector (excl. Intangible Heritage)	71 546	+34.18%	-30.06%
<b>Fostering Freedom of Expression &amp; Building Knowledge Societies and CI Sector</b>	<b>56 174</b>	<b>+19.68%</b>	<b>-22.29%</b>
<b>Field offices (only those tracked)</b>	<b>110 729</b>	<b>+47.50%</b>	<b>-33.17%</b>
UIL*	17 596	+12.69%	-15.74%
IIEP*	130 658	+1.27%	-22.62%
UNEVOC*	27 482	+4.63%	-14.86%

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

### 1.4. UNESCO Website Visitors

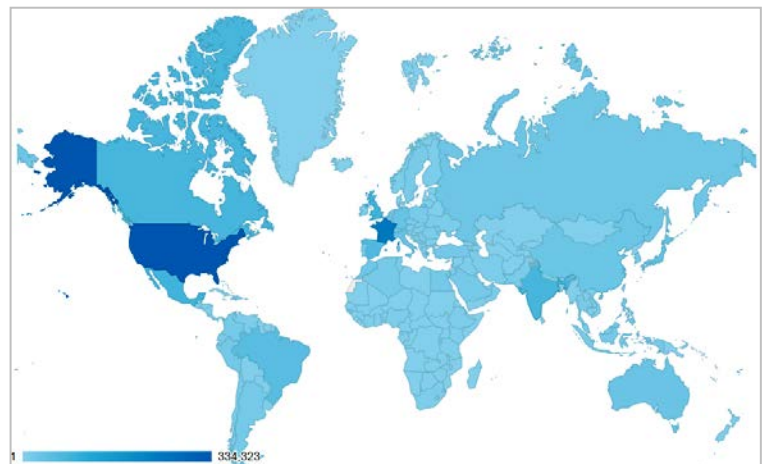
#### Top 10 domains/countries

Country	Visits <sup>2</sup>	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	334 323	16.54%	-14.85%	2.63	00:02:16
France	244 587	12.10%	-26.64%	3.50	00:05:00
United Kingdom	86 870	4.30%	-19.52%	2.81	00:02:45
Mexico	84 551	4.18%	-51.63%	2.52	00:02:48
India	77 536	3.84%	-2.84%	2.49	00:02:36
Canada	76 366	3.78%	-24.78%	3.48	00:03:40
Spain	64 491	3.19%	-23.44%	3.33	00:03:15
Brazil	53 487	2.65%	-39.25%	2.16	00:03:26
Japan	40 511	2.00%	-12.08%	3.38	00:03:31
Italy	38 225	1.89%	-16.21%	3.49	00:03:26

#### Top 10 visitors' language

Language	Visits <sup>2</sup>	% of Total visits	Variation vs M-1
English	1 033 933	51.16%	-19.74%
French	306 159	15.15%	-16.67%
Spanish	237 556	11.75%	-46.74%
Portuguese	62 105	3.07%	-37.03%
Russian	45 218	2.24%	+4.72%
Chinese	44 904	2.22%	-7.71%
Japanese	36 704	1.82%	-12.15%
German	35 030	1.73%	-20.88%
Italian	33 735	1.67%	-16.21%
Arabic	33 244	1.64%	+9.96%

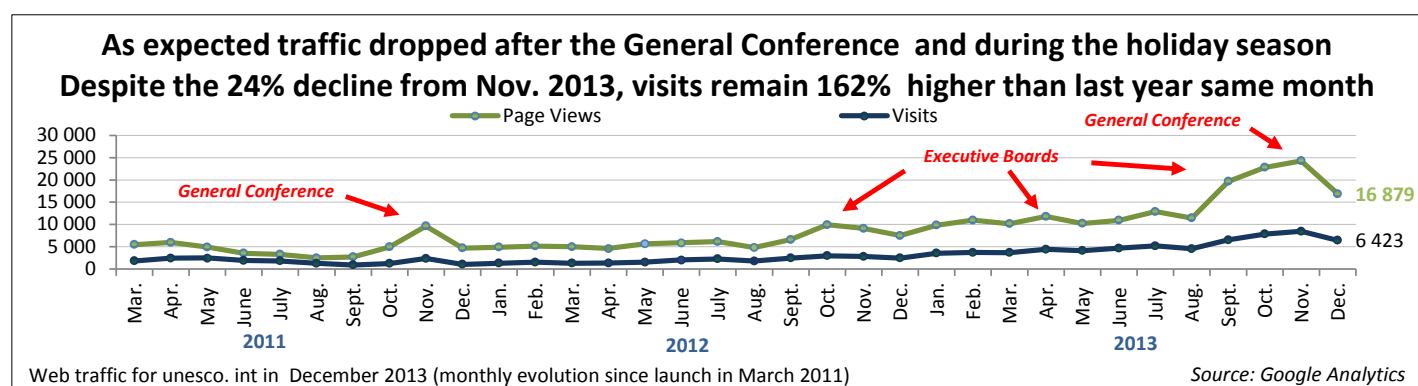
#### Geographical origin of visits (source: Google Analytics)





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

	Month	Page views <sup>1</sup>	Variation vs Y-1*	Variation vs M-1	Visits <sup>2</sup>	Variation vs Y-1*	Variation vs M-1	Pages/Visit	Variation vs M-1	Avg Visit duration
2012	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
	May	10 213	+80.51%	-13.49%	4 126	+163.81%	-6.59%	2.59	-12.50%	00:03:49
	June	10 933	+86.13%	+7.05%	4 669	+128.87%	+13.16%	2.58	-0.39%	00:03:20
	July	12 880	+109.77%	+17.81%	5 184	+131.22%	+11.03%	2.79	+8.14%	00:03:38
	August	11 434	+136.97%	-11.23%	4 524	+152.46%	-12.73%	2.65	-5.02%	00:03:21
	September	19 680	+198.59%	+72.12%	6 522	+167.95%	+44.16%	2.92	+10.19%	00:04:33
	October	22 800	+129.72%	+15.85%	7 843	+166.04%	+20.25%	3.17	+8.56%	00:05:26
	November	24 306	+167.30%	+6.61%	8 472	+200.96%	+8.02%	3.22	+1.58%	00:05:33
	December	16 879	+125.05%	-30.56%	6 423	+162.06%	-24.19%	2.92	-9.32%	00:05:14



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

	Month	Page views <sup>1</sup>	Variation vs M-1	Visits <sup>2</sup>	Variation vs M-1
2012	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%
	May	39 738	-46.90%	16 323	-49.14%
	June	52 986	+33.34%	19 318	+18.35%
	July	61 358	+15.80%	18 994	-1.68%
	August	40 829	-33.46%	14 354	-24.43%
	September	24 531	-39.92%	9 138	-36.34%
	October	14 769	-39.79%	4 866	-46.75%
	November	11 307	-23.44%	3 885	-20.16%
	December	7 004	-38.06%	2 071	-46.69%

### Traffic indicators explained:

<sup>1</sup> **Page views:** The page view is the most widely used indicator to reflect the level of traffic to a website. A page view is counted when the page requested by the user is loaded into the internet browser. Note: Page views are very different from the outdated concept of 'hits'. A 'hit' is counted for each of the many elements in a Web page (i.e. image, animation or video are all counted as separate 'hits', while a page view counts all elements on a page as one page view).

<sup>2</sup> **Visits:** A visit is defined as a series of page requests from the same uniquely identified client with a time of no more than 30 minutes between each page request.

<sup>3</sup> **Visitors:** A Visitor counts once within the timescale of 30 minutes. A visitor can make multiple visits. Identification is made to the visitor's computer, not the person, usually via cookie and/or IP+User Agent. Thus the same person visiting from two different computers will count as two Visitors.

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

UNESCO products for written and audiovisual media are:

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

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

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

Languages	Page views	Variation vs Y-1*	Variation vs M-1*
<b>Total</b>	<b>130 876</b>	<b>+22.44%</b>	<b>-25.83%</b>
English (EN)	<b>66 529</b>	<b>+27.09%</b>	<b>-32.56%</b>
Spanish (ES)	<b>20 090</b>	<b>+7.81%</b>	<b>-43.83%</b>
French (FR)	<b>15 622</b>	<b>-4.72%</b>	<b>-33.30%</b>
Arabic (AR)	<b>18 373</b>	<b>+75.13%</b>	<b>+134.41%</b>
Russian (RU)	<b>4 619</b>	<b>-18.49%</b>	<b>+2.26%</b>
Chinese (ZH)	<b>5 643</b>	<b>+68.55%</b>	<b>-9.65%</b>

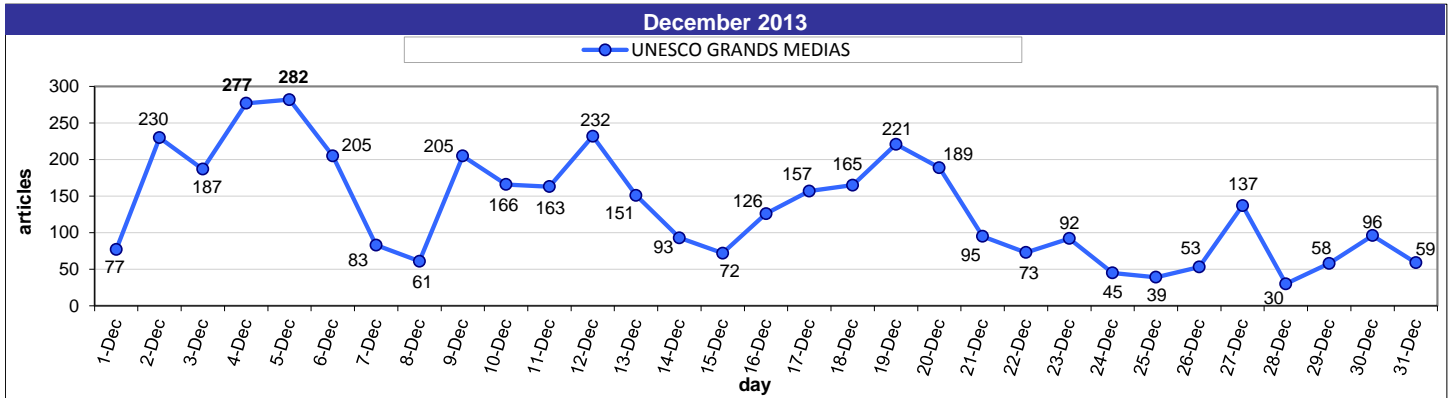
\* Based on figures published in the Monthly Reports.

### 2.2. Press releases/Media advisories in December 2013

1.	02/12	<a href="#">8th session of the Committee for the Safeguarding of Intangible Heritage open in Baku</a>
2.	02/12	<a href="#">UNESCO Global Citizenship Forum opens in Bangkok</a>
3.	03/12	<a href="#">UNESCO Director-General and Saudi Minister of Education Prince Faisal bin Abdullah Al Saud open the Youth Volunteerism and Dialogue Conference in Jeddah</a>
4.	03/12	<a href="#">Elements from Azerbaijan and Guatemala inscribed on the List of Intangible Cultural Heritage in Need of Urgent Safeguarding</a>
5.	03/12	<a href="#">Close of International Year of Water Cooperation in Mexico</a>
6.	04/12	<a href="#">Mongolian calligraphy and the Empaako tradition of Uganda inscribed on UNESCO's List of Intangible Cultural Heritage in Need of Urgent Safeguarding</a>
7.	04/12	<a href="#">Fourteen elements inscribed on the Representative List of the Intangible Heritage of Humanity</a>
8.	05/12	<a href="#">Eleven new inscriptions on the Representative List of the Intangible Heritage of Humanity</a>
9.	06/12	<a href="#">Nelson Mandela "a giant among men" says Director-General</a>
10.	06/12	<a href="#">Workshop on Women in Engineering in Africa and the Arab States at UNESCO</a>
11.	07/12	<a href="#">Hao Ping recalls the last speech given by Mandela in China</a>
12.	07/12	<a href="#">Peru to chair the 9th session of the Committee for the Safeguarding of Intangible Heritage</a>
13.	09/12	<a href="#">Eastern and Southern Africa's leaders agree. It's time to act now on young people's education and sexual health needs</a>
14.	09/12	<a href="#">Director-General condemns killing of Libyan radio owner Radwan Gharyani and journalist Saleh Hafyana</a>
15.	10/12	<a href="#">Director-General condemns murder of Iraqi journalist Adel Mohsen Hussien and cameraman Wahdan Al-Hamdani</a>
16.	10/12	<a href="#">UNESCO publications now freely available through a new Open Access Repository</a>
17.	12/12	<a href="#">Director-General condemns murder of Honduran journalist Juan Carlos Argeñal Medina</a>
18.	14/12	<a href="#">Pollination and Land Degradation: Top Priorities for New Intergovernmental Body</a>
19.	16/12	<a href="#">Director-General urges investigation into killing of journalists R. Butalib, M. Diaz Milo and J. Dignos in the Philippines</a>
20.	18/12	<a href="#">Director-General deplures killing of freelance journalist Yasser Faysal Al-Joumaili in Syria</a>
21.	18/12	<a href="#">Director-General denounces murder of Iraqi journalist Nawras Al-Nouaimi</a>

### 2.3. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in top 1,000 national and international on-line media, in which “UNESCO” appeared in the title or first paragraph of a story in December (Source: Meltwater News)



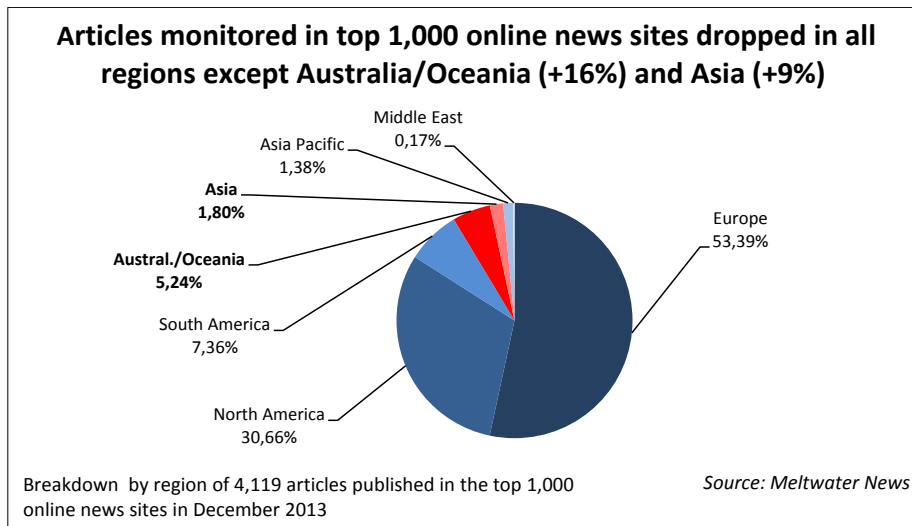
The new inscriptions on the Intangible Heritage Lists dominated press coverage about UNESCO in December. The addition of Washoku (Japan) and Kimchi (South Korea) drew the most interest in the media, with articles and editorials in leading media around the world. However, the story was somewhat hijacked by a group of German brewers claiming recognition for their “pure” beer recipe and a Belgian association demanding inscription for Belgian fries. Both of these stories generated headlines worldwide.

The Global Forum on Media and Gender and the UNESCO Forum on Global Citizenship Education, both held in Bangkok, received some coverage in mainstream regional media, but not much beyond that. Both events had been given a concerted push on the web and with the media to promote and encourage coverage of these issues. The fact that they were both held in the same week may have contributed to the limited coverage.

UNESCO was also referenced in many of the stories on the death of Nelson Mandela, mainly because of his role as Goodwill Ambassador for the Organization, but also as a laureate of the Houphouet-Boigny Peace Prize.

The other major international story for UNESCO in December concerned the auction sale in Paris of a collection of Hopi Indian masks. US authorities had tried to block the auction, citing UNESCO’s 1970 Convention on illicit traffic of cultural goods.

### Regional breakdown of media coverage in top 1,000 national and international on-line media, in which “UNESCO” appeared in the title or first paragraph of a story in December (Source: Meltwater News)



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

No Op-Eds in December.

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

Subject	Interviewee	Language	Media (press TV Radio)
Intangible Heritage	Cécile Duvelle	French	<a href="#">Azernews</a> (Azerbaijan), <a href="#">RePlay.fr, le guide de tous les programmes de la télé à la demande</a> (France), <a href="#">Oxfam Magasins du monde</a> (Belgique)
Intangible Heritage	Cécile Duvelle	English	<a href="#">The Weather Channel report</a> (USA)
Intangible Heritage	Francesco Bandarin Cécile Duvelle	English French	Euronews (European Union)
Intangible Heritage	Edmond Moukala	English	SBS World News (Australia)
Intangible Heritage	Frank Prochan	English	WAMU 88.5 (US radio); Kojo Nnamdi Show (US)
Intangible Heritage	Helena Drobna	English	Radio Free Europe (US)
Intangible Heritage	Lucía Iglesias	Spanish	Telesur (Venezuela)
Legal Deposits	Joie Springer	English	Computer Weekly (UK)
WHC	Roni Amelan	French	News agency (Ukraine)
WHC (Mont St Michel, France)	Roni Amelan	French	La Manche libre (France)
WHC	Roni Amelan	English	China Daily (People's Republic of China)
WH (Hagia Sophia, Turkey)	Roni Amelan	English	The Daily Beast (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).  
3 B-rolls were downloaded in December.

	Subject	Downloads	Media
1	Archaeological Discoveries at Buddha's Birthplace (Lumbini, Nepal)	1	Frankfurter Allgemeine Zeitung (Germany)
2	WHC	1	Canal Plus (France)
3	Education	1	CCTV (China Central Television)

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

Subject	Media	Purpose	Nb of Photos
UNESCO	Funkhaus Halle (Germany)	Publication	1
UNESCO	Agderposten (Norway)	Publication	1

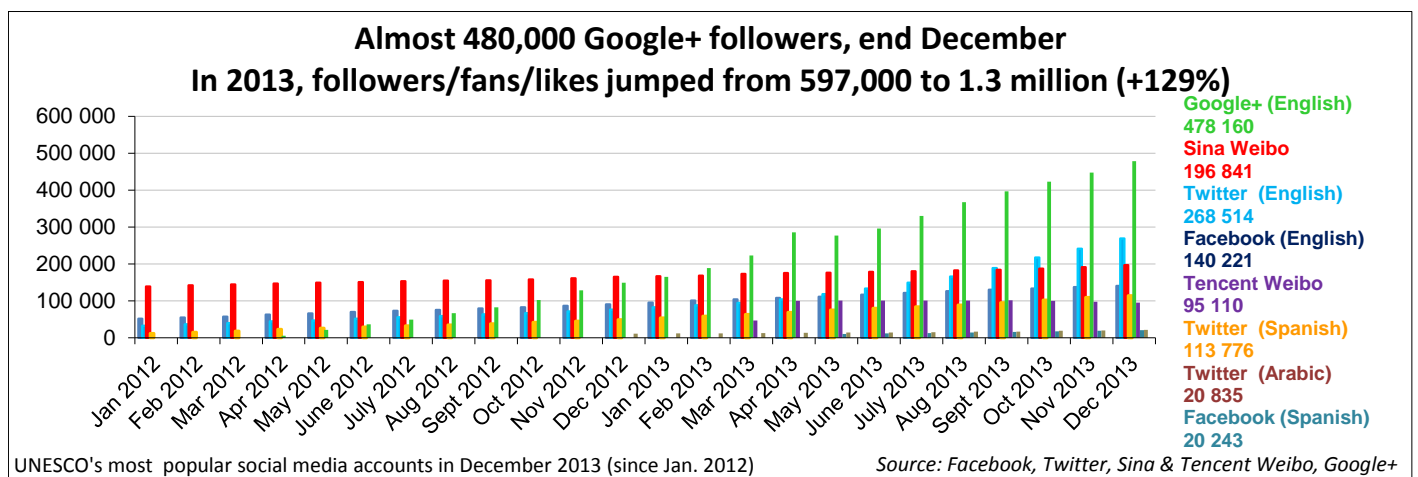
### 3. UNESCO Social Media Channels

Social media channels were busy throughout December, especially in the beginning of the month. Messaging was carefully orchestrated, in all languages, to provide deep coverage for three events, all taking place from 2 to 4 December: the Global Forum on Media and Gender (Bangkok), Intangible Heritage inscriptions (Baku), and the Youth Volunteerism and Dialogue Conference (Jeddah). Social media messaging is characterized by a strong use of visuals, as reflected in the creation of many digital cards and even a support button. Coming at the tail end of these three events is the death of Nelson Mandela, to which our social media channels immediately reacted in very popular posts, all figuring among this month's top 10 messages. A special effort was made to pay tribute to the great legend – such as the creation of a popular Pinterest gallery, cataloguing Mandela's diverse activities with UNESCO.

The Jeddah event, which has not been selected as one of this month's spotlighted activities, merits special analysis. Because of its focus on youth, the event required a strong social media and web dimension, such as live coverage of select themes on Twitter and Facebook, to animate the live event, all the while driving audience engagement globally with UNESCO's advocacy. UNESCO's lead posts about the event were shared on the social media channels of youth participants, as well as key partners such as UN Volunteers and the King Abdulaziz Center for National Dialogue. This demonstrates that UNESCO successfully positioned its leadership in the event, and that more broadly, key stakeholders helped deliver UNESCO's advocacy for youth volunteering through their networks.

The 2<sup>nd</sup> edition of World Arabic Day proved again to be a major crowd-pleaser. Unsurprisingly so: Content about languages or multilingualism consistently rank among our most popular posts. For the next edition, UNESCO's social media coverage would benefit tremendously by collaborating with leading web players, such as Twitter and Google, who participated in debates.

Finally, a promotional scheme was established between Collins Maps and social media to promote HarperCollins publications about UNESCO-listed heritage (World Heritage & Memory of the World). This collaboration demonstrates the increasing trend in traditional media to shift toward social and digital media, not just for promotional purposes, but more importantly in the very nature of creating exclusive "companion content" reserved for online channels.



#### 3.1 Social networking sites

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

Variation December 2013 vs November 2013

Likes/fans*		December 2013	November 2013	Variation vs November
Total likes/followers (all languages)		660 251	623 671	+5.87%
Facebook	English	140 221	136 850	+2.46%
	Spanish	20 243	18 724	+8.11%
	French	9 730	9 514	+2.27%
	Arabic	9 023	8 338	+8.22%
	Russian	1 564	1 515	+3.23%
Google+	English	478 160	447 508	+6.85%
VKontakte	Russian	1 310	1 222	+7.20%

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

Message	Posted	Likes
We are deeply saddened by the passing of our Goodwill Ambassador Nelson Mandela. His life is an education to us all – an example of perseverance in overcoming adversity, of courage in braving the steepest challenges, of moral clarity in promoting reconciliation and peace. <a href="http://ow.ly/rv3BO">http://ow.ly/rv3BO</a>	06/12	916
Today is World Arabic Language Day. It's an opportunity for us to acknowledge the immense contribution of the Arabic language to universal culture and to renew our commitment to multilingualism. <a href="http://ow.ly/rRI6t">http://ow.ly/rRI6t</a>	18/12	482
Una triste noticia para todos. Hoy ha fallecido <a href="#">Nelson Mandela</a> a los 95 años de edad. Luchador infatigable, Mandela fue un hombre cuya fortaleza, visión y magnanimidad cambiaron Sudáfrica y el curso del siglo XX. Nelson Mandela, nombrado Embajador de Buena Voluntad de la UNESCO en 2005, dijo una vez: « la educación es el arma más poderosa para cambiar el mundo ». La vida de Nelson Mandela ha sido una lección para todos nosotros, un ejemplo de perseverancia para superar la adversidad, de valor para afrontar las dificultades más graves, de claridad moral para promover la reconciliación y la paz. Descanse en paz. Lea los artículos sobre Nelson Mandela publicados en el Correo de la UNESCO: <a href="#">Los presos políticos</a> , <a href="#">Nelson Mandela : un hombre para la eternidad</a> , <a href="#">Un premio otorgado por la UNESCO conjuntamente a Nelson Mandela y Frederik de Klerk</a>	05/12	480
Great news! A cultural centre & museum will be built at the Bamiyan <a href="#">#WorldHeritage</a> Site. It shows the vital role of culture in rebuilding Afghanistan <a href="http://ow.ly/s5HG1">http://ow.ly/s5HG1</a>	27/12	402
<a href="#">#WorldHeritage</a> spotlight: Birthplace of Jesus: Church of the Nativity and the Pilgrimage Route, Bethlehem <a href="http://whc.unesco.org/en/list/1433/">http://whc.unesco.org/en/list/1433/</a>	25/12	386
"Education is the most powerful weapon which you can use to change the world." - Nelson <a href="#">#Mandela</a> . Full infographic on <a href="http://visual.ly/literacy-world">http://visual.ly/literacy-world</a>	06/12	375
Culture means jobs & growth. Invest in creativity, and transform societies! Check out our interactive <a href="#">#CreativeEconomy</a> site <a href="http://www.creativeeconomyreport2013.com">www.creativeeconomyreport2013.com</a>	29/12	277
<a href="#">#WorldHeritage</a> spotlight: <a href="#">Namib Sand Sea</a> - the world's only coastal desert	16/12	243
Check it out now -- UNESCO publications are now freely available through a new Open Access Repository! There are currently 300 works in 12 languages, and they're set to grow. Have you seen UNESCO publications that you'd like us to make available? Tell us here <a href="http://ow.ly/rGqCG">http://ow.ly/rGqCG</a>	12/12	211
Nelson Mandela llevó con éxito la paz y la reconciliación a su país y además fomentó la democracia y la igualdad entre su pueblo, hechos que lo conectan directamente con la misión y mandato de la UNESCO. En 1991, Mandela ganó el premio UNESCO Félix Houphouët-Boigny de Fomento de la Paz y dos años más tarde obtuvo el Premio Nobel de la Paz. En 2005 fue nombrado Embajador de Buena Voluntad de la UNESCO en reconocimiento a su extraordinaria lucha contra el apartheid en Sudáfrica. Nelson Mandela pasó 27 años en prisión antes de convertirse en el primer presidente elegido democráticamente en Sudáfrica. Falleció el 5 de diciembre de 2013 a los 95 años de edad. Fuen un auténtico héroe y un ejemplo para generaciones pasadas, presentes y futuras. Descanse en paz. Más información: <a href="http://bit.ly/18dmfJU">http://bit.ly/18dmfJU</a>	6/12	196

\*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 December 2013 vs November 2013

Followers/Fans		December 2013	November 2013	Variation vs November
Total (all languages)		706 932	669 871	+5.53%
<b>Twitter</b>	<b>English</b>	268 514	240 839	+11.49%
	<b>Spanish</b>	113 776	108 986	+4.40%
	<b>Arabic</b>	20 835	19 718	+5.66%
	<b>French</b>	10 228	9 910	+3.21%
	<b>Russian</b>	1 628	1 553	+4.83%
<b>Sina Weibo</b>	<b>Chinese</b>	196 841	191 350	+2.87%
<b>Tencent Weibo</b>	<b>Chinese</b>	95 110	97 515	-2.47%

#### Top 10 Twitter Posts in December

Message	Posted	Re-tweets
Today is World Arabic Language Day. We celebrate the immense contribution of the Arabic language to universal culture <a href="http://ow.ly/rRDyy">http://ow.ly/rRDyy</a>	18/12	463
<a href="#">#MandelaMemorial</a> : The greatest tribute we can pay <a href="#">#Mandela</a> is continue the fierce defense of values he stood for <a href="http://pic.twitter.com/lrQg144s8i">pic.twitter.com/lrQg144s8i</a>	10/12	472
"Education is the most powerful weapon which you can use to change the world." Nelson	06/12	388

#Mandela #educationfirst <a href="http://pic.twitter.com/lihC4dDBux">pic.twitter.com/lihC4dDBux</a>		
#FuneralMandela: el mejor homenaje que podemos rendir a #Mandela es seguir defendiendo los valores por los que luchó <a href="http://pic.twitter.com/WZV7SJDpXa">pic.twitter.com/WZV7SJDpXa</a>	10/12	382
"La #educación es el arma más poderosa para cambiar el mundo" Nelson Mandela <a href="http://bit.ly/18dmfJU">http://bit.ly/18dmfJU</a> <a href="http://pic.twitter.com/v35HrqDkHr">pic.twitter.com/v35HrqDkHr</a>	06/12	351
Una triste pérdida para todos. Hoy ha fallecido #NelsonMandela a los 95 años de edad. Descanse en paz. <a href="http://pic.twitter.com/t1mEGhy4xn">pic.twitter.com/t1mEGhy4xn</a>	05/12	326
Education = most powerful path to sustainability, empowering ppl to change behaviors & find solutions to the challenges of today & tomorrow	27/12	231
"If u talk to a man in a language he understands, that goes to his head. If u talk to him in his language, that goes to his heart" #Mandela	09/12	205
"To be free isn't merely to cast off one's chains, but to live in a way that respects & enhances the freedom of others" - Nelson Mandela	06/12	204
Learning languages must be a structural element of today's education. It encourages diversity & understanding of other cultures #unescoED	30/12	197

### Top 5 Sina Weibo Posts in December

Message	Posted	Re-posts/ Comments
#Nelson Mandela # <a href="http://t.cn/8kcgTZF">http://t.cn/8kcgTZF</a> The life of Nelson Mandela is an education to us. Nelson Mandela has taught the world that the dignity of women and men is the only foundation on which to build just societies. He has shown us that peace is not an ideal, or something abstract, but a way of living, a way of interacting with others and with the world.	06/12	671
# Human Rights Day # 10 December is the Human Rights Day 2012. The Universal Declaration of Human Rights, adopted on 10 December 1948, expresses the values and fundamental freedoms that lie at the heart of a united humanity. There is a wide gap between the solemn proclamation of rights and their actual exercise by billions of people in their daily lives. <a href="http://t.cn/8kMapc2">http://t.cn/8kMapc2</a> Giving voice to the voiceless means providing them with formal and genuine means of making themselves heard (...) this is what UNESCO works to achieve.	09/12	491
# The eighth yearly meeting of the Intergovernmental Committee for the Safeguarding of Intangible Heritage # The meeting of the Intergovernmental Committee for the Safeguarding of Intangible Heritage, chaired by Abulfas Garayev, Azerbaijan's Minister of Culture and Tourism, opened in Baku in the presence of some 800 delegates from approximately 100 countries(from 2 to 7 December). <a href="http://t.cn/8k5lkc5">http://t.cn/8k5lkc5</a> Which nominations are there? Does the nomination of Chinese Zhusuan will be inscribed on the Representative List of the Intangible Heritage of Humanity?	03/12	358
# World Arabic Language Day #Dose the Arabic is difficult? Do you want to have a try? <a href="http://t.cn/8kSKIs8">http://t.cn/8kSKIs8</a> Arabic Language has more than 422 million speakers in the Arab world and is used by more than 1.5 billion Muslims. Languages are not only tools of communication, they carry values and identities. Linguistic diversity broadens the mind and provides the means to build intercultural and interreligious dialogue based on genuine mutual understanding.	16/12	290
UNESCO's New Year Greeting card in six languages	31/12	242

### Top 3 Tencent Weibo Posts in December

Message	Posted	Re-posts
# Human Rights Day # 10 December is the Human Rights Day. The Universal Declaration of Human Rights, adopted on 10 December 1948, expresses the values and fundamental freedoms that lie at the heart of a united humanity. There is a wide gap between the solemn proclamation of rights and their actual exercise by billions of people in their daily lives. <a href="http://url.cn/PNkblw">http://url.cn/PNkblw</a> Giving voice to the voiceless means providing them with formal and genuine means of making themselves heard (...) this is what UNESCO works to achieve.	09/12	198
#Nelson Mandela # <a href="http://url.cn/LMsxus">http://url.cn/LMsxus</a> His life is full of struggle. Nelson Mandela has taught the world that the dignity of women and men is the only foundation on which to build just societies. He has shown us that peace is not an ideal, or something abstract, but a way of living, a way of interacting with others and with the world.	06/12	73
# 2013 World Intangible Cultural Heritage # The meeting of the Intergovernmental Committee for the Safeguarding of Intangible Heritage, chaired by Abulfas Garayev, Azerbaijan's Minister of Culture and Tourism, opened in Baku in the presence of some 800 delegates from approximately 100 countries(from 2 to 7 December). <a href="http://url.cn/KckkM1">http://url.cn/KckkM1</a> Which are the new nominations? Will the nomination of Chinese Zhusuan be inscribed on the representative list?	03/12	45

### 3.3. Video Traffic

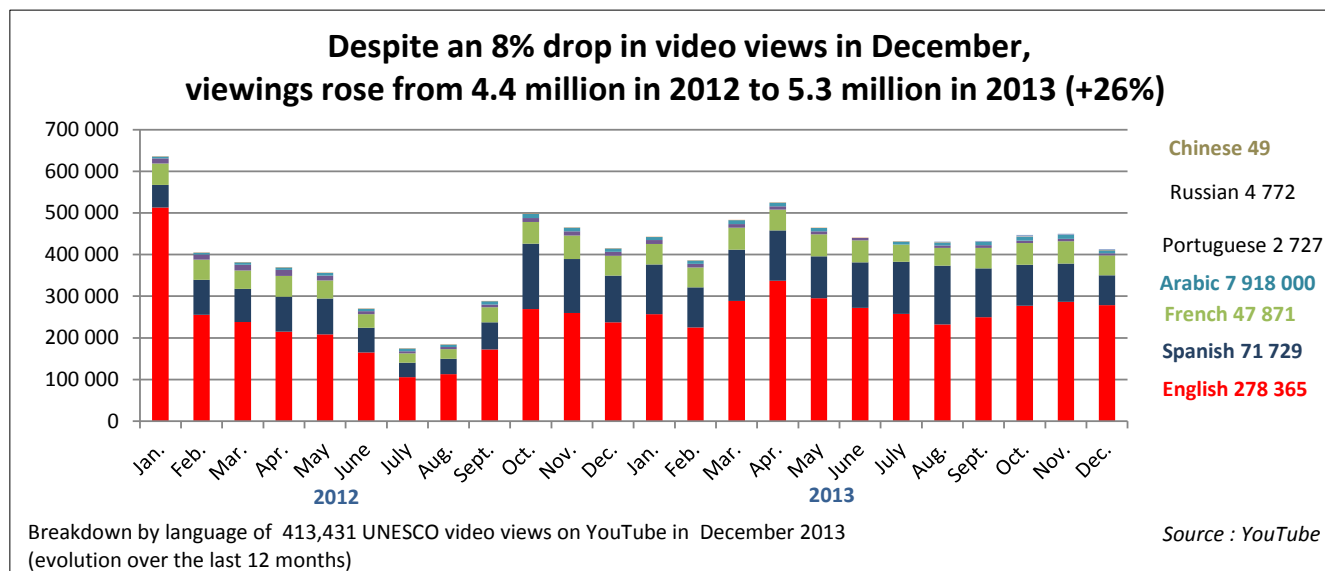
Video views are tracked on YouTube and Youku.

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

##### Variation December 2013 vs November 2013

Video views	December 2013	November 2013	Variation vs Nov.
Total (all languages)	413 431	449 874	-8.10%
English	278 365	286 806	-2.94%
Spanish	71 729	91 578	-21.67%
French	47 871	53 740	-10.92%
Arabic	7 918	9 068	-12.68%
Russian	4 772	5 827	-18.11%
Portuguese	2 727	2 811	-2.99%
Chinese	49	44	+11.36%

Subscribers	December 2013	November 2013	Variation vs Nov.
Total (all languages)	1 136	1 014	+12.03%
English	813	641	+26.83%
Spanish	147	219	-32.88%
French	74	79	-6.33%
Arabic	50	32	+56.25%
Portuguese	30	23	+30.43%
Russian	17	17	0.00%
Chinese	5	3	+66.67%



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

278 365 views in December 2013		Subject	Total views
1	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	25 433
2	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	21 563
3	Tsingy de Bemaraha Strict Nature Reserve	CLT/WHC	12 626
4	Kabuki Theatre	CLT/ITH	8 251
5	Baul Songs	CLT/ITH	5 687
6	Georgian Polyphonic Singing	CLT/ITH	4 563
7	Taekkyeon, a traditional Korean martial art	CLT/ITH	4 307
8	Whistled language of the island of La Gomera (Canary Islands), the Silbo Gomero	CLT/ITH	4 013
9	Karagöz	CLT/ITH	3 670
10	Lacemaking in Croatia	CLT/ITH	3 642



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

	<b>71 729 views in December 2013</b>	<b>Subject</b>	<b>Total views</b>
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	20 825
2	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	4 935
3	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	4 485
4	El canto de la Sibila de Mallorca	CLT/ITH	3 581
5	Aprender a Proteger la Biodiversidad	ED	2 098
6	Intervención del Presidente del Ecuador ante la Conferencia General de la UNESCO	UNESCO	1 287
7	La huaconada, danza ritual de Mito	CLT/ITH	1 092
8	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	986
9	La pirekua, canto tradicional de los p'urhépechas	CLT/ITH	954
10	El Silbo Gomero, lenguaje silbado de la isla de La Gomera (Islas Canarias)	CLT/ITH	917

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

	<b>47 871 views in December 2013</b>	<b>Subject</b>	<b>Total views</b>
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	5 136
2	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	2 615
3	Le Maloya	CLT/ITH	2 375
4	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	1 847
5	Routes de l'Esclave: Une Vision Globale	CLT	1 836
6	Le Duduk et sa musique	CLT/ITH	1 750
7	Bouba & Zaza - le dessin animé pour la jeunesse publié par l'UNESCO Dakar	ED	1 672
8	Le repas gastronomique des Français	CLT/ITH	1 487
9	Le chant polyphonique géorgien	CLT/ITH	1 253
10	Une école maternelle à Paris: 24 heures par semaine à partir de 3 ans	ED	1 136

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

	<b>7 918 views in December 2013</b>	<b>Subject</b>	<b>Total views</b>
1	8 <sup>th</sup> UNESCO Youth Forum: youth and social integration	SHS	355
2	Manufacture of clay bricks in the hill of Jaber refugee camp - Jericho	CLT/WHC	350
3	The ancient city of Petra	CLT/WHC	348
4	Journeys to school	ED	239
5	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	218
6	UNESCO History	UNESCO	213
7	Palace and Park of Versailles	CLT/WHC	170
8	Old Havana and its Fortifications	CLT/WHC	158
9	Venice and its Lagoon	CLT/WHC	158
10	Medina of Fez	CLT/WHC	153

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

	<b>4 772 views in December 2013</b>	<b>Subject</b>	<b>Total views</b>
1	Video n°18 submitted for Video Challenge for Youth on cultural diversity	CLT	345
2	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	237
3	UNESCO History	UNESCO	166
4	Prehistoric sites and decorated caves of the Vézère Valley	CLT/WHC	153
5	The ancient city of Petra	CLT/WHC	123
6	Alsou Abramova, UNESCO Artist for Peace	UNESCO	117
7	Mausoleum of the First Qin Emperor	CLT/WHC	116
8	Lake Malawi National Park	CLT/WHC	99
9	Yellowstone National Park	CLT/WHC	98
10	Palace and Park of Versailles	CLT/WHC	96

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

2 727 views in December 2013		Subject	Total views
1	Vídeo da UNESCO celebra 53 anos de Brasília	CLT/WHC	1 058
2	Serra da Capivara - Documentário	CLT/WHC	576
3	Boas práticas do Programa Mais Educação	ED	321
4	Serra Capivara	CLT/WHC	316
5	Ano Internacional de Cooperação pela Água	SC	133
6	UNESCO celebra Dia da Língua Portuguesa	ED	91
7	Dia Internacional das Pessoas com Deficiência	ED	65
8	Dia Nacional de Visibilidade Trans: 29 de janeiro.mp4	ED	48
9	Vídeos Vencedores Concurso "Professor, você tem uma nova mensagem"	ED	31
10	UNESCO lança pesquisa inédita sobre exclusão nas escolas	ED	19

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

49 views in December 2013		Subject	Total views
1	Our World Heritage: UNESCO World Heritage Convention	CLT/WHC	10
2	UNESCO History	UNESCO	9
3	Huang Nubo supports UNESCO	CLT/WHC	8
4	UNESCO Director-General pays tribute to Malala Yousufzai	ED	5
5	World Press Freedom Day	CI	3
6	Global Partnership for Oceans	SC	3
7	Video nº30 submitted for Video Challenge for Youth on cultural diversity	CLT	2
8	Video nº31 submitted for Video Challenge for Youth on cultural diversity	CLT/WHC	2
9	Water in cities	SC	2
10	Languages matter!	ED	2

**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
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	03/03/11	44 361
57 million out-of school children in the world	11/06/13	31 129
UNESCO History	19/07/13	19 941
Intangible heritage traditional Chinese shadow play	11/12/11	19 093
International Year of Water Cooperation	12/02/13	18 503
Intangible heritage Kunqu Opera-the Peony Pavilion by Jun Zhang	14/05/11	14 061
Safeguarding community's living heritage	07/12/12	13 936
40 years of World Heritage Convention	22/06/12	11 395
UNESCO Hangzhou International Culture Congress	07/05/13	8 655
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	23/06/11	6 457

**3.5. 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	December 2013	Variation vs Y-1	Variation vs M-1
Downloads	546 842	35 472	-85.76%	-57.25%
Unique Visitors	1 344 653	167 331	-62.28%	-18.37%
Visits	10 109 109	875 902	-43.54%	-18.85%
Page views	240 359 387	18 582 156	-53.13%	-24.38%
Info pane with UNESCO logo & text	1 310 352	76 372	-76.10%	-46.04%
Open UNESCO page from Heritage	77 221	5 205	-51.01%	-42.01%
Distinct UNESCO WHC pages opened	346	264	-28.46%	-20.00%
Most viewed UNESCO page	<a href="#">Site of Palmyra</a>	<a href="#">Site of Palmyra</a>		

## 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:

Themes	Nb of photos	%
UNESCO	91	47%
Culture	31	16%
Education	68	36%
Natural Sciences	2	1%
Social and Human Sciences	0	0%
Communication and Information	0	0%
<b>TOTAL</b>	<b>192</b>	<b>100%</b>

Origin of request	Nb of requests	%
Media: Written and Audiovisual and Press	2	1%
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	134	70%
Education (Schools, Universities, teachers, researchers)	8	4%
Private sector	24	13%
Government	0	0%
Public sector (Museums, Bookshops)	22	11%
Others	2	1%
<b>TOTAL</b>	<b>192</b>	<b>100%</b>

Use of photos	Nb of photos	%
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	69	36%
Exhibitions	27	14%
Websites	64	33%
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	32	17%
Private use	0	0%
<b>TOTAL</b>	<b>192</b>	<b>100%</b>

### 4.2 Photo service

#### Number of photos

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

N/A for December.

## 5. UNESCO Documents and Library

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

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

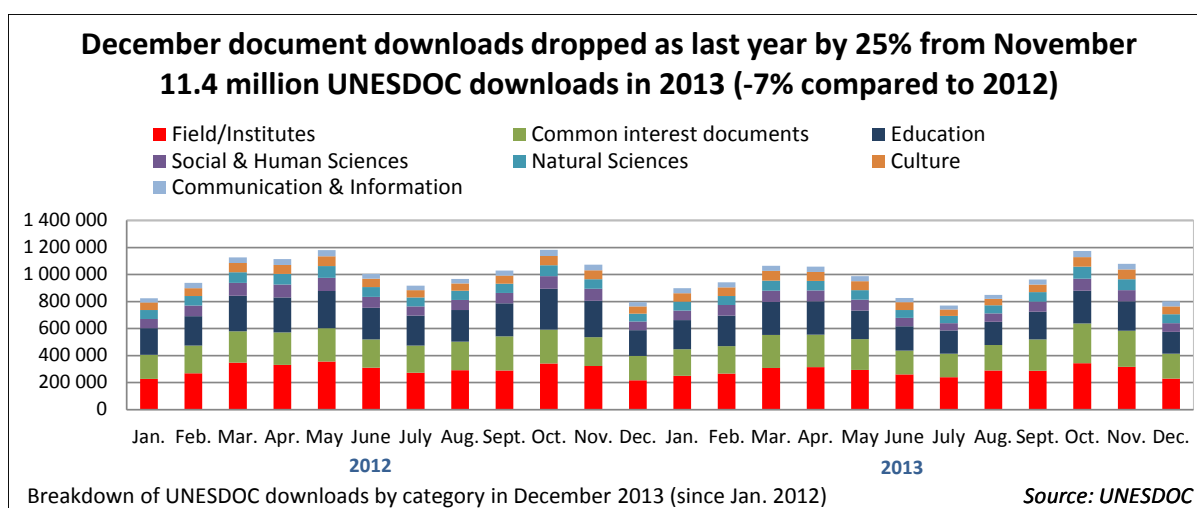
In December, there were 141 885 records available online in PDF format (**141 422** in November), including documents, publications, communication material and other working documents.

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

#### 5.1.1 Statistics of consultation

<b>Total number of downloads in December</b>	<b>801 439</b>
--	----------------

Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	9 767	160 494	-25.85%	16
Natural Sciences	9 764	67 440	-17.07%	7
Social and Human Sciences	5 738	64 349	-23.05%	11
Culture	3 594	58 578	-18.26%	16
Communication and Information	2 438	36 581	-13.00%	15
Field & Institutes	9 370	229 966	-27.07%	24
Common interest documents	NA	184 031	-31.52%	NA



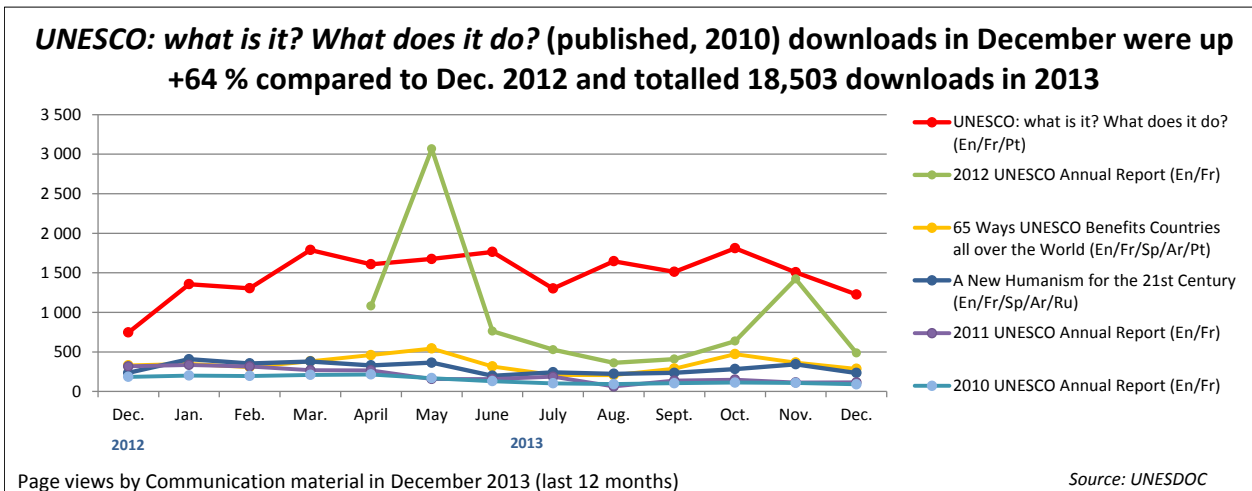
#### 5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	89 703
2	France	45 397
3	United Kingdom of Great Britain and Northern Ireland	34 021
4	Brazil	28 647
5	Mexico	27 017
6	Spain	21 066
7	China	19 141
8	India	13 553
9	Germany	11 877
10	Canada	10 123
11	Algeria	10 072

12	Morocco	8 780
13	Peru	8 486
14	Japan	8 054
15	Philippines	7 651

### 5.1.3 Printable Communication materials

Title	Total downloads in December							Total
	EN	FR	SP	RU	AR	ZH	POR	
<a href="#">UNESCO: what is it? What does it do?</a>	904	273					49	1 226
<a href="#">2012 UNESCO Annual Report</a>	414	73						487
<a href="#">65 Ways UNESCO Benefits Countries all over the World</a>	138	38	52		2		56	286
<a href="#">A New Humanism for the 21st Century</a>	100	54	41	33	6			234
<a href="#">2011 UNESCO Annual Report</a>	97	18						115
<a href="#">2010 UNESCO Annual Report</a>	77	13						90
<b>TOTAL</b>	<b>1 730</b>	<b>469</b>	<b>93</b>	<b>33</b>	<b>8</b>	<b>-</b>	<b>105</b>	<b>2 438</b>



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

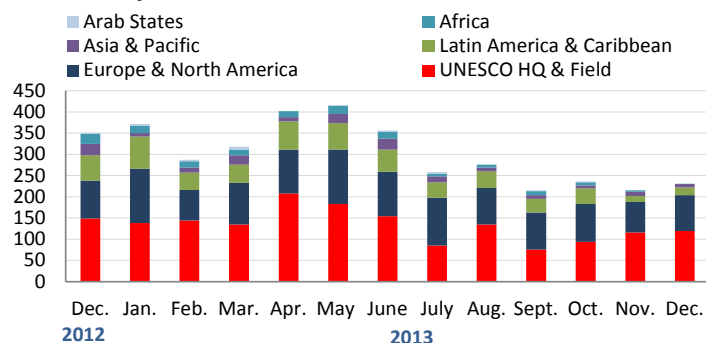
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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

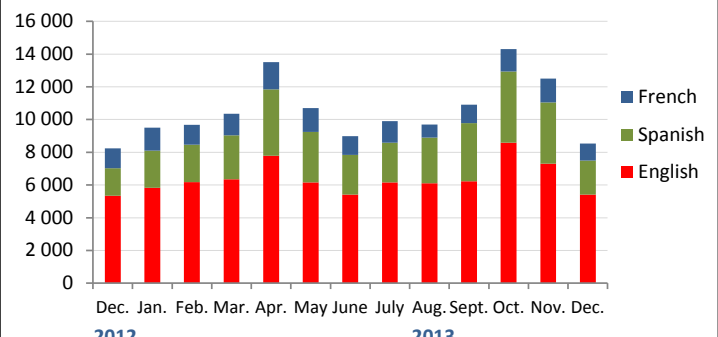
### 5.2.1 Questions received by: [library@unesco.org](mailto:library@unesco.org)

### 5.2.2 Web page views:

**51% of the December questions came from colleagues**  
**3,600 questions received in 2013 (-4% from 2012)**



**Total library web page views dropped by 31% from Nov. 2013, but remain the same as in Dec. 2012**



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

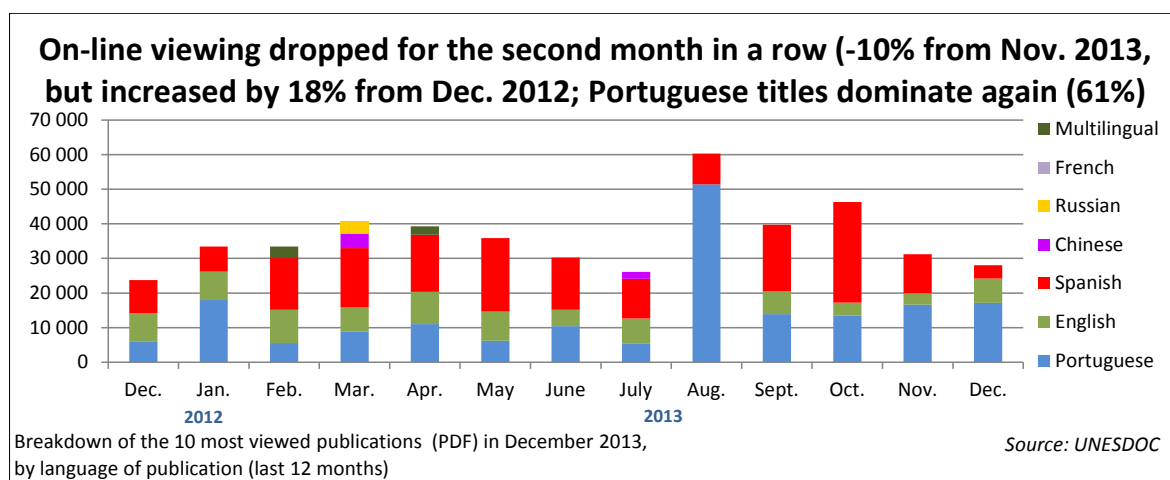
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical 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 in December has dropped for a second month in a row but still remains higher than the same month in 2012. The Portuguese version of the General History of Africa once again dominates on-line viewing while two English titles have retained their places in the top 10 views over the last few months, that is the *World Water Development Report 4* and the *Engineering Report*. Once again figures for UNESCO Publications on Google Books are not available for this month and will be published hopefully in January's Monthly Report. Low sales in the bookshop reflect its closure for part of December for inventory of stocks. No one sector dominated bookshop sales but for on-line sales *Journeys to School* and the *World Social Science Report 2013* are the best sellers.

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

	Title	Sector	Language	Views	Published
1	História geral da África, I: metodologia e pré-história da África (General history of Africa, I: Methodology and African prehistory)	CLT	Portuguese	4 865	Brazil, 2010
2	Mantenimiento de instalaciones eléctricas del establecimiento educacional	ED	Spanish	3 877	Santiago, 1998
3	História geral da África, II: África antiga (General history of Africa, II: Ancient civilizations of Africa)	CLT	Portuguese	2 719	Brazil, 2010
4	História geral da África, VIII: África desde 1935 (General history of Africa, VIII: Africa since 1935)	CLT	Portuguese	2 514	Brazil, 2010
5	UNESCO science report, 2010: the current status of science around the world	SC	English	2 444	Paris, UNESCO, 2010
6	História geral da África, VII: África sob dominação colonial, 1880-1935 (General history of Africa, VII: Africa under colonial domination, 1880-1935)	CLT	Portuguese	2 403	Brazil, 2010
7	Engineering: issues, challenges and opportunities for development; UNESCO report	SC	English	2 353	Paris, 2010
8	História geral da África, V: África do século XVI ao XVIII (General history of Africa, V: Africa from the sixteenth to the eighteenth century)	CLT	Portuguese	2 349	Brasilia, UNESCO Brasilia/MEC/UFS Car, 2010
9	História geral da África, III: África do século VII ao XI (General history of Africa, III: Africa from the seventh to the eleventh century)	CLT	Portuguese	2 288	Brazil, 2010
10	United Nations world water development report 4: managing water under uncertainty and risk	SC	English	2 250	Paris, 2012

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

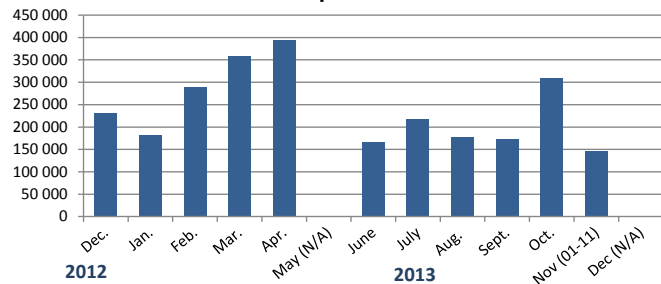


## 6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **375 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
<b>December 2013</b>	<b>375</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
December 2012	273	13 098	230 441	118

**No Google Books page views for December 2013 due to a technical problem with their site**



Publications page views in December 2013 (last 12 months) Source: Google Books


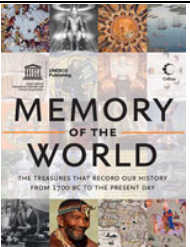
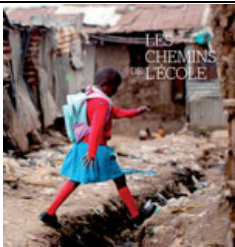
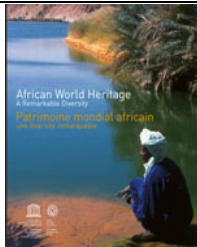

**Book visits:** A book visit is registered each time a user views a book.

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

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

## 6.3. UNESCO Bookshop bestsellers\*

Bookshop sales of UNESCO publications in December, top 5 (clickable covers)

Publication					
Copies sold	17	13	13	7	6
Sector	CLT/WHC	CI	ERI/DPI	CLT/WHC	ED

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

Publication					
Copies sold	54	11	4	3	2
Publisher	Panasonic	Editions Gelbart	Odile Puren Adda-Branco	Fondation Joseph Ki-Zerbo	United Nations University Press

## 6.4. Online and international sales

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

Publication					
Copies sold	182	46	38	26	17
Sector	ED	SHS	CLT	CLT	CLT

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

### Bookshop sales of UNESCO publications, lowest sellers in December

Title	Copies sold	Sector
Bouba & Zaza – Album de coloriages	0	ED
Patrimonio Mundial N° 69 - Los paisajes agrícolas del Patrimonio Mundial	0	CLT/WHC
Lumbini, Birthplace of Buddha, World Heritage series	0	CLT
Rankings and Accountability in Higher Education - Uses and Misuses	0	ED
Global Survey on Internet Privacy and Freedom of Expression - Arabic edition	0	CI

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

Title	Copies sold	Sector
Informe de Seguimiento de la EPT en el Mundo 2012 Los jóvenes y las competencias (Trabajar con la educación)	0	ED
Histoire de l'Humanité Vol. VI de 1789 à 1914	0	CLT
Developing Countries in the e-learning era - IEP 96	0	IEP
The Bologna Process: Its impact in Europe and beyond - IEP 97	0	IEP
Free Flow. Reaching Water Security through Cooperation	0	SC

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

## 6.6. Licensing and co-publishing agreements and amendments, December 2013

Contract No.	Title	Publisher	Language	Date signed
C.2013-023	Diversidades: El juego de la creatividad	UNIVERSITAT DE GIRONA	Catalan	05/12/2013
C.2013-024	Race et Histoire/Race et Culture/Réflexion	Edicións da Curuxa	Galicien	20/12/2013

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

No permissions were signed in December.



## 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	21	12	9	
ED	11	6	4	1
ERI	11	10	1	
SC	11	9	2	
SHS	10	9	1	
CI	7	4	3	
BSP	2	2		
AFR	1	1		
<b>Total</b>	<b>74</b>	<b>53</b>	<b>20</b>	<b>1</b>

### 7.2 Events organized by Field Offices/ Institutes

Apia	1
Bamako	1
Brasilia	1
Hanoi	1
Jakarta	1
Kathmandu	6
Montevideo	1
New York	1
Rabat	1
Ramallah	1
UIL	1
Venice	5
<b>Total</b>	<b>21</b>

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

Type of Events taking place	at HQS	away from HQS
Category 2-Intergovernmental meeting	4	3
Category 3- Non-governmental conference	-	1
Category 4- International Congress	-	2
Category 5-Advisory Committee	-	-
Category 6-Expert Committee	1	1
Category 7-Seminars and Workshops	3	9
Category 8-Symposium	2	4
Event under patronage	-	-
Exhibition	7	4
Internal meeting	-	-
Headquarters Committee	-	-
Concert	2	-
Show	2	-
Consultative Meeting	-	3
Meeting by Member States or Institutions	-	7
General Conference	-	-
Film Projection	1	-
Special Event	4	8
Working group/Expert Meeting	-	4
Information meeting for Permanent Delegations	-	-
Executive Board	-	-
Prize Giving ceremony	1	1
<b>Total</b>	<b>27</b>	<b>47</b>

## 8. UNESCO Headquarters

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

Conferences and meetings, organized by sectors, constitute an integral part of programme implementation and thus contribute to the achievements of the Organization's goals and objectives. UNESCO also hosts conferences and meetings organized by its Member States, through their delegations, as well as by other educational, scientific and cultural entities which share the 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
02-06/12	International Experience Sharing Workshop	ED/PSD/PHR	Salle XIV	35
03/12	Journée internationale des personnes handicapées - Panel de discussion : renforcer les liens entre la recherche, les politiques et les pratiques	ED/BHL/BAS	Salle IV Salle Miro 3	150
05-06/12	Consultation thématique régionale sur l'agenda pour l'éducation post-2015	ED/EFA	Salles VIII, IX, XI	200
05/12	Lancement de la Fédération prospectiviste	BSP/FOR	Salle IV	50
06/12	Comité consultatif pour les œuvres d'art de l'UNESCO	MSS/CLD/C	Salle VII	20
06/12	Education sur les sciences de la mer	SC/IOC/OSS	Salle XV	20
06/12	Forum UNESCO du Futur : Décolonisation des futurs africains : exploration et réajustement de systèmes alternatifs	BSP/FOR	Salle IV	100
06/12	Conférence des chefs d'Etats de l'Union Africaine	AFR/CEO	Salle X	100
06-07/12	FFCU - Un demi-siècle d'engagement	ERI/NCS/NAC	Salle XII	400
09/12	Conférence UNESCO du Futur sur l'Afrique	BSP/FOR	Salle IX	95
09-13/12	IndiSeas	SC/IOC/AO	Salles XIII-XIV	50
10-11/12	Réunion du Groupe de travail pour le développement du plan stratégique de la COI pour le développement des capacités	SC/IOC/CBS	Salle VI	25
10-13/12	7e session ordinaire du Comité intergouvernemental Convention 2005	CLT/WHC/PCM	Salle II	300
12-13/12	Assises du Vivant 2013 : Miser sur le vivant pour un avenir soutenable : piège ou progrès ? - Les enjeux de la bio-économie	SHS/EST/ST	Diverses salles	250
13-14/12	Réunion internationale d'experts sur la Recommandation concernant le paysage urbain historique	CLT/WHC/P/ARB	Salle VI	45
16/12	KM & ICT Meeting	ADM/DIT/MIS	Salle VIII	15
16-18/12	Réunion d'experts en nanotechnologie pour l'eau potable	SC/HYD/WSD	Salle XIV	15
16-18/12	Dixième réunion des Hautes parties contractantes à la Convention de La Haye de 1954 pour la protection des biens culturels en cas de conflit armé Huitième réunion du Comité pour la protection des biens culturels en cas de conflit armé	CLT/CEH/CHP	Salle XI	100
16-31/12	Comités de lecture des résolutions de la Conférence générale	GBS/SCG	S.373	10
17-18/12	Atelier sur les politiques de l'UNESCO sur les TIC dans l'éducation pour tous	ED/THE/TEP	Salle III	30
Total participation				<b>2 010</b>

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

#### 8.1.2 External rentals

Date	Title	Organizer	Place	Public
02-06/12	Rapid assessment process (RAP) Scientific workshop at UNESCO	SCOPE	Div. salles	60
03/12	Réunion ATDE	ATDE	Salle I	1 000
04-05/12	Cérémonie de récompense du concours international Panasonic "Kids School" 2013	Panasonic	Div. salles	150

05-06/12	Congrès international de l'association Paroles d'Enfants	Association Paroles d'Enfants	Salle I Salle II	1 000
11/12	Memorial Service for Nelson Mandela	Délég. perm. de la République sud-Africaine	Salle I	1 000
13/12	Cérémonie de remise de prix de l'Ecole centrale Paris	Ecole Centrale Paris	Diverses salles	1 000
14/12	Conférence : Le poids des langues dans le monde	Association internationale des Interprètes de Conférence	Salle II Salle I	450
17/12	Célébration du 350e anniversaire de la mort de la Reine angolaise Njinga a Mbande et du centenaire de la naissance d'Aimé Césaire	Délég. perm. d'Angola	Salle II	200
18/12	Cycle 2013 de l'IHEPS	IHEPS	Salle IX	50
18/12	Journée mondiale de la langue arabe – Conférence : Le rôle des médias dans le renforcement ou l'affaiblissement de la langue	Délég. perm. du Royaume d'Arabie Saoudite	Salle II	300
18/12	Conférence : Les dialogues sur l'éducation	Délég. perm. du Brésil	Salle IV	100
Total participation				<b>5 310</b>

### 8.1.3 Electoral Groups Meetings

Date	Title	Organizer	Place	Public
02/12	Réunion du Groupe francophone	Groupe francophone	Salle XVI	45
09/12	Réunion plénière du GRULAC	GRULAC	Salle XVI	45
12/12	Réunions du Groupe UE	Délég. perm. de la Lituanie	Salle XVI	40
16/12	Réunion du Groupe francophone	Délég. perm. du Canada	Salle XVI Salle XIII	50
16/12	Réunion du Groupe arabe	Groupe arabe	Salle VIII	40
17/12	ASEAN/UNESCO Committee Meeting (AUC)	Délég. perm. du Brunéi Darussalam	Salle XVI	50
17/12	Réunion dans le cadre de "The meeting of States Parties to the Hague Convention"	Délég. perm. du Royaume des Pays-Bas	Salle IX	50
17/12	Réunion plénière du groupe arabe	Groupe arabe	Salle XIII	60
17/12	Réunion du Groupe II	Délég. perm. de l'Ukraine	Salle IV	50
18/12	Réunion plénière du Groupe africain	Délég. perm. de Côte d'Ivoire	Salle XIII	60
Total participation				<b>490</b>

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

### 8.2.1 Exhibitions

Date	Title	Organizer	Place	Public**
01-10/12	Dixième anniversaire de la Convention pour la sauvegarde du patrimoine culturel immatériel	CLT/CEH/ITH	Grilles Suffren	N/A
04/11-20/12	Impacts du changement climatique sur les régions montagneuses à travers le monde	SC/EES	Grilles Fontenoy	N/A
03-11/12	Rester humain dans des conditions inhumaines : courage et créativité dans les ghettos de Varsovie et de Vilnius	Délég. perm. de la Lituanie	Salles Miró 1-2	150 (inauguration)
12-19/12	À l'école avec amour (Meile), de Ramunas Danisevicius	Délég. perm. de la Lituanie	Salles Miró 1-2	150 (inauguration)
05-12/12	Enceinte fortifiée slave à Mikulcice et l'église Sainte-Marguerite d'Antioche – vestiges de Grande-Moravie	Délég. perm. de la République tchèque	Salle Pas Perdus	150 (inauguration)
05-12/12	Cyrille et Méthode, deux frères qui ont changé le monde	Délég. perm. de la Slovaquie	Salle Miró 3	150 (inauguration)
16-20/12	Pape Jean-Paul II : l'homme et la culture	Délég. perm. de la République de Pologne	Salle des Pas Perdus	150 (inauguration)
Total participation				<b>750</b>

## 8.2.2 Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
02/12	Avant-première du film « Mandela-un long chemin vers la liberté » à l'occasion de la sortie du film en France en partenariat avec l'UNESCO (sortie officielle le 18/12)	ERI/ADG	Salle I	850
06/12	Forum UNESCO du Futur : Décolonisation des futurs africains : exploration et réajustement de systèmes alternatifs	BSP/FOR	Salle IV	100
10/12	Musiques et danses pour la diversité culturelle et la culture de la paix, en hommage à la Journée des droits de l'Homme	Délégation perm. de l'Argentine	Salle I	1 000
11/12	Projection de film : « Leo » (50 <sup>e</sup> anniversaire de l'indépendance du Kenya)	Délégation perm. du Kenya	Salle IV	250
12/12	Concert de soutien : « La Traviata » par le Chœur et l'Orchestre philharmonique international. Vente des programmes au profit du Projet PAJEF.	ED/EO/PMC	Salle I	1 368
17/12	« C. Cavafy, l'éternel » A l'occasion du 150 <sup>e</sup> anniversaire de la naissance du poète grec	Délég. perm de la Grèce	Salon du cercle des Délégués	0
17/12	Concert de Noël : Chopin et Liszt par Miguel Ángel Estrella	Délégation perm. de la Palestine	Salle I	250
17/12	Célébration du 350 <sup>e</sup> anniversaire de la mort de la Reine angolaise Nzinga Mbande Ngola Kiluage et du centenaire de la naissance d'Aimé Césaire	Délég. Perm d'Angola	Salle II	200
18/12	Journée mondial de la langue arabe – Conférence « Le rôle des médias dans le renforcement ou l'affaiblissement de la langue »	Délégation perm du Royaume d'Arabie Saoudite	Salle II	300
18/12	Promenade à travers la Slovaquie – danses et musiques traditionnelles	Délégation perm. de la Slovaquie	Salle I	1 000
Total participation				<b>5 318</b>

\* 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

\*\* Estimated number of participants at the inauguration of the exhibition.

- o **12 events** were promoted in the December monthly *Calendar of cultural events* printed out in 3,500 copies (in French, 2,000 extra issues with the Mandela film poster on cover), and its electronic version sent out to **25,220 subscribers (52 new subscribers)**.
- o **12 events** were organized, co-organized and/or promoted in December by DPI/PRP (Public Relations and Partnerships Section).

### 8.3. UNESCO Visits

The Visitors' Service organized a total of **25 visits** for **462 visitors in December 2013**. Most visitors came within the framework of group visit. 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	25
Declined requests	n/a

#### 2. Languages

Visits in French	12	48%
Visits in English	7	28%
Other	6	24%

#### 3. Type of visits

Group Visits	21	84%
Spontaneous Visits	0	0%
Individual Visits	4	16%
Incl. Thematic Conferences	0	0%

#### 4. Origin

Europe and North America	323	70%
Asia and Pacific	55	12%
Latin America and the Caribbean	40	9%
Arab States	42	9%
Africa	2	0%

#### 5. Profile of visitors



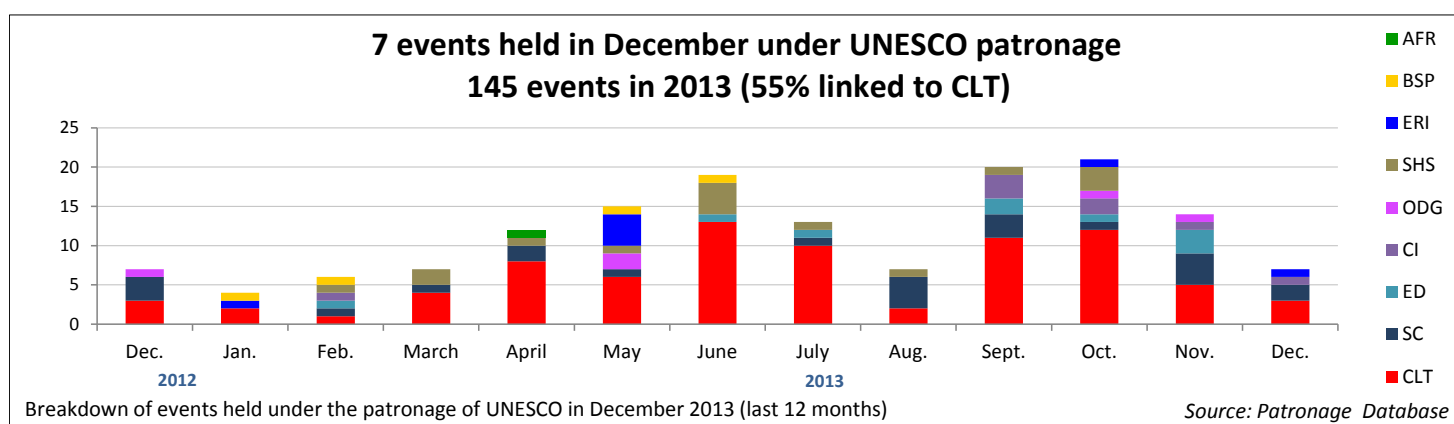
## 9. UNESCO logo exposure

### 9.1. Patronage

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

The following 7 events which have been granted UNESCO's patronage took place in December 2013:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/12	Spain	"The European Heritage Days" organized by the Government of Andalusia to celebrate the Intangible Heritage Convention	General public	CLT
05/12	UNESCO HQ	Exposition à l'occasion du 1150 <sup>e</sup> anniversaire de l'arrivée des missionnaires Cyril et Méthode en Grande Moravie – Slovaquie	UNESCO networks, staff & general public	ERI
06/12	France	Activités liées à la célébration du bicentenaire du décès de Joseph-Louis Lagrange	Researchers & academics	SC
09/12	Saudi Arabia	International Knowledge Society Forum in Dhahran	Information experts & policy-makers	CI
15/12	France	Film documentaire de promotion et de vulgarisation des mathématiques intitulé "Comment j'ai appris à détester les mathématiques"	Pupils & young people	SC
18/12	Algeria	Colloque international intitulé "Traduction et champs connexes: quelle place pour la langue arabe aujourd'hui?" à Alger	Researchers and those working in fields related to translation & languages	CLT
18/12	UNESCO HQ	Soirée culturelle du groupe folklorique slovaque SLUK dans le cadre de la Convention pour la sauvegarde du patrimoine culturel immatériel	UNESCO networks, staff & general public	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). 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](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 in December (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):** none in December.

### 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>
01/12	<a href="#">Olympic National Park(America)</a>	30 minutes	6.2%
08/12	<a href="#">El Pinacate and Gran Desierto de Altar Biosphere Reserve(Mexico)</a>	30 minutes	5.9%
15/12	<a href="#">Tabriz Historic Bazaar Complex(Iran)</a>	30 minutes	5.1%
22/12	<a href="#">Best Shot! Tour of 2013(compilation)</a>	30 minutes	5.4%

Average audience share in December: **5.65 percent** (for the first broadcast)

Estimate number of viewers in Japan: **5,083,000** (for the first broadcast)

The total number of audience accessed to the program in December was estimated at **20,332,000.**

### 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
<a href="#">English</a>	51
<a href="#">Russian</a>	20
<a href="#">French</a>	16
<a href="#">Spanish</a>	15
<a href="#">Arabic</a>	2
In December, a total of <b>104 reports</b> 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
01/12	<a href="#">World AIDS Day</a>	1 713
02/12	<a href="#">Russia to present anti-doping program to Council of Europe</a>	40
02/12	<a href="#">Germany's brewers demand beer purity law to be put on UNESCO list</a>	267
03/12	<a href="#">Nagornykh: 70 Russian experts to work at Sochi laboratory</a>	67
04/12	<a href="#">Biography of Sergei Bubka celebrating his 50<sup>th</sup> birthday</a>	544
04/12	<a href="#">Mutko: Council of Europe inspection not linked with Sochi Olympic Games</a>	117
04/12	<a href="#">Georgian wine-making method and Japanese cuisine added to UNESCO's Intangible Cultural Heritage Lists</a>	573
05/12	<a href="#">Rosneft to start prospecting for oil in Chukotka in 2014</a>	257
05/12	<a href="#">Kyrgyz Epic of Manas added to UNESCO's Cultural Heritage List</a>	226
05/12	<a href="#">The Fantastic Shadows dance show to tell story of human evolution</a>	192
05/12	<a href="#">Turkish coffee added to UNESCO's Intangible Cultural Heritage Lists</a>	3 329
06/12	<a href="#">European leaders mourn death of Nelson Mandela</a>	961
10/12	<a href="#">Human Rights Day</a>	535
10/12	<a href="#">Vandals scavenge Vladivostok Fortress' No. 1 Fort for metal</a>	960
10/12	<a href="#">Donskoi: Baikalsk Pulp and Paper Mill to officially close on December 25</a>	381
10/12	<a href="#">The world's disappearing seas and lakes</a>	209
11/12	<a href="#">PHOTO, The beauty of Chinese characters: Primorye Territory hosts calligraphy competition</a>	105
11/12	<a href="#">Prosecutor's Office looks into reports of thefts at Vladivostok's No. 1 Fort</a>	716
11/12	<a href="#">The tango begins with an embrace</a>	179
12/12	<a href="#">Russian Government to discuss allocating up to \$1 million for Poland's Auschwitz-Birkenau Foundation</a>	336
12/12	<a href="#">Donskoi orders to convert Baikal ships to gas motor fuel</a>	88
13/12	<a href="#">Israel becomes full-fledged CERN member</a>	175
13/12	<a href="#">Press screening of Guillaume Vincent's <i>Land of the Bears</i></a>	53
13/12	<a href="#">AirPano.ru to feature over 100 spherical panoramas of Moscow</a>	450
13/12	<a href="#">Tourist route to link Moscow, St. Petersburg, Komi Republic and Yaroslavl Region</a>	221
14/12	<a href="#">Russian Government to allocate up to \$1 million to Poland's Auschwitz-Birkenau Foundation</a>	468
16/12	<a href="#">Greece in winter: Alpine ski centers, bears and fur coats</a>	550
17/12	<a href="#">Inspection exposes theft of 10 metric tons of metal from No. 1 Fort in Vladivostok</a>	1 295
17/12	<a href="#">Georgia joins UNESCO's Committee for the Protection of Cultural Property</a>	100
18/12	<a href="#">Kozhin: Cornerstone of Orthodox Christian cathedral to be laid in Paris in spring</a>	155
18/12	<a href="#">Expert: Oil prospecting on Chukotka shelf will not have an impact on nature</a>	114
18/12	<a href="#">Baikal environment worsens, authorities fail to use lake protection funds</a>	248
20/12	<a href="#">Human Rights Council Chairman expected civil society report to mention Public Television of Russia</a>	107
23/12	<a href="#">St. Petersburg 2013 construction sites: from a stadium to the historical center</a>	229
24/12	<a href="#">Russia to request changes in boundaries of UNESCO's Western Caucasus World Heritage Site</a>	135
25/12	<a href="#">Ministry of Natural Resources and Environment suggests building park and tourist complex at former Baikalsk Pulp and Paper Mill</a>	273
25/12	<a href="#">Construction of Russian cultural center in Paris gets the go ahead</a>	132
25/12	<a href="#">Land of the Bears 3D film premieres in Moscow</a>	736
25/12	<a href="#">Greenpeace: Park at former Baikalsk Pulp and Paper Mill to divert tourists from visiting Olkhon</a>	214



	<a href="#">Island</a>	
26/12	<a href="#">Nikolai Tsiskaridze: I have never competed against anyone</a>	1 685
26/12	<a href="#">Kargopol: a winter fairy tale comes true</a>	311
27/12	<a href="#">St. Petersburg's Alexandrinsky Theater to introduce children to "phantoms of the theater"</a>	106
27/12	<a href="#">Solovetsky Islands may become nature reserve in September 2014</a>	91
30/12	<a href="#">Residents of Altai Republic villages to receive 2.5 million rubles for ecotourism programs</a>	58
<b>Total reports in Russian: 44</b>		<b>Total page views: 19 701</b>

Date	Titles of Reports on UNESCO in Spanish	Page views
03/12	<a href="#">El Vaticano denuncia el secuestro de 12 monjas ortodoxas por los rebeldes sirios</a>	6
03/12	<a href="#">Gran concurso de danzantes de tijeras en Perú</a>	57
20/12	<a href="#">Gobierno aprueba ingreso de Rusia al Laboratorio Europeo de Radiación Sincrotrón</a>	12
<b>Total reports in Spanish: 3</b>		<b>Total page views: 75</b>

Date	Titles of Reports on UNESCO in English	Page views
05/12	<a href="#">Georgian Winemaking Makes UNESCO Protected Heritage List</a>	30
16/12	<a href="#">Georgia Doubles Wine Exports as Russian Market Reopens</a>	21
<b>Total reports in English: 2</b>		<b>Total page views: 51</b>

Date	Titles of Reports on UNESCO in French	Page views
14/12	<a href="#">La Russie versera 1 M USD à la fondation polonaise Auschwitz-Birkenau</a>	2
18/12	<a href="#">Centre russe à Paris: la première pierre posée au printemps 2014</a>	11
25/12	<a href="#">Centre orthodoxe de Paris: début des travaux en juin 2014</a>	13
25/12	<a href="#">L'Usine de Baïkalsk officiellement fermée</a>	11
25/12	<a href="#">L'Usine de Baïkalsk officiellement fermée</a>	11
25/12	<a href="#">Centre russe à Paris: le projet sera présenté mi-janvier</a>	16
<b>Total reports in French: 6</b>		<b>Total page views: 64</b>

Date	Titles of Reports on UNESCO in German	Page views
14/12	<a href="#">Russland stellt Million Dollar für Auschwitz-Gedenkstätte bereit</a>	40
<b>Total reports in German: 1</b>		<b>Total page views: 40</b>
<b>TOTAL REPORTS: 56</b>		<b>TOTAL page views in December: 19 931</b>