



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2011/PIPMR/10

Monthly Report on the Use of UNESCO Public Information Products

July-August 2011

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Executive Summary

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

Media and Major Events

July and August were quiet for UNESCO in terms of media coverage. This was largely due to the World Heritage Committee meeting being held in June rather than July or August as in previous years. Nonetheless, the vast majority of UNESCO's coverage in the news media was still related to World Heritage sites, with features destined for vacationing readers: focusing on sites as destinations or highlighting different threats facing them. The 100th anniversary of the discovery of Machu Picchu and UNESCO's concerns over gas exploration on the Great Barrier Reef drew the most coverage in this regard.

Other than world heritage news, the most significant UNESCO stories were the nomination of jazz musician Herbie Hancock as Goodwill Ambassador (8/7), the condemnation of the bombing of the Libyan state television transmitters (8/8) and the call by the Director-General for the protection of Libyan heritage (25/8). The summer months were also notable for the assassination of journalists in several countries. Ten of the 26 press releases issued over July and August condemned the murder of media workers.

The following events are highlighted in the Major Events pages:

- **Nomination of Herbie Hancock as a Goodwill Ambassador (22 July)**
- **International Youth Day (12 August)**
- **Kizuna Campaign**

UNESCO Publications

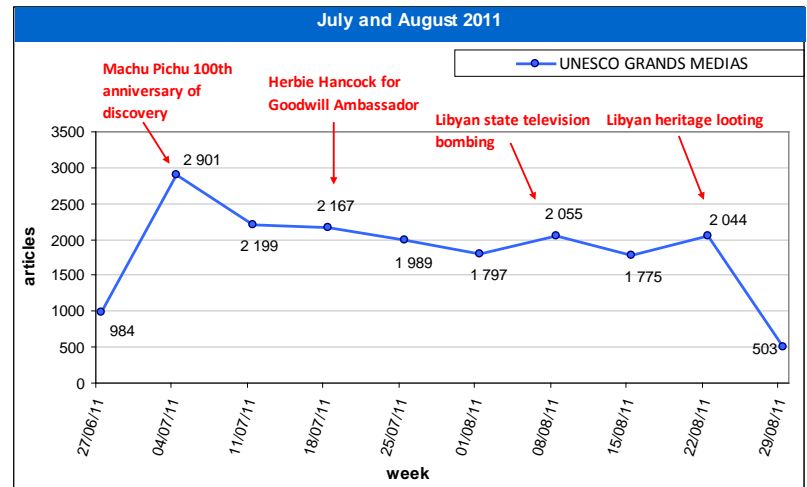
Publications in Spanish were particularly sought after in July and August, with five Spanish titles among the ten most popular downloads for both months. Of 230,000 views of UNESCO publications in July and August combined, 44% were of Spanish texts.

The Spanish edition of *Towards Knowledge Societies: UNESCO World Report (Hacia las sociedades del conocimiento: informe mundial de la UNESCO)*, published in 2005, continues to attract a strong online readership, as does one of the older publications on the list, the English language *Case study on the effects of tourism on culture and the environment: Nepal; Chitwan-Sauraha and Pokhara-Ghandruk* which was published by UNESCO Bangkok in 1995 and was the fourth most-viewed online publication in August.

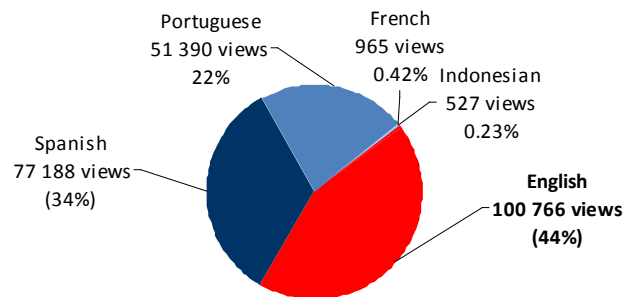
The *General History of Africa* in Portuguese (*História geral da África*) remained the most sought-after volume on UNESDOC however, contributing greatly to Portuguese publications accounting for 22% of the publications viewed for the period.

UNESCO now offers 133 publications for consultation on Google Books, from where readers can browse the full contents or search for specific terms. A total of 206,605 views of UNESCO publications were logged on Google Books in July and August.

Articles published weekly in leading national and international titles, and on major websites



English, Spanish and Portuguese titles most frequently downloaded



Totals of the 112 most frequently viewed UNESCO publications in July and August 2011, by language of publication. Source: UNESDOC

UNESCO Website and Social Media Channels

As the Internet has evolved from Web 1.0 to 2.0, our content has also changed from being solely web-page based to including social platforms from Facebook to Twitter, You Tube. Our tools for monitoring have not kept pace however, and presenting an integrated view of our online presence has become harder. Over the coming months you will begin to see a more integrated presentation as we replace our measurement tools with new ones. There will undoubtedly be changes in our presentation of rankings, which we will explain in due course.

The first two graphs to the right show figures for July 2011. These may not be entirely accurate due to problems affecting our web monitoring service for one week of the month: the true figures are likely higher than indicated.

UNESCO's social media presence is pursuing new directions, helping to drive new audience growth on social spaces by enhancing efforts in areas such as website design and usability, search engine optimization, Google Adwords, and online partnerships for content promotions.

Increased internal coordination aims to ensure that content produced through UNESCO's activities, including those of field offices, is systematically and regularly promoted on UNESCO's central social media channels on a monthly basis.

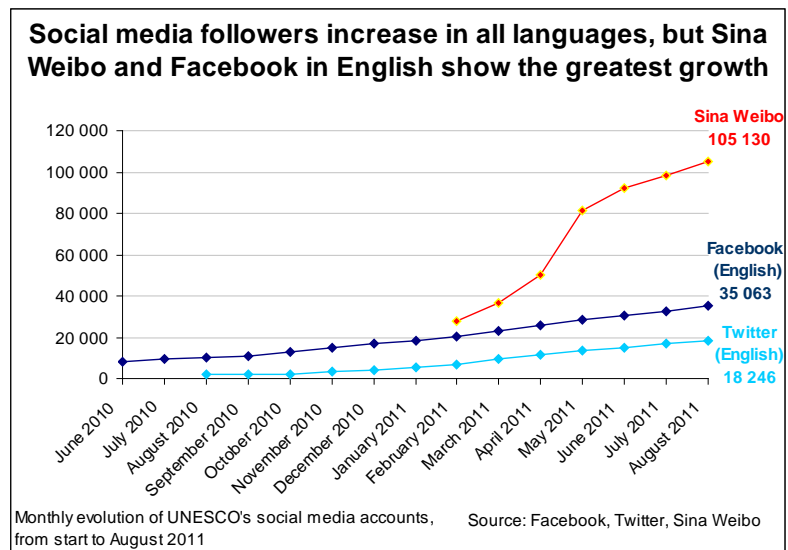
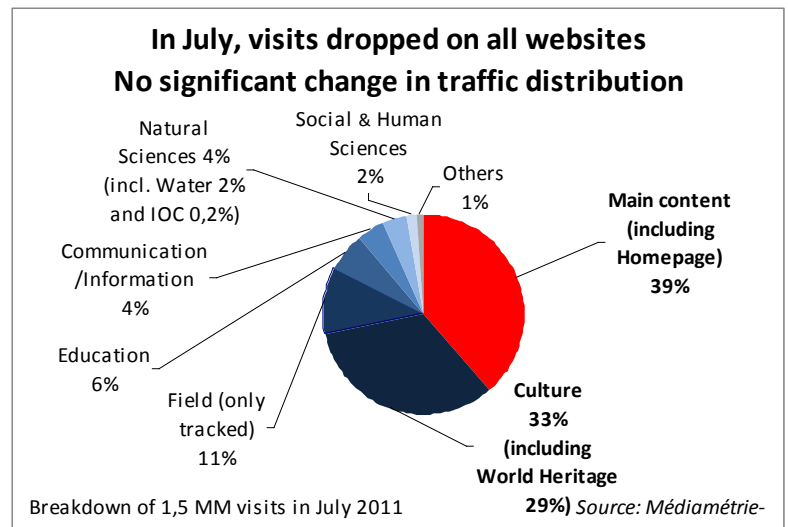
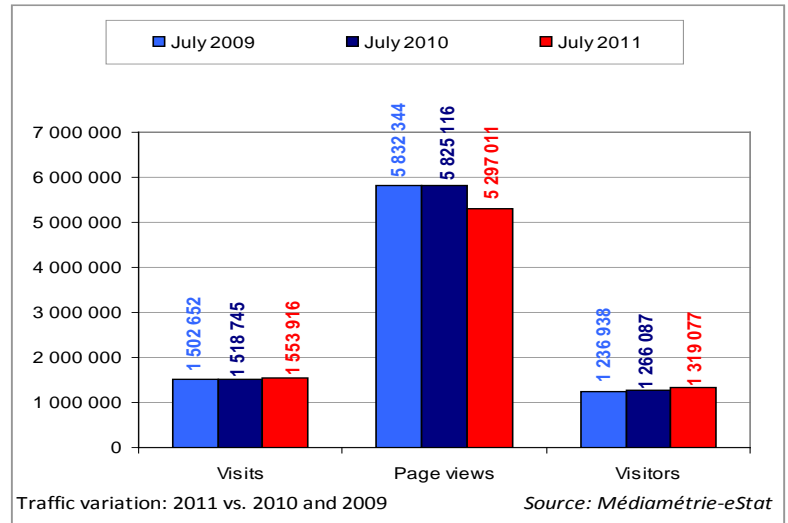
Among notable achievements in July and August, an English language Twitter campaign dedicated to the October Youth Forum was launched. Thirteen messages were posted and retweeted by at least 170 users, tying together many different themes including women, Africa, development, and poverty. The campaign was translated into all languages in which UNESCO has a social media microblogging presence, although these have had less impact since the sites are new and audiences still growing.

On Facebook, efforts to drive up traffic and likes have included developing interactive, engaging content for users in the form of photo galleries. User response rates of around 1% were noticeably higher than the standard monthly response rate of 0.5%. The three most popular photo galleries are "Save Libyan World Heritage" (26K impressions minimum), "UNESCO Creative Cities" (27K impressions minimum) and "Aug 9 is the International Day of World's Indigenous Peoples" (33 837 impressions minimum).

For the Youth Forum, a very successful photo challenge has been launched. Users are invited to photograph themselves holding a handmade sign saying "CHANGE!" and to post it on our Facebook gallery. Contributors can tag themselves in their photos, which likely played a part in the success of the project, as attested by over 100K impressions.

August 31 saw the inauguration of UNESCO's new video strategy: photojournalism reports that offer another effective way of telling the story of UNESCO's work. Photo slideshows are being created, narrated with voice-overs explaining the images so as to promote UNESCO work. Featured as the top video on Youtube and Youku, these videos highlight UNESCO's visual work and have huge audience-building potential.

With 105 130 fans, UNESCO's Sina Weibo page again ranked 2nd among the 11 UN agencies or Country Offices on Sina Weibo.



Major events:

I. Herbie Hancock named UNESCO Goodwill Ambassador – Ceremony (22 July 2011)

Irina Bokova has designated American jazz musician Herbie Hancock as UNESCO Goodwill Ambassador in a ceremony at UNESCO Headquarters in Paris on 22 July.

Recognizing Herbie Hancock's "dedication to the promotion of peace through dialogue, culture and the arts," the Director-General has asked the celebrated jazz musician "to contribute to UNESCO's efforts to promote mutual understanding among cultures, with a particular emphasis on fostering the emergence of new and creative ideas amongst youth, to find solutions to global problems, as well as on ensuring equal access to the diversity of artistic expressions."

The ceremony, followed by a short performance at the piano by Herbie Hancock, took place in Hall Ségur.

Participants: 400 people attended the ceremony



Audience: Permanent Delegations, UNESCO staff, VIP guests of Herbie Hancock, and guests of the US Permanent Delegation.

Communication materials and activities:

- Press kit
- Press release
- Press lunch with the DG, Herbie Hancock and US Ambassador on the day of the nomination ceremony.
- Photos
- Video
- Video interview with Herbie Hancock

Press coverage:

Good media coverage, especially in the USA due to the extensive use by many newspapers of Reuters and AP communiqué.

13 journalists participated in the Press lunch, including CNN, Reuters, RFI, TF1, Associated Press Television News and People Magazine. 13 journalists were accredited for the evening ceremony, including AP Press Photo, Reuters, Sipa Press, Le Nouvel Observateur, l'Humanité, TSF Jazz, BFM TV, LCI.

Social media:

- **Weibo:** 2 tweets with photos and video were posted on Sina Weibo and received dozens of retweets and comments. Even though many of the Chinese audience are not familiar with the artist and his music, the video clip of Herbie Hancock on Youku (a Chinese video sharing website) has received more than 2 800 views.
- **Twitter:** 14 retweets, no comments
- **Facebook:** 24 073 impressions of live webcast post, 41 likes and 5 comments for total 0.19% comment response rate. Most of our audience doesn't know who Herbie Hancock is. However, our photos of Herbie at UNESCO fared better in terms of user engagement: 26 165 impressions, 152 likes 10 comments for overall 0.62% response rate
- **YouTube:** 1 182 views, 4 likes

II. International Youth Day 2011 (12 August)

On 12 August 2011, the United Nations celebrated International Youth Day, which also served as the culmination of the International Year of Youth on the theme "Dialogue and Mutual Understanding" aimed at putting youth at the heart of international debate and enhancing youth participation and their role in society and global development efforts.

UNESCO Director-General, Irina Bokova issued a written and video message to mark the Day. In her message, Irina Bokova acknowledged, *"the contribution of young women and men across the world to the fight for human dignity and fundamental freedoms. The 'youth quakes' that have struck across the Arab world have shown the ability of young people to drive change. The struggle for democratic participation has shaken regimes seemingly impervious to pressure. These movements have shown the power of aspirations for human rights and fundamental freedoms."*

In culmination of the International Year of Youth, the United Nations General Assembly held a High-Level Meeting on Youth on 25 and 26 July 2011, at the UN HQ. Irina Bokova, was invited by the President of the General Assembly and participated as a speaker in a panel discussion on "Challenges to youth development and opportunities for poverty eradication, employment and sustainable development". During the High-level Meeting on Youth, Ms Bokova underlined that ensuring quality education is a key responsibility of governments, including reviewing curricula to introduce Human Rights approaches and access to technologies. In addition, she discussed inclusive education and its important role in addressing the marginalization of young people, a significant driver of poverty. While ensuring quality education, Irina Bokova stressed that efforts should be made to keep girls in schools, especially in secondary schools, and to eliminate prejudices towards Technical and Vocational Education and Training (TVET), particularly for girls. Irina Bokova also underlined that the 7th UNESCO Youth Forum taking place in October 2011 will focus on the role of youth as agents of change and will also provide an opportunity to discuss the results of the High Level Meeting and the plan the way forward.

Communication materials and activities:

- Message by the Director-General on the occasion of International Youth Day
- Video message by the Director-General on the occasion of International Youth Day
- The Director-General's attendance at the High-level Meeting on Youth at the United Nations and her participation in a thematic panel discussion on 25 July.
- Distribution of Social Media Guidelines for the 7th UNESCO Youth Forum at the UN High-level Meeting on Youth during 25-26 July.
- Video message by Monique Coleman, United Nations Youth Champion
- Photo campaign, "CHANGE!" launched on the UNESCO Facebook page and Twitter feed

Social media:

UNESCO launched a campaign on Facebook, inviting young people to participate in a photo challenge titled "CHANGE!", which is related to the main theme of the 7th UNESCO Youth Forum, "How youth drive change." Young people were invited to take a photo of themselves holding a personalized sign "CHANGE!" and to post this on the UNESCO Facebook page. There was a positive response to this initiative. The "CHANGE!" photo album received 13 comments and 53 "likes" immediately following the launch on 12 August, and the number of posts increased over the weekend of 13 to 14 August (12 photos were received from Europe, Asia, Latin America, and Africa, 19 comments were posted and "likes" increased to 136). Following this success, a weekly photo challenge, based on the themes of the Youth Forum, will be run until 20 October 2011.

Monique Coleman, the first ever 'Youth Champion' appointed by the United Nations, also contributed to the day by taping a video message, "Drive the Change", launched on the UNESCO homepage on 12 August. In addition, she contributed to the ongoing social media campaign for the UNESCO Youth Forum by posting on Twitter on 12 August, "Do you think you(th) can have a key role in promoting dialogue & mutual understanding? Tell us your stories!" There was a good response to this initiative as well and was re-tweeted 14 times.

III. Kizuna Campaign

The Japanese word “Kizuna” means solidarity or tie. UNESCO’s “Kizuna” campaign was launched in May with the objective of mobilizing children and teachers around the world to sending postcards with messages of solidarity for the schools of the Tohoku region which were hit by tsunami on March 11, 2011. This campaign was unique in the sense that it addressed the need for psychological care for the children, who lost parents, friends, homes and schools. The campaign ended on July 31. Collected cards will be translated and distributed to some 100 Tsunami affected schools and 50 schools affected by nuclear-radiation with a letter from the Director-General to similar age children or teachers to match the senders in view of encouraging a sustainable communication.



One of the exhibited panels in Sendai City (Japan) in August, 2011

1. Information Channels

- All the National Commissions of Member States and 5700 UNESCO Clubs
- 9 000 UNESCO Associated Schools (ASP Net)
- 53 UNESCO field offices
- Press release (6 UN official languages)
- Posters (6 UN official languages + Japanese)
- Press Conference in Sendai, Press release for Foreign Correspondents Club of Japan
- UNESCO’s web page with DG video message, social media

2. Collaboration by Public and Private Sectors

- The Sendai branch of the NFOAJ (National Federation UNESCO Associations in Japan): collected postcards coming from around the world
- Tohoku University, Miyagi University of Education: translation of messages into Japanese
- Japan EXPO in Paris (June 30-July 3) provided UNESCO with a stand which mobilized 2 000 participants
- Paris 7 University (Dept. of Japanese Literature); provided 15 student volunteers at Expo
- Sanrio Europe; provided 400 Hello Kitty postcards for UNESCO Stand at Expo
- CLAIR Paris (Centre Japonais Collectivités des locales) and Maison de la Culture du Japon à Paris ; promoted the campaign at Expo

3. Visibility

- Media: La Croix (France), RIA Novosti (Russia), Xinhua News Agency (China), Asahi Shimbun, Yomiuri Shimbun, Kyodo News Service (Japan), Dong-a Ilbo (Republic of Korea), the Times of India, among others.
- Home Page: National Commissions of many countries, ASP Network, UNESCO field offices
- Expositions; two expositions took place in Sendai City in August

4. Result

The campaign collected **30 373 postcards from 57 countries and regions** (as of Aug.18, 2011).

Small countries responded actively to the campaign such as Fiji, Malta, Luxembourg, Maldives, Belgium, Bhutan, Poland and Montenegro ranked among the Top 20 senders. The under-conflict Afghanistan ranked 4th with 1180 cards.

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

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

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

Traffic indicators explained:

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

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

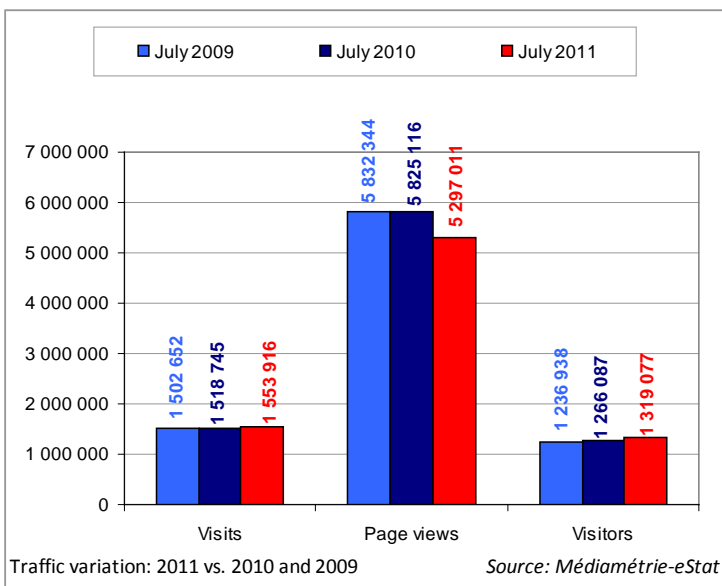
Visitors: A Visitor counts once within the timescale of 30 minutes. A visitor can make multiple visits. Identification is made to the visitor's computer, not the person, usually via cookie and/or IP+User Agent. Thus the same person visiting from two different computers will count as two Visitors.

2010 Traffic Benchmarks:

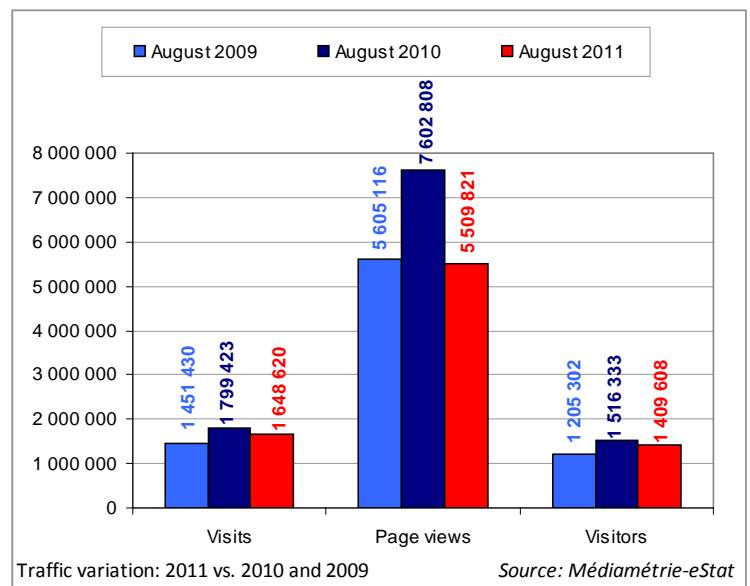
- **7.2 million average page views per month**
- **1.9 million average visits per month**
- **Highest Traffic Day:** 2nd August: all time record of pages views: **578 734** (World Heritage Committee – New World Heritage sites announced)
- **Highest Traffic Week** 2-8 August: **2 244 884** (World Heritage Committee)
- **Highest traffic month:** March (**2,5 MM visits** and **9,2 MM pages views** – L'Oréal prizes, Water day and Women's day)

1.1 Traffic Variation:

- **July 2011* vs. July 2010 and 2009**



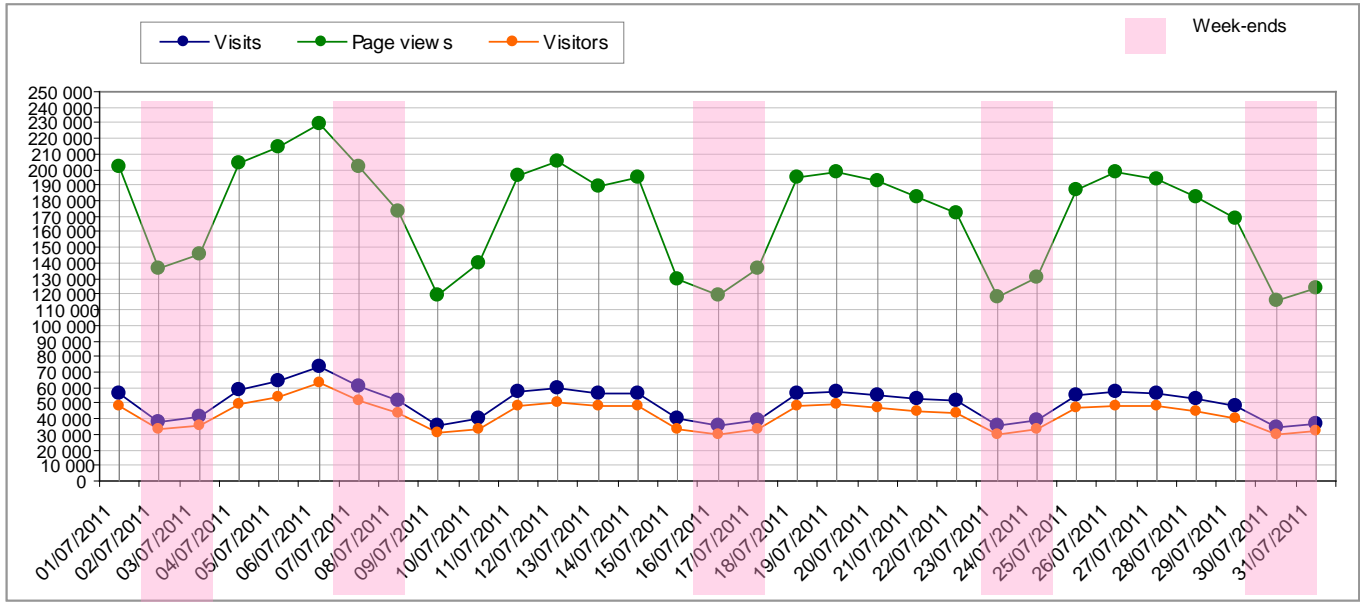
- **August 2011 vs. August 2010 and 2009**



*Our web monitoring service had some problems in July, thus the July 2011 figures may not be accurate. The true figures are likely higher than indicated.

1.2 Daily Web Traffic Patterns

July 2011 Traffic



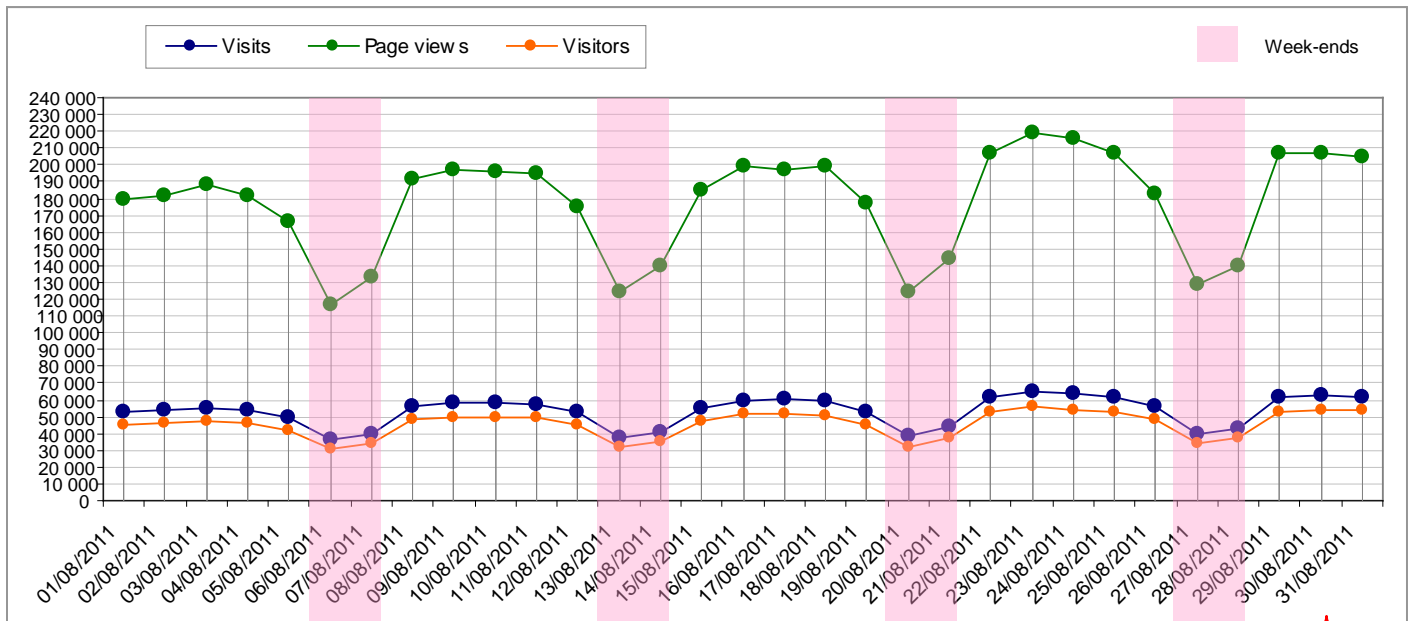
- International Coordinating Council of the MAB Programme (28/06-01/07); Announcement of the 2011 Young Scientists and Michel Batisse Awards

- ECOSOC Annual Ministerial Review
- Alsou Abramova Artist for Peace (7/07)

- Herbie Hancock Goodwill Ambassador (22/07)

- Announcement of UNESCO's 2011 Literacy Prizewinners (28/07)

August 2011 Traffic



- DG declaration on NATO's attack on Libyan state TV facilities (8/08)
- Successful 1st test of tsunami warning system (10/08)
- Int. Youth Day (12/08)

- Int. Day for the remembrance of the Slave trade and its abolition (23 /08)

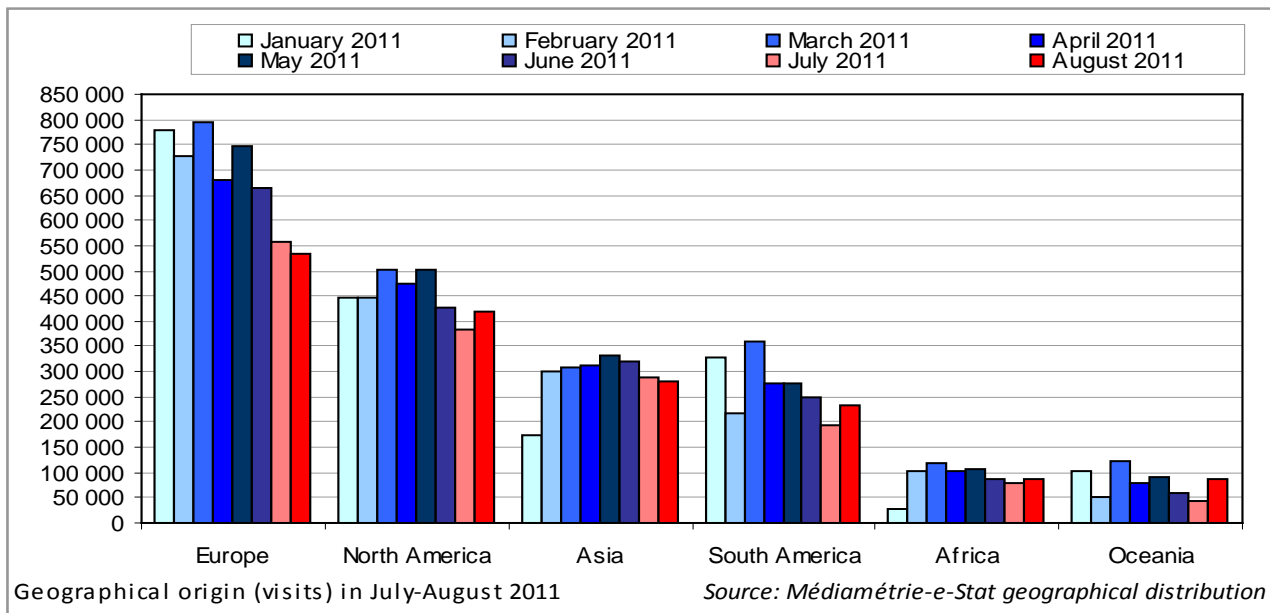
- Int. Quiet Ocean Experiment Open Science Meeting (30/08-01/09)

1.3 Monthly evolution 2011

	Page views	Monthly Variation	Visits	Monthly Variation	Visitors	Monthly Variation
January	6 263 270	+16.89%	1 870 346	+15.17%	1 538 184	+15.19%
February	6 219 935	-0.69%	1 860 104	-0.55%	1 524 610	-0.88%
March	7 657 354	+23.11%	2 290 729	+23.15%	1 875 655	+23.02%
April	6 479 701	-15.37%	1 934 621	-15.54%	1 572 707	-16.15%
May	6 990 074	+7.88%	2 070 504	+7.02%	1 710 666	+8.77%
June*	6 217 979	-11.05%	1 673 489	-12.14%	1 535 493	-10.24%
July	5 297 011	-14.81%	1 553 916	-14.58	1 319 077	-14.09%
August	5 509 821	+4.02%	1 648 620	+6.09%	1 409 608	+6.86%

* The statistics showed in June a decrease in page views and visits, which may be attributed to server problems that occurred on two occasions and in particular during part of the day on 28 June.

1.4 Geographical origin of visits



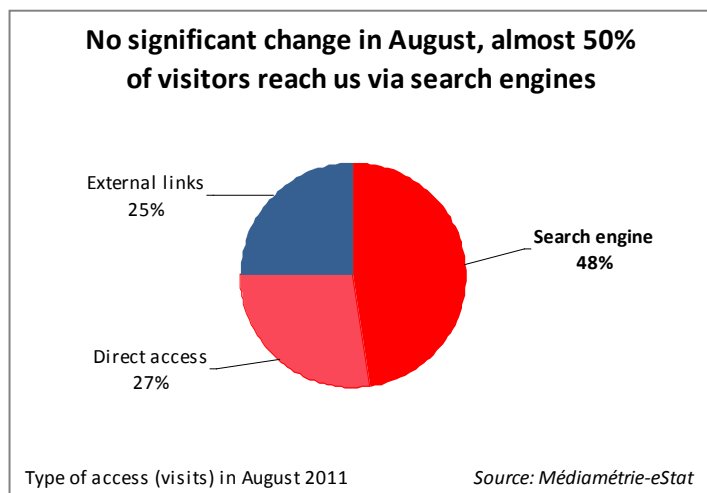
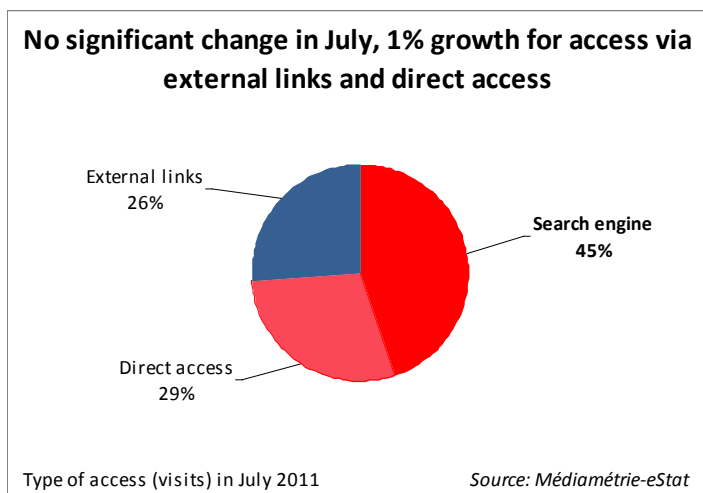
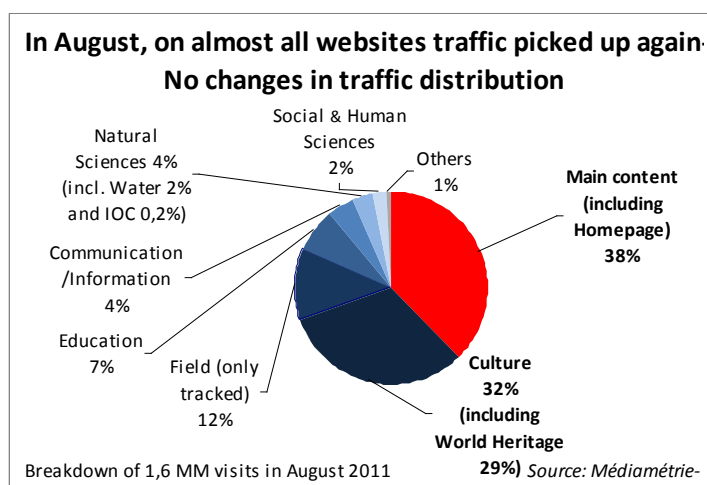
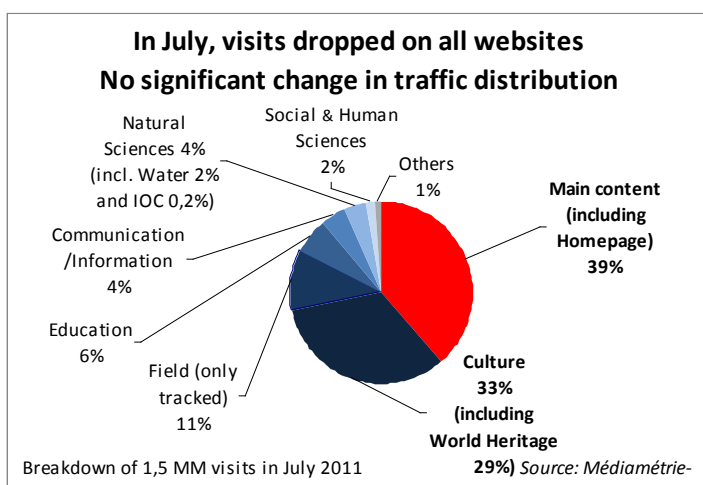
1.5 Visits by Area of Interest for July and August 2011 (This data only covers tagged subsites)

Areas of interest	Visits in July (not deduplicated)	Variation vs June	Rate of significant visits in July (More than 1 page viewed)	Visits in August (not deduplicated)	Variation vs July	Rate of significant visits in August (More than 1 page viewed)
UNESCO.ORG	1 553 916	-14.58%	47.30%	1 648 620	+6.09%	47.15%
Central services and home pages	805 694	-14.45%		843 539	+4.70%	
Central pages (Central services websites, DG, Governing Bodies, About UNESCO, Media Services, etc.)	447 118	-10.21%	31.57%	458 142	+2.47%	32.39%
unesco.org homes pages	326 928	-18.31%	20.45%	350 567	+7.23%	20.65%
Worldwide	26 640	-18.42%	53.61%	28 286	+6.18%	51.63%
The UNESCO Courier	5 008	-54.26%	36.96%	6 544	+30.67%	32.70%

Culture Sector	695 251	-10.95%		711 960	+2.40%	
World Heritage	596 505	-7.87%	45.86%	608 102	+1.94%	45.98%
Culture Sector	98 746	-25.87%	40.83%	103 858	+5.18%	39.08%
Education Sector (incl. GMR)	135 175	-10.34%		158 944	+17.58%	
Education Sector	120 669	-12.71%	37.71%	141 716	+17.44%	37.29%
Communication and Information Sector	93 758	-20.86%	28.67%	97 375	+3.86%	26.76%
Natural Sciences Sector	79 195	-18.33%		83 107	+4.94%	
Water	36 598	-13.69%	36.55%	38 920	+6.34%	33.14%
Natural Sciences	37 831	-15.87%	39.62%	40 142	+6.11%	38.05%
IOC	4 766	-50.33%	23.81%	4 045	-15.13%	26.95%
Social and Human Sciences Sector	36 328	-17.64%	34%	45 321	+24.76%	33.51%
Field offices *	96 430	-19.04%	38.53%	120 619	+25.08%	36.38%
UIS	17 370	-69.34%	56.85%	16 035	-7.69%	57.01%
UIL **	5 201	-2.93%		5 688	+9.36%	
IIEP**	103 645	-9.62%		127 938	+23.44%	
Miscellaneous	22 221			21 690		

* Amman, Apia, Beirut, Brazil, Doha, Geneva, Harare, Iraq, Islamabad, Jakarta, Kathmandu, Kingston, Moscow, New Delhi, Phnom Penh, Quito, San Jose, Santiago, Tehran, Windhoek, Yaounde.

** UIL and IIEP statistics are tracked separately.



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>

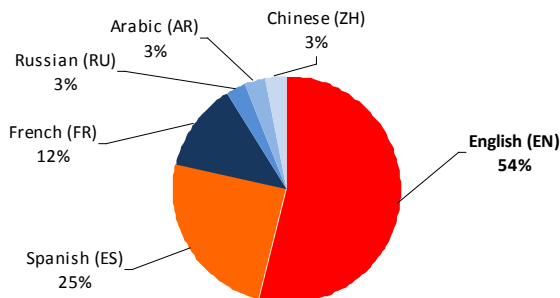
▪ In July

Languages	Page views in July	Variation vs. M-1	Visits* in July	Variation vs. M-1
*Total non deduplicated	79 471	-24.42%	43 021	-21.91%
English (EN)	42 696	-28.74%	23 193	-25.08%
French (FR)	10 491	-23.36%	5 315	-19.81%
Spanish (ES)	17 854	-8.30%	10 641	-6.25%
Russian (RU)	2 783	-10.51%	1 299	-21.79%
Arabic (AR)	2 323	+15.74%	1 299	+8.07%
Chinese (ZH)	3 324	-52.25%	1 274	-61.36%

▪ In August

Languages	Page views in August	Variation vs. M-1	Visits* in August	Variation vs. M-1
*Total non deduplicated	58 368	-21.91	34 498	-19.81
English (EN)	34 058	-25.08	19 771	-14.75
French (FR)	6 543	-19.81	3 636	-31.59
Spanish (ES)	13 036	-6.25	8 304	-21.96
Russian (RU)	1 873	-21.79	1 125	-13.39
Arabic (AR)	1 116	+8.07	754	-41.96
Chinese (ZH)	1 742	-61.36	908	-28.73

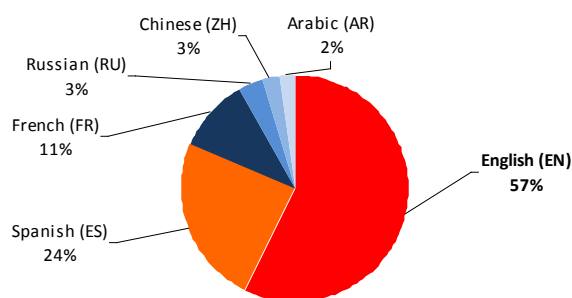
Visits decreased for all languages in July with the exception of Arabic



Visits of Media Service Webpage by language in July 2011

Source: Médiamétrie-eStat

Media service webpage visits were almost identical in July and August



Visits of Media Service Webpage by language in August 2011

Source: Médiamétrie-eStat

2.2 Press releases/Media advisories/Web Releases

▪ Issued in July

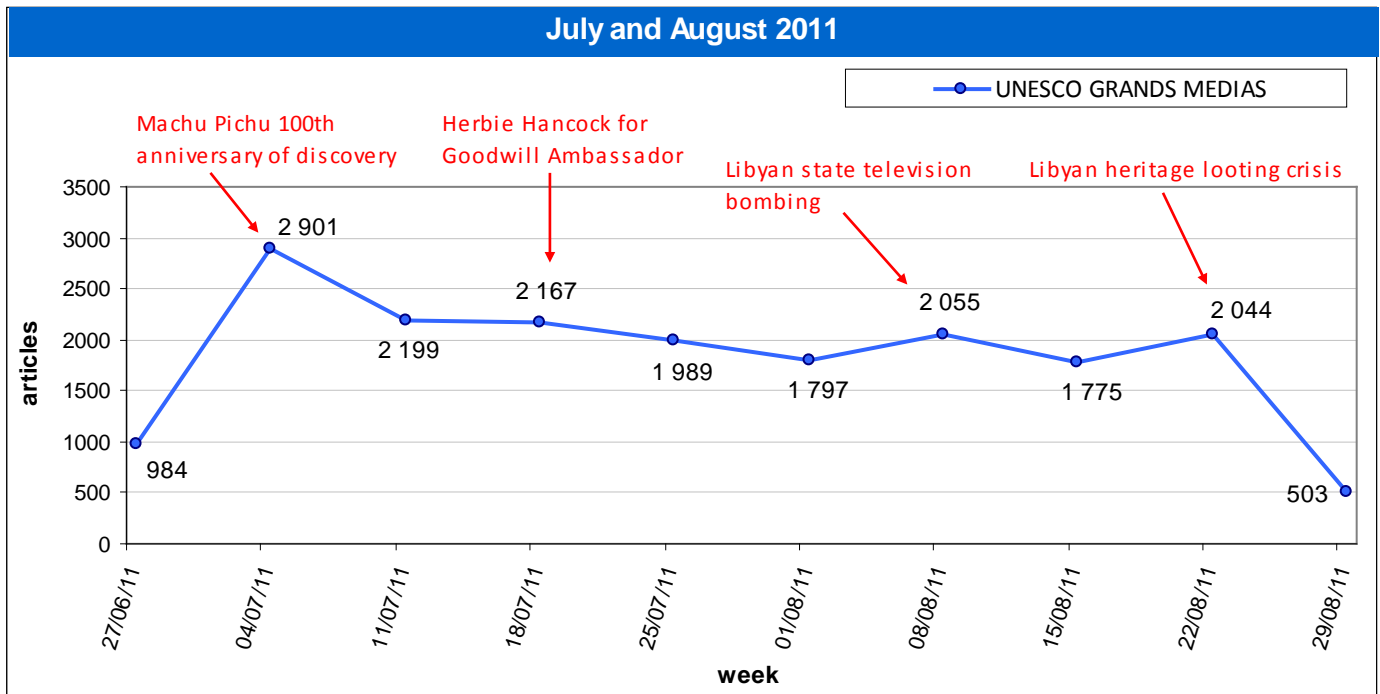
	Date	Titles
1.	01/07/2011	World Bank and UNESCO: Expanding Opportunities for Collaboration on Culture and Sustainable Development
2.	05/07/2011	"Migration and Climate Change" A UNESCO publication on one of the greatest challenges facing our time
3.	05/07/2011	Russian singer Alsou Abramova named UNESCO Artist for Peace
4.	07/07/2011	Social policies for social inclusion and youth debated at the Forum of Ministers of Social Development for Latin America
5.	08/07/2011	Education for All means more than primary education, declare world leaders at ECOSOC
6.	08/07/2011	World renowned jazz legend and music icon Herbie Hancock to be named UNESCO Goodwill Ambassador
7.	08/07/2011	Director-General condemns murder of Colombian journalist Luis Eduardo Gómez
8.	18/07/2011	Director-General condemns killing of Mexican journalist Angel Castillo Corona
9.	21/07/2011	Director-General condemns murder of Honduran broadcast journalists Nery Jeremías Orellana and Adan Benítez
10.	28/07/2011	UNESCO's 2011 Literacy Prizewinners: Working for peace and gender equality
11.	29/07/2011	Director-General condemns killing of Mexican journalist Yolanda Ordaz de la Cruz
12.	29/07/2011	Director-General condemns murder of Brazilian journalist Auro Ida

▪ Issued in August

1.	02/08/2011	Director-General condemns killing of Afghan journalist Ahmed Omed Khpalwak
2.	02/08/2011	First test of the Mediterranean Tsunami Warning System
3.	05/08/2011	Director-General condemns murder of Dominican Republic journalist José Agustín Silvestre
4.	08/08/2011	Director-General deplores NATO strike on Libyan state television facilities
5.	10/08/2011	Successful first test of tsunami warning system in North East Atlantic, Mediterranean and connected seas
6.	12/08/2011	UNESCO unites experts to rethink development
7.	14/08/2011	UNESCO Director-General Signs UNESCO's First Private Partnership Agreement in China with Ruby Shenzhen Football Club
8.	18/08/2011	The International Quiet Ocean Experiment
9.	24/08/2011	Director-General condemns killing of journalist Munir Shakar in Balochistan, Pakistan
10.	24/08/2011	Leaders of South East Europe and Director-General of UNESCO meet in Serbia
11.	25/08/2011	Director-General urges measures to protect Libya's cultural heritage through period of transition
12.	30/08/2011	Director-General condemns murder of radio Philippines presenter Niel Jimena
13.	30/08/2011	Director-General condemns murder of Mexican journalist Humberto Millán Salazar
14.	31/08/2011	Director-General voices alarm at continuing abuse against journalists in Syria

2.3. Statistics on articles referring to UNESCO

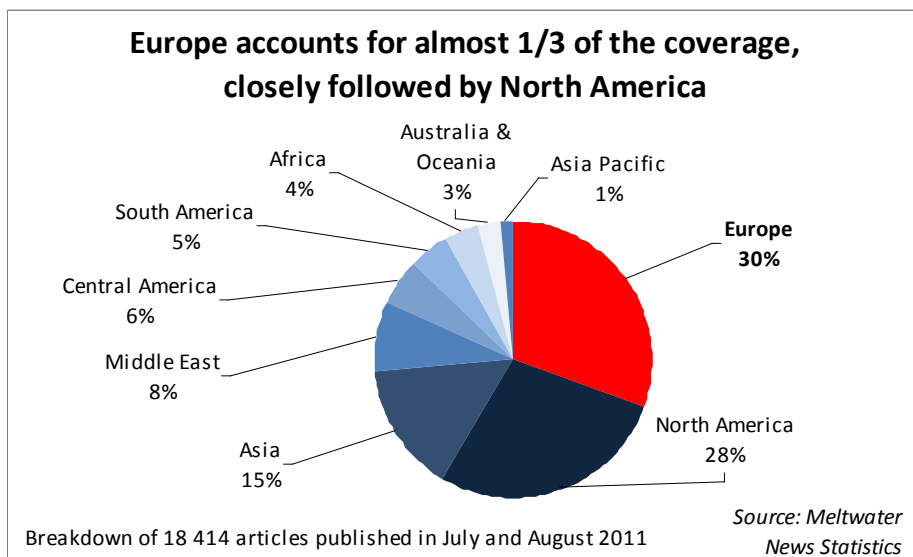
This graph shows the number of articles published weekly in leading national and international titles, as well as on major websites in July and August. (Source: Meltwater News)



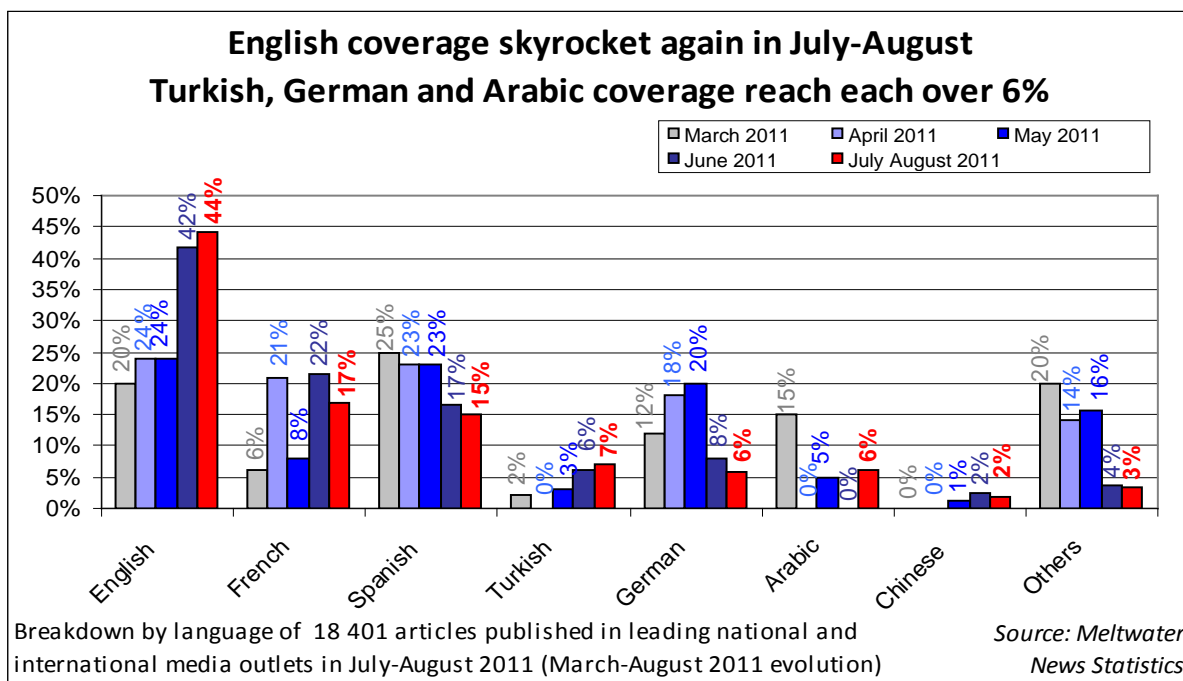
July and August were quiet for UNESCO in terms of media coverage. This was largely due to the World Heritage Committee meeting being held in June rather than July or August as in previous years. Nonetheless, the vast majority of UNESCO's coverage in the news media was still related to World Heritage sites, with features destined for vacationing readers: focusing on sites as destinations or highlighting different threats facing them. The 100th anniversary of the discovery of Machu Picchu and UNESCO's concerns over gas exploration on the Great Barrier Reef drew the most coverage in this regard.

Other than world heritage news, the most significant UNESCO stories were the nomination of jazz musician Herbie Hancock as Goodwill Ambassador (8/7), the condemnation of the bombing of the Libyan state television transmitters (8/8) and the call by the Director-General for the protection of Libyan heritage (25/8). The summer months were also notable for the assassination of journalists in several countries. Ten of the 26 press releases issued over July and August condemned the murder of media workers.

Regional breakdown of media coverage in leading national and international newspapers and online news sites around the world in July and August



Breakdown by language of articles published during the months of July and August in leading national and international media outlets



NB: the numbers indicated for May may not be accurate due to changes in the web platform during that month.

2.4 Interviews given (by subject and media)

	Subject	Interviewee	Languages	Media (press TV Radio)
1.	World Heritage sites in Libya	Francesco Bandarin	EN	CNN Libya
2.	Education in Chile	Jorge Sequeira	SP	Bloomberg
3.	100 years of Machu Picchu	Lucía Iglesias	FR	Radio Canada
4.	100 years of Machu Picchu	Nuria Sanz	SP	RFI
5.	First test of the Mediterranean Tsunami Warning System	Ingrid Pastor	SP	Radio Catalunya
6.	World Heritage sites in Libya	Francesco Bandarin	FR	France Culture
7.	Oceans	Albert Fisher	FR	France Inter
8.	Oceans	Albert Fisher	FR	Le Monde
9.	Oceans	Albert Fisher	FR	Actu Environnement
10.	Intangible Cultural Heritage	Sue Williams	EN	Radio Australia
11.	Great Barrier Reef	Fanny Douvere	EN	AAP
12.	First test of the Mediterranean Tsunami Warning System	Ulrich Wolf (COI/SC)	German	DPA

2.5 Background Footage (B-roll) downloads from Multimedia

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

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

• In July

	Subject	Downloads	Media
1	World Heritage Sites	60	BBC, NHK, West Lake, Ondo State Radio/TV, Medievalists.net, EICanillita.info,eu,tv...
2	Education (Global Monitoring Report, Education Afrique)	4	Windows media player, golpesdevista.com, EICanillita.info, tv, us, eu, asia, org, net, ufpsradio,

3	Global Partnership for Girls' and Women's Education	2	Windows media player
4	Thailand Cambodia meeting at UNESCO	1	Windows media player
5	Goodwill Ambassadors (Forest Whitaker, Alsou Abramova, Brazilians)	4	Windows media player
6	Miscellaneous	5	EICanillita.info, tv, us, eu, asia, org, net.

▪ **In August**

	Subject	Downloads	Media
1	World Heritage Sites	3	BBC, NHK, West Lake, Ondo State Radio/TV, Medievalists.net, EICanillita.info, eu, tv...
2	UNESCO's Priorities for the XXI Century	1	N/A

2.6 Number of photographs ordered by the Media (by subject)

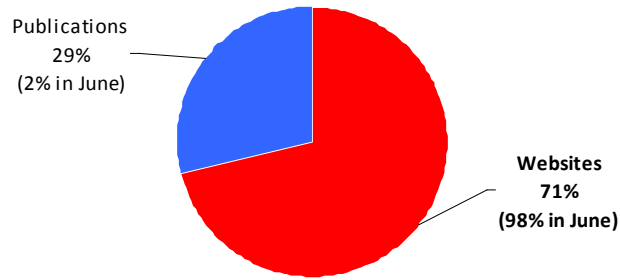
▪ **In July**

Subject	Media	Purpose	Date	Nb of Photos
UNESCO	The National Middle East / United Arab Emirates	Publication	07/07	1
UNESCO	Medias presse / France	Website	25/07	15
Culture/WHC	Premium Traveler / USA	Publication	05/07	7
Culture/WHC	ANSA / Italy	Website	05/07	5
Culture/WHC	TV Japan / Japan	Publication	08/07	3
Education	Revista Magisterio Media Presse / Colombia	Publication	15/07	5
Natural Sciences	Ecomedia.net SRI / Indonesia	Website	06/07	56
Natural Sciences	Medias presse / France	Publication	26/07	6
Natural Sciences	Media Beijing / China	Publication	28/07	9

▪ **In August**

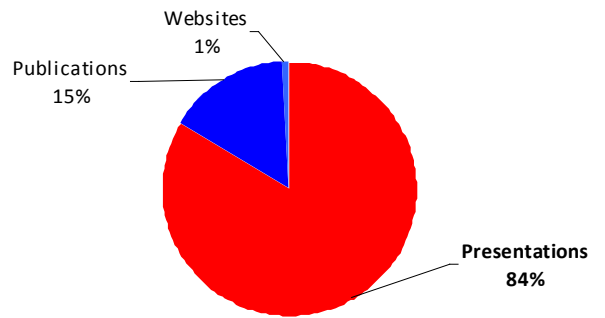
Subject	Media	Purpose	Date	Nb of Photos
UNESCO	Credit Suisse Magazine "Global Investor" / portrait of Mr Kishore Rao / Switzerland	Publication	18/08	2
UNESCO	Voice of America (editorial for Latin American audience on US support for press freedom) / USA	Presentation	19/08	8
UNESCO	HISTORIA Y VIDA / Spain	Publication	25/08	5
UNESCO	ITAR-TASS / Russian Federation	Presentation	27/08	79
UNESCO	APOLLO magazine / UK	Publication	31/08	4
Culture/WHC	Science et Vie Découvertes / France	Publications	12/08	4
Education	DIVERSE MAGAZINE "Issues in Higher Education" / USA	Publication	04/08	1
Natural Sciences	Nature.com / International weekly journal of science	Website	09/08	1

1/3 of images were requested in July for Publications



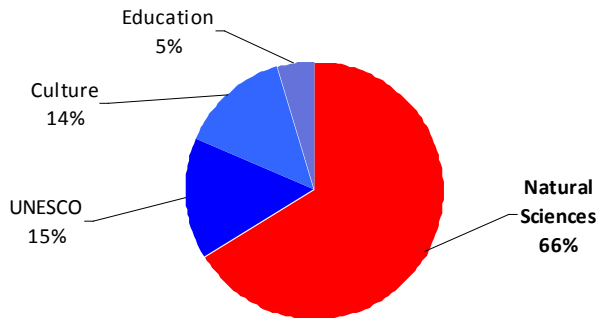
Breakdown by purpose of 107 photos ordered by the Media in July 2011 Source: UNESCO

Over 7/8 of images were requested in August for presentations



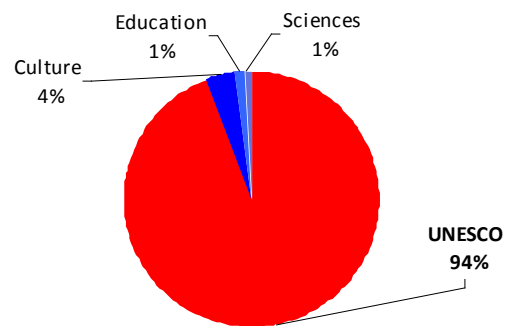
Breakdown by purpose of 104 photos ordered by the Media in August 2011 Source: UNESCO

Media's major interest in July was for Natural Sciences images



Breakdown by subject of 107 images ordered by the Media in July 2011 Source: UNESCO

In August, Media ordered in majority images illustrating UNESCO in general



Breakdown by subject of 104 images ordered by the Media in August 2011 Source: UNESCO

3. UNESCO's Social Media Channels

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

UNESCO's social media presence is pursuing new directions, helping to drive new audience growth on social spaces by enhancing efforts in areas such as website design and usability, search engine optimization, Google Adwords, and online partnerships for content promotions.

Increased internal coordination aims to ensure that content produced through UNESCO's activities, including those of field offices, is systematically and regularly promoted on UNESCO's central social media channels on a monthly basis. New initiatives include:

- Microblogging (Twitter, Weibo)
 - Developing niche communications actions for each event, to reach highly targeted audiences. For example, a partnership has been organized with Goodreads.com, a social networking site devoted to book lovers, about Literacy Day.
- Social networking (Facebook)
 - Enabling live webcast
 - Pushing photos galleries, where they receive at least 25K impressions
- Video (YouTube, Youku)
 - Launching easy-to-create video slideshows with voice-overs, helping UNESCO address current events in a dynamic, more personal way

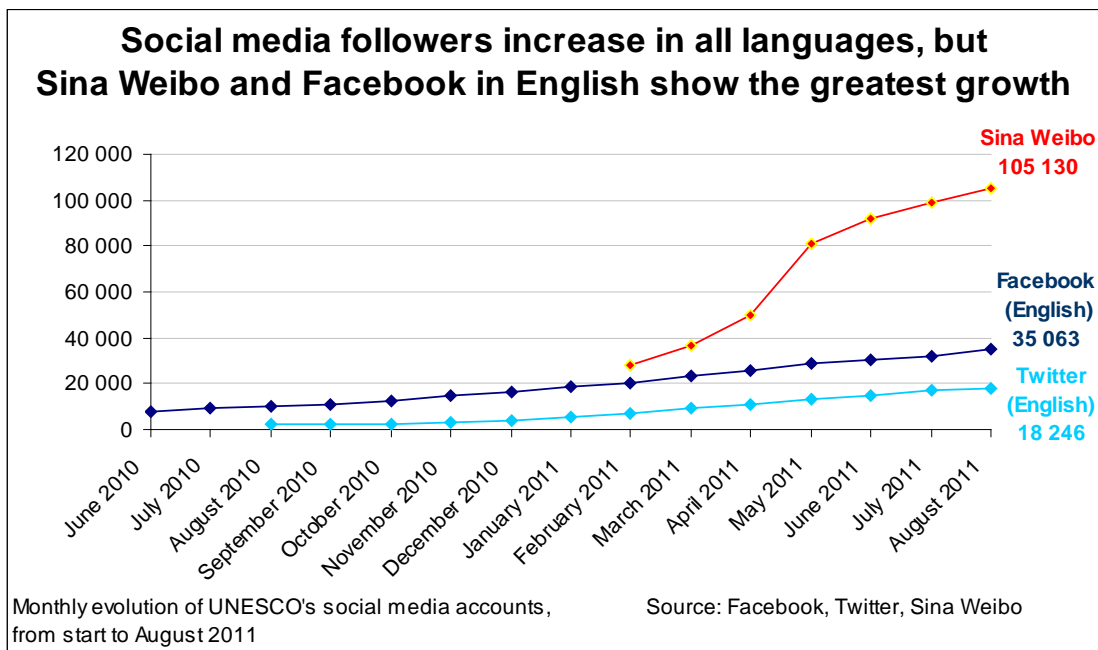
Among notable achievements in July and August, an English language Twitter campaign dedicated to the October Youth Forum was launched. Thirteen messages were posted and retweeted by at least 170 users, tying together many different themes including women, Africa, development, and poverty. The campaign was translated into all languages in which UNESCO has a social media microblogging presence, although these have had less impact since the sites are new and audiences still growing. Nelson Mandela Day was also particularly successful. Our Tweet, goading users to discover the World Heritage site where Mandela was imprisoned, was retweeted over 100 times.

On Facebook, efforts to drive up traffic and likes have included developing interactive, engaging content for users in the form of photo galleries. User response rates of around 1% were noticeably higher than the standard monthly response rate of 0.5%. The three most popular photo galleries are "Save Libyan World Heritage" (26K impressions minimum), "UNESCO Creative Cities" (27K impressions minimum) and "Aug 9 is the International Day of World's Indigenous Peoples" (33 837 impressions minimum).

For the Youth Forum, a very successful photo challenge has been launched. Users are invited to photograph themselves holding a handmade sign saying "CHANGE!" and to post it on our Facebook gallery. Contributors can tag themselves in their photos, which likely played a part in the success of the project, as attested by over 100K impressions. When they do so, the users' Facebook friends may receive a notification on their Wall about the users' activities ("Username just tagged himself on the UNESCO Facebook page") and discover UNESCO's Facebook page this way.

August 31 saw the inauguration of UNESCO's new video strategy: photojournalism reports that offer another effective way of telling the story of UNESCO's work. Photo slideshows are being created, narrated with voice-overs explaining the images so as to promote UNESCO work. Featured as the top video on Youtube and Youku, these videos highlight UNESCO's visual work and have huge audience-building potential.

With 105 130 fans, UNESCO's Sina Weibo page again ranked 2nd among the 11 UN agencies or Country Offices on Sina Weibo.



3.1. Facebook - www.unesco.org/facebook

Variation July and August 2011 vs June 2011

Likes/fans*	July 2011	Variation vs June	August 2011	Variation vs July
Total likes/fans(all languages)	33 014	+5.99%	36 076	+9.27%
English	32 300	+5.25%	35 063	+8.55%
French	385	+54.62%	520	+35.06%
Russian	123	+115.79%	189	+53.66%
Arabic	186	+72.22%	263	+41.40%
Chinese	20	-56.52%	41	+105.00%

*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.

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

▪ In July

Message	Posted	Likes	Multimedia
One hundred years of Machu Picchu	11/07	318	Photo gallery
France's World Heritage Sites	14/07	164	Photo gallery
Herbie Hancock's visit: Picture Gallery	25/07	152	Photo gallery
How much do you know about Montenegro's World Heritage?	13/07	138	Photo gallery
Phoenix Islands Protected Area, Kiribati	12/07	131	Photo gallery
Naadam festival: UNESCO Intangible heritage celebrated now. Naadam is a national festival celebrated every year from 11 to 13 July across Mongolia that focuses on three traditional games: horseracing, wrestling and archery.	11/07	113	Photo gallery
Young people discuss education at the ECOSOC meeting in Geneva	5/07	112	Photo gallery
1/2 the 6000+ languages spoken today will disappear by 2100. That'd be a devastating loss of cultural wealth.	29/07	90	Link to our endangered Languages page
Robben Island, where Nelson Mandela was imprisoned	28/07	88	Photo gallery
UNESCO is participating in the United Nations High Level Meeting on Youth in New York. The event has special resonance, given the high-profile youth-led movements having made international headlines this year.	21/07	79	1 picture only

▪ In August

Message	Posted	Likes	Multimedia
CHANGE! UNESCO Youth Forum 2011 Photo Challenge	12/08	635	Photo gallery
Aug 9 is Int'l Day of the World's Indigenous People	09/08	441	Photo gallery
Freddy Nock Tightrope Walks for UNESCO	23/08	220	Photo gallery
World Heritage in Libya: Keep them safe in the current war	23/08	175	Photo gallery
UNESCO Youth Forum	02/08	130	1 picture only
UNESCO Creative Cities gallery only	17/08	98	Photo gallery
If you love UNESCO World Heritage, you'd love UNESCO Creative Cities. What are the 29 cities excelling in Crafts & Folk Art, Design, Film, Food, Literature, Media & Music? SHARE what you like the most about each place & TAG YOURSELF so that you can meet people like you!	17/08	90	Photo gallery
8/23 is the Int'l Day for the Slave Trade's Abolition. Over 12.5 million Africans were enslaved in the abhorrent human traffic. Slavery still profoundly marks the arts. Listen to the radio next time & you may be surprised by how often slavery is mentioned in R&B, rap, soul & jazz. From slave ships to YouTube, slavery's echo is still strong & resonant.	22/08	85	Video to Lauryn Hill & Bob Marley's slave-themed reggae "Redemption song"
Aug 19 is World Humanitarian Day.	18/08	75	Link to Wikipedia site listing humanitarian org.
Accept nothing less than the best future for today's young people, who've shaken 2011 with "youth quakes" around the world. How have you(th) been driving change in your countries & communities?	05/08	74	Message only

3.2. Twitter

Variation July and August 2011 vs June 2011

Followers	July 2011	Variation vs June	August 2011	Variation vs July
Total followers (all languages)	19 410	+15.00%	22 118	+13.95%
English	16 800	+12.00%	18 246	+8.61%
French	250	+62.34%	358	+43.20%
Spanish	1 900	+38.08%	2 805	+47.63%
Russian	80	+45.45%	120	+50.00%
Arabic	380	+29.69%	589	+55.00%

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

Variation July and August 2011 vs June 2011

	July 2011	Variation vs June	August 2011	Variation vs July
Nb of Fans	98 615	+7.07%	105 130	+6.61%
Nb of Posts	1004	+6.36%	1 064	+5.98%
Nb of Posts/day	N/A	N/A	N/A	N/A
Nb of Mentions	47 897	+79.67%	69 135	+44.34%
Nb of Mentions/day	N/A	N/A	N/A	N/A

Top 10 Posts in July and August

Message	Posted	Re-tweets	Comments
Commemorating Nelson Mandela International Day, can you spare 67 minutes to help others?	19/07	352	115
Youth can make a difference! Send your photos to youth@unesco.org	01/08	242	64

Mao'er Mountain of China inscribed to UNESCO's World Network of Biosphere Reserves.	01/07	241	50
UNESCO's Man and the Biosphere Programme has added 18 new sites to the World Network of Biosphere Reserves. Photo: Cranes (Zuvintas), Lithuania.	02/07	233	60
Indigenous peoples are at the frontline of global struggle for human rights. See how UNESCO empowers them: http://t.co/8PHgw7v	08/08	185	43
Director-General deplores NATO strike on Libyan state television facilities http://t.cn/aRKf2e	08/08	153	305
Nelson Mandela International Day: Robben Island, where the former South African President was imprisoned for 27 years, was inscribed on UNESCO's World Heritage List in 1999. http://t.cn/aWqWkJ	18/08	99	25
UNESCO Photos: UNESCO's Creative City Network: Lyon	22/08	85	25
Wenchuan. Fukushima. Port-au-Prince. Pakistan. How do you(th) help during disasters Reply to share your thoughts with us!	19/08	76	40

3.4 Video Traffic

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

3.4.1. UNESCO Channel on YouTube - <http://www.youtube.com/unesco> Variation July and August 2011 vs June 2011

Video views	July 2011	Variation vs June	August 2011	Variation vs July
English	138 585	-1.00%	148 201	+6.94%
French	38 769	-11.32%	34 343	-11.42%
Spanish	38 982	-11.82%	41 523	+6.52%
Russian	7 290	-1.79%	6 391	-12.33%
Arabic	5 691	-3.48%	4 393	-22.81%
Chinese	53	-41.76%	31	-41.51%

New subscribers	July 2011	Variation vs June	August 2011	Variation vs July
English	236	+12.38%	220	-6.78%
French	41	+17.14%	39	-4.88%
Spanish	67	+34.00%	79	+17.91%
Russian	6	-60.00%	7	+16.67%
Arabic	6	-25.00%	7	+16.67%
Chinese	1	-66.67%	0	-100.00%

• Top 10 videos on UNESCO TV English Channel

	138 585 views in July 2011	Subject	% of total views
1	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	8.6%
2	Kabuki Theatre	CLT/ITH	4.8%
3	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	4.1%
4	Baul Songs	CLT/ITH	2.5%
5	Oral and Graphic Expressions of the Wajapi	CLT/ITH	2.1%
6	Georgian Polyphonic Singing	CLT/ITH	2%
7	Gagaku	CLT/ITH	1.9%
8	Lacemaking in Croatia	CLT/ITH	1.8%
9	Falconry, a living human heritage	CLT/ITH	1.7%
10	UNESCO's Priorities for the XXI Century	UNESCO	1.6%

	148 201 views in August 2011	Subject	% of total views
1	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	10.8%
2	Kalbela folk songs and dances of Rajasthan	CLT/ITH	5.1%
3	Kabuki Theatre	CLT/ITH	4%
4	Baul Songs	CLT/ITH	3.2%
5	Georgian Polyphonic Singing	CLT/ITH	3%
6	Oral and Graphic Expressions of the Wajapi	CLT/ITH	2.4%
7	Falconry, a living human heritage	CLT/ITH	2.1%
8	Monique Coleman: The Future is in your hands at the UNESCO Youth Forum	SHS	1.8%
9	The Tradition of Vedic Chanting	CLT/ITH	1.6%
10	Lacemaking in Croatia	CLT/ITH	1.6%

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

	38 769 views in July 2011	Subject	% of total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	8.8%
2	Le Maloya	CLT/ITH	7.2%
3	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	7.1%
4	Le chant polyphonique géorgien	CLT/ITH	7%
5	Le Kankurang, rite d'initiation mandingue	CLT/ITH	2.8%
6	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	2.6%
7	Chemins de Saint-Jacques-de-Compostelle en France	CLT/ITH	2.3%
8	Le Canto a tenore, chant pastoral sarde	CLT/ITH	2.2%
9	Le Flamenco	CLT/ITH	1.9%
10	L'isopolyphonie populaire albanaise	CLT/ITH	1.6%

	34 343 views in August 2011	Subject	% of total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	12.6%
2	Le chant polyphonique géorgien	CLT/ITH	9.1%
3	Le Maloya	CLT/ITH	5.4%
4	Le Kankurang, rite d'initiation mandingue	CLT/ITH	4.5%
5	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	3.5%
6	Chemins de Saint-Jacques-de-Compostelle en France	CLT/ITH	2.7%
7	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	2.2%
8	Le Canto a tenore, chant pastoral sarde	CLT/ITH	2.2%
9	Le Flamenco	CLT/ITH	1.9%
10	L'isopolyphonie populaire albanaise	CLT/ITH	1.7%

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

	38 982 views in July 2011	Subject	% of total views
1	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	6.1%
2	Las expresiones orales y gráficas de los wajapi	CLT/ITH	5.8%
3	El carnaval de Barranquilla	CLT/ITH	4.4%
4	Santuario histórico de Machu Picchu	CLT/ITH	2.9%
5	La huaconada, danza ritual de Mito	CLT/ITH	2.8%
6	El teatro Kabuki	CLT/ITH	2.5%
7	El canto polifónico georgiano	CLT/ITH	2.4%
8	La lengua, la danza y la música de los garifunas	CLT/ITH	1.8%
9	Los parachicos en la fiesta tradicional de enero de Chiapa de Corzo	CLT/ITH	1.6%
10	La Samba de Roda de Recôncavo de Bahía	CLT/ITH	1.6%

	41 523 views in August 2011	Subject	% of total views
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	13.8%
2	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	9.6%
3	El carnaval de Barranquilla	CLT/ITH	3.5%
4	La huaconada, danza ritual de Mito	CLT/ITH	3.5%

5	El canto polifónico georgiano	CLT/ITH	2.5%
6	El teatro Kabuki	CLT/ITH	2.5%
7	Monique Coleman: El futuro en vuestras manos / Foro de la Juventud de la UNESCO (subtitulado)	SHS	2.1%
8	Los dibujos en la arena de Vanuatu	CLT/ITH	2.1%
9	Los parachicos en la fiesta tradicional de enero de Chiapa de Corzo	CLT/ITH	1.4%
10	El Carnaval de Negros y Blancos	CLT/ITH	1.4%

▪ **Top 5 videos on UNESCO TV Russian Channel**

7 290 views in July 2011		Subject	% of total views
1	Alsou (Алсу) UNESCO Artist for Peace	UNESCO	9.7%
2	The historic centre of Rome and the Properties of the Holy See	CLT/WHC	5.5%
3	Mausoleum of the Taj Mahal (city of Agra)	CLT/WHC	4.5%
4	Historic areas of Istanbul	CLT/WHC	4.2%
5	The ancient city of Petra	CLT/WHC	3.4%
6	Rapa Nui National Park (Easter Island)	CLT/WHC	2.1%
7	Archaeological sites of Mohenjo-Daro	CLT/WHC	2.1%
8	Galapagos Islands	CLT/WHC	1.6%
9	Palace and Park of Versailles	CLT/WHC	1.6%
10	The ancient Maya city of Calakmul, Campeche	CLT/WHC	1.5%

6 391 views in August 2011		Subject	% of total views
1	Alsou (Алсу) UNESCO Artist for Peace	UNESCO	22.5%
2	The historic centre of Rome and the Properties of the Holy See	CLT/WHC	5.2%
3	Historic areas of Istanbul	CLT/WHC	3%
4	The ancient city of Petra	CLT/WHC	2.3%
5	Palace and Park of Versailles	CLT/WHC	2.3%
6	Inclusive Education	ED	1.8%
7	Mausoleum of the Taj Mahal (city of Agra)	CLT/WHC	1.7%
8	Galapagos Islands	CLT/WHC	1.5%
9	Rapa Nui National Park (Easter Island)	CLT/WHC	1.5%
10	The historic centre of Bruges	CLT/WHC	1.4%

▪ **Top 5 videos on UNESCO TV Arabic Channel**

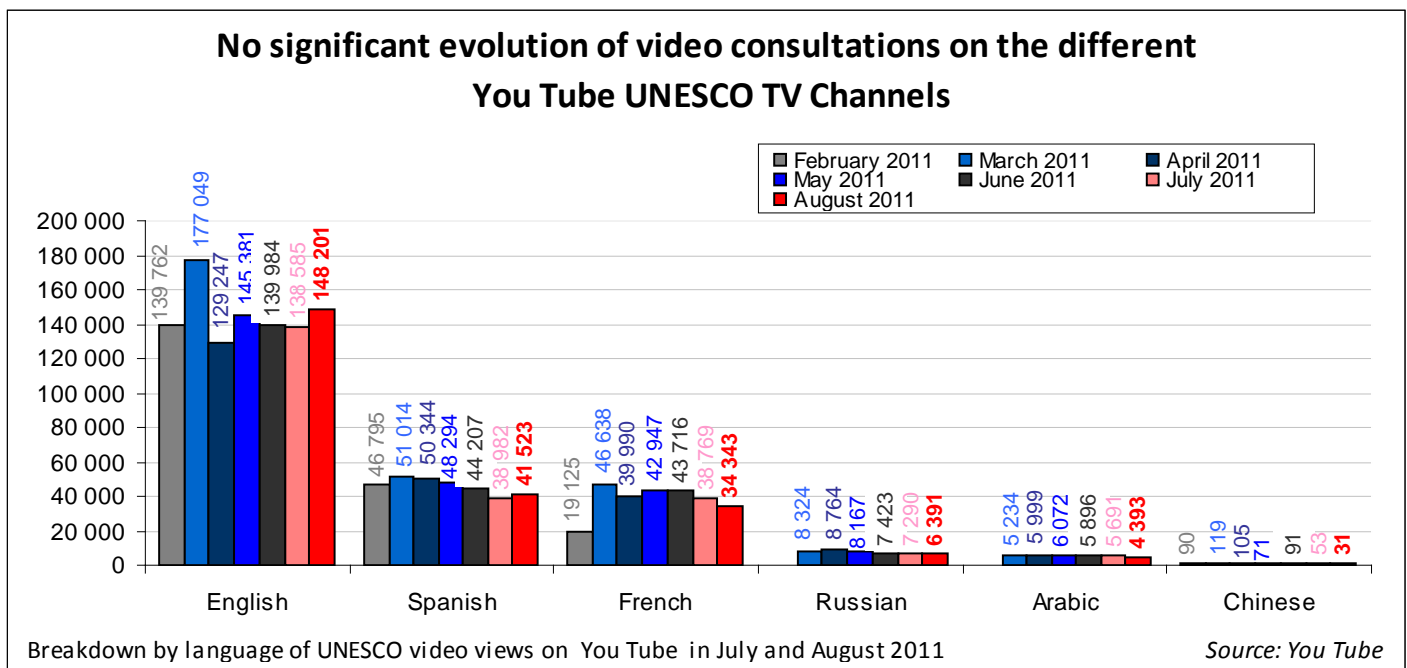
5 691 views in July 2011		Subject	% of total views
1	Venice	CLT/WHC	12%
2	Palace and Park of Versailles	CLT/WHC	4.8%
3	Taj Mahal	CLT/WHC	3.1%
4	Canadian Rocky Mountain Parks	CLT/WHC	3%
5	Archaeological areas of Pompeii, Herculaneum and Torre ...	CLT/WHC	2.9%
6	The Sacred City of Kandy	CLT/WHC	2.9%
7	Te Wahipounamu - South West New Zealand	CLT/WHC	2.5%
8	Prehistoric Sites and Decorated Caves of The Vézère valley	CLT/WHC	2.2%
9	New Zealand Sub-Antarctic Islands	CLT/WHC	2.2%
10	Royal Botanic Gardens Kew	CLT/WHC	2%

4 393 views in August 2011		Subject	% of total views
1	Venice	CLT/WHC	8.2%
2	Archaeological areas of Pompeii, Herculaneum and Torre ...	CLT/WHC	7.4%
3	Palace and Park of Versailles	CLT/WHC	4.3%
4	Te Wahipounamu - South West New Zealand	CLT/WHC	3.2%
5	Mausoleum of the Taj Mahal (city of Agra)	CLT/WHC	2.8%
6	Prehistoric Sites and Decorated Caves of The Vézère valley	CLT/WHC	2.7%
7	New Zealand Sub-Antarctic Islands	CLT/WHC	2.1%
8	Memphis and the cemetery of Al-Ahram Giza to Dahshur	CLT/WHC	2.1%
9	Canadian Rocky Mountain Parks	CLT/WHC	1.8%
10	UNESCO FC Barcelona Clip "Put Racism Offside"	SHS	1.6%

• **Top 6 videos on UNESCO TV Chinese Channel**

53 views in July 2011		Subject	% of total views
1	The 2001 Convention	CLT	39.6%
2	Education for all "Mr Qian Tang" GMR ...	ED	30.2%
3	Languages matter!	CLT	13.2%
4	Cities on the Edge	CLT	11.3%
5	UNESCO History	UNESCO	3.8%
6	Water in Cities	SC	1.9%

31 views in August 2011		Subject	% of total views
1	The 2001 Convention	CLT	48.4%
2	UNESCO History	UNESCO	19.4%
3	Education for all "Mr Qian Tang" GMR ...	ED	12.9%
4	Languages matter!	CLT	6.5%
5	Water in Cities	SC	6.5%
6	Action to combating trafficking in cultural property	CLT	6.5%



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

• **Top 6 Videos**

Video	Posted	Total Views	Quoted*
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	03/03	43 095	38 556
Endangered world heritage: Tropical Rainforest Heritage of Sumatra	23/06	5 322	182
Intangible heritage Kunqu Opera-the Peony Pavilion performed by UNESCO Artist for Peace Jun Zhang	14/05	3 479	796
Herbie Hancock UNESCO Goodwill Ambassador	20/07	2 823	2 577
Water in the Cities	23/08	1 050	871
World heritage: West Lake, Hangzhou	26/06	617	183

* Views of the video from other websites

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

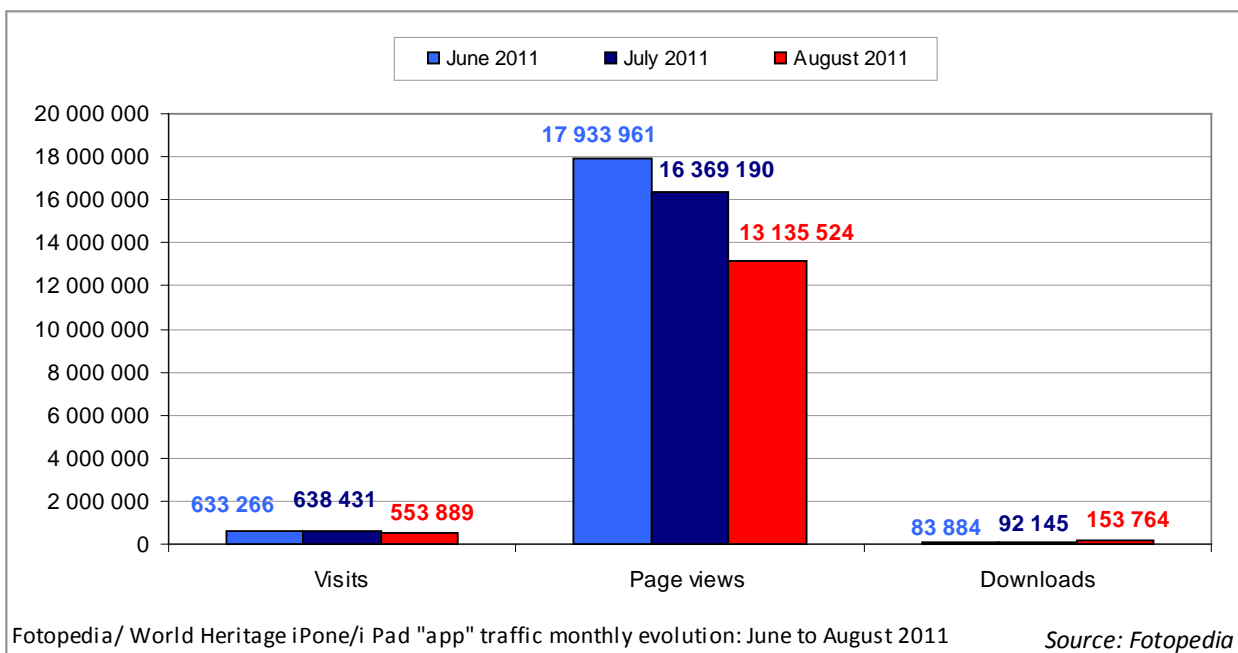
On 22 June UNESCO has joined iTunes U with a wealth of new educational material providing free access to UNESCO's rich multimedia content, via the iTunes Store, Apple's popular online music, video, and podcast service. Collections containing several hundred movies, podcasts, and documents are available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

Metrics	TOTAL	22 June (launch) to 2 July 2011 (2 weeks)	3 to 16 July 2011 (2 weeks)	17 to 30 July 2011 (2 weeks)	31 July to 3 September 2011 (5 weeks)
Downloads	28 606	9 353	15 026	N/A	4 227

3.7 UNESCO Fotopedia iPhone/iPad "app"

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

Metrics	TOTAL	July 2011	Variation vs June	August 2011	Variation vs July
Downloads	1 950 646	92 145	+9,85%	153 764	+66,87%
Visits	7 305 330	638 431	+0,82%	553 889	-13,24%
Pages views	252 821 000	16 369 190	-8,73%	13 135 524	-19,75%
Info pane with UNESCO logo & text	2 031 611	172 083	+3,26%	133 419	-22,47%
Preview of Heritage viewed within other apps	123 592	15 712	-18,48%	4 452	-71,66%
Open UNESCO page from Heritage	47 926	357	-78,36%	1 183	+231,37%
Distinct UNESCO WHC pages opened	2 904	13	-93,81%	1 120	+8515,38%
Most viewed UNESCO WHC page	http://whc.unesco.org/en/list/121	http://whc.unesco.org/en/list/274		http://whc.unesco.org/en/list/121	



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

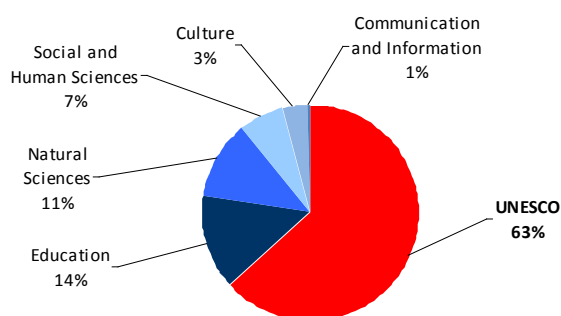
The UNESCO online repository of photos offers over 25 000 photos for free download. Subject matter spans all areas of activity of the Organization, including events at Headquarters and in the different regions of the World. Separate photobanks in the sectors are not tracked but also get significant downloads.

4.1. Photos requested online

Themes

Themes	July 2011	August 2011
UNESCO	574	307
Education	129	50
Natural Sciences	104	2
Social and Human Sciences	62	32
Culture	31 (31 WHC)	66 (64 WHC + 2 ICH)
Communication and Information	6	5
TOTAL	906	462

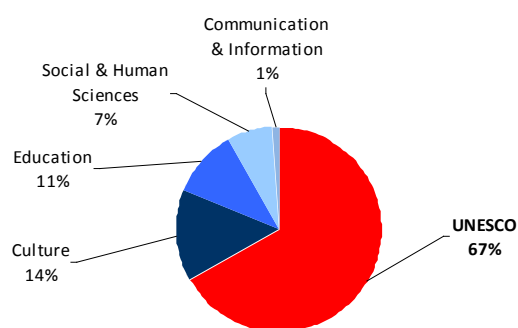
In July 63% of photo requests concerned UNESCO in general, followed by Education



Breakdown of 906 photo requests in July 2011

Source: UNESCO

In August 67% of photo requests concerned UNESCO in general, followed by Culture



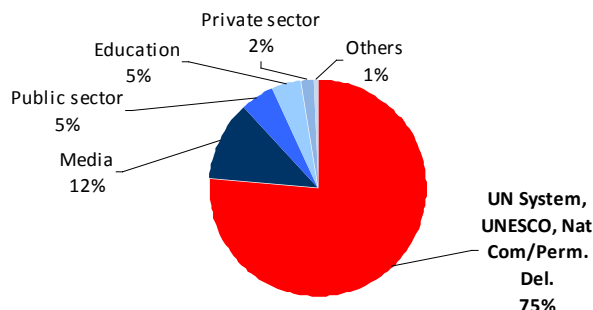
Breakdown of 462 photo requests in August 2011

Source: UNESCO

Origin of requests

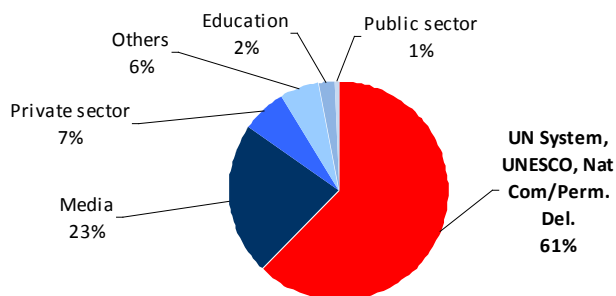
Origin of request	July 2011	August 2011
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	692	287
Media: Written and Audiovisual and Press	107	104
Education (Schools, Universities, teachers, researchers)	42	11
Public sector (Museums, Bookshops)	43	3
Private sector	17	31
Others	5	26
TOTAL	906	462

In July, 3/4 of photo requests came from the UN System and Member States



Breakdown of 906 photo requests by origin in July 2011 Source: UNESCO

In August, over 60% photo requests emanated from the UN System and Member States

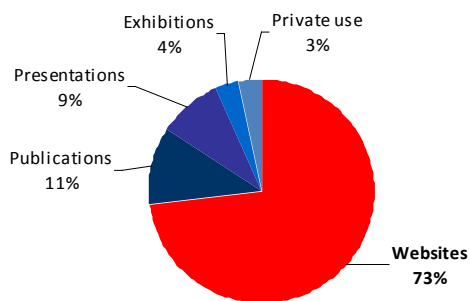


Breakdown of 462 photo requests by origin in August 2011 Source: UNESCO

Use of photos

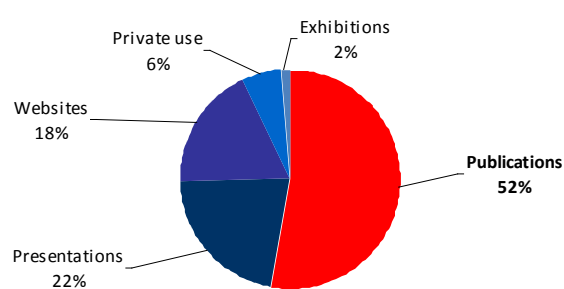
Use of photos	July 2011	August 2011
Websites	663	84
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	99	244
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	83	101
Exhibitions	32	7
Private use	29	26
TOTAL	906	462

In July, almost 3/4 of the requested photos were for websites



Breakdown of 906 photo requests by use in July 2011 Source: UNESCO

In August, 1/2 of the requested photos were for publications, followed by presentations



Breakdown of 462 photo requests by use in August 2011 Source: UNESCO

4.2. Photo service

Number of photos

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

	July 2011	July 2010	August 2011	August 2010
Number of Events	30	28	7	2
Number of Photos	1 256	387	116	15

5. UNESCO Documents and Library

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

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

In July and August there were respectively **127 846** and **128 362** (127 556 in June) records available online in PDF format, including documents, publications, communication material and other working documents.

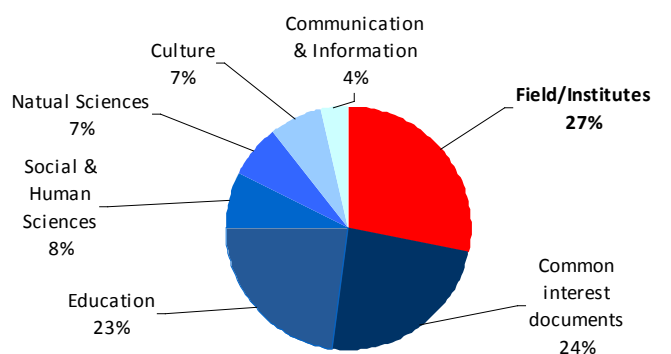
Note: PDF downloads measured by UNESDOC represent only hits and do not reflect necessarily successful downloads. Statistics may therefore show too high figures.

5.1.1 Statistics of consultation

Total number of downloads	July 2011	August 2011
	623 933	716 790

Sectors/Field/Institutes	July 2011			August 2011		
	Number of PDF	Number of downloads	Average nb of downloads per PDF	Number of PDF	Number of downloads	Average nb of downloads per PDF
Education	9 479	141 400	7	9 479	166 762	6
Natural Sciences	9 439	44 094	21	9 478	49 105	19
Social and Human Sciences	5 554	46 921	12	5 549	53 083	10
Culture	3 134	43 059	7	3 134	43 978	7
Communication and Information	2 302	22 014	10	2 301	22 824	10
Fields & Institutes	7 999	174 921	5	8 046	220 812	4
Common interest documents	NA	151 524	NA	NA	160 226	NA

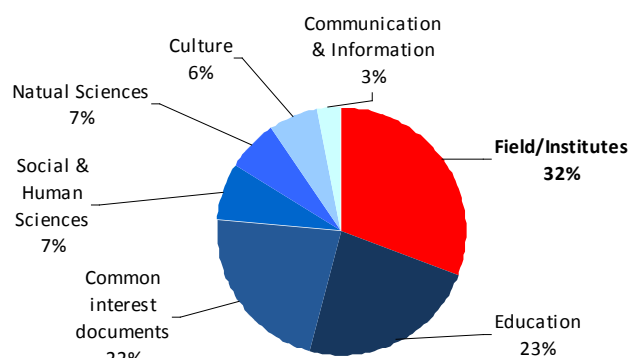
3/4 of PDFs are almost equally downloaded for Field/Institutes, Common interest documents and Education



Breakdown of 623 933 document downloads by Sector/Field-Institutes in July 2011

Source: UNESDOC

Most PDFs are again downloaded for Field/Institutes



Breakdown of 716 790 document downloads by Sector/Field-Institutes in August 2011

Source: UNESDOC

5.1.2 Top 50 Country Origin

	In July		In August	
	Country	Downloads	Country	Downloads
1	United States of America	61 149	United States of America	65 262
2	France	32 254	Brazil	50 974
3	Brazil	29 314	Mexico	40 109
4	India	26 073	France	35 129
5	Mexico	25 179	India	30 399
6	Philippines	18 601	Colombia	19 511
7	Germany	15 955	Philippines	18 458
8	Spain	13 858	Argentina	15 320
9	United Kingdom of Great Britain and Northern Ireland	13 513	United Kingdom of Great Britain and Northern Ireland	14 235
10	China	12 908	Peru	13 238
11	Nigeria	12 290	Nigeria	12 649
12	Colombia	11 441	Spain	11 809
13	Peru	10 807	Australia	10 746
14	Japan	10 735	Japan	10 709
15	Argentina	10 696	China	10 506
16	Venezuela (Bolivarian Republic of)	10 197	Chile	10 340
17	Canada	8 863	Canada	9 681
18	Chile	7 921	Germany	9 127
19	Republic of Korea	7 555	South Africa	7 107
20	Australia	6 546	Venezuela (Bolivarian Republic of)	6 519
21	Kenya	4 573	Kenya	5 048
22	Portugal	4 441	Republic of Korea	4 922
23	Malaysia	4 226	Guatemala	4 779
24	Algeria	4 205	Bolivia	4 236
25	South Africa	4 050	Belgium	3 921
26	Morocco	3 980	Morocco	3 887
27	Pakistan	3 770	Ecuador	3 739
28	Cameroun	3 756	Malaysia	3 579
29	Switzerland	3 615	Ethiopia	3 469
30	Guatemala	3 503	Algeria	3 442
31	Ecuador	3 452	Switzerland	3 262
32	Italy	3 432	Italy	2 967
33	Belgium	3 307	Singapore	2 964
34	Indonesia	3 306	Pakistan	2 928
35	Netherlands	3 183	Netherlands	2 842
36	Bolivia	2 933	Cameroun	2 825
37	Ethiopia	2 676	Indonesia	2 753
38	Côte d'Ivoire	2 645	Portugal	2 725
39	Russian Federation	2 395	Russian Federation	2 518
40	Singapore	2 389	Costa Rica	2 480
41	Thailand	2 268	Thailand	2 385
42	Senegal	2 106	Côte d'Ivoire	2 324
43	Costa Rica	2 061	Panama	2 283
44	Nepal	1 996	New Zealand	2 212
45	Egypt	1 917	Dominican Republic	1 930
46	Dominican Republic	1 884	Egypt	1 911
47	United Republic of Tanzania	1 876	Nicaragua	1 864
48	Panama	1 825	Mozambique	1 847
49	Iran (Islamic Republic of)	1 689	Ghana	1 805
50	Ghana	1 614	Iran (Islamic Republic of)	1 733

5.1.3 Printable Communication materials

Title	Total downloads in July						
	EN	FR	SP	RU	AR	ZH	Total
2010 UNESCO Annual Report	293	100	-	-	-	-	393
UNESCO brochure	1 088	316	-	-	-	-	1 404
65 Ways UNESCO Benefits Countries all over the World	64	16	60	-	9	-	149
A New Humanism for the 21 st Century	41	21	6	3	3	-	74

Title	Total downloads in August						
	EN	FR	SP	RU	AR	ZH	Total
2010 UNESCO Annual Report	318	69	-	-	-	-	387
UNESCO brochure	1 220	308	-	-	-	-	1 528
65 Ways UNESCO Benefits Countries all over the World	92	19	100	-	22	-	372
A New Humanism for the 21 st Century	31	11	8	1	1	-	52

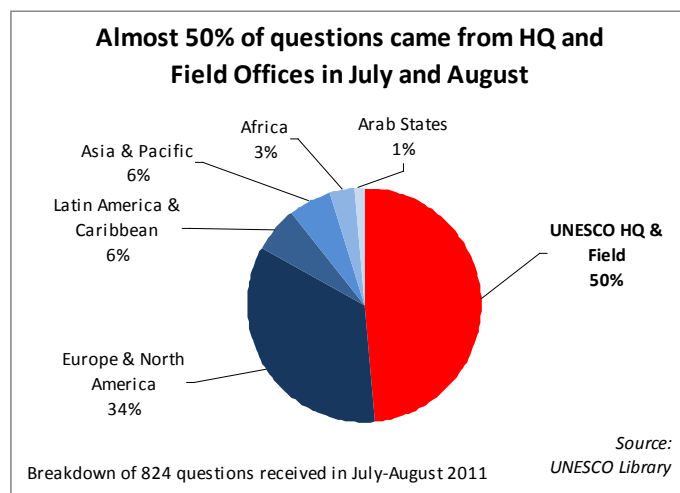
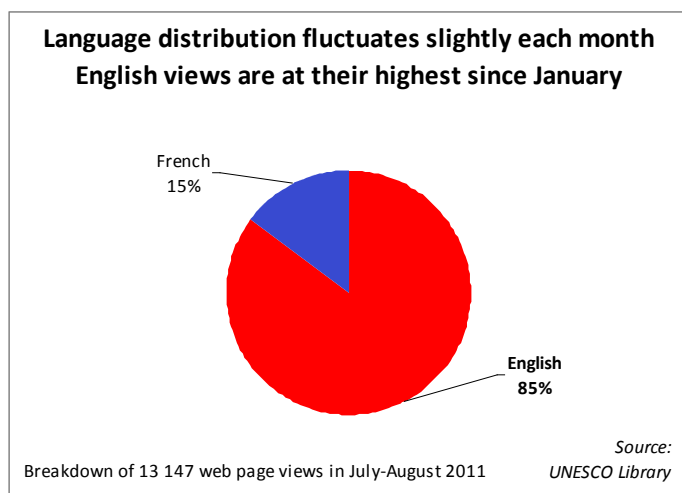
5.2. UNESCO Library - <http://www.unesco.org/library>

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

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

5.2.1 Web page views

5.2.2 Questions received by e-mail to: library@unesco.org



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.

Publications in Spanish were particularly sought after in July and August, with five Spanish titles among the ten most popular downloads for both months. Of 230,000 views of UNESCO publications in July and August combined, 44% were of Spanish texts.

The Spanish edition of *Towards Knowledge Societies: UNESCO World Report. (Hacia las sociedades del conocimiento: informe mundial de la UNESCO)*, published in 2005, continues to attract a strong online readership, as does one of the older publications on the list, the English language *Case study on the effects of tourism on culture and the environment: Nepal; Chitwan-Sauraha and Pokhara-Ghandruk* which was published by UNESCO Bangkok in 1995 and was the fourth most-viewed online publication in August.

The *General History of Africa* in Portuguese (*História geral da Africa*) remained the most sought-after volume on UNESDOC however, contributing greatly to Portuguese publications accounting for 22% of the publications viewed for the period.

UNESCO now offers 133 publications for consultation on Google Books, from where readers can browse the full contents or search for specific terms. A total of 206,605 views of UNESCO publications were logged on Google Books in July and August.

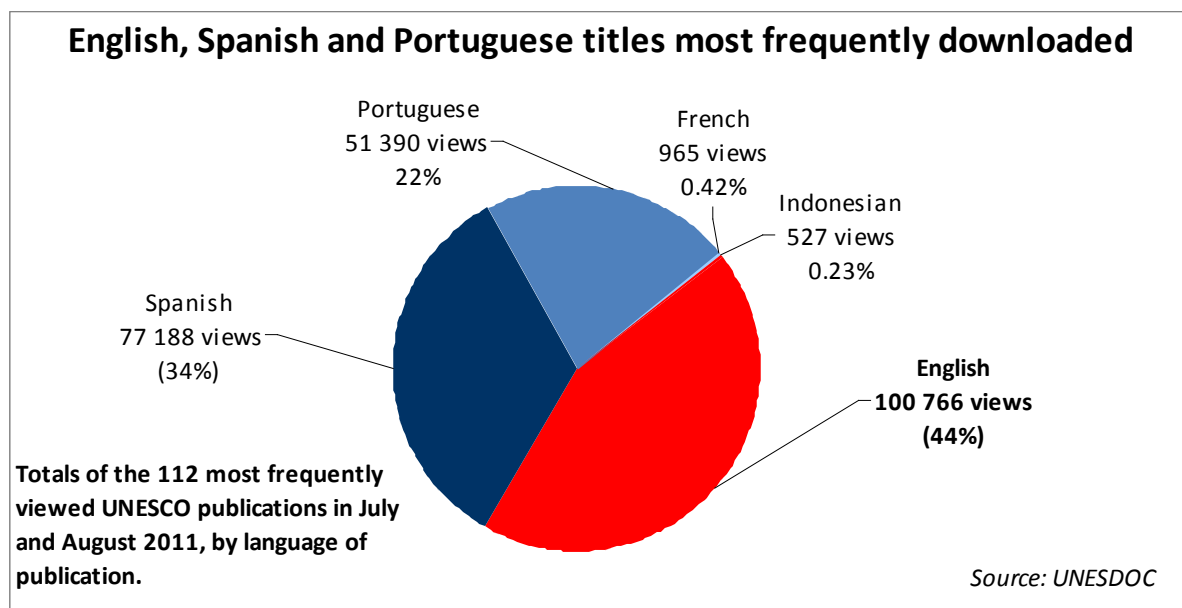
6.1. Top 10 most consulted PDFs (UNESDOC)

▪ In July

	Title	Sector	Language	Views	Published
1	<i>História geral da Africa</i> , I-VIII (General History of Africa, Volumes 1-8)	CLT	Portuguese	10 953	Brasilia, 2010
2	<i>General History of Africa</i> , Volumes 1-8. English	CLT	English	5 357	Paris, 1985
3	<i>Hacia las sociedades del conocimiento: informe mundial de la UNESCO</i> (Towards Knowledge Societies: UNESCO World Report)	all	Spanish	3 383	Paris, 2005
4	<i>Los Siete saberes necesarios para la educación del futuro</i> (Seven complex lessons in education for the future)	ED	Spanish	2 671	Paris, 1999
5	<i>Actividades de educación ambiental para las escuelas primarias: sugerencias para confeccionar y usar equipo de bajo costo</i> (Environmental education activities for primary schools: suggestions for making and using low cost equipment)	ED	Spanish	2 350	Santiago, 1997
6	<i>Case study on the effects of tourism on culture and the environment: Nepal; Chitwan-Sauraha and Pokhara-Ghandruk</i>	CLT	English	2 228	Bangkok, 1995
7	<i>EFA Global Monitoring Report, 2011: The Hidden Crisis - Armed Conflict and Education</i>	ED	English	1 958	Paris, 2011
8	<i>Education for change: past, present and future</i>	ED	English	1 678	
9	<i>Las Tecnologías de la información y la comunicación en la formación docente: guía de planificación</i> (Information and communication technologies in teacher education: a planning guide)	ED	Spanish	1 590	Paris, 2004
10	<i>La Filosofía, una escuela de la libertad: enseñanza de la filosofía y aprendizaje del filosofar; la situación actual y las perspectivas para el futuro</i>	SHS	Spanish	1 571	Paris, 2011

▪ In August

	Title	Sector	Language	Views	Published
1	<i>História geral da Africa, I-VIII (General History of Africa, Volumes 1-8)</i>	CLT	Portuguese	18 711	Brasilia, 2010
2	<i>Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards Knowledge Societies: UNESCO World Report)</i>	all	Spanish	6 081	Paris, 2005
3	<i>Actividades de educación ambiental para las escuelas primarias: sugerencias para confeccionar y usar equipo de bajo costo (Environmental education activities for primary schools: suggestions for making and using low cost equipment)</i>	ED	Spanish	4 634	Santiago, 1997
4	<i>Case study on the effects of tourism on culture and the environment: Nepal; Chitwan-Sauraha and Pokhara-Ghandruk</i>	CLT	English	3 908	Bangkok, 1995
5	<i>O Índio brasileiro: o que você precisa saber sobre os povos indígenas no Brasil de hoje</i>	ED	Portuguese	3 700	Brasilia, 2006
6	<i>General History of Africa, Volumes 1-8.</i>	CLT	English	3 295	Paris, 1985
7	<i>EFA Global Monitoring Report, 2011: The Hidden Crisis - Armed Conflict and Education</i>	ED	English	2 668	Paris, 2011
8	<i>Convivencia democrática, inclusión y cultura de paz: lecciones desde la práctica educativa innovadora en América Latina</i>	ED	Spanish	2 499	Chile, 2008
9	<i>Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)</i>	ED	Spanish	2 208	Paris, 1999
10	<i>Las Tecnologías de la información y la comunicación en la formación docente: guía de planificación (Information and communication technologies in teacher education: a planning guide)</i>	ED	Spanish	2 142	Paris, 2004



6.2. PDF consultations of UNESCO flagship publications (UNESDOC)

▪ In July

	Title	Language	PDF views June 2011	PDF views 2010
1	<i>História geral da Africa, I-VIII (General History of Africa, Volumes 1-8)</i>	Portuguese	10953	<i>Publ. Dec. 2010</i>
2	<i>General History of Africa, Volumes 1-8</i>	English	5357	213
3	<i>Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards Knowledge Societies: UNESCO World Report)</i>	Spanish	3383	38 906
4	<i>Los Siete saberes necesarios para la educación del futuro</i>	Spanish	2671	17 417
5	<i>EFA Global Monitoring Report, 2011: The Hidden Crisis - Armed Conflict and Education</i>	English	1958	<i>Publ. 2011</i>
6	<i>UNESCO Science Report, 2010: the current status of science around the world</i>	English	898	1 802
7	<i>Reaching the marginalized: EFA global monitoring report, 2010</i>	English	810	<i>Publ. Nov 2010</i>
8	<i>Water: a shared responsibility; the United Nations world water development report 2</i>	English	771	15 219
9	<i>World Social Science Report, 2010: Knowledge Divides</i>	English	668	<i>Publ. Jun 2010</i>
10	<i>Towards knowledge societies: UNESCO world report</i>	English	584	7 116
11	<i>Investing in cultural diversity and intercultural dialogue: UNESCO world report</i>	English	525	13 473
12	<i>Investing in cultural diversity and intercultural dialogue: UNESCO world report</i>	Spanish	509	2 968
13	<i>Engineering: issues, challenges and opportunities for development; UNESCO report</i>	English	461	<i>Publ. Oct. 2010</i>
14	<i>Les sept savoirs nécessaires à l'éducation du futur (Seven complex lessons in education for the future)</i>	French	425	7 890
15	<i>Atteindre les marginalisés: Rapport mondial de suivi sur l'EPT 2010 (Reaching the marginalized: EFA global monitoring report, 2010)</i>	French	99	<i>Publ. Nov 2010</i>

▪ In August

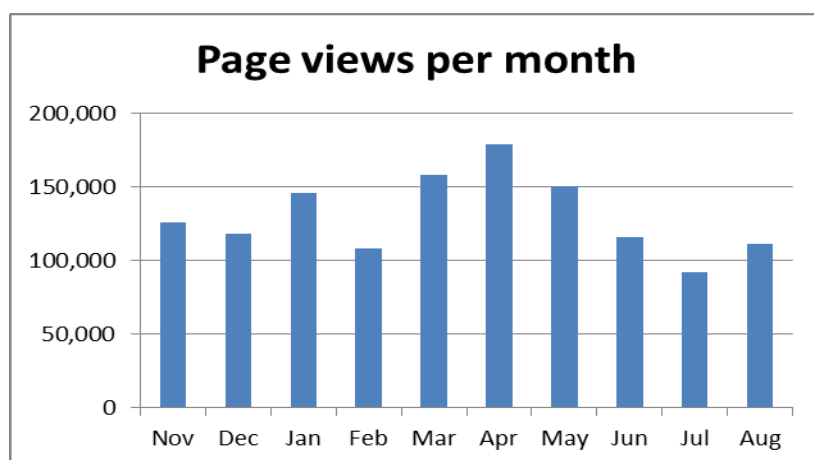
	Title	Language	PDF views June 2011	PDF views 2010
1	<i>História geral da Africa, I-VIII (General History of Africa, Volumes 1-8)</i>	Portuguese	18711	<i>Publ. Dec. 2010</i>
2	<i>Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards Knowledge Societies: UNESCO World Report)</i>	Spanish	6081	38 906
3	<i>General History of Africa, Volumes 1-8</i>	English	3295	213
4	<i>EFA Global Monitoring Report, 2011: The Hidden Crisis - Armed Conflict and Education</i>	English	2668	<i>Publ. 2011</i>
5	<i>Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)</i>	Spanish	2208	17 417
6	<i>Reaching the marginalized: EFA global monitoring report, 2010</i>	English	2017	<i>Publ. Nov 2010</i>
7	<i>Water: a shared responsibility; the United Nations world water development report 2</i>	English	1182	15 219
8	<i>UNESCO Science Report, 2010: the current status of science around the world</i>	English	947	1 802
9	<i>Engineering: issues, challenges and opportunities for development; UNESCO report</i>	English	735	<i>Publ. Oct. 2010</i>
10	<i>World Social Science Report, 2010: Knowledge Divides</i>	English	697	<i>Publ. Jun 2010</i>
11	<i>Towards knowledge societies: UNESCO world report</i>	English	629	7 116

12	<i>Investing in cultural diversity and intercultural dialogue: UNESCO world report (2009)</i>	English	629	13 473
13	<i>Invertir en la diversidad cultural y el diálogo intercultural: Informe mundial de la UNESCO (Investing in cultural diversity and intercultural dialogue: UNESCO world report)</i>	Spanish	477	2968
14	<i>Les sept savoirs nécessaires à l'éducation du futur (Seven complex lessons in education for the future)</i>	French	348	7890
15	<i>Atteindre les marginalisés: Rapport mondial de suivi sur l'EPT 2010 (Reaching the marginalized: EFA global monitoring report, 2010)</i>	French	93	<i>Publ. Nov. 2010</i>

6.3 Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, 133 UNESCO publications (mainly new titles) are available on the service, which allows readers to search for and browse these books online.

Month	Publications on Google Books	Pages viewed	Book visits	Book visits with buy clicks
July 2011	133	92 270	6 356	82
August 2011	133	111 335	6 853	85



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

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

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

6.4 UNESCO Bookshop bestsellers*

Bookshop sales of UNESCO publications, top 5

▪ In July

Title	Copies sold	Sector
1 Tell me about...the slave trade	104	DPI
2 Unfinished business/a comparative survey of historical and contemporary slavery	30	CLT
3 The World's Heritage: A Complete Guide to the Most Extraordinary Places	12	CLT/WHC
4 Raconte-moi... l' esclavage	6	DPI
5 Raconte-moi... l'UNESCO	3	DPI

▪ In August

Title	Copies sold	Sector
1 The World's Heritage / A Complete Guide to the Most Extraordinary Places	21	CLT/WHC
2 Manual on harmful marine microalgae	15	IOC
3 Tell me about...world heritage	15	DPI
4 Explique-moi...la terre	5	DPI
5 Investing in cultural diversity and intercultural dialogue	5	CLT

Bookshop sales of non-UNESCO publications, top 5

In July

	Title	Copies sold	Publisher
1	Le Patrimoine mondial de l'UNESCO, 3e édition	5	Ouest France
2	UN Today	4	UN
3	Las naciones unidas hoy	4	UN
4	<i>Papa tu peux sauver la planète</i> (colouring book)	2	UN
5	Places for Wonder and Discovery	1	Our Place

In August

	Title	Copies sold	Publisher
1	Le Patrimoine mondial de l'UNESCO, 3e édition	10	Ouest France
2	Patrimoine mondial de l'UNESCO : Les sites français	7	Gelbart
3	UN Today	5	UN
4	<i>Papa tu peux sauver la planète</i> (colouring book)	5	UN
5	Charte des Nations Unies	4	UN

6.5 Online and international sales

Online and international sales of UNESCO Publications, top 5*

In July

	Title	Copies sold	Sector
1	Migration and climate change	45	SHS
2	Atlas des langues en danger dans le monde	40	CLT
3	Aux sources des musiques du monde: musiques de tradition orale	30	CLT
4	Temoins de l'histoire - recueil de textes et documents relatifs au retour des objets culturels	28	CLT
5	Mapping out the research-policy matrix: highlights from the first international forum on the social science-policy nexus	28	SHS

In August

	Title	Copies sold	Sector
1	Water in a Changing World - the United Nations World Water Development Report 3	14	SC
2	Freedom of connection - freedom of expression: the changing legal and regulatory ecology shaping the internet	13	CI
3	Patrimoine mondial n° 60 patrimoine mondial dans les pays du golfe (numéro spécial) issn 1020-4520	11	WHC
4	Seven complex lessons in education for the future	8	ED
5	UNESCO science report 2010 - the current status of science around the world	7	SC

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

Bookshop sales of UNESCO publications, lowest sellers over July/August

Title	Copies sold	Sector
L'éducation pour l'inclusion / de la recherche	0	IIEP
Atlas de las lenguas del mundo en peligro de desaparición	0	CLT
Engineering: Issues Challenges and Opportunities	0	SC
UNESCO Science Report 2010	0	SC
Advanced Simulation and Modelling for Urban Groundwater Management	0	IHP

Online and international sales of UNESCO publications, lowest sellers over July/August

Title	Copies sold	Sector
Challenge of indigenous education: practice and perspectives	1	ED
Savoir et pouvoir une alphabétisation pour les femmes	1	ED/BAS
Femmes et politiques urbaines	1	SHS
Unfinished business: a comparative survey of historical and contemporary	1	CLT
Intl tectonic map of africa sheet 8 + notice	1	SC

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

6.7 Licensing and co-publishing agreements and amendments in July and August 2011

▪ In July 2011

Contract No.	Title	Publisher	Language	Date of signature
J. 2011-015	Climate Change Starter's Guide	United Nations Environment System	English	25/07/2011
J. 2011-016	YouthXChange Climate Change and Lifestyle Guidebook	United Nations Environment System	English	25/07/2011

▪ In August 2011

Contract No.	Title	Publisher	Language	Date of signature
J. 2011-017	Rapport Mondial sur les Sciences Sociales – Divisions dans les Savoirs	Editions du Croquant/ CODESRIA	French	19/08/2011
J. 2011-018	Education for All Global Monitoring Report 2011-The Hidden Crisis: Armed Conflict and Education	Mayol ediciones S.A.	Spanish	08/08/2011
J. 2011-019	World Heritage/Patrimoine Mondial/Patrimonio Mundial	Publishing for Development Ltd	English/ French/ Spanish	23/08/2011
J. 2011-020	Education for All Global Monitoring Report 2011-The Hidden Crisis: Armed Conflict and Education (+ Cancellation of co-publishing agreement n° J. 2011-014)	China Translation and Publishing Corporation	Chinese	12/08/2011

6.8 Permissions granted to use or translate UNESCO content in July and August

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
AltaMira Press and Rowman & Littlefield Pub. Inc., through Seair Smith, USA	extracts from "The Museum, a temple or the forum" In Journal of World History, pp. 189-202, © UNESCO 1972	inclusion in <i>Reinventing the Museum: The Evolving Conversation of the Paradigm Shift</i> , 2000 paperback sold at US\$ 49,95 & 150 hardback sold at US\$ 90,00, Spring 2010	due acknowledgement of UNESCO, fee = US\$ 100; provision of one copy	04/07
Wiley, on behalf of Larry W. Mays, State University of Arizona, USA	One figure 2,2,2 from <i>Urban water cycle processes and interactions, IHP-VI, Technical Documents in Hydrology, No. 78</i> © UNESCO 2006	inclusion in <i>Water Resources Engineering</i>	due acknowledgement of UNESCO; free of charge	12/07

Editions Sous la Lime, Daniel Repoux, France	11 poèmes extraits de <i>Un pays, un poème, un enfant, anthologie</i> © Le Cherche midi / UNESCO 2002	adaptation musicale + livret des textes, 1000 ex., 18 €, octobre/novembre 2011	mention de la source ; à titre gracieux ; envoi d'un exemplaire justificatif	06/07
Larry W. Mays, State University of Arizona, USA	One figure from <i>World distribution of arid and semi-arid homoclimates</i> , Rev. Res. On Arid Zone Hydrology, UNESCO, Paris pp. 203-210, 1953; Table 3.4 and 3.5 from <i>Urban Drainage in Specific Climates</i> , Volume III, 2001; Figure 1.2 from <i>IHP, Technical Publications in Hydrology</i> , No.78, 2006; <i>El Nino: Fact and Fiction</i> , UNESCO Publishing, 2000, fig. 4, p. 183; Table 11.2 from <i>Water in a Changing World, United Nations Water Development Report 3</i> , 2009	inclusion in <i>Ground and Surface Water Hydrology</i> , 7,345 copies, US\$169,95, July 2011	due acknowledgment of UNESCO; free of charge; provision of one copy	08/07
Centre for Democracy Education, Czech Republic, through Jan Fronek	Article "Tool for Quality Assurance of Education for Democracy Citizenship in Schools", © UNESCO, Council of Europe, CEPS 2005	translation into Czech, 30 copies to be distributed free of charge, August 2011 + website	due acknowledgment of UNESCO; free of charge; provision of one copy	11/07
Maison de la Poésie de Nantes, Maude Mazeau, France	2 poèmes "Andrés" et "Cerf" extraits de <i>Poèmes choisis</i> , Tomaz Salamun, © UNESCO 1994 pour la traduction française	lecture publique (enregistrement sur CD), 500 ex. offerts à l'achat de la Revue Gare Maritime 2011, septembre 2011	mention de la source ; à titre gracieux ; envoi d'un exemplaire justificatif	11/07
CRDP de Basse-Normandie, France, Céline Fresquet-Brière	<i>Déclaration de Grünwald sur l'éducation aux médias</i> , adoptée le 22 janvier 1982 © UNESCO 1982	<i>De l'élève au citoyen : les enjeux du parcours civique</i> (école, collège, lycée), juillet 2011, 1500 ex. 12 €	mention de la source ; à titre gracieux ; envoi d'un exemplaire justificatif	11/07
Kyogakusha, Japan, through Kiyotaka Sanada	<i>Tell me about the Oceans</i> , pp. 6-7 © UNESCO 2003 (text only)	textbook for Japanese Universities' entrance examinations Gakushuin Daigaku (2012-2015 editions, total print run 6800 copies, JPY 1980)	due acknowledgment of UNESCO; free of charge; provision of one copy	12/07
McGraw-Hill Education, through Owen Kavanagh, Australia	<i>UNWWDR: Water for People, Water for Life - Executive Summary</i> , 2003 , fig. 1 p. 9 and table 4 p. 27 © UNESCO 2003	tertiary-level textbook "Microeconomics 9E", September 2011, 5000 copies, A\$ 119,95 + electronic password-protected version on McGraw Hill Education's website	due acknowledgement of UNESCO, fee = US\$ 150; provision of one copy	18/07

Pro-Copy, Inc. On behalf of the University of South Florida, USA, through Patricia Bauman	<i>EFA GMR 2007: Strong foundations: early childhood care and education</i> pp. 1-16 © UNESCO 2006; <i>EFA GMR 2010: Reaching the Marginalized</i> : pp. 1-20 "Regional Overview: Latin America and the Carribean" © UNESCO 2010; "Caring and Learning together: a Case Study of Jamaica", In <i>Early Childhood and Family Policy Series No. 21</i> , 2011, pp. 1-85 © UNESCO 2011	27 copies of each extract for custom Course Packet for Jamaica Masters Program at the University of South Florida	due acknowledgment of UNESCO; free of charge	19/07
Nihon University Graduate School, Admission Services Section, Office of Academic Affairs, Japan, through Aya Nagata	100-word quote extract from an online article "Leading the international agenda", EFA section	for inclusion in an English Test of entrance, August 2011, 200 copies, free of charge	due acknowledgment of UNESCO; free of charge	19/07
University of Guelph Library, E-learning and Reserve Services, Canada, through Mary Purdy	pp. 64-92 from <i>Introduction to Persian Literature</i> , © UNESCO 1969 for the English translation	for inclusion in a Private study for students (on intranet, password-protected)	due acknowledgment of UNESCO; free of charge	20/07
The Permissions Group on behalf of Bedford/St/Martin's, USA, through Heather Salus	extract from <i>The Hope of the Universe</i> , p. 105 © UNESCO 1983	for inclusion in <i>A History of World Societies</i> , textbook, 76500 copies + Ebook version	due acknowledgement of UNESCO, fee = US\$ 250; provision of one copy	20/07
Totus Consulting Pvt. Ltd., India, through Ganesh Chella	<i>Understanding Life skills</i> , online document © UNESCO 1995-2011	for inclusion in <i>Why help matters in today's workplace?</i> , publ. Tata McGraw-Hill, 2200 copies, Rs. 300 per unit, October 2011	due acknowledgment of UNESCO; free of charge; provision of one copy	20/07
SCEREN-CNDP, France, Adeline Riou	Graphique p.11 "Distribution mondiale des dépenses publiques pour l'Education, du PIB et de la population âgée de 5 à 25 ans par région et pour des pays sélectionnés, 2004" extrait de <i>Recueil de données mondiales sur l'éducation 2007</i> © UNESCO 2007	Manuel scolaire <i>Etudes de cas de géographie 5ème</i> , 3500 ex., 20 €, septembre 2011	mention de la source ; à titre gracieux ; envoi d'un exemplaire justificatif	22/07
Bill Smith Group, through Jill Krupnik, USA	article "The New feminism explosion in the USA" In the <i>UNESCO Courier</i> , 1975 pp.28-31 © UNESCO 1975 & article "Women's Lib, 30 years of progress" In the <i>UNESCO Courier</i> , 1975 pp.4-9 © UNESCO 1975	inclusion in <i>Perspectives on Modern World History: The Women's Liberation Movement, Vol. 1</i> , to be published by Gale, first quarter 2012, 4000 copies, US\$39,70	due acknowledgment of UNESCO; free of charge	25/07

Editions Belin, France, Anne Michel	article sur le site Internet "Le repas gastronomique des français" © UNESCO 1995-2011	<i>Manuel Géographie 1ère</i> , fin 2011, 50000 ex., 28 €	mention de la source ; redevance = 150 € ; envoi d'un exemplaire justificatif	25/07
PreMediaGlobal on behalf of Cengage Learning, USA, through Robin Kristoff	Seville Statement on Violence, 1986 © UNESCO 1986	<i>International Relations: Perspectives, Controversies and Readings</i> , 10960 copies, US\$90,75, 2013 + electronic version	due acknowledgement of UNESCO, fee = US\$ 100; provision of one copy	26/07
The Pelican Web of Solidarity and Sustainability, through Luis T. Gutierrez	program and theme descriptions of UNESCO's "Education for Sustainable Development" (website) © UNESCO 1995-2011	online <i>Journal of Sustainable Human Development - Mother Pleican</i> , online, free access	due acknowledgement of UNESCO, free of charge	27/07
Pearson Education Inc., through Warren Drabek, USA	fig. 61 p. 424 & fig. 73 p. 456 from <i>History of Mankind, Part 1</i>	inclusion in <i>Urbanization</i> , October 2011, 100 000 copies, US\$109,05, + eBook version	due acknowledgement of UNESCO, fee = US\$ 300; provision of one copy	28/07
Ullr Labs LLC, USA, through L. Robert Hoffman	<i>The International Classification for seasonal Snow on the Ground, IHP-VII, Technical Documents in Hydrology, No. 83</i> , Appendix A.1 pp.13-20, A.3 pp. 22-37 and A.4 pp. 38-39 (photographic credits)	inclusion in an avalanche mobile telephone software application, part of a package US\$10 per user	due acknowledgement of UNESCO, fee = US\$ 100; provision of one copy, time-limit of 5 years	28/07

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

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

Presently, it is a quarterly 56 pages magazine published in the 6 official languages. The PDF is available on *The UNESCO Courier* website, and sent by e-mail to the subscribers. The printed version is sent to the Member States/Partners mailing list.

The number of subscribers in English and French has substantially increased during the period of July-August: they trebled in English and doubled in French. The figures show that the number of readers did not decrease during the summer period. As a result of problems experienced with the electronic mailing list in June, the figures available for the Arabic and Portuguese subscribers are not viable.

In August, The Kjemisk institutt (Oslo, Norway) ordered 500 copies of the "Chemistry and Life" issue (n°1-2011), and will cover the printing and delivery to Norway costs.

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

▪ In July

Language	Last issue PDF downloads	All issues PDF downloads	New subscribers	Total subscribers	Variation vs M-1	Printed copies
English	785	7 584	137	N/A**	N/A**	2 500
French	217	4 895	171	N/A**	N/A**	1 700
Spanish	592	6 506	136	N/A**	N/A**	600
Russian	41	169	10	N/A**	N/A**	250
Arabic	N/A	173	7	N/A**	N/A**	450
Chinese	N/A	191	1	N/A**	N/A**	100
Portuguese	N/A*	126	5	N/A**	N/A**	-
TOTAL	1 635	19 644	467	N/A**	N/A**	5 600

* The last issue "Youth" is not available yet in Portuguese.

** The total is only available for August.

▪ In August

Language	Last issue PDF downloads	All issues PDF downloads	New subscribers	Total subscribers	Variation vs M-1	Printed copies
English	1 739	7 190	207	30 111	+1.35%	0
French	602	4 159	87	14 844	+1.96%	0
Spanish	1 048	8 690	136	12 630	+3.20%	0
Russian	126	241	3	1 696	+0.83%	0
Arabic	19	100	7	2 157	N/A	0
Chinese	10	172	1	2 406	N/A	0
Portuguese	N/A*	200	0	1 968	N/A	0
TOTAL	3 544	20 752	441	65 812	+13.10%	0

* The last issue "Youth" is not available yet in Portuguese.

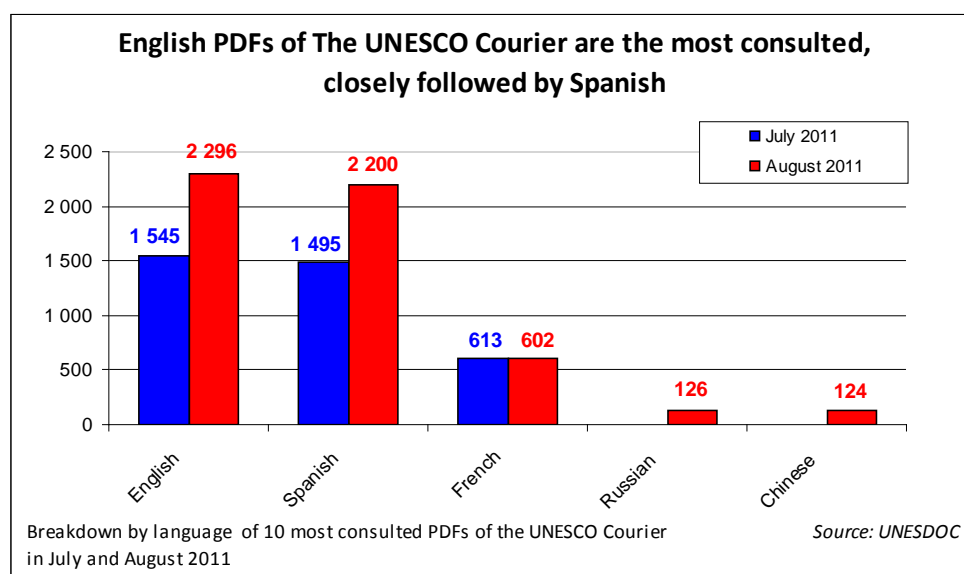
7.2. Top 10 most consulted PDFs (UNESDOC)

▪ In July

	Title	Language	PDF consulted	Published
1	How youth drive change	English	785	July 2011
2	How youth drive change	Spanish	592	July 2011
3	Chemistry and life	English	440	January 2011
4	Chemistry and life	Spanish	402	January 2011
5	Women conquering new expanses of freedom	Spanish	330	June 2011
6	Women conquering new expanses of freedom	English	320	June 2011
7	Women conquering new expanses of freedom	French	239	June 2011
8	How youth drive change	French	217	July 2011
9	The Ramayana and the Mahabharata: two epics of Asia	Spanish	171	December 1967
10	Rebirth for Haiti	French	157	September 2010

▪ In August

	Title	Language	PDF consulted	Published
1	How youth drive change	English	1739	July 2011
2	How youth drive change	Spanish	1048	July 2011
3	Chemistry and life	Spanish	769	January 2011
4	How youth drive change	French	602	July 2011
5	Chemistry and life	English	406	January 2011
6	The Ramayana and the Mahabharata: two epics of Asia	Spanish	211	December 1967
7	Women conquering new expanses of freedom	Spanish	172	June 2011
8	Women conquering new expanses of freedom	English	151	June 2011
9	How youth drive change	Russian	126	July 2011
10	Chemistry and life	Chinese	124	January 2011



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

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

8.1. Number of events by “Major Programmes”

Major Programme	Total		Organized by					
			Headquarters		Field Offices		Institutes	
	July	August	July	August	July	August	July	August
CI	4	6			4	6		
CLT	20	7	4	1	16	6		
ED	7	1	6	1	1			
ERI	1	2	1	2				
ODG	2		2					
SC	8	10	7	8	1	2		
SHS	10	8	5	4	5	4		
ADM	2		2					
BSP	2		2					
GBS/SCX	2		2					
HRM	1		1					
Total	59	34	32	16	27	18		

8.2. Events organized by Field Offices/Institutes

	July	August
Accra	1	1
Bangkok		1
Brasilia	1	1
Dakar		1
Havana	3	
Jakarta	4	1
Katmandu	2	
Kingston	1	
Kinshasa		1
Montevideo	3	2
Moscow	1	
Rabat	1	
San Jose	1	1
Venice	6	4
Windhoek	3	5
Total	27	18

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

Type of Events taking place	at HQS		away from HQS	
	July	August	July	August
Category 2-Intergovernmental meeting	2		1	
Category 4- International Congress	1		-	
Category 5- Advisory Committee	-		-	
Category 6-Expert Committee	1	1	2	
Category 7-Seminars and Workshops	2		13	13
Category 8-Symposium	1		1	2
Concert	1		-	
Exhibition	-	1	4	2
Event under UNESCO Patronage			-	
Film Projection	1		1	
Information Meeting with Permanent Delegations	2		-	
Interagency Meeting	-		4	
Intersectorial Meeting	-		-	
Meeting by Member States or Institutions	-		6	6
General Conference	1		-	
Fundraising Gala				1
Special Event	3		3	4
Working group/Expert Meeting	1		5	4
Executive Board	1		-	
Headquarters Committee	2		-	
Total	19	2	40	32

9. UNESCO Headquarters

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

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

9.1. Conferences and Meetings

9.1.1. Programme Meetings

- In July

Date	Title	Organizer	Place	Public
04/07	Groupes d'experts sur les lignes directrices REL	ED/BHL/HED	Salle VII	40
04/07	Désastres : Savoir, Anthropologies, Ethique	SHS/EST/ST	Salle XII	420
04/07	Réunion du Bureau du Comité du Siège	ADM/HQD/DIR	Salle XIII	80
04-08/07	Réunion de l'Organe consultatif-Convention 2003	CLT/WHC/POL	Salle XIV	50
4-5/07	Roundtable Meeting on the Science, Technology and Innovation Global Assessment Programme (STIGAP)	SC/PSD/SPS	Salle XVI	50
05/07	Les implications d'IPSAS sur le système d'incitation au paiement rapide des contributions	BFM/TRS	Salle VIII	50
05/07	Conférence sur la réforme du système éducatif coréen	ED/EO/PMC	Salle XI	200
06/07	Consultative Group Meeting	ED/UNP/HIV	Salle IX	90
06/07	Réunion du Comité de la Coopération Sud-Sud en Education	ED/EO/PMC	Salle XII	400
06/07	176 ^e Session du Comité du Siège	ADM/HQD/DIR	Salle XIII	80
07/07	Réunion d'information du Conseil exécutif	GBS/DIR	Salle X	100
08/07	Première réunion d'information à l'intention des délégations permanentes sur la préparation de la 36e session de la Conférence générale	GBS/SCG	Salle II	300
08/07	Conseil de gestion de la CAM	HRM/SPI	Salle VII	40
08/07	CPM Droits de l'Homme	ERI/NCS/NGO	Salle XVI	50
11-12/07	Réunion d'experts pour la révision de la loi haïtienne sur la protection du patrimoine bâti	CLT/WHC/POL	Salle VI	50
11-15/07	Large Marine Ecosystem meeting	SC/IOC/OSS	Salle XIV	50
13/07	Réunion de consultation avec les Etats membres	BSP/FOR	Salle X	200
18-29/07	ICSC Summer Session in UNESCO	HRM/DIR en collaboration avec ICSC New York	Salle X	200
22/07	ODG/HGA table ronde Herbie Hancock et les délégations permanentes	ERI/DPI/SPE	Salle VII	40
25/07	DG Information Meeting on HIV and AIDS	ED/PSD/HIV	Salle XI	200
26-29/07	Séminaire sur le Manuel "Apprendre à vivre ensemble"	ED/PDE/TED	Salles VI, VII, VIII, IX	80
28-29/07	1 ^e Réunion du Comité international de pilotage pour la Conférence de fin de la Décennie des Nations Unies pour l'éducation en vue du développement durable (DEDD)	ED/PSD/ESD	Salle V	20
Total participation				2 830

- **In August**

Date	Title	Organizer	Place	Public
29-31	Programme Kids ISO 14000 - 9e Séminaire de formation international	ED/PSD/ESD	Salle XVI	50
30/08-1/09	Quiet Ocean Experiment Conference	SC/IOC/OOS	Salles IV, V, VI, VII, VIII	50
Total participation				100

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

9.1.2. External rentals

- **In July**

Date	Title	Organizer	Place	Public
04/07	Conseil exécutif de l'Union Latine	Union Latine	Salle IX	90
11/-13/07	Université d'été - CAMPUS 2011	Association du Rayonnement des Barreaux	Salles I-IV, VI-IX, XI-XII	1 200
Total participation				1 290

- **In August**

Date	Title	Organizer	Place	Public
02/05-08	Conférence sur les thèmes de la précocité des enfants dans la francophonie et à l'international et des droits de l'homme	MENSA France	Salles III, V, VI, VII, VIII, VIIIbis, IX	80
Total participation				80

9.1.3. Electoral Groups Meetings

- **In July**

Date	Title	Organizer	Place	Public
04/07	Réunion du Groupe Electoral II	Délégation d'Azerbaïdjan	Salle XV	30
04/07	Réunion AUC	Délégation du Vietnam	Salle XIII	50
05/07	Réunion du Groupe UE	Délégation de Pologne	Salle XIII	70
05/07	Réunion AUC	Ambassade de la République de Singapour	Salle XIII	70
06/07	Réunion du Groupe des petits Etats insulaires en développement	Délégation de la République de Maurice	Salle XVI	50
07/07	Réunion du Groupe arabe	ALECSO	Salle XIII	50
08/07	Réunion du Groupe ASPAC	Délégation de l'Inde	Salle XV	30
11/07	Réunion du Groupe Electoral II	Délégation d'Azerbaïdjan	Salle XVI	50
11/07	Réunion du Groupe de Genève	Délégation du Japon	Salle XIII	50
12/07	Réunion Plénière du Groupe africain	Délégation d'Angola	Salle XIII	60
13/07	Réunion du Groupe africain	Délégation de Tanzanie	Salle XVI	50
21/07	Réunion plénière du Groupe 77	Groupe 77	Salle XIII	60
26/07	Réunion du Bureau ASPAC	Délégation d'Iran	Salle XV	30
26/07	Réunion du Groupe africain	Délégation de Tanzanie	Salle XVI	50
26/07	Réunion Plénière de l'ASPAC	Délégation d'Iran	Salle XVI	50
Total participation				750

- **In August**

Date	Title	Organizer	Place	Public
22/08	ASPAC Working Group	Délégation de l'Inde	Salle XV	20
22/08	Groupe Electoral II	Délégation d'Azerbaïdjan	Salle XVI	50
25/08	Réunion du Groupe de Genève	Délégation de la République de Corée	Salle XIV	40
Total participation				110

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

- o The June/July electronic calendar was sent to 3 561 subscribers
 - 35 new subscribers
- o The Paper version of the monthly calendar is printed out in 2 500 copies (1 500 in French and 1 000 in English)
- o 2 events have been organized, co-organized and/or promoted in July by DPI/SPE (Special Events Section)
 - 1 show and 1 special event.
- o No cultural events were organized in August

9.2.1. Exhibitions

Date	Title	Organizer	Place	Public*
Until 2/09/2011	World heritage: Genius of Humanity, Splendour of Nature By Our Place	World Heritage Centre	Railings around UNESCO Hqs	N/A
Until 16/09/2011	Our World Heritage By Xinhua	Sector for External Relations and Public Information	Railings around UNESCO Hqs	N/A

9.2.2. Shows and Screenings

Date	Title	Organizer	Place	Public*
29/07/2011	Tribute to Franz Liszt	Permanent Delegation of Hungary	Room I	900

9.2.3. Special Events

Date	Title	Organizer	Place	Public*
4-6/07/2011	Golden nights – Panorama 2011 Two sessions per day: 2:30 p.m. and 5 p.m	Sector for External Relations and Public Information and the Cesar Academy		650
	4 July	-	Room I	250
	5 July	-		200
	6 July	-		200

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

9.3. UNESCO Visits

The Visitors' Service organized a total of 15 visits for **312** visitors in July and 19 visits for **185** visitors in August 2011. Most visitors came within the framework of group visits. The major part of the organized visits was conducted in French for a French public.

1. Requests	July 2011		August 2011	
Number of emails received	62		52	
Number of requests received	28		9	
Accepted requests	52%		67%	
Declined requests	48%		33%	

2. Languages	July 2011		August 2011	
Visits in English	5	34%	7	37%
Visits in French	8	53%	11	58%
Other	2	13%	1	5%

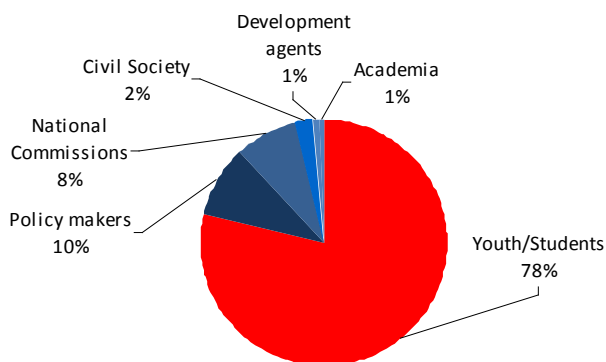
3. Type of visits	July 2011		August 2011	
Individual Visits	3	20%	3	16%
Group Visits	8	53%	11	58%
Spontaneous Visits	3	20%	5	26%
Thematic Conferences	1	7%	3	16%

4. Origin	July 2011		August 2011	
Africa	1	7%	1	5%
Arab States	0	0%	0	0%
Europe and North America *	7	46%	15	79%
Latin America and the Caribbean	1	0%	0	0%
Asia and Pacific	6	40%	3	16%

* Including local demands: in July: 57%; in August: 53%.

5. Audience

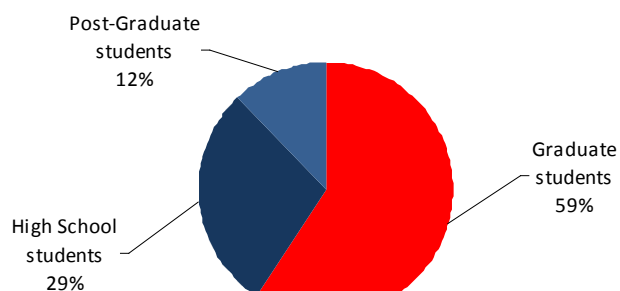
In July, over 3/4 of visitors were young people



Breakdown of 312 UNESCO visitors in July 2011

Source: UNESCO

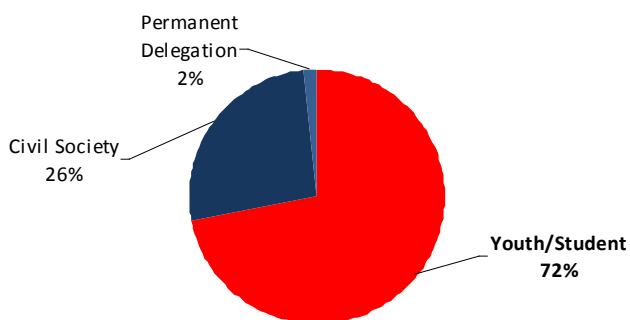
In July, most of young visitors were Graduate Students



Breakdown of 312 UNESCO visitors in July 2011

Source: UNESCO

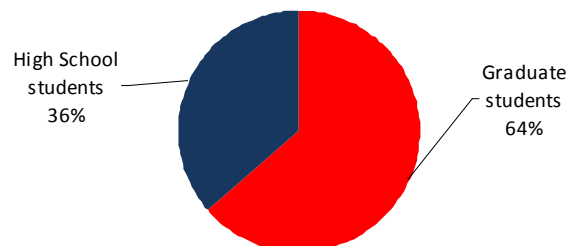
In August, almost 3/4 of visitors were young people, and 1/4 Civil Society



Breakdown of 185 UNESCO visitors in August 2011

Source: UNESCO

In August, over 60 % of young visitors were Graduate Students



Breakdown of 185 UNESCO visitors in August 2011

Source: UNESCO

10. UNESCO logo exposure

10.1. Patronage

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

- **In July:** 12 events which have been granted UNESCO's patronage took place in July 2011:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/07/2011	Croatia	Exhibition to celebrate the inscription of elements from Croatia onto the List of Intangible Cultural Heritage of Humanity	Civil society	CLT
01/07/2011	France	Forum intitulé « Dialogue en humanité » organisé par le maire de Lyon	Policy-makers, development agencies, & civil society	CLT
01/07/2011	Montenegro	International Festival Kotor Art	Civil society	CLT
01/07/2011	Poland	The 7th Brave festival against cultural exile in Wroclaw entitled « Masks »	Civil society	CLT
03/07/2011	Russia	The 5 th Children of Asia International Sports Games	Children and young people	SHS
03/07/2011	Sweden	Photographic exhibition by Mr Anders Ryman entitled "Rites of Life" in London	General public	CLT
07/07/2011	Cyprus	Forum organised by the Tyre Foundation entitled « Past, Present, Future »	Policy makers & civil society	CLT
09/07/2011	France	Le Forum III de la Ligue des Cités Cananéennes, Phéniciennes et Puniques à Larnaca organisé par l'Association internationale pour la sauvegarde de Tyr	Policy-makers, development agencies & experts	CLT
19/07/2011	Australia	Conference of the international network of women engineers and scientists	Scientists, researchers and academia	SC
19/07/2011	Poland	La cérémonie d'inauguration de la plaque commémorative de l'inscription des Archives de l'Institut Kultura polonais au Registre Mémoire du monde	Civil society, policy-makers & researchers	CI
19/07/2011	Republic of Korea	International forum in Seoul on the return of cultural properties	Policy-makers & cultural experts	CLT
23/07/2011	Republic of Korea	Youth Martial Arts Jamboree	Youth & students	SHS

- **In August:** 8 events which have been granted UNESCO's patronage took place in August 2011:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
05/08/2011	Croatia	The Sinjska Alka, a knight's tournament in Sinj	Civil society	CLT
11/08/2011	Bosnia & Herzegovina	"Silvertown Shine" – a youth music festival in Srebrenica	Youth & students	CLT
11/08/2011	Republic of Korea	World Horseback Archery Championship	Youth & civil society	SHS
14/08/2011	Australia	Conference entitled "Towards Global Artificial Photosynthesis: energy, nanochemistry and governance", organized by Australian National University	Scientists/researchers & policy-makers	SC
22/08/2011	Bulgaria	The 22 nd international congress of Byzantine	Scientists, researchers &	CLT

		studies in Sofia	academia	
31/08/2011	Germany	Conference about Russian literature in German speaking Europe dedicated to Lomonosov	Researchers/academia	CLT
31/08/2011	France	Publication de M. Joe Bunni intitulée « Plus ou moins 5 mètres »	General public	SC/IOC
31/08/2011	Spain	Publication entitled "The Chemical Element: chemistry's contribution to our global challenge" by Mr Janier Garcia-Martinez and Mrs Elena Serrano-Terregrosa of University of Alicante	Scientists/researchers & general public	SC

10.2. Logo production

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

In July 2011: 43 new logos have been elaborated for internal and external audiences: 42% for the Secretariat, 35% for Intergovernmental Programme members, 14% for Network members, 2% for Member States, 7% for the Sectors partners.

In August 2011: 52 new logos have been elaborated for internal and external audiences: 59% for the Sectors partners, 23% for the Secretariat, 8% for Member States, 6% for Intergovernmental Programme members, 4% for Anniversaries.

11. Media Partnerships

UNESCO has partnership agreements with the media, such as newspaper companies (Asahi Shimbun / Japan, Dong-A Daily and The Chosun Ilbo / Korea) and TV networks (NHK and TBS / Japan, SWR / Germany). Memoranda of Understanding have been recently signed with major press agencies (RIA Novosti / Russia, Xinhua News Agency / People's Republic of China, Al Jazeera / Qatar).

The general purpose of these partnerships is to enhance public awareness of our message and activities through written and audiovisual products where the name and logo of UNESCO is present. The results of these partnerships are measurable according to the area of collaboration (e.g. intangible cultural heritage) in terms of UNESCO name and logo exposure to the Media audience (statistical data) and comments by the readers/audience if any.

11.1.NHK (Japan)

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

Partnership began: August 2004, renewed in August 2009

Duration: until December 2012

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

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

Area of broadcast: **Japan and Worldwide**

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

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

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

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

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

Regular programs in July and August

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

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

The total number of audience accessed to the programs in July and August in the Kanto region was estimated:

63 189 625/per month (for the first broadcast only)

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

Special programs in August

<i>Date</i>	<i>Subject</i>	<i>Title</i>	<i>Format</i>	<i>Audience Share</i>
6/8	Search and Go! Treasured World Heritage	"War and Peace"	73 minutes	6.3%
17/8	Search and Go! Treasured World Heritage	"Adventure"	73 minutes	12.5%
10-12/8	World Heritage: A 10,000-year Odyssey series	(3 episodes)	89 minutes *Satellite channel only	1% per episode

The total number of households accessed to the special program in August in the Kanto region was estimated at $1\ 116\ 675 + 2\ 215\ 625 + (177\ 250 \times 3)$: **3 864 050 households = 8 887 315 viewers**

11.2. TBS (Japan)

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

Partnership began: 1994

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

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

Countries and regions of broadcast: **Japan**

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

Sponsorship: **SONY**

▪ **In July**

Date	Subject	Format	Audience Share
03/07	Ogasawara Islands http://www.tbs.co.jp/heritage/archive/20110703.html	30 minutes	6.4%
10/07	Las Médulas http://www.tbs.co.jp/heritage/archive/20110710.html	30 minutes	4.8%
17/07	Ancient ksour of Ouadane, Chinguetti, Tichitt and Oualata http://www.tbs.co.jp/heritage/archive/20110717.html	30 minutes	3.2%
24/07	Sagarmatha National Park 1 http://www.tbs.co.jp/heritage/archive/20110724.html	30 minutes	5.5%
31/07	Sagarmatha National Park 2 http://www.tbs.co.jp/heritage/archive/20110731.html	30 minutes	4.8%

Average audience share in July: **4.9 percent** (for the first broadcast)
 Estimate number of viewers in Japan: **4 470 000** (for the first broadcast)
 Estimate number of viewers for rebroadcast: **1 000 000** (for the rebroadcast)
 The total number of audience accessed to the program in July was estimated at **22 350 000**.

▪ **In August**

Date	Subject	Format	Audience Share
07/08	Seventeenth-century canal ring area of Amsterdam inside the Singelgracht http://www.tbs.co.jp/heritage/archive/20110807.html	30 minutes	4.7%
14/08	No broadcast	N/A	N/A
21/08	Bikini Atoll, nuclear tests site http://www.tbs.co.jp/heritage/archive/20110821.html	30 minutes	4.9%
28/08	No broadcast	N/A	N/A

Average audience share in August: **4.8 percent** (for the first broadcast)
 Estimate number of viewers in Japan: **4 380 000** (for the first broadcast)
 Estimate number of viewers for rebroadcast: **1 000 000** (for the rebroadcast)
 The total number of audience accessed to the program in August was estimated at **8 760 000**
 Due to volley ball games and the International Track & Field games, two broadcasts were canceled in August.

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

Area of collaboration: **extensive coverage on UNESCO activities**
 Partnership began: October 2010
 Duration: until December 2012
 Products: **News and interviews**
 Output: **Xinhua website (www://xinhua.org) in Chinese, English, Spanish, French, Russian, Arabic and 20 newspapers and dozen magazines in Chinese**
 Website Page views: **100 000 000 per day** (100 000 000 hits)
 Network: partnership with more than 100 foreign news

▪ **In July**

A total of **95 reports** were released on UNESCO through Xinhuanet in July.

Date	Title & site on the web	Language
1-31/07	http://search.news.cn/language/search.jspa?id=en&t=1&t1=0&ss=&ct=&n1=unesco&x=23&y=10 54 reports released	English
1-31/07	http://search.news.cn/language/search.jspa?id=es&t=1&t1=0&ss=&ct=&n1=unesco 12 reports released	Spanish
1-31/07	http://search.news.cn/language/search.jspa?page=1&id=fr&t2s=2011-7-1&t2e=2011-7-	French

	31&rp=10&n1=UNESCO&n2=&n3=&ct=&np=content&ss=RELEVANCE&t1=0&t=2 16 reports released	
1-31/07	http://search.news.cn/language/search.jspa?id=ru&t1=0&t=1&ss=&btn=0&ct=%D0%AE%D0%9D%D0%95%D0%A1%D0%9A%D0%9E&n1=%D0%AE%D0%9D%D0%95%D0%A1%D0%9A%D0%9E&np=content 5 reports released	Russian
1-31/07	http://search.news.cn/language/arSearch.jspa?id=ar&t=1&t1=0&ss=&ct=&n1=%D8%A7%D9%84%D9%8A%D9%88%D9%86%D8%B3%D9%83%D9%88&button=%D8%A7%D8%A8%D8%AD%D8%AB 8 reports released	Arabic
In July, a total of 95 reports were released on UNESCO through Xinhuanet.		

▪ **In August**

Date	Title & site on the web	Language
1-31/08	http://search.news.cn/language/search.jspa?page=1&id=en&t2s=&t2e=&rp=20&n1=%75%6e%65%73%63%6f&n2=&n3=&ct=&np=content&ss=-PubTime&t1=0&t=1 24 reports released	English
1-31/08	http://search.news.cn/language/search.jspa?id=es&t=1&t1=0&ss=&ct=&n1=UNESCO 7 reports released	Spanish
1-31/08	http://search.news.cn/language/search.jspa?id=fr&t=1&t1=0&ss=&ct=&n1=unesco&button=ok 5 reports released	French
1-31/08	http://search.news.cn/language/search.jspa?id=ru&t1=0&t=1&ss=&btn=0&ct=%D0%BF%D0%BE%D0%B8%D1%81%D0%BA+%D0%BF%D0%BE+%D1%81%D0%B0%D0%B9%D1%82%D1%83&n1=%D0%AE%D0%9D%D0%95%D0%A1%D0%9A%D0%9E&np=content 35 reports released	Russian
1-31/08	http://search.news.cn/language/arSearch.jspa?id=ar&t=1&t1=0&ss=&ct=&n1=%D8%A7%D9%84%D9%8A%D9%88%D9%86%D8%B3%D9%83%D9%88 4 reports released	Arabic
In August, a total of 75 reports were released on UNESCO through Xinhuanet.		

11.4. RIA Novosti

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

Partnership began: September 2010

Duration: until December 2013

Products: **News and interviews**

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

Website Page views:

Network: partnership with more than 100 foreign news media

▪ **In July**

Date	Title	Language	Page views
01/07	High water flooded two hot springs in the Valley of geysers in Kamchatka http://eco.ria.ru/danger/20110701/395956439.html	Russian	76
01/07	The Internet turns encyclopedias into social networks http://ria.ru/analytics/20110701/396025386.html	Russian	518
01/07	UNESCO backed the idea of arranging resort in the North Caucasus http://eco.ria.ru/business/20110701/396115335.html	Russian	128
01/07	WWF Russia collected over 10,000 signatures to protect the "Russian Amazon" http://ria.ru/forest_news/20110701/396108194.html	Russian	252
04/07	Russian spacewalk planned for August http://ria.ru/science/20110704/397186720.html	Russian	149

04/07	Wildfires on Sumatra threatens neighboring countries again http://eco.ria.ru/danger/20110704/397255308.html	Russian	35
07/07	UNESCO experts to discuss Baikal paper mill's impact on Baikal http://eco.ria.ru/nature/20110707/398414349.html	Russian	65
07/07	Russian singer Alsu honored with "Artist of the World" by UNESCO http://ria.ru/culture/20110707/398630666.html	Russian	864
08/07	St. Basil's anniversary to be celebrated for half a year in Moscow http://ria.ru/moscow/20110708/398942858.html	Russian	109
09/07	Athos's role in Russia's life to increase, experts say http://ria.ru/society/20110709/399402837.html	Russian	806
11/07	Live broadcasting of church service in honor of the 450 th anniversary of St. Basil's Cathedral http://ria.ru/religion/20110711/400037497.html	Russian	92
11/07	Patriarch will perform a religious service in Saint Basil's Cathedral http://ria.ru/religion/20110711/400094759.html	Russian	56
11/07	Boat with tourists capsized in Altai, 4 missing http://ria.ru/incidents/20110711/400199668.html	Russian	2 113
11/07	Divers to start searching for the missing people in Teletskoe Lake on Tuesday http://ria.ru/society/20110711/400239632.html	Russian	505
12/07	Photo show in honor of the 450 th anniversary of St. Basil's Cathedral to open in GUM http://ria.ru/religion/20110712/400290647.html	Russian	136
12/07	Bell-ringing to finish celebration of the 450 th anniversary of St. Basil's Cathedral http://ria.ru/religion/20110712/400273706.html	Russian	46
12/07	Photo show in honor of the 450 th anniversary of St. Basil's Cathedral to open in GUM http://ria.ru/society/20110712/400328249.html	Russian	109
12/07	Girl aged 12 might be among the missed tourists in Altai lake http://ria.ru/incidents/20110712/400344743.html	Russian	1 254
12/07	Psychists treat the victims of boat accident in Altai http://ria.ru/society/20110712/400367605.html	Russian	3 425
12/07	Driver of the capsized in Altai boat was drunk http://ria.ru/incidents/20110712/400390528.html	Russian	1 744
12/07	Search for the missed tourists in Altai is carried out alongside the shore due to bad weather http://ria.ru/society/20110712/400395343.html	Russian	3 849
12/07	Boat driver capsized in Altai named wanted person http://ria.ru/incidents/20110712/400463694.html	Russian	1 092
12/07	Bell-ringing on St. Basil's anniversary day cancelled due to mourning http://ria.ru/religion/20110712/400477565.html	Russian	117
12/07	Church service held in St. Basil's in honor of the 450 th anniversary http://ria.ru/moscow/20110712/400502411.html	Russian	201
12/07	Baikal paper mill demonstrated to UNESCO project decreasing emission in Baikal http://eco.ria.ru/nature/20110712/400566127.html	Russian	51
12/07	Hundreds visited St. Basil's on its anniversary day http://ria.ru/culture/20110712/400601347.html	Russian	350
12/07	Restoration of 10 churches of St. Basil's to finish by October http://ria.ru/moscow/20110712/400627610.html	Russian	79
13/07	A most beautiful Moscow cathedral marks the 450 th anniversary http://reporter.ria.ru/ugc/20110713/400936341.html	Russian	63
13/07	Ecologists ask UNESCO to regard Baikal as "heritage under threat" http://eco.ria.ru/nature/20110713/401059161.html	Russian	130
14/07	UNESCO to produce Russia recommendations to preserve Baikal till February http://eco.ria.ru/nature/20110714/401490458.html	Russian	96
15/07	Malaysia counts on becoming ecotourism leader in South-eastern Asia http://eco.ria.ru/business/20110715/402143944.html	Russian	21
15/07	Director of foreign literature library named after Rudomino honored with prize http://ria.ru/world/20110715/402409271.html	Russian	26
16/07	Search for aliens held up due to lack of 200,000 dollars http://ria.ru/science/20110716/402593339.html	Russian	2 150
18/07	Acceptance of the Bolshoi after reconstruction to begin on August 1 http://ria.ru/moscow/20110718/403427799.html	Russian	83

18/07	Budapest court acquit the most wanted Nazi criminal http://ria.ru/world/20110718/403524435.html	Russian	2 302
18/07	Thousands of tourists delayed underway due to Athens cabdrivers strike http://ria.ru/world/20110718/403563770.html	Russian	147
18/07	In Indonesia Muslim preachers raised to protect forests http://eco.ria.ru/nature/20110718/403569398.html	Russian	20
18/07	Rescuers searching for the missed tourists in Altai lake for a week now http://ria.ru/incidents/20110718/403614888.html	Russian	400
18/07	Thailand called UN court resolution on Preah Vihear temple case as a temporary measure http://ria.ru/world/20110718/403675492.html	Russian	120
20/07	First rehearsals in the Bolshoi to start in 1,5 months http://www.ria.ru/culture/20110720/404529176.html	Russian	86
21/07	Scientists to recalculate sea lions and take whale DNA samples in Kamchatka http://eco.ria.ru/nature/20110721/405006449.html	Russian	51
22/07	UNESCO waiting for Ukraine's answer on cultural heritage issue http://ria.ru/culture/20110722/405596853.html	Russian	58
22/07	Cosmonauts to launch "Kedr" satellite during spacewalk on August 3 http://ria.ru/science/20110722/405456919.html	Russian	180
22/07	Over 300 villages and reserve flooded in India by heavy rains http://eco.ria.ru/natural/20110722/405569185.html	Russian	100
23/07	Kazakhstan in talks with Italy on extradition of Tolmachyov http://ria.ru/world/20110723/405932152.html	Russian	306
23/07	Nepal to build "Rome of Himalayas" on Buddha's birthplace http://ria.ru/religion/20110723/406191582.html	Russian	32
24/07	ASEAN and partners turning from paperwork to real actions http://ria.ru/world/20110724/406290102.html	Russian	78
24/07	Patriarch called upon ROC to develop dialogue with NGOs throughout the world http://ria.ru/religion/20110724/406495128.html	Russian	73
25/07	Surveillance cameras to oversee animals to be installed in Baikal reserve http://eco.ria.ru/nature/20110725/406919251.html	Russian	44
26/07	Volkov to launch "Kedr" micro-satellite during spacewalk on August 3 http://ria.ru/science/20110726/407360802.html	Russian	130
26/07	Glaciers on Kamchatka "losing weight" due to climate warming http://eco.ria.ru/danger/20110726/407543682.html	Russian	130
27/07	Cosmonauts in ISS to charge battery of "Kedr" micro-satellite http://ria.ru/science/20110727/407889610.html	Russian	94
28/07	Indonesia lost 15 million ha of forest in 10 years, ecologists http://eco.ria.ru/nature/20110728/408346224.html	Russian	50
28/07	Zoologists of Kronotsky reserve count the survived after wintering deer http://eco.ria.ru/nature/20110728/408491531.html	Russian	39
30/07	Starmus astrophotography contest won by Russian Australian http://ria.ru/science/20110730/409442224.html	Russian	487
Total reports on UNESCO in Russian in July: 55		Total page views: 25 717	

14/07	A Tale of Two Towers http://russiaprofile.org/business/40857.html	English	206
12/07	St. Basil's the Blessed (Protection Veil of Our Lady) Cathedral. Background http://en.rian.ru/art_living/20110712/165156544.html	English	367
Total reports on UNESCO in English in July: 2		Total page views: 573	

04/07	Camboya confia en resolver contencioso fronterizo con el nuevo Gobierno de Tailandia http://sp.rian.ru/international/20110704/149598960.html	Spanish	47
22/07	Cosmonautas rusos lanzarán la escafandra-satélite "Kedr" el próximo 3 de agosto http://sp.rian.ru/science_technology_space/20110722/149827332.html	Spanish	472
Total reports on UNESCO in Spanish in July: 2		Total page views: 519	
12/07	L'histoire de la cathédrale Basile-le-Bienheureux http://fr.rian.ru/culture/20110712/190044091.html	French	3 617

19/07	Internet transforme les encyclopédies en réseaux sociaux http://fr.rian.ru/discussion/20110719/190194410.html	French	77
Total reports on UNESCO in French in July: 2		Total page views: 3 694	

18/07	Stalin-Dolmetscher mit 90 gestorben http://de.rian.ru/miscellaneous/20110718/259807389.html	German	393
Total reports on UNESCO in German in July: 1		Total page views: 393	

19/07	斯大林私人翻译叶罗费耶夫去世 http://rusnews.cn/eguoxinwen/eluosi_shehui/20110719/43104769.html	Chinese	69
Total reports on UNESCO in Chinese in July: 1		Total page views: 69	

▪ In August

Date	Title	Language	Page Views
22/08	St. Petersburg governor closes in on speaker's post http://en.rian.ru/russia/20110822/166034234.html	English	141
22/08	St. Petersburg governor closes in on speaker's post http://russiaprofile.org/background/43437.html	English	16
Total reports on UNESCO in English in August: 2		Total page views: 157	

09/08	La UNESCO condena ataque de OTAN contra televisión de Libia http://sp.rian.ru/international/20110809/150015172.html	Spanish	261
Total reports on UNESCO in Spanish in August: 2		Total page views: 261	

15/08	Les titres du 15 août 2011 http://fr.rian.ru/gros_titres/20110815/190490565.html	French	77
16/08	Palestine, une autonomie sans autonomie http://fr.rian.ru/discussion/20110816/190510274.html	French	138
Total reports on UNESCO in French in August: 2		Total page views: 215	

12/08	教科文组织总干事与中国国家主席举行会谈 http://rusnews.cn/guojijiaowen/guojijishizheng/20110812/43124646.html	Chinese	63
Total reports on UNESCO in Chinese in August: 1		Total page views: 63	

03/08	Russian cosmonauts to launch "Kedr" satellite http://ria.ru/science/20110803/411139515.html	Russian	399
03/08	Tourists littered sacral plateau Ukok in Altai mountains http://ria.ru/nature/20110803/411261147.html	Russian	144
03/08	Cosmonauts Volkov and Samokutyaev spacewalked from ISS http://ria.ru/science/20110803/411518709.html	Russian	482
04/08	ISS cosmonauts ended up open space works with delay http://ria.ru/science/20110804/411662631.html	Russian	1 639
04/08	St. Pete scientists started researching Novgorod Kremlin's rampart http://ria.ru/science/20110804/411964069.html	Russian	270
07/08	Restoration of ancient tower started in Afghani Gazni http://ria.ru/culture/20110807/413199315.html	Russian	26
08/08	Youth conference on interaction with nature to start in Altai http://ria.ru/nature/20110808/413331455.html	Russian	46
08/08	"Yabloko" to start a lawsuit over Gazprom's skyscraper in St. Pete http://ria.ru/society/20110808/413646132.htm	Russian	202
15/08	65 th anniversary of Djivan Gasparyan's art life to be marked in Yerevan with concert http://ria.ru/culture/20110815/417439684.html	Russian	178
16/08	Not autonomous autonomy, or Palestine on the brink of a bloody storm - a tete-a tete with Piotr Romanov.Reconciliation between Fatah and Hamas movements in Palestine http://ria.ru/videocolumns/20110816/418281350.html	Russian	6 904
17/08	Conference on Russia's North-east starting in Yakutsk http://ria.ru/society/20110817/418584592.html	Russian	74

17/08	Two resorts are about to become smaller. Who's next? http://ria.ru/analytics/20110817/419044030.html	Russian	1 139
18/08	Rosprirodnadzor requires to equip Altai lake banks with toilets http://ria.ru/nature/20110818/419487428.html	Russian	24
19/08	Chapel to open in Altai reserve on Apple Spas http://ria.ru/religion/20110819/419791337.html	Russian	104
22/08	Medvedev congratulated Komi residents on 90 th anniversary of the republic http://ria.ru/culture/20110822/421704090.html	Russian	108
24/08	UNESCO experts started researching Lena Pillars park in Yakutia http://ria.ru/nature/20110824/422732168.html	Russian	61
24/08	Only two thousand visitors a day may see mysterious Machu Picchu http://ria.ru/video/20110824/422772600.html	Russian	606
29/08	UNESCO hasn't yet spent \$ 2 million on restoration of Kosovo shrines http://ria.ru/society/20110829/426527730.html	Russian	29
30/08	Million oaks to be planted in Kaluga Ugra national park in early October http://ria.ru/forest_news/20110830/427030742.html	Russian	100
31/08	Argentineans and Columbians became tango world cup champions http://ria.ru/culture/20110831/427406774.html	Russian	105
31/08	St. Pete needs state program on cultural heritage – Poltavchenko http://ria.ru/culture/20110831/427588432.html	Russian	1 047
31/08	Poltavchenko left CFD for St. Pete with no loud statements http://ria.ru/politics/20110831/427718126.html	Russian	461
Total reports on UNESCO in Russian in August: 22		Total page views: 14 148	

11.5. Südwestrundfunk (SWR)

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

Partnership began: 1995

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

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

Films shown on World Heritage in July and August 2011:

Viewers Treasures of the World – Heritage of mankind

▪ 3sat – cultural channel

▪ In July

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers</i>
Sunday 7.45 pm	2	0.9%	140 000 / film 280 000 / total
Monday 12.45 pm	4	0.5%	40 000 / film 160 000 / total
Tuesday 9.45 pm	2	1.2%	330 000 / film 660 000 / total
Extra films, different times	none	-	-
Total	8 films	-	1 100 000 estimated viewers

▪ In August

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers</i>
Sunday 7.45 pm	2	0.5%	120 000 / film 240 000 / total
Monday 12.45 pm	4	0.7%	62 500 / film 250 000 / total
Tuesday 9.45 pm	2	1.4%	375 000 / film 750 000 / total
Extra films, different times	none	-	-
Total	8 films	-	1 240 000 estimated viewers

- Phoenix – documentary channel

- In July

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers</i>
Different days and times	16	2%	101 111 / film 1 820 000 / total
Total	16		1 820 000 estimated viewers

- In August

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers</i>
Different days and times	21	1.6%	93 333 / film 1 960 000 / total
Total	21		1 960 000 estimated viewers

- SWR Fernsehen – regional channel of ARD

- In July

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers</i>
Saturday 6 am	5	3.3%	34 000 / film 170 000 / total
Saturday 1.50 pm	1	7.6%	90 000
Extra Films different times	1	0.9%	30 000 / film
Total	9		290 000 estimated viewers

- In August

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers</i>
Saturday 6 am	3	1.4%	20 000 / film 60 000 / total
Saturday 1.50 pm	3	3.4%	30 000 / film 90 000 / total
Extra Films different times	3	1.4%	25 555 / film 80 000 / total
Total	9		230 000 estimated viewers