



United Nations  
Educational, Scientific and  
Cultural Organization

Sector for  
External Relations and  
Public Information  
Division of Public Information

ERI/DPI/2013/PIPMR/26/REV2

## Monthly Report on the Use of UNESCO Public Information Products

January 2013

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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

Most of January was very quiet in terms of media coverage about UNESCO. As is usual in holiday seasons, most stories mentioning UNESCO concerned World Heritage sites as travel destinations. However, coverage shot up at the end of the month with the military intervention in Mali by France and reports that before fleeing Timbuktu, Islamist rebels had torched one of the archive buildings holding tens of thousands of ancient manuscripts. Hundreds of stories followed these reports, based on statements made by the Mayor of Timbuktu from his base in Bamako, the capital. UNESCO was referenced in virtually all stories, with mention of its involvement in the safeguarding of the manuscripts and Timbuktu as a World Heritage site. A statement released by the Director-General on 30 January provoked a fresh round of coverage – most of which presented UNESCO in a favourable light, as guardian of the world’s cultural treasures and the moral authority on the issue. This story was set to continue well into February.

The following event is highlighted in the Major Event page:

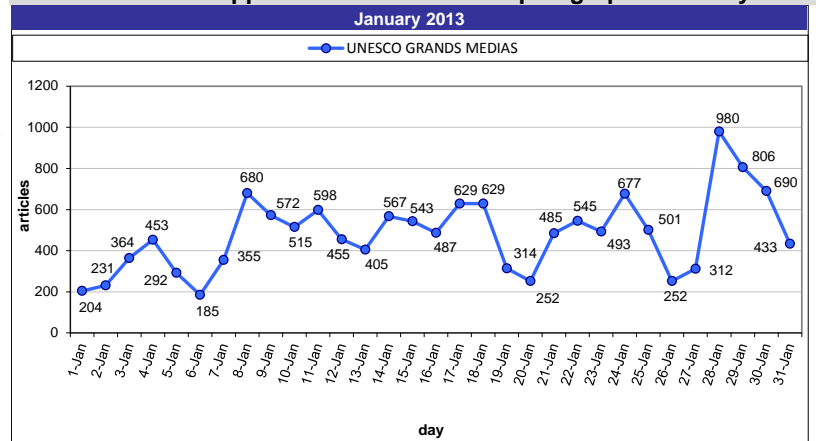
- **International Day of Commemoration in the Memory of Victims of the Holocaust (27 January)**

## UNESCO Website and Social Media Channels

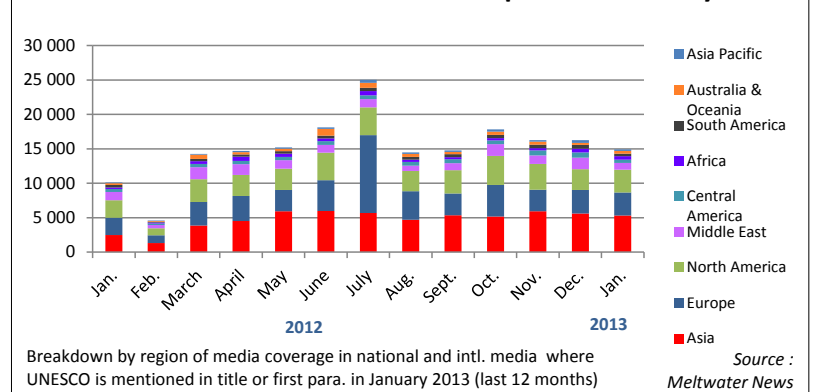
Starting from September 2011 UNESCO adopted Google Analytics for website analytics. This month a new column has been added to our tables comparing the results with the same period last year. This allows us to highlight the "trend" of the overall website visits with a global approach. With increases in page views of 24.81% over last year, and of 19.49% over last month, we can deduce that our visibility campaign is giving positive results. A huge improvement in the use of mobile devices is also to be noted, with an increase of 163% compared to the same period last year, meaning some 200K visits via mobile (smartphones or tablets) over the month. The peaks of the month, on 28 and 29 January, correspond to the "Commemoration of the Holocaust" day; the [celebration page](#) as well as the feature article [Why learn about the Holocaust in schools?](#) reached each more than 4,000 visitors on that single day. UNESCOCOMMUNITY performed well too, five articles got between 250 and 450 readers. UNESCO.int is gaining visibility on the Search Engines as demonstrated by the trend graph.

January was a busy month for social media, spent gearing up for events taking place later in the month and in February, starting with a very successful International Day of Holocaust Remembrance. The biggest news about UNESCO in January concerned the Mali conflict, which is reflected in the strong performance of our related social

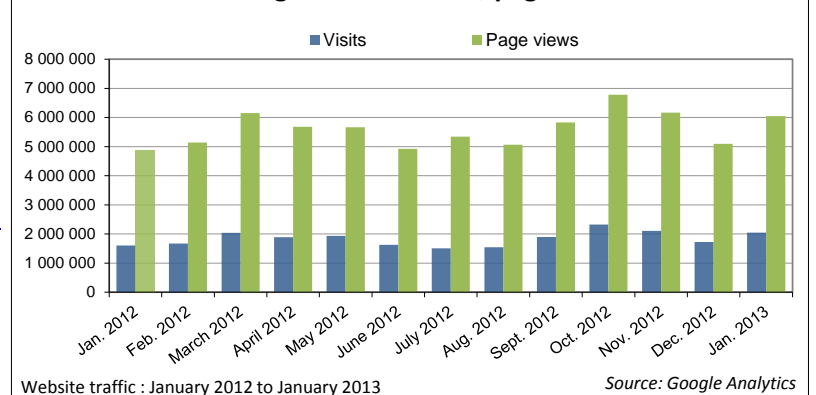
## Articles published daily in leading national and international titles in which "UNESCO" appears in the title or first paragraph of a story



## Media covered dropped by 7% from December 2012, but shows a 47% increase when compared to January 2012



## After two consecutive months of decrease, web traffic is on the rise again : visits +18%, page views +19%



media coverage. But most of our coverage is news-related, and came (long) after the international media broke the news about the latest developments in the conflict. The posts' added value would be stronger if a social campaign could be launched around heritage in conflict. For example, many fans wrote that they wanted to help UNESCO however they can. Like most Internet users today, they turn to social media channels, rather than websites, with an expectation to actively participate in building a brand, a product, or a cause. For this reason, our post about World Heritage Volunteers was especially successful, with a high share rate on all platforms and a profusion of excited, positive comments. How can UNESCO offer such opportunities to include the global more in its activities? This expectation for social media begs the question – how do we translate public information into public advocacy, and public action?

A noteworthy incident occurred on January 15. On social media and the internet in the Spanish-speaking world, rumors were wildly circulating that it was the International Day of the Beatles, and that this Day had been officially launched by UNESCO. #DiaMundialDeTheBeatles was even a trending topic on Twitter in Mexico and Guatemala. UNESCO's social media team took Twitter to set the record straight, with good humor. Tweet-by-tweet coverage of UNESCO's clarifications was provided in several leading Latin American media.

On YouTube, video views increased again, and are the fourth best since January 2012.

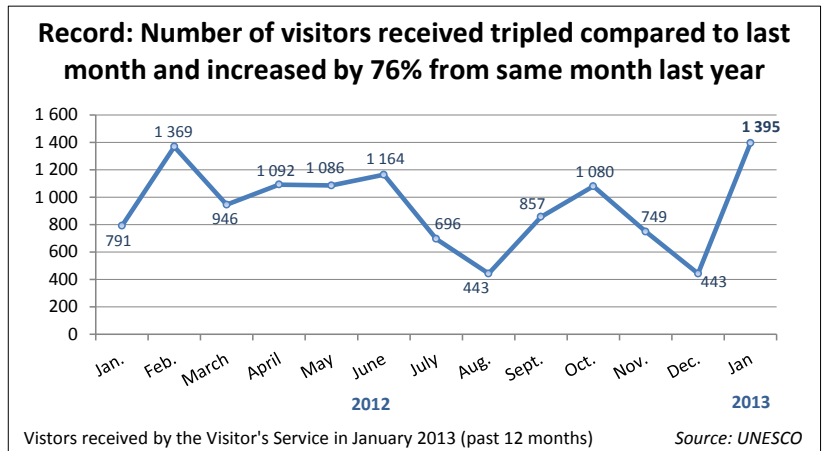
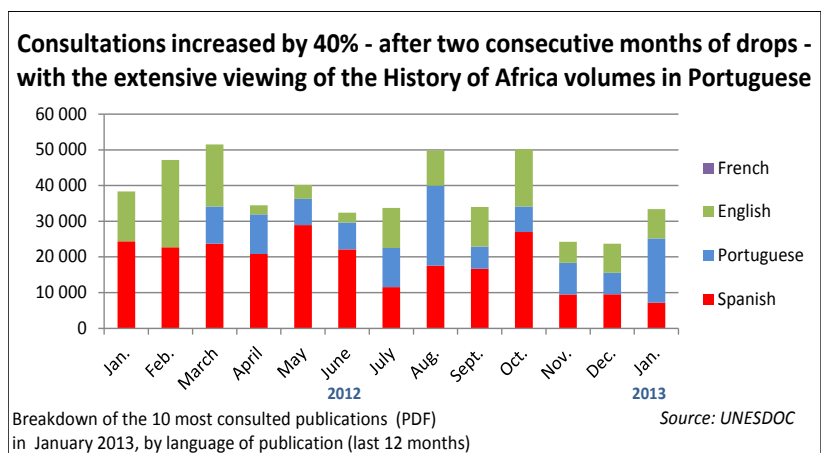
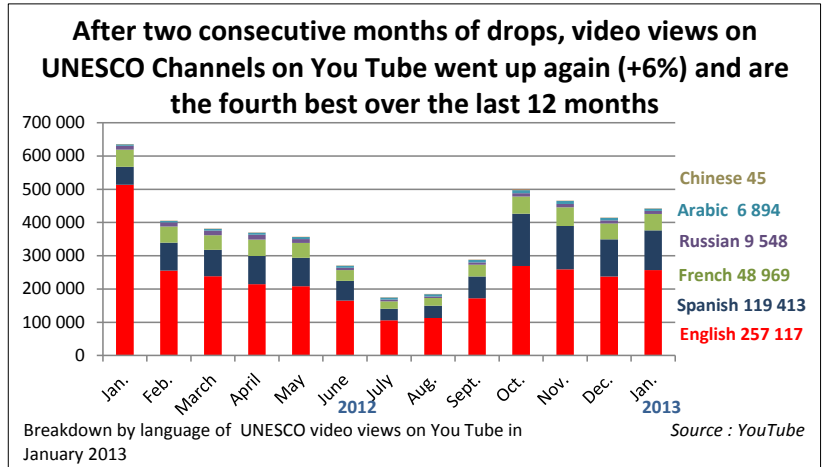
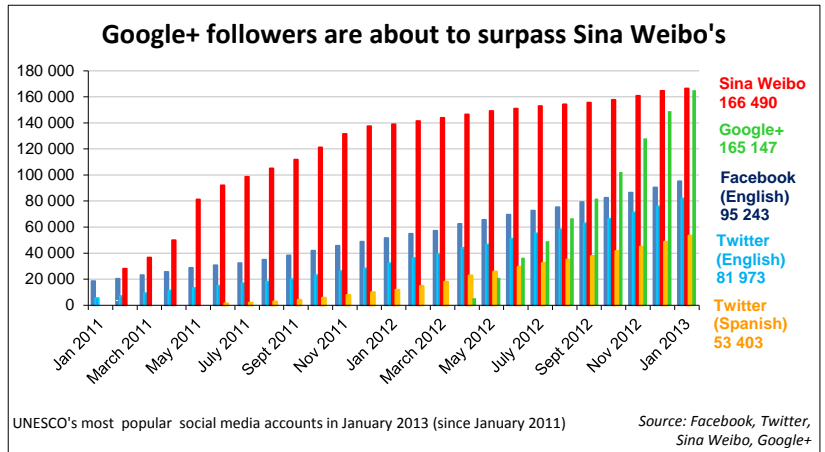
### UNESCO Publications

After two months of drops in on-line viewing, January saw an increase thanks to viewing of the Portuguese on-line version of the General History of Africa. But the increase is relative and not general. The EFA Global Monitoring report and the World Water Development Report 4 are the two English reports continuing to do well. Views of UNESCO publications on Google Books declined compared with December and with the same month in 2012.

Bookshop sales were heavily dominated by World Heritage and the Memory of the World publications whereas the top online sales were more varied with good sales for the new edition of Human Rights: Questions and Answers and the Global Survey on Internet Privacy and Freedom of Expression.

### UNESCO Visits

Being temporarily reinforced with one additional person, the visitor's service broke the 2012 records. Having responded favorably to almost all requests, 1 400 visitors got the opportunity visit the Organization this month. Out of these, 62% were youth/students, our priority target audience (see details p. 29).



## Major event:

### I. International Day of Commemoration in the Memory of Victims of the Holocaust (27 January)

27 January, the day of the liberation of the German Nazi concentration and extermination camp of Auschwitz-Birkenau, was proclaimed in 2005 International Day of Commemoration in Memory of Victims of the Holocaust by the United Nations General Assembly.

The theme of the 2013 ceremony which took place on 28 January -organized in partnership with the Shoah Memorial-, was "Rescue during the Holocaust: the Courage to Care". The purpose was to highlight the deeds of groups and individuals who, despite tremendous danger, decided to help Jews escape persecutions and killings. Several personalities, such as President of Bulgaria Rossen Plevneliev and French Minister of Education Vincent Peillon, participated. Historian, lawyer and "Nazi-hunter" Serge Klarsfeld delivered a moving account of his childhood during the Holocaust and the reasons behind his life's work for truth and justice. An important space was given this year to artistic expressions of Holocaust remembrance, via music and theatre in particular.

In addition to the ceremony, UNESCO organized in partnership with the Office of the United Nations Special Adviser for the Prevention of Genocide a panel discussion entitled "From Holocaust Education to the Prevention of Genocide: What have we learnt from the Past?". The event included the participation of the Director-General of UNESCO, of the UN Assistant Secretary-General Mr Adama Dieng and of several Holocaust and genocide scholars. The conference highlighted the links between education about the Holocaust, as promoted by UNESCO, and the work of the United Nations in preventing situations of discrimination and persecution from escalating to mass atrocities. The speakers discussed a variety of issues related to research, pedagogy and politics of remembrance. They reminded that Holocaust education is an essential starting point to address and understand the mechanisms that may lead to mass violence, and therefore to promote of human rights core values and the respect of human dignity and diversity.

Three exhibitions were also presented on this occasion: "Resistance and Rescue in Denmark", by Humanity in Action and the Shoah Memorial, "Rescue 1943", by the National Archives of Bulgaria and Yad Vashem, and "Rescue: protecting Humanity during the Holocaust", a video exhibition based on Holocaust survivors testimonies, by the University of Southern California Shoah Foundation Institute. The USC Shoah Foundation exhibition was created especially for the occasion, in partnership with UNESCO.

**Participants:** 800 participants at the ceremony; 300 at the conference

**Public:** The events were opened to the general public, with a strong presence of Permanent Delegations and bilateral Embassies (about 50 ambassadors), Jewish organizations, Holocaust organizations, several schools. An important group of 30 Israeli senior officials was also present.

#### Communication materials and activities:

- Message from the Director-General (6 languages)
- [Dedicated webpage](#) (6 languages)
- Interviews with Yao Ydo, Chief for Education for Peace and Sust. Development (Dakar Office), and with Celeste Adamoli and Emmanuel Kahan (Argentine Education Ministry)
- Video interviews with Paul Salmons, University of London, Centre of Holocaust Education, and Samuel Pisar, Honorary Ambassador and Special Envoy for Holocaust Education
- Interview with Holocaust survivor "The girl in the photo Rosian Zemer"
- Video with the President of Bulgaria, guest of honour
- Photo gallery
- Leaflet with detailed information on programmes
- [Brochure "Why teach about the Holocaust?"](#)

**Website statistics:** On dedicated webpage: 2,663 visits / 5,250 views.

**Press coverage:** Media coverage of the Commemoration of the Holocaust was very light, and mainly limited to Jewish news outlets. This was undoubtedly influenced by the major news story unfolding in Mali.

**Social media:** Published at the stroke of midnight on Jan 27, UNESCO's tweets were the top tweets about the #Holocaust on this Day. With 1,312 RT in English and 367 in Spanish, it is UNESCO's 2nd most successful tweet to date, following a Spanish-language tweet about press freedom last May. The Anne Frank House, Auschwitz and the USC Shoah Project all participated in the creation of Facebook posts dedicated to them. The posts were published on UNESCO's Facebook, and they shared with their own audiences, thereby helping UNESCO reach out to new audiences. As a result, in the week of January 27, the main Facebook channel gained 600 more new likes than average- 600 new fans from their audiences to essentially subscribe to UNESCO's content. Translated into all UNESCO languages, the content had solid performance in other channels. Numbers demonstrate that our content has phenomenal appeal to the global public and can help UNESCO reach much wider audiences, through social media. For this reason, Social media activities should be integrated more actively into the future promotions of this Day. More could have been done to ask all the event participants to ask their networks to share our content. For next year's edition, asking social media support from UNESCO's networks, such as the Coalition of cities against racism and related Category centers, should help to further drive the global outreach potential.

Brasilia Office: Facebook: 5 posts / 308 likes / 477 shares / 7,144 people reached; Twitter: 11 tweets / 60 retweets.

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

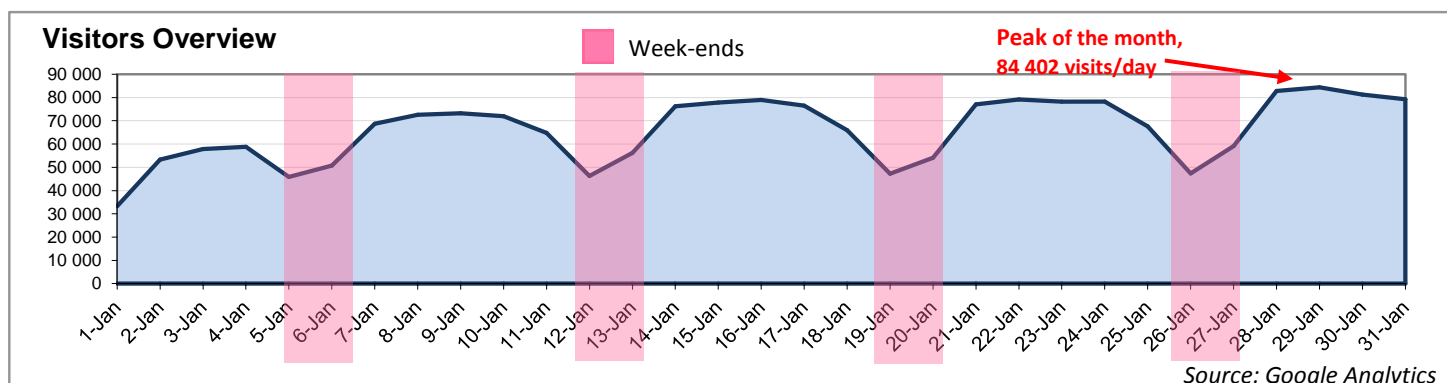
Both a communication and a knowledge management tool, UNESCO's websites, with over 2.7 million pages of content, are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in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

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

Starting from September 2011 UNESCO adopted Google Analytics for website analytics. This month a new column has been added to our tables comparing the results with the same period last year. This allows us to highlight the "trend" of the overall website visits with a global approach. With increases in page views of 24.81% over last year, and of 19.49% over last month, we can deduct that our visibility campaign is giving positive results. A huge improvement in the use of mobile devices is also to be noted, with an increase of 163% compared to the same period last year, meaning some 200K visits via mobile (smartphones or tablets) over the month. The peaks of the month, on 28 and 29 January, correspond to the "Commemoration of the Holocaust" day; the [celebration page](#) as well as the feature article [Why learn about the Holocaust in schools?](#) reached each more than 4,000 visitors on that single day. UNESCOCOMMUNITY performed well too, five articles got between 250 and 450 readers. UNESCO.int is gaining visibility on the Search Engines as demonstrated by the trend graph.

## 1.1. January 2013 Traffic

### Daily Web Traffic Patterns



- Events for the Int'l Day of Commemoration in the Memory of Victims of the Holocaust (28/01)

## 1.2. Monthly visits

	Page views <sup>1</sup>	Variation vs Y-1*	Variation vs M-1	Visits <sup>2</sup>	Variation vs Y-1*	Variation vs M-1	Unique Visitors <sup>3</sup>	Variation vs Y-1*	Variation vs M-1
Jan. 2012	4 879 520	N/A	+14.21%	1 600 669	N/A	+13.54%	1 249 665	N/A	+14.83%
Feb. 2012	5 141 458	N/A	+5.37%	1 672 704	N/A	+4.50%	1 267 472	N/A	+1.42%
March 2012	6 153 053	N/A	+19.68%	2 038 889	N/A	+21.89%	1 531 570	N/A	+20.84%
April 2012	5 679 268	N/A	-7.70%	1 885 416	N/A	-7.53%	1 432 113	N/A	-6.49%
May 2012	5 661 874	N/A	-0.31%	1 935 768	N/A	+2.67%	1 480 386	N/A	+3.37%
June 2012	4 919 067	N/A	-13.12%	1 625 556	N/A	-16.03%	1 240 665	N/A	-16.19%
July 2012	5 340 675	N/A	+8.57%	1 504 831	N/A	-7.43%	1 155 703	N/A	-6.85%
August 2012	5 066 334	N/A	-5.14%	1 547 197	N/A	+2.82%	1 202 114	N/A	+4.02%
Sept. 2012	5 828 526	+137.02%	+15.04%	1 897 640	+99.72%	+22.65%	1 467 108	+97.25%	+22.04%
Oct. 2012	6 780 090	+103.96%	+16.33%	2 322 957	+88.69%	+22.41%	1 778 958	+83.57%	+21.26%
Nov. 2012	6 163 787	+38.47%	-9.09%	2 107 594	+37.58%	-9.27%	1 602 332	+34.30%	-9.93%
Dec. 2012	5 096 412	+19.29%	-17.32%	1 725 594	+22.40%	-18.12%	1 327 215	+21.96%	-17.17%
<b>Jan. 2013</b>	<b>6 089 948</b>	<b>+24.81%</b>	<b>+19.49%</b>	<b>2 045 032</b>	<b>+27.76%</b>	<b>+18.51%</b>	<b>1 573 093</b>	<b>+25.88%</b>	<b>+18.53%</b>

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

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

Areas of interest	Visits <sup>2</sup> in January 2013	Variation vs Y-1	Variation vs M-1
<b>UNESCO.ORG</b>	<b>2 045 032</b>	<b>+27.76%</b>	<b>+18.51%</b>
Home & Central Service pages	213 231	-28.35%	+19.40%
Worldwide	21 129	+0.11%	+20.07%
<b>Education Sector</b>	<b>148 397</b>	<b>+98.33%</b>	<b>+29.71%</b>
<b>Natural Sciences Sector</b>	<b>61 822</b>	<b>+53.64%</b>	<b>+35.55%</b>
<b>Social and Human Sciences Sector</b>	<b>41 668</b>	<b>+22.27%</b>	<b>+29.54%</b>
<b>Culture Sector</b>	<b>1 044 837</b>	<b>+31.36%</b>	<b>+25.59%</b>
World Heritage	933 174	+29.31%	+19.85%
Intangible Heritage	41 152	+25.86%	-24.46%
Culture Sector (excluding Intangible Heritage)	70 511	+71.77%	+32.24%
<b>Communication and Information Sector</b>	<b>62 357</b>	<b>+88.82%</b>	<b>+32.95%</b>
<b>Field offices (only those tracked)</b>	<b>85 602</b>	<b>+43.09%</b>	<b>+14.03%</b>
UIL*	18 213	+79.49%	+16.64%
IIEP*	143 356	-26.71%	+11.11%
UNEVOC*	25 478	-21.73%	-3.00%

\* UIL, IIEP and UNEVOC statistics are tracked separately.

### 1.4. UNESCO Website Visitors

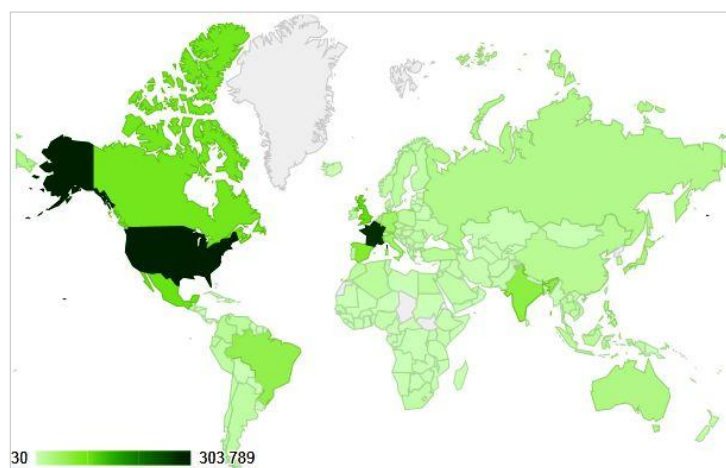
#### Top 10 domains/countries

Country	Visits <sup>2</sup>	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	303 789	14.85%	+16.61%	2.85	00:02:23
France	275 308	13.46%	+17.98%	3.39	00:03:39
United Kingdom	107 303	5.25%	+44.69%	2.85	00:02:30
Mexico	102 854	5.03%	+70.69%	2.52	00:02:40
Canada	92 758	4.54%	+23.91%	3.54	00:03:18
Spain	75 293	3.68%	+15.05%	3.29	00:03:03
India	65 722	3.21%	+9.76%	2.61	00:02:33
Brazil	60 816	2.97%	+13.32%	2.31	00:02:43
Germany	44 798	2.19%	+30.35%	3.20	00:02:49
Italy	44 191	2.16%	+30.17%	3.69	00:03:19

#### Top 10 visitors' language

Language	Visits <sup>2</sup>	% of Total visits	Variation vs M-1
English	1 012 347	49.50%	+19.90%
French	334 946	16.38%	+14.72%
Spanish	266 734	13.04%	+32.19%
Portuguese	74 653	3.65%	+17.86%
German	46 337	2.27%	+29.76%
Russian	40 259	1.97%	-4.73%
Italian	39 396	1.93%	+29.52%
Chinese	31 057	1.52%	-16.23%
Japanese	30 021	1.47%	+4.93%
Dutch	24 492	1.20%	+20.42%

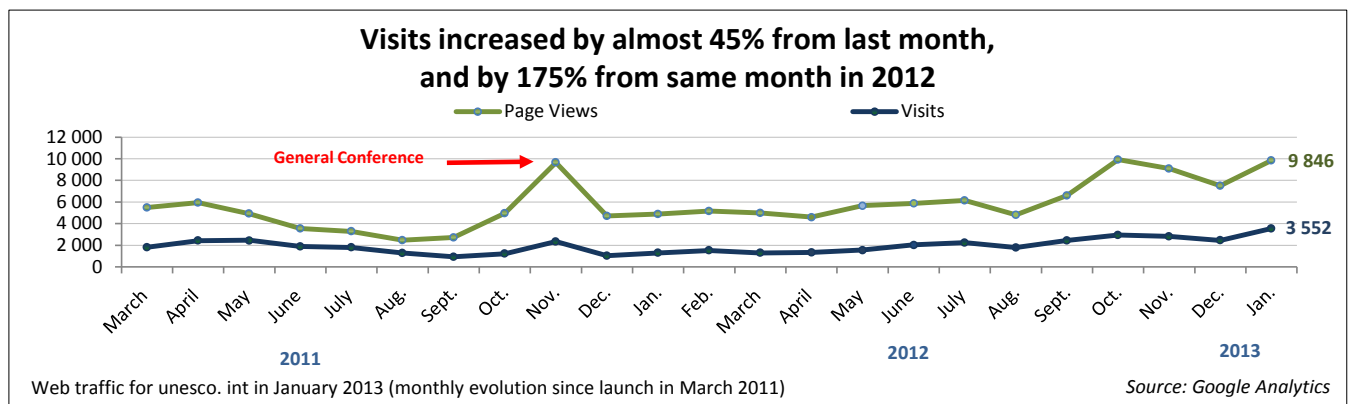
#### Geographical origin of visits (source: Google Analytics)



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

	Month	Page views <sup>1</sup>	Variation vs Y-1*	Variation vs M-1	Visits <sup>2</sup>	Variation vs Y-1*	Variation vs M-1	Pages/Visit	Variation vs M-1	Avg Visit duration
2012	January	4 882	-	+3.67%	1 289	-	+25.51%	3.31	-14.69%	00:04:26
	February	5 159	-	+5.67%	1 517	-	+17.69%	3.28	-0.91%	00:04:49
	March	4 988	-8.99%	-3.31%	1 298	-28.48%	-14.44%	3.47	+6.71%	00:04:34
	April	4 603	-22.57%	-7.72%	1 345	-44.72%	+6.24%	2.87	-18.00%	00:03:39
	May	5 658	+15.12%	+22.92%	1 564	-36.58%	+16.28%	3.28	+14.29%	00:03:39
	June	5 874	+65.60%	+3.82%	2 040	+7.88%	+30.43%	2.87	-12.50%	00:03:50
	July	6 140	+86.85%	+4.53%	2 242	+24.35%	+9.90%	2.93	+2.09%	00:03:26
	August	4 825	+95.58%	-21.42%	1 792	+40.44%	-20.07%	2.71	-7.51%	00:02:47
	September	6 591	+142.23%	+36.60%	2 434	+163.99%	+35.83%	2.86	+5.54%	00:03:21
	October	9 925	+99.98%	+50.58%	2 948	+141.24%	+21.12%	3.08	+7.69%	00:03:56
	November	9 093	-5.78%	-8.38%	2 815	+20.04%	-4.51%	2.89	-6.17%	00:03:28
	December	7 500	+59.27%	-17.52%	2 451	+138.66%	-12.93%	2.90	+0.35%	00:03:33
2013	January	9 846	+101.68%	+31.28%	3 552	+175.56%	+44.92%	2.90	0.00%	00:03:54

\* Figures can only be compared from March 2012 – unesco.int website was launched in March 2011.



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

	Month	Page views <sup>1</sup>	Variation vs M-1	Visits <sup>2</sup>	Variation vs M-1
2012	October	28 175	-	3 169	-
	November	18 948	-32.75%	3 393	+7.07%
	December	15 661	-17.35%	2 769	-18.39%
2013	January	29 536	+88.60%	10 350	+273.78%

### Traffic indicators explained:

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

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

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

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

UNESCO products for written and audiovisual media are:

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

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

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

Languages	Page views	Variation vs Y-1	Variation vs M-1
<b>Total</b>	<b>88 508</b>	<b>+37.61%</b>	<b>-17.19%</b>
English (EN)	48 884	+39.90%	-6.62%
Spanish (ES)	15 626	+47.23%	-16.14%
French (FR)	13 589	+30.16%	-17.12%
Russian (RU)	4 831	+24.03%	-14.75%
Arabic (AR)	3 867	+34.13%	-63.14%
Chinese (ZH)	1 711	+25.62%	-48.89%

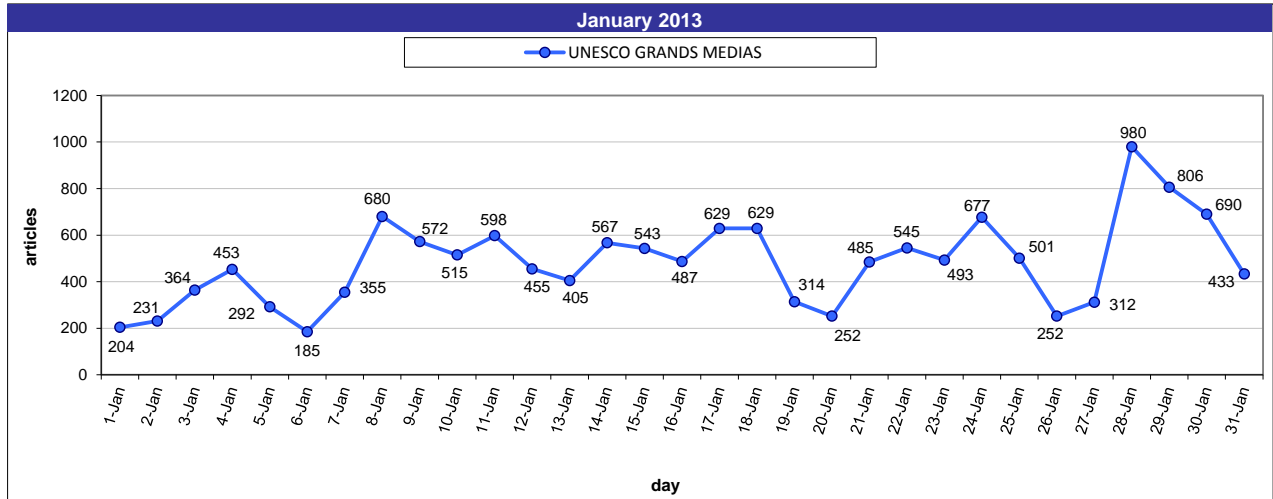
### 2.2. Press releases/Media advisories/Web releases in January 2013

1.	<a href="#">07/01/2013</a>	<a href="#">Director-General expresses deep sadness at the passing of Madanjeet Singh, UNESCO Goodwill Ambassador</a>
2.	<a href="#">09/01/2013</a>	<a href="#">Director-General denounces killing of Syrian TV journalist Suhail Mahmoud Al-Ali</a>
3.	<a href="#">11/01/2013</a>	<a href="#">Dominican friar "Frei Betto" to receive 2013 UNESCO/José Martí Prize</a>
4.	<a href="#">15/01/2013</a>	<a href="#">Director-General denounces killing of community radio journalist Elisabeth Blanche Olofio in the Central African Republic</a>
5.	<a href="#">15/01/2013</a>	<a href="#">Director-General denounces murder of Tanzanian Community radio reporter Issa Ngumba</a>
6.	<a href="#">15/01/2013</a>	<a href="#">UNESCO Director-General condemns bombings in Pakistan that claimed at least 95 lives, including three journalists</a>
7.	<a href="#">16/01/2013</a>	<a href="#">Director-General condemns attack on university of Aleppo, Syria</a>
8.	<a href="#">16/01/2013</a>	<a href="#">UNESCO Director-General condemns arson attack against Sidi Bou Said mausoleum in Tunisia</a>
9.	<a href="#">21/01/2013</a>	<a href="#">Director-General condemns killing of Brazilian radio manager Renato Machado Gonçalves</a>
10.	<a href="#">21/01/2013</a>	<a href="#">Director-General condemns murder of Nigerian journalist Ikechukwu Udenu</a>
11.	<a href="#">25/01/2013</a>	<a href="#">UNESCO Director-General condemns murder of two journalists in Syria</a>
12.	<a href="#">26/01/2013</a>	<a href="#">UNESCO Director-General deplores murder of Somali journalist Abdiared Osman Adan</a>
13.	<a href="#">28/01/2013</a>	<a href="#">Events at UNESCO and Jaeger-LeCoultre's Paris Boutique to mobilize support for Marine World Heritage: The Crown Jewels of the Ocean</a>
14.	<a href="#">30/01/2013</a>	<a href="#">UNESCO determined to help Mali restore and rebuild its cultural heritage</a>
15.	<a href="#">30/01/2013</a>	<a href="#">Broadcasters and UNESCO celebrate World Radio Day worldwide</a>



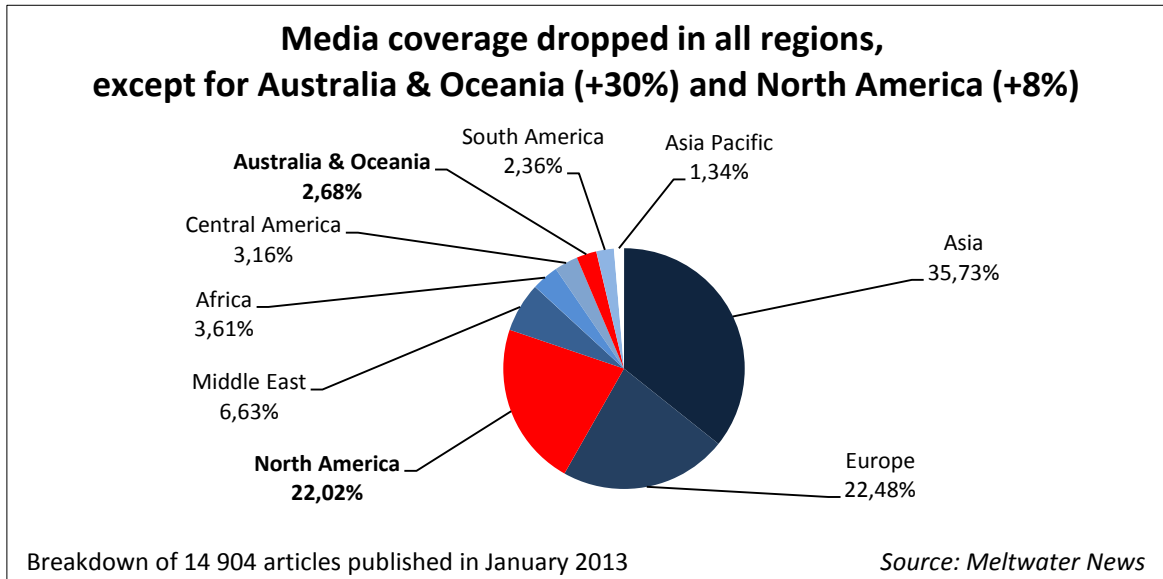
### 2.3. Statistics on articles referring to UNESCO

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



Most of January was very quiet in terms of media coverage about UNESCO. As is usual in holiday seasons, most stories mentioning UNESCO concerned World Heritage sites as travel destinations. However, coverage shot up at the end of the month with the military intervention in Mali by France and reports that before fleeing Timbuktu, Islamist rebels had torched one of the archive buildings holding tens of thousands of ancient manuscripts. Hundreds of stories followed these reports, based on statements made by the Mayor of Timbuktu from his base in Bamako, the capital. UNESCO was referenced in virtually all stories, with mention of its involvement in the safeguarding of the manuscripts and Timbuktu as a World Heritage site. A statement released by the Director-General on 30 January provoked a fresh round of coverage – most of which presented UNESCO in a favourable light, as guardian of the world’s cultural treasures and the moral authority on the issue. This story was set to continue well into February.

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



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

Date	Subject / Title	Language	Media
31/01/2013	Education on the Frontline	English	Global Education Magazine

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

Subject	Interviewee	Language	Media (press TV Radio)
Benefits and risks of the Internet	Janis Karklins	French	Deutsche Welle (Germany)
World Heritage - Rio de Janeiro	Roni Amelan	English	BBC Brazil
World Heritage - Benin	Roni Amelan	French	RFI, Jeune Afrique
World Heritage - Cologne Cathedral	Roni Amelan	English	Der Spiegel
World Heritage List - Nomination process	Roni Amelan	French	La Montagne (France)
IPBES	Salvatore Arico	French	Le Monde(France)
International Year on Water Cooperation	Lena Salame	English	Blakeways Productions (UK) Production of radio documentaries and films
Ethical responsibility of scientists	John Crowley	English	Slate magazine (US)
Geoparks	Margarete Patzak	English	National Business Daily (China)
Haiti	Michaëlle Jean	English	CBC (Canada)
Water in the world	Lena Salame	French	Wapiti (France)
World Heritage - Mali	Roni Amelan	English	Reuters (UK)
World Heritage - Mali	Lazare Eloundou	English	Voice of America (USA)
World Heritage - Mali	Lazare Eloundou	French	France Inter (France), RTBF (Belgium)
World Heritage - Mali	Lucia Iglesias	Spanish	Catalunya radio (Spain)
World Heritage - Mont-Saint-Michel	Lucia Iglesias	Spanish	RFI Latin America
Launch of KASMO FM (radio station)	Jaco du Toit	English	RFI English Desk
World Radio Day 2013	Mirta Lourenço	English	UN Radio/English
World Radio Day 2013	Mirta Lourenço	Spanish	UN Radio/Spanish
World Radio Day 2013	Mirta Lourenço	French	Voice of Vietnam

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

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

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

	Subject	Downloads	Media
1	Timbuktu	1	
2	Stock shots Headquarters	1	
3	UNESCO Priorities	4	
4	WHC	35	
5	ED	4	
6	Ban Ki-moon	1	
7	Barça	1	

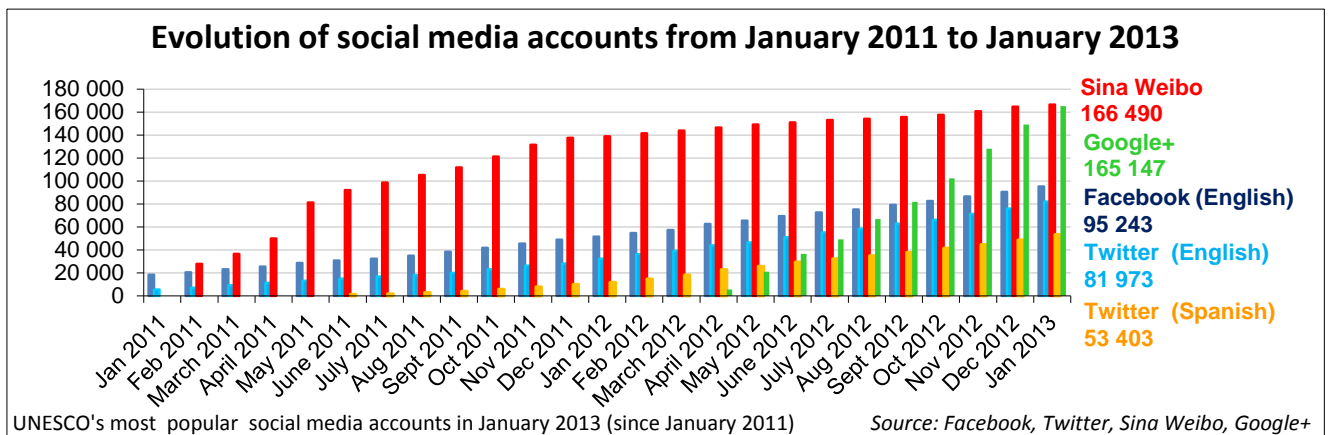
## 2.7. Number of Photographs ordered by the Media (by subject)

N/A for January.

### 3. UNESCO Social Media Channels

January was a busy month for social media, spent gearing up for events taking place later in the month and in February, starting with a very successful International Day of Holocaust Remembrance. The biggest news about UNESCO in January concerned the Mali conflict, which is reflected in the strong performance of our related social media coverage. But most of our coverage is news-related, and came (long) after the international media broke the news about the latest developments in the conflict. The posts' added value would be stronger if a social campaign could be launched around heritage in conflict. For example, many fans wrote that they wanted to help UNESCO however they can. Like most Internet users today, they turn to social media channels, rather than websites, with an expectation to actively participate in building a brand, a product, or a cause. For this reason, our post about World Heritage Volunteers was especially successful, with a high share rate on all platforms and a profusion of excited, positive comments. How can UNESCO offer such opportunities to include the global more in its activities? This expectation for social media begs the question – how do we translate public information into public advocacy, and public action?

A noteworthy incident occurred on January 15. On social media and the internet in the Spanish-speaking world, rumors were wildly circulating that it was the International Day of the Beatles, and that this Day had been officially launched by UNESCO. #DiaMundialDeTheBeatles was even a trending topic on Twitter in Mexico and Guatemala. UNESCO's social media team took Twitter to set the record straight, with good humor. Tweet-by-tweet coverage of UNESCO's clarifications was provided in several leading Latin American media: [Informador.com.mx](http://informador.com.mx), [razon.com.mx](http://razon.com.mx), [musica.terra.com.mx](http://musica.terra.com.mx), [peru.com](http://peru.com).



#### 3.1. Social networking sites

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

Variation January 2013 vs December 2012

Likes/fans*		January 2013	December 2012	Variation vs December
Total likes/followers (all languages)		276 029	253 318	+8.97%
Facebook	English	95 243	90 477	+5.27%
	Spanish	5 901	4 888	+20.72%
	French	4 319	3 882	+11.26%
	Arabic	3 791	3 486	+8.75%
	Russian	1 064	1 007	+5.66%
Google+	English	165 147	149 058	+10.79%
Vkontakte	Russian	564	520	+8.46%

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

Message	Posted	Likes*	Multimedia
PHOTOS: Discover the UNESCO World Heritage Sites, which have fallen victim to attacks during wars. We show the Sites before war, and where possible, what they looked after attack and how UNESCO has helped to restore them. Click on the arrow on the image to view our special presentation directly on Facebook.	17/01	516	<a href="#">Link to issuu</a>
Volunteer to help us preserve & promote UNESCO World Heritage sites! Jan 30 deadline <a href="http://whc.unesco.org/en/news/976">http://whc.unesco.org/en/news/976</a>	24/01	350	
How many times have you heard that the world is caught up in a clash of civilizations? We must reject this idea. Cultural diversity is the shared heritage of	08/01	289 on Facebook,	<a href="#">Link to issuu</a>

humanity. Respecting & celebrating difference is the pathway to peace. Click on the image to view directly on Facebook		903 on Issuu	
On the current conflict in North Mali: UNESCO urges military forces to protect Malian cultural sites during air raids and ground interventions. The current military intervention must protect people & secure the cultural heritage of Mali. The destruction of World Heritage sites in Mali in 2012, especially the mausoleums in Timbuktu, sparked a wave of indignation across the world, helping to raise awareness of the critical situation facing the Malian people. Mali's cultural heritage is a jewel whose protection is important for the whole of humanity. This is our common heritage, nothing can justify damaging it. It carries the identity and values of a people. * READ THE STORY: <a href="http://ow.ly/gQiwN">http://ow.ly/gQiwN</a> * A NEW GUIDE DEDICATED TO THE CULTURAL SITES WE MUST PROTECT: <a href="http://ow.ly/gQiAB">http://ow.ly/gQiAB</a>	15/01	274	
World Heritage Sites are at the heart of UNESCO's peace mandate. Our common heritage is poignantly revealed in some of the most tragic events of human history. Discover 5 World Heritage Sites that we've inscribed as representative of events that we must preserve forever in our collective memory: Auschwitz-Birkenau, Hiroshima Peace Memorial, Island of Gorée, Robben Island & the Old Bridge Area of the Old City of Mostar <a href="http://ow.ly/h81Kq">http://ow.ly/h81Kq</a>	25/01	260	
UNESCO is determined to help Mali restore & rebuild its cultural heritage. <a href="http://ow.ly/hhpxZ">http://ow.ly/hhpxZ</a> "UNESCO will spare no effort to help rebuild the mausoleums of Timbuktu and the tomb of Askia in Gao, and we will mobilise all our expertise and resources to help safeguard and preserve the ancient manuscripts that testify to the region's glorious past as a major centre of Islamic learning," affirmed UNESCO's Director-General Irina Bokova. UNESCO will send a mission, as soon as security permits, to undertake a complete evaluation of the damage and determine the most urgent needs, in order to finalize a plan of action, in cooperation with the Government of Mali, that will guide reconstruction and rehabilitation. Featured here: One of Mali's renowned manuscripts, at high risk of being illegally trafficked in times of turmoil. Photo copyright: UNESCO	31/01	235	
The Diary of Anne Frank: A Shared Heritage of Humanity (7 photos) Peace is built in daily words & actions. Always counter every expression of intolerance, hatred & racism -- it's our call to action, inspired by her moving Diary <a href="http://ow.ly/h7IKQ">http://ow.ly/h7IKQ</a>	25/01	234	-
Time to celebrate! What is your favorite among UNESCO's 38 International Days? Languages, poetry, environment, press freedom, literacy, human rights? <a href="http://ow.ly/gT7AA">http://ow.ly/gT7AA</a> The photo here shows a scene from Festival of Saint Francis of Assisi, Quidbó, a living tradition inscribed as UNESCO's Intangible Heritage in 2012. Copyright: 2005 by León Dario Peláez.	16/01	229	
Both the Koran & the Talmud agree: If someone saves a life, it'd be as if s/he saved the life of all of humanity. Featured in this photo is Rosian Zerner, who is alive today thanks to the courage of at least 7 people who helped her hide during the Holocaust. "Most did it out of conviction, out of respect for human life and because they believed in a better world. Unfortunately there were far too few who would take such a risk." <a href="http://ow.ly/hcWsk">http://ow.ly/hcWsk</a>	29/01	225	
Our "Biodiversity is life" exhibition traveled around the world to help people understand why conserving the Earth's biodiversity is fundamental to a healthy future for humanity. It shows what we could do to reduce biodiversity loss for future generations. Biodiversity is declining at an unprecedented rate. How can we stop this loss? To start, we need to bring together scientific & policy communities together to assess the state of the planet's biodiversity, its ecosystems and the essential services they provide to society. For the 1st time since its creation in April 2012, the Intergov. Platform on Biodiversity & Ecosystem Services is meeting now in Bonn, Germany, to advance on that front. (Info here: <a href="http://ow.ly/gZBtd">http://ow.ly/gZBtd</a> )	21/01	168 on Facebook, 398 on Issuu	<a href="#">Link to issuu</a>

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

### 3.2. Microblogs:

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

#### Variation January 2013 vs December 2012

Followers/Fans		January 2013	December 2012	Variation vs December
Total (all languages)		320 883	306 724	+4.62%
Twitter	English	81 973	76 016	+7.84%
	Spanish	53 403	48 702	+9.65%
	Arabic	11 486	10 767	+6.68%
	French	5 063	4 595	+10.18%
	Russian	927	833	+11.28%
Sina Weibo	Chinese	166 490	164 611	+1.14%
Tencent Weibo*	Chinese	1 541	1 200	+28.42%

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

#### Top 10 Twitter Posts

Message	Posted	Re-tweets
68y ago today, #Auschwitz was freed. Jan 27 is the Intl #Holocaust Remembrance Day <a href="http://ow.ly/h9MjI">http://ow.ly/h9MjI</a> @AuschwitzMuseum #HolocaustDay	27/01	1 312
Funny! #DíaMundialDeTheBeatles is trending in #Mexico. Contrary to rumors we didn't launch Beatles Day but their music has all *our* loving!	16/01	301
#Education for #humanrights & remembrance must be strengthened everywhere <a href="http://ow.ly/h9NsO">http://ow.ly/h9NsO</a> #Holocaust #educationfirst	27/01	163
#DialMundialDeTheBeatles isn't an official UNESCO day. But the Beatles' hometown Liverpool is a #WorldHeritage site <a href="http://ow.ly/gRPhC">http://ow.ly/gRPhC</a>	16/01	130
Cultural diversity is our common heritage. Its protection is an ethical imperative, inseparable from respect for human dignity	30/01	118
#Mali conflict: Protecting the nation's cultural heritage is vital for building peace & respect for human rights <a href="http://ow.ly/h2t3r">http://ow.ly/h2t3r</a>	22/01	114
#Education must rise on the agenda of peace-building. We know the wrong type of education can fuel conflict #unescoed	09/01	92
UNESCO urges military forces to protect cultural sites in Mali during air raids and ground interventions <a href="http://ow.ly/gPiXD">http://ow.ly/gPiXD</a>	15/01	90
Peace is built in our daily words & actions. Always counter every expression of intolerance, hatred & racism. #HolocaustDay	27/01	83
Jobs, self-realization, fulfilled dreams & so much more we wish for the world's 80 million unemployed young people in 2013 #unescoyouth	01/01	70

#### Top 10 Sina Weibo Posts

Message	Posted	Re-tweets	Comments
N uu is an endangered language spoken in South Africa. With the passing of a user of this language on 07.01.2013, there are likely only 7 N uu speakers left. When we lose a language, we lose a culture, we lose a way to understand the world. We also lose knowledge and memories about nature, which may never be discovered and possessed by other cultures.	14/01	573	112
Security of Journalists: At the very beginning of the new year, there are already two sad news about the killing of journalists. This time a radio journalist from Tanzania and a journalist from Centre Africa Republic. We mourn the death of the reporters, we condemn the acts of killing, we called for the truth and protection of press freedom!	15/01	297	39
The Courage to Care: Rescue during the Holocaust: Do you know, 99 % of the Jewish population survived the German occupation, with the help of the Danish resistance and numerous citizens of the country. We pay the tribute to these heroes of humanity.	23/01	176	46
#Aleppo ancient city is listed in World heritage. 50 years ago, a historian wrote, « in order to reach Aleppo, one has to spend many hours crossing extremely monotonous red-earth uplands which stretch to the horizon, almost flat, treeless and without a trace of water. ...Then, suddenly, Aleppo appears. ...it is a striking sight with an austere grandeur of its own; the suddenness of its appearance makes it seem almost unreal.”	16/01	132	19

"What's your favorite among UNESCO's 38 Int'l Days? #Languages #Poetry #FreePress #HumanRights? <a href="http://ow.ly/gT7AA">http://ow.ly/gT7AA</a>	17/01	55	25
Both the Koran & the Talmud agree: If anyone saves a life, it would be as if s/he saved the life of all humanity #Holocaust	28/01	54	35
Join global citizenship, vote for "the changes that would make the most difference to your world" of united nations. <a href="http://t.cn/zYv6dUZ">http://t.cn/zYv6dUZ</a> Results will be shared with world leaders in setting the next global development agenda.	21/01	53	11
Why we need #Holocaust education? Because Education about the Holocaust ultimately means to remove humanity as far away as possible from that extreme form of mass murder." <a href="http://t.cn/zYvhjt2">http://t.cn/zYvhjt2</a>	21/01	53	20
#World radio day: UNESCO started the celebration of World radio day last year. Certainly there will be question like: why radio? It remains the medium that reaches the widest audience worldwide, it reaches over 95% of world population. Raise your hand, if you listen radio	31/01	50	28
2012 is a very dangerous year for journalist around the world: 116 journalists were killed, the highest number since UNESCO recording the list of killed journalists. To honour a person, organization or institution that has made an outstanding contribution to press freedom, UNESCO/Guillermo Cano World Press Freedom Prize 2013, named in honour of Guillermo Cano Isaza, an assassinated Colombian journalist, is now asking for nomination.	08/01	50	22

### 3.3. Video Traffic

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

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

##### Variation January 2013 vs December 2012

Video views	January 2013	December 2012	Variation vs December
Total (all languages)	441 986	414 511	+6.63%
English	257 117	237 661	+8.19%
Spanish	119 413	111 851	+6.76%
French	48 969	47 975	+2.07%
Russian	9 548	8 860	+7.77%
Arabic	6 894	8 121	-15.11%
Chinese	45	43	+4.65%

Language	New subscribers	Variation vs December	Total Subscribers	Variation vs December
Total (all languages)	449	-44,84%	13 146	+3.54%
English	204	-54,36%	8 294	+2.52%
Spanish	149	-27,67%	2 912	+5.39%
French	49	-41,67%	1 307	+3.90%
Arabic	24	-38,46%	290	+9.02%
Russian	20	-16,67%	279	+7.72%
Chinese	3	-78,57%	64	+4.92%

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

	257 117 views in January 2013	Subject	Total views
1	Kalbela folk songs and dances of Rajasthan	CLT/ITH	27 860
2	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	24 727
3	Kabuki Theatre	CLT/ITH	9 305
4	Baul Songs	CLT/ITH	7 434
5	Whistled language of the island of La Gomera (Canary Islands), the Silbo Gomero	CLT/ITH	7 296
6	Falconry, a living human heritage	CLT/ITH	5 755
7	Lacemaking in Croatia	CLT/ITH	5 337
8	Taekkyeon, a traditional Korean martial art	CLT/ITH	4 498
9	Gagaku	CLT/ITH	4 453
10	Georgian Polyphonic Singing	CLT/ITH	3 508

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

	<b>119 413 views in January 2013</b>	<b>Subject</b>	<b>Total views</b>
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	53 169
2	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	9 064
3	El Silbo Gomero, lenguaje silbado de la isla de La Gomera (Islas Canarias)	CLT/ITH	6 794
4	Discurso de Ernesto 'Che' Guevara	UNESCO	3 388
5	Los parachicos en la fiesta tradicional de enero de Chiapa de Corzo	CLT/ITH	2 574
6	El patrimonio oral y las manifestaciones culturales del pueblo zápara	CLT/ITH	2 408
7	La huaconada, danza ritual de Mito	CLT/ITH	1 501
8	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	1 126
9	Los dibujos en la arena de Vanuatu	CLT/ITH	1 087
10	La fiesta de los patios de Córdoba	CLT/ITH	926

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

	<b>48 969 views in January 2013</b>	<b>Subject</b>	<b>Total views</b>
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	4 271
2	Routes de l'Esclave: Une vision globale	CLT	2 041
3	Le Maloya	CLT/ITH	2 024
4	Le langage sifflé de l'île de la Gomera (îles Canarias), le Silbo Gomero	CLT/ITH	1 958
5	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	1 855
6	Le chant polyphonique géorgien	CLT/ITH	1 811
7	Une école maternelle à Paris	ED	1 676
8	Le repas gastronomique des Français	CLT/ITH	1 290
9	Le Kankurang, rite d'initiation mandingue	CLT/ITH	1 114
10	Le Canto a tenore, chant pastoral sarde	CLT/ITH	860

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

	<b>9 548 views in January 2013</b>	<b>Subject</b>	<b>Total views</b>
1	Alsou Abramova UNESCO Artist for Peace	UNESCO	1 224
2	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	358
3	Historic Centre of Brugge	CLT/WHC	311
4	Video n°18 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	291
5	Palace and Park of Versailles	CLT/WHC	271
6	Prehistoric sites and decorated caves of the Vézère Valley	CLT/WHC	235
7	Lake Malawi National Park	CLT/WHC	225
8	Petra	CLT/WHC	200
9	Tasmanian Wilderness	CLT/WHC	184
10	Historic Centre of Rome	CLT/WHC	164

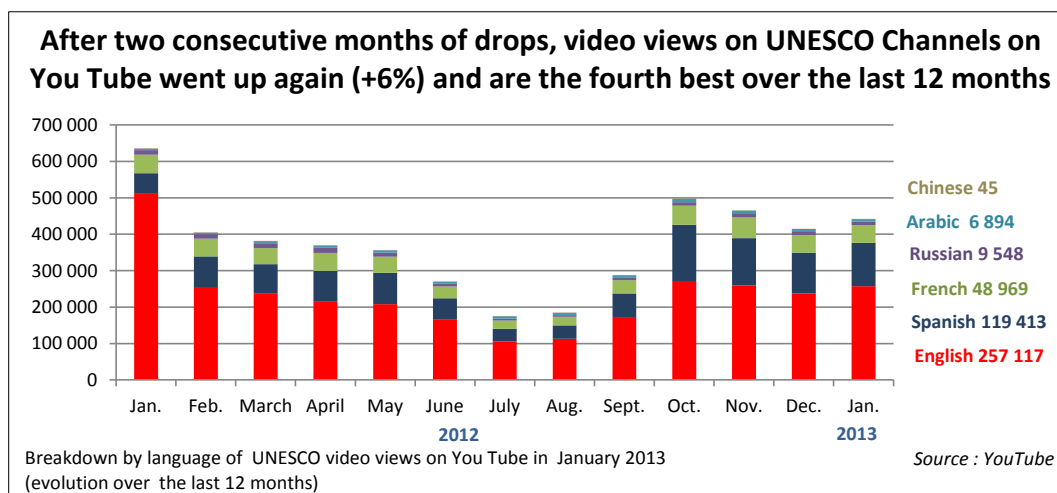
▪ **Top 10 videos on UNESCO TV Arabic Channel**

	<b>8 694 views in January 2013</b>	<b>Subject</b>	<b>Total views</b>
1	Venice and its Lagoon	CLT/WHC	458
2	Petra	CLT/WHC	399
3	Palace and Park of Versailles	CLT/WHC	343
4	Archaeological Areas of Pompei	CLT/WHC	319
5	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	231
6	Te Wahipounamu – South West New Zealand	CLT/WHC	212
7	Lines and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	171
8	Historic Sanctuary of Machu Picchu	CLT/WHC	140
9	Tassili n'Ajjer	CLT/WHC	129
10	New Zealand Sub-Antarctic Islands	CLT/WHC	119

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

	<b>45 views in January 2013</b>	<b>Subject</b>	<b>Total views</b>
1	Malala	ED	10
2	Ocean	IOC	9
3	Our World Heritage: UNESCO World Heritage Convention	CLT/WHC	9

4	UNESCO History	UNESCO	4
5	Video n°28 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	2
6	Culture of Lahore	CLT	2
7	Patrimonto 9	CLT/WHC	2
8	Education for All	ED	2
9	Video n°30 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	2
10	Video n°27 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1



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

#### - Top 10 Videos

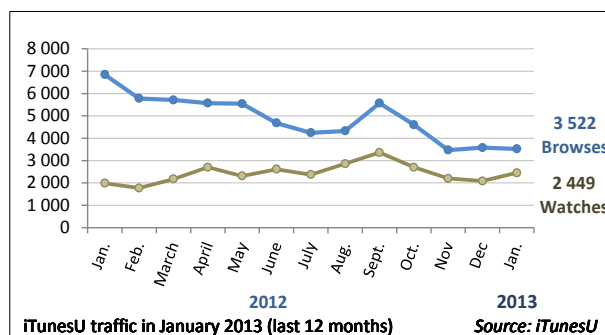
Video	Posted	Total Views	Quoted*
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	03/03/11	44 199	4 648
#intangible heritage# Chinese shadow puppetry	01/12/11	17 550	1 782
Intangible heritage Kunqu Opera-the Peony Pavilion Performed by UNESCO Artist for Peace Jun Zhang	15/04/11	9 747	8 465
40 year anniversary of World heritage convention	22/06/12	9 011	1 182
Safeguarding community's living heritage	07/12/12	7 475	352
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	23/06/11	6 286	6 005
International Jazz Day	23/04/12	5 153	855
Great apes on brink of extinction	06/11/12	5 191	156
UNESCO Director-General's statement on US funding cut	03/11/11	4 305	385
Word Teachers'Day: Interview of ADG Mr Qian Tang	05/10/11	3 778	600

\* Views of the video from other websites

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

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

Metrics	TOTAL 2012	January 2013	Variation vs M-1
Watches (downloads /streams)	29 139	2 449	+17.40%
Browses	59 928	3 522	-1.59%

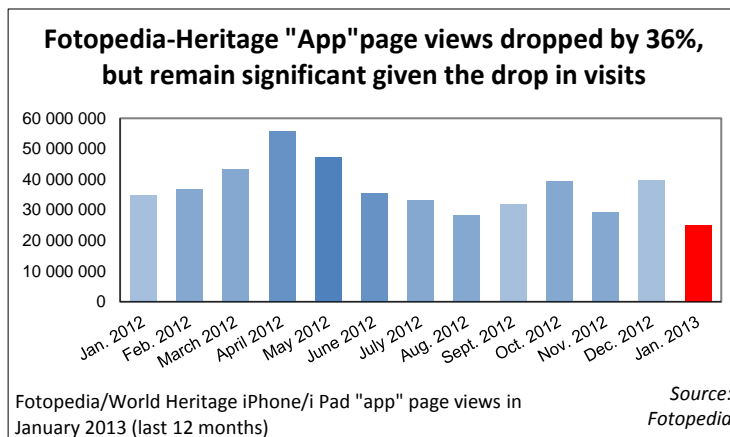
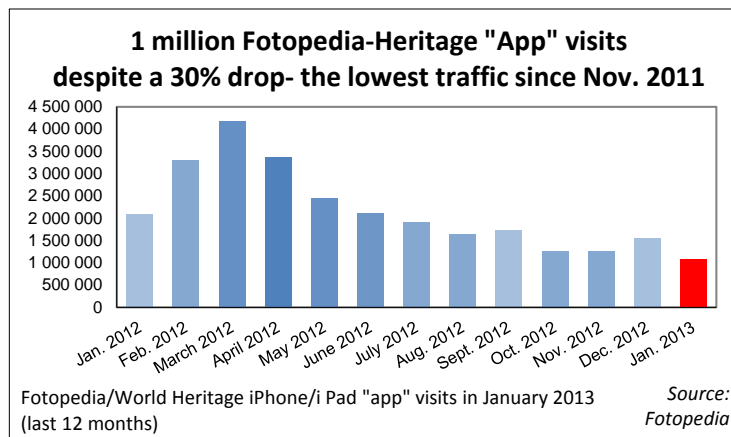




### 3.6. UNESCO Fotopedia iPhone/iPad “app”

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

Metrics	TOTAL 2012	January 2013	Variation vs Y-1	Variation vs M-1
Downloads	1 392 394	<b>68 076</b>	-73.44%	-72.68%
Unique Visitors	2 231 723	<b>308 416</b>	-9.82%	-30.48%
Visits	26 889 364	<b>1 074 530</b>	-48.75%	-30.74%
Page views	454 879 839	<b>25 178 024</b>	-27.40%	-36.49%
Info pane with UNESCO logo & text	2 297 997	<b>183 193</b>	-45.06%	-42.67%
Open UNESCO page from Heritage	84 098	<b>6 028</b>	-45.33%	-43.27%
Distinct UNESCO WHC pages opened	421	<b>273</b>	-35.15%	-26.02%
Most viewed UNESCO WHC page	<a href="#">Site of Palmyra</a>	<a href="#">Site of Palmyra</a>		



### 4. UNESCO Photobank

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

N/A for January.

## 5. UNESCO Documents, Multimedia Archives and Library

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

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

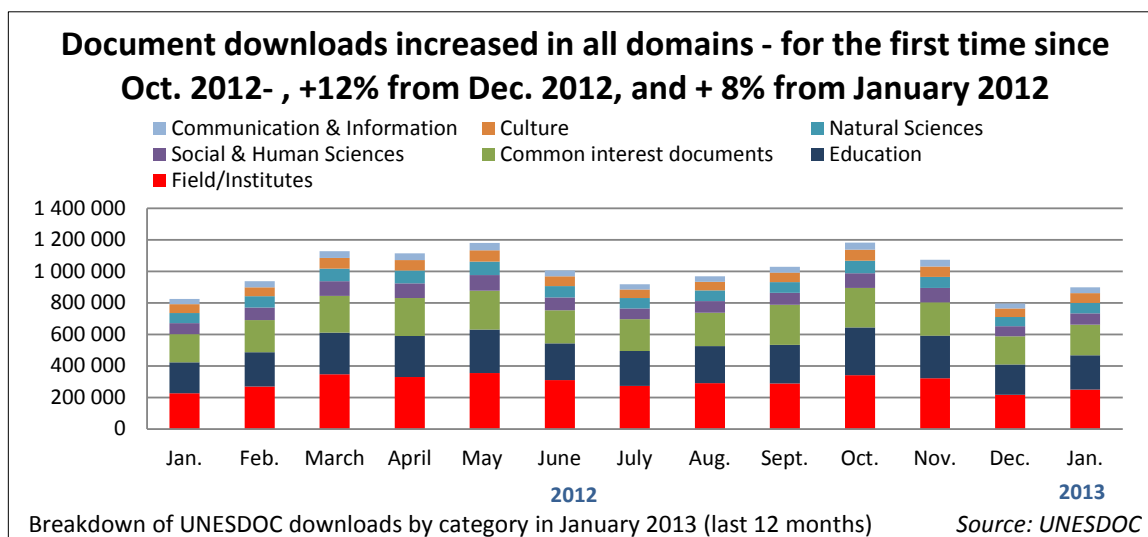
In January there were **134 743** records available online in PDF format (134 358 in December), including documents, publications, communication material and other working documents.

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

#### 5.1.1 Statistics of consultation

<b>Total number of downloads in January</b>	<b>897 997</b>
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	9 614	216 498	+12.78%	23
Natural Sciences	9 670	66 118	+16.32%	7
Social and Human Sciences	5 636	71 421	+10.37%	13
Culture	3 314	62 425	+13.95%	19
Communication and Information	2 356	35 470	+12.59%	15
Field & Institutes	8 434	250 625	+15.60%	30
Common interest documents	N/A	195 440	+8.98%	N/A



#### 5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	95 616
2	France	75 593
3	Mexico	43 034
4	Brazil	28 519
5	Spain	25 354
6	United Kingdom of Great Britain and Northern Ireland	23 407

7	India	22 098
8	Philippines	17 454
9	Canada	16 189
10	Venezuela (Bolivarian Republic of)	13 503
11	Algeria	13 045
12	China	12 700
13	Portugal	11 097
14	Colombia	10 430
15	Germany	9 816

### 5.1.3 Printable Communication materials

Title	Total downloads in January							Total
	EN	FR	SP	RU	AR	ZH	POR	
2011 UNESCO Annual Report	252	83						335
2010 UNESCO Annual Report	172	29						201
UNESCO brochure	915	384					57	1 356
65 Ways UNESCO Benefits Countries all over the World	152	99	52		6		39	348
A New Humanism for the 21 <sup>st</sup> Century	115	85	161	39	8			408
<b>TOTAL</b>	<b>1 606</b>	<b>680</b>	<b>213</b>	<b>39</b>	<b>14</b>	<b>-</b>	<b>96</b>	<b>2 648</b>

## 5.2. Multimedia Archives – [www.unesco.org/archives/multimedia](http://www.unesco.org/archives/multimedia)

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

### 5.2.1 Statistics of consultation

	Month	Page views	Variation vs M-1	Visits	Variation vs M-1
<b>2013</b>	<b>January</b>	19 321	+22.50%	8 835	+14.09%

### 5.2.2 Top 10\*

	Title	Views
1	A World for Inclusion   Inclusive education	185
2	Education for all: six goals for 2015   Basic education	171
3	The World Save Abu Simbel   World heritage	160
4	Fast Car: Travelling Safely around the World   Health education	159
5	Creation of UNESCO   UNESCO history	152
6	Education for all	145
7	Falconry, a living human heritage	141
8	Un monde solennel de lumière: la cathédrale de Chartres   World heritage	139
9	La création de l'UNESCO   UNESCO history	138
10	Festac 77 - Lagos Festival   Cultural events	136

\* iTunesU not included

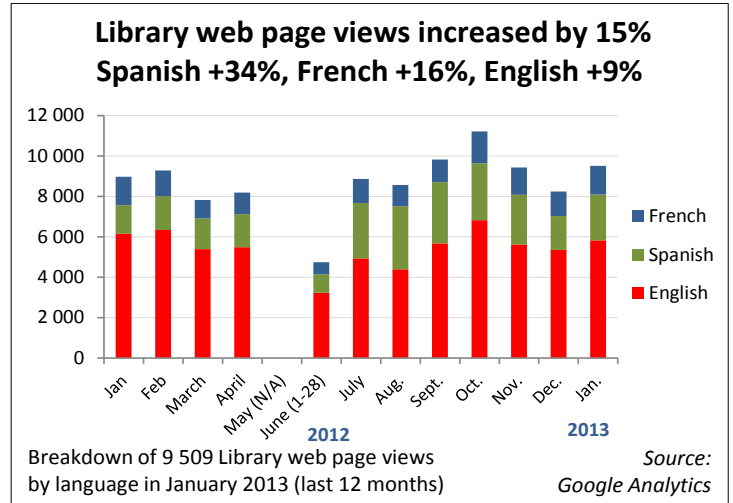
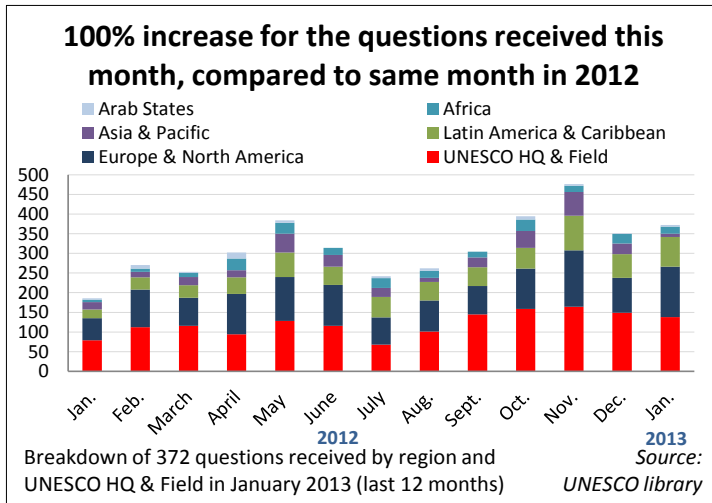
### 5.3. UNESCO Library - <http://www.unesco.org/library>

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

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

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

#### 5.3.2 Web page views:



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

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

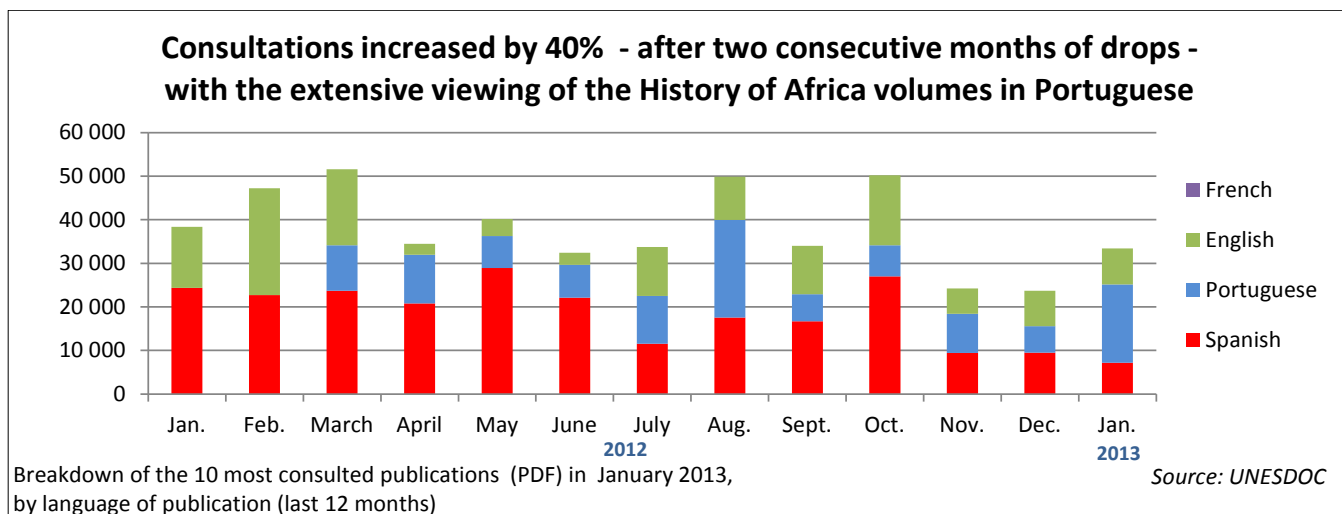
After two months of drops in on-line viewing, January saw an increase thanks to viewing of the Portuguese on-line version of the General History of Africa. But the increase is relative and not general. The EFA Global Monitoring report and the World Water Development Report 4 are the two English reports continuing to do well. Views of UNESCO publications on Google Books declined compared with December and with the same month in 2012.

Bookshop sales were heavily dominated by World Heritage and the Memory of the World publications whereas the top online sales were more varied with good sales for the new edition of Human Rights: Questions and Answers and the Global Survey on Internet Privacy and Freedom of Expression.

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

	Title	Sector	Language	Views	Published
1	Youth and skills: putting education to work, EFA global monitoring report, 2012	ED	English	5 463	Paris, UNESCO, 2012
2	História geral da África, I: metodologia e pré-história da África (General history of Africa, I: Methodology and African prehistory)	CLT	Portuguese	4 605	Brazil, 2010
3	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	4 331	Paris, 2005
4	História geral da África, II: África antiga (General history of Africa, II: Ancient civilizations of Africa)	CLT	Portuguese	2 905	Brazil, 2010
5	Actividades de educación ambiental para las escuelas primarias: sugerencias para confeccionar y usar equipo de bajo costo (Environmental education activities for primary schools: suggestions for making and using low cost equipment)	ED	Spanish	2 870	UNESCO/ UNEP, 1992
6	United Nations world water development report 4: managing water under uncertainty and risk	SC	English	2 788	Paris, 2012
7	História geral da África, VIII: África desde 1935 (General history of Africa, VIII: Africa since 1935)	CLT	Portuguese	2 756	Brazil, 2010
8	História geral da África, VI: África do século XIX à década de 1880 (General history of Africa, VI: Africa in the nineteenth century until the 1880s)	CLT	Portuguese	2 696	Brazil, 2010
9	História geral da África, VII: África sob dominação colonial, 1880-1935 (General history of Africa, VII: Africa under colonial domination, 1880-1935)	CLT	Portuguese	2 503	Brazil, 2010
10	História geral da África, IV: África do século XII ao XVI (General history of Africa, IV: Africa from the twelfth to the sixteenth century)	CLT	Portuguese	2 495	Brazil, 2010

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

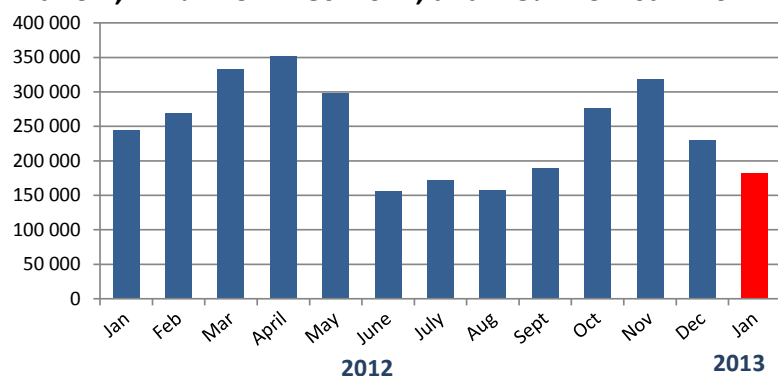


## 6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, 276 UNESCO publications (mainly recent titles) are available on the service, which allows readers to search for and browse these books online.

Month	Publications on Google Books	Book visits	Pages viewed	Book visits with buy clicks
January 2011	104	8 032	146 055	99
January 2012	177	16 466	244 695	154
<b>January 2013</b>	<b>276</b>	<b>11 392</b>	<b>182 327</b>	<b>117</b>

### Google Books page views dropped for the second month in a row, - 21% from Dec. 2012, and -25% from Jan. 2012



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

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

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

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

## 6.3. UNESCO Bookshop bestsellers\*

### Bookshop sales of UNESCO publications in January, top 5

	Title	Copies sold	Sector
1	UNESCO World Heritage Desk Diary 2013	160	CLT/WHC
2	The World's Heritage - The Bestselling Guide to the Most Extraordinary Places - Edition 2012	17	CLT/WHC
3	Memory of the World The Treasures That Record Our History from 1700 BC to the Present Day	10	CI
4	World Heritage: Benefits Beyond Borders	9	CLT/WHC
5	Bouba et Zaza disent Merci !	7	ED

### Bookshop sales of non-UNESCO publications in January, top 5

	Title	Copies sold	Publisher
1	The World Heritage 2013 Calendar	17	Panasonic
2	Guide du Patrimoine Mondial – 4e Edition 2012	4	Ouest-France
3	Papa tu peux sauver la planète ! / Daddy you can save the planet! Colouring Book for kids who want to educate their parents	4	UN
4	Charter of the Unites Nations and statute of the International Court of Justice	3	UN
5	Réflexions sur le développement, Joseph Ki-Zerbo	2	Fondation Joseph Ki-Zerbo

## 6.4. Online and international sales

### Online and international sales of UNESCO Publications in January, top 5\*

	Title	Copies sold	Sector
1	Le changement climatique	90	SC
2	Human rights: Questions and Answers 6th edition	41	SHS
3	UNESCO World Heritage Atlas	40	CLT
4	World Heritage: Benefits Beyond Borders	35	CLT
5	Global Survey on Internet Privacy and Freedom of Expression	33	CI

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

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

Title	Copies sold	Sector
Patrimoine Mondial Revista N° 65 - Patrimoine Mondial y desarrollo sostenible -	0	CLT/WHC
IIEP n°96 – Les pays en développement à l'ère de l'e-learning	0	IIEP
UNESCO Gran Atlas del Patrimonio Mundial	0	CLT/WHC
Museum International N° 249/250 : Les bénéfiques sociaux du patrimoine	0	CLT
Education for All Global Monitoring Report - 2012 Youth and Skills: Putting Education to Work	0	ED

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

Title	Copies sold	Sector
Liberté de connexion - Liberté d'expression	0	CI
IIEP 95 Marchandisation de l'enseignement supérieur : l'impact de l'Accord général sur le commerce des services	0	IIEP
IIEP 96 Les pays en développement à l'ère de l'e-learning	0	IIEP
Atlas mondial de la igualdad de género en la educación	0	UIS
Bouba and Zaza learn road safety	0	ED

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

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

Contract No.	Title	Publisher	Language	Date signed
J.2013-001	Free flow	UNESCO/Tudor Rose	English	09/01/2013
J.2013-002	Migrant's Inclusion in Cities: Innovative Urban Policies and Practices / Inclusión de los migrantes en las ciudades: Políticas y prácticas urbanas innovadoras	UNESCO/UN-HABITAT	English/ Spanish	15/01/2013
J.2013-003	Le VIH et sida dans le milieu professionnel de l'éducation en Afrique de l'Ouest et Centrale	UNESCO/ILO	Français	25/01/2013
J.2013-004	Skills Challenges in the Water and Wastewater Industry: Contemporary Issues and Practical Approaches in TVET	UNESCO/Deutsche Vereinigung für Wasserwirtschaft, Abwasser und Abfall e.V. (DWA)	English	28/01/2013
C.2013-001	Environmental Education Activities for Primary Schools, Suggestions for Making and Using Low Cost Equipment (N°21, 1992)	Action Environment Ethiopia	Amharic	28/01/2013

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

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Editions du Centre Pompidou	Court extrait provenant du matériel suivant : Lévi-Strauss, Claude, <i>Race et Histoire</i> , © UNESCO 1952	Pour inclusion dans une anthologie de textes intitulée « Art et mondialisation », à paraître en janvier 2013 en format livre uniquement, avec un tirage de 3 000 exemplaires vendus au prix unitaire de 39.90 €	Droit non-exclusif uniquement pour cette édition en langue française, pour distribution en France. Mention de la source. Redevance de 150 euros	4/01/2013

Editions Magnard Vuibert	Court extrait provenant du matériel suivant : Lévi-Strauss, Claude, Race et Histoire, © UNESCO 1952	Pour inclusion dans un ouvrage intitulé « Concours commun des IEP 2013 – La science », à paraître en janvier 2013 en format livre uniquement, avec un tirage de 2 500 exemplaires vendus au prix unitaire de 15.90 €.	Droit non-exclusif uniquement pour cette édition en langue française, pour distribution en France. Mention de la source. Redevance de 100 euros	4/01/2013
Pearson Education Ltd	Short extract from UNESCO's website: <a href="#">Morne Trois Pitons National Park</a> , © UNESCO 1992-2013	Inclusion in the work entitled "Heinemann Social Studies for CSEC- First Edition", by Julian Cresser, Nilio Gumbs and Lelia Lord to be published in January 2013 by Pearson Education Ltd, for a total print run of 33,150 copies in print form and an estimated order of 33,150 copies in e-book format to be sold at GBP 15 (fifteen British Pounds) per unit.	Non-exclusive world rights are granted for this edition only in printed book form and in e-book format only, in the English language only. Due acknowledgement of UNESCO. Fee of USD 250	25/01/2013



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

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

### 7.1. Number of events by “Major Programmes”

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
CI	7	1	6	
CLT	6	3	3	
ED	6	4	2	
ERI	2	2		
SC	4	4		
SHS	4	2	2	
GBS	1	1		
BFC	1	1		
AFR	1	1		
<b>Total</b>	<b>32</b>	<b>19</b>	<b>13</b>	<b>-</b>

### 7.2 Events organized by Field Offices/ Institutes

Abuja	1
Apia	1
Katmandu	2
Kingston	1
Nairobi	1
New Delhi	4
Rabat	2
Santiago	1
<b>Total</b>	<b>13</b>

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

Type of Events taking place	at HQS	away from HQS
Category 2-Intergovernmental meeting	-	1
Category 3- Non-governmental conference	-	-
Category 4- International Congress	-	-
Category 5-Advisory Committee	-	-
Category 6-Expert Committee	-	-
Category 7-Seminars and Workshops	-	9
Category 8-Symposium	-	1
Event under patronage	-	-
Exhibition	2	2
Film Projection	-	-
Headquarters Committee	-	-
Concert	-	-
Interagency Meeting	-	-
Consultative Meeting	-	2
Meeting by Member States or Institutions	1	3
Show	1	-
Internal meeting	1	-
Special Event	2	1
Working group/Expert Meeting	2	-
Information meeting for Permanent Delegations	3	-
Executive Board	-	-
Prize Giving Ceremony	-	1
<b>Total</b>	<b>12</b>	<b>20</b>

## 8. UNESCO Headquarters

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

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

### 8.1. Conferences and Meetings

#### 8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
15/01	Formation à l'éthique	ETH	Salle III	20
15/01	Réunion du Comité de liaison	ERI/NCS/NGO	Salle VII	15
15/01	Réunion du jury international pour le Prix UNESCO-Sharjah pour la culture arabe	CLT/DDD/SCI	Salle VIII	10
21-22/01	Réunion de coordination à mi-parcours du projet « Dialogue Philosophique Sud Sud »	FU/RAB	Salle VI	20
23/01	PCPD Platform	BFC/CPO	Salle VIII	20
23/01	Réunion annuelle des Ecoles associées françaises, célébration du 60e anniversaire	ED/PSD/PHR	Salle IV + Vest. Pas Perdus	100
25/01	IXe consultation du Groupe international de soutien (GSI)	SC/EES	Salle XIII	80
28/01	Commémoration de l'Holocauste 2013 - Conférence	ED/PSD/PHR	Salle II	300
29/01	Formation à l'éthique	ETH	Salle VII	30
29-30/01	Réunion du Bureau de la Convention de Lisbonne	ED/BHL/HED	Salle VIII	15
30/01	Seminar -British Educational Training and Technology (BETT) and new groups	ED/PDE/PAD	Salle IX	50
31/01	Année Internationale de la cristallographie-réunion des différents partenaires	SC/BES/BS	Salle XIII	25
Total participation				<b>685</b>

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

#### 8.1.2 External rentals

Date	Title	Organizer	Place	Public
11/01	Cérémonie Remise des Titres	ISG	Salles I et III + C.M R.233	1 390
17/01	Cycle IHEPS 2013	IHEPS	Salle IX	55
18/01	Education et développement durable	UATI	Salle XII + Vest. XI-XII	400
18/01	Remise de diplômes	Novancia Business School Paris	Salle I + Foyer Salle I + C.M R.233 + Miro 3	1 250
25/01	Soirée culturelle pour la Paix et les droits de l'homme	CULPAC	Salle IX	65
30/01-01/02	Journées d'études 2013	APF Formation	Salle I + Foyer Salle I +C.M R.233	1 300
30/01	Réunion dans le cadre de l'UE	DP CHYPRE	Salle XI	200
31/01	Assemblée Générale de l'UATI	UATI	Salle XVI	45
Total participation				<b>4 705</b>

#### 8.1.3 Electoral Groups Meetings

Date	Title	Organizer	Place	Public
08/01	Réunion avec les membres du Groupe africain	Délégation perm. de Djibouti	Salle XIV	30
15/01	Réunions du Groupe UE 2013	Délégation perm. de l'Irlande	Salle XIV	40
17/01	Réunion du Groupe de Genève	Délégation perm. de la Rép. pop. démocratique de Corée	Salle XIV	50
18/01	Réunion DG et Groupe africain, et réunion	AFR/CEO	Salle IX	80

	plénière du Groupe			
18/01	Réunion du Groupe régional II	Délégation perm. de la République de Bulgarie	Salle XVI	40
22/01	Réunion DG et Groupe GRULAC	ERI/MO/LAC	Salle IX	80
22/01	Réunion du Groupe Francophone	Délégation perm. de la République française	Salle XVI	30
23/01	Réunion du groupe Electoral I	Délégation perm. du Royaume des Pays-Bas	Salle XIII	60
23/01	Réunion plénière du GRULAC	Délégation perm de la République du Pérou	Salle XVI	60
24/01	Réunion du Groupe 77	Groupe 77	Salle IX	40
25/01	Réunion plénière du Groupe africain	Délégation perm de l'Ouganda	Salle XIII	60
28/01	Réunion du Groupe arabe	Délégation perm. du Royaume du Maroc	Salle VII	40
Total participation				<b>610</b>

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

- The January electronic calendar was sent to **4 787 subscribers** (125 new subscribers)
- The paper version for January events was printed out in **2 500 copies** (in French)
- **8 events** were organized, co-organized and/or promoted in January by DPI/SPE (Special Events Section)

### 8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
14-18/01/2013	Passionate nature by Rosario Ortiz de Chamorro	Permanent Delegation of Nicaragua	Salle des Pas Perdus	N/A
Until 18/01/2013	Memory of the World	Communication and Information Sector	Railings around the Headquarters	N/A

### 8.2.2 Shows, Screenings and Award ceremonies

Date	Title	Organizer	Place	Public*
29/01/2013	Cultures without borders	Permanent Delegation of the Russian Federation	Room I	1 300

### 8.2.3 Special events

Date	Title	Organizer	Place	Public*
28/01-4/02/2013	<b>International Day of Commemoration in Memory of the Victims of the Holocaust</b>	Education Sector		
28/01/2013	Conference: "From Holocaust Education to the Prevention of Genocide: What have we learnt from the Past?"		Room II	300
28/01/2013	Commemoration ceremony		Room I	800
28-29/01/2013	Exhibition: "The Rescue 1943" Dedicated to the 70th anniversary of the rescue of the Bulgarian Jews		Foyer	N/A
28/01-4/02/2013	Exhibition: "Resistance and rescue in Denmark" Photographies by Judy Ellis Glickman		Salle des Pas Perdus	N/A
28/01-4/02/2013	Rescue: Preserving Humanity during the Holocaust		Miró rooms	N/A

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

### 8.3. UNESCO Visits

The Visitors' Service organized a total of 71 visits for **1 395** visitors in January 2013.

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

1. Requests	
Number of emails received	n/a
Number of requests received	n/a
Accepted requests	n/a
Declined requests	2

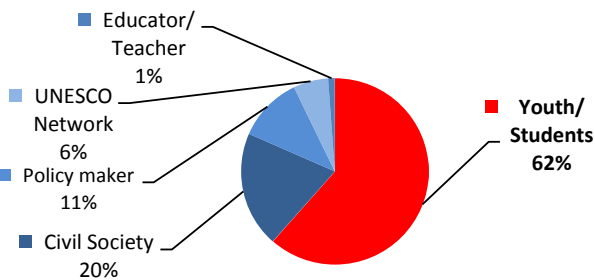
2. Languages		
Visits in French	43	61%
Visits in English	25	35%
Other	3	4%

3. Type of visits		
Group Visits	32	44%
Spontaneous Visits	29	40%
Individual Visits	7	10%
Thematic Conferences	4	6%

4. Origin		
Europe and North America	1 168	84%
Asia and Pacific	188	13%
Latin America and the Caribbean	37	3%
Arab States	2	0%
Africa	0	0%

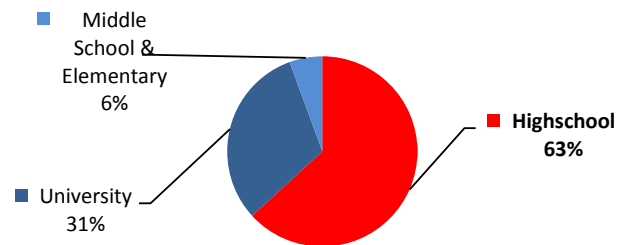
### 5. Profile of visitors

#### Visits by Youth/Students increased by more than 230%



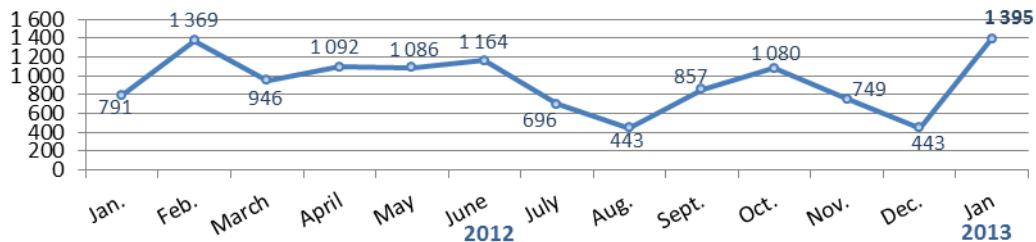
Breakdown of 1 395 UNESCO visitors in January 2013 Source: UNESCO

#### 860 Youth/Students, with more than half from highschool, visited UNESCO this month



Breakdown of 858 Youth/Student visitors in January 2013 Source: UNESCO

#### Record: Number of visitors received tripled compared to last month, and increased by 76% from same month last year



Visitors received by the Visitor's Service in January 2013 (past 12 months) Source: UNESCO

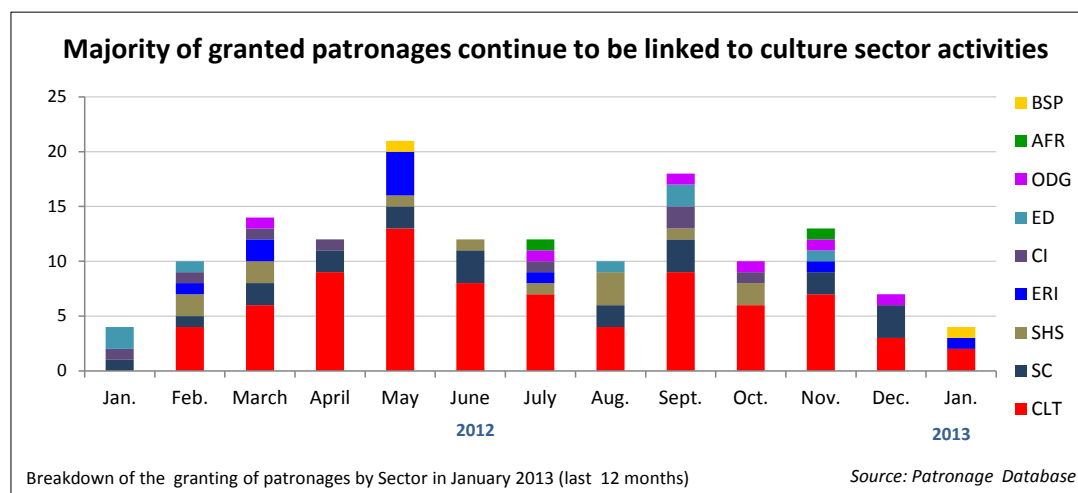
## 9. UNESCO logo exposure

### 9.1. Patronage

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

The following 4 events which have been granted UNESCO's patronage took place in January 2013:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
29/01/2013	UNESCO HQ	Opening Ceremony for the international project "Cultures without borders" which involves concerts and performances in 16 countries.	Civil society, UNESCO networks & permanent delegations	BSP
30/01/2013	France	Conference « Cultural Dialogue between Europe and the Arab World»	Researchers & policy-makers	ERI
31/01/2013	Luxembourg	Salon de vacances intitulé "Luxexpo" organisé par l'association "Comité Alstad" dans la vieille ville de Luxembourg	Civil society	CLT
31/01/2013	Russian Federation	International Assembly of artists "Autumn of Plastov" in the Oulianovsk region	Artists	CLT



## 10. Media Partnerships

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

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

### 10.1. NHK (Japan)

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

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

Duration: until December 2014

Explanation of partnership: [http://www.nhk.or.jp/sekaiisan/info\\_unesco.html](http://www.nhk.or.jp/sekaiisan/info_unesco.html)

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

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

#### Regular programmes (NHK General)

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

Area of broadcast: **Japan and Worldwide**

Estimate number of households as viewers in Japan (Video Research Inc): **17 791 000 households in main Kanto region** = 1 percent of audience share corresponds to **177 910 households in main Kanto region**.

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

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

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

#### Special programs (Satellite channel)

Estimate number of households as viewers in Japan on average per programme (Video Research Inc): **521 869** in main Kanto region. Total number of viewers nationwide has not been surveyed.

Reaction from audience: **10-20 calls during/after the broadcast requesting rebroadcast, asking more info on the content etc.**

<i>Date</i>	<i>Subject</i>	<i>Title</i>	<i>Format</i>	<i>Audience Share</i>
19/01	Search and Go! Treasured World Heritage sites	"The Power of Happiness"	73 minutes	7.6 %
11/01	World Heritage : Journey Across Time *	"Mexico: Food, the Blessing from God"	59 minutes	0.5 %
18/01	World Heritage : Journey Across Time*	"China: Landscape of the Artists"	59 minutes	0.7 %
19/01	Search and Go! Treasured World Heritage sites	"The Power of Happiness"	73 minutes	7.6 %

\*=aired on the Satellite channel only

### 10.2. TBS (Japan)

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

Partnership began: 1994

Product: **A series of TV programmes (30 minutes): The World Heritage** <http://www.tbs.co.jp/heritage/>

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

Countries and regions of broadcast: **Japan**

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

Sponsorship: **SONY**

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience Share</i>
13/01	<a href="#">Compilation, The World Heritages of USA</a> (USA)	30 minutes	6.6%
20/01	<a href="#">Compilation, The World Heritages of Caribbean</a> (Belize, Barbados, Dominican Republic, etc)	30 minutes	6.2%
27/01	<a href="#">The Sundarbans</a> (Bangladesh)	30 minutes	6.6%

Average audience share in January: **6.5 percent** (for the first broadcast)  
 Estimate number of viewers in Japan: **5 932 000** (for the first broadcast)  
 The total number of audience accessed to the program in December was estimated at **23 854 000**

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

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

Partnership began: October 2010

Products: **News and interviews**

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

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

Network: partnership with more than 100 foreign news media

Links to titles by language (other than Chinese)	Nb of reports
<a href="#">English</a>	27
<a href="#">French</a>	12
<a href="#">Russian</a>	6
<a href="#">Spanish</a>	5
<a href="#">Arabic</a>	7
In January, a total of <b>57 reports</b> were released on UNESCO through Xinhuanet	

### 10.4. RIA Novosti

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

Partnership began: September 2010

Duration: until December 2013

Products: **News and interviews**

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

Network: partnership with more than 100 foreign news media

Date	Titles of Reports on UNESCO in Russian	Page views
05/01	<a href="#">Red-hot lava flows down slopes of Kizimen volcano in Kamchatka</a>	640
09/01	<a href="#">Study to investigate presence of Pallas's cat to be launched at Altai Nature Reserve in 2013</a>	430
10/01	<a href="#">New advertisement placement regulations to be ready by May</a>	92
11/01	<a href="#">Tallest shop in London: Shard skyscraper prepares to open</a>	829
12/01	<a href="#">Prime Minister of Bangladesh: We want to strengthen ties with Russia</a>	359
12/01	<a href="#">World's oldest woman dies in Afghanistan, aged 136</a>	23 382
14/01	<a href="#">Waste disposal project for Baikalsk Pulp and Paper Mill could be ready by July</a>	174
15/01	<a href="#">Court declares unlawful decision by Yaroslav Mayor to dismantle kiosks</a>	1 053
15/01	<a href="#">Culture Ministry denies intention to set up a body similar to Rosokhrankultura</a>	97
16/01	<a href="#">British rock group The Beatles. Background Note</a>	875
16/01	<a href="#">The Beatles - a rock legend for all times and people.</a>	632
16/01	<a href="#">Katun Nature reserve in Altai offers trips to the Multinsky Lakes</a>	70
17/01	<a href="#">Decision on partial development of Babolovsky Park in Pushkin challenged</a>	49
18/01	<a href="#">Kizimen Volcano in Kamchatka spews ash more than 4km into the air</a>	1 326
18/01	<a href="#">US Navy ship damages Philippine reef, a UNESCO World Heritage site</a>	344
18/01	<a href="#">Khurtuyakh Tas "Stone Grandmother" Museum is Khakassia's most popular visitor attraction</a>	35
21/01	<a href="#">Daursky Nature Reserve prepares documents for inclusion in UNESCO World Heritage List</a>	35
22/01	<a href="#">Mini ecotopes to open in near cordons of Altai Nature Reserve</a>	65
32/01	<a href="#">WWF worried about preservation of World Heritage Sites in Russia</a>	47
24/01	<a href="#">Spring volunteers to clear garbage from Baikal ice</a>	132
24/01	<a href="#">WWF asks Australia to allocate \$500 mln to improve water quality in Great Barrier Reef</a>	22
24/01	<a href="#">Former head of Karelia, Nelidov, to become director of Kizhi Museum</a>	1 138
24/01	<a href="#">Kizhi Museum asks for decision on appointment of new director to be overturned</a>	3 355
24/01	<a href="#">Kizhi Museum. Background Note</a>	697
25/01	<a href="#">Deputy Culture Minister heads to Kizhi to resolve issue of change of management at museum</a>	907
25/01	<a href="#">Vinnichenko supports appointment of Nelidov as director of Kizhi Museum</a>	837

27/01	<a href="#">Auschwitz-Birkenau concentration camp. Background Note</a>	751
27/01	<a href="#">Mali government troops control access to Timbuktu</a>	2 270
29/01	<a href="#">UNESCO prize awarded to Brazilian writer in Havana</a>	70
30/01	<a href="#">Presentation of Morais' book "The Last Soldiers of the Cold War" in Havana</a>	110
30/01	<a href="#">US Navy proposes dismantling ship stuck on Philippine reef</a>	36
30/01	<a href="#">What the healthiest countries in the world eat. Infographics</a>	18 970
30/01	<a href="#">Restoration work in Pompeii to begin on February 6</a>	181
31/01	<a href="#">Anniversary of birth of artist Arkady Plastov to be marked in the Ulyanovsk Region</a>	26
31/01	<a href="#">Over 17,000 Russians ask for gas pipeline to bypass Ukok Plateau</a>	51
Total reports in Russian: <b>35</b>		Total page views: <b>60 087</b>

Date	Titles of Reports on UNESCO in French	Page views
12/01	<a href="#">Haïti: la situation désastreuse 3 ans après le séisme (Amnesty International)</a>	25
15/01	<a href="#">Les titres du 15 janvier 2013</a>	5
16/01	<a href="#">Les Beatles, une légende du XXe siècle</a>	11
18/01	<a href="#">Un navire US a endommagé un récif corallien classé par l'UNESCO</a>	8
28/01	<a href="#">Mali: les forces franco-maliennes reprennent Tombouctou</a>	12
Total reports in French: <b>5</b>		Total page views: <b>61</b>

Date	Titles of Reports on UNESCO in English	Page views
23/01	<a href="#">Photo Tour with RIA Novosti: Georgia</a>	49
Total reports in English: <b>1</b>		Total page views: <b>49</b>

Date	Titles of Reports on UNESCO in Spanish	Page views
16/01	<a href="#">Los Beatles, una leyenda del rock invencible al tiempo</a>	30
Total reports in Spanish: <b>1</b>		Total page views: <b>30</b>

<b>TOTAL REPORTS: 42</b>	<b>TOTAL page views in January: 60 227</b>
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## 10.5. Südwestrundfunk (SWR) - [www.schaetze-der-welt.de](http://www.schaetze-der-welt.de)

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

Partnership began: 1995

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

Output: **3 sat** (Cultural channel for Germany, Switzerland and Austria), **Phoenix** (Documentary channel for Germany), **SWR Fernsehen** (Regional channel of ARD) and [Südwestrundfunk website](#)

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

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

Day/time	Nb of films	Audience share	Viewers / film	Total viewers
Sunday 7.45 pm	2	0.3	105 000	210 000
Monday 12.45 pm	2	0.8	65 000	130 000
Tuesday 9.45 pm	1	1.1	350 000	350 000
Extra shows, different times	5	1.8	532 000	2 660 000
<b>Total</b>	<b>10</b>	<b>-</b>	<b>1 052 000</b>	<b>3 350 000</b>

### ▪ Phoenix – documentary channel (Germany)

Day/time	Nb of films	Audience share	Viewers / film	Total viewers
Different days and times	10	1.5	10	1 520 000
<b>Total</b>	<b>10</b>	<b>1.5</b>	<b>152 000</b>	<b>1 520 000</b>

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

Day/time	Nb of films	Audience share	Viewers / film	Total viewers
Saturday 6 am	3	0.9	23 333	70 000
Saturday 4.45 pm (only Saarland)	3	3.7	10 000	30 000
Extra shows, different times	2	4.9	170 000	340 000
<b>Total</b>	<b>8</b>	<b>-</b>	<b>203 333</b>	<b>440 000</b>