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Cultural Organization

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Division of Public Information

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Monthly Report on the Use of UNESCO Public Information Products

February 2013

Table of Contents

Executive Summary.....	2
Major Events	4
1. Website	12
2. Media Services	15
3. Social Media Channels	19
4. Photobank	25
5. Documents (UNESDOC), Multimedia archives and Library	26
6. Publications	29
7. Calendar of Events	33
8. Headquarters	34
9. Logo exposure.....	37
10. Media Partnerships	38

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Executive Summary

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

Media and Major Events

February was marked by a heavy calendar of events, all of which were promoted by the Programme Sections, web teams and media relations section. Three of these events triggered major international media coverage: World Radio Day, UNESCO's reaction to the damage to Mali's cultural heritage, and the announcement that International Jazz Day would be held in Istanbul this year. Mother Language Day also generated significant press coverage, as is the case every year.

Coverage of the various other events – including the launch of the International Year for Water Cooperation, and the World Summit on the Information Society+10 (WSIS+10) was somewhat disappointing and limited generally to specialized media in different parts of the world.

The following events are highlighted in the Major Events pages:

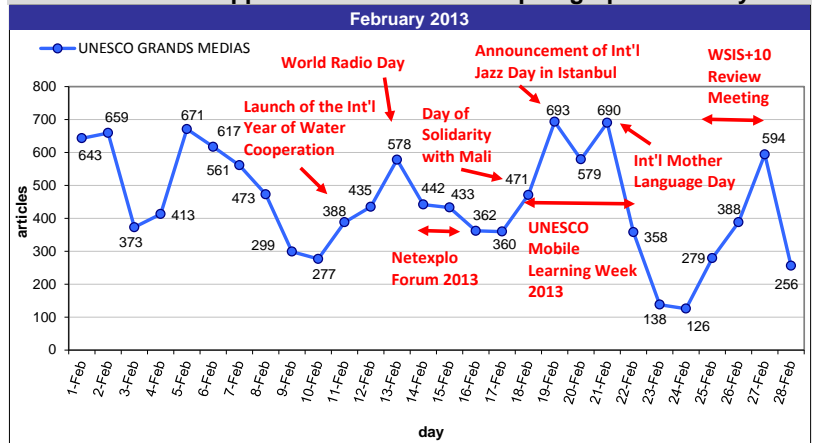
- **Launch of the International Year of Water Cooperation 2013 (11/02)**
- **World Radio Day (13/02)**
- **Netexplor Forum 2013 (14-15/02)**
- **Day of Solidarity with Mali (18/02)**
- **UNESCO Mobile Learning Week 2013 (18-22/02)**
- **International Mother Language Day 2013 (21/02)**
- **WSIS+10 Review Meeting (25-27/02)**

UNESCO Website and Social Media Channels

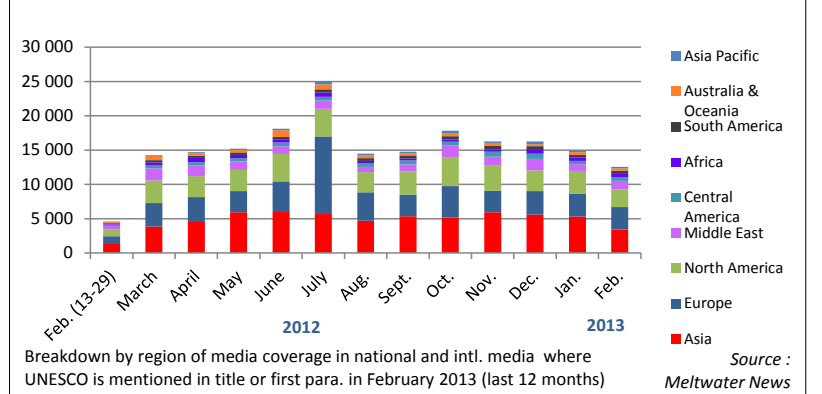
The effort in creating richer content, including multimedia, and more photos resulted in an increase in visits by almost 35% compared to same month last year. The strong editorial coordination with the social media contributed to this result. In February the most notable traffic spike came on 13 February with the high interest in World Radio Day followed by the Mother Language Day (21 February) with 15% of visitors coming from social media channels. The most viewed page was the [feature article](#) about UNESCO's help to safeguard and rebuild Mali's cultural heritage. UNESCOCOMMUNITY realized a good score on its forum with the "New Circular on redeployment and New AO platform: questions and comments", and the article about mother language.

UNESCO's social media channels made significant accomplishments in February. Quantitatively, the Google+ page surpassed Sina Weibo as our biggest social media account, with 189K followers (see graph p.3). UNESCO's Google+ page is now the 2nd biggest in the entire UN system. Further, the English language Facebook hit 100K likes and is the 7th biggest in the UN system. All other channels are all in growth, thanks to stronger delivery of quality web content, in all 6 UNESCO languages, for non-expert, non-technocratic audiences.

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



Media coverage dropped by 15% from January 2012, and shows the lowest number of articles over the last 11 months



Web traffic increased again, and for the second month in a row: visits +35%, page views +25%



Qualitatively, the results of our social media activity for Int'l Mother Language are sensational by any standard. Our word cloud inviting users to draw a dove using the word "peace" in their language, was shared, liked and retweeted thousands of times, and received over 1,000 comments on our platform alone. It reveals UNESCO's unique strength in visual communications, and critically underscores the need to privilege visual communications as an especially high-potential growth segment. As social media moves from web to mobile devices, written textual language is becoming shorter, and users are relying on images to filter the type of information that they want to read up on and learn about.

World Radio Day also became a trending topic. The release of social media "share" buttons on the World Radio Day page, only 2 days before the Day, generated 7,100 additional page views. This action alone represents 13% of the total 53K page views that the Day page received (see pages 5-6).

UNESCO's social media channels are building a strong referral network among UNESCO's closest partners, who help UNESCO deliver messages to their own communities through social media. For example, the Auschwitz-Birkenau Concentration Camp Memorial (@auschwitzmemorial) retweeted our tweet about the Director-General's statement on the Aalst Carnaval.

Concerning video views on UNESCO YouTube channels, Intangible Heritage videos largely dominate, and in particular on English and Spanish Channels (see graph to the right and 3.3.1).

UNESCO Publications

Online viewing of UNESCO publications was stable compared to January. However, consultations of Spanish titles doubled at the expense of Portuguese titles. 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 increased by 60% compared with January this year.

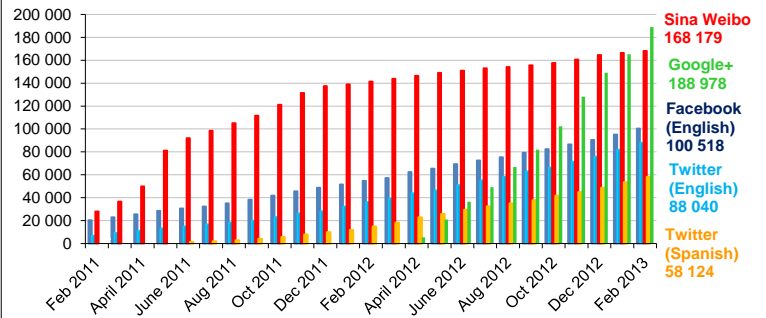
Bookshop sales were again heavily dominated by World Heritage and the Memory of the World publications but with a large one-off sale of the General History of Africa (English edition). The top online sales were more varied with good sales from all the sectors.

UNESCO Visits

For the second month in a row, the number of visitors to UNESCO has broken previous records with 1,553 people received. In addition, 75% of these visitors were students, surpassing ERI's objective of 70% (see 8.3).

The reason for this unprecedented result is the growing interest of schools and universities to visit UNESCO. Second, this increased demand could be satisfied thanks to the secondment of an additional guide. This success is fragile, however, since it is directly dependent on the availability of human resources to conduct tours.

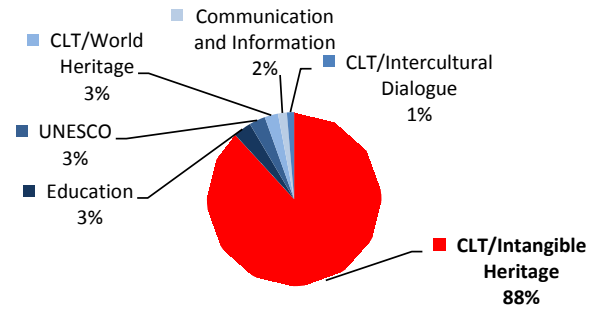
With 189 000 followers, Google+ surpassed the number of Sina Weibo fans



UNESCO's most popular social media accounts in February 2013 (since February 2011)

Source: Facebook, Twitter, Sina Weibo, Google+

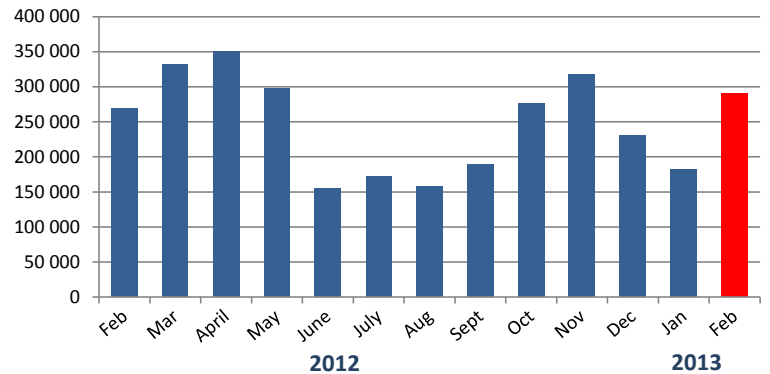
Intangible Heritage videos dominate by far (88%) among Top 10 videos on UNESCO Channels on YouTube



Breakdown of Top 10 videos (all languages) by subject on UNESCO Channels on YouTube in February 2013

Source: YouTube

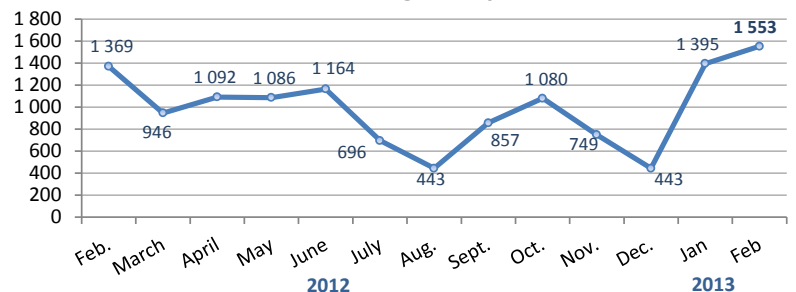
60% increase for Google Books page views!



Publications page views in February 2013 (last 12 months)

Source: Google Books

New record: Number of visitors received increased again by 11%



Visitors received by the Visitor's Service in February 2013 (past 12 months)

Source: UNESCO

Major event:

I. Launch of the International Year of Water Cooperation 2013 (11 February 2013)

The International Year of Water Cooperation 2013 was officially launched on 11 February 2013 by Irina Bokova, Director-General of UNESCO and Michel Jarraud, Chair of UN-Water on the occasion of a high-level event taking place at UNESCO Headquarter in Paris, France.

Representatives of governments, local communities, specialized NGOs and UN organizations joined eminent specialists and youths to discuss:

- The contribution of water cooperation to the Post-2015 Development Agenda so as to effectively address the needs of all societies
- Ways to harness cooperation at all levels to address water-related challenges, including:
 - Regional cooperative mechanisms
- Government action at the national level
- Action at the local level
- Cooperation at the basin level, and
- Science, capacity building and partnerships.



The official slogan for the Year was revealed during the ceremony. The winner of the slogan contest Ms Megha Kumar from India announced her slogan: "Water, Water Everywhere, Only if We Share". The slogan was selected among 12,151 proposals sent by 5,654 people from 180 countries.

Children and youth also participated actively in the launch of the Year. Youth held their own meeting at the Pavillon de l'eau of Paris to finalize a Youth Declaration on water cooperation, which they presented to the participants of the high-level meeting.

The celebration also included an exhibition "Water at the heart of science" and other cultural activities organized in partnership with the Ministère des Affaires étrangères, Institut Français and Institut de recherche pour le développement (IRD) of France.

The Launch of the Year was held with support and collaboration of the Mairie de Paris, Ministère des Affaires étrangères and other institutions of France and the Government of Flanders.

Participants: Launch Ceremony: 400 participants; Meeting at the Pavillon de l'eau: 120 children.

Public: Launch Ceremony: Permanent Delegations, Representatives of national governments, including Ministerial level participants, Representatives of UN and international organizations, basin organizations, public utilities and major NGOs, Researchers, Academics, Water Professionals, UNESCO Staff. Pavillon de l'eau: High school classes with teachers from France and Japan. Students from UNESCO-IHE.

Communication materials and activities:

- Press release (12/02/2013)
- Media advisory (01/02/2013)
- [Video message by UN Secretary-General Ban Ki-moon](#)
- [Video message by Director SC/HYD](#)
- [Official Website](#)
- [Dedicated webpage](#)
- [Brasilia Office dedicated webpage in Portuguese](#)
- Press kit in 6 languages
- Infographic on Water Cooperation
- Photo gallery
- Launch Ceremony
- Youth event in Pavillon de l'Eau (Paris 16^e)
- Exhibition "Water at the Heart of Science (HQ)

Website statistics: On UNESCO dedicated webpage: 2,787 visits / 7,571 page views. On Brasilia Office dedicated webpage: 1, 425 visits / 7,284 page views.

Press coverage: Press coverage of this event was disappointing, with very few articles in the media, and then generally only in specialized media, or on development news web sites.

Social media:

- Freshwater, and freshwater cooperation, are relatively difficult concepts that we explained, and advocated for, through a specially designed [infographic](#), available in 6 UN languages + Portuguese. The infographic is our main outreach tool for: 1/ Getting relevant UNESCO NGOs and other professional associations to share with their networks and to help spread the word, and 2/ Launching a behavioral change campaign about freshwater with UN Water.
- Share rates on our Twitter and Facebook channels are strong but not extraordinary, averaging 30 RT and 260 likes. But on our infographic sharing site Visual.ly, the numbers are remarkable: 3.3K views, 518 likes and 1 354 tweets.
- Our original files were offered to all UN agencies so that they can promote on their social channels. To broaden the UN appeal of this infographic, we made sure to highlight how freshwater cooperation affects a wide variety of issues, such as health, children, women, environment and urbanization. Agencies such as UNEP, UN Water and also the UN HQ posted the originals on their social channels.

Brasilia Office: Facebook: 2 posts / 125 likes / 217 shares / 5 247 vies. Twitter: 1 tweet / 15 retweets.

II. World Radio Day (13 February 2013)

13 February - the day the United Nations established United Nations Radio in 1946- was proclaimed by UNESCO's 36th General Conference in 2011 as World Radio Day (WRD), and endorsed by the General Assembly of the UN in December 2012.

WRD 2013 was a truly worldwide event. Radio broadcasters were mobilized to celebrate the Day by broadcasting radio shows covering topics related to UNESCO. WRD's mailing to 257 national broadcasters placed the Day in the news and on diverse radio programmes world over. UNESCO's Field Offices in the five geographical regions dispatched WRD information, established in-country partnerships, and carried out activities. This global effort caused a record-breaking number of UNESCO media interviews (75) and celebrations in countries from every continent all over the world, giving worldwide visibility to the Organization. Ushahidi awarded UNESCO the "Deployment of the week" badge, which recognizes "amazing deployers who truly demonstrate quality topics and outreach".



In Paris, seven international broadcasters - The British Broadcasting Corporation (BBC), Radio China International (RCI), Monte-Carlo Doualiya (MCD), Radio Exterior de España (REE), Radio France Internationale (RFI), Radio Orient (RO) and Voice of Russia (VoR) - transmitted live interviews from UNESCO Headquarters, and radio-related debates were held. Simultaneously, flagship events took place in London, Montevideo, and New York. National Commissions contributed as well to the success, such as the UK's who represented UNESCO at two of the London events.

Partnerships were built with UN Radio, the UN system, specialized NGOs, international broadcasters, and broadcasting organizations. UN Radio covered WRD in several languages, including stories for internet, intranet and interviews with UNESCO's staff. The WRD website also drew unequalled attention, having been launched early, on 2 January 2013, to give broadcasters time to prepare programming and interviews with UNESCO's material, as well as to encourage repeat traffic by adding new content at regular intervals. It included 3 thematic features and a large number of copyright-free communications materials, such as Op-ed articles and, in particular, audios from celebrities and opinion leaders for radio broadcast. Each audio had been conceived as an attractive enough element for radio stations worldwide to diffuse on their own radio, web and social media and thus resulted in unparalleled number of plays. Great effort was put as well into exchanging links with WRD partners. See details about the various [activities and partners](#).

Participants: The strategy was to celebrate WRD *on radio* – instead of on-site, and the 130 registered events may have reached 150 million listeners worldwide. On site, it attracted: 340 participants at Headquarters, 120 in New York and 30 in Montevideo.

Public: Radio broadcasters, and listeners worldwide, Permanent Delegations, academics, journalists, press freedom advocates.

Communication materials and activities:

- Media advisory (30/01/2013)
- [Video message by UN Secretary-General Ban Ki-moon](#)
- Audio and [video message by the Director-General](#) (4 languages)
- Written message by the Director-General (6 languages)
- [16 audio messages from celebrities and opinion leaders](#)
- [Dedicated webpage](#) (6 languages)
- 24 hrs WRD Radio on UNESCO website
- [Dedicated channel on SoundCloud](#)
- [Sound archives for WRD](#)
- WRD celebrations map
- Media Interviews (see 2.5)
- Direct mailing to 257 national broadcasters and 35 journalism and training institutions
- Photo gallery
- For Field Offices: Talking points for media interviews, orientations for audio contributions
- For Field Offices and Nat. Com: 15 ideas on how to celebrate WRD
- Circular letter to Nat Com. and Perm. Deleg.
- Statistics on [radio](#) and [youth](#)
- [Milestones in radio](#)
- Three copyright free Op-Eds

Website statistics: On dedicated webpage (in February alone): 53 395 visits / 78 230 page views, with 29,916 visits and 37,163 page views on 13 February. Audio messages: DG: 302 plays, Celebrities and opinion leaders: 7,425 plays.

Press coverage: This event generated widespread coverage in all regions of the world. The success was in large part due to the presence of seven major international broadcasters transmitting programmes from UNESCO Headquarters, and reaching audiences of tens of millions of people. The BBC's Focus on Africa programme, for example, has an audience of 20 million, while RFI's "7 milliard de voisins" boasts 38 million listeners.

Social media: WRD demonstrates UNESCO's singular ability, among all UN agencies, to consistently generate blockbuster social media trends, namely in the Spanish-speaking world. Starting on the Day, at 9 am, "Dia mundial de la radio" was already a top 10 "trending topic" in Spain. Just one hour later, it rose to become a top 10 trending topic, globally. Topsy, a leading social media analytics engine, estimates that messages containing the word "UNESCO" more

than tripled, whereas those with “radio” doubled. The sudden surge in radio-related messages to 400K tweets in just one day is astounding, even by Twitter’s standards.

UNESCO’s social media platforms in all languages messaged heavily about the Day. Some noteworthy accomplishments:

- Successful push of SoundCloud: Audio-sharing, which have a limited role in our social media toolkit, stepped to the fore on WRD. Our radio broadcasts, in all 6 UNESCO languages, were a crowd pleaser, generating high share rates on all other social platforms where they were promoted. In all, our SoundCloud channel amassed 10,390 plays between Feb 1 to Feb 19, and 5,242 on 13 February only. Most all of the 60+ podcasts were played at least 200 times. The runaway success here is a Russian-language interview with UNESCO Artist for Peace Vladimir Spivakov (1,236 plays). Michaëlle Jean’s memories of post-earthquake Haiti, in French, come in second with 642 plays, followed by a plea for youth radio by Colin Greenwood (from rock band Radiohead), with 490 plays. UNESCO received a congratulatory statement from SoundCloud for WRD’s rates on the platform.
- A Jump in Spanish channels: While radio-related messages performed relatively well in terms of likes and retweets, Spanish-language platforms benefitted the most, as evidenced by sharp increases in Twitter followers (+519 versus +125 on an average day) and Facebook likes (+140 versus +30 on an average day).
- YouTube views: Message by the DG (Es: 2,650, En: 1,000, Fr.: 188, Ru: 72), Message by the UN Secretary-General: 888 views, Message by Archbishop Desmond Tutu: 240 views, Video by UNESCO/Amman: 160 views.

Brasilia Office: 2 posts / 152 likes / 369 shares / 5,233 views. Twitter: 5 tweets / 41 retweets.

III. Netexplo Forum 2013 (14-15 February 2013)

The Netexplo Forum takes place every year in partnership with UNESCO and under the patronage of the French Senate and Ministry of Industry, Energy and Digital Economy. The Forum enables over 1,000 political, business and media executives to discover the most promising digital projects worldwide that will impact the way we live, communicate, learn, work and consume.

This year's 2013 event, which occurred on February 14 and 15 at UNESCO Headquarters, provided a platform to sociologists and other experts to shed light on the trends shaping our society and on the impact of innovations on tomorrow's world.

The Forum focused on the various faces of digital tech: on inventors, of course, but also on the way in which citizens, businesses and institutions adopt innovations. The event particularly focused on practical applications of technology that improve, transform or revolutionize our lives. The Netexplo Forum also offered an in-depth analysis of Internet and the digital economy as a cultural and sociological phenomenon.

At this 6th NetExplo Forum, Ms Catherine Morin-Desailly, Vice-Chairwoman, French Senate Commission on Culture, Education and Communication, gave the Netexplo Award for 2013. Professor Julien Levy, HEC Paris, then presented the Netexplo Trend Report 2013. Other highlights include Amadou Mahtar Ba (Senegal), AllAfrica.com, who presented "Internet and innovation in Africa – a lever for democracy and social & economic transformation", and Virginie Abadie-Dalle, SNCF, Brigitte Dumont, ORANGE, Véronique Moralil, TerraFemina/Women's Forum and Claire Martin, RENAULT who animated a discussion on "Women and social media, an asset for the enterprise?"

A video message was delivered by Ms Fleur Pellerin, French Minister Delegate for Small and Medium-Sized Enterprises, Innovation and the Digital Economy.

Participants: 1,400 participants from more than 30 countries, and 50 journalists.

Public: As with the previous Forums, a large representation from the Private Sector was present, along with the Secretariat, many Delegations and Member States, and journalists (50) from The New York Times, All Africa, le Point, le Figaro, Le Monde, Libération, LCI, Rue 89, among others.

Communication materials and activities:

- Programme
- [Dedicated webpage](#)
- [Netexplo Forum 2013 website](#)
- Interviews of laureates
- Live Forum
- Videos
- Photo gallery

Webcast/Live streaming connections: 25,000 connections from 170 countries.

Website statistics: On dedicated UNESCO webpage: 301 visits / 767 page views.

Press coverage: This event was not heavily promoted by UNESCO and did not show up any significant coverage in our monitoring service. The few articles that did turn up, were published in specialized media and focused mainly on the Netexplo 2013 prizes awarded at the event. For the 2014 edition, the strong link between UNESCO and Netexplo could be further emphasized among media professionals, in order to raise UNESCO's visibility.

Social media:

- UNESCO's role in the Netexplo Forum social media outreach was limited, as the partner runs its own social media presence. We worked closely with Netexplo organizers to help us share UNESCO's advocacy, notably in freedom of expression, as it relates to digital innovation, and one of these messages is among the most retweeted this month (87RT) : "Freedom of information is a human right. Digital innovation can only flourish in societies that guarantee it #netexplo". More than 2,000 tweets with the hashtag #netexplo were earned during the Forum.
- For the 2014 edition, further involvement of UNESCO's webteam in the preparation should be sought in order to raise the profile of UNESCO's advocacy in Netexplo's event communications, e.g. to underline the link between digital innovation and human rights. Reinforcing this link would be in both Netexplo and UNESCO's interests, as Netexplo's choice of hosting the event at UNESCO is motivated by UNESCO's work in the field the building of knowledge societies, including social transformation and sustainable development. Also it would allow UNESCO to reach out to some of the world's leading innovators who can help push for the Organization's causes. It should however be noted, that the reference site for Netexplo's content remains external to UNESCO's Web-sphere.

Brasilia Office: Facebook: 1 post / 21 likes / 17 shares / 1,809 views. Twitter: 4 tweets / 27 retweets.

IV. Day of Solidarity with Mali (18 February 2013)

Following the visit of the UNESCO Director-General and the President of France to Timbuktu, UNESCO, in collaboration with the French Ministry of Culture, organized an international Day of Solidarity for Mali on 18 February 2013 at UNESCO Headquarters in Paris, France.

This day-long event began with an international experts meeting, charged with developing an action plan for the rehabilitation of Mali's cultural heritage and the safeguarding of ancient manuscripts. Malian experts and directors of heritage institutions and cultural sites provided an overview of Mali's rich and unique cultural heritage as well as insights on the damage to cultural heritage and the impact of the crisis on the preservation of manuscripts and cultural objects. UNESCO and its partners' strategic response to the crisis were also discussed. An Action Plan was adopted with the following three priorities:

1. Rehabilitate cultural heritage damaged during the conflict with the active involvement of local communities
2. Undertake measures for the sustainable protection of manuscripts;
3. Provide capacity-building activities with the view to re-establish appropriate conditions for the conservation, maintenance, management and safeguarding of cultural heritage and manuscripts

The cost of implementing the plan has been estimated at 10,720,000 USD.

The meeting was followed by an evening of performances, in Room I, featuring artists from Mali and the diaspora together with international artists to showcase Mali's rich and diverse culture. This event was attended by members of the Malian diaspora, Permanent Delegations to UNESCO, cultural personalities, members of specialized press and a more general audience.

Participants: International experts meeting: 30 experts and decision makers directly participated in the various sessions, including 6 participants from the Ministry of Culture, cultural sites and institutions in Mali. Over 170 attended (including an important delegation from Mali). Cultural evening: 900 people.

Public: International experts meeting: Experts, potential partners, Permanent Delegations, Institutions, stakeholders, and students, among others. Evening event: Ministers (French and Malian), Malian Associations in Paris, Malian VIP's, Permanent Delegations, including Permanent Delegations of ECOWAS countries and their guests, Representatives of French Institutions, meeting's experts and decision makers, journalists, general public, and UNESCO Staff.

Communication materials and activities:

- 2 Press releases (14/02/2013, 18/02/2013)
- Press briefing with the Director-General
- Programme
- International meeting of experts on the safeguarding of Mali's cultural heritage
- Cultural programme with online registration
- [Video interview - Lazare Eloundou](#)
- [Video – Director-General's reaction on Mali](#)
- [Passport for Mali](#)
- [Mali's heritage map](#)
- Photo gallery on Mali's cultural heritage
- 7 WHC web news

Website statistics: [Web release](#): 544 visits / 1,460 page views.

Press coverage: Two press releases, two press briefings -before and after the experts' meeting-, as well as the distribution of the Plan of Action to the journalists present, resulted in a large coverage in France, Africa and elsewhere. WHC expert Lazare Eloundou also collaborated, giving dozens of interviews.

Social media:

- A feature article, done by the Web team for a non-expert audience, garnered 1606 page views.
- Highlighting the "exceptional" character of this Monday event proved the most resonant with social media audiences. The tweet "18 February an exceptional day of solidarity, dedicated to Mali", as well as the main Facebook page starting with this same sentence, are in the month's top 10 posts in their respective categories. These activities received significant coverage from the UN HQ's social media accounts.
- A live tweet was done during the official press conference at the end of Monday, but RT were very low (about 15 for each of the 4 tweets), as the announcements came to no one's surprise.

Brasilia Office: Facebook: 1 post / 60 likes / 30 shares / 2,837 views.

V. UNESCO Mobile Learning Week 2013 (18-22 February 2013)

UNESCO organized its second annual Mobile Learning Week (MLW 2013), which took place at UNESCO Headquarters, from 18 to 22 February 2013. MLW 2013 was organized in partnership with Nokia, Microsoft, GSMA, Huawei and Alcatel-Lucent, and was opened by the Deputy Director-General.

MLW endeavoured to engage three specific questions tied to the Education for All goals:

1. How can mobile technologies support literacy development for children and adults?
2. How can mobile technologies support teachers and their professional development in order to improve the quality of education delivered to students?
3. How can mobile technologies support gender equality in education and extend opportunities to women and girls in particular?

These questions were deliberated during a two-day symposium, from 18 to 19 February 2013. This open invitation event constituted the backbone of MLW and featured keynote presentations, panel discussions, and nearly 50 breakout presentations from around the world. The Symposium also allowed UNESCO to launch its most important mobile learning publication to date: [The Policy Guidelines for Mobile Learning](#).

On 20 February, UNESCO, in partnership with the GSMA, hosted an invitation-only meeting of high-level government officials to discuss issues relating to mobile learning and policy.

Six webinars also took place on 21 and 22 February. These online events allowed people all over the world to discuss topics related to mobile learning and will be moderated by leading thinkers in the field of ICT in education.

Participants: Symposium: 300; Forum: 127; 6 webinars: 584 registrations.

Public: Symposium and webinars were open to the general public. The invitation only forum consisted mostly of policy makers and mobile industry representatives. MLW 2013 was attended by an international audience of ICT in education specialists, practitioners, policy makers and representatives from relevant NGOs and corporations.

Communication materials and activities:

- [Dedicated website](#)
- Web News for the [Symposium](#) and the [Forum](#) (6 languages)
- Poster in EN/FR/SP
- [Programme](#)
- Direct emails (7 emails to 1,400+ addresses)
- Announcement on UNESCO screens and NICE
- Blog contributions
- [Webinar](#)
- [Walking Gallery](#)
- [Mobile app](#)
- [UNESCO Policy Guidelines for Mobile Learning](#)
- [Leaflet](#)
- Webcast

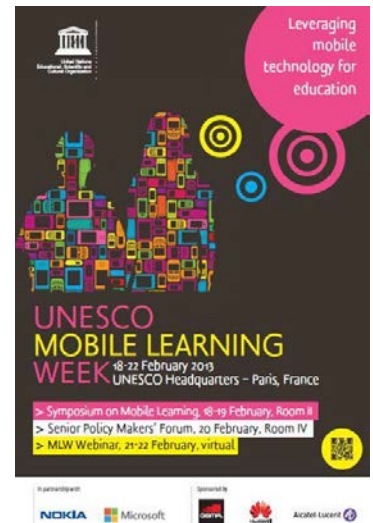
Website statistics: On dedicated website: 6,743 visits / 18,759 page views.

Press coverage: This event was promoted mainly via the web site. Coverage was limited to websites dealing especially in mobile learning. Coverage in the media was very light.

Social media:

- The Mobile Learning team is separately funded and has its own social media accounts, addressing specifically mobile education professionals. In view of this situation, the role of social media from central channels was limited. 6 tweets were posted to promote mobile learning and MLW. 2 of them had over 40 RT, which is double the share rate of most other messages that have been posted on the topic in the past. Unsurprisingly, the best performing message was: "Use our mobile app to learn about UNESCO Mobile Learning Week <http://ow.ly/hNQDc> #mlw2013" It is a reminder that all mobile interface initiatives led elsewhere at UNESCO should privilege promotional efforts on mobile itself.
- The MLW2013 hash-tag reached close to 300,000 Twitter accounts. Initially tweets were provided by the UNESCO Twitter account as well as the UNESCO ICT in Education Twitter account. During the symposium, more than 166 unique interactions took place with the UNESCO ICT in Education Twitter account.

The UNESCO ICT in Education Facebook page added approximately ten different posts to assist in the promotion of Mobile Learning Week. The UNESCO Facebook page did not support Mobile Learning Week 2013.



VI. International Mother Language Day 2013 (21 February 2013)

International Mother Language Day (IMLD) 2013 was celebrated at UNESCO HQs with a half day conference highlighting the importance of linguistic diversity and multilingual education. A number of distinguished experts made presentations on a range of topics related to the overall objective of the Day, the importance of Mother tongues and books - including digital books and textbooks. The status of the Bangla language and the digital archives of the world languages for example were presented. Approximately 200 people participated in the conference which was organised in co-operation with the Delegation of Bangladesh and the Delegation of Hungary.

The “Writing Peace” exhibition was displayed in the conference room, the promotion of intercultural education and linguistic diversity through different scripts evoking peace.

Promotional materials, poster and page marker were developed for the Day and disseminated to individuals, centres, schools and universities, and UNESCO Regional and Cluster Field Offices together with the Director-General’s message. The theme of the IMLD 2013, “Mother tongues and books - including digital books and textbooks” was the object of a particular focus at the World Summit on Information Society (WSIS) conference, where a panel discussion on the “Cultural and linguistic diversity: exploring economic and educational aspects of local content” was held. The panel explored the potentials of digital books to promote local content and local languages in education. To be literate in mother tongue is key to learning but for literacy to be sustainable there is a need to develop school textbooks in print or digital form.

On the occasion of IMLD, UNESCO attended a round table at the University of Evry (France), where the findings of a study, “What languages do students from the University of Evry speak?” were presented. University professors, students and linguists from different language backgrounds addressed issues concerning languages and education. UNESCO presented its position on mother tongue instruction in a bilingual or multilingual education approach. The report will be posted in the University website in the forthcoming days.

Participants: Conference: 200 participants.

Public: Permanent Delegations, Students, UNESCO staff.

Communication materials and activities:

- Message from the Director-General in 6 languages + German and Malagasy
- [Dedicated webpage](#) (6 languages)
- Poster in [English](#) and [French](#)
- Page marker

Website statistics: On dedicated webpage: 11,558 visits / 17,167 page views.

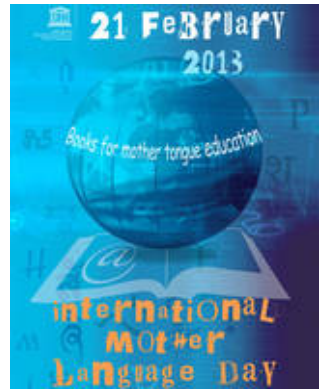
Press coverage: Although UNESCO did very little to promote this event this year, the Day generated significant media coverage in all regions. The topic is clearly a popular one. Stories focused on the importance of mother tongue languages in education and importance of saving endangered languages.

Social media:

International Mother Language Day was a major hit. A word cloud, filled with the word peace in over 100 languages, was created in the shape of a dove. Audiences were asked to fill in the cloud with the word “peace” in missing languages. On UNESCO’s Twitter alone, the main tweet garnered 625 likes with a high 125 share rate; on Facebook, it was liked 966 times and shared 1,601 times. Crucially, this share rate is competitive with share rates typically seen on Facebook pages with millions of likes, such as UNICEF’s. The UN HQ’s social channels picked up on our work immediately. Reaching a substantially larger audience than ours, its 2 Tweets were RTd over 1,300 times; and its 2 Facebook posts received over 3,200 likes and over 3,100 shares.

Within an hour of the launch, over 500 messages were received from Bangladeshi audiences alone, demanding that the Bangla word for “peace” be added. Indeed, the date chosen to observe International Mother Language Day refers to the day in 1952 when students demonstrating for recognition of their language, Bangla, as one of the two national languages of the then Pakistan, were shot and killed by police in Dhaka. We added the word immediately, and received hundreds of thanks from elated fans.

Brasilia Office: Facebook: 2 posts / 177 likes / 425 shares / 7,709 views. Twitter: 6 tweets / 43 retweets.



VII. WSIS+10 Review Meeting (25-27 February 2013)

UNESCO hosted the first WSIS+10 Review Event “Towards Knowledge Societies, for peace and sustainable development”, which was co-organized with ITU, UNDP and UNCTAD at Headquarters, from 25-27 February 2013. WSIS+10 offered some 1,450 participants from 130 countries 83 high-quality sessions, including plenaries, on diverse Knowledge Societies topics and challenges. Four Heads of Intergovernmental Organizations opened the event, that was attended by eight Ministers and many other high-level government officials, the UN Special Rapporteur for Freedom of Expression Mr Frank La Rue, SG of the International Chamber of Commerce Mr Jean-Guy Carrier, Nobel Prize Dr. Pachauri, Prof. Jeffrey Sachs, the President and CEO of ICANN Mr Fadi Chehadé, among others, who discussed latest and future developments in the field of Knowledge Societies, ICTs, including the Internet, and Sustainable Development.

Before the start of WSIS+10, UNESCO convened a meeting of the Working Group on Education within the Broadband Commission for Digital Development. The meeting was attended by the Director-General, one of the commissioners of the Broadband Commission, as well as high-level representatives from international agencies and industry. During the opening of WSIS+10, the Broadband Commission Working Group on Education launched the report “[Technology, Broadband and Education](#)” for which UNESCO took the lead and which was very positively received.

To the 1,450 onsite participants at WSIS+10, one needs to add 800 remote participants. Never has UNESCO offered before remote participation throughout a single conference, in 10 rooms in parallel. For the plenary session on Monday morning we had, for example, 254 remote participants from 76 countries joining in, while in some workshops they were also able to intervene in the debates.

More importantly, UNESCO received a very positive feedback from the co-organizers ITU, UNDP, UNCTAD, from its Member States and from civil society and the private sector representatives, for the successful first WSIS+10 Review Event, and particularly for generating a Final Statement, which was adopted by consensus in the closing plenary session.

Participants: 2,250 (1,450 physical and 800 remote participants)

Public: Governments, civil society, private sector, technical communities

Communication materials and activities:

- Press release (25/02/2013)
- Media advisory (15/02/2013)
- [Feature article](#) (EN, FR, ES)
- [Dedicated website](#) (EN, FR, ES)
- [Programme](#)
- Online registration
- [Remote participation in the WSIS+10](#)
- [Feature stories](#)
- [Photo gallery](#)
- [Final statement](#)
- [Broadband Commission Working Group on Education report](#)

Website statistics: On dedicated website: 11,818 visits / 24,669 page views.

Press coverage: Considerable effort went into promoting this event, however press coverage was relatively light. Most of the media focus was on the two reports presented at the event: on multilingualism on the web, and Broadband development and education. These two topics were taken up in mainstream media. Otherwise, coverage was limited to media specialized in web development.

Social media: Social media communications on WSIS this year mark a significant improvement over last year’s efforts. First, DPI/WEB worked closely with CI’s WSIS team to translate “knowledge societies” into 7 human interest stories in a [dedicated page](#). Launched less than a week before WSIS began, the page generated 1,405 views, or 5% of the 26,000 page views of all WSIS content between Feb 5 and March 5. These figures are promising and attest to the need for greater “vulgarization” of “WSIS”.

40 tweets went out on UNESCO’s social media channels in the leadup to, and during, the event; and 2 Facebook posts were posted. Overall, the share rate was low, reflecting the audience’s lower interest level for this topic, as well as the abstractness of “knowledge societies” and most definitely, technical problems for accessing the webcasted discussions. By encouraging all event participants and partners to promote the cause of knowledge societies on social media, we managed to generate at least 2,050 tweets bearing WSIS hashtags over the 3 day event.

Brasilia Office: Facebook: 4 posts / 198 likes / 281 shares / 24,482 views. Twitter: 24 tweets / 122 retweets.

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

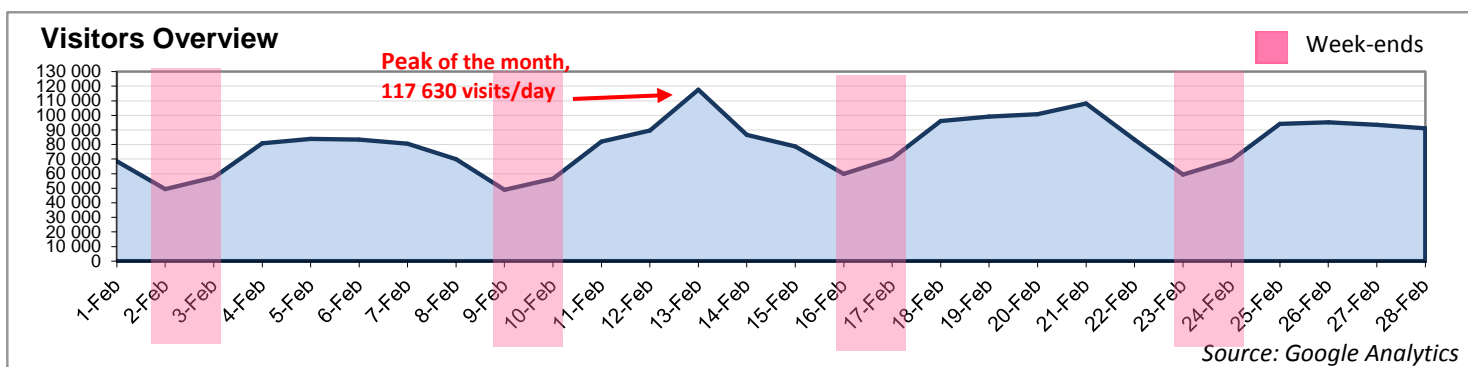
Both a communication and a knowledge management tool, UNESCO's websites, with over 2.7 million pages of content, are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in 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).

The effort in creating richer content, including multimedia, and more photos resulted in an increase in visits by almost 35% compared to same month last year. The strong editorial coordination with the social media contributed to this result. In February the most notable traffic spike came on 13 February with the high interest in World Radio Day followed by the Mother Language Day (21 February) with 15% of visitors coming from social media channels. The most viewed page was the [feature article](#) about UNESCO's help to safeguard and rebuild Mali's cultural heritage. UNESCOMMUNITY realized a good score on its forum with the "New Circular on redeployment and New AO platform: questions and comments", and the article about mother language.

1.1. February 2013 Traffic

Daily Web Traffic Patterns



- Launch of Int'l Year of Water Cooperation (11/02)
- World Radio Day (13/02)
- Netexplo Forum 2013 (14-15/02)
- Day of Solidarity with Mali (18/02)
- UNESCO Mobile Learning Week (18-22/02)
- Int'l Mother Language Day (21/02)
- WSIS+ 10 Review Meeting (25-27/02)

1.2. Monthly visits

	Page views ¹	Variation vs Y-1*	Variation vs M-1	Visits ²	Variation vs Y-1*	Variation vs M-1	Unique Visitors ³	Variation vs Y-1*	Variation vs M-1
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%
Jan. 2013	6 089 948	+24.81%	+19.49%	2 045 032	+27.76%	+18.51%	1 573 093	+25.88%	+18.53%
Feb. 2013	6 414 208	+24.75%	+5.32%	2 254 773	+34.80%	+10.26%	1 724 914	+36.09%	+9.65%

* 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 February 2013 (This data only covers tagged subsites)

Areas of interest	Visits ² in February 2013	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	2 254 773	+34.80%	+10.26%
Home & Central Service pages	308 013	+62.02%	+44.45%
Worldwide	21 425	-8.11%	+1.40%
Education Sector	165 098	+68.55%	+11.25%
Natural Sciences Sector	67 982	+31.89%	+9.96%
Social and Human Sciences Sector	43 498	+17.07%	+4.39%
Culture Sector	1 021 032	+29.50%	-2.28%
World Heritage	909 650	+23.23%	-2.52%
Intangible Heritage	42 709	n/a	+3.78%
Culture Sector (excluding Intangible Heritage)	68 673	+48.56%	-2.61%
Communication and Information Sector	130 334	+154.82%	+109.01%
Field offices (only those tracked)	91 915	+33.61%	+7.37%
UIL*	18 197	+38.21%	-0.09%
IIEP*	147 728	-28.91%	+3.05%
UNEVOC*	23 039	-39.46%	-9.57%

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

1.4. UNESCO Website Visitors

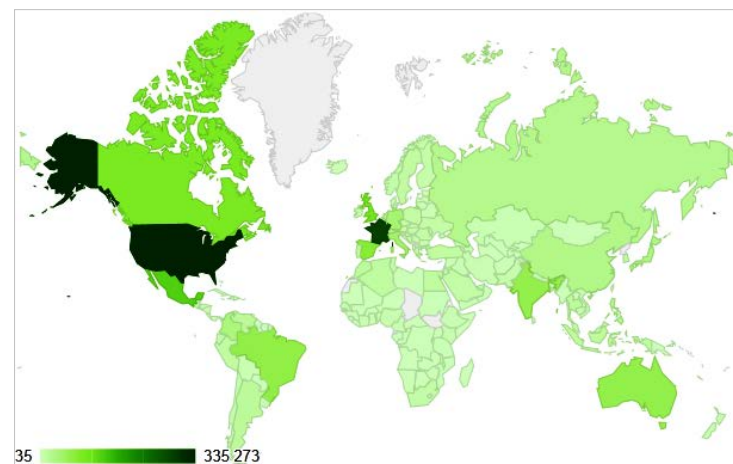
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	335 273	14.87%	+10.36%	2.66	00:02:59
France	288 484	12.79%	+4.79%	3.34	00:04:26
Mexico	133 510	5.92%	+29.81%	2.63	00:02:54
United Kingdom	102 146	4.53%	-4.81%	2.81	00:02:34
Canada	93 809	4.16%	+1.13%	3.50	00:03:32
Spain	79 592	3.53%	+5.71%	2.98	00:02:46
Brazil	69 143	3.07%	+13.69%	2.25	00:02:28
Australia	66 269	2.94%	+127.96%	3.76	00:04:30
India	65 014	2.88%	-1.08%	2.47	00:02:27
Italy	46 520	2.06%	+5.27%	3.22	00:03:02

Top 10 visitors' language

Language	Visits ²	% of Total visits	Variation vs M-1
English	1 110 210	49.24%	+9.67%
French	342 101	15.17%	+2.14%
Spanish	339 392	15.05%	+27.24%
Portuguese	82 330	3.65%	+10.28%
German	46 360	2.06%	+0.05%
Russian	45 724	2.03%	+13.57%
Chinese	43 292	1.92%	+39.40%
Italian	41 349	1.83%	+4.96%
Japanese	32 036	1.42%	+6.71%
Dutch	28 201	1.25%	+15.14%

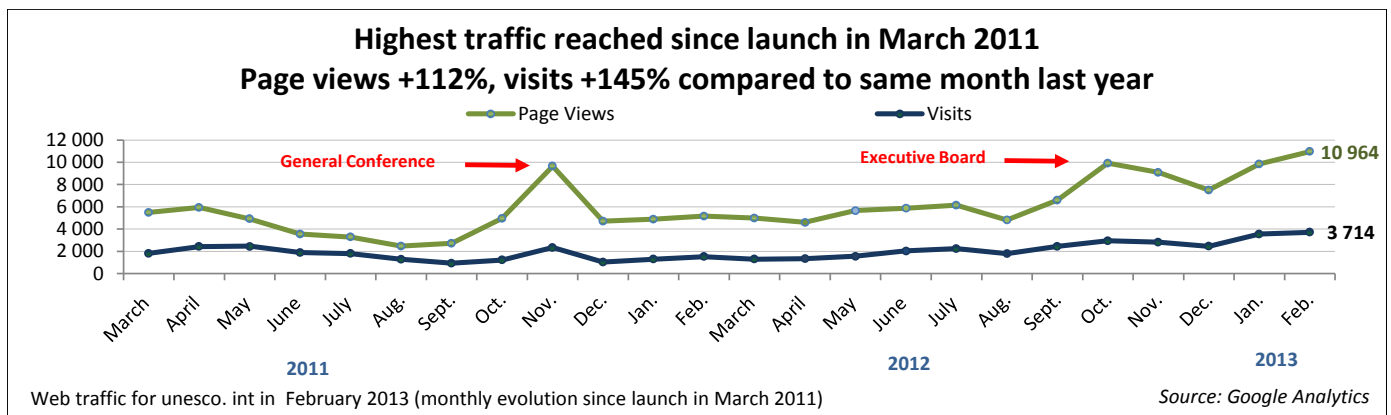
Geographical origin of visits (source: Google Analytics)



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

	Month	Page views ¹	Variation vs Y-1*	Variation vs M-1	Visits ²	Variation vs Y-1*	Variation vs M-1	Pages/ Visit	Variation vs M-1	Avg Visit duration
2012	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
	February	10 964	+112.52%	+11.35%	3 714	+144.83%	+4.56%	2.77	-4.48%	00:03:57

* 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 ¹	Variation vs M-1	Visits ²	Variation vs M-1
2012	October	28 175	-	3 169	-
	November	18 948	-32.75%	3 393	+7.07%
	December	15 661	-17.35%	2 769	-18.39%
2013	January	29 536	+88.60%	10 350	+273.78%
	February	68 781	+132.87%	27 656	+167.21%

Traffic indicators explained:

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

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

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

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

UNESCO products for written and audiovisual media are:

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

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

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

Languages	Page views	Variation vs Y-1*	Variation vs M-1*
Total	106 981	+14.49%	+20.87%
English (EN)	56 864	+16.67%	+16.32%
Spanish (ES)	21 887	+55.96%	+61.06%
French (FR)	16 504	-16.83%	+5.62%
Russian (RU)	4 962	+0.96%	+2.71%
Arabic (AR)	4 771	+29.40%	+23.38%
Chinese (ZH)	1 993	-10.14%	+16.48%

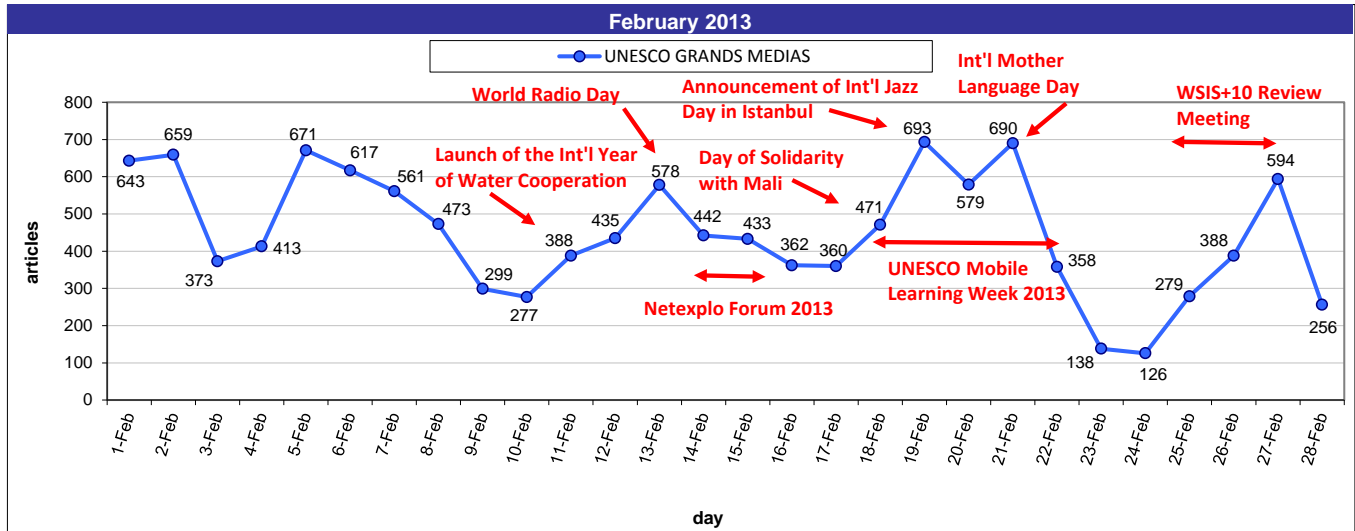
* Based on figures published in the Monthly Reports.

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

1.	01/02/2013	Launch at UNESCO of the International Year of Water Cooperation
2.	02/02/2013	UNESCO Director-General Irina Bokova in Mali to spearhead UNESCO's commitment to safeguard and rebuild Mali's extraordinary cultural heritage
3.	08/02/2013	Costa Rica to host World Press Freedom Day 2013
4.	12/02/2013	"Water, water everywhere, only if we share" Kick off of the International Year of Water Cooperation in Paris
5.	14/02/2013	Director-General condemns killing of Syrian journalist Ayham Mostafa Ghazzoul
6.	14/02/2013	Day of solidarity with Mali at UNESCO Headquarters 18 February
7.	15/02/2013	From information society to knowledge societies Ten Years after the World Summit on the Information Society
8.	18/02/2013	International experts and decision makers gathered at UNESCO adopt Action Plan for Mali's cultural heritage and manuscripts
9.	19/02/2013	UNESCO Director-General Irina Bokova and Herbie Hancock, together with the Republic of Turkey, announce the second annual International Jazz Day on 30th April, featuring an all-star concert in Istanbul, the 2013 global host city
10.	20/02/2013	Director-General condemns murder of Paraguayan radio broadcaster Marcelino Vázquez
11.	20/20/2013	Blockages still a problem on the road to a multilingual Internet
12.	21/02/2013	French President Hollande to receive Félix Houphouët-Boigny Peace Prize
13.	25/02/2013	Broadband "the missing link" in global access to education

2.3. Statistics on articles referring to UNESCO

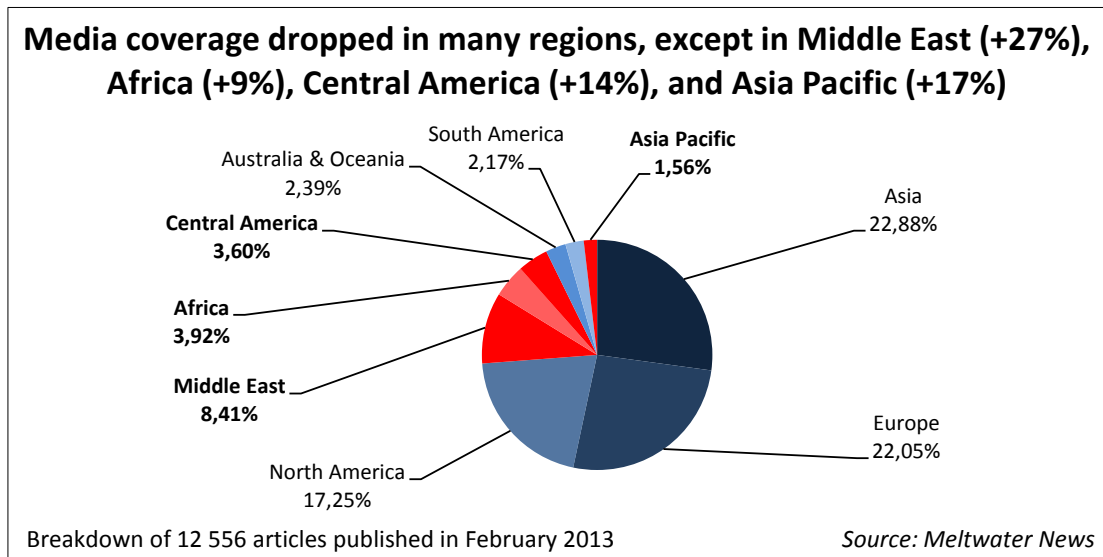
This graph shows the number of articles monitored in national and international media, in which “UNESCO” appeared in the title or first paragraph of a story in February (Source: Meltwater News)



February was marked by a heavy calendar of events, all of which were promoted by the Programme Sections, web teams and media relations section. Three of these events triggered major international media coverage: World Radio Day, UNESCO’s reaction to the damage to Mali’s cultural heritage, and the announcement that International Jazz Day would be held in Istanbul this year. Mother Language Day also generated significant press coverage, as is the case every year.

Coverage of the various other events – including the launch of the International Year for Water Cooperation, and WSIS+10 was somewhat disappointing and limited generally to specialized media in different parts of the world.

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



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

Date	Subject / Title	Language	Media
18/02/2013	We shall rebuild the mausoleums destroyed in Timbuktu	French	Libération (France)

2.5. Interviews given (by subject and media)

Subject	Interviewee	Language	Media (press TV Radio)
World Heritage - Mali	Lazare Eloundou	French	Carenews.com, Radio tv Suisse, Deutsche Welle (Germany)
World Heritage - Mali	Lucia Iglesias	Spanish	RFI, Radio Exterior de España
World Heritage - Mali	Irina Bokova	French	Le Monde (France)
World Heritage - Mali	Lazare Eloundou	English	Vårt Land (Norvège)
Situation Mali	Bruno Maïga	French	BBC (UK – French desk), Voice of America (USA)
Situation Mali	Irina Bokova	French	RFI, TV5 Monde
World Radio Day	Irina Bokova	English	BBC (UK), CRI (China Radio International)
World Radio Day	Guy Berger	English	SABC (South African Broadcasting Corporation) radio stations, S Africa, UN Radio
World Radio Day	Tirso Dos Santos (Accra)	English	Ghana Broadcasting Corporation
World Radio Day	Paul Gomis	English	BBC (UK)
World Radio Day	Jamion Knight	English	BBC (UK)
World Radio Day	Lily Hailu Neyestani	English	BBC (UK)
World Radio Day	Mmantsetsa Marope	English	BBC (UK)
World Radio Day	Philipp Müller-Wirth	English	BBC (UK)
World Radio Day	Ann Ndong-Jatta (Dakar)	English	BBC (UK)
World Radio Day	Mirta Lourenço	English	UN Radio (English), BBC (UK), 98.3FM Canberra (Australia), Radio LaB 97.1FM (UK), Sylvia Global Media (USA), Radio Thailand, Radio Chennai Live 104.8 FM (India), Radios 1 & 2 Gulf News Broadcasting LLC
World Radio Day	Joseph Ngu (Geneva)	English	Kapital FM (Nigeria)
World Radio Day	Anna Paolini (Amman)	English	Radio Jordan
World Radio Day	Krista Pikkat	English	O'zbekiston Radio (Uzbekistan), UN Information Centre
World Radio Day	Alaphia Wright (Windhoek)	English	Base FM (Namibia)
World Radio Day	Irina Bokova	French	Voice of Russia, Radio Monte Carlo Doualiya, RFI
World Radio Day	Sylvie Coudray	French	Times (GB), UN Radio, Voice of Russia
World Radio Day	Véronique Dauge	French	Voice of Russia
World Radio Day	Venus Jennings	French	RFI
World Radio Day	Mirta Lourenço	French	RTL (France), RFI, UN Radio, Voice of Vietnam, China Radio International, Vivre FM, Voice of Russia (Russian and French), Voice of America (French)
World Radio Day	Getachew Engida	Amharic	Radio Fana (Ethiopia)
World Radio Day	Ma'aly Hazzaz (Amman)	Arabic	Al Balad Radio, Siyaha Radio (Jordan)
World Radio Day	Xianhong Hu	Chinese	China Radio International
World Radio Day	Qian Tang	Chinese	China Radio International
World Radio Day	Jonathas Mello	Portuguese	UN Radio
World Radio Day	Polina Kovaleva	Russian	Voice of Russia, UN Radio
World Radio Day	Bakhtiyor Khalikulov	Russian/ Uzbek	O'zbekiston Radio (Uzbekistan)
World Radio Day	Tania Fernandez Toledo	Spanish	Radio Exterior de España
World Radio Day	Isabel Viera (Havana)	Spanish	Radio Habana (Cuba)
World Radio Day	Begoña Guzman (Havana)	Spanish	Radio Habana (Cuba)
World Radio Day	Lucia Iglesias	Spanish	Radio Exterior de España (Spain)
World Radio Day	Alfredo Trujillo Fernandez	Spanish	Radio Nacional de Uruguay
World Radio Day	Dana Ziyasheva (San José)	Spanish	Radio IMER, Radio Mexiquense (Mexico)

World Radio Day	Guilherme Canela (Montevideo)	Spanish	Radio Nacional de Uruguay, Radio Rural de Uruguay, Radio Nacional de Paraguay
World Radio Day	Jorge Grandi (Montevideo)	Spanish	Radio Delta of Buenos Aires (Argentina), ABC Color (Paraguay), AMARC Latin America
World Radio Day	Mirta Lourenço	Spanish	UN Radio (Spanish/French), RFI, Voice of America (Spanish), Radio Euskadi (Spain), Radio X103.9, W Radio, Prisa Radio (Colombia),
World Radio Day	Isabel Viera (Havana)	Spanish	Radio Habana Cuba
World Heritage – Procedures	Roni Amelan	English	Jerusalem Post (Israel)
World Heritage - Site Vauban	Mechtild Rossler	French	Géo Magazine (France)
World Heritage - Libya	Karim Hendili	English	International Business Times (USA)
World Heritage - Three Parallel Rivers of Yunnan Protected Areas	Jing Feng	English	Reuters (UK)
International Year of Water Cooperation 2013 (IYWC)	Michel Jarraud (Président ONU Eau)	English	Press TV, IPS-Inter Press Service
International Year of Water Cooperation 2013 (IYWC)	Michel Jarraud (Président ONU Eau)	French	ARD (Germany), Radio France Internationale
International Year of Water Cooperation 2013 (IYWC)	Lena Salamé	French	Radio Méditerranée Internationale
International Year of Water Cooperation 2013 (IYWC)	Alexander Otte	German	ARD (Germany)
EURid/UNESCO World report on multilingualism and Internet	Lucia Iglesias	Spanish	RFI Latin America

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). 21 B-rolls were downloaded in February.

	Subject	Downloads	Media
1	Timbuktu	4	Un Radio, Russia TV
2	Stock shots Headquarters	2	
3	UNESCO Priorities	5	PBS
4	CLT	1	
5	ED	7	Russia TV
6	Danilo Perez Goodwill Ambassador	1	
7	Palestine	1	

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

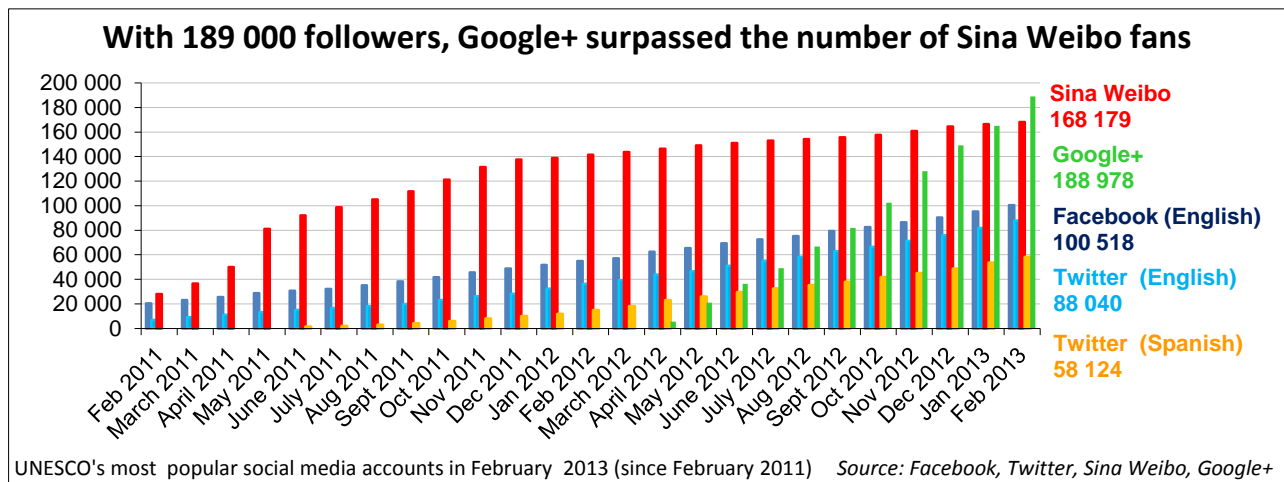
N/A for February.

3. UNESCO Social Media Channels

UNESCO's social media channels made significant accomplishments in February. Quantitatively, the Google+ page surpassed Sina Weibo as our biggest social media account, with 189K followers. UNESCO's Google+ page is now the 2nd biggest in the entire UN system. Further, the English language Facebook hit 100K likes and is the 7th biggest in the UN system. All other channels are all in growth, thanks to stronger delivery of quality web content, in all 6 UNESCO languages, for non-expert, non-technocratic audiences. World Radio Day also became a trending topic (see p. 5-6)

Qualitatively, the results of our social media activity for Int'l Mother Language are sensational by any standard. Our word cloud inviting users to draw a dove using the word "peace" in their language, was shared, liked and retweeted thousands of times, and received over 1,000 comments on our platform alone. It reveals UNESCO's unique strength in visual communications, and critically underscores the need to privilege visual communications as an especially high-potential growth segment. As social media moves from web to mobile devices, written textual language is becoming shorter, and users are relying on images to filter the type of information that they want to read up on and learn about.

Finally: UNESCO's social media channels are building a strong referral network among UNESCO's closest partners, who help UNESCO deliver messages to their own communities through social media. For example, the Auschwitz-Birkenau Concentration Camp Memorial (@auschwitzmemorial) retweeted our tweet about the Director-General's statement on the Aalst Carnaval. This is a significant accomplishment, demonstrating Auschwitz's trust in UNESCO.



3.1. Social networking sites

Facebook - www.unesco.org/facebook/ / VKontakte- <http://vk.com/unesco/> / [Google+](https://plus.google.com/100000000000000000000/)

Variation February 2013 vs January 2013

Likes/fans*		February 2013	January 2013	Variation vs January
Total likes/followers (all languages)		307 923	276 029	+11.55%
Facebook	English	100 518	95 243	+5.54%
	Spanish	6 935	5 901	+17.52%
	French	5 341	4 319	+23.66%
	Arabic	4 376	3 791	+15.43%
	Russian	1 143	1 064	+7.42%
Google+	English	188 978	165 147	+14.43%
VKontakte	Russian	632	564	+12.06%

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

Message	Posted	Likes*
Monday, 18 February, is an exceptional day of solidarity, dedicated to Mali. An action plan, aimed at rebuilding Mali's cultural heritage and safeguarding its historic manuscripts, will be ready at the end of the day. http://ow.ly/hNkyA	17/02	380
An Action Plan for the Rehabilitation of Cultural Heritage and the Safeguarding of Ancient Manuscripts in Mali was adopted today at UNESCO. The Action Plan for Mali has 3 priorities: rehabilitate cultural heritage damaged during the conflict with the active participation of local communities; take measures to protect the ancient manuscripts kept in the region; provide training activities so as to re-establish appropriate conditions for the conservation and management of cultural heritage, including manuscripts and intangible heritage. Details: http://ow.ly/hPsvt	19/02	375

Current efforts to restore World Heritage Site Lalibela (9 photos). In Ethiopia, UNESCO is helping to save Lalibela's wondrous churches, which were directly cut from volcanic rock in the 13th century	04/02	354
“Once People”: This beautiful poem by Yevgeny Yevtushenko expresses the ties of humanity that bind us all together. What do you think? Those who have died / have been born again in me, / those who have not been born as yet cry out. / My population is too large, / beyond the strength of just one man / but then, a person would be incomplete / if he contained no others	06/02	290
The Director-General is visiting Mali today with French President François Hollande, with the goal to launch the assessment of the state of Mali’s cultural heritage and manuscripts after the recent fighting and tensions and to define a plan of action with the Government of Mali that will guide UNESCO’s support to its reconstruction and safeguarding. Irina Bokova will be meeting with the Malian authorities in Bamako and in Timbuktu to kick-start a UNESCO programme of assistance to rebuild Mali’s cultural heritage and to safeguard its documentary heritage. “At this moment, we must act quickly to safeguard and rebuild this country’s outstanding cultural heritage – this is essential for national unity and reconciliation. This heritage is a source of strength and confidence for the people of Mali as they consolidate the foundations of peace,” said the Director-General. http://ow.ly/hm9uU	02/02	248
Please SHARE this infographic to help raise awareness about the need to improve the way freshwater is managed, so that no one is denied access to this basic human right. Better freshwater management can help avoid millions of deaths from inadequate water supply & hygiene, lighten the disproportionate water collection burden of women & girls, prepare us for a global population increase from 7 billion now to 9 billion in 2050, and so much more. http://visual.ly/fresh-water-all	11/02	226
Istanbul is the global host city for UNESCO's 2013 Intl Jazz Day on April 30. The city's annual jazz festival is famous internationally since 1994. In addition, the Turkish people share a particular history with the musical genre. Munir Ertegun, the young Turkish Republic’s first ambassador to Washington in the 1930s, opened his embassy’s parlors to African American jazz musicians, who gathered there to play freely in a socio-historical context deeply riven by racial segregation. Marked by such a passion, the ambassador’s sons, Ahmet and Nesuhi, went on to found the United States' first jazz and gospel label in 1947 -- the famous Atlantic Records -- and to work ardently towards proliferating the musical style throughout the world. http://ow.ly/hQGka	19/02	216
On Feb 13, World Radio Day, we celebrate a medium that has transformed the way we communicate and that remains at the forefront of the 21st century. Radio has transformed our past - it remains a powerful force for shaping a more peaceful, more sustainable and more inclusive future for all. Learn more about the Day: http://ow.ly/hDXXA	12/02	208
On Feb 11, we kick off the Intl Year of Water Cooperation. You too can help make water a force for peace. Here's how http://ow.ly/hy8RH	08/02	190
The UNESCO Youth Forum is unique within the United Nations, allowing young people to submit recommendations to Member States representatives at the highest decision-making level. Help us shape the 2013 edition in October! http://ow.ly/hKFBj	15/02	188

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

3.2. Microblogs:

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

Variation February 2013 vs January 2013

Followers/Fans		February 2013	January 2013	Variation vs January
Total (all languages)		334 919	320 883	+4.37%
Twitter	English	88 040	81 973	+7.40%
	Spanish	58 124	53 403	+8.84%
	Arabic	11 905	11 486	+3.65%
	French	5 680	5 063	+12.19%
	Russian	1 023	927	+10.36%
Sina Weibo	Chinese	168 179	166 490	+1.01%
Tencent Weibo*	Chinese	1 968	1 541	+27.71%

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

Top 10 Twitter Posts

Message	Posted	Re-tweets
Today is Intl Mother Language Day. Does "peace" in your language appear in our image? Suggest & we'll add! Pls share pic.twitter.com/jbpPz40SHc	21/02	625
Billions of people are vulnerable to water scarcity & deteriorating water quality. Solution: Step up #WaterCooperation http://ow.ly/hAgnf	11/02	196
Heritage is not just about stones. It is about identities & values. It is a major political tool to highlight that which binds us together	28/02	154
Feb 21 is Intl Mother Language Day. #Multilingualism is a source of strength & opportunity for humanity http://ow.ly/hTL5g	21/02	127
We encourage teaching in the mother tongue. It facilitates the fight against illiteracy & improves quality of #education http://ow.ly/hTLi5	21/02	123
#Mali update: UNESCO will send experts to help #Mali gov't assess damage to the country's heritage & rebuild http://ow.ly/hn5Z2	03/02	105
Monday, 18 February, is an exceptional day of solidarity, dedicated to #Mali http://ow.ly/hNkPH #worldheritage #unescoculture	18/02	103
Did you know? Women hold only 6% of ministerial positions in environment & natural resources globally. The world needs more #womeninscience	04/02	94
Transmitting indigenous languages means teaching kids what "belongs to them" & helping them "regain their speech"	23/02	92
Today is #WorldRadioDay, promoting access to information & freedom of expression over the airwaves http://ow.ly/hFzzn #radio	13/02	88

Top 10 Sina Weibo Posts

Message	Posted	Re-tweets	Comments
Stéphane Hessel, prominent French social activist, passed away on 27 February 2013. He has helped on the drafting of the Universal Declaration of Human Rights. He was born in Germany but moved to France, where he became a resistance fighter during World War II. He was caught, and sent to a concentration camp, barely escaping execution. Later, he became a French diplomat in UN, and devoted his life to promoting human rights for all.	28/02	389	69
Stéphane Hessel, prominent French social activist, passed away on 27 February 2013. He has helped on the drafting of the Universal Declaration of Human Rights. He was born in Germany but moved to France, where he became a resistance fighter during World War II. He was caught, and sent to a concentration camp, barely escaping execution. Later, he became a French diplomat in UN, and devoted his life to promoting human rights for all.	28/02	389	69
#Journalist security# Ayham Mostafa Ghazzoul, 26, was a contributor to the Damascus-based Syrian Centre for Media and Freedom of Expression. He died at the air force intelligence headquarters, four days after his arrest. Since the start of the fighting in Syria in 2011, the Director-General has condemned the killing of 46 citizen and professional journalists, including Ghazzoul.	14/02	291	43
#Journalist security# Ayham Mostafa Ghazzoul, 26, was a contributor to the Damascus-based Syrian Centre for Media and Freedom of Expression. He died at the air force intelligence headquarters, four days after his arrest. Since the start of the fighting in Syria in 2011, the Director-General has condemned the killing of 46 citizen and professional journalists, including Ghazzoul.	14/02	291	43
Many Friends have expressed their wishes to become an intern in UNESCO: here is the link to the related information: http://t.cn/zYlp2tx . Good luck for your application.	27/02	150	39
UNESCO wishes you happy lunar new year and all the best from Paris!	09/02	149	44
UNESCO advocates for mother tongue instruction in a bilingual or multilingual education approach in the early years because of its importance in creating a strong foundation for learning: the use mother tongue with young children at home or in pre-school prepares them for the smooth acquisition of literacy in their mother tongue and eventually, the acquisition of the second (perhaps national) language at a later stage in their schooling.	21/02	144	30
#21 Feb. International mother tongue day# DG: Multilingualism is a source of strength and opportunity for humanity. It embodies our cultural diversity and encourages the exchange of views, the renewal of ideas and the broadening of our capacity to imagine. http://t.cn/zY94iJc	20/02	115	27
"World Heritage" brings to mind places like the Great Wall of China, the Taj Mahal of India, or	06/02	111	19

the Amazon Rainforest of Brazil. The oceans are also home to some of the most spectacular places on earth such as the Great Barrier Reef of Australia, the Galapagos Islands of Ecuador, and Banc d'Arguin in Mauritania.			
Cultural object is not simply a commodity but as "an expression of memory and imagination." "Culture is the ability to be human," Irish President Higgins's speech in UNESCO. President Higgins is also a poet.	22/02	100	25

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 February 2013 vs January 2013

Video views	February 2013	January 2013	Variation vs January
Total (all languages)	385 739	441 986	-12.73%
English	225 029	257 117	-12.48%
Spanish	96 119	119 413	-19.51%
French	47 767	48 969	-2.45%
Russian	8 649	9 548	-9.42%
Arabic	8 129	6 894	+17.91%
Chinese	46	45	+2.22%

Subscribers	February 2013	January 2013	Variation vs January
Total (all languages)	670	650	+3.08%
English	385	405	-4.94%
Spanish	210	149	+40.94%
French	40	49	-18.37%
Russian	17	20	-15.00%
Arabic	13	24	-48.83%
Chinese	5	3	-66.67%

▪ Top 10 videos on UNESCO TV English Channel

	225 029 views in February 2013	Subject	Total views
1	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	19 256
2	Kalbela folk songs and dances of Rajasthan	CLT/ITH	17 333
3	Kabuki Theatre	CLT/ITH	10 790
4	Baul Songs	CLT/ITH	5 758
5	Lacemaking in Croatia	CLT/ITH	4 765
6	Taekkyeon, a traditional Korean martial art	CLT/ITH	4 012
7	Gagaku	CLT/ITH	3 826
8	Falconry, a living human heritage	CLT/ITH	3 642
9	Languages Matter!	ED	3 491
10	Georgian Polyphonic Singing	CLT/ITH	3 415

▪ Top 10 videos on UNESCO TV Spanish Channel

	96 119 views in February 2013	Subject	Total views
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	37 999
2	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	6 338
3	Discurso de Ernesto 'Che' Guevara	UNESCO	3 691
4	Día Mundial de la Radio	CI	2 607
5	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	1 654
6	El patrimonio oral y las manifestaciones culturales del pueblo zápara	CLT/ITH	1 475
7	El carnaval de Barranquilla	CLT/ITH	1 180
8	Los parachicos en la fiesta tradicional de enero de Chiapa de Corzo	CLT/ITH	1 000
9	El canto polifónico georgiano	CLT/ITH	970
10	Las procesiones de Semana Santa de Popayán	CLT/ITH	956

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

	47 767 views in February 2013	Subject	Total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	3 390
2	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	2 415
3	Routes de l'Esclave: Une Vision Globale	CLT	2 108
4	Le Maloya	CLT/ITH	1 962
5	Le chant polyphonique géorgien	CLT/ITH	1 856
6	Le carnaval de Binche	CLT/ITH	1 688
7	Une école maternelle à Paris	ED	1 526
8	Le repas gastronomique des Français	CLT/ITH	1 517
9	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	1 463
10	Chemins de Saint-Jacques-de-Compostelle en France	CLT/ITH	908

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

	8 649 views in February 2013	Subject	Total views
1	Alsou Abramova UNESCO Artist for Peace	UNESCO	1 034
2	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	378
3	Historic Centre of Brugge	CLT/WHC	271
4	Languages Matter!	ED	267
5	Video 18 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	266
6	Petra	CLT/WHC	261
7	Yellowstone National Park	CLT/WHC	223
8	Palace and Park of Versailles	CLT/WHC	222
9	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	198
10	Lake Malawi	CLT/WHC	174

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

	8 129 views in February 2013	Subject	Total views
1	Venice and its Lagoon	CLT/WHC	362
2	Petra	CLT/WHC	359
3	Palace and Park of Versailles	CLT/WHC	299
4	Archaeological Areas of Pompei	CLT/WHC	263
5	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	208
6	Te Wahipounamu – South West New Zealand	CLT/WHC	173
7	Lines and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	150
8	Historic Sanctuary of Machu Picchu	CLT/WHC	139
9	Tassili n'Ajjer	CLT/WHC	132
10	Shirakami-Sanchi	CLT/WHC	121

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

	46 views in February 2013	Subject	Total views
1	Ocean	IOC	6
2	Malala	ED	5
3	Our world heritage: UNESCO World Heritage Convention	CLT/WHC	4
4	Languages Matter!	ED	3
5	Video n°12 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	2
6	Video n°30 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	2
7	Video n°18 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	2
8	UNESCO History	UNESCO	2
9	Culture of Lahore	CLT	2
10	Water in Cities	SC	2

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

▪ **Top 10 Videos**

Video	Posted	Total Views	Quoted*
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	03/03/11	44 199	4 648
Safeguarding community's living heritage	07/12/12	13 873	363

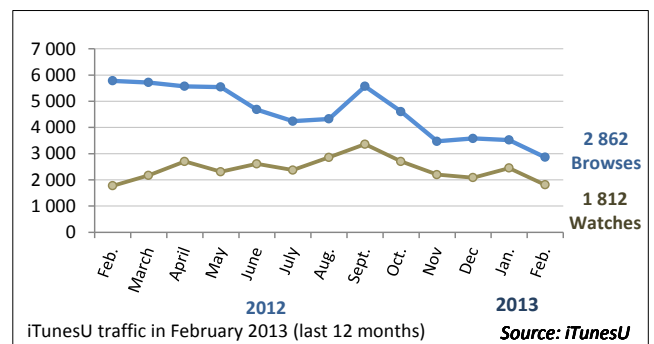
#intangible heritage# Chinese shadow puppetry	01/12/11	17 720	1 878
Intangible heritage Kunqu Opera-the Peony Pavilion Performed by UNESCO Artist for Peace Jun Zhang	15/04/11	9 908	8 803
40 year anniversary of World heritage convention	22/06/12	9 029	1 191
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	23/06/11	6 322	6 024
International year of water cooperation	12/02/13	5 452	111
Great apes on brink of extinction	06/11/12	5 201	163
International Jazz Day	23/04/12	5 155	857
UNESCO Director-General's statement on US funding cut	03/11/11	4 306	386

* Views of the video from other websites

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

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

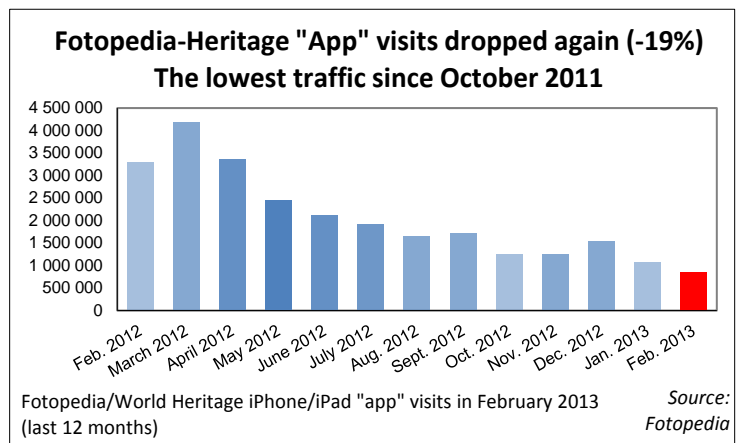
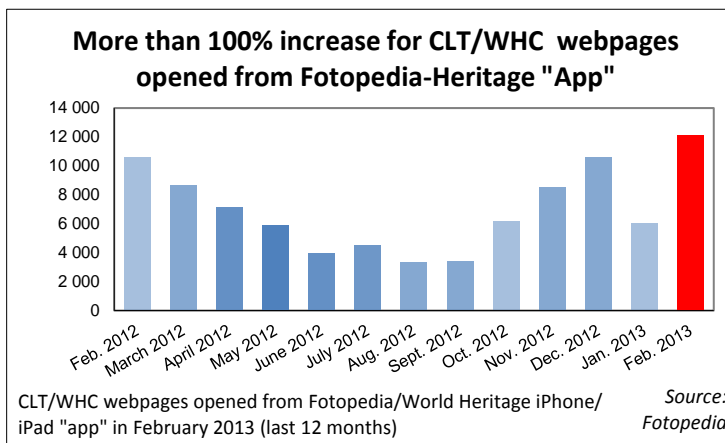
Metrics	TOTAL 2013	February 2013	Variation vs M-1
Watches (downloads /streams)	4 261	1 812	-26.01%
Browses	6 384	2 862	-18.74%



3.6. UNESCO Fotopedia iPhone/iPad "app"

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

Metrics	TOTAL 2013	February 2013	Variation vs Y-1	Variation vs M-1
Downloads	118 087	50 011	-53.51%	-26.54%
Unique Visitors	450 163	247 866	-19.15%	-19.63%
Visits	1 942 233	866 032	-73.75%	-19.40%
Page views	44 457 672	19 183 323	-47.84%	-23.81%
Info pane with UNESCO logo & text	309 093	125 011	-37.76%	-31.76%
Open UNESCO page from Heritage	18 300	12 134	-20.50%	+101.29%
Distinct UNESCO WHC pages opened	590	907	-91.48%	+232.23%
Most viewed UNESCO WHC page	Site of Palmyra	Site of Palmyra		



4. UNESCO Photobank

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

4.1. Photos requested online:

Themes	Nb of photos	%
Culture	165	73%
Education	33	15%
UNESCO	15	7%
Natural Sciences	11	5%
Social and Human Sciences	2	1%
Communication and Information		0%
TOTAL	226	100%

Origin of request	Nb of requests	%
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	107	47%
Private sector	103	46%
Education (Schools, Universities, teachers, researchers)	12	5%
Media: Written and Audiovisual and Press	2	1%
Public sector (Museums, Bookshops)	2	1%
Government		0%
Others		0%
TOTAL	226	100%

Use of photos	Nb of photos	%
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	118	52%
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	50	22%
Exhibitions	34	15%
Websites	24	11%
Private use		0%
TOTAL	226	100%

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.)

	February 2013	January 2013
Number of Events	40	n/a
Number of Photos	1 566	n/a

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.

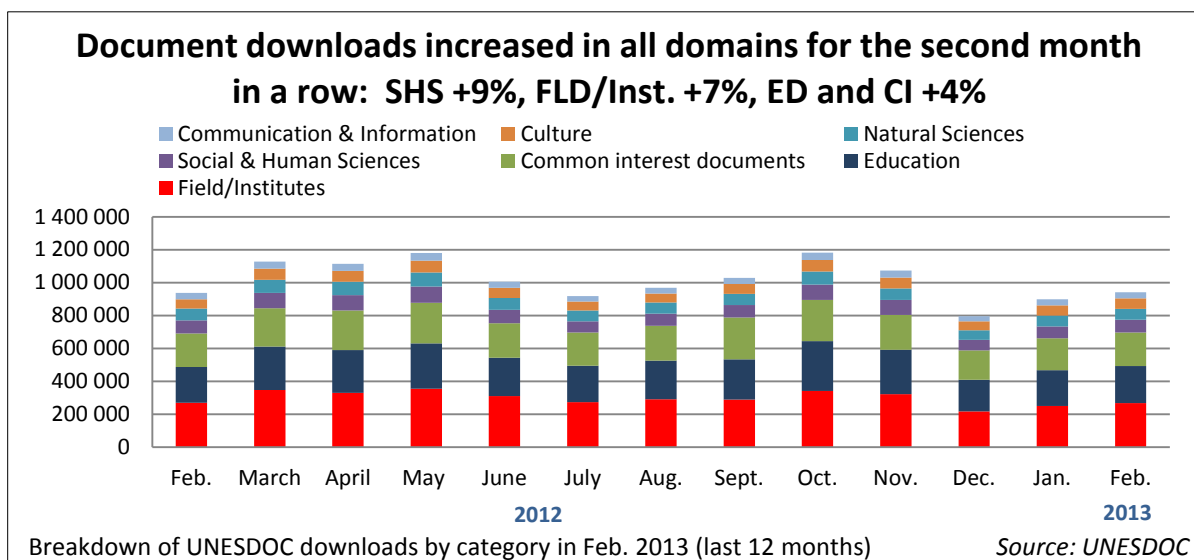
In February there were **135 058** records available online in PDF format (134 743 in January), including documents, publications, communication material and other working documents.

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

5.1.1 Statistics of consultation

Total number of downloads in February	941 925
----------------------------------------------	----------------

Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	9 633	226 195	+4.48%	23
Natural Sciences	9 684	66 655	+0.81%	7
Social and Human Sciences	5 649	78 061	+9.30%	14
Culture	3 337	63 668	+1.99%	19
Communication and Information	2 374	37 009	+4.34%	16
Field & Institutes	8 484	267 162	+6.60%	31
Common interest documents	N/A	203 175	+3.96%	N/A



5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	97 389
2	France	69 326
3	Mexico	54 707
4	Brazil	31 976
5	Spain	24 789

6	United Kingdom of Great Britain and Northern Ireland	22 930
7	India	22 444
8	Colombia	22 320
9	Philippines	17 688
10	Canada	17 507
11	Venezuela (Bolivarian Republic of)	14 671
12	Algeria	12 270
13	Nigeria	11 304
14	Argentina	9 292
15	Germany	9 018

5.1.3 Printable Communication materials

Title	Total downloads in February							Total
	EN	FR	SP	RU	AR	ZH	POR	
2011 UNESCO Annual Report	240	76						316
2010 UNESCO Annual Report	161	35						196
UNESCO brochure	819	413					72	1 304
65 Ways UNESCO Benefits Countries all over the World	125	76	61		3		43	308
A New Humanism for the 21 st Century	114	110	95	30	5			354
TOTAL	1 459	710	156	30	8	-	115	2 478

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

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

5.2.1 Statistics of consultation

	Month	Page views	Variation vs M-1	Visits	Variation vs M-1
2013	January	19 321	+22.50%	8 835	+14.09%
	February	23 250	+20.34%	10 119	+14.53%

5.2.2 Top 10*

	Title	Views
1	Abrindo espaços - Open Spaces Culture of peace	234
2	"World Radio Day 2013 Cultural events	186
3	WSIS 10 - Towards Knowledge Societies for Peace and Sustainable Development	186
4	"Journée mondiale de la radio 2013 Cultural events	178
5	"Le château de Chambord World	175
6	"Education for all: six goals for 2015 Basic education	170
7	"A World for Inclusion Inclusive education	163
8	"Slave Routes: A Global Vision Cultural diversity	155
9	"The Importance of Teaching about the Holocaust in Africa - Edward Kissi Human rights	151
10	"The World Save Abu Simbel World heritage	151

* iTunesU not included

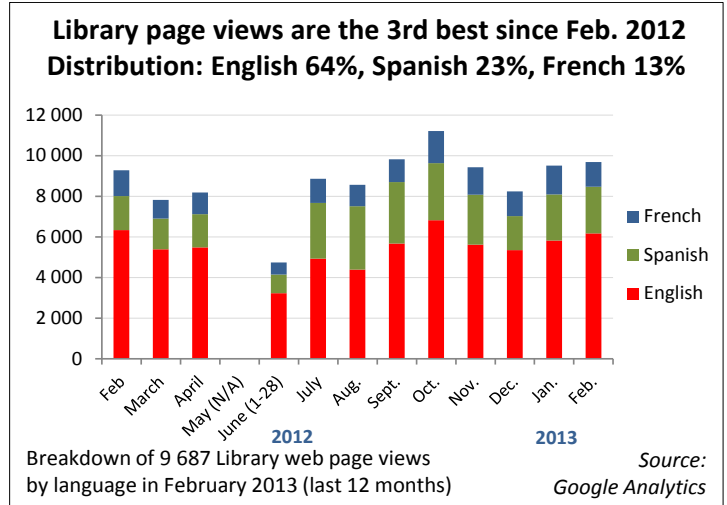
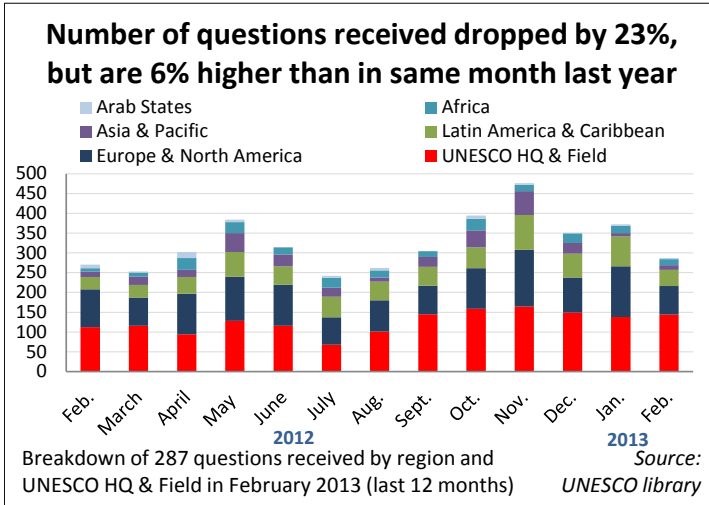
5.3. UNESCO Library - <http://www.unesco.org/library>

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

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

5.3.1 Questions received by: library@unesco.org

5.3.2 Web page views:



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

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

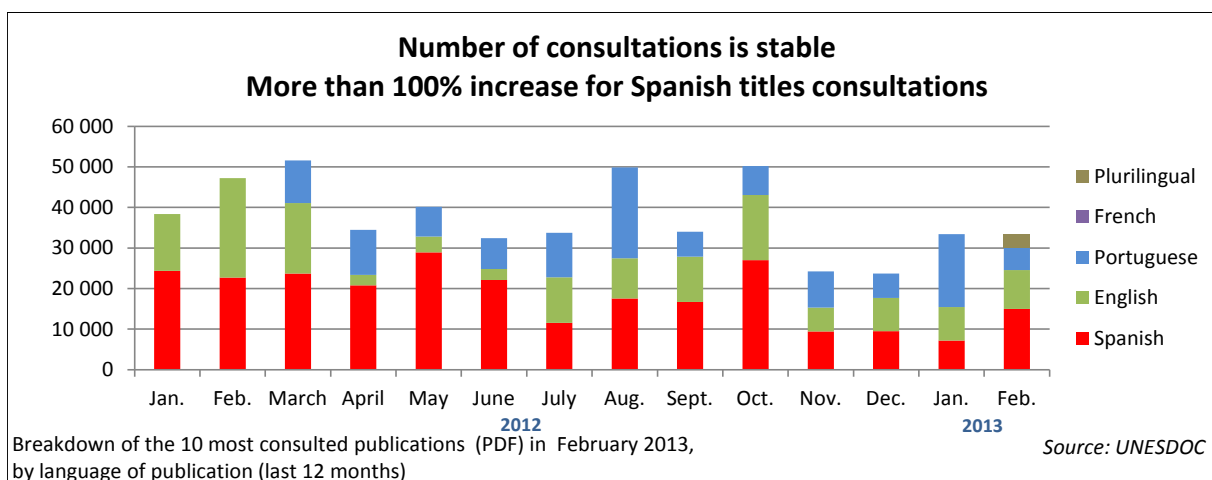
Online viewing of UNESCO publications was stable compared to January. However, consultations of Spanish titles doubled at the expense of Portuguese titles. The EFA Global Monitoring report and the World Water Development Report 4 are the two English reports continuing to do well. Views of UNESCO publications on Google Books increased by 60% compared with January this year.

Bookshop sales were again heavily dominated by World Heritage and the Memory of the World publications but with a large one-off sale of the General History of Africa (English edition). The top online sales were more varied with good sales from all the sectors.

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

	Title	Sector	Language	Views	Published
1	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	5 415	Paris, 2005
2	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	3 733	UNESCO/ UNEP, 1992
3	Youth and skills: putting education to work, EFA global monitoring report, 2012	ED	English	3 715	Paris, UNESCO, 2012
4	United Nations world water development report 4: managing water under uncertainty and risk	SC	English	3 589	Paris, 2012
5	Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	3 318	Buenos Aires, 2001
6	Christianity and Islam in the context of contemporary culture: perspectives of interfaith dialogue from Russia and the Middle East	CLT	Plurilingual	3 316	St. Petersburg, Eidos, 2009
7	História geral da Africa, I: metodologia e pré-história da Africa (General history of Africa, I: Methodology and African prehistory)	CLT	Portuguese	2 930	Brazil, 2010
8	Cultura de paz: da reflexão à ação; balanço da Década Internacional da Promoção da Cultura de Paz e Não Violência em Benefício das Crianças do Mundo	CLT	Portuguese	2 611	Brazil, 2010
9	Mantenimiento de instalaciones eléctricas del establecimiento educacional	ED	Spanish	2 480	Santiago, 1998
10	Environmental education activities for primary schools: suggestions for making and using low cost equipment	ED	English	2 316	UNESCO/ UNEP, 1992

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

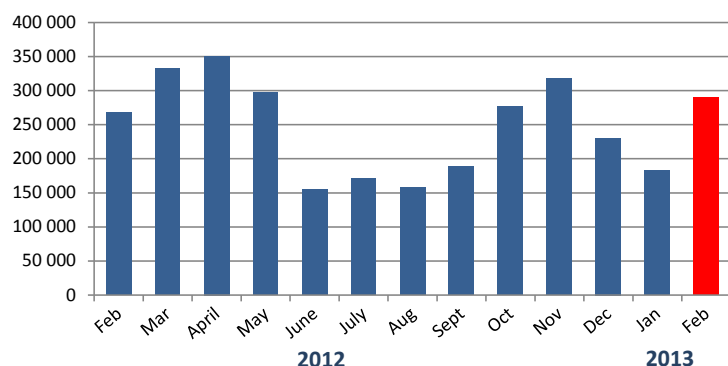


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **280 UNESCO publications** (mainly recent titles) are available on the service, which allows readers to search for and browse these books online.

Month	Publications on Google Books	Book visits	Pages viewed	Book visits with buy clicks
February 2011	110	8 175	108 440	91
February 2012	190	17 934	268 479	161
February 2013	280	21 352	290 106	198

60% increase for Google Books page views!



Publications page views in February 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 February, top 5

Title	Copies sold	Sector
1 General History of Africa, Main edition, Vol I to VIII	36	CLT
2 UNESCO World Heritage Desk Diary 2013	32	CLT/WHC
3 The World's Heritage The Bestselling Guide to the Most Extraordinary Places - Edition 2012	21	CLT/WHC
4 Memory of the World - The Treasures That Record Our History from 1700 BC to the Present Day	14	CI
5 UNESCO World Heritage Atlas	10	CLT/WHC

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

Title	Copies sold	Publisher
1 The World Heritage 2013 Calendar	12	Panasonic
2 Charte des Nations Unies et statut de la Cour Internationale de Justice	9	UN
3 Les Nations Unies Aujourd'hui	3	UN
4 Réflexions sur le développement, Joseph Ki-Zerbo	3	Fondation Joseph Ki-Zerbo
5 A Propos de Culture, Joseph Ki-Zerbo	3	Fondation Joseph Ki-Zerbo

6.4. Online and international sales

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

Title	Copies sold	Sector
1 The World's Heritage: The Bestselling Guide to the Most Extraordinary Places	19	CLT/WHC
2 Improving school effectiveness	15	IIEP
3 Climate Change and Arctic Sustainable Development	13	SC
4 Human Rights: Questions and Answers	12	SHS
5 The UNESCO Universal Declaration on Bioethics and Human Rights	12	SHS

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

Bookshop sales of UNESCO publications, lowest sellers in February

Title	Copies sold	Sector
Global Survey on Internet Privacy and Freedom of Expression (Arabic edition)	0	CI
Freedom of Connection – Freedom of Expression (Arabic edition)	0	CI
The Changing Legal and Regulatory Ecology Shaping the Internet		
Compendio mundial de la educación 2012		
Oportunidades perdidas: El impacto de la repetición y de la salida prematura de la escuela	0	ED
DVD Roads of Water Travelling the Amazon	0	SC
Human Rights: Questions and Answers 6th Edition	0	SHS

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

Title	Copies sold	Sector
Rapport mondial sur les sciences sociales 2010 - Divisions dans les savoirs	0	SHS
Atlas mundial de la igualdad de género en la educación	0	UIS
General History of the Caribbean Volume IV: The Long Nineteenth Century: Nineteenth Century Transformations	0	CLT
Les pays en développement à l'ère de l'e-learning - IIEP 96	0	IIEP
Global Survey on Internet Privacy and Freedom of Expression	0	CI

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

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

Contract No.	Title	Publisher	Language	Date signed
C.2013-002	Climate change in the classroom: secondary teacher education course on climate change education for sustainable development	Consejo Nacional para el Cambio Climático y el Mecanismo de Desarrollo Limpio de la República Dominicana (CNCCMDL)	Spanish	14/02/2013
C.2013-003	Policy Guidelines on Inclusion in Education	German National Commission for UNESCO	German	25/02/2013
C.2013-004	World Heritage Cultural Landscapes: A Handbook for Conservation and Management World Heritage Papers 26	Nara National Research Institute for Cultural Properties, National Institutes for Cultural Heritage	Japanese	28/02/2013
J.2013-005	Sexuality Education Curricula in East and Southern Africa: Results of a Ten-Country Review	UNESCO/UNFPA	English	06/02/2013

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

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Swedish National Commission for UNESCO	Cover of <i>World Social Science Report 2010 – Knowledge Divides</i> , co published by UNESCO and the International Social Science Council © UNESCO 2010	In the context of roll-ups to be used by the Swedish National Commission to present the work of UNESCO	Permission granted by email-Free of charge	26/02/2013

Boston University	Nicolas Fiévé et al., <i>Atlas historique de Kyoto</i> , maps featured on p. 59 and 62, © UNESCO 2008	In the context of inclusion in a publication entitled "Classical World Literatures: Sino-Japanese and Greco-Roman Comparisons", Oxford University Press, to be published in December 2013, in printed and electronic format. The print run will be of 800 copies to be sold at \$ 75.	Non-exclusive world rights, for this edition only, in the English language only. Due acknowledgement of UNESCO. Free of charge	Permission granted by email. 25/02/2013
Ecole supérieure de théâtre - Université du Québec à Montréal (UQAM)	Egon Wolff, « Les Envahisseurs », in Théâtre latino-américain contemporain, Traduction française de Claude Demarigny, UNESCO/Actes Sud-Papiers, © UNESCO 1998 (pour la traduction française)	Pour représentation théâtrale dans le cadre d'exercices pédagogiques. Ce texte sera mis en scène par Jean-Frédéric Messier. Les représentations auront lieu les 28 février, 1er, 2, 5, 6, 7, 8, et 9 mars à 20h, ainsi que le 9 mars à 14h au Studio-d'essai Claude Gauvreau, dont la capacité est de 80 spectateurs. Le prix de vente des billets sera de 5 CAD pour les étudiants et de 10 CAD pour les non-étudiants.	Autorisation accordées pour ces seules représentations en langue française. Mention de la source. A titre gracieux	27/02/2013
Editions Foucher	« Préparation aux risques et atténuation » , © UNESCO 1995-2012	Pour inclusion dans un ouvrage scolaire intitulé « Histoire-Géographie CAP », à paraître le 14 avril 2013, pour un tirage de 29 000 exemplaires vendus au prix unitaire de 15 €. Une version PDF sera également offerte aux prescripteurs de la version imprimée. Elle pourra cependant être accessible aux élèves équipés de la version papier pour 4.30 €, aux élèves non équipés de la version papier pour 14.80 € et pour les classes non équipées de la version papier pour 296 € (pour une durée de deux ans)	Droit de reproduction non-exclusif uniquement pour cette édition en langue française et uniquement pour les formats décrits ci-dessus, pour distribution en France. Mention de la source. A titre gracieux	28/02/2013

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

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

7.1. Number of events by “Major Programmes”

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
CLT	14	8	6	
SC	12	11	1	
ERI	9	9		
SHS	9	2	7	
CI	8	4	4	
ED	7	6	1	
GBS	1	1		
Total	60	41	19	

7.2 Events organized by Field Offices/ Institutes

Abuja	1
Almaty	1
Amman	2
Apia	2
Beirut	1
Dakar	2
Havana	1
Jakarta	3
Montevideo	2
Nairobi	1
New Delhi	1
Rabat	1
Venice	1
Total	19

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	2	-
Category 3- Non-governmental conference	-	-
Category 4- International Congress	2	-
Category 5-Advisory Committee	-	-
Category 6-Expert Committee	2	1
Category 7-Seminars and Workshops	1	14
Category 8-Symposium	1	1
Event under patronage	-	-
Exhibition	3	4
Film Projection	-	-
Headquarters Committee	1	-
Concert	2	-
Interagency Meeting	-	-
Consultative Meeting	2	4
Meeting by Member States or Institutions	1	3
Show	-	-
Internal meeting	1	-
Special Event	8	2
Working group/Expert Meeting	2	1
Information meeting for Permanent Delegations	1	-
Executive Board	-	-
Press Conference	-	1
Total	29	31

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
07-08/02	Réunion de projet sur le programme International Flood Initiative (IFI).	SC/HYD/HGC	Salle XIV	20
11/02	Launch Ceremony of the International Year of Water Cooperation 2013	SC/HYD/HGC	Salles IV -V	300
11/02	Protection du patrimoine culturel au Mali	CLT/ADG	Salle VIII	20
12-14/02	1e réunion du groupe d'experts internationaux de l'UNESCO pour une nouvelle vision de l'Education du futur	ED/ERF	Salle VI	30
12/02	Formation à l'éthique	ETH	Salle VIII	30
13/02	Conference World Radio Day: "Albert Turpain", and Panel World Radio Day: "Youth Radio"	CI/FEM/MAS	Salle IX + F.S.I, Miró	50 100
13-15/02	Réunion du comité de pilotage pour l'exercice de cadrage	BSP/FOR	Salle VIII	20
14-15/02	Forum Netexplo 2013	CI/INF	Salles I – III, V	1 450
18/02	Conseil d'administration FIPC	CLT/DDD/CCS	Salle VII	25
18/02	Concert Solidarité avec le Mali	ERI/DPI/SPE	Salle I	800
18-20/02	La Semaine de l'apprentissage nomade de l'UNESCO	ED/PDE/PAD	Salles IV, VI, VIII	300
18/02	TOWS meeting	SC/IOC/TSU	Salle XV	25
19-20/02	Atelier de lancement de l'étude sur les enseignants et formateurs de l'enseignement technique et professionnel dans les pays Arabes	ED/PDE/TED	Salles VII, XIV	40
19/02	Conseil d'administration du FIPC (Fonds international pour la promotion de la culture)	CLT/DDD/CCS	Salle VII	25
19/02	Formation à l'éthique	ETH	Salle IX	30
21/02	Journée internationale de la langue maternelle	ED/PSD/PHR	Salle IV	200
19-20/02	TOWS meeting	SC/IOC/TSU	Salle XV	25
25-27/02	WSIS + 10 Review Meeting	CI/KSD/UAP	Salles I – III, ...	1 450
28/02	21e réunion du Bureau du Conseil intergouvernemental du Programme Information pour tous (PIPT)	CI/KSD	Salle XVI	25
Total participation				4 965

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

8.1.2 External rentals

Date	Title	Organizer	Place	Public
01/02	Journées d'études 2013	APF Formation	Salle I	1 000
05/02	The Young Academy of Sweden	Délégation perm. de Suède	Salle VII	30
07/02	14e Colloque pour le Syndicat des Energies Renouvelables	Syndicat des Energies Renouvelables	Salles I, IX + Foyer, ...	1 000
09/02	Concert de musique traditionnel	Délégation perm. d'El Salvador	Salle II	120
10/02	Colloque : Vivre ensemble l'engagement au XXIe siècle	Eclaireuses Eclaireurs Israélites de France	Salle XI	200
11/02	Assemblée Générale annuelle de l'Association Internationale pour la Sauvegarde de Tyr	Fondation Tyr	Salle IX	40
13/02	Colloque : Anthropologie de Jean-Paul II sur son discours à l'UNESCO	Mission perm. d'observation du Saint-Siège	Salle II	400
Total participation				2 790

8.1.3 Electoral Groups Meetings

Date	Title	Organizer	Place	Public
12/02	Réunion du Groupe GRULAC	Délégation perm. du Venezuela	Salle XIV	40
12/02	Réunion du Groupe arabe	Délégation Perm. du Maroc	Salle XIII	45
12/02	Réunion du Groupe UE	Délégation Perm. de l'Irlande	Salle XIV	40
13/02	Assemblée générale du Groupe Francophone	Délégation Perm. de France	Salle XIII	45
14/02	Réunion du Groupe de Travail d'Education du GRULAC	Délégation Perm. d'El Salvador	Salle XVI	40
15/02	Conférence GRULAC	ED/ADG	Salle XVI	30
15/02	Réunion du Groupe africain	Délégation Perm. de Zambie	Salle XIII	45
15/02	Réunion interne du Groupe africain	Délégation Perm. du Nigeria	Salle XV	20
19/02	Réunion du Groupe I	Délégation Perm. du Canada	Salle XI	50
20/02	Réunion plénière du Groupe 77	Groupe 77	Salle XI	60
20/02	Réunion plénière du Groupe ASPAC	Délégation Perm. de la Rép. pop de Chine	Salle XIV	50
20/02	Réunion plénière du GRULAC	Délégation perm. du Pérou	Salle XVI	70
20/02	Réunion du Groupe II	Délégation Perm. de Bulgarie	Salle XIV	40
27/02	Réunion du Groupe UE 2013	Délégation Perm. de l'Irlande	Salle XIV	40
28/02	Réunion du Groupe de l'Afrique de l'Est	Délégation Perm. d'Ethiopie	Salle XV	20
28/02	Réunion plénière du Groupe africain	Délégation Perm. de Zambie	Salle IX	45
Total participation				680

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

- o The February electronic calendar was sent to **4 850 subscribers** (63 new subscribers)
- o The paper version for February events was printed out in **2 500 copies** (in French)
- o **11 events** were organized, co-organized and/or promoted in February by DPI/SPE (Special Events Section)

8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
11-15/02/2013	Hermann Hesse: a Life, a Work	Permanent Delegation of Germany	Salle des Pas Perdus	N/A
13-20/02/2013	Joyce and Beckett	Permanent Delegation of Ireland	Salle des Actes and Miró rooms	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*
09/02/2013	Requiem, Verdi by Hope Without Borders Orchestra Charity concert	Permanent Delegation of Ireland	Room I	1 300
16/02/2013	Celebration of Têt, Vietnamese New Year	Permanent Delegation of the Socialist Republic of Viet Nam	Room I	1 500
20/02/2013	Tania Libertad	Permanent Delegation of the Republic of Peru	Room I	1 000

8.2.3 Special events

Date	Title	Organizer	Place	Public*
07/02/2013	The Crown Jewels of the Ocean UNESCO and Jaeger-LeCoultre's Paris Boutique to mobilize support for Marine World Heritage	Culture Sector/ World Heritage Centre	7th floor Fontenoy	N/A
11/02/2013	Official Launching Ceremony of the International Year for Water Cooperation, 2013	Natural Sciences Sector	Room IV	N/A

13/02/2013	World Radio Day	Communication and Information Sector	Hall Ségur, Miró rooms	400
14-15/02/2013	Netexplo Forum 2013	Communication and Information Sector	Rooms I-III, V	1 450
18/02/2013	Evening of Solidarity with Mali	External Relations and Public Information Sector	Room I	900
25-27/02/2013	Towards Knowledge Societies for Peace and Sustainable Development: WSIS+10 Review Meeting	Communication and Information Sector	Rooms I-III, ...	1 450

*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 **85 visits** for **1,553 visitors** in February 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	51%
Visits in English	38	45%
Other	4	5%

3. Type of visits

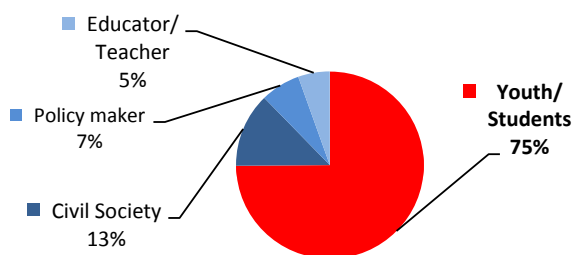
Group Visits	32	44%
Spontaneous Visits	29	40%
Individual Visits	7	10%
Thematic Conferences	4	6%

4. Origin

Europe and North America	1 125	72%
Asia and Pacific	386	25%
Latin America and the Caribbean	34	2%
Arab States	8	1%
Africa	0	0%

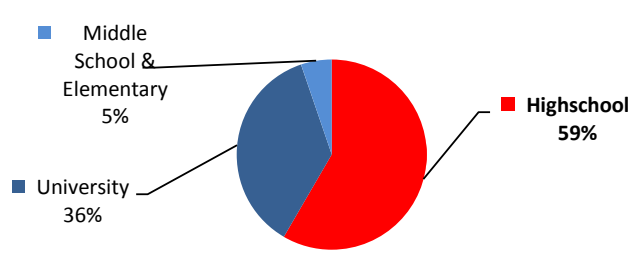
5. Profile of visitors

Visits by Youth/Students represented 3/4 of all visitors



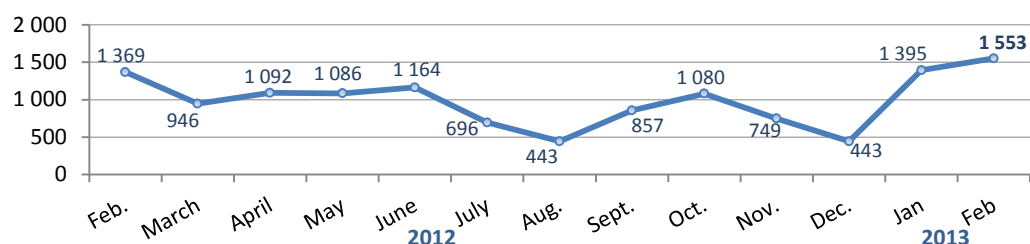
Breakdown of 1 553 UNESCO visitors in February 2013 Source: UNESCO

60% of Youth/Students visiting UNESCO were Highschool students



Breakdown of 1 163 Youth/Student visitors in February 2013 Source: UNESCO

New record: Number of visitors received increased again by 11%



Visitors received by the Visitor's Service in February 2013 (past 12 months)

Source: UNESCO

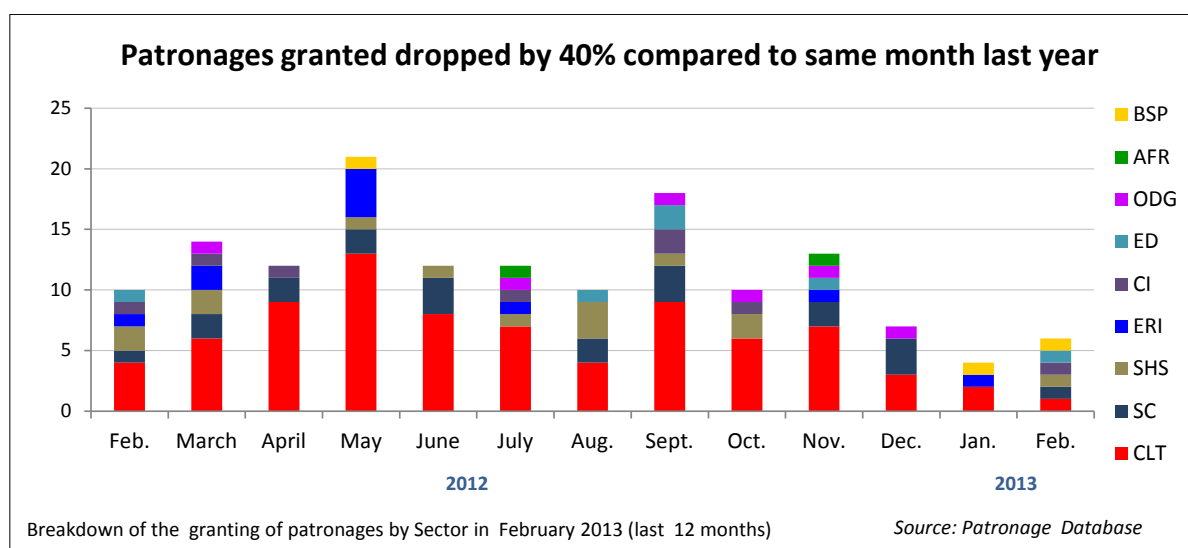
9. UNESCO logo exposure

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 **6 events** which have been granted UNESCO's patronage took place in February 2013:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/02/2013	Canada & France etc.	International launch of the "Mathematics of Planet Earth Open Source Exhibition"	General public and especially youth & students	SC
01/02/2013	Spain	Film festival «14,4km- Dialogo entre las dos orillas del Mediterraneo»	General public	CLT
03/02/2013	United Arab Emirates	World Summit Award Mobile Winner's events in Abu Dhabi	Youth	CI
05/02/2013	France	Festival International du Film des Droits de l'Homme de Paris	General public	SHS
12/02/2013	UNESCO HQ	Colloque : «Jean-Paul II : une pensée actuelle pour l'homme, l'éducation et la culture »	UNESCO networks, educators and general public	BSP
21/02/2013	Serbia	Célébration de la Journée internationale de la langue maternelle	General public, educators & youth	ED



10. Media Partnerships

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

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

10.1. NHK (Japan)

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

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

Duration: until December 2014

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

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

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

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

Regular programs (NHK General)

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

Area of broadcast: **Japan and Worldwide**

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

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

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

Special programs (Satellite channel)

Estimate number of households as viewers in Japan on average per program (Video Research Inc): **97,850** in main Kanto region. Total number of viewers nationwide has not been surveyed.

<i>Date</i>	<i>Subject</i>	<i>Title</i>	<i>Format</i>	<i>Audience Share</i>
01/02	World Heritage : Journey Across Time *	"Cuba: The Rebirth of the Spirit"	59 minutes	0.7%
08/02	World Heritage : Journey Across Time*	"Turkey: The Mystic World of Gifted Craftsmen"	59 minutes	0.5%
15/02	World Heritage : Journey Across Time*	"Morocco: The City with Two Faces"	59 minutes	0.3%
22/02	World Heritage : Journey Across Time*	"Estonia: The X'mas Reunion"	59 minutes	0.7%

*=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>
03/02	Port, Fortresses and Group of Monuments, Cartagena (Columbia)	30 min	6.5%
17/02	Compilation, The World Heritages of the Roman Empire 1 (Italy, Spain, England etc)	30 min	6.4%
24/02	Compilation, The World Heritages of the Roman Empire 2 (Italy, Spain, England etc)	30 min	6.4%

Average audience share in February: **6.8 percent** (for the first broadcast)
 Estimate number of viewers in Japan: **6 205 000** (for the first broadcast)
 The total number of audience accessed to the program in February was estimated at **24 954 000**.

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

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

Partnership began: October 2010

Products: **News and interviews**

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

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

Network: partnership with more than 100 foreign news media

Links to titles by language (other than Chinese)	Nb of reports
English	30
French	13
Spanish	11
Arabic	8
Russian	4
In February, a total of 66 reports were released on UNESCO through Xinhuanet	

10.4. RIA Novosti

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

Partnership began: September 2010

Duration: until December 2013

Products: **News and interviews**

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

Network: partnership with more than 100 foreign news media

Date	Titles of Reports on UNESCO in Russian	Page views
01/02	London's Tallest Building Unveiled	1 194
02/02	French President Arrives in Timbuktu, Northern Mali	2 974
02/02	Operation in Mali Will be Completed in a Few Weeks - Hollande	2 273
08/02	US Will Pay \$100,000 to Philippines for Reef Damage	62
08/02	Tourist Numbers in Altai Reserve Have Risen by 80% in Past Five Years	152
08/02	Future of St. Petersburg Historical Building in Doubt	57
11/02	Photography Exhibition of Altai and Mongolia Landscapes to Open in Moscow	41
12/02	Biography of Vladimir Filippov	2 172
15/02	Tenfold Increase in European Bison population at Bryansky Les Nature Reserve Expected in Twenty Years	81
19/02	Maldives to Become First Biosphere Reserve Country by 2017	71
20/02	Tunisian Revolution 2.0: What Russian Tourists Should Expect	401
21/02	Russian Language Tests to Become Available for Novosibirsk Residents	116
21/02	"Golden Mountains of Altai" Photography Exhibition Opens in Moscow on Thursday	97
21/02	International Mother Language Day	430
21/02	Russian Language in Ukraine: A Look Inside on International Mother Language Day	4 635
21/02	French President Wins UNESCO Peace Prize for Operation in Mali	348
22/02	Manifesta European Biennial to Take Place in St. Petersburg in 2014	130
24/02	German Chancellor Arrives in Turkey to Inspect Patriot Missiles	339
26/02	Kronstadt Naval Cathedral to be Consecrated on May 28 After Renovation	86
26/02	New Rules for Tourist Agencies Organizing Trips to Curonian Spit National Park	86
27/02	Environmentalists Hope for Baikal Pulp Plant to be Closed	2 410
28/02	Weapons Stolen from Dagestani Museum Considered to Be of Cultural Value	234
28/02	New Russian Orthodox Church May Be Built in Paris - Hollande	261
28/02	Court Confirms Construction in Babolovsky Park is Legal	26
28/02	RIA Novosti, 28.02.2013 18:42 – France to Simplify Construction of Russian Cultural Center in Paris	73
Total reports in Russian: 25		Total page views: 18 749

Date	Titles of Reports on UNESCO in English	Page views
03/02	Sergiev Posad – Winter Impressions	109
14/02	Officials Deny Lava Threatens Volcano Scientists	14
17/02	Kremlin Helicopter Pad to Be Created 'Soon'	23
18/02	Kamchatka Volcano Lava Stops near Research Site	5
27/02	Russia to Close Baikal Pulp Mill – Dvorkovich	13
Total reports in English: 5		Total page views: 164

Date	Titles of Reports on UNESCO in French	Page views
04/02	Mali: un chef islamiste arrêté près de la frontière algérienne	21
28/02	Centre russe à Paris: le projet sera réalisé (Hollande)	11
Total reports in French: 2		Total page views: 32

Date	Titles of Reports on UNESCO in Spanish	Page views
22/02	La caída del Gobierno en Túnez puede abrir la puerta al islamismo	15
Total reports in Spanish: 1		Total page views: 15
TOTAL REPORTS: 33		TOTAL page views in February: 18 960

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

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

Partnership began: 1995

Products: **Documentary films – 404 films produced to date**

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

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

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

Day/time	Nb of films	Audience share	Viewers / film	Total viewers
Sunday 7.45 pm	3	0.4	113 333	340 000
Monday 12.45 pm	2	0.6	60 000	120 000
Tuesday 9.45 pm	2	0.7	210 000	420 000
Extra shows, different times	-	-	-	-
Total	7		383 333	880 000

▪ Phoenix – documentary channel (Germany)

Day/time	Nb of films	Audience share	Viewers / film	Total viewers
Different days and times	3	1.6	90 000	270 000
Total	3	1.6	90 000	270 000

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

Day/time	Nb of films	Audience share	Viewers / film	Total viewers
Saturday 6 am	4	5.2	32 500	130 000
Saturday 4.45 pm (only Saarland)	3	3.2	6 687	20 000
Extra shows, different times	-	-	-	-
Total	7		39 187	150 000