



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2013/PIPMR/32

Monthly Report on the Use of UNESCO Public Information Products

July-August 2013

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Executive Summary

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

Media and Major Events

July and August were quiet months in terms of media coverage and interest in UNESCO. This is usually the case over the summer break, when there are fewer activities to promote, and when the media – at least in the northern hemisphere – focuses much more on holiday-type stories and features. In keeping with this trend, World Heritage sites - as holiday destinations - dominate coverage.

The only UNESCO-organized event that generated significant coverage in leading media over the two months was the meeting held at the end of August to discuss ways of safeguarding Syria's cultural heritage. A press conference held after the meeting was very well attended, and the subsequent press release was widely published in national and international titles.

Other coverage concerning UNESCO was generated by events elsewhere. In July, the top story concerning UNESCO was Malala Yousafzai's 16th birthday, which was celebrated with an address by the Pakistani teenager to the UN in New York. UNESCO's education statistics were quoted in the many stories on this event. In August, Ecuador's announcements that it was abandoning an offer to prevent oil exploration and drilling in the Yasuni Biosphere Reserve and National Park, in exchange for foreign aid to protect the forest there, also attracted international attention and was widely covered in the media in most regions.

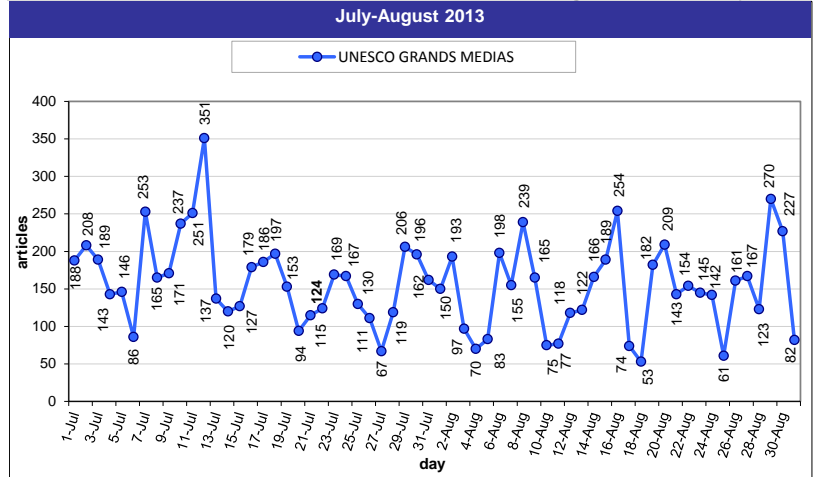
The figures for this period are much lower this year compared to last year because the World heritage meeting, which usually generates major coverage, was held earlier in June and much of the usual media excitement had died down by early July. Last year's figures were also boosted by the announcement of new biosphere reserves, and the attribution of the UNESCO-Equatorial Guinea Life Sciences prize.

Another contributing factor is that the sources monitored for these particular graphics were revised, and many local, regional and niche media were eliminated, including scores of minor Chinese sites. This resulted in a large reduction in the number of sources monitored. The remaining sources are now focused on leading international and national news outlets only.

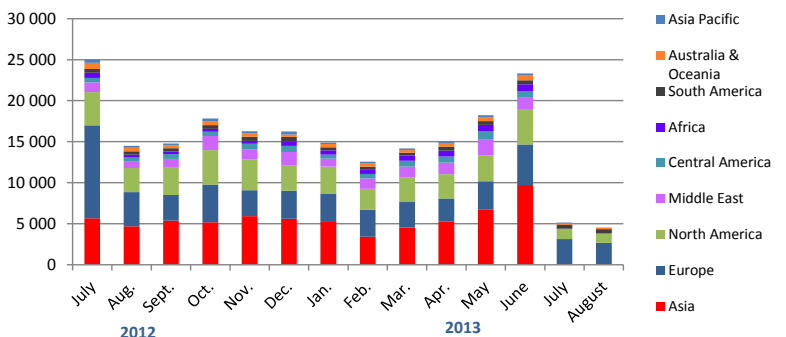
The following events are highlighted in the Major Events pages:

- **Designation ceremony of Marcus Miller as UNESCO Artist for Peace (4 July)**
- **Screening of the documentary "Rising from Ashes" (8 July)**
- **Sexuality Education and Sexual and Reproductive Health Services for Young People: Eastern and Southern Africa High Level Group Meeting (30-31 July)**
- **International Youth Day (12 August)**
- **International Day for the Remembrance of the Slave Trade and its Abolition (23 August)**

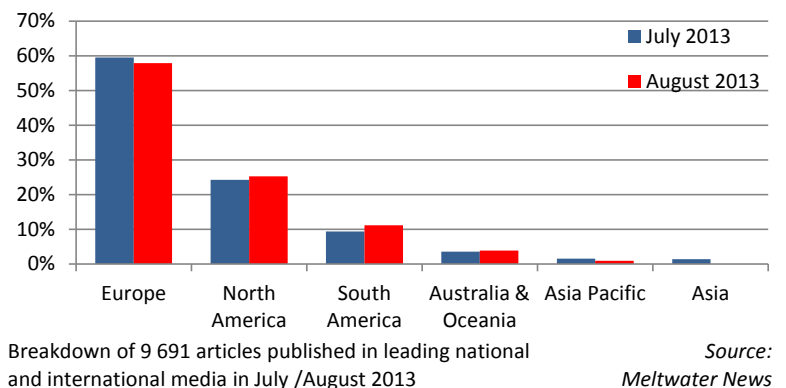
Articles published daily in leading national and international titles in which "UNESCO" appears in the title or first paragraph of a story



July-August monitoring focuses only on leading int'l and national news outlets - it shows a 80% drop (from June) in media coverage



Considering only leading International and national news outlets, articles in European media dominate by far



UNESCO Website and Social Media Channels

Web traffic drops traditionally in July and August. This year, the number of visits decreased by 18% in July but was followed by an early regrowth in August (+4%), which may be attributed to the launch in July of the new -search engine optimized- UNESCO platform. As a result, the number of visits is still higher than in July and August last year (respectively +23% and +24%). In line with the launch of the new webpage, statistics will adapt in the coming months to the new structure by theme.

As expected during the summer holidays period, Unescommunity, did not perform very well in August (-24% in visits), while unesco.int keeps its constant growing trend despite the normal drop in August.

Growth was strong on UNESCO's social media channels, in all 6 languages, during July and August. On [Klout](#) – a measure of our online influence over our social media audiences – UNESCO score climbed to 95%, the second highest audience engagement power among leading UN social media channels, after the UN HQ.

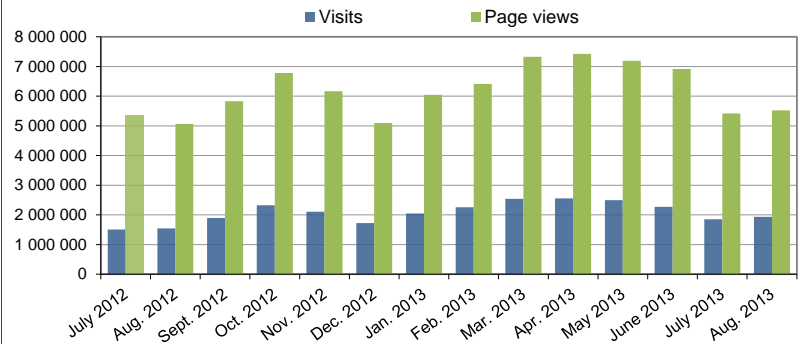
Social networking sites, such as Facebook, Google+ and VKontakte, grew by an overall average of 9.36% per month, with the most impressive gains in English Google+ (almost +12% /month), and our Microblogging sites, such as Twitter and Weibo, by an average 4.5% per month, where Arabic and English language Twitter stand out the most (+6% and +11% respectively).

UNESCO's social media channels took advantage of the relatively quiet summer months to strengthen its messaging and pilot a new communications strategy, one that is centered on visuals and makes the most of popular photo/video apps conceived exclusively for mobile devices. Following this approach, UNESCO launched its first [Vine](#) (by UNESCO Brasilia) and [Instagram](#) videos, with enthusiastic feedback from global audiences. UNESCO also became the first UN agency to launch a presence on [MeiTu](#), China's most popular photo app. All three feature World Heritage sites, and prominently highlight the places where UNESCO is presented in them. Encouraging users to add the hashtag #WorldHeritage to their photos and videos, these information products demonstrate a pressing need to adapt and innovate UNESCO's digital and social outreach as the global public increasingly communicates using their phones and apps.

UNESCO Publications

Online viewing of UNESCO top ten publications has increased massively in August compared to June (+99%) and July (+130%) this year, and compared to August last year (+21%) due to a spectacular demand for the *General History of Africa* in Portuguese. The *EFA Global Monitoring Report* in both English and Chinese and the *World Water Development Report 4* continue to feature in the top 10 (in July). The figures for UNESCO Publications on Google Books are not complete due to a technical problem with their site. Bookshop sales were down due to the holiday period (including a period in August when it was shut). Education, World Heritage and Human Rights themes sold well on-line during July and August.

Web traffic dropped during the slow months of July/August, but remains higher than in same months last year



Website traffic : July 2012 to August 2013 (last 12 months)

Source: Google Analytics

Highest traffic reached -since launch- on unesco.int in July

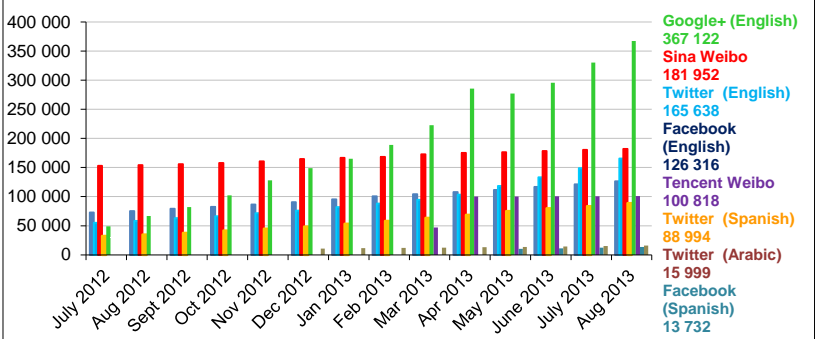
More than 4,500 visits and almost 44,500 page views



Web traffic for unesco.int in July/August 2013 (monthly evolution since launch in March 2011)

Source: Google Analytics

Within only two months, 24% increase in followers on English Google+ and Twitter, and at a lower level + 22% on Spanish Facebook

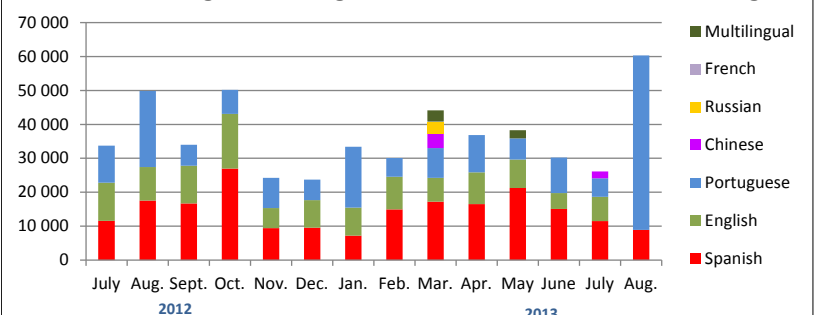


UNESCO's most popular social media accounts in July /August 2013 (last 12 months)

Source: Facebook, Twitter, Sina & Tencent Weibo, Google+

Spectacular consultation of the *History of Africa* in Portuguese

All 8 volumes figure among the 8 most consulted PDFs in August



Breakdown of the 10 most consulted publications (PDF) in July/August 2013, by language of publication (last 12 months)

Source: UNESCO

Major events:

I. Designation ceremony of Marcus Miller as UNESCO Artist for Peace (4 July 2013)

On July 4, Independence Day in the United States, the U.S. Embassy in Paris organized at Hotel Talleyrand the ceremony for the nomination of Marcus Miller as UNESCO Artist for Peace.

This historic mansion opened for this occasion its doors to some V.I.Ps., journalists, UNESCO staff involved in the event and the network of the U.S. Embassy in Paris.

After the speeches of the Director-General of UNESCO and the Ambassador of the United States, Marcus Miller gave an emotional and committed address before granting the prestigious audience an outstanding concert.

As an Artist for Peace, Marcus Miller will support the activities of the UNESCO Slave Route Project, especially during the celebration of its 20th anniversary next year and the launching of the Decade for People of African Descent (2013-2022). He will also contribute to the promotion of the lessons learnt from this tragedy and raising awareness in this respect, and how this common heritage could play a key role in major contemporary issues: national reconciliation, respect for cultural pluralism and the need to construct inclusive and just societies.



Participants: 250

Public: VIP's, journalists, UNESCO staff involved in the event and the network of the US Embassy in Paris.

Communication materials and activities:

- [Press release](#) (05/07/2013)
- [Dedicated webpage](#)
- [Marcus Miller's Acceptance Speech](#)
- [Video of the designation ceremony](#)
- [Video Marcus Miller, UNESCO Artist for Peace](#)

Website statistics: Press release: 728 visits/1,240 page views in July. Dedicated webpage: 27 visits/287 page views. Videos: Designation ceremony: 657 views; Marcus Miller Artist for Peace: 718 views.

Press coverage: The decision to designate Marcus Miller as UNESCO Artist for Peace had been announced earlier in the year, and at that time, had generated considerable press coverage. The actual ceremony did less well in mainstream news media, but was reported by several French jazz and other music outlets.

Social media: Marcus Miller's nomination was announced on Facebook, Twitter and Google+, but the feedback to these posts was weak, as his agent did not share them, or communicate on his nomination until after the event, despite written requests from our behalf. (5 tweets and 1 FB post were also published, to illustrate UNESCO's extensive work in the area of the slave trade, with substantially better results.) The top performing tweet had a low 17 RTs, whereas the Facebook post had a below-average 193 likes. Goodwill Ambassadors and Artists should be more involved and communicate for UNESCO through their social media/web, in line with communications best practices at other UN agencies.

II. Screening of the documentary “Rising from Ashes” (8 July 2013)

On 8 July 2013 the French Premiere of the award-winning documentary *Rising from Ashes* took place at UNESCO Headquarters. In a still convalescent Rwanda, “Rising from Ashes” exposes the viewer to a story where sports is used to promote reconciliation and dialogue. Two worlds, two cultures are brought together when cycling legend Jock Boyer moves to Rwanda to help Team Rwanda, a group of genocide survivors pursue their dream of a national cycling team. As they set out against impossible odds both Jock and the team will find new purpose as they rise from the ashes of their past. “Rising from Ashes” is more than a film about cycling: it is a passage to hope. Today Team Rwanda runs on the world's roads and its leader was the flag bearer for Rwanda in the opening ceremony of the 2012 Olympics. UNESCO decided to associate itself with the Premiere of the documentary so as to show how sports can encourage brotherhood, solidarity and tolerance. Peace and sports are an integral part of the foundations for living together, fostering social inclusion and intercultural dialogue.



The screening took place in the presence of the executive producer of the documentary, UNESCO Goodwill Ambassador for Peace and Reconciliation and Oscar winning-actor Forest Whitaker as well as the Director, TC Johnstone and Producer Greg Kwedar. Testifying to the success of the event, the film had to be projected twice, since it quickly appeared that the turn out of the official screening would exceed the capacity of Room I, which led the organizers to offer a special screening to UNESCO staff members and permanent delegations prior to the Official French Premiere. As a unique feature of this advance screening, Forest Whitaker presented the movie and shared his experience directly with the UNESCO community.



At the official screening, one of the central figures of *Rising from Ashes*, Jock Boyer, Coach of Team Rwanda Cycling and the First American to ride in the Tour de France, as well as Greg Kwedar and T.C. Johnstone interacted with the audience. Rising From Ashes was very well received by the audience and the press.

Participants: 1,600 (Special screening and French Premiere)

Public:

- Special screening at 1pm for the staff and permanent delegations: 300 participants
- French Premiere at 7pm: 1,300 people including external audiences, permanent delegations and media

Communication materials and activities:

- Special screening for the staff and permanent delegations
- Q&A for staff and permanent delegations with the team of the movie including Jock Boyer
- French Premiere
- [Announcement of Event webpage](#)
- Press interviews with the team of the movie including Forest Whitaker
- Photo opportunities of the Staff with Forest Whitaker

Website statistics: On Events webpage: 1,983 visits / 4,123 page views

Press coverage: No media products were prepared for the event.

Social media: The tweet was promoted on our French language Twitter account; pickup was very weak, with 3 RTs, given the smaller audience of this account.

III. Sexuality Education and Sexual and Reproductive Health Services for Young People: Eastern and Southern Africa High Level Group Meeting (30-31 July 2013)

Time to act. Now.

“We have a duty to prepare young people for the contemporary world through appropriate education and skills.” This is the clear message from education and health experts who met in Botswana, on July 30-31. They were reviewing the findings of a new, draft report *Young People Today. Ready for Tomorrow!* to be co-published by UNESCO, UNAIDS, UNICEF, UNFPA and WHO in October 2013 on the health and education of adolescents and young people in Southern and Eastern Africa.

The High Level Meeting led by a High Level Group and chaired by Prof. Sheila Tlou (UNAIDS) was opened by the First Lady of Tanzania, Mama Selma Kikwete: “I believe... that adolescents should be taught life skills on how to protect themselves and make informed decisions about their bodies and future ... I don't believe that it is in our best interest to leave our children to lose lives because of our silence.”

In an [outcome statement](#), the group urges ministers to reassess the need for good quality sexuality education and improved access to youth-friendly health services by signing a regional commitment.

Next steps for the Group: To draft a new commitment which will be signed by health and education ministers in December 2013, ahead of the International Conference on AIDS in Africa. The Commitment will demand an openness to look closely at young people's real needs and a willingness to re-examine social norms surrounding young people's sexuality. The High Level Group recommended that the title of the report and campaign be changed to reflect the urgency of the issue. The report will be published under the title *Young People Today. Time to Act Now.*”

The full statement can be viewed online [here](#).

For more information on the ESA commitment process see the following links:

- [ESA commitment](#)
- [High Level Group members](#)
- [Partners and activities in this initiative](#)

Participants: 40

Public: High Level Group of Education, Health and Rights Experts from the Eastern and Southern Africa regions, as well as representatives from SADC, EAC, UNFPA, UNICEF, UNAIDS, WHO, German Ministry of Economic Cooperation and Development (BMZ), the Ford Foundation, Government of Sweden(SIDA), IPPF, NORAD, INERELA+ and the Church of Sweden, and civil society representatives, including youth.

Communication materials and activities:

- Media advisory ([29/07/2013](#))
- Web release ([06/08/2013](#))
- [Dedicated webpage](#)
- [Flyer Young People Today, Ready for Tomorrow!](#)
- [Brochure Young People Today, Ready for Tomorrow!](#)
- Video of the meeting

Website statistics: In July/August: Media advisory: 387 visits/701 page views. Web release: 348 visits/709 page views. Dedicated webpage: 280 visits/587 page views

Press coverage: A media advisory was sent to news journalists in the countries concerned, and media covering health issues and HIV and AIDS globally. However coverage was very light and limited to a few of the participating nations only. This was partly because UNAIDS, at the same time, held a press conference in South Africa at the same time, at which they released key data on HIV in the region.

Social media: Social media messaging focused on the high infection rate, and the responsibility of social taboos in contributing to the epidemic. 1 Facebook post had a low 133 likes; 1 tweet had 31 likes.



IV. International Youth Day (12 August 2013)

Established in 1999 by the UN General Assembly, the International Youth Day aims to raise awareness of the States and the general public about specific issues faced by those under 25 years. It also symbolizes the necessary efforts to implement policies responding to challenges faced by young people with the involvement of young people themselves. Young people are now actors and full partners and not anymore only beneficiaries.

The theme of International Youth Day 2013 was "Youth Migration: Moving Development Forward" and insisted on the opportunities and risks associated with the migration of young people who constitute 30% of global migration. Emphasis was placed on improving access to quality education, democratic participation and the promotion of intercultural skills which are essential in our societies.

This year, UNESCO has focused on the organization of the 8th UNESCO Youth Forum, under the overall theme "Youth and Social Inclusion: Civic Engagement, and Skills Development", to be held from 29 to 31 October. The Forum, as an open and dynamic space for dialogue, allows young people around the world to address UNESCO Member States strategic recommendations on issues that concern them in the Organization's fields of competence. In addition, for the first time in the Forum's history, a call for projects designed and built by and for young people, was launched on 15 July 2013, and was symbolically closed on International Youth Day. After a selection of 45 projects by an independent international Jury composed of young and experts, the label of the 8th Youth Forum of UNESCO will be awarded to the top 15 projects, three by region.

Communication materials and activities:

- [Message from the Director-General](#)
- [Dedicated webpage](#) (6 languages)
- [Infographic](#)
- Interview for France Bleu
- Deadline for the call for projects
- [Webpage for the 8th UNESCO Youth Forum](#)

Website statistics: On dedicated webpage: 2,280 visits / 3,836 page views in August.

Press coverage: No particular media products were produced for the day.

Social media: Post on Facebook got very strong feedback, with almost 300 likes. (It was also promoted on Google+ where it had 39 shares -a below-average share rate) Twitter messaging was also strong with messages on youth policies and the upcoming UNESCO Youth Forum. The top tweet had 36 RTs and considerable feedback from the audience: [#Youth policies that promote equity & directly engage w/ young people must be strengthened](#) <http://ow.ly/nP8JZ> [#IYD2013](#)

V. International Day for the Remembrance of the Slave Trade and its Abolition (23 August 2013)

On 23 August, International Day for the Remembrance of the Slave Trade and its Abolition, the Director-General of UNESCO addressed a message to the international community that pay tribute to the enslaved Africans and their descents but also their fight for human rights and justice. The Director-General also invited the Ministers of Culture of all Member States to organize events, involving the entire population of their country and in particular young people, educators, artists and intellectuals.

On this occasion the Cuban Committee of the Slave Route Project organized two activities:

- The first was held on 23 August 2013 at the Cuban National Museum of the Slave Route, located at the San Severino Castle in Matanzas, a Cuban province situated at the east of Havana. This activity was also sponsored by the Cuban National Cultural Heritage Council (CNPC). The programme included the presentation of a piece of art donated to the museum by the renowned Cuban artist Nelson Dominguez, a lecture by Dr Jesus Guanache on Places of Memory of the Slave Route in the Caribbean Islands and a performance by the AfroCuba group. Local cultural authorities and Cuban children from the UNESCO Associated Schools were also invited to this commemoration.

- The second activity was the Third Cultural Encounter of Afro-descendants held in the town of Santiago de las Vegas on 28 August 2013. Exhibitions of personal belongings and pictures of relevant people of African descent of this locality, handicraft pieces made by people of African descent and a music programme were also included on the agenda.



Communication materials and activities:

- [Message from the Director-General](#)
- [Dedicated webpage](#)

Website statistics: On dedicated webpage: 1,416 visits / 2,542 page views in July/August.

Press coverage: No particular press event or product was prepared for this Day, which generated only minor media coverage.

Social media: Performance was slightly higher than average: 231 likes on Facebook, an average 30 retweets for 10 related tweets, and 49 shares on Google+. The nomination of Marcus Miller as Artist for Peace was pushed as a way of putting a human face on this campaign - unfortunately, we lacked social media supported on this front.

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).

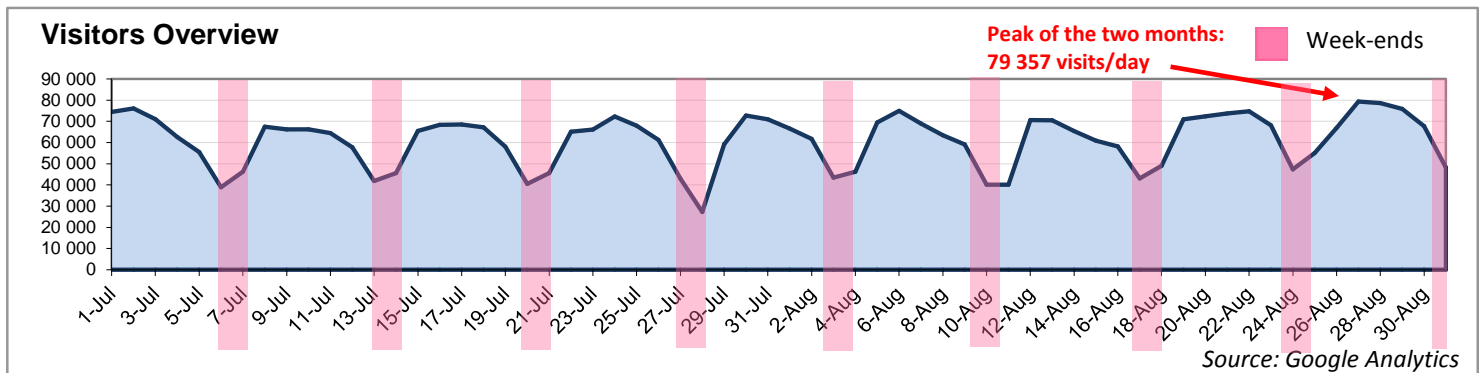
Web traffic shown here (page views, visits, visitors, country and language of visit, etc) has been measured since September 2011 with the free Google Analytics toolset via tags embedded in pages. More detailed statistics on specific programmes can be made available to the responsible officers upon request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

Web traffic drops traditionally in July and August. This year, the number of visits decreased by 18% in July but was followed by an early regrowth in August (+4%), which may be attributed to the launch in July of the new - search engine optimized- UNESCO platform. As a result, the number of visits is still higher than in July and August last year (respectively +23% and +24%).

In line with the launch of the new webpage, statistics will adapt in the coming months to the new structure by theme. As expected during the summer holidays period, Unescommunity, did not perform very well in August (-24% in visits), while unesco.int keeps its constant growing trend despite the normal drop in August.

1.1. July - August 2013 Traffic

Daily Web Traffic Patterns



1.2. Monthly visits

	Page views ¹	Variation vs Y-1*	Variation vs M-1	Visits ²	Variation vs Y-1*	Variation vs M-1	Unique Visitors ³	Variation vs Y-1*	Variation vs M-1
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%
Aug. 2012	5 066 334	N/A	-5.14%	1 547 197	N/A	+2.82%	1 202 114	N/A	+4.02%
Sept. 2012	5 828 526	+137.02%	+15.04%	1 897 640	+99.72%	+22.65%	1 467 108	+97.25%	+22.04%
Oct. 2012	6 780 090	+103.96%	+16.33%	2 322 957	+88.69%	+22.41%	1 778 958	+83.57%	+21.26%
Nov. 2012	6 163 787	+38.47%	-9.09%	2 107 594	+37.58%	-9.27%	1 602 332	+34.30%	-9.93%
Dec. 2012	5 096 412	+19.29%	-17.32%	1 725 594	+22.40%	-18.12%	1 327 215	+21.96%	-17.17%
Jan. 2013	6 089 948	+24.81%	+19.49%	2 045 032	+27.76%	+18.51%	1 573 093	+25.88%	+18.53%
Feb. 2013	6 414 208	+24.75%	+5.32%	2 254 773	+34.80%	+10.26%	1 724 914	+36.09%	+9.65%
March 2013	7 327 488	+19.09%	+14.24%	2 537 586	+24.46%	+12.54%	1 914 579	+25.01%	+11.00%
April 2013	7 426 970	+30.77%	+1.36%	2 554 100	+35.47%	+0.65%	1 930 903	+34.83%	+0.85%
May 2013	7 192 348	+27.03%	-3.16%	2 495 688	+28.92%	-2.29%	1 901 816	+28.47%	-1.51%
June 2013	6 916 019	+40.60%	-3.84%	2 272 982	+39.83%	-8.92%	1 726 341	+39.15%	-9.23%
July 2013	5 416 438	+1.42%	-21.68%	1 854 215	+23.22%	-18.42%	1 421 448	+22.99%	-17.66%
Aug. 2013	5 518 793	+8.93%	+1.89%	1 931 105	+24.81%	+4.15%	1 499 047	+24.70%	+5.46%

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

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

Areas of interest	Visits ² in July 2013	Variation vs Y-1**	Variation vs M-1**	Visits ² in August 2013	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	1 854 215	+23.22%	-18.42%	1 931 105	+24.81%	+4.15%
Home & Central Service pages	123 604	-17.71%	-21.63%	115 710	-33.41%	-6.39%
Worldwide	18 817	+12.47%	-12.34%	20 279	+9.84%	+7.77%
ED Sector and Education for the 21st Century	148 812	74.95%	-3.09%	165 524	+43.08%	+11.23%
SC Sector and One Planet, one Ocean & Science for a Sustainable Future	56 172	+34.23%	-13.88%	54 643	+20.88%	-2.72%
SHS Sector and Learning to Live Together	63 743	+235.45%	+40.92%	60 446	+142.76%	-5.17%
CLT Sector and Protecting our Heritage and Fostering Creativity	958 656	+21.39%	-17.50%	1 001 876	+34.29%	+4.51%
World Heritage	865 463	+15.69%	-17.22%	904 992	+28.88%	+4.57%
Intangible Heritage	37 838	+38.74%	-15.55%	35 060	N/A	-7.34%
Culture Sector (excl. Intangible Heritage)	55 355	+32.95%	-22.72%	61 824	+40.87%	+11.69%
CI Sector and Fostering Freedom of Expression & Building Knowledge Societies	50 805	+30.53%	-16.96%	48 061	+11.84%	-5.40%
Field offices (only those tracked)	106 859	+55.38%	-8.77%	135 645	+38.39%	+26.94%
UIL*	21 015	+51.97%	+1.88%	20 198	+32.65%	-3.89%
IIEP*	128 660	+2.09%	-3.11%	120 813	-12.64%	-6.10%
UNEVOC*	48 059	+94.29%	+11.68%	50 398	+95.19%	+4.87%

* 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

▪ In July

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	238 907	12.88%	-9.49%	2.94	00:03:04
France	214 879	11.59%	-19.77%	3.58	00:05:09
India	90 399	4.88%	-10.39%	2.54	00:02:37
United Kingdom	86 645	4.67%	-11.42%	2.92	00:02:47
Mexico	71 226	3.84%	-37.25%	2.84	00:03:14
Brazil	62 430	3.37%	-24.24%	2.35	00:02:42
Canada	55 773	3.01%	-29.64%	3.17	00:02:43
Australia	50 640	2.73%	-37.00%	2.94	00:03:11
Italy	44 657	2.41%	-12.88%	3.48	00:03:02
Spain	44 278	2.39%	-26.96%	3.32	00:03:02

▪ In August

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	251 492	13.02%	+5.27%	2.87	00:02:15
France	181 936	9.42%	-15.33%	3.45	00:04:45
Mexico	122 345	6.34%	+71.77%	2.51	00:02:50
Australia	106 242	5.50%	+109.80%	3.50	00:04:39
Brazil	88 110	4.56%	+41.13%	2.13	00:02:43
United Kingdom	87 595	4.54%	+1.10%	2.97	00:02:43
India	86 903	4.50%	-3.87%	2.46	00:02:31
Canada	53 277	2.76%	-4.48%	3.09	00:02:33
Colombia	43 097	2.23%	+52.54%	2.23	00:02:18
Spain	40 107	2.08%	-9.42%	3.28	00:02:58

Top 10 visitors' language

▪ In July

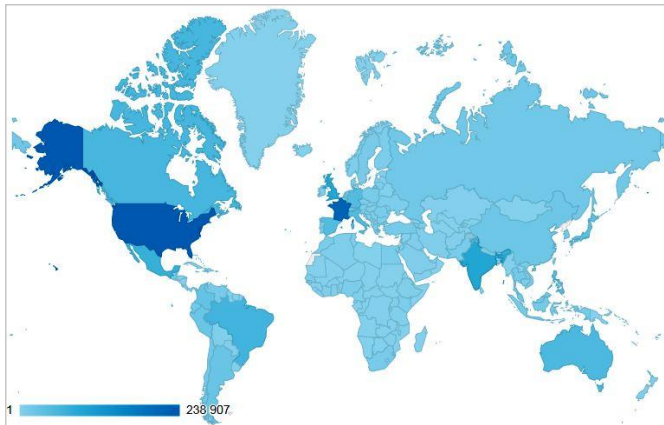
Language	Visits ²	% of Total visits	Variation vs M-1
English	1 009 501	54.44%	-12.92%
Spanish	248 710	13.41%	-26.32%
French	231 704	12.50%	-20.91%
Portuguese	68 709	3.71%	-27.66%
German	35 445	1.91%	-29.11%
Italian	35 439	1.91%	-16.95%
Japanese	34 008	1.83%	-35.05%
Chinese	31 189	1.68%	-25.34%
Russian	29 056	1.57%	-26.98%
Dutch	20 004	1.08%	-15.42%

▪ In August

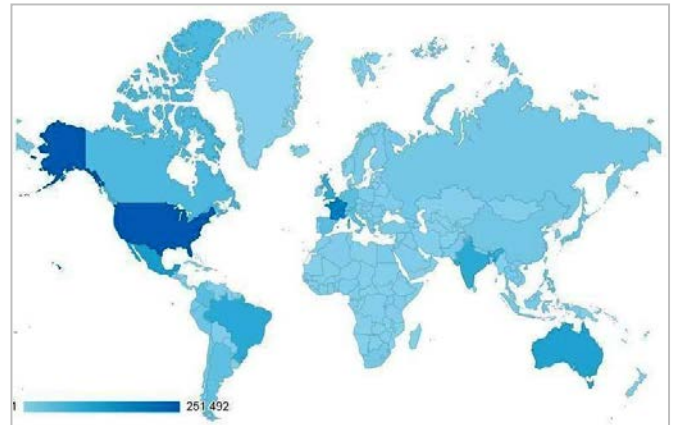
Language	Visits ²	% of Total visits	Variation vs M-1
English	1 029 467	53.31%	+1.98%
Spanish	320 797	16.61%	+28.98%
French	212 386	11.00%	-8.34%
Portuguese	91 000	4.71%	+32.44%
German	35 245	1.83%	-0.56%
Italian	32 668	1.69%	-7.82%
Chinese	30 880	1.60%	-0.99%
Russian	27 468	1.42%	-5.47%
Dutch	19 701	1.02%	-1.51%
Japanese	14 288	0.74%	-57.99%

Geographical origin of visits (source: Google Analytics)

▪ In July



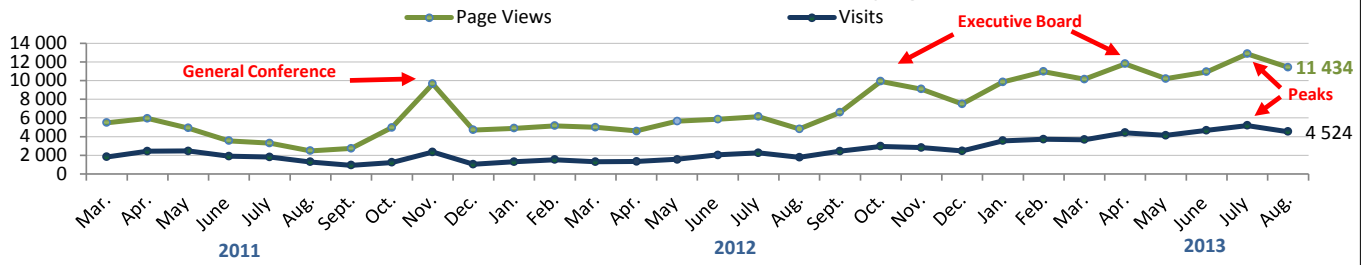
▪ In August



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	July	6 140	+86.85%	+4.53%	2 242	+24.35%	+9.90%	2.93	+2.09%	00:03:26
	August	4 825	+95.58%	-21.42%	1 792	+40.44%	-20.07%	2.71	-7.51%	00:02:47
	September	6 591	+142.23%	+36.60%	2 434	+163.99%	+35.83%	2.86	+5.54%	00:03:21
	October	9 925	+99.98%	+50.58%	2 948	+141.24%	+21.12%	3.08	+7.69%	00:03:56
	November	9 093	-5.78%	-8.38%	2 815	+20.04%	-4.51%	2.89	-6.17%	00:03:28
	December	7 500	+59.27%	-17.52%	2 451	+138.66%	-12.93%	2.90	+0.35%	00:03:33
2013	January	9 846	+101.68%	+31.28%	3 552	+175.56%	+44.92%	2.90	0.00%	00:03:54
	February	10 964	+112.52%	+11.35%	3 714	+144.83%	+4.56%	2.77	-4.48%	00:03:57
	March	10 153	+103.55%	-7.40%	3 671	+182.82%	-1.16%	2.97	+7.22%	00:04:27
	April	11 806	+156.48%	+16.28%	4 417	+228.40%	+20.32%	2.96	-0.34%	00:04:11
	May	10 213	+80.51%	-13.49%	4 126	+163.81%	-6.59%	2.59	-12.50%	00:03:49
	June	10 933	+86.13%	+7.05%	4 669	+128.87%	+13.16%	2.58	-0.39%	00:03:20
	July	12 880	+109.77%	+17.81%	5 184	+131.22%	+11.03%	2.79	+8.14%	00:03:38
	August	11 434	+136.97%	-11.23%	4 524	+152.46%	-12.73%	2.65	-5.02%	00:03:21

**Highest traffic - since launch in March 2011- was reached in July 2013
More than 4,500 visits and almost 44,500 page views**



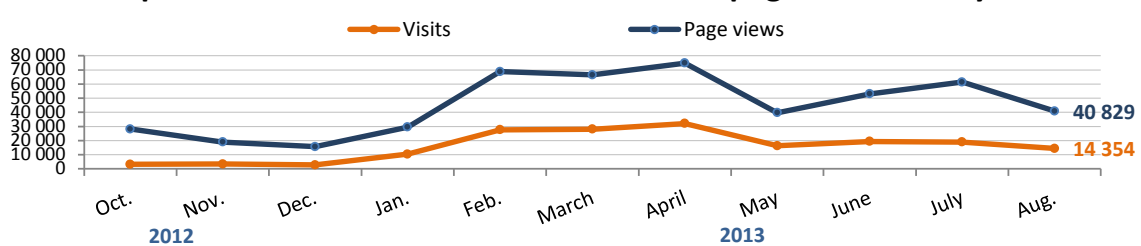
Web traffic for unesco.int in July/August 2013 (monthly evolution since launch in March 2011)

Source: Google Analytics

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

	Month	Page views ¹	Variation vs M-1	Visits ²	Variation vs M-1
2012	October	28 175	-	3 169	-
	November	18 948	-32.75%	3 393	+7.07%
	December	15 661	-17.35%	2 769	-18.39%
2013	January	29 536	+88.60%	10 350	+273.78%
	February	68 781	+132.87%	27 656	+167.21%
	March	66 416	-3.44%	28 064	+1.48%
	April	74 831	+12.67%	32 095	+14.36%
	May	39 738	-46.90%	16 323	-49.14%
	June	52 986	+33.34%	19 318	+18.35%
	July	61 358	+15.80%	18 994	-1.68%
	August	40 829	-33.46%	14 354	-24.43%

Web Traffic dropped on Unescommunity - as expected during the holiday period - with however a 15% increase in page views in July



Web traffic for Unescommunity in July/August 2013 (monthly evolution since launch in October) Source: Google Analytics

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 in July	Variation vs Y-1*	Variation vs M-1*	Page views in August	Variation vs Y-1*	Variation vs M-1*
Total	102 068	-31.98%	-38.22%	96 105	+22.38%	-5.84%
English (EN)	57 651	-34.46%	-35.48%	55 184	+24.61%	-4.28%
Spanish (ES)	22 277	-16.87%	-18.24%	21 196	+26.45%	-4.85%
French (FR)	11 667	-37.75%	-50.29%	10 700	+11.06%	-8.29%
Russian (RU)	4 566	-35.91%	-63.87%	3 728	+7.47%	-18.35%
Arabic (AR)	3 209	+10.09%	-33.67%	3 065	+24.64%	-4.49%
Chinese (ZH)	2 698	-58.51%	-64.74%	2 232	+16.19%	-17.27%

* Based on figures published in the Monthly Reports.

2.2. Press releases/Media advisories

▪ Issued in July

1.	05/07/2013	Jazzman Marcus Miller named UNESCO Artist for Peace
2.	10/07/2013	Director-General urges investigation into alleged murder of Mexican journalist Mario Ricardo Chávez Jorge
3.	11/07/2013	Director-General deplores murder of Somali journalist Liban Abdullahi Farah
4.	11/07/2013	Director-General condemns murder of Russian journalist Akhmednabi Akhmednabiyev
5.	11/07/2013	UNESCO: Half of all out-of-school children live in conflict-affected countries
6.	16/07/2013	UNESCO Director-General deplores the escalation of violence and the damage to World Heritage in Syria
7.	17/07/2013	Director-General condemns killing of Egyptian photojournalist Ahmed Assem el-Senousy and urges respect for journalists' right to safety
8.	18/07/2013	Director-General condemns murder of Honduran broadcaster Anibal Barrow
9.	23/07/2013	Director-General urges full investigation into killing of Mexican reporter Alberto López Bello
10.	23/07/2013	Incheon (Republic of Korea) named World Book Capital 2015
11.	29/07/2013	Sexuality education and health services top agenda at meeting of regional experts in Botswana

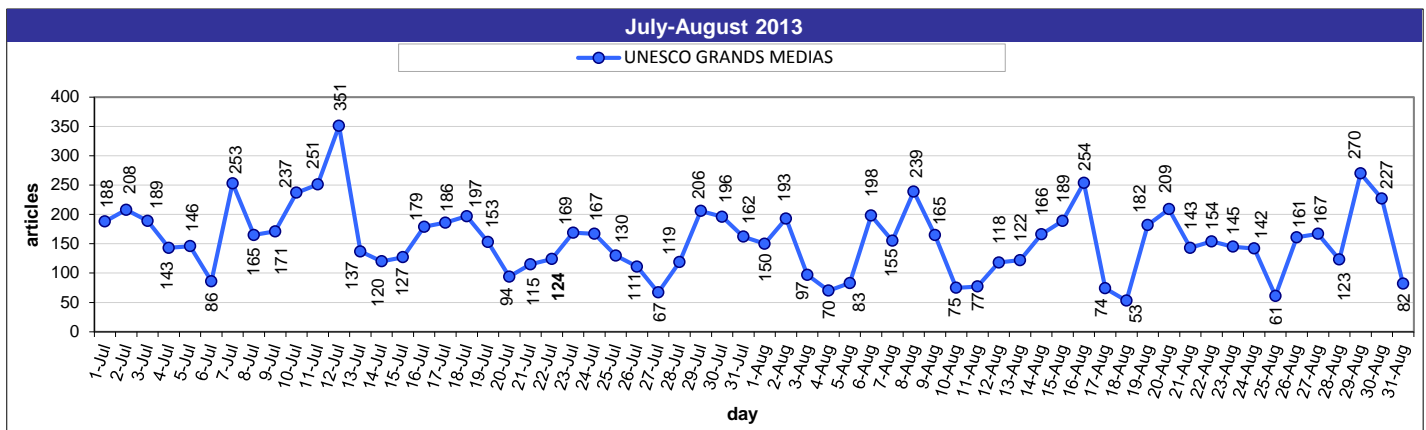
▪ Issued in August

1.	02/08/2013	Director-General urges Philippine authorities to investigate double journalist murder in Manila
2.	02/08/2013	Director-General condemns murder of Colombian journalist Jose Gomez Naudin
3.	06/08/2013	Director-General voices alarm at murder of Mario Sy, third journalist killed in the Philippines in two days
4.	07/08/2013	High-level conference on water cooperation in Tajikistan
5.	14/08/2013	Director-General condemns murder of Guatemalan broadcaster Luis de Jesús Lima
6.	16/08/2013	Director-General condemns murder of Libyan TV presenter Azzedine Qusad and voices concern for safety of journalists

7.	19/08/2013	UNESCO Director-General deplores damage to cultural heritage in Egypt
8.	19/08/2013	Director-General deplores killing of reporters Habiba Abdelaziz and Mick Deane in Egypt
9.	22/08/2013	Programmes in Bangladesh, Chad, Côte d'Ivoire, India and Namibia awarded UNESCO International Literacy Prizes
10.	22/08/2013	UNESCO Director-General condemns murder of Somali media professional Ahmed Sharif
11.	22/08/2013	Welterweight boxing champion Serik Sapiyev becomes UNESCO Goodwill Ambassador for Sport
12.	26/08/2013	UNESCO Director-General deplores deaths of three Egyptian journalists
13.	26/08/2013	Director-General deplores murder of Pakistani journalist Haji Abdul Razzak
14.	26/08/2013	Director-General deplores murder of Guatemalan journalist Carlos Alberto Orellana Chávez
15.	29/08/2013	"Stop the destruction!" urges UNESCO Director-General

2.3. Statistics on articles referring to UNESCO

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



July and August were quiet months in terms of media coverage and interest in UNESCO. This is usually the case over the summer break, when there are fewer activities to promote, and when the media – at least in the northern hemisphere – focuses much more on holiday-type stories and features. In keeping with this trend, World Heritage sites - as holiday destinations - dominate coverage.

The only UNESCO-organized event that generated significant coverage in leading media over the two months was the meeting held at the end of August to discuss ways of safeguarding Syria’s cultural heritage. A press conference held after the meeting was very well attended, and the subsequent press release was widely published in national and international titles.

Other coverage concerning UNESCO was generated by events elsewhere. In July, the top story concerning UNESCO was Malala Yousafzai’s 16th birthday, which was celebrated with an address by the Pakistani teenager to the UN in New York. UNESCO’s education statistics were quoted in the many stories on this event.

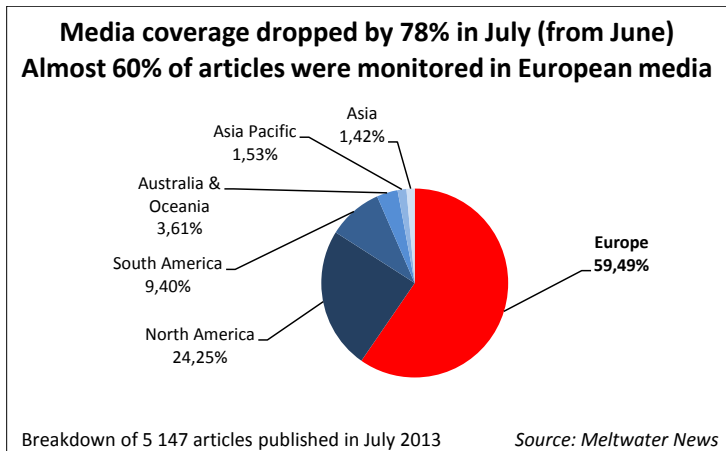
In August, Ecuador’s announcements that it was abandoning an offer to prevent oil exploration and drilling in the Yasuni Biosphere Reserve and National Park, in exchange for foreign aid to protect the forest there, also attracted international attention and was widely covered in the media in most regions.

The figures for this period are much lower this year compared to last year because the World heritage meeting, which usually generates major coverage, was held earlier in June and much of the usual media excitement had died down by early July. Last year’s figures were also boosted by the announcement of new biosphere reserves, and the attribution of the UNESCO-Equatorial Guinea Life Sciences prize.

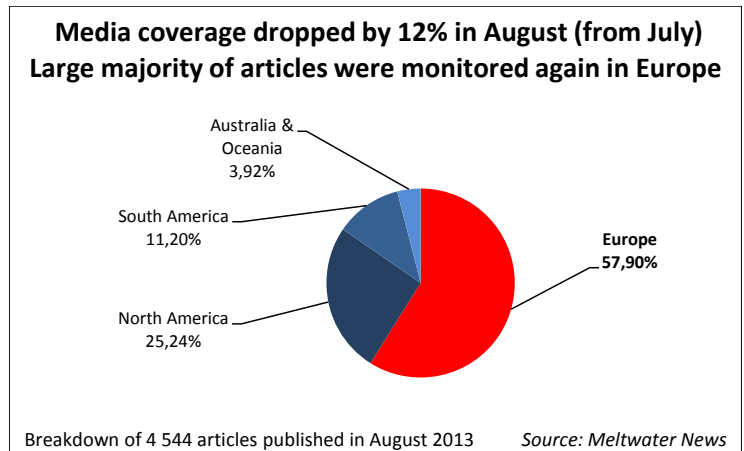
Another contributing factor is that the sources monitored for these particular graphics were revised, and many local, regional and niche media were eliminated, including scores of minor Chinese sites. This resulted in a large reduction in the number of sources monitored. The remaining sources are now focused on leading international and national news outlets only.

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

▪ In July



▪ In August



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

Date	Subject / Title	Language	Media
11/07/2013	The Fight for a Better World	English	The Huffington Post (United States)
30/07/2013	Unesco: “Unissons-nous contre le braconnage en Afrique” (Wildlife crime is robbing the future of Africa)	French	Jeune Afrique (France)

2.5. Interviews given (by subject and media)

▪ In July

Subject	Interviewee	Language	Media (press TV Radio)
Education	Irina Bokova	English	BBC (UK)
Underwater Cultural Heritage	Ulrike Guerin	German	ARTE, ARD Radio (Germany)
Underwater Cultural Heritage	Francesco Bandarin	English	ARTE (Germany)
World Heritage in Istanbul	Petya Totcharova	English	Reuters (GB)
World Heritage in Mali	Karalyn Monteil	French	Voice of America (US)
World Heritage	Karim Hendili	French	Libération (France)
World Heritage	Roni Amelan	English	Popular Science Magazine (US)
Illicit traffic (Afghan antiquities)	Brendan Cassar	English	National Geographic (US)
GMR	Kate Redman	English	The Guardian (GB); The Asahi Shimbun New York Bureau
Girls Education in Pakistan	Nicole Bella	English/French	France 24
Film "Rising from Ashes"	Forest Whitaker	English	W Radio de Colombia; Jeune Afrique, RFI, AITV/France TV (France)

▪ In August

Subject	Interviewee	Language	Media (press TV Radio)
GMR	Pauline Rose	English	Voice of America (US)
Int'l High-Level Conf. on Water Cooperation in Dushanbe and Int'l Year of Water Cooperation	Blanca Jiménez-Cisneros	English	Bloomberg (US)
World Heritage - Syria	Francesco Bandarin	English	Deutsche Welle
World Heritage - Syria	Roni Amelan	English	theinterdependent.com (UNA-USA)
Cultural heritage in Syria	Francesco Bandarin	Spanish	La Nacion (Argentine)
Cultural heritage in Syria	Karim Hendili	French	Radio Vatican, AFP
Cultural heritage in Syria	Karim Hendili	English	BBC Radio 4 (UK, Sunday Programme)

Cultural heritage in Syria	Maamoun Abdulkarim (Director-General of Antiquities and Museums in Syria, DGAM)	French	Le Figaro, Le Monde, BFM (France), DPA (Germany)
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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).
xx B-rolls were downloaded in July, xx in August.

▪ In July

	Subject	Downloads	Media
1	Education	8	
2	Headquarters / UNESCO priorities	3	Diez TV (spain)
3	Mali	4	
4	MAB	1	
5	WHC	5	
6	Time Capsule	2	

▪ In August

	Subject	Downloads	Media
1	Headquarters	1	Thai TV
2	Mali	1	
3	MAB	4	
4	WHC	1	

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

▪ In July (none in August)

Subject	Media	Purpose	Nb of Photos
Intangible Heritage – The whistled language of the island of La Gomera (Canary Islands), the Silbo Gomero	Expressen	Publication	6

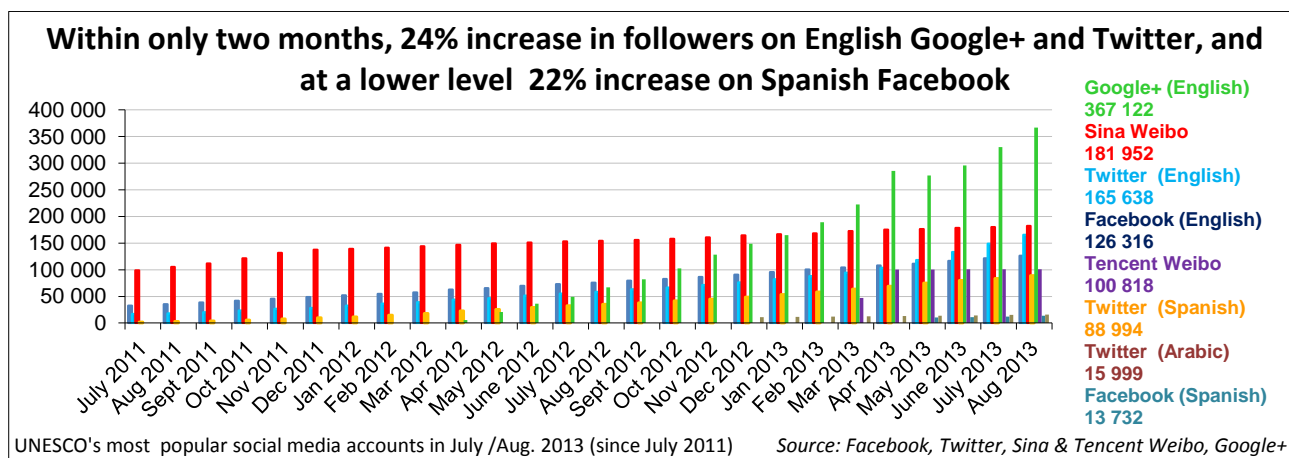
*In addition to photo galleries available on the website for the media.

3. UNESCO Social Media Channels

Growth was strong on UNESCO's social media channels, in all 6 languages, during July and August. On [Klout](#) – a measure of our online influence over our audiences – UNESCO score climbed to 95%; our social media sites have the second highest audience engagement power among leading UN social media channels, after the UN HQ. Social networking sites, such as Facebook, Google + and VKontakte, grew by an overall average of 9.36% per month, with the most impressive gains in English Google+ (+11%), as well as French and Spanish language Facebook (+8.5% and +10% per month respectively). Our Microblogging sites, such as Twitter and Weibo, grew in total on avg. by +4.5% per month, where Arabic and English language Twitter stand out the most (+6% and +11% respectively).

UNESCO's social media channels took advantage of the relatively quiet summer months to strengthen its messaging and pilot a new communications strategy, one that is centered on visuals and makes the most of popular photo/video apps conceived exclusively for mobile devices. People are increasingly relying on visuals to share their ideas, and also to filter out, from the clutter of their social media feeds, the type of information that interests them. The challenge for social media is to communicate less through words, and more through images that clearly articulate the depth, impact and variety of UNESCO's activities. Following this approach, UNESCO launched its first [Vine](#) (by UNESCO Brasilia) and [Instagram](#) videos, with enthusiastic feedback from global audiences. UNESCO also became the first UN agency to launch a presence on [MeiTu \(see photo\)](#), China's most popular photo app. All three feature World Heritage sites, and prominently highlight the places where UNESCO is presented in them. Encouraging users to add the hashtag #WorldHeritage to their photos and videos, these information products demonstrate a pressing need to adapt and innovate UNESCO's digital and social outreach as the global public increasingly communicates using their phones and apps. For example, at the Summer Garden in Beijing, a considerable number of Chinese tourists were taking pictures on their phones and sharing them directly on Weibo and QQ, via MeiTu. How can our social media help condition these MeiTu users to highlight the UNESCO brand in their photos, and help spread awareness of our work?

While social media communications so far has largely focused on programs at UNESCO's programs, internal services, such as UNESCO publications, are also benefitting from increased collaboration on UNESCO's social media and web. For example, a feature story on the release of a new book, "Rankings in Higher Education: Uses and Misuses", was drafted by DPI/WEB in an effort to make the policy-heavy publication accessible and interesting for the non-expert, general public. Tweets and Facebook posts all performed well, averaging 40 RT. They deliver unique value by formulating a series of advocacy and campaigning-type messages, from the theoretical research, so as to highlight the practical relevance of university rankings in the daily lives, and pockets, of the global audience.



3.1. Social networking sites

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

Variation July and August 2013 vs June 2013

Likes/fans*		July 2013	Variation vs June	August 2013	Variation vs July
Total likes/followers (all languages)		480 249	+9.39%	524 850	+9.29%
Facebook	English	121 236	+3.91%	126 316	+4.19%
	Spanish	12 141	+8.10%	13 732	+13.10%
	French	7 878	+9.95%	8 419	+6.87%
	Arabic	6 584	+4.96%	6 869	+4.33%
	Russian	1 390	+3.96%	1 435	+3.24%
Google+	English	330 138	+11.71%	367 122	+11.20%
VKontakte	Russian	882	+7.43%	957	+8.50%

* Total number of followers may not be exact due to a problem with Google+ reports this month.

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

Message	Posted	Likes*
Aug 9 is the Int'l Day of the World's Indigenous Peoples. For UNESCO, global sustainability must build on foundations that are local, that reflect the views and needs of local communities, including those of indigenous peoples. This is why we seek to integrate culture at the heart of all development efforts – as a wellspring of identity and cohesion and a source of creativity and innovation. No society can flourish without culture -- no development can be sustainable without it. Indigenous peoples know this better than most, as custodians to rich linguistic and cultural diversity, carrying unique knowledge of sustainable living and respect for biodiversity. http://ow.ly/nKTWv	09/08	550
"On Nelson #MandelaDay, I join women and men across the world in honouring a man whose strength, vision and magnanimity changed South Africa and the course of the 20th century. A UNESCO Goodwill Ambassador since 2005, Nelson Mandela once said that “education is the most powerful weapon which you can use to change the world.” The life of Nelson Mandela is an education to us all – an example of perseverance in overcoming adversity, of courage in braving the steepest challenges, of moral clarity in promoting reconciliation and peace. Nelson Mandela has taught the world that the dignity of women and men is the only foundation on which to build just societies. He has shown us that peace is not an ideal, or something abstract, but a way of living, a way of interacting with others and with the world. On this day, let us pay tribute to Nelson Mandela by upholding and sharing the values that inspire him. In a world where all societies are transforming and every woman and man faces rising pressures, let us all stay true to the moral compass set by Nelson Mandela. Respect, mutual understanding and reconciliation are the strongest foundations for peace and freedom. In this spirit, we must help others, we must reach across all dividing lines, and we must cherish the world we live in. This is UNESCO’s message today." Irina Bokova Director-General of UNESCO #67ways	18/07	548
#Syria #WorldHeritage: Centuries in the making, cherished for hundreds of years, unique heritage can vanish in hours. Protecting culture is NOT a luxury that can wait for better days. Protecting culture is also protecting people - it is protecting their way of life, providing them with essential resources to rebuild communities and restore links when war ends.	30/08	517
Our Director-General, Irina Bokova, today expressed grave concern for #Egypt’s cultural heritage following the reported looting of the Malawi National Museum in the Upper Egypt city of Minya, and the destruction of several monuments of religious importance, including churches and mosques, in Upper Egypt, Fayoum & Cairo. Read more . Picture: © UNESCO/Nenadovic. In 1960, we launched the Nubia Campaign in Egypt to move the Great Temple of Abu Simbel to keep it from being swamped by the Nile after construction of the Aswan Dam. During the 20-year campaign, 22 monuments and architectural complexes are relocated. This is the first and largest in a series of campaigns including Moenjodaro (Pakistan), Fez (Morocco), Kathmandu (Nepal), Borobudur (Indonesia) and the Acropolis (Greece).	20/08	491
Work has begun on repairing and rebuilding Timbuktu’s cultural heritage. The Djingareyber Mosque in #WorldHeritage Timbuktu received a new façade this month as activities began in earnest to rehabilitate the city’s cultural heritage. http://ow.ly/ohZG9	27/08	491
July 12th is Malala Yousafzai’s 16th birthday – she will mark the day with her first public appearance at the United Nations and call on world leaders to support the right of every girl and boy to go to school. Youth from around the world will join her rallying cry and you can too – sign the petition and add your voice so millions more have the chance to learn: www.aworldatschool.org/malaladay	09/07	487
“Stop the destruction!” urges UNESCO Director-General Irina Bokova. “UNESCO is determined to use its expertise and its networks to help the Syrian people preserve their exceptional cultural heritage,” she said. “Protecting heritage is inseparable from protecting populations, because heritage enshrines a people’s values and identities.” http://ow.ly/oohMQ	29/08	431
At the center of the Great Silk Road, #WorldHeritage Samarkand is a melting pot of the world's cultures. In the words of the great Uzbek poet Ali-Shir Nava'i, "Mind, ye peoples of the Earth, Enmity is an evil state. Live in friendship, one and all – Man can have no kinder fate." Learn more	28/08	411
Are you young, and want to drive social change? Would you like to develop an innovative project in your community, country or region? You have 1 week left to send us your proposal & perhaps have your project receive official UNESCO support! See all details on this call for projects.	05/08	370
At UNESCO #WorldHeritage sites such as Chichen Itza in Mexico, tourism can be both a benefit and a curse. * Read this fascinating interview with Francesco Bandarin, our Assistant Director-General for Culture, exploring the complex (and often conflicting) relationship between tourism and heritage conservation: http://ow.ly/nE7Az * LEARN MORE ABOUT CHICHEN-ITZA: http://ow.ly/nE7rf	05/08	365

*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 July and August 2013 vs June 2013

Followers/Fans		July 2013	Variation vs June	August 2013	Variation vs July
Total (all languages)		537 947	+4.37%	563 332	+4.72%
Twitter	English	148 735	+11.63%	165 638	+11.36%
	Spanish	83 837	+5.02%	88 994	+6.15%
	Arabic	15 034	+5.48%	15 999	+6.42%
	French	8 133	+4.77%	8 553	+5.16%
	Russian	1 313	+4.04%	1 378	+4.95%
Sina Weibo	Chinese	180 178	+1.04%	181 952	+0.98%
Tencent Weibo	Chinese	100 717	-0.02%	100 818	+0.10%

Top 10 Twitter Posts in July and August

Message	Posted	Re-tweets
A child whose mother knows how to read is 50% more likely to survive past the age of 5. Education is a human right http://ow.ly/noEnW	29/07	268
Learning languages must be a structural element of today's education. It encourages diversity & understanding of other cultures #unescoED	05/08	208
When women are literate, it's all of society that gains #educationfirst pic.twitter.com/GGAFULLqpw	26/08	203
Heartbreaking: Damage to Syrian #WorldHeritage Sites pic.twitter.com/clyzv4SFur	29/08	166
Education = most powerful path to sustainability, empowering ppl to change behaviors & find solutions to the challenges of today & tomorrow	07/08	153
Culture is much more than stones and monuments - culture is who we are, it is what brings us together as a single community	06/08	146
Only 29% of the world's researchers are women. Gender disparities remain deep at most stages of science & tech education #womeninscience	02/07	140
The learning of multiple languages must be a pillar of 21st century education. It's the best way to dialogue with cultures! #unescoED	14/08	136
"Nobody can save the world alone, but everybody should behave as if this were indeed possible" Vaclav Havel	14/08	131
Cultural heritage is not a luxury. It's vital for sustainable development goals http://ow.ly/noEhl	29/07	123

Top 5 Sina Weibo Posts in July and August

Message	Posted	Re-tweets	Comments
#Syria# Cultural heritage destroyed in the conflict. See: http://t.cn/z8bMJAK	30/08	461	68
#World Intangible Heritage# Chinese traditional wooden architecture was one of important intangible heritages in China. Do you know about Chinese traditional wooden buildings? The differences with its counterpart - western stone buildings may respectively reflect the unique characteristic of each culture. More: http://t.cn/zQ3RyxZ	17/08	201	28
#Syria# Six Cultural heritages in Syria. http://t.cn/z8biD6B	30/08	198	40
#Media Safety # The Director-General of UNESCO, Irina Bokova, today denounced the deaths of photographer Habiba Abdelaziz and cameraman Mick Deane in Cairo on 14 August. More .	20/08	193	14
#World Intangible Heritage# http://t.cn/zjfnvPC Do you know? Whistle as one of traditional skills in many countries, it has also been listed as World Intangible Heritage. However the most outstanding whistle artist is a little bird from an island: http://t.cn/zQZUbZr	07/07	187	50

Top 3 Tencent Weibo Posts in July and August

Message	Posted	Re-tweets
# Intangible Heritage # http://url.cn/GxGZ4S Do you know? Whistle is a traditional art. The whistled language of La Gomera Island in the Canaries, the Silbo Gomero, replicates the islanders' habitual language (Castilian Spanish) with whistling. http://url.cn/lclghs	08/07	18
# Intangible Heritage # The Awara Hoon, an internationally popular song from the 1951 classic Hindi film Awaara, was very popular in China. What's more, among the intangible cultural heritages, we have the Bauls which are mystic minstrels living in rural Bangladesh and West Bengal, India. http://url.cn/GLD3yQ	10/07	6
UNESCO launches a call for research proposals in order to produce a qualitative picture of cases around the world linked to the safety guaranteeing of journalists using digital media. http://url.cn/FrrDJ5	18/07	18

3.3. Video Traffic

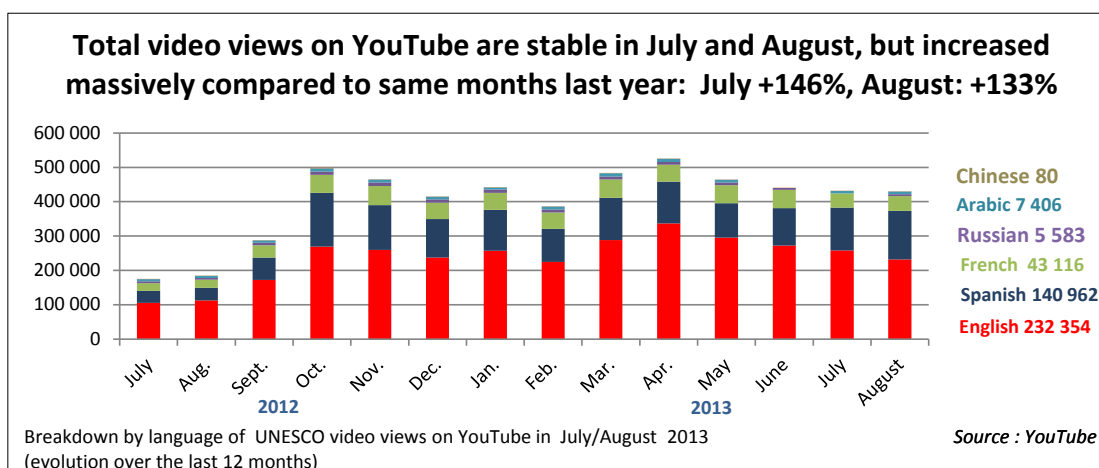
Video views are tracked on YouTube and Youku. UNESCO multimedia archives statistics are under 5.2.

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

Variation July and August 2013 vs June 2013

Video views	July 2013	Variation vs June	August 2013	Variation vs July
Total (all languages)	437 282	-0.66%	429 501	-1.78%
English	258 021	-5.21%	232 354	-9.95%
Spanish	124 638	+13.93%	140 962	+13.10%
French	41 516	-21.22%	43 116	+3.85%
Arabic	7 275	NA	7 406	+1.80%
Russian	5 787	-0.96%	5 583	-3.53%
Chinese	45	-22.41%	80	+77.78%

Subscribers	July 2013	Variation vs June	August 2013	Variation vs July
Total (all languages)	964	+9.05%	992	+2.90%
English	660	+5.77%	620	-6.06%
Spanish	197	+7.65%	262	+32.99%
French	78	+13.04%	80	+2.56%
Arabic	13	NA	17	+30.77%
Russian	9	+28.57%	12	+33.33%
Chinese	7	+600.00%	1	-85.71%



▪ Videos on UNESCO TV English Channel

258 021 views in July 2013		Subject	Total views
1	Kalbela folk songs and dances of Rajasthan	CLT/ITH	26 820
2	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	25 312
3	Whistled language of the island of La Gomera (Canary Islands), the Silbo Gomero	CLT/ITH	11 845
4	Baul Songs	CLT/ITH	8 599
5	Kabuki Theatre	CLT/ITH	6 797
6	Georgian Polyphonic Singing	CLT/ITH	6 733
7	Taekkyeon, a traditional Korean martial art	CLT/ITH	5 551
8	Falconry, a living human heritage	CLT/ITH	3 486
9	Lacemaking in Croatia	CLT/ITH	3 349
10	Rites and craftsmanship associated with the wedding costume tradition of Tlemcen	CLT/ITH	3 341

232 354 views in August 2013		Subject	Total views
1	Kalbela folk songs and dances of Rajasthan	CLT/ITH	25 949
2	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	13 965
3	Baul Songs	CLT/ITH	7 616
4	Taekkyeon, a traditional Korean martial art	CLT/ITH	6 387
5	Kabuki Theatre	CLT/ITH	6 300

6	Rites and craftsmanship associated with the wedding costume tradition of Tlemcen	CLT/ITH	5 127
7	Georgian Polyphonic Singing	CLT/ITH	4 319
8	Auschwitz Birkenau German Nazi Concentration and Extermination Camp	CLT/WHC	3 690
9	Karagöz	CLT/ITH	3 577
10	Semah, Alevi-Bektaşî ritual	CLT/ITH	3 410

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

124 638 views in July 2013		Subject	Total views
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	72 561
2	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	2 861
3	Los dibujos en la arena de Vanuatu	CLT/ITH	2 622
4	El patrimonio oral y las manifestaciones culturales del pueblo zápara	CLT/ITH	2 285
5	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	1 981
6	Aprender a Proteger la Biodiversidad	ED	1 808
7	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	1 144
8	El Kankurang, rito de iniciación mandinga	CLT/ITH	1 137
9	La cosmovisión andina de los kallawayas	CLT/ITH	1 100
10	La huaconada, danza ritual de Mito	CLT/ITH	1 051

140 962 views in August 2013		Subject	Total views
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	80 950
2	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	3 627
3	El patrimonio oral y las manifestaciones culturales del pueblo zápara	CLT/ITH	2 465
4	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	2 305
5	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	2 194
6	Aprender a Proteger la Biodiversidad	ED	2 122
7	Los dibujos en la arena de Vanuatu	CLT/ITH	2 013
8	El Ballet Real de Camboya	CLT/ITH	1 209
9	La huaconada, danza ritual de Mito	CLT/ITH	1 070
10	El Silbo Gomero, lenguaje silbado de la isla de La Gomera (Islas Canarias)	CLT/ITH	1 063

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

41 516 views in July 2013		Subject	Total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	3 967
2	Le chant polyphonique géorgien	CLT/ITH	2 245
3	Bouba & Zaza - le dessin animé pour la jeunesse publié par l'UNESCO Dakar	ED	1 946
4	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	1 908
5	Routes de l'Esclave: Une Vision Globale	CLT	1 446
6	Le Maloya	CLT/ITH	1 423
7	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	1 384
8	Le Cantu in paghjella profane et liturgique de Corse de tradition orale	CLT/ITH	1 362
9	Le festival des cerises de Sefrou	CLT/ITH	1 352
10	Une école maternelle à Paris: 24 heures par semaine a partir de 3 ans	ED	1 126

43 116 views in August 2013		Subject	Total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	4 511
2	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	2 228
3	Le chant polyphonique géorgien	CLT/ITH	1 922
4	Bouba & Zaza - le dessin animé pour la jeunesse publié par l'UNESCO Dakar	ED	1 867
5	Une école maternelle à Paris: 24 heures par semaine a partir de 3 ans	ED	1 417
6	Le Maloya	CLT/ITH	1 350
7	La tradition du tracé dans la charpente française	CLT/ITH	1 280
8	Routes de l'Esclave: Une Vision Globale	CLT	1 267
9	Le Cantu in paghjella profane et liturgique de Corse de tradition orale	CLT/ITH	1 239
10	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	1 129

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

	7 275 views in July 2013	Subject	Total views
1	Lines and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	323
2	UNESCO Siq Project, MAKING PETRA SAFER FOR ALL!	CLT/WHC	289
3	Venice and its Lagoon	CLT/WHC	271
4	Petra	CLT/WHC	268
5	Palace and Park of Versailles	CLT/WHC	242
6	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	237
7	Te Wahipounamu – South West New Zealand	CLT/WHC	186
8	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	174
9	Medina of Fez	CLT/WHC	153
10	Historic City of Toledo	CLT/WHC	142

	7 406 views in August 2013	Subject	Total views
1	Petra	CLT/WHC	287
2	Venice and its Lagoon	CLT/WHC	260
3	Palace and Park of Versailles	CLT/WHC	258
4	Manufacture of clay bricks in the obstacle Jaber refugee camp - Jericho	CLT	254
5	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	229
6	Te Wahipounamu – South West New Zealand	CLT/WHC	196
7	UNESCO Siq Project, MAKING PETRA SAFER FOR ALL!	CLT/WHC	182
8	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	159
9	Medina of Fez	CLT/WHC	159
10	Canadian Rocky Mountain Parks	CLT/WHC	128

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

	5 787 views in July 2013	Subject	Total views
1	Alsou Abramova UNESCO Artist for Peace	UNESCO	738
2	Historic Centre of Brugge	CLT/WHC	232
3	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	231
4	Video 18 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	212
5	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	164
6	Petra	CLT/WHC	146
7	Ancient Maya City of Calakmul, Campeche	CLT/WHC	121
8	Historic Areas of Istanbul	CLT/WHC	111
9	Mausoleum of the First Qin Emperor	CLT/WHC	108
10	Palace and Gardens of Schönbrunn	CLT/WHC	101

	5 583 views in August 2013	Subject	Total views
1	Alsou Abramova UNESCO Artist for Peace	UNESCO	362
2	Video n°18 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	326
3	Historic Centre of Brugge	CLT/WHC	236
4	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	186
5	Petra	CLT/WHC	167
6	Mount Huangshan	CLT/WHC	132
7	Yellowstone National Park	CLT/WHC	112
8	Palace and Gardens of Schönbrunn	CLT/WHC	109
9	Ancient Maya City of Calakmul, Campeche	CLT/WHC	109
10	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	104

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

	45 views in July 2013	Subject	Total views
1	Malala	ED	18
2	40 th anniversary of the WHC	CLT/WHC	8
3	World Press Freedom Day	CI	3
4	Huang Nubo supports UNESCO	CLT/WHC	3
5	UNESCO History	UNESCO	3
6	Ocean	SC	2
7	Journeys to school	ED	2
8	Diversity	CLT/DCE	1
9	Video n°24 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1
10	Underwater Heritage	CLT	1

80 views in August 2013		Subject	Total views
1	UNESCO History	UNESCO	19
2	Huang Nubo supports UNESCO	CLT/WHC	19
3	Ocean	SC	15
4	40 th anniversary of the WHC	CLT/WHC	8
5	World Press Freedom Day	CI	6
6	Malala	ED	5
7	Patrimonto	CLT/WHC	2
8	Technical Vocational Education and Training	ED	1
9	Underwater Heritage	CLT	1
10	Journeys to school	ED	1

3.4. UNESCO Channel on Youku - <http://u.youku.com/联合国教科文组织> -Top 10 Videos in July and August

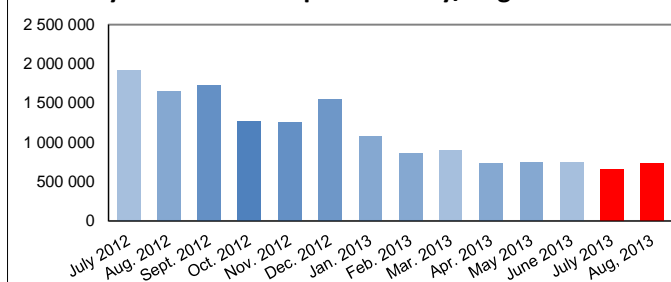
Video	Posted	Total Views*
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	03/03/11	44 332
International Year of Water Cooperation	12/02/13	18 479
Intangible heritage traditional Chinese shadow play	11/12/11	17 944
57 million out-of school children in the world	11/06/13	16 101
Safeguarding community's living heritage	07/12/12	13 930
Intangible heritage Kunqu Opera-the Peony Pavilion by Jun Zhang	15/04/11	11 470
40 years of World Heritage Convention	22/06/12	9 526
UNESCO Hangzhou International Culture Congress	07/05/13	8 536
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	23/06/11	6 421
International Jazz Day	08/03/12	5 401

3.5. UNESCO Fotopedia iPhone/iPad "app"

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

Metrics	TOTAL 2013	July 2013	Variation vs Y-1	Variation vs M-1	August 2013	Variation vs Y-1	Variation vs M-1
Downloads	376 527	25 304	-56.73%	-5.76%	68 957	+56.43%	+172.51%
Unique Visitors	988 610	169 320	-38.13%	-9.28%	204 603	-23.48%	+20.84%
Visits	6 450 620	655 567	-65.71%	-12.26%	730 444	-57.83%	+11.42%
Page views	159 568 372	18 255 278	-45.03%	-16.47%	20 663 607	-34.91%	+13.19%
Info pane with UNESCO logo & text	933 309	75 211	-39.05%	-11.93%	117 028	+7.67%	+55.60%
Open UNESCO page from Heritage	52 725	3 680	N/A	+3.37%	9 882	+187.35%	+168.53%
Distinct UNESCO WHC pages opened	385	275	-93.96%	+17.52%	373	+200.81%	+35.64%
Most viewed UNESCO page	Site of Palmyra	Site of Palmyra	-	-	Site of Palmyra	-	-

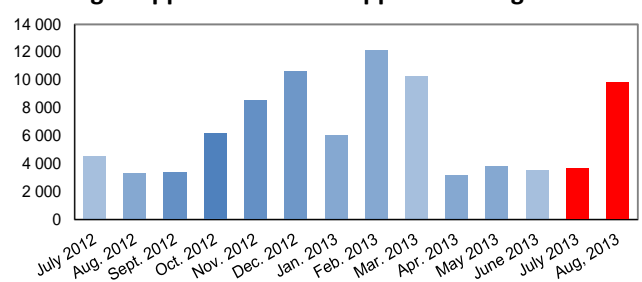
Fotopedia-Heritage "App" visits are stable, but dropped by 80% when compared to July/August 2012



Fotopedia/World Heritage iPhone/iPad "app" visits in July/August 2013 (last 12 months)

Source: Fotopedia

+170% CLT/WHC webpages opened from Fotopedia-Heritage "App" thanks to an Apple featuring in China



CLT/WHC webpages opened from Fotopedia/World Heritage iPhone/iPad "app" in July/August 2013 (last 12 months)

Source: Fotopedia

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:

Nb of photos by theme	July 2013	%	August 2013	%
Culture	96	31%	51	33%
Education	94	31%	102	65%
UNESCO	11	4%	1	1%
Natural Sciences	8	3%	1	1%
Communication and Information	1	0%	0	0%
Social and Human Sciences	95	31%	1	1%
TOTAL	305	100%	156	100%

Nb of photos by origin of request	July 2013	%	August 2013	%
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	66	22%	100	64%
Media: Written and Audiovisual and Press	6	2%	0	0%
Civil society	0	0%	6	4%
Education (Schools, Universities, teachers, researchers)	66	22%	19	12%
Government	148	49%	0	0%
Public sector (Museums, Bookshops)	2	1%	0	0%
Private sector	17	6%	31	20%
TOTAL	305	100%	156	100%

Nb of photos by use	July 2013	%	August 2013	%
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	30	10%	94	60%
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	71	23%	36	23%
Exhibitions	120	39%	24	15%
Private use	27	9%	1	1%
Websites	57	19%	1	1%
TOTAL	305	100%	156	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.)

	July 2013	August 2013
Number of Events	27	4
Number of Photos	1 168	39

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.

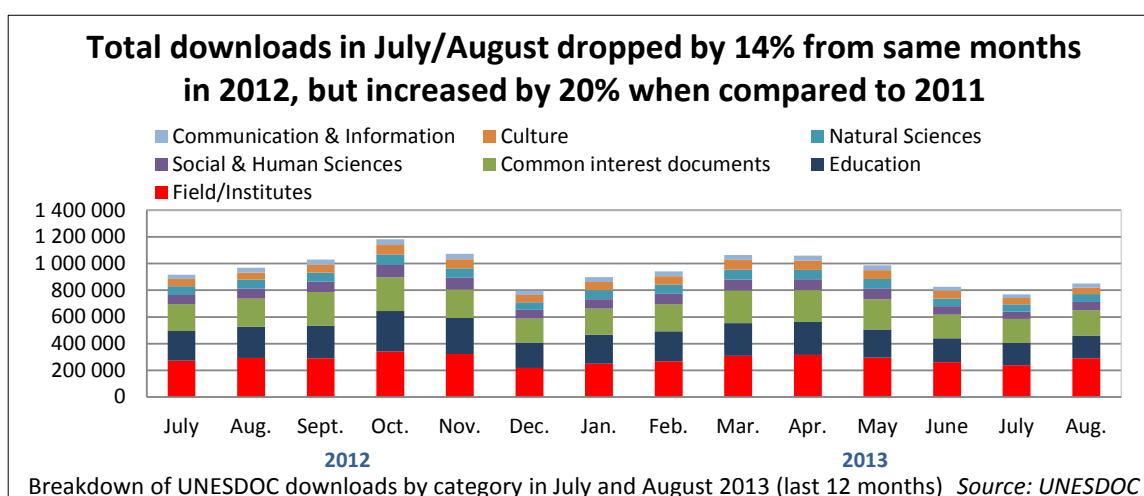
In July and August, there were respectively **138 357 and 138 803** records available online in PDF format (**137 558** in June), including documents, publications, communication material and other working documents.

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

5.1.1 Statistics of consultation

Total number of downloads	July 2013	August 2013
	769 809	849 998

Sectors/Field/ Institutes	July 2013				August 2013			
	Nb of PDF	Nb of downloads	Variation vs M-1	Avg nb of downloads per PDF	Nb of PDF	Nb of downloads	Variation vs M-1	Avg nb of downloads per PDF
Education	9 726	170 504	-5.17%	17	9 740	171 502	+0.59%	17
Natural Sciences	9 741	54 150	-4.92%	5	9 743	59 852	+10.53%	6
Social and Human Sciences	5 694	54 431	-14.80%	9	5 701	61 118	+12.29%	11
Culture	3 459	47 625	-19.39%	14	3 465	48 024	+0.84%	14
Communication and Information	2 407	28 498	-6.22%	12	2 424	30 458	+6.88%	12
Fields & Institutes	9 174	238 781	-8.08%	26	9 199	289 651	+21.30%	31
Common interest documents	NA	175 820	-0.49%	NA	NA	189 393	+7.72%	NA



5.1.2 Top 15 Country Origin

	In July		In August	
	Country	Downloads	Country	Downloads
1	United States of America	117 878	United States of America	136 974
2	France	30 141	Brazil	55 648
3	Brazil	30 080	Mexico	41 072
4	Mexico	27 281	France	33 894
5	China	20 895	Colombia	20 333
6	Philippines	14 333	United Kingdom of Great Britain and Northern Ireland	16 619
7	India	13 941	Argentina	15 614
8	United Kingdom of Great Britain and Northern Ireland	13 834	India	15 444
9	Colombia	13 661	China	14 917
10	Spain	13 020	Philippines	12 290
11	Argentina	12 970	Peru	11 807
12	Peru	12 532	Spain	10 842
13	Canada	12 405	Chile	10 622
14	Germany	9 852	Canada	9 767
15	Venezuela (Bolivarian Republic of)	9 694	Germany	9 388

5.1.3 Printable Communication materials

Title	Total downloads in July							Total
	EN	FR	SP	RU	AR	ZH	POR	
UNESCO: what is it? What does it do?	1 041	173					88	1 302
2012 UNESCO Annual Report	426	103						529
A New Humanism for the 21st Century	120	28	75	16	4			243
65 Ways UNESCO Benefits Countries all over the World	110	23	52		8		15	208
2011 UNESCO Annual Report	157	29						186
2010 UNESCO Annual Report	98	5						103
TOTAL	1 952	361	127	16	12		103	2 571

Title	Total downloads in August							Total
	EN	FR	SP	RU	AR	ZH	POR	
UNESCO: what is it? What does it do?	1 286	179					182	1 647
2012 UNESCO Annual Report	300	61						361
A New Humanism for the 21st Century	110	36	47	24	6			223
65 Ways UNESCO Benefits Countries all over the World	104	22	53		2		26	207
2010 UNESCO Annual Report	86	7						93
2011 UNESCO Annual Report	51	12						63
TOTAL	1 937	317	100	24	8	-	208	2 594

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

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

5.2.1 Statistics of consultation

	Month	Page views	Variation vs M-1	Visits	Variation vs M-1
2013	January	19 321	+22.50%	8 835	+14.09%
	February	23 250	+20.34%	10 119	+14.53%
	March	24 816	+6.74%	10 070	-0.48%
	April	31 649	+27.53%	19 125	+89.92%
	May	32 402	+1.92%	23 738	+21.62%
	June	33 542	+3.99%	23 877	+2.65%
	July	27 887	-16.86%	21 559	-9.71%
	August	31 834	+14.15%	24 705	+14.59%

5.2.2 Top 10* in July and August

	Title	Views
1	Education for all: six goals for 2015 Basic education -	310
2	A World for Inclusion Inclusive education	274
3	Angkor Wat. Vishnu's heavenly palace World heritage	258
4	Le repas gastronomique des Français Intangible heritage	235
5	Festac 77 - Lagos Festival Cultural events	234
6	Le Maloya Intangible heritage	227
7	Routes de l'esclave : une vision globale Cultural diversity	214
8	The Tango Intangible heritage	212
9	Creation of UNESCO UNESCO history	206
10	The World Save Abu Simbel World heritage	205

* iTunesU not included

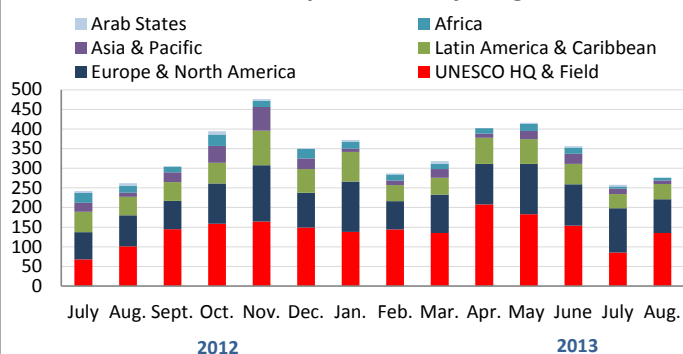
5.3. UNESCO Library - <http://www.unesco.org/library>

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

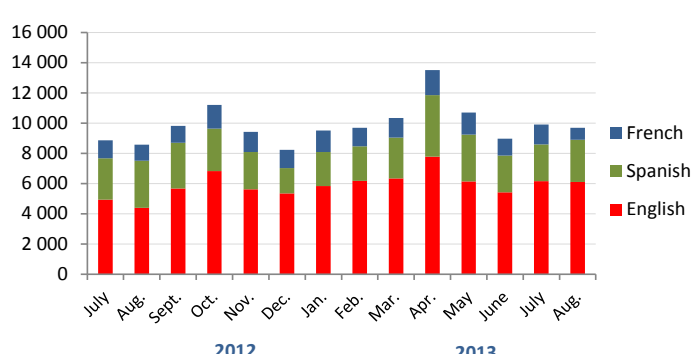
More than 500 questions received in July and August, a 6% increase compared to July/August 2012



Source: UNESCO library

5.3.2 Web page views:

Library web page views are stable again, a 12% increase compared to July/August 2012



Source: Google Analytics

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

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

Online viewing of UNESCO top ten publications has increased massively in August compared to June (+99%) and July (+130%) this year, and compared to August last year (+21%) due to a spectacular demand for the *General History of Africa* in Portuguese. The *EFA Global Monitoring Report* in both English and Chinese and the *World Water Development Report 4* continue to feature in the top 10 (in July). The figures for UNESCO Publications on Google Books are not complete due to a technical problem with their site. Bookshop sales were down due to the holiday period (including a period in August when it was shut). Education, World Heritage and Human Rights themes sold well on-line during July and August.

6.1. Top 10 most consulted PDFs (UNESDOC)

▪ In July

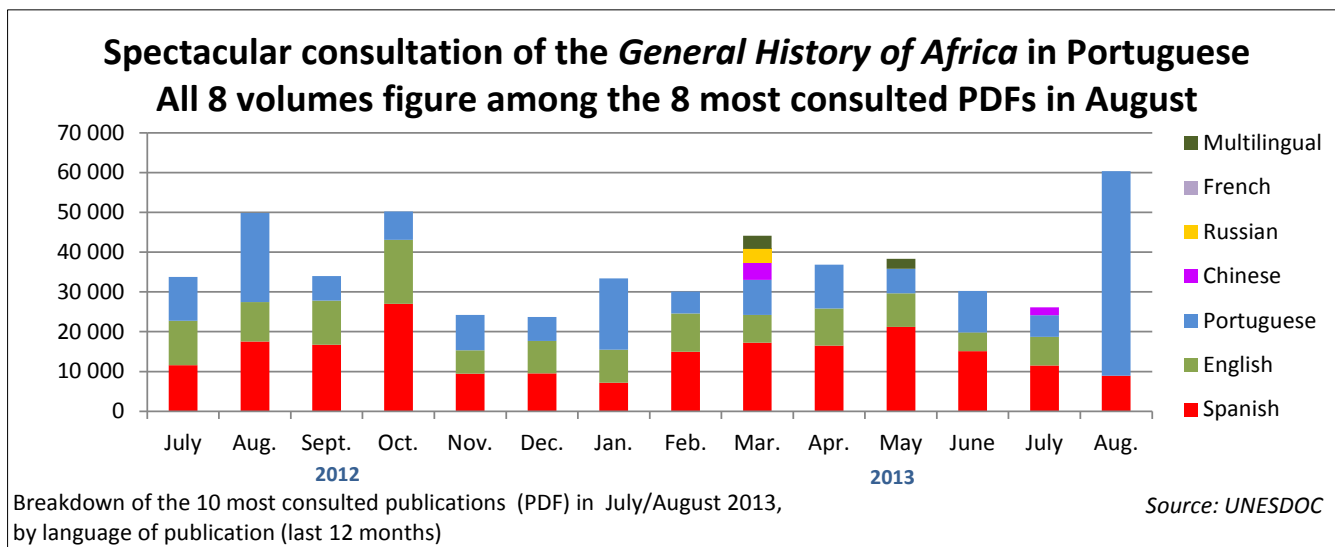
	Title	Sector	Language	Views	Published
1	Mantenimiento de instalaciones eléctricas del establecimiento educacional	ED	Spanish	3 433	Santiago, 1998
2	História geral da Africa, I: metodologia e pré-história da Africa	CLT	Portuguese	3 421	Brasilia, 2010
3	Actividades de educación ambiental para las escuelas primarias: sugerencias para confeccionar y usar equipo de bajo costo (Environmental education activities for primary schools: suggestions for making and using low cost equipment)	ED	Spanish	2 933	UNEP, 1992
4	Learning to live together in peace and harmony: values education for peace, human rights, democracy and sustainable development for the Asia-Pacific Region; a UNESCO/APNIEVE sourcebook for teachers education and tertiary level education	ED	English	2 886	Bangkok, 1998
5	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	2 588	Paris, 2005
6	Los Siete saberes necesarios para la educación del futuro_ (Seven complex lessons in education for the future)	ED	Spanish	2 542	Paris, 1999
7	United Nations world water development report 4: managing water under uncertainty and risk	SC	English	2 238	Paris, 2012
8	Youth and skills: putting education to work, EFA global monitoring report, 2012	ED	English	2 059	Paris, 2012
9	História geral da Africa, II: Africa antiga (General history of Africa, II: Ancient civilizations of Africa)	CLT	Portuguese	2 033	Brasilia, 2010
10	Youth and skills: putting education to work, EFA global monitoring report, 2012	ED	Chinese	1 996	Paris, 2012

▪ In August

	Title	Sector	Language	Views	Published
1	História geral da Africa, I: metodologia e pré-história da Africa (General history of Africa, I: Methodology and African prehistory)	CLT	Portuguese	11 158	Brasilia, 2010
2	História geral da Africa, II: Africa antiga (General history of Africa, II: Ancient civilizations of Africa)	CLT	Portuguese	7 044	Brasilia, 2010
3	História geral da Africa, VII: Africa sob dominação colonial, 1880-1935 (General history of Africa, VII: Africa under colonial domination, 1880-1935)	CLT	Portuguese	5 877	Brasilia, 2010
4	História geral da África, III: África do século VII ao XI (General history of Africa, III: Africa from the seventh to the eleventh century)	CLT	Portuguese	5 539	Brasilia, 2010
5	História geral da Africa, VIII: Africa desde 1935 (General history of Africa, VIII: Africa since 1935)	CLT	Portuguese	5 533	Brasilia, 2010
6	História geral da Africa, V: Africa do século XVI ao XVIII (General history of Africa, V: Africa from the sixteenth to the eighteenth century)	CLT	Portuguese	5 518	Brasilia, UNESCO Brasilia/MEC/UFSCar, 2010

7	História geral da África, VI: África do século XIX à década de 1880	CLT	Portuguese	5 393	Brasilia, 2010
8	História geral da África, IV: África do século XII ao XVI	CLT	Portuguese	5 355	Brasilia, 2010
9	Hacia las sociedades del conocimiento: informe mundial de la UNESCO	all	Spanish	4 674	Paris, 2005
10	Mantenimiento de instalaciones eléctricas del establecimiento educacional	ED	Spanish	4 246	Santiago, 1998

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



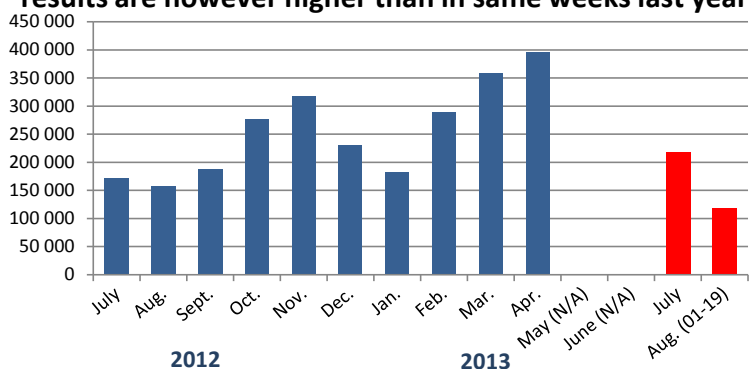
6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **346** 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
July 2013	328	17 340	217 885	141
July 2012	216	12 039	171 284	88
August 2013* (01-19)	346	10 388	119 025	71
August 2012	220	10 758	157 501	84

* Only partial results were made available by Google Books for August 2013.

Google Books page views are only partial - July/August results are however higher than in same weeks last year



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, top 5

- In July

	Title	Copies sold	Sector
1	Bouba et Zaza respectent l'eau	10	ED
2	UNESCO World Heritage Atlas	10	CLT/WHC
3	Bouba and Zaza accept people's differences	9	ED
4	Patrimoine Mondial n°68 - Patrimoine mondial du Cambodge (Numéro spécial)	9	CLT/WHC
5	Bouba et Zaza mesurent les dangers	9	ED

- In August

	Title	Copies sold	Sector
1	Manual on Harmful Marine Microalgae	15	SC
2	UNESCO World Heritage Atlas	5	CLT/WHC
3	Le Grand Atlas UNESCO patrimoine mondial	4	CLT/WHC
4	Bouba and Zaza promote girl's education	4	ED
5	UNESCO: The Seeds of Peace	3	ERI/DPI

Bookshop sales of non-UNESCO publications, top 5

- In July

	Title	Copies sold	Publisher
1	Le Patrimoine mondial de l'UNESCO Le guide complet des lieux les plus extraordinaires	5	Ouest France
2	Charte des Nations Unies et statut de la Cour Internationale de Justice	3	UN
3	Les Nations Unies Aujourd'hui	3	UN
4	UN Today	3	UN
5	The World Heritage 2013 Calendar	2	Panasonic

- In August (only one non-UNESCO publication sold)

	Title	Copies sold	Publisher
1	Places of Wonder & Discovery	1	Our Place Publishing

6.4. Online and international sales

Online and international sales of UNESCO Publications, top 5*

- In July

	Title	Copies sold	Sector
1	Journeys to School	27	ERI/DPI
2	Rankings and Accountability in Higher Education: Uses and Misuses	27	ED
3	Patrimoine mondial n°68 Patrimoine mondial du Cambodge (Numéro spécial)	27	CLT
4	Pressing for Freedom: 20 Years of World Press Freedom Day	25	CI
5	Patrimoine mondial n°67	24	CLT

- In August

	Title	Copies sold	Sector
1	African World Heritage: A remarkable Diversity / Patrimoine mondial africain: une diversité remarquable	28	CLT
2	Derecho de autor y derechos conexos	22	CLT/BCR
3	Seven Complex Lessons in Education for the Future	16	ED
4	Human Rights: Questions and Answers	14	SHS
5	UNESCO World Heritage Atlas	8	CLT

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

Bookshop sales of UNESCO publications, lowest sellers

In July

Title	Copies sold	Sector
World Heritage Review n°68 - World Heritage in Cambodia (Special Issue)	0	CLT/WHC
Informe de seguimiento de la educación para todos en el mundo – 2012 Los jóvenes y las competencias: Trabajar con la educación	0	ED
Pressing for freedom: 20 Years of World Press Freedom Day	0	CI
Global Survey on Internet Privacy and Freedom of Expression (Arabic edition)	0	CI
Roads of Water: Travelling the Amazon	0	SC

In August

Title	Copies sold	Sector
Museum International n°251/252 Arts of the Arabian Peninsula - The United Arab Emirates' example	0	CLT
Patrimoine Mondial n°68 - Patrimoine mondial du Cambodge (Numéro spécial)	0	CLT/WHC
IIEP n°97 – The Bologna Process: Its Impact in Europe and beyond	0	IIEP
Global Education Digest 2012 Opportunities lost: The impact of grade repetition and early school leaving	0	ED
Étude mondiale sur le respect de la vie privée sur l'Internet et la liberté d'expression	0	CI

Online and international sales of UNESCO publications, lowest sellers

In July

Title	Copies sold	Sector
Bouba and Zaza look after others	0	ED
Atlas mundial de la igualdad de género en la educación	0	UIS
African World Heritage: A Remarkable Diversity / Patrimoine mondial africain : une diversité remarquable	0	CLT
World Heritage: Benefits Beyond Borders	0	CLT
Rapport mondial de suivi sur l'EPT 2012 - Jeunes et compétences l'éducation au travail	0	ED

In August

Title	Copies sold	Sector
Bouba and Zaza confront illiteracy	0	ED
Atlas mundial de la igualdad de género en la educación	0	UIS
Liberté de connexion - Liberté d'expression	0	CI
Patrimoine mondial en Suisse	0	CLT
Incroyable Afrique	0	AFR & ERI

* 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, July and August 2013

Contract No.	Title	Publisher	Language	Date signed
C.2013-013	Open Educational Resources in Brazil State-of-the-Art, Challenges and Prospects for Development and Innovation	CETIC	Portuguese	05/07/2013
C.2013-014	Open Educational Resources. Conversations in Cyberspace	China Central Radio & TV University Press Co., Ltd.	Chinese	02/08/2013
C.2013-015	Síntese da coleção História Geral da África: Pré-história ao século XVI (vol. I) Síntese da coleção História Geral da África : século XVI ao século XX (vol.II)	Brazilian Ministry of Education/UNESCO Brasilia Office/Afro-Brazilian Studies Centre of the Federal University of Sao Carlos	Portuguese	02/08/2013

C.2013-016	Floods in a Changing Climate - Risk Management	China Institute of Water Resources and Hydropower Research	Chinese	02/08/2013
C.2013-017	1. Urban Water Cycle Processes and Interaction 2. Aquatic Habitats in Sustainable Urban Water Management. Science, Policy and Practice 3. Urban Water Security: Managing Risks 4. Advanced Simulation and Modelling for Urban Groundwater Management – UGROW 5. Urban Water Conflicts	China Water & Power Press	Chinese	08/08/2013
C.2013-018	Innovation for Development: Knowledge and Research Application to Address International Development Goals- A toolkit	University of Manchester	English	14/08/2013
J.2013-011	Education for All Global Monitoring Report 2012 Youth and skills: Putting education to work	UNESCO/Educational Science Publishing House	Chinese	27/07/2013
J.2013-012	World Social Science Report – 2013. Changing Global Environments	UNESCO/The International Social Science Council/ The Organisation for Economic Co-operation and Development	English	02/08/2013

6.7. Permissions granted to use or translate UNESCO content, July and August 2013

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Springer Verlag	<p>Texts by Dr Arizpe (former ADG/CLT):</p> <ul style="list-style-type: none"> - “Relay Migration and the Survival of the Peasant Household”, in <i>Why People Move</i> (© UNESCO 1981): p. 187-210; - “Agrarian change and the dynamics of women’s rural out-migration in Latin America”, in: <i>Women on the move. Contemporary changes in family and society</i> (© UNESCO 1984): p.83-92. - With Fernanda Paz, 1991: “Culture and Sustainability”. Paper presented at the International Forum on Sustainable Development, Unesco, September 23-25, © UNESCO 1991; - “The Global Cube”, in <i>Global Environmental Change</i>. International Social Science Journal, Vol. XLIII, No. 4. (Blackwell Publishers, © UNESCO, 1991), p. 599-608. 	<p>For inclusion, on the occasion of her 70th birthday, in forthcoming publications by Springer-Verlag, in printed (softcover) book form and in Ebook format:</p> <ul style="list-style-type: none"> - Lourdes Arizpe Schlosser: <i>A Mexican Pioneer in Anthropology</i>. Springer Briefs on Pioneers in Science and Practice No. 10 – presented by Margarita Velázquez Gutiérrez; - Lourdes Arizpe: <i>Migration, Women and Social Development: Key Issues</i>. Springer Briefs on Pioneers in Science and Practice No. 11. Subseries Texts and Protocols No. 5. 	<p>Permission granted by email.</p> <p>Non-exclusive world rights are granted for this edition only, in printed book form and eBook format only, in English only.</p> <p>Mention of the source.</p> <p>Due acknowledgement of UNESCO.</p> <p>Free of charge</p>	4/07/2013
Wayside Publishing	<p>Extracts from UNESCO’s website:</p> <ul style="list-style-type: none"> - “¡Los idiomas sí que cuentan!” (text); © UNESCO 1995-2012 - “Lenguas en peligro” (text and image); © UNESCO 1995-2012 - “Video de la UNESCO: La educación relativa al cambio climático en pocas palabras” (image); © UNESCO 1995-2012 	<p>In the context of inclusion in the forthcoming programme entitled “<i>Tejidos</i>” which will be delivered via a website and a textbook to be published in spring 2013 by Wayside Publishing, for a total print run of 10,000 copies in print form.</p> <p>The estimated price per unit will be EUR 55.00 - USD 65.00.</p>	<p>Non-exclusive rights are granted for this edition only, the above formats only, in the Spanish language only, for sale on the territory of the United States. Flat-fee of USD 150.</p> <p>Mention of the source.</p> <p>Due acknowledgement of UNESCO.</p>	8/08/2013

Oxford University Press (South Africa)	A short extract from UNESCO's website: UNESCO and National Geographic partner with Intercontinental Hotels for Responsible Business Week 2012 (text only); © UNESCO 1992-2013	In the context of inclusion in the work entitled "Oxford Successful Tourism Grade 12 LB", to be published in July 2013 by Oxford University Press (SA), for a total print run of 3,000 copies in English and 3,000 copies in Afrikaans in print form to be sold at ZAR 170 per unit.	Non-exclusive world rights are granted for this edition in printed book form only, in the English and Afrikaans languages only. Flat-fee of USD 150. Mention of the source. Due acknowledgement of UNESCO.	8/08/2013
Taylor and Francis	Foreword by Ms Gretchen Kalonji, © UNESCO 2013	1. Inclusion in the forthcoming first issue of the Journal (hereinafter referred to as "the Work") entitled "Journal of applied water engineering and research", to be published in September 2013 by Taylor and Francis, in electronic form. The subscription price for one year (per institution) is EUR 165. Members of the International Association for Hydro-Environment Engineering and Research (IAHR) will have access to the Journal free of charge. 2. Posting the material on Taylor and Francis' website , for a time-limit of five years, including its appearance as an individual chapter.	Non-exclusive world rights are granted for this edition only, in electronic form only, in English only. The form and substance of the original text shall be respected: there shall be no additions to, or deletions from the original text, without the prior written approval of UNESCO. Taylor and Francis shall send UNESCO proofs of the final version of the Work and shall implement all corrections requested by UNESCO. Taylor and Francis shall publish no version of the Work without the express written approval of UNESCO. Free of charge. Mention of the source. Due acknowledgement of UNESCO.	29/08/2013
Dr Morcos (author) for Egyptian National Institute of Oceanography and Fisheries	Texts by Dr Morcos: - Morcos, S., 2004. Data set of John Murray/Mabahiss Expedition to the Indian Ocean (1933-1934). In: Morcos, S. et al. (Eds.), <i>Ocean Sciences bridging the millennia, A spectrum of historical accounts</i> . Proceedings of the Sixth International Congress on History of Oceanography (ICHO VI, Qingdao, China, August 1998) , © UNESCO/IOC and China Ocean Press 2004, p.79-102; - Morcos, S. A., Varley, A., Editors, 1990. [Bibliography of the] Suez Canal, In: <i>The Red Sea, Gulf of Aden and Suez Canal: A Bibliography of Oceanographic and Environmental Research</i> , © UNESCO 1990, p.157-166 (section on the bibliography of the Suez Canal).	In the context of republishing his papers in a forthcoming special issue of The Egyptian Journal of Aquatic Research in print form	Permission granted by email. Non-exclusive world rights are granted for this edition only, in the English language and for the format indicated. Each paper may be preceded by the cover page and title page of the original publication from which it is extracted. Mention of the source. Due acknowledgement of UNESCO. Free of charge	14/08/2013

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					
	July	August	Headquarters		Field Offices		Institutes	
			July	August	July	August	July	August
CLT	19	8	12	3	7	5		
CI	15	12	4		11	12		
ED	11	3	5	1	5	1	1	1
SHS	6	4	2	4	4			
SC	5	3	4	3	1			
ERI	4		4					
GBS	3		3					
BSP	2	1	2	1				
ODG	1	1	1	1				
Total	66	32	37	13	28	18	1	1

7.2 Events organized by Field Offices/ Institutes

	July	August
Abuja	1	
Almaty		1
Apia	4	
Hanoi	1	1
Jakarta	1	
Kathmandu	5	1
Montevideo	1	1
Nairobi	9	11
Phnom Penh	1	
Santiago de Chile	1	1
Venice	4	2
UIL		1
UNEVOC	1	
Total	29	19

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

Type of Events taking place	at HQS		away from HQS	
	July	August	July	August
Category 2-Intergovernmental meeting	3		-	
Category 3- Non-governmental conference	-		-	
Category 4- International Congress	-	1	-	1
Category 5-Advisory Committee	1		-	
Category 6-Expert Committee	-		1	1
Category 7-Seminars and Workshops	-		22	9
Category 8-Symposium	-		4	1
Event under patronage	-		1	
Exhibition	2		8	4
Internal meeting	-		-	
Headquarters Committee	2		-	
Concert	1		-	
Interagency Meeting	-		2	
Consultative Meeting	1		1	3
Meeting by Member States or Institutions	-		2	10
Show	2		-	
Film Projection	2		-	
Special Event	2		3	2
Working group/Expert Meeting	-		3	
Information meeting for Permanent Delegations	1		-	
Executive Board	1		-	
Prize Giving ceremony	1		-	
Total	19	1	47	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

▪ In July

Date	Title*	Organizer	Place	Public
01/07	Réunion extraordinaire des États Parties à la Convention concernant les mesures à prendre pour interdire et empêcher l'importation, l'exportation et le transfert illicites des biens culturels	CLT/CEH	Salle XI	200
02/07	Consultation on Education Business Platform	ED/EO/PMC	Salle IX	50
02-03/07	Comité subsidiaire de la Réunion des États Parties à la Convention concernant les mesures à prendre pour interdire et empêcher l'importation, l'exportation et le transfert illicites des biens culturels	CLT/CEH	Salle XI	200
03/07	Réunion avec les points focaux de BRICS	ED/EO/PMC	Salle XV	20
03/07	5e réunion du Bureau du Comité du Siège	ADM/HQD/DIR	Salle XVI	20
04/07	5e Session extraordinaire du Conseil exécutif	GBS	Salle X	250
05/07	Let's talk about... UNESCO's future	DDG	Salle XI	250
05/07	Groupe de travail pour l'initiative mondiale de l'UNESCO concernant les géoparcs	SC/EES/GEO	Salle XVI	50
08/07	Egalité des genres et désastres	ODG/GE	Salle VIII	20
08-12/07	Convention 2003 : Réunion de l'Organe consultatif	CLT/WHC/PCM	Salle VI	40
08-12/07	Réunion sur les grands écosystèmes marins (LME)	SC/IOC/ADG	Salle XIII	30
09/07	Réunion ED/THE/PCPD avec les étudiants de la Brigham Young University	ED/PDE/PAD	Salle VIII bis	25
15/07	183e session du Comité du Siège	ADM/HQD/DIR	Room XI	80
16/07	La DG s'adresse au personnel	ODG	Salle II	450
19/07	Dominican-European Model United Nations Conference	SHS/HPD/PHS	Salle IX	60
23-24/07	3e réunion du groupe international de pilotage pour la conférence mondiale de l'UNESCO sur l'éducation au développement durable	ED/PSD/ESD	Salles VII, VIII	40
Total participation				1 785

▪ In August

Date	Title*	Organizer	Place	Public
27-30/08	12e Congrès mondial de l'OESO : Transformer les connaissances en traitement curatif avec l'Organisation d'études spécialisée pour les maladies de l'œsophage)	SC/PCB/IBSP	Diverses salles	150
30/08	Introduction au processus de conservation du patrimoine mondial	CLT/WHC/P/AP A	Salle VI	50
Total participation				200

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

8.1.2 External rentals

▪ In July (No events in August)

Date	Title	Organizer	Place	Public
09-11/07	Campus 2013	Ordre des avocats (AARBP)	Diverses salles et bureaux	3 500
05/07	Journée de réflexion et d'échanges de l'IFAFE	Déleg. perm. du Cameroun	Salle XII	350
08-09/07	Réunion de l'UNEP	UNEP	Salle XIV	50
Total participation				3 900

8.1.3 Electoral Groups Meetings

▪ In July

Date	Title	Organizer	Place	Public
01/07	Réunion du Groupe des Etats de l'Union européenne	Déleg. perm. de Lituanie	Salle XV, IX	80
03/07	Plénière du Groupe des 77	Groupe 77	Salle IX	70
03-05/07	Réunion du Groupe des Etats arabes	Délégation perm. des Emirats Arabes Unis	Salles IX, XVI, XIV	25
03/07	Réunion du Groupe des Etats d'Europe occidentale et autres	Déleg. perm. de la Belgique	Salle XI	150
05/07	Groupe de travail sur la stratégie opérationnelle pour Priorité Afrique	AFR/CEO	Salle XIV	30
09/07	Réunion du Groupe des Etats d'Asie et du Pacifique	Déleg. perm. de la Chine	Salle XVI	40
10/07	Plénière du Groupe francophone	Groupe francophone	Salle XVI	30
11-12/07	Réunion du Groupe des Etats de l'Union européenne	Déleg. perm. de la Lituanie	Salle XIV	40
16/07	Réunion du Groupe des Etats d'Europe orientale	Déleg. perm. de l'Ukraine	Salle XVI	50
16/07	Réunion du Groupe des Etats de l'Union européenne	Déleg. perm. de la Lituanie	Salle XIV	40
22/07	Réunion des Etats africains membres du Conseil exécutif	Déleg. perm. de Djibouti	Salle XIV	40
22/07	Réunion du Groupe des Etats d'Europe occidentale et autres	Déleg. perm. du Canada	Salle XIII	60
23/07	Plénière des Etats d'Amérique latine et des Caraïbes	GRULAC	Salle XVI	70
Total participation				725

▪ In August

Date	Title	Organizer	Place	Public
28/08	Réunion du Groupe des Etats d'Asie et du Pacifique	Déleg. perm. de la Chine	Salle XV	30
29/08	Réunion du Groupe des Etats d'Europe orientale	Déleg. perm. de l'Ukraine	Salle XVI	50
30/08	Réunion du Groupe des Etats de l'Union européenne	Déleg. perm. de la Lituanie	Salle XVI	40
Total participation				120

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

8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
01-05/07	Oriental charm - Artistic expressions of cultural heritage through paper	Bureau of Strategic Planning	Salle des Pas Perdus and Miró Rooms	150
08-12/07	Voyager pour apprendre les métiers d'art	CLT/DDD/MUS	Hall salle X	100
16-19/07	Imagerie mentale de l'Orient	Déleg. perm. de la Rép. pop de Chine	Salles Miró	100
20-30/07	50e anniversaire du procès de Rivonia	Déleg. perm. de la Rép. sud-Africaine	Salle des pas perdus	100
03/05-26/08	Heritage under the Waves	Culture Sector	Fences around Hqs	N/A
Total participation				450

8.2.2 Shows, Screenings and Award ceremonies

Date	Title	Organizer	Place	Public*
02/07	Arabic musical evening	Permanent Delegation of the Kingdom of Saudi Arabia	Room I	900
04/07	The mill of Baltaragis	Permanent Delegation of Lithuania	Room I	900
08/07	Premiere of "Tango Negro: African roots of tango" by Dom Pedro	Permanent Delegation of Angola and Culture Sector	Room XI	270 (crowded, access had to be limited)
08/07	French Premiere of "Rising from Ashes" by T.C. Johnstone	Bureau of Strategic Planning	Room I	1 300
17/07	Song of the Virtuous	Permanent Delegation of the People's Republic of China	Room I	1 100
Total participation				4 470

8.2.3 Conferences, forums

Date	Title	Organizer	Place	Public*
04/07	Islamophobie : questions, mythes et peurs concernant l'Islam et les communautés musulmanes dans le contexte de l'égalité	Déleg. perm. de la Turquie	Salle IX	90
16/07	50th anniversary of the Rivonia process, which led to Nelson Mandela's imprisonment in his fight against apartheid: debate and exhibition	Permanent Delegation of the Republic of South Africa	Room XI and Salle des Pas Perdus	150
Total participation				240

* 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 - Room XI: 267.

- o **7 events** were promoted in the July monthly calendar of cultural events printed out in 1,500 copies (in French), and its electronic version sent out to **21,204 subscribers (880 new subscribers)**.
- o **8 events** were organized, co-organized and/or promoted in July by DPI/PRP (Public Relations and Partnerships Section). No cultural events were organized in August.

8.3. UNESCO Visits

The Visitors' Service organized a total of **47 visits** for **777 visitors in July 2013**, and **30 visits for 441 visitors in August 2013**. In July and August, most visitors came within the framework of group visit. The major part of the organized visits during both months was conducted in French for an Asian, European and North American public.

1. Requests	July 2013		August 2013	
Number of emails received	N/A		N/A	
Number of requests received	N/A		N/A	
Accepted requests	56		41	
Declined requests	N/A		N/A	

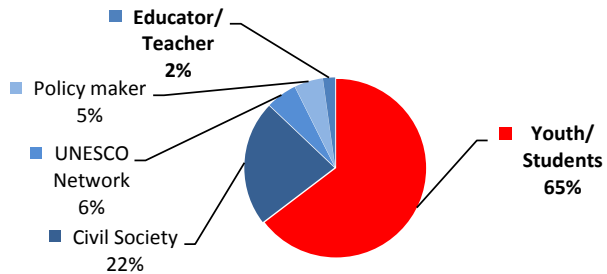
2. Languages	July 2013		August 2013	
Visits in English	12	26%	10	33%
Visits in French	28	60%	19	63%
Other	7	15%	1	3%

3. Type of visits	July 2013		August 2013	
Individual Visits	0	0%	3	9%
Group Visits	32	70%	19	59%
Spontaneous Visits	14	30%	8	25%
Thematic Conferences	0	0%	2	6%

4.Origin	July 2013		August 2013	
Africa	7	1%	57	13%
Arab States	0	0%	0	0%
Europe and North America	491	63%	154	35%
Latin America and the Caribbean	61	8%	0	0%
Asia and Pacific	218	28%	230	52%

5. Profile of visitors

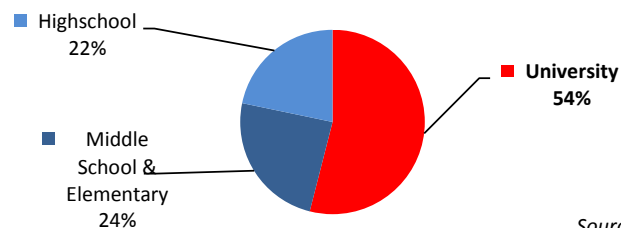
In July, 65% of visitors were Youth/Students



Breakdown of 777 UNESCO visitors in July 2013

Source: UNESCO

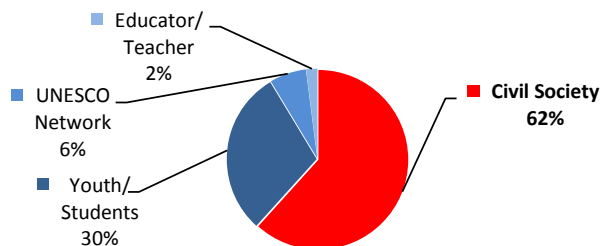
In July, more than half of Youth/Students visiting UNESCO were at University level



Breakdown of 502 Youth/Student visitors in July 2013

Source: UNESCO

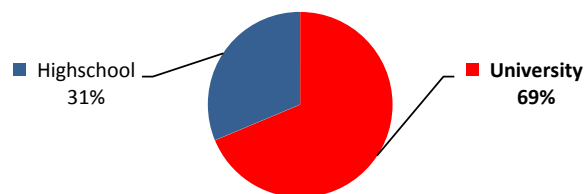
Even in August, 30% of our visitors were Youth/Students



Breakdown of 441 UNESCO visitors in August 2013

Source: UNESCO

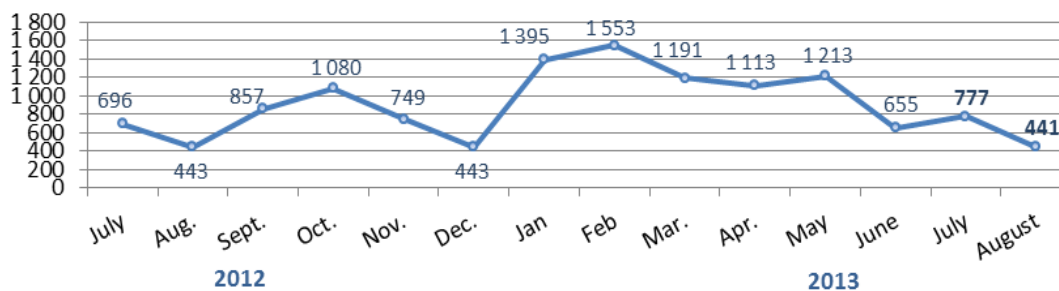
In August, 2/3 of Youth/Students visiting UNESCO were at University level



Breakdown of 131 Youth/Student visitors in August 2013

Source: UNESCO

**More than 1,200 visitors were given a guided tour in July/August
A 7% increase from same months last year**



Visitors received by the Visitor's Service in July and August 2013 (last 12 months)

Source: UNESCO

9. UNESCO logo exposure

9.1. Patronage

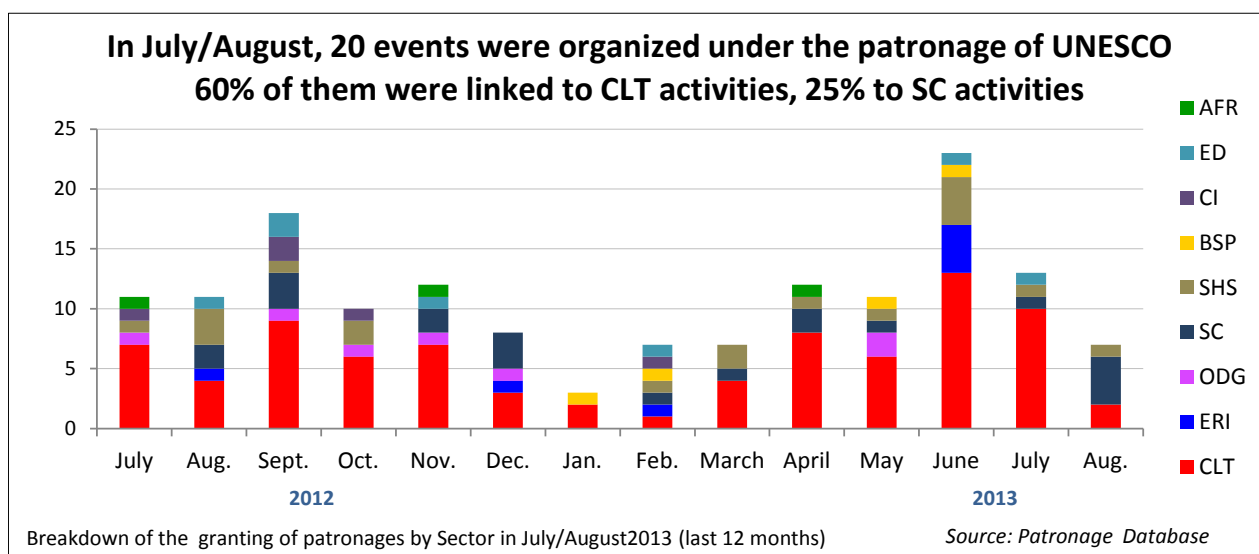
Patronage is UNESCO's most prestigious form of moral support. It is granted to demonstrate UNESCO's endorsement of an activity organized under the responsibility of an external organization. UNESCO's patronage is granted to a range of activities, such as cinematographic and audiovisual productions, publications, 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.

- **July:** The following 13 events which have been granted UNESCO's patronage took place in July 2013:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/07	Bolivia	Event of celebration for the inscription of "Ichapekene Piesta, the biggest festival of San Ignacio de Moxos" on the Representative List of the Intangible Cultural Heritage of Humanity	Civil society	CLT
01/07	Bulgaria	Campaign of Kavarna Municipality, National Academy of Sports & Association "Bulgaria Forever" to replicate travel on water and on land of great personalities who lived in Bulgaria	Civil society	CLT
01/07	Turkey	International Summer University of Intercultural Leadership themed on "The European Experience: from world wars to reconciliation and cooperation", in Istanbul	Youth	ED
02/07	Colombia	International Mathematics Olympiad to promote excellence in the study of mathematics in the world' youth	Students and youth	SC
02/07	Montenegro	International Festival "Kotor Art" bringing together artists from different countries to share diverse art forms and expressions	Civil society	CLT
03/07	Canada	34th International Dance Council World Congress in Montreal	Dance professionals	CLT
03/07	Spain	Journée d'activité intitulée "Les Canaries et l'Afrique. Une coopération au développement à travers le patrimoine culturel immatériel. Dix ans de la Convention du patrimoine culturel immatériel de l'UNESCO"	Professionals working in intangible heritage field	CLT
05/07	France	13e édition des "Dialogues en Humanité" au Parc de la Tête d'Or à Lyon	Policy makers, civil society leaders, educators	CLT
05/07	Poland	9th edition of the Brave Festival entitled "Lost Rhythm" against cultural exile	Civil society	CLT
08/07	Austria	19th European Symposium on Languages for Special Purposes (LSP) at the Centre for Translation Studies of the University of Vienna	Linguists, translators	CLT
19/07	France	40e édition du festival "Les Cultures du Monde" à Gannat organisée par l'Association Nationale Cultures & Traditions (ANCT)	Civil society	CLT
29/07	Republic of Korea	2013 Chungju World Martial Arts Festival and related sports and martial arts events	Athletes, youth	SHS
31/07	Turkey	Istanbul-Gyeongju World Culture EXPO 2013 in Istanbul	General public	CLT

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

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/08	Poland	European BEST Engineering Competition 2013 Final Event at Warsaw University of Technology	University students	SC
02/08	Croatia	298th Sinjska Alka Knight's Tournament in Sinj	Civil society	CLT
07/08	USA	12th Annual Youth Assembly at the UN organized by Friendship Ambassadors Foundation	Youth and youth workers	SHS
11/08	Vietnam	International conference: "Windows on the Universe" - on recent discoveries in astrology, cosmology	Scientists	SC
19/08	Monaco	15e édition du Festival mondial du Théâtre Amateur	Civil society	CLT
27/08	France	12e congrès mondial de l'Organisation mondiale des études spécialisées sur les maladies de l'œsophage" à Paris	Scientists, researchers	SC
28/08	USA	Initiative entitled "The Dream@50 Dance" to commemorate the upcoming 50th anniversary of Martin Luther King Junior's speech "I have a dream"	Civil society	SC



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 in July and August (NHK General)

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

Area of broadcast: **Japan and Worldwide**

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

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

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

Special programs (Satellite channel) in August (none in July)

Estimate number of viewers in Japan (Video Research Inc): **1,245,370 households in main Kanto region on average per program. 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>
15/08	World Heritage Dream Match!	The Great Voyage: Vikings vs Columbus	73 minutes	7.0%

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**

▪ In July

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience Share</i>
07/07	The Persian Garden(Iran)	30 min.	5.6%
21/07	Chitwan National Park(Nepal)	30 min.	5.5%
28/07	Rhaetian Railway in the Albula / Bernina Landscapes(Italy/Swiss)	30 min.	5.8%

Average audience share in July: **5.6 percent** (for the first broadcast)

Estimate number of viewers in Japan: **5,109,000** (for the first broadcast)

The total number of audience accessed to the program in July was estimated at **19,448,000**

▪ In August

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience Share</i>
11/08	Puerto-Princesa Subterranean River National Park (Philippines)	30 min.	6.0%
18/08	The Four Lifts on the Canal du Centre and their Environs, La Louvière and Le Roeulx (Hainaut)	30 min.	5.6%

Average audience share in August: **5.8 percent** (for the first broadcast)
 Estimate number of viewers in Japan: **5,219,000** (for the first broadcast)
 The total number of audience accessed to the program in August was estimated at **12,407,000**.

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

▪ In July

Links to titles by language (other than Chinese) & site on the web	Nb of reports
English	43
French	18
Spanish	14
Arabic	5
Russian	1
Total reports released on UNESCO through Xinhuanet.	81

▪ In August

Links to titles by language (other than Chinese) & site on the web	Nb of reports
English	27
Spanish	24
Russian	11
Arabic	5
French	12
Total reports released on UNESCO through Xinhuanet.	79

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

Reports* on UNESCO by language	July		August	
	Nb of reports	Page views	Nb of reports	Page views
Russian	28	124 891	37	73 406
English	0	0	2	133
Spanish	3	436	7	201
French	6	454	5	307
German	0	0	-	-
Total	37	125 781	51	74 047

* See Annex page 43 for the list of reports (by language).

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 – 408 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 July and August 2013: **Treasures of the World – Heritage of mankind**

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

▪ In July

Day/time	Nb of films	Audience share	Viewers / film	Total viewers
Sunday 7.45 pm	3	0.4	93 333	280 000
Monday 12.45 pm	5	0.5	38 000	190 000
Tuesday 9.45 pm	2	1.1	275 000	550 000
Extra shows, different times	0	0.0	0	0
Total	10 films	-		1 020 000

▪ In August

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers / film</i>	<i>Total viewers</i>
Sunday 7.45 pm	4	0.5	120 000	480 000
Monday 12.45 pm	3	0.4	30 000	90 000
Tuesday 9.45 pm	2	0.9	235 000	470 000
Extra shows, different times	1	1.2	350 000	350 000
Total	10 films			1 390 000

▪ Phoenix – documentary channel (Germany)

▪ In July

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers / film</i>	<i>Total viewers</i>
Different days and times	13	1.6	66 992	870 000
Total	13 films	-		870 000

▪ In August

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers / film</i>	<i>Total viewers</i>
Different days and times	19	1.3	103 158	1 960 000
Total	19 films			1 960 000

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

▪ In July

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers / film</i>	<i>Total viewers</i>
Saturday 6 am	4	1,4	22 500	90 000
Saturday 4.45 pm	2	7,9	10 000	20 000
Extra shows, different times	0	-	-	-
Total	10 films	-		110 000

▪ In August

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers / film</i>	<i>Total viewers</i>
Saturday 6 am	5	05	18 000	90 000
Saturday 4.45 pm	2	02	5 000	10 000
Extra shows, different times	3	03	20 000	60 000
Total	10			160 000

Ria Novosti (Russia) detailed reports (Cf. 10.4)

▪ In July

Date	Title	Language	Page Views
05/07	Boats pollute Teletskoye Lake with oil products	Russian	106
06/07	The City of Kazan	Russian	844
07/07	The opening ceremony of the University Summer Games: History of Russia with rich local color	Russian	4 606
07/07	Machu Pikchu Day	Russian	29 178
08/07	Tents from Kalmykia and Tuva adorn a lawn in front of capitol as part of festival program	Russian	764
09/07	Former advisor to Kizhi Museum's Head refuses to work with new administration	Russian	960
10/07	Expert: US policy in Egypt likely to destabilize the entire region	Russian	554
10/07	Fedotov is surprised that Chaika has found so few foreign agents at the CHR	Russian	3 142
11/07	Biologist: trail cameras are effective in counting panther uncia but not musk deer	Russian	53
11/07	Hitchcock's silent movies on UNESCO Memory of the World Register	Russian	135
12/07	Theater and movie actor Alexander Domogarov celebrates birthday	Russian	2 811
12/07	Traffic police to enforce law on Teletskoye Lake	Russian	157
13/07	Missile damages UNESCO registered Crusaders castle in Syria	Russian	14 180
15/07	Holy Trinity-St.Sergius Lavra renovation estimated at 1.57 billion rubles	Russian	213
17/07	Russia's first checkpoint for foreign yachts opens at Kronstadt	Russian	295
18/07	Kronotsky wildlife reserve sees bear population increase of 130 over 17 years	Russian	61
20/07	Ernesto Che Guevara's manuscripts are part of UNESCO documentary heritage	Russian	289
21/07	US fighter planes drop bombs on Great Barrier Reef	Russian	61 509
22/07	Public Chamber: Military exercises near natural world heritage sites unacceptable	Russian	72
24/07	Russian Orthodox Church and Council of Muftis of Russia believe ecclesiastical school graduates again deprived of rights	Russian	190
25/07	Kamchatka's Geyser Valley contesting the Country Symbol title	Russian	66
26/07	Krasnoyarsk Territory's oldest town may be added to UNESCO list	Russian	506
26/07	Director General of the Resorts of North Caucasus: We will develop a security concept by the end of this year	Russian	332
28/07	Over 700 evacuated due to wildfires in Majorca	Russian	2 378
30/07	Sviyazhsk: A hill-top fairytale town	Russian	1 314
30/07	Nearly 500 meters of fishing nets are confiscated on Teletskoye Lake	Russian	60
30/07	Scientists to resettle bison to Bryansky Les wildlife reserve by fall	Russian	95
31/07	Competition announced for director of Baikal-Lena natural reserve	Russian	21
Total reports on UNESCO in Russian: 28		Total page views: 124 891	
08/07	La cheikha Mozah, une femme d'Orient au-delà des clichés	French	330
10/07	Egypte : les erreurs de Washington risquent de déstabiliser la région (expert)	French	29
18/07	La Russie inaugure son premier poste douanier pour les petites embarcations	French	5
19/07	Voyage photo avec RIA Novosti : Kazan	French	43
21/07	Australie : l'aviation US largue des bombes sur un site du Patrimoine mondial (AP)	French	31
25/07	Hoi An, ville vietnamienne en voie de disparition	French	16
Total reports on UNESCO in French: 5		Total page views: 454	
08/07	La jequesa Mozah de Catar rompe estereotipos	Spanish	392
18/07	La guerra civil en Siria cobró las vidas de 41 periodistas en 2012	Spanish	4
21/07	Aviones de EEUU lanzan bombas desactivadas sobre la Gran Barrera de Coral	Spanish	40
Total reports on UNESCO in Spanish: 3		Total page views: 436	
TOTAL July reports on UNESCO: 36		Total page views: 125 781	

▪ In August

Date	Title	Language	Page Views
01/08	New mini ecotrail to open in the Altai Nature Reserve in August	Russian	67
01/08	PHOTO, Photo travel with RIA Novosti. Kronstadt.	Russian	1 114
05/08	All-Russian Monument Protection Society created in Mountain Altai	Russian	292
05/08	A silver key to the Czech Realm of the Dead	Russian	900
08/08	Katun Nature Reserve opens a visitor center at one of the Multinsky Lakes	Russian	66
08/08	Northern red-backed vole dominates other small mammals in the Valley of Geysers	Russian	29
09/08	The Altai Nature Reserve to open a circular eco-tour around Teletskoye Lake	Russian	65
12/08	Russian Copyright Agency	Russian	107

13/08	Left-handed Minority Celebrating Their International Left Handers' Day	Russian	33 079
13/08	Russia to wire \$1 mln to Polish Auschwitz-Birkenau Foundation	Russian	100
16/08	The Baikal Paper Mill obtained a one-year permit to dump pollutants into Lake Baikal	Russian	119
16/08	Karelian students with disabilities reach the lava pit of a Kamchatka volcano	Russian	75
16/08	Adygea hopes to resolve its tourism infrastructure problems with the help of a new federal targeted program	Russian	62
16/08	All bombs dropped by the US Navy on the Great Barrier Reef have been located	Russian	65
17/08	Patriarch Kirill to visit the Solovetsky Monastery during the Transfiguration Holiday	Russian	1 700
18/08	Oil triumphs over good	Russian	595
19/08	UNESCO General Director is concerned about the safety of Egypt's cultural heritage	Russian	122
20/08	Water cooperation conference to open in Dushanbe	Russian	260
20/08	An otter in a foxhole caught on tape in the Kronotsky Nature Reserve	Russian	144
21/08	The Supreme Commercial Court to adjudicate the Babolovsky Park's development outside St. Petersburg	Russian	68
21/08	Danube, the king of rivers	Russian	3510
22/08	Moscow Aviation Institute: Platforms for Mars rovers and micro satellites to be presented during the MAKS International Aerospace Salon	Russian	21 295
22/08	PHOTO: Light water and other places of interest in the Komi Republic	Russian	128
23/08	Wildfires lead to an emergency situation declared in California	Russian	342
23/08	New Russian Orthodox Church may open in Paris in 2015	Russian	223
23/08	California wildfires rage on 427 square km now	Russian	302
24/08	Jean-Michel Jarre's biography	Russian	229
24/08	State of emergency in San Francisco due to spreading wildfires	Russian	299
26/08	The Supreme Commercial Court dismissed the suspension of the litigation over the Babolovsky Park's development	Russian	48
26/08	Wildfires rage on 6,000 hectares in Yosemite National Park	Russian	139
26/08	Wildfires pose threat to San Francisco drinking water supply	Russian	92
26/08	Water diplomacy in Central Asia. Looking back at Moscow	Russian	2 777
28/08	California wildfires destroy 111 buildings	Russian	306
28/08	PHOTO, Raging wildfires in California	Russian	1 415
29/08	PHOTO, Photo travel with RIA Novosti: Solovetsky Islands	Russian	2 542
30/08	Vladivostok Fortress: An attack of oblivion and millions for renovation	Russian	670
30/08	Anna Politkovskaya's biography	Russian	60
Total reports on UNESCO in Russian: 37		Total page views: 73 406	
07/08	Sochi Torch Relay to Mark Russia's Natural Beauty, History	English	4
28/08	'Clear Water' and Other Sites of the Komi Republic	English	129
Total reports on UNESCO in English: 2		Total page views: 133	
02/08	Kronstadt, base de la Armada rusa y Patrimonio Mundial de la UNESCO	Spanish	105
07/08	Relevo de la antorcha de Sochi 2014 pasará por lugares emblemáticos de Rusia	Spanish	3
14/08	El Día de los Zurdos, una fiesta discreta	Spanish	14
20/08	El presidente de Ecuador propone prohibir diarios impresos para salvar árboles	Spanish	4
23/08	Egipto es pieza clave para dominio del mundo islámico	Spanish	49
29/08	¿Habrá guerras por el agua en Asia Central?	Spanish	17
29/08	El intelecto artificial dominará en el aire y el espacio	Spanish	9
Total reports on UNESCO in Spanish: 7		Total page views: 201	
15/08	Shanghai-500: l'Université de Moscou parmi les meilleures universités du monde	French	25
19/08	Egypte: l'UNESCO déplore les dégâts causés au patrimoine culturel	French	9
23/08	Paris: le centre culturel et religieux russe érigé d'ici 2015 (Kremlin)	French	18
28/08	Un voyage dans la République russe des Komis	French	144
29/08	Voyage photo avec RIA Novosti: les îles Solovki	French	111
Total reports on UNESCO in French: 5		Total page views: 307	
TOTAL August reports on UNESCO: 51		Total page views: 74 047	