



United Nations  
Educational, Scientific and  
Cultural Organization

Sector for  
External Relations and  
Public Information  
Division of Public Information

ERI/DPI/2014/PIPMR/37/REV

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

January 2014

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# Executive Summary

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

## Media and Major Events

The launch of the EFA Global Monitoring Report 2013/14 was the biggest event on UNESCO's calendar during January. This year's edition generated major media coverage globally, with extensive and positive reporting in international, national and local news sources in all regions. Op-eds by the Director-General were placed in ten leading titles; dozens of interviews were set up, including several with the BBC, CNN and Al Jazeera; and thousands of articles were published covering the main topic of the report (Teachers and quality education) and national data.

The other important international event this month was the inaugural meeting of the UN Scientific Advisory Board, held in Berlin. Despite the high level of the meeting, this story generated only a few stories, including a long article in Nature, one of the world's leading science publications.

However, several other events kept UNESCO in the headlines throughout the month, notably the postponement of the exhibition "Land, Book, People", prepared by the Simon Wiesenthal Centre. This story generated considerable and often negative coverage over several days, mainly in Israeli and Jewish community news outlets, as well as a few French titles and regional US media.

This story was eclipsed by the Director-General's condemnation of the attack against Cairo's Islamic Art museum, and her pledge to help restore it which also received widespread coverage in media in all regions, but especially in the United States and the Arab States.

The graphs shown here indicate the number of articles published in the top ten percent of online media outlets worldwide, in which UNESCO was mentioned in the title of the story, or in the first paragraph. However, when all monitored media sources are taken into account, – from the international titles to local news outlets - and when all articles referencing UNESCO in a story are considered, there were over 40,000 stories published during the month.

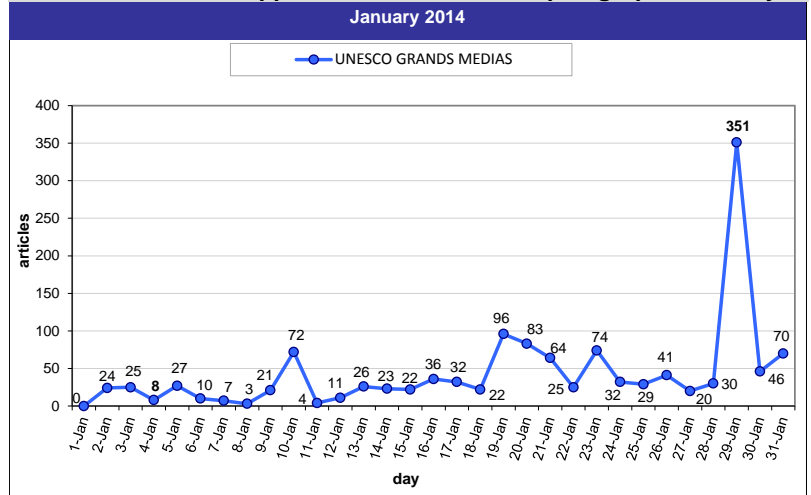
The following events are highlighted in the Major Events pages:

- **Launch of the International Year of Crystallography (20-21/01)**
- **International Day of Commemoration in Memory of the Victims of the Holocaust (27/01)**
- **Launch of the EFA Global Monitoring Report 2013/14 (29/01)**
- **Inaugural meeting of the United Nations Scientific Advisory Board (30-31/01/01)**

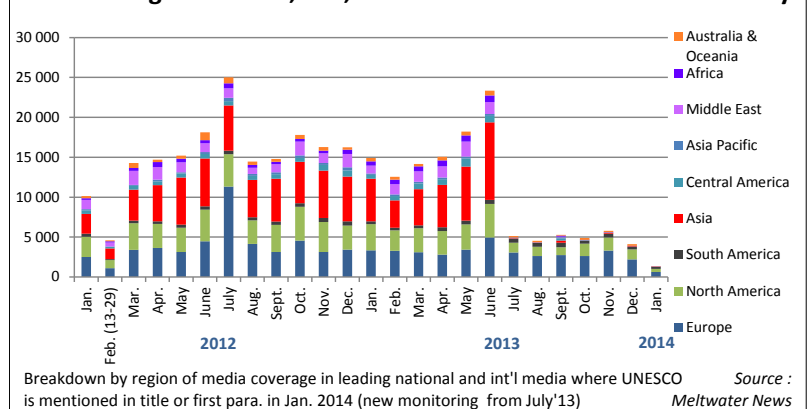
## UNESCO Website and Social Media Channels

UNESCO's website traffic shows an upward trend in January. Almost 12% of the traffic came from mobile devices and 7% from tablets, respectively a 97.5% and 51% increase from the 7.5% and 6% registered in Jan. 2013, and a 295% and 202% increase compared to the

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



**Monitoring since July last considers only top 1,000 online media Considering all sources, +40,000 articles were identified in January**



**January traffic shows upward trend after the usual December drop Page views: +17%; Visits: +16%**



3% and 2.5% in Jan. 2012, meaning that the development of a new graphic design taking into account new devices shall be the next big improvement for the UNESCO public website. The most visited websites were again, World Heritage and Careers, while the most visited themes were "Education for the 21st century" and "Protecting our heritage and fostering creativity". Not surprisingly the most visited news was about the *EFA Global monitoring Report 2013/14*, with a spike in visits on its day of launch. Unescommunity also outperformed, with various articles about the Organization's reform, as did UNESCO.int website whose traffic was the third highest ever.

Social media efforts in January were massively geared at preparing for 3 key events all taking place at the end of the month: International Day of Commemoration in memory of victims of the Holocaust, the Launch of the EFA Global Monitoring Report 2013/14, and the inaugural meeting of the UN Scientific Advisory Board. Detailed analyses are provided in dedicated sections of this report.

Growth in language channels have been strong in Arabic (+21K followers on Twitter today), Chinese (200K followers on Weibo), and Spanish (118K followers on Twitter)

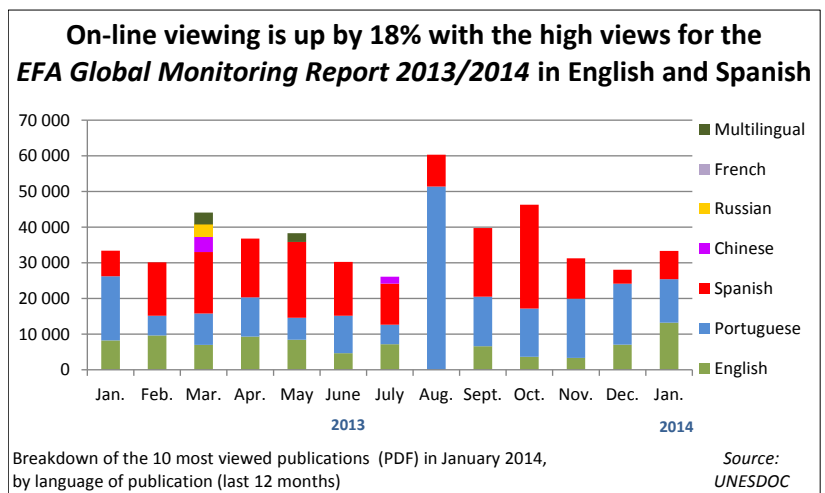
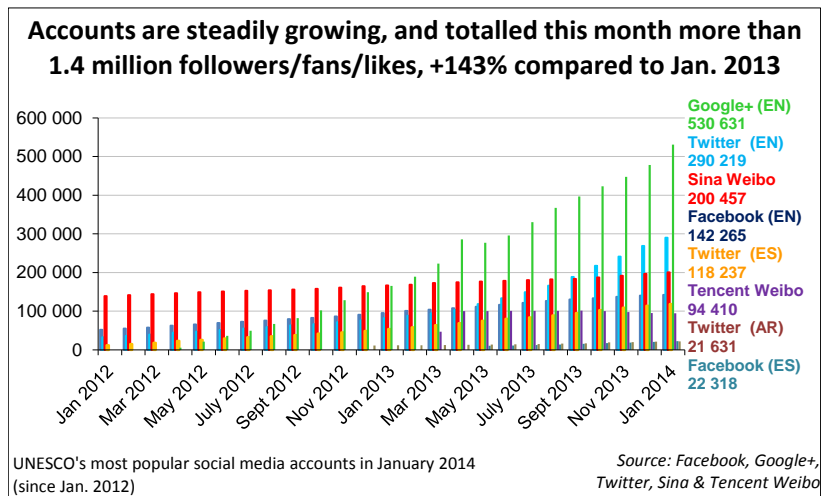
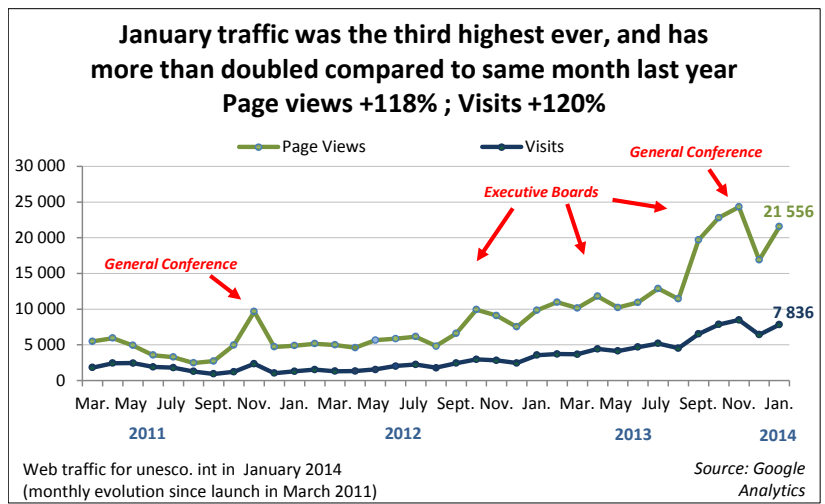
The start of the new year is the opportunity to critically reassess, and strengthen, social media efforts. Overall UNESCO offers little content aimed at the general public. Quality content is key to success in the digital world – especially today, as social media has forced brands everywhere – from consumer goods to NGOs – to publish engaging content almost daily. Efforts will also be made to better integrate social media throughout all of UNESCO's communications touchpoints – web, publications, events, and especially mobile – and to develop strong databases of professional/expert contacts, which will help us better identify and solicit support for our advocacy campaigns.

### Publications

Online viewing of UNESCO top ten publications in January increased by 18% and is more or less at the same level as same month last year. The *EFA Global Monitoring Report 2013-2014* is doing well in English and in Spanish while the Portuguese version of the *General History of Africa* is again very popular with four volumes in the top ten. The *World Water Development Report 4* and the *Engineering Report* maintain their good ratings. Once again figures for UNESCO Publications on Google Books are not available for this month and will be published hopefully in February's Monthly Report. Low sales in the bookshop reflect its closure for a large part of January for building work. On-line sales were dominated by two Fundamentals by IIEP and World Heritage titles are the best sellers.

### Focus on a Field Office

The report inaugurates this new topic to highlight the outreach efforts of a Field Office. This month's focus is on our Office in Brasilia (see p. 8).

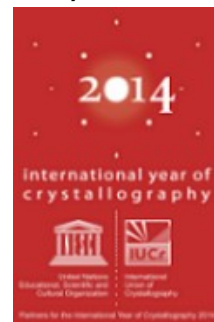


## Major events:

### I. Launch of the International Year of Crystallography 2014 (IYCr2014) (20-21 January 2014)

The International Year of Crystallography was launched by the Director-General at UNESCO headquarters on 20-21 January, in collaboration with UNESCO's partner in the Year, the International Union of Crystallography (IUCr).

A global celebration, the Opening Ceremony was attended by more than 800 people, including representatives of governments, academia and the private sector. The programme focused largely on the role crystallography plays in development. One session examined crystallography in the BRICS countries (Brazil, Russian Federation, India, China and South Africa), another looked at the role crystallography plays in society. Participants heard how crystallography permeates our daily lives and influences every field of science and thus every knowledge-based industry, from agrifood to aeronautics and pharmaceuticals. One of the thirty speakers, from NASA for instance, described how X-ray crystallography is being used to analyse Martian soils to see whether there was once water on Mars. Another speaker explained how crystallography is being used in the art world to identify forged paintings. An exhibition entitled *Journey into the Crystal* was organized in parallel to the launch by a team coordinated by Jean-Louis Hodeau from the French National Centre for Scientific Research, a member of the French Crystallographic Association.



One of the primary aims of the Year is to increase the capacity of countries to practice crystallography for their industrial and sustainable development – crystallographers are currently active in just over 80 countries. UNESCO and the IUCr are running demonstration laboratories (Open Labs) in more than a dozen developing countries, in collaboration with private partners. They are also organizing three regional summits (Pakistan, 28-30 April, Brazil, 21-24 September, South Africa, 15-17 October 2014) for scientists, administrators and policy-makers.

Another primary aim is to popularize this little-known but crucial science, via public lectures, exhibitions and competitions. A brochure, *Crystallography Matters!* has been prepared by UNESCO, in collaboration with the IUCr, which introduces crystallography. It is available in English, French and several Indian languages and is currently being translated into German, Portuguese and Spanish. An Arabic edition is also planned.

Among the numerous side events, schools around the world are being invited to participate in a [crystal-growing competition](#), as part of a broader campaign to introduce crystallography into the school curriculum.

The abstracts and presentations of the speakers of the Launch Ceremony may be consulted on UNESCO's dedicated website, as well as a film of each presentation.

**Participants:** More than 800.

**Audience:** Representatives of governments, academia and the private sector from across the world.

#### Communication materials and activities:

- [Media advisory](#) (14/01)
- [Web News](#) (21/01)
- [Video message from the Director-General](#)
- [Video message from UN Secretary-General](#)
- [Dedicated website](#), Web banner
- [Official IYCR website](#)
- [Programme](#)
- [Travelling exhibition at HQ](#): A journey into the cristal
- IUCr virtual press conference for the IYC (12/12/2012)
- [Message from the Director-General](#) for the Virtual Press Conference (December 2013)
- [IUCr promotional video](#)
- Brochure: [Crystallography matters!](#)
- [Logos, promotional materials](#) (calendars, posters, booklet, prospectus)

**Website statistics:** On dedicated website: 743 visits/3,846 page views. Media advisory: 17 visits/114 page views. Web News: 70 visits/547 page views.

**Press coverage:** The launch of the International Year of Crystallography received sporadic coverage, mainly in Latin America.

**Social media:** Several tweets and Facebook messages were pushed toward the official page, but interest was limited – this is an abstruse topic by any standard. More needs to be done to make it easier on the general public. The top message is this tweet: 2014 is the Intl Year of #Crystallography, marking the 100th anniv of the discovery of X-rays, diffracted by crystals <http://ow.ly/sJAC4> (32 RTs)

## II. International Day of Commemoration in Memory of the Victims of the Holocaust (27 January 2014)

27 January marks the anniversary of the liberation of the Nazi German Concentration and Extermination Camp of Auschwitz-Birkenau by the Soviet troops in 1945. This date was proclaimed International Day of Commemoration in memory of the victims of the Holocaust by the United Nations General Assembly.

The 2014 observance of the International Day started with an international seminar entitled *The Impact of Holocaust Education: How to Assess Policies and Practices?* organized by UNESCO, the International Bureau of Education and the Georg Eckert Institute for International Textbook Research. Academics and representatives of organizations specialized in the history of the Shoah analyzed the status of Holocaust education in various countries and provided an overview of pedagogical research in the field. UNESCO launched on this occasion a new publication titled *Holocaust Education in a Global Context*. The seminar was introduced by ADG/ED Mr. Qian Tang.

A ceremony in honour of the victims was also organized. It featured in particular the first-hand testimony of Yisrael Meir Lau, a child-survivor of the concentration camp of Buchenwald, President of the Yad Vashem Memorial and Chief Rabbi of Tel Aviv. János Lázár, Minister of State heading the Prime Minister's Office of Hungary, also took the floor to commemorate the 70th anniversary of the destruction of his country's Jewish community. Other speakers included Samuel Pisar, Holocaust survivor and UNESCO Honorary Ambassador, Special Envoy for Holocaust and Genocide Education and Eric de Rothschild, President of the Shoah Memorial in Paris.



The evening, ended with a performance of the theatrical and musical show, "Haïm - by the Light of a Violin," which tells the story of Haim Lipsky, a violinist who survived the ghetto of Lodz and the Auschwitz concentration and extermination camps thanks to his music. The ceremony was opened by the Director-General, Ms. Irina Bokova.

Side events were also organized by Permanent delegations. The films "Regina" (2013) by Hungarian director Diana Groó, which tells the story of Regina Jonas, the first woman Rabbi in history, who was murdered in the Holocaust and "Kisses to the Children" (2011), by Greek director Vassilis Loules, about Jewish Greek children hidden in Greece were shown on this occasion.

Several exhibitions were also presented at UNESCO from 27 January to 13 February: "Journeys through the Holocaust," video testimonies of Jewish refugees, created by the University of Southern California Shoah Foundation in cooperation with UNESCO; "In the Footsteps of the Lost", photographs by Matt Mendelsohn, presented by the Shoah Memorial; "The World Knew: Jan Karski's Mission for Humanity," organized by Poland's Permanent Delegation to UNESCO; and "Shoah Survivors : Courage, Determination, Life," paintings by Alain Husson-Dumoutier, UNESCO Artist for Peace.

**Participants:** 300 at the conference, 1,000 at the ceremony.

**Audience:** Permanent delegations and bilateral embassies, Holocaust and Holocaust survivors' organizations, Jewish community institutions, academic institutions, schools, general public

### Communication materials and activities:

- [Media advisory](#) (16/01)
- News ([17/01](#), [21/01](#), [27/01](#))
- [Message from the Director-General](#)
- [Address by the Director-General](#)
- [Video message from UN Secretary-General](#)
- [Dedicated webpage](#)
- [Photo galleries](#) (visit to Shoah Memorial and evening event)
- Publication: [Holocaust Education in a Global Context](#)
- Conferences, Screenings, Ceremony, Exhibitions (see p. 30)
- [Online registration](#)

**Website statistics:** Media advisory: 121 visits/390 page views. News: 17/01: 728 visits/1,346 page views; 21/01: 399 visits/1271 page views; 27/01: 148 visits/758 page views. Dedicated webpage: 2,124 visits/3,727 page views.

**Press coverage:** Despite the media advisory which was pushed globally, few articles were monitored on events marking the commemoration of the Holocaust.

**Social media:** UNESCO channels focused on engaging all major partners (Anne Frank House, Auschwitz, Fondation de la Shoah, USC Shoah Foundation, Yad Vashem) in cross-promotional sharing schemes, enabling all participants to deliver their messages through the channels of other partners. This means that UNESCO shared the partners' content, and vice-versa. To better pitch our book "*Holocaust education in a Global Context*", [web editorial](#) was entirely drafted with a social marketing approach, with strong results: 394 Facebook likes, 166 Re-tweets on the page alone, promoted during the course of 3 days. Top performing content is Anne Frank's Diary (357 likes on Facebook)

### III. Launch of the EFA Global Monitoring Report 2013/14 (29 January 2014)

The outreach of the eleventh EFA Global Monitoring Report surpassed all previous benchmarks. An avalanche of news articles online and in print reached almost 31 million people in almost 100 countries with an Advertising Value Equivalent (AVE) of almost USD\$9 million. In total there were 1856 articles written. This media coverage is well over double the coverage of the GMR 2012 in its first month, even though the figures only represent the first three days since launch. There were more than double the number of visitors to the EFA GMR website on the day of the Report launch than for the launch of the previous Report in 2012. These figures are being reflected in the number of Report downloads as well.

The [EFA GMR twitter account](#) reached 7 million accounts, an increase of over 600% from last year's Report. The hashtag for the Report (#teachlearn) reached 24 million in the first three days after launch day. Three times as many new twitter followers joined the EFA GMR twitter account than on an average month. Meanwhile, triple as many people saw the updates on the EFA GMR Facebook feed on the 29th January than on the launch day of the Report last year.

The global launch of the Report took place in Addis Ababa, Ethiopia, in the UNECA Compound during the African Union Summit from 9.00-10.30am. It was opened by the Deputy Prime Minister of Ethiopia. Other panelists included the Minister of Foreign Affairs from Benin, the DDG of UNESCO, the Director of the EFA GMR, and teachers from Malawi, Kenya and Pakistan. The event was moderated by the Chair of the Youth Advocacy Group of the UN Secretary General's Global Education First Initiative. The event included speeches from each of the panelists, and a short video on the global learning crisis commissioned by the EFA GMR. A side-event followed the global launch with teachers and students debating the Report's findings in a secondary school in Addis. A regional launch event took place on the 29<sup>th</sup> January in Islamabad Pakistan, with panelists including the Ministers of Education from Pakistan and Afghanistan. 6 national events also took place in Mexico, Finland, Niger, Brazil, India and Senegal, and a press briefing was held by the UNESCO Office in New York. An additional 25 events are planned in 2014 ([see details here](#)).

**Participants:** Global launch in Ethiopia: 220 people and 40 people at the side event. Regional launch in Pakistan: 150 people, including 40 journalists.

**Audience:** Ministers, Teachers, Teacher Unions, Education specialists, NGOs, UN Agencies, Academics, students and the general public.

#### Communication materials and activities:

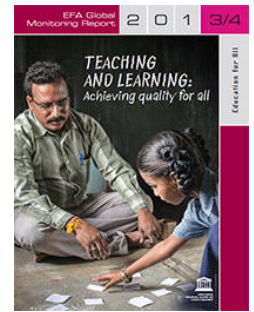
- [Global Press release](#) (29/01) and 4 regional press releases
- [GMR website](#)
- Video: [Teaching and learning: Achieving quality for all](#)
- B-roll from India, Pakistan, Kenya and Chile
- Op-Eds sourced and pitched
- [GMR 2013/4 Report](#) and [GMR 2013/4 Summary](#)
- Fact Sheets for SSA, LATAM, South and West Asia and the Arab States
- Infographics, Facebook banners
- Photos and Case Studies from ten countries

**Website statistics (until 09/02):** Global press release: 101 visits/396 page views. On EFA Global Monitoring Report website: 35,819 visits / 82,532 page views (over double the number of views in a normal month) with a peak on the day of the launch (29/01) of 6,695 visits / 14,687 page views - a 55.6% increase in visitors from the day of launch of the GMR 2012. Since launch the PDF of the English report got 6,215 downloads and the Spanish version 4,547. Statistics are high despite the fact that the report was launched at the end of the month so these figures only represent the first three days since launch. The blog received 12,095 views in January up 2,000 views on the month of launch for GMR 2012 despite the launch being at the end of the month.

**Press coverage:** 1,856 articles were written in 97 countries in the three days after the launch of the Report in January. This is more than double the 856 articles written over the 15 days after the launch of the EFA GMR 2012, and seven times the amount of articles produced for the Report in 2011. Photo stories were placed in The Pakistan Express Tribune, Al Jazeera Online and the Times of India. Opinion pieces were sourced in the names of the Director-General of UNESCO, the Chair of the Youth Advocacy Group (YAG), the head of Education at OECD, the Prime Minister of Ethiopia, the Director of the EFA GMR, and printed in the South China Morning Post, Huffington Post (UK, France and Spain), FT This is Africa Online, The East African, the Mail and Guardian, Semanario, El Universal, ABC Color, Al Ahram, Sunday Independent (SA) and La Croix.

Broadcast coverage was extensive and included feature-length packages on BBC (World, Newsround, and Singapore), Reuters TV, Aljazeera, TV Globo, TV Publica, and talkshows in English and Spanish on Deutsche Welle. Interviews on the Report ran across the BBC (Newshour, Africa, World Service, Arabic, Hausa), on VOA, SBS Australia, Deutschlandfunk, Logo, RFI, TV Brasil, South South News, UN Radio, Arise TV, NPR, Feature News Reports, Dawn News, Express news, Geo News, Radio Pakistan, Waqt News, Express news, PTV News, PTV news, Rede TV, SBT, Rede Vida, I24 news and Radio Maroc. News bulletins were played on BBC Delhi, and BBC Radio 4 Today Programme. Standout interviews include the Director-General on CNN's primetime breakfast news show, and BBC News 10.30pm. The Director of the Report, Pauline Rose, appeared live via skype on CNN 'Quest means Business'.

**Social media:** UNESCO HQ supported the social media efforts led by the EFA team, which has its own social media accounts. Overall, messaging focused on global aggregate enrollment numbers & costs, in order to motivate our call for action & solutions. The top message: Unacceptable! Poorest girls in #Africa won't achieve universal lower secondary school completion until 22nd century <http://bit.ly/1buGfWG> (44 RTs). On EFA accounts, on just the day of the launch itself, tweets reached 7 million accounts, with 29,900 interacting in some way with it (favouriting, sharing, clicking on a link/photo/video), a 636% increase compared to the day of launch for the GMR 2012. The hashtag for the EFA GMR 2013/4 (#teachlearn) had a reach of 24 m in the 3 days after launch. Over the entire month, we accumulated 1,593 new twitter followers (average is 400-500 per month) and 1,300 retweets. On the launch day, 131,400 people saw our updates in their Facebook feed; more than triple that of the 2012 report launch.



#### IV. Inaugural meeting of the United Nations Scientific Advisory Board (30-31 January 2014)

The first meeting of the Scientific Advisory Board (SAB), a new body created by UN Secretary-General Ban Ki-moon, for which UNESCO provides the secretariat, was held in Berlin on 30 and 31 January 2014 at the invitation of the German Federal Foreign Office.

Preceded by an official inauguration ceremony at the Federal Foreign Office in the morning of January 30, moderated by a German TV journalist, the inaugural meeting was opened by the United Nations Secretary-General Ban Ki-moon, UNESCO Director-General Irina Bokova and Germany's Foreign Minister Frank-Walter Steinmeier.

25 of the 26 eminent scientists from all regions of the world composing the SAB were present to advise the UN Secretary-General and leaders of UN Organizations on matters of science, technology and innovation for sustainable development, and to promote their importance for the post-2015 sustainable development agenda, their pivotal role as game-changer and enabler of green growth, employment creation and better life conditions worldwide.

The meeting, to be held twice a year, was organized in cooperation with the German Foreign Ministry and the German National Commission for UNESCO. It was also attended by the Executive Heads of other UN organizations and high-level officials from the German government.



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#### Communication materials and activities:

- [Media advisory](#) (13/01)
- [News](#) (09/01, 28/01, 30/01)
- [Addresses of the ceremony](#)
- [Inauguration ceremony](#)
- [Scientific Advisory Board website](#)
- [Video interviews](#)
- [Photo gallery](#)

**Website statistics (by 09/02):** Press release: 173 visits/307 page views. News: 09/01, and 28/01: N/A; 30/01: 398 visits/1,348 page views.

**Press coverage:** The inaugural meeting generated only a few stories, including a long article in Nature (UK), one of the world's leading science publications.

**Social media:** The meeting was a closed, high-level event, with no news output. For this reason, messaging focused on expressing the spirit of the Board's work, which is to make science better respond to the needs of societies & peoples. For a science topic, the subject performed relatively well: 45 RTs on Twitter & 159 likes on FB.

Social media efforts focused on video production: 24 video interviews were conducted with each of the SAB members. These videos will be shared on UNESCO Social media & web all year long, to draw attention to the SAB's work.

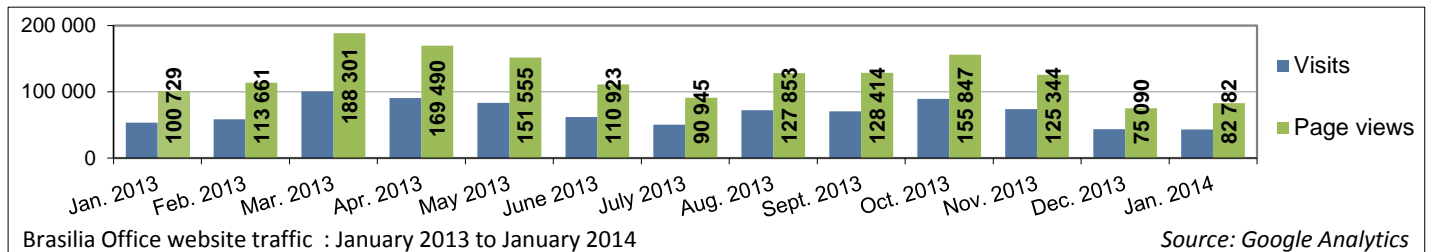
## Focus on UNESCO Office in Brasilia

To highlight the outreach efforts of Field Offices, the report will focus each month from January 2014 on a different Field Office, and publish the results of their public information activities. For further details, please contact directly the office concerned.

Launched simultaneously in Brasilia on 29 January, the EFA Global Monitoring Report 2013-2014 required a great mobilisation and coordination of communication activities at the office. Were prepared: the translation, production, and distribution of the Summary of the Report in Portuguese, 2 Save the date, a dedicated webpage (translations from HQ webpage), media advisory and press release, the coordination of a mailing list for the launching event, besides timely negotiations with journalists before sending the embargoed Report. All these actions were closely followed by requests for explanations on the content of the Report and the scheduling of interviews before, during and after the launching event. Other communication activities in January included: a Portuguese webpage for the International Year of Crystallography (based on HQ's); the dissemination of DG's message on International Holocaust Remembrance Day, and of the recently published [guidelines for signage projects for World Heritage sites in Brazil](#), a support for the efforts of our governmental partner on heritage (IPHAN-Institute of National Historical and Artistic Heritage) to promote and enhance cultural tourism in the country.

The challenge for the Office's communication consists in coordinating actions on all platforms reflecting both UNESCO's priorities and country needs. It is a key concern to achieve a coherent communication strategy that notably includes social media.

▪ **Brasilia website traffic:** <http://www.unesco.org/new/en/brasilia/>



### ▪ Media

The launch in Brasilia of the EFA GMR 2013-2014, brought a huge coverage in the Brazilian media, and was the main UNESCO subject in newspapers, magazines (especially on-line), TVs, radio broadcasters, and news agencies. An important result was an editorial in one of the most popular newspapers in the country read by policy managers and decision-makers, besides articles and notes in the same newspaper. 311 mentions were monitored in on-line media and blogs. In addition, six different TV broadcasters issued long news about the Report, including interviews with schools directors, education specialists and governmental authorities, some of the TC channels included the subject in more than one journalistic show.

### ▪ Interviews given

Out of 44 requests received this month, 35 were from journalists, 28 concerned the GMR and 16 resulted in interviews. 10 journalists present at the launching event interviewed UNESCO ED coordinator, Maria Rebeca Otero.

### ▪ Social media

 In Jan. :  
**32,366 likes**  
**21 posts**

Within one year, the number of likes on [facebook.com/unescobrasil](https://www.facebook.com/unescobrasil) jumped from 9,000 in Jan. 2013 to 32,366 in Jan. 2014 (+259%). Activity is very close to HQ's social media coordination but highlights as well local issues. The use of digital postcards (since 2012), and visuals have shown to be excellent key drivers for social media engagement.

Top 1 post of the month: The announcement of the publication: "UNESCO Editions: *A Educação Infantil nos Países do Mercosul*" (Early childhood education in Mercosur countries): 7,560 likes / 3,713 shares

 In Jan.  
**26 tweets**  
**183 RT**  
**244 mentions**  
(@unescobrasil)

### ▪ Publications (clickable covers)

63 titles published in 2012/13: 34 UNESCO publications (21 translations, 2 incl. DVD); 14 UNESCO-sponsored publications (1 incl. DVD), 15 com. material (10 brochures; 3 videos, 1 series of 20 videos on the General History of Africa, 1 CD-ROM)

Most popular titles published over the last 12 months (total downloads)

Most viewed titles over the last 12 months (downloads since Jan. 2013)



10 731



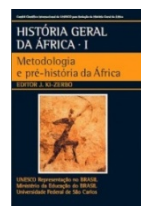
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4 017



2 568 (POR) &  
[864 \(EN\)](#)



58 542



34 773



21 183



20 221

### ▪ Videos

Produced last year, the 40 min. documentary **Serra da Capivara** (a World Heritage site in Brazil hosting one of the richest archaeological sites in the world) was promoted in January. Besides the beauty of the site, the film sponsored by Petra Energia, presents the work done in the areas of archaeology, tourism, management of protected areas and the local development of the neighbour communities. [More information and video.](#)

Finalized this month: **UNESCO and Sport** (8 min.) and a documentary on **Ability Housing Association** (5 min.), a UK association providing homes for people with disabilities who recently brought its experience to Brazil and was very well received.



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

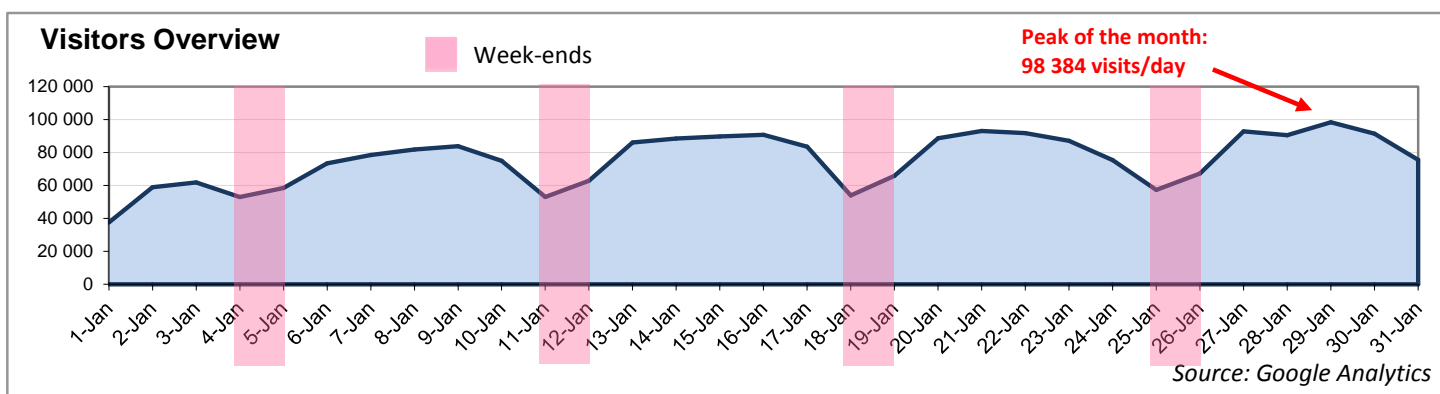
Both a communication and a knowledge management tool, UNESCO's websites, with over 2.7 million pages of content, are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in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

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

UNESCO's website traffic shows an upward trend in January. Almost 12% of the traffic came from mobile devices and 7% from tablets, respectively a 97.5% and 51% increase from the 7.5% and 6% registered in Jan. 2013, and a 295% and 202% increase when compared to the 3% and 2.5% in Jan. 2012, meaning that the development of a new graphic design taking into account new devices shall be the next big improvement for the UNESCO public website. The most visited websites were again, World Heritage and Careers, while the most visited themes were "Education for the 21st century" and "Protecting our heritage and fostering creativity". Not surprisingly the most visited news was about the *EFA Global monitoring Report 2013/14*, with a spike in visits on its day of launch. Unescommunity also outperformed, with various articles about the Organization's reform, as did UNESCO.int website whose traffic was the third highest ever.

## 1.1. January 2014 Traffic

### Daily Web Traffic Patterns



## 1.2. Monthly visits

	Page views <sup>1</sup>	Variation vs Y-1	Variation vs M-1	Visits <sup>2</sup>	Variation vs Y-1	Variation vs M-1	Unique Visitors <sup>3</sup>	Variation vs Y-1	Variation vs M-1
Jan. 2013	6 089 948	+24.81%	+19.49%	2 045 032	+27.76%	+18.51%	1 573 093	+25.88%	+18.53%
Feb. 2013	6 414 208	+24.75%	+5.32%	2 254 773	+34.80%	+10.26%	1 724 914	+36.09%	+9.65%
March 2013	7 327 488	+19.09%	+14.24%	2 537 586	+24.46%	+12.54%	1 914 579	+25.01%	+11.00%
April 2013	7 426 970	+30.77%	+1.36%	2 554 100	+35.47%	+0.65%	1 930 903	+34.83%	+0.85%
May 2013	7 192 348	+27.03%	-3.16%	2 495 688	+28.92%	-2.29%	1 901 816	+28.47%	-1.51%
June 2013	6 916 019	+40.60%	-3.84%	2 272 982	+39.83%	-8.92%	1 726 341	+39.15%	-9.23%
July 2013	5 416 438	+1.42%	-21.68%	1 854 215	+23.22%	-18.42%	1 421 448	+22.99%	-17.66%
Aug. 2013	5 518 793	+8.93%	+1.89%	1 931 105	+24.81%	+4.15%	1 499 047	+24.70%	+5.46%
Sept. 2013	6 811 946	+16.87%	+23.43%	2 383 880	+25.62%	+23.45%	1 866 997	+27.26%	+24.55%
Oct. 2013	8 039 105	+18.57%	+18.01%	2 758 024	+18.73%	+15.69%	2 172 606	+22.13%	+16.37%
Nov. 2013	7 697 000	+24.87%	-4.26%	2 624 633	+24.53%	-4.84%	2 055 039	+28.25%	-5.41%
Dec. 2013	5 809 160	+13.99%	-24.53%	2 021 049	+17.12%	-23.00%	1 605 614	+20.98%	-21.87%
<b>Jan. 2014</b>	<b>6 818 120</b>	<b>+11.96%</b>	<b>+17.37%</b>	<b>2 346 342</b>	<b>+14.73%</b>	<b>+16.10%</b>	<b>1 858 451</b>	<b>+18.14%</b>	<b>+15.75%</b>

### 1.3. Visits by Area of Interest in January 2014 (This data only covers tagged subsites)

Areas of interest	Visits <sup>2</sup> in January 2014	Variation vs Y-1**	Variation vs M-1**
<b>UNESCO.ORG</b>	<b>2 346 342</b>	<b>+14.73%</b>	<b>+16.10%</b>
Home & Central Service pages	255 177	+19.67%	+17.93%
Worldwide	23 914	+13.18%	+16.89%
<b>Education for the 21st Century and ED Sector</b>	<b>183 112</b>	<b>+23.39%</b>	<b>+21.75%</b>
<b>One Planet, one Ocean &amp; Science for a Sustainable Future and SC Sector</b>	<b>67 714</b>	<b>+9.53%</b>	<b>+26.28%</b>
<b>Learning to Live Together and SHS Sector</b>	<b>54 425</b>	<b>+30.62%</b>	<b>+7.09%</b>
<b>Protecting our Heritage and Fostering Creativity and CLT Sector</b>	<b>1 195 646</b>	<b>+14.43%</b>	<b>+15.68%</b>
World Heritage	1 059 615	+13.55%	+19.66%
Intangible Heritage	51 785	+25.84%	-28.54%
Culture Sector (excl. Intangible Heritage)	84 246	+19.48%	+17.75%
<b>Fostering Freedom of Expression &amp; Building Knowledge Societies and CI Sector</b>	<b>63 994</b>	<b>+2.63%</b>	<b>+13.92%</b>
<b>Field offices (only those tracked)</b>	<b>124 800</b>	<b>+45.79%</b>	<b>+12.71%</b>
UIL*	18 494	+1,54%	+5.10%
IIEP*	143 692	+0.23%	+9.98%
UNEVOC*	30 967	+21.54%	+12.68%

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

### 1.4. UNESCO Website Visitors

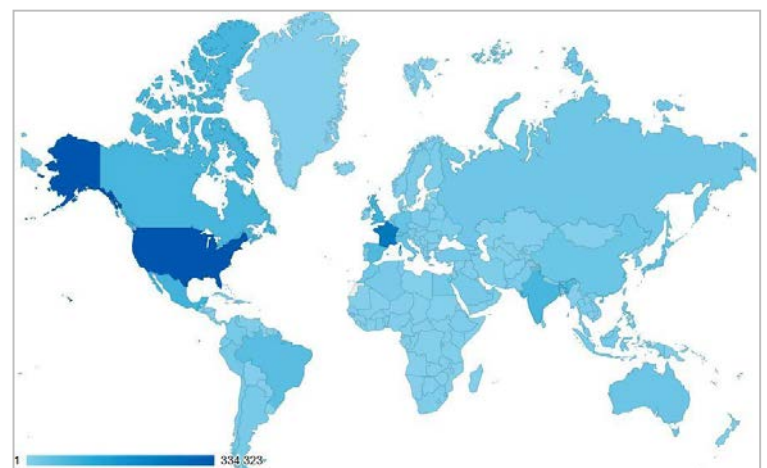
#### Top 10 domains/countries

Country	Visits <sup>2</sup>	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	372 538	15.88%	+11.43%	2.71	00:02:19
France	309 581	13.19%	+26.57%	3.37	00:04:36
Mexico	127 361	5.43%	+50.63%	2.54	00:02:59
United Kingdom	122 455	5.22%	+40.96%	2.82	00:02:37
Canada	100 142	4.27%	+31.13%	3.54	00:03:29
India	93 198	3.97%	+20.20%	2.40	00:02:30
Spain	75 852	3.23%	+17.62%	3.32	00:03:09
Brazil	55 153	2.35%	+3.11%	2.46	00:03:08
Italy	46 563	1.98%	+21.81%	3.65	00:03:39
Germany	46 044	1.96%	+29.99%	3.40	00:03:07

#### Top 10 visitors' language

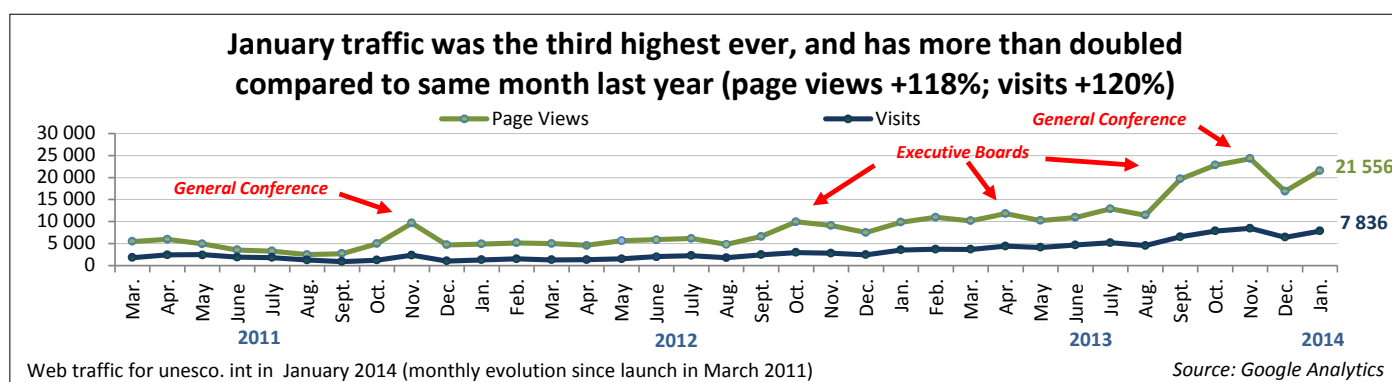
Language	Visits <sup>2</sup>	% of Total visits	Variation vs M-1
English	1 188 182	50.64%	+14.92%
French	369 329	15.74%	+20.63%
Spanish	301 455	12.85%	+26.90%
Portuguese	65 440	2.79%	+5.37%
German	46 291	1.97%	+32.15%
Italian	41 815	1.78%	+23.95%
Chinese	41 534	1.77%	-7.50%
Russian	40 034	1.71%	-11.46%
Japanese	34 504	1.47%	-5.99%
Korean	30 325	1.29%	+65.07%

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



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

	Month	Page views <sup>1</sup>	Variation vs Y-1*	Variation vs M-1	Visits <sup>2</sup>	Variation vs Y-1*	Variation vs M-1	Pages/Visit	Variation vs M-1	Avg Visit duration
2013	January	9 846	+101.68%	+31.28%	3 552	+175.56%	+44.92%	2.90	0.00%	00:03:54
	February	10 964	+112.52%	+11.35%	3 714	+144.83%	+4.56%	2.77	-4.48%	00:03:57
	March	10 153	+103.55%	-7.40%	3 671	+182.82%	-1.16%	2.97	+7.22%	00:04:27
	April	11 806	+156.48%	+16.28%	4 417	+228.40%	+20.32%	2.96	-0.34%	00:04:11
	May	10 213	+80.51%	-13.49%	4 126	+163.81%	-6.59%	2.59	-12.50%	00:03:49
	June	10 933	+86.13%	+7.05%	4 669	+128.87%	+13.16%	2.58	-0.39%	00:03:20
	July	12 880	+109.77%	+17.81%	5 184	+131.22%	+11.03%	2.79	+8.14%	00:03:38
	August	11 434	+136.97%	-11.23%	4 524	+152.46%	-12.73%	2.65	-5.02%	00:03:21
	September	19 680	+198.59%	+72.12%	6 522	+167.95%	+44.16%	2.92	+10.19%	00:04:33
	October	22 800	+129.72%	+15.85%	7 843	+166.04%	+20.25%	3.17	+8.56%	00:05:26
	November	24 306	+167.30%	+6.61%	8 472	+200.96%	+8.02%	3.22	+1.58%	00:05:33
	December	16 879	+125.05%	-30.56%	6 423	+162.06%	-24.19%	2.92	-9.32%	00:05:14
2014	January	21 556	+118.93%	+27.71%	7 836	+120.61%	+22.00%	2.84	-2.76%	00:05:13



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

	Month	Page views <sup>1</sup>	Variation vs M-1	Visits <sup>2</sup>	Variation vs M-1
2013	January	29 536	+88.60%	10 350	+273.78%
	February	68 781	+132.87%	27 656	+167.21%
	March	66 416	-3.44%	28 064	+1.48%
	April	74 831	+12.67%	32 095	+14.36%
	May	39 738	-46.90%	16 323	-49.14%
	June	52 986	+33.34%	19 318	+18.35%
	July	61 358	+15.80%	18 994	-1.68%
	August	40 829	-33.46%	14 354	-24.43%
	September	24 531	-39.92%	9 138	-36.34%
	October	14 769	-39.79%	4 866	-46.75%
	November	11 307	-23.44%	3 885	-20.16%
	December	7 004	-38.06%	2 071	-46.69%
2014	January	14 234	+103.23%	3 619	+74.75%

### Traffic indicators explained:

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

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

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

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

UNESCO products for written and audiovisual media are:

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

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

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

Languages	Page views	Variation vs Y-1*	Variation vs M-1*
<b>Total</b>	<b>115 385</b>	<b>+30.37%</b>	<b>-11.84%</b>
English (EN)	64 499	+31.94%	-3.05%
Spanish (ES)	24 170	+54.68%	+20.31%
French (FR)	16 409	+20.75%	+5.04%
Arabic (AR)	4 759	+23.07%	-74.10%
Russian (RU)	3 172	-34.34%	-31.33%
Chinese (ZH)	2 376	+38.87%	-57.89%

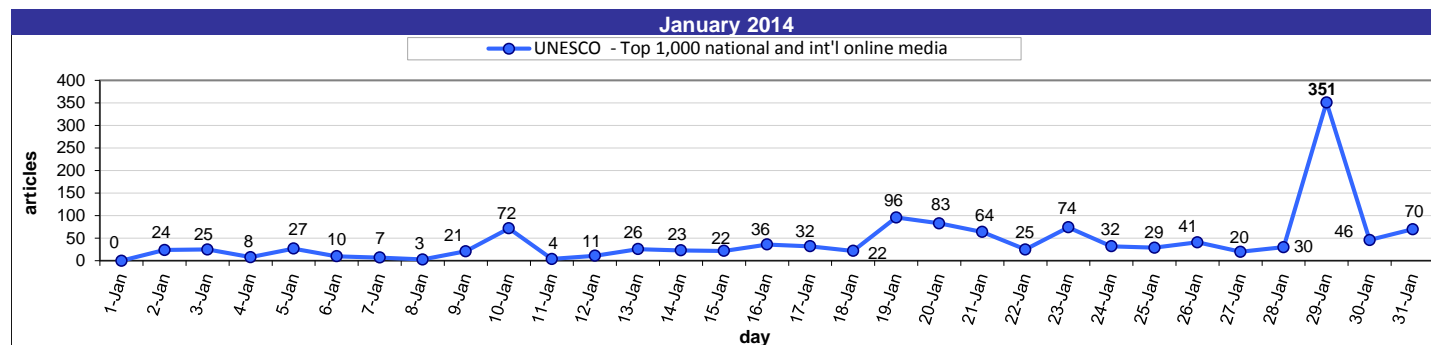
\* Based on figures published in the Monthly Reports.

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

1.	03/01	<a href="#">Director-General urges measures to end escalating violence against journalists in Iraq</a>
2.	12/01	<a href="#">Director-General condemns killing of TV journalist Zakir Ali and calls for investigation</a>
3.	13/01	<a href="#">United Nations Scientific Advisory Board to hold first meeting in Berlin, 30-31 January</a>
4.	14/01	<a href="#">Launch of International Year of Crystallography at UNESCO</a>
5.	16/01	<a href="#">UNESCO commemorates International Holocaust Remembrance Day</a>
6.	28/01	<a href="#">Director-General condemns murder of three Express News employees in Pakistan</a>
7.	28/01	<a href="#">Director-General calls for urgent measures to improve safety of journalists in Iraq following murder of Firas Mohammed Attiyah</a>
8.	29/01	<a href="#">Global learning crisis is costing \$129 billion a year</a>

### 2.3. Statistics on articles referring to UNESCO

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



The launch of the EFA Global Monitoring Report 2013/14 was the biggest event on UNESCO's calendar during January. This year's edition generated major media coverage globally, with extensive and positive reporting in international, national and local news sources in all regions. Op-eds by the Director-General were placed in ten leading titles; dozens of interviews were set up, including several with the BBC, CNN and Al Jazeera; and thousands of articles were published covering the main topic of the report (Teachers and quality education) and national data.

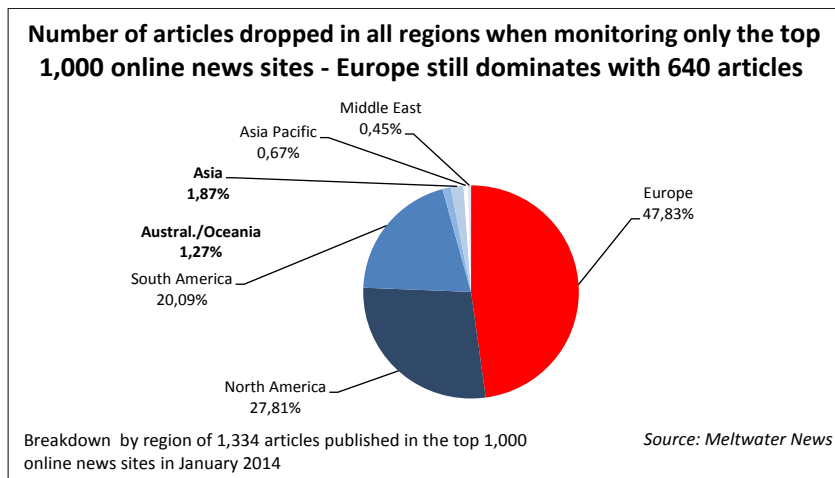
The other important international event this month was the inaugural meeting of the UN Scientific Advisory Board, held in Berlin. Despite the high level of the meeting, this story generated only a few stories, including a long article in Nature, one of the world's leading science publications.

However, several other events kept UNESCO in the headlines throughout the month, notably the postponement of the exhibition "Land, Book, People", prepared by the Simon Wiesenthal Centre. This story generated considerable and often negative coverage over several days, mainly in Israeli and Jewish community news outlets, as well as a few French titles and regional US media.

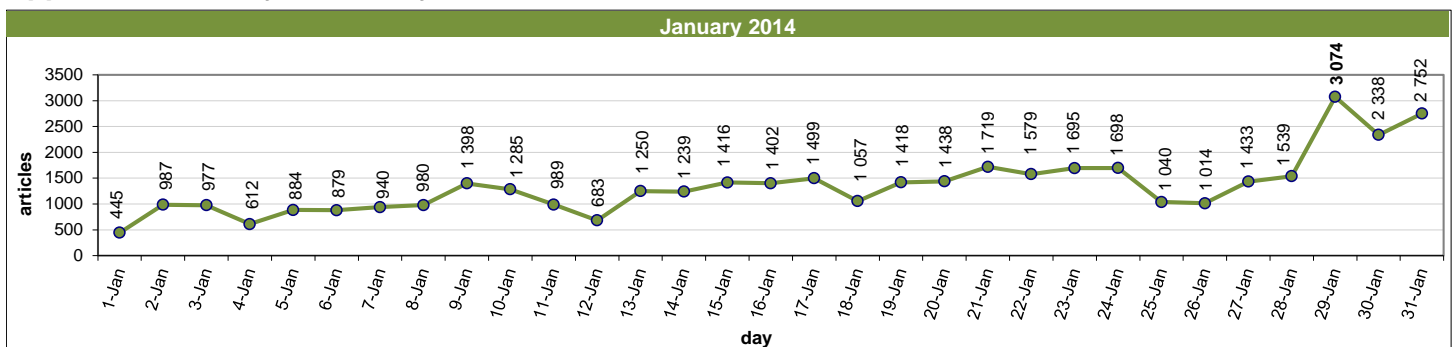
This story was eclipsed by the Director-General's condemnation of the attack against Cairo's Islamic Art museum, and her pledge to help restore it which also received widespread coverage in media in all regions, but especially in the United States and the Arab States.

The graphs shown here indicate the number of articles published in the top ten percent of online media outlets worldwide, in which UNESCO was mentioned in the title of the story, or in the first paragraph. However, when all monitored media sources are taken into account, – from the international titles to local news outlets - and when all articles referencing UNESCO in a story are considered, there were over 40,000 stories published during the month.

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



**This graph shows the number of articles monitored in all media sources, in which "UNESCO" appeared in a story in January (Source: Meltwater News)**



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

Date	Subject / Title	Language	Media
29.01.2014	Qualité de l'enseignement, la nouvelle frontière	French	<a href="#">La Croix</a> (France)
29.01.2014	La crise mondiale de l'apprentissage coûte 129 milliards de dollars par an	French	<a href="#">Le Huffington Post</a> (France)
29.01.2014	The Global Learning Crisis Is Costing \$129Billion a Year	English	<a href="#">Huff Post</a> (UK)
29.01.2014	Focus on teachers to make the next leap in education	English	<a href="#">South China Morning Post</a>
29.10.2014	La enseñanza de calidad, nuevo horizonte de la educación	Spanish	<a href="#">El Huffington Post</a> (Spain)
28.01.2014			<a href="#">El Universal</a> (Mexico)
29.01.2014			<a href="#">abc color</a> (Paraguay)
28.01.2014			<a href="#">Semanao Universidad</a> (Costa Rica)
29.01.2014			<a href="#">El Observador</a> (Uruguay)

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

Subject	Interviewee	Language	Media (press TV Radio)
GMR	DG	English	CNN (US), BBC (UK),
GMR	Pauline Rose	English	BBC (Today program), BBC (UK), Arise News (UK), CNN (US), Oman News
GMR	Roni Amelan	English	Deutsche Welle TV (Germany)
GMR	Jorge Sequeira	Spanish	United Nations Radio, Radio Monte Carlo
International Year of Crystallography	Juste Jean-Paul Ngome Abiaga	English	Westminster News Online (UK)
International Year of Crystallography	Juste Jean-Paul Ngome Abiaga	French	RFI
Killing of journalists in Iraq	Sylvie Coudray	French	Radio des Nations Unies
Radio Day	Mirta Lourenco	French	Deutsche Welle Radio (Germany)
Protection of cultural property in the event of armed conflict	Jan Hladik	English	Time magazine (US)
World Heritage	Roni Amelan	French	Canal plus (France)
World Heritage - Pompei	Cristina Menegazzi	French	Des racines et des ailes-France3 (France)
World Heritage - Westminster	Roni Amelan	English	Associated Press (US)
World Heritage - Zambia	Roni Amelan	English	Bloomberg (US)
World Heritage - Machu Picchu	Roni Amelan	French	Agence Capa, L'Echo touristique (France)
World Heritage - Palestine	Roni Amelan	English	European News Exchange (Luxembourg)

## 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).  
11 B-rolls were downloaded in January.

	Subject	Downloads	Media
1	GMR	4	Arise TV, BBC, Associated Press TV,
2	UNESCO Priorities	3	
3	WHC	3	
4	Loss of US voting rights	1	

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

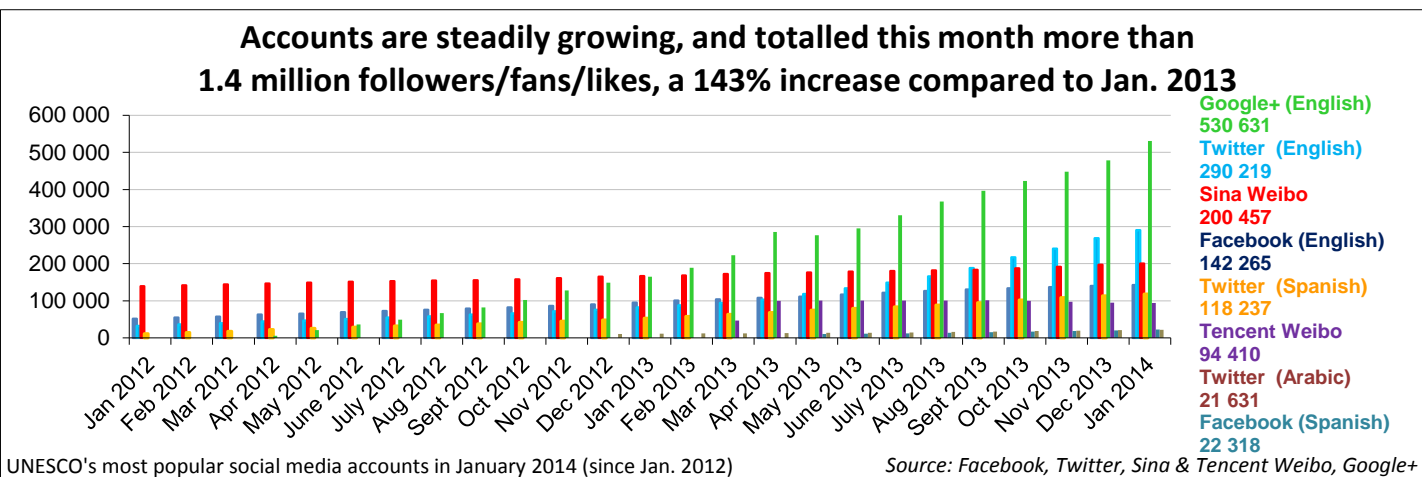
Subject	Media	Purpose	Nb of Photos
CLT	Mediengruppe Stegenwaller, Hamburger Abendblatt (Germany)	Publication	46
UNESCO HQ	Endless Vacation Magazine (US)	Publication	3

### 3. UNESCO Social Media Channels

Social media efforts in January were massively geared at preparing for 3 key events all taking place at the end of the month: International Day of Commemoration in memory of victims of the Holocaust, the Launch of the EFA Global Monitoring Report 2013/14, and the inaugural meeting of the UN Scientific Advisory Board. Detailed analyses are provided in dedicated sections of this report.

Growth in language channels have been strong in Arabic (+21K followers on Twitter today), Chinese (200K followers on Weibo) & Spanish (118K followers on Twitter)

The start of the new year is the opportunity to critically reassess, and strengthen, social media efforts. Overall UNESCO offers little content aimed at the general public. Quality content is key to success in the digital world – especially today, as social media has forced brands everywhere – from consumer goods to NGOs – to publish engaging content almost daily. Efforts will also be made to better integrate social media throughout all of UNESCO's communications touchpoints – web, publications, events, and especially mobile – and to develop strong databases of professional/expert contacts, which will help us better identify and solicit support for our advocacy campaigns.



#### 3.1 Social networking sites

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

**Variation January 2014 vs December 2013**

Likes/fans*		January 2014	December 2013	Variation vs December
Total likes/followers (all languages)		717 492	660 251	+8.67%
<b>Facebook</b>	<b>English</b>	142 265	140 221	+1.46%
	<b>Spanish</b>	22 318	20 243	+10.25%
	<b>French</b>	9 922	9 730	+1.97%
	<b>Arabic</b>	9 393	9 023	+4.10%
	<b>Russian</b>	1 584	1 564	+1.28%
<b>Google+</b>	<b>English</b>	530 631	478 160	+10.97%
<b>Vkontakte</b>	<b>Russian</b>	1 379	1 310	+5.27%

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

Message	Posted	Likes Shares
Here's an inspiring quote to encourage all of us to act for peace in 2014. We wish you all a happy new year!	01/01	L: 511 S: 232
Anne Frank's Diary is one of the 10 most read books worldwide. Visits to the <a href="#">Anne Frank House</a> hit a record high in 2013, with most visitors from outside the Netherlands. Her story has universal value as a timeless call to counter every instance of prejudice or hatred, every day. As her father said, "We can't change what happened. The only thing we can do is to learn from the past & realise what discrimination & the persecution of innocent people mean." <a href="http://ow.ly/sY6e5">http://ow.ly/sY6e5</a>	26/01	L: 350 S: 359
Which UNESCO <a href="#">#WorldHeritage</a> sites do you plan on seeing in 2014, and why? Let us know! (Need inspiration? Check out the full <a href="#">#WorldHeritage</a> list <a href="http://ow.ly/sLg0t">http://ow.ly/sLg0t</a> )	22/01	L: 283 S: 206
¡Una noticia muy importante! A partir de ahora las publicaciones de la UNESCO estarán disponibles libremente para todos gracias a la nueva política de acceso abierto. Todo un mundo de conocimiento al alcance de todos libre y gratuitamente. <a href="http://bit.ly/1eEfJug">http://bit.ly/1eEfJug</a>	06/01	L: 257 S: 259
Panasonic <a href="#">#WorldHeritage</a> 2014 Calendar in paper, online and tablet PC app formats now available <a href="http://whc.unesco.org/en/news/1092/">http://whc.unesco.org/en/news/1092/</a>	02/01	L: 248 S: 103

The media can & should do more to tell the story of climate change in <a href="#">#Africa</a> . Our new book helps to fill this important gap <a href="http://ow.ly/svxfj">http://ow.ly/svxfj</a>	12/01	L: 219 S: 95
New UNESCO <a href="#">#WorldHeritage</a> magazine: How <a href="#">#WorldHeritage</a> preserves threatened sites, ecosystems & endangered species <a href="http://ow.ly/sVjt5">http://ow.ly/sVjt5</a>	25/01	L: 217 S: 76
In both the Quran and the Talmud, the saving of a single life can save the entire world. January 27 is Intl Holocaust Remembrance Day <a href="http://ow.ly/sZMSZ">http://ow.ly/sZMSZ</a>	27/01	L: 211 S: 96
Cultural objects are often closely linked to the history and culture of the nation that produced them. The loss of such objects can be detrimental to the cultural identity of the nation of origin. Spotlight on Latin America <a href="http://ow.ly/slsD3">http://ow.ly/slsD3</a>	07/01	L: 200 S: 107
We're excited about our new project, empowering rural women in Jordan through heritage conservation! Um el-Jimal is on Jordan's tentative list for <a href="#">#WorldHeritage</a> inscription and represents a great development opportunity for the local community <a href="http://ow.ly/sL4GA">http://ow.ly/sL4GA</a>	20/01	L: 200 S: 54

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

### 3.2. Microblogs:

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

#### Variation January 2014 vs December 2013

Followers/Fans		January 2014	December 2013	Variation vs December
Total (all languages)		737 158	706 932	+4.28%
Twitter	English	290 219	268 514	+8.08%
	Spanish	118 237	113 776	+3.92%
	Arabic	21 631	20 835	+3.82%
	French	10 508	10 228	+2.74%
	Russian	1 696	1 628	+4.18%
Sina Weibo	Chinese	200 457	196 841	+1.84%
Tencent Weibo	Chinese	94 410	95 110	-0.74%

#### Top 10 Twitter Posts in January

Message	Posted	Re-tweets
69y ago today, <a href="#">#Auschwitz</a> was freed. Jan 27 is Intl <a href="#">#Holocaust</a> Remembrance Day <a href="http://ow.ly/sEmsm">http://ow.ly/sEmsm</a> <a href="#">@AuschwitzMuseum</a> <a href="#">#HolocaustDay</a>	26/01	640
Retweeted by <a href="#">UNESCO Auschwitz Memorial</a> @AuschwitzMuseum 27 janv. Former <a href="#">#Auschwitz</a> prisoners with Auschwitz Memorial director and staff paid homage to the victims of Auschwitz. <a href="http://pic.twitter.com/YCXTTBhYn3">pic.twitter.com/YCXTTBhYn3</a>	27/01	217
Here's an inspiring quote to encourage all of us to act for peace in 2014. We wish you all a happy new year! <a href="http://pic.twitter.com/AhdGqnR6uP">pic.twitter.com/AhdGqnR6uP</a>	01/01	215
Culture is much more than stones and monuments - culture is who we are, it is what brings us together as a single community	06/01	198
250 millones de niños no van a la escuela o, si van, aprenden poco o nada <a href="#">@EFAreport</a> . <a href="http://bit.ly/LnEjHa">http://bit.ly/LnEjHa</a> <a href="http://pic.twitter.com/WR0otauEEU">pic.twitter.com/WR0otauEEU</a>	29/01	171
2/3 of the world's 774 million illiterate adults are women. There's no justification for denying women an education. It's a <a href="#">#humanright</a>	08/01	147
½ of the world's 6700 languages are in danger of disappearing. About 96% are spoken by only 4% of world population <a href="http://ow.ly/s4gbM">http://ow.ly/s4gbM</a>	02/01	145
Education is the most important factor in escaping poverty. Today 1/4 of the youth population in poor countries can't read a single sentence	23/01	143
A quality education isn't just about academics. It fosters global citizens who care about <a href="#">#humanrights</a> , public affairs <a href="#">#educationfirst</a>	03/01	140
A child whose mother knows how to read is 50% more likely to survive past the age of 5. Education is a human right <a href="http://ow.ly/s4gfe">http://ow.ly/s4gfe</a>	01/01	139



### Top 5 Sina Weibo Posts in January

Message	Posted	Re-posts/ Comments
The 27 January 1945 marks the anniversary of the liberation of the Nazi German Concentration and Extermination Camp of Auschwitz-Birkenau by the Soviet troops in 1945. This date was proclaimed #International Day of Commemoration in memory of the victims of the Holocaust# by the United Nations General Assembly. The Nazi regime and its collaborators systematically murdered about six million Jewish men, women and children during the Second World War. <a href="http://t.cn/8F5CU7g">http://t.cn/8F5CU7g</a>	22/01	290
#The year 2014 has been proclaimed the International Year of Crystallography# Exactly a century ago, it was discovered that X-rays could be used to 'see' the structure of matter in a non-intrusive manner. Today, X-ray crystallography has become the leading technique for studying the structure of matter at the atomic or molecular level. <a href="http://t.cn/8FGNjyQ">http://t.cn/8FGNjyQ</a>	20/01	266
Newly released report #Education for All Global Monitoring Report#. <a href="http://t.cn/8FxiCUY">http://t.cn/8FxiCUY</a> A global learning crisis is costing governments \$129 billion a year. Ten per cent of global spending on primary education is being lost on poor quality education that is failing to ensure that children learn. This situation leaves one in four young people in poor countries unable to read a single sentence.	29/01	146
UNESCO Director-General says education is a top priority in response to #the Syrian crisis#. Inside Syria, where 2.3 million have stopped attending school, and in refugee-hosting countries, where over 60 percent of the school-age refugees (735,000) are not enrolled in school. The situation is particularly worrisome for youth, as secondary and higher education are largely underfunded within the humanitarian response. <a href="http://t.cn/8F43SvF">http://t.cn/8F43SvF</a>	17/01	83
Building a world of human rights and dignity: What's ahead for UNESCO in 2014? "The vision of a world of human rights and dignity; the vision of humanity as a single community; the vision of a stronger multilateral order, a stronger United Nations." This premise will inform UNESCO's work in addressing today's greatest challenges, such as unevenly distributed development, environmental degradation, and conflict. <a href="http://t.cn/8FtXGmu">http://t.cn/8FtXGmu</a>	23/01	76

### Top 3 Tencent Weibo Posts in January

Message	Posted	Re-posts
The latest # Global Monitoring Report # <a href="http://url.cn/PQwMyQ">http://url.cn/PQwMyQ</a> A global learning crisis is costing governments \$129 billion a year. Ten per cent of global spending on primary education is being lost on poor quality education that is failing to ensure that children learn. This situation leaves one in four young people in poor countries unable to read a single sentence.	29/01	58
# International Holocaust Remembrance Day # 27 January marks the anniversary of the liberation of the Nazi German Concentration and Extermination Camp of Auschwitz-Birkenau by the Soviet troops in 1945. This date was proclaimed International Day of Commemoration in memory of the victims of the Holocaust by the United Nations General Assembly. The Nazi regime and its collaborators systematically murdered about six million Jewish people. <a href="http://url.cn/Og1HWD">http://url.cn/Og1HWD</a>	22/01	51
#2014 International year of crystallography# The year 2014 has been proclaimed the International Year of Crystallography. Exactly a century ago, it was discovered that X-rays could be used to 'see' the structure of matter in a non-intrusive manner. Today, X-ray crystallography has become the leading technique for studying the structure of matter at the atomic or molecular level. Did you know? It forms the backbone of a wide range of industries, including pharmaceuticals, agro-foodstuffs, aeronautics, computing, mining and space sciences. It is essential for the development of almost all new materials. <a href="http://url.cn/NbGP4E">http://url.cn/NbGP4E</a>	20/01	30

### 3.3. Video Traffic

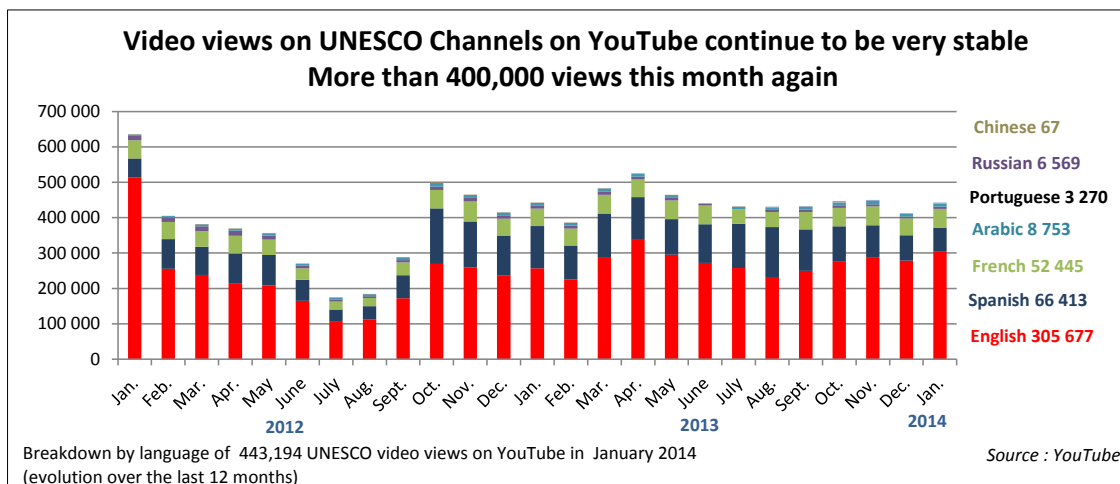
Video views are tracked on YouTube and Youku.

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

##### Variation January 2014 vs December 2013

Video views	January 2014	December 2013	Variation vs Dec.
Total (all languages)	443 194	413 431	+7.20%
English	305 677	278 365	+9.81%
Spanish	66 413	71 729	-7.41%
French	52 445	47 871	+9.55%
Arabic	8 753	7 918	+10.55%
Russian	6 569	4 772	+37.66%
Portuguese	3 270	2 727	+19.91%
Chinese	67	49	+36.73%

Subscribers	January 2014	December 2013	Variation vs Dec.
Total (all languages)	1 047	1 136	-7.83%
English	749	813	-7.87%
Spanish	123	147	-16.33%
French	97	74	+31.08%
Arabic	31	50	-38.00%
Portuguese	29	30	-3.33%
Russian	17	17	0.00%
Chinese	1	5	-80.00%



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

305 677 views in January 2014		Subject	Total views
1	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	28 478
2	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	28 390
3	Kabuki Theatre	CLT/ITH	14 654
4	Baul Songs	CLT/ITH	6 129
5	Lacemaking in Croatia	CLT/ITH	5 913
6	Karagöz	CLT/ITH	5 211
7	Georgian Polyphonic Singing	CLT/ITH	5 004
8	The Seeds of Peace A Stop Motion Film by Elena K	BSP/Culture of Peace	4 386
9	Taekkyeon, a traditional Korean martial art	CLT/ITH	4 379
10	Sekishu-Banshi: papermaking in the Iwami region of Shimane Prefecture	CLT/ITH	4 319

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

66 413 views in January 2014		Subject	Total views
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	13 642
2	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	4 680
3	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	4 091
4	La huaconada, danza ritual de Mito	CLT/ITH	2 191
5	Aprender a Proteger la Biodiversidad	ED	2 104
6	Los parachicos en la fiesta tradicional de enero de Chiapa de Corzo	CLT/ITH	1 533
7	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	1 393
8	El Silbo Gomero, lenguaje silbado de la isla de La Gomera (Islas Canarias)	CLT/ITH	1 345
9	La pirekua, canto tradicional de los p'urhépechas	CLT/ITH	903
10	Intervención del Presidente del Ecuador ante la Conferencia General de la UNESCO	UNESCO	819

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

	<b>52 445 views in January 2014</b>	<b>Subject</b>	<b>Total views</b>
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	5 865
2	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	2 324
3	Bouba & Zaza	ED	2 173
4	Routes de l'Esclave: une vision globale	CLT	1 977
5	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	1 966
6	Le repas gastronomique des Français	CLT/ITH	1 681
7	Une école maternelle à Paris: 24 heures par semaine a partir de 3 ans	ED	1 544
8	Le Maloya	CLT/ITH	1 517
9	Le chant polyphonique géorgien	CLT/ITH	1 213
10	Le Cantu in paghjella profane et liturgique de Corse de tradition orale	CLT/ITH	1 158

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

	<b>8 753 views in January 2014</b>	<b>Subject</b>	<b>Total views</b>
1	Tsunami warning system	IOC	692
2	Reviving Earth Architecture in the Jordan Valley - Palestine	CLT	480
3	Petra	WHC	342
4	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	WHC	233
5	Palace and Park of Versailles	WHC	193
6	Venice and its Lagoon	WHC	188
7	Journeys to school	ED	170
8	Medina of Fez	WHC	170
9	Lines and Geoglyphs of Nasca and Pampas de Jumana	WHC	160
10	Prehistoric Sites and Decorated Caves of the Vézère Valley	WHC	141

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

	<b>6 569 views in January 2014</b>	<b>Subject</b>	<b>Total views</b>
1	Mill Network at Kinderdijk-Elshout	WHC	709
2	Video n°18 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	291
3	Mausoleum of the Taj Mahal (Agra)	WHC	285
4	Prehistoric Sites and Decorated Caves of the Vézère Valley	WHC	242
5	Alsou Abramova UNESCO Artist for Peace	UNESCO	223
6	Petra	WHC	174
7	Royal Botanic Gardens, Kew	WHC	166
8	Historic Centre of Brugge	WHC	142
9	Yellowstone National Park	WHC	136
10	Lake Malawi National Park	WHC	135

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

	<b>3 270 views in January 2014</b>	<b>Subject</b>	<b>Total views</b>
1	Vídeo da UNESCO celebra 53 anos de Brasília	UNESCO	1 046
2	N/A	N/A	846
3	Dia Nacional de Visibilidade Trans: 29 de janeiro	ED	359
4	Serra Capivara	CLT/WHC	333
5	UBoas práticas do Programa Mais Educação	ED	309
6	UNESCO celebra Dia da Língua Portuguesa	ED	170
7	Ano Internacional de Cooperação pela Água	SC	49
8	Eu quero preservar nosso oceano -- Campanha Green and Blue -- Rodrigo Santoro	IOC	25
9	Eu quero educação de qualidade - Campanha Green and Blue - MV Bill	ED	21
10	Vídeos Vencedores Concurso "Professor, você tem uma nova mensagem"	ED	18

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

	<b>67 views in January 2014</b>	<b>Subject</b>	<b>Total views</b>
1	Huang Nubo supports UNESCO	CLT	18
2	Aowen Jin, Chinese Artist and social commentator	CI	10
3	Tribute to Malala Yousafzai	ED	8

4	40 <sup>th</sup> Anniversary of the World Heritage Convention	WHC	6
5	UNESCO History	UNESCO	5
6	Education for All: Mr Tang video interview	ED	5
7	Journeys to school	ED	4
8	World Press Freedom	CI	4
9	Ocean	IOC	2
10	Patrimonto	WHC	1

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

#### -Top 10 Videos

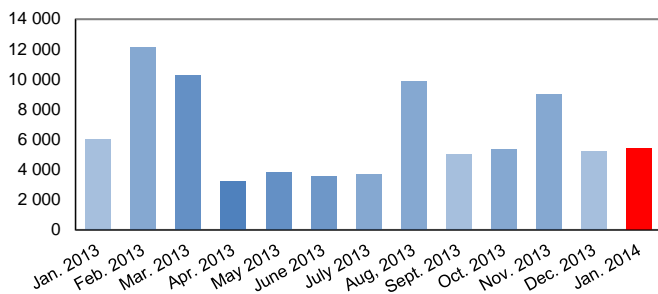
Video	Posted	Total Views
57 million out-of school children in the world	11/06/13	35 165
UNESCO History	19/07/13	21 184
International Year of Water Cooperation	12/02/13	18 072
Intangible heritage traditional Chinese shadow play	11/12/11	16 486
Safeguarding community's living heritage	07/12/12	13 554
40 years of World Heritage Convention	22/06/12	10 423
UNESCO's Hangzhou International Congress : "Culture: Key to Sustainable Development"	07/05/13	8 333
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	23/06/11	6 279
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	03/03/11	4 671
Intangible heritage Kunqu Opera-the Peony Pavilion by Jun Zhang	14/05/11	2 044

### 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 2014	January 2014	Variation vs Y-1	Variation vs M-1
Downloads	40 389	40 389	-40.67%	+13.86%
Unique Visitors	170 203	170 203	-44.81%	+1.72%
Visits	806 054	806 054	-25.10%	-7.97%
Page views	19 070 729	19 070 729	-24.55%	+2.63%
Info pane with UNESCO logo & text	76 589	76 589	-58.39%	+0.28%
Open UNESCO page from Heritage	5 372	5 372	-12.88%	+3.21%
Distinct UNESCO WHC pages opened	225	225	-17.28%	-14.77%
Most viewed UNESCO page	<a href="#">Site of Palmyra</a>	<a href="#">Site of Palmyra</a>		

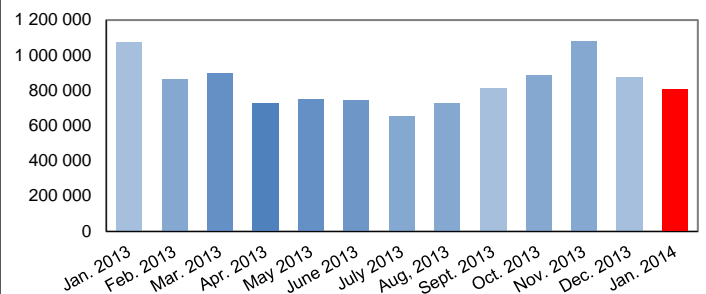
**WHC pages opened from Fotopedia/World Heritage are stable after the Nov. Apple featuring**



CLT/WHC webpages opened from Fotopedia/World Heritage iPhone/ iPad "app" in January 2014 (last 12 months)

Source: Fotopedia

**Fotopedia-Heritage "App" visits dropped for the second consecutive month after the Nov. Apple featuring**



Fotopedia/World Heritage iPhone/iPad "app" visits in January 2014 (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:

Themes	Nb of photos	%
UNESCO	50	31%
Culture	68	43%
Education	25	16%
Natural Sciences	10	6%
Social and Human Sciences	5	3%
Communication and Information	2	1%
<b>TOTAL</b>	<b>160</b>	<b>100%</b>

Origin of request	Nb of requests	%
Media: Written and Audiovisual and Press	49	31%
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	98	61%
Education (Schools, Universities, teachers, researchers)	3	2%
Private sector	10	6%
Government	0	0%
Public sector (Museums, Bookshops)	0	0%
Others	0	0%
<b>TOTAL</b>	<b>160</b>	<b>100%</b>

Use of photos	Nb of photos	%
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	113	71%
Exhibitions	0	0%
Websites	22	14%
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	25	16%
Private use	0	0%
<b>TOTAL</b>	<b>160</b>	<b>100%</b>

### 4.2 Photo service

#### Number of photos

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

N/A for January

## 5. UNESCO Documents and Library

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

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

In January, there were 142 401 records available online in PDF format (**141 885** in December), including documents, publications, communication material and other working documents.

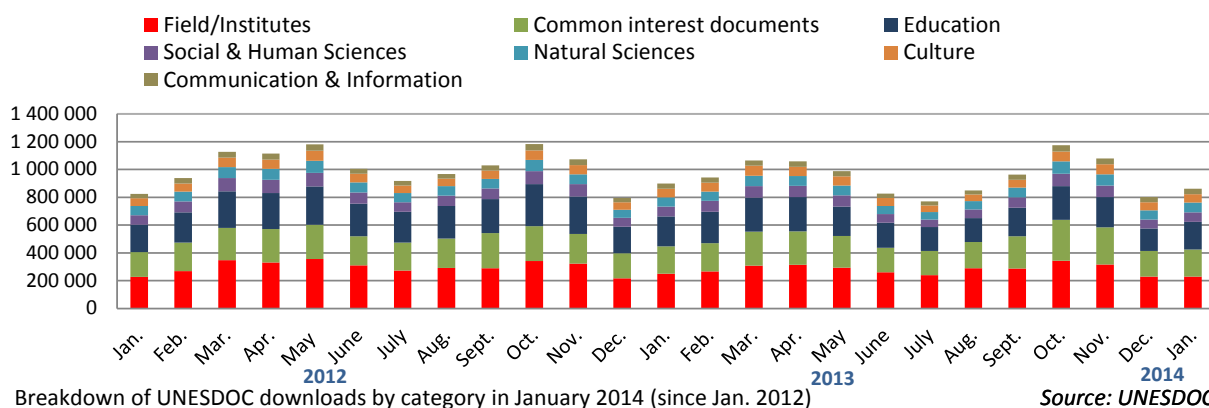
Note: PDF downloads measured by UNESDOC represent only hits and do not reflect necessarily successful downloads. Statistics may therefore show too high figures.

#### 5.1.1 Statistics of consultation

<b>Total number of downloads in January</b>	<b>860 984</b>
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	9 797	198 458	+23.65%	20
Natural Sciences	9 767	70 240	+4.15%	7
Social and Human Sciences	5 739	69 220	+7.57%	12
Culture	3 600	58 533	-0.08%	16
Communication and Information	2 444	39 775	+8.73%	16
Field & Institutes	9 413	229 791	-0.08%	24
Common interest documents	NA	194 967	+5.94%	NA

#### After two consecutive months of drops, total number of downloads is up again (+7%), in particular concerning Education documents (+23%)



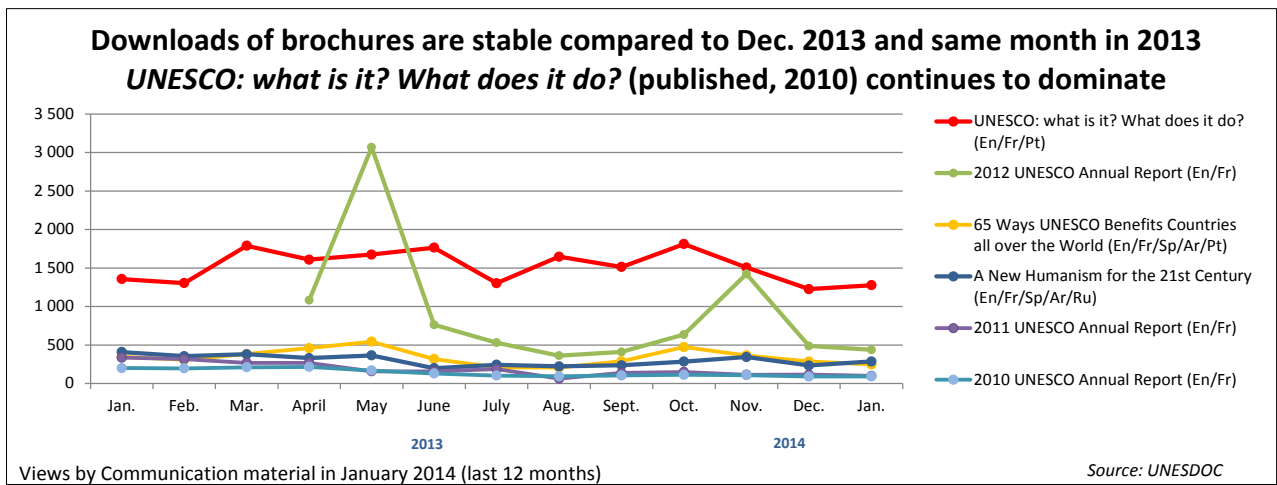
#### 5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	85 360
2	France	52 231
3	United Kingdom of Great Britain and Northern Ireland	45 085
4	Mexico	36 252
5	Spain	25 748
6	Brazil	25 137
7	China	15 004
8	Germany	14 755
9	India	14 745
10	Canada	14 571

11	Philippines	10 600
12	Algeria	10 245
13	Peru Morocco	9 682
14	Venezuela (Bolivarian Republic of)	9 054
15	Colombia	7 852

### 5.1.3 Printable Communication materials

Title	Total downloads in January							Total
	EN	FR	SP	RU	AR	ZH	POR	
<a href="#">UNESCO: what is it? What does it do?</a>	896	338	/	/	/	/	43	1 277
<a href="#">2012 UNESCO Annual Report</a>	339	98	/	/	/	/	/	437
<a href="#">65 Ways UNESCO Benefits Countries all over the World</a>	121	53	36	/	2	/	35	247
<a href="#">A New Humanism for the 21st Century</a>	151	69	41	21	4	/	/	286
<a href="#">2011 UNESCO Annual Report</a>	66	32	/	/	/	/	/	98
<a href="#">2010 UNESCO Annual Report</a>	71	20	/	/	/	/	/	91
<b>TOTAL</b>	<b>1 644</b>	<b>610</b>	<b>77</b>	<b>21</b>	<b>6</b>	<b>0</b>	<b>78</b>	<b>2 436</b>



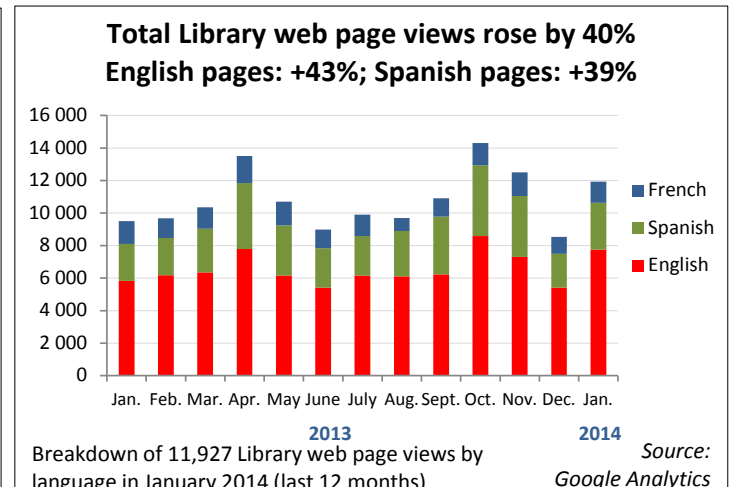
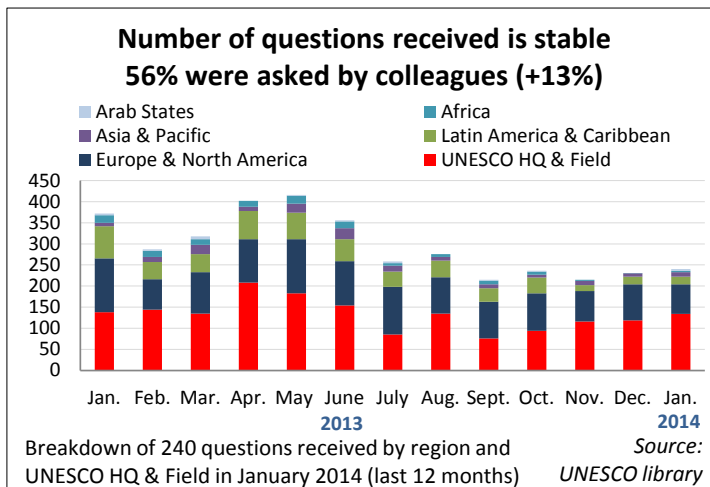
### 5.2. UNESCO Library - <http://www.unesco.org/library>

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

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

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

#### 5.2.2 Web page views:



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

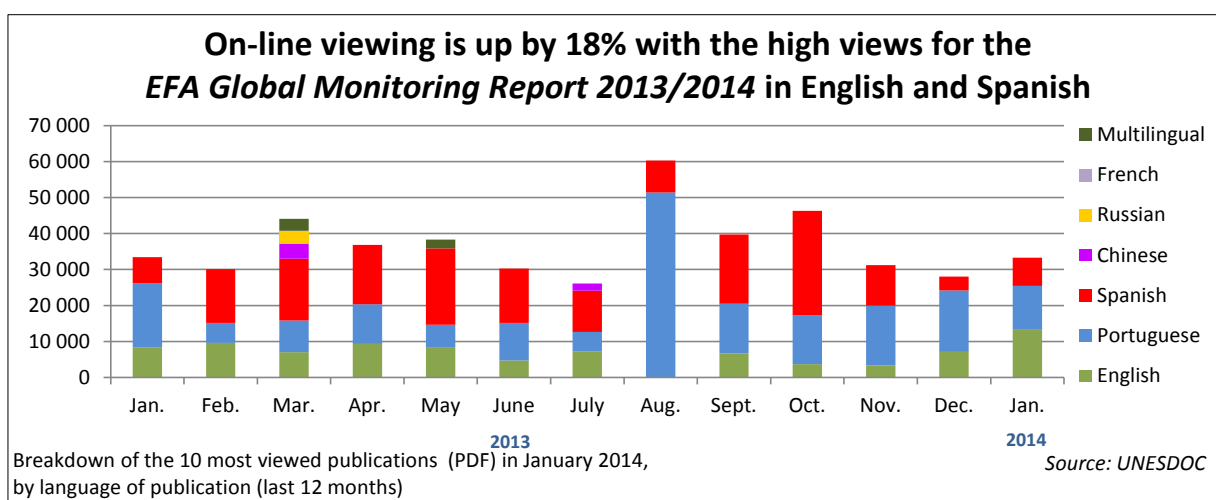
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical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

Online viewing of UNESCO top ten publications in January increased by 18% and is more or less at the same level as same month last year. The *EFA Global Monitoring Report 2013-2014* is doing well in English and in Spanish while the Portuguese version of the *General History of Africa* is again very popular with four volumes in the top ten. The *World Water Development Report 4* and the *Engineering Report* maintain their good ratings. Once again figures for UNESCO Publications on Google Books are not available for this month and will be published hopefully in February's Monthly Report. Low sales in the bookshop reflect its closure for a large part of January for building work. On-line sales were dominated by two Fundamentals by IIEP and World Heritage titles are the best sellers.

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

	Title	Sector	Language	Views	Published
1	Teaching and learning: achieving quality for all; EFA global monitoring report, 2013-2014	ED	English	5 932	Paris, UNESCO, 2014
2	História geral da Africa, I: metodologia e pré-história da Africa (General history of Africa, I: Methodology and African prehistory)	CLT	Portuguese	4 872	Brazil, 2010
3	Enseñanza y aprendizaje: lograr la calidad para todos; informe de seguimiento de la EPT en el mundo, 2013- 2014 (Teaching and learning: achieving quality for all; EFA global monitoring report, 2013-2014)	ED	Spanish	4 547	Paris, UNESCO, 2014
4	Seven complex lessons in education for the future	ED	Spanish	3 360	Buenos Aires, 2001
5	História geral da Africa, II: Africa antiga (General history of Africa, II: Ancient civilizations of Africa)	CLT	Portuguese	2 673	Brazil, 2010
6	Environmental education activities for primary schools: suggestions for making and using low cost equipment	ED	English	2 509	UNESCO, 1992
7	Engineering: issues, challenges and opportunities for development; UNESCO report	SC	English	2 429	Paris, 2010
8	História geral da Africa, VIII: Africa desde 1935 (General history of Africa, VIII: Africa since 1935)	CLT	Portuguese	2 424	Brazil, 2010
9	United Nations world water development report 4: managing water under uncertainty and risk	SC	English	2 331	Paris, 2012
10	História geral da Africa, VII: Africa sob dominação colonial, 1880-1935 (General history of Africa, VII: Africa under colonial domination, 1880-1935)	CLT	Portuguese	2 242	Brazil, 2010

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



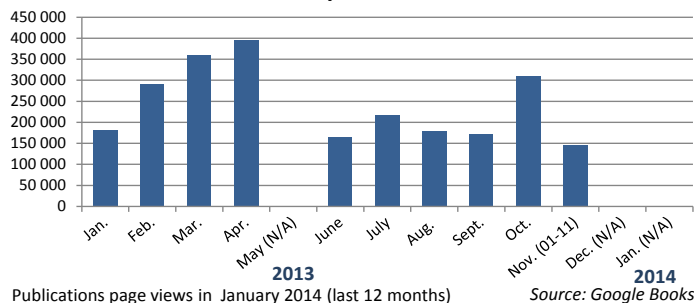


## 6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **382** UNESCO publications (mainly recent titles) are available on the service, which allows readers to search for and browse these books online.

Month	Publications on Google Books	Book visits	Pages viewed	Book visits with buy clicks
January 2014	382	NA	NA	NA
January 2013	276	11 392	182 327	117

No Google Books page views since mid Nov. 2013 due to a technical problem with their site



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

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

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

## 6.3. UNESCO Bookshop bestsellers\*

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

Publication	Copies sold	Sector
	8	CI
	7	CLT/WHC
	5	CLT/WHC
	4	ED
	4	ED

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

Publication	Copies sold	Publisher
	10	Panasonic
	2	Editions Gelbart
	1	Our Place Publishing
	1	FloreSoleil Editions
	1	Odile Puren Adda-Branco

## 6.4. Online and international sales

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

Publication	Copies sold	Sector
	33	CLT/WHC
	22	IIEP
	21	IIEP
	20	CLT
	12	CLT

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

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

Title	Copies sold	Sector
Revista Patrimonio Mundial N° 69 Los paisajes agrícolas del Patrimonio Mundial	0	CLT/WHC
Free Flow - Reaching Water Security through Cooperation	0	SC
Rankings and Accountability in Higher Education - Uses and Misuses	0	ED
Museum International N° 251/252 Les arts de la péninsule arabe - L'exemple des Émirats Arabes Unis	0	CLT
Fundamentals of Educational Planning series, N°97 The Bologna Process: Its impact in Europe and beyond	0	IIEP

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

Title	Copies sold	Sector
Pressing for Freedom: 20 Years of World Press Freedom Day	0	CI
Lumbini: Birthplace of Buddha / Lumbini, lieu de naissance du Bouddha	0	CLT
Journeys to School	1	ED
African World Heritage: A remarkable Diversity / Patrimoine mondial africain: une diversité remarquable	1	CLT/WHC
J'écris avec Bouba et Zaza	1	ED

\* Figures do not include sales of publications by co-publishers, partners or, in the case of the IIEP, by the Institute itself. Due to building work, the bookshop was only open this month from 2 to 10 January 2014.

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

Contract No.	Title	Publisher	Language	Date signed
J.2014-001	Commentary on the 1970 UNESCO Convention (second edition)	UNESCO/Institute of Art and Law	French	16/01/2014
J.2014-002	SciELO: 15 Years of Open Access (an analytic study of Open Access and scholarly communication)	UNESCO/Scientific Electronic Library Online – FAPESP Program (SciELO)	English, Spanish and Portuguese	23/01/2014

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

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Oxford University Press (South Africa)	A short extract from UNESCO's website: <a href="#">UNESCO and National Geographic partner with Intercontinental Hotels for Responsible Business Week 2012</a> , text only, © UNESCO 1992-2013	In the work entitled " <i>Oxford Successful Tourism Grade 12 LB</i> ", to be published in July 2013, 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 as well as in electronic form (200 e-book copies).	Non-exclusive world rights are granted for this edition only in printed and electronic forms, in English and Afrikaans languages only. Fee: 250 USD Mention of the source and due acknowledgement of UNESCO	7/01/2014
The American Society of Civil Engineers	A figure extracted from UNESCO publication, <i>Integrated Urban Water Management: Arid and Semi-Arid Regions, Case Study II: Integrated urban water management in the Tucson, Arizona metropolitan area</i> (R. G. Arnold and K. Arnold), Figure 4, p.121 © UNESCO 2009.	In the article entitled " <i>Economics of Ion Exchange vs. Vibratory Shear Enhanced Processing (VSEP®) For Minimization of Reverse Osmosis Concentrate Volume</i> ". Journal of Environmental Engineering to be published by 30 June 2014, in print form and in electronic form. The article will be accessible to all ASCE members and to everyone who are members of the libraries that are subscribed to ASCE Journal of Environmental Engineering, the cost of which depends on the modalities of the membership.	Non-exclusive world rights are granted for this edition only, in the English language only, in the formats indicated. Free of charge Mention of the source and due acknowledgement of UNESCO	20/01/2014

Cengage Learning-Wadsworth	The Seville Statement on Violence, 1986 (subsequently adopted by the General Conference during its 25 <sup>th</sup> session, 17October-16 November 1989), © UNESCO 1986	In the work entitled “ <i>International Relations, 5<sup>th</sup> edition</i> ”, by Keith Shimko, to be published on or before 31 December 2016, for a total combined quantity (print and electronic, password-protected form, including eBook of the student edition and instructor editions) of 40,000 copies to be sold at 129.89 USD per unit.	Non-exclusive world rights are granted, including derivative rights, for this fifth edition only, in the English language only, in printed and electronic forms. Free of charge. Mention of the source and due acknowledgement of UNESCO	24/01/2014
Centre Régional de Documentation Pédagogique de Martinique	Extraits des textes suivants: 1. “The establishment of primary centres and primary plantations” by Frank Moya Pons, in General History of the Caribbean Vol.II-New societies : the Caribbean in the long sixteenth century, pp. 62-63, © UNESCO 1999; 2. “The Cuban revolution and its impact on the Caribbean” by Marieféli Pérez-Stable, in General History of the Caribbean Vol.V-The Caribbean in the twentieth century, p.294, © UNESCO 2004.	Dans une publication en langue anglaise dans le cadre du projet Mosaic (i.e. a set of teaching resources), à paraître en mars 2014 en format imprimé avec CD-ROM pour un tirage de 1000 exemplaires vendus au prix unitaire de 20 euros	Droit de reproduction non-exclusif uniquement pour cette édition en langue anglaise, et uniquement pour les formats décrits ci-dessus. A titre gracieux. Mention de la source.	27/01/2014
Editions Hatier	Un court extrait provenant du matériel suivant : - Philippe Haeringer, Des rue aux couleurs du présent, in Le Courrier de l’UNESCO, XLII, 8, p.22 et s. © UNESCO 1989	Dans un ouvrage scolaire intitulé « TD BTS 1 <sup>e</sup> année-Culture générale et expression » à paraître en mai 2014 en format imprimé, pour un tirage de 8400 exemplaires vendus au prix de 8.90 euros. L’ouvrage sera également disponible en format numérique, par téléchargement pour une commande estimée à 100 exemplaires maximum, vendus au prix unitaire de 8.90 euros.	Droit de reproduction non-exclusif uniquement pour cette édition en langue française, pour distribution en France. Somme forfaitaire de 50 euros. Mention de la source.	30/01/2014
Oxford University Press	An adapted extract of the following material: Literacy for Life: Education for All Global Monitoring Report 2006, Chapter 8, The Making of Literate Societies, p. 190, © UNESCO 2005	In the publication entitled “Elements of Success: Grammar for Language Learning – Level 3 by Linda Lee and Anne Ediger to be published by 31 August 2014. The anticipated life sales will amount to 155,556 units sold. The program will consist of a student book (print and e-book), a split edition (print and e-book), an online version and iTools. The program price will be 56.92 USD.	Non-exclusive world rights are granted for the life of this edition only, in the English language only, in the formats indicated. Fee: 250 USD. Mention of the source and due acknowledgement of UNESCO	31/01/2014

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

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

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

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
ED	8	8		
SC	6	6		
CI	4	2	2	
CLT	4	1	3	
BSP	2	2		
ERI	1	1		
SHS	1	1		
<b>Total</b>	<b>26</b>	<b>21</b>	<b>5</b>	<b>-</b>

### 7.2 Events organized by Field Offices/ Institutes

Amman	1
Hanoi	1
Nairobi	1
Rabat	1
Venice	1
<b>Total</b>	<b>5</b>

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

Type of Events taking place	at HQS	away from HQS
Category 2-Intergovernmental meeting	-	-
Category 3- Non-governmental conference	-	-
Category 4- International Congress	-	-
Category 5-Advisory Committee	-	-
Category 6-Expert Committee	1	-
Category 7-Seminars and Workshops	1	4
Category 8-Symposium	1	-
Event under patronage	-	-
Exhibition	1	2
Internal meeting	1	-
Headquarters Committee	-	-
Concert	1	-
Show	-	-
Consultative Meeting	1	-
Meeting by Member States or Institutions	2	1
Interagency meeting	-	1
Film Projection	-	-
Special Event	3	5
Working group/Expert Meeting	-	1
Information meeting for Permanent Delegations	-	-
Executive Board	-	-
Prize Giving ceremony	-	-
<b>Total</b>	<b>12</b>	<b>14</b>

## 8. UNESCO Headquarters

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

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

### 8.1. Conferences and Meetings

#### 8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
01-17/01	Comités de lecture des résolutions de la Conférence générale	GBS/SCG	Bureau S373	10
13-15/01	Atelier séminaire sur la Prospective	BSP/FOR	Salle XV	20
20-21/01	Ouverture de l'Année internationale de la cristallographie 2014	SC/BES	Diverses salles	1 300
20-22/01	International Assistance Panel & Groupe de travail (WHC)	CLT/WHC/PCM	Salle VII	40
21-22/01	WHC/AB Meeting	CLT/WHC/PCM	Salle VI	40
23-24/01	Orientation Session & Working Group	CLT/WHC/PCM	Salle XI	40
23-24/01	Réunion des Chaires UNESCO sur l'enseignement supérieur	ED/BHL/HED	Diverses salles	85
23-24/01	Séminaire de synthèse : projet de l'UNESCO sur les effets du changement climatique dans les régions montagnards	SC/HYD/HGC	Salle XIII	80
27/01	Conférence « L'impact de l'enseignement de l'Holocauste : comment évaluer les politiques et les pratiques ? », dans le cadre de la Journée internationale dédiée à la mémoire des victimes de l'Holocauste	ED/PSD/PHR	Salle IV	250
27-31/01	Réunion WHC - Advisory Bodies	CLT/WHC/PCM	Salle VI	40
28/01	Réunion d'information sur le projet GIQAC	ED/BHL/HED	Salle VIII	30
28/01	Révision de la politique d'évaluation	IOS/DIR	Salle VII	20
Total participation				<b>1 955</b>

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

#### 8.1.2 External rentals

Date	Title	Organizer	Place	Public
10-11/01	Conférence « La Justice au XXIe siècle »	Ministère de la Justice	Div. salles	1 800
14-15/01	The Standing International Conference of Inspectorates	Déleg. perm. du Royaume de Suède	Salle VIII	10
16/01	Conférence « À l'interface des Euroïdes et des Mongoloïdes à l'âge de bronze et à l'âge de fer dans l'Altaï Mongol »	Institut des déserts et des steppes (IDS)	Salle XI	180
22-24/01	Journées d'études	APF Formation	Salle I	2 100
25/01	Remise de diplômes	ISG	Salle I	1 300
27-29/01	Congrès des Experts internationaux	Ordre des Experts Internationaux	Salle IX	90
29/01	Conférence "A l'écoute de ma voix intérieure"	OCH	Salle I	1 350
31/01	Remise de diplômes	Novancia Business School	Salle I	1 250
31/01	Réunion des Chaires UNESCO	Commission nationale française	Salle IX	70
Total participation				<b>8 150</b>

#### 8.1.3 Electoral Groups Meetings

Date	Title	Organizer	Place	Public
09/01	Réunion du Groupe Electoral I	Déleg. perm. du Canada	Salle XIII	60
16/01	Réunion du Groupe Francophone	Groupe Francophone	Salle XIII	60
20/01	Réunion du Groupe Electoral I	Déleg. perm. du Royaume de Suède	Salle XIII	50
21/01	Réunion avec les Délégations permanentes dans le cadre du patrimoine	Déleg. Perm. de l'Australie	Salle VIII	40
21-22/01	Réunion plénière du Groupe ASPAC	ASPAC	Salle XVI	50

22/01	Réunion plénière du Groupe 77 et NAM	Groupe 77	Salle XIII	80
22/01	Réunion du Groupe africain	Délég. perm. du Bénin	Salle XIII	40
22/01	Réunion du Groupe africain	Délég. perm. du Sénégal	Salle XIV	50
22/01	Réunion du Groupe Electoral II	Délég. perm. de la Lituanie	Salle VII	45
27/01	Réunion avec d'autres Délégations perm.	Délég. perm. de la Turquie	Salle XIV	40
28/01	Réunion AUC	Délég. perm. du Brunéi Darussalam	Salle XVI	30
28/01	Réunion du Groupe UE	Délég. perm. de la Grèce	Salle XIII	60
29/01	Réunion de la Délégation	Délég. perm. du Portugal	Salle XIV	40
29/01	Réunion du Groupe africain	Délég. perm. de l'Ethiopie	Salle XVI	40
Total participation				<b>685</b>

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

### 8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
27/01-13/02	« Itinéraires dans l'Holocauste », dans le cadre de la Journée internationale dédiée à la mémoire des victimes de l'Holocauste	ED/PSD/PHR + USC Shoah Foundation	Miro III	N/A
27/01-13/02	« Sur les pas des disparus », dans le cadre de la Journée internationale dédiée à la mémoire des victimes de l'Holocauste	ED/PSD/PHR + Mémorial de la Shoah	Salle des pas perdus	N/A
27/01-13/02	« Le monde savait – la mission de Jan Karski pour l'humanité », dans le cadre de la Journée internationale dédiée à la mémoire des victimes de l'Holocauste	ED/PSD/PHR + Délég. perm de la Rép. de Pologne	Salle des Actes	N/A
27/01-13/02	« Les rescapés de la Shoah – courage, volonté, vie », dans le cadre de la Journée internationale dédiée à la mémoire des victimes de l'Holocauste	ED/PSD/PHR	Salle des pas perdus	N/A
27/01-13/02	« Itinéraires dans l'Holocauste », dans le cadre de la Journée internationale dédiée à la mémoire des victimes de l'Holocauste	ED/PSD/PHR + USC Shoah Foundation	Miro III	N/A
Total participation				<b>N/A</b>

### 8.2.2 Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
13/01	Concert «Les Saisons» («Metai»)	Délég. perm. de la Lituanie	Salle I	400
17/01	Spectacle «Beyrouth Superstar »	Délég. perm. du Liban	Salle I	700
22/01	Projection en avant-première du film documentaire «Home Suisse Home»	Délég. perm. de la Suisse	Salle IV	360
27/01	Conférence «L'impact de l'enseignement de l'Holocauste : comment évaluer les politiques et les pratiques ?», dans le cadre de la Journée internationale dédiée à la mémoire des victimes de l'Holocauste	ED/PSD/PHR	Salle IV	250
27/01	Projection du film documentaire «Regina», dans le cadre de la Journée internationale dédiée à la mémoire des victimes de l'Holocauste	Délég. perm. de la Hongrie	Salle IV	200
27/01	Projection du film documentaire «Kisses to the Children», dans le cadre de la Journée internationale dédiée à la mémoire des victimes de l'Holocauste	Délég. perm. de la Grèce	Salle II	350
30/01	Concert « La Traviata »	AIPU	Salle I	1 368
27/01	7 <sup>e</sup> cérémonie dédiée à la mémoire des victimes de la Shoah	ED/PSD/PHR	Salle I	800
Total participation				<b>4 428</b>

### 8.2.3 Special Events

Date	Title	Organizer	Place	Public*
20-22/01	Lancement de l'Année internationale de la cristallographie 2014	SC/BES	Diverses salles	1 300
Total participation				<b>1 300</b>

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

- **12 events** were promoted in the January monthly *Calendar of cultural events* printed out in 1,000 copies (in French), and its electronic version sent out to **25,882 subscribers (758 new subscribers)**.
- **12 events** were organized, co-organized and/or promoted in January by DPI/PRP (Public Relations and Partnerships Section).

### 8.3. UNESCO Visits

The Visitors' Service organized a total of **27 visits** for **787 visitors in January 2014**. Most visitors came within the framework of group visit. The major part of the organized visits was conducted in French for a European and North American public.

#### 1. Requests

Number of emails received	n/a
Number of requests received	n/a
Accepted requests	27
Declined requests	n/a

#### 2. Languages

Visits in French	14	52%
Visits in English	11	41%
Other	2	7%

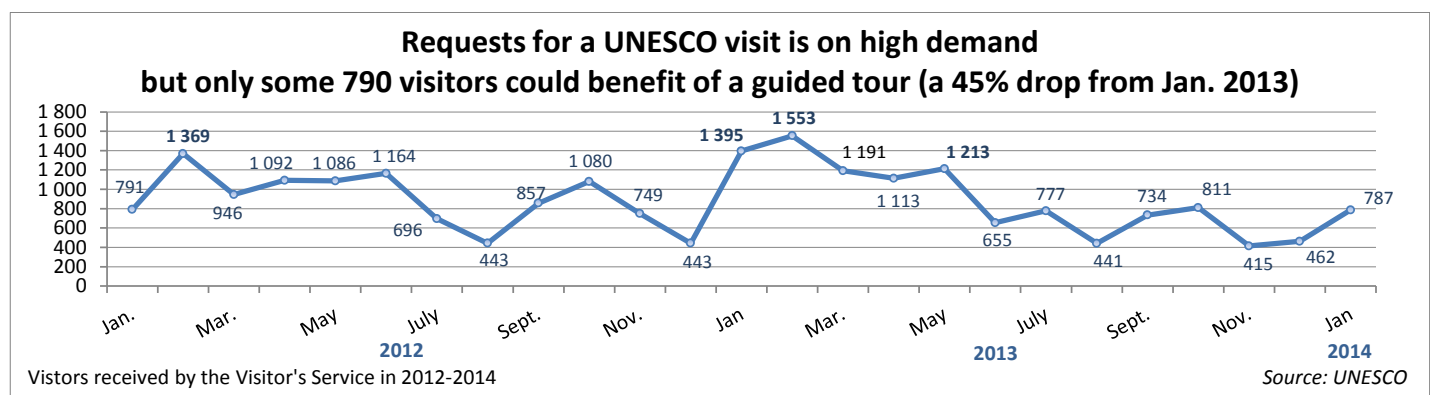
#### 3. Type of visits

Group Visits	23	79%
Spontaneous Visits	0	0%
Individual Visits	4	14%
Incl. Thematic Conferences	2	7%

#### 4. Origin

Europe and North America	559	71%
Asia and Pacific	91	12%
Latin America and the Caribbean	137	17%
Arab States	0	0%
Africa	0	0%

### 5. Profile of visitors



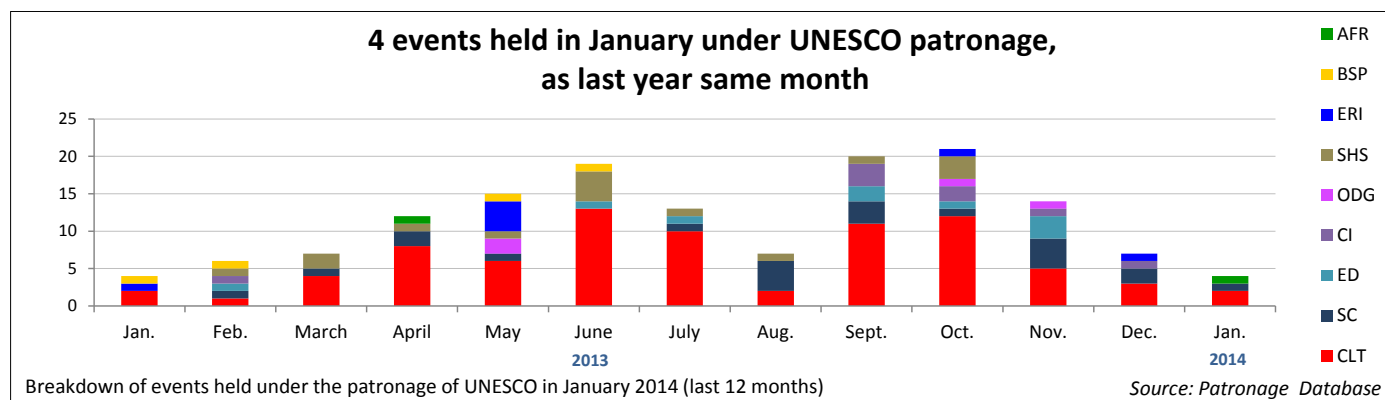
## 9. UNESCO logo exposure

### 9.1. Patronage

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

The following 4 events which have been granted UNESCO's patronage took place in January 2014.

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
15/01	Russian Federation & France	Film documentaire en 3D "Terre des Ours", tourné dans les Volcans du Kamchatka inscrits sur la Liste du Patrimoine mondial et la Réserve de biosphère du Parc Kronotsky.	General public	CLT
25/01	UNESCO HQ	Deux manifestations organisées par la Communauté Africaine de Culture (CAC): - 25 janvier : lancement du concours "Césairement Votre" - 28 juillet : remise des prix aux lauréats du concours	UNESCO network	AFR
27/01	Poland	Exposition de sculptures de Mme Hedva Ser, Artiste pour la paix, "Destruction et renaissance - l'histoire du judaïsme européen"	General public	CLT
31/01	Japan	The 10th Exploration for Disaster Prevention (EDP), Map Contest Award Ceremony	Youth & students	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). Memoranda of Understanding have been recently signed with major press agencies (RIA Novosti / Russia, Xinhua News Agency / People's Republic of China, Al Jazeera / Qatar).

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

### 10.1. NHK (Japan)

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

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

Duration: until December 2014

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

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

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

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

**Regular programs in January (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 in January**

Estimate number of viewers in Japan (Video Research Inc): **1,209,788 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>
02/01	World Heritage Dream Match!	Japanese WH sites which enchanted the World	73 minutes	6.8%

### 10.2. TBS (Japan)

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

Partnership began: 1994

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

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

Countries and regions of broadcast: **Japan**

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

Sponsorship: **SONY**

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience Share</i>
05/01	<a href="#">The World Heritage in Italy 1 (compilation)</a>	30 minutes	6.3%
12/01	<a href="#">The World Heritage in Italy (compilation)</a>	30 minutes	4.9%
19/01	<a href="#">Fagus Factory in Alfeld(Germany)</a>	30 minutes	4.8%

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

Estimate number of viewers in Japan: 4,768,000 (for the first broadcast)

The total number of audience accessed to the program in January was estimated at 14,304,000.

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

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

Partnership began: October 2010

Products: **News and interviews**

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

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

Network: partnership with more than 100 foreign news media

Links to titles by language (other than Chinese)	Nb of reports
<a href="#">English</a>	21
<a href="#">Spanish</a>	19
<a href="#">French</a>	12
<a href="#">Russian</a>	5
<a href="#">Arabic</a>	2
In January, a total of <b>59 reports</b> were released on UNESCO through Xinhuanet	

#### 10.4. RIA Novosti

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

Partnership began: September 2010

Products: **News and interviews**

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

Network: partnership with more than 100 foreign news media

Date	Titles of Reports on UNESCO in Russian	Page views
02/01	<a href="#">Gorny Altai to mark one hundredth anniversary of the first Belukha climb in 2014</a>	166
04/01	<a href="#">Biography of Zurab Tsereteli</a>	414
04/01	<a href="#">Government to save 26.5 million rubles in Baikal expenditure over two years</a>	10 005
05/01	<a href="#">Scientists to study Ukok's rare winged predators in 2014</a>	263
07/01	<a href="#">Nature reserve to be set up in Siberia's Vasyugan Swamps in 2014</a>	307
09/01	<a href="#">Biography of Sergei Paradzhanov</a>	812
10/01	<a href="#">Rains caused a 5% drop in number of tourists visiting Altai nature reserve in 2013</a>	39
13/01	<a href="#">St. Petersburg's Babolovsky Park to be transferred to federal ownership</a>	195
13/01	<a href="#">Matera, the cave construction capital</a>	7 255
14/01	<a href="#">Pushkin Museum of Fine Arts to exhibit Paul Klee and Flemish masterpieces</a>	390
14/01	<a href="#">Russian Ministry of Natural Resources and Environment: No more than seven Russian nature reserves can receive national park status</a>	300
15/01	<a href="#">AirPano.ru to post more than ten spherical panoramas of Kurile Lake</a>	64
16/01	<a href="#">Israel becomes first non-European CERN member</a>	304
16/01	<a href="#">Perm's Beatles fans to commemorate the legendary group with a special concert</a>	266
20/01	<a href="#">Yakutian nature park film to screen in Japan in February</a>	179
20/01	<a href="#">From Phileas Fogg to our day: India's rail museum</a>	1 061
23/01	<a href="#">Department of Culture inspects a construction site by the Vladivostok fortress</a>	365
23/01	<a href="#">St. Petersburg-Kosovo: Fireworks from automatic rifles and the silence of gunpowder</a>	472
23/01	<a href="#">Endangered languages</a>	1 249
23/01	<a href="#">Activists collect over 8,000 signatures to protect the Babolovsky Park</a>	120
23/01	<a href="#">Volgograd to host European Delphic Games in May</a>	187
24/01	<a href="#">Sicilian mafia planned to blow up Leaning Tower of Pisa in 1990s</a>	206
25/01	<a href="#">UNESCO to allocate \$100,000 towards restoring damaged Cairo museum</a>	604
28/01	<a href="#">UNESCO to set St. Petersburg's historical borders in June</a>	81
28/01	<a href="#">Leningrad Region may impose a moratorium on construction on the Koltushskiye Heights</a>	128
30/01	<a href="#">Majority of the world's illiterate adults live in India</a>	318
30/01	<a href="#">The Court ordered to eliminate the violations at the dump sites near the Teletskoe Lake</a>	30
<b>Total reports in Russian: 27</b>		<b>Total page views: 25 780</b>

Date	Titles of Reports on UNESCO in Spanish	Page views
21/01	<a href="#">El Mausoleo de Lenin en la Plaza Roja</a>	63
<b>Total reports in Spanish: 1</b>		<b>Total page views: 63</b>

Date	Titles of Reports on UNESCO in English	Page views
25/01	<a href="#">Nature Reserve Near Sochi to Offer Snowmobile Safaris</a>	10
<b>Total reports in English: 1</b>		<b>Total page views: 10</b>

Date	Titles of Reports on UNESCO in French	Page views
13/01	<a href="#">La Russie verse 1 M USD à la Fondation polonaise Auschwitz-Birkenau</a>	5
<b>Total reports in French: 1</b>		<b>Total page views: 5</b>
<b>TOTAL REPORTS: 30</b>		<b>TOTAL page views in January: 25 858</b>