



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2014/PIPMR/38/REV

Monthly Visibility Report

February 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

Of the UNESCO-organized events during February, World Radio Day was the most successful in terms of media coverage, with broadcasters in all regions referencing the day.

Spanish media gave the most coverage, but it was also well reported in France, China and in Arabic media (all of whom had stations broadcasting from HQ), reaching huge audiences. For example, in France alone, « 7 milliards de voisins », one of RFI's leading development broadcasts was aired from HQ to an audience of 25 million. The programme was devoted to the place of women in radio, which was the theme of the Day.

Otherwise, UNESCO's presence in the media was mostly due to the Organization's links to other news stories.

The most widely covered of these was continuing damage to cultural heritage in Syria. This was boosted by a media briefing on the issue given by Francesco Bandarin in New York, who was widely quoted in subsequent news dispatches.

In the Asian region, the announcements by bodies in South Korea, Japan and China of their intention to propose several controversial items for inclusion on UNESCO's Memory of the World Register (Comfort Women from South Korea, Kamikaze pilots letters from Japan, and the Nanjing massacre from China), also generated scores of articles in leading media. This story has also captured the attention of leading international media, and is likely to continue receiving significant coverage.

The following events are highlighted in the Major Events pages:

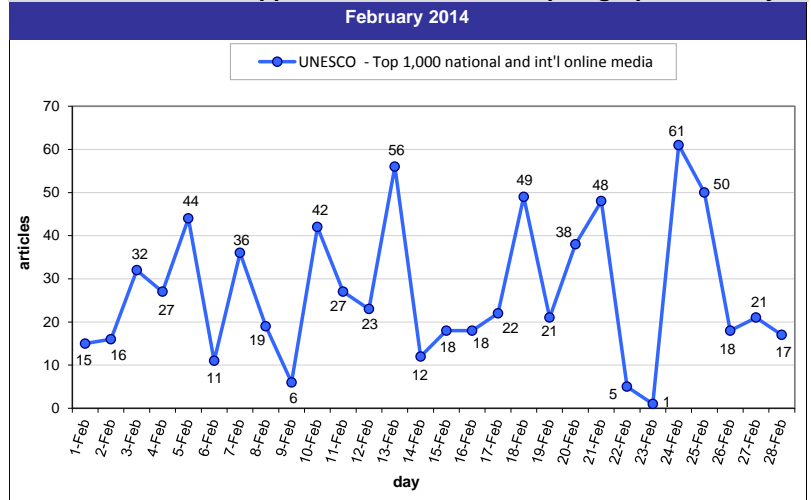
- **World Radio Day 2014 (13/02)**
- **Mobile Learning Week (17-21/02)**

UNESCO Website and Social Media Channels

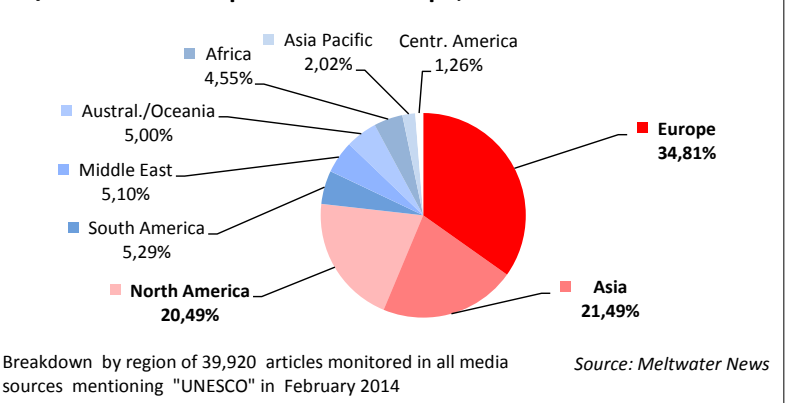
Despite the short month, February visits registered on unesco.org have been stable compared to January (+3.4%), and increased by 7.6% against same month last year. The most notable traffic spike, was experienced, as every year in February, with the web oriented activities related to World Radio Day, while normal activity was registered this year for International Mother Language Day.

Again, the most viewed unesco.org sites were the "World Heritage List" and "Careers", followed by the "Education for the 21st Century" theme. Concerning the visitor's language, English is by far the most used (50%), followed by Spanish (16%) and French (14%). Traffic on unesco.int confirms an upward trend, surpassing last month's already high number of page views (+4%). Unescommunity realized a good score with the news "Director-General writes to STU" and the news about the Information Meeting of the Executive Board.

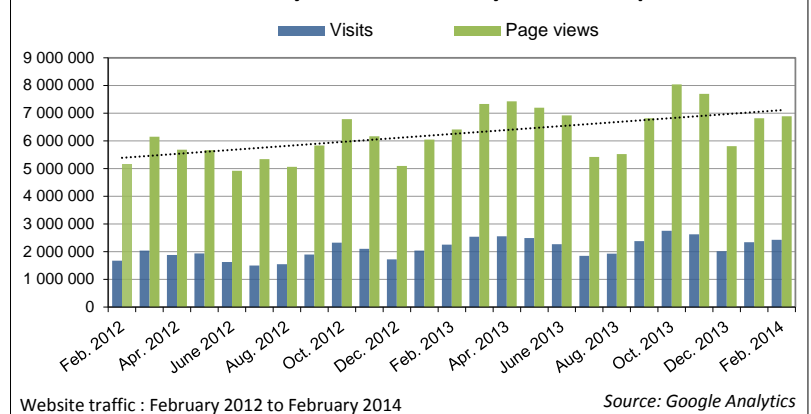
Articles published daily in top 1,000 national and int'l on-line media in which "UNESCO" appears in the title or first paragraph of a story



Almost 40 000 articles monitored worldwide in all media sources 3/4 of them were published in Europe, Asia and North America

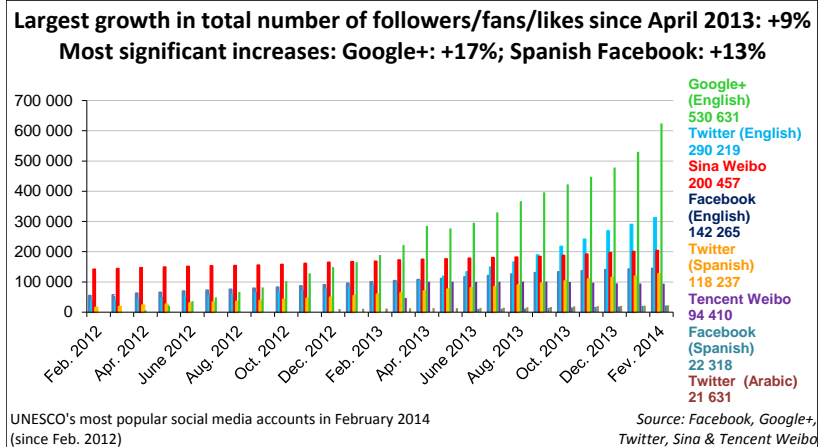
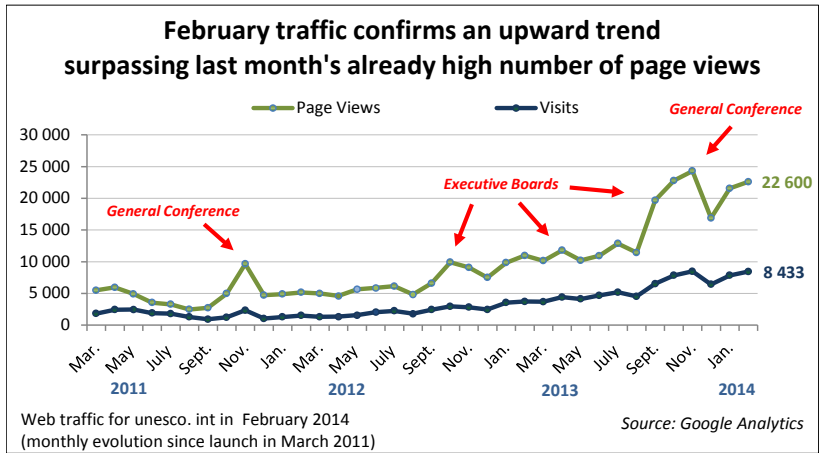


Despite the short month, February web traffic boosted by World Radio Day did not drop



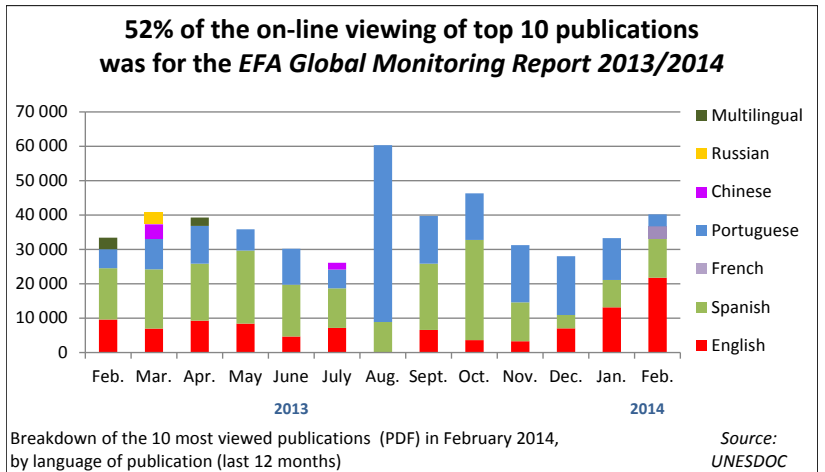
February 2014 was a short, but strong month for social media. Solid accomplishments were made in all central channels, in 6 official languages, and also a number of field offices channels. The collaborative work between HQ and field offices is generating impressive results.

While World Radio Day and Mobile Learning Week are examined in detail in this report, the event that sparked the greatest interest on social media was Int'l Mother Language Day – a testament to the importance of multilingualism in UNESCO's outreach efforts. IMLD related content figure prominently in the month's top posts, across all platforms. Our Portuguese and Spanish content broke existing records on, respectively, our Facebook and Twitter channels. On Facebook, the Brazil office's post on the launch of the Malala Fund (almost identical to posts in other languages) was liked 1,670 times but shared 36K times. Its success demonstrates what is possible when offices cultivate strong referral networks of local influencers – and the need for databases of these influencers to be developed and deployed for all communications outreach. On Twitter, @UNESCO_ES's message clarifying the Organization's role in a commemoration event was retweeted 4,219 times. Cited by many Twitter users in the Spanish-speaking world, it arguably protected the Organization from a social media controversy that saw at least 12K messages published over the course of 3 days.



Publications

Online viewing of UNESCO top ten publications in February increased by 20% and is significantly higher than in February last year (+33%). This is mainly due to the launch of *The EFA Global Monitoring Report 2013/2014* in late January in English, Spanish and French. The Portuguese version of the *General History of Africa* is again very popular as is the *World Water Development Report 4* and the *Engineering Report* which 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 March's Monthly Report. Sales in the bookshop were still low due to the closure of the Fontenoy entrance. Unusually, on-line sales were dominated by two ED titles: *The EFA Global Monitoring Report 2013/2014* and *Holocaust Education in a Global Context*.



UNESCO visits

For the very first time, the visitor's service had to be handled by non-permanent staff, generating a very precarious situation. Given the exceptional circumstances, a massive number of visits had to be turned down. Despite this situation, more than 600 visitors received a guided tour.



Focus on a Field Office

The second episode of this topic aiming to highlight the outreach efforts of a Field Office focuses on our Office in Havana (see p. 7).

Major events:

I. World Radio Day (13 February 2014)

[World Radio Day](#) (WRD) 2014 succeeded in putting a UNESCO concern in the media agenda across the world: on 13 February 2014, the media was covering the issue of gender equality in radio in 155 locations. WRD thus succeeded in influencing the salience of issues in media content, played an agenda-setting role, and induced better knowledge of UNESCO's work.

There were 248 celebrations [throughout the world](#) registered on UNESCO's WRD Crowdmap. WRD continued with its ability to generate a blockbuster social media movement, raising UNESCO for the second consecutive year to "world trending topic" in Twitter. Other media statistics for WRD were flabbergasting too: 15.864 Youtube plays, 2.401 SoundCloud plays, 2941 Infographics views and 85.986 website page views. UNESCO staff delivered 59 media interviews the world over.



Radio broadcasters in all geographical regions had been mobilized to celebrate WRD by broadcasting radio shows or news concerning gender parity in radio, such as stereotypes, safety of women radio journalists or gender balance in executive and board positions of broadcasters. WRD's massive direct mailing to broadcasters and related partners placed the Day and its topic in the news on diverse radio programmes. UNESCO National Commissions and Field Offices all over the world sent out WRD information and carried out events locally. In Paris, 6 broadcasters and 2 online radio stations transmitted live from UNESCO's hall¹. Simultaneously, UNESCO flagship events took place in Chile, Ghana, Kenya, Namibia, and Tanzania.

UNESCO successfully partnered with a high number of external organizations in order to promote WRD and to set the agenda in the media on gender equality. Through reciprocal link exchanges and cross promotion on social media channels, UNESCO's message was carried by 11 UN organizations² and 13 international broadcasting organizations³. Furthermore, 145 broadcasters around the world registered events on WRD Crowdmap, making up the majority of the above-mentioned 248 registered events.

The WRD website drew incomparable traffic. It contained a considerably higher amount of content than most UNESCO Day pages, including a large number of copyright-free communications materials, such as Op-ed articles and, in particular, 48 videos and audio WRD messages with celebrities and opinion leaders. These were produced in the six official languages and offered for free to broadcasters, organizations, and institutions for re-broadcast. In SoundCloud, UNESCO created a dedicated channel to brand the event and manage the volume of traffic and uploads. The videos were also used to create playlists in Youtube in each of the 6 official languages.

Participants: Not relevant. The strategic vision was to celebrate WRD *on air* instead of on-site.

Public: Radio broadcasters and listeners worldwide. Governments, academics, media professionals.

Communication materials and activities:

- [Dedicated website](#) (6 languages)
- Message from the Director-General for WRD ([written](#) /6 languages, [audio](#) & [video](#)/4 languages)
- Direct mail to: - 257 national broadcasters, - members of the Global Alliance on Media and Gender (400 organizations), - Global Alliance for Partnerships on MIL (300), - Women Make the News network (300 mostly online media)
- Circular Letter to National Commissions and Delegations
- 48 copyright-free [exclusive interviews](#) with celebrities and opinion leaders for re-diffusion (6 languages)
- Three dedicated copyright-free [articles](#) (Op-Eds)
- 24/24 hrs [Radio](#) on UNESCO's website
- [Transcripts](#) of all videos and audios, for the audibly impaired
- [Map & info](#) on WRD initiatives around the world
- Briefing for staff's media interviews (3 languages)
- Orientations for Field Offices' audios elements
- WRD Information Kit (5 languages)
- [15 ideas](#) on how to celebrate WRD for Field Offices and National Commissions
- [Infographics](#) on gender equality in radio
- [Charts](#) with number of female journalists killed by medium
- Official [WRD documents](#) (under "About WRD")
- WRD dedicated channel in [SoundCloud](#)
- WRD dedicated playlists in all UNESCO language channels in [Youtube](#)
- [Photo Gallery](#)

Interviews: As in 2013 WRD strategy resulted once again in a record-breaking number of media interviews for UNESCO. UNESCO staff gave 59 media interviews, in a broad geographical spread across the continents (see item 2.5).

Photos: More than 115, from various locations.

¹ China Radio International, Mir Radio, Monte Carlo Doualiya, Radio France Internationale, Radio Exterior de España, Radio Orient, Radio VL and WNYU.

² FAO - Food and Agriculture Organization of the United Nations; IAEA - International Atomic Energy Agency; OHCHR - Office of the United Nations High Commissioner for Human Rights; UN RADIO; UNDP - United Nations Development Programme; UNDP1 - United Nations Development Programme; UNEP - United Nations Environment Programme; UNGEI - UN Girl's Education Initiative; UNIC - United Nations Information Centre; UNICEF - United Nations Children's Fund; and UN Women.

³ Academia Española de la Radio ; ABU - Asia-Pacific Broadcasting Union; AER- Association of European Radios; AIBD- Asia Pacific Institute for Broadcasting Development; AMARC- World Association of Community Radio Broadcasters; ASBU - Arab States Broadcasting Union; AUB/UAR- The African Union of Broadcasting; BNNRC- Bangladesh NGOs Network for Radio and Communication; COPEAM - Permanent Conference of the Mediterranean Audiovisual Operators; EBU/UER - European Broadcasting Union; IAB - International Association of Broadcasting; ITU - International Telecommunication Union; and URTI- International Radio and Television Union.

Website statistics in February: On dedicated WRD 2014 website: 36 648 visits / 43,896 page views, with a peak on 13 February (22,573 visits/24,570 page views). On events webpage: 2,185 visits / 6,508 page views.

Press coverage: World Radio Day received excellent media coverage, with broadcasters and traditional media in all regions celebrating the event. Spanish media gave the most coverage, but the Day was also well reported in France, China and in Arabic media (all of whom had stations broadcasting from HQ).

The Media relations and Audiovisual Sections helped to organize the presence of the eight international broadcasters at UNESCO Headquarters (CRI, Monte Carlo Doualiya, rfi, rne, Radio Orient, Radio VL, and WNYU) looking after the logistics and organizing many interviews with programme specialists and the Director-General.

Social media: Unlike World Radio Day 2013, partners of this year's event tagged UNESCO, or shared UNESCO content, in their social media streams, resulting in a noticeable boost in discussions and new followers to UNESCO's social media channels, in all languages. For future events, deeper integration of radio and social media should be pursued, so that radio coverage helps secure new followers for UNESCO's web & social channels.

Of the many messages pushed for WRD, the top performer is an [infographic on "Gender equality in the radio"](#), which was enthusiastically promoted at the entire UN level, especially by UN Women. Because the infographic is long and as such, does not show well on social media platforms, we posted only bits of the infographic in our social media posts, encouraging users to access the full one on our Visual.ly site. Results are strong: 2K views in one month

To drive social media coverage in English among a younger audience, the student radio station of New York University was invited to broadcast at UNESCO. Live interviews were conducted with UNESCO's top specialists, and promoted via social media, and also the airwaves to the entire New York-New Jersey-Connecticut Tri-State region. In effect, WNYU is unique as the largest student radio in the United States, using a frequency reserved for (but not used by) the United Nations HQ http://wnyu.org/2014-02-13_newafternoonshow

II. Mobile Learning Week (17-21 February 2014)

More than 700 participants from over 60 countries met at UNESCO Headquarters for the third annual Mobile Learning Week conference from 17 to 21 February 2014. This flagship event, opened by the Director-General, examined how increasingly ubiquitous mobile devices such as mobile phones and tablet computers can be leveraged to advance Education for All goals ahead of the 2015 deadline.

The event stretched over five days during which UNESCO hosted hands-on demonstrations of mobile learning content and technology, 80 unique breakout presentations and over 30 exhibitions set-up by NGOs, governments and corporations. Attendees included high-ranking government officials, including, George William Nyombi Thembo, Minister of State for Information and Communications Technology in Uganda, and Atanska Teneva, Deputy Minister of Education and Science in Bulgaria, as well as directors of national ICT in education departments, superintendents, leading academic researchers, project managers, representatives of donor organizations, and classroom educators.

The week was broken into four tracks: 11 half-day workshops were held on Monday; a symposium on Tuesday and Wednesday featured keynote speakers and a variety of panel discussions and smaller presentations by people working on innovative projects across the globe; on the Thursday senior government officials met to discuss how mobile learning can be improved through sound policy decisions; and, finally, on Friday mobile learning researchers met to ensure better communication between the research community and other stakeholder groups, including project managers, donors and government representatives.

The theme of Mobile Learning Week 2014 was teachers. UNESCO research indicates that many countries are launching large-scale programs to address educational needs with mobile devices, and these initiatives depend fundamentally on the involvement of educators. Teachers are the pillars of education systems and they, more so than any other group, can help ensure that learning is advanced through the careful utilization of technology.

Holistically, Mobile Learning Week 2014 helped illuminate how the powerful and connected devices that saturate our world can be used to help teachers and, ultimately, make education more accessible, of higher quality and more equitable for students.



The 2014 event was the largest and most successful Mobile Learning Week to-date and UNESCO will carry this momentum to next year's event which is expected to have a gender theme.

As in previous years, Mobile Learning Week supported by donations from private sector partners. The 2014 conference was sponsored by Nokia, SK Telecom, SAP, Intel, Houghton Mifflin Harcourt, Qualcomm, and the Beijing Fazheng Group.

Participants: More than 700.

Audience: Mobile learning specialists, project managers, technologists, teachers, policy makers, donors

Communication materials and activities:

- [Media advisory](#) (14/02)
- [Dedicated webpage](#)
- Programmes ([Workshops](#), [Symposium](#), [Policy Forum](#), [Research Track](#))
- Announcement on [Events webpage](#)
- Posters
- Web banners
- On-line registration for the Workshops/Symposium
- Exhibitions setup by NGO's, governments and corporations

Website statistics in February: On dedicated webpage: 5,147 visits/18,660 page views (Sept. 2013-Feb. 2014: 13,791 visits/37,153 page views). On events webpage: 1,039 visits/2,142 page views.

Press coverage: The Media relations Section did not contribute actively to the promotion of mobile learning week, which was dealt with mainly via the web and on social media. Some articles from participants were monitored in the media.

Social media: To engage the general public in this activity, a feature article was written to present the stakes of mobile learning. The topic is quite complex, so social media messaging drove traffic to this article with strong results: 591 tweets, 304 likes, 16 shares on linkedin. Interestingly, on our Spanish language Facebook where this article was not posted, a simple [link to the media advisory](#) sufficed to generate 203 likes – a sign that there is unusual interest for the topic in the Spanish-speaking world.

Focus on UNESCO Office in Havana

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.

The systematic updating of the [Office website](#) continues providing news coverage for the projects and activities of the institution, adequate promotion of events and calls for participation of interest to the Organization, and the possibility of sharing useful resources for knowledge management in the region. In total, 19 news items were published on the [Office website](#) in February. Regular contributions to UNESCO website as well as to the United Nations system in Cuba website help to maximize the visibility of the institution's work through complementary information resources of great impact.

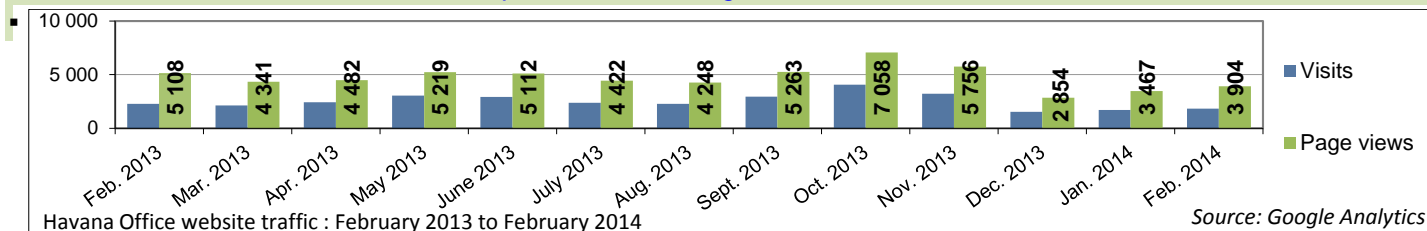
Worth mentioning is the preparation, publication and distribution of news, press kits and other items on the participation of high-ranking officials of the Organization in important events recently held in the country, such as the visit by UN Secretary-General and by ADG/ERI to attend the 2nd CELAC Summit (28-31 Jan.) and the visit by ADG/ED to attend the 9th International Congress on Higher Education "Universidad 2014" (13-15 Feb.). Several presentations made by programme specialists from the Office at the 23rd International Book Fair Cuba 2014 (13-23 Feb.), the celebration of the World Radio Day 2014 (13 Feb.) in Cuba and Dominican Republic, and the launch of the EFA Global Monitoring Report 2013-2014 in both countries (5 and 20 Feb.) were other programme-related activities that required a coordination of communication actions at the Office.

The publication of the newsletter [Acentos no.19](#) was of great communicative value for covering the most relevant actions developed by the Office in the last months, as well as for giving a more detailed account of the projects and personalities linked to the institution. The newsletter's distribution to more than 2,000 subscribers –including the Secretariat of the Organization, National UNESCO Commissions, other agencies of the UN system, institutional partners and national and regional media– also ensured that the actions to be implemented by the Office in March and April 2014 be adequately promoted. It is also worth noticing that, in light of the low Internet connectivity of most Cuban institutions, [Acentos](#) has proven a key media for widely providing information to the national partners and general audience in the country.

The [Portal of Culture of Latin America and the Caribbean](#) – one on the major projects of the Forum of Ministers of Culture and Officials in Charge of Cultural Policies in Latin America and the Caribbean – continues providing complete coverage to UNESCO's activities in the sphere of Culture in the region. Available in both Spanish and English, it has considerably expanded its database to more than 153,000 entries until present, and registered some 960,150 visits in 2013. In the 2nd CELAC Summit it was recognized as an important tool for promoting cooperation in the field of culture within the CELAC framework.

Given the extremely limited technological capacities and Internet connectivity in the Office, access to social media as both users and managers is deficient. To get around the problem, the Office takes advantage principally of web platforms managed by the UN system in Cuba. Therefore, developing the Office's social media in the middle term is a key challenge for the Office's communication, yet it will necessarily depend on overcoming the above mentioned situation. However, despite the existence of this particular technical condition, in conjunction with the shortage of financial resources available for public communication, there is a satisfactory balance in this area, which the Office is able to assess through the remarks and comments received from collaborators, counterparts and readers, and above all through its acknowledged prestige, credibility and recognition among its major partners and the general public.

▪ Havana Office website traffic: <http://www.unesco.org/new/es/havana>



▪ Media

The press conference on the Dominican Republic National Literacy Plan "Quisqueya aprende contigo", given by the Office's Director together with the Director-General of Special Programmes of the Presidency (20 Feb.), received a coverage of more than 12 national and alternative media, in addition to the official press release published on the Dominican Republic Presidency website. The launch of the EFA Global Monitoring Report 2013-2014 in Havana and Santo Domingo was also referred by mainstream media in both countries (including news agencies, TV and radio broadcasters), and 7 interviews were given in this respect by officials and the Office's Director. In addition, ADG/ED's speech at the 9th International Congress on Higher Education "Universidad 2014" was also largely covered by the main Cuban national media. The celebration of World Radio Day in Cuba and Dominican Republic was another media opportunity for highlighting the role and potential of such an important means of communication. In so doing, local and national broadcasters in both countries aired an [audio message on this occasion](#) prepared by the Office, as well as the message by the UNESCO Director-General; while officials gave three interviews on this in two radio programmes and one TV programme in Cuban national television.

▪ Publications (clickable covers)

Recently published



Serial publications

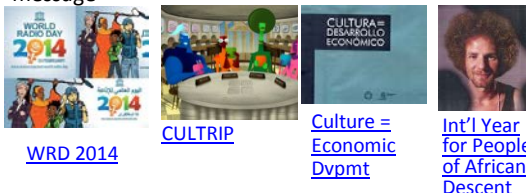


Translated into Spanish



▪ Audios & Videos

Audio message



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).

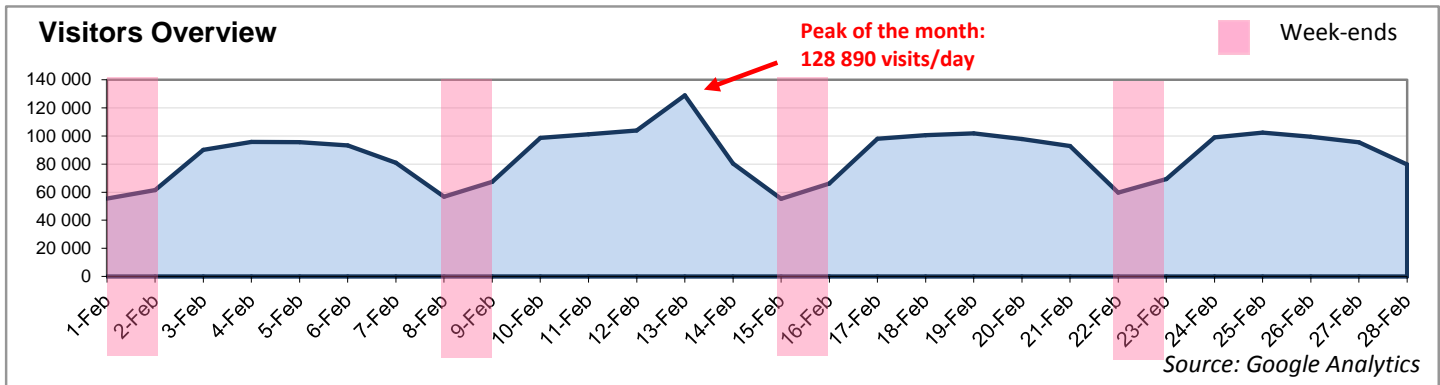
Web traffic shown here (page views, visits, visitors, country and language of visit, etc) has been measured since September 2011 with the free Google Analytics toolset via tags embedded in pages. More detailed statistics on specific programmes can be made available to the responsible officers upon request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

Despite the short month, February visits registered on unesco.org have been stable compared to January (+3.4%), and increased by 7.6% against same month last year. The most notable traffic spike, was experienced, as every year in February, with the web oriented activities related to World Radio Day, while normal activity was registered this year for International Mother Language Day.

Again, the most viewed unesco.org sites were the "World Heritage List" and "Careers", followed by the "Education for the 21st Century" theme. Concerning the visitor's language, English is by far the most used (50%), followed by Spanish (16%) and French (14%). Traffic on unesco.int confirms an upward trend, surpassing last month's already high number of page views (+4%). Unescommunity realized a good score with the news "Director-General writes to STU" and the news about the Information Meeting of the Executive Board.

1.1. February 2014 Traffic

Daily Web Traffic Patterns



1.2. Monthly visits

	Page views ¹	Variation vs Y-1	Variation vs M-1	Visits ²	Variation vs Y-1	Variation vs M-1	Unique Visitors ³	Variation vs Y-1	Variation vs M-1
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%
Jan. 2014	6 818 120	+11.96%	+17.37%	2 346 342	+14.73%	+16.10%	1 858 451	+18.14%	+15.75%
Feb. 2014	6 886 875	+7.37%	+1.01%	2 427 056	+7.64%	+3.44%	1 927 962	+11.77%	+3.74%

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

Areas of interest	Visits ² in February 2014	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	2 427 056	+7.64%	+3.44%
Home & Central Service pages	262 294	-14.84%	+2.79%
Worldwide	26 152	+22.06%	+9.36%
Education for the 21st Century and ED Sector	190 144	+15.17%	+3.84%
One Planet, One Ocean & Science for a Sustainable Future and SC Sector	69 861	+2.76%	+3.17%
Learning to Live Together and SHS Sector	57 267	+31.65%	+5.22%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 140 705	+11.72%	-4.60%
World Heritage	1 000 770	+10.02%	-5.55%
Intangible Heritage	50 145	+17.41%	-3.17%
Culture Sector (excl. Intangible Heritage)	89 790	+30.75%	+6.58%
Fostering Freedom of Expression & Building Knowledge Societies and CI Sector	73 882	-43.31%	+15.45%
Field offices (only those tracked)	154 462	+68.05%	+23.77%
UIL*	19 021	+4.53%	+2.85%
IIEP*	151 005	+2.22%	+5.09%
UNEVOC*	26 620	+15.54%	-14.04%

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

1.4. UNESCO Website Visitors

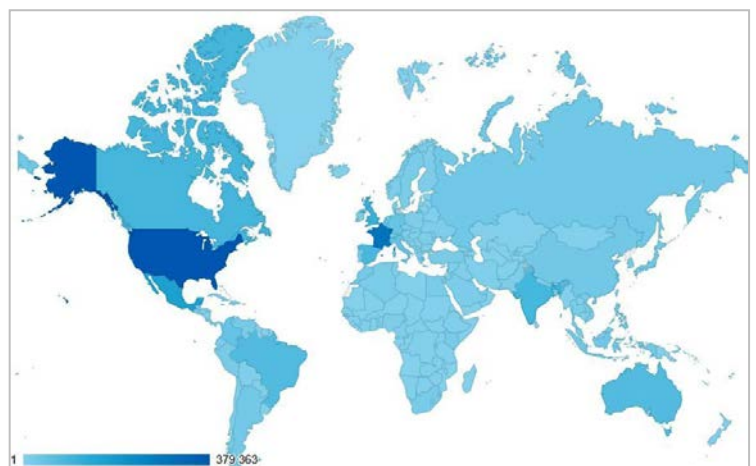
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	379 363	15.63%	+1.83%	2.66	00:02:22
France	293 235	12.08%	-5.28%	3.36	00:04:42
Mexico	160 221	6.60%	+25.80%	2.56	00:03:00
United Kingdom	106 476	4.39%	-13.05%	2.79	00:02:37
Canada	90 337	3.72%	-9.79%	3.60	00:03:38
India	89 591	3.69%	-3.87%	2.26	00:02:20
Spain	81 671	3.37%	+7.67%	3.12	00:02:59
Australia	74 367	3.06%	+120.46%	3.85	00:04:44
Brazil	74 046	3.05%	+34.26%	2.13	00:02:36
Colombia	45 834	1.89%	+97.59%	2.13	00:02:17

Top 10 visitors' language

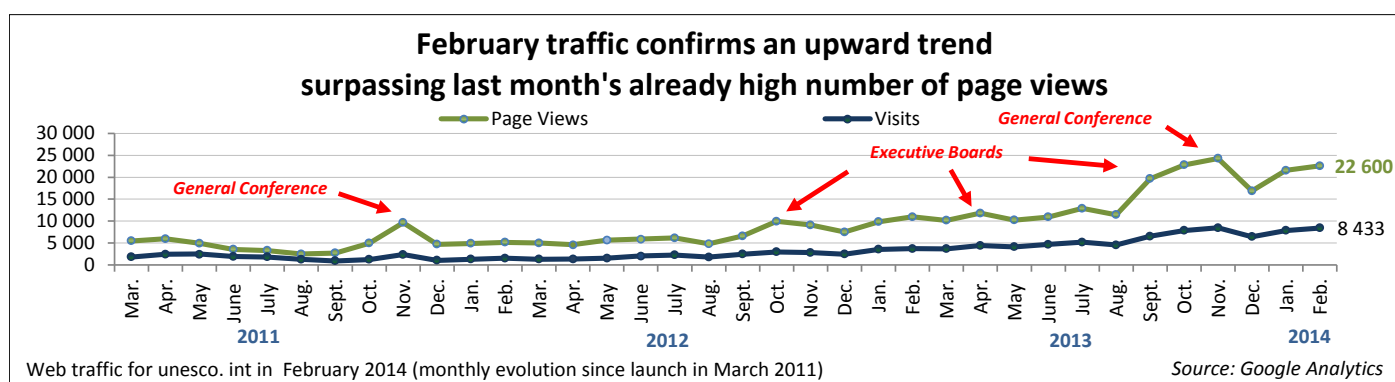
Language	Visits ²	% of Total visits	Variation vs M-1
English	1 228 047	50.60%	+3.36%
Spanish	390 774	16.10%	+29.63%
French	349 773	14.41%	-5.30%
Portuguese	83 235	3.43%	+27.19%
Russian	42 435	1.75%	+6.00%
German	41 266	1.70%	-10.86%
Italian	41 188	1.70%	-1.50%
Chinese	39 299	1.62%	-5.38%
Arabic	26 679	1.10%	+25.04%
Japanese	25 853	1.07%	-25.07%

Geographical origin of visits (source: Google Analytics)



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

	Month	Page views ¹	Variation vs Y-1*	Variation vs M-1	Visits ²	Variation vs Y-1*	Variation vs M-1	Pages/Visit	Variation vs M-1	Avg Visit duration
2013	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
	February	22 600	+106.13%	+4.84%	8 433	+127.06%	+7.62%	2.86	+0.70%	00:05:08



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

	Month	Page views ¹	Variation vs M-1	Visits ²	Variation vs M-1
2013	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
February		12 853	-9.70%	3 789	+4.70%

Traffic indicators explained:

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

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

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

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

UNESCO products for written and audiovisual media are:

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

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

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

Languages	Page views	Variation vs Y-1*	Variation vs M-1*
Total	114 815	+7.32%	-0.49%
English (EN)	60 924	+7.14%	-5.54%
Spanish (ES)	27 175	+24.16%	+12.43%
French (FR)	14 989	-9.18%	-8.65%
Arabic (AR)	4 557	-4.49%	-4.24%
Chinese (ZH)	3 814	+91.37%	+60.52%
Russian (RU)	3 356	-32.37%	+5.80%

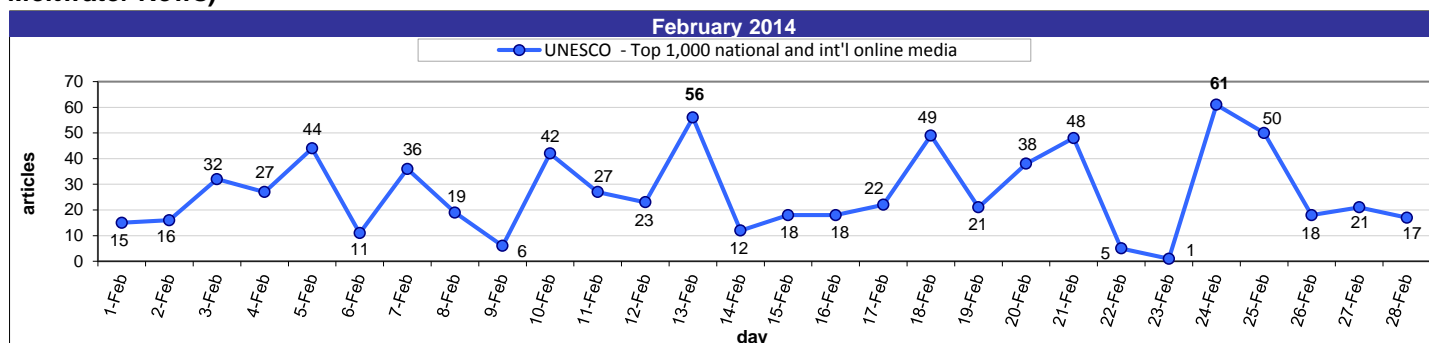
* Based on figures published in the Monthly Reports.

2.2. Press releases/Media advisories in February 2013

1.	03/02	UNESCO welcomes growing commitment by oil, gas and mining corporations to keep out of World Heritage sites
2.	07/02	Director-General condemns killing of Cambodian journalist Suon Chan
3.	13/02	Director-General voices concern for media safety in Afghanistan following killing of reporters Noor Ahmad Noori and Ahmad Shahid
4.	13/02	Director-General deplores death of reporter Santiago Ilidio Andrade in Rio de Janeiro
5.	13/02	First mission to Gao since end of military occupation of northern Mali takes stock of serious damage to the city's cultural heritage
6.	13/02	UNESCO, HNA Group and Cihang Foundation sign \$5 million agreement to accelerate girls' and women's education
7.	14/02	Mobile Learning Week: Mobile Technology at the Service of Teachers
8.	18/02	Director-General condemns the killing of journalist Gregorio Jiménez de la Cruz in Mexico
9.	19/02	Director-General condemns the murder of three media workers in Brazil
10.	20/02	Director-General condemns killing of Ukrainian journalist Vyacheslav Veremyi and calls for safety of media workers
11.	24/02	Director-General deplores killing of journalist Kennedy Germain Muliwavyo in the Democratic Republic of the Congo

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 February (Source: Meltwater News)



Of the UNESCO-organized events during February, World Radio Day was the most successful in terms of media coverage, with broadcasters in all regions referencing the day.

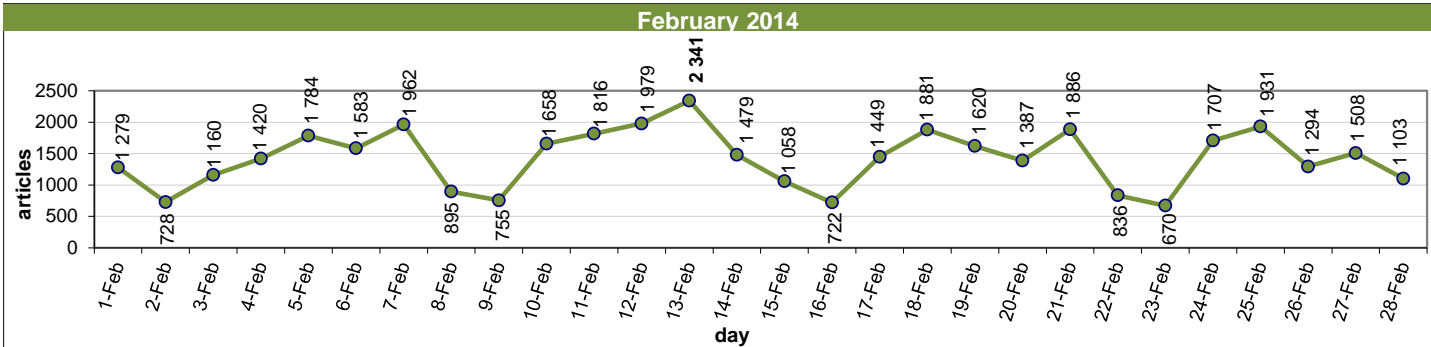
Spanish media gave the most coverage, but it was also well reported in France, China and in Arabic media (all of whom had stations broadcasting from HQ), reaching huge audiences. For example, in France alone, « 7 milliards de voisins », one of RFI’s leading development broadcasts was aired from HQ to an audience of 25 million. The programme was devoted to the place of women in radio, which was the theme of the Day.

Otherwise, UNESCO’s presence in the media was mostly due to the Organization’s links to other news stories.

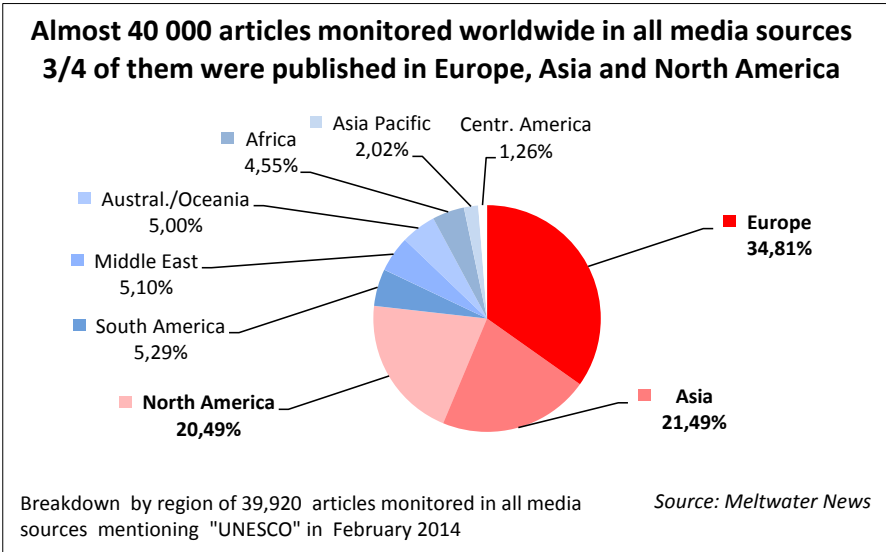
The most widely covered of these was continuing damage to cultural heritage in Syria. This was boosted by a media briefing on the issue given by Francesco Bandarin in New York, who was widely quoted in subsequent news dispatches.

In the Asian region, the announcements by bodies in South Korea, Japan and China of their intention to propose several controversial items for inclusion on UNESCO’s Memory of the World Register (Comfort Women from South Korea, Kamikaze pilots letters from Japan, and the Nanjing massacre from China), also generated scores of articles in leading media. This story has also captured the attention of leading international media, and is likely to continue receiving significant coverage.

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



Regional breakdown of media coverage in all media sources, in which “UNESCO” appeared in a story in February (Source: Meltwater News)



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

Date	Subject / Title	Language	Media
25/02/2014	A New Gold Rush Into the Blue Economy	English	Huffington Post Green

2.5. Interviews given (by subject and media)

Subject	Interviewee	Language	Media (press TV Radio)
Gender Equality in Education	Jorge Sequeira	Spanish	Clarín (Argentina)
GMR	Jorge Sequeira	Spanish	UN Radio, Radio Monte Carlo
Memory of the World	Roni Amelan	English	Social Sciences in China and <i>Historical Studies</i> (PRC)
Memory of the World Register	Joie Springer	English	Shenzhen Media Group (PRC)
Memory of the World Register	Roni Amelan	English	USA Today
Syrian heritage	Nada Al Hassan	French	France 24
Syrian heritage	Nada Al Hassan	Arabic	France 24 Arabe
Syrian heritage	Nada Al Hassan	English	France 24 Anglais
UNESCO	Irina Bokova	English	Donna Moderna (Italy)
World Heritage	Roni Amelan	Hebrew	Ha'aretz (Israel)
World Heritage	Roni Amelan	English	ReNews Offshore Wind Reporter (UK); Jerusalem Post (Israel); Bloomberg, Fairfax Media (Australia)
World Heritage	Lazare Eloundou-Assomo	English	Art Newspaper (UK)
World Heritage – mining and petroleum operations	Roni Amelan	English	Ocean71 Magazine (France)
World Heritage - Sochi and environment	Roni Amelan	English	Yahoo News
World Heritage - Syria	Roni Amelan	English	BBC (UK)
World Heritage – The Loire Valley, Chambord	Roni Amelan	French	AFP (France)
World Heritage (nomination of Batir)	Roni Amelan	English	Washington Post (US)
Intangible heritage	Berta de San Cristobal	Spanish	RNE (Spain) at HQ on World Radio Day
Human Genome Project	Casimiro Vizzine	Spanish	RNE (Spain) at HQ on World Radio Day
Intangible heritage	Marina Calvo	Spanish	RNE (Spain) at HQ on World Radio Day
Underwater Cultural Heritage	Arturo Rey	Spanish	RNE (Spain) at HQ on World Radio Day
World Radio Day	Irina Bokova	Spanish	RNE (Spain) at HQ on World Radio Day
World Radio Day	Irina Bokova	English	Radio Pakistan, Radio Mir (Russian Federation), WNYU (USA), China Radio International
World Radio Day	Irina Bokova	French	France Info, Radio VL, Radio Orient (France)
World Radio Day	Irina Bokova	Bulgarian	National Radio of Bulgaria
World Radio Day	Irina Bokova	Spanish	Radio Nacional de España
World Radio Day	Mirta Lourenço	French	RFI, France Bleu, TSF Jazz, Télérama, Radio Vinci FM 107.7, A2PRL agence presse - 200 radios (France); Deutsche Welle/Africa Service (Germany) Mediameeting-opérateur radios ; China Radio International
World Radio Day	Mirta Lourenço	English	Ubuntu Radio (South Africa), UN Radio/English Service; Sylvia Global Media (USA); Radio 2, Skopje (Rep. of Macedonia); SBS Radio Australia; BBC Wiltshire (UK); FM 91.6, FM 100 (Pakistan)
World Radio Day	Mirta Lourenço	Spanish	RNE at HQ, Radio Exterior de España (Spain); Radio Televisión Nacional de Colombia; Radiodialnet (Peru)
World Radio Day	Lucia Iglesias	Spanish	RNE (Spain) at HQ
World Radio Day	Pilar Álvarez Laso	Spanish	Radio Nacional de Costa Rica
World Radio Day	Guy Berger	English	Radio Mir (Russian Federation), WNYU (USA)
World Radio Day	Marina Calvo	Spanish	RNE (Spain)
World Radio Day	Ronald D. Kayanja	English	Radio Nigeria

World Radio Day	Polina Kovaleva	Russian	UN Radio/Russian Service; Voice of Russia/German Service; Radio Mir (Russian Federation)
World Radio Day	Adauto Candido Soares	Portuguese	Radio Fandando AM, Radio Nacional da Amazônia, Radio Câmara de Vereadores, Revista Brasil – Radio Nacional AM, Rádio Jovem Pan, Rádio Jovem Pan, RIT, Rede International Television, Radio Fandando AM, Radio Nacional da Amazônia, Radio Câmara de Vereadores (Brazil)
World Radio Day	Ana Lúcia Guimarães	Portuguese	Viva Maria (Brazil)
World Radio Day	Venus Jennings	English	WNYU (USA)
World Radio Day	Jonathas Mello	Portuguese	UN Radio/Portuguese Service
World Radio Day	Jonathas Mello	English	WNYU (USA)
World Radio Day	Ming Lim Kuok	Chinese	China Radio International
World Radio Day	Ming Lim Kuok	English	WNYU (USA)
World Radio Day	Hao Ping, Chairperson EXB	Chinese	China Radio International
World Radio Day	Berta de San Cristobal	Spanish	RNE (Spain)
World Radio Day	Cassimiro Vizzine	Spanish	RNE (Spain)
The United Nations World Water Development Report, WWDR	Rick Connor	English	Philanthropy Age (UAE)

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). 37 B-rolls were downloaded in February

	Subject	Downloads	Media
1	WHC / Intangible Heritage	8	Deutsche Welle
2	World Radio Day	17	Voice of Vietnam, Radio Romania, Radio Ghana
3	Gao Mission	4	Hispan TV
4	Education	3	
5	UNESCO Priorities	4	
6	Syrian Heritage Press Conference	1	

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

No photographs ordered in February.

3. UNESCO Social Media Channels

February 2014 was a short, but strong month for social media. Solid accomplishments were made in all central channels, in 6 official languages, and also a number of field offices channels. The collaborative work between HQ and field offices is generating impressive results.

While World Radio Day and Mobile Learning Week are examined in detail in this report, the event that sparked the greatest interest on social media was Int'l Mother Language Day – a testament to the importance of multilingualism in UNESCO's outreach efforts. IMLD related content figure prominently in the month's top posts, across all platforms. Our Portuguese and Spanish content broke existing records on, respectively, our Facebook and Twitter channels. On Facebook, the Brazil office's post on the launch of the Malala Fund (almost identical to posts in other languages) was liked 1,670 times but shared 36K times. Its success demonstrates what is possible when offices cultivate strong referral networks of local influencers – and the need for databases of these influencers to be developed and deployed for all communications outreach. On Twitter, @UNESCO_ES's message clarifying the Organization's role in a commemoration event was retweeted 4,219 times. Cited by many Twitter users in the Spanish-speaking world, it arguably protected the Organization from a social media controversy that saw at least 12K messages published over the course of 3 days.

3.1. Social networking sites

Facebook - www.unesco.org/facebook/ / **VKontakte**- <http://vk.com/unesco/> / **Google+**

Variation February 2014 vs January 2014

Likes/fans*		February 2014	January 2014	Variation vs January
Total likes/followers (all languages)		818 001	717 492	+3.37%
Facebook	English	144 547	142 265	+1.60%
	Spanish	25 264	22 318	+13.20%
	French	10 322	9 922	+4.03%
	Arabic	9 979	9 393	+6.24%
	Russian	1 615	1 584	+1.96%
Google+	English	624 825	530 631	+17.75%
VKontakte	Russian	1 449	1 379	+5.08%

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

Message	Posted	Likes* Shares
UNESCO BRAZIL - UNESCO lança Fundo Malala de Educação para Meninas no Paquistão. http://ow.ly/to19H	14/02	L: 1 670 S: 36 505
Hoy queremos rendir un sentido homenaje al intérprete flamenco Paco de Lucía, fallecido hoy a los 66 años de edad; una muy triste noticia para los amantes del #flamenco y de la música y la cultura en general. Es el adiós a un genio irreplicable que con su arte sin igual contribuyó a impulsar el flamenco en el mundo entero. Sin ir más lejos, en 2010 el flamenco fue inscrito en la lista del Patrimonio Inmaterial de la UNESCO (http://bit.ly/1mHa1js). Os invitamos a leer este artículo sobre el flamenco escrito por Félix Grande y publicado en el Correo de la UNESCO en 1984 http://bit.ly/1mAKHrN . También rescatamos este vídeo de Paco de Lucía interpretando uno de sus temas más conocidos: "Entre dos aguas". http://bit.ly/1fr0TO ¡Hasta siempre, Maestro!	25/02	L: 1 356 S: 5 972
Everyone has the right to be heard, to learn & to communicate -- it's why we must keep the world's languages alive! Send us your message of peace in your language today - Intl Mother Language Day http://ow.ly/tQ9wi	21/02	L: 497 S: 357
Acaba de salir: Un manual de periodismo de investigación, gratuito y en español. Lee, estudia, comparte, descarga... ¡es muy bueno! http://bit.ly/1nNNe0l	19/02	L: 365 S: 774
El 21 de febrero celebramos el Día Internacional de la Lengua Materna. La protección y la promoción de las lenguas maternas son esenciales para la ciudadanía mundial y para lograr un auténtico entendimiento mutuo. Entender y hablar varias lenguas facilita la comprensión de la riqueza de interacciones culturales de nuestro mundo. El reconocimiento de las lenguas locales permite a un mayor número de personas hacer oír su voz y participar activamente en el destino colectivo. De ahí que la UNESCO haga todo lo posible por contribuir a la coexistencia armoniosa de las 7.000 lenguas que se hablan en el mundo. Visite nuestra página especial dedicada a la jornada: http://bit.ly/Mgor9p	21/02	L: 357 S: 888
UNESCO launches Malala Funds-in-Trust for Girls' Education in Pakistan http://ow.ly/to19H#educationfirst	07/02	L: 316 S: 104
Building genuine dialogue is premised on respect for languages. The learning of multiple languages must be a pillar of 21st century #education for #globalcitizenship. 21 Feb is Intl Mother Language Day - How do you say "world" in your language? We'll add it.	20/02	L: 262 S: NA
Restoring heritage sites can revitalize communities. Winning projects of our UNESCO Asia-Pacific Awards for Cultural Heritage Conservation help drive economic growth, and raise the quality of life in surrounding communities through tourism or revived local cultural industries http://ow.ly/trvxe	09/02	L: 252 S: 77

Check out our #WorldHeritage cartoons, telling the story of threats sites face & solutions http://ow.ly/tl0ps	06/02	L: 248 S: 111
¡Las nuevas tecnologías se ponen al servicio de la #educación! Descubre aquí el cómo http://bit.ly/1bCYhKe Hoy empieza la semana del aprendizaje móvil (17-21 de febrero)	16/02	L : 197 S : 207

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

3.2. Microblogs:

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

Variation February 2014 vs January 2014

Followers/Fans		February 2014	January 2014	Variation vs January
Total (all languages)		771 172	737 158	+4.61%
Twitter	English	312 362	290 219	+7.63%
	Spanish	125 863	118 237	+6.45%
	Arabic	22 623	21 631	+4.59%
	French	10 826	10 508	+3.03%
	Russian	1 769	1 696	+4.30%
Sina Weibo	Chinese	203 792	200 457	+1.66%
Tencent Weibo	Chinese	93 937	94 410	-0.50%

Top 10 Twitter Posts in February

Message	Posted	Re-tweets
Homenaje a Chávez en París no es un evento de la UNESCO. Está organizado por la embajada de Venezuela.	20/02	4 219
Language loss impoverishes humanity. It's a blow to everyone's rights to be heard, to learn & communicate #IMLD2014 pic.twitter.com/e2y3BTIWAj	21/02	696
Languages connect this world - see how they were celebrated last week at the UN http://ow.ly/tRxv3 @UNESCO pic.twitter.com/KgOcB3wSU5	24/02	683
En el #DiaMundialdeRadio hacemos un llamamiento por la igualdad de género en la #Radio http://bit.ly/1h3jyyM pic.twitter.com/hPjzbBawvC	13/02	285
It's time to put an end to #FGM . Help us spread the word today. #EndFGM pic.twitter.com/LXmu7JLrdC	06/02	272
Mother languages are the lens thru which the world is 1st understood&voiced. They matter for our identities http://ow.ly/tQ9wi #IMLD2014	21/02	194
Today is #WorldRadioDay . Who's your favorite woman in radio? pic.twitter.com/SBZs20RyWA	13/02	173
Gratuito y recién publicado: Manual de #periodismo de investigación. ¡Descárgalo! http://bit.ly/1cVYYMh	19/02	169
Linguistic diversity is our common heritage. But it's fragile heritage. 1/2 of today's 6K languages could die by 2100 http://ow.ly/tQaNO	20/02	163
2/3 of the world isn't online. Radio = the perfect medium to promote #peace & #genderequality http://ow.ly/tzmpH Today is #WorldRadioDay	12/02	137

Top 5 Sina Weibo Posts in February

Message	Posted	Re-posts/ Comments
Director-General condemns killing of Cambodian journalist Suon Chan. http://t.cn/8Fo4AYR	07/02	285
21 February #international mother language day. UNESCO's position towards multilingual education is strengthened as part of its efforts to promote global citizenship education. http://t.cn/8FCAcnC	10/02	244
#The economic activities in the world heritage sites# The last news, French-based oil and gas corporation Total confirmed that it will refrain from prospecting or exploiting oil and gas in natural sites inscribed on the World Heritage List. http://t.cn/8FaKzGr How do you regard Chinese companies' efforts on such matter? http://t.cn/SvwYpg http://t.cn/SvwYpg	05/02	156
#The United Nations Secretary-General's Scientific Advisory Board# http://t.cn/8FXRuoh "Our future depends on the relation we build between science and policy," says Irina Bokova at the launch the Scientific Advisory Board.	04/02	85
[Daily Quiz] 30 days Knowledge Quiz about UNESCO http://t.cn/8F8poPv UNESCO's Weibo will organize 30 days knowledge quiz, one question per day. Please enjoy it.	23/02	73

Top 3 Tencent Weibo Posts in February

Message	Posted	Re-posts
The United Nations Secretary-General's # Scientific Advisory Board # held its inaugural session today http://url.cn/P0NerU "Our future depends on the relation we build between science and policy," said Irina Bokova at the launch the Scientific Advisory Board.	04/02	56
# International Mother Language Day # (21st February), http://url.cn/OY7G5A . This year, we place special emphasis on "Local languages for global citizenship". The disappearance of local languages equals to the languishment of local culture, and the protection of local languages makes contribution to the world of diversity. What about you, what are the three languages that you would like to use for learning?	10/02	40
Another journalist, Cambodian Suon Chan, have been murdered. http://url.cn/PaVOJO	07/02	28

3.3. Video Traffic

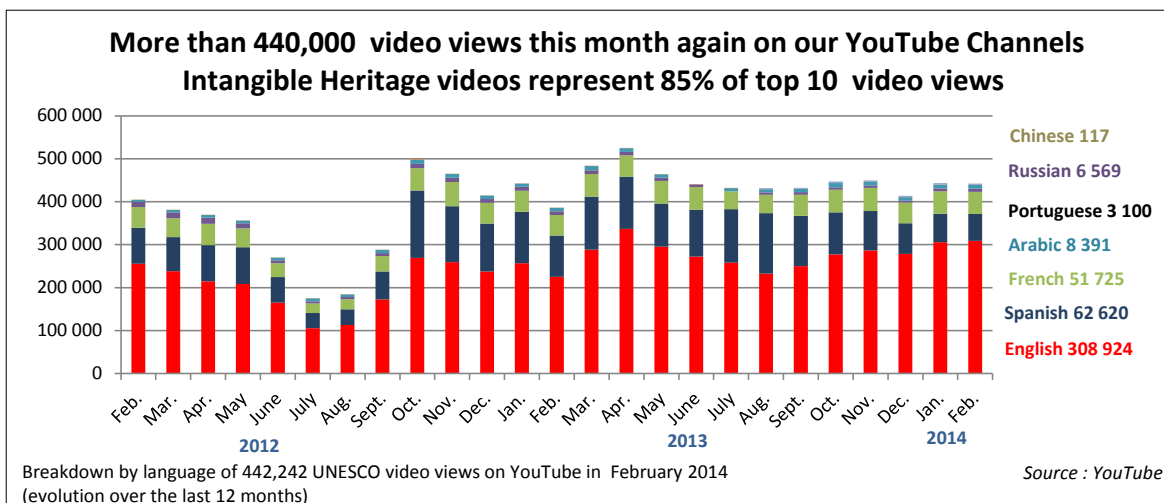
Video views are tracked on YouTube and Youku.

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

Variation February 2014 vs January 2014

Video views	February 2014	January 2014	Variation vs Jan.
Total (all languages)	443 242	443 194	+0.01%
English	308 924	305 677	+1.06%
Spanish	62 620	66 413	-4.21%
French	51 725	52 445	-1.37%
Arabic	8 391	8 753	-4.14%
Russian	7 365	6 569	+12.12%
Portuguese	3 100	3 270	-5.20%
Chinese	117	67	+74.63%

Subscribers	February 2014	January 2014	Variation vs Jan.
Total (all languages)	1 083	1 047	+3.44%
English	732	749	-2.27%
Spanish	197	123	+60.16%
French	98	97	+1.03%
Arabic	26	31	-16.13%
Portuguese	20	29	-31.03%
Russian	7	17	-58.82%
Chinese	3	1	+200.00%



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

	308 924 views in February 2014	Subject	Total views
1	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	28 951
2	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	24 550
3	Kabuki Theatre	CLT/ITH	16 704
4	Baul Songs	CLT/ITH	5 731
5	The Wayang Puppet Theatre	CLT/ITH	5 703
6	Peking opera	CLT/ITH	5 663
7	Georgian Polyphonic Singing	CLT/ITH	5 390
8	Lacemaking in Croatia	CLT/ITH	5 074
9	Rites and craftsmanship associated with the wedding costume tradition of Tlemcen	CLT/ITH	4 882
10	Karagöz	CLT/ITH	4 862

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

	62 620 views in February 2014	Subject	Total views
1	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	4 117
2	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	3 630
3	Las expresiones orales y gráficas de los wajapi	CLT/ITH	3 370
4	Aprender a Proteger la Biodiversidad	ED	2 463
5	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	1 944
6	La huaconada, danza ritual de Mito	CLT/ITH	1 288
7	Mi Lengua Materna es lo que me define - Día Internacional de la Lengua Materna, Perú	ED	1 162
8	Historia de la UNESCO	UNESCO	1 150
9	Video mensaje de la Directora General de la UNESCO con motivo del Día Mundial de la Radio	CI	987
10	El Silbo Gomero, lenguaje silbado de la isla de La Gomera (Islas Canarias)	CLT/ITH	951

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

	51 725 views in February 2014	Subject	Total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	4 384
2	Bouba & Zaza - le dessin animé pour la jeunesse publié par l'UNESCO Dakar	ED	1 997
3	Le repas gastronomique des Français	CLT/ITH	1 865
4	Routes de l'Esclave: Une Vision Globale	CLT	1 803
5	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	1 780
6	La tradition du tracé dans la charpente française	CLT/ITH	1 715
7	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	1 715
8	Une école maternelle à Paris: 24 heures par semaine a partir de 3 ans	ED	1 619
9	Le carnaval de Binche	CLT/ITH	1 576
10	Le Maloya	CLT/ITH	1 364

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

	8 391 views in February 2014	Subject	Total views
1	Archaeological Areas of Pompei, Herculaneum and Torre Anunziata	CLT/WHC	505
2	Manufacture of clay bricks in the hill of Jaber refugee camp - Jericho	CLT/WHC	449
3	Petra	CLT/WHC	357
4	Taj Mahal	CLT/WHC	199
5	Palace and park of Versailles	CLT/WHC	193
6	Venice and its lagoon	CLT/WHC	179
7	Fez	CLT/WHC	166
8	Journeys to school	ED	154
9	UNESCO History	UNESCO	148
10	Lines and geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	127

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

	7 365 views in February 2014	Subject	Total views
1	Alsou Abramova UNESCO Artist for Peace	UNESCO	890
2	Routes of Santiago de Compostela in France	CLT/WHC	288
3	Interview with Alsou Abramova, UNESCO Artist for Peace	UNESCO	276
4	Svetlana Kryuchkova - Russian actress	UNESCO	231
5	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	210
6	Yellowstone National Park	CLT/WHC	198
7	Taj Mahal	CLT/WHC	192
8	Video n°18 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	179
9	Royal Botanic Gardens, Kew	CLT/WHC	164
10	Lake Malawi National Park	CLT/WHC	146

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

	3 100 views in February 2014	Subject	Total views
1	Vídeo da UNESCO celebra 53 anos de Brasília	UNESCO	1 111
2	Boas práticas do Programa Mais Educação	ED	920
3	Serra Capivara	CLT/WHC	454
4	UNESCO celebra Dia da Língua Portuguesa	ED	116
5	BOS – Business Operations Strategy pilot project	UN	97
6	N/A	N/A	96
7	Dia Nacional de Visibilidade Trans: 29 de janeiro.mp4	ED	72
8	Ano Internacional de Cooperação pela Água	SC	56
9	Vídeos Vencedores Concurso "Professor, você tem uma nova mensagem	ED	44
10	Eu quero educação de qualidade - Campanha Green and Blue - MV Bill	ED	21

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

	117 views in February 2014	Subject	Total views
1	Aowen Jin, Chinese artist and social commentator	CI	57
2	UNESCO History	UNESCO	12
3	Gao Shiju, Director of European HQ of China Radio International	CI	10
4	Huang Nubo supports UNESCO	CLT	8
5	Cheng Yizhong, laureate of the 2005 UNESCO/Guillermo Cano World Press Freedom Prize	CI	8
6	40th anniversary of the World Heritage Convention	CLT/WHC	4
7	Director-General's video message for International Jazz Day	CLT	3
8	Languages matter!	ED	3
9	Global Partnership for Oceans	IOC	2
10	Journeys to school	ED	2

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

▪ **Top 10 Videos**

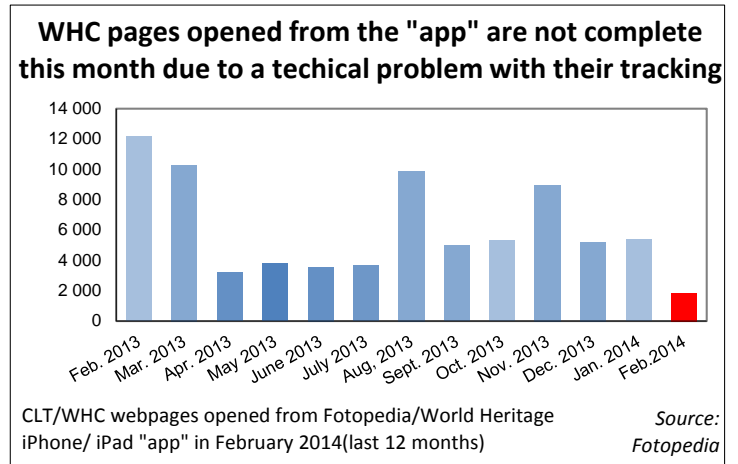
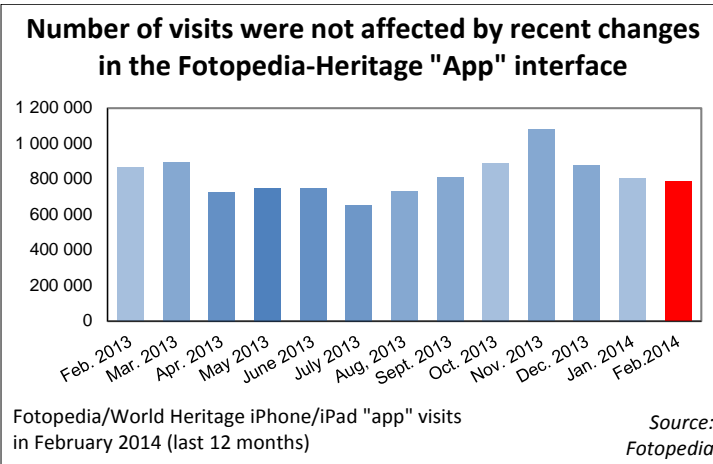
Video	Posted	Total Views
57 million out-of school children in the world	11/06/13	38 585
UNESCO History	19/07/13	24 675
International Year of Water Cooperation	12/02/13	18 072
Safeguarding community's living heritage	07/12/12	13 556
40 years of World Heritage Convention	22/06/12	10 636
UNESCO Hangzhou International Culture Congress	07/05/13	8 359
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	23/06/11	6 313
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	03/03/11	4 673
Intangible heritage traditional Chinese shadow play	11/12/11	2 974
Intangible heritage Kunqu Opera-the Peony Pavilion by Jun Zhang	14/05/11	2 067

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	February 2014	Variation vs Y-1	Variation vs M-1
Downloads	71 748	31 359	-37.30%	-22.36%
Unique Visitors	252 812	151 879	-38.73%	-10.77%
Visits	1 591 771	785 717	-9.27%	-2.52%
Page views	34 635 086	15 564 357	-18.87%	-18.39%
Info pane with UNESCO logo & text	108 421	31 832	-74.54%	-58.44%
Open UNESCO page from Heritage	7 220*	1 848*	-84.77%*	-65.60%*
Distinct UNESCO WHC pages opened	343	118	-86.99%	-47.56%
Most viewed UNESCO page	Site of Palmyra	Site of Palmyra		

* February figures are only partial due to a technical problem met by 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	33	30%
Culture	14	13%
Education	62	56%
Natural Sciences	1	1%
Social and Human Sciences	0	0%
Communication and Information	1	1%
TOTAL	111	100%

Origin of request	Nb of requests	%
Media: Written and Audiovisual and Press	0	0%
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	72	65%
Education (Schools, Universities, teachers, researchers)	10	9%
Private sector	24	4%
Government	1	1%
Public sector (Museums, Bookshops)	4	4%
Others	0	0%
TOTAL	111	100%

Use of photos	Nb of photos	%
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	92	83%
Exhibitions	0	0%
Websites	4	4%
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	15	14%
Private use	0	0%
TOTAL	111	100%

4.2 Photo service

Number of photos

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

N/A for February

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.

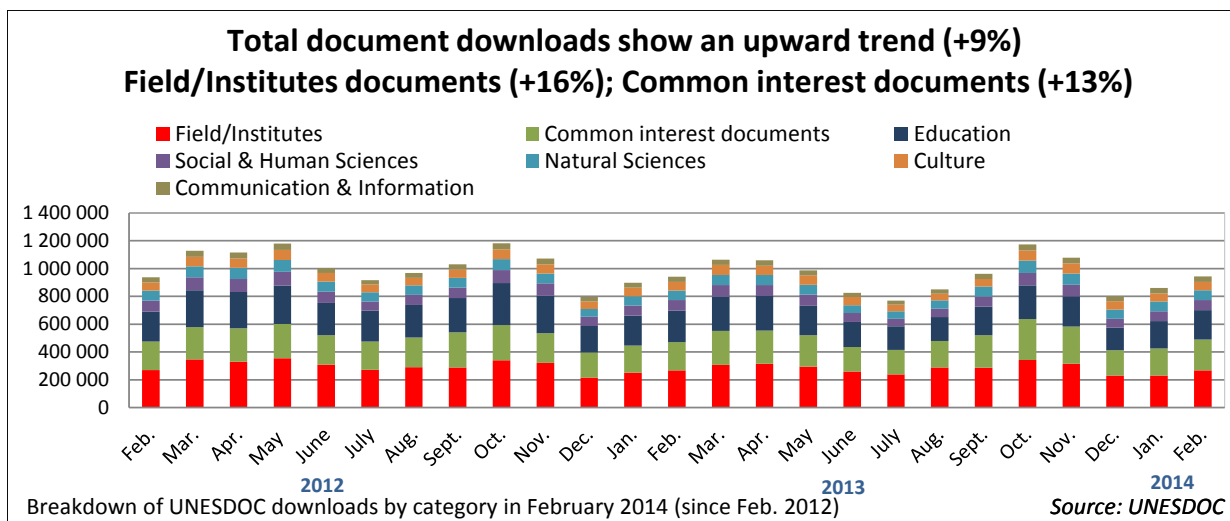
In February, there were 142 735 records available online in PDF format (**142 401** in January), including documents, publications, communication material and other working documents.

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

5.1.1 Statistics of consultation

Total number of downloads in February	913 151
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	9 809	213 153	+7.40%	22
Natural Sciences	9 773	69 241	-1.42%	7
Social and Human Sciences	5 754	72 189	+4.29%	12
Culture	3 609	61 292	+4.71%	17
Communication and Information	2 458	38 385	-3.49%	15
Field & Institutes	9 463	237 512	+3.36%	25
Common interest documents	NA	221 379	+13.55%	NA



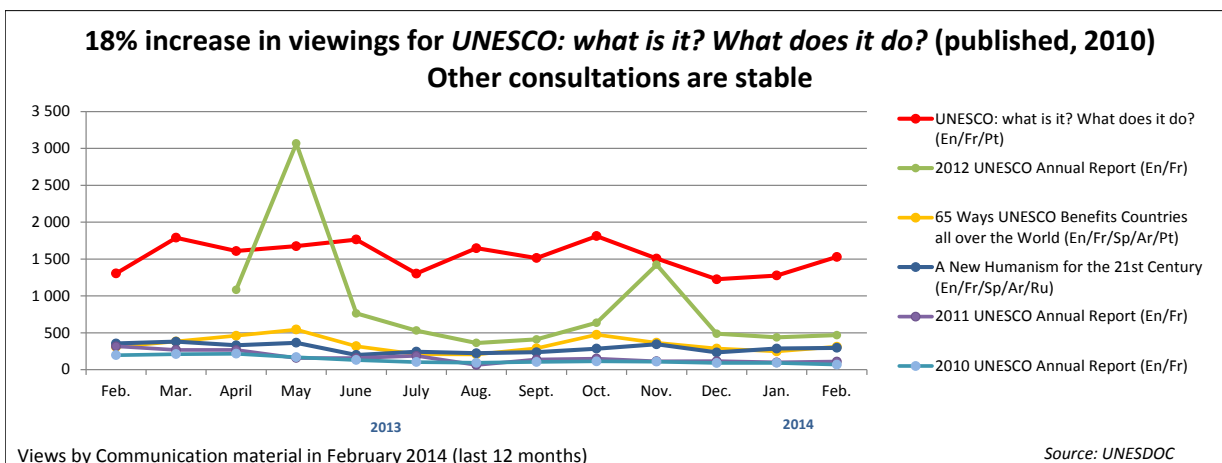
5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	115 864
2	France	50 810
3	Mexico	45 835
4	United Kingdom of Great Britain and Northern Ireland	41 550
5	Germany	35 771
6	Brazil	25 086
7	Spain	23 711
8	Canada	15 910
9	Colombia	15 551
10	China	12 828

11	India	12 814
12	Philippines	10 030
13	Japan	9 374
14	Morocco	8 698
15	Algeria	8 665

5.1.3 Printable Communication materials

Title	Total downloads in February							Total
	EN	FR	SP	RU	AR	ZH	POR	
UNESCO: what is it? What does it do?	1 162	281					86	1 529
2012 UNESCO Annual Report	386	82						468
65 Ways UNESCO Benefits Countries all over the World	115	48	96		2		50	311
A New Humanism for the 21st Century	124	68	71	24	8			295
2011 UNESCO Annual Report	63	46						109
2010 UNESCO Annual Report	54	14						68
TOTAL	1 904	539	167	24	10	-	136	2 780

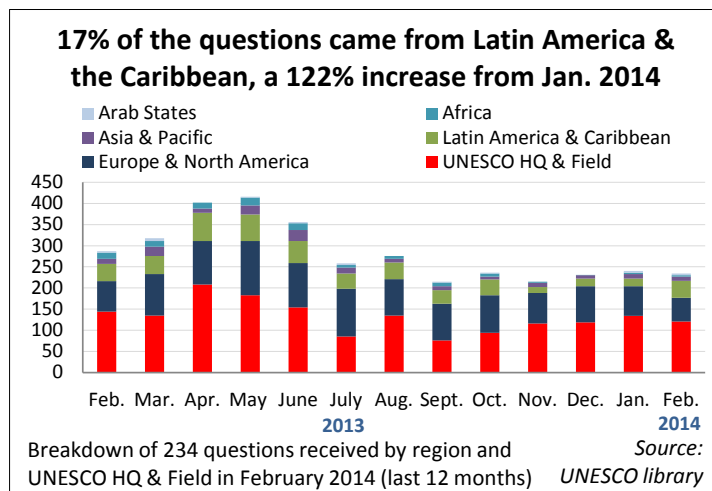


5.2. UNESCO Library - <http://www.unesco.org/library>

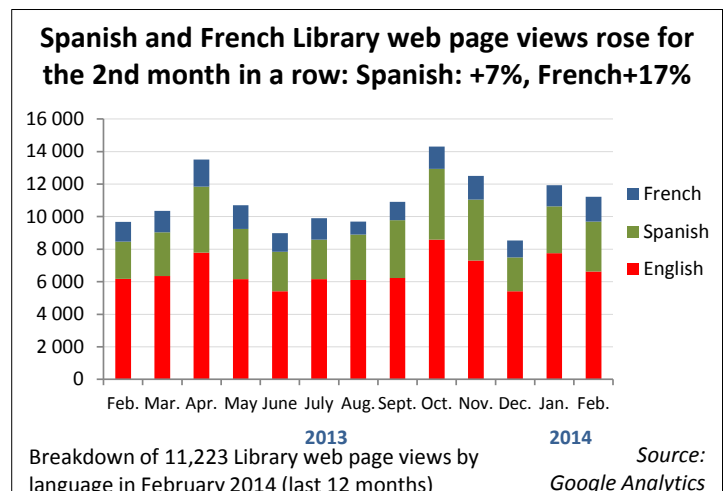
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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



5.2.2 Web page views:



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

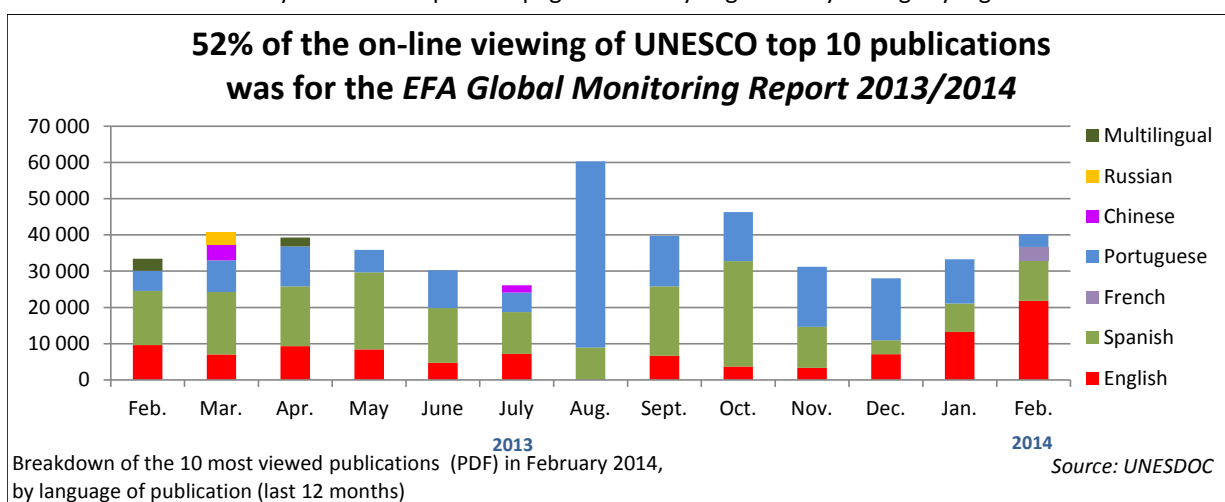
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical 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 February increased by 20% and is significantly higher than in February last year (+33%). This is mainly due to the launch of The *EFA Global Monitoring Report 2013/2014* in late January in English, Spanish and French. The Portuguese version of the *General History of Africa* is again very popular as is the *World Water Development Report 4* and the *Engineering Report* which 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 March's Monthly Report. Sales in the bookshop were still low due to the closure of the Fontenoy entrance. Unusually, on-line sales were dominated by two ED titles: *The EFA Global Monitoring Report 2013/2014* and *Holocaust Education in a Global Context*.

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	12 255	Paris, UNESCO, 2014
2	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	5 335	Paris, UNESCO, 2014
3	Enseigner et apprendre: atteindre la qualité pour tous; rapport mondial de suivi sur l'EPT, 2013/2014 (Teaching and learning: achieving quality for all; EFA global monitoring report, 2013/2014)	ED	French	3 679	Paris, UNESCO, 2014
4	História geral da África, I: metodologia e pré-história da África (General history of Africa, I: Methodology and African prehistory)	CLT	Portuguese	3 471	Brazil, 2010
5	Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	3 390	Buenos Aires, 2001
6	37 C/5: volume 1: Draft Resolutions, 2014-2017, volume 2: Draft Programme and budget, 2014-2017	all	English	3 107	Paris, UNESCO 2013
7	Actividades de educación ambiental para las escuelas primarias: sugerencias para confeccionar y usar equipo de bajo costo (Environmental education activities for primary schools: suggestions for making and using low cost equipment)	ED	Spanish	2 523	UNESCO, 1992
8	Engineering: issues, challenges and opportunities for development; UNESCO report	SC	English	2 263	Paris, UNESCO, 2010
9	Learning to live together in peace and harmony: values education for peace, human rights, democracy and sustainable development for the Asia-Pacific Region; a UNESCO/APNIEVE sourcebook for teachers education and tertiary level education	ED	English	2 147	Bangkok, 1998
10	United Nations world water development report 4: managing water under uncertainty and risk	SC	English	2 032	Paris, 2012

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

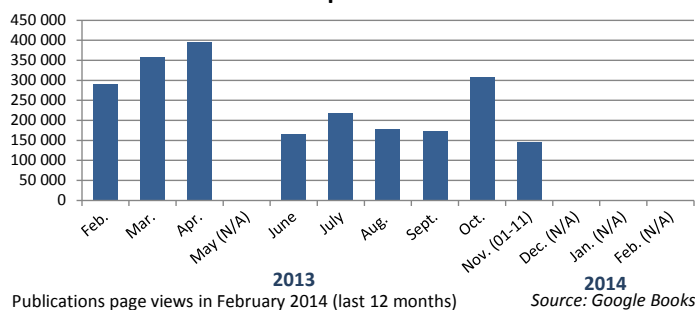


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **397** UNESCO publications (mainly recent titles) are available on the service, which allows readers to search for and browse these books online.

Month	Publications on Google Books	Book visits	Pages viewed	Book visits with buy clicks
February 2014	397	NA	NA	NA
February 2013	280	21 352	290 106	198

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 February, top 5 (clickable covers)

Publication	Copies sold	Sector
<td>11</td> <td>CLT/WHC</td>	11	CLT/WHC
<td>10</td> <td>SHS</td>	10	SHS
<td>10</td> <td>CLT/WHC</td>	10	CLT/WHC
<td>8</td> <td>CLT/WHC</td>	8	CLT/WHC
<td>8</td> <td>CI</td>	8	CI

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

Publication	Copies sold	Publisher
<td>3</td> <td>Panasonic</td>	3	Panasonic
<td>2</td> <td>UN</td>	2	UN
<td>1</td> <td>Our Place Editions</td>	1	Our Place Editions
-	-	-
-	-	-

6.4. Online and international sales

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

Publication	Copies sold	Sector
<td>91</td> <td>ED</td>	91	ED
<td>55</td> <td>ED</td>	55	ED
<td>30</td> <td>CLT/WHC</td>	30	CLT/WHC
<td>17</td> <td>CLT/WHC</td>	17	CLT/WHC
<td>16</td> <td>CLT/WHC</td>	16	CLT/WHC

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

Bookshop sales of UNESCO publications, lowest sellers in February

Title	Copies sold	Sector
Revista Patrimonio Mundial N° 70 - Sinergias para proteger los sitios	0	CLT/WHC
World Heritage Review n°69 - World Heritage agricultural landscapes	0	CLT/WHC
Lumbini, Birthplace of Buddha World Heritage series Multilingual edition: English/French/Chinese/Nepali	0	CLT/WHC
Fundamentals of Educational Planning series, N°96 Developing Countries in the E-learning Era	0	IIEP
Museum International N° 251/252 Les arts de la péninsule arabique - L'exemple des Émirats Arabes Unis -	0	CLT

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

Title	Copies sold	Sector
Recueil des données mondiales sur l'éducation 2012	0	UIS
Pressing for Freedom: 20 Years of World Press Freedom Day	0	CI
Histoire de l'Humanité Vol. VI de 1789 - 1914 (2 volumes, cannot be sold separately)	0	CLT
Histoire de l'Humanité Vol. VII Le XXe siècle : de 1914 à nos jours (reprint)	0	CLT
Le grand imagier de Bouba et Zaza	0	ED

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

6.6. Licensing and co-publishing agreements and amendments, February 2014

Contract No.	Title	Publisher	Language	Date signed
C.2014-001	Integrated Urban Water Management: Arid and Semi-Arid Regions	China Water & Power Press	Chinese	21/02/2014
C.2014-002	UNESCO Guidebook on Textbook Research and Textbook Revision Second Revised and Updated Edition	MOFET Institute	Hebrew	20/02/2014
C.2014-003	Les sources orales de la traite négrière en Guinée et en Sénégal	Diasporic Africa Press	English	21/02/2014
C.2014-004	Tradition orale et archives de la traite négrière	Diasporic Africa Press	English	21/02/2014

6.7. Permissions granted to use or translate UNESCO content, February 2014

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Editions Delagrave	« Investir dans la Diversité Culturelle et le Dialogue Interculturel : Rapport Mondial de l'UNESCO », couverture, © UNESCO 2010	Inclusion dans un ouvrage scolaire intitulé « Histoire Géo 1ère Bac Pro » à paraître en mars 2014, en format imprimé pour un tirage de 14 000 exemplaires vendus au prix unitaire de 22 euros. L'ouvrage sera également accompagné de ressources numériques mises à la disposition des enseignants à titre gratuit.	Droit de reproduction non-exclusif uniquement pour cette édition en langue française, pour le format indiqué, et pour distribution en France Mention de la source. Somme forfaitaire de 200 euros.	20/02/2014
Bedford-St. Martin's (Macmillan Group)	Statement by Experts on Race Problems, 20 July 1950, © UNESCO 1950.	Inclusion in the publication entitled "Voices of Decolonization" to be published by 31 March 2014 in printed book form for a print run of 50,000 copies and e-Book format for an anticipated order of 5,000 copies. The retail price will be of 14,00 USD.	Non-exclusive world rights are granted for the life of this edition only, in the English language only, in both formats. Mention of the source and due acknowledgement of UNESCO indicated. Free of charge	28/02/2014

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
CI	14	2	12	
CLT	9	4	5	
ED	11	6	5	
ERI	8	8		
SC	7	6	1	
SHS	1	1		
GBS	1	1		
Total	51	28	23	-

7.2 Events organized by Field Offices/ Institutes

Amman	1
Apia	1
Hanoi	1
Havana	1
Kathmandu	13
Nairobi	2
Rabat	1
Venice	3
Total	23

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

Type of Events taking place	at HQS	away from HQS
Category 2-Intergovernmental meeting	1	-
Category 3- Non-governmental conference	-	-
Category 4- International Congress	-	-
Category 5-Advisory Committee	1	-
Category 6-Expert Committee	3	-
Category 7-Seminars and Workshops	3	22
Category 8-Symposium	1	-
Event under patronage	-	-
Exhibition	2	2
Internal meeting	-	-
Headquarters Committee	-	-
Concert	1	-
Show	2	-
Consultative Meeting	-	-
Meeting by Member States or Institutions	1	1
Interagency meeting	-	-
Film Projection	-	-
Special Event	4	2
Working group/Expert Meeting	-	3
Information meeting for Permanent Delegations	1	-
Executive Board	1	-
Prize Giving ceremony	-	-
Total	21	30

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 Organization's 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
03/02	Colloque international à l'occasion du 80e anniversaire de Federico Mayor	AAFU, ODG	Salles II, X - XI	150
10/02	22e réunion du Bureau du Conseil intergouvernemental du programme Information pour tous	CI/INF	Salle VIII	25
10-14/02	7e session du Groupe de travail sur les systèmes d'alerte aux tsunamis et aux autres aléas (TOWS-WG)	SC/IOC/CBS	Salle XIV	22
12/02	Réunion d'information du Conseil exécutif avec la Directrice générale	GBS/SCX	Salle X	100
13/02	Conférence de presse de Salif Traoré	ODG/HGA	Salle IX	75
13/02	Journée mondiale de la radio	CI/ADG	Hall Ségur	25
13/02	Journée mondiale de la radio	ERI/DPI/SPE	Salle V	20
17-19/02	Séances du Programme international de géosciences (PICG)	SC/EES/GEO	Salles XIII - XVI	50
20-21/02	Assemblée générale UNESCO-Commission de la carte géologique du monde (CCGM)	SC/EES/GEO	Salle XIII	70
17-21/02	Semaine de l'apprentissage mobile 2014	ED/PDE/PAD	Diverses salles	700
21/02	Journée internationale de la langue maternelle	ED/PSD/PHR	Salle IV + Foyer Salle I	180
27-28/02	Repenser l'éducation dans un monde en transformation : 2 ^e réunion d'experts de haut niveau	ED/EFA	Salle VIII	12
27-28/02	Séminaire mondial sur le projet de recherche UNESCO-FIDA : « Acquérir des connaissances et des compétences pour l'agriculture et l'amélioration des moyens d'existence ruraux »	ED/BAS/LIT	Salles XIII, XIV, XVI	70
Total participation				1 499

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

8.1.2 External rentals

Date	Title	Organizer	Place	Public
04/02	Conférence : « L'art pour la paix »	Déleg perm. de la Côte d'Ivoire	Salle IV	30
06/02	15e colloque du Syndicat des énergies renouvelables	Syndicat des énergies renouvelables	Diverses salles	1 000
13/02	Assemblée générale l'Association internationale pour la sauvegarde de Tyr	Fondation Tyr	Salle XIII	40
27/02	Conférence : « Les guerres du XXIe siècle (2001-2014) »	Université des Nations Unies	Salle IV	350
Total participation				1 420

8.1.3 Electoral Groups Meetings

Date	Title	Organizer	Place	Public
06/02	Réunion de la Délégation	Déleg perm. du Royaume des Pays-Bas	Salle VII	30
06/02	Réunion du Groupe Electoral I	Déleg. Perm. du Royaume de Suède	Salle XIII	50
07/02	Réunion des Groupe UE et Genève (EX/4)	Déleg perm. du Royaume des Pays-Bas	Salle XIV	60
11/02	Réunion du Groupe UE	Déleg perm. de la Grèce	Salle XIII	60

13/02	Réunion du Groupe Electoral II	Délég perm. de la Lituanie	Salle XIII	50
17/02	Réunion du Groupe arabe	Délég perm. des Emirats arabes unis	Salle XV	20
18/02	Réunion du Groupe Electoral I	Délég perm. du Royaume des Pays-Bas	Salle XI	40
18/02	Réunion du Groupe arabe	Délég perm. des Emirats arabes unis	Salle XV	20
19/02	Réunion du Groupe OCI	Organisation de la coopération Islamique	Salle XIV	45
20/02	Réunion du GRULAC	Délég perm. de l'Argentine	Salle XVI	40
20/02	Réunion plénière du Groupe ASPAC	Délég. perm. de la République démocratique. fédérale du Népal	Salle XIV	40
25/02	Réunion du Groupe ASPAC	Délég. perm. de la République démocratique. fédérale du Népal	Salle XIV	40
28/02	Réunion du Groupe ASPAC	Délég. perm. de la République des Philippines	Salle XV	30
Total participation				525

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

8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
03-07/02	L'art pour la paix	Délég. perm. de Côte d'Ivoire	Hall Ségur	100 (inauguration)
03-07/02	Exposition à l'occasion des 80 ans de Federico Mayor	AAFU, ODG	Couloir X-XI	150 (inauguration)
10-14/02	Peinture naïve slovaque en Serbie	Délég. perm. de la République de Serbie	Salles Miró 1-2	200 (inauguration)
Until 13/02	A l'occasion de la Journée internationale dédiée à la mémoire des victimes de l'Holocauste (27/01) : « Itinéraires dans l'Holocauste » « Sur les pas des disparus » « Le monde savait : la mission de Jan Karski pour l'humanité » « Les rescapés de la Shoah – Courage, volonté, vie »	Secteur de l'éducation	Salles Miró, Salle des actes, Salle des pas perdus	N/A

8.2.2 Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
01/02	Concert caritatif de l'Orchestre philharmonique Espoir sans frontière et le Chœur Lamoureux - au profit de l'ONG Espoir sans frontière pour la construction d'une école dans le village de Saovina à Madagascar.	Délég. perm. de la République de Madagascar	Salle I	700
04/02	« L'art pour la paix » : conférence	Délég. perm. de Côte d'Ivoire	Salle IV	30
11/02	Spectacle : « La Chine culturelle - La transmission du patrimoine culturel immatériel en action »	Centre d'échanges culturels et artistiques franco-chinois	Salle I	950
15/02	Célébration du Têt, nouvel an vietnamien	Délég. perm de la République socialiste du Viet Nam	Salle I et 7 ^e étage	1 000 (Salle I)
15-21/02	Semaine de l'apprentissage mobile	Secteur de l'éducation	Salle II et autres	700
20/02	Spectacle : « Cycle de danses en trois temps »	Délég. perm. de la Grèce	Salle I	900

8.2.3 Special Events

Date	Title	Organizer	Place	Public*
04/02	Enregistrement et diffusion de l'émission « Face à la classe » de France Ô	Secteur de la culture	Salle I	160
05-08/02	En partenariat avec l'UNESCO : Expolangues – Les langue du monde, le monde des langues	L'Etudiant	Porte de Versailles	NC

* 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

- **10 events** were promoted in the February monthly *Calendar of cultural events* printed out in 2,000 copies (in French), and its electronic version sent out to **25,882 subscribers**.
- **10 events** were organized, co-organized and/or promoted in February by DPI/PRP (Public Relations and Partnerships Section).

8.3. UNESCO Visits

The Visitors' Service organized a total of **17 visits** for **625 visitors in February 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	17
Declined requests	n/a

2. Languages

Visits in French	11	65%
Visits in English	6	35%
Other	0	0%

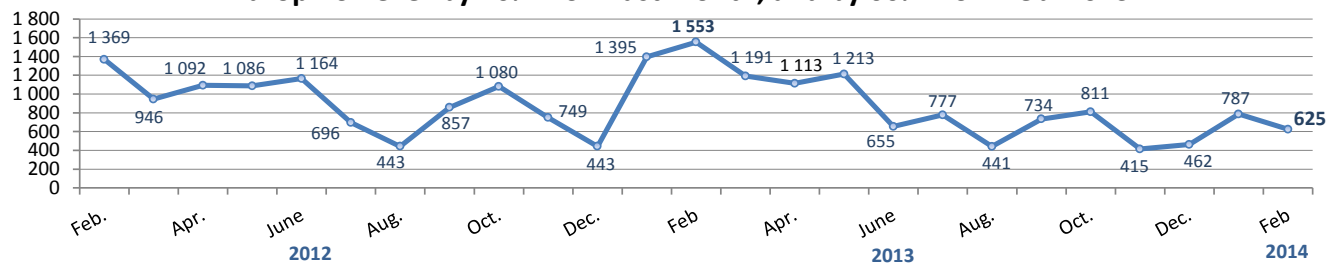
3. Type of visits

Group Visits	17	100%
Spontaneous Visits	0	0%
Individual Visits	0	0%
Incl. Thematic Conferences	1	6%

4. Origin

Europe and North America	491	79%
Asia and Pacific	50	8%
Latin America and the Caribbean	0	0%
Arab States	73	12%
Africa	11	2%

More than 600 visitors were offered a guided tour A drop however by 20% from last month, and by 60% from Feb. 2013



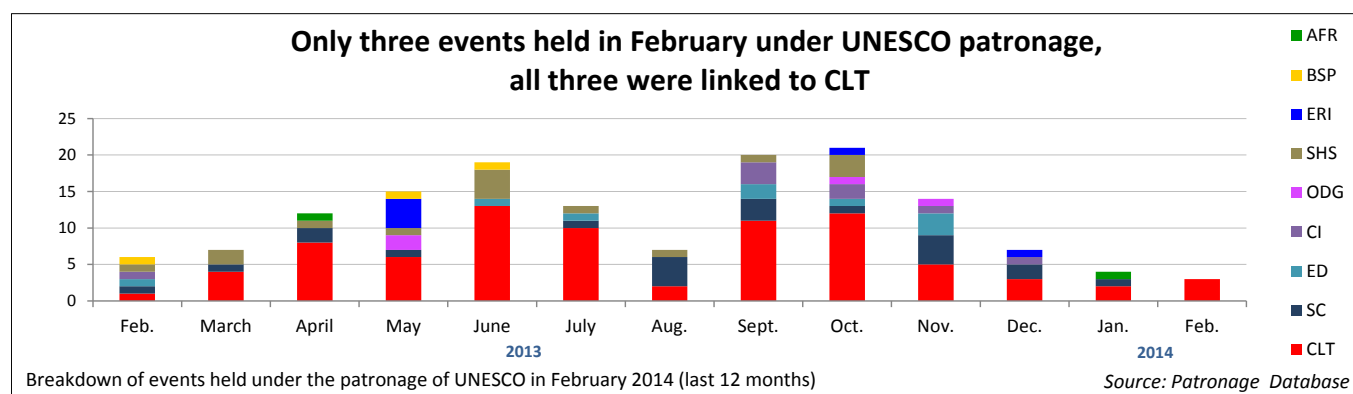
9. UNESCO logo exposure

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 3 events which have been granted UNESCO's patronage took place in February 2014.

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
07/02	Bosnia & Herzegovina	30th International "Sarajevo Winter Festival"	General public	CLT
13/02	Oman	Muscat International Folklore and Handicraft Festival 2014 organized by the Austrian Commission and the Oman National Commission	General public	CLT
15/02	Poland	Exposition de sculptures de Mme Hedva Ser, artiste pour la paix, intitulée "Destruction et renaissance - l'histoire du judaïsme européen" en Cracovie	General public	CLT



10. Media Partnerships

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

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

10.1. NHK (Japan)

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

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

Duration: until December 2014

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

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

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 programmes in February (NHK General)

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

Area of broadcast: **Japan and Worldwide**

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

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

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

Special programs (Satellite Channel): None in February.

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>
02/02	The Natural Heritage 1(compilation)	30 min.	5.9%
09/02	The Natural Heritage 2(compilation)	30 min.	7.1%
23/02	Lena Pillars Nature Park(Russia)	30 min.	5.7%

Average audience share in February: 6.23 percent (for the first broadcast)

Estimate number of viewers in Japan: 5,604,000 (for the first broadcast)

The total number of audience accessed to the program in February was estimated at 16,814,000

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

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

Partnership began: October 2010

Products: **News and interviews**

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

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

Network: partnership with more than 100 foreign news media

Links to titles by language (other than Chinese)	Nb of reports
English	30
Spanish	11
French	10

Arabic	7
Russian	2
In February, a total of 60 reports 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
01/02	Military Prosecutor's Office: Security failure at robbed Vladivostok fort	622
01/02	February cultural highlights in Russia	3 536
01/02	Yekaterina Maksimova: Biography	127
03/02	Special fund to take charge of Vladivostok Fortress development	254
03/02	Year of Russian and Italian tourism to start in Milan with Mikhail Pletnyov concert	769
03/02	Republic of Adygeya picks up torch in Sochi Olympics relay	483
03/02	Moscow ready to support Belgrade in Kosovo issue	801
04/02	Macau: Hopping from Europe to Asia and back	680
04/02	Grand Zurab Tsereteli exhibition at Moscow Museum of Modern Art	269
06/02	Matviyenko urges for new culture law to be passed this year	324
09/02	UNESCO: Syria heritage endangered by illegal excavation	267
12/02	Naryn-Kala fort on federal cultural heritage list	576
12/02	27 billion tons of ice	86
18/02	Greek Culture Minister thanks George Clooney for protecting Parthenon statues	277
19/02	British Museum claims Parthenon public opinion false	192
20/02	Zdrav-Camp serious illness awareness workshop begins in Moscow on February 28	460
21/02	Russia's delegation to UNESCO holds concert dedicated to Mikhail Lermontov	359
21/02	International Mother Language Day	198
21/02	Natural Resources Ministry: Volgograd Nature Park border altering illegitimate	1223
25/02	Infographics: World's Linguistic Diversity	96
27/02	Viking museum construction on Curonian Spit to be complete by April	376
28/02	Splendor of Borobudur: Silent symphony of spheres	595
28/02	Youth Guard of United Russia requests UNESCO protection of monuments in Ukraine	76
Total reports in Russian: 23		Total page views: 12 646

Date	Titles of Reports on UNESCO in Spanish	Page views
16/02	Obama eleva el techo de la deuda pública hasta marzo de 2015	14
Total reports in Spanish: 1		Total page views: 14

Date	Titles of Reports on UNESCO in English	Page views
06/02	Russian Prosecutors Probe Children's Book for Gay Propaganda	13
Total reports in English: 1		Total page views: 13

Date	Titles of Reports on UNESCO in French	Page views
06/02	Syrie: le patrimoine culturel menacé par les fouilles clandestines (UNESCO)	9
06/02	Syrie: Damas dément avoir utilisé des bombes à sous-munitions	6
12/02	Paris-Washington: le redémarrage	6
24/02	Diversité linguistique dans le monde	15
Total reports in French: 4		Total page views: 36
TOTAL REPORTS: 29		TOTAL page views in February: 12 709