



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2014/PIPMP/39/REV

Monthly Visibility Report

March 2014

Table of Contents

Executive Summary	2
Major Events	4
Focus on UNESCO Office for Iraq	10
1. Website	11
2. Media Services	14
3. Social Media Channels	17
4. Photobank	N/A
5. Documents (UNESDOC) and Library	23
6. Publications	25
7. Calendar of Events	28
8. Headquarters	29
9. Logo exposure.....	33
10. Media Partnerships	34

For further information, please contact: Neil Ford, Director ERI/DPI - Ext: 82077 - email: n.ford@unesco.org

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

UNESCO's March calendar was packed with events that ensured a very high level of visibility for the Organization in international media in all of the Organization's areas of activity. These included the many activities promoting International Women's Day, such as the release of the GMR gender equality analysis and the L'Oréal-UNESCO For Women in Science Awards; the launch of a UNWTO-UNODC-UNESCO campaign against trafficking of people, wildlife and cultural goods; the launches of the World Water Development Report 2014, and the Trends in Press Freedom Report; along with the visit to Headquarters by Chinese President Xi Jinping and nomination on the same day of China's First lady as a UNESCO Special Envoy.

In terms of media coverage for UNESCO, the biggest single event by far was the visit by Xi Jinping and Peng Liyuan. This generated massive coverage in China and in Chinese language media around the world, and was also mentioned in much of the reporting by other international media on the Chinese leader's visit to France and other European nations. The number of press articles concerning UNESCO over a 24 hour period tripled during President Xi's visit.

In between the major events mentioned above, a number of other activities also kept UNESCO in the news, including the announcement that Jazz Day 2014 would be celebrated in Japan, which did very well in Japan and US media; the participation of Juventus football club boss, Andreas Agnelli at the launch of a UNESCO NGO campaign for sport against racism, widely covered in Italy and France; the Director-General's participation at the Global Education and Skills Forum, organised with the Varkey Foundation in Dubai, and her visit to Syrian refugee camps in Jordan, which generated over 400 articles – mainly in Arabic media; and the most recent, and biggest test yet of the tsunami warning system for the Caribbean, which was followed by press throughout Latin America.

The damage to Syrian World Heritage sites caused by the ongoing conflict there also fuelled hundreds of articles globally, in which UNESCO was referenced.

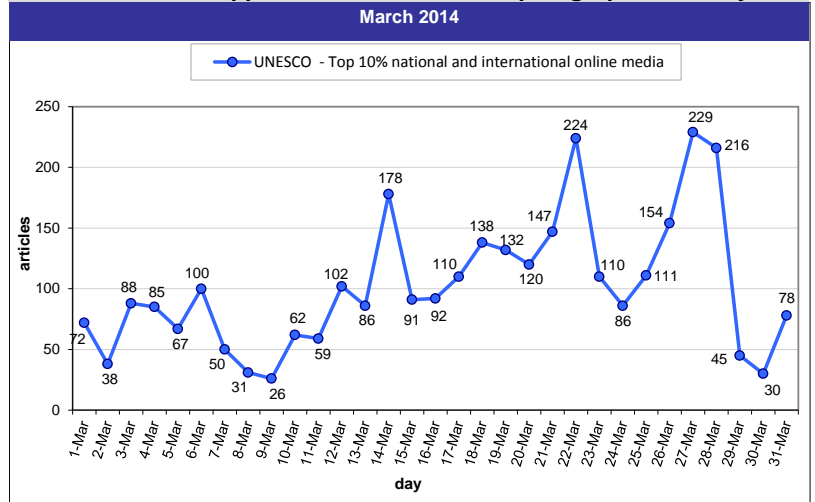
The following events are highlighted in the Major Events pages:

- **Anti-Trafficking Campaign in Tourism in cooperation with UNWTO/UNODC/UNESCO (05/03)**
- **International Women's Day (08/03)**
- **World Water Day (22/03)**
- **Visit of the President of the People's Republic of China, Xi Jinping, to UNESCO (27/03)**

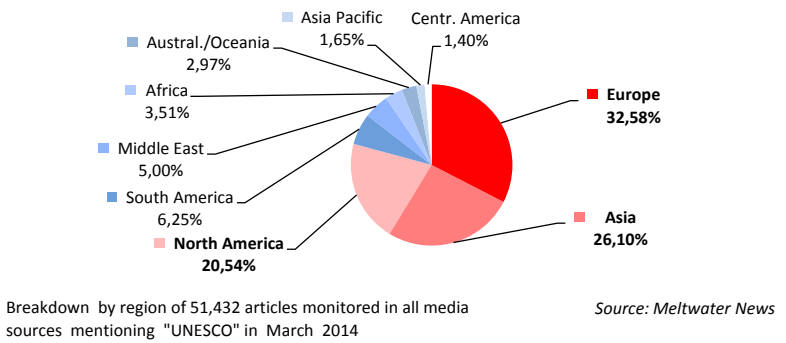
UNESCO Website and Social Media Channels

March was a very busy month with several international days attracting an increasing number of visitors to our website. More than 88,000 visits were registered per day and a peak of 111K visits was measured on the

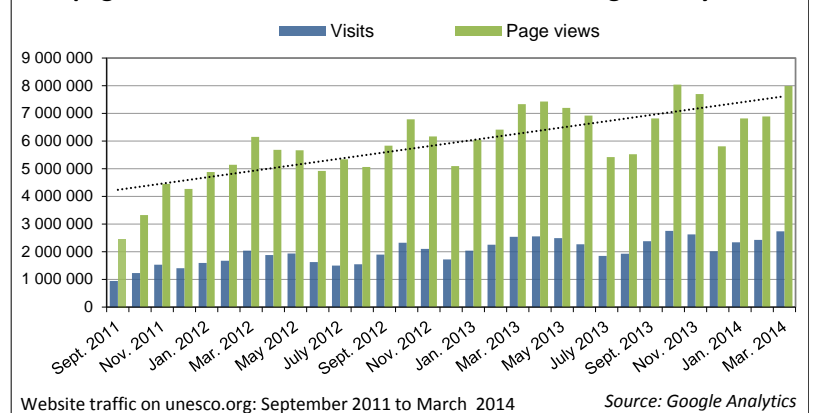
Articles published daily in top 10% national and int'l on-line media in which "UNESCO" appears in the title or first paragraph of a story



**More than 51,000 articles monitored worldwide in all media (+28%)
Massive coverage in Asia (+61%), Europe (+24%), North America (+33%)**



March 2014 traffic shows the second highest number of page views and visits since measured with Google Analytics



first day of the Netexplo Forum 2014 (26/03). World Water Day with the launch of the World Water Development Report 2014 (22/03), and World Poetry Day (21/03) brought a significant number of visits coming from social media. On UNESCO.int, the number of page views rose again with the Executive Board approaching (+5%), and registered a 134% increase compared to same month last year. Traffic on Unescommunity is stable with 300 to 400 visits per article.

Our social media channels in all languages flourished through March. For the first time, an Arabic post made the list of monthly top 10 tweets, thanks to promotional support by the Saudi football team @AlHilal (+1 million followers), which signed a partnership with UNESCO this month. Our Chinese Weibo saw exceptionally high engagement with its coverage of the Chinese President's visit, with +1 million views. The Spanish Facebook likes jumped by a remarkable 39%, thanks to several posts on poetry and literature, which resonate particularly well in Spanish. All language channels participated in an international social media partnership launched with Marie Claire magazine using the hashtag #WomenWishes. UNESCO and Marie Claire magazine campaigned together to make women and girls' education a priority. By bringing UNESCO's messages and content to their audiences, UNESCO was able to recruit new "likes" to its Twitter channels. Through this scheme, we managed to get followed and retweeted by personalities who otherwise would not know about UNESCO, such as musician @JaredLeto who has 1 million followers.

Publications

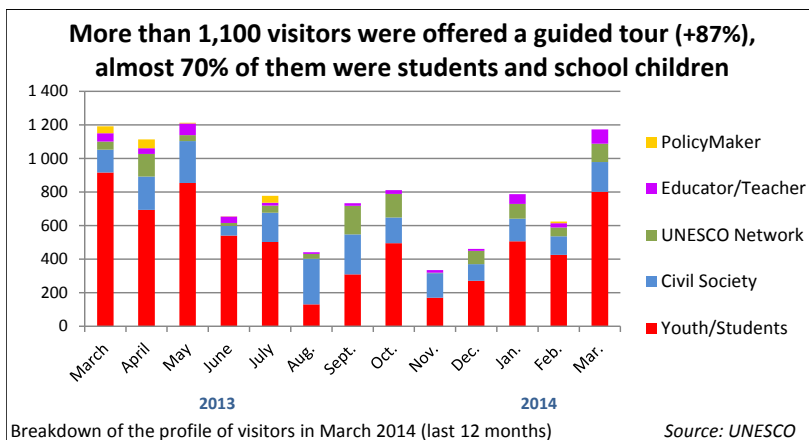
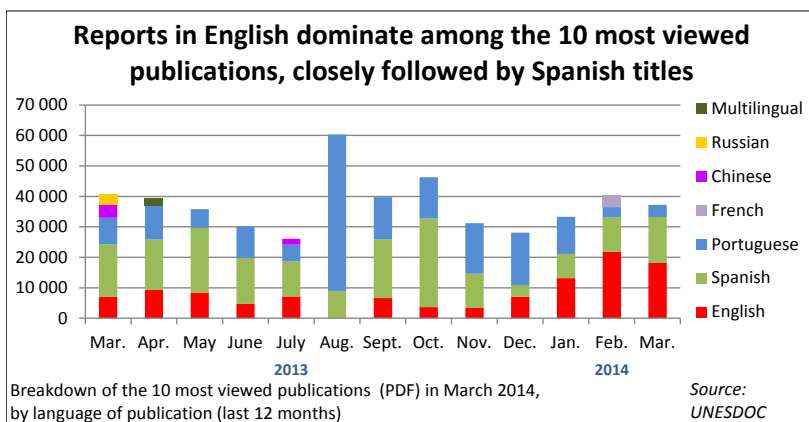
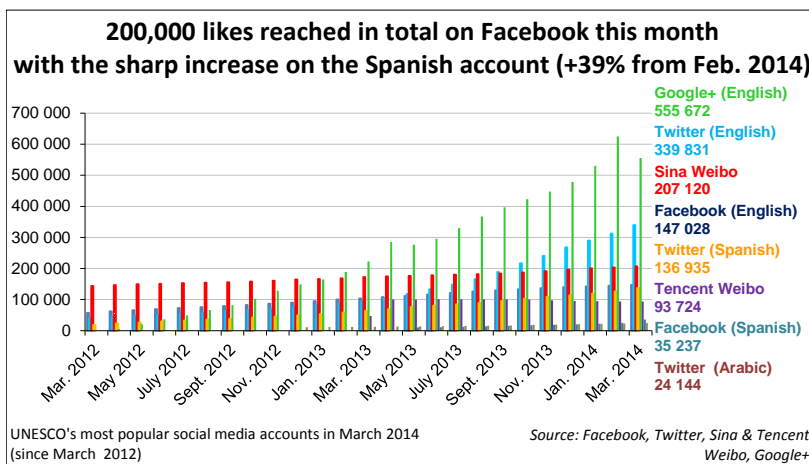
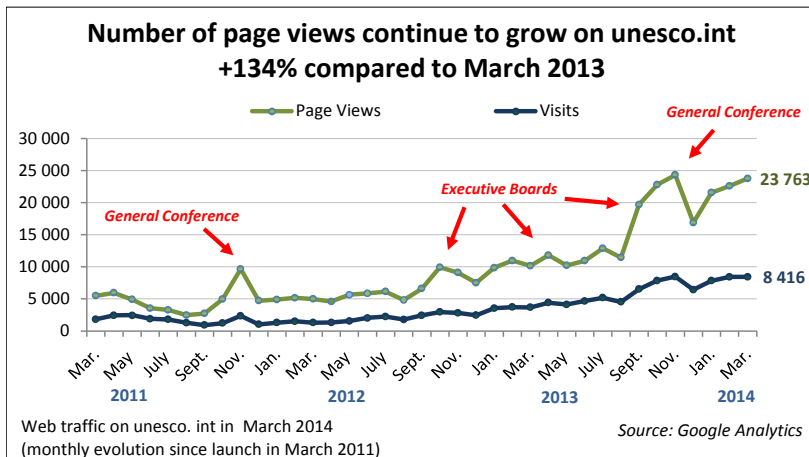
Online viewing of UNESCO top ten publications in March has decreased since February of this year (-7%) and compared to March last year (-8%). However, the proportion of English titles is higher than usual due to the launch of the *EFA Global Monitoring Report 2013-2014* in late January in English, Spanish and French and the *World Water Development Report 5* in English in March. The Portuguese version of the *General History of Africa* and the usual Spanish titles (plus the Spanish GMR) are 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 April's Monthly Report. Sales in the bookshop were still low compared with previous years. On-line sales were largely dominated by three World Heritage titles.

UNESCO visits

To meet the high number of requests, in particular from Permanent Delegations and schools, 46 visits were organized in March, including 7 thematic conferences. In total 1,173 visitors were offered a guided tour, an 87 percent increase compared to February 2014.

Focus on a Field Office

The third episode of this topic aiming to highlight the outreach efforts of a Field Office focuses on our **Office for Iraq** (see p.10)



Major events:

I. Anti-Trafficking Campaign in Tourism in cooperation with UNWTO/UNODC/UNESCO (5 March)

UNESCO joined forces with the World Tourism Organization (UNWTO), and the United Nations Office on Drugs and Crime (UNODC) to promote the global campaign “Travel, don’t traffic”. The launch of the campaign took place at the International Tourism Bourse (ITB) in Berlin on 5 March 2014 and was co-chaired by the Director-General, Irina Bokova, UNWTO Secretary-General, Taleb Rifai, and UNODC Executive Director, Yury Fedotov, who highlighted the role of the United Nations in driving this issue.

“Travel, don’t traffic” aims to raise awareness about the most common illicit goods and services that tourists might be exposed to while travelling. The campaign urges travelers to support the fight against trafficking in persons, wildlife, cultural artefacts, illicit drugs and counterfeit goods, and invites them to take action through responsible consumer choices.

UNESCO participates in this campaign to achieve the purposes of the 1970 Convention for the fight against illicit trafficking of cultural property. It provides a unique opportunity to raise the awareness of the general public and tourists on the fact that cultural heritage is much more than a tradable commodity: it is significant not only because of its market value or scientific importance, but also because it embodies history and identity. On this occasion, the Director-General recalled the fundamental principles of this Convention, and presented a preview of a [UNESCO video clip](#) to sensitize tourists, which received a very positive response from the panelists and the audience.



© UNWTO

Aside from the heads of the three UN organizations, the launch was also attended by the newly appointed Chairperson of the World Committee on Tourism Ethics and former Executive Director of the World Trade Organization, Pascal Lamy, the Executive Vice President and Chief Global Communications and Public Affairs Officer of Marriott International, Kathleen Matthews, and the President and Managing Director of Sabre Hospitality Solutions, Alex Alt.

The campaign was launched with the support of Marriott International and Sabre Holdings, the first tourism companies to partner in the initiative, promoting this important message among their millions of customers. Marriott proposes to share the anti-trafficking message with their guests, employees and Marriott Reward Members through their internal and external websites and news bulletins, reservation confirmation emails, Marriott Rewards member newsletters and blog and social media. Sabre offers to support the campaign with four consumer-facing businesses and/or products – Travelocity, lastminute.com, TripCase and GetThere – as well communicating externally to their stakeholders and internally to their employees.

The campaign “Travel, don’t traffic” contributes to the UN’s goal of combating organized crime as well as to strengthen collaboration between UNESCO, UNODC and UNWTO in the fight against the illicit trafficking of cultural property.

Participants: Some 250 participants.

Audience: Tourism sector representatives from the private and public sphere, UNWTO Members and Affiliate Members, as well as media.

Communication materials and activities:

- [Press release](#) (06/03)
- [Communiqué](#) by UNWTO-UNODC-UNESCO (05/03)
- [UNESCO web release](#) (06/03)
- [Address by the DG for the official presentation of the Campaign](#)
- [UNESCO dedicated web page](#)
- Campaign web site: [Your Actions Count - Be a Responsible Traveller](#)
- Campaign brochure (paper and [on-line](#))
- [Campaign poster](#)
- Photo galleries: [UNWTO](#) and [UNESCO](#)
- Video: [Heritage is identity, don’t steal it](#)

Website statistics: Press release: 62 visits / 291 page views. Communiqué: 05/03: 136 visits/645 page views. UNESCO web release 06/03: 138 visits/1,201 page views. Dedicated web page : 21 visits/253 page views with a peak on 5-6/03 (184 page views). Video: *Heritage is identity, don’t steal it*: 1,238 views.

Press coverage: A joint press release was prepared and distributed worldwide in the six languages. However, the text was relatively weak, reflecting the difficulties often encountered with releases under multiple signatures. Resulting coverage was moderate, and limited mainly to media devoted to travel and tourism. The story did not really make headlines in any top tier news media, which was disappointing.

Social media: Launched in English, the campaign was made available later in the month in French and Spanish. UNESCO also helped translate it into Arabic and Chinese; these versions should be available in April. Interest was medium-low, with 145 likes on FB. On Twitter, feedback was as well moderate, with 24 to 74 retweets per tweet.

II. International Women's Day 2014 (8 March)

This year, the UN theme for International Women's Day was "Equality for Women is a Progress for All".

Like every year, UNESCO and more particularly the Division for Gender Equality (ODG/GE), organised a series of events at UNESCO Headquarters to celebrate International Women's Day:

- **5 March: Conference "Native Women of Quebec: Between Art and Activism"** with Ms Viviane Michel, President of Quebec Native Women (QNW) and Ms Manon Barbeau, Director and Founder of Wapikoni Mobile. The conference, opened by Saniye Gülser Corat, Dir ODG/GE and moderated by Ms Michèle Stanton-Jean, Representative of the Government of Quebec, Permanent Delegation of Canada to UNESCO, allowed us to better know these two women and their actions within the community of Quebec Native Women.

Viviane Michel, presented her association and its goals. The association works in key areas such as health, justice, environment and sustainable development, prevention of violence against women, and as reported "*the battles to be fought in these areas are still numerous*". However, Viviane Michel remains optimistic and puts forward a unifying message underlining "*the right to life in all its differences*".

Manon Barbeau shared the story of her mobile recording studios "Wapikoni Mobile", which has more than 600 films and 80 awards to its credit. In addition to developing artistic and technical skills among Aboriginal youth, Wapikoni Mobile helps to strengthen the intergenerational links within Aboriginal communities, and to ensure that culture and traditions are passed down from one generation to the next. The films they produce are also a vital tool to communicate and interact with the outside world.

- **7 March: International conference "Equality for Women is Progress for All – Views from the Small Island Developing States (SIDS)"**. UNESCO has chosen to put the spotlight on this topic in view of the UN International Year of Small Island Developing States and the upcoming 3rd International Conference on SIDS (Apia, 1 to 4 Sept. 2014). Empowering women to cope with SIDS challenges and ensuring their equal participation and voice in decision will be crucial in advancing sustainable human development as gender equality is a global priority for the



Organization and a key pillar of the Director-General's mandate. The conference was opened by the Director-General, Irina Bokova and moderated by, Dir ODG/GE, Saniye Gülser Corat. The presentations by the 3 panelists, Ms Joyleen Baklai Temengil, Minister of Community and Cultural Affairs of the Republic of Palau, H.E. Mrs Laura Faxas, Ambassador of the Dominican Republic to UNESCO, and H.E. Mr Bernard Shamlaye, Ambassador of Seychelles to UNESCO were followed by an extensive debate in a questions and answers session with the audience.

- **7 March: Inauguration of the artistic exhibitions** by the Director-General, Irina Bokova, with the participation of the Presidents of the Electoral groups and the Ambassadors of the concerned Permanent Delegations. These exhibitions were opened to the public from 10 to 21 March 2014. This year, the artists were from the Republic of Azerbaijan, the Popular Republic of Bangladesh, the Republic of Benin, the Plurinational State of Bolivia, the Republic of Bulgaria, Canada (Québec), the Federation of Russia and Peru.



The inauguration was followed by a reception offered by the Permanent Delegations of the participating countries.

Besides these initiatives, programme sectors, field offices and Institutes actively contributed to the celebration of IWD, with various events, activities and initiatives. Detailed information on these events can be found on [IWD 2014 website](#) (under: Celebration through Action).

Participants: 5 March: 50 participants; 7 March: 250 participants. Exhibition: 250 participants at the inauguration.

Audience: Permanent Delegations, UNESCO Staff, public at large.

Communication materials and activities:

- [Message from the DG for IWD 2014](#) (6 languages)
- [Dedicated website](#) (6 languages)
- Conferences ([5](#) and [7](#) March)
- [UNESCO's Gender Equality Action Plan, 2014-2021](#)
- [Women in Science, worldwide data presentation](#) (UIS)
- [Exhibitions](#)

Website statistics (27/02-31/03): On dedicated webpage: 8,884 visits/13,604 page views ([URL 1](#): 5,405 visits/6,405 page views; with peak on 8 March: 1,351 visits/1,544 page views; [URL 2](#): 1,731 visits/3,577 page views (peak on 8 March: 779 visits/1,113 page views).

Press coverage: The press service did not actively promote these events at Headquarters. Rather it concentrated on the events in New York with the Director-General.

Social media: An international Twitter partnership was launched with Marie Claire magazine using the hashtag #WomenWishes. UNESCO & Marie Claire magazine campaigned together to make women and girls' education a priority. At least 12 of Marie Claire magazine's international editions (ie: Australia, Korea, UK, France, Singapore, Romania, Italy, Spain, Mexico) participated. The messages performed well, with an average of 250 RTs, and made good

use of visual material developed for social media in the past two years. By bringing UNESCO's messages and content to their audiences, UNESCO was able to recruit new "likes" to its Twitter channels. Through this scheme, we managed to get followed and retweeted by personalities who otherwise would not know about UNESCO, such as musician @JaredLeto who has 1 million followers.

▪ UNESCO at the 58th session of the Commission on the Status of Women (10-21 March 2014)

The fifty-eighth session of the Commission on the Status of Women (CSW) took place from 10 to 21 March 2014 in New York, and the Director-General participated in the opening ceremony. The priority theme of this year's meeting was "Challenges and achievements in the implementation of the Millennium Development Goals for women and girls".

UNESCO events at the CSW:

- UNESCO organized a side event on 11 March focused on women's and girls' access to information and communication technologies and a free and independent media. This event was also the opportunity to present the findings of the first global survey on violence against women journalists launched in August 2013.
- A separate UNESCO event was held on 13 March to present the latest publication in the Good Policy and Practice in Health Education series, [Puberty Education and Menstrual Hygiene Management](#). This event included testimonies on the impact of puberty on young people and the importance of education, as well as a panel discussion on the report and on coordinating responses to the need for education in this area.

The CSW also provided an occasion for the launch of the [Gender Summary](#) of the EFA GMR report 2013/2014 "Girls' education and gender equality on the threshold of 2015" which UNESCO organized in partnership with the UN Girls' Education Initiative (UNGEI), Education International and the UN Global Education First Initiative (GEFI) – [Web story](#)

The Director-General gave the opening remarks for the side event "Effective strategies to increase women and girls' participation in STEM", and moderated the high-profile side event organized by the delegations of UK and Tanzania together with GlaxoSmithKline UK - [Web story](#)

The Director-General participated in a high-level side event : High-level Ministerial meeting on Female Genital Mutilation "Empowering Young People to End Female Genital Mutilations: The Role of Governments and Civil Society", organized by UNESCO, the Permanent Mission of Burkina Faso, the Permanent Mission of Italy, UNICEF and UNFPA - [Web story](#)

The Director-General was a key-note speaker for the UN Interagency high-level event on "Accelerating progress on the MDGs for women and girls, chaired by The UN Women Executive Director - [Web story](#)

The Director of the Division for Gender Equality (DIR/ODG/GE) was a discussant on the High-level Panel on Access and participation of women and girls in education, training, science and technology, including for the promotion of women's equal access to full employment and decent work.

More information on [UN Women website](#).



Participants: 7,000.

Audience: Representatives of Member States, UN entities, and ECOSOC-accredited non-governmental organizations (NGOs) from all regions of the world

Communication materials and activities:

- Press releases ([10/03](#), [12/03](#))
- Web news [10/03](#), [11/03](#), [12/03\(1\)](#), [12/03 \(2\)](#), [13/03](#)
- [UN Women dedicated webpage](#)
- [Infographics](#)
- Publication: [Puberty Education and Menstrual Hygiene Management](#)
- Publication: [Gender Summary of the EFA GMR report 2013/2014](#)
- Video on demand "To 2015 and Beyond: Putting Girls' Education at the Heart of the Agenda" (98min)

Website statistics: Press releases: [10/03](#): 704 visits/2,232 page views; [12/03](#): 45 visits/257 page views. Web news: [10/03](#): 11 visits/191 page views; [11/03](#): 7 visits/79 page views; [12/03 \(1\)](#): 85 visits/147 page views; [12/03 \(2\)](#): 21 visits/174 page views; [13/03](#): 17 visits/102 page views. Publications: [Puberty Education and Menstrual Hygiene Management](#): 683 views; [Gender Summary of the EFA GMR report 2013/2014](#): 965 views.

Press coverage: The CSW event provided UNESCO with two media opportunities: with the presentation of the puberty education and menstrual hygiene brief and the launch of the GMR's Gender Summary. Press releases were distributed widely for both stories, generating significant press coverage.

The press release on the puberty education brief was relayed by media in all regions, from South Africa, to Yemen, Norway, Russia and the United States. It did particularly well in the Arab region. Some 220 articles were monitored in all.

The press release on the Gender Summary also generated dozens of articles in all regions. As with the Puberty education brief, most articles were based on the information provided by the press release.

Social media: See general analysis page 5.

▪ L'OREAL UNESCO Awards For Women in Science (19 March 2014)

The L'Oréal-UNESCO *For Women in Science* (FWIS) Programme celebrated its 16th edition this year. As for the previous editions, the FWIS Programme awarded outstanding women scientists whose research is a proof of the excellent achievements that can be made by women in science.

The 5 Laureates awarded this year in Life Sciences are: Prof. Cecilia Bouzat (Argentina), Prof. Laurie Glimcher (United States), Prof. Kayo Inaba (Japan), Dr. Segenet Kelemu (Kenya), and Prof. Brigitte Kieffer (France).

Their exceptional work is contributing to basic research aimed at harnessing debilitating and life-threatening conditions and the findings of their research in neuroscience, immunology and plant pathology will have a strong impact on the life of millions of people.

In the framework of the International Fellowships Programme, the following 15 UNESCO Member States were represented, 3 for each region: Mauritius, Nigeria and South Africa; Jordan, Tunisia and Sudan; Japan, Pakistan and Singapore; Spain, Hungary and Turkey; Panama, Bolivia and Chile.

This year's programme included many major events, such as the presentation of the Laureates' research at the French Académie des Sciences, and the presentation of International Fellows' research projects at UNESCO Headquarters.

The Awards Ceremony was held at the Sorbonne University in Paris, in the presence of the Director-General, Irina Bokova, Jean-Paul Agon, Chairman and CEO of L'Oréal and Chairman of the L'Oréal Foundation, and Professor Günter Blobel, President of this year's Jury and Nobel Prize in Medicine.

Throughout its 16-year history, the L'Oréal-UNESCO For Women in Science Programme has supported more than 2,000 women all over the world, including two who later won the Nobel Prize.



© L'Oréal Foundation (2 photos)

Participants: More than 700 participants attended the Awards Ceremony at the Sorbonne on 19 March, and about 150 participants attended the Scientific Meeting at UNESCO Headquarters on 18 March.

Audience: Strong participation of UNESCO Permanent Delegations, notably of Laureates and Fellows' Member States, scientific public and other invitees.

Communication materials and activities:

- [Press release](#) (03/03)
- [Web release](#) (19/03)
- [UNESCO dedicated webpage](#)
- [L'Oréal dedicated webpage](#)
- Press kit in English and French
- FWIS 2014 – [Media resources](#)
- Videos of the presentations of the five laureates: [Cecilia Bouzat](#); [Laurie Glimcher](#); [Kayo Inaba](#); [Segenet Kelemu](#); [Brigitte Kieffer](#);
- Photo galleries ([UNESCO](#) & [L'Oréal](#))
- Advertising campaign: CDG & Orly Airports and several areas in Paris

Website statistics: Press release: 156 visits/177 page views; Web release: 237 visits/1,030 page views. UNESCO dedicated webpage: 2,268 visits/7,860 page views ([URL 1](#): 2,075 visits/7,039 page views (peak on 19/03: 323 visits/821 page views), [URL 2](#): 193 visits/273 page views). UNESCO Photo gallery: 5 visits/54 page views.

Press coverage: L'Oréal produced most of the press information products, including the press kit, press release and audiovisual materials. The press service supported the distribution of these materials worldwide.

Media coverage of the story was concentrated mostly in the home countries of the FWIS laureates, and on the laureates themselves. Many of the stories also mentioned the research commissioned by L'Oréal on the number of women scientists in a selection of countries.

Social media: Messages posted on Facebook performed pretty well and got up to 275 likes.

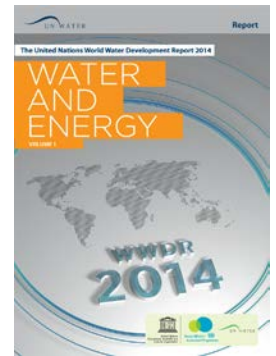
III. World Water Day 2014 (22 March)

The World Water Development Report 2014 on Water and Energy (WWDR 2014) was officially launched at the main celebrations of World Water Day in Tokyo, Japan, on 21 March 2014 at UNU Headquarters.

The Report was presented by WWAP Coordinator, Michela Miletto, followed by the Chair of UN-Water, Michel Jarraud, and the Assistant Director-General for Strategic Planning of UNESCO, Hans D'Orville.

Mr Taizo Nishikawa, Deputy to the Director-General, UNIDO, Mr David Malone, UNU Rector, Mr Domenico Giorgi, Ambassador of Italy and Mr Yoshiaki Morikita, Director-General of Water and Disaster Management Bureau, Ministry of Land, Infrastructure, Transport and Tourism of Japan, took as well the floor.

More than 200 people participated in the event, which was followed by a side event on "*Country Experiences on Water and Energy*", to present some case studies extracted from the WWDR 2014. At the end of the day a press conference was organized, attended by more than 20 journalists.



Parallel launches were organized at UNESCO Field Offices in Bangkok, Beijing, Jakarta, Nairobi, and Montevideo.

WWDR 2014 was as well presented in Rome, Italy, at the Conference "Water and Health for People", organized by Università degli Studi Roma "Foro Italico".

The Lead author, Richard Connor, presented the WWDR at UN Headquarters during the press briefing organized on 25 March.

The WWDR 2014 was also presented at UNESCO Headquarters to permanent delegations on the occasion of the World Water Day celebrations. Two experts (Jack Moss, AQUAFED and Max Donkor, former UN-ECA staff) presented the main messages of the Report. The programme also included : (i) a video message from Deputy Secretary-General of the United Nations, Mr Jan Eliasson, a speech by the Italian Ambassador to UNESCO, a speech by ADG/SC a.i..DIR/EES acting as moderator of the event. The Report was distributed to the participants.

Participants: At UNU Headquarters: more than 200 participants, at UNESCO HQ: 50.

Audience: At UNU Headquarters: Government Representatives, journalists, participants at the Asia Pacific Regional Symposium for World Water Day. At UNESCO HQ: Permanent Delegations and Secretariat staff.

Communication materials and activities:

- [Press release](#) (21/03)
- [Media advisory](#) (03/03)
- [WWD 2014 dedicated webpage](#)
- [WWAP website](#)
- [Infographic](#)
- [UN Water official website](#)
- [UN World Water Development Report 2014](#)
- [Photo gallery](#)
- Press conference in Tokyo

Website statistics (01/03-06/04): Press release: 383 visits/1,916 page views. Media advisory: 263 visits/1,121 page views. Dedicated webpage: 1,897 visits/7,963 page views; WWAP website: 18,408 visits/40,072 page views (peak on 21/03: 1,132 visits/2,672 page views). Photo gallery: 23 visits/138 page views. UN World Water Development Report 2014: 7,982, views by 11 April.

Press coverage: This year's World Water Development Report generated over 400 articles in leading news media round the world. The most significant coverage came from European, North American and Asian media, and were largely based on dispatches from the leading international news agencies, including Reuters, Bloomberg, AFP, IPS, EFE and DPA. Most of these dispatches arose from a press briefing with the Report's main author, organized by the press service. This was backed up by a detailed press release, distributed worldwide in all working languages, and a phoning campaign to leading environmental and science journalists. Articles were fairly neutral in tone, reflecting the findings and recommendations of the report. This somewhat conservative approach to the reporting most probably reflected the very technical nature of the report.

Social media: A new illustrated infographic was prepared to explain the findings of our report: <http://visual.ly/water-and-energy-sustainable-future>. Promoted on all social media channels, it fared fairly well, considering the rather academic nature of the topic: 145 likes on Facebook, 900+ views on Visual.ly within the first 2 weeks of its publication

IV. Visit of the President of the People’s Republic of China, Xi Jinping, to UNESCO (27 March)

The President of the People’s Republic of China, Xi Jinping, accompanied by First Lady Peng Liyuan, paid an “historic” visit to UNESCO Headquarters on 27 March, becoming the first ever Chinese Head of State to visit the Organization.



Following a meeting with the Director-General, the President addressed representatives from UNESCO’s Member States, members of the diplomatic corps in France, the business community and other distinguished personalities.

In his speech to the packed auditorium, the President called for respect and protection of cultural diversity, and stressed the importance of maintaining and reinforcing exchange and dialogue between cultures.



In turn, the Director-General recalled that China was a founding member of UNESCO, and highlighted the many activities jointly conducted with China, which bear witness to the country’s clear vision to invest in ‘soft power’ – in education, the sciences and culture - to write a new chapter of its economic and social development.”

Following the address, First Lady Peng Liyuan was designated UNESCO Special Envoy for the Advancement of Girls’ and Women’s Education

The address by the President of the People’s Republic of China, was webcast live on UNESCO’s public website and on UNESCO’s website for Member States and their National Commissions.

Participants: More than 1,000 participants.

Audience: Representatives from UNESCO Member States, members of the diplomatic corps in France, business leaders, distinguished personalities, journalists, and UNESCO Staff.

Communication materials and activities:

- 2 Press releases, (27/03: [1.](#) and [2.](#))
- [Media advisory](#) (26/03)
- [Speech by the Director-General](#)
- [Speech by the President of the PRC](#)
- Live webcast
- Press conference
- Videos: [President of China Xi Jinping visits UNESCO](#) (36’03), [President of China Xi Jinping at UNESCO](#) (3’19), [President of China Xi Jinping pays historic visit to UNESCO](#) (3’19)
- Video [The History of UNESCO](#) with Chinese subtitles
- B-roll
- [Photo gallery](#)

Webcast/Live streaming connections: External: 63 (EN: 38, FR: 13, ZH: 8, Floor: 4), Internal: 348 (EN:198, FR: 124, ZH: 17, Floor: 9)

Website statistics (26/03-06/04): Press release: [1.](#): 527 visits/3,717 page views, [2.](#): 221 visits/683 page views . Media advisory: 703 visits/2,411 page views. Photo gallery: 867 views/1,936 page views.

Press coverage: Xi Jinping’s visit to UNESCO and the nomination of Peng Liyuan as UNESCO Special Envoy provoked an avalanche of media coverage in China and focused a bright spotlight on UNESCO and the Director-General. The event was broadcast live by China’s CCTV, Phoenix TV and China Radio International – which transmitted the president’s speech via its various language services. Interviews with the Director-General done just prior to the visit were published by the leading national press, including Xinhua, China Daily and the People’s Daily, and relayed by hundreds of regional and local news outlets. The coverage of this event tripled the number of articles referencing UNESCO that are usually monitored over any 24-hour period. Outside of China, the event was covered by RFI, France 2, AFP TV, Reuters and Asahi Shimbun, and mentioned in the many stories written on the President’s bilater visit with France. Other regional news agencies such as WAM (Arab States) and EFE, the Spanish news agency, also reported on the event, using UNESCO’s press release, photos and video news clips.

Social media: Interest was greatest on Chinese language channels. As a result, news promoted on Sina and Tencent Weibo attracted almost 5,000 visitors to UNESCO website. Posts on Sina and Tencent Weibo were re-posted up to 1,175 times. Even with social media support from UN HQ, the news was shared less than 100 times in English. This event would have required a tailored approach for social media – ie: close-ups interviews, photos and videos with the President and First Lady.

Focus on UNESCO Office for Iraq

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.

March 2014 was a busy month for UNESCO Office for Iraq, particularly in the field of education. The [website of the office](#) is its main information tool, while it is finalizing a strategy to regulate and standardize communication to maximize its outreach potential.

During March, [9 news items](#) were published on the website. A special attention was given to cover the [opening of Derek School in Domiz Camp](#), the first secondary school for Syrian refugees in Iraq. A press release was sent to local and international media, UN agencies, partners, donors and stakeholders as well as the Office's network of journalists and activists around Iraq. The news featured in all local newspapers as well as international news agencies. Additionally, thanks to a close cooperation with the United Nations Assistance Mission in Iraq (UNAMI), and UNESCO Headquarters, the event also featured on local TV and radio stations, while it was highlighted on UNESCO's social media channels (Twitter and Facebook).



Opening of Derek School in Domiz Camp

Furthermore, UNESCO Office for Iraq along with the UNESO offices in Beirut and Amman provided information and material for [UNESCO's Syria Crisis Response website](#), a platform dedicated to UNESCO's activities to aid Syrian refugees in Iraq, Jordan, and Lebanon.

A special achievement in terms of communication during the month of March was the establishment of a dedicated intranet website for internal information sharing. This new technical tool will significantly reduce the information gaps between the locations of the Office in Baghdad, Erbil, Mosul, Najaf, Basra and Sulaymaniyah in Iraq and Amman in Jordan. While representing an active space for project managers in the field to post their upcoming events, this intranet gives the communication focal point the opportunity to preview and plan for any relevant event, and to coordinate with colleagues at HQ to include them on the New Integrated Calendar of Events (NICE).

Challenges

On the other hand, amid coping with critical security issues and the highly politicized media environment in Iraq, the Office is facing a number of institutional and technical challenges that are preventing it to achieve its full potential in terms of communication and outreach. Those challenges are particularly related to distance and dependency.

The distance between the seven locations of the Office is significantly its capacity in qualitatively enhancing the coverage of its own events (interviews, photos, and visibility standards), as well as its networking and public relations' abilities, making it largely dependent on UNAMI's networks.

In addition to this "network" dependency, UNESCO Office for Iraq has not yet opened its social media channels to better communicate with a wider" audience.

Finally, a main concern for both the Office and the Iraqi media is the delay of UNESCO's official condemnations of cases of murders against journalists coming out from the Director-General's office. Iraq is ranked first on the CPJ impunity index, as media institutions and staff suffer from dangerous violations every day. A faster mechanism is required to guarantee a timely response.

Better prospects

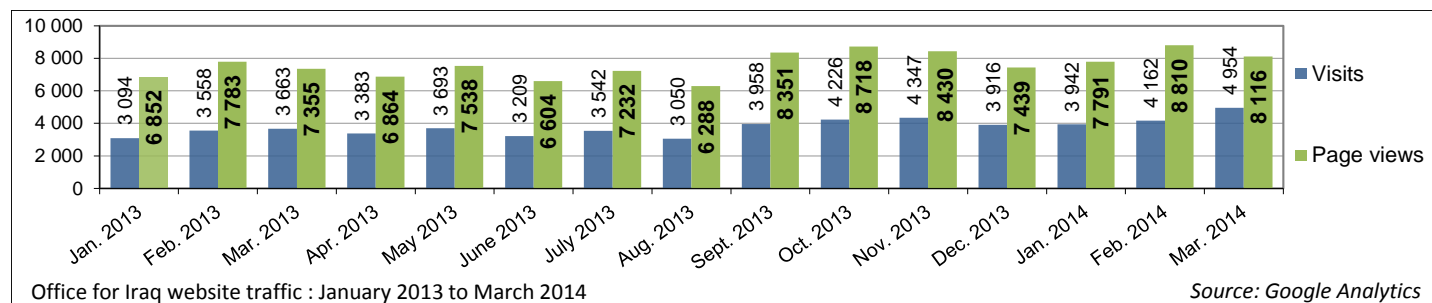
With a greater focus attributed to communication recently, UNESCO Office for Iraq is set to overcome the above challenges and to improve its communication for greater visibility.

While tangible progress was achieved in the first quarter of the year in terms of internal communication and the Office's presence on other networks, other steps are being taken to adopt a new communication strategy, and launch the Office's social media channels, which will significantly improve the website traffic and create a first platform for active interaction with different target audiences.

At the same time, the Office will better invest in UNESCO's current position as one of the first defenders of freedom of expression in Iraq, and seize future opportunities to expand and enhance its network of journalists and activists.

Additionally, with the strengthened relationship and improved coordination with HQ on one side, and national partners on the other, UNESCO Office for Iraq will dedicate special efforts to remain actively present on external networks, which proved to be equally crucial for a better coverage.

Office for Iraq website traffic: <http://www.unesco.org/new/en/iraq-office/>



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

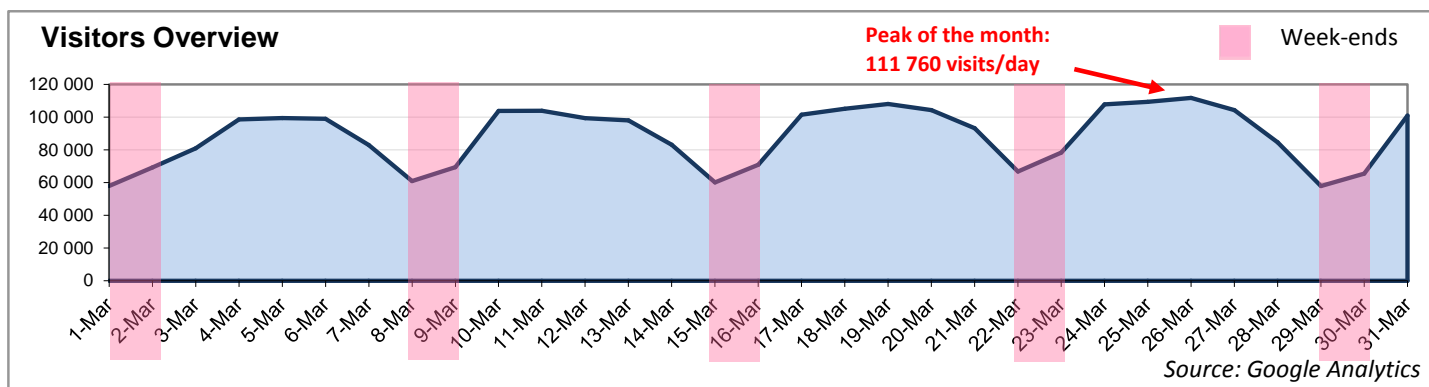
Both a communication and a knowledge management tool, UNESCO's websites, with over 2.7 million pages of content, are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in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

March was a very busy month with several international days attracting an increasing number of visitors to our website. More than 88,000 visits were registered per day and a peak of 111K visits was measured on the first day of the Netexplo Forum 2014 (26/03). World Water Day with the launch of the World Water Development Report 2014 (22/03), and World Poetry Day (21/03) brought a significant number of visits coming from social media. On UNESCO.int, the number of page views rose again with the Executive Board approaching (+5%), and registered a 134% increase compared to same month last year. Traffic on Unescommunity is stable with 300 to 400 visits per article.

1.1. March 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%
March 2014	7 989 912	+9.04%	+16.02%	2 737 332	+7.87%	+12.78%	2 121 680	+10.82%	+10.05%

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

Areas of interest	Visits ² in March 2014	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	2 737 332	+7.87%	+12.78%
Home & Central Service pages	292 083	-0.29%	+11.36%
Worldwide	27 405	+18.83%	+4.79%
Education for the 21st Century and ED Sector	174 663	+9.87%	-8.14%
One Planet, One Ocean & Science for a Sustainable Future and SC Sector	143 043	-3.05%	+104.75%
Learning to Live Together and SHS Sector	63 193	+35.01%	+10.35%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 384 205	+12.74%	+21.35%
World Heritage	1 240 026	+13.56%	+23.91%
Intangible Heritage	56 317	+23.34%	+12.31%
Culture Sector (excl. Intangible Heritage)	87 862	-2.62%	-2.15%
Fostering Freedom of Expression & Building Knowledge Societies and CI Sector	71 032	-7.73%	-3.86%
Field offices (only those tracked)	155 549	+14.82%	+0.70%
UIL*	23 610	+19.94%	+24.13%
IIEP*	182 418	+16.80%	+20.80%
UNEVOC*	37 507	+48.47%	+40.90%

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

1.4. UNESCO Website Visitors

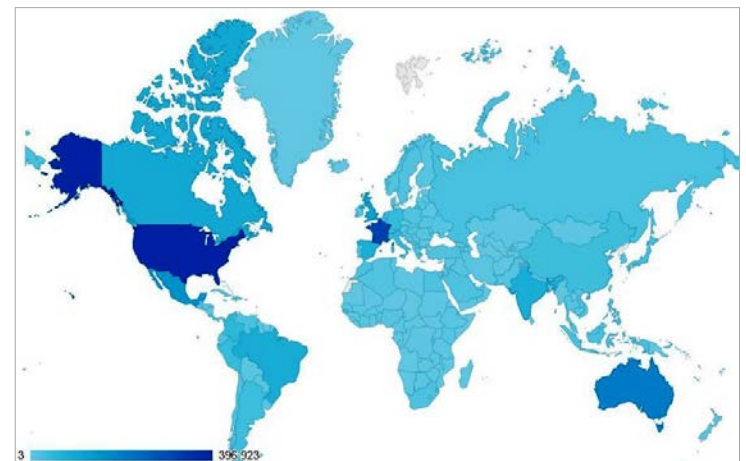
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	396 923	14.50%	+4.63%	2.72	00:02:22
France	321 172	11.73%	+9.53%	3.50	00:05:08
Australia	202 017	7.38%	+171.65%	3.99	00:05:50
Mexico	152 895	5.59%	-4.57%	2.43	00:02:46
United Kingdom	117 776	4.30%	+10.61%	2.75	00:02:33
Canada	102 688	3.75%	+13.67%	3.64	00:03:48
Brazil	86 467	3.16%	+16.77%	2.21	00:02:46
India	82 231	3.00%	-8.22%	2.43	00:02:31
Spain	78 624	2.87%	-3.73%	3.40	00:03:22
Colombia	49 429	1.81%	+7.84%	2.11	00:02:18

Top 10 visitors' language

Language	Visits ²	% of Total visits	Variation vs M-1
English	1 409 508	51.49%	+14.78%
Spanish	442 581	16.17%	+13.26%
French	375 303	13.71%	+7.30%
Portuguese	94 928	3.47%	+14.05%
Chinese	50 758	1.85%	+29.16%
Russian	42 015	1.53%	-0.99%
German	41 396	1.51%	+0.32%
Italian	41 367	1.51%	+0.43%
Arabic	38 648	1.41%	+44.86%
Japanese	26 778	0.98%	+3.58%

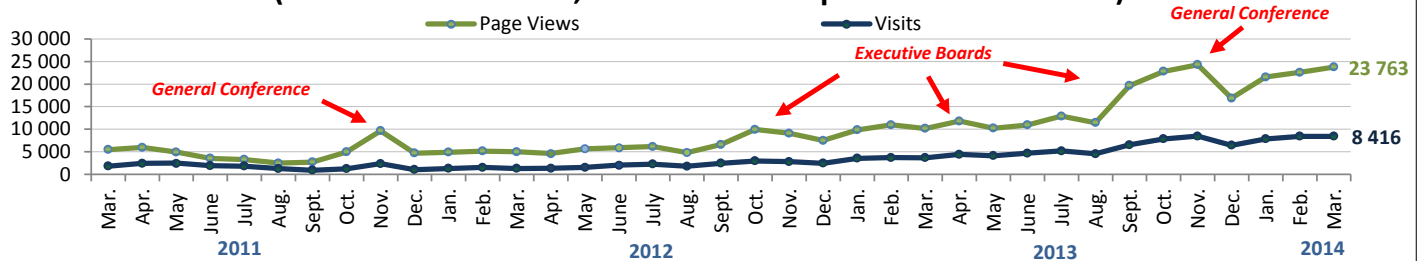
Geographical origin of visits (source: Google Analytics)



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	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
	March	23 763	+134.05%	+5.15%	8 416	+129.26%	-0.20%	2.93	+2.45%	00:05:21

Number of visits are stable on "unesco.int", while its number of page views continue to grow (+5% over Feb. 2014, and +134% compared to March 2013)



Web traffic on unesco.int in March 2014 (monthly evolution since launch in March 2011)

Source: Google Analytics

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

	Month	Page views ¹	Variation vs M-1	Visits ²	Variation vs M-1
2013	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%
	February	12 853	-9.70%	3 789	+4.70%
	March	12 651	-1.57%	4 114	+8.58%

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	136 674	+27.26%	+19.04%
English (EN)	69 814	+26.64%	+14.59%
Spanish (ES)	28 544	+20.21%	+5.04%
French (FR)	17 024	+9.27%	+13.58%
Arabic (AR)	12 301	+137.65%	+169.94%
Chinese (ZH)	5 168	+87.25%	+35.50%
Russian (RU)	3 823	-23.71%	+13.92%

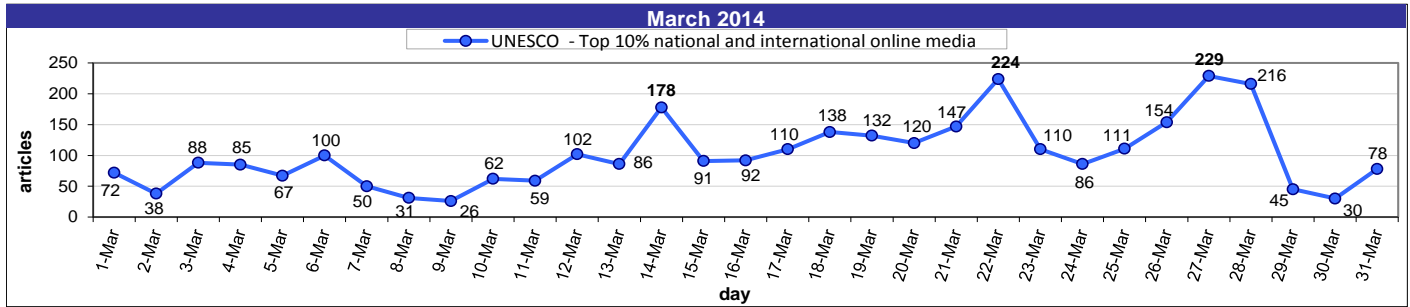
* Based on figures published in the Monthly Reports.

2.2. Press releases/Media advisories in March 2014

1.	03/03	Energy production and water supply interdependent, and both at risk, shows new UN report
2.	05/03	Director-General condemns murder of Colombian cameraman Yonni Steven Caicedo
3.	05/03	Director-General condemns the murder of Geolino Lopes Xavier in Brazil
4.	06/03	UNWTO, UNODC and UNESCO launch anti-trafficking campaign
5.	10/03	New global education goals must prioritize girls
6.	12/03	Director-General deplores killing of Iraqi journalists Muthanna Abdul Hussein and Khaled Abed Thamer
7.	12/03	Puberty is not a problem to be solved: Empowering girls to succeed at school
8.	14/03	Reconstruction of World Heritage mausoleums starts in Timbuktu (Mali)
9.	14/03	Director-General condemns murder of journalist Nils Horner in Kabul
10.	16/03	UNESCO and Samsung announce partnership
11.	17/03	UNESCO Director-General urges greater mobilization for girls' education at Dubai Global Education and Skills Forum
12.	19/03	Director-General denounces killing of two journalists in Syria: Abdul Qader and Ali Mostafa
13.	21/03	United Nations report warns rising energy demand will stress fresh water resources
14.	24/03	Broadband can solve the global development gap
15.	24/03	UNESCO Director-General pays tribute to AFP journalist Sardar Ahmad, killed in Kabul hotel attack
16.	25/03	Technological progress and economic crisis reshape media landscape, according to new UNESCO report
17.	25/03	Large Scale Test of Caribbean Tsunami Warning System
18.	26/03	President of the People's Republic of China, Xi Jinping, to visit UNESCO
19.	27/03	President of China Xi Jinping pays historic visit to UNESCO
20.	27/03	Peng Liyuan named UNESCO Special Envoy for the Advancement of Girls' and Women's Education
21.	28/03	Three laureates for UNESCO-Hamdan Bin Rashid Al-Maktoum Prize
22.	28/03	Record participation in Caribbean tsunami warning exercise

2.3. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in top 10% national and international on-line media, in which “UNESCO” appeared in the title or first paragraph of a story in March (Source: Meltwater News)



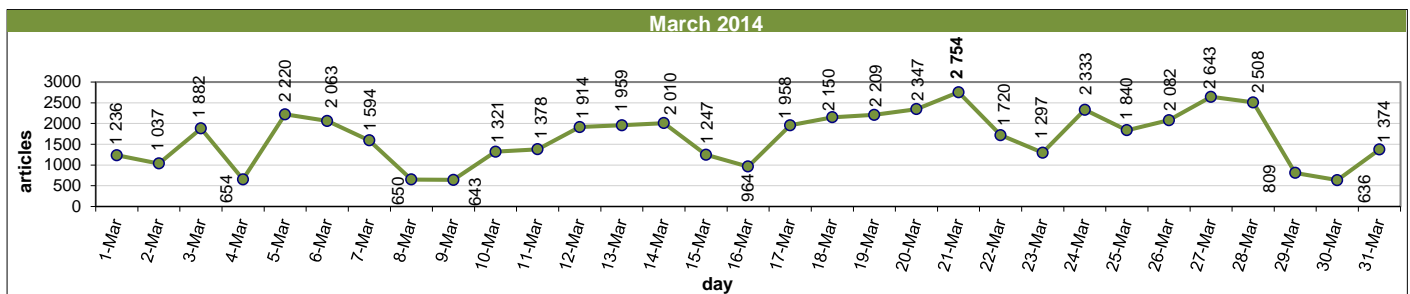
UNESCO’s March calendar was packed with events that ensured a very high level of visibility for the Organization in international media in all of the Organization’s areas of activity. These included the many activities promoting International Women’s Day, such as the release of the GMR gender equality analysis and the L’Oréal-UNESCO For Women in Science Awards; the launch of a UNWTO-UNODC-UNESCO campaign against trafficking of people, wildlife and cultural goods; the launches of the World Water Development Report 2014, and the Trends in Press Freedom Report; along with the visit to Headquarters by Chinese President Xi Jinping and nomination on the same day of China’s First lady as a UNESCO Special Envoy.

In terms of media coverage for UNESCO, the biggest single event by far was the visit by Xi Jinping and Peng Liyuan. This generated massive coverage in China and in Chinese language media around the world, and was also mentioned in much of the reporting by other international media on the Chinese leader’s visit to France and other European nations. The number of press articles concerning UNESCO over a 24 hour period tripled during President Xi’s visit.

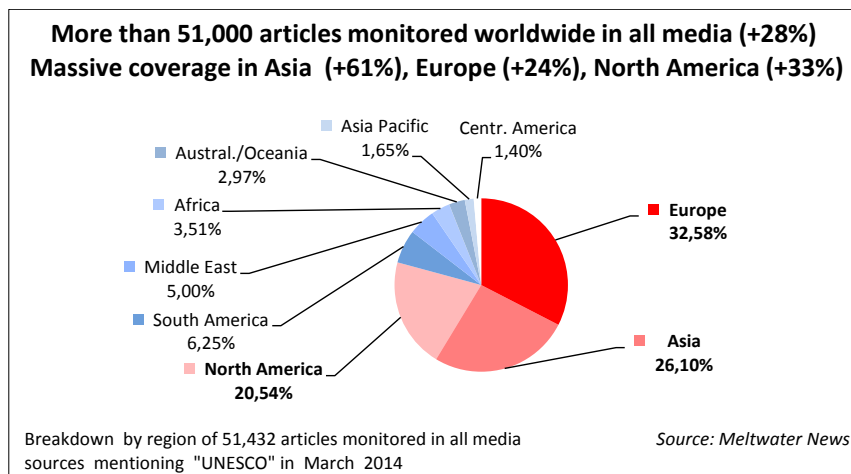
In between the major events mentioned above, a number of other activities also kept UNESCO in the news, including the announcement that Jazz Day 2014 would be celebrated in Japan, which did very well in Japan and US media; the participation of Juventus football club boss, Andreas Agnelli at the launch of a UNESCO NGO campaign for sport against racism, widely covered in Italy and France; the Director-General’s participation at the Global Education and Skills Forum, organised with the Varkey Foundation in Dubai, and her visit to Syrian refugee camps in Jordan, which generated over 400 articles – mainly in Arabic media; and the most recent, and biggest test yet of the tsunami warning system for the Caribbean, which was followed by press throughout Latin America.

The damage to Syrian World Heritage sites caused by the ongoing conflict there also fuelled hundreds of articles globally, in which UNESCO was referenced.

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



Regional breakdown of media coverage in all media sources, in which “UNESCO” appeared in a story in March



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

Date	Subject / Title	Language	Media
15/03	Girl's education is our ultimate renewable energy	English	The National (UAE), Al Bayan (UAE)
25/03	New Frontiers for Freedom of Expression	English	Upsala Nya Tidning (Sweden)

2.5. Interviews given (by subject and media)

Subject	Interviewee	Language	Media (press TV Radio)
Gender equity	Jane Freedman	French	Deutsche Welle/African desk (Germany)
Education in developing countries	Salma Zulficar	English	The Guardian (UK)
World Heritage	Roni Amelan	English	ABC (Australian Broadcasting Corporation)
World Heritage, Mali	Lazare Eloundou	French	Le Figaro (France)
History of the World Heritage List	Mechtild Rössler	English	CNN (US)
World Heritage and climate change	Roni Amelan	French	Sciences et avenir (France)
National Museum of Egyptian Civilization in Cairo	Christian Manhart	English	The Art Newspaper (USA)
Prévention des destructions du patrimoine lors des conflits armés	Christian Manhart	French	20 minutes (France)
World Heritage in Scotland	Roni Amelan	English	The Herald (UK)
Manuscripts of Timbuktu (Heritage but not World Heritage)	Roni Amelan	English	The Hindu (India)
UNESCO and China	Irina Bokova	English	Xinhua (PRC)
UNESCO and China	Abhimanyu Singh	English	China Daily (PRC)
Girls' education and boosting private sector investment	Irina Bokova	English	CNN/Arabic (USA); Sky News Arabia, Al Arabiya (UAE); The Big Think (USA); China Daily; Uganda TV; The Times of India
Girls' education and boosting private sector investment	Irina Bokova	English	The National/Dubai (UAE)
Girls' education and boosting private sector investment	Qian Tang	English	City 7 TV (UAE)
Girls' education and boosting private sector investment	Svein Ostveit	English	Khaleej Times (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).
44 B-rolls were downloaded in March

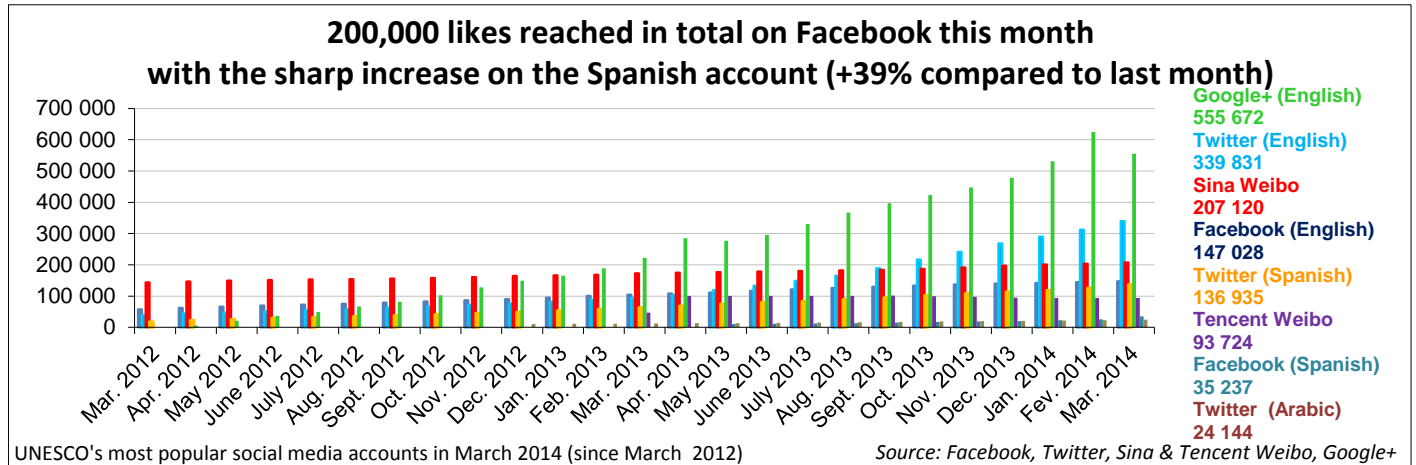
	Subject	Downloads	Media
1	World Heritage	10	
2	Visit of the President of the PRC	8	Sinovision
3	Timbuktu (Mali)	8	Doc News
4	World Radio Day	4	West Africa Democracy Radio
5	World Water Report	4	
6	Education	3	
7	UNESCO Science Report	3	
8	General Conference	2	
9	Peng Liyuan named UNESCO Special Envoy for the Advancement of Girls' and Women's Education	1	
10	UNESCO Headquarters	1	

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

N/A for March.

3. UNESCO Social Media Channels

Our social media channels in all languages flourished through March. For the first time, an Arabic post made the list of monthly top 10 tweets, thanks to promotional support by the Saudi football team @AlHilal (+1 million followers), which signed a partnership with UNESCO this month. Our Chinese Weibo saw exceptionally high engagement with its coverage of the Chinese President's visit, with +1 million views. The Spanish Facebook likes jumped by a remarkable 39%, thanks to several posts on poetry and literature, which resonate particularly well in Spanish. All language channels participated in an international social media partnership launched with Marie Claire magazine using the hashtag #WomenWishes. UNESCO and Marie Claire magazine campaigned together to make women and girls' education a priority. By bringing UNESCO's messages and content to their audiences, UNESCO was able to recruit new "likes" to its Twitter channels. Through this scheme, we managed to get followed & retweeted by personalities who otherwise would not know about UNESCO, such as musician @JaredLeto who has 1 million followers.



3.1. Social networking sites

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

Variation March 2014 vs February 2014

Likes/fans*		March 2014	February 2014	Variation vs February
Total likes/followers (all languages)		205 490	818 001	+7.18%
Facebook	English	147 028	144 547	+1.72%
	Spanish	35 237	25 264	+39.48%
	French	10 799	10 322	+4.62%
	Arabic	10 769	9 979	+7.92%
	Russian	1 657	1 615	+2.60%
Google+	English	555 672	624 825	-11.07%
Vkontakte	Russian	1 497	1 449	+3.31%

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

Message	Posted	Likes/ Shares
Hoy, 31 de marzo, se cumplen cien años del nacimiento de Octavio Paz, escritor en español entre los autores más relevantes del Siglo XX. La UNESCO se suma a la conmemoración del centenario de este mexicano universal, puente entre culturas y defensor de las libertades. Su legado pervive hoy en día a través de su obra universal. Con motivo de esta ocasión, os invitamos a todos a leer este texto escrito por Octavio Paz y publicado en el Correo de la UNESCO en 1990 http://bit.ly/1gHslPE Para saber más sobre el centenario de Octavio Paz: http://bit.ly/Qza1nR	31/03	L: 1 010 S: 2 715
El 21 de marzo celebramos el Día Mundial de la Poesía, una de las expresiones más elevadas de la lengua y la cultura. Con sus palabras y su ritmo, la poesía da forma a nuestros sueños de paz, justicia y dignidad, y nos da la fuerza y la voluntad de movilizarnos por ellos. En esta ocasión queremos invitaros a todos a celebrar el día y a compartir con todos nosotros vuestros poemas y versos favoritos. Escribidlos en el apartado para comentarios de esta imagen, en vuestro propio muro, compartido en el muro de vuestros amigos... Haced que la magia de la Poesía llegue hoy más lejos que nunca. Y tampoco os perdáis nuestra página dedicada a la Poesía: http://bit.ly/1gYnpai	20/03	L: 638 S: 1 134
¿Y tú qué opinas? Para la UNESCO, conseguir la educación para todos en el mundo es uno de sus objetivos fundamentales. Descubre más sobre nuestro trabajo en el área de la educación en este enlace: http://bit.ly/HjtKJT	27/03	L: 438 S: 672

El 21 de marzo celebramos también el Día Internacional de la Eliminación de la Discriminación Racial. En este día debemos recordar que respetar a los demás es esencial para que se respete a nosotros y a nuestras comunidades y que la humanidad	21/03	L: 378 S: 539
Por un presente y un futuro sin discriminación, con igualdad de derechos, igualdad de oportunidades, igualdad de sueños cumplidos. El 8 de marzo es el Día Internacional de la Mujer. Una jornada que debería vivirse los 365 días del año. La lucha por la igualdad de género es un combate que tenemos que ganar a diario, porque, recordemos, la igualdad para las mujeres es un progreso para todos.	08/03	L: 363 S: 363
When women are literate, it's all society that gains. Please support women's right to education on March 8 - Intl Women's Day #IWD2014 #WomenWishes	07/03	L: 361 S: 300
¿Podrías imaginar un mundo sin música, sin arte o baile? ¿Una librería que vendiese sólo un libro? ¿O que todos los cines proyectasen la misma película? (re)Descubre el poder de la creatividad en este vídeo del Fondo Internacional para la Diversidad Cultural de la UNESCO	17/03	L: 361 S: 200
Todo listo para la entrega, mañana en París, de los Premios L'Oréal-UNESCO 2014. Enhorabuena a las premiadas, porque el mundo necesita científicas. La avenue des Champs-Élysées, "la más bella del mundo" como la llaman los franceses, se prepara una vez más para dar visibilidad a las mujeres científicas. #womeninscience	18/03	L: 352 S: 4
¡Llegó el Día Mundial del Agua! "El agua es esencial para la vida, y es el denominador común de todos los retos del desarrollo sostenible. Necesitamos agua para producir alimentos. Necesitamos agua para producir energía." "En el planeta hay agua suficiente para todos. Lo que nos falta es la valentía colectiva para llegar acuerdos equitativos, que deben basarse en los resultados de la investigación y en datos fiables." (Irina Bokova, Directora General de la UNESCO, con motivo del Día mundial del Agua) Visite la página dedicada al Día Mundial del Agua: http://bit.ly/1ZGAoP	22/03	L: 321 S: 375
3/21 is the Intl Day for the Elimination of Racism. Mandela's determination to bridge divides, despite all challenges, is our inspiration #FightRacism	20/03	L: 283 S: 204

*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 March 2014 vs February 2014

Followers/Fans		March 2014	February 2014	Variation vs February
Total (all languages)		814 932	771 172	+5.67%
Twitter	English	339 831	312 362	+8.79%
	Spanish	136 935	125 863	+8.80%
	Arabic	24 144	22 623	+6.72%
	French	11 298	10 826	+4.36%
	Russian	1 880	1 769	+6.27%
Sina Weibo	Chinese	207 120	203 792	+1.63%
Tencent Weibo	Chinese	93 724	93 937	-0.23%

Top 10 Twitter Posts in March

Message	Posted	Re-tweets
اليونسكو تختار نادي الهلال السعودي لكرة القدم شريكا ضمن أربعة أندية عالمية (UNESCO chooses AlHilal as a Partner within four Sport clubs bit.ly/1m6o2Dg)	26/03	675
#March8 is Intl #WomensDay . Mobilize support for gender equality everywhere. There's no room for complacency #IWD2014	07/03	576
يصبح نادي الهلال السعودي أحد أندية اليونسكو التي تم اختيارها بدقة و معيارية (The AlHilal FC was selected carefully in order to enter in a partnership with UNESCO)	26/03	576
When women are literate, it's all society that gains. Pls support women's right to education on #IWD2014 #WomenWishes pic.twitter.com/I0hrze9ezE	07/03	385
La #educación es 1 #DerechoHumano . No a las desigualdades q impiden el progreso d la #mujer #Díadelamujer #WomenWishes pic.twitter.com/gL8vcCRpLp	07/03	300
"La soledad es el hecho más profundo de la condición humana" Octavio Paz #100dePaz pic.twitter.com/DwSRriCBwZ	31/03	274
An est. 70% of the world's poor are women. Every literate woman is a victory over poverty #WomenWishes #IWD2014 pic.twitter.com/iwXLVuEikN	08/03	254
مدقلا تركل يدو عسل! #لالهلا يدانو ولسنويلا! #نيب عيقافتا عورشام bit.ly/Qfzpig	26/03	249

((UNESCO) and Saudi Al Hilal Club, signed a Framework Agreement. bit.ly/Qfzpig)		
Education is a #humanright . Stop educational inequalities from crippling women&girls' lives #WomenWishes #IWD2014 pic.twitter.com/sjtGrg7QcZ	07/03	243
We can't exclude 50% of the world's creative genius. Strong natl policies are needed to nurture more #WomeninScience pic.twitter.com/GQRHJ6KZ1S	19/03	234

Top 5 Sina Weibo Posts in March

Message	Posted	Re-posts/ Comments
Director-General Ms. Irina bokova on the occasion of the ceremony of designation of Ms. Peng Liyuan as special envoy for girls' and women's education says," the way to gender equality and the education for girls and women is still long, but let me quote a phrase from Lao Zi, <i>Journey of a thousand miles begins with a single step.</i> "	27/03	222
The 2014 international Jazz Day celebration will kick off in Osaka, Japan on April 30 with a daylong series of jazz education programs, performances, and community outreach. http://t.cn/8szQZL3	12/03	214
16 th Annual L'ORÉAL-UNESCO Awards for Women in Science 2014 will take place on March 19. This year, 5 women scientists are awarded. They are Brigitte Kieffer, Laurie Glimcher, Cecilia Bouzat, Kayo Inaba, Segenet Kelemu.	04/03	84
Quiz: who is the author of "since wars begin in the minds of men, it is in the minds of men that the defenses of peace must be constructed"? http://t.cn/8FeaCvI	04/03	62
Director-General Bokova says to Chinese media, that in recent years, cooperation between UNESCO and China has been significantly strengthened. China has been engaged proactively in different fields of UNESCO, such as environmental protection, protection of intangible cultural heritage and education for girls and women. China is the donor of UNESCO project on enhancing teacher education in Africa.	20/03	27

Top 3 Tencent Weibo Posts in March

Message	Posted	Re-posts
#Chinese President visits UNESCO# [Breaking News] UNESCO Director-General Irina Bokova will welcome the President of the People's Republic of China Xi Jinping on 27 March. During his visit, President Xi will promote advocacy for respect of cultural diversity, as well as the importance of maintaining exchange and dialogue between civilizations.	18/03	84
#World Poetry day# 21 March http://url.cn/JeAYjX Every year, UNESCO celebrates those who give life to poetry as one of the highest forms of linguistic and cultural expression. Poetry is a song of freedom, enabling us to affirm our identity through creation. Poetry is also the song of our deepest feelings; in the words of the Brazilian poet and diplomat João Cabral de Melo Neto, "even unintentionally, every word that comes from emotion is poetry".	21/03	47
#Chinese President visit UNESCO# Chinese President Xi Jinping arrived at France yesterday and will pay his first visit to UNESCO headquarter tomorrow morning (27/03). We will cover the historical visit, and for UNESCO fans please retweet and share the news with your friends. Please find below the news photos from UNESCO partner, Xinhua News Agency.	26/03	30

3.3. Video Traffic

Video views are tracked on YouTube and Youku.

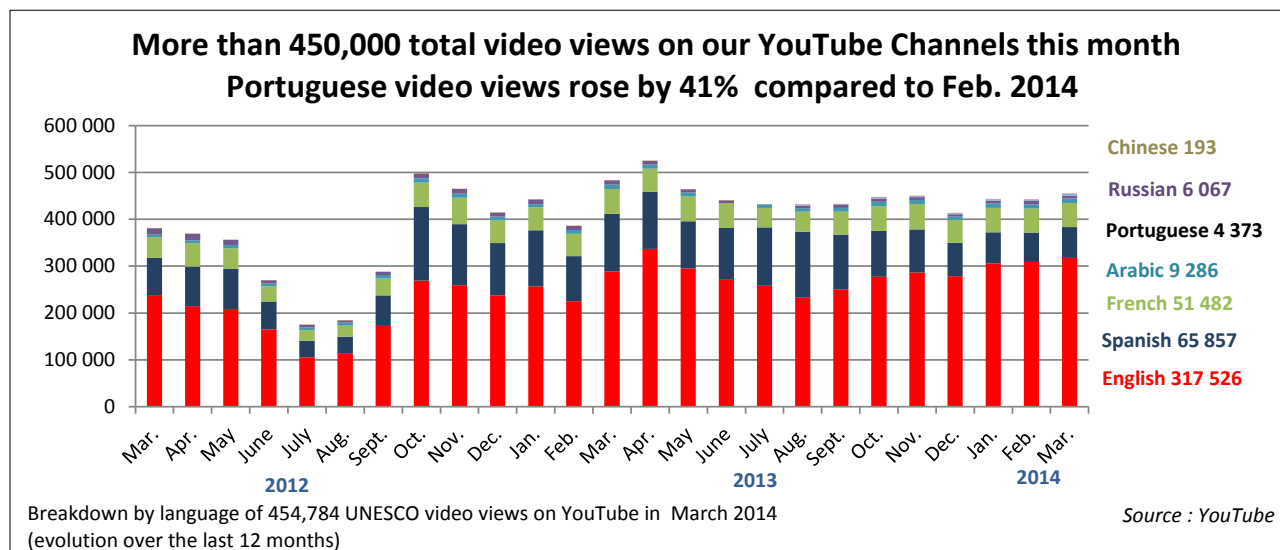
3.3.1 UNESCO Channel on YouTube - <http://www.youtube.com/unesco>

Variation March 2014 vs February 2014

Video views	March 2014	February 2014	Variation vs Feb.
Total (all languages)	454 784	443 242	+2.60%
English	317 526	308 924	+2.78%
Spanish	65 857	62 620	+3.52%
French	51 482	51 725	-0.47%
Arabic	9 286	8 391	+10.67%
Russian	6 067	7 365	-17.68%
Portuguese	4 373	3 100	+41.06%
Chinese	193	117	+64.96%

Subscribers	March 2014	February 2014	Variation vs Feb.
Total (all languages)	1 185	1 083	+9.42%
English	773	732	+5.60%

Spanish	170	197	-13.71%
French	115	98	+17.35%
Portuguese	64	20	+220.00%
Arabic	48	26	+84.62%
Russian	10	7	+42.86%
Chinese	5	3	+66.67%



▪ Top 10 videos on UNESCO TV English Channel

317 526 views in March 2014		Subject	Total views
1	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	33 379
2	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	25 289
3	Kabuki Theatre	CLT/ITH	13 520
4	Baul Songs	CLT/ITH	6 790
5	Georgian Polyphonic Singing	CLT/ITH	6 180
6	Karagöz	CLT/ITH	5 523
7	Taekkyeon, a traditional Korean martial art	CLT/ITH	5 185
8	Whistled language of the island of La Gomera (Canary Islands), the Silbo Gomero	CLT/ITH	5 166
9	Rites and craftsmanship associated with the wedding costume tradition of Tlemcen	CLT/ITH	5 030
10	Lacemaking in Croatia	CLT/ITH	4 978

▪ Top 10 videos on UNESCO TV Spanish Channel

65 857 views in March 2014		Subject	Total views
1	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	4 666
2	Aprender a Proteger la Biodiversidad	ED	3 566
3	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	3 462
4	Las expresiones orales y gráficas de los wajapi	CLT/ITH	2 256
5	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	2 034
6	Proyecto H2Ooooh! - Héroes ahorradores de agua	SC	1 765
7	La huaconada, danza ritual de Mito	CLT/ITH	1 397
8	El ser humano y la naturaleza - mejor juntos!	SC	1 352
9	Vídeo corporativo del Fondo Internacional para la Diversidad Cultural	CLT	1 322
10	El canto polifónico georgiano	CLT/ITH	1 215

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

	51 482 views in March 2014	Subject	Total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	4 487
2	Le repas gastronomique des Français	CLT/ITH	2 199
3	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	2 030
4	Le carnaval de Binche	CLT/ITH	1 893
5	Routes de l'Esclave: Une vision globale	CLT	1 765
6	Bouba & Zaza - le dessin animé pour la jeunesse	ED	1 698
7	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	1 655
8	La tradition du tracé dans la charpente française	CLT/ITH	1 587
9	Le Maloya	CLT/ITH	1 484
10	Une école maternelle à Paris: 24 heures par semaine a partir de 3 ans	ED	1 221

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

	9 286 views in March 2014	Subject	Total views
1	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	896
2	Manufacture of clay bricks in the hill of Jaber refugee camp - Jericho	CLT/WHC	540
3	Petra	CLT/WHC	422
4	UNESCO History	UNESCO	273
5	Fez	CLT/WHC	190
6	Historic Villages of Shirakawa-go and Gokayama	CLT/WHC	170
7	Palace and park of Versailles	CLT/WHC	169
8	Venice and its lagoon	CLT/WHC	167
9	Taj Mahal	CLT/WHC	161
10	Historic Sanctuary of Machu Picchu	CLT/WHC	152

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

	6 067 views in March 2014	Subject	Total views
1	Alsou Abramova - Singer, UNESCO Artist for Peace	UNESCO	878
2	Video n°18 submitted for Video Challenge for Youth on cultural diversity	CLT	274
3	Interview with Alsou Abramova, UNESCO Artist for Peace	UNESCO	265
4	Yellowstone National Park	CLT/WHC	206
5	Taj Mahal (Agra)	CLT/WHC	202
6	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	182
7	Site of Palmyra	CLT/WHC	152
8	Historic Centre of Brugge	CLT/WHC	150
9	Royal Botanic Gardens, Kew	CLT/WHC	137
10	UNESCO History	UNESCO	113

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

	4 373 views in March 2014	Subject	Total views
1	Boas práticas do Programa Mais Educação	ED	1 802
2	Vídeo da UNESCO celebra 53 anos de Brasília	UNESCO	1 420
3	Serra Capivara	CLT/WHC	583
4	Ano Internacional de Cooperação pela Água	SC	126
5	UNESCO celebra Dia da Língua Portuguesa	ED	89
6	Dia Nacional de Visibilidade Trans: 29 de janeiro.mp4	ED	58
7	Eu quero educação de qualidade - Campanha Green and Blue - MV Bill	ED	47
8	A UNESCO e o esporte	SHS	41
9	Vídeos Vencedores Concurso "Professor, você tem uma nova mensagem"	ED	30
10	UNESCO mobiliza sociedade para Criança Esperança 2012	SHS	27

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

	193 views in March 2014	Subject	Total views
1	UNESCO History	UNESCO	81
2	Aowen Jin, Chinese artist and social commentator	CI	33
3	Gao Shijun, Director of European HQ of China Radio International	CI	14
4	40 th anniversary of the World Heritage Convention	CLT/WHC	11

5	Water in Cities	SC	9
6	Cities on the Edge	SC	9
7	Huang Nubo supports UNESCO	CLT	9
8	Interview of Zhang Jun - UNESCO Artist for Peace	UNESCO	6
9	Languages matter!	ED	6
10	Director-General's message for International Jazz Day	CLT	3

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	44 796
History of UNESCO	19/07/13	27 162
40 years of World Heritage Convention	22/06/12	10 809
International Year of Water Cooperation	12/02/13	18 072
Safeguarding communities' living heritage	07/12/12	13 557
UNESCO Hangzhou International Culture Congress	07/05/13	8 392
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	23/06/11	6 375
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	3 017
Intangible heritage Kunqu Opera-the Peony Pavilion by Jun Zhang	14/05/11	2 070

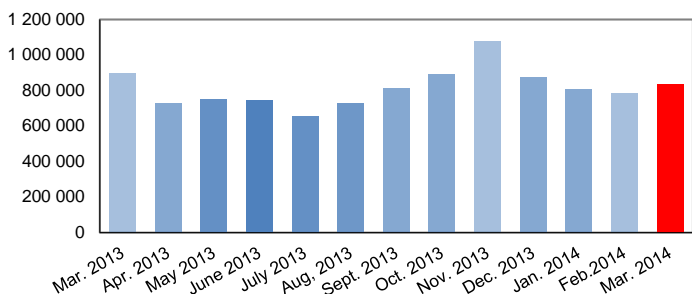
3.5. UNESCO Fotopedia iPhone/iPad "app"

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	March 2014	Variation vs Y-1	Variation vs M-1
Downloads	102 304	30 556	-41.60%	-2.56%
Unique Visitors	304 753	144 614	-39.98%	-4.78%
Visits	2 426 326	834 555	-7.01%	+6.22%
Page views	50 059 824	15 424 738	-24.63%	-0.90%
Info pane with UNESCO logo & text	137 943	29 522	-78.59%	-7.26%
Open UNESCO page from Heritage*	8 618	1 398	-86.41%	-24.35%
Distinct UNESCO WHC pages opened	440	97	-83.50%	-17.80%
Most viewed UNESCO page	Site of Palmyra	Site of Palmyra		

* February and March figures are only partial due to a technical problem met by Fotopedia.

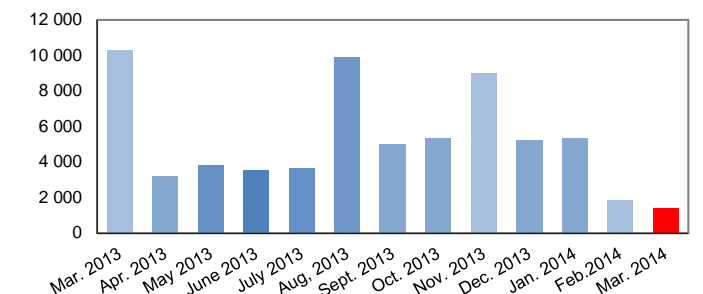
Despite a 6% increase this month, the number of visits remains 7% below the March 2013 figures



Fotopedia/World Heritage iPhone/iPad "app" visits in March 2014 (last 12 months)

Source: Fotopedia

This month again, WHC pages opened from the "app" are not complete due to a technical tracking problem



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

Source: Fotopedia

4. UNESCO Photobank - (N/A for March)

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.

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.

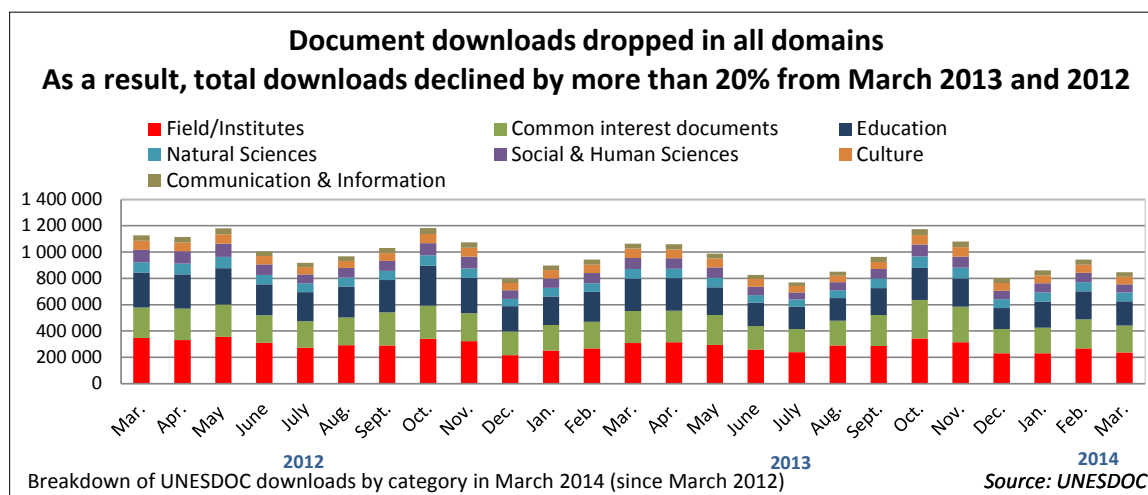
In March, there were 143 260 records available online in PDF format (**142 735** in February), including documents, publications, communication material and other working documents.

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 March	846 549
-------------------------------------------	----------------

Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	9 814	184 595	-13.40%	19
Natural Sciences	9 807	66 539	-3.90%	7
Social and Human Sciences	5 758	62 932	-12.82%	11
Culture	3 611	57 015	-6.98%	16
Communication and Information	2 551	34 405	-10.37%	13
Field & Institutes	9 515	237 509	-11.22%	25
Common interest documents	NA	203 554	-8.05%	N/A



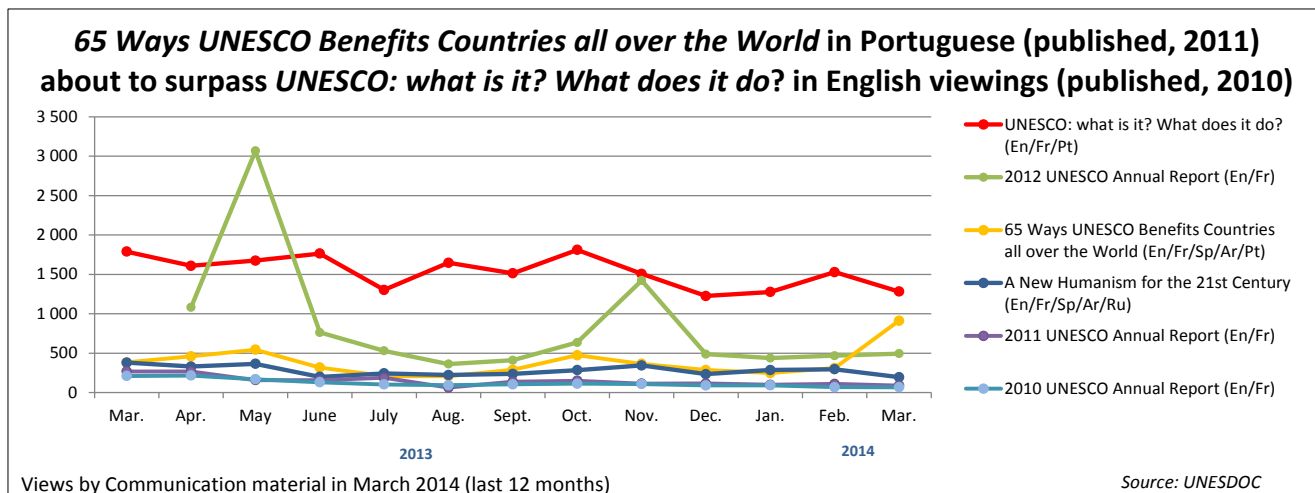
5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	99 071
2	Germany	46 398
3	Mexico	41 149
4	France	38 095
5	United Kingdom of Great Britain and Northern Ireland	28 751
6	Brazil	28 601
7	Spain	20 893
8	Colombia	13 460
9	China	12 936
10	Canada	12 501
11	India	11 046

12	Japan	10 260
13	Argentina	8 994
14	Philippines	8 971
15	Venezuela (Bolivarian Republic of)	7 172

5.1.3 Printable Communication materials

Title	Total downloads in March							Total
	EN	FR	SP	RU	AR	ZH	POR	
UNESCO: what is it? What does it do?	858	303					121	1 282
65 Ways UNESCO Benefits Countries all over the World	144	54	84		0		629	911
2012 UNESCO Annual Report	415	79						494
A New Humanism for the 21st Century	79	57	41	14	4			195
2011 UNESCO Annual Report	65	24						89
2010 UNESCO Annual Report	60	7						67
TOTAL	1 621	524	125	14	4	-	750	3 038

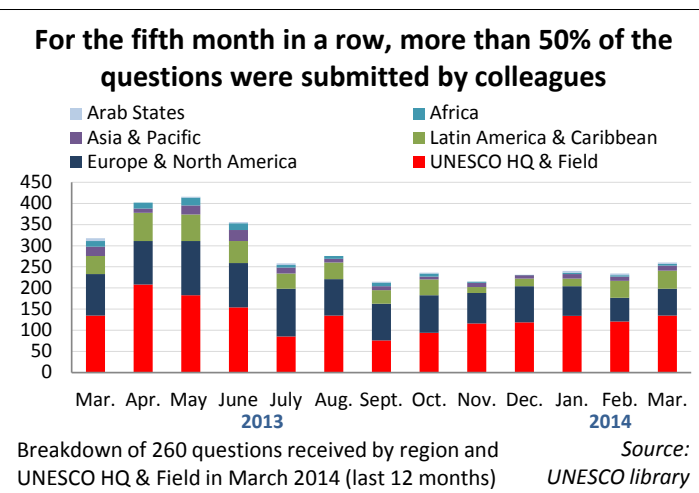


5.2. UNESCO Library - <http://www.unesco.org/library>

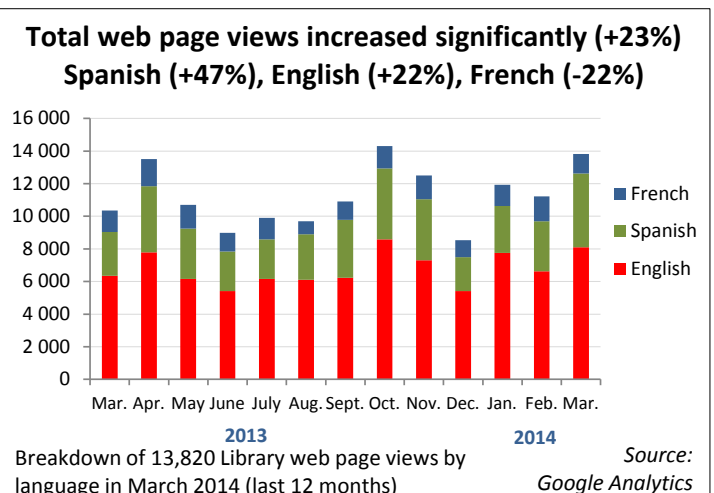
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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/>

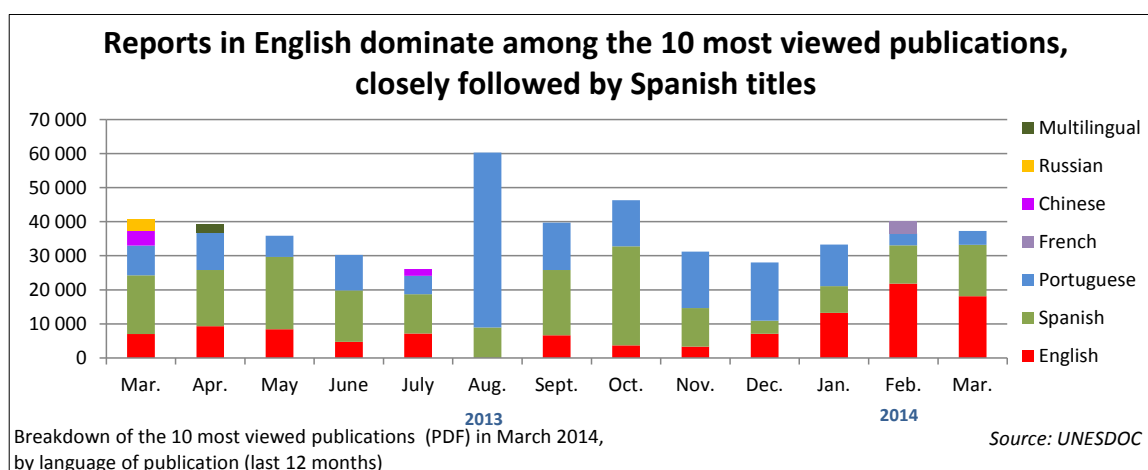
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical 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 March has decreased since February of this year (-7%) and compared to March last year (-8%). However, the proportion of English titles is higher than usual due to the launch of the *EFA Global Monitoring Report 2013-2014* in late January in English, Spanish and French and the *World Water Development Report 5* in English in March. The Portuguese version of the *General History of Africa* and the usual Spanish titles (plus the Spanish GMR) are 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 April's Monthly Report. Sales in the bookshop were still low compared with previous years. On-line sales were largely dominated by three World Heritage titles.

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	6 456	Paris, UNESCO, 2014
2 The United Nations world water development report 2014	SC	English	6 198	Paris, UNESCO, 2014
3 Actividades de educación ambiental para las escuelas primarias: sugerencias para confeccionar y usar equipo de bajo costo (Environmental education activities for primary schools: suggestions for making and using low cost equipment)	ED	Spanish	5 036	UNESCO, 1992
4 História geral da Africa, I: metodologia e pré-história da Africa (General history of Africa, I: Methodology and African prehistory)	CLT	Portuguese	4 041	Brazil, 2010
5 United Nations world water development report 4: managing water under uncertainty and risk	SC	English	2 740	Paris, 2012
6 Engineering: issues, challenges and opportunities for development; UNESCO report	SC	English	2 723	Paris, 2010
7 Mantenimiento de instalaciones eléctricas del establecimiento educacional	ED	Spanish	2 613	Santiago de Chile, OREALC/Ministerio de Educación, 1998
8 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	2 591	Paris, UNESCO, 2014
9 Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	2 529	Buenos Aires, 2001
10 Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	SHS	Spanish	2 333	Paris, UNESCO, 2005

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

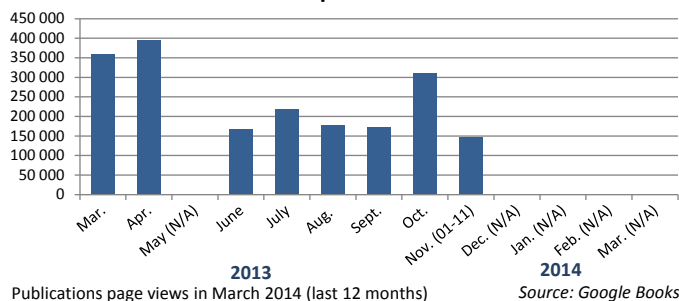


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **400** 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
March 2014	400	N/A	N/A	N/A
March 2013	288	28 853	359 030	196

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



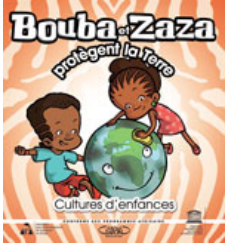
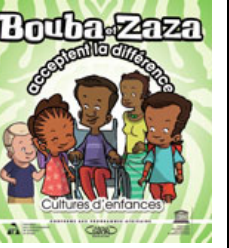
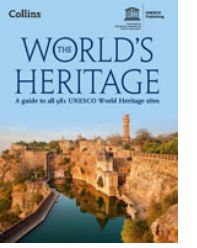
Book visits: A book visit is registered each time a user views a book.

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 March, top 5 (clickable covers)

Publication					
Copies sold	17	17	17	16	13
Sector	ED	ED	ED	ED	CLT/WHC

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

Publication				-	-
Copies sold	8	7	2	-	-
Publisher	Panasonic	Editions Gelbart	Editions Ouest-France	-	-

6.4. Online and international sales

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

Publication					
Copies sold	47	29	27	22	18
Sector	CLT/WHC	CLT/WHC	CLT/WHC	CLT/WHC	CLT/WHC

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

Bookshop sales of UNESCO publications, lowest sellers in March

Title	Copies sold	Sector
Water and Energy The United Nations World Water Development Report 2014 (Set of 2 volumes)	0	SC
Charting the Course of Education and HIV Education on the Move series	0	ED
Education for All Global Monitoring Report - 2013/14 Teaching and Learning: Achieving quality for all	0	ED
Revista Patrimonio Mundial N° 70 - Sinergias para proteger los sitios	0	CLT/WHC
World Social Science Report 2013: Changing Global Environments	0	SHS

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

Title	Copies sold	Sector
Étude mondiale sur le respect de la vie privée sur l'internet et la liberté d'expression	0	CI
World heritage in Switzerland	0	CLT/WHC
Patrimoine mondial en Suisse	0	CLT/WHC
J'écris avec Bouba et Zaza	0	ED
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, March 2014

Contract No.	Title	Publisher	Language	Date signed
J.2014-004	Education for All Global Monitoring Report 2013/14 – Teaching and Learning: Achieving Quality for All	UNESCO/Educational Science Publishing House	Chinese	26/02/2014 But fully validated 20/03/2014

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

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
De Gruyter Mouton (Walter de Gruyter GmbH)	-“An analysis of the language repertoires of students in higher education and their language choices on the internet (Ukraine, Poland, Macedonia, Italy, France, Tanzania, Oman and Indonesia)”, by Helen Kelly Holmes, Table 5: “Reported usage of national/official language on internet”, in International Journal on Multicultural Societies (IJMS), Vol. 6, N°1, 2004, p.75, © UNESCO 2004.	In the publication entitled “English as a Lingua Franca in wider networking. Blogging practices” to be published by De Gruyter Mouton by 31 October 2014 in printed book form and e-Book format for an initial print run of 250 copies. The publication will subsequently be offered via the publisher’s print-on-demand option. The retail price will be of 99.95 euros for the e-Book format and hardcover, and 149.95 euros for the print/e-Book format.	Non-exclusive world rights are granted for the life of this edition only, in the English language only, in the formats indicated. Mention of the source and due acknowledgement of UNESCO indicated. Free of charge.	13/03/2014
Houghton Mifflin Harcourt	A short extract from the following material: “Rag Sorath”, from Sacred Writing of the Sikhs, translated by Dr. Trilochan Singh Bhai Jodh Singh Kapur Singh and Bawa Harkishen Singh Shushwant Singh, UNESCO Collection of Representative Works, UNESCO Publishing, © UNESCO 1960,1974, 2000.	In the context of social studies, including national and customized editions. Anticipated date of first sale: January 2015. For all print and electronic formats, including revisions and customizations for an anticipated print run/order of 500,000 copies for the English version, to be sold at a retail price of 84 USD, and for an anticipated print run/order of 50,000 copies for the Spanish version, to be sold at a retail price of 84 USD.	Non-exclusive world rights are granted in the English and Spanish languages. Mention of the source and due acknowledgement of UNESCO indicated. Fee: 350 USD	13/03/2014

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	13	5	8	
CLT	9	3	6	
ED	13	10	3	
ERI	6	6		
SC	15	13	2	
SHS	5	5		
ODG	4	3	1	
GBS	2	2		
Total	67	47	20	0

7.2. Events organized by Field Offices/ Institutes

Baghdad	1
Bangkok	1
Hanoi	1
Kathmandu	7
Montevideo	1
Moscow	1
Nairobi	2
New York	1
Rabat	1
Venice	4
Total	20

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	3	0
Category 3- Non-governmental conference	1	0
Category 4- International Congress	0	0
Category 5-Advisory Committee	1	0
Category 6-Expert Committee	2	0
Category 7-Seminars and Workshops	2	11
Category 8-Symposium	2	1
Press Conference	0	1
Exhibition	3	3
Internal meeting	1	0
Headquarters Committee	1	0
Concert	2	0
Show	1	0
Consultative Meeting	2	2
Meeting by Member States or Institutions	2	2
Interagency meeting	3	0
Film Projection	0	0
Special Event	4	8
Working group/Expert Meeting	0	5
Information meeting for Permanent Delegations	1	0
Executive Board	1	0
Prize Giving ceremony	2	0
Total	34	33

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
03-04/03	« Le design créatif pour le développement durable »	CLT/DDD/MUS	Salle IV	100
03-04/03	1e réunion du Comité directeur pour la préparation de la charte éthique de l'eau	SC/HYD	Salles XIII, XIV	35
03/03	Atelier : « Impact de l'UNESCO 1945-1975 »	ADM/DIT/ISS/ARC	Salle V	17
04/03	« Education, sport et diversité culturelle : de nouvelles aptitudes pour promouvoir les droits humains dans le monde »	Comité de liaison ONG-UNESCO	Salle I	1000
05/03	Journée internationale de la femme « Femmes autochtones du Québec : 40 ans de luttes pour les droits des femmes autochtones »	ODG/GE	Salle IX	90
05-07/03	Session plénière du Comité intergouvernemental pour l'éducation physique et le sport (CIGEPS)	SHS/EGC/ADS	Salle XIII	80
06-07/03	Réunion du Comité directeur de l'Education pour tous	ED/EFA	Salle VI	25
07/03	Journée internationale de la femme « L'égalité des femmes est un progrès pour tous : Point de vue des Petits Etats insulaires en développement (PEID) »	ODG/GE	Salle IV	250
14/03	10e consultation du Groupe international de soutien (GSI) sur la mise en œuvre du Plan d'Action de Madrid	SC/EES	Salle XIII	60
14/03	1e réunion du Bureau du Comité du Siège	MSS/HQD/DIR	Salle XVI	20
17-18/03	Réunion CCAAA	CI/KSD/UAP	Salle XV	18
17-19/03	Groupe préparatoire du Conseil exécutif	GBS/SCX	Salle X	100
17-20/03	20e session du Comité consultatif international pour les réserves de biosphère	SC/EES/BNC	Salle XIII	35
19-20/03	Réunion d'experts « YouthMobile »	CI/KSD/ICT	Salle VI	25
20/03	Réunion des donateurs de CapEFA	ED/EO/PMC	Salle VIII	30
20/03	Réunion de suivi du 8e Forum des jeunes	SHS/HPD/PHS	Salle IV	350
20-21/03	58e Réunion du Bureau du Programme international pour le développement de la communication (PIDC)	CI/FEM	Salle VII	40
21/03	Journée internationale pour l'élimination de la discrimination raciale Célébration	SHS/EGC/GEC Féd. française des Clubs UNESCO	Salle XI	96
26/03	Conférence UNESCO du Futur : « Frontières de la prospective »	BSP/FOR	Salle IX	50
26 et 28/03	Forum Netexplo 2014	CI/KSD/ICT Netexplo	Diverses salles	1 000
27/03	4e programme d'échange international EDD	ED/PSD/PHR	Salle VII	30
27-28/03	Laboratoire du savoir UNESCO sur le futur des villes	BSP/FOR	Salle XV	30
27-28/03	Réunion conjointe de l'organe subsidiaire et de l'organe consultatif	CLT/WHC/PCM	Salle VI	60
31/03	50e session du Bureau PHI	SC/HYD	Salle XIV	20
Total participation				3 561

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

8.1.2 External rentals

Date	Title	Organizer	Place	Public
05/03	Table ronde dans le cadre des activités commémoratives du 1 ^{er} anniversaire de la mort du Président Hugo Chavez Frias	Délég. perm. du Venezuela	Salle XI	200
11/03	Visite de l'Ecole normale supérieure	Délég. perm. de la République française	Salle V	20
11-14/03	"UNEP Approach to Sustainable Public Procurement"	UNEP	Salle VI	15
26/03	Visite officielle du Président de la République populaire de Chine Colloque sur les beaux-arts chinois	Délég. perm. de la République populaire de Chine	Salle VIII	45
Total participation				280

8.1.3 Electoral Groups Meetings

Date	Title	Organizer	Place	Public
03/03	Réunion de la Délégation avec l'ADG/CLT concernant la restitution des biens culturels à leur pays d'origine	Délég. perm. de la Grèce	Salle XVI	50
03/03	Réunion du Groupe électoral II	Délég. perm. de la Lituanie	Salle XVI	40
04/03	Réunion du Groupe UE	Délég. perm. de la Grèce	Salle XIV	60
05/03	Réunion avec le Vice-Président du Conseil exécutif et les membres du Groupe Va du Conseil exécutif et d'autres Délégations	Délég. perm. d'Angola	Salle XIV	50
05/03	Réunion du GRULAC	Délég. perm. du Pérou	Salle XV	30
05/03	Réunion du Groupe Culture du GRULAC	Délég. perm. de l'Argentine	Salle VII	40
06/03	Réunion du Groupe électoral I	Délég. perm. du Royaume de Suède	Salle XIV	50
07/03	Réunion du Groupe africain	Délég. perm. de l'Angola	Salle XVI	35
11/03	Groupe de travail sur la révision du règlement intérieur de l'AG du Patrimoine mondial	Délég. perm. du Sénégal	Salle XIV	20
13/03	Réunion du Groupe ASPAC	Délég. perm. du Népal	Salle XIII	60
13/03	Réunion plénière du Groupe africain	Délég. perm. du Bénin	Salle XIII	60
14/03	Assemblée plénière du Groupe francophone	Délég. perm. du Sénégal	Salle XIV	50
14/03	Réunion du Groupe africain	Délég. perm. de l'Angola	Salle XVI	40
18/03	Réunion du Groupe UE	Délég. perm. de la Grèce	Salle XVI	60
18-19/03	Réunion du GRULAC	Délég. perm. de l'Argentine	Salle VIII	30
20/03	Réunion du Groupe UE	Délég. perm. de la Grèce	Salle IX	60
25/03	Réunion du Groupe électoral II	Délég. perm. de la Lituanie	Salle XIV	50
25/03	Réunion du Groupe UE	Délég. perm. de la Grèce	Salle IX	60
25/03	Réunion du GRULAC	Délég. perm. de l'Argentine	Salle XIV	40
26/03	Réunion plénière du G77 & NAM	Groupe 77	Salle XIII	50
27/03	Réunion du Groupe de Genève	Délég. perm. de la Rép. de Corée	Salle XVI	45
28/03	Réunion du Comité ASEAN-UNESCO (AUC)	Délég. perm. du Royaume du Cambodge	Salle XVI	50
28/03	Réunion du Groupe africain	Délég. perm. de l'Angola	Salle XIV	40
28/03	Réunion du Groupe UE	Délég. perm. de la Grèce	Salle XIII	60
31/03	Réunion plénière de l'OCI	OCI	Salle VIII	40
31/03	Réunion plénière du Groupe ASPAC	Délég. perm. du Népal	Salle XVI	40
31/03	Réunion du Groupe africain (Conseil exécutif)	Délég. perm. de l'Angola	Salle XIII	50
31/03	Réunion du Groupe EU	Délég. perm. de la Grèce	Salle XIII	50
Total participation				1 310

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

8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
04-20/03	« Marathon, paysage culturel »	Délég. perm. de la Grèce	Hall Ségur	150 (inauguration)
07-20/03	Journée internationale de la femme Exposition collective	ODG/GE	Pas perdus Salles Miró	250 (inauguration)
10-19/03	« Pièces de la collection du musée d'art moderne de Palestine »	Délég. perm. de la Palestine	Salle des Actes	100 (inauguration)
26-28/03	Peintures à l'huile de la Chine contemporaine (musée Dadu)	Délég. perm. de la Rép. populaire de Chine	Salles Miró	200 (inauguration)
27/03-01/04	« Experience China »	Délég. perm. de la Rép. populaire de Chine	Pas Perdus, Hall Ségur	200 (inauguration)
27/03-01/04	"It's Shanghai Time"	Délég. perm. de la Rép. populaire de Chine	Hall Ségur	200 (inauguration)
31/03-04/04	« Le charme de la céramique coréenne par Shin Gyung Kyun »	Délég. perm. de la Rép. de Corée	Salles Miró	200 (inauguration)

8.2.2 Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
05/03	Ballet-opéra : « Cendrillon du Brésil »	Délég. perm. du Brésil	Salle I	1 368
05/03	Journée internationale de la femme « Femmes autochtones du Québec : 40 ans de luttes pour les droits des femmes autochtones »	ODG/GE	Salle IX	90
07/03	Journée internationale de la femme « L'égalité des femmes est un progrès pour tous : Point de vue des petits Etats insulaires en développement (PEID) »	ODG/GE	Salle IV	250
11/03	Projection du documentaire 'Patrimoine : La face cachée des 1000 merveilles du monde'	ERI/DPI	Salle XI	200
11/03	Concert pour la paix « Hiroshima Peace Concert »	Hiroshima Peace Concert Committee	Salle I	1 000
19/03	Journée internationale du Novruz Concert : « Célébration du Novruz »	Délég. perm. de l'Azerbaïdjan et 8 autres délégations	Salle I	1 000
20/03	Journée internationale de la francophonie Concert : « Chantons la Francophonie »	Délég. perm. de la Lituanie Groupe francophone	Salle I	1 300
23/03	Journées du Judaïsme marocain Concert de musique andalouse	Délég. perm. du Royaume du Maroc	Salle I	1 200
27/03	Discussion sur le thème du trafic illicite d'œuvres d'art, suivie de la projection du film « Monuments Men »	CLT Délég. perm. des États-Unis d'Amérique	Salle XI	220

8.2.3 Special Events

Date	Title	Organizer	Place	Public*
06/03	« Éducation, sport, diversité culturelle : de nouvelles attitudes pour promouvoir les droits humains »	Comité de liaison ONG-UNESCO	Salle I	1 000
26 et 28/03	Forum Netexplo 2014	CI/KSD/ICT et Netexplo	Plusieurs salles	1 000
27/03	Conférence de M. Xi Jinping, Président de République populaire de Chine	Délég. perm. de la Rép. populaire de Chine et ERI	Salle I	900

27/03	Nomination de Mme Peng Liyuan, Première Dame de la République populaire de Chine, en qualité d'Envoyée spéciale de l'UNESCO pour la promotion de l'éducation des filles et des femmes	Restaurant du 7 ^e étage	ODG/GA	80
-------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------	--------	----

* 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: 1,368 seats

- o **12 events** were promoted in the March monthly *Calendar of cultural events* printed out in 3,000 copies (in French), and its electronic version sent out to **25,915 subscribers**.
- o **13 events** were organized, co-organized and/or promoted in March by DPI/PRP (Public Relations and Partnerships Section).

8.3. UNESCO Visits

A total of **46 visits**, for **1,173 visitors**, including 6 visits focusing on Education (for 159 visitors), were organized in March 2014. Most visitors came within the framework of a group visit. The major part of the organized visits was conducted -in equal numbers in French and English - for a European and North American public.

1. Requests	
Number of emails received	n/a
Number of requests received	n/a
Accepted requests	46
Declined requests	n/a

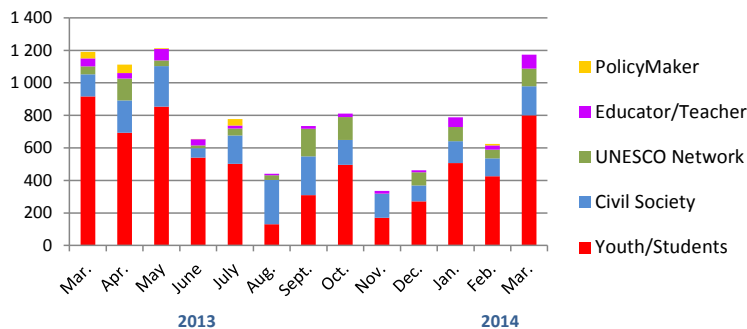
2. Languages		
Visits in French	19	41%
Visits in English	19	41%
Other	8	17%

3. Type of visits		
Group Visits	46	100%
Spontaneous Visits	0	0%
Individual Visits	0	0%
Incl. Thematic Conferences	7	15%

4. Origin		
Europe and North America	862	73%
Asia and Pacific	193	16%
Latin America and the Caribbean	50	4%
Arab States	51	4%
Africa	17	1%

4. Public

Almost 70% of visitors were students and school children

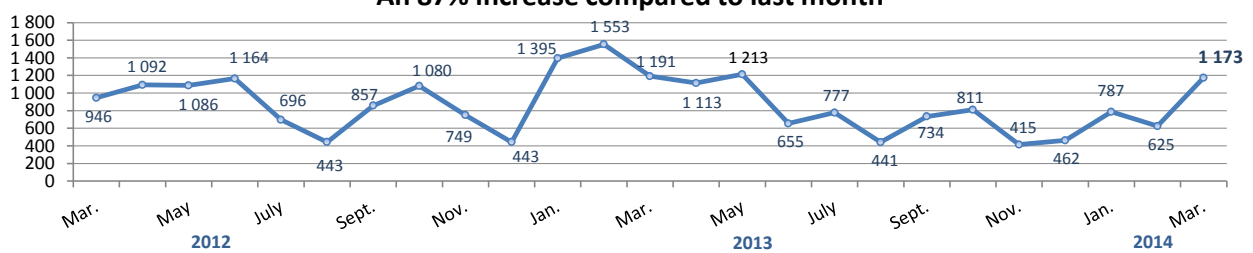


Breakdown of the profile of visitors in March 2014 (last 12 months) Source: UNESCO



Group of students visiting UNESCO HQ, March 2014

More than 1,100 visitors were offered a guided tour An 87% increase compared to last month



Visitors received by the Visitor's Service since March 2012

Source: UNESCO

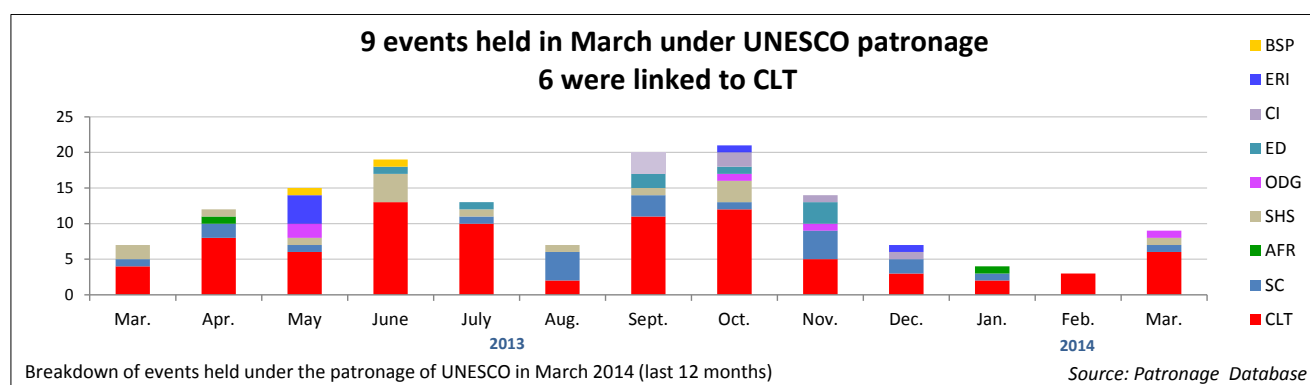
9. UNESCO logo exposure

9.1. Patronage

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

The following 9 events which have been granted UNESCO's patronage took place in March 2014.

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
04/03	UNESCO Headquarters	Exposition "Marathon, Paysage Culturel" organisée par la Délégation permanente de la Grèce auprès de l'UNESCO	Permanent Delegations, UNESCO networks, the general public	CLT
06/03	France	Event to pay homage to Julio Cortázar, organised by the 1st arrondissement of Paris	Researchers & the general public	CLT
07/03	France	Celebration of International Woman's Day organised by the Argentinian Permanent Delegation	Permanent Delegations, UNESCO networks, the general public	CLT
11/03	UNESCO Headquarters	"Hiroshima Peace Concert" at UNESCO HQ in commemoration of the 2011 earthquake victims	Permanent Delegations, UNESCO networks, the general public	CLT
14/03	France	Festival international de films de femmes à Créteil	The general public	ODG/GE
15/03	Italy	Exposition "Syrie, Splendeur et Drame" au Palazzo Venezia	Civil society and the general public	CLT
17/03	Italy	Colloque international "Chiara Lubich et les religions. Ensemble vers l'unité de la famille humaine" à Rome	Civil society organisations, educators	SHS
21/03	France	Journée européenne de musique ancienne (JEMA) coordonnée par le Réseau Européen de Musique Ancienne (REMA)	The general public	CLT
21/03	Germany	International conference "Life by water and waterside", organised by Deutsche Gesellschaft zur Förderung des Unterwasserarchäologie e. V (DEGUWA)	Scientists & researchers	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

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 March (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)

Estimate number of viewers in Japan (Video Research Inc): **1,387,698 households** in main Kanto region on average per program. Total number of the viewers nationwide has not been surveyed.

<i>Date</i>	<i>Subject</i>	<i>Title</i>	<i>Format</i>	<i>Audience Share</i>
24/03	World Heritage Dream Match!	Ottoman vs Habsburg Empire	73 minutes	7.8 %

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>
02/03	The Lines and Geoglyphs of Nasca and Pampas de Jumana(Peru)	30 minutes	5.1%
09/03	Monarch Butterfly Biosphere Reserve(Mexico)	30 minutes	5.3%
16/03	Mogao Caves1(China)	30 minutes	3.8%
30/03	Mogao Caves2(China)	30 minutes	4.8%

Average audience share in March: 4.75% percent (for the first broadcast)

Estimate number of viewers in Japan: 4,273,000 (for the first broadcast)

The total number of audience accessed to the program in March was estimated at **17,091,000**

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	43
French	26
Spanish	18
Russian	13
Arabic	8
In March, a total of 108 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
01/03	Chess to be taught in Mexico starting new school year	815
01/03	Anti-nuclear Bikini Day celebrated in Japan	143
03/03	Alice Springs, the heart of Australia's Red Centre	223
05/03	Italian government allocates EUR 2 million for maintenance at Pompeii	888
05/03	Climate change may drown one-fifth of UNESCO Heritage sites	5 604
07/03	Putin orders reconstruction of historical Novodevichy Convent	88
07/03	Mironov asks for UNESCO's legal opinion on destruction of monuments in Ukraine	2 150
10/03	Greek Orthodox nuns released by Syrian rebels are on their way to Damascus	4 278
11/03	One man dies in pontoon fire off Kizhi Island	419
12/03	Bloggers in Russian Far East refuse to heed officials' requests	1 200
12/03	March 12: Online Free Expression Day	375
12/03	Memorial badge and book issued to mark 300 years of Transfiguration Church in Kizhi	92
13/03	Crimean authorities to take over Artek international children's center – local parliament speaker	6 251
14/03	Secrets of Machu Picchu, lost city of the Incas	313
17/03	Month-long events planned for World Poetry Day in Moscow	241
18/03	Udege protest against planned national park in Primorye territory	496
19/03	Part of ancient Artemis fresco stolen at Pompeii, Italy	1 142
19/03	Tourists attracted to South Africa by natural landmarks and safari tours	352
20/03	Russian Olympic Committee to finalize results of Sochi Olympic Games	230
20/03	Earth Day to be marked on March 20 this year	605
20/03	Syrian troops recapture Crusader castle Krak des Chevaliers	1 906
21/03	Muslims in Russia celebrate Nowruz, or Persian New Year	4 285
21/03	Over 2,000 Muslims will celebrate Nowruz in Vladivostok	549
21/03	March 21: World Poetry Day	525
22/03	Chinese leader Xi Jinping on his first European visit	2 241
24/03	Nowruz celebrations in Vladivostok focus on world peace	375
24/03	NATO bombing of Yugoslavia: A page in history	1 876
24/03	Putin urges development of international Sport for All program in Russia	83
25/03	Russia to consult UNESCO on protection of World Heritage sites in Crimea	483
27/03	March 27: World Theater Day	1 294
27/03	Special border zone regime complicates plans to mark 100 years since first climb of Mt. Belukha	180
27/03	Upper house speaker proposes making Artek camp an international presidential children's center	3 281
31/03	Arabesque Open Ballet Competition to be held in the Urals	188
31/03	Russian choreographic group Rovesniki to participate in culture festival in the United States	76
31/03	Vladivostok Fortress to be turned over to municipal management	55
Total reports in Russian: 35		Total page views: 43 302

Date	Titles of Reports on UNESCO in Spanish	Page views
05/03	El cambio climático puede hundir quinta parte de la herencia mundial de la UNESCO	9
07/03	La violencia al desnudo en El Día Internacional de la Mujer	57
Total reports in Spanish: 2		Total page views: 66

Date	Titles of Reports on UNESCO in English	Page views
06/03	St. Petersburg Center to Be Lost Due to Global Change – Study	27
Total reports in English: 1		Total page views: 27

Date	Titles of Reports on UNESCO in French	Page views
05/03	Réchauffement: 1/5e des sites du patrimoine mondial menacés	7
19/03	La Russie entend construire un télescope géant aux Canaries	32
24/03	Norouz, la fête du printemps	67
28/03	Monuments de la péninsule de Crimée	168
Total reports in French: 4		Total page views: 274
TOTAL REPORTS: 42		TOTAL page views in March: 43 669