



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2014/PIPMR/41/REV

Monthly Visibility Report

May 2014

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Executive Summary

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

Media and Major Events

World Press Freedom Day received excellent coverage this year, with almost 5,000 articles devoted to the subject monitored across all regions, including numerous reports and editorials in national media looking at press freedom in their countries.

The Global Education for All meeting, held in Oman, also generated reasonable press coverage, mostly in the Arab region.

Although a number of interviews were done on UNESCO's meeting on safeguarding Syria's cultural heritage, notably with Al Jazeera and Le Monde, this story did not generate widespread coverage. This was largely due to the fact that the meeting was closed to media, and the lack of any major news announcement.

UNESCO was referenced in many of the thousands of reports on the abduction of the Nigerian schoolgirls. The Director-General's statement on this topic was quoted widely in Latin American media, while UNESCO's statistics on girls' education were cited in many other stories in several regions.

Stories on the 2014 World Heritage Committee meeting began making headlines during the month of May, following the publication of documents for the session, indicating which sites would be recommended for listing.

Internationally, the biggest World Heritage story, concerned Australia, with headlines on a possible danger listing for the Great Barrier Reef and a controversial request from the Federal Government to change the boundaries on the Tasmanian Wilderness site. This generated a steady stream of stories in leading media in all regions throughout the month.

However, the biggest story of the month for UNESCO, came out of China, following Egypt's protests towards the end of May over the construction of a copy of the Great Sphinx. This story was picked up all over the world, with headlines announcing that Egypt had complained to UNESCO and asked the Organization to intervene with China on the issue.

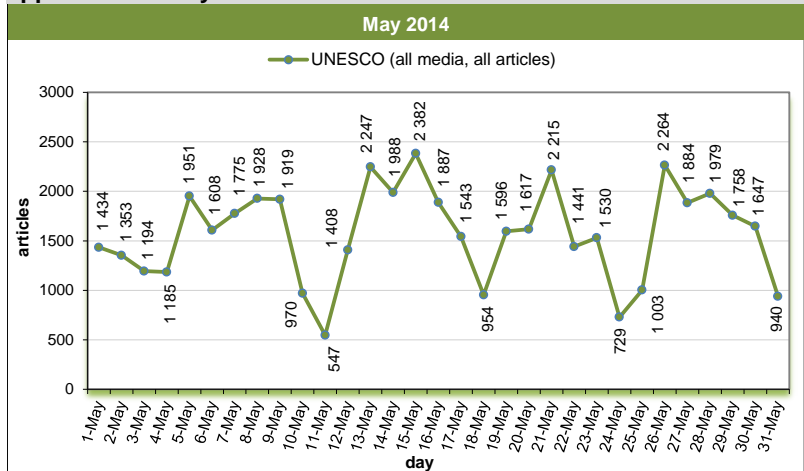
The following events are highlighted in the Major Events pages:

- **UNESCO/Guillermo Cano World Press Freedom Prize 2014 (02/05) and World Press Freedom Day (03/05)**
- **2014 Global Education for All Meeting (12-14/05)**
- **International Expert Meeting: Rallying the International Community to Safeguard Syria's Cultural Heritage (26-28/05)**

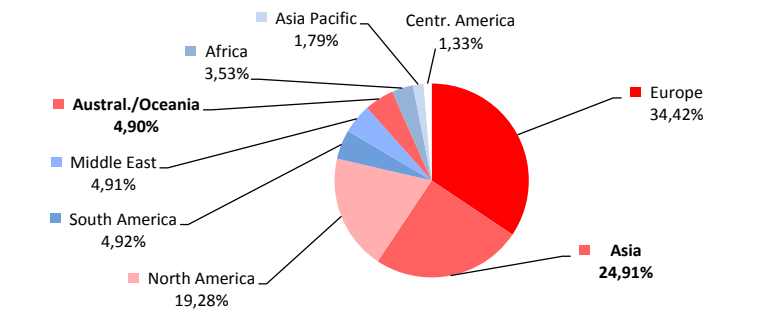
UNESCO Website and Social Media Channels

May web traffic is stable again after last month's 11% drop in page views, visits and unique visitors. The analysis of these numbers and the high percentage of "new visitors" (71.1%) show that the majority of the audience is coming to our website mainly through

Articles monitored daily in all media sources in which "UNESCO" appears in a story



Again, almost 80% of articles were monitored in Europe, Asia and North America - Number of articles rose by 140% in Australia/Oceania

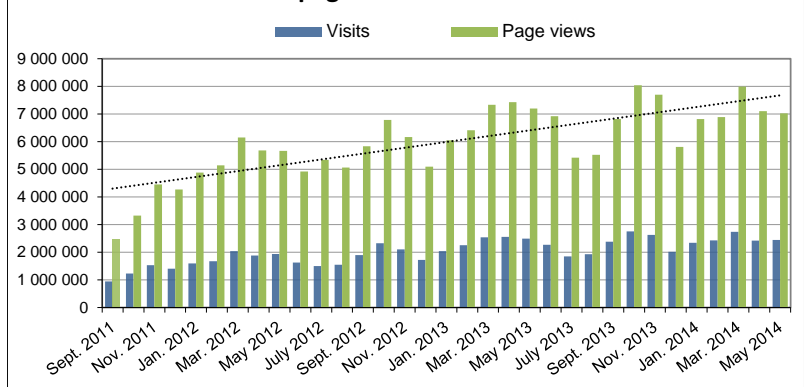


Breakdown by region of 48 876 articles monitored in all media sources mentioning "UNESCO" in May 2014

Source: Meltwater News

Web traffic is stable

More than 7 million page views for the third month in a row



Website traffic on unesco.org: September 2011 to May 2014

Source: Google Analytics

external links, and is looking at one page only. Even if some major events brought a significant number of visits, it is not enough to maintain high visibility. With the preparation for the launch of the 38th session of the World Heritage Committee, the World Heritage Center website was by far the most visited part of our website followed by Careers and the Education entry page. As expected, Unescommunity traffic suffered from the many holidays at Headquarters, resulting in a 36% drop in page views.

May was once again a strong month for UNESCO's social media channels. Our language channels all demonstrate growth, with the strongest results on Spanish and Portuguese Facebook. The month was marked by a social media campaign for World Press Freedom Day – perhaps the most innovative yet done at UNESCO. Messages about press freedom figure prominently in this month's top tweets, thanks to a Twitter partnership we negotiated directly with Twitter. UNESCO became as such the first UN agency to partner with Twitter for joint, coordinated advocacy. Twitter also offered us a promoted hashtag - #pressfreedom translated in national languages - to help raise the profile of press freedom in different country versions of Twitter.

Publications

Online viewing of UNESCO top ten publications in May has increased since April of this year (27%) and compared to May last year (8%). The two main flagship reports of UNESCO, the *EFA Global Monitoring Report 2013-2014* (in English and in Spanish) and the *World Water Development Report 5*, continue to fare extremely well in the top ten downloads. Titles in Spanish account for half of the publications in this table. Bookshop sales were largely dominated by World Heritage titles while for online and international sales the publication from the Kathmandu Office, *The Sacred Garden of Lumbini - Perceptions of Buddha's Birthplace* did the best this month.

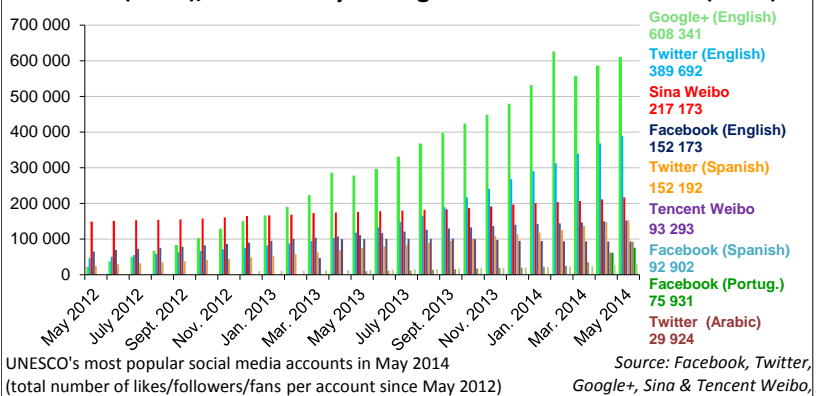
UNESCO visits

Almost 50% of visitors were High School students with an increasing share from disadvantaged neighborhoods. This desired trend is the result of contacts with school leaders in suburbs or priority education zones. The completion of the relocation of the institutional OPEN UNESCO exhibition in the Saxe wing of the building allows to welcome particularly well this public sensitive to visual presentations. E.g., a group of 112 young people was able to follow in situ a one-hour briefing with a Secretariat team on the commitment of UNESCO to peace. Another specificity of this month was the traditional European Night of Museums. Within 4 hours of evening opening 1,557 visitors came to discover our Headquarters (1,400 last year).

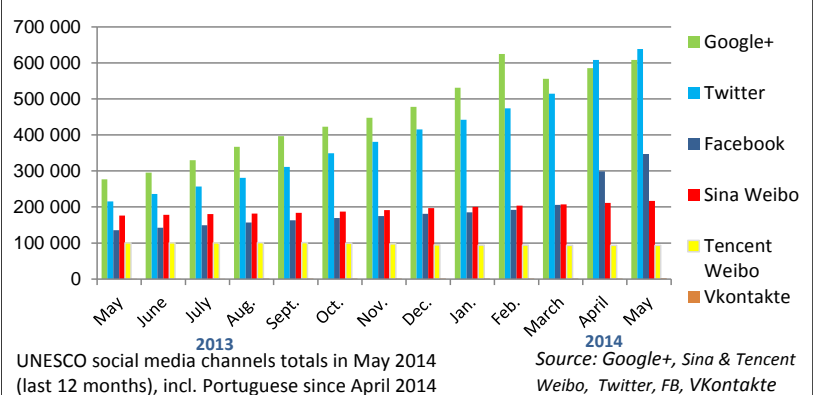
Focus on a Field Office

The fifth episode of this topic aiming to highlight the outreach efforts in the Field focuses on our **Office in Bangkok** (see p. 7).

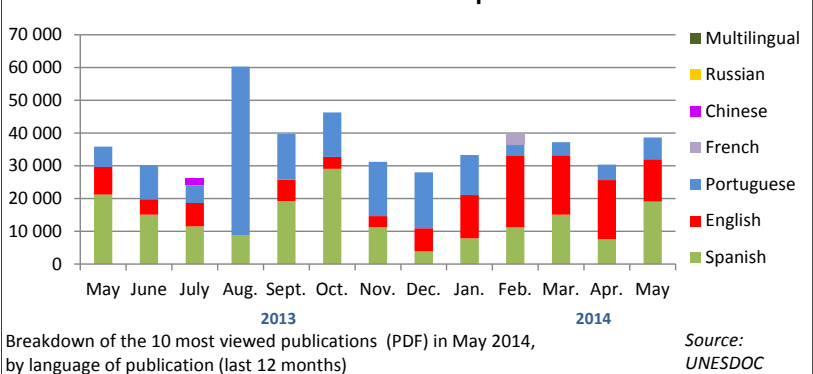
Spanish Facebook account got this month again the strongest growth in likes (+48%), followed by Portuguese Facebook account (+23%)



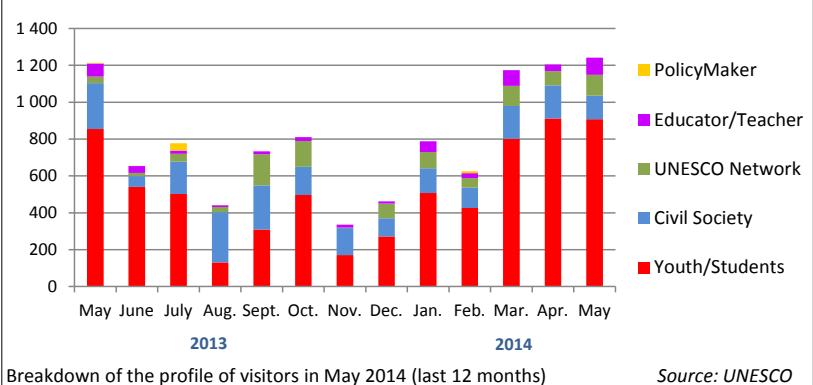
The 1.9 million "followers/likes/fans" mark has been topped



Total Top 10 views increased by 27% in May 50% of views were for Spanish titles



This month again, more than 1,200 visitors got a guided tour of HQ 73% of visitors were Youth and Students



Major events:

I. UNESCO/Guillermo Cano World Press Freedom Prize 2014 (02 May) and World Press Freedom Day (03 May)

The main celebration of the World Press Freedom Day (WPDF) took place at UNESCO Headquarters from 5 to 6 May 2014. The event was organized by UNESCO and included an international conference entitled "Media Freedom for a Better Future: Shaping the Post-2015 Development Agenda". On 6 May, the participants of WPDF, including media professionals and non-governmental civil rights organizations, adopted the Paris Declaration. The Paris Declaration was submitted to UN Secretary-General, Ban Ki-moon as one of UNESCO's contribution to the post-2015 sustainable development debate.



The UNESCO/Guillermo Cano World Press Freedom Prize ceremony took place on 2 May, prior to the international conference at UNESCO Headquarters. UNESCO Director-General, Irina Bokova presented the award to journalist, writer, and photographer Mr Ahmet Şık from Turkey. The media coverage, nationally and internationally (both print and electronic media) during the events gave UNESCO a high visibility. Globally, more than 100 events took place around the world.

Participants: The WPDF brought together more than 400 participants from 86 nationalities. 47 percent of the participants were women. There were 68 speakers in nine sessions, 30 of them were women. UNESCO partnered with 31 organizations during this WPDF event. UNESCO/Guillermo Cano WPF Prize 2014 ceremony: 130 participants.

Audience: The conference was opened to all and included media practitioners, academia, NGOs, IGOs, UN Agencies, and Members States. VIPs included Mr Rémy Pflimlin, President of France Télévisions, Mr Mostefa Souag, Acting Managing Director, Al Jazeera Media Network, Qatar, Ms Catalina Botero, Special Rapporteur for Freedom of Expression, Inter-American Commission on Human Rights, OAS, Ms Dunja Mijatović, Representative on Freedom of the Media, OSCE, Mr Frank La Rue, UN Special Rapporteur on the Promotion and Protection of the Right to Freedom of Opinion and Expression and Ms Ana Maria Busquets de Cano of the Guillermo Cano Foundation.

Communication materials and activities:

- Web News WPDF ([02/05](#), [05/05](#), [06/05](#), [16/05](#))
- [Video message by the Director-General](#) (EN/FR)
- [Joint message from UNSC and the DG](#) (6 languages)
- [Opening Speech by the DDD](#)
- [World Press Freedom Day 2014 webpage](#)
- [WPDF Celebrations map](#)
- [WPDF Concept Note](#)
- [Programme](#) (Conference)
- Videos for WPDF 2014 with well-known personalities
- [Photo gallery](#)
- [2014 WPDF Youth Newsroom](#)
- [UNESCO Guillermo Cano WPF Prize 2014 webpage](#)
- [Press release](#) (10/04)
- [Media advisory](#) (25/04)
- [Press release for UNESCO Guillermo Cano WPF Prize](#) (02/05)
- B-roll for UNESCO Guillermo Cano WPF Prize 2014
- Live audio web streaming of the conference (EN/FR)

Website statistics (in May only): [WPDF 2014 webpage](#): 14,634 visits/23,792 page views. News [02/05](#): 26 visits/65 page views; [05/05](#): 51 visits/116 page views; [06/05](#): 41 visits/170 page views; [16/05](#): 75 visits/127 page views. Video message from the DG: 1,109 views. Photo gallery: 56 visits/137 page views; Press releases: [10/04](#): 493 visits/784 page views; [02/05](#): 27 visits/63 page views; [Media advisory](#): 4 visits/59 page views.

Press coverage: See [selected press coverage](#). UNESCO partnered with France Medias Monde group in airing two live broadcasts ([7 milliards de voisins](#) and [Le débat du jour](#)) from UNESCO HQ (6 May) in conjunction with the Int'l conference and WPDF. France Médias Monde, in charge of French int'l broadcasting services, comprises the trilingual news channel France 24, the international radio station RFI and the Arabic-language radio station Monte Carlo Doualiya. From Paris, they broadcast to the world in 14 languages. Every week, France 24 boasts an average audience of 41.7 million viewers, RFI 34.5 million listeners and Monte Carlo Doualiya 6.7 million listeners. All up some 4,733 articles were monitored in the world media on the Day. Many of these stories mentioned the awarding of the World Press Freedom Prize (although not as many as in previous years). This year, many media focused on the situation of press freedom in their countries, with editorials and analysis of national situations.

Social media: WPDF 2014 saw one of UNESCO's most innovative social media campaigns ever. To promote freedom of expression & press freedom, UNESCO became the first UN agency to partner with Twitter in a Twitter campaign. As a result, messages about press freedom figure prominently in this month's top tweets, as well as Facebook posts. [Twitter blogged its thoughts on World Press Freedom Day](#)

As in past years, WPDF was a trending topic in Latin America. To raise awareness in countries where this topic would not have naturally trended, Twitter offered us a promoted hashtag - #pressfreedom translated in national languages - in countries such as the UK, United States, India, Australia and Ireland where no promoted hashtags had been purchased for the period of May 3 to May 4. This campaign could be said to be worth 200,000 USD, the price that Twitter charges for promoted hashtags.

It must be noted that this is the first time UNESCO has established working ties with a leading social media platform. More should be done to develop these ties, what a number of UN agencies have been doing for the past few years.

II. 2014 Global Education for All Meeting (12-14 May)

How close is the world to achieving Education for All? How much progress has been made since the six EFA goals were established at the World Education Forum in Dakar, Senegal, 2000? And what are the new education challenges that must be identified and included in the world's post-2015 development agenda? These were the key questions under discussion at the 2014 Global EFA Meeting held in Muscat, Oman, 12-14 May 2014.

The 2014 GEM was the last global meeting of all EFA partners before the World Education Forum which will take place from 19 to 22 May 2015 in the Republic of Korea and which will mark the target date of the Dakar EFA goals. The discussions of the GEM focussed on the actions required during the last part of the road towards 2015 and on the post-2015 education agenda. Participants also reviewed commitments taken at the 2012 GEM, debated and reflected on EFA related strategies, exchanged their experiences and agreed on joint actions for addressing education challenges in the years to come.



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Over 250 participants attended the meeting, including the Prime Minister of the Democratic Republic of the Congo, 20 education ministers and vice-ministers, as well as representatives from UN agencies and Member States, intergovernmental and non-governmental organizations, academics, researchers and other stakeholders.

In their final statement, the **“Muscat Agreement”**, participants stressed that "education is a fundamental human right" which must be at the top of the global development agenda, one based on fairness and inclusion, with a particular focus on gender equality. They pledged to galvanize international support for the overarching goal to “ensure equitable and inclusive quality education and lifelong learning for all by 2030”, and to use the Muscat statement as a reference for negotiations on the post-2015 development agenda to ensure it features a strong education component.

Participants: More than 250 participants.

Audience: The Prime Minister of the Democratic Republic of Congo, 20 ministers and vice-ministers mostly of national education ministries, representatives from UN agencies and Member States, intergovernmental and non-governmental organizations, academics, researchers and other stakeholders.

Communication materials and activities:

- [Media advisory](#) (09/05)
- Web News ([06/05](#), [14/05](#))
- Press conference in Muscat (12/05) with ADG/ED and SecGen of Omani Natcom
- [Dedicated webpage](#)
- [Programme](#)
- [Concept Note](#)
- [2013/14 EFA Global Monitoring Report](#)
- [Video interview with Director UNESCO Office in Dakar](#)
- [Host country Oman website](#)

Website statistics (in May only): [Dedicated webpage](#): 451 visits/1,922 page views. [Media advisory](#): 132 visits/1,004 page views. News: [06/05](#): 373 visits/930 page views; [14/05](#): 466 visits/2,026 page views

Press coverage: Most of the coverage for this event came from Oman and other media in the Arab countries, as well as media accompanying some of the participating ministers, including the Prime Minister of the Democratic Republic of the Congo. The Omani news agency filed several reports daily from the meeting, and this was the main source of news for most of the published stories.

Social media: The messages performed relatively well (up to 60 RT), for a meeting that was of a highly technical nature. Traffic was driven to the web stories summarizing the event's conclusions – namely the proposed new goals of the post 2015 agenda.

III. International Expert Meeting: Rallying the International Community to Safeguard Syria's Cultural Heritage (26-28 May)

In the framework of the 'Emergency Safeguarding of the Syrian Cultural Heritage' project funded by the European Union, UNESCO organized an International experts meeting at its Headquarters from 26 to 28 May 2014, with the support of the Flemish Government. The aim of the meeting was to rally the international community to safeguard Syria's inestimable cultural heritage which has been affected by the conflict with the destruction of its most important monuments, the looting and destruction of its movable cultural heritage and the rupture in the practice and transmission of its intangible heritage.



After plenary presentations, the participants were divided into three workshops on built, movable and intangible heritage. The two-days meeting with the experts was followed on 28 May by an information session to State Parties and a press conference.

The Meeting achieved the key result of building stronger alliances by gathering the entire community of experts dealing with the matter around a common goal: safeguarding of Syria's heritage, regardless of any political or ideological consideration.

The meeting provided suggestions for the implementation of the Action Plan adopted in August 2013 and allowed significant progress regarding this Action Plan as it set the basis of international cooperation. The experts insisted on the importance of regular monitoring of the damages, better exchanging information and comprehensive mapping of on-going activities and expertise to plan the recovery phase. In this regard, they agreed that UNESCO Observatory for the Safeguarding of Syria's Cultural Heritage was an adequate tool to achieve efficient cooperation. They also called for the adoption of a UN Resolution to fight illicit traffic, encouraged larger interaction between existing platforms and databases and underlined the need to involve local communities in safeguarding activities to the widest possible extent.

Participants: Experts meeting: more than 120 participants from 22 countries. Press conference: 20 journalists.

Audience: Intergovernmental organizations (UN, ICCROM, UNIDROIT, INTERPOL), national specialized bodies (Carabinieri, French OCBC, WCO), national technical bodies of Syria and neighboring countries, non-governmental organizations (ICOM, ICOMOS, ICCROM, Blue Shield, national NGO, museums (Louvre, Smithsonian, etc.), universities (Berlin, Leuven, Naples, Copenhagen, Paris, Rome, Florence, Bern, Bale, Pennsylvania, UCLA, Damascus, Lattakieh, Irbid in Jordan, Saint Joseph in Lebanon, etc.), archeological missions (Ebla, Palmyra, Mari, Euopos Doura), private auction organizations (Sotheby's, Christie's).

Communication materials and activities:

- [Web News](#) (15/05)
- [Web release](#) (28/05)
- [Syria Crisis Response webpage](#)
- [Web News on WHC webpage](#)
- Press conference at Headquarters (28/05)
- [Photo gallery](#)
- World Heritage Review, number 73 (foreseen 10/2014)
- Response to Le Monde blog (foreseen 06/2014)

Website statistics (15/05-15/06): [Web News](#): 118 visits/254 page views. [Web release](#): 341 visits/1,360 page views. [Web News on WHC webpage](#): 127 visits/534 page views. [Syria Crisis Response webpage](#): 793 visits/2,550 page views. [Announcement of the meeting](#): 194 visits/593 page views.

Press coverage: This meeting was not open to the media, which dissuaded many media from following it. The press conference held at the close of the meeting was well attended, but there was very little hard news announced. Subsequently, coverage of the event was disappointingly light. A few interviews were organized with experts, notably on Al Jazeera, which interviewed Francesco Bandarin. Le Monde also planned a story, to be published in June as part of the newspaper's coverage of the World Heritage meeting in Doha.

Social media: The final output of this meeting generated little interest on Twitter with 33 RT. This is understandable, in that the plans for a new observatory have only been announced, but not yet materialized. It must be noted that social media sites have regularly and rigorously covered the issue of Syrian heritage, whenever politically appropriate, during the past 18 months.



Focus on UNESCO Office in Bangkok

To highlight the outreach efforts of Field Offices, the report focuses each month since Jan. 2014 on a different Field Office, and publishes the results of their public information activities. For further details, please contact directly the office concerned.

UNESCO BANGKOK OUTREACH ACTIVITIES IN MAY 2014

UNESCO Bangkok's IKM (Information and Knowledge Management) unit has a dedicated team working in public information. It shapes UNESCO's public image and raises the Organization's visibility in Asia and the Pacific through media and communication activities, publications and the website. UNESCO Bangkok regularly organises public events around International Days in order to promote and mobilise for action. In May 2014, the office celebrated:

Press Freedom Day (3 May)



UNESCO Bangkok and the Foreign Correspondents' Club of Thailand (FCCT) jointly organised a [youth poster competition](#) and invited Asia-Pacific youth (18-35 years of age) to submit posters that express why press freedom is essential during this time of rapid change in the region. To coincide with the exhibition launch, the FCCT also held a [panel discussion](#) on the media's contribution to countries in political transition; safety of journalists and the rule of law as well as threats to media in Southeast Asia; and the "peace journalism" movement and its relevance in Southeast Asia in communities of conflict.

[Click here to see all poster finalists.](#)

International Day against Homophobia and Transphobia (IDAHOT, 17 May)



In commemoration of IDAHOT, and as students across Thailand return to schools for a new academic year, UNESCO Bangkok and its partners drew attention to the issue of bullying on the basis of sexual orientation and gender identity in Thailand. A full list of activities can be found [here](#).



Social Media



Facebook

13,950 Likes
503 posts
(1 June 2013–31 May 2014)

Top 3 posts

- 1. School Rainbow Campaign**
1,644 people reached, 128 comments, likes and shares (14 May)
- 2. Call for Proposals: Training of Cultural Heritage Specialist Guides**
1,644 people reached, 39 comments, likes and shares (20 May)
- 3. Stand up, Speak out, Stop Bullying IDAHOT 2014**
1,325 people reached (15 May)



Twitter | 3,386 Followers | 843 Tweets (1 June 2013–31 May 2014)



e-Newsletters



◆ [e-Voices UNESCO in Asia and the Pacific](#) (3,970 subscribers)



◆ [Education Policy Matters!](#) (1,059 subscribers)



◆ [ICT in Education Announcement](#) (6,641 subscribers)

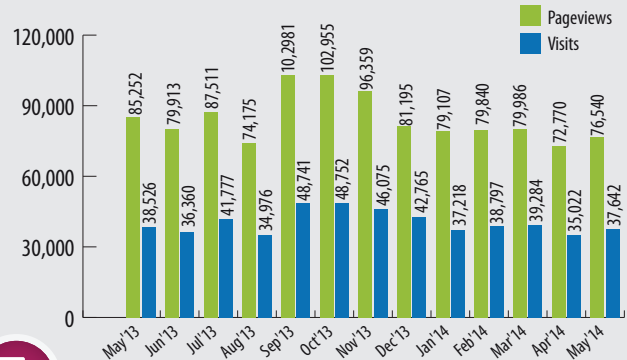


Photos

UNESCO Bangkok's International Jazz Day celebration in cooperation with a Jazz Bar, Sweets



Bangkok Office Website Traffic, May 2013–May 2014



In the Media

A selection of published articles on UNESCO Bangkok activities in May 2014

- ◆ [Phuket: 'Flood fighter' game teaches Asian kids survival tips](#) (Phuket News, 29 May)
- ◆ [Schools should be a safe haven from discrimination](#) (Bangkok Post, 19 May)
- ◆ [IDAHOT: a week of Gay Pride celebrations held throughout Bangkok](#) (Coconuts Bangkok, 19 May)
- ◆ [Concern raised for LGBTI treatments in Thai schools](#) (National News Bureau of Thailand, 19 May)
- ◆ [School Rainbow Campaign Supports Diversity](#) (National News Bureau of Thailand, 16 May)
- ◆ [Asian universities adopt strategies to boost rankings](#) (The Nation, 15 May)
- ◆ ['Flood fighter' game teaches Asian kids survival tips](#) (Bangkok Post, 13 May)
- ◆ [Journalists in region 'still facing many threats, challenges'](#) (The Nation, 3 May)

Just published



The Heart of Education: Learning to Live Together
989 Views



Bullying targeting secondary school students who are or are perceived to be transgender or same-sex attracted: types, prevalence, impact, motivation and preventive measures in 5 provinces of Thailand
494 Views



Lesson Plans for Teaching About Sexual and Gender Diversity in Thailand
68 Views



Education Microplanning Toolkit
180 Views

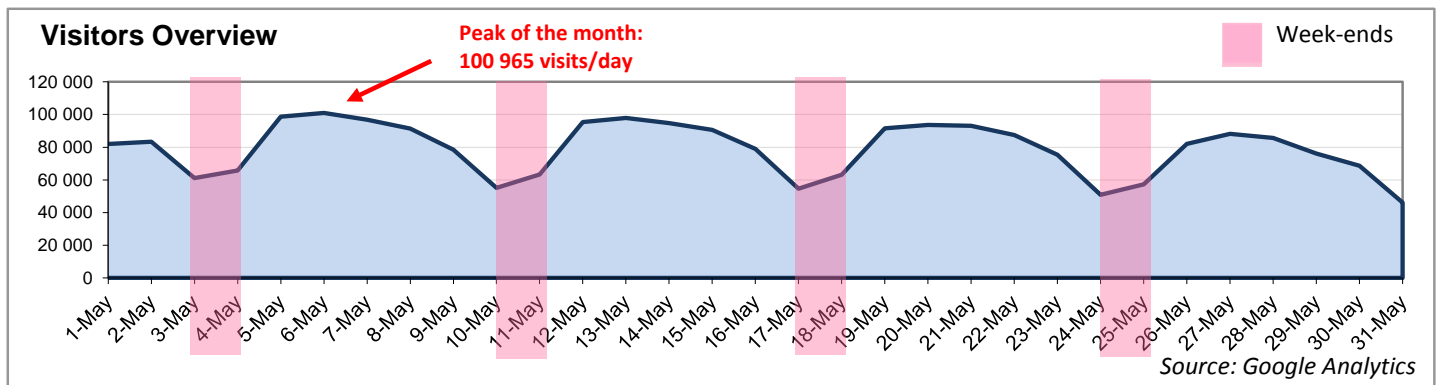
1. UNESCO Website – <http://www.unesco.org>

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).

May web traffic is stable again after last month's 11% drop in page views, visits and unique visitors. The analysis of these numbers and the high percentage of "new visitors" (71.1%) show that the majority of the audience is coming to our website mainly through external links, and is looking at one page only. Even if some major events brought a significant number of visits, it is not enough to maintain high visibility. With the preparation for the launch of the 38th session of the World Heritage Committee, the World Heritage Center website was by far the most visited part of our website followed by Careers and the Education entry page. As expected, Unescommunity traffic suffered from the many holidays at Headquarters, resulting in a 36% drop in page views.

1.1. May 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%
April 2014	7 102 844	-4.36%	-11.10%	2 424 151	-5.09%	-11.44%	1 875 292	-2.88%	-11.61%
May 2014	7 018 100	-2.42%	-1.19%	2 448 173	-1.90%	+0.99%	1 894 841	-0.37%	+1.04%

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

Areas of interest	Visits ²	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	2 448 173	-1.90%	+0.99%
Home & Central Service pages	263 215	+26.89%	-5.11%
Worldwide	23 861	-9.55%	-3.24%
Education for the 21st Century and ED Sector	138 028	-20.91%	-2.40%
One Planet, One Ocean & Science for a Sustainable Future and SC Sector	56 861	-24.25%	-14.95%
Learning to Live Together and SHS Sector	49 005	-14.23%	-8.36%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 259 666	+2.33%	+1.92%
World Heritage	1 129 630	+5.11%	+2.85%
Intangible Heritage	57 231	+6.88%	+8.39%
Culture Sector (excl. Intangible Heritage)	72 805	-29.15%	-14.15%
Fostering Freedom of Expression & Building Knowledge Societies and CI Sector	54 151	-18.14%	-3.20%
Field offices (only those tracked)	154 906	+11.31%	+19.32%
UIL*	25 246	+16.52%	+9.04%
IIEP*	197 640	+29.47%	+14.43%
UNEVOC*	43 907	+13.45%	+11.66%

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

1.4. UNESCO Website Visitors

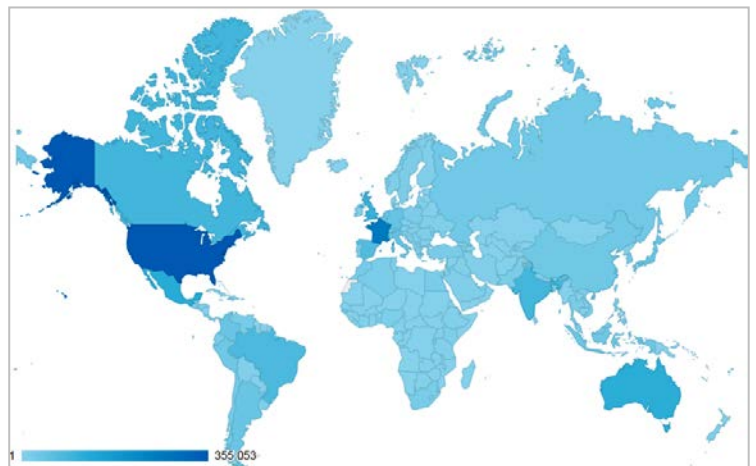
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	355 053	14.50%	-9.19%	2.69	00:02:26
France	264 426	10.80%	-6.41%	3.23	00:03:39
Mexico	122 983	5.02%	+20.36%	2.66	00:03:11
Australia	117 187	4.79%	+4.58%	3.53	00:04:51
United Kingdom	101 858	4.16%	+0.21%	2.81	00:02:38
Canada	90 303	3.69%	-1.93%	3.91	00:04:10
India	88 646	3.62%	+9.14%	2.52	00:02:46
Brazil	76 347	3.12%	+7.33%	2.21	00:02:38
Spain	68 954	2.82%	-3.97%	3.21	00:03:09
Italy	45 599	1.86%	+0.25%	3.34	00:03:16

Top 10 visitors' language

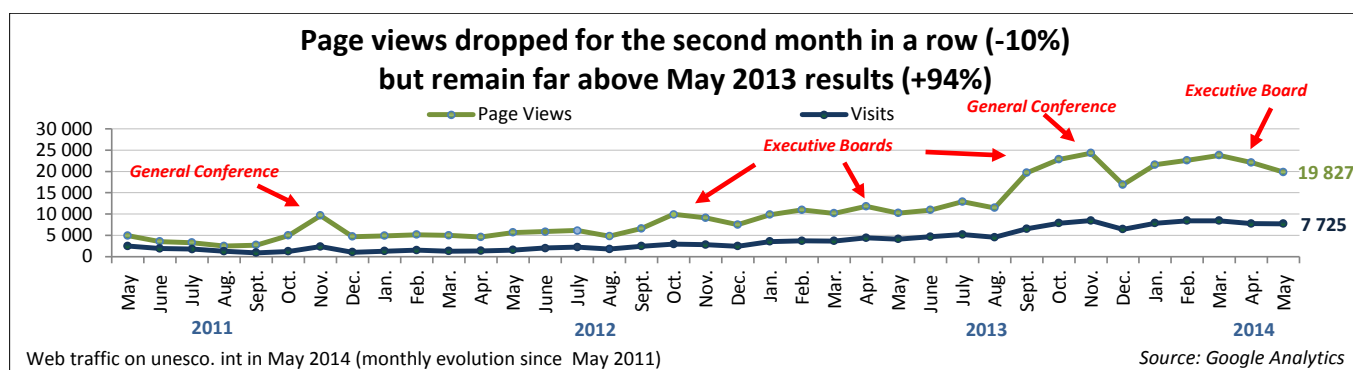
Language	Visits ²	% of Total visits	Variation vs M-1
English	1 261 077	51.51%	+0.26%
Spanish	373 362	15.25%	+5.86%
French	336 472	13.74%	+0.08%
Portuguese	84 145	3.44%	+9.19%
Chinese	46 332	1.89%	-6.92%
Russian	43 383	1.77%	-8.63%
German	40 486	1.65%	+5.13%
Italian	38 429	1.57%	-1.59%
Japanese	35 851	1.46%	+17.92%
Arabic	25 786	1.05%	-15.49%

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	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
	April	22 059	+86.85%	-7.17%	7 735	+75.12%	-8.09%	2.92	-0.34%	00:05:12
	May	19 827	+94.13%	-10.12%	7 725	+87.23%	-0.13%	2.58	-11.64%	00:04:13



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

	Month	Page views ¹	Variation vs M-1	Visits ²	Variation vs M-1
2013	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%
	April	13 238	+4.64%	4 507	+9.55%
	May	8 408	-36.49%	2 573	-42.91%

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	101 806	-16.53%	+1.37%
English (EN)	53 727	-18.35%	+4.21%
Spanish (ES)	24 531	-9.68%	+5.51%
French (FR)	12 244	-28.23%	-5.66%
Arabic (AR)	4 554	+13.00%	-11.68%
Chinese (ZH)	3 471	+2.45%	+14.37%
Russian (RU)	3 279	-27.54%	-26.45%

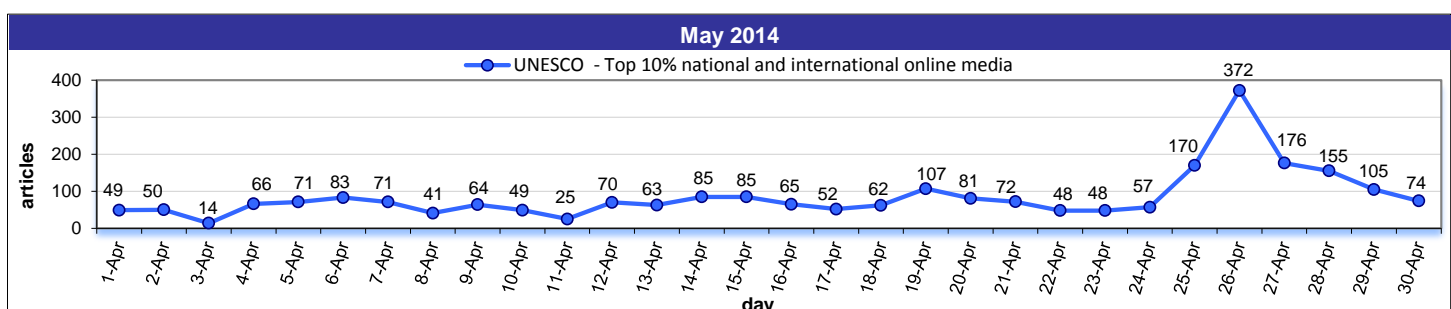
* Based on figures published in the Monthly Reports.

2.2. Press releases/Media advisories in May 2014

1.	06/05	Legendary players from Juventus FC and Real Madrid to contest UNESCO Cup match in Turin on 2 June
2.	09/05	International Conference in Oman to assess progress towards Education For All goals and identify new challenges
3.	13/05	Inclusive education programmes from Armenia and Canada win the 2013 UNESCO/Emir Jaber al-Ahmed al-Jaber al-Sabah Prize
4.	14/05	UNESCO Director-General condemns assassination of French journalist Camille Lepage
5.	16/05	UNESCO and European Union undertake to reconstruct the cultural heritage of Timbuktu
6.	19/05	Letter from China's First Lady and UNESCO Special Envoy to Director-General expresses "shock" over Nigerian Schoolgirls' abduction
7.	21/05	Director-General urges investigation into killing of Paraguayan journalist Fausto Gabriel Alcaraz
8.	22/05	Agriculture: Focus of Africa Week at UNESCO
9.	23/05	World Heritage Committee to meet in Doha from 15 to 25 June
10.	27/05	New biosphere reserves to be designated at MAB meeting in Sweden
11.	28/05	Director-General condemns killing of Libyan newspaper editor Meftah Bouzid

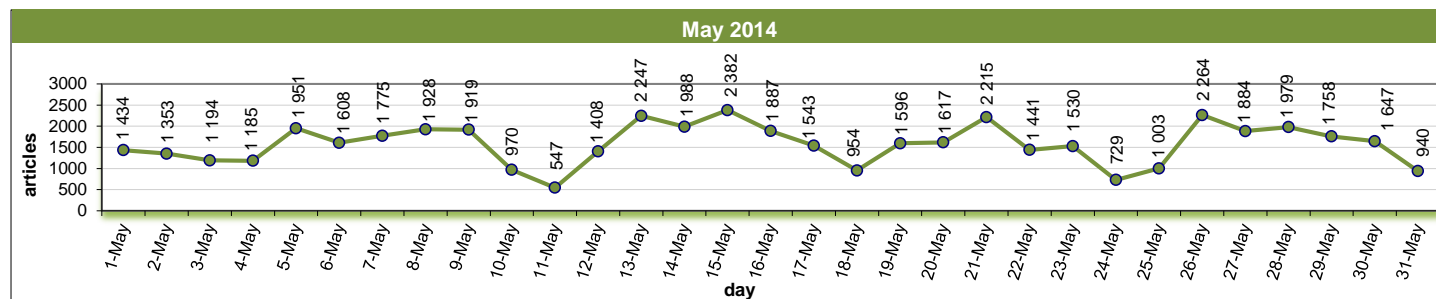
Statistics on articles referring to UNESCO

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 May (Source: Meltwater News)

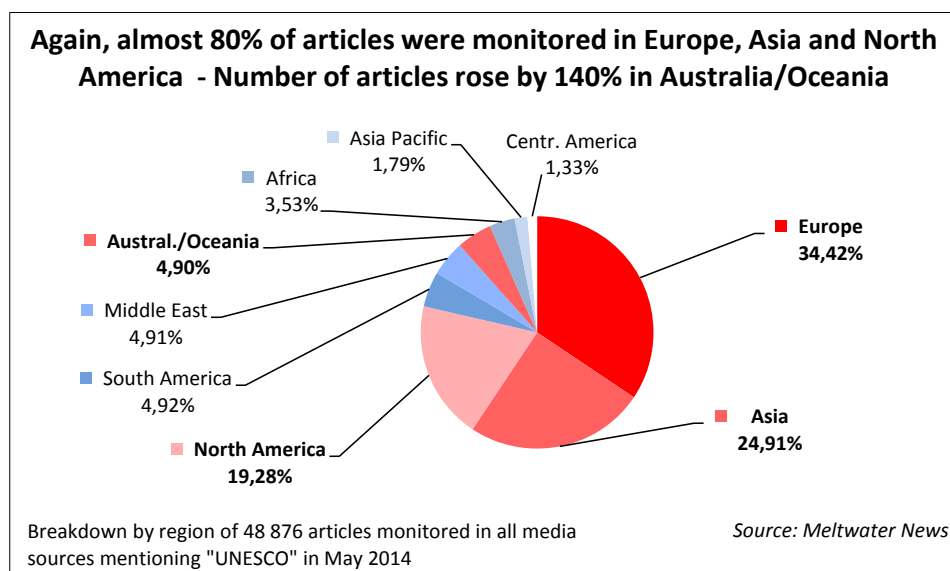


Media coverage was steady throughout the month. Most coverage was generated by World Press Freedom Day, the release of documents concerning the June World Heritage Committee, and the abduction of the Nigerian schoolgirls (prompting numerous references to UNESCO's education statistics). The sharp peak toward the end of May was due largely to the story of the "fake" Sphinx constructed in China.

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



Regional breakdown of media coverage in all media sources, in which "UNESCO" appeared in a story in May



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

Date	Subject / Title	Language	Media
14/05	La protection du patrimoine est inséparable de la protection des vies humaines	French	Le Figaro (France)
30/05	Vieil antisémitisme, nouvel humanisme / Old anti-Semitism, new humanism	French	Le Soir (Belgium)

2.5. Interviews given (by subject and media)

Subject	Interviewee	Language	Media (press TV Radio)
World Heritage	Roni Amelan	French	Le Devoir (Canada)
World Heritage - Cordoba	Roni Amelan	English	New York Times (US)
World Heritage - Dorset and East Devon Coast	Roni Amelan	English	The Dorset Echo, BUZZ website/ Bournemouth University, Bournemouth Daily Echo (UK)
Syrian Cultural Heritage	Mechtild Rössler	German	Deutschlandfunk (Germany)
UNESCO and Jazz	Hans d'Orville	English	UBrain TV (Japan/UK)
UNESCO and Jazz	Irina Bokova	French/ English	France 24 (France)
International Jazz Day	Mika Shino	French	TSF Jazz (France)
International Jazz Day	Marcus Miller	English	UBrain TV (Japan)
International Jazz Day	Herbie Hancock	English	UBrain TV (Japan/UK)

International Jazz Day	Dee Dee Bridgewater	English	Ubrain TV (Japan/UK)
International Jazz Day	Lucia Iglesias	Spanish	W Radio Colombia (Colombia)
World Heritage- Virunga	Guy Debonnet	English	The New Scientist (UK)
Higher education in the Arab world	Hamed Al Hammami	English	Al Fanar (Egypt)
World Press Freedom Day	Guy Berger	English	RCN (Colombia)
World Press Freedom Day	Ahmet Şık (Laureate of the UNESCO/Guillermo Cano Prize 2014)	English	RCN (Colombia)
World Press Freedom Day	Guy Berger	English	Al Jazeera (Qatar)
World Press Freedom Day	Getachew Engida	English	Al Jazeera (Qatar)
Memory of the World	Boyan Radoykov	English	Asahi Shimbun (Japan)

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).

31 B-rolls were downloaded in May:

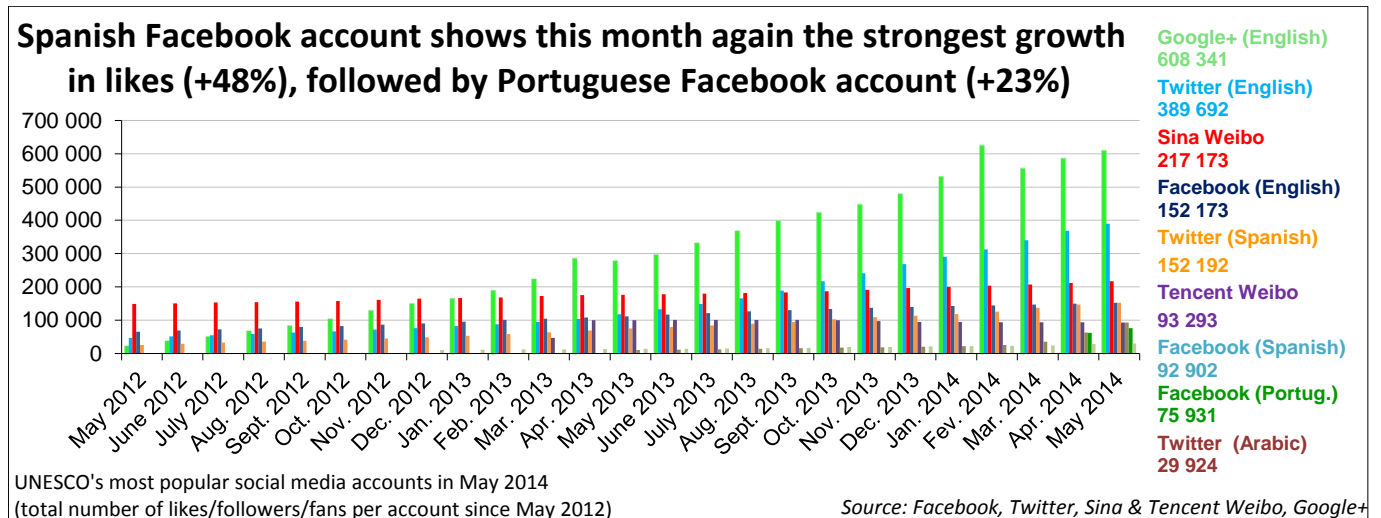
	Subject	Downloads	Media
1	World Heritage	12	France 3
2	UN World Water Development Report, MAB	3	
3	UNESCO Priorities	2	
4	World Press Freedom	5	
5	GMR	9	

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

N/A for May

3. UNESCO Social Media Channels

May was once again a strong month for UNESCO's social media channels. Our language channels all demonstrate growth, with the strongest results on Spanish and Portuguese Facebook. The month was marked by a social media campaign for World Press Freedom Day – perhaps the most innovative yet done at UNESCO. Messages about press freedom figure prominently in this month's top tweets, thanks to a Twitter partnership we negotiated directly with Twitter. UNESCO became as such the first UN agency to partner with Twitter for joint, coordinated advocacy. Twitter also offered us a promoted hashtag - #pressfreedom translated in national languages - to help raise the profile of press freedom in different country versions of Twitter.



3.1. Social networking sites

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

Variation May vs April 2014

Likes/fans*		May 2014	April 2014	Variation vs April
Total likes/followers (all languages)		956 927	885 865	+8.02%
Facebook	English	152 173	149 707	+1.65%
	Spanish	92 902	62 447	+48.77%
	Portuguese	75 931	61 602	+23.26%
	Arabic	12 154	11 558	+5.16%
	French	11 867	11 423	+3.89%
	Russian	1 891	1 876	+0.80%
Google+	English	608 341	585 656	+3.87%
Vkontakte	Russian	1 668	1 595	+4.58%

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

Message	Posted	Likes/ Shares
Hoy, 21 de mayo, celebramos el Día Mundial de la Diversidad Cultural para el Diálogo y el Desarrollo. Para la UNESCO, la diversidad cultural es el mayor patrimonio común que tiene la humanidad. Y es precisamente esta diversidad la principal fuente de renovación de ideas que nos permite abrirnos a los demás y concebir nuevas formas de pensar. La diversidad es una oportunidad para la paz y el desarrollo que no podemos desaprovechar. Por eso hoy celebramos la diversidad de las gentes y culturas de la Tierra. La misma diversidad que nos une y nos marca el camino hacia la paz y la concordia. Visita la página especial dedicada al Día de la Diversidad Cultural: http://bit.ly/KqFjSb Lee el mensaje de la Directora General de la UNESCO con motivo de esta jornada: http://bit.ly/1oSxf6j	21/05	L: 1 596 S: 2 998
Una maravilla de la naturaleza, una joya de nuestro #patrimoniomundial, hablamos del Parque Nacional Los Glaciares, en Argentina. Se trata de un sitio de excepcional belleza natural con impresionantes cimas recortadas y numerosos lagos glaciares, como el Lago Argentino, que tiene 160 kilómetros de longitud. En el extremo de éste convergen tres glaciares que precipitan enormes icebergs en sus aguas heladas de color gris lechoso, en medio de un estrépito atronador. Para más información: http://bit.ly/1m0tVQy	30/05	L: 1 280 S: 524

21 de Maio é o Dia Mundial da Diversidade Cultural para o Diálogo e o Desenvolvimento. "Nossa diversidade cultural é patrimônio comum da humanidade. É uma fonte de renovação de ideias e sociedades, por meio da qual nos abrimos aos outros e criamos novas maneiras de pensar. Essa diversidade proporciona oportunidades para a paz e o desenvolvimento sustentável." Irina Bokova, diretora-geral da UNESCO	21/05	L: 1 237 S: 4 512
No hay nada que justifique el secuestro de más de 270 niñas de una escuela. ¡Devolvednos a nuestras niñas! http://bit.ly/1jCREtI#BringBackOurGirls #Nigeria	13/05	L: 1 208 S: 1 159
"Ensinar não é transferir conhecimento, mas criar as possibilidades para a sua própria produção ou a sua construção." Paulo Freire	30/05	L: 1 138 S: 1 903
"No soy verdaderamente libre si le quito la libertad a otra persona, del mismo modo que no soy libre cuando a mi me quitan la libertad". Una interesante reflexión de Nelson Mandela. ¿Y tú qué opinas?	14/05	L: 1 103 S: 791
Os presentamos una joya del #patrimoniomundial: las Iglesias excavadas en la roca de Lalibela. Situadas en una región montañosa del corazón de Etiopía, en las proximidades de una aldea tradicional de casas redondas, las once iglesias medievales de esta "Nueva Jerusalén" del siglo XIII fueron excavadas y esculpidas en la roca. Lugar sagrado de la cristiandad etíope, Lalibela sigue siendo hoy en día un centro de devoción y peregrinación. Más información (en inglés y francés) http://bit.ly/1kFDO9e	26/05	L: 891 S: 445
La UNESCO creará un observatorio de salvaguardia del patrimonio cultural sirio para monitorear el estado del patrimonio construido, mueble e inmaterial de Siria con vistas a combatir el tráfico ilícito y de reunir toda la información necesaria para restaurarlo cuando concluyan los combates. Más información: http://bit.ly/TY4ZTF	29/05	L: 829 S: 345
Ayer celebramos los 60 años de la Convención de la Haya para la Protección de los Bienes Culturales en caso de Conflicto Armado. Es una historia en la que ha habido importantes fracasos pero también pequeñas victorias que nos han mostrado el camino a seguir. Pero nos queda tanto trabajo que hacer. El mensaje a transmitir es claro: atacar, destruir o incluso saquear los bienes culturales de un pueblo es un ataque contra el patrimonio cultural de toda la humanidad. Nuestro patrimonio cultural es universal y debemos protegerlo juntos. Más información: http://bit.ly/1iPX9jb	15/05	L: 814 S: 477
Hoy, 3 de mayo, celebramos el Día Mundial de la Libertad de Prensa. Es una ocasión para recordar que unos medios de comunicación verdaderamente independientes, libres y pluralistas son fundamentales para la buena salud y el buen funcionamiento de toda democracia. Los ciudadanos necesitan estar bien informados de lo que ocurre en una sociedad, de la vida política de su país y de los debates públicos, para ello, la tarea de los periodistas es esencial. En muchos países la censura, la coacción, las amenazas e incluso el asesinato de periodistas son las grandes amenazas a las que se enfrentan los profesionales de la información y la libertad de prensa en general. Hay que poner fin a estos abusos que ponen en grave peligro la democracia y la libertad de todos. Hoy recordamos a quienes han dado su vida por la libertad de prensa y a aquellos que en estos momentos luchan por informar libremente. Hoy nos comprometemos a trabajar todos juntos para que la libertad de prensa sea una realidad en todo el planeta. Para más información, visiten la página dedicada al Día Mundial de la Libertad de Prensa 2014 :	3/05	L: 806 S: 1 142

*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 May 2014 vs April 2014

Followers/Fans		May 2014	April 2014	Variation vs April
Total (all languages)		948 871	912 658	+3.97%
Twitter	English	389 692	368 423	+5.77%
	Spanish	152 192	147 350	+3.29%
	Portuguese	51 293	49 219	+4.21%
	Arabic	29 924	28 233	+5.99%
	French	13 180	12 570	+4.85%
	Russian	2 094	2 022	+3.56%
Sina Weibo	Chinese	217 173	211 293	+2.78%
Tencent Weibo	Chinese	93 293	93 548	-0.24%

Top 10 Twitter Posts in May

Message	Posted	Re-tweets
Únete a este llamado mundial: ¡Traed de vuelta a nuestras niñas! #BringBackOurGirls Vía @MalalaFund pic.twitter.com/mQOazpFRLe #Nigeria	08/05	1 055
It's World Press Freedom Day. Share what freedom means to you. #pressfreedom https://blog.twitter.com/2014/thoughts-on-world-press-freedom-day ...	02/05	740

#Quino, creador de #Mafalda, gana el Premio Príncipe de Asturias de Comunicación y Humanidades. ¡Felicidades!	21/05	528
Only when journalists are at liberty to investigate can good governance exist. May 3 is World #PressFreedom Day http://ow.ly/wpw4O	03/05	523
May 3 is World #PressFreedom Day. Everyone has a voice & everyone must be able to speak freely & in safety http://ow.ly/wpTgx	02/05	510
#BringBackOurGirls: No belief can justify the abduction of 270+ Nigerian schoolgirls http://ow.ly/wNiQc	13/05	416
Thank you Maya Angelou. Your song of freedom, dignity & human rights will inspire us forever	28/05	340
Sin periodistas no hay periodismo, sin periodismo no hay democracia. Hoy es el Día Mundial de la #LibertadDePrensa http://bit.ly/18tkTF7	03/05	338
Crime & Unpunishment: Only 1 of 10 crimes agst #socialmedia producers & journalists leads to conviction #pressfreedom	02/05	303
Nada justifica el secuestro de más de 270 niñas de una escuela #BringBackOurGirls http://bit.ly/1jCREtl #Nigeria	13/05	287

Top 5 Sina Weibo Posts in May

Message	Posted	Re-posts+ Comments
Peng Liyuan, UNESCO Special Envoy, calls on the international community to rescue Nigerian schoolgirls. She adds, "As a mother, I understand the anxiety and worries of their families. As UNESCO Special Envoy for Advancing Girls' and Women's Education, I call on the international community to make every effort to rescue them and have them back home and to school safe and sound,"	19/05	180+47
May 22nd, the Int'l Day for Biological Diversity is dedicated to "island biodiversity", Many islands and archipelagos have evolved unique biodiversity over time, with a high rate of endemism and particular conservation challenges, with species on small islands being particularly vulnerable to extinction.	18/05	98+28
May 21st is the World Day for Cultural Diversity, for Dialogue and Development The cultural diversity is the common heritage of humanity. It is a source of renewal of ideas and societies, through which we open up to others and craft new ways of thinking. The creative economy is one of the most rapidly growing sectors in the world. Figures show that world trade in creative goods and services totalled a record \$624 billion in 2011.	17/05	63+13
#European Museum Night# The fans who are currently in Europe shouldn't miss May 17 th 's night to visit museums without fee. UNESCO Headquarters will also be open to the public. If you have time and are willing to come visit the building, there are many priceless artistic works such as Giacometti's Walking Man, Picasso's Fall of Icarus, and the Walls of the Moon and the Sun by Miró.	12/05	54+12
#MOWCAP regional register # the 6th General Meeting of the Memory of the World Committee for Asia-Pacific (MOWCAP) was held on 13 May 2014 in Guangzhou, China, with the record participation of more than forty delegates and observers from sixteen countries. The Double Stellar Hemisphere (<i>China</i>) figures among the new inscriptions. The Director-General of the State Archives Administration of the People's Republic of China Dr. Yang Dongquan, the Vice-Governor of Guangdong province, Xu Shaohua and the Representative of UNESCO Beijing Cluster Office Adrea Cairola also participated.	19/05	30+5

Top 3 Tencent Weibo Posts in May

Message	Posted	Re-posts
<i>Global Citizenship Education</i> - Preparing learners for the challenges of the twenty-first century. Although the education campaign aroused some controversy, the pushing forward of this agenda seems for sure a global trend. The newly published book enables the educator to further exam and launch on the new initiatives. The book explains the definition, adoption of school teaching, and complements to present education. The campaign will be soon launched worldwide. What matters nowadays seems to find best way to localized the general concept of Global Citizenship Education.	12/05	28
<i>Examination-Oriented Education</i> - Abhimanyu Singh, Director and Representative of UNESCO Beijing stated during his interview with Global Times "Social outcomes of education are equally important for young people to address challenges of a rapidly changing world and globalization. Core values such as tolerance, appreciation of diversity and civic responsibility should be promoted and transferable or soft skills, such as analytical and communication skills, as well as creativity and leadership should be nurtured."	02/05	14
<i>Turkmenistan</i> - President of Turkmenistan has just offered a <i>Ferghana Horse</i> to President Xi Jinping as the representation of friendship between China and Turkmenistan. However, have you ever heard of <i>Ruhnama (The Book of the Soul)</i> ? The philosophical work is known as the spiritual guideline of Turkmenistan citizens, <i>Ruhnam</i> is the required reading for all schoolchildren and civil servants. The book includes many poems of the celebrated thinker Magtymguly, who enjoyed his 290 th anniversary this year.	14/05	13

3.3. Video Traffic

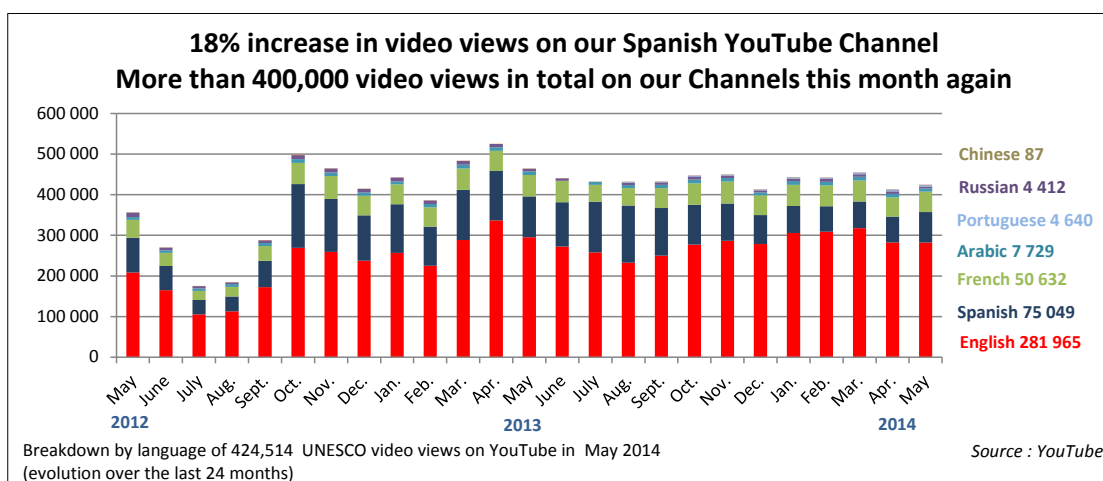
Video views are tracked on YouTube and Youku.

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

Variation May 2014 vs April 2014

Video views	May 2014	April 2014	Variation vs April
Total (all languages)	424 514	412 855	+2.82%
English	281 965	282 315	-0.12%
Spanish	75 049	63 577	+18.04%
French	50 632	47 377	+6.87%
Arabic	7 729	8 711	-11.27%
Portuguese	4 640	4 600	+0.87%
Russian	4 412	6 193	-28.76%
Chinese	87	82	+6.10%

Subscribers	May 2014	April 2014	Variation vs April
Total (all languages)	1 190	1 043	+14.09%
English	775	750	+3.33%
Spanish	220	153	+43.79%
French	106	86	+23.26%
Arabic	46	25	+84.00%
Portuguese	36	29	+24.14%
Russian	3	-2	-
Chinese	4	2	+100.00%



▪ Top 10 videos on UNESCO TV English Channel

281 965 views in May 2014		Subject	Total views
1	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	29 933
2	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	19 553
3	Kabuki Theatre	CLT/ITH	10 125
4	Al-Bar'ah, music and dance of Oman Dhofari valleys	CLT/ITH	7 412
5	Baul Songs	CLT/ITH	7 167
6	Georgian Polyphonic Singing	CLT/ITH	6 059
7	Gagaku	CLT/ITH	4 779
8	Rites and craftsmanship associated with the wedding costume tradition of Tlemcen	CLT/ITH	4 095
9	Taekkyeon, a traditional Korean martial art	CLT/ITH	3 676
10	Whistled language of the island of La Gomera (Canary Islands), the Silbo Gomero	CLT/ITH	3 671

▪ Top 10 videos on UNESCO TV Spanish Channel

75 049 views in May 2014		Subject	Total views
1	Aprender a Proteger la Biodiversidad	ED	8 469
2	El Silbo Gomero, lenguaje silbado de la isla de La Gomera (Islas Canarias)	CLT/ITH	5 259
3	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	5 181

4	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	3 514
5	La fiesta de los patios de Córdoba	CLT/ITH	3 152
6	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	1 587
7	La huaconada, danza ritual de Mito	CLT/ITH	1 465
8	Las expresiones orales y gráficas de los wajapi	CLT/ITH	1 317
9	El teatro Kabuki	CLT/ITH	1 245
10	La pirekua, canto tradicional de los p'urhépechas	CLT/ITH	1 239

▪ Top 10 videos on UNESCO TV French Channel

50 632 views in May 2014		Subject	Total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	4 324
2	Routes de l'Esclave: Une Vision Globale	CLT	2 433
3	Le repas gastronomique des Français	CLT/ITH	2 026
4	Bouba & Zaza - le dessin animé pour la jeunesse	ED	1 993
5	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	1 725
6	Bouba et Zaza protègent la terre	ED	1 658
7	Le Maloya	CLT/ITH	1 504
8	Le chant polyphonique géorgien	CLT/ITH	1 477
9	La tradition du tracé dans la charpente française	CLT/ITH	1 261
10	Une école maternelle à Paris: 24 heures par semaine a partir de 3 ans	ED	1 249

▪Top 10 videos on UNESCO TV Arabic Channel

7 729 views in May 2014		Subject	Total views
1	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	1 056
2	Manufacture of clay bricks in the hill of Jaber refugee camp - Jericho	CLT/WHC	608
3	Petra	CLT/WHC	338
4	Lines and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	178
5	Medina of Fez	CLT/WHC	170
6	Stop killing journalists: World Press Freedom Day 2014	CI	166
7	UNESCO History	UNESCO	160
8	Palace and Park of Versailles	CLT/WHC	139
9	Taj Mahal	CLT/WHC	114
10	Venice and its Lagoon	CLT/WHC	104

▪ Top 10 videos on UNESCO TV Russian Channel

4 412 views in May 2014		Subject	Total views
1	Alsou Abramova - Singer, UNESCO Artist for Peace	UNESCO	744
2	Interview with Alsou Abramova, UNESCO Artist for Peace	UNESCO	236
3	Taj Mahal	CLT/WHC	202
4	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	154
5	Video n°18 submitted for Video Challenge for Youth on cultural diversity	CLT	124
6	UNESCO History	UNESCO	111
7	Historic Centre of Brugge	CLT/WHC	105
8	Petra	CLT/WHC	96
9	Svetlana Kryuchkova - Russian actress	CI	82
10	Royal Botanic Gardens, Kew	CLT/WHC	81

▪ Top 10 videos on UNESCO TV Portuguese Channel

4 640 views in May 2014		Subject	Total views
1	Vídeo da UNESCO celebra 53 anos de Brasília	UNESCO	1481
2	Boas práticas do Programa Mais Educação	ED	1342
3	Serra Capivara	CLT/WHC	767
4	UNESCO celebra Dia da Língua Portuguesa	ED	239
5	A cultura africana está na voz de cada brasileiro!	CLT	223
6	Serra da Capivara National Park	CLT/WHC	96
7	Boas práticas no combate ao bullying homofóbico nas escolas	ED	87
8	Dia Nacional de Visibilidade Trans: 29 de janeiro.mp4	ED	52
9	UNESCO lança pesquisa inédita sobre exclusão nas escolas	ED	46
10	A UNESCO e o esporte	SHS	36

▪ Top 10 videos on UNESCO TV Chinese Channel

	87 views in May 2014	Subject	Total views
1	UNESCO History	UNESCO	31
2	Aowen Jin, Chinese artist and social commentator	CI	10
3	Gao Shijun, Director of European HQ of China Radio International	CI	9
4	Huang Nubo supports UNESCO	CLT	8
5	Interview of Zhang Jun - UNESCO Artist for Peace	UNESCO	7
6	Tribute to Malala Yousafzai	ED	5
7	Global Partnership for Oceans	SC	4
8	Cheng Yizhong, laureate of the 2005 UNESCO/Guillermo Cano World Press Freedom Prize	CI	4
9	Vocational and Technical Education	ED	2
10	40 th anniversary of the World Heritage Convention	CLT/WHC	2

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

▪ Top 10 Videos

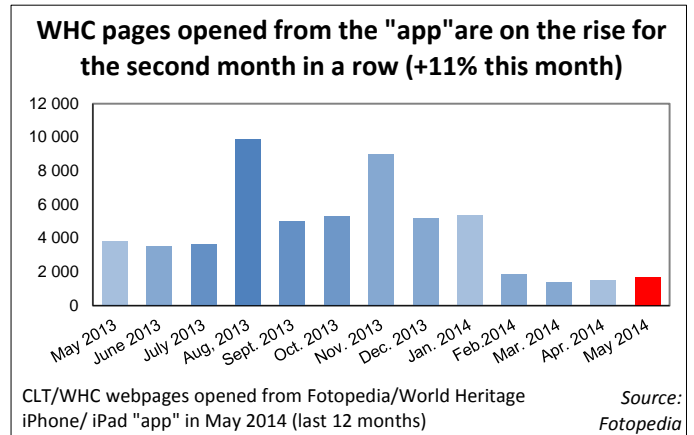
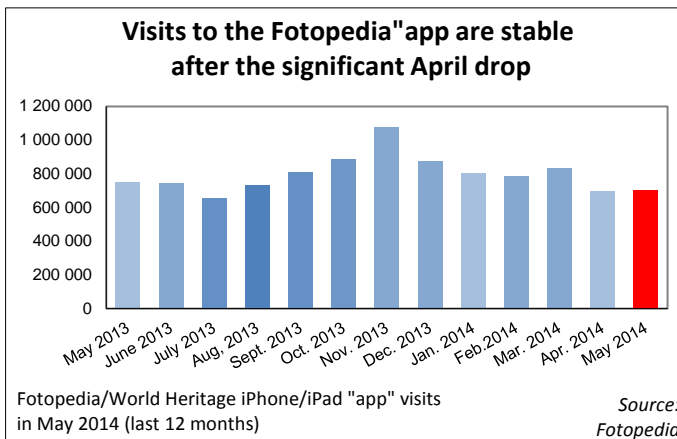
Video	Posted	Total Views
Intangible heritage Kunqu Opera-the Peony Pavilion by Jun Zhang	14/05/11	24 405
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	23/06/11	6 505
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	03/03/11	4 685
Intangible heritage traditional Chinese shadow play	11/12/11	3 106
57 million out-of school children in the world	11/06/13	1 725
40 years of World Heritage Convention	22/06/12	1 285
History of UNESCO	19/07/13	1 289
International Year of Water Cooperation	12/02/13	506
Safeguarding community's living heritage	07/12/12	396
UNESCO Hangzhou International Culture Congress	07/05/13	392

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	May 2014	Variation vs Y-1	Variation vs M-1
Downloads	157 424	27 429	-28.09%	-0.95%
Unique Visitors	374 761	11 351	-94.39%	-90.85%
Visits	3 823 775	703 111	-6.28%	+1.26%
Page views	75 370 812	12 300 370	-32.54%	-5.46%
Info pane with UNESCO logo & text	183 072	22 969	-79.52%	+3.65%
Open UNESCO page from Heritage	11 809	1 684	-55.67%	+11.75%
Distinct UNESCO WHC pages opened	686	124	-41.51%	+1.64%
Most viewed UNESCO page	Site of Palmyra	Site of Palmyra	-	-

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



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

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.

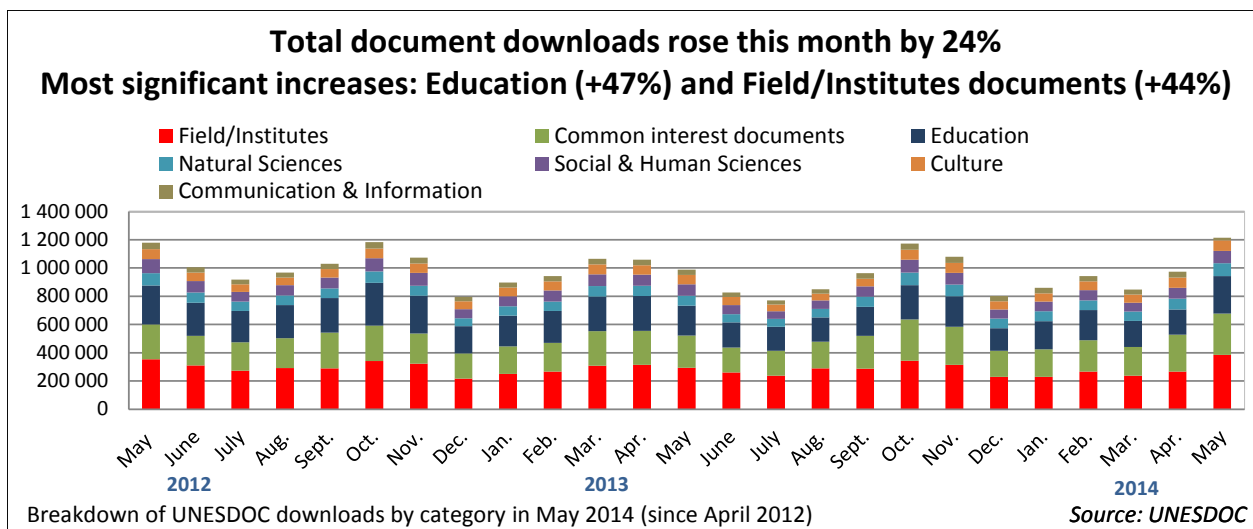
In May, 144 258 records were available online in PDF format (143 630 in April), including documents, publications, communication material and other working documents.

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 May	1 214 685
---	------------------

Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	9 835	265 273	+47.68%	27
Natural Sciences	9 828	90 883	+18.67%	9
Social and Human Sciences	5 765	88 636	+17.34%	15
Culture	3 627	74 612	+2.71%	20
Communication and Information	2 573	17 986	-57.00%	7
Field & Institutes	9 624	385 703	+44.04%	40
Common interest documents	NA	291 592	+12.10%	NA



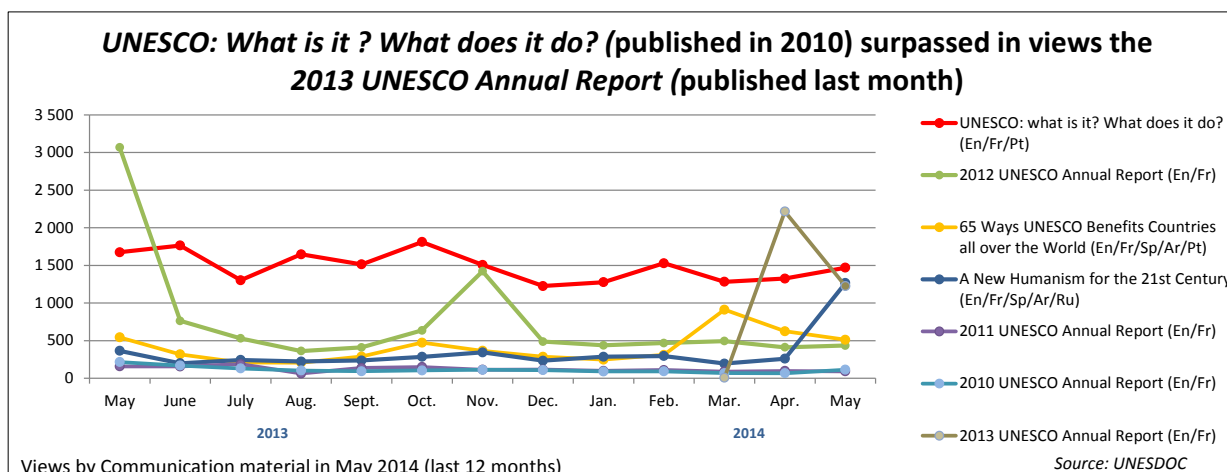
5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	137 067
2	Germany	122 454
3	Mexico	51 264
4	France	44 882
5	Brazil	43 546
6	United Kingdom of Great Britain and Northern Ireland	39 528
7	Spain	24 746
8	China	18 806
9	Colombia	18 804
10	Argentina	18 610
11	Venezuela (Bolivian Republic of)	14 909

12	India	14 345
13	Peru	14 241
14	Japan	12 263
15	Chili	11 970

5.1.3 Printable Communication materials

Title	Total downloads in May							Total
	EN	FR	SP	RU	AR	ZH	POR	
UNESCO: what is it? What does it do?	1 010	291	/	/	/	/	168	1 469
2013 UNESCO Annual Report	921	305	/	/	/	/	/	1 226
65 Ways UNESCO Benefits Countries all over the World	120	57	217	/	0	/	118	512
2012 UNESCO Annual Report	361	73	/	/	/	/	/	434
A New Humanism for the 21st Century	106	73	103	26	4	/	/	312
2010 UNESCO Annual Report	182	3	/	/	/	/	/	185
2011 UNESCO Annual Report	72	20	/	/	/	/	/	92
TOTAL	2 772	822	320	26	4	0	286	4 230

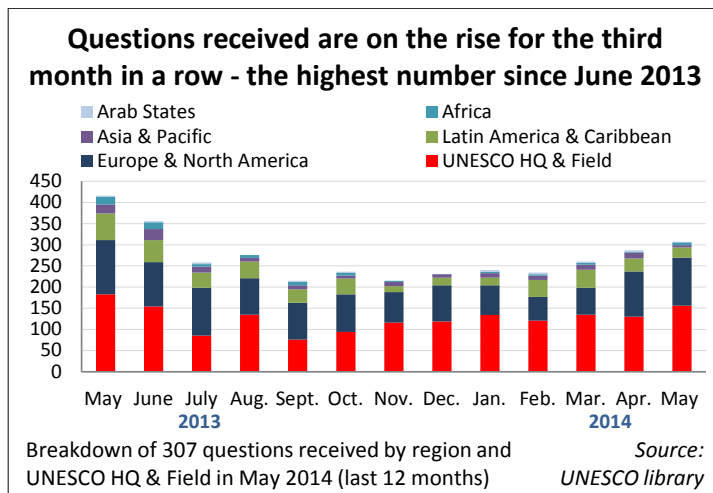


5.2. UNESCO Library - <http://www.unesco.org/library>

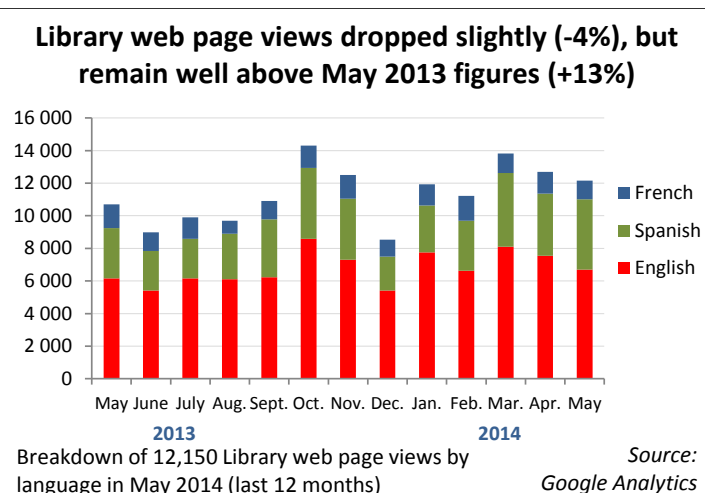
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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/>

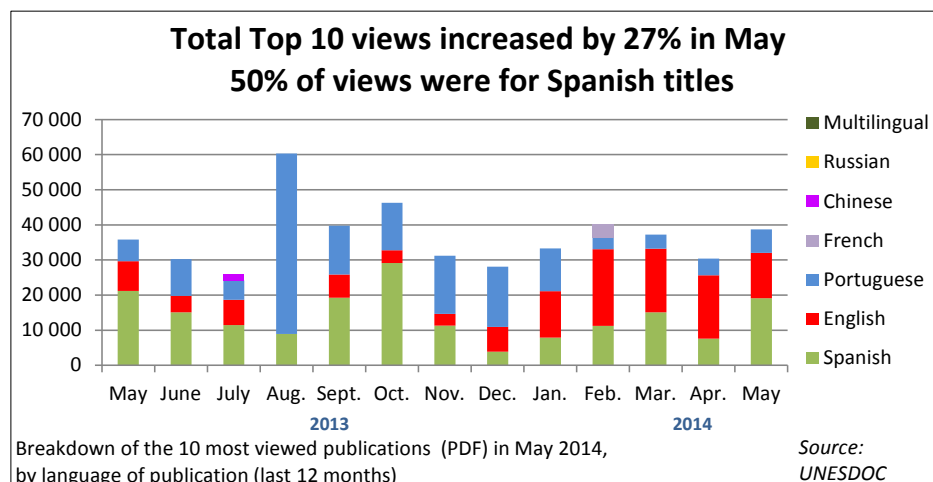
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical 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 May has increased since April of this year (27%) and compared to May last year (8%). The two main flagship reports of UNESCO, the *EFA Global Monitoring Report 2013-2014* (in English and in Spanish) and the *World Water Development Report 5*, continue to fare extremely well in the top ten downloads. Titles in Spanish account for half of the publications in this table. Bookshop sales were largely dominated by World Heritage titles while for online and international sales the publication from the Kathmandu Office, *The Sacred Garden of Lumbini - Perceptions of Buddha's Birthplace* did the best this month.

6.1. Top 10 most consulted PDFs (UNESDOC)

	Title	Sector	Language	Views	Published
1	The United Nations world water development report 2014	SC	English	5 189	Paris, UNESCO, 2014
2	Actividades de educación ambiental para las escuelas primarias: sugerencias para confeccionar y usar equipo de bajo costo (Environmental education activities for primary schools: suggestions for making and using low cost equipment)	ED	Spanish	4 954	Santiago, 1997
3	Teaching and learning: achieving quality for all; EFA global monitoring report, 2013-2014	ED	English	4 335	Paris, UNESCO, 2014
4	Mantenimiento de instalaciones eléctricas del establecimiento educacional	ED	Spanish	4 115	Santiago, 1998
5	El impacto de las TIC en educación: relatoria de la Conferencia Internacional	ED	Spanish	3 470	Santiago de Chile, OREALC, 2010
6	Environmental education activities for primary schools: suggestions for making and using low cost equipment	ED	English	3 448	Paris, UNESCO, 1992
7	História geral da Africa, I: metodologia e pré-história da Africa (General history of Africa, I: Methodology and African prehistory)	CLT	Portuguese	3 406	Brazil, 2010
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	3 281	Paris, UNESCO, 2014
9	Guía sobre simulación y juegos para la educación ambiental (Guide on simulation and gaming for environmental education)	ED	Spanish	3 261	Santiago de Chile, OREALC, 1991
10	Pobreza e desigualdade no Brasil: traçando caminhos para a inclusão social	SHS	Portuguese	3 225	Brasilia, UNESCO Brasilia, 2003

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



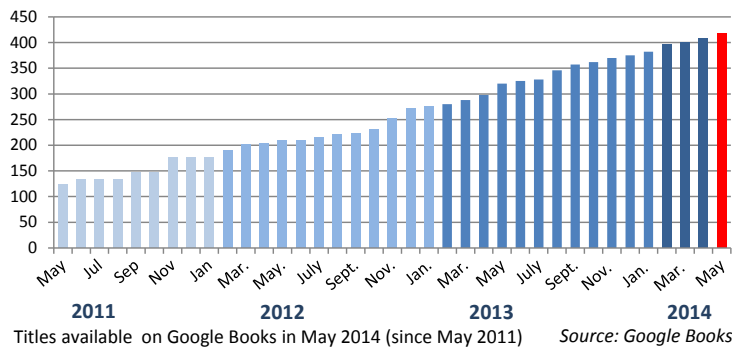
6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **417 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
May 2014	417	N/A	N/A	N/A
May 2013	320	N/A	N/A	N/A

*Information is not available due to a technical problem met by Google Books

UNESCO titles on Google Books



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

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

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

6.3. UNESCO Bookshop bestsellers*

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

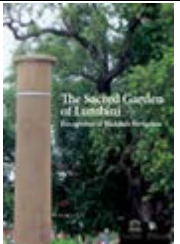


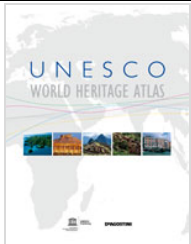
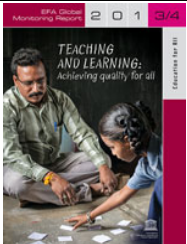
Publication					
Copies sold	17	16	8	7	7
Sector	CLT/WHC	CLT/WHC	ED	ED	SHS

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

Publication					
Copies sold	6	1	1	1	-
Publisher	Editions GELBART	PANASONIC	Editions Ouest-France	United Nations University Press	

6.4. Online and international sales

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

Publication					
Copies sold	42	13	11	7	7
Sector	CLT/WHC	IIEP	CI	CLT/WHC	ED

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

Bookshop sales of UNESCO publications, lowest sellers in May

Title	Copies sold	Sector
Revista Patrimonio Mundial N° 72 - Patrimonio Mundial en Qatar	0	CLT/WHC
Higher Education in Asia: Expanding Out, Expanding Up The rise of graduate education and university research	0	ED
Informe de Seguimiento de la educación para todos en el Mundo – 2013/14 Enseñanza y aprendizaje: Lograr la calidad para todos	0	ED
The Sacred Garden of Lumbini - Perceptions of Buddha's Birthplace	0	CLT/WHC
World Trends in Freedom of Expression and Media Development	0	CI

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

Title	Copies sold	Sector
Pressing for Freedom: 20 Years of World Press Freedom Day	0	CI
Rankings and Accountability in Higher Education: Uses and Misuses	0	ED
Free Flow. Reaching Water Security through Cooperation	0	SC
Informe de Seguimiento de la educación para todos en el Mundo 2013/4	0	ED
World Social Science Report 2013	0	SHS

* 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, May 2014

Contract No.	Title	Publisher	Language	Date signed
J.2014-003	World Heritage Review (World Heritage Geography)	UNESCO/Yilin Press	Chinese	27/05/2014

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

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Emerald Group Publishing Ltd	Figure 1.1: "A framework for understanding education quality" (p. 36) In Education for All Global Monitoring Report 2005: The Quality Imperative © UNESCO 2004.	Inclusion in a chapter entitled "Education policy, teacher education and pedagogy: A case study of UNESCO" (W. Wiseman and E. Anderson) in the Annual Review of Comparative International Education 2015 (part of the International Perspectives on Education and Society book series) to be published by Emerald Group Publishing Ltd, by 31 July 2014. E-book format authorized in addition to formats already authorized by permission granted on 15 April 2014.	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. Free of charge.	05/05/2014
Edward Elgar Publishing	"Language and Superdiversities" by Jan Blommaert and Ben Rampton In Diversities, Vol. 13, N°2, 2011, pp. 1-21 © UNESCO 2011.	Inclusion in a volume entitled "Migration and Diversity" (edited by Steven Vertovec), which will be part of the International Library of Studies on Migration, to be published by Edward Elgar Publishing, on or before 31 Dec. 2014, in printed format for a print run of 250 copies to be sold at a unit retail price of 290 GBP.	Non-exclusive world rights are granted for the life of this edition only, in the English language only, in the format indicated. Mention of the source and due acknowledgement of UNESCO. Fee: 200 euros	06/05/2014

German National Library	"Literacy is the best remedy - 8 September 2008 – International Literacy Day" © UNESCO 2008.	Inclusion in a virtual exhibition entitled "Signs – Books – Networks: From Cuneiform to Binary Code" to be hosted on the official website of the German National Library, in the German Museum of Books and writing section (www.dnb.de) from 18 May 2014. The online exhibition will be accessible free of charge, worldwide, in German and in English.	Non-exclusive world rights are granted for a duration of five years (renewable upon request), in the English language, in the format and context indicated. Mention of the source and due acknowledgement of UNESCO. Free of charge.	07/05/2014
John Wiley & Sons, Ltd	Figure 2, "Components of the mass balance of a glacier" In Glossary of Glacier Mass Balance and Related Terms, p. 8, IHP-VII Technical Documents in Hydrology n° 86, © UNESCO-IHP 2011.	Inclusion in an article entitled "Glacier Mass Balance" which is to appear in the International Encyclopedia of Geography, to be published by Wiley-Blackwell by on or before Fall 2016 in print, for an anticipated print run of 500 copies to be sold at a unit retail price of 1,895 USD/3,000 GB, and in online format for an anticipated order of 60 copies to be sold at a yet to be determined price.	Non-exclusive world rights are granted for all media, all languages and all editions of the forthcoming publication. Mention of the source and due acknowledgement of UNESCO. Free of charge.	12/05/2014
Centre Régional de Documentation Pédagogique de Martinique	"Archeology in the Caribbean and the Global Strategy of the World Heritage Convention" by Nuria Sanz, in Caribbean Archaeology and World Heritage Convention, World Heritage Papers N°14, pp. 49-50, © UNESCO 2005.	Inclusion dans une publication en langue anglaise dans le cadre du projet Mosaic (ressources pédagogiques), à paraître en mars 2014 en format imprimé avec CD-ROM pour un tirage de 1 000 exemplaires vendus au prix unitaire de 20 euros.	Droit de reproduction non-exclusif uniquement pour cette édition en langue anglaise, et uniquement pour les formats décrits. Mention du titre et de la source. A titre gracieux.	12/05/2014
Educational Testing Service	Extract from the Underwater Cultural Heritage website / El Patrimonio Cultural Subacuático (Spanish version), © UNESCO 2014.	In the context of developing test questions and inclusion into the Teacher Licensure program. The permission granted is for 10,000 secure electronic uses over a 10-year licensure term from 24 April 2014.	Non-exclusive world rights are granted in the Spanish language only, for a limited duration of 10 (ten) years, after which a new permission request should be submitted to UNESCO. Mention of the source and due acknowledgement of UNESCO. Free of charge.	14/05/2014
Hachette Education-Département technique supérieur et pédagogie	Convention sur la protection et la promotion de la diversité des expressions culturelles du 20 octobre 2005, © UNESCO 2005.	Inclusion dans une publication en langue française d'Histoire-Géographie 1ère-Bac pro – Livre de l'élève – Nouvelle édition AUJAS. Le tirage prévu est de 6 000 exemplaires à paraître le 31 août 2014 en format imprimé qui seront vendus au prix unitaire de 15,59 euros. L'ouvrage existera également en format électronique gratuit pour utilisation sur tableau numérique en classe.	Droit de reproduction non-exclusif uniquement pour cette édition en langue française, et uniquement pour les formats décrits. Mention du titre et de la source. A titre gracieux.	27/05/2014

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	7	6	
CLT	13	3	10	
ED	17	7	7	3
ERI	10	10		
SC	13	10	3	
SHS	5	5		
MSS	1	1		
GBS	1	1		
UIS	1			1
AFR	2	2		
Total	76	46	26	4

7.2. Events organized by Field Offices/ Institutes

Almaty	1
Apia	1
Baghdad	1
Hanoi	1
Jakarta	1
Kathmandu	5
Kingston	2
Moscow	3
Nairobi	2
San José	2
Tashkent	3
Venice	4
IITE	1
UIL	1
UIS	1
UNEVOC	1
Total	30

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

Type of Events taking place	at HQS	away from HQS
Category 2-Intergovernmental meeting	2	-
Category 3- Non-governmental conference	1	-
Category 4- International Congress	1	13
Category 5-Advisory Committee	-	-
Category 6-Expert Committee	1	1
Category 7-Seminars and Workshops	1	14
Category 8-Symposium	2	4
Exhibition	4	1
Headquarters Committee	1	-
Concert	2	-
Show	1	-
Consultative Meeting	-	4
Meeting by Member States or Institutions	1	4
Interagency meeting	2	-
Film Projection	-	-
Special Event	7	12
Working group/Expert Meeting	-	2
Information meeting for Permanent Delegations	3	-
Executive Board	-	-
Prize-giving Ceremony	2	-
Total	31	45

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
02/05	Journée mondiale de la liberté de la presse - Thème 2014 : « La liberté des médias pour un avenir meilleur : contribuer à l'agenda de développement post-2015 »	CI/FEM/FOE	Diverses salles	350
07/05	Manifestation pour la liberté de la presse - Fédération française des Clubs UNESCO	ERI/NCS/NAC	Salle XIII	80
07/05	IOC meeting with NGO partners	SC/IOC/ADG	Salle VIII	35
12/05	Briefing/Evaluation des projets WHC Flandres	BSP/CFS/BLT	Salle VII	15
13/05	Réunion « Communication sur l'EDD »	ED/PSD/ESD	Salle VIII	15
13/05	Violence basée sur le genre en milieu scolaire : séance de restitution faisant suite à la réunion des partenaires internationaux	ED/PSD/HIV	Salle VIII	20
16/05	Conférence UNESCO du futur : "Frontières de la prospective"	SHS/FOR	Salle IX	50
16/05	Education à la citoyenneté mondiale	ED/PSD/PHR	Salle IV	200
16-18/05	8e session du Conseil intergouvernemental du Programme d'information pour tous (PIPT)	CI/INF	Salle XI	200
19-20/05	Réunion du Jury international scientifique pour la chimie verte	SC/BES	Salle XIV	20
19-23/05	5e réunion biennale du projet sur le Variome humain	SC/BES/BS	Salle VI Salle V	300
20-21/05	Réunion d'experts de l'éco hydrologie	SC/HYD/WSD	Salle XV	20
21/05	23e réunion du Bureau du PIPT	CI/INF	Salle VIII	15
22/05	Session extraordinaire du Comité du Siège	MSS/DIR	Salle XI	80
23/05	Réunion du Comité d'approbation du Fonds pour l'élimination du dopage dans le sport	SHS/HPD/RAC	Salle VIII	20
26/05	Semaine africaine à l'UNESCO – 3 ^e cycle de conférence Joseph Ki-Zerbo : « l'éducation et la science au service de l'agriculture en Afrique »	AFR/CEO	Salle XI	300
26/05	Réunion du comité de pilotage de l'Education pour tous	ED/EFA	Salle VI	20
26-27/05	Réunion d'experts GOA-ON	SC/IOC/AO	Salle XVI	20
26-28/05	Rallying the International Community to Safeguard Syria's Cultural Heritage	CLT/EO/CKP	Salle IV et diverses salles	120
27-28/05	MILID UNESCO-UNAOC-UNITWIN programme de coopération	CI/FEM/MAS	Salle II et autres	400
28/05	Atelier en communication EUroMAB	SC/EES/BNC	Salle XV	30
Total participation				2 510

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

8.1.2 Information meetings for Permanent Delegations

Date	Title	Organizer	Place	Public
07/05	Réunions de consultation avec les Etats membres sur la résolution 37C/52	CI/ADG	Salle XI	80
19-21/05	Réunion d'information pour les Etats parties pour la 38e session du Comité du patrimoine mondial	CLT/WHC/PCM	Salle II	200

27/05	Réunion d'information de la DG avec le GRULAC	ERI/MSO/LAC	Salle XII	150
28/05	Semaine africaine à l'UNESCO - Réunion d'information de la DG sur la Priorité Afrique	AFR/CEO	Salle XI	300
28/05	Réunion d'information de la DG sur la Syrie	CLT/WHC/P/ARB	Salle IV	150
Total participation				880

8.1.3 External rentals

Date	Title	Organizer	Place	Public
07/05	Célébration du 50 ^e anniversaire de l'Agence Spatiale Européenne (ESA)	ESA	Salle I	400
12/05	Conférence « Libye : culture et espoir »	Délég. perm. de la Lybie	Salle IX	80
12-14/05	« Ambassadeurs en herbe 2014 »	Com. nat. française	Salle IV	300
13/05	Anniversaire célébré par l'UNESCO - Conférence « 50e anniversaire de la mort de l'écrivain Halide Edip Adivar »	Délég. perm. de la Turquie	Salle IX	90
15/05	Colloque sur la transition et développement durable	Compétence 21	Salle IV	300
21/05	Concours « Promotion de l'éthique professionnelle »	Rotary International,	Salle XI	170
21-22/05	Journée du Vesak - Conférence Vesak Celebrations 2014	Délég. perm. du Sri Lanka	Salle I	900
25/05	Paris International Model United Nations (PIMUN)	PIMUN	Salle I	700
27/05	Semaine africaine à l'UNESCO - Table ronde organisée par le Groupe africain	Groupe africain	Salle XI	100
12-13/05	Conseil exécutif de l'International Social Science Council (ISSC)	ISSC	Salle XV	15
Total participation				3 055

8.1.3 Electoral Groups Meetings

Date	Title	Organizer	Place	Public
07/05	Réunion plénière du Groupe africain	Délég. perm. du Bénin	Salle XVI	40
22/05	Réunion plénière du Groupe francophone	Groupe francophone	Salle XIII	40
23/05	Réunion plénière de l'ASPAC	Délég. perm. du Népal	Salle XVI	40
28/05	Réunion plénière de l'AUC	Délég. perm. du Cambodge	Salle XVI	40
Total participation				160

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

8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
02-04/05	Dans le cadre du Prix UNESCO Sharjah pour la culture arabe : « Sûra wa Kalima : périple photo-romanesque à travers le monde arabe »	CLT/DDD/HMD	Foyer	350
06-07/05	« Luthiers de Crémone »	Délég. perm. de l'Italie	Miro 1, 2	100
06/05 - 03/06	« Art Miles Mural Project »	SHS et Délég. perm. des Etats Unis d'Amérique	Grilles Suffren	N/A
12-28/05	« Mambrú » de Jorge Pineda	Délég. perm. de la Rép. dominicaine	Miro	200
19-23/05	Journée du Vesak Vesak Celebrations 2014	Délég. perm. du Sri Lanka	Foyer	350
26-28/05	Semaine africaine à l'UNESCO Exposition/Bazar	Groupe africain	Piazza	250
Until 28/05	Erró – La saga des comics américains 1973-1999 – 1 ^e exposition de la série « Artistes vivants de la collection patrimoniale des œuvres d'art de l'UNESCO »	Délégation permanente d'Islande	Hall Ségur	-

8.2.2 Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
02/05	Cérémonie de remise du Prix UNESCO Sharjah pour la culture arabe, 13 ^e édition	CLT/DDD/HMD	Salle IV	350
02/05	Cérémonie de remise du Prix mondial de la liberté de la presse UNESCO/Guillermo Cano 2014	CI/FEM/FOE	Diverses salles	130
05-06/05	Journée mondiale de la liberté de la presse	CI	Salle II	400
13/05	La vie et l'œuvre d'une pionnière turque : Halide Edip Adivar À l'occasion de la célébration du 50 ^e 50 ^e anniversaire de la mort de l'écrivain Halide Edip Adivar (1884-1964)	Délég. perm. de la Turquie	Salle I	1 200
15/05	7 ^e édition du concert « La musique, la culture, les traditions d'une île dans la Méditerranée : la Sardaigne »	Délég. perm. de l'Italie	Salle I	1 200
16/05	Spectacle de l'Ecole de danse Nathalie Gustine Saussey	STU	Salle I	1 000
19/05	Soirée culturelle à l'occasion du 100 ^e anniversaire de la naissance de l'écrivain Ilyas Afandiyev (1914-1996)	Délég. perm. de l'Azerbaïdjan	Salle I	400
20/05	Spectacle : « Kazakh Eli Classic »	Délég. perm. du Kazakhstan	Salle I	1 000
21-22/05	Journée du Vesak Ouverture, symposium, séances de méditation, conférence et spectacle	Délégation permanente du Sri Lanka	Salle I	900
27/05	Concert « Aléxia Vassilliou, la chanteuse et sa voix : série d'improvisations	Délég. perm. de Chypre	Salle I	1 000
27/05	Semaine africaine à l'UNESCO 1 ^e séance de cinéma	AFR/CEO	Salle XI	40
28/05	Semaine africaine à l'UNESCO 2 ^e séance de cinéma	AFR/CEO	Salle XI	40
28/05	Semaine africaine à l'UNESCO Soirée de gala	AFR/CEO	Salle I	1 300

8.2.3 Special Event

Date	Title	Organizer	Place	Public*
17/05	La Nuit européenne des musées	MSS/CLD/C	Visites guidées et libres	1 557

* 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 **14 events** were promoted in the May monthly *Calendar of cultural events* printed out in 3,000 copies (in French), and its electronic version sent out to **26,095 subscribers**.
- o **14 events** were organized, co-organized and/or promoted in May by DPI/PRP (Public Relations and Partnerships Section).

8.3. UNESCO Visits

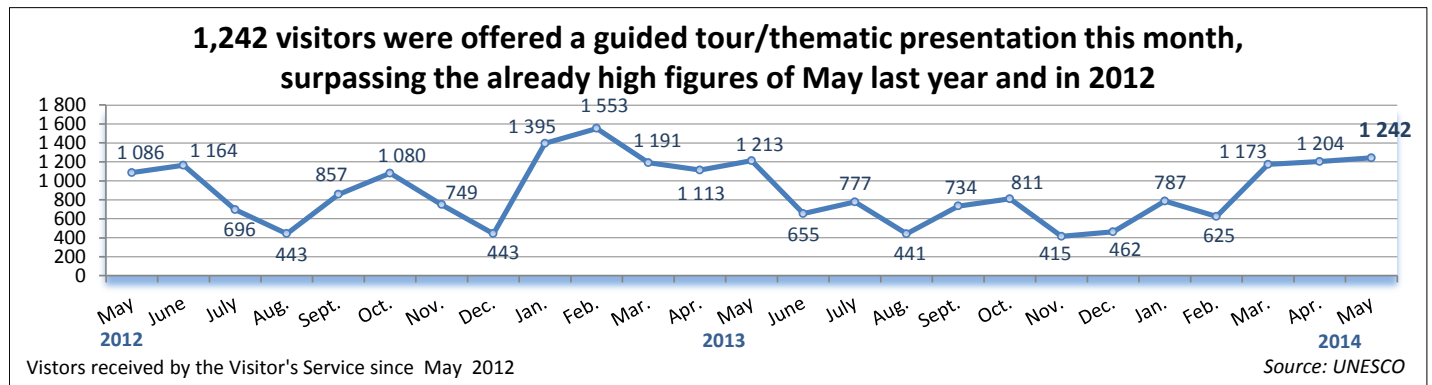
A total of **45 visits**, for **1,222 visitors**, and **1 presentation focusing on Education for 20 visitors** were organized in May 2014. All visitors came within the framework of a group visit. The major part of the organized visits was conducted in French for a European and North American public.

1. Requests	
Number of emails received	n/a
Number of requests received	n/a
Accepted requests	49
Declined requests	n/a

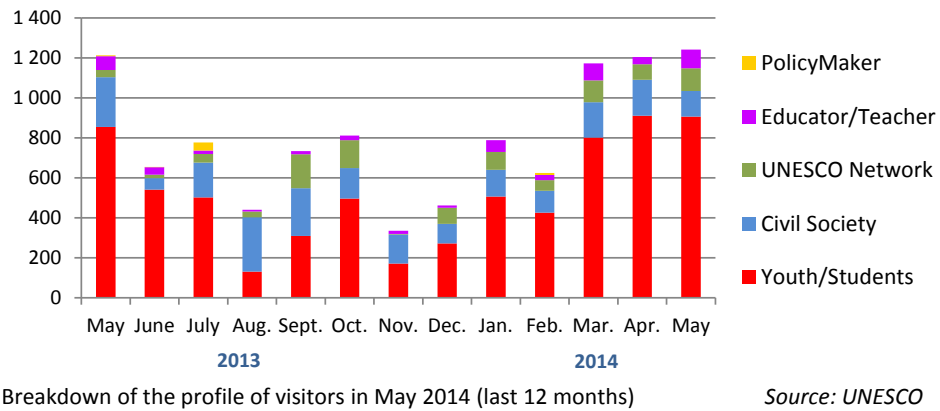
2. Languages		
Visits/Present. in French	24	52%
Visits/Present. in English	19	41%
Other	3	7%

3. Type of visits		
Group Visits	45	100%
Spontaneous Visits	0	0%
Individual Visits	0	0%
Incl. Thematic Conferences	3	7%

4. Origin		
Europe and North America	1 055	84%
Asia and Pacific	56	5%
Latin America and the Caribbean	46	4%
Arab States	85	7%
Africa	0	0%



73% of the May visitors who got a guided tour/presentation of HQ were Youth and Students



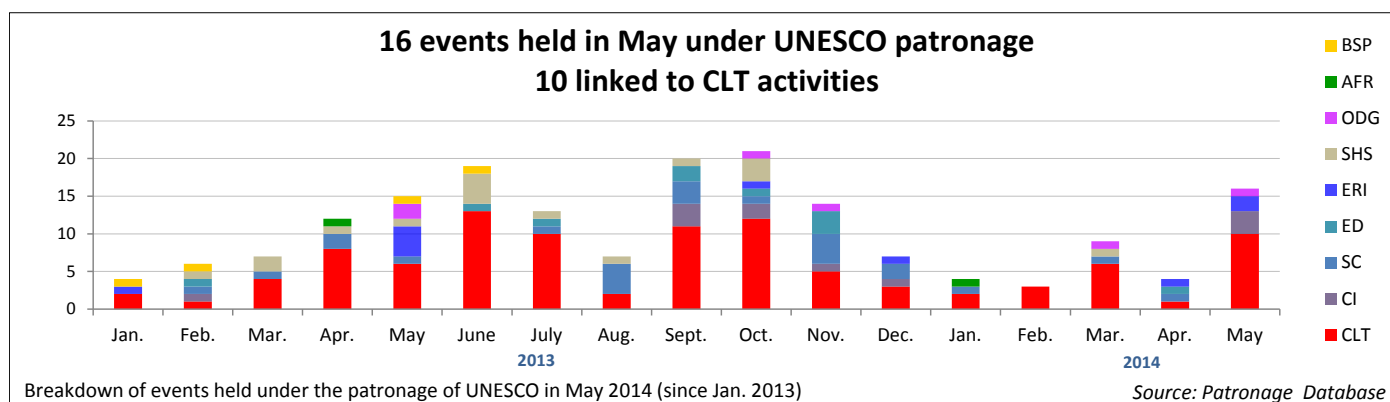
9. UNESCO logo exposure

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 16 events which have been granted UNESCO's patronage took place in May 2014.

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/05	Bulgaria	Celebration of 120th Anniversary of the Union of Bulgarian Journalists	Journalists	CI
01/05	Czech Republic	Travelling exhibition "The Ride of the Kings in Slovácko"	General public	CLT
01/05	Austria	Event in Linz to celebrate the 10th anniversary of "Digital Communities Prize"	Youth & students	CI
02/05	Russian Federation	First Open Youth European Delphic Games in Volgograd City	Young people	CLT
05/05	UNESCO HQ	Exposition sur Oulianovsk (Russie) et le 4e Forum Culturel International	Networks of Permanent Delegation	CLT
08/05	Ivory Coast	4e édition du Salon international de la Mode Africaine (SIMOA)	General public	CLT
14/05	UNESCO HQ	Journée de la langue portugaise avec une présentation musicale organisée par la Délég. permanente du Brésil de la Communauté des pays de langue portugaises (CPLP)	Networks of Permanent Delegations	ERI
14/05	France	Colloque international intitulé "René Depestre, le soleil levant"	Academics	CLT
15/05	Russian Federation	7th International Sculpture Symposium "PENZA 2014"	General public	CLT
15/05	Turkey	4th European Women Rectors Conference in Istanbul	Women Rectors	ODG
17/05	France	10e édition de la Nuit européenne des musées	General public	CLT
22/05	France	L'édition 2014 du Paris International Model United Nations	University students	ERI
27/05	Slovenia	OpenCourseWare Consortium Global Conference	Teaching and training personnel and information technology specialists	CI
27/05	UNESCO HQ	Concert intitulé "La chanteuse avec sa voix" avec la chanteuse chypriote Alexia Vassiliou, organisé par la Délég. permanente de la République de Chypre auprès de l'UNESCO	Networks of Permanent Delegation	CLT
28/05	Iceland	Language Resources and Evaluation Conference	Language teaching personnel	CLT
30/05	Poland	Opening ceremony of the new permanent Faras Gallery at the National Museum in Warsaw	General public	CLT



10. Media Partnerships

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

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

10.1. NHK (Japan)

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

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

Duration: until December 2014

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

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

Logo use: **For every broadcast/rebroadcast (except for special programmes). 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 May (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): **836,177 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>
05/05	World Heritage Dream Match!	Ocean vs Land	49 minutes	4.7%

10.2. TBS (Japan)

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

Partnership began: 1996

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>
11/05	Namib Sand Sea(Namibia)	30 min	4.3%
18/05	Pre-Hispanic Town of Uxmal(Mexico)	30 min	4.1%
25/05	Rio Platano Biosphere Reserve(Honduras)	30 min	4.5%

Average audience share in May: **4.3% percent** (for the first broadcast)

Estimate number of viewers in Japan: **3,868,000** (for the first broadcast)

The total number of audience accessed to the programme in May was estimated at **11,603,000**

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	37
Spanish	24
French	14
Russian	10
Arabic	4
In May, a total of 89 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
02/05	Medvedev: The Delphic Games helped many artists promote themselves	647
03/05	The Delphic Games open in Volgograd	2 872
04/05	A gas pipe catches fire in the historic center of Odessa	36 795
07/05	Artek lawyers to check whether another Artek camp opened in Ukraine	1 422
07/05	The Volgograd team wins the Russian Delphic Games	453
08/05	At least 14 die in an Aleppo hotel blast	509
08/05	Michelle Obama demands the Nigerian girls be freed	1 252
09/05	Biography of Bulat Okudzhava	2 525
12/05	A national park in northern Russia eyes UNESCO world heritage site status	2 395
14/05	Artek to welcome over 1,000 kids from across Russia during its first 21-day session	2 744
15/05	Russian Emergencies Ministry to hold large-scale exercises at Artek	1 198
15/05	Consumer protection watchdog ready to assist Artek in preparing for the summer camp season	951
15/05	Russian Foreign Ministry: Attempts to politicize UNESCO operations hinder cooperation	832
16/05	The Russian Civic Chamber speaks out against new construction at the Solovetsky Monastery	634
18/05	Cannes Festival Participants call for the release of Nigerian schoolgirls	765
20/05	Russia to channel RUB 895mln into Artek development in 2014	1 172
21/05	Russian nuclear companies to protect Tanzanian elephants	167
23/05	Putin presents awards to Russia's ambassadors to Poland and Azerbaijan	190
23/05	WADA increases the standard doping disqualification to 4 years	30
25/05	Medvedev to visit Artek during his trip to Crimea	2 895
25/05	Biography of Vitaly Klichko	832
25/05	UNESCO condemns the Brussels Jewish museum attack	276
25/05	Hollande: The Brussels Jewish museum attack was anti-Semitic	713
26/05	Medvedev visits Artek, discusses the future of the Children's Center	1 694
27/05	Bolshoi Theatre to host the Benois de la Danse International Ballet Festival	678
28/05	Crimea's Artek children's camp ready to welcome children from Slavyansk	2 348
29/05	Artek kicks off its first summer session	3 310
Total reports in Russian: 27		Total page views: 70 299

Date	Titles of Reports on UNESCO in Spanish	Page views
08/05	Extremistas sirios dinamitan hotel Carlton en Alepo	11
15/05	Los intentos de politizar a la UNESCO son contraproducentes	5
Total reports in Spanish: 2		Total page views: 16

Date	Titles of Reports on UNESCO in French	Page views
15/05	Unesco: les tentatives de politisation nuisibles (Moscou)	5
23/05	Tanzanie: les atomistes russes protégeront les éléphants	9
28/05	Le Prix Benois de la Danse remis mardi à Moscou	8

Total reports in French: 3		Total page views: 22
Date	Titles of Reports on UNESCO in English	Page views
-	-	-
Total reports in English: 0		Total page views: -
TOTAL REPORTS: 32		TOTAL page views in May: 70 337