



United Nations  
Educational, Scientific and  
Cultural Organization

Sector for  
External Relations and  
Public Information  
Division of Public Information

ERI/DPI/2014/PIPMR/43/REV

# Monthly Visibility Report

## July-August 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

July and August proved rather quiet for media. The Expert Emergency Meeting on Safeguarding Iraq's Cultural Heritage, held at UNESCO's Headquarters on 17 July, received the most coverage in the two-month period.

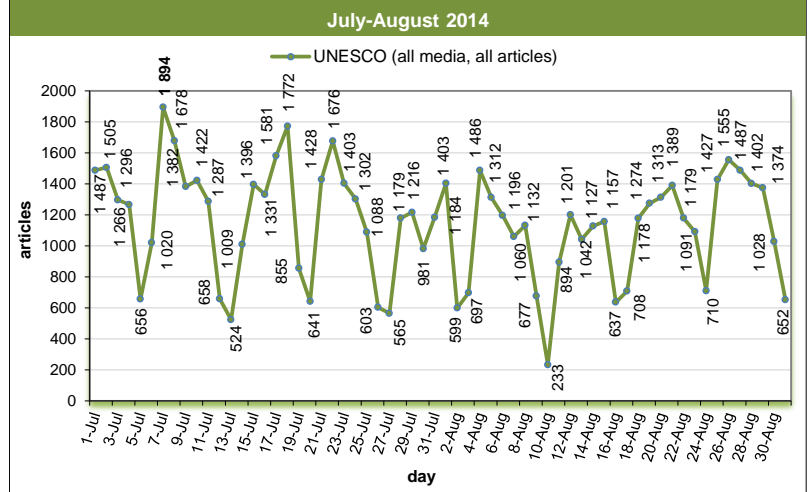
In August, the press showed a wide-spread pick up of the Director-General's statements condemning the killing of multiple journalists, including the beheading of James Foley. The statements were mostly incorporated into bigger feature stories, but sometimes were also published on their own.

Many local articles were dedicated to the announcement of the Literacy Prizes 2014, celebrating the winners and highlighting the importance of the role of UNESCO in supporting sustainable development and literacy.

The following events are highlighted in the Major Events pages:

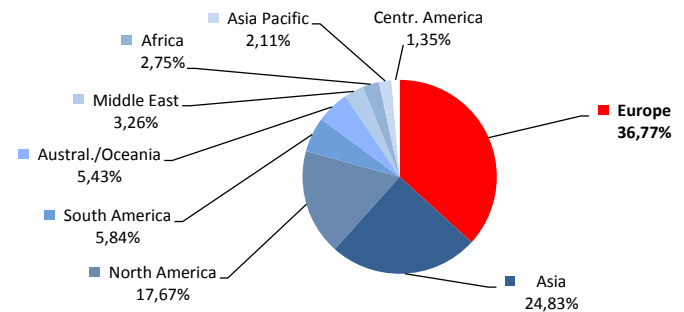
- **Expert Emergency Meeting for the Safeguarding of Iraq's Cultural Heritage (17/07)**
- **Criança Esperança Programme: Presentation of Projects 2013 (16/08)**

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



## Almost 71,000 articles monitored in all media sources in July-August

Once again, articles in European and Asian media dominate by far (61%)



Breakdown by region of 70,908 articles monitored in all media sources mentioning "UNESCO" in July-August 2014

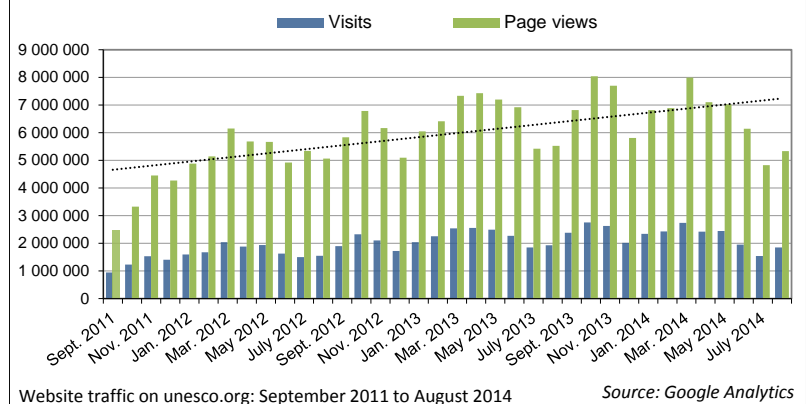
Source: Meltwater News

## UNESCO Website and Social Media Channels

July-August is traditionally one of the periods of the year suffering from traffic drops because of summer breaks. July was no exception to this trend on unesco.org with a decrease in visits and page views by 21% compared to June (vs respectively -18% and -21% in July 2013), but resumed in August with a growth by 20% in visits and by 10% in page views (vs respectively +4% and +1% in August 2013). The most popular events over the two months were "International Youth Day" and "International Literacy Day", while the most visited themes were "Education for the 21st century" and "Protecting our Heritage".

Visits to unesco.int dropped again in July - and for the 5<sup>th</sup> month in a row (-26%) - but rose as well again in August (+7%), while page views dropped during both months. As expected during the holiday periods, visits to Unescommunity after a stability in July (+4%) did not perform very well in August (-40%).

## After a steep decline in July (-21%), web traffic rose again in August: Visits: +20% ; Page views +10%



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

Source: Google Analytics

The International Day of the World's Indigenous Peoples (9 Aug.) was the biggest hit this summer, with a whopping 4,500 likes on Spanish Facebook and high 420 retweets on English Twitter. Spanish Facebook's commemoration of the anniversaries of Spanish writers, such as Cortazar, also proved popular, with almost 2,000 likes.

Advantage was taken of the summer lull to focus social media efforts on better engaging our audiences, through activities such as "What does it mean to be a global citizen?" which helped to drive the conversation about global values. For the month of August, we led a successful Twitter campaign that sought to communicate a better understanding of UNESCO's multifaceted work across education, science and culture. Each day was dedicated to a theme, such as education for all, languages, cultural diversity; this is hard to do during the regular year, when activities from across the house jockey for space in our daily feeds. @UNESCO saw a record number of comments from audiences, engaging with UNESCO's perspectives, and tallied 48 messages each having over 100 retweets.

It should be noted that, after literally at least 100 efforts to contact Facebook over 3 years, the UNESCO English language Facebook page was finally recognized as the official page late August, and is now searchable on Facebook's engine. In the past, when users typed "UNESCO" in Facebook search, they hit an automatically generated Wikipedia page about UNESCO, which garnered most all of our likes (over 500K); they did not have the chance to see our institutional page. As a result, it was very hard to reference UNESCO by tagging in posts. We hope that this problem has been resolved forever.

### Publications

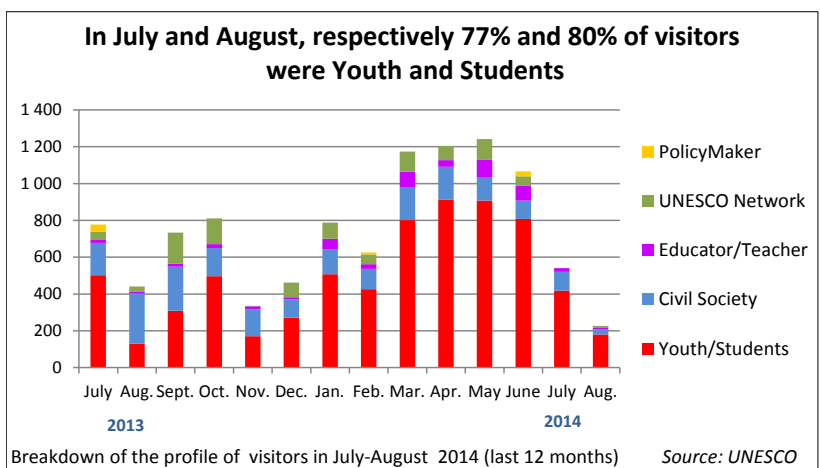
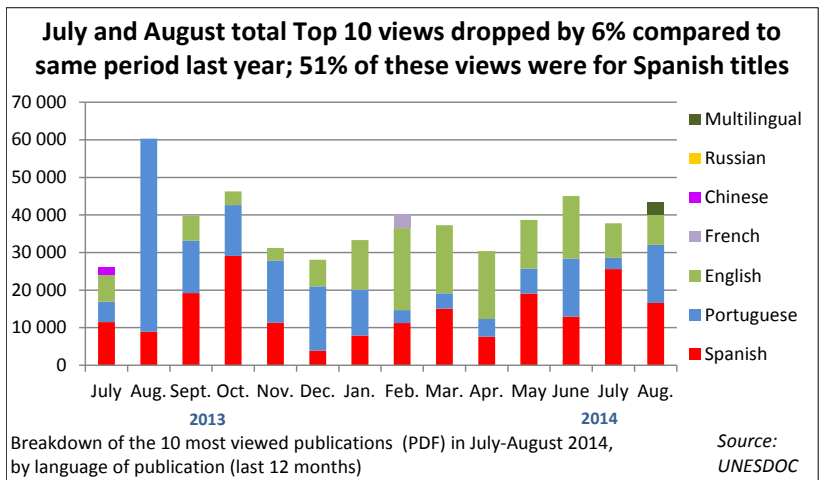
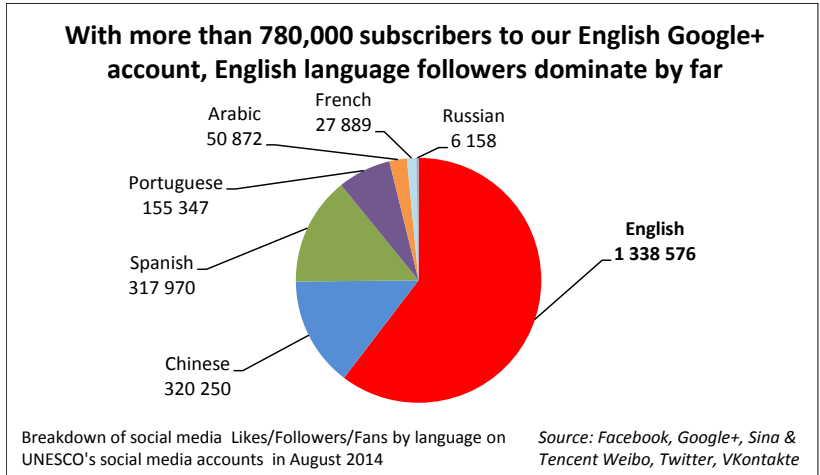
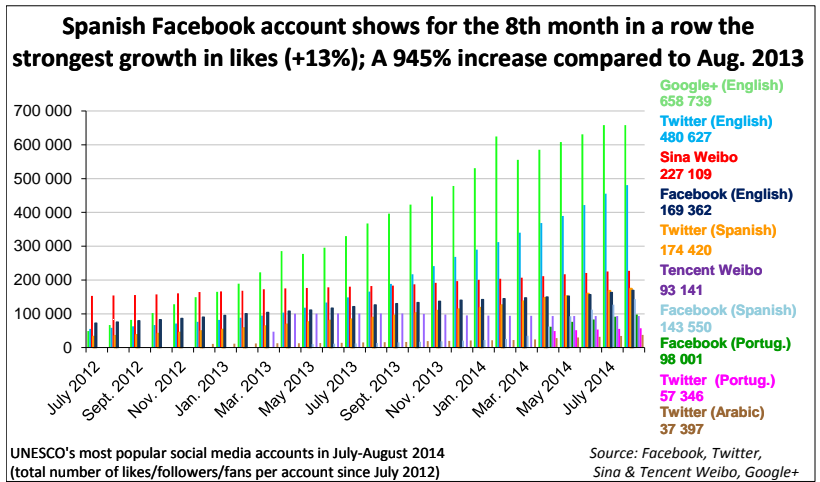
Online viewing of UNESCO top ten publications in July-August has dropped by 6 percent compared to the same period last year. The two main flagship reports of UNESCO, the *EFA Global Monitoring Report 2013-2014* and the *Engineering Report*, continue to fare well in the top ten downloads. Titles in Spanish account for more than half of the titles in this table. Bookshop and online sales were largely dominated by World Heritage titles and booklets from the Bouba and Zaza series.

### UNESCO visits

Despite the slow period, and the almost closed Visitor's service in August, a total of 766 visitors -of whom 78% were Youth and Students- benefited from a guided tour of Headquarters in July-August. In July, some 200 of them (37% of the total July visitors) came from Asia via their University and Associations.

### Focus on a Field Office

The sixth episode of this topic aiming to highlight the outreach efforts in the Field focuses on our **Office in Santiago** (see p. 6)



## Major events:

### I. Expert Emergency Meeting for the Safeguarding of Iraq's Cultural Heritage (17 July 2014)

As a result of the ongoing crisis in Iraq, the protection of the country's cultural heritage has become of increasing concern in light of risks to its destruction and looting. While noting that cultural heritage is an essential element for people's identity, and hence its protection is conjoint with the protection of their lives, UNESCO has been addressing the safeguarding of Iraq's cultural heritage, which is considered as an important resource for reconciliation, strengthening social cohesion and post-conflict peace-building.



Convened by the Director-General, Irina Bokova, an Emergency Expert Meeting for the Safeguarding of Iraq's Cultural Heritage was held at UNESCO's Headquarters in Paris, on 17 July 2014 with the aim of assessing current challenges facing the protection of cultural heritage, and, for setting up an emergency action plan to mitigate the negative impact of the present conflict.

The emergency expert meeting was chaired by Kishore Rao, Director of UNESCO's Heritage Division, and brought together experts from Iraq, the UNESCO Secretariat, and UNESCO's institutional partners, including the Interpol, the International Centre for the Study of the Preservation of and Restoration of Cultural Property (ICCROM), the International Council on Museums (ICOM), the International Council on Monuments and Sites (ICOMOS), and the International Federation of Library Associations and Institutions (IFLA). The Deputy Special Representative of the Secretary-General for Iraq, György Busztin, joined the meeting by telephone from Baghdad.



The main outcome of the meeting was the establishment of the Emergency Response Action Plan for the Safeguarding of Iraq's Cultural Heritage, which outlines a range of actions including communication and awareness-raising, engaging international actors in cultural heritage protection, monitoring the state of protection and damage assessment of cultural heritage, and, the provision of technical assistance and advice to Iraqi counterparts in safeguarding the country's rich cultural heritage

**Participants:** 30 participants in total, including 6 Iraqi representatives and 7 representing the institutional partners.

**Audience:** Closed meeting.

#### Communication materials and activities:

- [Press release](#) (17/07)
- Emergency Response Action Plan for the Safeguarding of Iraq's Cultural Heritage

**Website statistics:** Press release: 533 visits/1,887 page views.

**Press coverage:** The Director General's statement calling for immediate protection of Iraqi cultural diversity generated widespread coverage around the world, with articles published in leading news sources in over 40 countries. These include The Australian (Australia), RIA Novosti (Russia), Khaleej Times (coverage in Oman, Qatar, Saudi Arabia, etc.), The Times of India (India), Xinhua News and Radio China (China), El Tiempo (Colombia), La Opinión and El Mundo (Spain), several Yahoo and MSN regional websites, Emirates 24/7 (UAE) and many others.

Coverage in Spanish-speaking countries was based mainly on a dispatch from EFE, the Spanish news agency. Many of the English language stories were based on dispatches from AFP.

The Huffington Post (USA), El Diario (Spain) and several other sources incorporated the DG's statement into articles that led with Barack Obama's statements on the fate of civilians in Iraq. Other articles were entirely dedicated to the DG's statement and were published under the title "UN agency chief warns..." (Vigilance – The Security magazine, etc.) and "UN asks Iraqi militants to stop "cultural cleansing" (dawn.com) for example. The tone of most reporting is sober and the Director-General's comments were treated with gravity.

**Social media:** Unsurprisingly, the news of the internal meeting made few ripples on social media, with only 36 retweets on Twitter. But throughout August, social media channels emphasized UNESCO's advocacy for Iraqi heritage with forceful messaging on the Director-General's calls that performed well (for example: 222 retweets for this tweet : #Iraq: "What appears to be an emerging cultural cleansing must stop immediately", urges our Director-General :

[Irina Bokova calls for immediate protection of the cultural diversity of Iraq](#)

## II. Criança Esperança Programme: Presentation of Projects 2013 (16 August 2014)



The Criança Esperança programme, a Globo TV initiative in partnership with UNESCO since 2004, set a new record for donations on Hope Day, on 16 August 2014, thanks to a very successful mobilization and fundraising campaign. By the end of the day, BRL 10 million (approximately 5 million US Dollars) had been raised to be fully invested in social projects in every state of Brazil. By the end of August, when the phase to receive donations by phone was over, the total amount raised reached BRL 15 million (around 6.2 million US Dollars).

In 2014, with funds raised from the previous 2013 campaign, 103 projects were selected to receive technical and financial support, and 48,000 children and adolescents in Brazil benefited from the Programme.

The funds raised this year will support projects in 2015. For this edition, more than 1,200 projects were received at UNESCO to be analyzed. The official announcement of the selected projects to receive financial and technical support from Criança Esperança will take place on 15 September, 2014, during a widely disseminated public event. It is estimated that 101 projects will be part of this group.

The traditional Criança Esperança show counted this year on the participation of more than 20 well known Brazilian artists and celebrities, in addition to a cast of some 4,000 people. Globo TV stars presented social responsibility initiatives in a contemporary and modern musical entertainment concert. Mini-documentaries also featured stories of lives transformed by the programme.



UNESCO is Globo TV's partner and is responsible for the selection of projects developed by grass-roots, non-governmental organizations, chosen by means of a public selection process, following a methodology and a set of criteria especially developed for the program. Globo TV is responsible for the communication and mobilization actions throughout the campaign.

Donations for the Criança Esperança programme can be made throughout the year, in Brazil or abroad, through the website: [www.criancaesperanca.com.br](http://www.criancaesperanca.com.br).

**Participants:** At the show: 4,000 people.

**Audience:** Children and youngsters from social projects supported by the Criança Esperança Programme, authorities, partners, and the general public including many children with their parents.

**TV Audience:** Audience for the TV show was estimated between 30 and 38 million people (who saw at least one minute of the broadcast.)

### Communication materials and activities:

- Two joint press releases (Brasilia Office/Globo TV)
- [Dedicated webpage](#)
- Web banner
- [Official website](#)
- Ads published in newspapers and magazines (4 versions)
- 52 TV spots aired on TV Globo national wide and regional channels (15", 30" and 180").
- 3 videos with donors and beneficiaries
- Post-show articles on website (2 versions)

**Website statistics:** Dedicated webpage on Brasilia Office website: 453 visits/604 page views.

On Criança Esperança website: More than 265,000 visits and 434,000 page views on 16-17 August 2014, including 87,000 visits and some 140,000 page views from the real time link. The post-show articles gathered almost 90,000 views and the donation page 49,000.

**Media coverage:** Internal media: 50 TV stories through Globo TV network, 5 in Rio de Janeiro and 11 in São Paulo; 156 insertions in cross media in Globo TV schedule.

**Social media:** On UNESCO in Brasil accounts: 6 posts on Facebook resulted in 330 likes, 42 shares (25,720 people reached); 5 tweets got 93 retweets, in addition to retweets of quantity of messages posted by TV Globo and Criança Esperança accounts.

The event was massively covered by Criança Esperança Twitter account (313,000 followers) with 178 tweets resulting in 3,631 retweets, and TV Globo Facebook. Between 1 July and 7 September 2014, TV Globo's Facebook posted 119 posts on Criança Esperança, including 38 videos, resulting in 984,855 likes and 17,735 shares.

## Focus on UNESCO Office in Santiago

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

The Regional Bureau for Education in Latin America and the Caribbean works to give visibility to UNESCO in the region, especially on education, as in other areas of the Organization. It also devotes its efforts to promote various activities in Chile, where the office is located. Its public information work focuses on generating the office's own content: news, publications, advocacy and mobilization, mass distribution of information, press management and social networks at national and regional level. In July and August 2014, the most successful event, has been the launch of a free online course on comprehensive risk management in educational institutions:



Gestión integral de riesgos en instituciones educativas  
Curso virtual

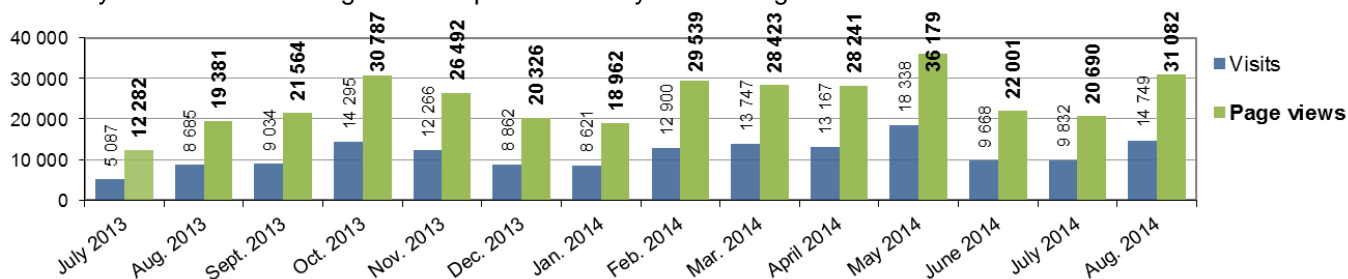
### Successful communication practice

Understanding, Prevention, preparation, proper response and recovery from disasters and humanitarian crises are an essential part of the first online course on Comprehensive Risk Management, a training course launched by UNESCO. 22.07.2014. [UNESCO launches free online course on comprehensive risk management in educational institutions.](#)

Mailing + social media + ministries support + media coverage  
= 6,804 course subscribers.

### Website

In August 2013, the UNESCO Santiago website was revamped to be aligned with UNESCO standards. The new structure of the web and the new strategy for social media nearly doubled the page views and site visits, comparing July 2013 to July 2014. The content generation peaked in May 2014 and growth continues.



Santiago Office website traffic : July 2013 to August 2014

Source: Google Analytics

### Social media (July-August)

#### Facebook/unescosantiago

Since December 2009  
10,619 likes (followers)



#### Top 3 posts

- Diplomado virtual "Competencias educativas para el desarrollo sostenible" (14/07)  
60,800 people reached, 96 likes, 748 shares
- #Ecuador ganó la edición 2014 del premio #UNESCO-Rey Sejong de #Alfabetización (28/08)  
35,440 people reached, 15 likes, 282 shares
- Con un programa inclusivo, #Ecuador gana la edición 2014 del premio #UNESCO-Rey Sejong de #alfabetización (13/08)  
20,136 people reached, 30 likes, 145 shares

#### Twitter.com/unescosantiago

Since September 2009  
10,878 followers – 5,950 tweets



#### Top 3 tweets

- Abiertas las inscripciones para el curso virtual gratuito "Gestión integral de riesgos en instituciones educativas" <http://ow.ly/zyB9l> (24/07): 2,424 clicks
- 9 de agosto plazo para inscribirse en el diplomado virtual "Competencias educativas para el desarrollo sostenible". <http://ow.ly/z9xCK> (14/07): 1,447 clicks
- #Chile: inscripciones para #becas "Nueva Esperanza, Nuevo Futuro" de mantención mensual #Propedéutico #UNESCO <http://ow.ly/Asz1F> (18/08): 653 clicks

### e-Newsletters

Distributed to 14,000 subscribers

- [Newsletter Laboratory for Assessment of the Quality of Education \(LLECE\)](#)
- [Newsletter "More education, less risk"](#).
- [E-Newsletter Education for All in LAC](#)


### Photos

[Flickr.com/unescosantiago](#)

5,181 photos available



### Last publications (2014)

- [Paper: Políticas docentes como desafío de Educación Para Todos más allá del 2015](#) (Aug. 2014)
- [Sistema Regional de Información Educativa de los estudiantes con discapacidad \(SIRIED\)](#) (April 2014) 
- [Teaching and learning: Achieving quality for all. Focus on Latin America and the Caribbean](#) (Jan. 2014)



### Media coverage (July-August)

- 28.08.2014 [Crece en el país la polémica por la evaluación educativa](#), Clarín, Argentina.
- 20.08.2014 [OCDE podría excluir al país de prueba Pisa](#)  
Los exámenes Pisa 2018 coincidirán con las pruebas que aplicará el LLECE (UNESCO)
- 24.07.2014 [Lanza la Unesco curso virtual con acciones de prevención ante desastres](#), La Jornada, México.
- 10.07.2014 [Comprueban que la gente más educada discrimina menos](#), Clarín, Argentina

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

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

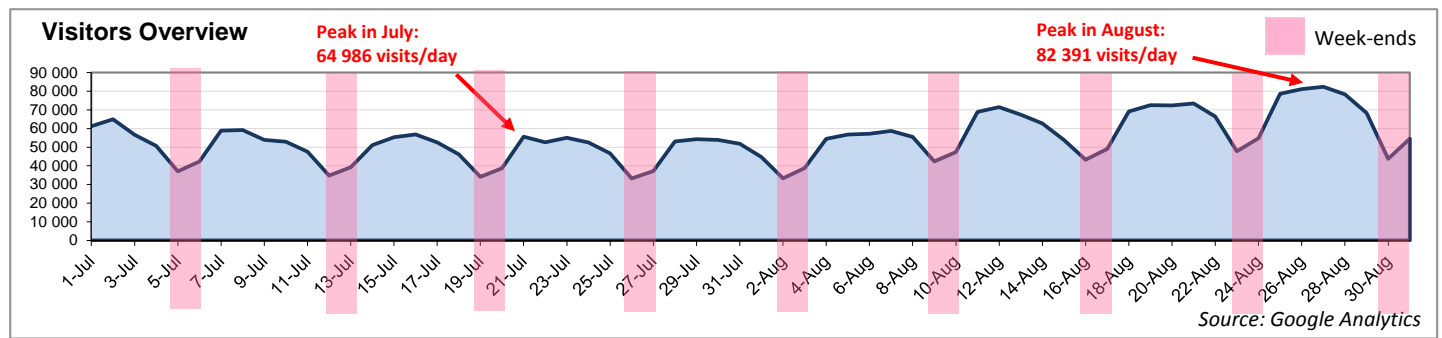
Web traffic shown here (page views, visits, visitors, country and language of visit, etc) has been measured since September 2011 with the free Google Analytics toolset via tags embedded in pages. More detailed statistics on specific programmes can be made available to the responsible officers upon request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

July-August is traditionally one of the periods of the year suffering from traffic drops because of summer breaks. July was no exception to this trend on unesco.org with a decrease in visits and page views by 21% compared to June (vs respectively -18% and -21% in July 2013), but resumed in August with a growth by 20% in visits and by 10% in page views (vs respectively +4% and +1% in August 2013). The most popular events over the two months were "International Youth Day" and "International Literacy Day", while the most visited themes were "Education for the 21st century" and "Protecting our Heritage".

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## 1.1. July-August 2014 Traffic

### Daily Web Traffic Patterns



## 1.2. Monthly visits

	Page views <sup>1</sup>	Variation vs Y-1	Variation vs M-1	Visits <sup>2</sup>	Variation vs Y-1	Variation vs M-1	Unique Visitors <sup>3</sup>	Variation vs Y-1	Variation vs M-1
Jan. 2013	6 089 948	+24.81%	+19.49%	2 045 032	+27.76%	+18.51%	1 573 093	+25.88%	+18.53%
Feb. 2013	6 414 208	+24.75%	+5.32%	2 254 773	+34.80%	+10.26%	1 724 914	+36.09%	+9.65%
March 2013	7 327 488	+19.09%	+14.24%	2 537 586	+24.46%	+12.54%	1 914 579	+25.01%	+11.00%
April 2013	7 426 970	+30.77%	+1.36%	2 554 100	+35.47%	+0.65%	1 930 903	+34.83%	+0.85%
May 2013	7 192 348	+27.03%	-3.16%	2 495 688	+28.92%	-2.29%	1 901 816	+28.47%	-1.51%
June 2013	6 916 019	+40.60%	-3.84%	2 272 982	+39.83%	-8.92%	1 726 341	+39.15%	-9.23%
July 2013	5 416 438	+1.42%	-21.68%	1 854 215	+23.22%	-18.42%	1 421 448	+22.99%	-17.66%
Aug. 2013	5 518 793	+8.93%	+1.89%	1 931 105	+24.81%	+4.15%	1 499 047	+24.70%	+5.46%
Sept. 2013	6 811 946	+16.87%	+23.43%	2 383 880	+25.62%	+23.45%	1 866 997	+27.26%	+24.55%
Oct. 2013	8 039 105	+18.57%	+18.01%	2 758 024	+18.73%	+15.69%	2 172 606	+22.13%	+16.37%
Nov. 2013	7 697 000	+24.87%	-4.26%	2 624 633	+24.53%	-4.84%	2 055 039	+28.25%	-5.41%
Dec. 2013	5 809 160	+13.99%	-24.53%	2 021 049	+17.12%	-23.00%	1 605 614	+20.98%	-21.87%
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%
June 2014	6 140 465	-11.21%	-12.51%	1 952 754	-14.09%	-20.24%	1 491 853	-13.58%	-21.27%
<b>July 2014</b>	<b>4 826 807</b>	<b>-10.89%</b>	<b>-21.39%</b>	<b>1 540 348</b>	<b>-16.93%</b>	<b>-21.12%</b>	<b>1 179 042</b>	<b>-17.05%</b>	<b>-20.97%</b>
<b>Aug. 2014</b>	<b>5 332 615</b>	<b>-3.37%</b>	<b>+10.48%</b>	<b>1 849 771</b>	<b>-4.21%</b>	<b>+20.09%</b>	<b>1 452 139</b>	<b>-3.13%</b>	<b>+23.16%</b>

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

Areas of interest	Visits <sup>2</sup> in July 2014	Variation vs Y-1**	Variation vs M-1**	Visits <sup>2</sup> in Aug. 2014	Variation vs Y-1**	Variation vs M-1**
<b>UNESCO.ORG</b>	<b>1 540 348</b>	<b>-16.93%</b>	<b>-21.12%</b>	<b>1 849 771</b>	<b>-4.21%</b>	<b>+20.09%</b>
Home & Central Service pages	207 500	+67.87%	-15.81%	198 523	+71.57%	-4.33%
Worldwide	7 001	-62.79%	-44.10%	15 021	-25.93%	+114.56%
<b>Education for the 21st Century and ED Sector</b>	<b>46 892</b>	<b>-68.49%</b>	<b>-38.47%</b>	<b>119 870</b>	<b>-27.58%</b>	<b>+155.63%</b>
<b>One Planet, One Ocean &amp; Science for a Sustainable Future and SC Sector</b>	<b>25 299</b>	<b>-54.96%</b>	<b>-33.45%</b>	<b>41 517</b>	<b>-24.02%</b>	<b>+64.11%</b>
<b>Learning to Live Together and SHS Sector</b>	<b>26 632</b>	<b>-58.22%</b>	<b>+1.95%</b>	<b>32 937</b>	<b>-45.51%</b>	<b>+23.67%</b>
<b>Protecting our Heritage and Fostering Creativity and CLT Sector</b>	<b>928 993</b>	<b>-3.09%</b>	<b>-17.33%</b>	<b>988 570</b>	<b>-1.33%</b>	<b>+6.41%</b>
World Heritage	855 640	-1.13%	-16.63%	889 683	-1.69%	+3.98%
Intangible Heritage	48 464	+28.08%	-12.85%	50 748	+44.75%	+4.71%
Culture Sector (excl. Intangible Heritage)	24 889	-55.04%	-40.49%	48 139	-22.14%	+93.41%
<b>Fostering Freedom of Expression &amp; Building Knowledge Societies and CI Sector</b>	<b>21 492</b>	<b>-57.70%</b>	<b>-34.25%</b>	<b>40 297</b>	<b>-16.15%</b>	<b>+87.50%</b>
<b>Field offices (only those tracked)</b>	<b>89 461</b>	<b>-16.28%</b>	<b>-8.37%</b>	<b>131 357</b>	<b>-3.16%</b>	<b>+46.83%</b>
UIL*	18 769	-10.69%	-9.69%	17 961	-11.08%	-4.30%
IIEP*	188 456	+46.48%	-3.51%	203 857	+68.74%	+8.17%
UNEVOC*	36 480	-24.09%	-4.33%	36 341	-27.89%	-0.38%

\* 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

##### ▪ July

Country	Visits <sup>2</sup>	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	213 233	13.84%	-11.74%	3.00	00:02:34
France	185 045	12.01%	-21.71%	3.55	00:04:34
India	80 556	5.23%	-13.30%	2.72	00:03:05
United Kingdom	76 558	4.97%	-17.83%	2.95	00:02:27
Australia	55 852	3.63%	-30.51%	3.39	00:04:12
Brazil	52 343	3.40%	-10.26%	2.36	00:03:40
Canada	45 956	2.98%	-29.17%	3.35	00:02:55
Mexico	44 768	2.91%	-46.39%	3.29	00:04:04
Italy	42 163	2.74%	-17.79%	3.67	00:03:31
Japan	40 769	2.65%	-22.81%	3.40	00:03:42

##### ▪ August

Country	Visits <sup>2</sup>	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	233 500	12.62%	+9.50%	2.81	00:02:28
France	174 557	9.44%	-5.67%	3.39	00:04:44
Australia	124 273	6.72%	+122.50%	3.57	00:05:13
Mexico	116 553	6.30%	+160.35%	2.49	00:02:56
India	91 384	4.94%	+13.44%	2.62	00:03:01
United Kingdom	80 744	4.37%	+5.47%	2.90	00:02:29
Brazil	68 952	3.73%	+31.73%	2.30	00:03:21
Canada	46 406	2.51%	+0.98%	3.09	00:02:37
Spain	44 534	2.41%	+15.92%	3.09	00:02:37
Italy	39 513	2.14%	-6.29%	3.21	00:02:56



## Top 10 visitors' language

### July

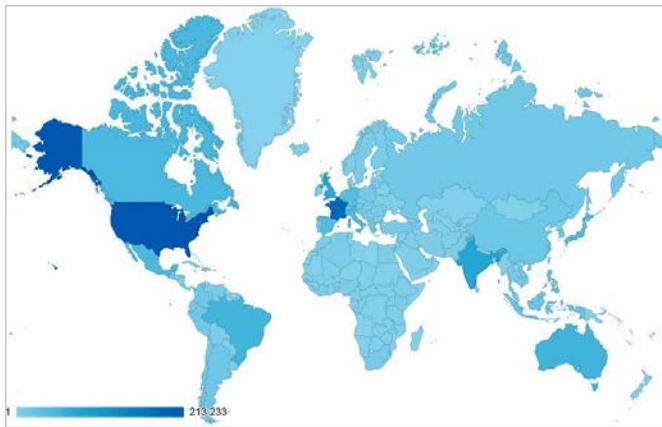
Language	Visits <sup>2</sup>	% of Total visits	Variation vs M-1
English	833 184	54.09%	-16.57%
French	197 246	12.81%	-23.30%
Spanish	173 052	11.23%	-33.66%
Portuguese	57 513	3.73%	-11.79%
Japanese	36 920	2.40%	-24.31%
Italian	34 092	2.21%	-21.72%
German	32 682	2.12%	-18.48%
Chinese	31 453	2.04%	-30.72%
Russian	21 398	1.39%	-27.46%
Dutch	17 495	1.14%	-17.45%

### August

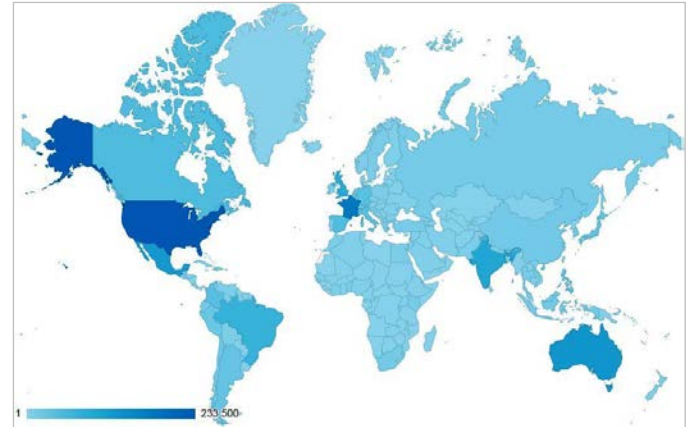
Language	Visits <sup>2</sup>	% of Total visits	Variation vs M-1
English	986 670	53.34%	+18.42%
Spanish	301 156	16.28%	+74.03%
French	209 560	11.33%	+6.24%
Portuguese	71 279	3.85%	+23.94%
German	35 003	1.89%	+7.10%
Italian	33 074	1.79%	-2.99%
Chinese	29 529	1.60%	-6.12%
Japanese	28 718	1.55%	-22.22%
Russian	21 550	1.17%	+0.71%
Dutch	19 181	1.04%	+9.64%

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

### July

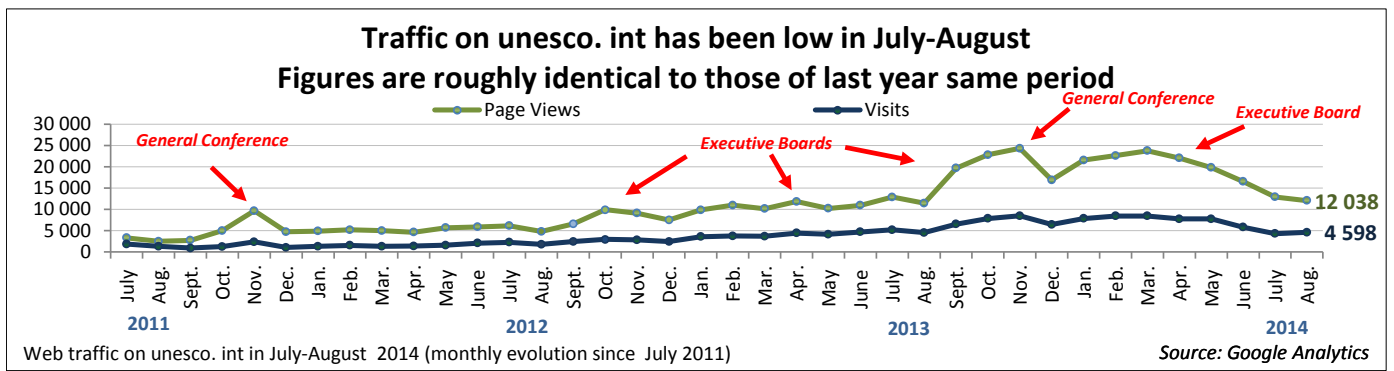


### August



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

	Month	Page views <sup>1</sup>	Variation vs Y-1*	Variation vs M-1	Visits <sup>2</sup>	Variation vs Y-1*	Variation vs M-1	Pages/Visit	Variation vs M-1	Avg Visit duration
<b>2013</b>	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
<b>2014</b>	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
	June	16 511	+51.02%	-16.72%	5 787	+23.95%	-25.09%	2.91	+12.79%	00:05:24
	<b>July</b>	<b>12 920</b>	<b>+0.31%</b>	<b>-21.75%</b>	<b>4 271</b>	<b>-17.61%</b>	<b>-26.20%</b>	<b>2.76</b>	<b>-5.15%</b>	<b>00:04:58</b>
	<b>August</b>	<b>12 038</b>	<b>+5.28%</b>	<b>-6.83%</b>	<b>4 598</b>	<b>+1.64%</b>	<b>+7.66%</b>	<b>2.49</b>	<b>-9.78%</b>	<b>00:04:27</b>



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

	Month	Page views <sup>1</sup>	Variation vs M-1	Visits <sup>2</sup>	Variation vs M-1
<b>2013</b>	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%
<b>2014</b>	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%
	June	12 632	+50.24%	3 741	+45.39%
	<b>July</b>	<b>11 623</b>	<b>-7.99%</b>	<b>3 893</b>	<b>+4.06%</b>
	<b>August</b>	<b>6 941</b>	<b>-40.28%</b>	<b>1 764</b>	<b>-54.69%</b>

**Traffic indicators explained:**

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

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

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

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

UNESCO products for written and audiovisual media are:

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

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

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

Languages	Page views in July	Variation vs Y-1*	Variation vs M-1*	Page views in August	Variation vs Y-1*	Variation vs M-1*
<b>Total</b>	<b>72 105</b>	<b>-29.36%</b>	<b>-51.15%</b>	<b>78 044</b>	<b>-18.79%</b>	<b>+8.24%</b>
English (EN)	40 406	-29.91%	-50.34%	44 292	-19.74%	+9.62%
Spanish (ES)	18 527	-16.83%	-45.50%	17 702	-16.48%	-4.45%
French (FR)	7 677	-34.20%	-54.22%	10 167	-4.98%	+32.43%
Russian (RU)	2 041	-55.30%	-62.31%	2 115	-43.27%	+3.63%
Arabic (AR)	1 871	-41.70%	-62.68%	2 468	-19.48%	+31.91%
Chinese (ZH)	1 583	-41.33%	-68.60%	1 300	-41.76%	-17.88%

\* Based on figures published in the Monthly Reports.

### 2.2. Press releases/Media advisories

#### ▪ Issued in July

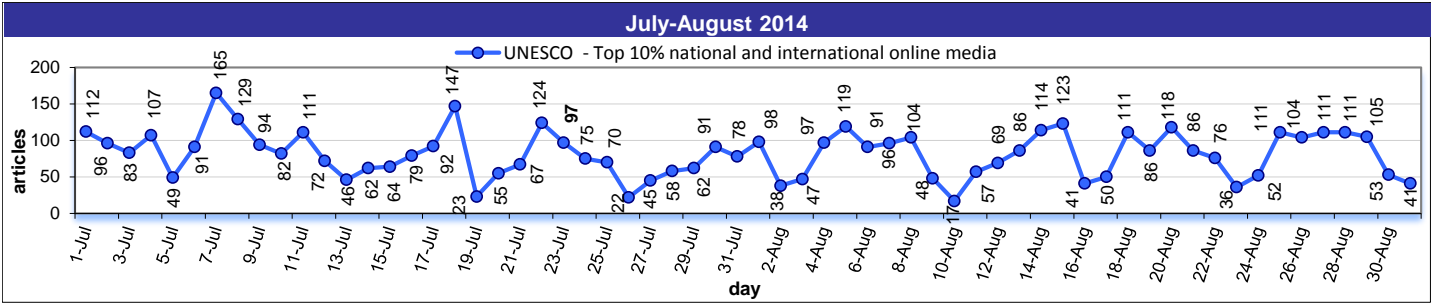
1.	01/07	<a href="#">Director-General condemns murder of Russian cameraman Anatoli Klian</a>
2.	02/07	<a href="#">Culture is our future: we must protect it! Appeal of UNESCO Honorary and Goodwill Ambassadors</a>
3.	11/07	<a href="#">Director-General condemns killing of Palestinian media worker Hamid Shihab in Gaza airstrike</a>
4.	17/07	<a href="#">Emergency Response Action Plan to safeguard Iraqi heritage</a>
5.	18/07	<a href="#">Director-General condemns murder of Salvadoran cameraman Carlos José Orellana</a>
6.	24/07	<a href="#">Director-General condemns killing of Palestinian cameraman Khaled Reyadh Hamad in Gaza City</a>

#### ▪ Issued in August

1.	04/08	<a href="#">UNESCO Director-General denounces killing of Mexican reporter Nolberto Herrera Rodríguez</a>
2.	07/08	<a href="#">Director-General deplores the death of journalist Timur Kuashev and calls for a thorough investigation</a>
3.	08/08	<a href="#">Irina Bokova calls for immediate protection of the cultural diversity of Iraq</a>
4.	11/08	<a href="#">Literacy and Sustainable Development: Algeria, Burkina Faso, Ecuador, South Africa and Spain to receive UNESCO's Literacy Prizes</a>
5.	12/08	<a href="#">Director-General deplores killing of journalist Leyla Yildizhin in northern Iraq</a>
6.	13/08	<a href="#">Small Islands, Facing the Challenge of Climate Change 3rd International Conference on Small Island Developing States, Apia (1-4 September)</a>
7.	14/08	<a href="#">Director-General deplores death of journalist Simone Camilli and his translator Ali Shehda Abu Afash in Gaza</a>
8.	19/08	<a href="#">UNESCO Director-General condemns murder of Colombian radio journalist Luis Carlos Cervantes</a>
9.	20/08	<a href="#">UNESCO Director-General denounces murder of American reporter James Foley in Syria and calls for release of all other journalists held captive there</a>
10.	21/08	<a href="#">Director-General voices deep concern following murder of journalist Octavio Rojas Hernández</a>
11.	21/08	<a href="#">Director-General calls for investigation into the killing of Peruvian journalist Donny Buchelli Cueva</a>
12.	25/08	<a href="#">Director-General voices deep concern following the killing of journalist Nery Francisco Soto Torres in Honduras</a>

13.	26/08	<a href="#">Director-General voices deep concern following the death of radio producer Abdul Rahman Hamid al-Din</a>
14.	26/08	<a href="#">Prize-winners for Research in the Life Sciences announced by UNESCO</a>
15.	29/08	<a href="#">Director-General deplores the killing of Palestinian journalist Abdullah Murtaja</a>

### 2.3. Statistics on articles referring to UNESCO



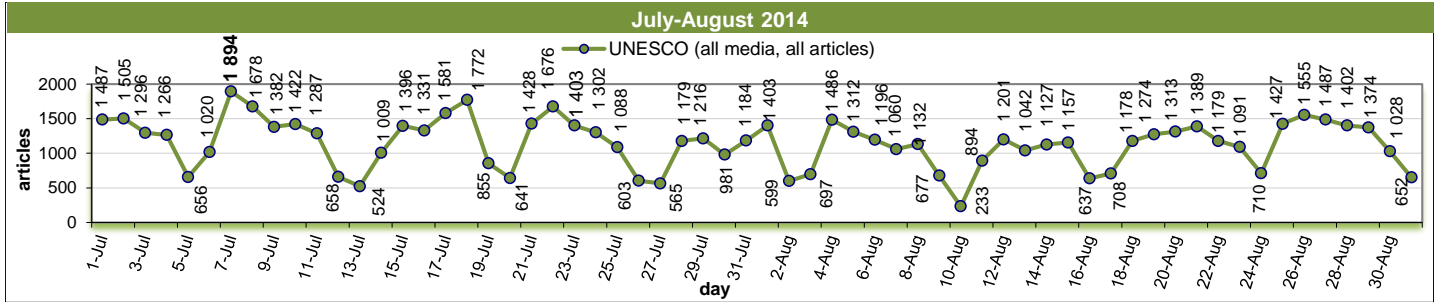
This graph shows the number of articles monitored in top 10% national and international on-line media, in which “UNESCO” appeared in the title or first paragraph of a story in July/August (Source: Meltwater News)

July and August proved rather quiet for media. The Expert Emergency Meeting on Safeguarding Iraq’s Cultural Heritage, held at UNESCO’s Headquarters on 17 July, received the most coverage in the two-month period.

In August, the press showed a wide-spread pick up of the Director-General’s statements condemning the killing of multiple journalists, including the beheading of James Foley. The statements were mostly incorporated into bigger feature stories, but sometimes were also published on their own.

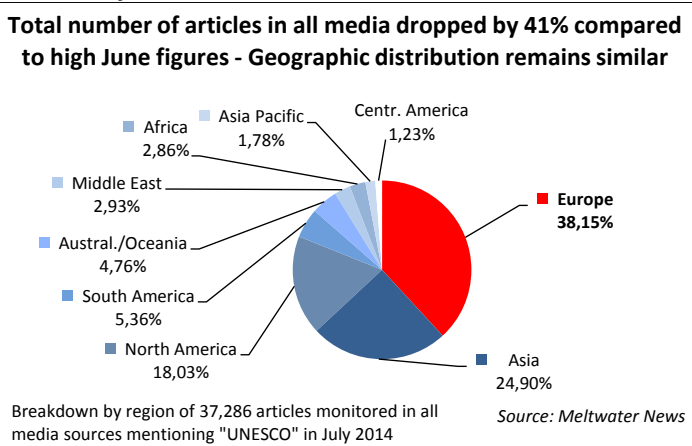
Many local articles were dedicated to the announcement of the Literacy Prizes 2014, celebrating the winners and highlighting the importance of the role of UNESCO in supporting sustainable development and literacy.

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

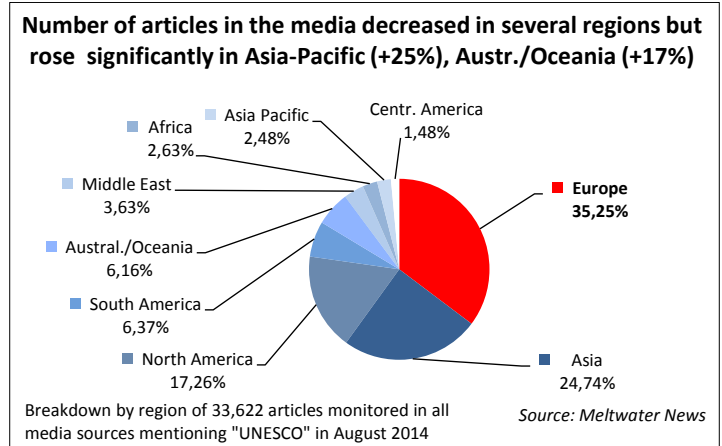


Regional breakdown of media coverage in all media sources, in which “UNESCO” appeared in a story in July and August

▪ July



▪ August



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

No opinion editorials in July and August.

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

### ▪ July

Subject	Interviewee	Language	Media (press TV Radio)
Great Barrier Reef	Fanny Douvère	English	ABC (Australia)
Machu Picchu	Roni Amelan	English	The Telegraph (UK)
Danube Delta Biosphere Reserve - Compatibility between on-site economic activities and the status of biosphere reserve	Edward Bratfanof, Coordinator of the Reserve	English	New York Times (US)
Libraries on the World Heritage List and Memory of the World Register	Isabelle Le Fournis	French	Vanity Fair (France)
World Heritage in conflict zones	Nada Al Hassan	English	Euronews
UNITWIN	Paulina Gonzalez-Pose	Spanish	20 Minutos (Spain)
World Heritage - Benin	Karalyn Monteil	English	The Independent (UK)
World Heritage	Roni Amelan	English	The Irish Times (Ireland)
World Heritage - Sceilg Mhichil	Roni Amelan	English	Associated Press
Education	Jorge Sequeira (UNESCO Santiago)	Spanish	El Curso de Adams (Spain)
Education	Ricardo Martínez (UNESCO San José)	Spanish	Canal 9 TV (Costa Rica)
Education	Pilar Álvarez-Laso (UNESCO San José)	Spanish	La Nación (Costa Rica)
Warzones and World Heritage	Nada Al Hassan	English	CNN International (US)
ICT in Education	Fengchun Miao	English	SciDev.Net
Creative Cities	Mauro Rosi	English	Yorkshire Post (UK)
Santa Maria Wreck	Ulrike Guérin	French	Le Parisien (France)
Underwater cultural heritage	Arturo Rey da Silva	Spanish	Télévision Nationale de l'Uruguay (TNU)
Underwater cultural heritage	Mariano J. Aznar-Gómez	Spanish	Web portal Universidad de la República (UdelaR) (Uruguay)
Underwater cultural heritage	Arturo Rey da Silva/ Mariano J. Aznar-Gómez	Spanish	Agence France Presse

### ▪ August

Destruction of Iraq's cultural heritage	Axel Plathe	French	RFI (France)
Pierre Auger Observatory	Lidia Brito	English	Nature Magazine (UK)
World Heritage in Iraq	Roni Amelan	English	El País (Spain)
Cultural sites in Iraq	Roni Amelan	English	Associated Press (US)
Cultural heritage in Iraq and Syria	Roni Amelan	English	New York Times (US)
Challenges of safeguarding cultural heritage	Cécile Duvelle	French	RTS Radio (Switzerland)
Korea's Jeju Island	Patrick Mc Keever	English	Arirang TV ( South Korea)
Education in sub saharan Africa	Nihan Blanchy Koseleci	English	www.MO.be (Belgium)

## 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).

**39 B-rolls** were downloaded in July/August

### ▪ July

	Subject	Downloads	Media
1	World Heritage	7	
2	Syria	3	Al Arabiya News Channel
3	Mali	6	Al Arabiya News Channel
4	Marine Heritage Sites	1	BBC
5	Official visits (Ban Ki-moon and President of Chile)	3	Al Arabiya News Channel
6	Félix Houphouët Boigny Prize	1	
7	UNESCO Priorities	1	

▪ **August**

	<b>Subject</b>	<b>Downloads</b>	<b>Media</b>
1	World Heritage	6	
2	UNESCO Priorities	4	
3	World Radio Day	2	
4	Science (water, chemistry, science report)	3	
5	MAB	1	
6	UNESCO HQ	1	

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

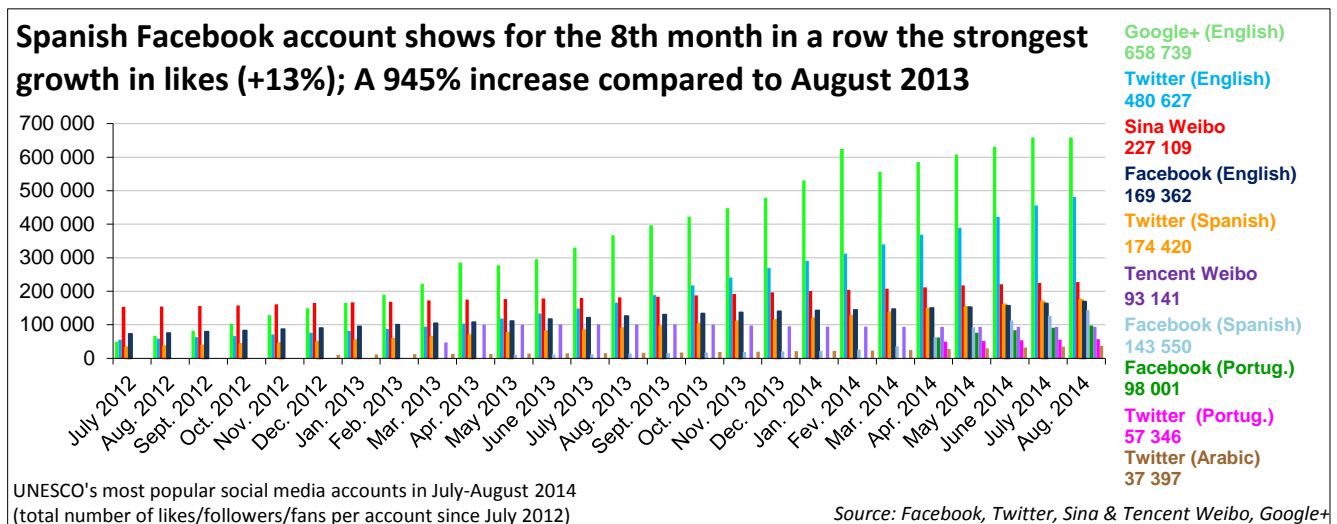
N/A for July and August.

### 3. UNESCO Social Media Channels

The International Day of the World's Indigenous Peoples (9 Aug.) was the biggest hit this summer, with a whopping 4,500 likes on Spanish Facebook and high 420 retweets on English Twitter. Spanish Facebook's commemoration of the anniversaries of Spanish writers, such as Cortazar, also proved popular, with almost 2,000 likes.

Advantage was taken of the summer lull to focus social media efforts on better engaging our audiences, through activities such as "What does it mean to be a global citizen?" which helped to drive the conversation about global values. For the month of August, we led a successful Twitter campaign that sought to communicate a better understanding of UNESCO's multifaceted work across education, science and culture. Each day was dedicated to a theme, such as education for all, languages, cultural diversity; this is hard to do during the regular year, when activities from across the house jockey for space in our daily feeds. @UNESCO saw a record number of comments from audiences, engaging with UNESCO's perspectives, and tallied 48 messages each having over 100 retweets.

It should be noted that, after literally at least 100 efforts to contact Facebook over 3 years, the UNESCO English language Facebook page was finally recognized as the official page late August, and is now searchable on Facebook's engine. In the past, when users typed "UNESCO" in Facebook search, they hit an automatically generated Wikipedia page about UNESCO, which garnered most all of our likes (over 500K); they did not have the chance to see our institutional page. As a result, it was very hard to reference UNESCO by tagging in posts. We hope that this problem has been resolved forever. To advance on Facebook, UNESCO needs to be in touch with a Facebook account executive, who can help us catch up on this valuable platform, and more importantly, anticipate future issues that could limit UNESCO's reach.



#### 3.1. Social networking sites

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

Variation July and August vs June 2014

Likes/fans*		July 2014	Variation vs June	August 2014	Variation vs July
Total likes/followers (all languages)		1 069 230	+5.56%	1 129 548	+5.64%
Facebook	English	163 227	+3.94%	169 362	+3.76%
	Spanish	126 764	+12.61%	143 550	+13.24%
	Portuguese	91 314	+9.54%	98 001	+7.32%
	Arabic	12 965	+2.68%	13 475	+3.93%
	French	12 504	+1.92%	12 776	+2.18%
	Russian	1 933	+1.10%	1 956	+1.19%
Google+	English	658 739	+4.33%	688 587	+4.53%
VKontakte	Russian	1 784	+3.78%	1 841	+3.20%

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

Message	Posted	Likes/ Shares
Hoy, 9 de agosto, celebramos el Día Internacional de los Pueblos Indígenas. Una ocasión para reconocer la importantísima contribución de los pueblos indígenas a la innovación, la creatividad, el desarrollo sostenible y también la diversidad... cultural. Debemos promover el uso y la supervivencia de las culturas, tradiciones e identidades, conocimientos e idiomas indígenas. Asimismo, tenemos que proporcionar el acceso a la formación y conocimientos que permitan a los pueblos indígenas participar plenamente y en igualdad de condiciones en sus comunidades nacionales y en el ámbito internacional. Ninguna sociedad puede prosperar sin su proteger, cuidar y fomentar su propia cultura. No te pierdas la página especial dedicada al Día internacional de los Pueblos Indígenas: <a href="http://bit.ly/XQ37Or">http://bit.ly/XQ37Or</a>	09/08	L: 4 579 S: 20 867
« Não sou verdadeiramente livre se estou usurpando a liberdade de alguém, assim como não sou livre se minha humanidade me é tirada. » - Nelson Mandela.	11/07	L: 2 143 S: 14 109
Este fin de semana conocimos la triste noticia de la muerte de Nadine Gordimer, escritora sudafricana y premio Nobel de literatura en 1991. Fallecida a los 90 años en Johannesburgo, Gordimer trató en sus obras temas como los conflictos inter...étnicos y el apartheid, convirtiéndose en una de las principales voces del mundo literario en contra del régimen racista sudafricano. Hoy queremos rendir homenaje a su memoria y legado, y por ello compartimos con vosotros dos artículos publicados por Gordimer en el Correo de la UNESCO. Una excelente manera de conocer más sobre la obra y pensamiento de esta escritora ya inmortal: "La literatura del pueblo", publicado en El Correo de la UNESCO en 1992: <a href="http://bit.ly/1nsgQPX">http://bit.ly/1nsgQPX</a> "La imagen y la palabra", publicado en El Correo de la UNESCO en 2007: <a href="http://bit.ly/1n6tLwP">http://bit.ly/1n6tLwP</a>	15/07	L: 2 012 S: 2 127
Hoy se cumplen 100 años del nacimiento del escritor argentino Julio Cortázar. Figura indispensable de la literatura en español, hoy queremos contaros que Cortázar trabajó durante un tiempo para la UNESCO. En 1954 fue traductor y revisor de ...la Conferencia General que la Organización celebró en Montevideo y en 1967 coincidió con Mario Vargas Llosa, también traductor, en la Conferencia General celebrada en Atenas. Cortázar nunca abandonó su compromiso con la izquierda latinoamericana (Cuba y Nicaragua). En diciembre de 1982, siendo ya escritor de fama mundial, intervino en la Conferencia Mundial sobre Políticas Culturales que la UNESCO celebró en México. Sus numerosos relatos, llenos de humor y de fantasía y la estructura innovadora de novelas como Rayuela y El libro de Manuel hacen de él uno de los mayores escritores de todos los tiempos. Con motivo de esta ocasión, también queremos compartir con vosotros un artículo publicado por Cortázar en el Correo de la UNESCO en 1980, "El pueblo nicaragüense, maestro de sí mismo" <a href="http://bit.ly/1p77EKn">http://bit.ly/1p77EKn</a>	26/08	L: 1 795 S: 1 439
Tal día como hoy hace 51 años, Martin Luther King Jr. dio esperanza al mundo entero al compartir su sueño de un futuro mejor. Libertad, justicia, armonía, paz, fraternidad y tolerancia, son algunos de los valores por los que Luther King Jr.... trabajó durante su vida y son valores que compartimos y defendemos. Sus palabras siguen vigentes. Seguimos creyendo en su sueño; es posible convertirlo en realidad. Dinos, ¿cuál es tu sueño para conseguir un mundo mejor? No te pierdas estos dos artículos sobre Martin Luther King publicados en el Correo de la UNESCO: <a href="http://bit.ly/1do2L6n">http://bit.ly/1do2L6n</a>   <a href="http://bit.ly/17kF2jo">http://bit.ly/17kF2jo</a>	28/08	L: 1 663 S: 1 813
Há 51 anos, Martin Luther King Jr mudou o mundo com o seu sonho. <a href="http://ow.ly/AOii2">http://ow.ly/AOii2</a> Qual o seu sonho?	28/08	L: 1 621 S: 12 701
"Uma vez que as guerras se iniciam nas mentes dos homens, é nas mentes dos homens que devem ser construídas as defesas de paz". Constituição da UNESCO, 1945.	01/08	L: 1 496 S: 6 179
Hoy hace 223 años, una revuelta en Haití inició el proceso que llevaría a la abolición de la trata transatlántica de esclavos. Debemos asegurarnos de que el papel desempeñado por los esclavos para acceder a los derechos humanos sea conocido... por todos y que se enseñe en las escuelas. Transmitir este triste episodio de nuestra historia es fundamental para conseguir una paz duradera en el mundo, basada en la comprensión mutua entre pueblos plenamente conscientes de los peligros del racismo. Hoy es 23 de agosto, Día Internacional del Recuerdo de la Trata de Esclavos y de su Abolición. Lea el mensaje de la Directora General de la UNESCO con motivo de este día: <a href="http://bit.ly/1q7PRik">http://bit.ly/1q7PRik</a> Proyecto de la UNESCO; la Ruta del Esclavo <a href="http://bit.ly/o0yg20">http://bit.ly/o0yg20</a> La trata de negros transatlántica: <a href="http://bit.ly/13xmBYB">http://bit.ly/13xmBYB</a> Fotografía: El primer mercado de esclavos en el "nuevo mundo" fue en Salvador de Bahía, Brasil. Hoy en día es <a href="#">#patrimoniomundial</a> , para no olvidar esta trágica historia y hacer que el recuerdo impida que vuelva a producirse.	23/08	L: 1 436 S: 1 248



#Gaza: dejen las escuelas fuera del conflicto. No hay justificación para los ataques contra la educación, es un derecho humano. Como parte del llamamiento de las Naciones Unidas por la crisis en Gaza, la UNESCO se centrará en la protección de la educación. Las escuelas deben estar al frente de la construcción de la paz, no en la primera línea del conflicto. <a href="http://bit.ly/V0phvt">http://bit.ly/V0phvt</a>	07/08	L: 1 236 S: 810
La <a href="#">#educación</a> es fundamental para la vida de todo ser humano. Para la UNESCO, además de ser un elemento clave para asegurar la autonomía de cualquier individuo, la educación también es una herramienta básica para lograr la construcción de l...a paz, la erradicación de la pobreza, el desarrollo sostenible y el diálogo intercultural. ¿Y tú qué opinas? ¿Cómo valoras el papel de la educación en la sociedad de hoy en día? Para saber más sobre el trabajo de la UNESCO en este área: <a href="http://bit.ly/HjtKjT">http://bit.ly/HjtKjT</a>	28/07	L: 1 234 S: 1 235

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

### 3.2. Microblogs

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

#### Variation July and August 2014 vs June 2014

Followers/Fans		July 2014	Variation vs June	August 2014	Variation vs July
Total (all languages)		1 048 631	+5.13%	1 087 514	+3.71%
Twitter	English	455 545	+7.98%	480 627	+5.51%
	Spanish	168 490	+5.31%	174 420	+3.52%
	Portuguese	55 274	+2.94%	57 346	+3.75%
	Arabic	34 507	+8.31%	37 397	+8.38%
	French	14 378	+4.26%	15 113	+5.11%
	Russian	2 256	+2.78%	2 361	+4.65%
Sina Weibo	Chinese	224 981	+1.86%	227 109	+0.95%
Tencent Weibo	Chinese	93 200	-0.01%	93 141	-0.06%

#### Top 10 Twitter Posts in July and August

Message	Posted	Re-tweets
Aug 9 is the Intl Day of the World's Indigenous People. Learn why this day is so important <a href="http://ow.ly/A40uL">http://ow.ly/A40uL</a>	09/08	419
¡Celebra con nosotros el Día de <a href="#">#Mandela!</a> <a href="http://bit.ly/1mZwx5x">http://bit.ly/1mZwx5x</a>	18/07	414
51y ago <a href="#">#onthisday</a> Martin Luther King Jr changed the world with his dream. What's your dream? <a href="http://ow.ly/AOIl2">http://ow.ly/AOIl2</a>	28/08	355
Por los derechos, justicia y cultura. Hoy es el Día Internacional de los Pueblos Indígenas <a href="http://bit.ly/XQ37Or">http://bit.ly/XQ37Or</a>	09/08	370
"Keep schools out of the conflict"- UNESCO Director-General as UN launches <a href="#">#Gaza</a> Crisis Appeal <a href="http://ow.ly/zUFSh">http://ow.ly/zUFSh</a>	04/08	281
<a href="#">#Multilingualism</a> is a source of strength & opportunity for humanity. Genuine dialogue implies respect for languages	11/08	276
Ningún país ha logrado jamás progresar en la escala del <a href="#">#desarrollo</a> humano sin una inversión constante en <a href="#">#educación</a> <a href="http://bit.ly/HjtKjT">http://bit.ly/HjtKjT</a>	13/08	275
<a href="#">#MandelaDay</a> <a href="#">#WorldHeritage</a> : Robben Island, where freedom prevailed over oppression & racism <a href="http://whc.unesco.org/en/list/916">http://whc.unesco.org/en/list/916</a>	18/07	261
Culture is much more than stones and monuments - culture is who we are, it is what brings us together as a single community	13/08	227
Hoy el premio es la verdad. Felicidades, Estela de Carlotto. <a href="#">#nieto114</a> <a href="#">#abuelas</a> <a href="#">@abuelasdifusion</a>	05/08	222

#### Top 5 Sina Weibo Posts in July and August

Message	Posted	Re-posts+ Comments
What does "peace" mean for you? – Please retweet and give your comment, let world know what is your thinking.	01/08	153+125
"If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart." -- Nelson Mandela	05/08	138+19
Cultures are different across the world, but humanity is a single community, united around human rights.	31/07	74+11
Freedom of information is a human right. Digital innovation can only flourish in societies that guarantee it.	04/08	64+43
Transmitting indigenous languages means teaching kids what "belongs to them" & helping them "regain their speech". <a href="http://t.cn/RPXbt2C">http://t.cn/RPXbt2C</a>	05/08	49+22

### 3.3. Video Traffic

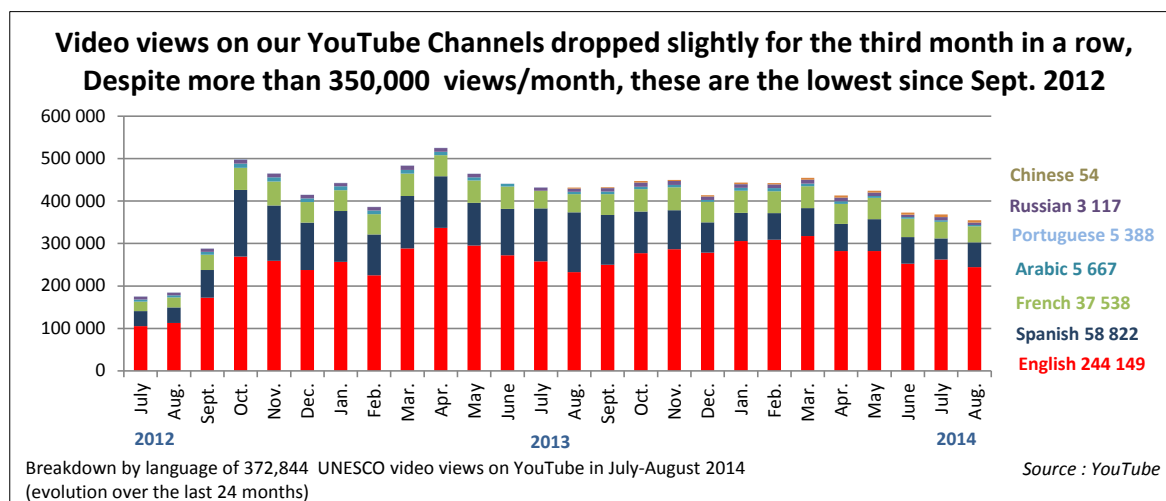
Video views are tracked on YouTube and Youku.

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

##### Variation July and August 2014 vs June 2014

Video views	July 2014	Variation vs June	August 2014	Variation vs July
Total (all languages)	<b>368 273</b>	<b>-1.23%</b>	<b>354 735</b>	<b>-3.68%</b>
English	262 207	+3.81%	244 149	-6.89%
Spanish	49 977	-20.12%	58 822	+17.70%
French	39 175	-10.26%	37 538	-4.18%
Arabic	7 668	+43.60%	5 667	-26.10%
Portuguese	5 960	+11.95%	5 388	-9.60%
Russian	3 252	-1.45%	3 117	-4.15%
Chinese	34	-52.78%	54	+58.82%

Subscribers	July 2014	Variation vs June	August 2014	Variation vs July
Total (all languages)	<b>1 085</b>	<b>+6.48%</b>	<b>1 145</b>	<b>+5.53%</b>
English	750	+11.44%	770	+2.67%
Spanish	157	-12.78%	218	+38.85%
French	62	+58.54%	87	+33.85%
Portuguese	43	-10.14%	29	-53.23%
Arabic	65	+26.47%	20	-53.49%
Russian	7	-41.67%	13	+85.71%
Chinese	1	-90.00%	8	+700.00%



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

262 207 views in July 2014		Subject	Total views
1	Kalbela folk songs and dances of Rajasthan	CLT/ITH	29 337
2	Sekishu-Banshi: papermaking in the Iwami region	CLT/ITH	23 929
3	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	18 067
4	Kabuki Theatre	CLT/ITH	7 143
5	Baul Songs	CLT/ITH	5 603
6	Karagöz	CLT/ITH	4 905
7	Georgian Polyphonic Singing	CLT/ITH	4 456
8	Al-Bar'ah, music and dance of Oman Dhofari valleys	CLT/ITH	4 015
9	Daemokjang, traditional wooden architecture	CLT/ITH	3 251
10	Lacemaking in Croatia	CLT/ITH	3 164

244 149 views in August 2014		Subject	Total views
1	Kalbela folk songs and dances of Rajasthan	CLT/ITH	28 328
2	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	16 135
3	Kabuki Theatre	CLT/ITH	7 175
4	Baul Songs	CLT/ITH	5 596

5	Al-Bar'ah, music and dance of Oman Dhofari valleys	CLT/ITH	5 509
6	Daemokjang, traditional wooden architecture	CLT/ITH	4 543
7	Rites and craftsmanship associated with the wedding costume tradition of Tlemcen	CLT/ITH	4 329
8	Georgian Polyphonic Singing	CLT/ITH	4 236
9	Taekkyeon, a traditional Korean martial art	CLT/ITH	3 595
10	Lacemaking in Croatia	CLT/ITH	3 571

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

<b>49 977 views in July 2014</b>		<b>Subject</b>	<b>Total views</b>
1	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	3 854
2	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	3 207
3	Aprender a Proteger la Biodiversidad	ED	2 523
4	El patrimonio es identidad, ¡no lo robes!	CLT	2 149
5	Las expresiones orales y gráficas de los wajapi	CLT/ITH	1 567
6	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	1 533
7	El Silbo Gomero, lenguaje silbado de la isla de La Gomera (Islas Canarias)	CLT/ITH	1 488
8	La huaconada, danza ritual de Mito	CLT/ITH	1 377
9	El teatro de marionetas wayang	CLT/ITH	896
10	Património en China - La Gran Muralla	CLT/WHC	851

<b>58 822 views in August 2014</b>		<b>Subject</b>	<b>Total views</b>
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	4 831
2	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	4 109
3	Enseñar Respeto para Todos	ED	3 683
4	Aprender a Proteger la Biodiversidad	ED	3 608
5	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	3 264
6	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	2 108
7	El Silbo Gomero, lenguaje silbado de la isla de La Gomera (Islas Canarias)	CLT/ITH	1 597
8	La huaconada, danza ritual de Mito	CLT/ITH	1 378
9	El teatro Kabuki	CLT/ITH	982
10	Historia de la UNESCO	UNESCO	961

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

<b>39 175 views in July 2014</b>		<b>Subject</b>	<b>Total views</b>
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	3 424
2	L'équitation de tradition française	CLT/ITH	2 068
3	Bouba & Zaza - le dessin animé pour la jeunesse	ED	1 843
4	La tradition du tracé dans la charpente française	CLT/ITH	1 287
5	Le Maloya	CLT/ITH	1 265
6	Le repas gastronomique des Français	CLT/ITH	1 181
7	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	1 158
8	Le savoir-faire de la dentelle au point d'Alençon	CLT/ITH	1 086
9	Routes de l'Esclave: Une Vision Globale	CLT	1 035
10	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	1 028

<b>37 538 views in August 2014</b>		<b>Subject</b>	<b>Total views</b>
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	3 010
2	Bouba & Zaza - le dessin animé pour la jeunesse	ED	2 024
3	La tradition du tracé dans la charpente française	CLT/ITH	1 300
4	Le repas gastronomique des Français	CLT/ITH	1 273
5	Le Maloya	CLT/ITH	1 239
6	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	1 112
7	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	1 098
8	Le Cantu in paghjella profane et liturgique de Corse de tradition orale	CLT/ITH	1 098
9	Routes de l'esclave: une vision globale	CLT	1 096
10	Le chant polyphonique géorgien	CLT/ITH	1 076

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

<b>7 668 views in July 2014</b>		<b>Subject</b>	<b>Total views</b>
1	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	2 912
2	Manufacture of clay bricks in the hill of Jaber refugee camp - Jericho	CLT/WHC	584
3	Petra	CLT/WHC	219
4	Lines and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	121
5	Medina of Fez	CLT/WHC	109
6	Te Wahipounamu – South West New Zealand	CLT/WHC	90
7	Palace and Park of Versailles	CLT/WHC	82
8	Taj Mahal	CLT/WHC	77
9	Angkor	CLT/WHC	77
10	New Zealand Sub-Antarctic Islands	CLT/WHC	70

<b>5 667 views in August 2014</b>		<b>Subject</b>	<b>Total views</b>
1	Manufacture of clay bricks in the hill of Jaber refugee camp - Jericho	CLT/WHC	649
2	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	407
3	Lines and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	370
4	Petra	CLT/WHC	277
5	Palace and Park of Versailles	CLT/WHC	146
6	Medina of Fez	CLT/WHC	119
7	Taj Mahal	CLT/WHC	95
8	Te Wahipounamu – South West New Zealand	CLT/WHC	92
9	Historic Sanctuary of Machu Picchu	CLT/WHC	75
10	UNESCO History	UNESCO	69

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

<b>3 252 views in July 2014</b>		<b>Subject</b>	<b>Total views</b>
1	Alsou Abramova - Singer, UNESCO Artist for Peace	UNESCO	294
2	Interview with Alsou Abramova, UNESCO Artist for Peace	UNESCO	173
3	Roman Monuments, ...	CLT/WHC	137
4	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	124
5	Taj Mahal	CLT/WHC	109
6	Video n°18 submitted for Video Challenge for Youth on cultural diversity	CLT	91
7	Historic Centre of Siena	CLT/WHC	84
8	Svetlana Kryuchkova - Russian actress	CI	84
9	Yellowstone National Park	CLT/WHC	80
10	Medina of Fez	CLT/WHC	73

<b>3 117 views in August 2014</b>		<b>Subject</b>	<b>Total views</b>
1	Alsou Abramova - Singer, UNESCO Artist for Peace	UNESCO	303
2	Interview with Alsou Abramova, UNESCO Artist for Peace	UNESCO	256
3	Svetlana Kryuchkova - Russian actress	CI	117
4	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	108
5	Taj Mahal	CLT/WHC	97
6	Historic Centre of Siena	CLT/WHC	68
7	Royal Botanic Gardens, Kew	CLT/WHC	64
8	Palace and Park of Versailles	CLT/WHC	59
9	UNESCO History	UNESCO	55
10	Petra	CLT/WHC	53

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

<b>5 960 views in July 2014</b>		<b>Subject</b>	<b>Total views</b>
1	Boas práticas do Programa Mais Educação	ED	2 261
2	Serra Capivara	CLT/WHC	2 152
3	Vídeo da UNESCO celebra 53 anos de Brasília	UNESCO	957
4	Serra da Capivara National Park	CLT/WHC	107
5	Boas práticas no combate ao bullying homofóbico	ED	87
6	UNESCO celebra Dia da Língua Portuguesa	ED	81
7	Dia Nacional de Visibilidade Trans: 29 de janeiro.mp4	ED	46
8	A cultura africana está na voz de cada brasileiro!	CLT	39
9	UNESCO lança pesquisa inédita sobre exclusão nas escolas	ED	33
10	UNESCO: os oceanos pedem socorro	SC	29

	<b>5 388 views in August 2014</b>	<b>Subject</b>	<b>Total views</b>
1	Boas práticas do Programa Mais Educação	ED	1 985
2	Serra Capivara	CLT/WHC	1 597
3	Vídeo da UNESCO celebra 53 anos de Brasília	UNESCO	824
4	UNESCO celebra Dia da Língua Portuguesa	ED	144
5	Desconstruindo barreiras	ED	112
6	Serra Capivara National Park	CLT/WHC	96
7	A cultura africana está na voz de cada brasileiro!	CLT	72
8	Boas práticas no combate ao bullying homofóbico	ED	67
9	Dia Nacional de Visibilidade Trans: 29 de janeiro	ED	61
10	Museu de Congonhas	CLT/WHC	58

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

	<b>34 views in July 2014</b>	<b>Subject</b>	<b>Total views</b>
1	Gao Shijun, Director of European HQ of China Radio International	CI	5
2	UNESCO History	UNESCO	5
3	Aowen Jin, Chinese artist and social commentator	CI	5
4	Interview of Zhang Jun - UNESCO Artist for Peace	UNESCO	4
5	40th anniversary of the World Heritage Convention	CLT/WHC	3
6	Huang Nubo supports UNESCO	CLT	3
7	EFA Education for all	ED	2
8	Global Partnership for Oceans	SC	2
9	Video n°30 submitted for Video Challenge for Youth on cultural diversity	CLT	1
10	Video n°31 submitted for Video Challenge for Youth on cultural diversity	CLT	1

	<b>54 views in August 2014</b>	<b>Subject</b>	<b>Total views</b>
1	Gao Shijun, Director of European HQ of China Radio International	CI	11
2	Aowen Jin, Chinese artist and social commentator	UNESCO	9
3	World Press Freedom Day	CI	5
4	40 <sup>th</sup> anniversary of the World Heritage Convention	CLT/WHC	5
5	Interview of Zhang Jun - UNESCO Artist for Peace	UNESCO	4
6	UNESCO History	UNESCO	4
7	Video n°30 submitted for Video Challenge for Youth on cultural diversity	CLT	3
8	Huang Nubo supports UNESCO	CLT	3
9	Video n°27 submitted for Video Challenge for Youth on cultural diversity	CLT	2
10	Video n°31 submitted for Video Challenge for Youth on cultural diversity	CLT	2

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

Top 10 Videos N/A for July and August.

**4. UNESCO Photobank - (N/A for July and August)**

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/unesdaoc-database/>

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

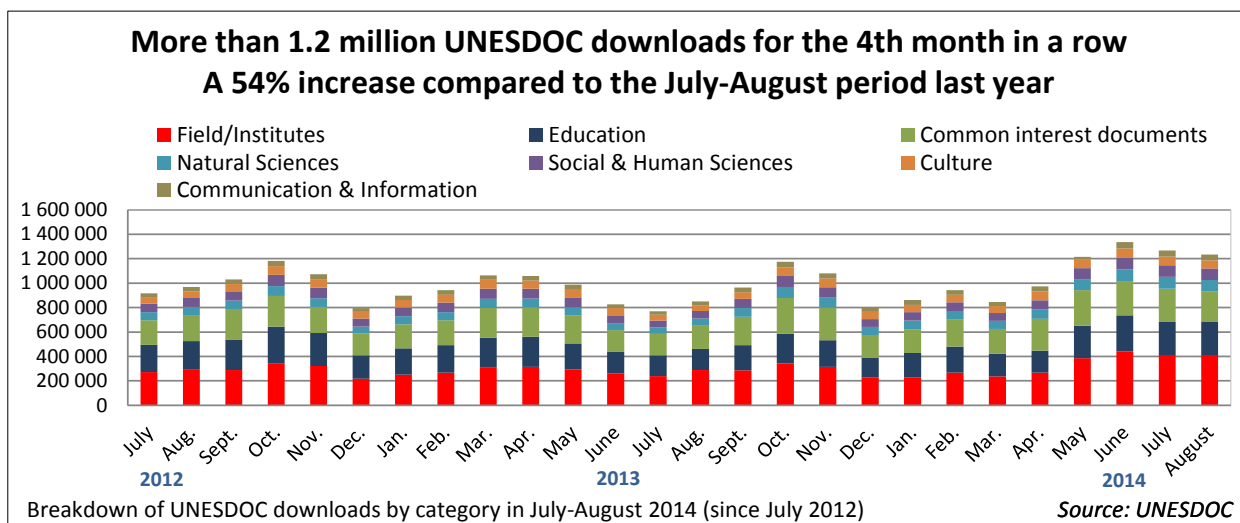
In July and August, there were respectively **144 782 and 145 244** records were available online in PDF format (144 541 in June), including documents, publications, communication material and other working documents.

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

#### 5.1.1 Statistics of consultation

Total number of downloads	July 2014	August 2014
	1 266 993	1 234 946

Sectors/Field/Institutes	July 2014				August 2014			
	Nb of PDF	Nb of downloads	Variation vs M-1	Avg nb of downloads per PDF	Nb of PDF	Nb of downloads	Variation vs M-1	Avg nb of downloads per PDF
Education	9 858	275 540	-7.09%	28	9 864	277 847	+0.84%	28
Natural Sciences	98 76	97 757	-3.39%	10	9 882	95 367	-2.44%	9
Social and Human Sciences	5 772	94 130	-3.60%	16	5 779	94 484	+0.38%	16
Culture	3 635	71 945	-1.86%	20	3 636	67 480	-6.21%	18
Communication and Information	2 588	49 087	-5.43%	19	2 338	47 219	-3.81%	20
Fields & Institutes	9 701	405 783	-7.70%	42	9 722	403 610	-0.54%	41
Common interest documents	NA	272 751	-1.13%	NA	NA	248 939	-8.73%	NA



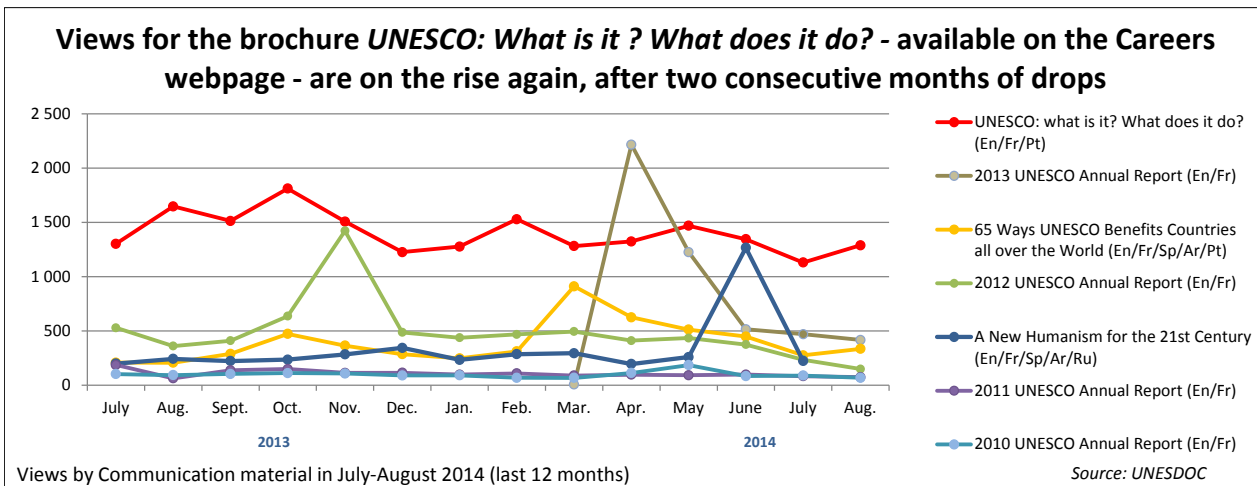
### 5.1.2 Top 15 Country Origin

	July 2014		August 2014	
	Country	Downloads	Country	Downloads
1	Germany	126 352	United States of America	104 172
2	United States of America	112 453	Germany	91 465
3	France	47 168	Mexico	57 979
4	Mexico	42 592	Brazil	47 221
5	Brazil	40 197	France	42 725
6	United Kingdom of Great Britain and Northern Ireland	31 709	Philippines	27 561
7	Philippines	31 154	India	26 758
8	India	28 898	China	25 159
9	Spain	21 051	Colombia	25 077
10	China	21 000	United Kingdom of Great Britain and Northern Ireland	24 737
11	Argentina	18 821	Argentina	21 134
12	Colombia	18 133	Nigeria	18 216
13	Nigeria	16 910	Peru	14 824
14	Peru	15 706	Spain	13 508
15	Venezuela ( Bolivian Republic of)	14 796	Chili	12 806

### 5.1.3 Printable Communication materials

Title	Total downloads in July							Total
	EN	FR	SP	RU	AR	ZH	POR	
<a href="#">UNESCO: what is it? What does it do?</a>	849	181					100	1 130
<a href="#">2013 UNESCO Annual Report</a>	384	87						471
<a href="#">65 Ways UNESCO Benefits Countries all over the World</a>	107	17	91		1		59	275
<a href="#">2012 UNESCO Annual Report</a>	186	49						235
<a href="#">A New Humanism for the 21st Century</a>	73	53	100	15	3			244
<a href="#">2011 UNESCO Annual Report</a>	69	14						83
<a href="#">2010 UNESCO Annual Report</a>	72	17						89
<b>TOTAL</b>	<b>1 740</b>	<b>418</b>	<b>191</b>	<b>15</b>	<b>4</b>	<b>-</b>	<b>159</b>	<b>2 527</b>

Title	Total downloads in August							Total
	EN	FR	SP	RU	AR	ZH	POR	
<a href="#">UNESCO: what is it? What does it do?</a>	975	149					165	1 289
<a href="#">2013 UNESCO Annual Report</a>	372	45						417
<a href="#">65 Ways UNESCO Benefits Countries all over the World</a>	134	14	111		0		76	335
<a href="#">A New Humanism for the 21st Century</a>	55	48	122	19	1			245
<a href="#">2012 UNESCO Annual Report</a>	108	41						149
<a href="#">2011 UNESCO Annual Report</a>	67	7						74
<a href="#">2010 UNESCO Annual Report</a>	57	11						68
<b>TOTAL</b>	<b>1 768</b>	<b>315</b>	<b>233</b>	<b>19</b>	<b>1</b>	<b>-</b>	<b>241</b>	<b>2 577</b>

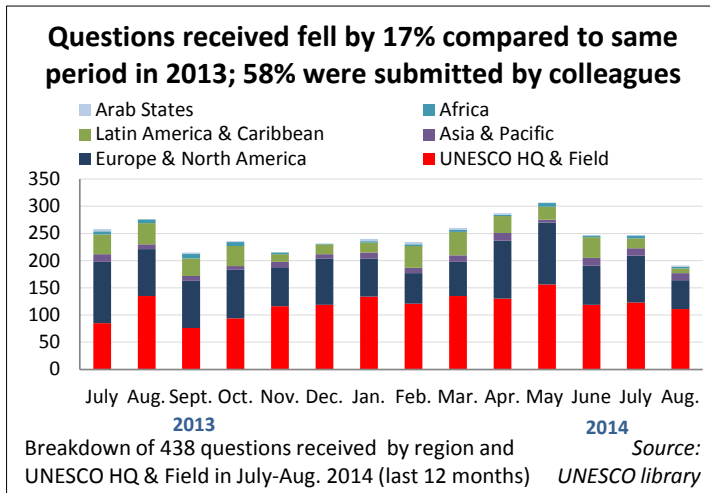


## 5.2. UNESCO Library - <http://www.unesco.org/library>

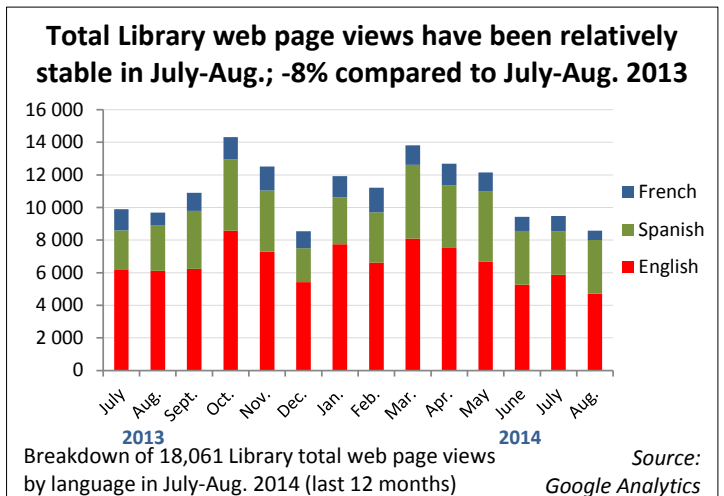
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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

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



### 5.2.2 Web page views:





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

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

Online viewing of UNESCO top ten publications in July-August has dropped by 6 percent compared to the same period last year. The two main flagship reports of UNESCO, the *EFA Global Monitoring Report 2013-2014* and the *Engineering Report*, continue to fare well in the top ten downloads. Titles in Spanish account for more than half of the titles in this table. Bookshop and online sales were largely dominated by World Heritage titles and booklets from the Bouba and Zaza series.

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

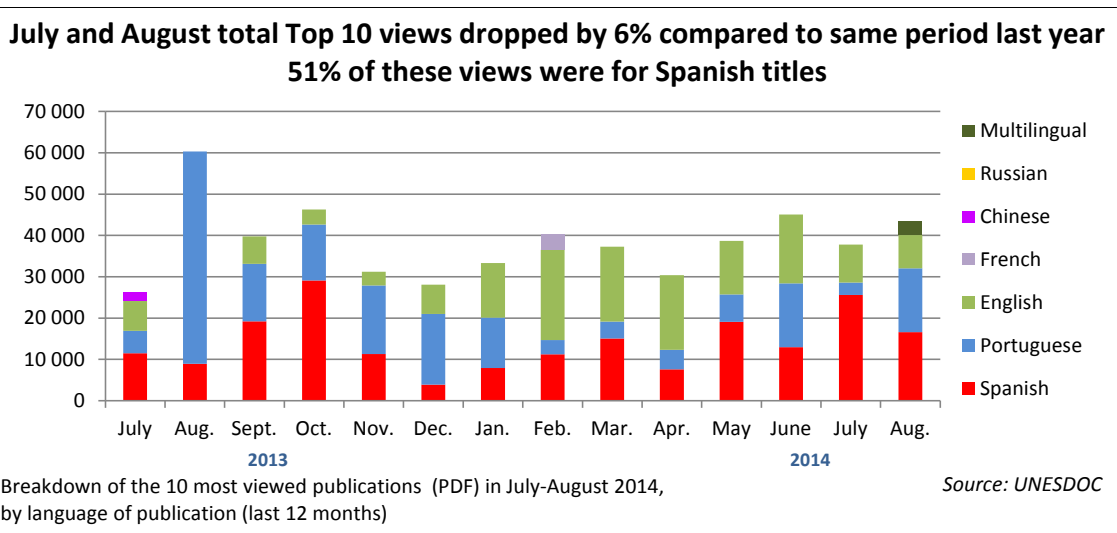
#### ▪ July

	Title	Sector	Language	Views	Published
1	<a href="#">Engineering: issues, challenges and opportunities for development; UNESCO report</a>	SC	English	5 130	Paris, 2010
2	<a href="#">Los Siete saberes necesarios para la educación del futuro</a>	ED	Spanish	4 814	UNESCO, 1999
3	<a href="#">Hacia las sociedades del conocimiento: informe mundial de la UNESCO</a>	all	Spanish	4 589	Paris, 2005
4	<a href="#">Teaching and learning: achieving quality for all; EFA global monitoring report, 2013-2014</a>	ED	English	4 091	Paris, UNESCO, 2014
5	<a href="#">Mantenimiento de instalaciones eléctricas del establecimiento educacional</a>	ED	Spanish	3 498	Santiago, 1998
6	<a href="#">Manual de gestión para directores de instituciones educativas</a>	ED	Spanish	3 249	Lima, UNESCO Office Lima, 2011
7	<a href="#">Diversidad cultural: materiales para la formación docente y el trabajo de aula; volumen 3</a>	CLT	Spanish	3 153	Santiago, 2005
8	<a href="#">Protagonismo docente en el cambio educativo</a>	ED	Spanish	3 144	Santiago, 2005
9	<a href="#">Actividades de educación ambiental para las escuelas primarias: sugerencias para confeccionar y usar equipo de bajo costo</a>	ED	Spanish	3 124	Santiago, 1997
10	<a href="#">História geral da Africa, I: metodologia e pré-história da Africa</a>	CLT	Portuguese	3 023	Brazil, 2010

#### ▪ August

	Title	Sector	Language	Views	Published
1	<a href="#">Hacia las sociedades del conocimiento: informe mundial de la UNESCO</a>	all	Spanish	6 779	Paris, 2005
2	<a href="#">Los Siete saberes necesarios para la educación del futuro</a>	ED	Spanish	6 423	UNESCO, 1999
3	<a href="#">Teaching and learning: achieving quality for all; EFA global monitoring report, 2013-2014</a>	ED	English	4 414	Paris, UNESCO, 2014
4	<a href="#">Pobreza e desigualdade no Brasil: traçando caminhos para a inclusão social</a>	SHS	Portuguese	4 340	Brasilia, UNESCO Brasilia, 2003
5	<a href="#">História e cultura africana e afro-brasileira na educação infantil; livro do professor</a>	ED	Portuguese	4 092	Brasilia, MEC/UFS Car, 2014
6	<a href="#">Engineering: issues, challenges and opportunities for development; UNESCO report</a>	SC	English	3 651	Paris, 2010
7	<a href="#">Políticas docentes no Brasil: um estado da arte</a>	ED	Portuguese	3 532	Brasilia, UNESCO Office Brasilia/ MEC, 2011
8	<a href="#">Cultura de paz: da reflexão à ação; balanço da Década Internacional da Promoção da Cultura de Paz e Não Violência em Benefício das Crianças do Mundo</a>	CLT	Portuguese	3 460	Brazil, 2010
9	<a href="#">Manual de gestión para directores de instituciones educativas</a>	ED	Spanish	3 427	Lima, UNESCO Office Lima, 2011
10	<a href="#">Declaración Universal de Derechos Humanos</a>	SHS	Multilingual	3 227	Santiago, OREALC, 2008

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



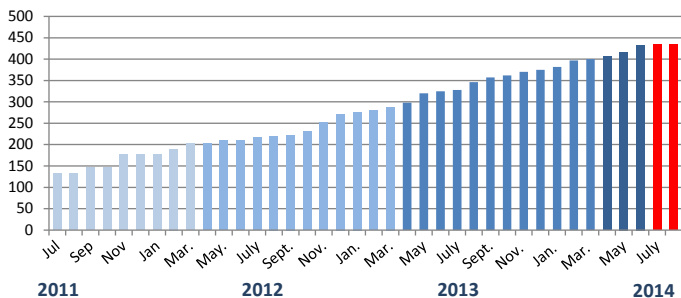
## 6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **434 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
<b>July 2014</b>	<b>434</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
July 2013	328	17 340	217 885	141
<b>August 2014</b>	<b>434</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
August 2013 (01-19)	346	10 388	119 025	71

\*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.

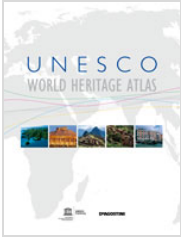
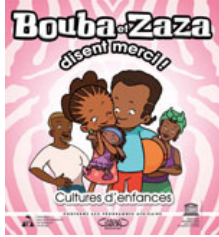
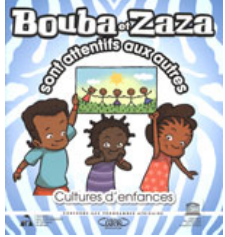
## 6.3. UNESCO Bookshop bestsellers\*

Bookshop sales of UNESCO publications top 5 (clickable covers)

### July

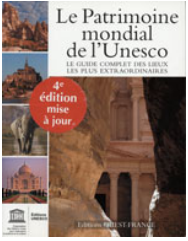

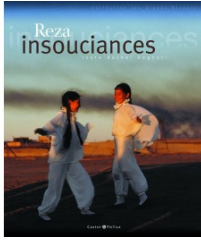
Publication	Copies sold	Sector
	21	CLT/WHC
	5	SHS
	5	ED
	5	ED
	5	ED

▪ August

Publication					
Copies sold	11	8	4	4	3
Sector	CLT/WHC	CLT/WHC	ED	ED	ED

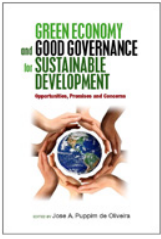
Bookshop sales of non-UNESCO publications, top 5

▪ July

Publication					
Copies sold	9	5	2	1	1
Publisher	Editions Ouest-France	Editions GELBART	United Nations University Press	Castor Pollux	Editions Lammerhuber

Bookshop sales of non-UNESCO publications, top 5

▪ August

Publication					
Copies sold	1	-	-	-	-
Publisher	United Nations University Press				

6.4. Online and international sales

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

▪ July

Publication					
Copies sold	37	31	22	21	20
Sector	ED	CLT/WHC	CLT	CLT	CLT

▪ August

Publication					
Copies sold	57	24	24	24	11
Sector	CLT	CLT	ED	ED	CLT

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

### Bookshop sales of UNESCO publications, lowest sellers

#### ▪ July

Title	Copies sold	Sector
Le Processus de Bologne : son impact en Europe et dans le monde - Principes n°97	0	IIEP
The Sacred Garden of Lumbini - Perceptions of Buddha's Birthplace	0	CLT
Achieving transparency in pro-poor education incentives	0	IIEP
Charting the Course of Education and HIV / Education on the Move series	0	ED
Corrupt Schools, Corrupt Universities: What Can Be Done? Russian Edition	0	ED

#### ▪ August

Title	Copies sold	Sector
Asia Conserved Volume II: Lessons Learned from the UNESCO Asia-Pacific Awards for Cultural Heritage Conservation 2005-2009	0	CLT
Tendances mondiales en matière de liberté d'expression et de développement des médias	0	CI
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 – 2013/4 Enseñanza y aprendizaje: Lograr la calidad para todos	0	ED

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

#### ▪ July

Title	Copies sold	Sector
Free Flow - Reaching Water Security through Cooperation	0	SC
Charting the Course of Education and HIV - Education on the Move series	0	ED
Tendances mondiales en matière de liberté d'expression et de développement des médias	0	CI
Informe de Seguimiento de la educación para todos en el Mundo 2013/4	0	ED
Achieving transparency in pro-poor education incentives	0	ED

#### ▪ August

Title	Copies sold	Sector
World Social Science Report 2013	0	SHS
The Sacred Garden of Lumbini: Perceptions of Buddha's birthplace	0	CLT
Le grand imagier de Bouba et Zaza	0	ED
Informe de Seguimiento de la educación para todos en el Mundo 2013/4	0	ED
Tendances mondiales en matière de liberté d'expression et de développement des médias	0	CI

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

## 6.6. Licensing and co-publishing agreements and amendments, July-August 2014

Contract No.	Title	Publisher	Language	Date signed
C.2014-009	Engineering Education: Transformation and Education	RMIT Training PTY LTD (trading as RMIT Publishing)	English	1/07/2017
J.2014-009	Technical Guidance for Integrating Disaster Risk Reduction in the School Curriculum: Towards a Learning Culture of Safety and Resilience	UNESCO/UNICEF	English	13/08/2014
J.2014-010	Ocean Sustainability in the 21st Century	UNESCO/Cambridge University Press	English	26/08/2014

## 6.7. Permissions granted to use or translate UNESCO content, July-August 2014

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Pearson Education Limited	The Unesco Logo	<p>For inclusion in a book entitled <i>Language Leader Advanced Coursebook for Pack</i>, 2nd edition, to be published in Jan. 2015, for a maximum print run of 39,000 copies, sold at an anticipated price of £20.90 per copy.</p> <p>This edition also includes online, audio and electronic components:</p> <ul style="list-style-type: none"> <li>- Online Coursebook for MyEnglishLab Pack: 23,500 (access via registration so email, access code and course id. Students can print from this platform and download text material);</li> <li>- eText Coursebook for MyEnglishLab Pack: 4,000 (only accessible by using a custom access card which is given to the customer at the time of purchase/registration. Nothing can be printed or downloaded, only screen shots could be taken by the student if needed. This is available on mobile devices, but all access is via a custom access card.);</li> <li>- Teacher's eText for IWB: 23,500 (electronic for Interactive whiteboard; Available on an IWB so only for the teacher's use, nothing is downloadable and this can only be accessed using a custom access card at the time of purchase/registration).</li> </ul>	<p>Non-exclusive world rights are granted in the English language only, for this edition only, for a limited duration of 5 (five) years, after which a new permission request should be submitted to UNESCO.</p> <p>Mention of the source and due acknowledgement of UNESCO.</p> <p>Free of charge.</p>	2/07/2014
ABC-CLIO, LLC through Robin Tutt	Decision 30 COM 8B,58 in Decisions of the 30th session of the World Heritage Committee (Vilnius 2006), WHC-06/30,COM/19, Lithuania 8-16 July, p.159-160, © UNESCO 2011 and 1,345 words from the Convention for the Safeguarding of the Intangible Cultural Heritage, Sixth Session; Bali, Indonesia, November 2011. Nomination file no. 00575 for inscription on the representative List of the intangible heritage of humanity in 2011, © UNESCO 2011	<p>For inclusion in a book entitled <i>Encyclopaedia of Mexico: From Acapulco to Zapata</i> by Eric Zolov, to be published by ABC-CLIO in September 2015, in print, for an anticipated initial print run of 5,000 copies to be sold at a unit retail price USD 189, and in electronic (e-book) version.</p>	<p>Non-exclusive world rights are granted for print and e-book versions, in English, for this edition only.</p> <p>Mention of the source and due acknowledgement of UNESCO.</p> <p>Free of charge.</p>	17/07/2014

Oxford University Press	<p>- Figure A, "Number of students (in millions), worldwide enrolled in school from the primary to tertiary education, 1970, 2000 and 2009" in the World Atlas of Gender Equality in Education, p.9, © UNESCO-UIS 2009;</p> <p>- Figure 8.1.1, "Proportion of female teachers on the rise since 1990, Percentage of Female Teachers in Primary Education 1990-2009" in the World Atlas of Gender Equality in Education, p.98, © UNESCO UIS 2009;</p> <p>And information from:</p> <p>- Literacy rates (2 stats) from Figure 2, "What is the global distribution of adult and youth literacy, Literacy rate by region", in UIS Fact Sheet September 2013, No. 26, p.3, © UNESCO-UIS 2013;</p> <p>- Average student to teacher ratio in primary school (1 stat) from Table 11: "Indicators on teaching staff at ISCED levels 0 to 3", from the UNESCO Institute for Statistics website, <a href="http://data.uis.unesco.org/">http://data.uis.unesco.org/</a> (Education, Human Resources, Pupil-teacher ratio), © UNESCO-UIS;</p> <p>- Enrolment in higher education (1 stat), from the UNESCO Institute for Statistics website about the Global level of tertiary students, <a href="http://www.uis.unesco.org/Education/Pages/international-student-flow-viz.aspx">http://www.uis.unesco.org/Education/Pages/international-student-flow-viz.aspx</a>, © UNESCO-UIS 2014;</p> <p>- Number of educators (4 stats) from Section 2, "Secondary school teachers, the learning environment and educational quality" in the Global Education Digest 2011, Comparing Education Statistics Across the World, p.56, © UNESCO-UIS 2011;</p> <p>- Figure 6.1.2, "Gains in school-life expectancy reflected in all regions" in the World Atlas of Gender Equality in Education, p.88, © UNESCO UIS 2009.</p>	<p>For inclusion in an academic book entitled <i>Foundation IELTS Masterclass Student's Book</i> by Louis Rogers and Nick Thorner, to be published by Oxford University Press, by 1 November 2014, in print, for an anticipated initial print run of 230 copies (estimated ten-year print run : 150,000 copies) to be sold at a unit retail price 10.80 GBP, and in a CD-Rom version (estimated ten-year print run : 150,000 copies), to be sold at a unit retail price 13.25 GBP.</p>	<p>Non-exclusive world rights are granted in the English version only, for the formats indicated above, for the life of this edition only, renewable upon request.</p> <p>Mention of the source and due acknowledgement of UNESCO.</p> <p>Free of charge.</p>	30/07/2014
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## 7. UNESCO Calendar of events - <http://www.unesco.org/events/>

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

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

Major Programme	Total		Organized by					
	July	August	Headquarters		Field Offices		Institutes	
			July	August	July	August	July	August
CI	6	6	1	1	5	5		
CLT	12	6	2	0	10	6		
ED	10	11	5	3	4	8	1	
ERI	4	0	4	0	0	0		
SC	6	3	3	3	3	0		
SHS	6	8	3	4	3	4		
GBS	2	0	2	0	0	0		
<b>Total</b>	<b>46</b>	<b>34</b>	<b>20</b>	<b>11</b>	<b>25</b>	<b>23</b>	<b>1</b>	<b>-</b>

### 7.2. Events organized by Field Offices/ Institutes

	July	August
Apia	1	1
Bangkok	0	1
Brasilia	1	2
Bujumbura	1	0
Cairo	0	1
Jakarta	2	2
Kathmandu	5	11
Montevideo	1	0
Nairobi	3	2
New York	1	0
San José	2	0
Santiago de Chile	1	0
Tashkent	1	0
Venice	6	3
IIEP	1	0
<b>Total</b>	<b>26</b>	<b>23</b>

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

Type of Events taking place	at HQS		away from HQS	
	July	August	July	August
Category 2-Intergovernmental meeting	2	-	-	-
Category 3- Non-governmental conference	-	-	-	-
Category 4- International Congress	-	-	-	1
Category 5-Advisory Committee	-	-	-	-
Category 6-Expert Committee	-	1	1	3
Category 7-Seminars and Workshops	-	-	15	12
Category 8-Symposium	1	-	1	-
Press Conference	-	-	-	-
Exhibition	1	-	1	2
Headquarters Committee	-	-	-	-
Guided Tour	-	-	-	-
Concert	-	-	-	-
Show	-	-	-	-
Consultative Meeting	1	-	2	1
Meeting by Member States or Institutions	-	-	5	5
Interagency meeting	-	-	1	-
Film Projection	-	-	1	1
Special Event	2	-	4	2
Working group/Expert Meeting	1	-	4	5
Information meeting for Permanent Delegations	-	-	-	-
Executive Board	2	-	-	-
Prize-giving Ceremony	-	-	1	1
<b>Total</b>	<b>10</b>	<b>1</b>	<b>36</b>	<b>33</b>

## 8. UNESCO Headquarters

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

Conferences and meetings, organized by sectors, constitute an integral part of programme implementation and thus contribute to the achievements of the Organization's goals and objectives. UNESCO also hosts conferences and meetings organized by its Member States, through their delegations, as well as by other educational, scientific and cultural entities which share the 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. All events open to the public at large and to UNESCO communities, are promoted on the [Calendar of Events](#), [unesco.int](http://unesco.int), and the dynamic screens. Cultural and intellectual events for this public are announced on the monthly electronic Calendar of events sent to its subscribers, and made available at the Reception desk, the Book/Gift Shop, the Library, and the Visitor's service.

### 8.1. Conferences and Meetings

#### 8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
01/07	60 <sup>e</sup> anniversaire de la Convention du CERN	SC/PCB/SPR CERN	Salle I	1 000
01/07	Présentation sur le développement d'un système d'observation du Pacifique tropical pour 2020 en tant que projet du GOOS	SC/IOC/ADG	Salle IX	70
02/07	Réunion de programme de SC/EES/GEO	SC/EES/GEO	Salle XIII	50
02/07	Réunion inaugurale de l'initiative « UNESCO : perspectives d'avenir » sur le rôle de l'UNESCO et le programme de développement durable pour l'après-2015	GBS/SCX	Salle X	80
07-11/07	Large Marine Ecosystem Meeting	SC/IOC/OSS	Salle XIV	70
08/07	COI - Plateforme Océan et Climat 2015	SC/IOC/ADG	Salle VIII	30
09-10/07	Réunion d'experts pour le Programme 10YFP sur les modes de vie durables et l'éducation (SLE)	ED/PSD/ESD	Salle VIII	30
10-11/07	Réunion d'experts sur la Convention globale pour la reconnaissance des qualifications de l'enseignement supérieur	ED/BHL/TVE	Salle IX	20
23/07	Réunion de consultation avec le Tallinn City Department of Culture and Heritage	CLT/WHC/P/SPU	Salle VII	20
24-25/07	Formation « Gestion de performance »	HRM/TCD	Salles VI et VII	25
28/07 - 01/08	Formation « Gestion de performance »	HRM/TCD	Salles VII et XV	25
30/07	5th AM InfoMeet	BFM/FPC	Salle IX	50
08/08	Cérémonie pour la nouvelle réserve de biosphère en Argentine	SC/EES/ESB	Salle V	20
13-15/08	Expert meeting on Guide on Policy Support Tools	SC/EES/ESB	Salles VI, VII, VIII	40
13-16/08	Expert meeting on Guide on Assessment	SC/EES/ESB	Salles III, V + S374	20
13-22/08	Scoping meeting on Regional Assessments	SC/EES/ESB	Salles III, V- VIII	20
19-20/08	Réunion du Jury du Prix UNESCO-Madanjeet Singh pour la promotion de la tolérance et de la non-violence	SHS/EGC/GEC	Salle XVI	6
Total participation				<b>1 576</b>

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

#### 8.1.2 Electoral Groups Meetings

Date	Title	Organizer	Place	Public
04/07	Réunion plénière de l'ASPAC	Délég. perm. de la Rép. dém. féd. du Népal	Salle XVI	40
Total participation				<b>40</b>



### 8.1.3 Information meetings for Permanent Delegations

Date	Title	Organizer	Place	Public
03/07	Information Meeting of the Executive Board with the Director-General	GBS/SCX	Salle X	100
Total participation				<b>40</b>

### 8.1.4 External rentals

Date	Title	Organizer	Place	Public
02/07	Colloque "The Levant Initiative for Global Peace"	Inter Parliamentary Coalition for Global Ethics (IPCGE)	Salle IX	30
02/07	Cérémonie de remise des diplômes de Sciences Po	Sciences Po	Diverses salles	1 350
10/07	Réunion de jeunes participant au défilé du 14 juillet	Déleg. perm. de la Rép. française	Salles XI et XII	300
9-10/07	52 <sup>nd</sup> Meeting of the Implementation Committee Under the Non-Compliance Procedure of the Montreal Protocol	UNEP	Diverses salles	800
11-12/07	Workshop on Hydrofluorocarbon Management	UNEP	Diverses salles	
14-18/07	34 <sup>th</sup> Meeting of the Open-Ended Working Group of the Parties to the Montreal Protocol	UNEP	Diverses salles	
29/07	International Youth Forum: "Greater Europe"	Déleg. perm. de la Fédération de Russie	Salle Pas Perdue + Salle IX	150
Total participation				<b>2 630</b>

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

### 8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
22-28/07	Exposition de peintures d'enfants : « Laisser voler nos rêves »	Déleg. perm. de la République populaire de Chine	Salles Miró	200 (inauguration)

\* 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 Special issue of the *Calendar of cultural events*: announcement of events scheduled during the second semester of 2014 (July-December) - printed out in 1,500 copies (in French) - Electronic version sent out to 26,216 subscribers.

### 8.3. UNESCO Visits

The Visitors' Service organized **22 visits of Headquarters for 540 visitors in July 2014 and 12 visits for 226 visitors in August 2014**. All visitors came within the framework of a group visit. The major part of the organized visits was conducted in English for a European and North American public.

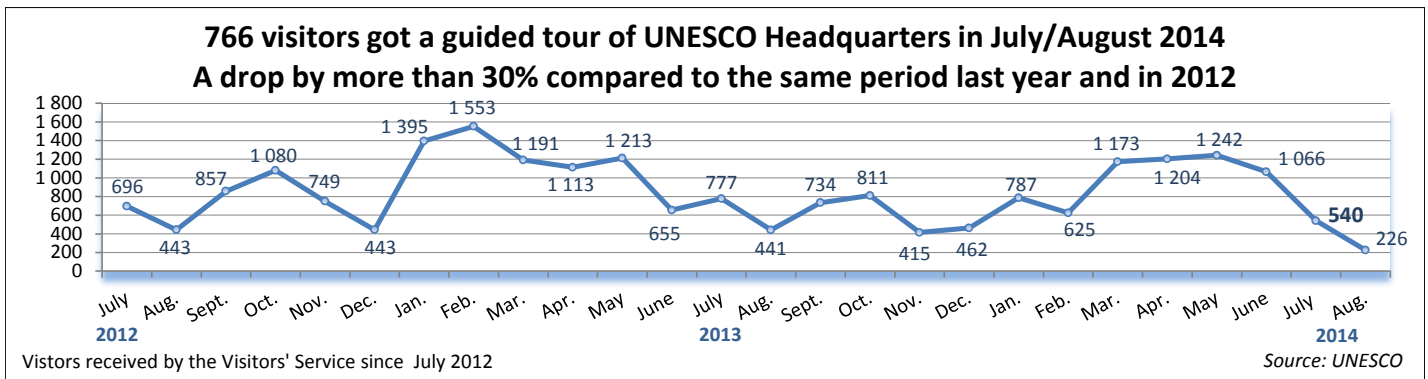
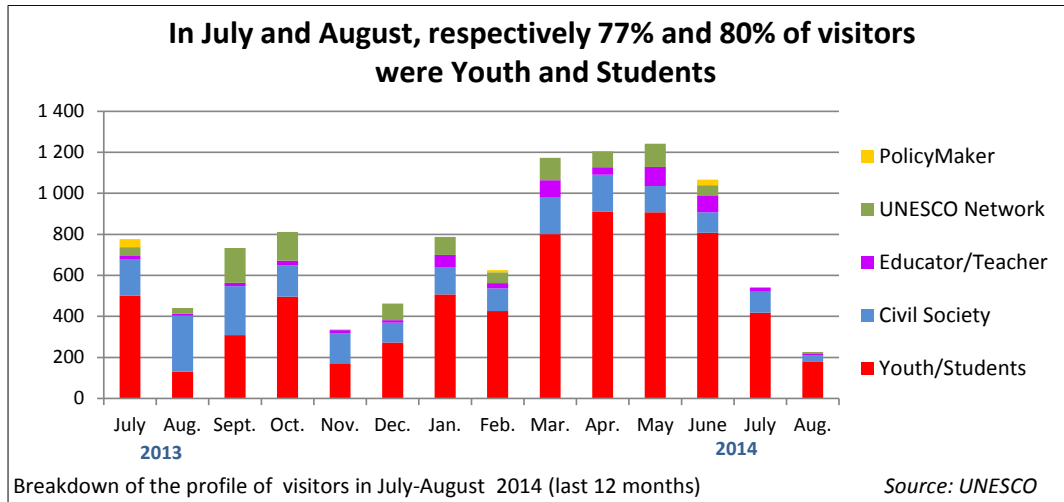
1. Requests	July 2014		August 2014	
Number of emails received	N/A		N/A	
Number of requests received	N/A		N/A	
Accepted requests	33		21	
Declined requests	N/A		N/A	

2. Languages	July 2014		August 2014	
Visits in English	15	68%	10	83%
Visits in French	6	27%	2	17%
Other	1	5%	-	0%

3. Type of visits	July 2014		August 2014	
Individual Visits	1	5%	4	36%
Group Visits	21	95%	7	64%
Spontaneous Visits	0	0%	0	0%
Thematic Conferences	1	5%	0	0%

4. Origin	July 2014		August 2014	
Africa	1	0%	0	0%
Arab States	0	0%	0	0%
Europe and North America	326	60%	108	48%
Latin America and the Caribbean	15	3%	90	40%
Asia and Pacific	198	37%	28	12%

## 5. Profile of visitors



## 9. UNESCO logo exposure

### 9.1. Patronage

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

#### ▪ 11 events which have been granted UNESCO's patronage took place in July 2014:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/07	Bulgaria	Célébration du 50e anniversaire de la création du concours international Ballet de Varna	Artists	CLT
01/07	France	"Zoolook 2014" : activité audiovisuelle documentaire transmédia lancée à l'occasion du 30e anniversaire de l'album ZOOLOOK	Civil society	CLT
01/07	Montenegro	International Festival Kotor Art	General public	CLT
01/07	Bulgaria	Événements de célébrations liés à la vie du guide spirituel Peter Deimpv	Civil society	ODG
04/07	France	Colloque "Dialogues en humanité 2014" sur le thème "Pour réussir le XXIe siècle, construisons des alternatives à la peur, à la violence et à la guerre"	Civil society	CLT
05/07	Bulgaria	15th European Individual Women's Chess Championship in Plovdiv	Chess players and general public	SHS
07/07	Austria	14th International Conference on Computers Helping People with Special Needs in Paris	Researchers & computer developers & civil society organisations	CI
14/07	Poland	10th edition of the Brave Festival - "Against Cultural Exile - Sacred Body" in Wroclaw	General public	CLT
18/07	Egypt	The First International Folk Music Festival organized by El Mastaba Centre for Egyptian Folk Music	General public	CLT
23/07	Bosnia & Herzegovina	Celebration of the 10th anniversary of the completion of the reconstruction of the Old Bridge in Mostar	General public	CLT
29/07	Republic of Korea	2014 Chungju World Martial Arts Festival: 14th World Martial Arts Union Meeting; Martial Arts Conference, Martial Arts Summer Rally, Matial Arts Training Workshop for Teachers & the 11th World Horseback Archery Championship	Athletes & general public	SHS

#### ▪ 5 events which have been granted UNESCO's patronage took place in August 2014:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/08	Croatia	The 299th Sinjska Alka Knights' Tournament in Sinj	General public	CLT
01/08	France	Soirée dédiée à Rabindranath Tagore	Civil society	CLT
05/08	France	11th Jenner Glycomedicine Symposia in Paris	Researchers & Specialists	SC
24/08	Switzerland	5th International Disaster and Risk Conference (IDRC) Davos 2014	Policy-makers & civil society	SHS
28/08	Ireland	Symposium on Youth Civic Engagement and Leadership Development through Sport	Youth and Students	SHS

## 10. Media Partnerships

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

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

### 10.1. NHK (Japan)

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

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

Duration: until December 2014

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

Products: **1 series of TV programmes (5 minutes) + several special 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 July-August (NHK General)

Title of the Programme: **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 programmes (Satellite Channel):** None in July-August.

### 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**

#### ▪ July

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience Share</i>
06/07	<a href="#">Isole Eolie (Italy)</a>	30 min	5.6%
13/07	<a href="#">Mana Pools National Park, Sapi and Chewore Safari Areas (Zimbabwe)</a>	30 min	4.2%
20/07	<a href="#">Tubbataha Reefs Natural Park (Philippines)</a>	30 min	4.6%

Average audience share in July: **4.8 percent** (for the first broadcast)

Estimate number of viewers in Japan: **4,317,000** (for the first broadcast)

The total number of audience accessed to the program in July was estimated at **12,951,000**

#### ▪ August

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience Share</i>
03/08	<a href="#">Los Glaciares National Park (Argentina)</a>	30 min	5.0%
10/08	<a href="#">Canal du Midi (France)</a>	30 min	5.0%
24/08	<a href="#">Cocos Island National Park (Costa Rica)</a>	30 min	5.1%

Average audience share in August: **4.8 percent** (for the first broadcast)

Estimate number of viewers in Japan: **4,343,000** (for the first broadcast)

The total number of audience accessed to the program in August was estimated at **13,032,000**.

### 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

#### July

Links to titles by language (other than Chinese) & site on the web	Nb of reports
<a href="#">English</a>	35
<a href="#">Spanish</a>	9
<a href="#">French</a>	6
<a href="#">Russian</a>	4
<a href="#">Arabic</a>	1
<b>Total reports</b> released on UNESCO through Xinhuanet.	<b>55</b>

#### August

Links to titles by language (other than Chinese) & site on the web	Nb of reports
<a href="#">English</a>	25
<a href="#">Russian</a>	4
<a href="#">Spanish</a>	9
<a href="#">French</a>	8
<a href="#">Arabic</a>	2
<b>Total reports</b> released on UNESCO through Xinhuanet.	<b>48</b>

### 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

#### July

Date	Titles of Reports on UNESCO in Russian	Page views
01/07	<a href="#">Construction projects at Lake Baikal without state environmental approval banned</a>	389
01/07	<a href="#">Georgy Danelia receives Asia Pacific Screen Award</a>	317
05/07	<a href="#">Putin greets participants at Artek film festival for children</a>	1 877
07/07	<a href="#">Machu Picchu Day</a>	277
07/07	<a href="#">Pristine Russia photo exhibition opens in Berlin</a>	417
07/07	<a href="#">The biography of Eduard Shevardnadze</a>	7 042
07/07	<a href="#">Italy's Campania region offers aristocratic Grand Tour</a>	94
08/07	<a href="#">Moscow to rebuild three demolished churches by 2015</a>	782
09/07	<a href="#">Expert opinion: Donetsk and Lugansk may emulate Leningrad of World War II times</a>	614
20/07	<a href="#">Militants destroy third-century church in Mosul, Iraq</a>	2 662
23/07	<a href="#">Cosmonauts and former Young Pioneers to revisit Artek decades later</a>	995
23/07	<a href="#">Curonian Spit (Kaliningrad Region) fire contained, will take all night to extinguish</a>	2 347
24/07	<a href="#">Curonian Spit (Kaliningrad Region) fire extinguished completely</a>	855
24/07	<a href="#">Russia to provide mobile churches for Arctic garrisons</a>	421
24/07	<a href="#">Prosecutors launch investigation into Curonian Spit (Kaliningrad Region) fire</a>	978
25/07	<a href="#">Admittance to Curonian Spit restricted until August 7 after fire</a>	1 071
30/07	<a href="#">Fire causes 280 million rubles' damage at Curonian Spit park</a>	131
31/07	<a href="#">Plans for park zone in Moscow Kremlin</a>	996
31/07	<a href="#">Putin proposes rebuilding Kremlin monasteries, church</a>	25 667
31/07	<a href="#">Sobyanin meets with representatives of architectural community</a>	44
<b>Total reports in Russian: 21</b>		<b>Total page views: 47 976</b>

Date	Titles of Reports on UNESCO in Spanish	Page views
20/07	<a href="#">Extremistas destruyen la iglesia del siglo III en Irak</a>	21
28/07	<a href="#">Guelaguetza: la mayor fiesta de paz del México indígena</a>	8
28/07	<a href="#">La mayor fiesta de paz del México indígena</a> (photo report)	30
<b>Total reports in Spanish: 2</b>		<b>Total page views: 59</b>

Date	Titles of Reports on UNESCO in English	Page views
21/07	<a href="#">Some 4,000 Cultural Heritage Sites in Iraq under threat of looting, Destruction - Reports</a>	8
28/07	<a href="#">Fracking May Despoil UK World Heritage Sites for the sake of 'Public Interest'</a>	2
<b>Total reports in English: 2</b>		<b>Total page views: 10</b>
<b>TOTAL REPORTS: 25</b>		<b>TOTAL page views in July: 48 045</b>

▪ August

Date	Titles of Reports on UNESCO in Russian	Page views
01/08	<a href="#">Many Chudov Monastery underground facilities preserved</a>	1 108
01/08	<a href="#">Vigilyansky: State Kremlin Palace architecture and purpose out of date</a>	135
01/08	<a href="#">Patriarch Kirill supports Putin's monastery restoration initiative</a>	163
04/08	<a href="#">Over 20 bln rubles to be invested in Artek children's camp restoration</a>	1 210
04/08	<a href="#">Archnadzor: Restoration of Kremlin monasteries is possible</a>	331
05/08	<a href="#">Kremlin Presidium could become museum if UNESCO bans demolition</a>	1 888
05/08	<a href="#">Khrekov: All proposals for Kremlin area will be considered</a>	593
07/08	<a href="#">Boris Godunov opera to be showcased at Moscow's Kolomenskoye Park</a>	961
07/08	<a href="#">Lake Baikal environmental monitoring website launched</a>	172
07/08	<a href="#">UNESCO urges immediate investigation of journalist Timur Kuashev's death in Russia</a>	3 349
11/08	<a href="#">Kremlin Wall may be partially opened to public</a>	1 183
12/08	<a href="#">Rossiya Segodnya photojournalist Andrei Stenin: arrest in Ukraine</a>	1 054
14/08	<a href="#">Russia to present Kremlin renovation project to UNESCO</a>	264
15/08	<a href="#">Orthodox Christians celebrate Saint Basil's memorial day</a>	107
15/08	<a href="#">Kremlin restoration projects larger than many UNESCO projects</a>	907
17/08	<a href="#">Patriarch Kirill to visit Solovetsky Islands on Feast of Transfiguration</a>	322
17/08	<a href="#">Patriarch Kirill prays for reconciliation in Ukraine on Solovetsky Islands</a>	304
18/08	<a href="#">Russia's UNESCO delegation calls for Andrei Stenin's release</a>	2 271
18/08	<a href="#">Golodets: 800 mln rubles allocated in 2014 for Solovetsky Islands restoration</a>	1 310
20/08	<a href="#">First Pacific Ocean Fleet base on Wrangel Island</a>	2 579
23/08	<a href="#">Novodevichy Convent monuments now cultural heritage sites</a>	1 815
23/08	<a href="#">Indonesian police tighten security of Borobudur Temple in wake of ISIS threats</a>	514
26/08	<a href="#">Believers to celebrate 360th anniversary of Strastnoy Monastery on Pushkin Square</a>	127
26/08	<a href="#">Ancient wooden water pipe fragment found on Solovetsky Islands</a>	200
27/08	<a href="#">Russian cabinet of ministers allocates 289 mln rubles to Buryatia for Lake Baikal protection</a>	439
27/08	<a href="#">Yanukovich's country house handed over to Azov battalion and decorated with petrykivka</a>	22 723
29/08	<a href="#">Russian pensioners take round-the-world trip to UNESCO sites</a>	1 449
<b>Total reports in Russian: 27</b>		<b>Total page views: 47 478</b>

Date	Titles of Reports on UNESCO in Spanish	Page views
01.08	<a href="#">Putin se queda solo en el Kremlin</a>	76
01.08	<a href="#">El patriarca apoya la iniciativa de Putin de reconstruir monasterios en el Kremlin</a>	11
04.08	<a href="#">La reconstrucción de monasterios del Kremlin requiere coordinación con la UNESCO</a>	5
06.08	<a href="#">Calakmul y sus bosques, primer patrimonio mixto de la humanidad en México</a>	5
11.08	<a href="#">La UNESCO insta a proteger la diversidad cultural de Irak</a>	2
15.08	<a href="#">UNESCO apoyaría la reconstrucción del Kremlin según la fórmula "como era"</a>	20
18.08	<a href="#">La representación de Rusia ante la UNESCO llama a salvar a Andréi Stenin</a>	6
20.08	<a href="#">Marineros rusos fundan una base de la Flota del Pacífico en el Ártico</a>	87
<b>Total reports in Spanish: 8</b>		<b>Total page views: 212</b>

Date	Titles of Reports on UNESCO in English	Page views
04.08	<a href="#">Saudi Arabia seeks to protect Mecca after ISIS destroys Iraqi religious sites - Reports</a>	187
05.08	<a href="#">New Kazakh 'Silk Roads' sites seek UN Status - Official</a>	7
15.08	<a href="#">Russia has to prepare for UNESCO approval to reconstruct Kremlin - Permanent Delegate</a>	47
15.08	<a href="#">Palestinian Authority urges UN to condemn destruction of Gaza mosques</a>	4
15.08	<a href="#">Reconstruction of Kremlin layout to outdo previous UNESCO projects - Permanent Delegate</a>	7
18.08	<a href="#">Russian UNESCO Delegation asks for international support in release of Photographer Stenin</a>	7
20.08	<a href="#">International Center of Roerichs asks Ukrainian President to preserve cultural objects</a>	2
27.08	<a href="#">Yanukovich's former residence becomes base for Kiev forces</a>	21
27.08	<a href="#">Russian Government to spend \$8 Mln to protect Baikal</a>	15
<b>Total reports in English: 9</b>		<b>Total page views: 297</b>

Date	Titles of Reports on UNESCO in French	Page views
29.08	<a href="#">Des retraités russes ont visité 135 sites protégés par l'UNESCO en 8 mois</a>	4
<b>Total reports in French: 1</b>		<b>Total page views: 4</b>
<b>TOTAL REPORTS: 45</b>		<b>TOTAL page views in August: 47 991</b>