



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2016/PIPMP/62

Monthly Visibility Report

April 2016

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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

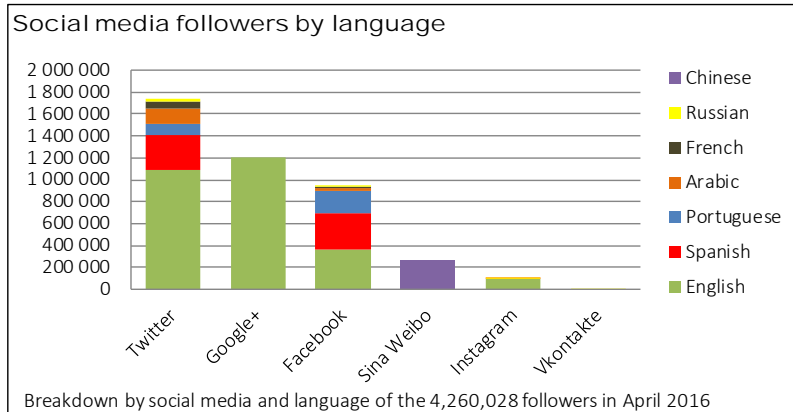
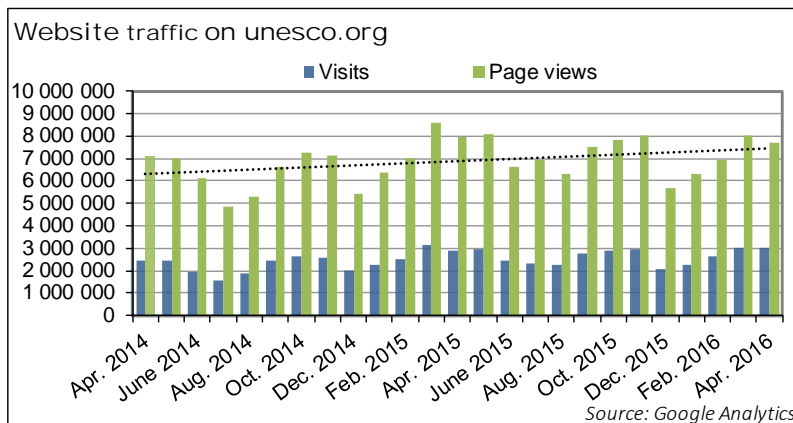
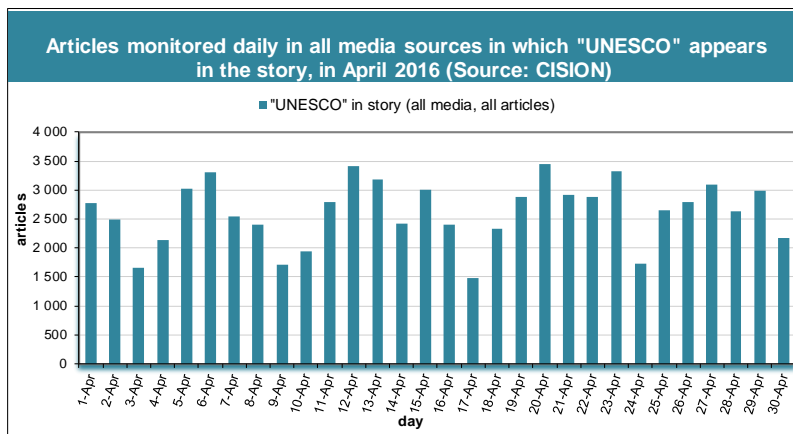
- More than 78,000 articles mentioning "UNESCO" were monitored in April 2016 in news outlets worldwide (-4% vs March 2016).

The following events are highlighted in the Major Events pages, including information on their media coverage:

- World Book and Copyright Day 2016 (23 April)
- Global Action Week for Education 2016 (24-30 April)
- International Jazz Day 2016 (30 April)

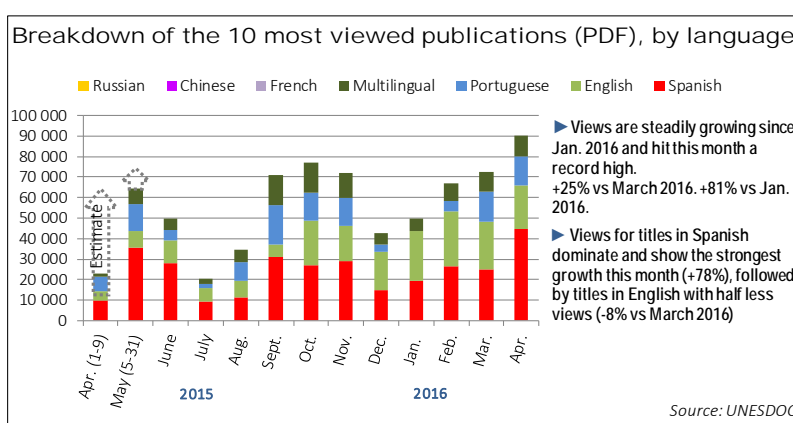
UNESCO Website and Social Media Channels

- More than 3 million visits were registered for the second month in a row on our public website, a 5% increase compared to April 2015. Page views dropped by 4% and fell below the 8 million mark, as last year during the same month.
- None of the major events listed above generated a peak in traffic, but they kept the traffic high.
- Excluding the always popular World Heritage and Careers websites, the most visited webpages this month were the [IFPC 2016 Call for Proposals](#) and the launch of the [UNESCO/PRC \(The Great Wall\) Co-Sponsored Fellowship Programme](#).
- UNESCO social media accounts across 6 languages topped 4.2 million followers, showing a 36% increase compared to April 2015 (+1.1 million followers).
- Facebook accounts in English and Spanish continue to compete strongly in terms of followers; combined, they reach 700,060, i.e. 73% of our total Facebook followers (see graph to the right).
- Advantage was taken from our events to focus social media efforts on stronger engagement with our audiences, through our various activities, which helped to drive the conversation about UNESCO's values. Numerous comments were received from audiences engaging with UNESCO's perspectives, and more than thousand retweets were garnered.



Publications

- April 2016 figures for the Top 10 online viewing have increased for the fourth month in a row (+25% this month), reaching a new record high. Views of Spanish titles show a 78% growth over the previous month, and together with views of English titles make up 72% of the total Top 10 viewing. The English version of the [EFA GMR, 2015](#) remains high in the table but both the [UNESCO Science Report: towards 2030](#) and the [WWDR, 2015](#) have dropped off this ranking.
- Publications page views on Google Books are the highest registered this year and surpassed the 750,000 views mark (+3% compared to same month last year).



Focus on a Field Office

This topic aiming to highlight the outreach efforts in the field focuses this month on our **Office in Mexico**.

Major events:

I. World Book and Copyright Day 2016 (23 April)



Opération LILA aux Pays-Bas 1. A Groningen. 2. A Amsterdam ©Sascha Kok Remise du nouveau trophée au Maire de Wrocław, Capitale mondiale du livre 2016

2016 est une année spéciale pour la littérature, marquée par le 400^e anniversaire de la mort de deux écrivains exceptionnels, ayant été une source d'inspiration pour des générations entières : William Shakespeare et Miguel de Cervantes. A cette occasion, l'UNESCO, le British Council et l'Institut Cervantes se sont associés pour promouvoir l'héritage de ces auteurs. Les livres ont été mis à l'honneur sous toutes les formes possibles et partout dans le monde.

Une [carte interactive](#) retraçant l'ensemble des événements organisés dans le cadre de la Journée mondiale du livre et du droit d'auteur souligne la portée internationale de cette célébration.

Par ailleurs, l'UNESCO poursuit sa collaboration avec ses partenaires traditionnels :

- ❖ **Harper Collins** a offert 24 heures de téléchargement gratuit de l'application *Atlas by Collins* et des publications *Memory of the World* et *the World's Heritage*. Un total de 2 028 téléchargements a été enregistré le 23 avril 2016.
- ❖ **La Ligue internationale de la librairie ancienne (LILA/LAB)** a organisé 33 foires à travers le monde avec la participation de 1 800 libraires. Parmi ces initiatives, l'entrée au Salon international du livre rare (au Grand Palais à Paris) était exceptionnellement gratuite ce jour. En échange, les visiteurs ont été invités à faire un don en soutien à l'action de l'UNESCO pour l'alphabétisation. Ce salon, l'un des plus prestigieux au monde, attire près de 200 exposants et plus de 20 000 visiteurs.
- ❖ **ASFORED** était également au programme avec une conférence sur [l'état du droit d'auteur en Europe](#). Une centaine de professionnels du monde de l'édition ont assisté à l'événement au Siège de l'UNESCO. La moitié d'entre eux ont également bénéficié de la visite guidée des œuvres d'art de l'Organisation.

LOFT design by, créateur de vêtements qui favorise la lecture à travers son initiative BOOKS4ALL, a ouvert les portes de ses boutiques le 23 avril pour des séances spéciales de lecture.

Un [concours photo international](#) (#WordsOfTolerance) a été lancé le samedi 23 avril sur le réseau social Instagram. De nombreuses contributions ont d'ores et déjà été reçues. La date limite de participation est fixée au 31 mai 2016.

En outre, une [vidéo](#) retraçant la vie d'une publication au sein de l'Organisation a été réalisée par les collègues de la Division de l'information du public.

Enfin, une cérémonie d'ouverture au Centennial Hall à Wrocław (Pologne) a marqué le début du mandat de la ville en tant que Capitale mondiale du livre 2016. Un trophée spécialement créé par l'artiste pour la paix Hedva Ser, a été remis à cette occasion. Chaque année, cette récompense sera transmise de ville en ville en reconnaissance des programmes menés en faveur du livre.

Participants: Conférence ASFORED au Siège de l'UNESCO : une centaine de participants. **Audience:** Professionnels du monde de l'édition et grand public.

Communication materials and activities

- [Press release](#) (26/04)
- [Message from the Director-General for WBCD 2016](#)
- [Dedicated webpage](#)
- [Celebrations map](#)
- Conference on Copyright in Europe
- Special WBCD operations with partners: LOFT design by, Harper Collins, [ILAB](#)
- Video: [From printing to reading – World Book and Copyright Day 2016](#)
- [Photo contest](#)
- Ceremony for Wrocław, World Book Capital 2016
- [Wide angle: Emmanuel Pierrat](#)

Website statistics: [Press release](#): 62 visits/128 page views. [Dedicated webpage](#): 20,191 visits/26,822 page views. [Photo contest](#): 1,140 visits/1,588 page views. [Wide angle: Emmanuel Pierrat](#): 338 visits/483 page views. Video: [From printing to reading – World Book and Copyright Day 2016](#): 419 views in April only; 447 views as at 16/05/2016. [Celebrations map](#): 271 events registered.

Press coverage: Coverage for WBCD was once again excellent with some 700 articles monitored, incl. 390 in the US only. The announcement of Wrocław World Book Capital 2016 generated some 260 articles worldwide incl. 106 in Germany only celebrating "Breslau" World Book Capital 2016.

Social media: World Book and Copyright Day generated lots of interest by our users and became a trending topic on social media channels throughout the Day. It performed well on our Twitter account in English where our messages generated 698.4K impressions over this 1-day period. Our best performing message was about empowering women through literacy. New tools were implemented this year for the campaign. A social media photo contest (23 April to 31 May 2016) was part of the long-term communication tool, and an [in-house video](#) on the life cycle of a book at UNESCO. Messages on our Spanish social media channels did also, as expected, particularly well. 7 of this month's Top 10 Facebook posts were on WBCD in Spanish. Posts about literature in general are wildly popular in Spanish, and due to UNESCO's mandate on education and promotion of literacy as a tool for empowerment; our messages on the book day had a worldwide impact and interest.

On 23 April 2016 only	English	Spanish
Twitter impressions	698.4K	145.3K
Facebook posts reach	53.0K	918.5K

II. Global Action Week for Education 2016 (24-30 April)



Global Action Week for Education is an annual worldwide campaign, organized by the Global Campaign for Education (GCE) and actively supported by UNESCO to raise awareness on education and the commitments made by the international community to achieve the global education goal. This year, the campaign, which ran from 24 to 30 April, focused on the theme of education financing, under the slogan *Fund the Future: Education Rights Now*.

Within this scope, UNESCO, in collaboration with the GCE, organized a panel discussion on “Financing for SDG4-Education 2030: Leaving no one behind - what will it take to narrow inequity gaps?” on 25 April. The event brought together major actors in education financing (Global Partnership for Education, OECD, members of the Commission on Financing Global Education Opportunity), academia (Overseas Development Institute) civil society (Education International and GCE) and Member States (Ethiopia and Norway) and the Global Education Monitoring Report to discuss the challenge of financing for Sustainable Development Goal 4, particularly through the lens of equity.

Three main messages emerged during the discussion. First of all, financing does matter, from all sources. Domestic financing is most important and must adhere to the global benchmarks of allocating at least 4% to 6% of Gross Domestic Product (GDP) to education; and/or allocating at least 15% to 20% of public expenditure to education. Secondly, we need to go beyond ‘business as usual’ and use existing resources in a more efficient and equitable manner. Thirdly, the ambition of the SDGs is necessary for sustainable development. We need to make the case of the centrality of education in achieving the SDGs and build strong partnerships to deliver on a comprehensive agenda

Timed to coincide with the beginning of Global Action Week, the GEM Report issued a press release showing the new aid figures for education. These were announced during the Panel discussion by a representative from the GEM Report.



Participants at the Panel: some 150.

Audience: Member States’ Permanent Delegations, NGOs, Academia, International Organizations, Education Sector Staff.

Communication materials and activities

- News: [22/04](#), [Kishore Singh](#) (22/04), [Sunny Varkey](#) (22/04)
- [GEM Press release](#) (26/04)
- [Global Action Week for Education 2016 webpage](#)
- [Global Campaign for Education \(GCE\)](#), [Fund the Future](#) websites
- UIS Statistics – [Education 2030: How far are we from the goal ?](#)
- Panel Discussion: Financing for SDG4-Education 2030. Leaving no one behind: what will it take to narrow inequity gaps?
- [Concept Note for the Panel Discussion](#)
- Video: [Global Action Week for Education 2016](#)
- Week-long campaign on UNESCO’s and partners’ social media accounts

Webcast/Live streaming connections for the Panel discussion: 87 (external: 39; internal: 48)

Website statistics (21/04-08/05): News: [22/04](#):504 visits/951 page views, [Kishore Singh](#): 47 visits/270 page views [Sunny Varkey](#) : 46 visits/141 page views. [GEM Press release](#): 50 visits/141 page views. [Global Action Week for Education 2016 webpage](#): 447 visits/766 page views. Video: [Global Action Week for Education 2016](#): 879 views in April only; 1,031 views as at 16/05/2016.

Press coverage: The event and the release for the GEM Report generated modest coverage in the international media. Our news *Global Action Week for Education – Underfunding education puts entire global development agenda at risk* as well as our interviews with Sunny Varkey and Kishore Singh have been picked up by some 20 media, including Zimbabwe Star, Dublin News, Cambodian Times, Herald Globe, Israel Herald Uzbekistan News, DailyFT. The GEM Report press release was picked up by 42 online media.

Social media: All content for Global Action Week – during a week-long campaign - carried a strong call to action encouraging others to post, share and engage with the topic. On this occasion a Facebook poll and Facto-graphs were created, and our content was cross promoted via different UN Agencies and other education-based channels.

Twitter: 13 tweets	
Retweets	Favourites
740	613

Facebook: 6 posts		
Likes	Shares	Comments
361	120	68

Google+: 4 posts		
Likes	Shares	Comments
202	41	2

III. International Jazz Day 2016 (30 April)



© Steve Mundinger

The fifth annual International Jazz Day celebration came to a thrilling close on Saturday 30 April 2016 night with the worldwide broadcast and streaming of the International Jazz Day 2016 All-Star Global Concert from the White House, Washington DC. Hosted by President Barack Obama and First Lady Michelle Obama, the concert, featuring dozens of world-renowned musicians performing in a temporary auditorium built on the South Lawn, was also aired as a one-hour ABC primetime network television special in the United States and streamed in its entirety around the world through the United Nations, UNESCO and jazzday.com websites. The Director-General was one of only three people to speak at the concert, the other two being President Obama and UNESCO Goodwill Ambassador Herbie Hancock. An excerpt of Ms Bokova's comments were part of this ABC broadcast.

Beyond this event, thousands of International Jazz Day performances and education programmes celebrating jazz were presented in the Global Host City, Washington, DC, and in nearly every country around the world.

It was, however, Saturday morning when International Jazz Day was launched in one Washington's iconic locations that is often home to planned and spontaneous cultural events and activities. Joined by Goodwill Ambassador Herbie Hancock and International Rescue Committee President David Miliband, the Director-General spoke to the important role jazz can play in turbulent times. Ms Bokova and her Jazz Day co-chair Herbie Hancock were joined later in the day by South African jazz legend Hugh Masekela and the former Minister of Justice of France, Christiane Taubira, for a lively discussion on jazz, human rights and cultural diplomacy at the Smithsonian National Museum of American History, as part of its Jazz Appreciation Month activities.

Coordinated each year together with the Thelonious Monk Institute of Jazz, International Jazz Day 2016 programmes were made possible by Toyota, the Lead Partner.

Participants: At the White House: some 500 guests. Worldwide events: An estimated 2 billion people.

Communication materials and activities

- [Press release](#) (30/03)
- News: [29/04](#), [30/04](#), [01/05](#)
- [Message from the Director-General for the Day](#)
- [Dedicated webpage](#)
- [Official website](#)
- Poster
- Videos: [Message from the Director-General for IJD 2016](#), [International Jazz Day 2016](#)
- [Interviews with Ramin Sadighi, Brenda Sisane, Hannibal Saad](#)
- [Global Jazz Day Celebrations Map](#)
- International Jazz Day Toolkit incl. [Guide for Educators](#)
- [Photo gallery](#)



Webcast/Live streaming connections: N/A.

Website statistics (30/03- 16/05): [Press release](#): 899 visits/1,680 page views. News: [29/04](#): 143 visits/283 page views, [30/04](#): 515 visits/778 page views, [01/05](#): 362 visits/659 page views. [Message from the Director-General for the Day](#): 471 views [Dedicated webpage](#): 17,449 visits/23,390 page views. Videos: [Message from the Director-General for IJD 2016](#): 1,014 views in April only; 1,285 views as at 16/05/2016. [International Jazz Day 2016](#): 2,349 views in April only, 4,557 views as at 16/05/2016. [Photo gallery](#): 11 visits/49 views.

Press coverage: International Jazz Day was widely covered with more than 2,200 articles monitored in April including some 400 in the US, almost 300 in Italy and Germany, but also worldwide, and some 200 additional in early May. The [news](#) published just after the event (01/05) was picked up in English by some 30 media incl. 9 in the US.

Social media: As agreed with the Monk Institute, UNESCO accounts were in a support position for the lead accounts of @IntlJazz Day. UNESCO's central account supported the promotion of their materials in every way possible – sharing key tweets, Facebook posts and live video recordings. On Jazz Day, our channels communicated about the day through very interesting and creative visuals, quoting and tagging our Goodwill Ambassadors in order to bring UNESCO's work through their influential streams. This example underscores the critical need to work closely with the social media accounts of our partners. Other strategic emphasis was put on multilingualism, with materials available in all official languages. Social media activities on Jazz Day generated 118,573,268 potential impressions by users, #JazzDay was the 7th trending topic on Twitter with more than 7,000 users tweeting about it.

On 30 April 2016 only	English	Spanish
Twitter	443,3K impressions 1.4K retweets / 13K likes	86.4K impressions 476 retweets / 323 likes
Facebook posts reach	80.2K	124.3K

Focus on UNESCO Office in Mexico

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

The UNESCO Office in Mexico opened in 1967 and is responsible for promoting and working on projects linked essentially to education and culture, but also to other areas of the Organization in Mexico. To increase the visibility of the Office and its activities, website and social media channels are the most used tools, to provide content, with images, but also to carry out impactful digital campaigns. Efforts are also concentrated on strengthening relations with journalists and editors; as a result, coverage of the Office's activities by the Mexican press has positioned UNESCO's work on a national level.

Major events in April :



Collaboration Agreement signed by the UNESCO Office in México and STC Metro, 13 April

Actions under agreement: photo exhibition in the Mexico City metro 'UNESCO's 70 years in Mexico'. Expected reach: 3 million users per month. Communication campaign during the celebration of International Days. Distribution of 5 commemorative metro tickets on International Days. Dissemination of projects related to archaeological work and discoveries of the STC in the Mexico City. 17 mass media outlets covered the event.



UNESCO Mexico at the Gender Summit 8 North & Latin America, 28-29 April

Nuria Sanz, Head and Representative of UNESCO Mexico, took part in the round table *Incorporation of the Gender Dimension in International Cooperation* at the 8th Gender Summit. Organized by the National Council of Science and Technology (CONACYT), the Summit was dedicated to analysing the incorporation of gender equality in science. During her presentation to top researchers and innovation leaders, Nuria Sanz highlighted the need to study and reduce the inequality gaps that keep women out of the scientific research programmes, as the [UNESCO World Science Report: towards 2030](#) demonstrates. To do so, Nuria Sanz explained the importance of programmes such as the *UNESCO-L'Oréal, For Women in Science* and the generation and implementation of new systems of multidimensional indicators to design public policies that approach this problem from the start.



4th Urban Landscape Workshop, 14-16 April

On the 485th Anniversary of the foundation of the City of Puebla, the UNESCO Office in Mexico held the 4th Historic Urban Landscape Workshop, whose main objective was to implement the Historic Urban Landscape Recommendation in one of the most important areas in Mexico.

The main objective was to propose strategies to connect the neighborhoods in the periphery of Mexican cities and its historical centralities; likewise, to build a notion of Historical Urban Landscape as an integral part of development. These works will continue soon in other Mexican cities with the participative efforts of local governments, academic institutions and communities.

Social media (clickable icons)

→ 22,221 followers

Top 1 subject: [Int'l Day of Sport for Development and Peace](#) 52,634 people reached, 110 Likes, 139 Shares

Most viewed video: [Mejor allá en lo alto](#) (863 views)

→ 232,105 followers

Top 1 subject: [World Poetry Day – Octavio Paz](#) 101,329 impressions, 745 interactions, 180 retweets



Campaigns

4 digital campaigns of high impact were posted in April for Int'l Days with a series of images of and phrases.

- **International Day of Sport for Development and Peace:** Images of and phrases by leading Mexican athletes.
- **International World Book and Copyright Day:** 12 top writers and opinion leaders supported the campaign.

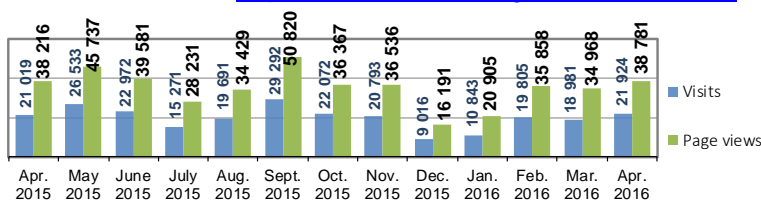
International Jazz Day:

7 high-profile Mexican jazz musicians supported the campaign.

Youth:

Organized by the Office in Mexico and the National Institute of Youth in Mexico (IMJUVE).

Website traffic: <http://www.unesco.org/new/es/mexico/>



Source: Google Analytics

12 News published in April, incl.

- UNESCO Mexico and jazz musicians put together a *Call and response* on International Jazz Day. [News 29/04](#)
- Top Mexican writers join UNESCO Mexico's campaign on World Book Day. [News 20/04](#)
- UNESCO Mexico and the Morelos Governor meet to establish a collaborative agenda. [News 01/04](#)

Media

La Jornada

70 years of relations between Mexico and UNESCO to be celebrated with photo exhibition.

El Universal

UNESCO launches digital campaign to defend World Heritage.

Heraldo de Saltillo

Top Mexican athletes and UNESCO launch digital campaign on the International Day of Sport for Development and Peace

Diario 24 horas / Puebla

Happy Anniversary, Puebla city!

Recent publications (clickable covers)



[Reading in the mobile Era](#)



[Modern Heritage in Iberoamerica](#)



[Girls' and young women's education and gender equality](#)

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).

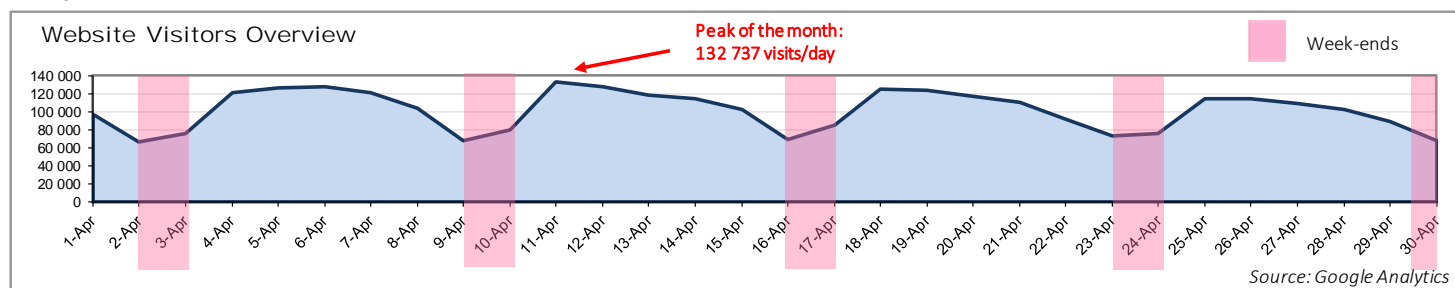
Three major events took place at the end of this month - World Book and Copyright Day (23 April), Global Action Week for Education (24-30 April) and International Jazz Day (30 April). Even if none of them generated a peak in traffic, they resulted in keeping the traffic high. For the second month in a row 3 million visits were registered, a 5% increase compared to the same month last year. This month, excluding the always popular and frontrunner World Heritage and Careers websites, the most visited pages were those of the International Fund for the Promotion of Culture (IFPC) with the [2016 Call for Proposals](#), and the launch of the [UNESCO/People's Republic of China \(The Great Wall\) Co-Sponsored Fellowship Programme](#), with more than 32,000 page views each.

The global trend of our public website continues to be positive, with for the second consecutive month more than 2 million unique visitors (+15% vs Feb. 2016), a 5% drop however compared to April last year.

On Unescommunity, news concerning the Executive Board and the support from the Inter Agency Games Committee for the International Day of Sport were the most consulted.

1.1. April 2016 Traffic

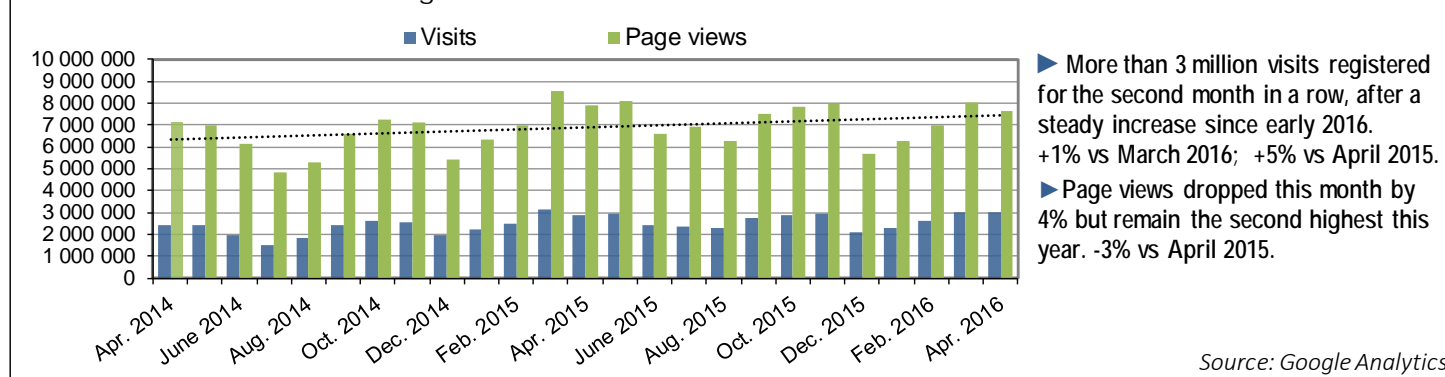
Daily Web Traffic Patterns



1.2. Monthly Visits

	Page views ¹	Variation vs Y-1	Variation vs M-1	Visits ²	Variation vs Y-1	Variation vs M-1	Unique Visitors ³	Variation vs Y-1	Variation vs M-1
April 2016	7 681 073	-3.17%	-4.13%	3 050 976	+4.79%	+0.81%	2 090 152	-5.00%	+1.51%
April 2015	7 932 478	+11.68%	-7.48%	2 911 466	+20.10%	-6.91%	2 200 189	+17.33%	-6.02%

Website traffic on unesco.org



1.3. Visits by Area of Interest in April 2016 (This data only covers tagged subsites)

Areas of interest	Visits ²	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	3 050 976	+4.79%	+0.81%
Education for the 21st Century and ED Sector	193 831	+1.16%	+14.42%
One Planet. One Ocean & Science for a Sustainable Future and SC Sector	67 325	-9.24%	-22.62%
Learning to Live Together and SHS Sector	73 778	+4.10%	+10.87%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 383 379	-0.62%	-5.69%

World Heritage	1 210 817	-1.98%	-7.50%
Intangible Heritage	110 460	+47.18%	+8.42%
Culture Sector (excl. Intangible Heritage)	62 102	-23.96%	+11.01%
Fostering Freedom of Expression & Building Knowledge Societies and CI Sector	53 534	-17.32%	-0.05%
Field offices websites (only those tracked)	217 613	+2.56%	+17.89%
IBE*	23 296	+6.63%	-19.50%
UIL*	31 061	+29.84%	-0.29%
UNEVOC*	45 088	-20.39%	-7.01%

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

1.4. UNESCO Website Visitors

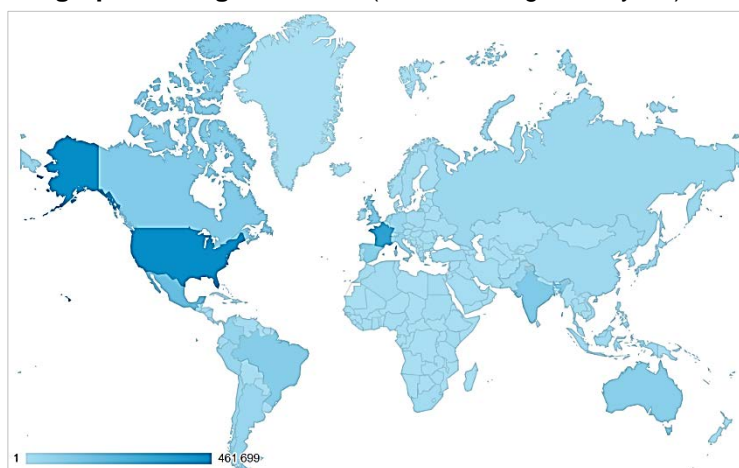
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	461 699	15.13%	+3.80%	2.41	00:02:17
France	350 261	11.48%	-7.26%	2.78	00:03:34
Mexico	185 429	6.08%	+18.04%	2.25	00:02:39
United Kingdom	122 601	4.02%	-2.75%	2.49	00:02:20
India	117 968	3.87%	+13.41%	2.18	00:02:13
Canada	110 031	3.61%	+3.33%	3.26	00:03:44
Brazil	101 216	3.32%	+12.88%	2.07	00:02:11
Australia	92 575	3.03%	-51.32%	3.24	00:04:47
Spain	91 815	3.01%	+5.03%	2.82	00:02:35
Colombia	62 661	2.05%	+13.89%	2.16	00:02:30

Top 10 visitors' language

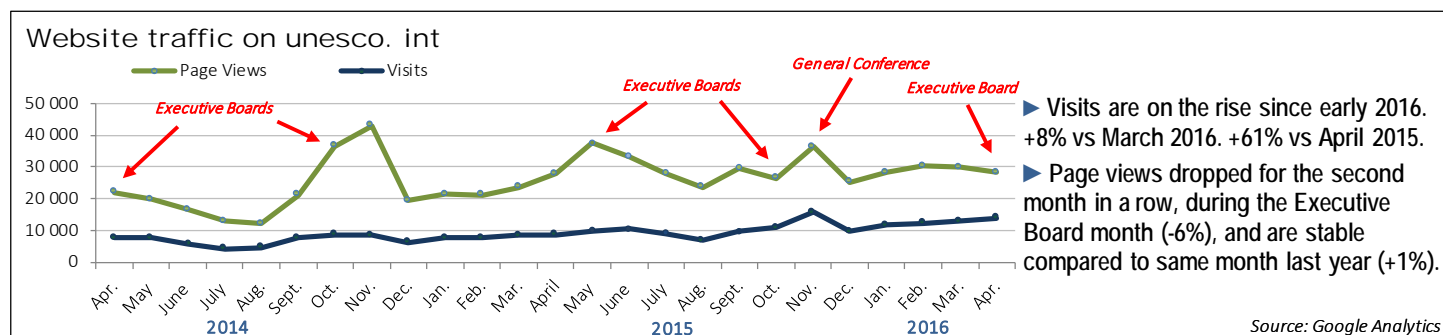
Language	Visits ²	% of Total visits	Variation vs M-1
English	1 476 628	48.40%	-3.44%
Spanish	560 802	18.38%	+16.69%
French	433 086	14.19%	-3.29%
Portuguese	112 074	3.67%	+11.61%
Russian	64 049	2.10%	+15.14%
Chinese	56 577	1.85%	-2.90%
Italian	47 534	1.56%	-7.94%
German	44 545	1.46%	-4.93%
Japanese	25 885	0.85%	+15.51%
Arabic	22 269	0.73%	-5.32%

Geographical origin of visits (source: Google Analytics)



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

	Page views ¹	Variation vs Y-1	Variation vs M-1	Visits ²	Variation vs Y-1	Variation vs M-1	Pages/Visit	Variation vs M-1	Avg Visit duration
April 2016	28 190	+1.07%	-5.86%	14 004	+61.69%	+8.42%	2.52	-13.99%	00:02:47
April 2015	27 891	+26.44%	+18.07%	8 661	+11.97%	+2.57%	2.81	+2.18%	00:04:14



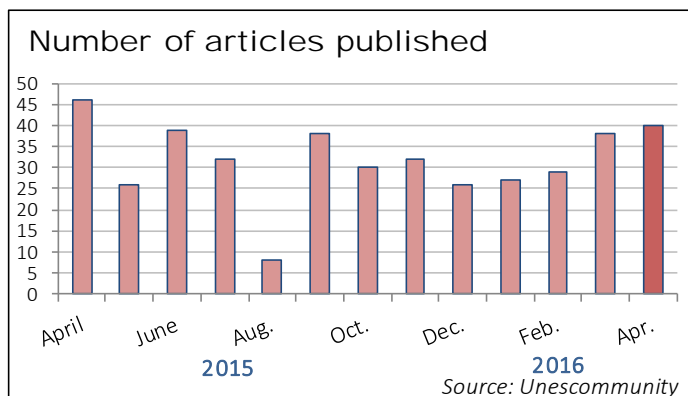
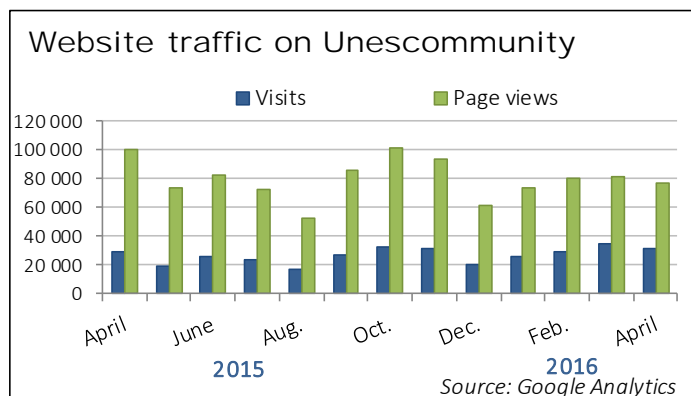
1.6. UNESCO Field Offices Websites / Webpages

Traffic for Field Offices websites, and Field Offices webpages on <http://en.unesco.org/countries> (blue background) for those having no dedicated website.

Field Office	Page views ¹	Variation vs M-1	Visits ²	Variation vs M-1
Abidjan	310	-9.09%	141	-22.53%
Abuja	354	-17.48%	148	-19.57%
Accra	266	-34.48%	158	-33.89%
Addis Ababa	1 018	-33.94%	468	-33.99%
Almaty*	4 250	+80.16%	3000	+69.30%
Amman	5 756	+7.73%	2 776	+16.44%
Apia	2 183	+67.15%	963	+79.66%
Bamako	341	-29.84%	174	-10.31%
Bangkok*	61 507	-9.28%	31 030	-13.86%
Beirut	6 118	+19.49%	2 762	+16.84%
Brussels	1 996	+7.60%	788	+10.21%
Brazzaville	142	+25.66%	59	+34.09%
Brasilia	119 661	-0.81%	63 982	-1.43%
Bujumbura	92	-8.91%	38	+22.58%
Cairo	5 452	-17.66%	2 786	-1.57%
Dakar	10 033	-15.27%	5 203	-4.00%
Dar es-Salaam	453	-12.72%	271	-9.67%
Dhaka	5 525	-47.34%	3 013	-50.49%
Doha	2 884	+15.45%	865	+5.75%
Geneva	1 452	+17.76%	924	+18.77%
Guatemala	179	+23.45%	75	+47.06%
Hanoi	1 406	-23.21%	621	-15.74%
Harare	3 653	+14.12%	1 312	+21.03%
Havana	5 815	+27.77%	3 305	+38.87%
Iraq Office	5 968	+18.53%	3 505	+31.77%
Islamabad	52	-1.89%	15	+25.00%
Jakarta	10 667	+11.93%	4 618	+16.56%
Juba	581	-15.31%	270	-17.68%
Kabul	2 589	-0.88%	1 420	+5.34%
Kathmandu	4 235	+22.79%	2 024	+30.33%
Khartoum	160	-39.62%	62	-35.42%
Kingston	616	+21.26%	172	+29.32%
Kinshasa	275	-13.79%	150	+1.35%
Libreville	363	-35.52%	155	-32.31%
Lima	13 218	+19.22%	4 949	+10.84%
Maputo	162	-11.48%	92	-3.16%
Montevideo	25 019	+0.53%	14 821	+1.14%
Mexico	38 781	+10.90%	21 924	+15.50%
Nairobi	3 756	+2.04%	1 590	+14.22%
New Delhi	9 562	+9.91%	4 915	+12.06%
New York	2 077	+208.16%	115	+360%
Phnom Penh	2 695	-16.43%	1 387	-15.12%
Port au Prince	529	-45.18%	218	-21.86%
Quito	13 517	-19.48%	8 479	-23.10%
Rabat	3 633	+5.33%	1 297	+29.31%
Ramallah	780	-37.95%	384	-14.09%
San José	13 392	+228.07%	10 352	+380.15%
Santiago	48 425	+8.79%	23 270	+8.37%
Tashkent	2 398	+56.32%	991	+58.56%
Tehran	27 743	+473.68%	16 973	+522.86%
Venice	5 984	-4.99%	2 272	+4.51%
Winhoek	236	+133.66%	89	+134.21%
Yaounde	4 100	+79.27%	1 899	+63.71%

*[Almaty](#) and [Bangkok](#) Offices websites statistics are tracked separately.

1.7. UNESCOMMUNITY - <https://en.unesco.org/unesccommunity> and <https://fr.unesco.org/unesccommunity>



Traffic indicators explained:

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

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

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

1.8. WEBCASTS - Live streaming connections

Event	Date	Simultaneous connections		
		External	Internal	Total
International Conference on the Zero	05/04	<ul style="list-style-type: none"> • Floor: 12 • English: 2 030 • French: 10 		<ul style="list-style-type: none"> • 2 052
199th Session of the Executive Board	07/04	<ul style="list-style-type: none"> • Floor: 7 • English: 6 • French: 4 • Spanish: 3 • Arabic: 2 • Russian: 2 • Chinese: 0 	<ul style="list-style-type: none"> • Floor: 57 • English: 64 • French: 41 • Spanish: 7 • Arabic: 3 • Russian: 2 • Chinese: 2 	<ul style="list-style-type: none"> • 200
Financing for SDG4-Education 2030. Leaving no one behind: what will it take to narrow inequity gaps?	25/04	<ul style="list-style-type: none"> • Floor: 8 • English: 27 • French: 4 	<ul style="list-style-type: none"> • Floor: 15 • English: 24 • French: 9 	<ul style="list-style-type: none"> • 87

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

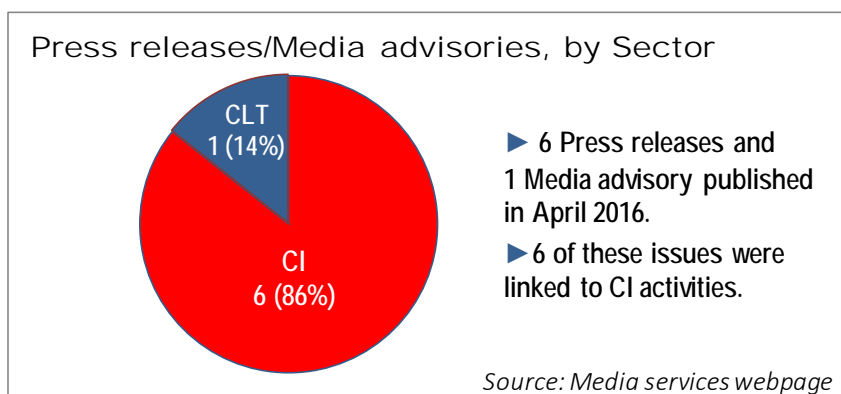
UNESCO products for written and audiovisual media are:

- 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.

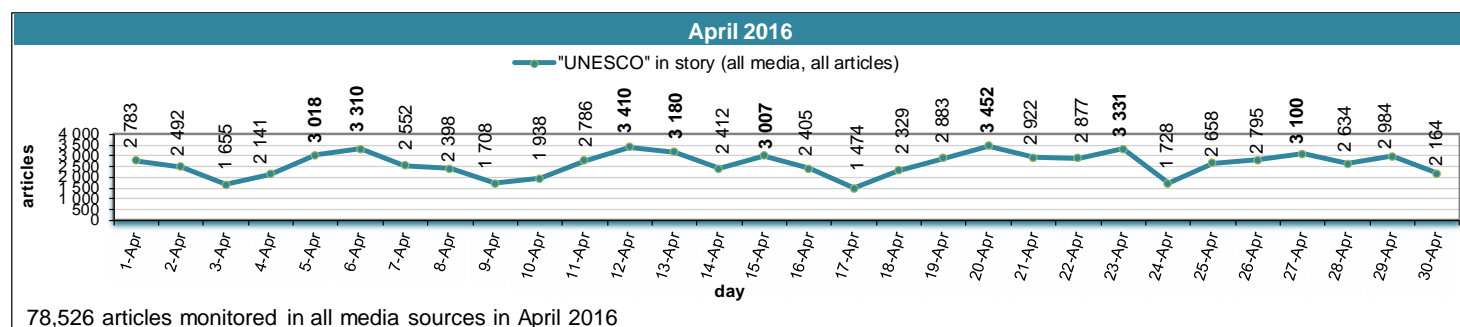
2.1. Press releases/Media advisories

1.	08/04	Azerbaijani journalist Khadija Ismayilova awarded UNESCO/Guillermo Cano World Press Freedom Prize 2016
2.	11/04	Director-General condemns murder of blogger Nazimuddin Samad in Bangladesh
3.	15/04	Executive Board strengthens UNESCO to lead 2030 Agenda
4.	18/04	Director-General condemns murder of Syrian journalist Zaher al-Shurqat
5.	25/04	2016 World Press Freedom Day celebrations highlight link between freedom of information and sustainable development
6.	27/04	UNESCO experts take preliminary stock of destruction in World Heritage site of Palmyra
7.	27/04	Director-General condemns killing of magazine editor Xulhaz Mannan in Bangladesh
8.	27/04	Director-General urges investigation into murder of journalist Francisco Pacheco Beltrán in Mexico



2.2. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in all media sources, in which “UNESCO” appeared in the story in April (Source: CISION)



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

No Op-Eds published this month.

2.4. Background Footage (B-roll) downloads <http://www.unesco.org/new/en/unesco/resources/multimedia/>

The Background footages are used and downloaded by the audiovisual media (TV agencies, TV, Radio).

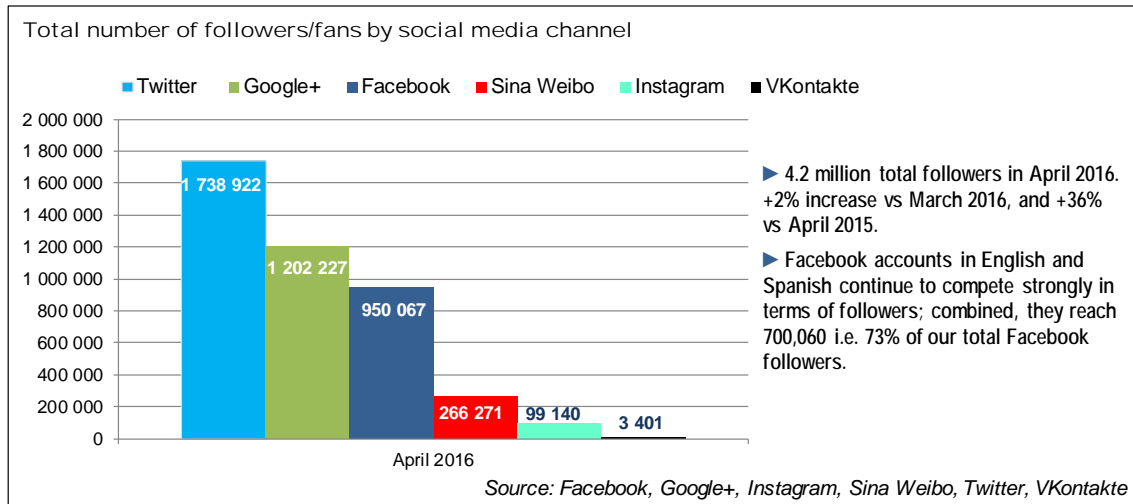
26 B-rolls were downloaded in April.

	Subject	Downloads	Media
1.	Man and the Biosphere Programme	11	
2.	Interview of Francesco Bandarin, ADG/CLT on Palmyra	2	I24news
3.	Stock shot of HQ	3	
4.	Archaeological site of Hatra (before destruction)	1	RAI
5.	Archaeological site of Nimrud (before destruction)	1	RAI
6.	UNESCO Director-General appeals for the protection of the Malian Cultural Property	1	
7.	Nomination Christiane Amanpour Goodwill Ambassador	1	Amerinews TV
8.	Visit of Mr Ban Ki-moon, Secretary-General of the United Nations	1	Amerinews TV
9.	Jan Eliasson Press briefing on the humanitarian and cultural crisis in the Middle East	1	Amerinews TV
10.	UNESCO priorities for the 21 st century	1	
11.	Global Education Monitoring Report	1	
12.	World Heritage	1	
13.	Felix Houphouët-Boigny Prize 2011	1	

3. UNESCO Social Media Channels

In April 2016, UNESCO social media accounts across 6 languages topped 4.2 million followers, showing a 36% increase compared to the same month last year (+1.1 million followers).

Advantage was taken from our events to focus social media efforts on stronger engagement with our audiences, through our various activities, which helped to drive the conversation about UNESCO's values. For example, this month we led a successful campaign that sought to communicate a better understanding of UNESCO's multifaceted work across education and culture through the celebration of our International Days. Our channels saw a good number of comments from audiences, engaging with UNESCO's perspectives, and having over thousand retweets.



3.1. Social networking sites and Microblogs

Facebook - www.facebook.com/unesco/ Google+ - www.plus.google.com/+UNESCO VKontakte - vk.com/unesco

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

Variation April 2016 vs March 2016

Likes/Followers		April 2016	March 2016	Variation vs March
Total likes/followers (all languages)		4 160 888	4 084 560	+1.87%
Facebook	English	360 715	352 197	+2.42%
	Spanish	339 345	331 441	+2.38%
	Portuguese	193 734	189 933	+2.00%
	Arabic	27 082	26 120	+3.68%
	French	19 064	18 642	+2.26%
	Russian	10 127	9 955	+1.73%
Google+	English	1 202 227	1 192 345	+0.83%
VKontakte	Russian	3 401	3 330	+2.13%
Twitter	English	1 086 975	1 055 609	+2.97%
	Spanish	321 360	319 037	+0.73%
	Arabic	144 620	141 872	+1.94%
	Portuguese	97 226	96 403	+0.85%
	French	61 847	59 531	+3.89%
	Russian	26 894	26 570	+1.22%
Sina Weibo	Chinese	266 271	261 575	+1.80%

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

Subject	Language	Posted	Likes	Shares
World Book and Copyright Day incl. quotation by Miguel de Cervantes	Spanish	23/04	4 549	6 574
World Book and Copyright Day incl. quotation by Malala Yousafzai	Spanish	15/04	3 184	1 994
World Book and Copyright Day incl. quotation by Gabriel Garcia Márquez	Spanish	23/04	1 824	1 133
World Book and Copyright Day incl. quotation by Franz Kafka	Spanish	23/04	1 391	912
International Jazz Day	Spanish	30/04	1 373	957
World Book and Copyright Day	Spanish	18/04	970	975
World Book and Copyright Day i ncl. quotation by Michel de Montaigne	Spanish	25/04	927	467
World Book and Copyright Day – Photo contest	Spanish	23/04	877	900
International Day of Reflection on the 1994 Genocide in Rwanda	Spanish	07/04	810	793
From UNESCO na rede – UNESCO Office in Brasilia Quotation by Martin Luther King “Eu tenho um sonho. O sonho de ver meus filhos julgados por sua personalidade, nao pela cor de sua pele”.	Portuguese	08/04	706	387

*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.

Top 10 Twitter posts in April (ranked by highest number of re-tweets)

Message	Language	Posted	Re-tweets	Likes
La #educación es clave para aprender nuevos valores y conocimientos.El #DesarrolloSostenible empieza en las escuelas	Spanish	25/04	539	341
Hoy es un día para leer y soñar, viajar, aprender... Hoy es el #DíaDelLibro http://on.unesco.org/1Ndt7vs #400Cervantes	Spanish	23/04	426	306
55y ago, Yuri Gagarin made the 1st human space trip. [#Throwback to 1963: A day @UNESCO with Yuri Gagarin]	English	12/04	377	346
#ShakespeareLives 🙋 Reading for just 6 minutes a day can reduce stress by 68%. Happy #WorldBookDay! #Shakespeare400	English	23/04	363	295
Sport = powerful vehicle for social inclusion, gender equality&youth empowerment http://on.unesco.org/1UET5ed #idsdp2016	English	06/04	310	306
In places where books are scarce digital books & mobile reading can be a solution! http://on.unesco.org/1RezHxF #BookDay	English	23/04	306	259
Today is World #BookDay! http://on.unesco.org/1TehKCE What is your favourite book?	English	23/04	291	267
4-5 April: #India & @UNESCO to host International Conference on Zero. RSVP: http://fr.unesco.org/feedback/conference-zero-rsvp	English	01/04	289	331
We must protect books & make their wealth available to all. 23 April is World #BookDay http://on.unesco.org/1W3tZVb	English	19/04	287	256
23 April is World #BookDay! http://on.unesco.org/1TehKCE Who said “Once you learn to read, you will be forever free”? <ul style="list-style-type: none"> ▪ 24% William Shakespeare ▪ 42% Nelson Mandela ▪ 34% Frederick Douglass 2,999 votes	English	22/04	274	224

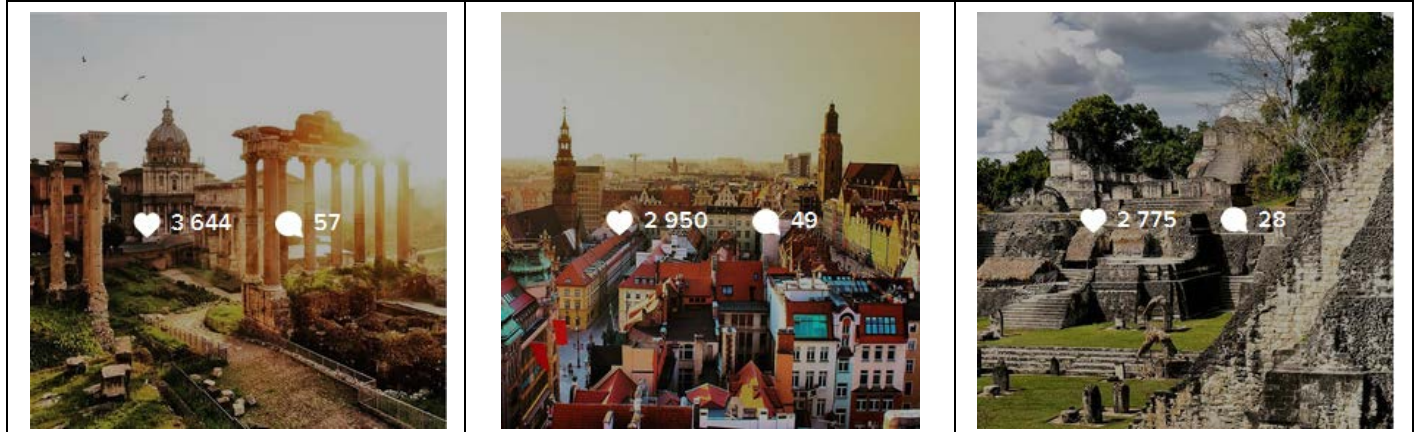
3.2. Social Apps

3.2.1 Instagram - <http://instagram.com/unesco/>

Variation April 2016 vs March 2016

	Publications		Subscribers	
	April 2016	Variation vs M-1	April 2016	Variation vs M-1
Total (all languages)	460	+9.00%	99 140	+12.36%
English	291	+6.99%	96 126	+12.50%
Spanish	79	+21.54%	2 581	+7.77%
Russian	90	+5.88%	433	+9.34%

Top 3 photos (clickable images)



3.3. Video Traffic

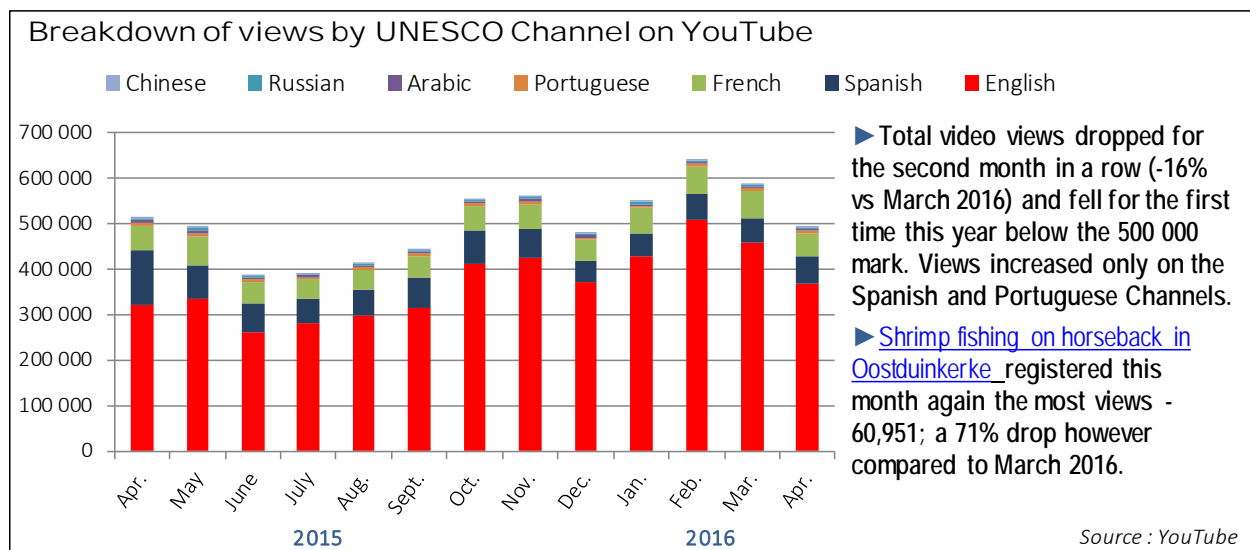
Video views are tracked on YouTube.

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

Variation April 2016 vs March 2016

Video views	April 2016	Variation vs M-1
Total (all languages)	491 994	-16.23%
English	369 985	-19.26%
French	49 499	-14.53%
Spanish	57 811	+3.85%
Portuguese	7 016	+0.65%
Arabic	3 853	-6.91%
Russian	3 752	-12.17%
Chinese	78	-47.30%

Subscribers Ratio Diff. between gained & lost	April 2016	Variation vs M-1
Total (all languages)	1 361	-8.16%
English	945	-11.52%
Spanish	201	+6.35%
French	112	-11.81%
Portuguese	55	-12.70%
Arabic	20	-16.67%
Russian	16	+128.57%
Chinese	12	+200.00%



▪ **Top 5 videos on UNESCO TV English Channel**

	Title	Subject	Total views
1	Shrimp fishing on horseback in Oostduinkerke	CLT/ITH	58 713
2	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	34 190
3	Kabuki Theatre	CLT/ITH	12 100
4	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	9 916
5	Daemokjang, traditional wooden architecture	CLT/ITH	6 822

▪ **Top 5 videos on UNESCO TV French Channel**

	Title	Subject	Total views
1	Bouba & Zaza - le dessin animé pour la jeunesse	ED	5 083
2	Bouba et Zaza protègent la terre	ED	4 433
3	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	2 363
4	La pêche aux crevettes à cheval à Oostduinkerke	CLT/ITH	2 238
5	Le chant polyphonique géorgien	CLT/ITH	1 623

▪ **Top 5 videos on UNESCO TV Spanish Channel**

	Title	Subject	Total views
1	Aprender a Proteger la Biodiversidad	ED	6 117
2	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	4 005
3	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	2 948
4	La huaconada, danza ritual de Mito	CLT/ITH	1 989
5	Korubo, una etnia sin fronteras	CLT/ITH	1 623

▪ **Top 5 videos on UNESCO TV Portuguese Channel**

	Title	Subject	Total views
1	Serra Capivara	CLT/WHC	3 817
2	Boas práticas do Programa Mais Educação	ED	1 132
3	Vídeo da UNESCO celebra 53 anos de Brasília	CLT/WHC	858
4	Filme institucional do Fundo Internacional para a Diversidade Cultural (IFCD)	CLT	274
5	Boas práticas no combate ao bullying homofóbico nas escolas	SHS	87

▪ **Top 5 videos on UNESCO TV Arabic Channel**

	Title	Subject	Total views
1	UNESCO History*	UNESCO	494
2	Lynes and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	414
3	UNESCO Siq Project, MAKING PETRA SAFER FOR ALL!	CLT/WHC	302
4	Palace and Park of Versailles	CLT/WHC	185
5	Petra (UNESCO/NHK)	CLT/WHC	167

▪ **Top 5 videos on UNESCO TV Russian Channel**

	Title	Subject	Total views
1	Archaeological Site of Palmyra	CLT/WHC	458
2	UNESCO History*	UNESCO	269
3	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	220
4	Canaima National Park	CLT/WHC	208
5	Taj Mahal	CLT/WHC	177

▪ **Top 5 videos on UNESCO TV Chinese Channel**

	Title	Subject	Total views
1	UNESCO History*	UNESCO	35
2	Video24	CLT	7
3	Interview of Zhang Jun - UNESCO Artist for Peace*	UNESCO	6
4	Aowen Jin, Chinese artist and social commentator	CI	5
5	Gao Shijun, Director of European HQ of China Radio International	CI	4

* Produced by UNESCO Studio.

4. UNESCO Photobank (under construction, N/A for April)

The UNESCO online repository of photos offers over 25 000 photos for free download. Subject matter spans all areas of activity of the Organization, including events at Headquarters and in the different regions of the World. Separate photobanks in the sectors are not tracked but also get significant downloads.

5. UNESCO Documents and Library

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

The **UNESDOC database** - managed by 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.

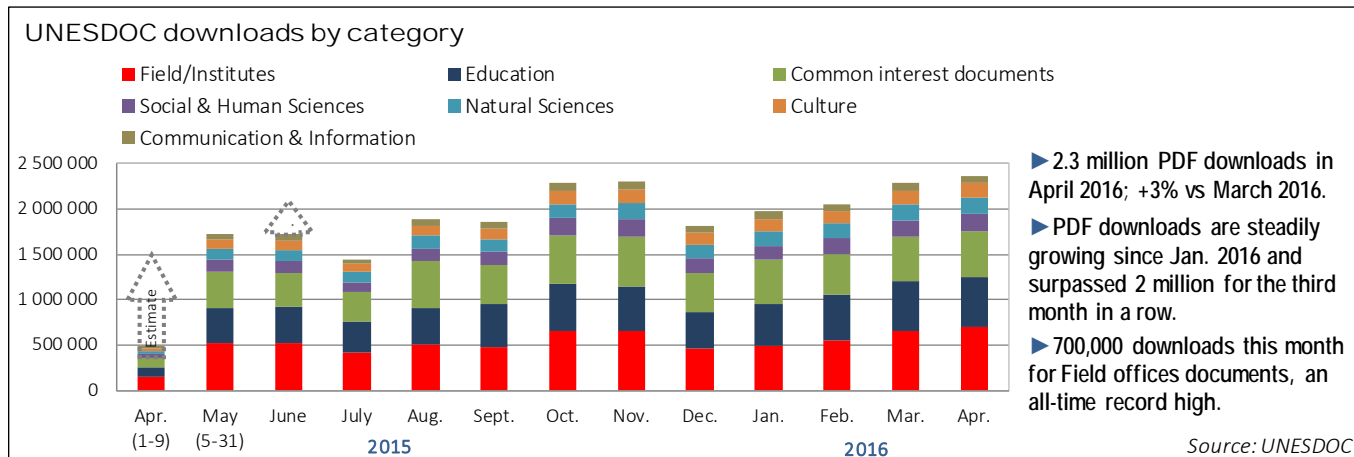
In April 2016, there were **152 638** records available online in PDF format (**152 287** in March 2016), including documents, publications, communication material and other working documents.

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

5.1.1 Statistics of consultation

Total number of downloads in April	2 369 451
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	10 158	548 205	+0.41%	54
Natural Sciences	10 028	174 515	-1.65%	17
Social and Human Sciences	5 934	189 404	+6.33%	32
Culture	4 190	164 231	+10.80%	39
Communication and Information	2 882	86 839	-0.88%	30
Field & Institutes	10 385	700 802	+7.41%	67
Common interest documents	NA	505 455	+1.52%	NA



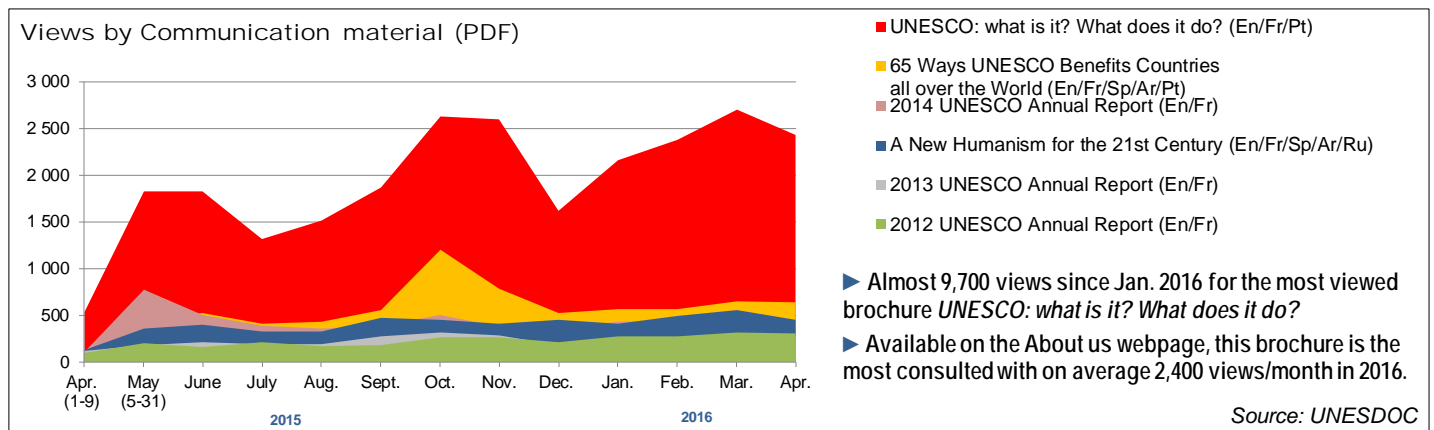
5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	474 976
2	Mexico	104 268
3	France	83 421
4	United Kingdom of Great Britain and Northern Ireland	64 575
5	Germany	56 317
6	Brazil	48 463
7	Spain	37 765
8	Colombia	36 465
9	Japon	31 239
10	China	28 651
11	Peru	28 625

12	India	26 764
13	Philippines	26 429
14	Canada	26 078
15	Argentina	24 743

5.1.3 Printable Communication materials

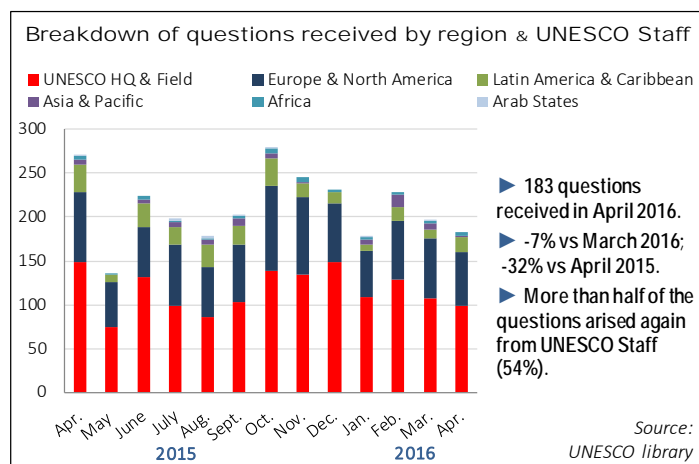
Title	Total downloads in April							
	EN	FR	SP	RU	AR	ZH	POR	Total
UNESCO: what is it? What does it do?	1 648	494					290	2 432
65 Ways UNESCO Benefits Countries all over the World	187	144	174		29		107	641
A New Humanism for the 21st Century	142	50	188	73	4			457
2014 UNESCO Annual Report	372	61						433
2012 UNESCO Annual Report	233	76						309
2013 UNESCO Annual Report	243	27						270
TOTAL	2 825	852	362	73	33	0	397	4 542



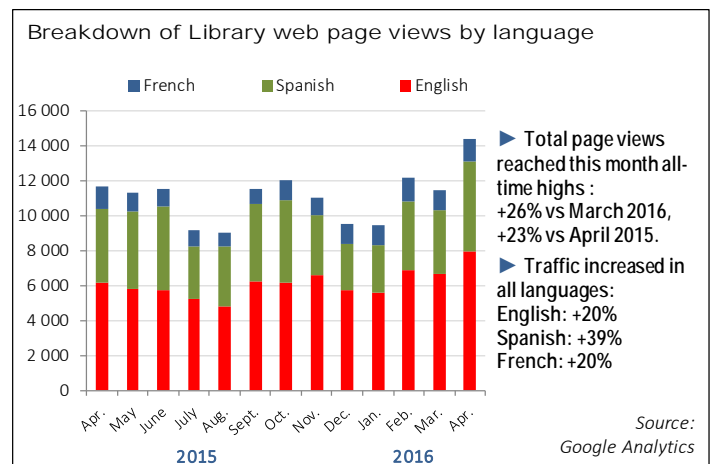
5.2. UNESCO Library - <http://www.unesco.org/library>

The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources. Search assistance, access to information, answers to questions from staff (Headquarters and field), Permanent Delegations as well as the general public are provided via *virtual* reference and information services and *in person* via the reference desk in the Library reading room (at Headquarters).

5.2.1 Questions received by: library@unesco.org



5.2.2 Web page views: <http://www.unesco.org/library>



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

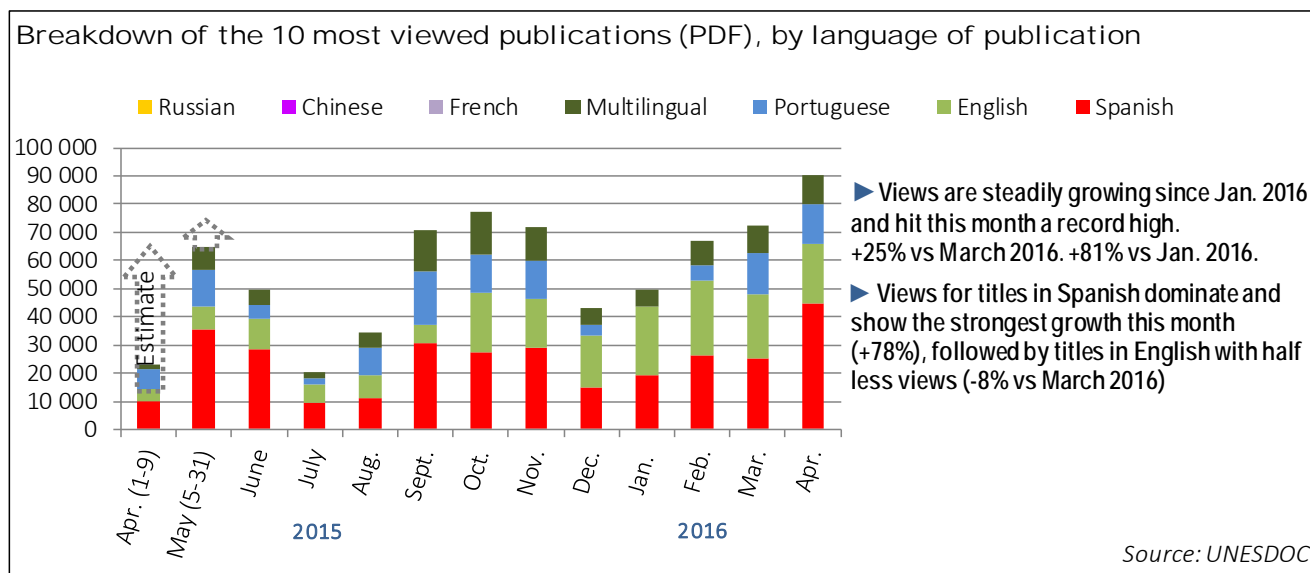
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical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

The April 2016 figures for the Top 10 online viewing have increased for the fourth month in a row; with a 25% growth compared to March 2016, a new record high has been reached. Views of Spanish titles show a 78% growth over the previous month, and together with views of English titles make up 72% of the total Top 10 viewing. The English version of the [EFA GMR, 2015](#) remains high in the table but both the [UNESCO Science Report: towards 2030](#) and the [WWDR, 2015](#) have dropped off this ranking. [WWDR, 2016](#) with 4,382 views this month in English, 1,644 in Spanish, and 774 in French has not yet appeared in this Top 10 list. Publications page views on Google Books in April 2016 have increased slightly compared to March 2016 (2%) and to the same month last year (+3%). Sales in the book shop were dominated by World Heritage titles and the Bouba and Zaza series. International sales were dominated by culture titles, in particular World Heritage publications.

6.1. Top 10 most consulted PDFs* (UNESDOC)

Title	Sector	Language	Views*	Published
1. 15 buenas prácticas docentes: experiencias pedagógicas premiadas en el I Concurso Nacional de Buenas Prácticas Docentes	ED	Spanish	14 374	Lima, Ministerio de Educación, 2014
2. Explotación sexual de niñas y adolescentes en Brasil (Sexual exploitation of girls and adolescents in Brazil)	ED	Spanish	14 157	Brasilia, UNESCO Brasilia/CECRIA, 1995
3. Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	10 676	UNESCO, 1999
4. Declaración Universal de Derechos Humanos	SHS	Plurilingual	10 224	Santiago de Chile, OREALC, 2008
5. Education for All 2000-2015: achievements and challenges; EFA global monitoring report, 2015	ED	English	8 372	Paris, UNESCO, 2015
6. Declaração Universal dos Direitos Humanos	SHS	Portuguese	7 839	Brasilia, UNESCO Brasilia, 1998
7. Investing in cultural diversity and intercultural dialogue: UNESCO world report	CLT	English	6 469	Paris, UNESCO, 2009
8. O Índio brasileiro: o que você precisa saber sobre os povos indígenas no Brasil de hoje	ED	Portuguese	6 422	Brazil, 2006
9. Engineering: issues, challenges and opportunities for development; UNESCO report	SC	English	6 143	Paris, 2010
10. Educación para el desarrollo sostenible: libro de consulta	ED	Spanish	5 651	Paris, UNESCO, 2012

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

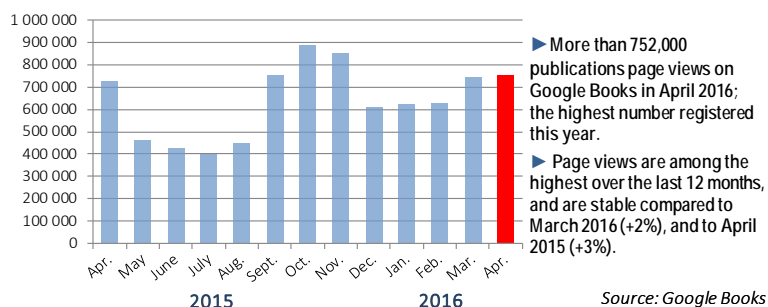


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **658** 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
April 2016	658	74 043	752 746	403
April 2015	518	64 672	722 856	406

Publications page views



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)

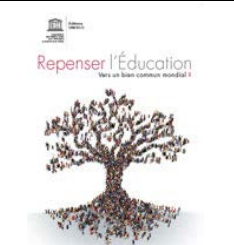

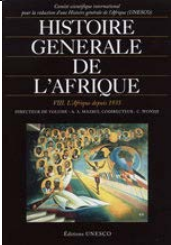
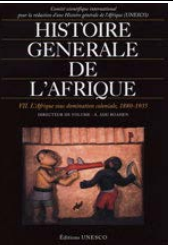
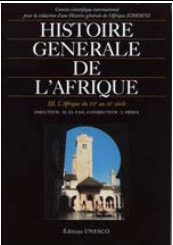
Publication	Copies sold	Sector
	12	CLT/WHC
	9	ERI/DPI
	6	ED
	5	CLT
	5	CI

Bookshop sales of non-UNESCO publications, top 5

Publication	Copies sold	Publisher
	3	Panasonic
	1	Editions Gelbart
	1	Ouest France
	1	UN University Press
	1	UN

6.4. Online and international sales

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

Publication	Copies sold	Sector
	34	ED
	28	ED
	26	CLT
	26	CLT
	26	CLT

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

Bookshop sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Couleur ? Quelle couleur ? - Rapport sur la lutte contre la discrimination et le racisme dans le football	0	SHS ERI
Njinga Mbandi, Queen of Ndongo and Matamba	0	CI
Re Penser les politiques culturelles - Rapport mondial Convention 2005 n°1	0	CLT
Revista Patrimonio Mundial N°78 Igualdad de género	0	CLT/WHC
UNESCO Science Report: towards 2030	0	SC

Online and international sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Ocean Sustainability in the 21st Century	0	SC
Replantear la educación	0	ED
World Trends in Freedom of Expression and Media Development - Special Digital Focus 2015	0	CI
Re Penser les politiques culturelles - Rapport mondial Convention 2005 n°1	0	CLT
Couleur ? Quelle couleur ? Rapport sur la lutte contre la discrimination et le racisme dans le football	0	SHS ERI

* 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, in April

N/A this month.

6.7. Permissions granted to use or translate UNESCO content, in April

N/A this month.

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

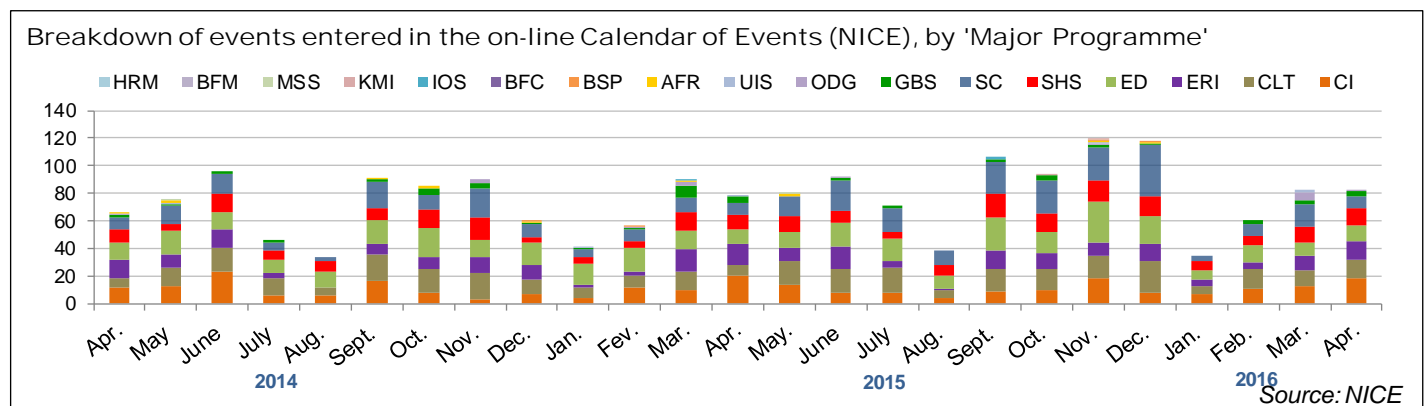
Launched in January 2010, the New Integrated Calendar of Events (NICE) available on Internet and Intranet should reflect all Events organized by UNESCO Headquarters, Field Offices, Permanent Delegations, and/or in which UNESCO is implicated. The tables below reflect only the events entered respectively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

7.1. Number of events by “Major Programmes”

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
CI	18	3	15	
CLT	14	4	10	
ED	12	4	5	3
ERI	13	12	1	
SC	9	6	3	
SHS	12	8	4	
GBS	4	4		
ODG	1	1		
Total	83	42	38	3

7.2. Events organized by Field Offices/ Institutes

Almaty	7
Apia	1
Brasilia	1
Cairo	3
Dakar	3
Doha	1
Iraq	1
Jakarta	1
Kathmandu	4
Kingston	1
Libreville	1
Montevideo	1
Nairobi	4
Phnom Penh	1
Rabat	1
San Jose	2
Santiago de Chile	2
Tashkent	1
Venice	1
Windhoek	1
IIEP	2
UIL	1
Total	41



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](#), 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
05/04	Visite officielle du Président du Burkina Faso, M. Roch Marc Christian Kaboré	AFR/ADG	Salle V	6
05-06/04	Symposium de lancement sur la Science de la durabilité du projet conjoint entre l'UNESCO et le Japon/MEXT intitulé « L'élargissement de l'application de l'approche de la Science de la durabilité »	SC/PCB/SPP	Salle IX	50
05-08/04	Conférence « Concilier le changement climatique avec la biodiversité et les services écosystémiques »	SC/HYD/EQE	Salle XIV	30
11-12/04	Réunion des représentants des Commissions nationales en marge du Conseil exécutif	ERI/MSP/DIR	Salle IV	200
14/04	Cérémonie de remise du Prix UNESCO-Sharjah pour la culture arabe (13 ^e édition)	SHS/TSD/HMD	Salles II, IX	300
18/04	Réunion de travail sur le manuel sur l'échange d'informations en matière de lutte contre la manipulation des compétitions sportives	SHS/YES/YSS	Salle VIII	45
19-20/04	Réunion finale sur le projet UNESCO-CFIT : « Mettre à profit la technologie pour une formation des enseignants de qualité en Afrique »	ED/THE/TEFAS	Salle IX	70
19-21/04	53e session du Bureau du Programme hydrologique international (PHI)	SC/HYD	Salles XV, XVI	40
20/04	Séminaire d'orientation pour les nouveaux Délégués permanents	ERI/MSP/DIR	Salle VII	25
20/04	Discussion conduite par le Professeur Iris Bohnet, de l'Université Harvard, à l'occasion du lancement de son ouvrage « What Works : Gender Equality by Design »	ODG/GE	Salle IV	200
21/04	Briefing on "Attacks on higher education"	ED/PLS/HED	Salle XIV	50
22/04	Journée mondiale du livre et du droit d'auteur - Conférence « Etat du droit d'auteur en Europe »	ERI/DPI/PBM + ASFORED	Salle IV	150
25/04	Conférence « Financement de l'éducation »	ED/ESC/PCR	Salle IV	100
27/04	Réunion sur les changements climatiques - Education au développement durable	ED/TLC/ESD	Salle VII	23
28-29/04	Assemblée générale ISSN (International Standard Serial Number)	CI/KSD/ICT	Salle VI	45
29/04	Réunion du Comité d'approbation du Fonds antidopage	SHS/EGC/ADS	Salle VIII	15
Total participation				1 349

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

8.1.2 Meetings of Governing Bodies

Date	Title	Organizer	Place	Public
01/04	Deuxième réunion du groupe de travail sur la gouvernance, les procédures et les méthodes de travail des organes directeurs de l'UNESCO	DIR/GBS	Salles XI + XII	300
05-15/04	199e session du Conseil exécutif	GBS/DIR	Divers	150
15/04	Réunion du Conseil exécutif avec la très honorable Patricia Scotland QC, Secrétaire générale du Commonwealth	DIR/GBS	Salle X	150
Total participation				600

8.1.3 Information Meetings for Permanent Delegations

Date	Title	Organizer	Place	Public
04/04	Réunion d'information sur la réponse de l'UNESCO aux crises en Syrie et en Iraq	ERI/NCS/NAC	Salle XI	200

8.1.4 Electoral Groups Meetings (Plenaries)

Date	Title	Organizer	Place	Public
20/04	Réunion plénière du Groupe I	Délég. perm. de la Suisse	Salle XIII	50
21/04	Réunion plénière de l'ASPAC	Délég. perm. du Népal	Salle XIII	50
28/04	Réunion plénière du GRULAC	Délég. perm. du Guatemala	Salle XVI	40
Total participation				140

8.1.5 External rentals

Date	Title	Organizer	Place	Public
01/04	Conférence « L'éducation d'urgence des enfants réfugiés »	Délég. perm. de Côte d'Ivoire	Salle II	150
02/04	Conférence sur les Sûtras bouddhiques	Association culturelle Soka de France	Salle IV	350
05/04	Conférence internationale sur le zéro	Délég. perm. de l'Inde	Salles IV, VI + Hall Ségur	350
05/04	Rencontre du Président du Kenya Uhuru Kenyatta avec la diaspora kenyane en France	Délég. perm. du Kenya	Salle II	300
05-06/04	Conférence "Embracing the Future: Improving Quality of Science Instructions in Schools"	Délég. perm. de la Malaisie + ISTIC	Salles VII, XI	100
14/04	Séminaire sur la lutte contre les traites d'êtres humains	Délég. perm. du Belarus	Salle VIII	30
19-20/04	147e Réunion du Comité exécutif de l'Organisation européenne et méditerranéenne pour la protection des plantes (OEPP)	OEPP	Salle XIV	40
Total participation				1 320

8.2. UNESCO Events - www.unesco.org/fr/cultural-events

8.2.1 Exhibitions, Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
01/04	Cérémonie : Passage du flambeau du « Peace Run 2016 » à l'UNESCO	SHS/TCD/ICD	Hall Ségur	30
02-10/04	Exposition « Sûtras bouddhiques, un héritage spirituel universel »	Association culturelle Soka de France	Salles Miró	7 320
04-08/04	Exposition "Aqua Lingua : l'eau parle"	Délég. perm. de la Lituanie	Salle des Actes	300
05/04	Conférence internationale sur le zéro	Délég. perm. de l'Inde	Salles IV, VI + Hall Ségur	350
11-22/04	Exposition "Education sans frontières"	Délég. perm. d'Israël et le Congrès juif mondial	Salle des Actes	200
14/04	Cérémonie de remise de Prix UNESCO-Sharjah pour la culture	UNESCO et la Délég. Perm. Des Emirats arabes unis	Salles II, IX	300
14-26/04	Exposition de peintures de Soraya Abu Naba'a	Délég. perm. de la République dominicaine	Salles Miró	500

* Source: the number of participants for the rooms is estimated by ERI/DPI/SPE and MSS/GLD. Neither means nor tools are available to monitor exhibitions visitors. Room I maximum capacity: 1,368 seats

- **5 events** were promoted in the April 2016 monthly *Calendar of cultural events* printed out in 2,000 copies (in French), and its electronic version sent out to **28,621 subscribers**.
- **5 events** were organized, co-organized and/or promoted in April 2016 by DPI/PRP (Public Relations and Partnerships Section).

8.3. UNESCO Visits

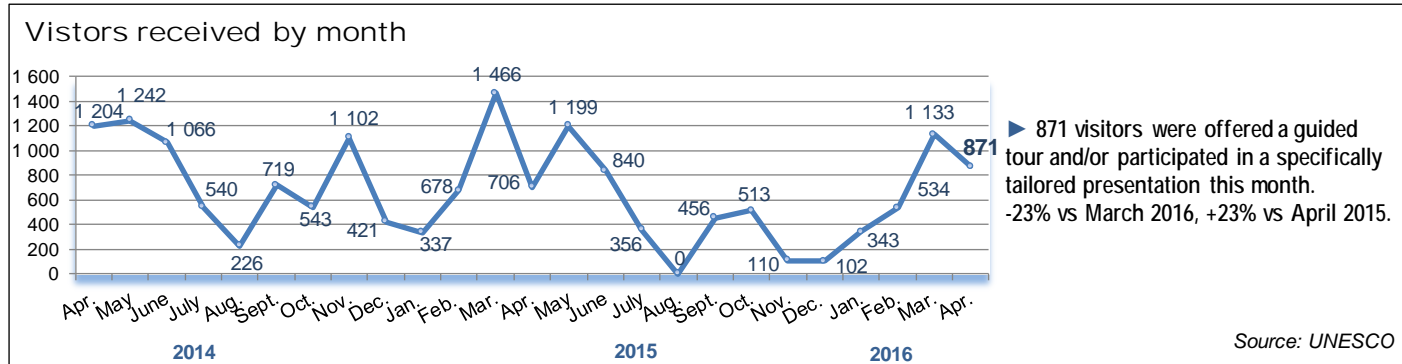
A total of **31 guided tours** of Headquarters for **871 visitors** - and one including a **specifically tailored presentation** for a group of 60 people - were organized in April 2016. 20 of these visits/presentations were conducted in French for a mainly European and North American public.

1. Requests	
Number of emails received	n/a
Number of requests received	n/a
Accepted requests	31
Declined requests	n/a

3. Type of visits		
Group Visits	29	91%
Individual Visits	2	6%
Thematic Conferences	1	3%

2. Languages		
Visits/Presentation in English	12	38%
Visits/Presentation in French	20	63%
Other	-	0%

4. Origin		
Europe and North America	871	100%
Arab States	-	0%
Africa	-	0%
Asia and Pacific	--	0%
Latin America and the Caribbean	-	0%



9. UNESCO logo exposure

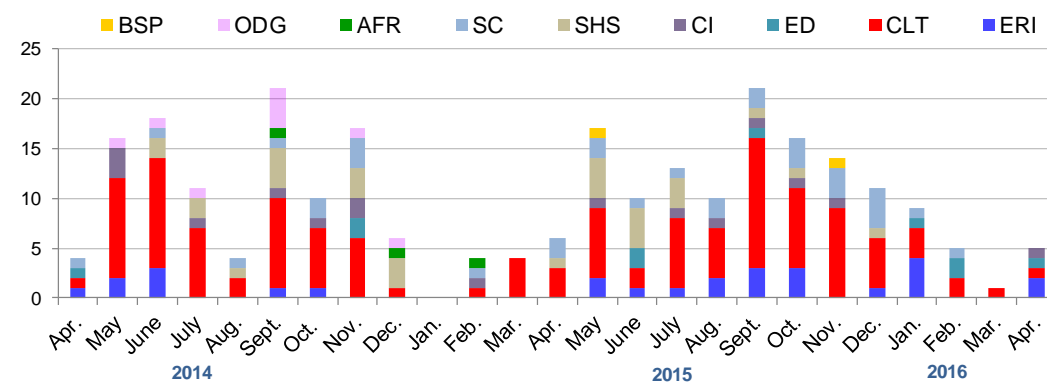
9.1. Patronage

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.

- 5 events which have been granted UNESCO's patronage took place in April 2016

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
02/04	Spain	Summer Solstice Fire Festivals in the Pyrenees	General public	CLT
26/04	Egypt	3rd International Conference on Training and Development in Higher Education in Cairo, organised by the Beni-Suef University's Center for Human Resources Development	High education specialists & policy makers	ED
28/04	France	International conference on issues of openness of descriptive data in series publications, organised by International Standard Serial Number	Publication specialists	CI
30/04	UK	A publication entitled "Those Who Inspire", on Mexico, produced by Those Who Inspire Ltd, with the aim of inspiring young people by introducing them to the success stories of personalities of their own countries.	Young people	ERI
30/04	Mozambique	Concert entitled "More Jazz Big Bang" to celebrate International Jazz Day	General public	ERI

Number of events held under UNESCO patronage, by month



- Five events took place in April 2016 under the patronage of UNESCO, vs 6 in April 2015.
- Since Jan. 2016, 20 events were held under UNESCO's patronage, a 42% increase compared to the same period in 2015.

Source: Patronage Database

10. Media and Communication 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 (TBS / Japan). Memoranda of Understanding have been signed with major press agencies (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. Institutional partnerships

10.1.1 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: CANON, SUBARU, DAIWA-HOUSE, MITUSBISHI-TOKYO-UFJBANK

Date	Subject	Format	Audience share
03/04	Cultural Landscape of Sintra (Portugal)	30 min.	3.9%
10/04	The World Heritages of the Nile 1 (Compilation)	30 min.	4.1%
24/04	The World Heritages of the Nile 2 (Compilation)	30 min.	5.9%

Average audience share in April: **4.6%** (for the first broadcast). Estimate number of viewers in Japan: **4,159,000** (for the first broadcast). The total audience of the programmes in April was estimated at **12,478,000** viewers.

10.1.2 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](#) in Chinese, English, Spanish, French, Russian, Arabic, 20 newspapers, and dozen magazines in Chinese

Website page views: 100,000,000 per day (100,000,000 hits)

Network: partnership with more than 100 foreign news media

Links to titles by language (other than Chinese)	Nb of reports
English	46
Spanish	32
French	19
Russian	6
Arabic	5
In April a total of 108 reports were released on UNESCO through Xinhuanet	

10.2 Communication partnerships

New partnerships not finalized this month.

10.3 Media partnerships

New partnerships not finalized this month.