



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2011/PIPMR/09

Monthly Report on the Use of UNESCO Public Information Products

June 2011

Table of Contents

Executive Summary.....	2
Major Events	4
1. Website	9
2. Media Services	12
3. Social Media Channels	18
4. Photobank	23
5. Documents (UNESDOC) and Library	25
6. Publications	28
7. Courier	33
8. Calendar of Events	34
9. Headquarters	35
10. Logo exposure.....	40
11. Media Partnerships	41

For further information, please contact: Enzo Fazzino, Chief, ERI/DPI/PBM - Ext: 80568 - email: e.fazzino@unesco.org

Executive Summary

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

Media and Major Events

June was marked by several major events that were widely covered by media around the world.

These include:

- **Announcement of the partnership between UNESCO and Málaga FC (1 June)**
- Launch of the Broadband Commission report (6-8 June)
- **FOCUS 2011 - 2nd UNESCO World Forum on Culture and Cultural Industries on the future of the book (6 June)**
- Partnership with Panasonic on World Heritage (6 June)
- Threats to the Ghadames World Heritage site in Libya and the Director-General's call to all parties to spare the site (15 June)
- **Nomination of Forest Whitaker as a UNESCO Goodwill Ambassador (16 June – media advisory released)**
- **35th Session of the World Heritage Committee**, which is - as usual - the top story of the month, generating huge coverage around the globe (19-29 June)
- An appeal for aid to South Sudan made during the launch of the GMR in Juba (21 June)
- **New MAB biosphere reserves announcement (30 June)** (for which only partial results can be presented here.) – **23rd MAB ICC Session (28 June-1 July 2011)**

Events in bold are highlighted in the Major Events pages (4-7).

Several other important events took place during the month, such as the round table on democracy in the Arab States (21 June), the launch of iTunes U (22 June) and the IOC General Assembly (20 June), but these were unfortunately 'drowned out' by the other stories, especially the World Heritage Committee meeting.

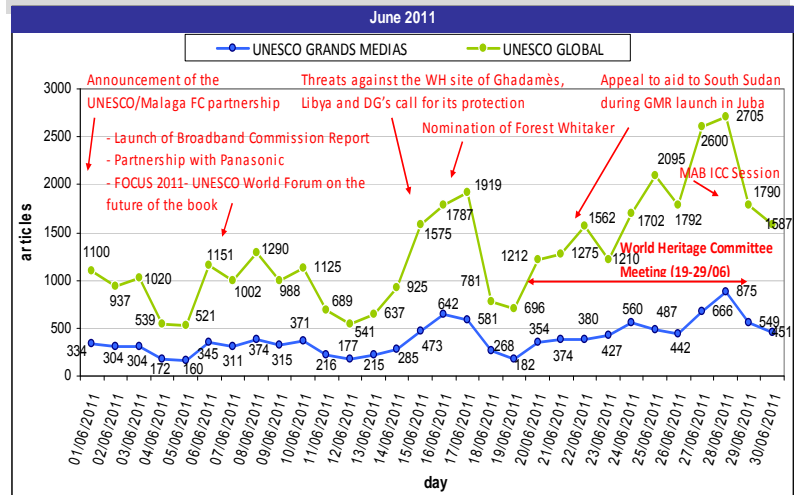
The graph to the right, "June 2011" shows the number of articles in all monitored media outlets worldwide (green line) and in leading national and international news outlets (blue line).

The increase in coverage this month is reflected mainly in the blue line. The number of articles in major news outlets was multiplied up to 10-fold when compared for example to the month of April (May's statistics were not reliable because of problems with the web platform).

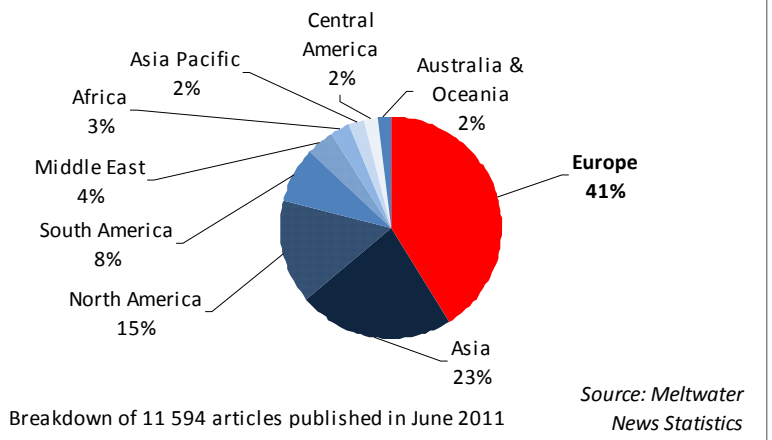
It should also be noted that this month, for the first time, the UNESCO Twitter account was used by newspapers and news agencies including AFP, El País and La República (Peru) as a source. Sina Weibo live tweets have also been used by major Chinese news portals including Phoenix TV and China National Radio, as a source of news on the World Heritage meeting.

The second graph shows the regional breakdown of coverage. Forty percent of articles appeared in European media, followed by Asia (23%) and North America (16%).

Articles published in leading national and international titles and on major websites (in blue) and in all other monitored media outlets (in green)



In second place after Europe, Asian media account for over 1/5 of the coverage



UNESCO Website and Social Media Channels

In line with overall international trends, web traffic has been declining in recent years while traffic via social media and other new delivery mechanisms is soaring. This is visible in the huge growth in popularity of Fotopedia's mobile World Heritage app and in the use of other new tools from YouTube and Youku to Facebook, Twitter, Sina Weibo and our new iTunes University channel (launched this month, it has already had over 10 000 downloads). The most-visited pages over June were the World Heritage page, the UNESCO Homepage and, especially, the World Heritage News page (+18.15% from May).

To increase UNESCO's multilingual social media presence, the new kids on the block are UNESCO Twitter accounts in Spanish and French as well as a new Facebook page in French. UNESCO now has 15 000 Twitter followers in English, 1376 in Spanish, 55 in Russian, 293 in Arabic and 154 in French.

This month, live tweets were sent from all UNESCO Twitter accounts during the World Heritage meeting and the round table on Democracy in the Arab World, which helped drive up the number of followers for most accounts. The round table proved the most successful opportunity to date for interaction among UNESCO and its social media fans and followers. Leading up to the event, five questions relating to democracy in the Arab world were circulated via Twitter in English, French, Spanish and Arabic, and via Facebook in English.

A special effort was made to boost the number of followers of UNESCO's newly created Spanish Twitter account. On June 16, an appeal was posted via Twitter asking users to help us reach 1000 followers by the end of the month. This goal was reached on June 22, only three weeks after creating the account. UNESCO's Spanish account now has the second highest number of followers of all UNESCO Twitter accounts, trailing only @UNESCOSantiago, which has 2,145 followers.

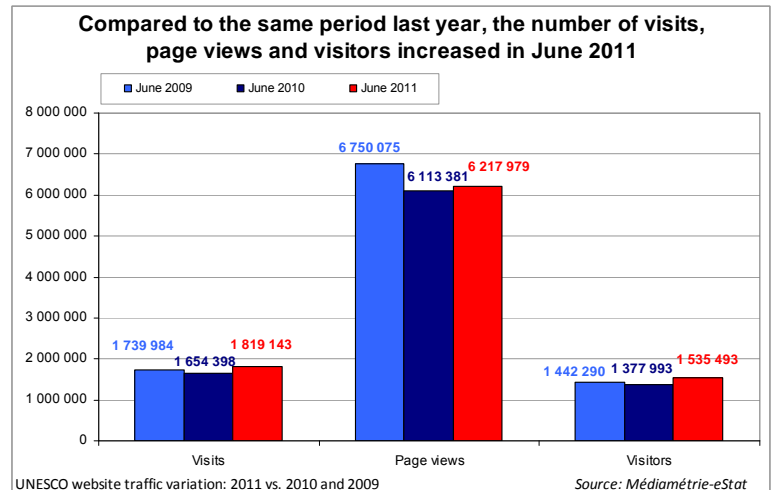
With 92,100 fans, UNESCO's Sina Weibo page again ranked second among the 11 UN agencies or Country Offices on Sina Weibo. The 13.4% increase in June took place mainly during the World Heritage meeting, where live tweeting became the exclusive channel for reporting on Committee events.

UNESCO Publications

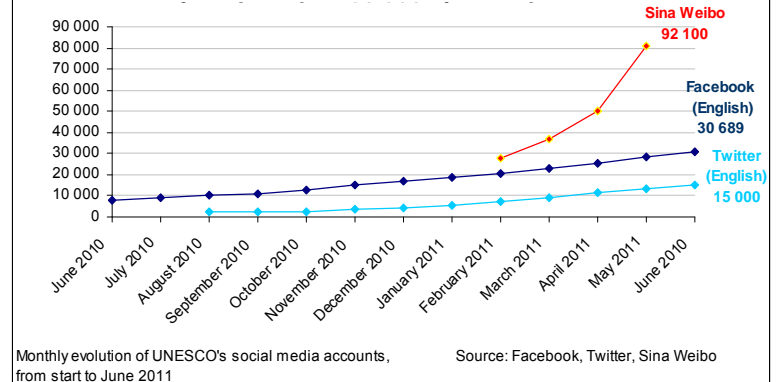
Flagship UNESCO books and reports were particularly sought-after online this month, with four of the five most-viewed outputs falling into this category. The *General History of Africa* in Portuguese (*História geral da África*) remains the most frequently viewed of all UNESCO publications in June, with the English version of the same eight-volume series reaching second place.

Of publications released this year, *Freedom of Connection, Freedom of Expression: The Changing Legal and Regulatory Ecology Shaping the Internet*, produced by the Communications and Information Sector, and the *Education For All Global Monitoring Report, 2011: The Hidden Crisis – Armed Conflict and Education*, attracted a strong online readership.

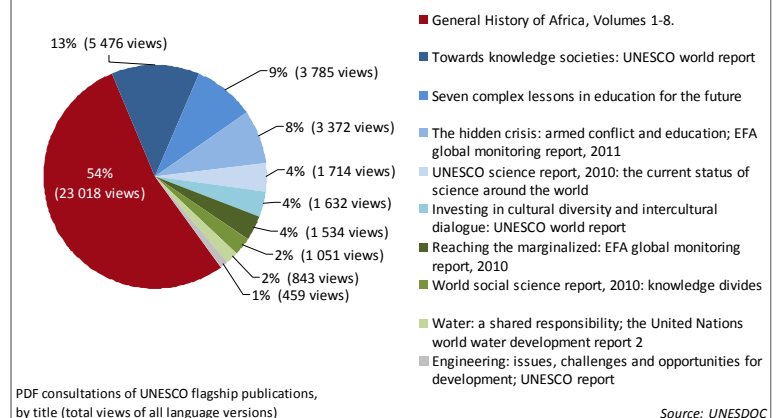
UNESCO now offers 133 publications for consultation on Google Books, from where readers can browse the full contents or search for specific terms. The total views through Google Books fell slightly in June, however, with 116 000 page views logged.



After just one year, we count over 125 000 social media followers in all markets and all languages



The General History of Africa, in four language editions, is the most downloaded flagship publication



Major events:

I. Signature of UNESCO / Málaga Football Club agreement (1 June 2011)

Irina Bokova, and the President of the Málaga Football Club (Málaga CF), Sheikh Abdullah Al-Thani signed on 1 June 2011, a four-year agreement aiming to promote peace through sport, the internet and social media, at the Picasso Museum in Málaga, Spain. "Imagining peace" is the main message of the agreement, which requires UNESCO and Málaga Football Club to mobilize their networks and communities to promote initiatives in favour of intercultural dialogue, education, the fight against doping and against racism.

UNESCO and Málaga CF will share their resources so as to inspire young people with a new understanding of peace. The internet and social media will be used to promote UNESCO values concerning intercultural dialogue and the importance of education. The agreement also aims to contribute to the creation of an environment free of racism where girls and boys enjoy the same opportunities; to help foster a social conscience among the young using the information tools that are theirs, i.e. the internet and its social networks; and to implement the principles that underpin UNESCO's Convention Against Doping in Sport.

A joint commission with representatives of UNESCO and Málaga CF will develop initiatives so as to attain these objectives. *La Academia*, the training centre of Málaga CF's young players, serves as a practical laboratory for the agreement. At present 15 teams of young footballers aged 6 to 19 (i.e. 500 players in total) are trained there. The two parties will lead regular campaigns with the social media and the internet and develop e-publications with the aim of meeting the needs of young audience.

Communication materials and activities:

- Press release
- Press conference in Málaga.
- Photos
- Video.
- A press trip to Málaga has been organized by DPI with the participation of journalists from Eurosport, TV Qatar and So Foot.
- An editorial signed by the Director-General has been published in the three linguistic editions of the newspaper El Sur (Spanish, English, German).
- UNESCO logo will feature as of next season, on the jerseys of all players of Malaga C.F., on stadium electronic billboards and screens, and on the other publicity materials of the club



Press coverage:

Press coverage for this event was exhaustive and worldwide. The story was mostly covered by the print and electronic media, in both the general news and specialized sport press.

Social media:

The French and Spanish official Twitter accounts, and Sina Weibo were opened to coincide with the UNESCO/Málaga CF signing. Six tweets were prepared and tweeted in all six official languages. The Spanish Twitter account gained the highest number of followers that day (190), and a total of 390 over the first week. UNESCO also retweeted some of Málaga CF's tweets via the English and Spanish accounts. On Sina Weibo, photos of the event were posted together with the text.

Málaga CF's communication team provided photographs throughout the day which were uploaded onto the English, Chinese, Arabic and Russian Facebook pages. A video produced by Málaga CF was also tweeted via the English, French and Spanish accounts. The video was later uploaded onto the English Facebook page, but received only a modest number of likes (68).

II. FOCUS 2011 - Second UNESCO World Forum on Culture and Cultural Industries - The Book Tomorrow: The Future of the Written Word (06-08/06/2011)

Focus 2011, the Second UNESCO World Forum on Culture and Cultural Industries, organized by UNESCO and the Italian Government in collaboration with the Regione Lombardia, took place in Monza (Lombardia), Italy from 6 to 8 June 2011. Conceived as a platform for bringing people together to share ideas on contemporary topics, encourage debate and stimulate fertile, interdisciplinary and innovative thinking, this edition's theme was "The Book Tomorrow: The Future of the Written Word". It provided a stimulating platform to exchange views on publishing today and the future repercussions of the digital revolution. The three main themes discussed in plenary sessions were: The E-book Economy, Author's Right in the Digital Era, The Digital Library. These were streamed live on line, and the audience was also able to participate and interact via microblogging using the hashtag #booktomorrow.

Nine workshops were devoted to the following sub-themes: "Blog versus Newspaper", "Future of writing and reading", "Changes in the production and distribution chain", "Copyright versus copy-left", "Fair use and Creative Commons", "Preserving the digital memory", "The library as public service", "Good and bad in public and private partnership" and "The risks of digitization".

Participants: 317 people from 41 countries, as well as a world community of bloggers, tweeters and 800 students from Regione Lombardia, following the event through live streaming.

Audience: Authors, publishers, scientists, media professionals, librarians, sociologists, bloggers, researchers, decision-makers and business representatives.

Communication materials and activities:

- 2 related Press releases in three languages sent to a global database of 19,968 contacts
- Media advisory
- Video messages from the Director-General and the ADG/CLT
- Dedicated website: www.focus2011.org
- 85 journalists from Italy have been accredited. 25 of them were journalists from foreign press invited by the co-organizers.

Webcast/Live streaming connections: 2 332 viewed pages

Website statistics:

- www.focus2011.org: 15 136 visits (29.4% during the Forum) and 64 496 page views (25.8% during the Forum).
- unesco.org website drove 8.6% of the total traffic, Facebook 4.7% & Twitter 4.5% over the period. During the event, Twitter drove 7.6% of the traffic (UNESCO 8.7% over the 3 days).

Press coverage:

The Forum has received very good coverage in Italy, Spain, the UK, Argentina and Colombia. Articles have been published by La Stampa, Corriere della Sera, El País, La Repubblica, The Independent, the Guardian on line, The Herald, Livres Hebdo, Ludwigsburg, The Bookseller, ActuaLitté, Publishing Perspectives North, Clarin and Semana, among many others.

- 426 printed and online articles published in 26 countries. The audience for printed media is estimated at 32 650 000.
- 7 major radio programs: BBC World Service (UK-5 min); IETB (Spain-15 min); RTVE (Spain-24 and 18 minutes); Radio France International (Chinese Program, 8 min); The Guardian Books podcast (27 min); Radio Exterior de España (Spain, 14 min)
- During all the conference, interviews of a selection of key participants were put simultaneously online on two leading referential websites: ActuaLitté (France): www.actualitte.com and Publishing Perspectives (USA): <http://publishingperspectives.com/>

Social media:

An external communications agency handled the social media element of this event and was given access to UNESCO's Facebook and Twitter accounts in English. More than 30 posts were created on Facebook, all of which were textual and so did not attract any notable attention from fans who prefer multimedia posts.

- **Facebook:** + 30 posts with less than 10 comments. More than 40 persons wanted to participate in the event through the live streaming.
- **Twitter:** In total 1245 Tweets sent out with #booktomorrow hashtag between April 26 and June 27. 83% of the tweets were sent during the 3 days of the Forum. The hashtag was used by people in 26 countries (73% Europe, 9% North America, 7% Latin America) and in 6 languages (41% in English, 32% in French, 24% in Spanish). 110 tweets were sent through unescoNOW
- **Sina Weibo:** Posts on Sina Weibo received 231 retweets and 62 comments. Most comments emphasized on the importance of reading.

III. 35th Session of the World Heritage Committee (19-29 June 2011)

The 35th session of the World Heritage Committee was held at Paris Headquarters from 19-29 June, with 1 300 participants registered. During the session the Committee reviewed 35 sites proposed for inscription on the World Heritage List, and inscribed a total of 25, including three natural properties, 21 cultural and one mixed site. Two properties were added to the World Heritage List in Danger and one was removed from that list. The World Heritage List now numbers 936 properties: 183 natural sites; 725 cultural; and 28 mixed.

Participants: 1 300 participants

Audience: Members of the World Heritage Committee, States Parties to the World Heritage Convention, Permanent Delegations, NGOs Observers

Communication materials and activities:

- Press breakfast ahead of the meeting
- 15 related Press releases
- B-rolls of all new sites and endangered sites
- Photo galleries for most of the new sites
- Press conference on opening day
- Social media coverage direct from the meeting throughout the event
- In Focus on the home page of unesco.org
- 137 journalists have been accredited
- Distribution of 1 000 copies of the World Heritage Review n°60, Special Issue on the Gulf region
- Presentation and distribution of the World Heritage map in Arabic
- Distribution of the World Heritage map and other World Heritage related material in English, French and Spanish

Press coverage:

Press coverage was massive, for the most part celebratory, and worldwide. This event is the biggest event on UNESCO's annual calendar and is covered extensively by print, broadcast and electronic media – from international outlets such as CNN and the BBC or the New York Times – to national and regional outlets, specialized media and blogs. The interesting new development this year was that UNESCO's live Twitter feed from the meeting was often cited as the source of information in media stories.

Social media:

Twitter proved to be a key source of instantaneous information for journalists covering the World Heritage Committee. For the first time, UNESCO Twitter accounts have been used by newspapers and news agencies such as Spain's El País newspaper, La República (Peru), Agence France Press and several other media outlets, and referred to UNESCO's official Twitter accounts as a source. UNESCO's Sina Weibo was also used by a number of major Chinese media outlets as the exclusive source, including Phoenix TV online, Youth Times, and China National Radio. An example of how social media was quoted can be seen in Youth Times: "Due to the fact the World Heritage Committee's debate is closed to media, the five live post of UNESCO's Sina Weibo on the process of the inscription of the West Lake became the exclusive live reporting channel...".

Over 100 live tweets were sent out of UNESCO's different Twitter accounts as soon as new inscriptions were announced.

The hashtag #WorldHeritage was created for the Committee meeting and used in tweets sent out via the English, Arabic and Russian accounts. During the course of 10 days (20-30 June), 362 tweets contained the hashtag #worldheritage. Spanish used the hashtag #Patrimonio. During this period, there were other important events but most new followers (673) can be attributed to the World Heritage Committee. The tweets concerning Latin American and Spanish sites were especially successful. Colombian site nomination was retweeted over 40 times. The Spanish one, Serra de Tramuntana, was retweeted 48 times. The reference made to Sina Weibo in major Chinese media outlets resulted in increasing the number of fans by some 3000 within 24 hours. The post announcing the inscription of West Lake on the World Heritage list has become the No.1 post of the month, received 3701 retweets, and 696 comments. The @UNESCOheritage twitter account that was set up unofficially a year ago and run by a student based in Germany until it was recently recovered by UNESCO, was used during the Committee but gained just 160 followers.

The B-roll of "The Tropical Rainforest Heritage of Sumatra", a heritage site placed on the danger list have received more than 5000 views on UNESCO's Youku Channel, and more than a dozen other B-rolls on World Heritage site received a total of 2000 views in the last few days in June.

IV. Forest Whitaker designated UNESCO Goodwill Ambassador – Nomination Ceremony (21 June)

Forest Whitaker; American actor, director and producer, has been designated UNESCO Goodwill Ambassador for Peace and Reconciliation in a ceremony held at UNESCO Headquarters in Paris on 21 June. The designation, in the presence of the Director-General and the US Ambassador to UNESCO David Killion, came in recognition of Mr Whitaker's humanitarian and artistic commitment. As UNESCO Goodwill Ambassador for Peace and Reconciliation, Forest Whitaker will support UNESCO's priorities and activities, promoting and advocating greater public awareness and mobilizing decision-makers and stakeholders globally to support programmes for youth focusing on education for peace, human rights and global citizenship.

Participants: 450 people in room II

Audience: Permanent Delegations and UNESCO staff

Communication materials and activities:

- Press release
- Interview with Forest Whitaker
- Press briefing after the ceremony
- B-roll

Press coverage:

30 journalists mainly from photo and video agencies attended the ceremony. Press coverage was very extensive and very positive for this event. Most coverage was produced following distribution of the UNESCO press release ahead of the event. The nomination was particularly well covered in Latin America and Africa. Special coverage was arranged in the US for the day following the nomination on the popular CBS Early Show, with an interview of Forest Whitaker at UNESCO.

Social media:

This event had very little impact on any of UNESCO's official social media channels. A video uploaded on to UNESCO's English Facebook page via YouTube received just 73 likes. One post with text, photo and link to the video interview was posted on Sina Weibo, received 71 retweets and 15 comments, ranking as one of the 15 top posts of the month.

Since this event took place at the same time as the World Heritage Committee it is hard to assess its potential impact on social media accounts, the tweets concerning the event were not retweeted massively.

V. Conference on the 40th anniversary of UNESCO's MAB Programme (27-28 June) and 23rd session of the International Coordinating Council of UNESCO's Programme "Man and the Biosphere" (28 June-1 July 2011)

To mark its 40th anniversary, UNESCO's programme "Man and the Biosphere" (MAB) held in Dresden (Germany), from 27 to 28 June 2011 an International Conference "For life, for the future – Biosphere reserves and climate change", jointly organized by UNESCO's Man and the Biosphere Programme, the Federal Ministry for Environment, Nature Conservation and Nuclear Safety, the German Federal Nature Protection Agency and the German National Commission for UNESCO. It assembled representatives from politics, administration, science and practice to discuss the future of the MAB programme in times of climate change. The Director General gave a speech at the opening of the Conference.

This event was followed by the 23rd session of the International Coordinating Council of UNESCO's Programme "Man and the Biosphere", which extended an existing biosphere reserve and added 18 new sites to the World Network of Biosphere Reserves. These additions and extension now numbers 580 MAB Biosphere Reserves in 114 countries.

The winner of the Michel Batisse Award for Biosphere Reserve Management and the 10 laureates of scholarships for young scientists were announced during this session of the MAB.

Participants: Some 300 participants attended the Conference on the 40th Anniversary and some 180 participants attended the 23rd of the MAB Council

Audience: Both events were attended from Government officials from ICC Member States and Observers, representatives of MAB National Committees, Delegates form NGOs and Managers of Biosphere Reserves. There was also large press coverage

Communication materials and activities:

- Media advisory
- Two press releases (new biosphere reserves and winners of MAB scholarships).
- Photo gallery of some of the new biosphere reserves.
- Press conference organized in Dresden.
- Distribution in Dresden of the publication "World Network of Biosphere Reserves 2010 – Sites for Sustainable Development" , in English, French and Spanish (300 copies)
- Dedicated website: <http://www.mab-dresden-2011.org/>

Press coverage:

The designation of biosphere reserves has received considerable coverage in Germany, where was held the MAB Council, including in titles such as the Süddeutsche Zeitung, Spiegel-Online, Bild, Stern or Standard. The event also received massive coverage in Spain and Latin America, including Chile and in the three countries concerned by the new and first tri-national Trifinio Fraternidad Biosphere Reserve (El Salvador, Guatemala, Honduras). The information was generally well relayed in countries with a new reserve, such as Israel (Ha'aretz) or Jordan (Jordan Times). A dispatch from the Spanish news agency EFE on the three Latin American winners of scholarships for young scientists has also been picked up by the media.

Social media:

Five tweets were prepared and sent out during the course of the Committee meeting via the English Twitter account. This had a fairly minimal impact perhaps due to the volume of tweets sent out during the World Heritage Committee. A poll of UNESCO's English Facebook page asked fans to share their interpretation of biodiversity, proved more fruitful with 112 people taking part.

On Sina Weibo, 3 posts including one on the designation of Mao'er Mountain of China with photo on MAB have received over 500 retweets and over 100 comments. Most of the comments are positive to the conservation effort of UNESCO.

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

UNESCO publishes a wide array of web content. Although the majority is today available primarily in English and French, content is increasingly available in the six official languages of the Organization, as well as in certain subportals in Portuguese, Vietnamese, and others. Today over 5.68 million unesco.org pages (many of course database driven) are referenced by Google.

UNESCO's website traffic is measured today through tags embedded in pages. With these, **page views**, **visits**, and **visitors** are tracked. It must be noted that the totals do not cover all UNESCO traffic as not all content is yet tagged, and some UNESCO content is currently published in non unesco.org sites (eg Google docs, Facebook, Twitter, certain institute and field office websites, etc.). Thus traffic totals may be lower than in reality. Year-to-year trends are however an accurate reflection for the majority of content, as the pages tagged have been consistent for several years. In turn, certain other statistics, such as publication downloads (which are measured through our UNESDOC tool) may be far too high since we can only currently measure hits on a document rather than successful downloads.

Traffic indicators explained:

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).

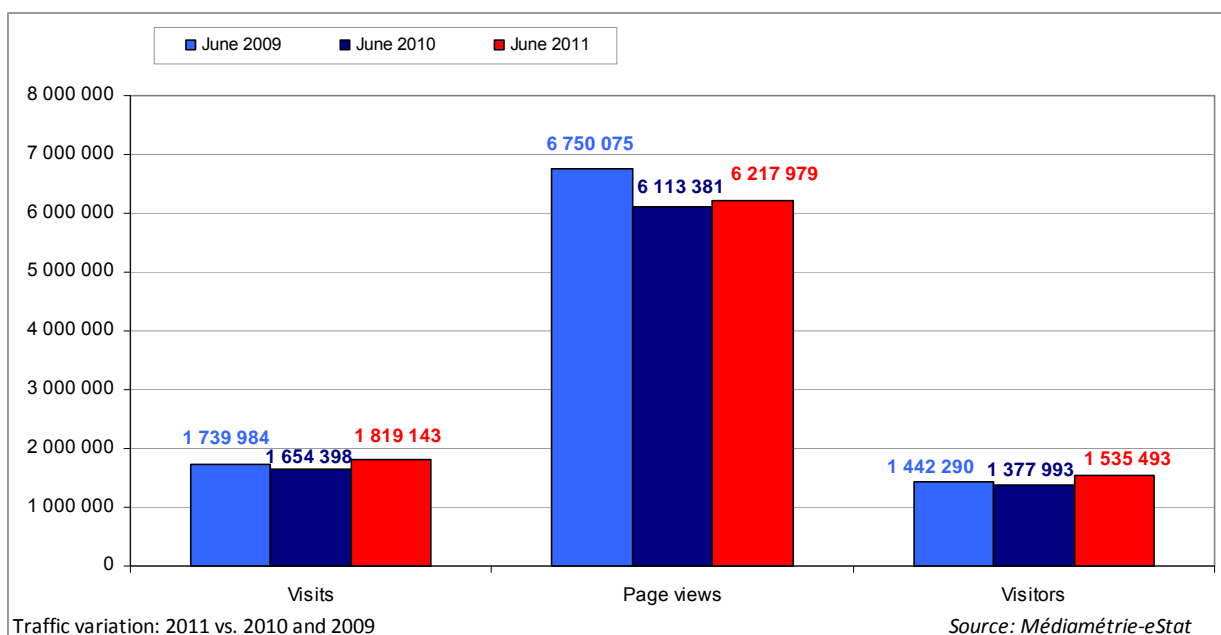
Visits: A visit is defined as a series of page requests from the same uniquely identified client with a time of no more than 30 minutes between each page request.

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.

2010 Traffic Benchmarks:

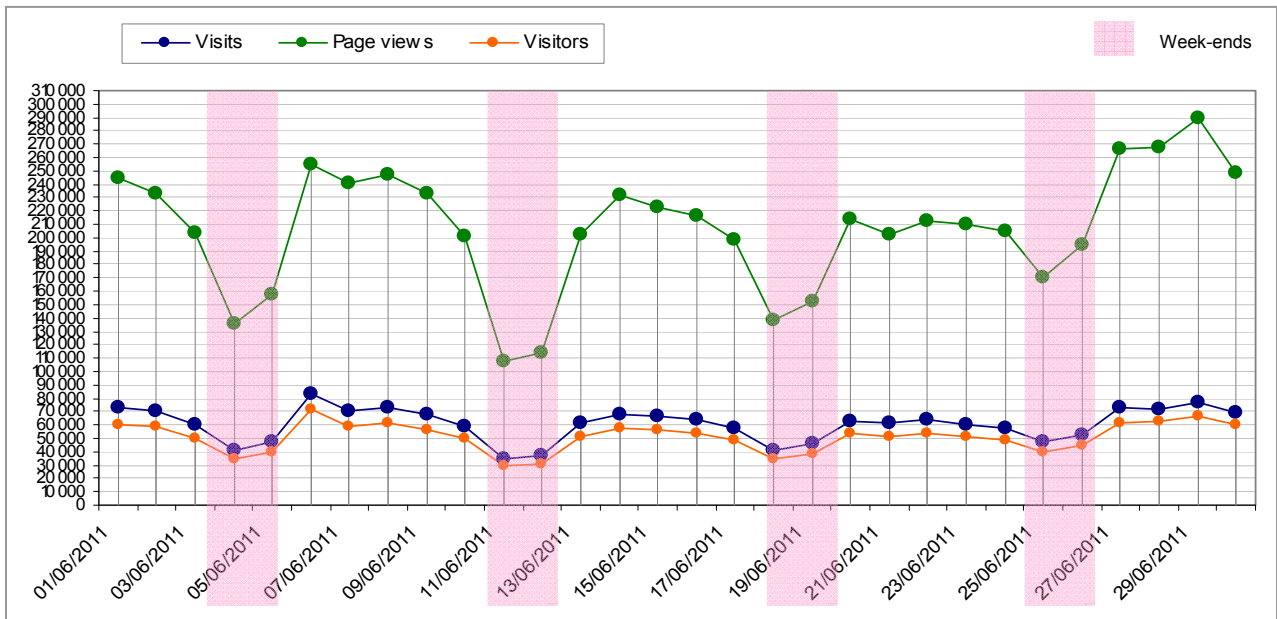
- **7.2 million average page views per month**
- **1.9 million average visits per month**
- **Highest Traffic Day:** 2nd August: all time record of pages views: **578 734** (World Heritage Committee – New World Heritage sites announced)
- **Highest Traffic Week** 2-8 August: **2 244 884** (World Heritage Committee)
- **Highest traffic month:** March (**2,5 MM visits** and **9,2 MM pages views** – L'Oréal prizes, Water day and Women's day)

1.1 Traffic Variation: June 2011 vs. June 2010 and 2009



1.3 June 2011 (1-28) Traffic

Daily Web Traffic Patterns



- UNESCO/Málaga FC Partnership

- Broadband Commission report
- UNESCO World Forum on the future of the book

-Nomination of Forest Whitaker

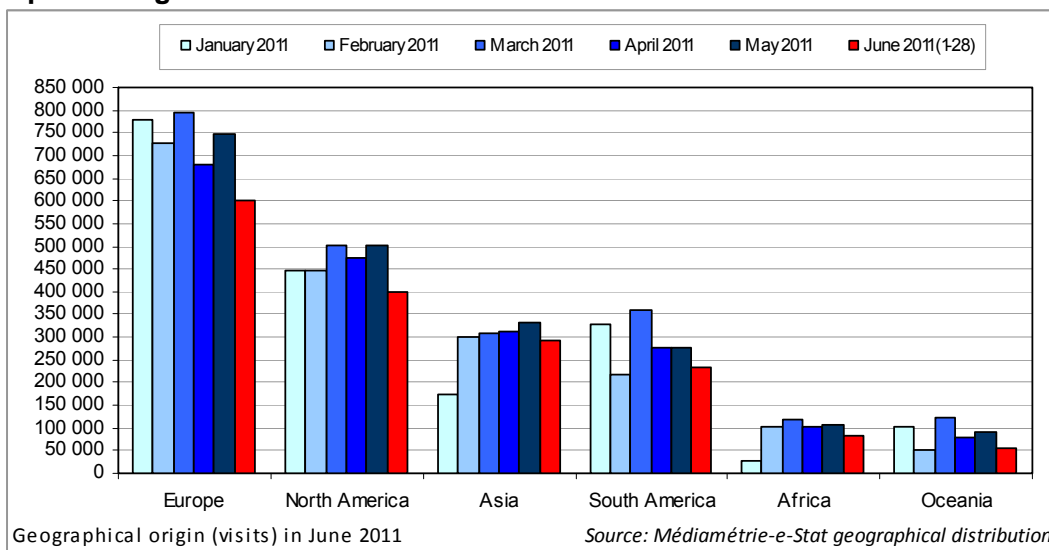
-World Heritage Committee Meeting (19-29/06)
- IOC General Assembly (22/06-05/07)
- Launch of iTunes U (22/06)
- 23rd Session of the MAB ICC (28/06-01/07)

1.4 Monthly evolution 2011

	Page views	Monthly Variation	Visits	Monthly Variation	Visitors	Monthly Variation
January	6 263 270	+16.89%	1 870 346	+15.17%	1 538 184	+15.19%
February	6 219 935	-0.69%	1 860 104	-0.55%	1 524 610	-0.88%
March	7 657 354	+23.11%	2 290 729	+23.15%	1 875 655	+23.02%
April	6 479 701	-15.37%	1 934 621	-15.54%	1 572 707	-16.15%
May	6 990 074	+7.88%	2 070 504	+7.02%	1 710 666	+8.77%
June*	6 217 979	-11.05%	1 673 489	-12.14%	1 535 493	-10.24%

* The statistics show this month a decrease in page views and visits, which may be attributed to server problems that occurred on two occasions and in particular during part of the day on 28 June.

Geographical origin of visits in June

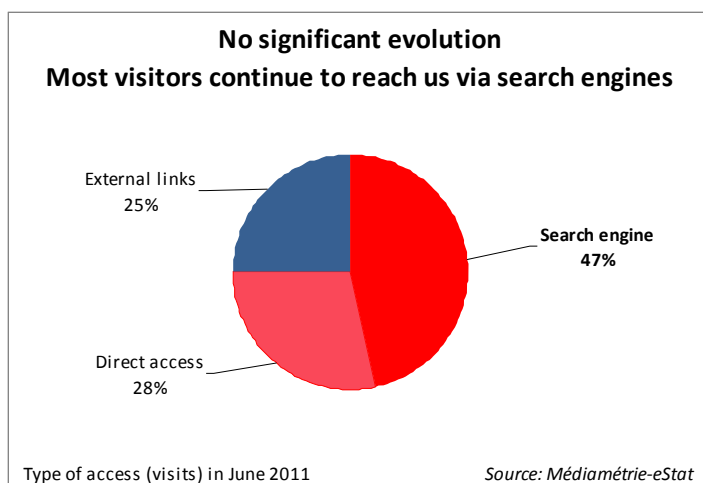
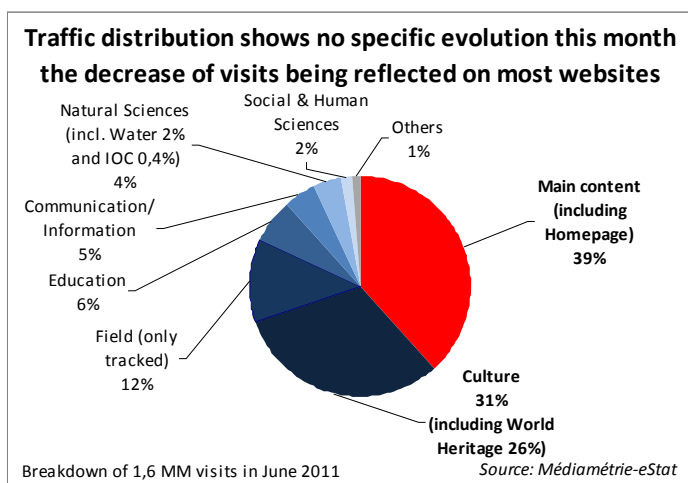


1.5 Visits by Area of Interest for June 2011 (1-28) (This data only covers tagged subsites)

Areas of interest	Visits in June (not deduplicated)	Rate of significant visits in June (More than 1 page viewed)	Rate of significant visits in May (More than 1 page viewed)
UNESCO.ORG	1 673 489	46.74%	45.28%
Central services and homes pages	868 882		
Central pages (Central services websites, DG, Governing Bodies, About UNESCO, Media Services, etc.)	459 041	34.14%	33.95%
unesco.org homes pages	369 223	23.08%	24.02%
Worldwide	30 040	52.94%	52.85%
The UNESCO Courier	10 578	33.95%	36.89%
Culture Sector	705 946		
World Heritage	582 738	47.72%	45.96%
Culture Sector	123 208	39.40%	38.70%
Education Sector	140 625		
Education Sector	128 964	38.52%	37.08%
Communication and Information Sector	111 404	25.81%	27.36%
Natural Sciences Sector	90 338		
Natural Sciences	41 419	38.31%	39.06%
IOC	9 037	22.12%	25.95%
Social and Human Sciences Sector	41 026	32.63%	32.84%
Field offices *	110 708	36.44%	37.30%
UIS	55 240	31.79%	39.54%
UIL **	5 358		
IIEP**	114 678	-	-
Miscellaneous	23 681		

* Amman, Apia, Beirut, Brazil, Doha, Geneva, Harare, Iraq, Islamabad, Jakarta, Kathmandu, Kingston, Moscow, New Delhi, Phnom Penh, Quito, San Jose, Santiago, Tehran, Windhoek, Yaounde.

** UIL and IIEP statistics are tracked separately and cover the period (1-30 June).



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

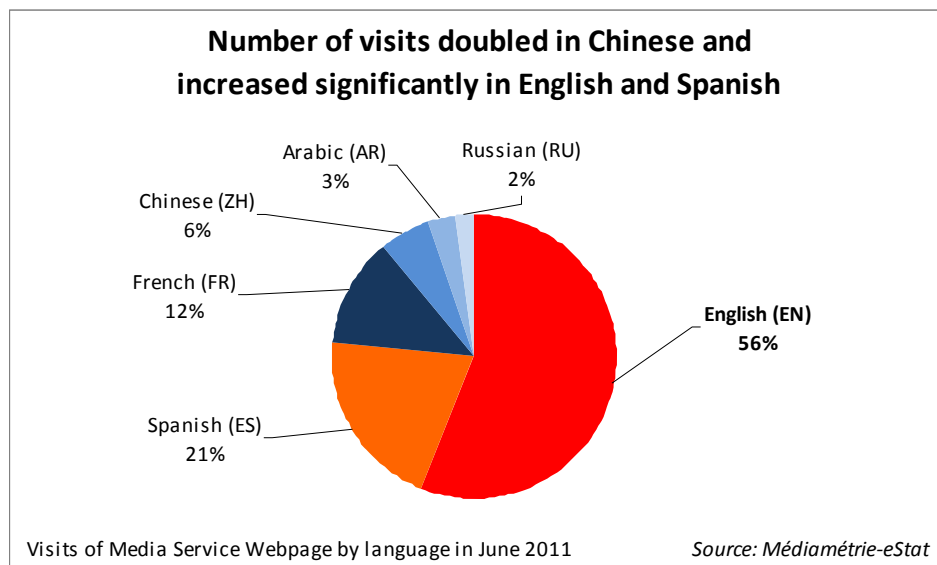
UNESCO products for written and audiovisual media are:

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

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

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

Languages	Page views	Variation vs. M-1	Visits*	Variation vs. M-1
*Total non deduplicated	105152	+35.44%	55 095	+15.51%
English (EN)	59 914	+44.65%	30 957	+26.21%
French (FR)	13 689	+2.16%	6 628	-25.70%
Spanish (ES)	19 471	+43.00%	11 350	+33.39%
Russian (RU)	3 110	-1.40%	1 661	-13.08%
Arabic (AR)	2 007	-32.38%	1 202	-38.01%
Chinese (ZH)	6 961	+126.08%	3 297	+74.63%



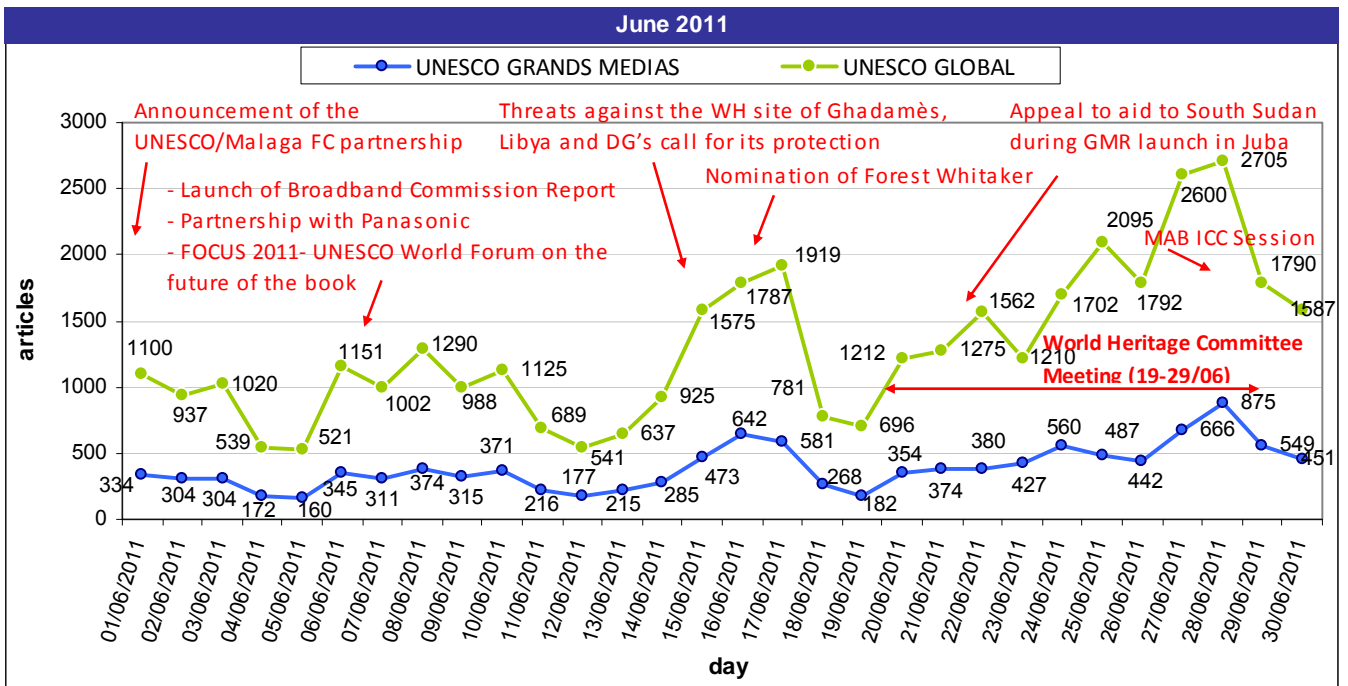
2.2 Press releases/Media advisories/Web Releases issued in June

	Date	Titles
1.	01.06.2011	UNESCO and Málaga Football Club team up to imagine peace
2.	01.06.2011	Director-General condemns murder of Venezuelan columnist Wilfred Iván Ojeda
3.	03.06.2011	New Broadband Commission Report focuses on bringing high-speed connectivity to the world's poorest communities
4.	03.06.2011	Debating the future of books in Monza

5.	06.06.2011	New Broadband Commission report seeks to bring high-speed connectivity to world's poorest communities
6.	08.06.2011	Launch of new cycle of UNESCO/Keizo Obuchi Fellowships for young researchers
7.	09.06.2011	UNESCO Director-General pays tribute to Jorge Semprun
8.	10.06.2011	UNESCO Director-General calls on Syrian authorities to restore internet services to citizens and cease attacks against media
9.	10.06.2011	Conference with Nobel Prize Economics laureate Elinor Ostrom at UNESCO
10.	14.06.2011	UNESCO Director General salutes launch of US\$360 million fund for education in Haiti
11.	14.06.2011	The Director-General calls for the protection of the Old Town of Ghadamès
12.	16.06.2011	American film star Forest Whitaker to be named UNESCO Goodwill Ambassador
13.	16.06.2011	Director General condemns killing of Indian journalist, Jyotirmoy Dey
14.	17.06.2011	UNESCO's Man and the Biosphere Programme: 40 years of sustainable development
15.	17.06.2011	Democracy and renewal in the Arab World: roundtable at UNESCO in support of transition to democracy, 21 June
16.	20.06.2011	Conservation of World Heritage sites under scrutiny: World Heritage Committee meets to examine World Heritage List and inscribe new sites
17.	21.06.2011	Successful preservation of India's Manas Wildlife Sanctuary enables withdrawal from the List of World Heritage in Danger
18.	21.06.2011	UNESCO calls on international community to deliver an education peace premium in South Sudan
19.	22.06.2011	UNESCO joins iTunes U
20.	22.06.2011	World Heritage Committee puts Río Plátano Biosphere Reserve on Danger List at the request of Honduras
21.	22.06.2011	Danger listing for Indonesia's Tropical Rainforest Heritage of Sumatra
22.	24.06.2011	Kenya Lake System in the Great Rift Valley and Australia's Ningaloo Coast inscribed on UNESCO's World Heritage List
23.	24.06.2011	Japan's Ogasawara Islands on UNESCO's World Heritage List
24.	24.06.2011	Ancient Chinese cultural landscape, the West Lake of Hangzhou, inscribed on UNESCO's World Heritage List
25.	24.06.2011	Senegal's Saloum Delta inscribed on UNESCO's World Heritage List
26.	25.06.2011	Barbados enters World Heritage List with Bridgetown and its Garrison; Hiraizumi (Japan) and Germany's Beech Forests also inscribed
27.	25.06.2011	World Heritage Committee inscribes five new sites in Colombia, Sudan, Jordan, Italy and Germany
28.	26.06.2011	UNESCO Director-General regrets the announcement of Thailand's intention to denounce the 1972 World Heritage Convention
29.	27.06.2011	Sites in Ethiopia, Kenya and Viet Nam inscribed on UNESCO's World Heritage List
30.	27.06.2011	Six new sites inscribed on UNESCO's World Heritage List
31.	28.06.2011	Four new sites inscribed on UNESCO's World Heritage List
32.	28.06.2011	Twenty-five new properties inscribed on UNESCO's World Heritage List which now numbers 936
33.	29.06.2011	Bangkok designated World Book Capital 2013
34.	30.06.2011	18 new Biosphere Reserves added to UNESCO's Man and the Biosphere (MAB) Programme

2.3. Statistics on articles referring to UNESCO

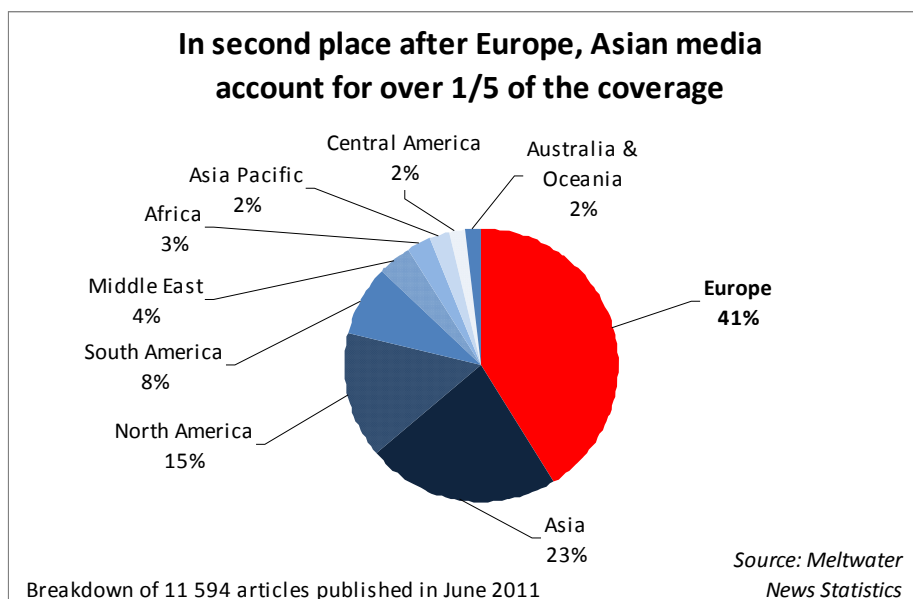
Number of articles published in leading national and international titles and major websites (in blue), and in all other monitored media outlets in June (green line: includes regional, local, dailies, magazines, online news aggregators and other sites). (Source: Meltwater News Statistics)



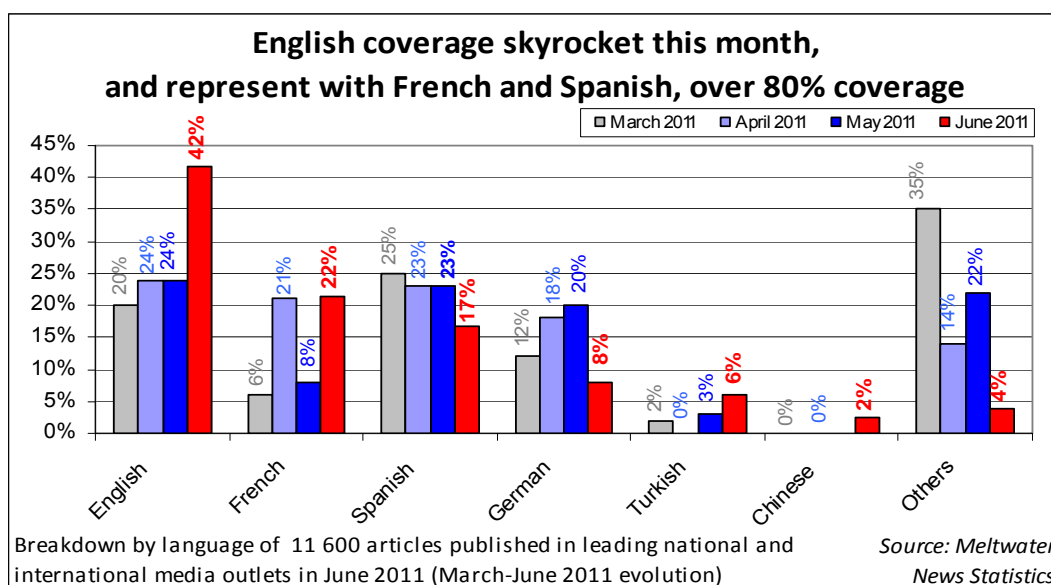
June was marked by several major events that were widely covered by media around the world. Several other important events took place during the month, such as the round table on democracy in the Arab States (21 June), the launch of iTunes U (22 June) and the IOC General Assembly (20 June), but these were unfortunately 'drowned out' by the other stories, especially the World Heritage Committee meeting.

The increase in coverage this month is reflected mainly in the blue line. The number of articles in major news outlets was multiplied up to 10-fold when compared for example to the month of April (May's statistics were not reliable because of problems with the web platform).

Regional breakdown of media coverage in leading national and international newspapers and online news sites around the world in June in which UNESCO features in the title of the story, or in the sub-heading.



Breakdown by language of articles published during the month of June in leading national and international media outlets



NB: the numbers indicated for May may not be accurate due to changes in the web platform during that month.

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

Date	Subject / Title	Languages	Media
03.06.2011	"Imagining Peace"	English and Spanish	Diario Sur (SUR in English), Spain Sur.es website, Spain
16.06.2011	"The younger the democracy, the more important the freedom of expression"	Swedish	Göteborg Posten, Sweden

2.5 Interviews given (by subject and media)

	Subject	Interviewee	Language s	Media (press TV Radio)
1.	Elinor Ostrom (Nobel Prize in Economic Sciences), invited by the MAB	Elinor Ostrom	English	Le Monde
2.	IPBES	Gretchen Kalonji	English	RFI- Autour de la question
3.	World Heritage, Paris, Banks of the Seine	Petya Totcharova	English	RFI- Si loin si proche
4.	World Heritage, Latin America and the Caribbean	Nuria Sanz	Spanish	AFP
5.	World Heritage, Panama	Nuria Sanz	Spanish	La Prensa (Panama)
6.	World Heritage	Nuria Sanz	Spanish	RFI, Erika Olavarria
7.	World Heritage, Machu Picchu	Nuria Sanz	English	National Geographic on line
8.	World Heritage, Causses and Cévennes		French	RFI Culture
9.	World Heritage, Latin American sites		Spanish	RFI Latin America
10.	World Heritage, Prehistoric Pile Dwellings site		English	Slovenian TV
11.	World Heritage, Ningaloo Coast		English	ABC TV Sydney
12.	World Heritage, Kenya Lake System, Australia's Ningaloo Coast		English	ABC Radio
13.	World Heritage		French	French radio unit, UN radio

14.	World Heritage		English	Correio Braziliense
15.	World Heritage		English	Rym Ghazal, free lance
16.	World Heritage		English	Shangai Daily
17.	Forum on Culture and Cultural Industries – The Book Tomorrow	Francesco Bandarin	English	BBC World
18.	Forum on Culture and Cultural Industries – The Book Tomorrow	Francesco Bandarin	Italian	RAI 1
19.	Forum on Culture and Cultural Industries – The Book Tomorrow	Irina Bokova	English	ANSA
20.	Forum on Culture and Cultural Industries – The Book Tomorrow	Irina Bokova	French	RFI
21.	Forum on Culture and Cultural Industries – The Book Tomorrow	Irina Bokova	English	Radio Free Europe
22.	Forum on Culture and Cultural Industries – The Book Tomorrow	Milagros del Corral	Spanish	Cadena Ser
23.	Forum on Culture and Cultural Industries – The Book Tomorrow	Milagros del Corral	Italian	La Stampa
24.	Forum on Culture and Cultural Industries – The Book Tomorrow	Antonio Skarmeta	Spanish	Cadena Ser
25.	Forum on Culture and Cultural Industries – The Book Tomorrow	Antonio Skarmeta	Spanish	EFE
26.	Forum on Culture and Cultural Industries – The Book Tomorrow	Antonio Skarmeta	Spanish	Clarín
27.	Forum on Culture and Cultural Industries – The Book Tomorrow	Homero Aridjis	Spanish	EFE
28.	Forum on Culture and Cultural Industries – The Book Tomorrow	Homero Aridjis	Spanish	Publico
29.	Forum on Culture and Cultural Industries – The Book Tomorrow	Robert Darton	English	l'Unita
30.	Forum on Culture and Cultural Industries – The Book Tomorrow	Robert Darton	English	Il Corriere de la Sera
31.	Forum on Culture and Cultural Industries – The Book Tomorrow	Robert Darton	English	La Stampa
32.	Forum on Culture and Cultural Industries – The Book Tomorrow	Pablo de la Mora	Spanish	EFE
33.	Forum on Culture and Cultural Industries – The Book Tomorrow	Pablo de la Mora	Spanish	ANSA
34.	Forum on Culture and Cultural Industries – The Book Tomorrow	Nubia Macias	Spanish	Radio des Nations Unies
35.	Málaga FC agreement		French	Eurosport
36.	Málaga FC agreement		English	Qatar TV
37.	Málaga FC agreement		French	so Foot
38.	Málaga FC agreement		English	Al Djazeera
39.	Málaga FC agreement		French	Reuters
40.	EFA Global Monitoring Report	Bernard Combes	French	Radio Terre

2.6 Background Footage (B-roll) downloads from Multimedia

<http://www.unesco.org/new/en/unesco/resources/multimedia/>

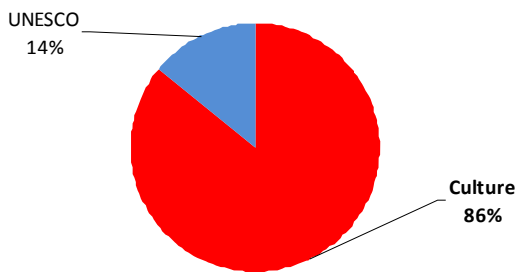
The Background footages are used and downloaded by the audiovisual media (TV agencies, TV, Radio).

	Subject	Downloads	Media
	World Heritage Sites	113	APTN, BBC, Reuters, ...
	Forest Whitaker	2	APTN, Unifeed
	Thailand Cambodia meeting at UNESCO	3	Asean Newsroom
	UNESCO Headquarters stockshots	3	NA
	UNESCO's Priorities for the XXI Century	3	NA
	Others	6	NA

2.7 Number of photographs ordered by the Media (by subject)

Subject	Media	Purpose	Date	Nb of Photos
UNESCO	Telecom Staff Inc / Japan	Publication	27.06	1
UNESCO	Zeme Sveta / Czech Republic	Publication	28.06	3
UNESCO	EVAC	Website	27.06	64
Culture/WHC	Novus Media Solution	Publication	27.06	3
Culture/WHC	Les Echos / France	Website	29.06	100
Culture/WHC	Artaujourd'hui info / France	Website	29.06	103
Culture/WHC	VG / Oslo	Website	29.06	103
Culture/WHC	BBC Brazil	Website	29.06	103
Culture/ICH	Deutschlandradio, www.dradio.de / Germany	Website	10.06	1
Social and Human Sciences	TUT MAGAZIN / Switzerland	Publication	22.06	2

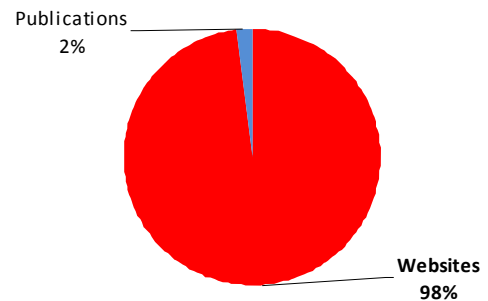
Over 400 images related to culture have been ordered this month by the media



Breakdown by subject of 483 images ordered by the Media in June 2011

Source: UNESCO

Linked to our events, 98% of images were requested this month for Websites



Breakdown by purpose of 483 images ordered by the Media in June 2011

Source: UNESCO

3. UNESCO's Social Media Channels

UNESCO has been utilizing social media since September 2009 after signing a strategic partnership with YouTube to promote UNESCO video content in the six official languages of the Organization. Facebook became an official UNESCO communication channel in September 2010, as did Twitter, the microblogging website. UNESCO registered a page on Sina Weibo, the most popular form of social media in China, similar to Twitter (which is not accessible in China) in February this year. On 16 March, Youku, a Chinese video sharing site, became the latest official UNESCO social media channel. Starting mid May, new Twitter accounts have been launched in Arabic, Russian, Chinese and Spanish, and new Facebook pages in Arabic, French, Russian and Chinese.

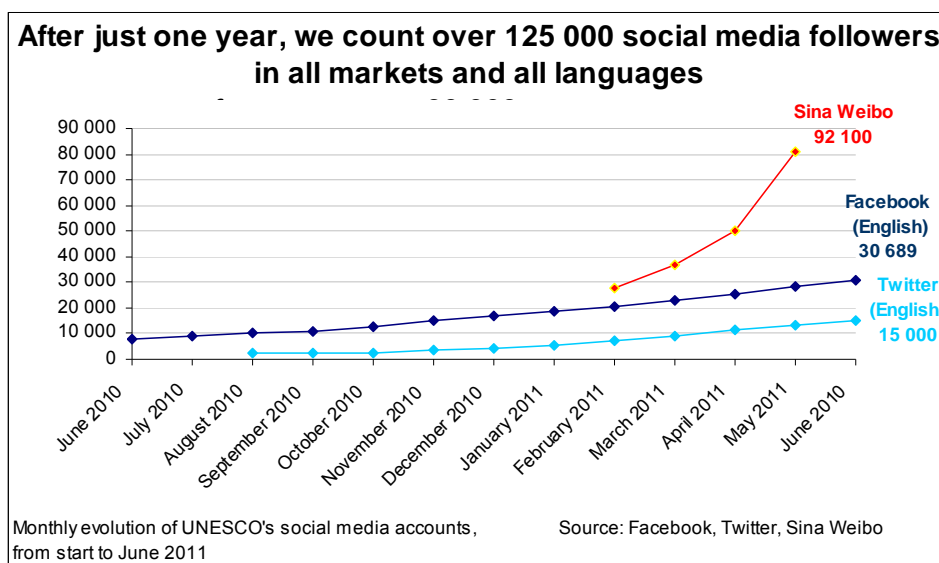
To increase UNESCO's multilingual social media presence, the new kids on the block are UNESCO Twitter accounts in Spanish and French as well as a new Facebook page in French. UNESCO now has 15 000 Twitter followers in English, 1376 in Spanish, 55 in Russian, 293 in Arabic and 154 in French.

Over 150 people started following Twitter in English on June 21. This can be attributed to interest in both the World Heritage Committee meeting and the event on Democracy in the Arab World that both fell on that day. This month, live tweets were sent from all UNESCO Twitter accounts during the World Heritage meeting -to find out which sites will be put on the World Heritage in Danger List-, and the round table on Democracy in the Arab World, which helped drive up the number of followers for most accounts. The round table proved the most successful opportunity to date for interaction among UNESCO and its social media fans and followers. Leading up to the event, five questions relating to democracy in the Arab world were circulated via Twitter in English, French, Spanish and Arabic, and via Facebook in English. More than 40 responses were gathered, all in English and mostly via Facebook.

A special effort was made to boost the number of followers of UNESCO's newly created Spanish Twitter account. On June 16, an appeal was posted via Twitter asking users to help us reach 1000 followers by the end of the month. This goal was reached on June 22, only three weeks after creating the account. UNESCO's Spanish account now has the second highest number of followers of all UNESCO Twitter accounts, trailing only @UNESCOSantiago, which has 2,145 followers.

For the first time on the occasion of the World Heritage Committee, information posted on UNESCO Twitter accounts was used by newspapers and news agencies such as AFP, El País and La República (Peru) as an official source.

With 92,100 fans, UNESCO's Sina Weibo page again ranked second among the 11 UN agencies or Country Offices on Sina Weibo. The 13.4% increase in June took place mainly during the World Heritage meeting, where live tweeting became the exclusive channel for reporting on Committee events. As a matter of fact, the five live tweets on the inscription of the West Lake have been used by major Chinese media as the source of information, and UNESCO's Sina Weibo has been given the credit.



3.1. Facebook - www.unesco.org/facebook

Variation June 2011 vs May 2011

Likes/fans*	June 2011	May 2011	Variation vs M-1
Total likes/fans(all languages)	31 149	NA	-
English	30 689	28 681	+7.00%
French	249	NA	-
Russian	57	NA	-
Arabic	108	NA	-
Chinese	46	NA	-

*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 posts (ranked by highest% feedback - number of comments and likes per impression -from users)

Message	Posted	Likes*	Multimedia
Where in the World?	23.06	397	Photo Gallery
Madagascar Days	12.06	174	Photo Gallery
UN Youth Champion Monique Coleman	18.06	164	Photo Gallery
Kizuna Campaign	29.06	130	Photo Gallery
World Heritage Forest Sites	05.06	124	Photo Gallery
Libya's World Heritage Sites	16.06	118	Photo Gallery
From Uncertainty to Opportunity	22.06	101	Photo Gallery
Where in the World II	30.06	90	Photo
Forest Whitaker video	21.06	73	Video
Irina Bokova visits Málaga CF	01.06	64	Photo Gallery

* Impressions are the raw number of times a post has been seen on your wall and in the news feed of your fans

3.2. Twitter

Variation June 2011 vs May 2011

Followers	June 2011	May 2011	Variation vs M-1
Total followers (all languages)	16 878	NA	-
English	15 000	13 256	+8.12%
French	154	NA	-
Spanish	1 376	NA	-
Russian	55	NA	-
Arabic	293	NA	-

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

	June 2011	May 2011	Variation vs M-1
Nb of Fans	92 100	81 235	+13.37%
Nb of Posts	944	719	+31.29%
Nb of Posts/day	7.5	4.96	+51.21%
Nb of Mentions	26 658	22 002	+21.16%
Nb of Mentions/day	888.6	709.7	+25.21%

Top 10 Posts

Message	Posted	Re-tweets	Comments
West Lake Live (4) - World Heritage Committee has decided to inscribe the West Lake of Hangzhou on UNESCO's World Heritage List	June 24	3704	696
West Lake Live (5) - The World Heritage Committee and its president congratulated West Lake's inscription to the List	June 24	1678	369
The West Lake of Hangzhou, inscribed on UNESCO's World Heritage List (Press Release)	June 24	1405	305
Bangkok designated World Book Capital 2013	June 29	550	115
West Lake Live (3) - Russia, Jordan, Egypt and other countries expressed their support for West Lake	June 24	348	75
West Lake Live (1) - World Heritage committee decided to discuss the inscription of West Lake	June 24	274	92
UNESCO joins iTunes U	June 19	244	37
Heritage sites to be considered for inscription on UNESCO's World Heritage List	June 20	210	44
Monza Forum: The Future of the books	June 06	157	47
Forty-two sites to be considered for inscription on UNESCO's World Heritage List in June	June 24	166	59

3.4 Video Traffic

Video views are tracked on You Tube and Youku. Significant content of UNESCO archives is not part of the below statistics yet.

3.4.1. UNESCO Channel on You Tube - <http://www.youtube.com/unesco> Variation June 2011 vs May 2011

Video views	June 2011	May 2011	Variation Vs M-1
English	139 984	145 381	-3.71%
French	43 716	42 947	+1.79%
Spanish	44 207	48 294	-8.46%
Russian	7 423	8 167	-9.11%
Arabic	5 896	6 072	-2.90%
Chinese	91	71	+28.17%

New Subscribers	June 2011	May 2011	Variation Vs M-1
English	210	236	-11.02%
French	35	17	+105.88%
Spanish	50	43	+16.28%
Russian	15	11	+36.36%
Arabic	8	6	+33.33%
Chinese	3	1	+200.00%

• Top 10 videos on UNESCO TV English Channel

	139 984 views in June 2011	Subject	% of total views
1	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	8.2%
2	Imagining Peace	SHS	5.5%
3	Kabuki Theatre	CLT/ITH	5.1%
4	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	2.6%
5	Baul Songs	CLT/ITH	2.1%
6	Gagaku	CLT/ITH	1.9%
7	Georgian Polyphonic Singing	CLT/ITH	1.9%
8	UNESCO's Priorities for the XXI Century	UNESCO	1.8%
9	Oral and Graphic Expressions of the Wajapi	CLT/ITH	1.7%
10	Lacemaking in Croatia	CLT/ITH	1.6%

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

	43 716 views in June 2011	Subject	% of total views
1	Le Maloya	CLT/ITH	7.5%
2	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	7.0%
3	Le chant polyphonique géorgien	CLT/ITH	6.3%
4	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	4.7%
5	La procession dansante d'Echternach	CLT/ITH	4.0%
6	Le Flamenco	CLT/ITH	2.6%
7	Chemins de Saint-Jacques-de-Compostelle en France	CLT/WHC	2.4%
8	Le Kankurang, rite d'initiation mandingue	CLT/ITH	2.0%
9	Le Canto a tenore, chant pastoral sarde	CLT/ITH	2.0%
10	Le théâtre Kabuki	CLT/ITH	1.6%

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

	44 207 views in June 2011	Subject	% of total views
1	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	5.8%
2	El carnaval de Barranquilla	CLT/ITH	4.3%
3	Las expresiones orales y gráficas de los wajapi	CLT/ITH	4.2%
4	El teatro Kabuki	CLT/ITH	3.3%
5	La huaconada, danza ritual de Mito	CLT/ITH	2.7%
6	El canto polifónico georgiano	CLT/ITH	2.5%
7	Los parachicos en la fiesta tradicional de enero de Chiapa de Corzo	CLT/ITH	1.9%
8	La lengua, la danza y la música de los garifunas	CLT/ITH	1.7%
9	El Kankurang, rito de iniciación mandinga	CLT/ITH	1.4%
10	"Un libro para un niño de Haití"	UNESCO	1.4%

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

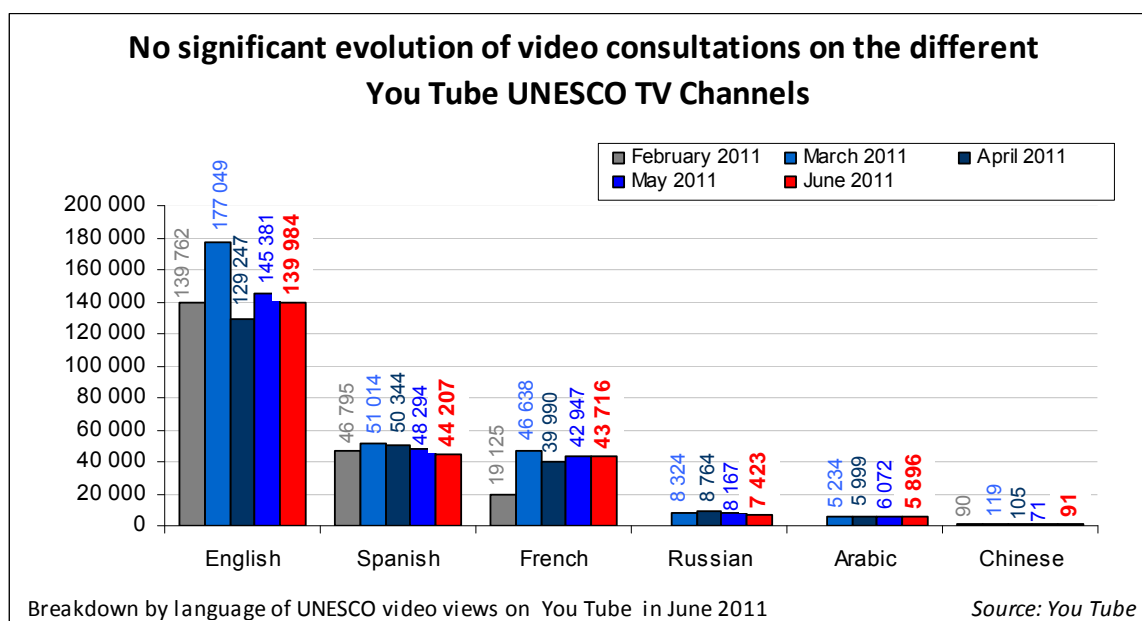
	7 423 views in June 2011	Subject	% of total views
1	Historic centre of Rome and the Properties of the Holy See	CLT/WHC	5.2%
2	Historic districts of Istanbul	CLT/WHC	3.9%
3	Taj Mahal (city of Agra)	CLT/WHC	3.6%
4	The Ancient city of Petra	CLT/WHC	2.7%
5	Rapa Nui National Park (island Paschi)	CLT/WHC	2.5%

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

	5 896 views in June 2011	Subject	% of total views
1	Venice and its Lagoon	CLT/WHC	12.1%
2	Archaeological Areas of Pompei	CLT/WHC	4.2%
3	Taj Mahal	CLT/WHC	4.0%
4	Palace and Park of Versailles	CLT/WHC	3.8%
5	The Sacred City of Kandy	CLT/WHC	3.5%

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

	91 views in June 2011	Subject	% of total views
1	Education for all	ED	37.4%
2	Water in cities	SC	28.6%
3	UNESCO History	UNESCO	14.3%
4	The 2001 Convention	CLT	9.9%
5	Cities on the Edge	SC	3.3%



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

• Top 3 Videos

Video	Posted	Views	Quoted*
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	March 03	42 307	4 368
Endangered world heritage: Tropical Rainforest Heritage of Sumatra	June 23	5 072	4 915
Intangible heritage Kunqu Opera-the Peony Pavilion performed by UNESCO Artist for Peace Jun Zhang	May 14	3 184	2 444
World Heritage: West Lake, Hangzhou	June 26	469	328
Interview: ADG Tang, Qian (in Chinese)	March 01	435	278
Interview: USG Sha Zukang (in Chinese)	May 25	378	236

3.6 UNESCO on iTunes U - <http://www.unesco.org/new/itunes/>

On 22 June UNESCO has joined iTunes University with a wealth of new educational material providing free access to UNESCO's rich multimedia content, via the iTunes Store, Apple's popular online music, video, and podcast service. Collections containing several hundred movies, podcasts, and documents are available in three languages (English, French and Spanish), ranging from training support materials, to policy reports and journals, and lectures, interviews and documentaries which can be downloaded for free to a computer, iPad, iPhone or iPod touch.

Since its launch on June 22, almost 10 000 downloads have been tracked.

3.7 UNESCO Fotopedia iPhone/iPad "app"

The Fotopedia / World Heritage iPhone/iPad "app" was launched in August 2010. Installed on all demonstration machines at stores worldwide, it is ranked as a "favorite" by Apple.

Metrics	TOTAL	June 2011	May 2011	Launch to April 2011
Downloads	1 704 737	83 884	66 526	1 554 327
Visits	6 113 010	633 266	594 010	4 885 734
Pages views	223 316 286	17 933 961	17 309 014	188 073 311
Info pane with UNESCO logo & text	1 726 109	166 647	153 878	1 405 584
Preview of Heritage viewed within other apps	103 428	19 274	16 301	67 853
Open UNESCO page from Heritage	46 386	1 650	4 663	40 073
Distinct UNESCO WHC pages	873	210	708	853
Most viewed UNESCO WHC page	http://whc.unesco.org/en/list/121	http://whc.unesco.org/en/list/274	http://whc.unesco.org/en/list/121	http://whc.unesco.org/en/list/121

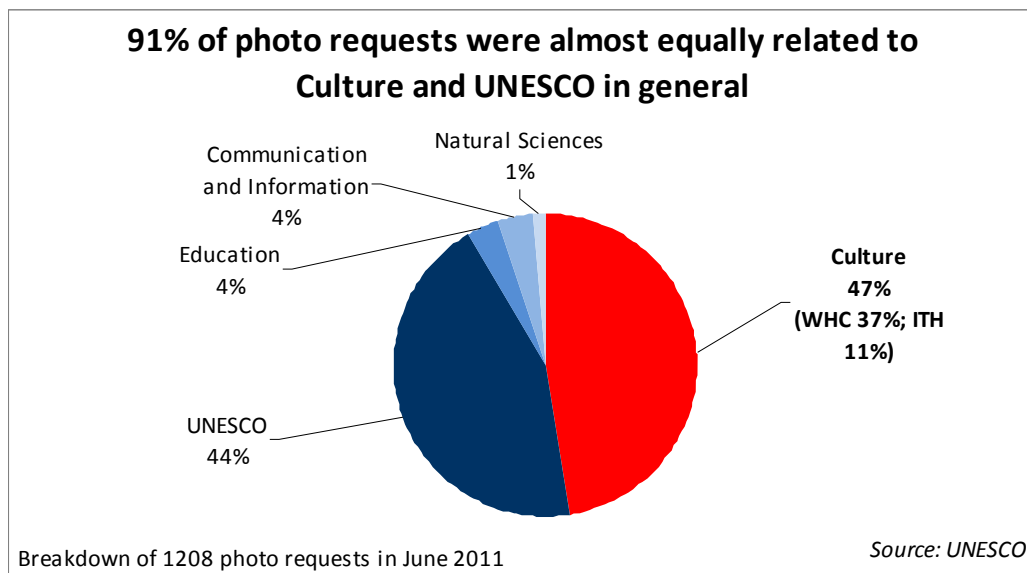
4. UNESCO Photobank - <http://photobank.unesco.org/>

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

4.1. Photos requested online in June

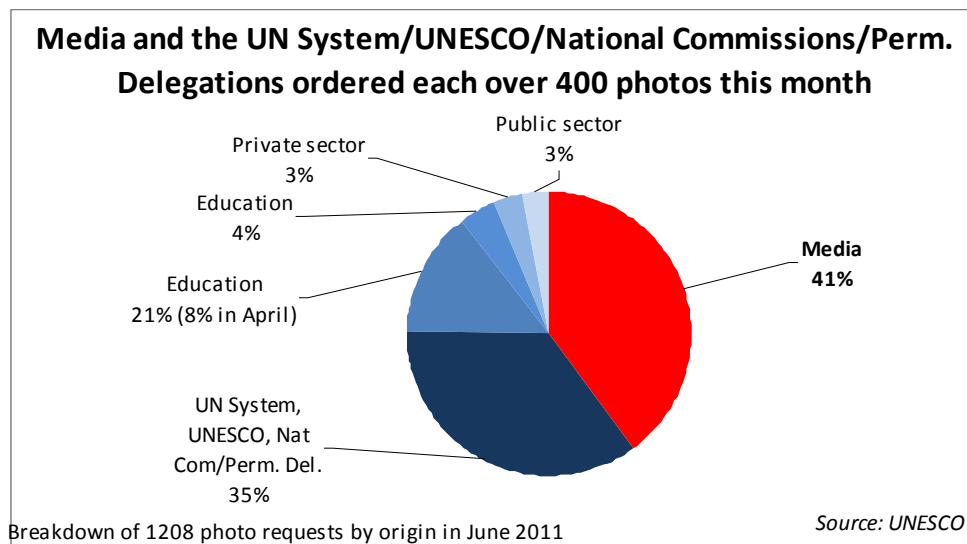
Themes

Themes	June 2011	May 2011
UNESCO	530	654
Education	43	106
Natural Sciences	17	47
Social and Human Sciences	4	25
Culture	571 (442 WHC + 129 ICH)	89 (67 WHC + 22 ICH)
Communication and Information	43	-
TOTAL	1 208	921



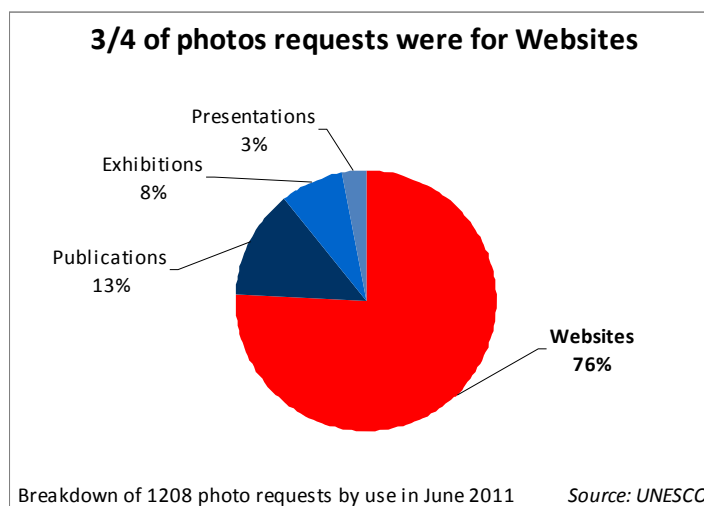
Origin of requests

Origin of request	June 2011	May 2011
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	483	204
Media: Written and Audiovisual and Press	425	259
Education (Schools, Universities, teachers, researchers)	49	194
Public sector (Museums, Bookshops)	173	56
Private sector	41	63
Others	37	145
TOTAL	1 208	921



Use of photos

Use of photos	June 2011
Websites	915
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	161
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	37
Exhibitions	95
Private use	-
TOTAL	1 208



4.2. Photo service

Number of photos

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

	June 2011	June 2010
Number of Events	38	31
Number of Photos	1 030	800

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 ADM/DIT Clearing House - contains the full text and bibliographic records of documents and publications published by UNESCO since 1945 as well as bibliographic records of library acquisitions. These documents and publications are produced by UNESCO Headquarters, UNESCO Offices and Institutes and cover all areas of its activities: education, natural sciences, social and human sciences, culture, communication and information. An application has been specially developed for conducting the statistical consultation of electronic files (PDFs) from 1 January 2006.

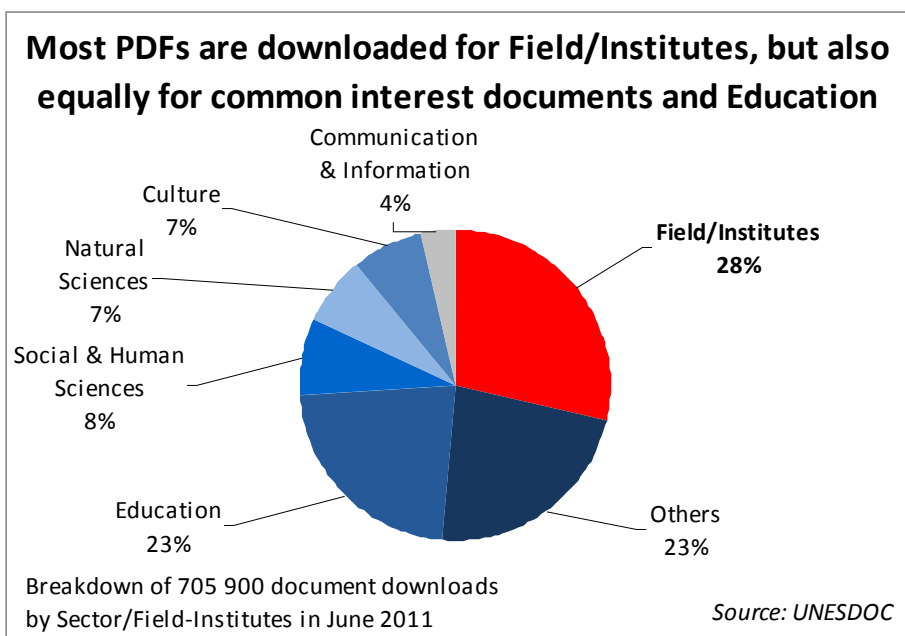
In June, there were **127 556** (126 949 in May) records available online in PDF format, including documents, publications, communication material and other working documents.

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 June: **705 900**

Sectors/Field/Institutes	Number of PDF	Number of downloads	Average nb of downloads per PDF
Education	9 468	159 063	6
Natural Sciences	9 428	50 362	19
Social and Human Sciences	5 550	56 925	10
Culture	3 125	49 951	6
Communication and Information	2 301	26 306	9
Fields & Institutes	7 957	202 869	4
Others	NA	160 424	NA



5.1.2 Top 50 Country Origin

	Country	Downloads
1	United States of America	57 763
2	France	41 714
3	Brazil	41 340
4	Mexico	35 555
5	India	23 064
6	Spain	18 241
7	China	16 558
8	United Kingdom of Great Britain and Northern Ireland	16 012
9	Argentina	15 810
10	Venezuela (Bolivarian Republic of)	15 050
11	Philippines	14 756
12	Japan	12 217
13	Colombia	12 091
14	Nigeria	11 788
15	Peru	11 540
16	Canada	11 421
17	Chile	10 683
18	Republic of Korea	10 200
19	Germany	9 681
20	Australia	7 679
21	Portugal	7 267
22	Algeria	6 262
23	Morocco	6 068
24	Belgium	4 622
25	Italy	4 350
26	Kenya	4 329
27	Indonesia	4 283
28	Malaysia	4 240
29	Ecuador	4 161
30	Russian Federation	4 115
31	Cameroun	4 098
32	Pakistan	4 024
33	Switzerland	4 011
34	South Africa	3 736
35	Netherlands	3 709
36	Bolivia	3 666
37	Iran (Islamic Republic of)	3 313
38	Guatemala	3 092
39	United Republic of Tanzania	2 976
40	Egypt	2 806
41	Senegal	2 772
42	Tunisia	2 541
43	Thailand	2 434
44	Ethiopia	2 396
45	Côte d'Ivoire	2 372
46	Costa Rica	2 278
47	Nepal	2 097
48	Singapore	1 985
49	Panama	1 886
50	Turkey	1 881

5.1.3 Printable Communication materials

Title	Total downloads in June						
	EN	FR	SP	RU	AR	ZH	Total
2010 UNESCO Annual Report	573	175	-	-	-	-	748
UNESCO brochure	946	397	-	-	-	-	1 343
65 Ways UNESCO Benefits Countries all over the World	83	19	86	-	17	-	205
A New Humanism for the 21 st Century	36	28	17	4	3	-	88

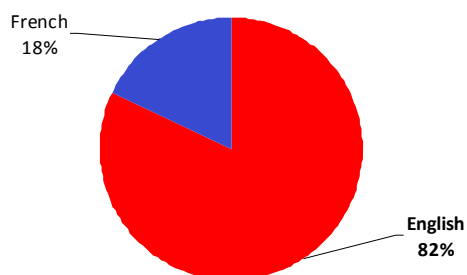
5.2. UNESCO Library - <http://www.unesco.org/library>

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 Web page views

Library web page views increased this month by 15%
French page views gained 2%

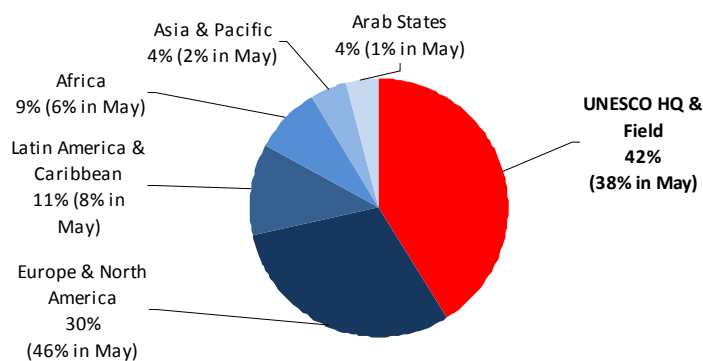


Breakdown of 8 658 web page views in June 2011

Source: UNESCO Library

5.2.2 Questions received by e-mail to: library@unesco.org

The total number of questions received this month increased by 36%



Breakdown of 564 questions received in June 2011

Source: UNESCO 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.

Flagship UNESCO books and reports were particularly sought-after online this month, with four of the five most-viewed outputs falling into this category. The *General History of Africa* in Portuguese (*História geral da Africa*) remained the most frequently viewed of all UNESCO publications in June, with the English version of the same eight-volume series reaching second place.

Of publications released this year, *Freedom of Connection, Freedom of Expression: The Changing Legal and Regulatory Ecology Shaping the Internet*, produced by the Communications and Information Sector, and the *Education For All Global Monitoring Report, 2011: The Hidden Crisis – Armed Conflict and Education*, attracted a strong online readership. Although the English version of the Global Monitoring Report was downloaded most frequently, downloads of the Arabic, Spanish, French and Russian versions continued steadily through the month.

UNESCO now offers 133 publications for consultation on Google Books, from where readers can browse the full contents or search for specific terms. The total views through Google Books fell slightly in June, however, with 116 000 page views logged.

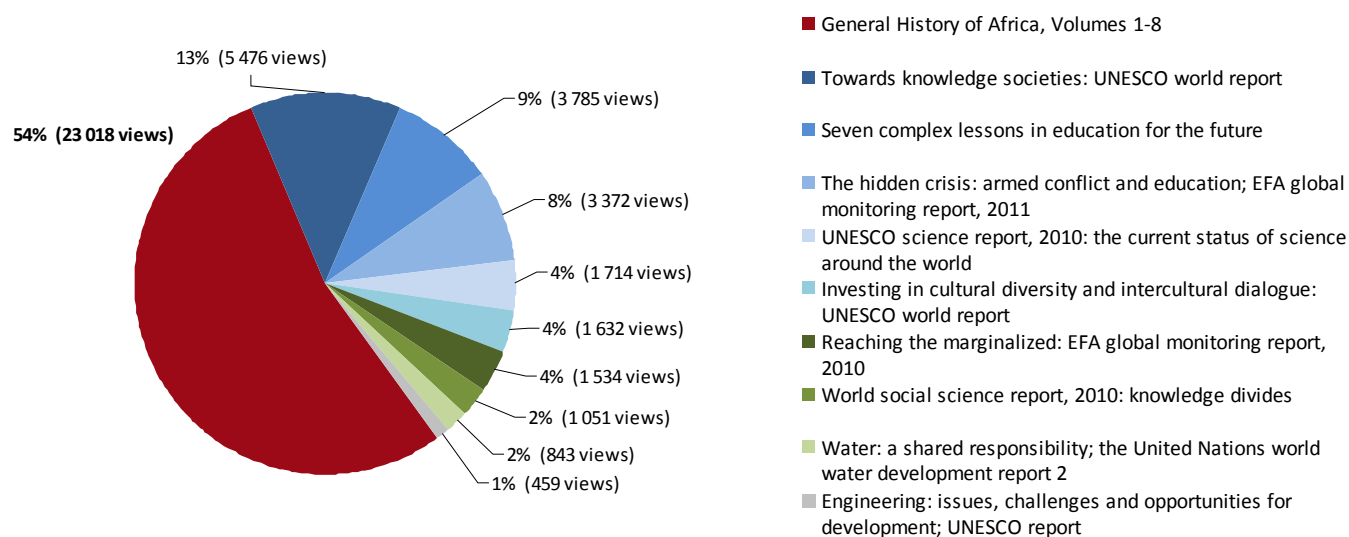
6.1. Top 10 most consulted PDFs in June (UNESDOC)

	Title	Sector	Language	Views	Published
1	General History of Africa, Volumes 1-8. <i>História geral da Africa, I-VIII</i>	CLT	Portuguese	15 419	Brasilia, 2010
2	General History of Africa, Volumes 1-8.	CLT	English	7 212	Paris, 1985
3	Towards Knowledge Societies: UNESCO World Report. <i>Hacia las sociedades del conocimiento: informe mundial de la UNESCO</i>	all	Spanish	4 388	Paris, 2005
4	Environmental Education Activities for Primary Schools: suggestions for making and using low cost equipment. <i>Actividades de educación ambiental para las escuelas primarias: sugerencias para confeccionar y usar equipo de bajo costo</i>	ED	Spanish	3 051	Santiago, 1997
5	Seven Complex Lessons in Education for the Future. <i>Los siete saberes necesarios para la educación del futuro</i>	ED	Spanish	3 044	Paris, 1999
6	Case study on the effects of tourism on culture and the environment: Nepal - Chitwan-Saurahan and Pokhara-Ghandruk	CLT	English	2 819	Bangkok, 1995
7	Freedom of connection, freedom of expression: the changing legal and regulatory ecology shaping the Internet	CI	English	2 496	Paris, 2011
8	Professores do Brasil: impasses e desafios	ED	Portuguese	2 361	Brasilia, 2009
9	EFA Global Monitoring Report, 2011: The Hidden Crisis – armed conflict and education	ED	English	2 156	Paris, 2011
10	Information and communication technology in education: a curriculum for schools and programme of teacher development	ED	English	1 951	Paris, 2002

6.2. PDF consultations of UNESCO flagship publications in June (UNESDOC)

	Title	Language	PDF views June 2011	PDF views 2010
1	General History of Africa, Volumes 1-8.	Portuguese	15 419	<i>Publ. Dec. 2010</i>
2	General History of Africa, Volumes 1-8.	English	7 212	213
3	Towards Knowledge Societies: UNESCO World Report.	Spanish	4 388	38 906
4	Seven Complex Lessons in Education for the Future.	Spanish	3 044	17 417
5	EFA Global Monitoring Report, 2011: The Hidden Crisis – armed conflict and education	English	2 156	<i>Publ. 2011</i>
6	UNESCO Science Report, 2010: the current status of science around the world	English	1 714	1 802
7	Reaching the Marginalized: EFA Global Monitoring Report, 2010	English	1 254	<i>Publ. Nov 2010</i>
8	World Social Science Report, 2010: Knowledge Divides	English	1 051	<i>Publ. June 2010</i>
9	Water: A Shared Responsibility; The UN World Water Development Report 2 (2006)	English	843	15 219
10	EFA Global Monitoring Report, 2011: The Hidden Crisis – armed conflict and education	Arabic	837	<i>Publ.. 2011</i>
11	EFA Global Monitoring Report, 2011: The Hidden Crisis – armed conflict and education	Spanish	780	<i>Publ.. 2011</i>
12	Towards Knowledge Societies: UNESCO World Report (2005)	English	662	7 116
13	Investing in Cultural Diversity and Intercultural Dialogue: UNESCO World Report (2009)	English	654	13 473
14	Seven Complex Lessons in Education for the Future.	French	480	7890
15	Engineering: Issues, Challenges and Opportunities for Development. UNESCO Report	English	459	<i>Publ. Oct. 2010</i>

The *General History of Africa*, in four language editions, is the most downloaded flagship publication



PDF consultations of UNESCO flagship publications, by title (total views of all language versions)

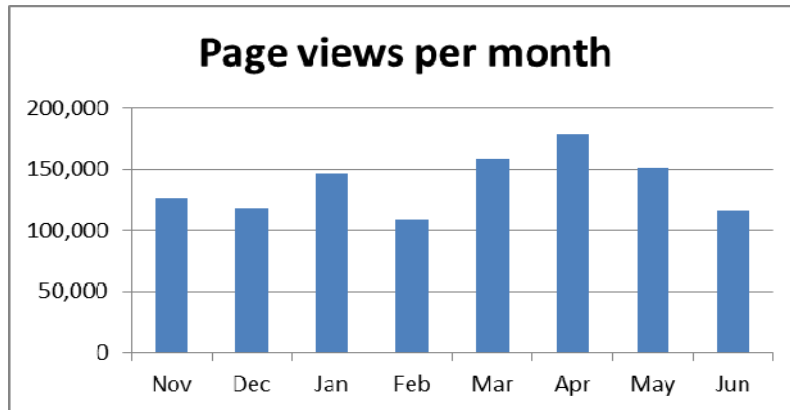
Source: UNESDOC

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

6.3 Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, 133 UNESCO publications (mainly new titles) are available on the service, which allows readers to search for and browse these books online.

Month	Publications on Google Books	Pages viewed	Book visits	Book visits with buy clicks
July 2011	133	115 598	8 808	76



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.

6.4 UNESCO Bookshop bestsellers*

Bookshop sales of UNESCO publications in May, top 5

	Title	Copies sold	Sector
1	The World's Heritage / A Complete Guide to the Most Extraordinary Places	29	CLT/WHC
2	Learning: The Treasure Within	23	ED
3	Eternités Afghanes	21	CLT
4	World Social Science Report 2010	11	SHS
5	The Future of Values	7	SHS

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

	Title	Copies sold	Publisher
1	<i>Papa tu peux sauver la planète</i> colouring book	10	UN
2	Places for Wonder and Discovery	9	Our Place
3	Patrimoine mondial de l'UNESCO : Les sites français	8	Gelbart
4	Charte des Nations Unies	7	UN
5	Le Patrimoine mondial de l'UNESCO, 3e édition	6	Ouest France

6.5 Online and international sales

Online and international sales of UNESCO Publications in June, top 5*

	Title	Copies sold	Sector
1	Freedom of Connection	25	CI
2	Financing Education in Sub-Saharan Africa	23	UIS
3	Savoirs des Femmes	15	SC
4	Hacia las sociedades del conocimiento	10	SHS
5	Derecho de autor y derechos conexos	10	CLT

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

Bookshop sales of UNESCO publications, lowest sellers over the last 12 months

Title	Copies sold	Sector
IIEP 091 Programmes d'alphabétisation efficaces	0	IIEP
Migration and Human Rights	0	SHS
EPT 2010 - Rapport mondial de suivi sur l'EPT	0	ED
Invertir en la diversidad cultural y el diálogo intercultural	0	CLT
Poètes des cinq continents (livret - cd inclus)	0	CLT

Online and international sales of UNESCO publications, lowest sellers over the last two months

Title	Copies sold	Sector
Advanced Simulation and Modeling for Urban Groundwater Management: UGROW	0	SC
Aux sources des musiques du monde : musiques de tradition orale	0	CLT
Effective literacy programmes: options for policy-makers, French edition (<i>Programmes d'alphabétisation efficaces : le choix des décideurs</i>) IIEP 91	0	IIEP/ED
Environmental ethics and international policy, Spanish edition (<i>Ética ambiental y políticas internacionales</i>)	0	SHS
Investing in Cultural Diversity and Intercultural Dialogue: UNESCO World Report 2009, Spanish edition (<i>Invertir en la diversidad cultural y el dialogo intercultural</i>)	0	CLT

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

6.7 Licensing and co-publishing agreements and amendments, June 2011

Contract No.	Title	Publisher	Language	Date of signature
C.2011-018	4 titles published in one volume: - Policy options for student loan schemes: lessons from 5 Asian case studies; - Student loans in Thailand: are they effective, equitable, sustainable? - Student loans in the Philippines: lessons from the past; - Student loans schemes in the Republic of Korea: review and recommendations	Education Science Publishing House	Chinese	16 June
C.2011-019	World Heritage In Young Hands Kit- To know, cherish and act- An educational resource kit for teachers	Sri Lanka National Commission	Tamil	29 June
C.2011-020	World Heritage in Young Hands Kit- To know, cherish and act- An educational resource kit for teachers	Sri Lanka National Commission	Sinhala	29 June
C.2011-021	Confronting the shadow education system- What government policies for what private tutoring?	League of Arab States	Arabic	30 June
Amendment n° 1 to Contract n° C. 2009-015	Race et Histoire-Race et Culture	Karpos	Serbian	28 June
Addendum to contract n° J. 2009-006	The World's Heritage	Harper Collins Publishers Ltd	English	28 June

6.8 Permissions granted to use or translate UNESCO content, June 2011

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
The Getty Conservation Institute, through Anna Duer	2 extracts: <i>The Delta Plan: a Nationwide Rescue Operation</i> , by Kirby Talley Jr., in Museum International, vol. 51, n°1, 1999, pp. 11-15, © UNESCO 1999 and "A Challenge to the Profession", by Gaël de Guichen, in Museum, vol. XXXIV, n°1, 1982, pp.4-5, © UNESCO 1982	Forthcoming publication (early 2012) entitled "Readings in Conservation: Issues in Preventive Conservation", to be published by The Getty Conservation Institute, 2000 copies	Due acknowledgement of UNESCO, fee = US\$ 100; provision of one copy	1 June
Peace Corps, USA, through Marcy Carrel	Reprint pp. 1-79 of <i>Libraries for All! How to start and run a basic Library</i> © UNESCO 1998	to be used by Volunteers to work with communities in partner countries	Due acknowledgment of UNESCO; free of charge	21 June
Prof. Nikolay Omelchenko, Volgograd State Univ., Russia	Several extracts from <i>La philosophie saisie par l'UNESCO</i> © UNESCO 2003	inclusion in the article "65 years of UNESCO" In <i>Reflections - Journal of Philosophical Anthropology 2010 #2</i> , to be made available on the Institute of Human Sciences' website	Due acknowledgment of UNESCO; free of charge	21 June
University of Notre-Dame, through Mary-Jo Young, USA	Extract from <i>Poverty Eradication and Human Rights</i> , pp. 1-12 © UNESCO	Summer course "International Summer Service Learning Program: Confronting Social Issues, International", course packets for 100 students, sold at US\$ 55.75 each	Due acknowledgment of UNESCO; free of charge	22 June
Bloomsbury Publishing, UK, through Matt Munday	List of selected endangered languages from the Atlas of the World's languages in danger, © UNESCO 2002-2011	<i>Whitaker's Almanack Pocket Reference 2012</i> , 3000 copies, sold at £6.88, August 2011	Due acknowledgement of UNESCO, fee = US\$ 50; provision of one copy	22 June
Pearson Education South Africa, through Heidi Dore	Box from an article entitled "Health-Promoting Schools-Promoting the World Health Organization's Concept of Health" In <i>UNESCO International Science, Technology and Environmental Education Newsletter</i> , vol. XXIII, n° 2, 1998, p. 3 © UNESCO 1998	<i>Basic Community Health Nursing</i> , 1,000 copies, June 2011	Due acknowledgment of UNESCO; free of charge	29 June
Emily Gunzburger Makas, College of Arts + Architecture, University of North Carolina, Charlotte USA	Cover of the <i>World Heritage Review</i> n°41, October 2005 © UNESCO 2005	Illustration in multiple academic publications including <i>On Location: Heritage Cities and Sites</i> , Heidelberg, Springer 2011	Due acknowledgment of UNESCO; free of charge	28/6/2011
Australian Council for Educational Research Press (ACER), through Andrew Stapleton	One-page extract from "The Rush for Water", <i>New Courier</i> , November 2005; Fig. 1 p. 9 from <i>Water for People, Water for Life, 1st WWDR</i> , © UNESCO 2003	Inclusion in a test in reading online (for seven years), and print version	Due acknowledgment of UNESCO; free of charge	28 June
Orange and Blue Textbooks on behalf of Pr. Babanikos, University of Florida, USA, through Lynne Loewenthal	pp. 19-20 from <i>Script Writing for Short Films</i> , 1969	Six copies, course RTV 3103, Summer B 2011	Email granting permission, provided credit is given to UNESCO	30 June

7. UNESCO Courier - <http://www.unesco.org/courier/>

Since 1948, *The Courier* is the UNESCO flagship periodical. The magazine has changed a great deal over the years, both in content and in form, but it pursues its original mission: promote UNESCO's ideals, maintain a platform for the dialogue between cultures and provide a forum for international debate.

Presently, it is a quarterly 56 pages magazine published in the 6 official languages. The PDF is available on *The UNESCO Courier* website, and sent by e-mail to the subscribers. The printed version is sent to the Member States/Partners mailing list.

In June the number of visits to the UNESCO Courier website increased by 71.53%, since the latest issue "Women conquering new expanses of freedom" has been posted on the UNESCO Portal. This issue appears as the most consulted one in almost all languages.

The July-September issue "How youth drive change" is ready for print; the Arabic, Chinese and Russian versions are on lay out. The issue should be posted on the UNESCO web portal and sent to the subscribers in the first part of July. Technical problems have been met this month with the electronic mailing lists in Arabic, Chinese and Portuguese, therefore part of the statistics below cannot be given.

7.1. Number of page views, PDF downloads, subscribers, printed copies in June 2011

Language	Last issue PDF downloads	All issues PDF downloads	New subscribers	Total subscribers	Variation vs M-1	Printed copies
English	900	7 620	56	29 711	+0.53%	0
French	1 290	6 089	57	14 558	+0.76%	0
Spanish	1 504	10 613	176	12 238	+2.30%	0
Russian	249	343	11	1 682	+0.14%	0
Arabic	229	265	NA	NA	NA	0
Chinese	167	381	NA	NA	NA	0
Portuguese	N/A*	77	NA	NA	NA	0
TOTAL	4 339	25 388	NA	NA	NA	0

* Only the September 2010 issue is available so far.

7.2. Top 10 most consulted PDFs in June (UNESDOC)

	Title	Language	PDF consulted	Published
1	Women conquering new expanses of freedom	Spanish	1 504	June 2011
2	Women conquering new expanses of freedom	French	1 290	June 2011
3	Women conquering new expanses of freedom	English	900	June 2011
4	Chemistry and life	Spanish	741	January 2011
5	Chemistry and life	English	436	January 2011
6	Women conquering new expanses of freedom	Russian	249	June 2011
7	Women conquering new expanses of freedom	Arabic	229	June 2011
8	Chemistry and life	French	193	January 2011
9	Chemistry and life	Chinese	185	January 2011
10	Great trade routes	Spanish	184	June 1984

8. 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.

8.1. Number of events by “Major Programmes”

<i>Major Programme</i>	<i>Total</i>	<i>Organized by</i>		
		<i>Headquarters</i>	<i>Field Offices</i>	<i>Institutes</i>
CI	8	4	4	
CLT	25	14	11	
ED	10	7	3	
ERI	7	7		
ODG	1	1		
SC	9	8	1	
SHS	21	14	7	
AFR	1	1		
BSP	3	3		
Total	85	59	26	-

8.2. Events organized by Field Offices/Institutes

Apia	1
Venice	9
Windhoek	1
Almaty	1
Bangkok	1
Rabat	1
San Jose	3
Montevideo	1
Moscow	1
Dakar	1
IICBA	1
Tehran	1
Katmandu	2
Beirut	1
Cairo	1
Total	26

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

<i>Type of Events taking place</i>	<i>at HQS</i>	<i>away from HQS</i>
Category 2-Intergovernmental meeting	4	1
Category 4- International Congress	1	2
Category 5- Advisory Committee	1	-
Category 6-Expert Committee	1	1
Category 7-Seminars and Workshops	6	16
Category 8-Symposium	3	4
Concert	2	-
DG Meeting with Staff	-	-
Exhibition	7	3
Event under UNESCO Patronage		2
Film Projection	-	-
Information Meeting with Permanent Delegations	4	-
Press conference	-	-
Interagency Meeting	1	3
Intersectorial Meeting	-	-
Meeting by Member States or Institutions	2	-
Prize-giving ceremony	1	-
Show	-	1
Special Event	7	3
Working group/Expert Meeting	2	7
Executive Board	-	-
Headquarters Committee	-	-
Total	42	43

9. 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 Organizations' mandate. Cultural events, exhibitions, shows, and screenings, organized in cooperation with Member States and other partners contribute to the promotion of cultural diversity.

9.1. Conferences and Meetings

9.1.1. Programme Meetings

Date	Title	Organizer	Place	Public
30/05-01/06	Vers des principes directeurs sur les politiques linguistiques : outil pour l'évaluation et la planification des langues	Secteur de la communication et de l'information, Section accès universel et préservation	Salles XIII, VI, VII, VIII	60
30/05-10/06	46e session du Bureau du PHI	Secteur des sciences exactes et naturelles, Division des sciences de l'eau	Salle XIV	40
06-08/06	Maximizing the Power of Sport (Comité intergouvernemental pour l'éducation physique et le sport)	Secteur des sciences sociales et humaines, Section de la jeunesse, des sports et de l'éducation physique	Salle XI	200
06/06	ITU-UNESCO Secrétariat pour Commission à bande large	Secteur de la communication et de l'information, Bureau exécutif	Salles VI, VII, X	140
07/06	EFA Fast-Track Monitoring and Evaluation Strategy – Oversight Committee Meeting	Secteur de l'éducation, Section de la planification sectorielle et des mesures d'urgence	Salle VIII	20
07/06	Présentation par Dr Shashi Tharoor, membre du Parlement, Gouvernement de l'Inde	Secteur de la communication et de l'information, Division de la société de l'information	Salle XII	150
07/06	Humanité en action	Secteur de la culture, Section du dialogue interculturel	Salle VII	30
09/06	Le Campus en tant que laboratoire vivant: le rôle des universités pour promouvoir la durabilité	Secteur des sciences exactes et naturelles, Bureau exécutif	Salle III	30
09-10/06	International Summit on ICT in Education (EDUsummit 2011)	Secteur de l'éducation, Section de la politique et du développement des enseignants	Salle XI	150
09-10/06	Réunion stratégique FRIEND	Secteur des sciences exactes et naturelles, Section des systèmes hydrologiques et du changement planétaire	Salle XV	10
10/06	Masters on Social Sciences and Humanitarian Affairs	Secteur des sciences sociales et humaines, Section Sécurité humaine, démocratie et philosophie	Salle XVI	45
14-17/06	3e Session de la Conférence des Parties de la Convention 2005	Secteur de la culture, Section de la diversité des expressions culturelles	Salle II	350
14-17/06	Congrès International sur « La recherche en éducation dans le monde : où en sommes nous ? »	Secteur de l'éducation, Équipe de recherche et de prospective en éducation	Salles III, IV, V, VI, VII, VIII, XII	300
15/06	Débats thématiques du secteur de la Culture: Contrepoints	Secteur de la culture, Communication, information et publications	Salle XI	150
20-29/06	35e session du comité du patrimoine mondial de l'UNESCO	Centre du patrimoine mondial, Unité de politique générale et de réunions statutaires	Salles I, X, Xbis	NC
21/06-	44e session du Conseil exécutif et 26e	Commission océanographique	Salles II, III,	NC

05/07	session de l'Assemblée de la COI	intergouvernementale, Bureau du Sous Directeur général	IV, V, VI, VII, VIII	
20/06	Committee for the Global Ocean Observing System (I-GOOS-X)	Commission océanographique intergouvernementale, Section des observations et services océaniques	Salle XII	50
20/06	Centre International de Mathématiques Pures et Appliquées (CIMPA)	Secteur des sciences exactes et naturelles, Division des sciences fondamentales et des sciences de l'ingénieur	Salle XIII	60
21/06	Panel d'anticipation sur "La démocratie dans le monde arabe"	Secteur des sciences sociales et humaines, Section Sécurité humaine, démocratie et philosophie	Salle X	200
21/06	Journée Internationale de la Drépanocytose	Département Afrique, Section pour la coopération avec les États membres	Salle XII	250
21/06	Cérémonie de nomination de M. Forest Whitaker	Cabinet de la Directrice-générale, Section des Ambassadeurs honoraires et de bonne volonté	Salle II	500
22/06	Lancement de l'iTunes Université de l'UNESCO « Beyond Campus »	Secteur de la communication et de l'information, Unité de coordination et d'évaluation	Salle IV	100
22/06	Systèmes socio-écologiques : analyse, gestion et gouvernance	Secteur des sciences exactes et naturelles, Section réseaux biosphère et renforcement des capacités	Salles XI, XII	300
22/06	Genre et post conflit : Comment promouvoir le rôle des femmes dans la reconstruction post-conflit ?	Secteur des sciences sociales et humaines, Division des droits de l'homme, de la philosophie, et de la démocratie	Salle XIII	70
22-23/06	Formation aux premiers secours	Secteur de l'administration, Unité de la sécurité incendie	Salle XV	20
27-28/06	Forum Europe-Chine	Bureau de la planification stratégique, Section de la prospective	Salle IV	200
27/06	Journée Internationale des ONG	Secteur des Relations extérieures et de l'Information du public, Section des organisations non gouvernementales	Salle XI	100
27-30/06	Formation AO	Bureau de la gestion financière, Section des politiques financières et du contrôle de la conformité	Salle XV	30
28/06-01/07	17e comité intergouvernemental retour-restitution	Secteur de la culture, Section des musées et des objets culturels	Salle XI	200
28-29/06	Plan de réponse du Musée pour le Monde arabe	Secteur de la culture, Section des musées et des objets culturels	Salle XIII	60
30/06-01/07	Workshop on Youth Volunteerism for Transformational change	Centre du patrimoine mondial, Promotion, publications et éducation	Salle XIII	55
Total participation				3 870

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

9.1.2. External rentals

Date	Title	Organizer	Place	Public
31/05-01/06	Forum de l'innovation pédagogique en partenariat avec le Ministère de l'Education national français.	Commission nationale Française pour l'UNESCO	Salle II	350
01/06	Commission des Finances et des Programmes de l'Union Latine	Union Latine	Salle XVI	45
06-08/06	Réunions annuelles de l'ICOM	Conseil International des Musées (ICOM)	Salles II, III, IV, IX, XI-XVI	300
08-09/06	Workshop of the ISSC	International Social Science Council	Salles II, VI, VII, VIII	70
09/06	Colloque annuel	Groupe Polyhandicap France	Salle XII	250
10/06	Journée de Madagascar à l'UNESCO	Délégation permanente de la République	Salle XII	250

		de Madagascar auprès de l'UNESCO		
16/06	Commission des Finances et des Programmes de l'Union Latine	Union Latine	Salle XVI	45
18/06	Remise des diplômes de la Grande Ecole des ingénieurs EPITA et EPITECH	Institut Supérieur de Gestion	Salle I	2500
22/06	250eme anniversaire de l'Académie d'agriculture de France	Académie d'agriculture de France	Salle XI	200
23/06	Séminaire à l'occasion de la 35e Session du Comité du Patrimoine Mondiale.	Délégation permanente de la République de Corée	Salle XVI	50
24/06	Innovation et Technologie pour le développement	Union Internationale des Associations et Organismes Techniques (UATI)	Salle XIII	50
Total participation				4 110

9.1.3. Information Meetings for Member States

Date	Title	Organizer	Place	Public
08/06	Réunion séminaire sur la qualité d'éducation	Secteur de l'éducation, Division de l'éducation et de l'apprentissage, de l'éducation de base au supérieur	Salle XI	150
09/06	Incidences de l'application d'IPSAS sur la mise en œuvre du système d'incitation au paiement ponctuel des contributions	Bureau de la gestion financière, Section de la trésorerie	Salle IV	150
09/06	Programme du MDI, Gurgaon à Sciences Po	Secteur de la communication et de l'information, Division de la société de l'information	Salle IV	150
16/06	Réunion d'Information sur la réforme de l'Education pour tous	Secteur de l'Education, Équipe des partenariats mondiaux pour l'EPT	Salle XI	180
29/06	Réunion d'information sur le forum ministériel plénier de la 36e Conférence générale	Bureau de la planification stratégique, Section de la prospective	Salle XII	120
Total participation				750

9.1.4. Electoral Groups Meetings

Date	Title	Organizer	Place	Public
06/06	Réunion du Groupe de Genève	Délégation permanente du Japon	Salle XV	25
06/06	Réunion du Groupe Electoral II	Délégation de la Croatie	Salle XVI	50
07/06	Réunion du Groupe UE	Délégation permanente de la Hongrie	Salle XIII	40
07/06	Réunion du Groupe de Sciences Naturelles du 77	Délégation permanente du Venezuela	Salle XV	20
09/06	Réunion du Groupe arabe	ALECSO	Salle XVI	50
09/07	Réunion du Groupe 77	Groupe 77	Salle XIII	70
10/06	Table ronde du groupe de communication et information du mouvement du Groupe MNOAL	Délégation permanente de Cuba	Salle IV	150
01/06	Réunion du Groupe de travail de l'ASPAC	Délégation permanente d'Inde	Salle V	20
10/06	Réunion du Groupe Africain	Délégation permanente du Congo	Salle XIII	45
14-17/06	Réunion du Groupe UE pour la Conférence à la Convention sur la protection et la promotion de la diversité des expressions culturelles	Délégation de Hongrie	Salle IX	60
17/06	Réunion du Groupe électoral I	Délégation de la Norvège	Salle XVI	45
23/06	Réunion du Groupe UE	Délégation permanente de la Hongrie	Salle XIII	45
24/06	Réunion du Groupe UE	Délégation permanente de la Hongrie	Salle XIV	45
30/06	Réunion plénière du Groupe ASPAC	Délégation permanente d'Irlande	Salle XVI	40
Total participation				705

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

- The June/July electronic calendar was sent to 3 561 subscribers
 - 35 new subscribers
- The Paper version of the monthly calendar is printed out in 2 500 copies (1 500 in French and 1 000 in English)
- 12 events have been organized, co-organized and/or promoted in June by DPI/SPE (Special Events Section)
 - 10 exhibitions, 3 shows and 1 conference, 1 special event

9.2.1. Exhibitions

Date	Title	Organizer	Place	Public*
01/06/2011	Slavic Heritage and Traditions	Permanent Delegation of the Republic of Slovenia	Salle des Pas Perdus and Miró Rooms	N/A
6-15/06/2011	200th anniversary of the creation of the Prague Conservatory	Permanent Delegation of the Czech Republic	Salle des Pas Perdus	N/A
15-24/06/2011	The art of Khachkars, Armenian cross-stones	Permanent Delegation of Armenia	Miró Rooms I and II	600
20-30/06/2011	Living Black Sea (26e session of the Executive Board of the COI)	SC/COI	Ségur Hall	N/A

9.2.2. Shows and Screenings

Date	Title	Organizer	Place	Public*
16/06/2011	International Philharmonic Choir and Lamoureux Orchestra conducted by Amine Kouider	International Staff Association of UNESCO	Room I	700

9.2.3. Special Events

Date	Title	Organizer	Place	Public*
9-10/06/2011	Madagascar Days at UNESCO, 8th edition: The Málagasy, masters of the word	Permanent Delegation of the Republic of Madagascar		
	Exhibition: The Málagasy language 9-10/06/2011		Miró Rooms I and II	N/A
	Conference: The Málagasy language: status and prospects 0/06/2011		Room XII	Cf. 9.1 Conferences
	Concert: Lalatiana Quintet and Toto Mwandjani 0/06/2011		Room I	800
20-30/06/2011	35th session of the World Heritage Committee	CLT/WHC		
	Exhibitions: <ul style="list-style-type: none"> • Go4BioDiv: World Heritage sites in the context of climate change • Marine World Heritage • Conservation: the example of the Island of Mozambique • Our place World Heritage collection (fences) • Our World Heritage (fences) 		Salle des Pas Perdus and fences	N/A
	Concert: Missa Johnouchi and the Orchestra of the Ministry of Culture of Bahrain	WHC and the Permanent Delegation of Bahrain		Room I
21/06/2011	Nomination of Forest Whitaker as Goodwill Ambassador for Peace and Reconciliation	ODG/HGA		Room II 450

*Source: number of participants for the rooms is estimated by ERI/DPI/SPE and ADM/CLD/PCS. Neither means nor tools are available to monitor exhibitions visitors.

9.3. UNESCO Visits

The Visitors' Service organized a total of 37 visits for **725** visitors in June 2011. Most visitors came within the framework of group visits. The major part of the organized visits was conducted in French for a French public.

1. Requests

Number of received emails	99
Number of received requests	54
Accepted requests	69%
Declined requests	31%

3. Type of visits

Individual Visits	1	3%
Group Visits	32	86%
Thematic Conferences	4	11%

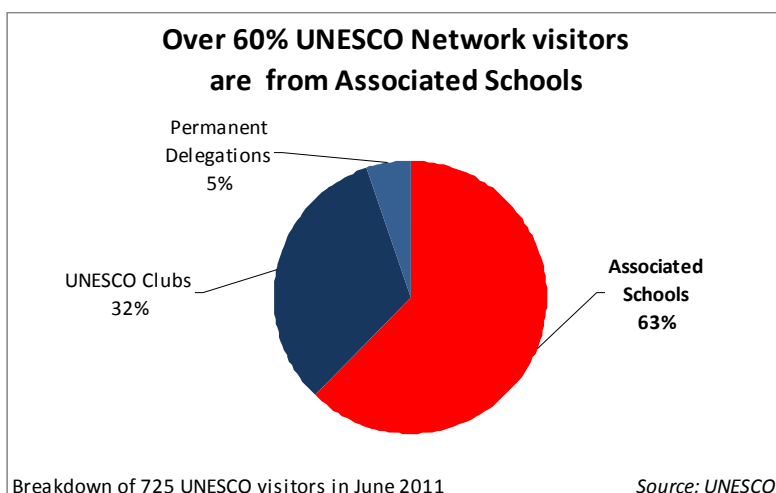
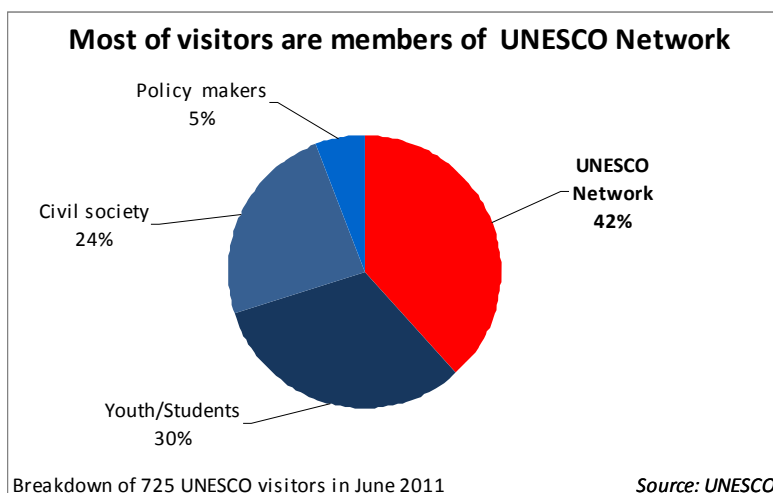
2. Languages

Visits in English	6	16%
Visits in French	29	78%
Other	2	6%

4. Origin

Africa	0	0%
Arab States	1	3%
Europe and North America (of which 66% of local demand)	31	84%
Latin America and the Caribbean	3	8%
Asia and Pacific	2	5%

5. Audience



10. UNESCO logo exposure

10.1. 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.

Ten events were granted UNESCO's patronage in June 2011.

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01.06.2011	Russian Federation	International festival "Khomus (Trump) in World Culture"	Civil society	CLT
01.06.2011	France	Une exposition à Avignon sur la thématique des «Ponts d'architecture » dans le cadre du patrimoine mondial	Policy-makers, scientists/researchers, educators/teachers, & youth/students	CLT
11.06.2011	Argentina	Festival internacional La Música en el Di Tella: resonancias de la modernidad-Homenaje al Centro Latinoamericano de Altos Estudios Musicales (CLAEM)	Civil society & youth/students	CLT
14.06.2011	Sweden	The 7 th world assembly of the International Council for Education entitled "A world worth living in. Adult learning and education: the key to transformation"	Researchers/Educators, policy-makers	ED
16.06.2011	Sweden	International conference on oriental carpets	Civil society & researchers/academia	CLT
17.06.2011	Russian Federation	The 5 th Moscow international art festival "Tradition and the Contemporary"	Civil society	CLT
23.06.2011	Austria	World Sports Festival in Vienna, with the theme on integration and international understanding	Civil society & Youth/students	SHS
23.06.2011	Austria	United World Games 2011 "One World, A Thousand Friends" in Klagenfurt, with the theme on anti-doping and doping prevention	Young athletes, youth/students & civil society	SHS
28.06.2011	Italy	Workshop on the Parco dell'Appia Antica in Rome	Development agencies, policy-makers & scientists/researchers	CLT
29.06.2011	France	Dîner de gala organisé par l'Académie des César, en clôture des Nuits en or du court métrage	Policy-makers, civil society & youth/students	CLT

10.2. Logo production

Wherever possible, the UNESCO logo should be accompanied by a text or a secondary logo placed on the right side of the dotted line, specifying the entity concerned and/or the nature of its association with UNESCO.

In June 2011, **51 new logos** have been elaborated for internal and external audiences: 28% for the Secretariat, 27% for Sectors partners, 27% for Intergovernmental Programme Members, 18% for Network members.

11. 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, SWR / Germany). 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.

11.1. NHK (Japan)

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

Partnership began: August 2004, renewed in August 2009

Duration: until December 2012

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

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

Area of broadcast: **Japan and Worldwide**

Average audience share in Japan: **5 percent** (for the first broadcast)

Estimate number of household as viewers in Japan: **879 050 household nationwide in main Kanto region**

Estimate of total number of viewers in Japan: **2 197 625 (household x 2.5)**

Logo use: **For every broadcast/rebroadcast. Exposure is 6 seconds (Series World Heritage 100 only)**

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

Reaction from audience: **10-20 calls per week, requesting rebroadcast, asking more info on the content etc.**

<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

The total number of audience accessed to the program in June in Japan was estimated at **65 940 706** (for the first broadcast). The audience share has not been communicated.

11.2. TBS (Japan)

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

Partnership began: 1994

Product: **A series of TV programmes (30 minutes)**

Frequency of broadcast: **Every Sundays; Rebroadcast on the following Saturdays**

Countries and regions of broadcast: **Japan**

Average audience share in June: **4,9 percent** (for the first broadcast)

Estimate number of viewers in Japan: **4 460 000** (for the first broadcast)

Estimate number of viewers for rebroadcast: **1 000 000** (for the rebroadcast)

Logo use: **For every broadcast/rebroadcast 5 seconds exposure.**

Sponsorship: **SONY**

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience Share</i>
05/06	Mount Kenya National Park/Natural Forest http://www.tbs.co.jp/heritage/archive/20110605.html	30 minutes	5.6%
12/06	Lake Baikal http://www.tbs.co.jp/heritage/archive/20110612.html	30 minutes	5.5%
19/06	Nemrut Dağ http://www.tbs.co.jp/heritage/archive/20110619.html	30 minutes	3.9%
26/06	Hiraizumi http://www.tbs.co.jp/heritage/archive/20110626.html	30 minutes	4.7%

The total number of audience accessed to the program in June was estimated at **17 820 000**.

Reaction from the audience: 43 telephone calls and 4 mails were received by TBS, most of which were related to the new inscribed site, Hiraizumi, such as requesting a rebroadcast of the program due to its good quality. On the other

hand, some claims were made by the audience who were expecting to see the program on the Ogasawara Islands, which were also newly inscribed as the World Heritage.

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

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

Partnership began: October 2010

Duration: until December 2012

Products: **News and interviews**

Output: **Xinhua website (www://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

Date	Title & site on the "Xinhua net" website	Language
01-30/06	http://search.news.cn/language/search.jspa?id=en&t=1&t1=0&ss=&ct=&n1=UNESCO&x=44&y=16 36 reports released	English
01-30/06	http://search.news.cn/language/search.jspa?id=es&t=1&t1=0&ss=&ct=&n1=unesco 12 reports released	Spanish
01-30/06	http://search.news.cn/language/search.jspa?page=1&id=fr&t2s=2011-6-1&t2e=2011-6-30&rp=10&n1=UNESCO&n2=&n3=&ct=&np=content&ss=RELEVANCE&t1=0&t=2 22 reports released	French
01-30/06	http://search.news.cn/language/search.jspa?id=ru&t1=0&t=1&ss=&btn=0&ct=%D0%BF%D0%BE%D0%B8%D1%81%D0%BA+%D0%BF%D0%BE+%D1%81%D0%B0%D0%B9%D1%82%D1%83&n1=%D0%AE%D0%9D%D0%95%D0%A1%D0%9A%D0%9E&np=content 11 reports released	Russian
01-30/06	http://search.news.cn/language/arSearch.jspa?id=ar&t1=0&t=1&ss=&page=1&btn=0&ct=%D8%A7%D9%84%D8%AA%D9%82%D8%B4%D9%81&n1=%D8%A7%D9%84%D9%8A%D9%88%D9%86%D8%B3%D9%83%D9%88&np=content 3 reports released	Arabic

A total of **84** reports were released on the Xinhuanet in June.

11.4. RIA Novosti

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

Partnership began: September 2010

Duration: until December 2013

Products: **News and interviews**

Output: **RIA Novosti website (http://en.rian.ru/) in Russian, English, German, French, Arabic, Persian, Spanish, Japanese, Chinese**

Website Page views:

Network: partnership with more than 100 foreign news media

Date	Title	Language	Page Views
01/06	Digital TV prospect to be discussed at the Baikal Forum among other top themes http://rian.ru/media/20110601/382602445.html	Russian	114
01/06	Monument to Pushkin to be erected in Egyptian Alexandria http://rian.ru/world/20110601/382899590.html	Russian	230

03/06	New_play by Philippe Genty, a puppeteer in desert http://rian.ru/theatre/20110603/383842617.html	Russian	260
03/06	Kerkyra – a love nest of Poseidon or Lady of the Ionian Sea http://rian.ru/voyage/20110603/383872712.html	Russian	54
05/06	Director of the Egyptian Museum: we want our treasures back http://rian.ru/interview/20110605/384437710.html	Russian	598
05/06	Following Versailles: Constantine Palace http://rian.ru/voyage/20110605/384441298.html	Russian	169
05/06	International children’s Forum opened in Italian Terrachina http://rian.ru/world/20110605/384545248.html	Russian	155
07/06	UNESCO no more worried about St. Pete’s image because of Okhta-Center http://rian.ru/culture/20110607/385460784.html	Russian	208
08/06	Damaged by vandals church of 16 th century in Novgorod restored http://rian.ru/society/20110608/385998562.html	Russian	40
09/06	Former Chairman of Constitutional Court Vladimir Tumanov died http://rian.ru/society/20110609/386328831.html	Russian	438
09/06	Civil funeral service to former head of Constitutional Court Vladimir Tumanov to be held on June 11 in CCH http://rian.ru/society/20110609/386346443.html	Russian	251
09/06	Former Constitutional Court head Tumanov was a real law connoisseur – ECHR Judge http://rian.ru/society/20110609/386412919.html	Russian	77
09/06	Death of former RF Constitutional Court head is a bereavement for Russia’s judicial system http://rian.ru/society/20110609/386429909.html	Russian	1992
10/06	Skolkovo space cluster project to be presented at Starmus Festival http://rian.ru/nano_news/20110610/386706272.html	Russian	135
10/06	Brian Mey and Tangerine Dream made recorded music about Gagarin and Leonov http://rian.ru/gagarin_news/20110610/386714331.html	Russian	30
10/06	Neil Armstrong to make a report at scientific Festival Starmus http://rian.ru/gagarin_news/20110610/386724411.html	Russian	37
12/06	Russian culture days to be held in the Alexandria library in Egypt http://rian.ru/culture/20110612/387412862.html	Russian	41
12/06	Monument to Pushkin opened in Egyptian Alexandria http://rian.ru/culture/20110612/387533891.html	Russian	136
14/06	Best readers of Pushkin’s verses selected in Egyptian Alexandria http://rian.ru/culture/20110614/388048981.html	Russian	181
15/06	Armenian Ministry of Culture to invite Gabriel García Márquez to Yerevan http://rian.ru/world/20110615/388664348.html	Russian	40
15/06	Armenian khachkars exhibition opened in UNESCO HQ in Paris http://rian.ru/culture/20110615/388830811.html	Russian	38
17/06	Bolshoi theatre in Moscow to be opened on October 11 – Resin http://rian.ru/moscow/20110617/389396817.html	Russian	306
17/06	UNESCO appeals to Russian schoolchildren to support Japanese peers http://rian.ru/jpquake_help/20110617/389533483.html	Russian	98
17/06	“Uniting” Kazan – Russia’s third capital city http://rian.ru/voyage/20110617/389662899.html	Russian	91
21/06	Medvedev signed assignments for enhancements in environmental sphere http://rian.ru/nature/20110621/390901747.html	Russian	257
21/06	Kusturica plans building Stone Town in Bosnia in 4 years http://rian.ru/culture/20110621/391273606.html	Russian	242
23/06	Tourist zone to be opened in Moscow’s Sheremetievo airport http://rian.ru/tourism/20110623/391920182.html	Russian	132
24/06	St. Pete Governor is likely to go on with career in Council of Federation http://rian.ru/politics/20110624/392810971.html	Russian	778

24/06	Valaam – a spiritual outpost of Russia’s north-west http://rian.ru/voyage/20110624/392845128.html	Russian	94
24/06	Five countries confirmed intention to join in CERN http://rian.ru/science/20110624/392869122.html	Russian	337
25/06	Medvedev to visit sabantuy and rock festival in Kazan http://rian.ru/politics/20110625/392946891.html	Russian	1386
25/06	UNESCO adds new landmarks to World Heritage List http://rian.ru/world/20110625/392993424.html	Russian	622
26/06	Thailand quits UNESCO Convention on Protection of World Heritage http://rian.ru/culture/20110626/393543136.html	Russian	731
26/06	Epos “Manas” to be added to UNESCO list on behalf of Kirgizia. http://rian.ru/culture/20110626/393550262.html	Russian	242
27/06	Thailand troops on Cambodian border are combat-ready http://rian.ru/defense_safety/20110627/394250304.html	Russian	49
28/06	Altai scientists to consider development issues of mountainous territories http://rian.ru/science/20110628/394327457.html	Russian	91
28/06	Kusturica started building Stone Town in Bosnia http://rian.ru/culture/20110628/394729306.html	Russian	84
29/06	Rain forests in Honduras and Indonesia included into UNESCO World Heritage http://rian.ru/nature/20110629/394884372.html	Russian	124
29/06	St. Basil Cathedral to have series of anniversary events on July 12 http://rian.ru/culture/20110629/394960302.html	Russian	132
29/06	Patriarch to perform church service in Cathedral of the Intercession on its 450 th anniversary http://rian.ru/religion/20110629/395051514.html	Russian	122
29/06	Monitoring group over Red-book animals formed in the Mountain Altai http://rian.ru/nature/20110629/395094139.html	Russian	30
29/06	Thai Prime delayed country’s withdrawal from UNESCO Convention http://rian.ru/world/20110629/395106782.html	Russian	22
29/06	2012 UNESCO Committee session to be held in St. Pete http://www.rian.ru/culture/20110629/395230983.html	Russian	43
30/06	Cambodian Prime called on Thai colleague to behave like real man http://rian.ru/world/20110630/395479834.html	Russian	35
30/06	Indonesia to plant 1,5 billion trees this year http://rian.ru/nature/20110630/395702912.html	Russian	29
14/06	Media Monopoly http://russiaprofile.org/culture_living/38517.html	English	7
15/06	People in Culture http://russiaprofile.org/bg_peopleinculture/38557.html	English	2
20/06	Amateurs Reborn http://russiaprofile.org/culture_living/38937.html	English	15
27/06	Gazprom’s new tower meets same old anger http://www.themoscownews.com/russia/20110627/188789215.html	English	163
25/06	Unesco adds new landmarks to World Heritage List http://en.rian.ru/art_living/20110625/164836442.html	English	239
29/06	Amateurs Reborn http://en.rian.ru/analysis/20110629/164771840.html	English	66
15/06	Armenia invitará a García Márquez para inaugurar Ereván como Capital Mundial del Libro-2012 http://sp.rian.ru/culture/20110615/149382482.html	Spanish	54
10/06	50 ans du vol de Gagarine: festival international Starmus aux Canaries http://fr.rian.ru/science/20110610/189810124.html	French	109

Total number of page views who accessed to the UNESCO related articles on RIA Novosti’s sites in June: **11 956**.

11.5. Südwestrundfunk (SWR)

Area of collaboration: **production and broadcasting of World Heritage documentaries**

Partnership began: 1995

Products: **Documentary films – 399 films produced to date**

Output: **3 sat** (Cultural channel for Germany, Switzerland and Austria), **Phoenix** (Documentary channel for Germany), **SWR Fernsehen** (Regional channel of ARD) and **Südwestrundfunk website** (<http://www.swr.de/schaetze-der-welt/>)

Films shown on World Heritage in June 2011:

Viewers Treasures of the World – Heritage of mankind

- **3sat – cultural channel**

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers</i>
Sunday 7.45 pm	none	-	-
Monday 12.45 pm	2	0.7%	45 000 / film 90 000 / total
Tuesday 9.45 pm	3	1.3%	360 000 / film 1 080 000 / total
Extra films, different times	none	-	-

The total number of viewers who accessed to the films on 3sat in April was estimated at **1 170 000 for 5films**.

- **Phoenix – documentary channel**

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers</i>
Different days and times	8	1.5%	72 500 / film 580 000 / 8 films

- **SWR Fernsehen – regional channel of ARD**

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers</i>
Saturday 6 am	3	2.6%	46 667 / film 140 000 / 4 films
Saturday 1.50 pm	none	none	None
Extra Films (different times)	6	5,9	60 000/film 360 000/6 films

The total number of viewers who accessed to the films on SWR Television was estimated in June at **500 000 for 9 films**.