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Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

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Monthly Report on the Use of UNESCO Public Information Products

November 2011

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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

Although there were several important events during the month of November, media coverage concerning UNESCO was dominated by the General Conference vote admitting Palestine as a Member, and the subsequent funding crisis caused by the immediate withdrawal of funding by the United States and Israel. Although widely covered in all regions of the world, media coverage was most concentrated in the United States, the Arab Region and Asia.

UNESCO's involvement in other events such as World Philosophy Day received only minor attention from the media. The Intangible Heritage meeting in Bali fared better, although coverage was significantly less than for last year's event.

The graph to the right shows the total number of articles monitored in national and international media outlets around the world, in which UNESCO was mentioned. The peak on November 1st reflects the massive coverage of the General Conference vote to admit Palestine to the Organization and the subsequent announcement that the US would withdraw its funding.

The peak around the 11th of November relates to the Director-General's speech on the financial difficulties facing the Organisation as a result of the American cuts.

The figures start to rise again after the 22nd of November with the Intangible Heritage Committee meeting in Bali. The last weekend of the month sees another high point with the bulk of new intangible heritage inscriptions being announced.

The following events are highlighted in the Major Events pages:

- Pacific-wide Tsunami Exercise "PacWave 11" (9-10 November 2011)
- 3rd Session of the Conference of Parties to the International Convention against Doping in Sport (14-15 November 2011)
- World Philosophy Day 2011 (17 November 2011)
- 6th Session of the Intergovernmental Committee for the safeguarding of the Intangible Cultural Heritage (22-29 November 2011)

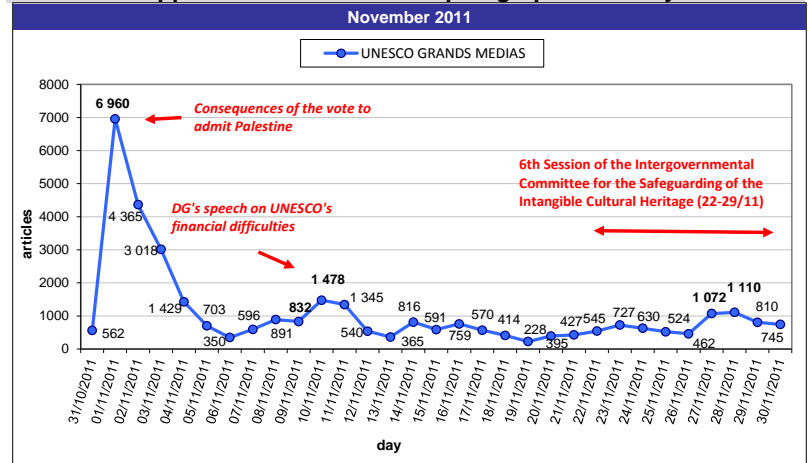
UNESCO Publications

As the end of 2011 approaches, sales of the UNESCO World Heritage Desk Diary are strong both in the Bookshop and online. The Bookshop also sold 120 copies of the 2004 release *Le changement climatique* in November, possibly influenced by the approach of the 17th annual Conference of the Parties (COP17) in Durban, South Africa, which commenced on November 28.

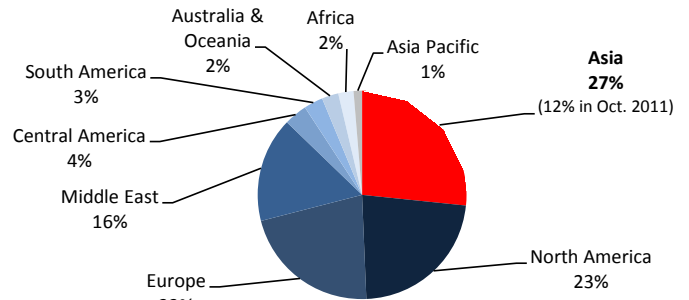
With more than 12,500 views again this month, the eight-volume *General History of Africa* in Portuguese (*História geral da África*) continues to dominate among publications on UNESDOC. Demand for the French editions of the series was also strong, with almost 4,000 views, while the English versions were viewed just under 3,000 times.

Spanish editions also featured strongly on UNESDOC in November, with 4 Spanish books among the ten most-consulted publications and 38 in the top 100. (English editions remain the most frequently consulted, with 42 English publications in the top 100 for the month.) The 176 UNESCO publications available on Google Books were consulted a total of 19,969 times in November, up from 16 889 in October, with an average of 15 pages viewed each time.

Articles published daily in national and international titles in which "UNESCO" appears in the title or first paragraph of a story

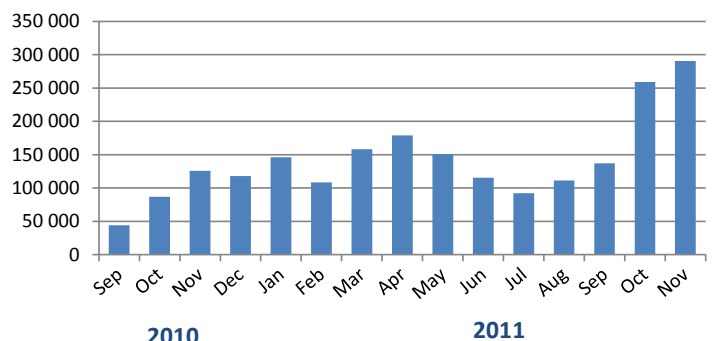


Media coverage in Asia led the way with a total of 7 255 articles



Breakdown of 27 235 articles published in November 2011 Source: Meltwater News

Google Books: page views per month



Page views evolution from Sept. 2010 to November 2011 Source: Google Books

UNESCO Website and Social Media Channels

More subsections of the site (eg Intangible Heritage) came online in our new statistical management tool in November, slightly adding to overall traffic. Two major events, the Palestine vote and the Bali Intangible Heritage Committee, dominated traffic.

The world's social media space was abuzz about UNESCO this November 2011.

In the first week following the October 31st Palestine vote, UNESCO's social media channels, especially in English and Arabic, gained considerable new traffic and followers. On Twitter, tens of thousands of tweets mentioning UNESCO with reference to Palestine were published each day, with at least 10 new Tweets each minute, thus earning UNESCO a spot in the trending topics lists in Germany, the Netherlands, Spain, Turkey and the USA between Oct 31 and Nov 1. The majority of tweets were factual, relating the outcome of the vote.

It's noteworthy that UNESCO's "Donate" subsite was launched partly in response to a "Donate to UNESCO" website (<http://www.donatetounesco.org/>), that was quickly gaining traction among a group of sympathizers, who spontaneously met online around the hashtag #DonateToUNESCO following the Palestine decision.

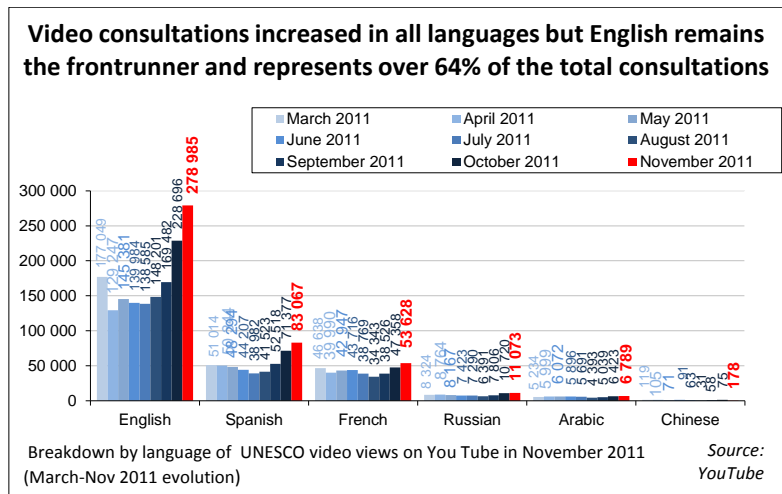
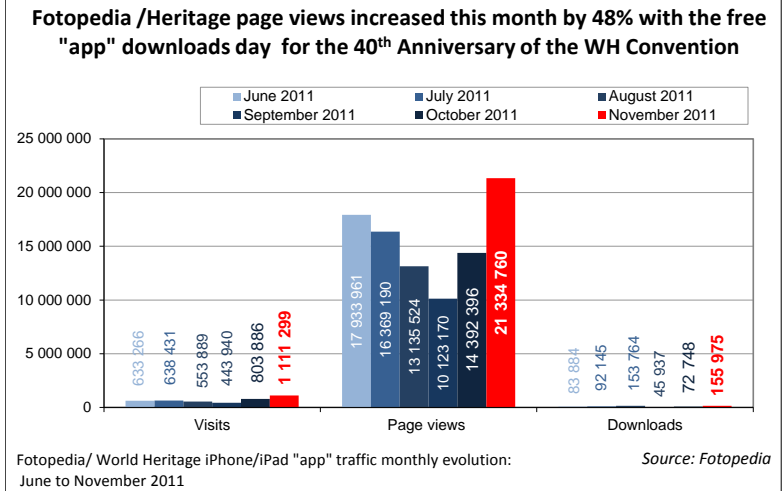
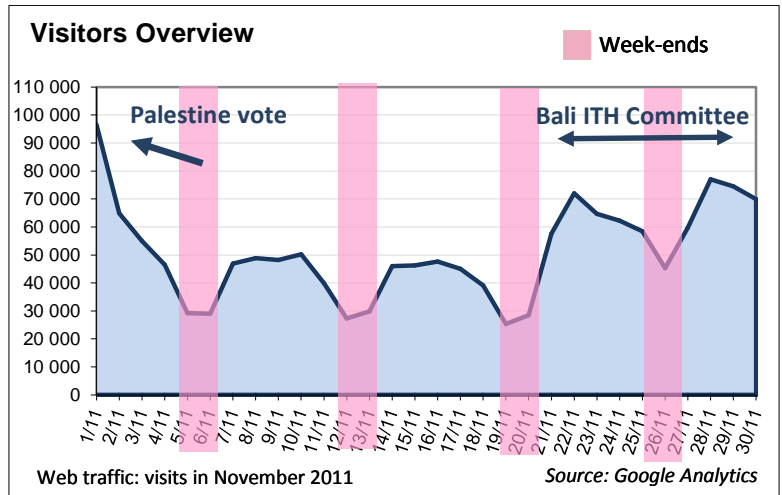
Twitter was again abuzz about UNESCO late November, especially between the 26 and 28, when there were about 8 to 10 tweets a minute, for days, from people all around the world, writing about the new Intangible Heritage listings.

With an increase of 8.4% in November, UNESCO's Sina Weibo now has 131 584 followers and has kept its ranking as the second among 14 UN agencies/offices which have Weibo accounts. The post announcing the free download of UNESCO's World Heritage app (for iPhone/iPad) on Nov.16, on the occasion of the 40th anniversary of the World Heritage Convention has become the most popular post on Weibo of the month. Although many of the followers were not able to download the App thru iTunes due to technical problems, the positive comments received showed great interest for World Heritage.

The UNESCO World Heritage Guide app one day operation on iTunes (for iPhone/iPad) for free download was a big success and resulted in an increase by 144% of downloads, and 48% of page views (see 2nd graph to the right).

This month, the number of videos uploaded to UNESCO's Youku Channel has increased 22%. Out of 14 new videos added to Youku, the following statements by the Director-General are among the 10 most viewed:

[UNESCO Director-General's statement on US funding cut](#); [UNESCO Director-General announce to launch the emergency fund](#); [UNESCO Director-General's statement on admission of Palestine as UNESCO State Member](#).



Major events:

I. Pacific-wide Tsunami Exercise “PacWave 11” (9-10 November 2011)

PacWave11 was held on 9-10 November 2011 as a multi-scenario exercise that allowed all Pacific Tsunami Warning System (PTWS) countries to exercise. Altogether, [38 countries](#) confirmed their participation. This was the largest number of countries to exercise since the Pacific started its international warning and communication exercises in [2006](#) and [2008](#). Exercise Pacific Wave 11 was organized by UNESCO's Intergovernmental Oceanographic Commission through its Intergovernmental Coordination Group for the Pacific Tsunami Warning and Mitigation System (ICG/PTWS). International Tsunami Information Center (ITIC) and New Zealand served as PacWave11 coordinators.

The exercise aimed to strengthen each country's preparedness and response to local and regional tsunamis, which can wreak havoc in minutes as we saw in the [2009 Samoa](#), [2010 Chile](#), and [2011 Japan](#) tsunami disasters. During PacWave11, the US's Pacific, and West Coast and Alaska Warning Centers (PTWC and WC/ATWC), as well as Japan's North West Pacific Tsunami Advisory Center (NWPTAC) issued tsunami alerts for 10 tsunami source scenarios from around the Pacific. Countries then exercised their decision-making protocols to issue national warnings to their stakeholders and the public. In some countries, exercises continued down to the local levels and included community and school evacuations.

PacWave 11 also introduced the new tsunami advisory products of the PTWC that were proposed by the PTWS Enhanced Tsunami Warning Products Task Team and approved by ICG/PTWS-XXIV. [IOC Circular Letter 2390](#) was issued on 13 May 2011, announcing the exercise and requesting PTWS Countries to nominate a PacWave11 focal point. IOC Manual and Guides 58 on [How to Plan, Conduct, and Evaluate Tsunami Exercises](#) was issued in July 2011. The [PacWave11 Exercise Manual](#) (IOC TS 97) was published in August 2011. UNESCO issued a media advisory on 5 November 2011.

During the post-exercise phase, each country will be submitting their evaluation questionnaire ([English](#), [Spanish](#), due 12 February 2012) to report on their exercise and provide feedback to the new products. The PTWS Exercise Task Team, Enhancing Tsunami Products Task Team, and Steering Committee will meet jointly afterwards to discuss results. The PacWave11 Summary Report is expected to be available by June 2012.

Participants: 38 countries confirmed (or at least 44 countries and their sub-jurisdictions)

Audience: PacWave11 target country national and local agencies responsible for responding to tsunami warnings and disasters, including coastal communities prone to tsunami hazards.

Communication materials and activities:

- UNESCO Media advisory
- Country Press release (for example USA-National Oceanic and Atmospheric Administration)
- PacWave11 website: <http://www.pacwave.info> (provided all information, incl announcement, how to exercise guideline, exercise manual, exercise tsunami scenario messages and products, evaluation, summary country participation, etc)
- Flyer
- Post-Exercise Evaluations currently being conducted; Country responses due 12 Feb 2012
- PacWave11 Task Team, Enhancing Tsunami Products Task Team, and Steering Committee to jointly meet in 1st quarter 2012 to discuss results
- PacWave11 Summary Report (findings, recommendations) expected June 2012

Press coverage: Press coverage was limited to the countries concerned by the exercise and then mainly to specialized media.

Social media:

- **Twitter:** No specific need for social media promotions was expressed, other than this tweet that got retweeted 15 times: UNESCO's development of ocean-based tsunami warning system saved tens of thousands of lives when a tsunami hit Japan <http://on.unesco.org/t2Ewnd> .

II. 3rd Session of the Conference of Parties to the International Convention against Doping in Sport (14-15 November 2011)

The third session of the Conference of Parties was held at UNESCO Headquarters in Paris from 14 to 15 November 2011.

The Conference, which takes place every two years, brings together anti-doping experts from [States Parties](#) to oversee the implementation of the International Convention against Doping in Sport. The Conference considered the [results of the online monitoring system](#), the first electronic questionnaire created for a UN Convention, which looks at measures implemented to control the production, movement, importation, distribution and sale of performance enhancing drugs; anti-doping education and training; as well as drug testing programmes. The questionnaire also addresses governments' obligation to withhold funding from banned athletes and their support personnel during the period of their suspension and from sports or anti-doping organizations that fail to comply with the World Anti-Doping Code. Completed by 99 governments so far, there is currently a 74% rate of compliance with the Convention. The Conference examined the administration of the [Fund for the Elimination of Doping in Sport](#) created by UNESCO pursuant to the Convention. Over one million U.S. dollars from the Fund have been invested in 63 national and international anti-doping projects spanning all regions of the world since 2008. With a balance of three million dollars, the Fund is to help all governments around the world implement effective anti-doping programmes. Moreover, the [list of substances and methods prohibited in sport](#), which is updated every year by the World Anti-Doping Agency (WADA), was adopted.

Participants: 209 anti-doping experts attended the Conference

Audience: Anti-doping experts from more than 85 countries (including 78 of the 162 States Parties at that time). CIGEPS, the Council of Europe, the European Commission and WADA as well as representatives of the sports movement (IOC and IPC), and several sports journalists participated in the Conference.

Communication materials and activities:

- Press advisory and post-conference media release
- Exhibition of projects which have received financial support from UNESCO under the Fund for the Elimination of Doping in Sport
- Live [webcast of Opening Ceremony](#) and the [presentation made by Mr David Howman](#), Director-General of WADA, on UNESCO and WADA websites
- Background footage taken by a film crew which is producing a documentary titled *The War on Doping*. UNESCO will host the international premiere of this documentary in April 2012.

Webcast/Live streaming connections:

51 outbound clicks to the streaming WADA's website.

Website statistics:

213 in English and 42 French unique page views on WADA's website.

Press coverage: Attended by journalists from Associated Press and l'Equipe.

This event drew a surprising amount of press interest, given that it was only lightly promoted and that only two or three journalists followed the proceedings. Good interviews and hard facts and figures about the implementation of the Convention packed into a tightly written agency dispatch where what made the difference.

Social media: No promotions

III. World Philosophy Day 2011 (17 November 2011)

The World Philosophy Day 2011 took place on 17 November at UNESCO Headquarters in Paris, with events from 16 to 18 November 2011.

Within the framework of the celebration of this event, and in cooperation with academic institutions, civil society actors and other partners in the philosophical world, UNESCO provided a wide variety of conferences on numerous subjects, such as the equitable sharing of scientific benefits, philosophical meanings of the political upheaval in the Arab world, the role and the place of women philosophers in the exercise of thinking, philosophical practices with children, philosophy and equal opportunities at school. Other activities included also: a book fair, [cafés philo](#), [philosophy workshops with children](#), the launching of the publication “Teaching Philosophy in Europe and North America”, [exhibitions](#), the award of the 2010-2011 Prize of the French Federation of UNESCO Clubs (FFCU) Concours Philo, and the launch of the 2011-2012 edition.



As part of this celebration, UNESCO launched the Women Philosophers' Journal, an online publication available in English and French, during the Assembly of the UNESCO-sponsored International Network of Women Philosophers, which edits the publication.

Celebrations were also organized by different actors in many countries around the world for which information is currently being received at UNESCO Secretariat.

Participants: More than 1 400 people attended the events. The round table on “Sergio Vieira de Mello: A Philosopher's Fight to Change the World” followed by the screening of the documentary film “Sergio” was the largest event in terms of number of participants, with more than 600 attendees.

Audience: Philosophers, researchers, teachers, students, and general public.

Communication materials and activities:

- Media advisory
- Message from Irina Bokova (also translated to Portuguese by the Brasilia Office for the Brazilian Press)
- Programme for events at Headquarters and activities around the world
- Women Philosopher's Journal, Issue N°1
- Poster
- Video
- Book fair with titles linked to Philosophy - UNESCO publications, and outside publishers and booksellers
- Thematic events organized by partners (Workshops on Philosophy with children, Cafés Philo, ...)

Press coverage: Press coverage on this event this year was negligible.

Social media:

10 tweets and 1 Facebook message went out, with lackluster results (few retweets and few likes), largely because philosophical material isn't populist (which is what the general audience of our social media channels is). A stronger communication campaign, and more partnerships with relevant philosophy media would have allowed UNESCO to reach out to their philosophy-minded audience and to promote awareness of philosophy day's importance through existing social media channels.

Brasilia Office: Twitter: 4 tweets and 18 retweets. Facebook: 2 posts, 457 people reached.

- **Weibo:** Two posts highlighting Irina Bokova's message and the intellectual importance of the World Philosophy Day were posted and received hundreds of retweets and many comments. Both posts figure in the top 10 posts of the month (see Social Media Chapter). It shows, as a UNESCO day WPD has potential to attract the attention of general public and spread the message of the Organization.
- **YouTube:** The announcement video for World Philosophy Day 2011 was posted by UNESCO on YouTube two weeks before the event and resulted in 1 243 views for the English version, and 85 views for the French.

IV. 6th Session of the Intergovernmental Committee for the safeguarding of the Intangible Cultural Heritage (22-29 November 2011)

Hosted by the Government of Indonesia, the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage held its sixth session in Bali, Indonesia, from 22 to 29 November 2011, at the Bali International Convention Centre (BICC).

The [Committee](#) meets annually to consider a number of items, including examination of periodic reports of State Parties on the implementation of the 2003 Convention for the Safeguarding of the Intangible Cultural Heritage and to establish advisory bodies for evaluation of the nominations to the Convention's Lists. It also examines nominations proposed by [States Parties](#) and decides whether or not to inscribe them on the Convention's Lists of Intangible Heritage.

At this session, the Committee not only undertook the above-mentioned assignments for 2011, it also took a number of important decisions. It established a Consultative Body for the examination of nominations in 2012 for inscription on the Urgent Safeguarding List, proposals to the Register of Best Safeguarding Practices and requests for international assistance greater than US\$25,000, as well as Subsidiary Body for evaluation of nominations for inscription on the Representative List in 2012. It has inscribed the following elements on the Convention's Lists:

List of the Intangible Cultural Heritage in the Need of Urgent Safeguarding:

- Al Sadu, traditional weaving skills in the United Arab Emirates (United Arab Emirates)
- Eshuva, Harákmbut sung prayers of Peru's Huachipaire people (Peru)
- Folk long song performance technique of Limbe performances - circular breathing (Mongolia)
- Hezhen Yimakan storytelling (China)
- Moorish epic T'heydinn (Mauritania)
- Naqqāli, Iranian dramatic story-telling (Iran (Islamic Republic of))
- Saman dance (Indonesia)
- Secret society of the Kôrêdugaw, the rite of wisdom in Mali (Mali)
- Traditional skills of building and sailing Iranian Lenj boats in the Persian Gulf (Iran (Islamic Republic of))
- Xoan singing of Phú Thọ Province, Viet Nam (Viet Nam)
- Yaokwa, the Enawene Nawe people's ritual for the maintenance of social and cosmic order (Brazil)

Representative List of the Intangible Cultural Heritage of Humanity:

- Bećarac singing and playing from Eastern Croatia (Croatia)
- Ceremonial Keşkek tradition (Turkey)
- Chinese shadow puppetry (China)
- Cultural practices and expressions linked to the balafon of the Senufo communities of Mali and Burkina Faso (Mali – Burkina Faso)
- Equitation in the French tradition (France)
- Fado, urban popular song of Portugal (Portugal)
- Festivity of 'la Mare de Déu de la Salut' of Algemesí (Spain)
- Jultagi, tightrope walking (Republic of Korea)
- Leuven age set ritual repertoire (Belgium)
- Mariachi, string music, song and trumpet (Mexico)
- Mibu no Hana Taue, ritual of transplanting rice in Mibu, Hiroshima (Japan)
- Nijemo Kolo, silent circle dance of the Dalmatian hinterland (Croatia)
- Pilgrimage to the sanctuary of the Lord of Qoyllurit'i (Peru)
- Ride of the Kings in the south-east of the Czech Republic (Czech Republic)
- Sada Shin Noh, sacred dancing at Sada shrine, Shimane (Japan)
- Taekkyeon, a traditional Korean martial art (Republic of Korea)
- Traditional knowledge of the jaguar shamans of Yuruparí (Colombia)
- Tsiattista poetic duelling (Cyprus)
- Weaving of Mosi (fine ramie) in the Hansan region (Republic of Korea)

Register of Best Safeguarding Practices:

- A programme of cultivating ludodiversity: safeguarding traditional games in Flanders (Belgium)
- Call for projects of the National Programme of Intangible Heritage (Brazil)
- Fandango's Living Museum (Brazil)
- Revitalization of the traditional craftsmanship of lime-making in Morón de la Frontera, Seville, Andalusia (Spain)
- Táncház method: a Hungarian model for the transmission of intangible cultural heritage (Hungary)

Participants: 353 people

Audience: Members of the Committee, States Parties to the Convention, Observers, NGOs, others.

Communication materials and activities:

- 10 Press releases and 1 Media Advisory
- Media breakfast (3 weeks before the meeting)
- Press conference on 22 November 2011
- Dedicated website
- Live video-and audiocast
- Photo gallery
- Video (B-rolls)

Webcast/Live streaming connections: Videocast was available in English and French, and audiocast in English, French, Spanish and Arabic. On Sunday 27 November, English video- and audiocast registered the most connections (950), followed by Spanish audio connections (730).

Website statistics: The number of page views peaked on 28 November with over 27 000 page views on ICH website. Visitor's Top 10 domains/countries during the period from 16 November to 6 December: France, Portugal, Spain, United States, Japan, Mexico, Indonesia, United Kingdom, Germany. On the UNESCO portal the peak on the occasion of the session with over 240 000 page views is just behind the October 31st record of 300 000 page views for the vote on Palestine.

Press coverage: A press conference organized on the 22 November 2011 at the Bali International Convention Center was attended by representatives of 58 local media.

Press coverage for this event was reasonable and worldwide. Nonetheless, it fell far short of the coverage received last year, when the number of articles on the meeting equaled coverage for the annual World Heritage Committee meeting. There were several reasons for this: Bali (and even Jakarta) is not a major media hub – it is difficult and expensive to get there, which led to fewer media actually present; DPI was not able to send a team to Bali, which meant that the already stretched ICH team were left to deal with media queries and at the same time, to issue information about the new inscriptions (via social media); there was a significant time lag between the decisions being announced and the distribution of press releases from Paris due to the time difference between Paris and Bali; and there were no highly controversial elements being inscribed – unlike last year when the French gastronomic meal captured media attention and provoked debate around the world; the American and Middle East media was still very much focused on the Palestinian story and its repercussions; and television coverage was severely curtailed, probably because of the requirement of a copyright mention on the b-roll footage (b-roll downloads to media fell from 241 last year to 24 this year, during month concerned).

Social media:

The overall media strategy for this event was to break news of all new inscriptions via webcast and social media. **Twitter:** 74 tweets. One tweet went out immediately for each new inscription that was announced from Nov 23 to Nov 28, with links for further information on each particular element. With the exception of Fado and Mariachi, that are internationally known, tweets about other inscriptions had minimal retweets. Partnerships with relevant cultural media would have allowed UNESCO to reach out to a more targeted audience through existing social media channels.

Brasilia Office: Twitter: 1 tweet, 9 retweets. Facebook: 2 posts, 492 people reached.

- **Weibo:** 20 tweets were posted to promote the meeting and the inscriptions. With the help of Beijing office, live tweets from Bali could also be posted. The 4 posts on the listing of two Chinese nominations, Hezhen Yimakan storytelling and Chinese shadow puppetry were very successful and received nearly 2000 retweets and hundreds of comments.

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. 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.

New statistics via Google Analytics:

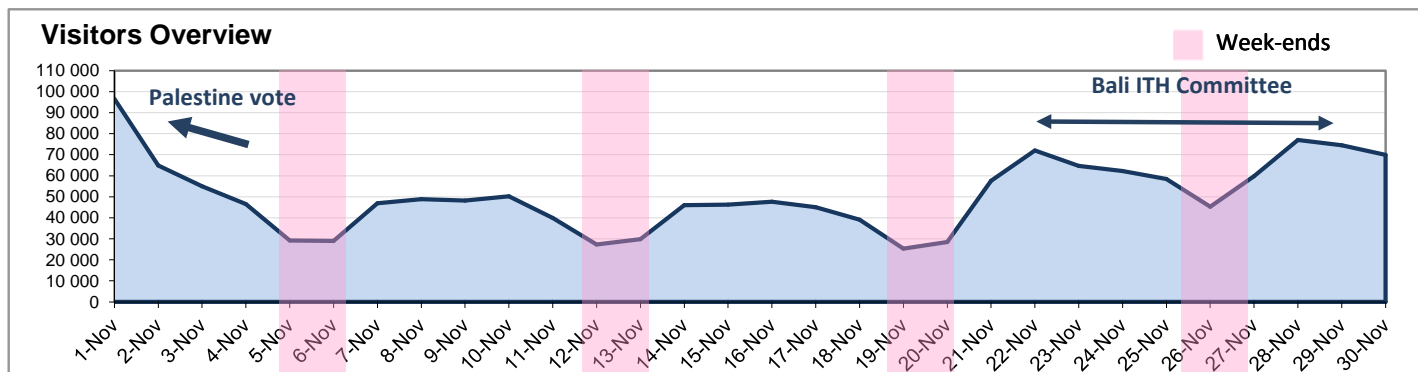
In September 2011, UNESCO began using new traffic analysis tools to provide more accurate, detailed, and user friendly statistics, at a lower cost. In the coming months, new features, such as heat maps and further developed statistics will be provided.

All pages in the main web content management system are now being tracked, but many older legacy, field offices, and specialized programme pages are not yet tracked. As a result new statistics should not be comparatively viewed against prior months.

More subsections of the site (eg Intangible Heritage) came online in our new statistical management tool in November, slightly adding to overall traffic. Two major events, the Palestine vote and the Bali Intangible Heritage Committee, dominated traffic.

1.1 November 2011 Traffic

Daily Web Traffic Patterns



- World Innovation Summit for Education (WISE) 2011 (01-03/11)

- Pacific-wide Tsunami Exercise (09-10/11)
- DG's speech on UNESCO's financial difficulties
- Pacific-wide Tsunami Exercise (09-10/11)
- World Science Day for Peace and Development (10/11)

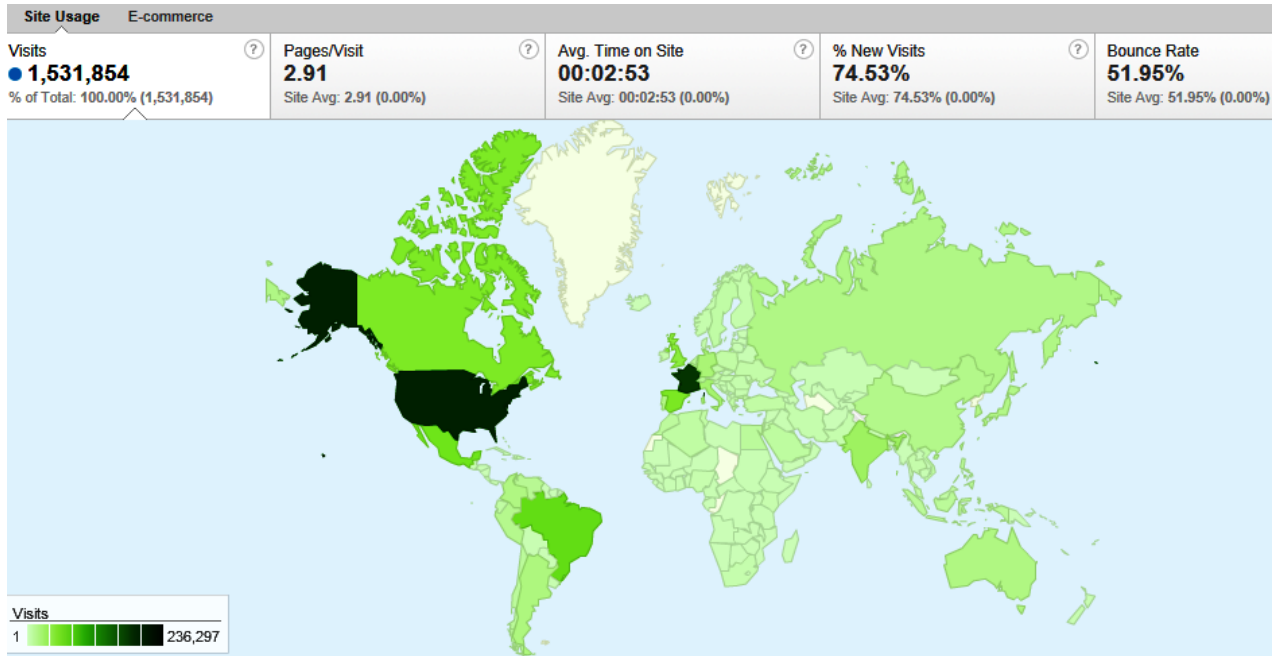
- NUNC! New Humanism Debates (14-15/11)
- 3rd Session Conf. of Parties to the Int. Convention against Doping in Sport (14-15/11)
- International Day of Tolerance (16/11)
- World Philosophy Day (17/11)

- 6th Session of the Intergvt. Committee for the Safeguarding of the Intangible Cultural Heritage (22-29/11)
- Preventing Violence against Women - Linking Research and Policy (24/11)
- 1st World Humanities Forum₉ (24-26/11)

1.2 Monthly visits

	Page views	Monthly variation	Visits	Monthly variation	Unique Visitors	Monthly variation	New Visitor	Returning Visitor
September 2011	2 459 138	N/A	950 167	N/A	743 799	N/A	77.09%	22.91%
October 2011	3 324 305	+35.18%	1 231 096	+29.57%	969 111	+30.29%	76.14%	23.86%
November 2011	4 451 328	+33.90%	1 531 854	+24.43%	1 193 084	+23.30%	74.79%	25.21%

1.3 Geographical origin of visits in November 2011



1.4 Visits by Area of Interest for November 2011 (This data only covers tagged subsites)

Areas of interest	Visits in November 2011	Variation vs October 2011
UNESCO.ORG	1 531 584	+24.43%
Central services and home pages		
unesco.org home pages	506 827	+3.82%
Worldwide	33 478	+8.32%
The UNESCO Courier	9 246	+80.59%
Culture Sector (excluding WHC and legacy content)	55 940	+29.31%
Education Sector	90 275	-20.85%
Communication and Information Sector	50 396	-0.07%
Natural Sciences Sector (excl. Water and IOC)	42 376	+6.75%
Social and Human Sciences Sector	54 455	+29.31%
Field offices*	97 034	+14.38%
UIS**	88 451	+9.61%
UIL**	6 894	+10.85%
IIEP**	250 112	+5.14%

* Amman, Apia, Beirut, Brasilia, Brussels, Cairo, Doha, Geneva, Harare, Havana, Iraq, Kabul, Kathmandu, Lima, Moscow, Phnom Penh, San Jose, Venice. ** UIS, UIL and IIEP statistics are tracked separately.

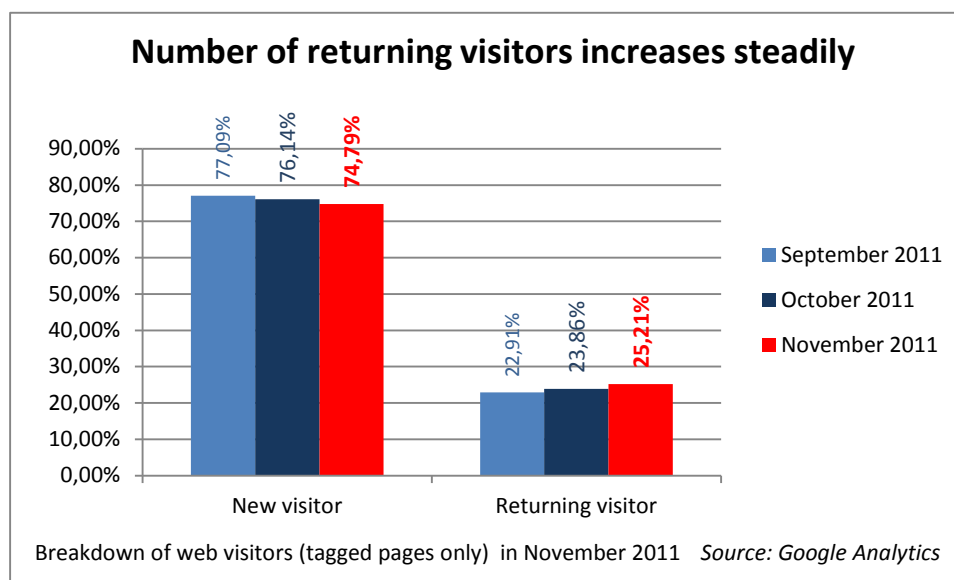
1.5 UNESCO Website Visitors

Top 10 domains/countries

Country	Visits	% of Total visits	Variation vs October	Pages/Visit
United States	236 297	15.43%	+27.16%	2.48
France	210 945	13.77%	+17.79%	3.59
Brazil	83 700	5.46%	+4.30%	2.25
Mexico	75 631	4.94%	-3.81%	2.80
Spain	64 589	4.22%	+31.18%	3.37
Canada	62 955	4.11%	+77.58%	3.28
United Kingdom	52 830	3.45%	+63.09%	2.90
India	37 326	2.44%	+43.90%	2.56
Italy	30 927	2.02%	+41.47%	3.18
Germany	27 945	1.82%	+66.19%	3.13

Top 10 visitors' language

Language	Visits	% of Total visits	Variation vs October
English	694 871	45.36%	+25.55%
Spanish	246 911	16.12%	+4.70%
French	234 375	15.30%	+34.32%
Portuguese	97 373	6.36%	+20.58%
Russian	34 530	2.25%	+12.35%
German	31 282	2.04%	+67.73%
Italian	27 142	1.77%	+45.25%
Chinese	26 306	1.72%	+49.66%
Japanese	19 664	1.28%	+92.01%
Korean	18 096	1.18%	+57.41%



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 October
Total	141 007	+5.91%
English (EN)	86 960	+5.03%
French (FR)	19 276	-5.38%
Spanish (ES)	22 568	+14.00%
Russian (RU)	7 224	+38.07%
Arabic (AR)	4 390	-14.59%
Chinese (ZH)	3 481	+37.37%

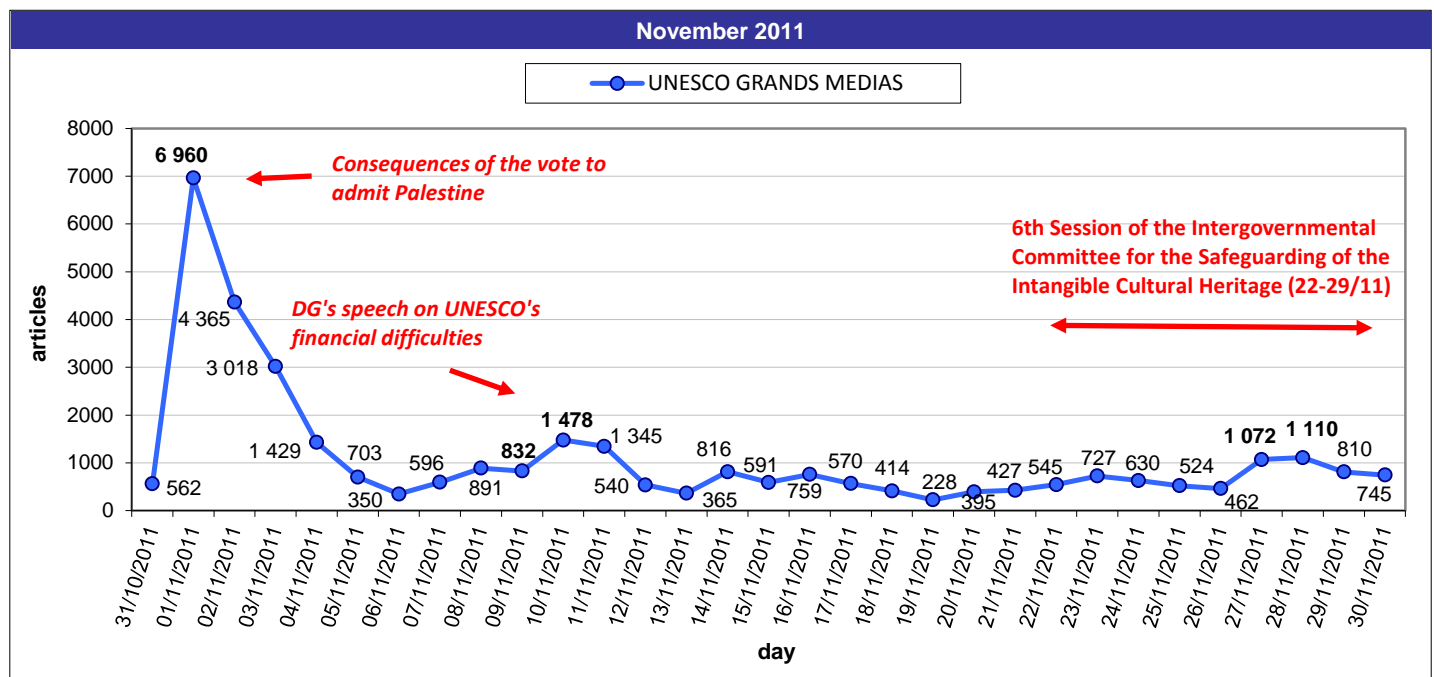
2.2 Press releases/Media advisories/Web Releases in November 2011

1.	04/11	Pacific Rim countries test their tsunami preparedness
2.	05/11	"You can count on Brazil" says President Dilma Rousseff during visit to UNESCO
3.	07/11	UNESCO kicks off 40th anniversary celebration of World Heritage Convention
4.	08/11	The Large Hadron Collider at the frontier of art and science
5.	08/11	Endangered heritage seen from space
6.	10/11	Five Exceptional Women Who Move Science Forward
7.	10/11	Click online and donate to UNESCO
8.	10/11	UNESCO Director-General launches Emergency Fund at close of General Conference
9.	10/11	Meeting of States Parties to the International Convention against Doping in Sport
10.	11/11	Her Highness Sheikha Mozah Bint Nasser Announces an Initiative to Support UNESCO's Core Education Programmes
11.	15/11	Budapest World Science Forum to examine the changing landscape of science
12.	16/11	2011 UNESCO-Madanjeet Singh Prize for the Promotion of Tolerance and Non-Violence to be awarded to Anarkali Honaryar (Afghanistan) and Khaled Abu Awwad (Palestine)
13.	16/11	Launch of The Women Philosophers' Journal on World Philosophy Day 17 November
14.	17/11	Intangible Heritage Committee to consider new inscriptions at Bali meeting
15.	22/11	Director-General cautions against excess number of nominations at opening of Intangible Heritage Committee in Bali
16.	22/11	Indonesia pledges \$10 million to UNESCO during Director-General's visit
17.	23/11	Hezhen Yimakan storytelling from China inscribed on List of Intangible Heritage in Need of

		Urgent Safeguarding
18.	24/11	European Athletics and UNESCO renew partnership
19.	24/11	Eight new elements inscribed on List of Intangible Heritage in Need of Urgent Safeguarding
20.	24/11	World Humanities Forum to promote universal human values in the age of globalization
21.	25/11	Two new elements inscribed on the List of Intangible Heritage in Need of Urgent Safeguarding and five best safeguarding practices selected
22.	25/11	Director-General condemns murder of Syrian cameraman Ferzat Jarban and urges respect for freedom of expression and fundamental human rights
23.	26/11	New intangible heritage inscriptions from Belgium and China
24.	27/11	Seven new inscriptions on the Intangible Heritage Representative List
25.	27/11	Five new inscriptions on the Intangible Heritage Representative List
26.	28/11	Five new inscriptions on Representative List of Intangible Heritage
27.	29/11	UNESCO and Italy agree to cooperate on the restoration of Pompeii
28.	29/11	Bali meeting concludes with 19 new items on Intangible Heritage List

2.3. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in national and international media, in which “UNESCO” appeared in the title or first paragraph of a story in November (Source: Meltwater News)

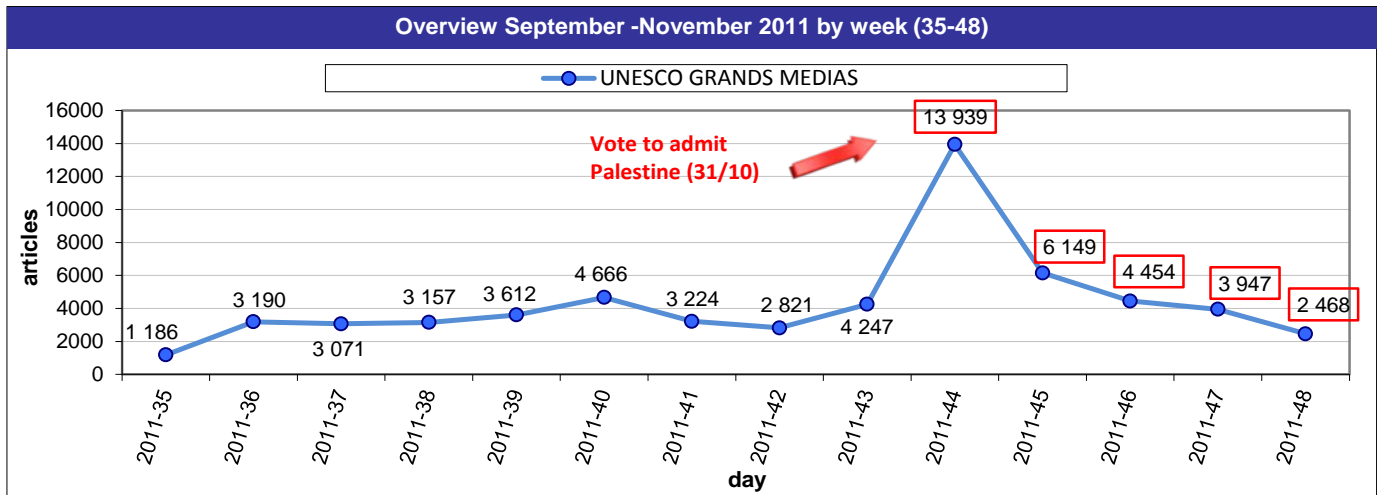


The peak on the 1st of November and the high figures seen for the following days reflect the massive coverage in all regions of the General Conference vote to admit Palestine to the Organization and the subsequent announcement that the US would withdraw its funding.

The peak around the 11th of November relates to the Director-General's speech on the financial difficulties facing the Organisation as a result of the American cuts.

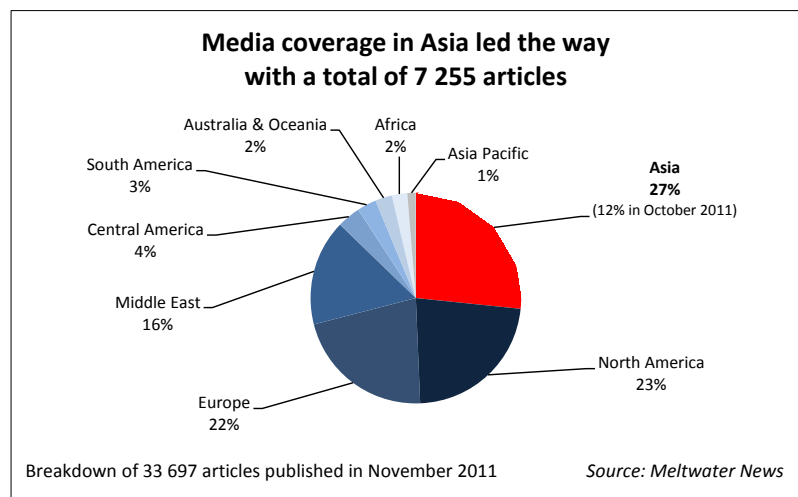
The figures start to rise again after the 22nd of November with the Intangible Heritage Committee meeting in Bali. The last weekend of the month sees another high point with the bulk of new Intangible Heritage inscriptions being announced.

Articles monitored each week in national and international media, in which “UNESCO” appeared in the title or first paragraph of a story from September to November 2011 (Source: Meltwater News)

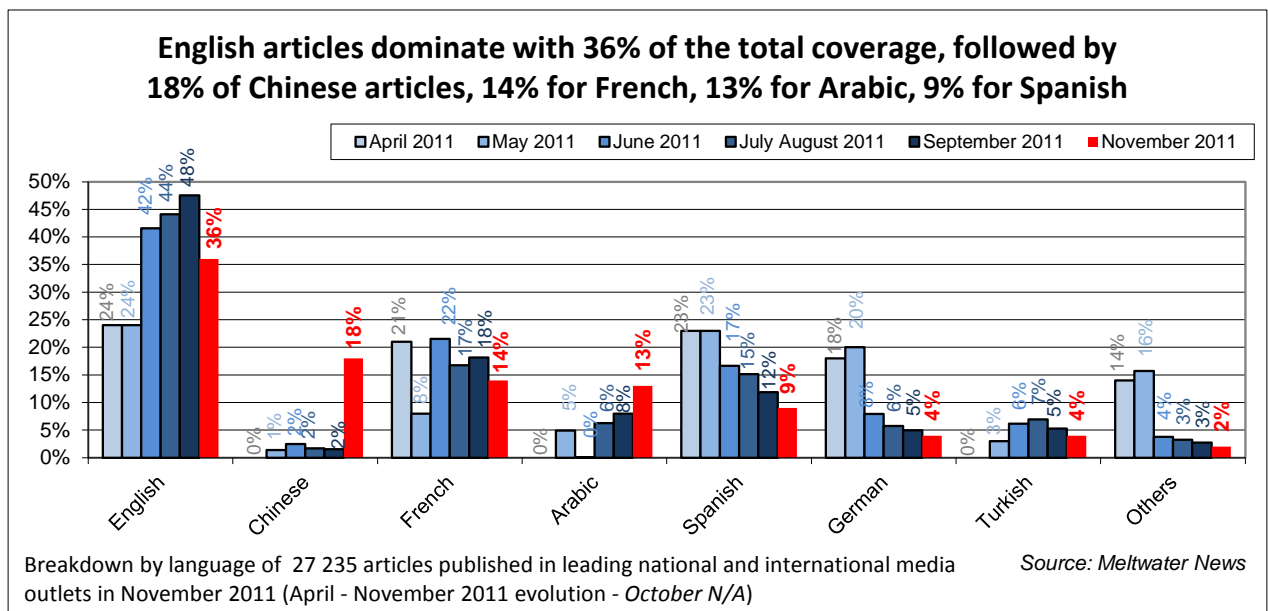


This graph shows the number of articles monitored each week from the beginning of September to the end of November 2011. It clearly shows a steady increase from the time of the Executive Board to the end of the General Conference, with a huge peak at the time of the Palestinian vote.

Regional breakdown of media coverage in national and international media, in which “UNESCO” appeared in the title or first paragraph of a story in November (Source: Meltwater News)



Breakdown by language of articles published during the month of November in leading national and international media outlets (Source: Meltwater News)



2.4 Interviews given (by subject and media)

	Subject	Interviewee	Language	Media (press TV Radio)
1.	Intangible Cultural Heritage (Bali)	Mr Honrado, Miguel CEO-EGEAC Camara Municipal de Lisboa EGEAC Museu do Fado		TSF Rádio Notícias (Portugal) - www.tsf.pt
2.	Intangible Cultural Heritage (Bali)	Mr Andresen Guimaraes, Fernando, Ambassador Portuguese Nat. Commission		TSF Rádio Notícia (Portugal) - www.tsf.pt
3.	Intangible Cultural Heritage (Bali)	Franck Proschan UNESCO, Intangible Cultural Heritage Section		The World/BBC Boston www.theworld.org/geo-quiz/
4.	Intangible Cultural Heritage (Bali)	Portuguese Delegation, Chairperson of the Committee, States – members of the Committee		SIC TV (Portugal)
5.	Intangible Cultural Heritage (Bali)	Japanese Delegation		Asahi Shimbun (Japan)
6.	Intangible Cultural Heritage (Bali)	Mr Andresen Guimaraes, Fernando, Ambassador Portuguese Nat. Commission		666 ABC (Australia)
7.	Blueprint for the Oceans	Roni Amelan	English	SciDev.net Lat Am
8.	UNESCO figures on literary translations	Roni Amelan	English	BBC Scotland
9.	UNESCO scholarships	Roni Amelan	English	The Arts Newspaper, Ermano Rivetti
10.	UNESCO scholarships	Roni Amelan	French	RFI, Amélie Niard
11.	World Heritage	Patricia Alberth	English	BBC
12.	World Heritage	Roni Amelan	English	New York Times
13.	World Heritage	Mechtild Rossler	French	Le Figaro, Claire Bommelaer
14.	World Heritage	Roni Amelan	French	AFP, Pascale Molard
15.	World Heritage	Roni Amelan	English	Australian Associated Press, Kym Agius
16.	World Heritage Mont Saint Michel	Roni Amelan	French	Radio France, Pierrick Bonno
17.	World Heritage Palestine	Roni Amelan	French	Le Journal des Arts
18.	World Heritage Pompeii	Roni Amelan	English	New York Times, Susan Dominus
19.	World Heritage destruction of the main bazaar at Hampi	Roni Amelan	English	the Nation (UAE)
20.	World Heritage, flooding of the Ayutthaya temples	Tim Curtis	English	Denis Gray, AP
21.	World Heritage Pompeii	ADG/CLT	French	La Croix, Elodie Maurot

2.5 Live telecasts

The live telecast on 31 October 2011, on Palestine’s membership was taken up by the following media:

Reuters Paris, UER, Al Jazeera Paris, AFP, APTN Paris, France 2, France 24, ITV, Reuters London, Al Jazeera English Channel, and CNN Atlanta.

Several of these outlets relayed the broadcast to their clients. For example, one broadcaster reported that 87 out of 112 client networks picked up their live feed and rebroadcast the images a total of 781 times.

Another agency reported that 156 channels out of a sample of 400 client stations (excluding Asia and Latin America) used the UNESCO images. 46 of these were live broadcasts. The images were re-broadcast a total of 1 286 times. Another 110 channels used the deferred B-roll prepared with our images, with a total of 3 382 repeat broadcasts.

2.6 Background Footage (B-roll) downloads from Multimedia

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

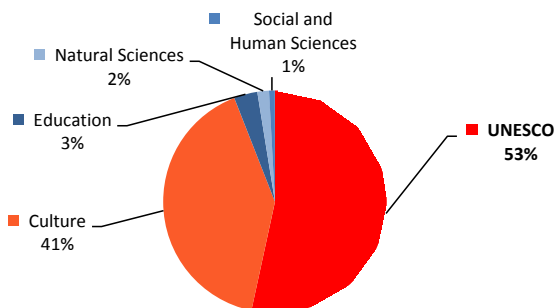
The Background footages are used and downloaded by the audiovisual media (TV agencies, TV, Radio).

	Subject	Downloads	Media
1	Palestine	25	Bulgarian National Television, Press TV, Canal plus, ARD German TV...
2	Intangible Cultural Heritage	24	Yerkir Media TV, ZDF, ABC Spain...
3	Education (several subjects)	13	N/A
4	Official visit of the President of Brazil	8	N/A
5	World Heritage Sites	8	N/A
6	Culture (several subjects)	6	N/A
7	UNESCO Headquarters stockshots	6	N/A
8	Others	7	N/A

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

Subject	Media	Purpose	Date	Nb of Photos
UNESCO	DSZ - Verlag / Germany	Publication	03 Nov	3
UNESCO	Médias Catholiques / Belgium	Publication	05 Nov	15
UNESCO	Wablief / Belgique	Publication	07 Nov	40
UNESCO	Press Bahrein	Publication	09 Nov	14
UNESCO	The Kookje Daily News / Korea	Publication	15 Nov	3
UNESCO	Le Figaro / France	Publication	15 Nov	11
UNESCO	GCN Comunicações / Brazil	Publication	16 Nov	6
UNESCO	Touchline Publishing / UK	Publication	16 Nov	1
UNESCO	Spanish Press Agency	Website	05 Nov	12
UNESCO	Anglo-American Press Assoc. / France	Website	10 Nov	20
UNESCO	Polonia.net / Poland	Website	11 Nov	1
Culture / WHC	Des racines et des ailes / France	Presentation	11 Nov	24
Culture / WHC	Berria Newspaper / Spain	Publication	10 Nov	1
Culture / WHC	Le Quotidien de l'Art / France	Publication	30 Nov	2
Culture / WHC	ANSA Press Agency / Italy	Website	14 Nov	14
Culture / WHC	Pure France Sarl	Website	16 Nov	5
Culture / WHC	ABComunicação / Brazil	Website	20 Nov	3
Culture / WHC	Reforma Newspaper / Mexico	Website	21 Nov	41
Culture / ITH	Revista Altaïr / Spain	Publication	02 Nov	6
Education	Finnish Education Group / Finland	Website	17 Nov	8
Natural Sciences	La griffe de l'info / France	Publication	01 Nov	2
Natural Sciences	The Solution Journal / USA	Publication	16 Nov	1
Natural Sciences	Science Magazine AAAS / UK	Publication	16 Nov	1
Social & Human Sciences	Suds-Concepts Press & Edition / France	Publication	11 Nov	2

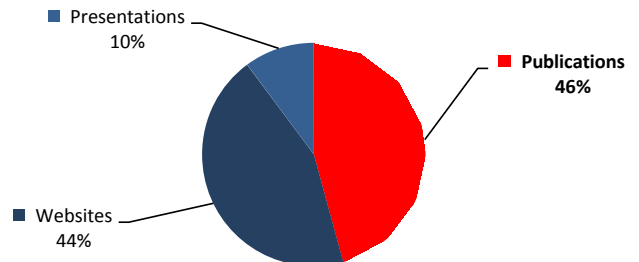
77% more images ordered by the Media this month Large majority illustrates UNESCO in general and culture



Breakdown by subject of 236 images ordered by the Media in November 2011

Source: UNESCO

90% of images ordered by the media were almost equally intended for publications and websites



Breakdown by purpose of 236 images ordered by the Media in November 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.

The world's social media space was abuzz about UNESCO this November 2011.

In the first week following the October 31st Palestine vote, UNESCO's social media channels, especially in English and Arabic, gained considerable new traffic and followers. On Twitter, tens of thousands of tweets mentioning UNESCO with reference to Palestine were published each day, with at least 10 new Tweets each minute, thus earning UNESCO a spot in the trending topics lists in Germany, the Netherlands, Spain, Turkey and the USA between Oct 31 and Nov 1. The majority of tweets were factual, relaying the outcome of the vote.

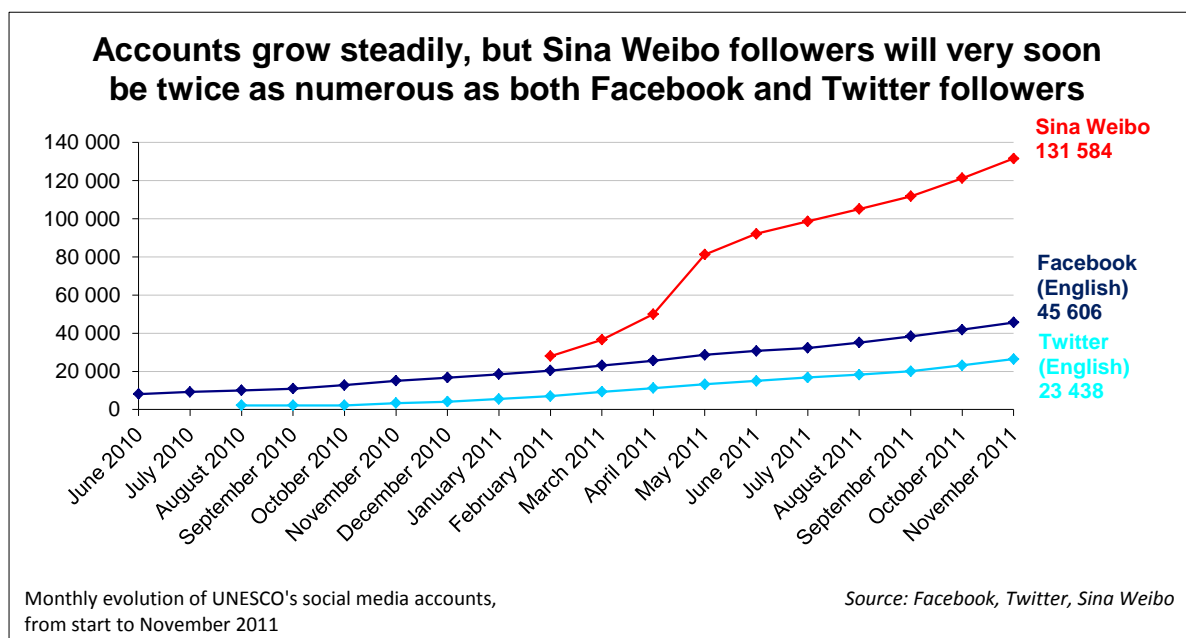
It's noteworthy that UNESCO's "Donate" subsite was launched partly in response to a "Donate to UNESCO" website (<http://www.donatetounesco.org/>), that was quickly gaining traction among a group of sympathizers, who spontaneously met online around the hashtag #DonateToUNESCO following the Palestine decision.

Twitter was again abuzz about UNESCO late November, especially between the 26 and 28, when there were about 8 to 10 tweets a minute, for days, from people all around the world, writing about the new Intangible Heritage listings.

With an increase of 8.4% in November, UNESCO's Sina Weibo now has 131 584 followers and has kept its ranking as the second among 14 UN agencies/offices which have Weibo accounts. The post announcing the free download of UNESCO's World Heritage app (for iPhone/iPad) on Nov.16, on the occasion of the 40th anniversary of the World Heritage Convention has become the most popular post on Weibo of the month. Although many of the followers were not able to download the App thru iTunes due to technical problems, the positive comments received showed great interest for World Heritage.

The UNESCO World Heritage Guide app one day operation on iTunes (for iPhone/iPad) for free download was a big success and resulted in an increase by 144% of downloads, and 48% of page views.

This month, the number of videos uploaded to UNESCO's Youku Channel has increased 22%. Out of 14 new videos added to Youku, the following statements by the Director-General are among the 10 most viewed: [UNESCO Director-General's statement on US funding cut](#); [UNESCO Director-General announce to launch the emergency fund](#); [UNESCO Director-General's statement on admission of Palestine as UNESCO State Member](#).



3.1. Facebook - www.unesco.org/facebook

Variation November 2011 vs October 2011

Likes/fans*	November 2011	October 2011	Variation vs October
Total likes/fans(all languages)	47 806	43 569	+9.72%
English	45 606	41 814	+9.07%
French	1 138	906	+25.61%
Russian	371	318	+16.67%
Arabic	638	481	+32.64%
Chinese	53	50	+6.00%

*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/links
Photo Album: Biosphere Reserves for Humanity.	Nov 03	183	Photos
What does "Change" mean to you?	Nov 07	107	Video
Poll: What's your favorite World Heritage Site? Celebrate the World Heritage Convention's 40th anniversary!	Nov 08	784 votes	
Climate Change Lifestyle Guide	Nov 24	135	-
Photo Album: Intangible Heritage 2011: Urgent Safeguarding List	Nov 25	166	Photos
DG Statement: Int'l Day for Elimination of Violence Against Women	Nov 25	114	
Photo Album: Intangible Heritage 2011: Representative List	Nov 28	124	Photos
Bouba & Zaza learn about AIDS	Nov 28	118	
DG Statement: Int'l Day of Support for the Palestinian People	Nov 27	98	-
Video: Education is a human right	Nov 20	199	Video

3.2. Twitter - <http://twitter.com/#!/unescoNOW>

Variation November 2011 vs October 2011

Followers	November 2011	October 2011	Variation vs October
Total followers (all languages)	37 586	31 402	+19.69%
English	26 438	23 142	+14.24%
French	794	604	+31.46%
Spanish	7 857	5 661	+38.79%
Russian	223	188	+18.62%
Arabic	2 274	1 807	+25.84%

Top 10 Posts

Message	Posted	Re-tweets	Comments
Never forget the #Holocaust: #UNESCO is the only UN agency with mandate to promote Holocaust Education worldwide http://on.unesco.org/v4nxV1	Nov 05	100+	-
Our OFFICIAL statement for Nov 29, the Int'l Day of Solidarity with the #Palestinian People, http://j.mp/vHfrOq	Nov 29	100+	-
UNESCO calls on USA "to find a way forward & continue support for #UNESCO in these turbulent times" http://on.unesco.org/rtR6ic	Nov 02	100+	
OFFICIAL: #UNESCO is maintaining core programs, but reviewing non-	Nov 10	100+	-

essential activities to close \$65m shortfall http://www.unesco.org/donate/			
'Fado, urban popular song of #Portugal' now on #IntangibleHeritage Representative List. Portugal's 1st inscription! See http://bit.ly/teAVkp	Nov 27	95	<u>1</u>
#WorldHeritage app FREE on iTunes only on Nov 16th! The world's most stunning places at your fingertips j.mp/u7yd5o	Nov 15	87	
Nov 16 is Int'l #Tolerance Day. In a world that is more connected than ever, intolerance is not an option.	Nov 16	66	
Iraq, Tunisia & Egypt: #UNESCO helps develop & sustain free, competitive media there, vital for democracy http://on.unesco.org/s4JGOJ	Nov 05	57	
#Education is a human right! See the top posters drawn by students to illustrate this point: on.unesco.org/ssmNhr 20	Nov 20	44	-
'Mariachi, string music, song & trumpet' from #Mexico now on the #IntangibleHeritage Representative List. See http://bit.ly/v61rNS	Nov 27	42	

3.3 Sina Weibo - <http://t.sina.com.cn/unesco> Variation November 2011 vs October 2011

	November 2011	October 2011	Variation vs October
Nb of Fans	131 584	121 298	8.48%
Nb of Posts	1 269	1 187	6.91%
Nb of Mentions	82 015	82 015	-

Top 10 Posts

Message	Posted	Re-tweets	Comments
Hi! iPhone&iPad owners - R U Ready for a gift from UNESCO? Free APP of our flagship publication "World Heritage"! Download Now! ! ! http://t.cn/S2MP7h	Nov 16	780	117
#Intangible Cultural Heritage#Hezhen Yimakan storytelling from China has been inscribed on List of Intangible Heritage in Need of Urgent Safeguarding	Nov 23	438	98
#Intangible Cultural Heritage#Narrated in the language of the Hezhen people of north-east China, and taking both verse and prose forms, Yimakan storytelling consists of many independent episodes depicting tribal alliances and battles, including the defeat of monsters and invaders by Hezhen heroes. Yimakan plays a key role in preserving the Hezhen mother tongue, religion, beliefs, folklore and customs http://t.cn/SyOFMg	Nov 23	437	104
Nov. 17 th is the World Philosophy Day designated by UNESCO. It provides us with the occasion to ask ourselves questions that are often forgotten: "What do we neglect to think about?" "Which intolerable realities do we get used to?" http://t.cn/SUKY98	Nov 16	417	100
"Humanism is an age-old promise, as well as an idea that is always new," and it is the solution to meet the challenges of ongoing economic and political crises, and to cope with Climate change, ethical issues raised by the boom in biomedical and digital technologies, Read the latest issue of UNESCO Courier: Humanism, a new idea http://t.cn/hqTsnK	Nov 16	343	77
#Intangible Cultural Heritage# Chinese shadow puppetry is a form of theatre whereby colourful silhouette figures perform traditional plays against a back-lit cloth screen, accompanied by music and singing. Puppetry spreads knowledge, promotes cultural values and entertains the community, especially the youth. http://t.cn/SUKY98	Nov 27	240	45

International Day for Tolerance: "Tolerance is, by definition, openness to others. It is the opposite of indifference and can never promote withdrawal into one's own culture or community. No one can invoke diversity or use "tolerance" as a basis to attack universally recognized human rights. "- UNESCO's Director General Irina Bokova http://t.cn/S2LM6T	Nov 27	162	28
UNESCO and Italy has agreed to cooperate on the restoration of Pompeii. International attention turned to the World Heritage site in late 2010, when torrential rains led to the collapse of several vestiges including the Schola Armaturarum and the equally famous House of the Moralist. http://t.cn/S4j00J	Nov 29	145	25
#World Philosophy Day# Philosophy is an inexhaustible wellspring of renewal for ideas and societies...It helps to build bridges between peoples and cultures and heightens demand for quality education for all. Philosophy encourages respect for cultural diversity, exchanging opinions and sharing the benefits of science, which are the conditions for genuine debate. "- UNESCO's Director General Irina Bokova http://t.cn/S203pA	Nov 16	97	26
#Intangible Cultural Heritage# Chinese shadow puppetry has been inscribed on the Representative List of the Intangible Cultural Heritage of Humanity of UNESCO http://t.cn/SUKY98	Nov 16	91	15

3.4 Video Traffic

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

3.4.1. UNESCO Channel on YouTube - <http://www.youtube.com/unesco> Variation November vs October 2011

Video views	November 2011	October 2011	Variation vs October
English	278 985	228 696	+21.99%
French	53 628	47 358	+13.24%
Spanish	83 067	71 377	+16.38%
Russian	11 073	10 720	+3.29%
Arabic	6 789	6 423	+5.70%
Chinese	178	75	+137.33%

New subscribers	November 2011	October 2011	Variation vs October
English	375	311	+20.58%
French	49	35	+40.00%
Spanish	133	91	+46.15%
Russian	14	8	+75.00%
Arabic	6	13	-53.85%
Chinese	1	1	-

• Top 10 videos on UNESCO TV English Channel

	278 985 views in November 2011	Subject	% of total views
1	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	10.8%
2	UNESCO Statement on Palestine Vote	UNESCO	5.5%
3	Oral and Graphic Expressions of the Wajapi	CLT/ITH	5.5%
4	Kalbela folk songs and dances of Rajasthan	CLT/ITH	3.9%
5	Georgian Polyphonic Singing	CLT/ITH	3.8%
6	Kabuki Theatre	CLT/ITH	3.4%

7	DG Statement on US funding cut	UNESCO	2.9%
8	Baul Songs	CLT/ITH	2.5%
9	Gagaku	CLT/ITH	1.8%
10	Falconry, a living human heritage	CLT/ITH	1.4%

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

53 628 views in November 2011		Subject	% of total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	11.3%
2	Le chant polyphonique géorgien	CLT/ITH	10.6%
3	Le Maloya	CLT/ITH	5.8%
4	Histoire de l'UNESCO	UNESCO	3.6%
5	Le repas gastronomique des Français	CLT/ITH	3.3%
6	Déclaration sur le gel de la contribution des U.S.A.	UNESCO	3.1%
7	Le Kankurang, rite d'initiation mandingue	CLT/ITH	2.6%
8	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	2.1%
9	L'isopolyphonie populaire albanaise	CLT/ITH	1.9%
10	Le Canto a tenore, chant pastoral sarde	CLT/ITH	1.9%

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

83 067 views in November 2011		Subject	% of total views
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	23.7%
2	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	7.7%
3	El canto polifónico georgiano	CLT/ITH	5.2%
4	¿Color? ¿Qué color?	CLT/ITH	3.2%
5	El carnaval de Barranquilla	CLT/ITH	2.8%
6	Sobre la suspensión de fondos por parte de EEUU	UNESCO	2.5%
7	Los parachicos en la fiesta tradicional de enero de Chiapa de Corzo	CLT/ITH	2.0%
8	El patrimonio oral y las manifestaciones culturales del pueblo zápara	CLT/ITH	1.6%
9	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	1.5%
10	El Canto a tenore, un canto pastoral sardo	CLT/ITH	1.5%

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

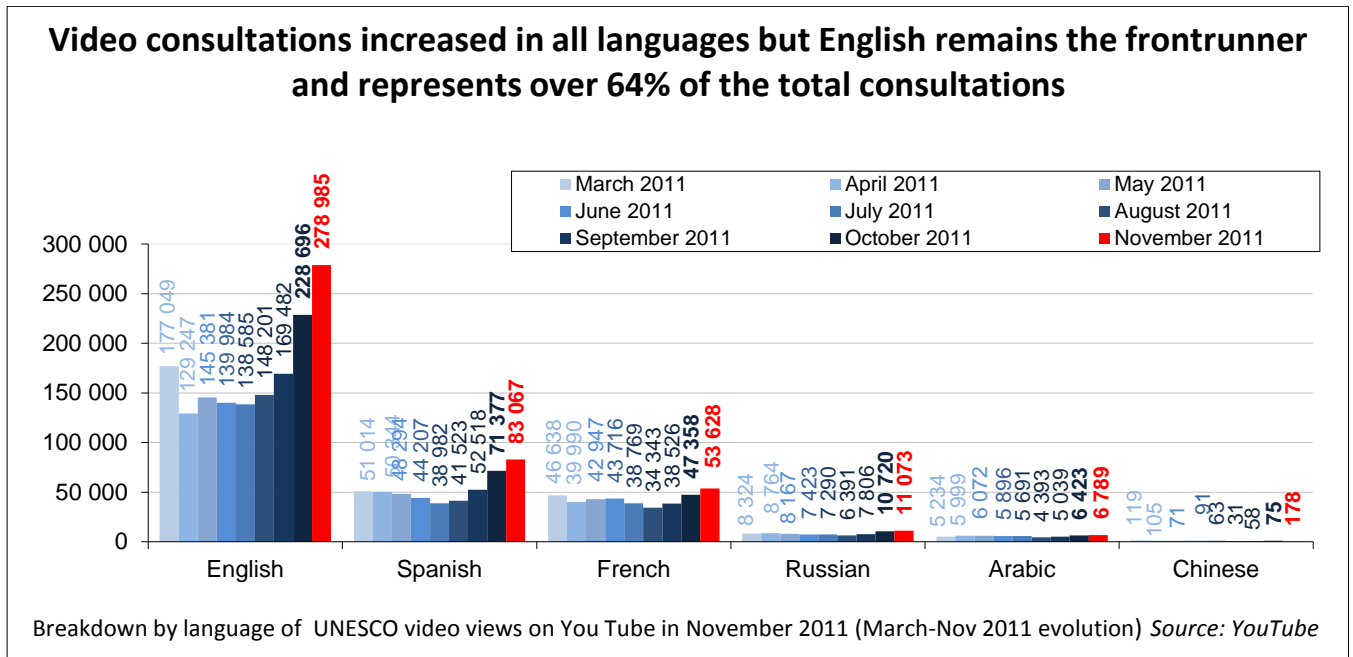
11 073 views in November 2011		Subject	% of total views
1	Алсу (Алсу) UNESCO Artist for Peace	UNESCO	15.4%
2	The historic center of Rome and the Properties of the Holy See	CLT/WHC	3.5%
3	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	3.4%
4	DG Statement on US funding cut	UNESCO	3.0%
5	Palace and Park of Versailles	CLT/WHC	2.4%
6	The ancient city of Petra	CLT/WHC	2.1%
7	The ancient city of Persepolis	CLT/WHC	2.1%
8	Yellowstone National Park	CLT/WHC	2.0%
9	Historic Areas of Istanbul	CLT/WHC	2.0%
10	Prehistoric Sites and Decorated Caves of The Vézère valley	CLT/WHC	1.9%

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

6 789 views in November 2011		Subject	% of total views
1	Ban Chiang archaeological site	CLT/WHC	9.1%
2	Venice Beach and lake	CLT/WHC	6.7%
3	DG Statement on US funding cut	UNESCO	6.0%
4	Iguazu National Park	CLT/WHC	4.4%
5	Prehistoric Sites and Decorated Caves of The Vézère valley	CLT/WHC	2.9%
6	Taj Mahal	CLT/WHC	2.9%
7	Memphis and the cemetery of Al-Ahram Giza to Dahshur	CLT/WHC	2.6%
8	Palace and Park of Versailles	CLT/WHC	2.5%
9	Ha Long Bay	CLT/WHC	2.4%
10	Te Wahipounamu - South West New Zealand	CLT/WHC	2.2%

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

	178 views in November 2011	Subject	% of total views
1	Video°12 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	23.0%
2	Video°13 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	12.4%
3	DG Statement on US funding cut	UNESCO	10.1%
4	UNESCO History	UNESCO	7.3%
5	Video°11 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	6.7%
6	Video°16 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	6.7%
7	Video°5 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	4.5%
8	Video°14 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	3.4%
9	Video°6 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	2.8%
10	The 2001 Convention	CLT/CHP	2.8%



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

• **Top 10 Videos**

Video	Posted	Total Views	Quoted*
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	March 03	43 582	4 598
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	June 23	5 568	5 372
Intangible heritage Kunqu Opera-the Peony Pavilion Performed by UNESCO Artist for Peace Jun Zhang	May 14	4 335	3 359
UNESCO Director-General's statement on US funding cut	Nov 03	3 997	354
Word Teachers' Day: Interview of ADG Mr Qian Tang	Oct 05	3 736	563
Youth Forum PSA	Oct 19	3 455	1 457
Herbie Hancock UNESCO Goodwill Ambassador	July 20	2 846	267
UNESCO Director-General launches Emergency Fund	Nov 19	2 625	858
Malaga fans received T-shirts with UNESCO logo	Sept 01	1 682	114
UNESCO Director-General's statement on admission of Palestine as UNESCO Member State	Nov 01	1 465	284

* Views of the video from other websites

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

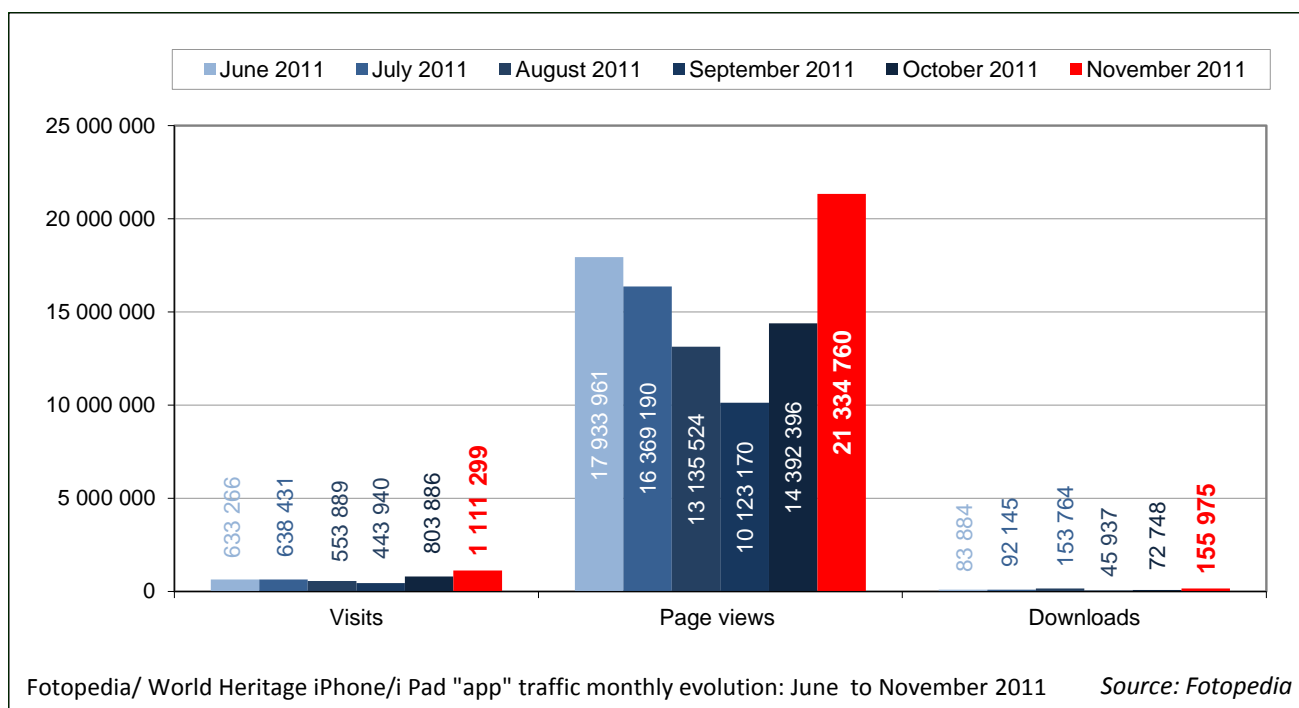
On 22 June UNESCO has joined iTunes U with a wealth of new educational material providing free access to UNESCO's rich multimedia content, via the iTunes Store, Apple's popular online music, video, and podcast service. Collections containing several hundred movies, podcasts, and documents are available 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.

Metrics	TOTAL	30 October-5 November	6-12 November	13-19 November	20-26 November	27 November-3 December
Downloads	2 803	739	696	467	460	441

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 (from launch in August 2010)	November 2011	Variation vs October
Downloads	2 225 306	155 975	+114.40%
Visits	9 664 455	1 111 299	+38.24%
Pages views	298 671 326	21 334 760	+48.24%
Info pane with UNESCO logo & text	2 431 226	172 362	+33.57%
Preview of Heritage viewed within other apps	143 598	14 195	+347.79%
Open UNESCO page from Heritage	52 245	1 682	-5.03%
Distinct UNESCO WHC pages opened	1 017	102	-17.74%
Most viewed UNESCO WHC page	http://whc.unesco.org/en/list/121	http://whc.unesco.org/en/list/441	



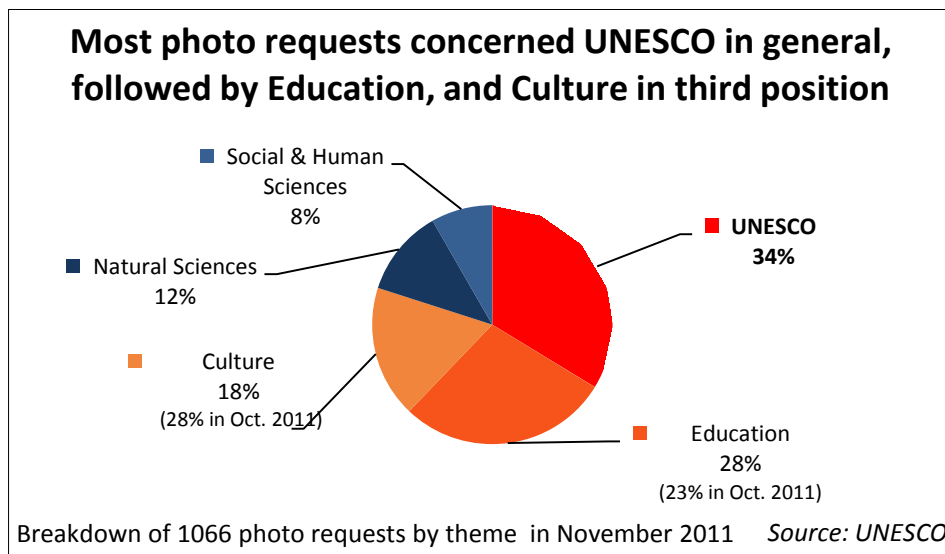
4. UNESCO Photobank - <http://photobank.unesco.org/>

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

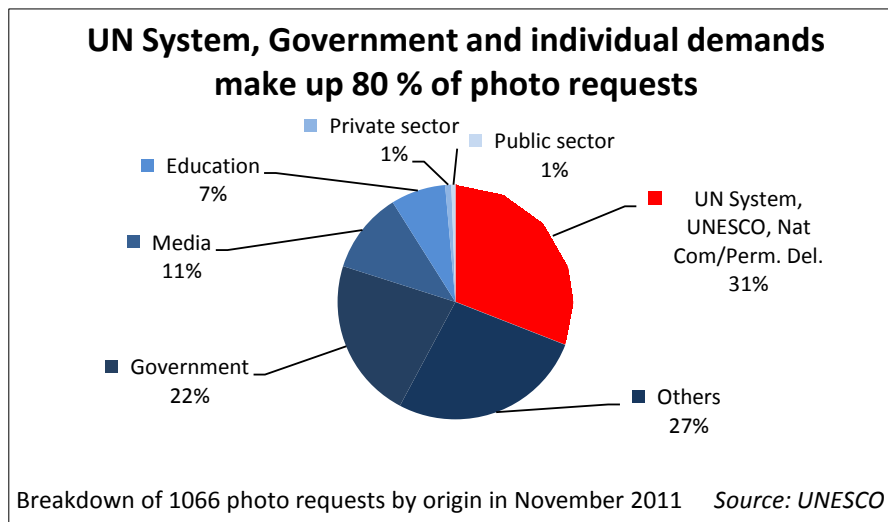
Themes

Themes	November 2011	October 2011
UNESCO	359	181
Education	302	118
Natural Sciences	125	28
Social and Human Sciences	88	38
Culture	190 (177 WHC + 13 ITH)	141 (130 WHC + 11 ITH)
Communication and Information	2	2
TOTAL	1066	508



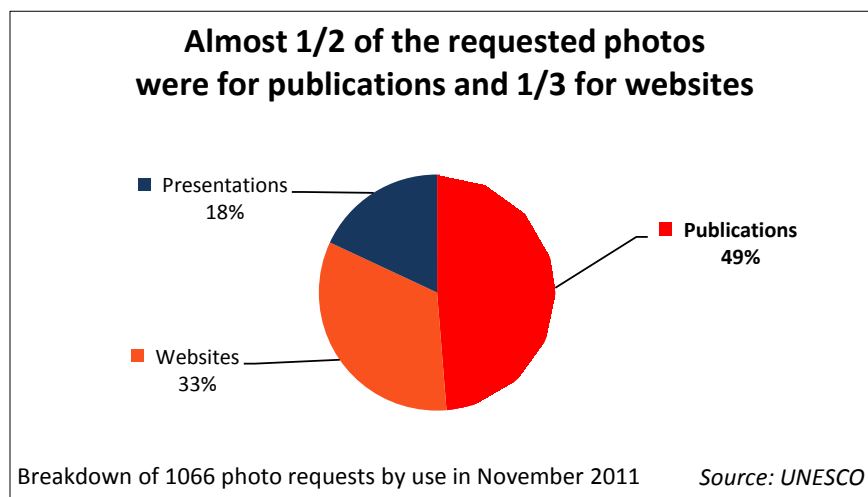
Origin of requests

Origin of request	November 2011	October 2011
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	330	221
Media: Written and Audiovisual and Press	119	133
Government	236	38
Education (Schools, Universities, teachers, researchers)	80	35
Public sector (Museums, Bookshops)	6	35
Private sector	9	26
Others	286	20
TOTAL	1 066	508



Use of photos

Use of photos	November 2011	October 2011
Websites	352	42
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	516	309
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	191	89
Exhibitions	5	64
Private use	2	4
TOTAL	1 066	508



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.)

	November 2011	Variation vs Oct. 2011	November 2010
Number of Events	92	-57.21%	30
Number of Photos	2 667	-12.84%	452

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.

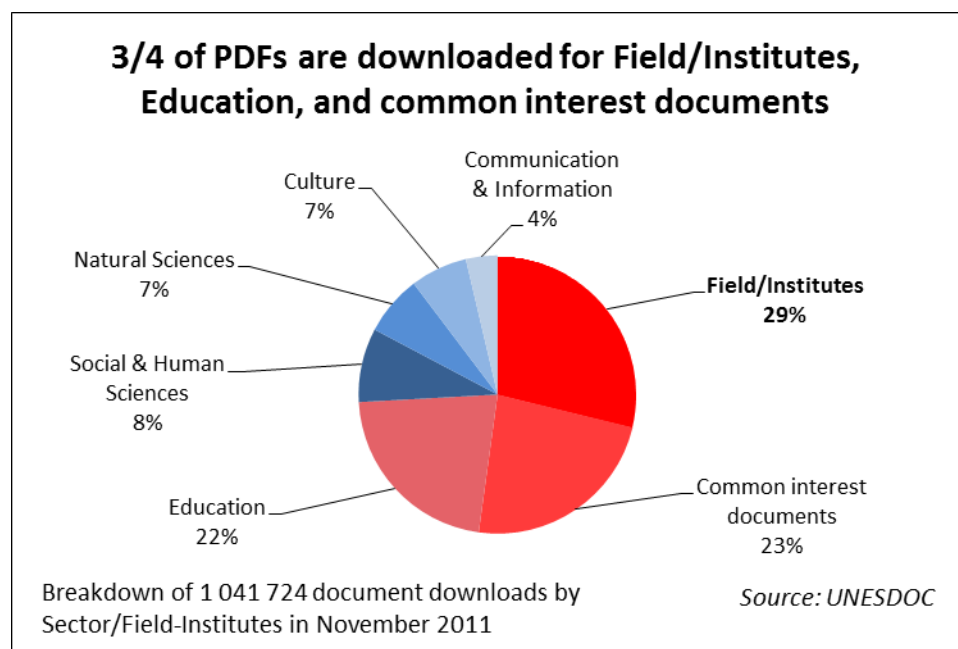
In November there were **130 567 (129 990 in October)** records available online in PDF format, including documents, publications, communication material and other working documents.

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 November	1 041 724
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Average nb of downloads per PDF
Education	9 493	228 567	4
Natural Sciences	9 495	72 591	13
Social and Human Sciences	5 574	89 483	6
Culture	3 142	69 150	5
Communication and Information	2 308	38 339	6
Fields & Institutes	8 180	300 197	3
Common interest documents	NA	243 397	NA



5.1.2 Top 50 Country Origin

	Country	Downloads
1	United States of America	105 558
2	France	68 891
3	Mexico	57 181
4	Brazil	53 956
5	India	32 518
6	Spain	32 116
7	United Kingdom of Great Britain and Northern Ireland	26 247
8	Canada	22 751
9	Venezuela (Bolivarian Republic of)	19 988
10	Argentina	19 104
11	Colombia	19 078
12	Philippines	17 222
13	Peru	15 991
14	China	15 764
15	Algeria	15 629
16	Germany	13 396
17	Chile	12 681
18	Japan	11 772
19	Nigeria	10 704
20	Morocco	9 133
21	Australia	8 937
22	Belgium	6 650
23	Ecuador	6 245
24	Portugal	6 208
25	Malaysia	6 160
26	Russian Federation	6 152
27	Indonesia	5 937
28	Cameroun	5 574
29	Italy	5 533
30	Kenya	5 174
31	Republic of Korea	5 063
32	Bolivia	4 887
33	Pakistan	4 765
34	Netherlands	4 503
35	Tunisia	4 383
36	Switzerland	4 371
37	South Africa	4 094
38	Ethiopia	4 066
39	Costa Rica	3 720
40	Tanzania (Uniited Republic of)	3 613
41	Egypt	3 180
42	Guatemala	3 171
43	Singapore	3 027
44	Côte d'Ivoire	2 988
45	Dominican Republic	2 685
46	Jamaica	2 674
47	Uganda	2 549
48	Turkey	2 496
49	Ghana	2 495
50	Panama	2 324

5.1.3 Printable Communication materials

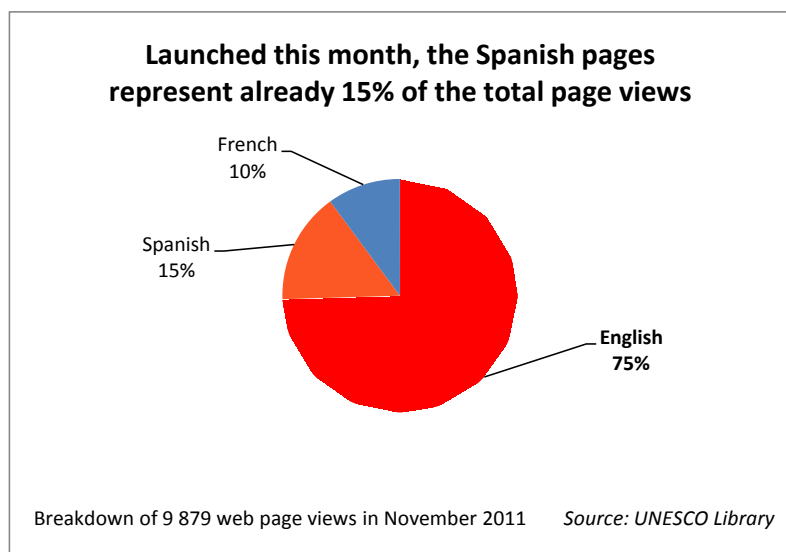
Title	Total downloads in November						
	EN	FR	SP	RU	AR	ZH	Total
2010 UNESCO Annual Report	397	80					477
UNESCO brochure	944	529					1 473
65 Ways UNESCO Benefits Countries all over the World	213	80	158		14		514
A New Humanism for the 21 st Century	53	75	33	6	2		169

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

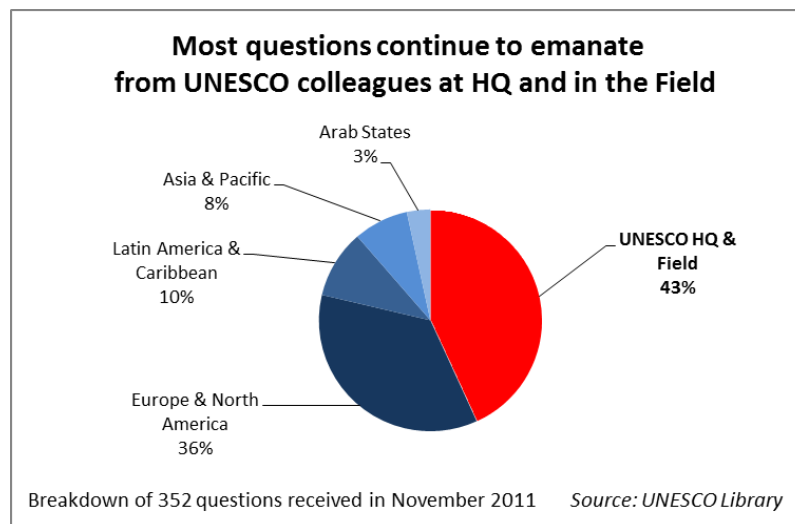
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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



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



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.

As the end of 2011 approaches, sales of the UNESCO World Heritage Desk Diary are strong both in the Bookshop and online. The Bookshop also sold 120 copies of the 2004 release *Le changement climatique* in November, possibly influenced by the approach of the 17th annual Conference of the Parties (COP17) in Durban, South Africa, which commenced on November 28.

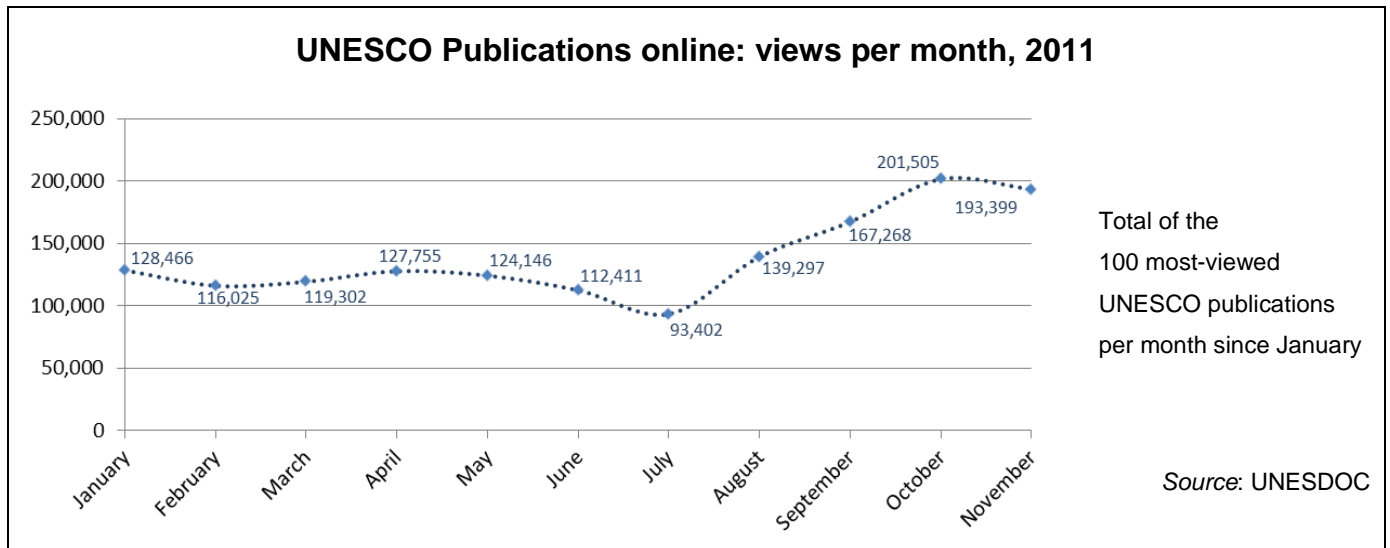
With more than 12,500 views again this month, the eight-volume *General History of Africa* in Portuguese (*História geral da Africa*) continues to dominate among publications on UNESDOC. Demand for the French editions of the series was also strong, with almost 4,000 views, while the English versions were viewed just under 3,000 times.

Spanish editions also featured strongly on UNESDOC in November, with 4 Spanish books among the ten most-consulted publications and 38 in the top 100. (English editions remain the most frequently consulted, with 42 English publications in the top 100 for the month.)

The 176 UNESCO publications available on Google Books were consulted a total of 19,969 times in November, up from 16 889 in October, with an average of 15 pages viewed each time.

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

	Title	Sector	Language	Views	Published
1	História geral da Africa, I-VIII (General History of Africa, Volumes 1-8.)	CLT	Portuguese	12 539	Brasilia, 2010-2011
2	Environmental education activities for primary schools: suggestions for making and using low cost equipment	ED	English	9 481	Paris, 1992
3	O Índio brasileiro: o que você precisa saber sobre os povos indígenas no Brasil de hoje (The Brazilian Indian: what you need to know about indigenous peoples in Brazil today)	ED	Portuguese	7 135	Brasilia, 2006
4	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards Knowledge Societies: UNESCO World Report)	all	Spanish	6 864	Paris, 2005
5	Case study on the effects of tourism on culture and the environment: Nepal; Chitwan-Sauraha and Pokhara-Ghandruk	CLT	English	5 480	Bangkok, 1995
6	Mantenimiento de instalaciones eléctricas del establecimiento educacional (Maintenance of electrical installations in educational establishments)	ED	Spanish	4 956	Santiago, 1998
7	Compendio mundial de la educación 2010 (Global Education Digest 2010)	ED	Spanish	3 994	Montreal, 2011
8	Humanism, a New Idea, the UNESCO Courier, Vol. 64, 4	ERI	English	3 741	Paris, 2011
9	Histoire générale de l'Afrique, I-VIII (General History of Africa, Vol. 1-8.)	CLT	French	3 579	Paris, 1980-1999
10	Mass media: the image, role and social conditions of women; a collection and analysis of research materials	SHS	English	3 482	Paris, 1979



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

	Title	Language	views Nov	past 12 months
1	História geral da Africa, I-VIII (General History of Africa, Volumes 1-8.)	Portuguese	12 539	390 638
2	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards Knowledge Societies: UNESCO World Report)	Spanish	6 864	61 070
3	Compendio mundial de la educación 2010 (Global Education Digest 2010)	Spanish	3 994	14 423
4	Histoire générale de l'Afrique, I-VIII (General History of Africa, Vol. 1-8.)	French	3 579	11 103
5	General History of Africa, Volumes 1-8.	English	2 901	40 959
6	Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	Spanish	2 283	27 021
7	EFA Global Monitoring Report, 2011: The Hidden Crisis - Armed Conflict and Education	English	2 277	25 999
8	Engineering: Issues, Challenges and Opportunities for Development; UNESCO Report	English	1 338	13 018
9	UNESCO Science Report, 2010: The Current Status of Science around the World	English	1 137	19 290
10	EFA Global Monitoring Report, 2010: Reaching the Marginalized	English	1 041	18 931

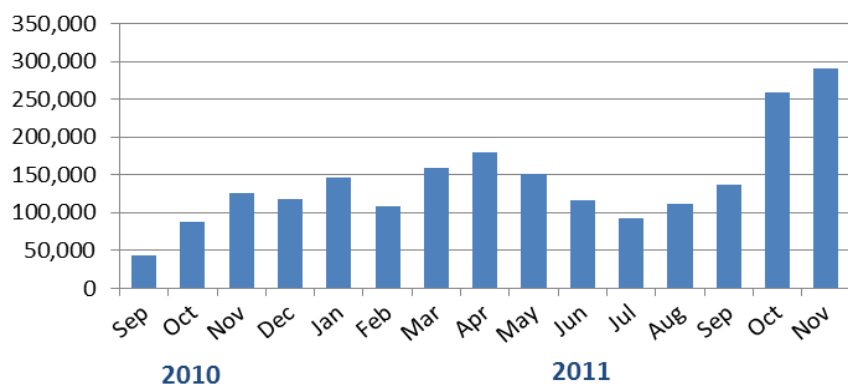
Note: PDF consultations measured by UNESDOC represent page views only. Figures may be slightly higher than actual downloads.

6.3 Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, 176 UNESCO publications (mainly recent titles) are available on the service, which allows readers to search for and browse these books online.

Month	Publications on Google Books	Book visits	Pages viewed	Book visits with buy clicks
November 2011	176	19 969	296 062	174
November 2010	52	8 587	125 950	107

Google Books: page views per month



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 November, top 5

Title	Copies sold	Sector
1 UNESCO World Heritage Desk Diary 2012	277	CLT/WHC
2 The World's Heritage: A complete guide to the most extraordinary places	38	CLT/WHC
3 Bouba et Zaza acceptent la différence	15	ED
4 Bouba et Zaza protègent la terre	12	ED
5 Cold Water Shielded, Selected Poems (bilingual edition: English/French)	11	CLT

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

Title	Copies sold	Sector
1 Le Patrimoine mondial de l'UNESCO, 3rd edition	18	Ouest-France
2 Papa du peux sauver la planète (colouring book)	12	UN
3 Patrimoine mondial de l'UNESCO : Les sites français	8	Gelbart
4 The Dark Side of Globalization	8	UNU
5 El Patrimonio de la Humanidad	7	Blume

6.5 Online and international sales

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

Title	Copies sold	Sector
1 UNESCO World Heritage Desk Diary 2012	163	CLT/WHC
2 Le changement climatique	120	SC/COI
3 Global Education Digest 2011	51	UIS
4 Social Science and Policy Challenges – Democracy values and capacities	31	SHS
5 LHC Large Hadron Collider	28	SC

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

Bookshop sales of UNESCO publications, lowest sellers in November

Title	Copies sold	Sector
Global Education Digest 2010: Comparing Education	0	ED
Recueil de données mondiales sur l'éducation 2010	0	ED
Freedom of Connection – Freedom of Expression	0	CI
Compendio mundial de la educación 2010	0	UIS
Atlas de las Lenguas del Mundo en Peligro	0	CLT

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

Title	Copies sold	Sector
A Teaching Resource Kit for Mountain Countries	0	SC
Kit pédagogique pour les pays situés en zones montagneuses	0	SC
Rapport mondial de suivi sur l'éducation pour tous, 2011	0	ED
Compendio mundial de la educación, 2010	0	UIS
L'ombre du système éducatif	0	IEP

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

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.

With 44 290 downloads this month, *The Courier* has matched its record to date. The latest issue "*Humanism, a new idea*" (October-December 2011) figured on the Top 10 most consulted UNESCO publications during the first week of November, just after being posted on the UNESCO web portal, even before it was e-mailed to subscribers on November 25 (updated mailing list).

The Spanish version of the Courier has registered the highest number of new subscribers this month (237).

A promotional campaign was organized during the General Conference, at UNESCO Headquarters on November 2, with the distribution of 1 340 copies of "*Humanism, a new idea*". Two other smaller promotional campaigns were organized in Korea, distributing "*Humanism, a new idea*" during the First World Humanities Forum (24-26 November) and in Paris, distributing "Women conquering new expanses of freedom" during the ceremony in honor of The Burundian Marguerite Barankitse, Fondation Chirac laureate (24 November).

Web promotion has been organized with a number of articles linked to major events, such as Intangible Cultural Heritage (Bali), International Day for the Elimination of Violence Against Women, Climate refugees, Philosophy Day, L'Oréal and Science, etc.

A new section – In Focus - has been created within the magazine's website featuring articles related to news.

7.1. Number of PDF downloads, subscribers, printed copies in November

Language	Last issue PDF downloads	All issues PDF downloads	Variation vs October 2011	New subscribers	Total subscribers	Printed copies
English	3 741	14 547	+56.55%	192	26 079	2 500
French	2 163	11 842	+43.47%	172	12 877	1 700
Spanish	3 405	15 317	+42.90%	237	11 401	600
Russian	402	712	+51.81%	19	1 401	250
Arabic	324	507	+82.37%	12	1 989	450
Chinese	871	1 125	+89.71%	32	2 615	100
Portuguese	N/A*	240	+26.98%	0	1 839	-
TOTAL	10 906	44 290	+48.65%	664	58 201	5 600

*October-December issue, "*Humanism, a new idea*", is not available in Portuguese yet.

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

	Title	Language	PDF consulted	Published
1	Humanism, a new idea	English	3 741	October 2011
2	Humanism, a new idea	Spanish	3 405	October 2011
3	Humanism, a new idea	French	2 163	October 2011
4	Humanism, a new idea	Chinese	871	October 2011
5	Chemistry and life	English	766	January 2011
6	Chemistry and life	Spanish	512	January 2011
7	How youth drive change	English	452	July 2011
8	The Ramayana and the Mahabharata: two epics of Asia	Spanish	444	December 1967
9	Humanism, a new idea	Russian	402	October 2011
10	Women conquering new expanses of freedom	Spanish	395	April 2011

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”

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
CI	10	4	6	
CLT	22	15	7	
ED	5	5		
ERI	15	15		
SC	27	25	2	
SHS	23	19	4	
BFC	4	4		
BSP	4	4		
GBS/SCX	1	1		
ODG	1	1		
MSS	1	1		
UIS	4			4
Total	117	94	19	4

8.2. Events organized by Field Offices/ Institutes

Almaty	3
Addis Ababa	1
Apia	1
Bangkok	2
Beijing	2
Jakarta	1
Katmandu	1
Rabat	2
San Jose	1
Santiago	1
Tahskent	1
UIS	4
Venice	3
Total	23

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

Type of Events taking place	at HQS	away from HQS
Category 2-Intergovernmental meeting	2	1
Category 3-	-	1
Category 4- International Congress	-	1
Category 5-Advisory Committee	1	-
Category 6-Expert Committee	2	1
Category 7-Seminars and Workshops	5	13
Category 8-Symposium	10	6
Concert	3	-
Exhibition	8	1
Event under UNESCO Patronage		3
General Conference	4	-
Film Projection	2	-
Press conference	-	-
Interagency Meeting	2	2
Intersectorial Meeting	-	-
Meeting by Member States or Institutions	-	4
Prize-giving ceremony	1	-
Fundraising Gala	-	-
Special Event	35	3
Working group/Expert Meeting	1	4
Executive Board	-	-
Headquarters Committee	1	-
Total	77	40

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
01/11	Launch of the UNESCO OER platform and UNESCO-Commonwealth of Learning OER policy guidelines	CI/EO	Salle X	90
01/11	Oceans at the UN Conference on Sustainable Development (Rio+20). Building Ocean and Coastal Sustainability and Greening the Blue Economy	SC/IOC/CBS	Salle IX	40
14/10-10/11	36e session de la Conférence générale	GBS/SCG	Salles I to XVI	4 000
02/11	ERI presentation and discussion for Directors and Heads of Field Offices and Institutes	ERI/DPI/PBM	Salle IX	40
02/11	Side event "Groundwater Governance Initiative"	SC/HYD/HGC	Salle VII	50
07/11	Extraordinary session of the Intergovernmental Council (MOST)	SHS/SRP/POL	Salle IV	300
07-11/11	2 nd Session of the GLOSS Group of Experts	SC/IOC/OOS	Salle XIII	60
09/11	UNESCO – Convention on Biological Diversity High-Profile Event Celebrating the UN Decade on Biodiversity	SC/EES/ESB	Salle IV	200
10/11	Developing a UNESCO policy on engaging with indigenous peoples	SC/ADG	Salle IX	90
14/11	'Policy Forum for the Open Educational Practices (OEP) Project'	CI/KSD/ICT	Salle VIII, IV	100
14-15/11	Conference on New Humanism	BSP/FOR	Salle XI	300
14-15/11	From Primary to Secondary Education: Lessons for Equity and Quality Improvement	ED/BHL/BAS	Salle VIII	40
14-16/11	INDISEAS 3 MEETING	SC/IOC/OSS	Salle XIII	70
14-18/11	INDISEAS 2 MEETING	SC/IOC/OSS	Salle XIV	45
14-16/11	3rd Session of the Conference of Parties to the International Convention against Doping in Sport	SHS/SRP/YSPE	Salle II	250
14-15/11	Atelier de travail pour le 6e Forum mondial de l'eau	SC/HYD	Salles VI	55
16-19/11	Journée mondiale de la philosophie	SHS/HPD/PHS	Salles I-IV, VII, XII	1 000
17/11	Réunion du Bureau du Comité du Siège	ADM/HQD/DIR	Salle XIII	80
18/11	Steering Committee of the UNESCO/Flanders Fund in Trust	BSP/CFS/BLT	Salle VI	18
19/11	Experts Meeting for the evaluation of the Bioethics Core Curriculum	SHS/EST/BIO	Salle V	10
22-23/11	Experts' meeting on Open Access	CI/KSD/ICT	Salle XVI	50
23/11	Consultative Group Meeting	ED/UNP/HIV	Salle VII	20
23-25/11	Journée contre la violence faite aux femmes	ODG/GE	Salles II, XII, VII	150
30/11	Réunion extraordinaire du Bureau du Comité du Siège	ADM/HQD/DIR	Salle XIII	80
Total participation				7 138

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

9.1.2. External rentals

Date	Title	Organizer	Place	Public
21/11	Conférence sur le thème "Performeur, Performatique : Perspectives"	Délégation permanente de la Pologne	Salle IV	300
24-25/11	Congrès annuel	Association Paroles d'Enfants	Salle I, IV	1 000
25/11	Séminaire sur le thème "Citoyenneté et développement durable"	UATI	Salle XII	400
26/11	Colloque sur : " L'éducation à la citoyenneté au 21 ^e siècle : quel rôle du scout "	EEDF Eclaireuses Eclaireurs de France	Salle II	450
28-30/11	17e Assemblée générale de l'ICOMOS	ICOMOS	Salles I, II, IV, XII	1 000
Total participation				3 150

9.1.3. Electoral Groups Meetings

Date	Title	Organizer	Place	Public
14/11	Réunion du comité ASEAN-UNESCO	Délégation du Vietnam	Salle XIV	40
14/11	Réunion du Groupe électoral II	Délégation de la Nouvelle Zélande	Salle XV	30
16/11	Réunion du Groupe UE	Délégation de la Pologne	Salle XVI	40
16/11	Réunion du Groupe arabe	Délégation de l'Egypte	Salle XV	30
18/11	Réunion de l'ASPAC	Délégation de l'Iran	Salle XVI	50
25/11	Réunion du Groupe africain	Délégation de l'Angola	Salle XIII	80
25/11	Réunion du Groupe UE	Délégation de la Pologne	Salle XIII	80
29/11	Réunion du Groupe UE	Délégation de la Pologne	Salle XIV	40
Total participation				390

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

- The November electronic calendar was sent to 3 578 subscribers
 - 29 new subscribers, 1 unsubscription.
- The Paper version of the monthly calendar is printed out in 2 500 copies (1 500 in French and 1 000 in English)
- 14 events have been organized, co-organized and/or promoted in November by DPI/SPE (Special Events Section)

9.2.1. Exhibitions

Date	Title	Organizer	Place	Public*
Until 11/11/2011	Satellites and World Heritage sites, partners to understand climate change	Natural Sciences Sector	Railings around UNESCO Hqs	N/A
15/11/2011	The Life and Achievements of Maria Sklodowska-Curie	Permanent Delegation of Poland	Foyer	N/A
23-25/11/2011	New talent from Japan, Mongolia and the Republic of Korea	International Modern Artists Association	Séгур Hall, Salle des Pas Perdus and Salle des Actes	350 (inauguration)
24/11/2011-05/01/2012	2011 Tree of the Year	Sector for External Relations and Public Information	Railings around UNESCO Headquarters	N/A
Permanent exhibition	Open UNESCO	Sector for External Relations and Public Information	Séгур Hall	N/A

9.2.2. Shows and Screenings

Date	Title	Organizer	Place	Public*
15/11/2011	Opera Madame Curie	Permanent Delegation of Poland	Room I	1 100
19/11/2011	Singing and music from Lebanon	Permanent Delegation of Lebanon	Room I	1 100

9.2.3. Special Events

Date	Title	Organizer	Place	Public*
02/11/2011	Celebration of the 10 th anniversary of the Universal Declaration on Cultural Diversity	Culture Sector	Room I	900
16-18/11/2011	World Philosophy Day	Social and Human Sciences Sector	Several rooms	Cf. 9.1 above
29/11-02/12/2011	International Day of Solidarity with the Palestinian People			
29/11/2011	Concert: The Astounding Eyes of Rita by Anouar Brahem	Permanent Delegation of Palestine	Room I	700
29/11-02/12/2011	UNESCO in Palestine: from emergency to development	Sector for External Relations and Public Information	Salle des Actes	N/A
Until 14/12/2011	Arts, not arms	Permanent Delegation of Palestine	Gallery Hall	N/A

9.2.4. Conferences

Date	Title	Organizer	Place	Public*
14-15/11/2011	NUNC! New Humanism, Science, Culture and Communication in the Digital Era	Bureau of Strategic Planning and the Permanent Delegation of Spain	Room IX	Cf. 9.1 above
24/11/2011	Preventing Violence against Women: Linking Research and Policy	Division for Gender Equality	Room XII	Cf. 9.1 above

**Source: the 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.*

- Rooms' maximum capacity: Room I: 1 350 seats, Room IX: 96 , Room XII: 428

9.3. UNESCO Visits

The Visitors' Service organized a total of 35 visits for **778** visitors in November 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 emails received	236
Number of requests received	57
Accepted requests	100%
Declined requests	0%

2. Languages		
Visits in English	12	34%
Visits in French	22	62%
Other	1	4%

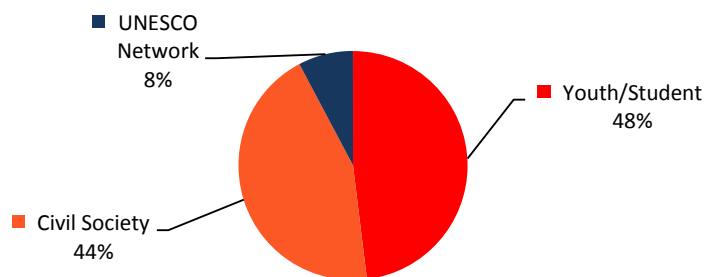
3. Type of visits		
Individual Visits	3	8%
Group Visits	28	80%
Spontaneous Visits	3	9%
Thematic Conferences	1	3%

4. Origin		
Africa	0	0%
Arab States	1	3%
Europe and North America *	27	77%
Latin America and the Caribbean	1	3%
Asia and Pacific	6	17%

* Including local demands (44%)

5. Audience

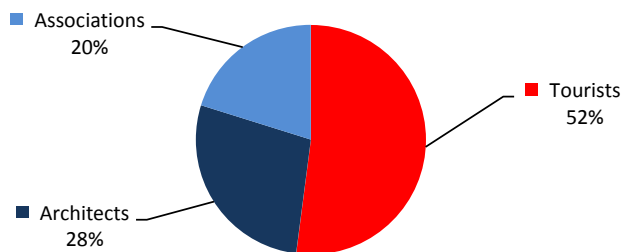
Almost 50% of visitors were young people, closely followed by civil society



Breakdown of 778 UNESCO visitors in November 2011

Source: UNESCO

Over 50% of civil society visitors were tourists



Breakdown of 342 civil society visitors in November 2011

Source: UNESCO

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.

Fifteen events which have been granted UNESCO's patronage took place in November 2011:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
07/11/2011	Spain	International Symposium on Conservation and Cultural Management in Monuments, Landscapes and World Heritage sites	Policy-makers, specialists working in the area of cultural conservation	CLT
08/11/2011	The Philippines	Inaugural Asia-Pacific regional conference on Underwater Cultural Heritage organised by the Asian Academy for Heritage Management	Policy-makers, scientists/researchers	CLT
12/11/2011	Austria	World Summit Youth Award Festival to showcase the richness and diversity of global use of ICT for quality contents and creative applications	Civil society, youth/ students, policy-makers	CI
14/11/2011	India	Rassemblement mondial des responsables spirituels des principales religions	Leaders of different religions	CLT
15/11/2011	UNESCO HQ	La première mondiale de l'opéra « Madame Curie »	Civil society	SC
15/11/2011	India	International conference « Mobile Plus » on inclusive growth through mobile applications	Development agencies, scientists/researchers, policy-makers	CI
17/11/2011	Italy	14e édition de la « Borsa Mediterranea del Turismo Archeologico » à Paestum	Civil society, youth/ students, mass media	CLT
18/11/2011	Bulgaria	A one-day round-table discussion entitled "Electronic infrastructures: the new highways of Bulgaria's European Development"	Policy-makers, development agencies	CI
19/11/2011	France	Conférence "Performer, Performatique : Perspectives" organisée par l'Institut Grotowski à l'Université Paris-Sorbonne et à l'UNESCO	Civil society, UNESCO network, Permanent Delegations	CLT
21/11/2011	Germany	Training workshop on « Communities and Crisis – inclusive development through sport »	Policy-makers, youth workers, youth/students	SHS
23/11/2011	UNESCO HQ	Exposition d'art contemporain du Japon, de la Mongolie, et de la République de Corée, organisée par l'Association internat. des artistes modernes	Civil society, UNESCO networks	CLT
27/11/2011	UNESCO HQ	General Assembly of the International Council on Monuments and Sites	Policy-makers, members of General Assembly	ODG
28/11/2011	UNESCO HQ	Exposition de photographies « Profession archéologue » organisée par l'Institut national de recherches archéologiques préventives	UNESCO networks, civil society	ODG
29/11/2011	Japan	32nd World Health Forum on « The Food Environment for Healthy Longevity – Gift of Life for the Future Generations »	Policy-makers, scientists/researchers, development agencies	SC
30/11/2011	Spain	Audiovisual production workshop on "Young People and Heritage" within the programme of "Rapprochement between Cultures"	Youth/students	ERI

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 November 2011, **52 new logos** have been elaborated for internal and external audiences: 27% for Network Members, 23% for Intergovernmental Programme Members, 21% for the Secretariat, 9% for Member States, 10% for Personalities, 8% for UNESCO Partners, 2% for Member States partners.

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**

Estimate number of households as viewers in Japan (Video Research Inc): **17 725 000 households in main Kanto region = 1 percent of audience share corresponds to 177 250 households in main Kanto region.**

Estimate number of viewers in Japan (Video Research Inc) : **40 661 000 (households x 2.3 per 1 percent of audience share)**

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

Average audience share per household for the "Series World Heritage 100" in the Kanto region of Japan: **5 percent** (for the first broadcast) = **886 250 households = 2 038 375 viewers**

The total number of audience accessed to the programs in November in the Kanto region was estimated:

63 189 625 (for the first broadcast only)

Average audience share in other regions in Japan and worldwide has not been communicated.

Regular long programmes aired on Satellite channel only

<i>Date</i>	<i>Subject</i>	<i>Title</i>	<i>Format</i>	<i>Audience Share</i>
04/11	World Heritage Traveller: Journey Across Time *	"Afterlife"	56 minutes	1.0%
18/11	World Heritage Traveller: Journey Across Time*	"Wine"	56 minutes	0.5%
19/11	Search and Go! Treasured World Heritage	"Money"	73 minutes	8.0 %
25/11	World Heritage Traveller: Journey Across Time *	"Gardens"	56 minutes	0.4%

Average audience share per household for the "World Heritage Traveller: Journey Across Time" in the Kanto region of Japan: **0.63 percent = 112 083 households = 255 754 viewers**

Average audience share per household for the "Search and Go! Treasured World Heritage" in the Kanto region of Japan: **8 percent = 1 423 280 households = 3 247 680 viewers**

The total number of audience accessed to the programs in November in the Kanto region was estimated: **4 019 004** (for the first broadcast only)

Average audience share in other regions in Japan and worldwide 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**

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

Sponsorship: **SONY**

Date	Subject	Format	Audience Share
06/11	Nahanni National Park (Canada)	30 minutes	5.6%
13/11	Pitons, cirques and reimports of Reunion Island	30 minutes	6.7%
20/11	Kizhi Pogost	30 minutes	5.5%
27/11	Japanese Natural heritage sites from the sky 1 Ogasawara, Shiretoko, Yakushima, Shirikami	30 minutes	7.0%
06/11	Nahanni National Park (Canada)	30 minutes	5.6%
13/11	Pitons, cirques and reimports of Reunion Island	30 minutes	6.7%

Average audience share in November: **6.2 percent** (for the first broadcast)

Estimate number of viewers in Japan: 5 660 000 (for the first broadcast)

The total number of audience accessed to the program in November was estimated at 22 650 000

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

Links to titles by language & site on the web	Nb of reports
All English Reports	92
All Spanish Reports	13
All French Reports	50
All Russian Reports	30
All Arabic Reports	70
Reports in Chinese have not been communicated	N/A
In November, a total of 255 reports were released on UNESCO through Xinhuanet.	

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**

Network: partnership with more than 100 foreign news media

Date	Title	Language/ Link	Page Views
01/11	Kronotsky reserve fan club starts at its 77th birthday	Russian	81
01/11	UNESCO with Palestine without US money	Russian	2 168
01/11	Russia regrets on US cut off financing UNESCO	Russian	4 230
01/11	State Duma to introduce Lomonosov's works into study program	Russian	119
01/11	European Jew Congress: Palestine's membership – disaster	Russian	385

01/11	Israel speeds up dwellings in East Jerusalem	Russian	764
02/11	Israel's decision on speeding up constructions ruins peace process-PNA	Russian	78
02/11	Canada cut off financing UNESCO over Palestine	Russian	662
02/11	Hackers blocked Internet and telecom on Tuesday in Palestine	Russian	218
02/11	Arab countries may compensate US refusal to finance UNESCO	Russian	992
02/11	France condemned Israel to speed up dwellings	Russian	53
02/11	US reactions over Palestine is predictable – Shvydkoy	Russian	103
02/11	EU condemned Israel's plans to speed up constructions on West Bank	Russian	30
02/11	UNESCO General Director called on US to keep on financing	Russian	577
03/11	Violinist Maxim Vengerov back to solo	Russian	119
03/11	Ban Ki-moon warns about outcomes of Palestine's membership in UN agencies	Russian	256
03/11	Verdict for Bout and referendum for Greece	Russian	2 046
03/11	News of week: Yak-42 crash causes and 7 billionth birth	Russian	586
03/11	Israel suspended financing UNESCO	Russian	409
04/11	Russia reelected for another 4 year term in UNESCO executive council	Russian	236
04/11	Irina Bokova: it's early to talk about crisis and UNESO programs cuts	Russian	159
04/11	Paris to withhold over PNA membership	Russian	180
07/11	Specs and politicians to discuss adaptation to climate change	Russian	144
07/11	Palestine ambassador's news-conference over membership	Russian	23
07/11	Frolov: tool for climate change adaptation needed	Russian	100
07/11	Arctic needs climate change adaptation - Rosgidromet	Russian	91
07/11	European Russia to receive no bonuses for warming	Russian	280
08/11	Sarkozy called liar Israeli PM talking to Obama	Russian	1 925
08/11	Vietnamese singing and Indonesian dancing put on UNESCO heritage list	Russian	40
08/11	French foreign office called rumors attributed to Sarkozy statement on Netanyahu	Russian	502
08/11	Israel and PNA officials to meet quartet reps on Nov. 14	Russian	81
09/11	PNA membership to be decided until year end – Russian ambassador	Russian	134
09/11	Medvedev got in touch with supporters VKontakte	Russian	3 637
10/11	Pacific wave exercises to take place APR	Russian	217
10/11	Gabon to transfer UNESCO extra 2 M USD	Russian	453
11/11	UNESCO announced measure to fill 200 M budget gap	Russian	295
11/11	UNESCO protested over cartoon in the Haaretz	Russian	185
11/11	Photo traps first used in Katunsky reserve in Gorny Altai	Russian	133
11/11	Security Council committee didn't agreed with PNA accession bid	Russian	170
14/11	Researches on Ukok plateau did no harm to nature	Russian	105
14/11	Mikhail Fedotov: self-censorship in media is Soviet left-over	Russian	79
14/11	UNESCO plays important role fighting doping – WADA head	Russian	2
14/11	Doping violations must be prosecuted – IOC member	Russian	37
15/11	Ukrainian culture days started in Ulan-Ude	Russian	55
15/11	Sarkozy alleged as calling Netanyahu liar confirmed his friendship	Russian	420
15/11	Thai king's elephant park renewed work after flood	Russian	55
16/11	Tolerance in Europe to be legitimized	Russian	611
16/11	Russia worried over Israeli plans to house Palestine territory	Russian	202
17/11	Man found guilty in blasting Golden Mosque executed	Russian	53
18/11	Great Wall of China started in Gansu	Russian	100
21/11	Fifth "quir" tango festival took place in Buenos-Aires	Russian	58
21/11	PNA to appeal to UN over Israel's tax cut off	Russian	119
22/11	Special envoy of UN General Secretary requires Israel and Palestine start dialogue	Russian	105
25/11	Cozy medieval Tallinn	Russian	64
28/11	Rice planting event and "sinno" dance put on UNESCO heritage list	Russian	55
28/11	Israel may renew transferring duties to Palestine	Russian	76
28/11	France to place 10 M Euro to overcome Palestine's budget deficit	Russian	74
29/11	Scientists to produce Kamchatka lake 3D model for volcano studies	Russian	66
30/11	Jazzman Roberto Fonseca to show the best in Moscow	Russian	19
30/11	Israel to renew transferring duties to Palestine	Russian	34
01/11	Kronotsky reserve fan club starts at its 77th birthday	Russian	81

01/11	UNESCO with Palestine without US money	Russian	2168
01/11	Russia regrets on US cut off financing UNESCO	Russian	4230
Total reports on UNESCO in Russian:60		Total page views: 25 250	
01/11	Russia 'regrets' U.S. decision to cut off UNESCO funding – Lavrov	English	571
02/11	UNESCO gains Palestine but loses U.S. funding	English	456
03/11	Israel freezes UNESCO funding over Palestine	English	202
04/11	Russia re-elected to UNESCO Executive Board	English	232
Total reports on UNESCO in English: 4		Total page views: 1 461	
01/11	Zoom sur la presse russe - mardi 1er novembre	French	147
01/11	Les titres du 1er novembre 2011	French	145
01/11	Palestine/UNESCO: Moscou déplore la riposte américaine	French	558
01/11	La Palestine à l'Unesco: les USA cessent de financer l'organisation	French	123
01/11	La Palestine à l'UNESCO: une catastrophe, selon le Congrès juif européen	French	662
02/11	Palestine à l'UNESCO: le Canada coupe son financement	French	231
02/11	Israël accélère la colonisation de Jérusalem-Est	French	152
02/11	Jérusalem-Est: l'UE condamne l'intensification de la colonisation	French	61
03/11	Palestine/agences de l'ONU: le processus d'adhésion "risqué" (Ban Ki-moon)	French	414
03/11	UNESCO: Israël suspend son financement	French	94
08/11	En aparté avec Obama, Sarkozy traite Netanyahu de menteur (médias)	French	657
09/11	PO: réunion du Quartette le 14 novembre à Jérusalem (diplomate)	French	57
16/11	Israël accélère la colonisation, Moscou préoccupé	French	338
Total reports on UNESCO in French: 16		Total page views: 3 908	
01/11	Rusia lamenta la suspensión por EEUU de su cuota de financiación a la UNESCO	Spanish	195
02/11	Canadá sigue los pasos de EEUU y suspende la financiación de UNESCO tras reconocimiento de Palestina	Spanish	131
07/11	Los ataques preventivos de Netanyahu contra objetivos nucleares de Irán	Spanish	3043
08/11	La UNESCO reconoce a Palestina, pero pierde la financiación de EEUU	Spanish	505
22/11	Enviado Especial de la ONU exige a Israel y los palestinos propuestas para restablecer el diálogo	Spanish	40
25/11	Palestina denuncia grave situación financiera tras bloqueo de sus fondos por Israel	Spanish	94
Total reports on UNESCO in Spanish: 6		Total page views: 4 008	
02/11	俄对美国拒交联合国教科文组织会费的决定感到遗憾	Chinese	132
09/11	巴勒斯坦称加入UNESCO将制止以色列“盗窃”其古迹	Chinese	67
12/11	巴勒斯坦“入联”申请报告提交至安理会	Chinese	30
Total reports on UNESCO in Chinese: 3		Total page views: 229	
01/11	Kein US-Geld für Unesco: Russland bedauert Entscheidung Washingtons	German	239
01/11	Jüdischer Kongress nennt Aufnahme Palästinas in UNESCO eine Katastrophe	German	1 220
02/11	Nach Aufnahme Palästinas: Kanada stellt Finanzierung von UNESCO ein	German	270
02/11	Unesco-Beschluss zu Palästina gefährdet Zukunft der Uno – „Rossijskaja Gasetä“	German	448
02/11	Frankreich kritisiert verstärkten israelischen Siedlungsbau in Ostjerusalem	German	190
09/11	Nach Unesco-Beitritt: Palästina hofft auf Schutz gegen „Denkmalklau“ – Diplomat	German	207
11/11	Gabun eilt Unesco zu Hilfe - zwei Millionen Dollar Beitrag extra	German	158
Total reports on UNESCO in German: 7		Total page views: 2 732	
TOTAL REPORTS: 96		TOTAL page views in November: 37 588	

11.5. Südwestrundfunk (SWR) - www.schaetze-der-welt.de

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 November 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	2	0.5%	145 000 / film 290 000 / total
Monday 12.45 pm	4	0.8%	82 500 / film 250 000 / total
Tuesday 9.45 pm	3	1.0%	320 000 / film 960 000 / total
Extra films, different times	8	1.2%	186 250 / film 1 490 000 / total
Total	17 films	-	2 990 000 estimated viewers

▪ Phoenix – documentary channel

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers</i>
Different days and times	8	1.7%	116 250 / film 930 000 / total
Total	8 films	-	930 000 estimated viewers

▪ 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	4	3.4%	45 000 / film 180 000 / total
Saturday 1.50 pm	3	2.2%	76 666 / film 230 000 / total
Extra Films different times	-	-	-
Total	7 films	-	410 000 estimated viewers