



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2012/PIPMR/15/REV2

Monthly Report on the Use of UNESCO Public Information Products

January 2012

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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

January was a particularly quiet month for UNESCO in terms of media coverage. The story that attracted most media interest was the statement calling on Italian authorities to limit the number of cruise ships entering the Venice Lagoon, and approaching other fragile heritage sites in coastal areas. This was followed by the furor sparked in Austria over the decision by the Austrian National Commission to remove Viennese Balls from a national list of elements proposed for inclusion on the Intangible Heritage Register. This story was reported in all regions of the world. Also widely reported was the move, led by the US and UK delegations, to have Syria removed from UNESCO's CRE and NGO Committees. Most coverage of this story occurred in the United States.

Of the events directly organized by UNESCO during the month, the most successful in terms of media coverage was the nomination of Óscar Tabárez as a UNESCO Champion for Sport, which received exhaustive coverage across Latin America and in Hispanophone elsewhere.

Our monitoring of the media for January also showed that North America accounted for the greatest number of articles published in which UNESCO was referenced. Some 2,542 articles were monitored in North America over the month, compared to 2,510 in Europe and 2,496 in Asia. These figures indicate the relatively high interest of the North American media in the Organization (see graph to the right.)

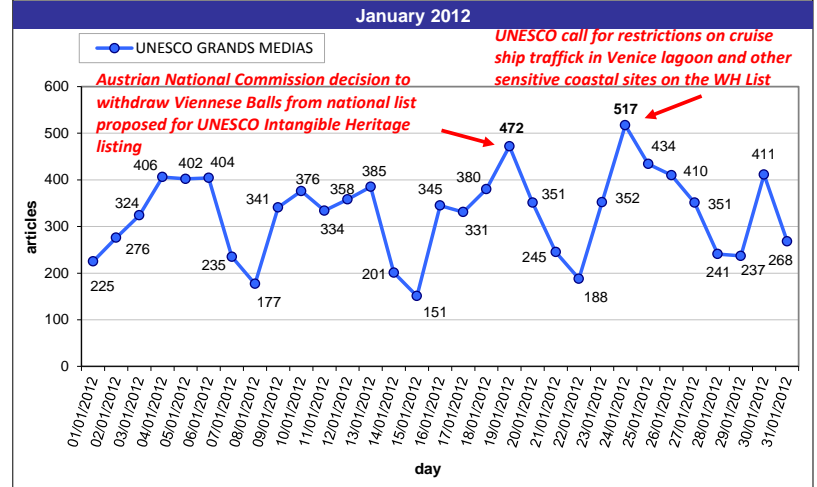
The following events are highlighted in the Major Events pages:

- **Teaching Respect for All (18 January)**
- **International Day of Commemoration in Memory of Victims of the Holocaust (27 January)**
- **Dr Samuel Pizar, UNESCO Honorary Ambassador, Special Envoy for Holocaust Education – Designation Ceremony (27 January)**
- **Opening Ceremony of the 40th anniversary celebrations of the World Heritage Convention (30 January)**
- **Óscar Washington Tabárez UNESCO Champion for Sport – Designation Ceremony (30 January)**

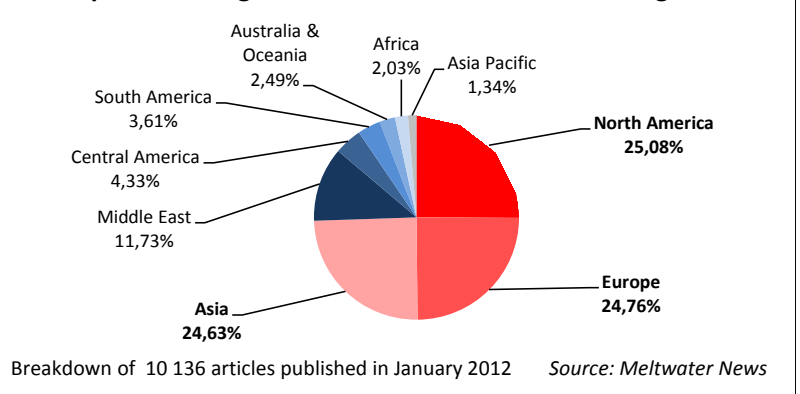
UNESCO Website

January saw solid and increasing traffic. The main highlight was the concert for the 40th anniversary of the World Heritage Convention and Óscar Tabárez's nomination on 30 January, which respectively drew traffic from Jazz to heritage communities and the Latin American audience. Natural Science's efforts on web editorial and news paid off in January with a strong increase in traffic.

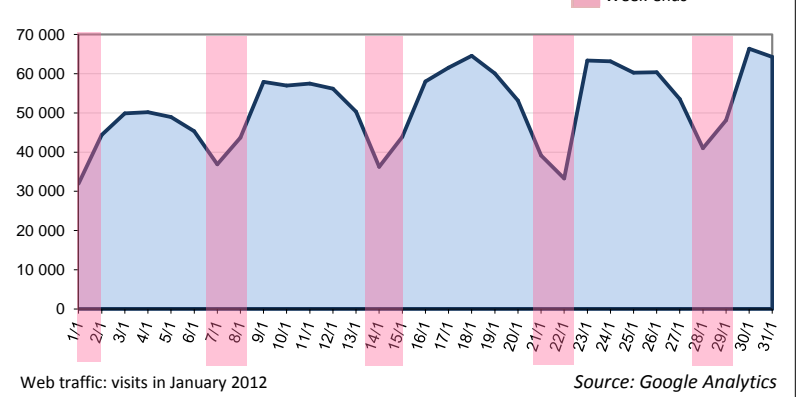
Articles published daily in leading national and international titles in which "UNESCO" appears in the title or first paragraph of a story



In almost equal parts, North American, European and Asian media published together 75% of all articles mentioning UNESCO



Visitors Overview

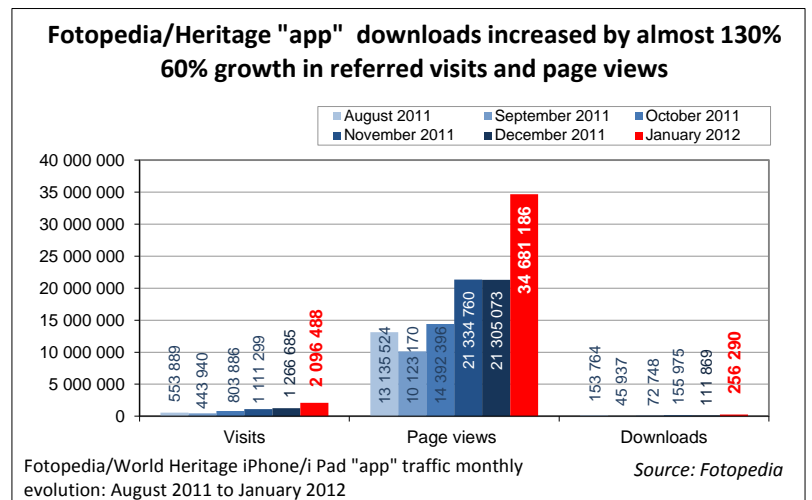
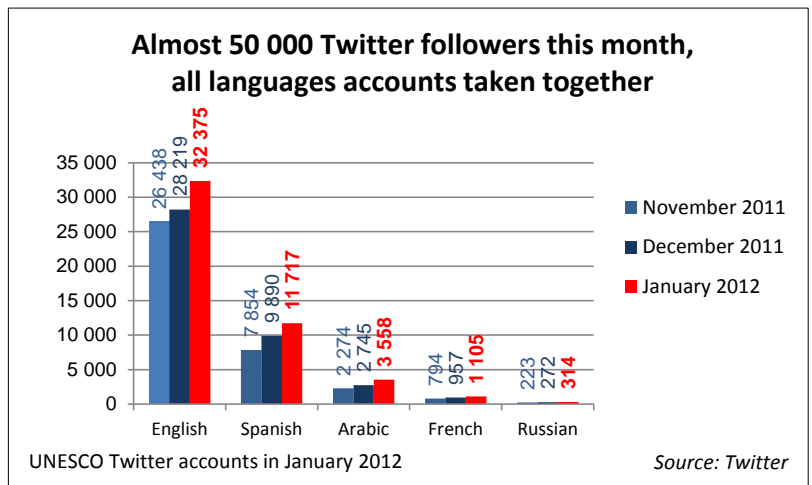


UNESCO Social Media Channels

In 2011 UNESCO saw dramatic growth in its social media presence, especially in Facebook and YouTube where it was among the top gainers in the UN. In the second half of the year the Twitter messaging got refocused from institutional language to advocacy, almost doubling weekly growth to 800.

The new year kicked off with new initiatives, such as UNESCO's first ever podcast (through Soundcloud) and Skype interview recordings. For the 24 January UNESCO Future Forum "The Arab spring-1 year later-Egyptian Perspectives" UNESCO broke new ground and allowed the online public to send live questions via Twitter. The strong response resulted in 200+ new followers in less than 48 hours on the Arabic channel. In the coming months more such participatory activities are planned.

The Fotopedia/Heritage "app" for iPhone/iPad has been particularly successful this month with an increase of downloads by almost 130%, mainly due to a website's special offer to get free 'apps'. Referred visits to us and page views increased by over 60% (see 2nd graph to the right).



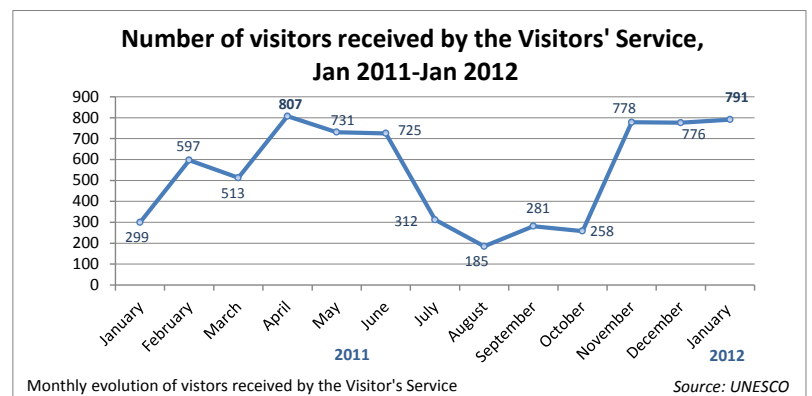
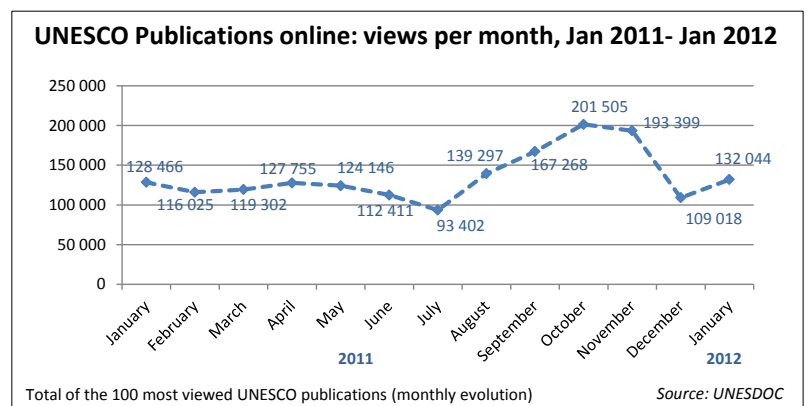
UNESCO Publications

After the holiday-period dip in consultation of PDFs on UNESCO's web site the overall picture shows a sharp upturn and compares well with January 2011 (an increase of over 3,000 views). But this is still much lower than the October 2011 best (see graph to the right). The number of consultations of publications on Google Books is slightly lower than in December 2011 but still a vast improvement on January 2011. Education (including UIS publications) dominates the top 10 downloads but mainly older titles.

For sales of publications World Heritage titles continue to perform well in the bookshop while earth sciences have had some success on-line.

UNESCO Visits

The number of visitors has been maintained at the high level of December 2011. It has more than doubled with respect to January 2011.



Major events:

I. Teaching Respect for All - Launch of the project (18 January 2012)

The “Teaching Respect for All” project, born of cooperation between UNESCO, the United States and Brazil, was launched on 18 January at UNESCO Headquarters in the presence of the Director-General, the Assistant Secretary of State for International Organization Affairs, Department of State, Esther Brimmer, and Executive Secretary of the Secretariat on Policies of Promotion of Racial Equality in Brazil, Mário Theodoro Lisboa. This event brought together government representatives, experts and practitioners from different parts of the world.

Students in Bagunçação Youth Centre, Salvador, Brazil and Tallwood High School, Virginia Beach, US, took also part in the event via videoconference which allowed them to interact with the Director-General and speakers. Chris Plutte, Executive Director of the Global Nomads Group, moderated.

Building respect in and through education was the focus of the second part of the event. Moderated by Maria Aparecida da Silva Bento of the Research Centre on Labour Relations and Inequality in Brazil, panelists from different areas of expertise presented multiple approaches to address racism and discrimination and foster respect. Panelists were Anwar Kemal, Chairperson, Committee on the Elimination of Racial Discrimination (CERD), Sgt. Susan Westenberger, Youth Education Team, Calgary Police Service, Dr. Peter Kirchsclaeger, Co-Director, Centre of Human Rights Education (ZMRB), Dennis Sinyolo, Senior Coordinator, Education International, and Mutlu Ergün, author, researcher and performer, “Edutainment Attacke!”. During the discussion, the important role of municipality and community-level actors in education was stressed. Sgt. Susan Westenberger shared her experiences as a member of the Police Service who has been working closely with schools to counter hatred and discrimination.

Participants: 250

Public: Permanent Delegates to UNESCO, NGOs and schools/universities (students and teachers)

Communication materials and activities:

- Media Advisory
- Webpage on ED Portal
- Hardcopy invitations
- Live video conference
- Director-General's speech
- US Department of State's website - Dr Esther Brimmer's video message
- Pilot online survey in cooperation with the US ASPnet schools

Webcast/Live streaming connections:

Internal: 35; External: 48 (English 50%, Portuguese: 40%, French 10%)

Press coverage:

Press coverage of this event was limited mainly to online Brazilian media. Some online Armenian media also published articles on the story.

Social media: Information about the “Teaching Respect for All” project was received too late to launch a proper social media campaign that would have maximized the project's full potential. More could have been done if the information had been communicated to all relevant parties, at least one full month ahead of the planned launch date.

▪ **Twitter:** Live tweet of US Assistant Secretary of State Esther Brimmer and Brazil Minister Mario Theodoro's respective speeches at UNESCO: 10 tweets, carefully coordinated with the US State Department, privileging the use of hashtag #dignity4all in a cross-promotional scheme that resulted in an estimated 831 conversations about the educational initiative on Jan 17. The secondary hashtag #respect4all generated 97 conversations that same day. Although the Education team working on this project wanted to push #respect4all, ERI decided it was in the campaign's best interests, at least at this inaugural stage, to be affiliated with #dignity4all, a hashtag that the US State Dept regularly uses for select projects and that notably has been a top Twitter trending topic. As numbers demonstrate, #Dignity4all has the advantage of allowing significantly more users to discover this UNESCO initiative, and also inscribing UNESCO's work within an established, ongoing discussion about the values that unite our organization with the USA. + Brasilia Office: 13 tweets, 124 retweets

▪ **Facebook:** Poll: “What forms of discrimination are NOT sufficiently taught in schools?” received 80 votes, with approximately ½ of voters saying that schools aren't doing enough to combat biases against other countries. Link to Esther Brimmer's speech was posted and resulted in 121 likes, with 109 likes for the video. Brasilia Office: 3 posts, 23 likes, 1014 people reached, 20 shares. Interview to CBN posted on Twitter and Facebook, resulted in 13 likes, 11 shares and 385 people reached.

II. International Day of Commemoration in Memory of Victims of the Holocaust (27 January)

On the occasion of the International Day of Commemoration in Memory of Victims of the Holocaust, UNESCO organized a series of educational and commemorative events from 23 to 31 January 2012.

This week of activities started on 23 January with a video-conference with the BREDA to discuss educational challenges related to the teaching of the history of the Holocaust and genocides. BREDA welcomed 40 participants, including representatives of civil society and ministries of education of Burundi, the Democratic Republic of the Congo, Rwanda and Senegal around a conference given by French historian Georges Bensoussan, representing the Shoah Memorial in Paris. The session was moderated by the Minister of Education of Senegal, Mr. Kalidou Diallo and explored how to deal in the context of countries covered by the BREDA with the history of the Holocaust and other genocides that occurred in the XXth century. On this occasion, BREDA presented an exhibition of the Shoah Memorial entitled "The Holocaust in Europe".

On 27 January, the Director-General appointed officially at Headquarters, Dr Samuel Pizar, Honorary Ambassador, Special Envoy for Holocaust Education. Mr Pizar is a Holocaust survivor, a writer and an eminent international lawyer and will support UNESCO's programme on education for Holocaust remembrance. The designation ceremony was followed by a visit led by Irina Bokova and Ms. Katalin Bogyay, with UNESCO officials and Ambassadors representing regional groups, at the Shoah Memorial, Museum, Centre for Contemporary Jewish Documentation in Paris, where they had the opportunity to meet with a group of children attending an educational workshop and to lay a wreath in memory of Jewish victims of Nazism (see also page 6).

The conference on 31 January on the theme "International Dimensions of Holocaust Education" explored the challenges of education on the Holocaust in a globalized world, and its role in the promotion of Human Rights and in the prevention of genocide and mass atrocities. The conference was introduced by historian Yehuda Bauer, Professor at the Hebrew University of Jerusalem, at Yad Vashem, and a member of the Academy of Sciences of Israel, and included historians, political scientists, lawyers and diplomats from France, Israel, Argentina, Rwanda, the Netherlands and the United States. It ended with a discussion between Dr. Samuel Pizar and Ambassador Hannah Rosenthal, US Special Envoy to Monitor and Combat Antisemitism.

The day ended with a ceremony in remembrance of the victims of the Holocaust, focusing on the fate of Jewish children during World War Two. It featured music, a short film presenting letters of hidden children by Robert Bober, speeches by the Director-General, the President of the Shoah Memorial, Eric de Rothschild, the French Minister for European Affairs, Mr. Jean Leonetti, and Professor Yehuda Bauer. Henri Borlant, one of the rare children who survived the Holocaust, deported from France to Auschwitz-Birkenau in 1942 at the age of 15 years-old, gave a testimony. UNESCO presented on this occasion an exhibition on "The Righteous of France", in partnership with the Shoah Memorial.

Participants: BREDA conference: 40 participants; Conference at Hqs: 240 participants; Ceremony: 750 participants

Public: BREDA: representatives of civil society (journalists, youth groups, Human Rights activists) and ministries of education of 4 African countries; Conference and Ceremony at Hqs: general public, Jewish and Holocaust organizations, permanent delegations, students and academics (more specifically for the conference), UNESCO staff

Communication materials and activities:

- Media advisory on the events
- Press release on the nomination of Dr Samuel Pizar
- Message by the Director-General
- Leaflet for the 31 January 2012 events
- International Symposium "International Dimensions of Holocaust Education"
- 5th Ceremony of Commemoration in Memory of the Victims of the Holocaust "Children in the Holocaust"
- Exhibition in BREDA "The Holocaust in Europe" and at Hq: "The Righteous of France"
- Video conference with BREDA « Why teach about the Holocaust and Genocides? »
- Video interviews of Yehuda Bauer, Samuel Pizar, and Daniel Rafecas
- Screening of "The Last Flight of Petr Ginz" followed by a Q&A, Goethe Institute Brussels
- Samuel Pizar appointed UNESCO Honorary Ambassador and Special Envoy for Holocaust Education
- Director-General visits the Shoah Memorial in Paris

Press coverage:

Press were informed of the event, but none were accredited to cover it and coverage was negligible.

Social media: Social media actions focused on communicating on two of UNESCO's unique contributions to Holocaust Remembrance, via Memory of the World Inscriptions (Anne Frank's Diary and Ringelblum Archives) and World Heritage Site Auschwitz. The advantage is that the organizations in charge of these items have social media sites, and an incentive to promote their association with UNESCO through them. The Anne Frank House provided exclusive photos and a sound file of Anne Frank's father speaking about discovering the diary. This podcast quickly became one of our most viral content (3% according to Facebook Insights, as opposed to our average 1%), cumulating 224 likes within days of its publication. The E. Ringelblum Archives also provided photos, which performed moderately well with 84 likes but the podcast that was supposed to be the centerpiece of our social media campaign arrived only in early February. All materials will enrich the Memory of the World Archives listings. By contrast, Auschwitz seemed uninterested in collaboration even outside the context of Jan 27. The Memorial of the Shoah (which the DG visited on Jan 31) claimed that it was too busy around this time.

Brasilia office translated and used HQ posts: 9 tweets and 1 post resulted respectively in 100 retweets, and 27 likes, 392 people reached, 14 shares.

Other social media actions include the recording of an iTunes university interview with 3 Holocaust historians, including the eminent Yehuda Bauer.

III. Dr Samuel Pisar, UNESCO Honorary Ambassador, Special Envoy for Holocaust Education – Designation Ceremony (27 January 2012)

On the occasion of the International Day of Commemoration in Memory of the Victims of the Holocaust, which took place at UNESCO HQ on 27 January, UNESCO Director-General, Irina Bokova designated the writer, lawyer and holocaust survivor, Dr Samuel Pisar, as Honorary Ambassador and Special Envoy for Holocaust Education.

This designation came "in recognition of his fight against anti-semitism, racism, intolerance and all forms of discrimination, his indispensable support for the teaching, the memory and research on Holocaust, his unwavering dedication for the mutual understanding between peoples, and his commitment to the ideals of the Organization".

The designation of Dr Pisar is part of UNESCO's ongoing efforts to promote Holocaust awareness and fight against all forms of Holocaust denial. It also recognizes the tremendous work that Samuel Pisar has accomplished in this area throughout his life.

After the designation ceremony, Samuel Pisar and Irina Bokova visited the Shoah Memorial in Paris, UNESCO's partner-organization in Holocaust-related activities, to lay wreaths in memory of the Holocaust victims.

Dr Samuel Pisar's first action as Special Envoy for Holocaust Education was to speak at the UNESCO symposium entitled "International Dimensions of Holocaust Education", which was held on 31 January last, to explore the relevance of Holocaust education in a globalized world.

Participants: 150 people

Public: Journalists and invitees

Communication materials and activities:

- Press release
- Interview with Samuel Pisar (video)
- Visit of the Shoah Memorial

Press coverage:

An op-ed by Samuel Pisar was published in Le Monde. Otherwise, press coverage of the UNESCO event was extremely limited with a few mentions in stories published on the day of remembrance itself.

Social media: Low interest has been shown for this content.

- **Twitter:** One tweet pointing to the video: New UNESCO Honorary Ambassador is #Holocaust survivor Samuel Pisar. A moving interview: <http://j.mp/x3j31C> (12 retweets)
- **Facebook:** Facebook post of this video (44 likes)

IV. Opening Ceremony of the 40th anniversary celebrations of the World Heritage Convention (30 January 2012)

UNESCO Director-General, Irina Bokova, launched the 40th anniversary celebrations of the World Heritage Convention in a ceremony at UNESCO Headquarters on 30 January. It was the first of a series of events States Parties to the 1972 Convention are organizing round the world over the coming year, and ending with a final event in November 2012 in Kyoto, Japan.

The launch featured an acoustic concert by jazz legend and UNESCO Goodwill Ambassador Herbie Hancock, with performances by Corinne Bailey Rae, Esperanza Spalding, Manu Katché and Stephen Brown. An original song composed by Esperanza Spalding, "Pyramid", to celebrate World Heritage was performed for the first time during the concert.

Successes and challenges in implementing the World Heritage Convention were also showcased through audiovisual presentations during the event, which was supported by Panasonic, Jaeger-LeCoultre and Citibank. Speaking of World Heritage, the Director-General described the early 70s' idea of the international sharing responsibility and expertise at the service of safeguarding the natural and cultural heritage of humanity as "a dream" and said it has turned into a "beautiful adventure".

Before his performance, Herbie Hancock spoke of his commitment to World Heritage and his desire to have a positive impact in his role as Goodwill Ambassador for Intercultural Dialogue.

The Salle des Actes was used as a VIP reception room before the concert. VIPs included the CEO of Air France, the Panasonic CEO for France, and several UNESCO Goodwill Ambassadors and Artists for Peace.

There was also a cocktail for 400 persons on the 7th floor after the concert, with the artists present, and brief speeches by the Director General, the Chair of the World Heritage Committee, the Ambassadors of the United States and Japan, and the Chair of the General Conference.

Participants: 1 350 people in Room I and 50 in Room IV (for the simultaneous transmission, as room I was full)

Public: Permanent Delegations, Senior Management Team, WHC staff, UNESCO eminent personalities, network of music production stakeholders in Paris, invitees by TSF Jazz, Liberation, Citibank, Panasonic and Jaeger-LeCoultre, and potential partners for Jazz Day (Google, Air France).

Communication materials and activities:

- Press release
- Video Interview with Herbie Hancock
- Video of the Opening Ceremony
- Brochure on 40th anniversary
- 40th anniversary pins

Press coverage:

The main launch event was closed to the public, which significantly affected media coverage. A few stories were published, based mainly on the press release issued about the anniversary.

Social media:

Social media's unique contribution to the opening ceremony is a [video interview with Herbie Hancock](#), featured on the UNESCO.org homepage from Jan 30 to Feb 2. It is UNESCO's 1st ever use of Skype for an official interview.

Given that this was an internal event, social media communications focused not on the ceremony but on the WHC's 40th anniversary. A photo of our 1960 Abu Simbel campaign raked in 214 likes within 48 hours; video footage, shown during the ceremony, of the challenges and triumphs of the WHC over the years was also posted on Facebook where it garnered 99 likes. Tweets driving followers to this multimedia were retweeted 20 times on average.

V. Óscar Washington Tabárez UNESCO Champion for Sport – Designation Ceremony (30 January 2012)

Mr Óscar Washington Tabárez, the Uruguayan national football team manager, was designated UNESCO Champion for Sport by the Director-General, during a ceremony at UNESCO Headquarters on 30 January 2012.

This designation came “in recognition of his commitment to promote education and sport programmes for vulnerable children in Uruguay, his charitable activities in the framework of the Tabárez Project, and his dedication to the ideals and aims of the Organization.” Diego Lugano, captain of the Uruguayan national team and defender of the Paris Saint-Germain football team also attended this ceremony.

Known as “El Maestro”, Óscar Washington Tabárez, was born in Montevideo in 1947. He began his career in football with the Montevideo Football Club (Institución Atlética Sud América) in 1967 and, after qualifying as a teacher, combined careers in teaching and football.

Working in primary schools in poor neighbourhoods, he also contributed to literacy training for adults and education for the visually handicapped. In Uruguay, Tabárez works with programmes such as Sport for Peace and Development and Sport for All, which use sport to favour the inclusion of the under-privileged.

After playing for five Uruguayan and one Mexican team, Tabárez, became a professional coach. His trophies as national football manager include the 2011 Copa América, won by Uruguay and the country’s fourth place in the 2010 World Cup (South Africa). He has also coached teams in Colombia (Dportivo Cali), Argentina (Vélez Sarsfield and Boca Juniors), Spain (Oviedo) and Italy (Cagliari and AC Milan).

Participants: 100 people

Public: Journalists and invitees

Communication materials and activities:

- Media advisory

Press coverage:

This one the only event organized at Headquarters during the month which attracted significant attention from the media. The nomination of Mr Tabárez was exhaustively covered by leading newspapers and online news sites across Latin and Central America and in leading Spanish language media elsewhere. In Uruguay, the nomination was published on the front page of the four main newspapers. Background footage (B-roll) from UNESCO audiovisual section was used by 5 Uruguayan TV channels in prime time.

Social media: Low interest for this content.

- **Twitter English:** Our new Champion for Sport: Óscar Tabárez, #Uruguay #football trainer who created sports programs for vulnerable kids, <http://ow.ly/8LjMI>; and **Twitter Spanish:** Esta semana, Óscar Washington Tabárez (#Uruguay) fue nombrado Campéon del #Deporte. Aquí tienes el vídeo de la ceremonia <http://bit.ly/zWiyZH>, resulted only in one retweet. The short 1 minute interview with Diego Lugano, a famous player present at the ceremony, for Spanish Twitter: “VIDEO- Diego Lugano, #futbolista:” Por la #cultura, la #educación y la #comunicación, done a la #UNESCO” [@DiegoLuganoorg](http://bit.ly/yfIKUA)” resulted in 4 retweets.

Official designations being not really likely to interest UNESCO social media followers, impact may be optimized by liaising with the designees’ communications managers, well in advance of the event, to establish a cross-promotional scheme and help spread UNESCO’s message.

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:

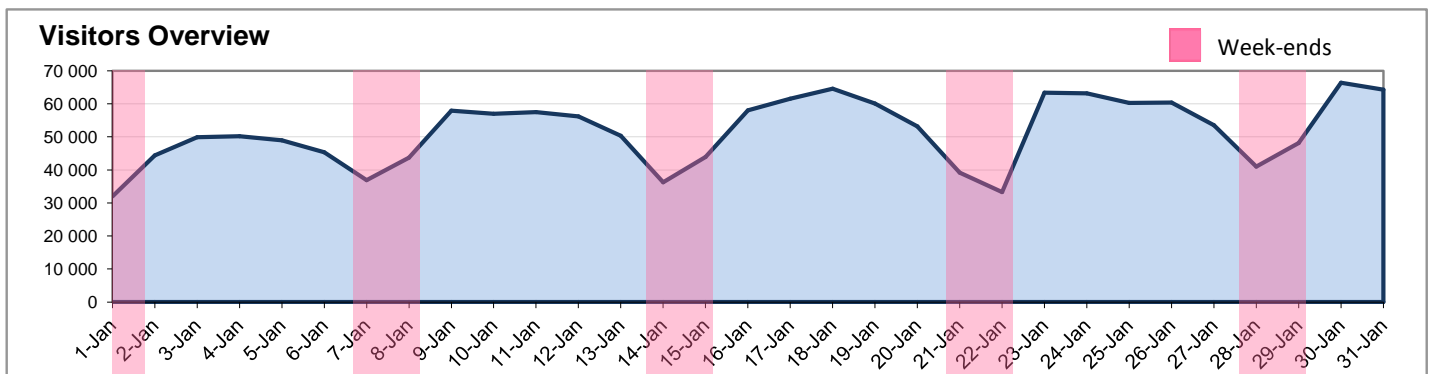
In September 2011, UNESCO began using new traffic analysis tools to provide more accurate, detailed, and user friendly statistics, at a lower cost. In the coming months, new features, such as heat maps and further developed statistics will be provided.

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.

January saw solid and increasing traffic. The main highlight was the concert for the 40th anniversary of the World Heritage Convention and Óscar Tabárez's nomination on 30 January, which respectively drew traffic from Jazz to heritage communities and the Latin American audience. Natural Science's efforts on web editorial and news paid off in January with a strong increase in traffic.

1.1 January 2012 Traffic

Daily Web Traffic Patterns



- Int'l Symposium on the Popularization of Science (04/01)

- Guila K. Kessous's nomination (17/01)
- Teaching respect for all (18/01)
- Why teach about the Holocaust and Genocides? (23/01)
- The use of ICT's for building a Culture of Peace in Santo Domingo (23/01-03/02)
- UNESCO Future Forum (24/01)

- Samuel Pizar's nomination (27/01)
- 40th Anniversary WH Convention, concert by H. Hancock (30/01)
- Óscar Washington Tabárez's nomination (30/01)
- Workshop on Disaster Risk Reduction in the Education Sector in Nepal (30-31/01)
- Events for the Int'l Day of Commemoration in Memory of Victims of the Holocaust (31/01)

1.2 Monthly visits

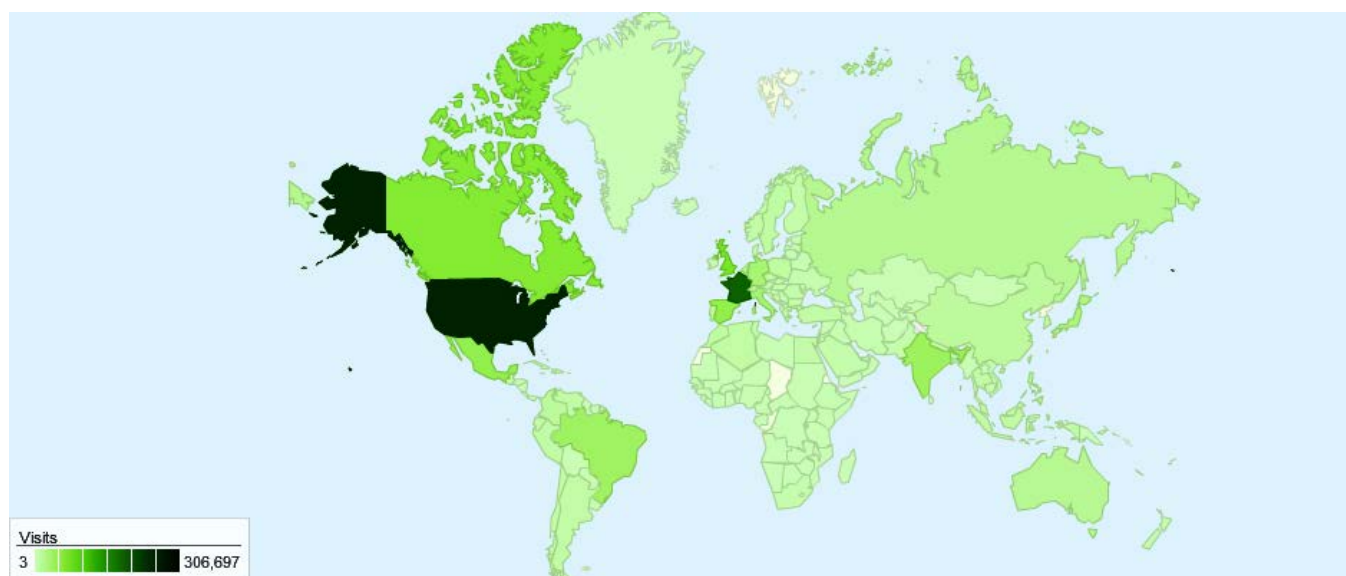
	Page views	Monthly variation	Visits	Monthly variation	Unique Visitors	Monthly variation	New Visitor	Returning Visitor
September 2011	2 459 138	N/A	950 167	N/A	743 799	N/A	77.09%	22.91%
October 2011	3 324 305	+35.18%	1 231 096	+29.57%	969 111	+30.29%	76.14%	23.86%
November 2011	4 451 328	+33.90%	1 531 854	+24.43%	1 193 084	+23.30%	74.79%	25.21%
December 2011	4 272 263	-4.02%	1 409 812	-7.97%	1 088 249	-23.11%	73.33%	26.67%
January 2012	4 879 520	+14.21%	1 600 669	+13.54%	1 249 665	+14.83%	73.77%	26.23%

1.3 Visits by Area of Interest in January 2012 (This data only covers tagged subsites)

Areas of interest	Visits in January 2012	Variation vs December 2011
UNESCO.ORG	1 600 669	+13.54%
Central services and home pages		
unesco.org home pages	298 201	-7.42%
Worldwide	22 179	+23.86%
The UNESCO Courier	3 636	-33.97%
Culture Sector	762 936	+20.70%
World Heritage	721 639	+21.99%
Culture Sector (excluding legacy content)	41 297	+1.84%
Education Sector	74 412	+15.65%
Communication and Information Sector	33 507	+5.14%
Natural Sciences Sector	40 004	+20.84%
Social and Human Sciences Sector	33 506	+1.15%
Field offices*	60 480	+5.33%
UIL**	10 147	+64.56%
IIEP**	195 602	+10.17%

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

1.4 Geographical origin of visits in January 2012



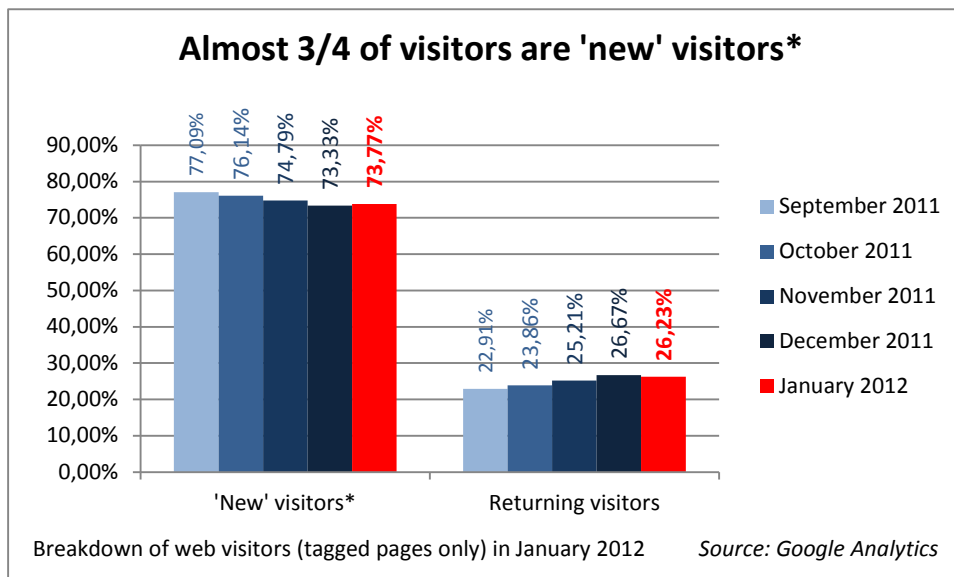
1.5 UNESCO Website Visitors

Top 10 domains/countries

Country	Visits	% of Total visits	Variation vs December	Pages/Visit
United States	306 697	19.16%	+9.82%	2.69
France	223 821	13.98%	+26.69%	3.31
United Kingdom	85 853	5.36%	+58.58%	2.95
Canada	74 040	4.63%	+10.36%	3.80
Spain	58 560	3.66%	+23.18%	3.42
Mexico	57 759	3.61%	+49.72%	2.89
India	48 025	3.00%	+7.24%	2.67
Brazil	46 214	2.89%	+4.06%	2.53
Italy	38 708	2.42%	+25.44%	3.49
Germany	36 960	2.31%	+25.56%	3.46

Top 10 visitors' language

Language	Visits	% of Total visits	Variation vs December
English	809 230	50.56%	+13.19%
French	274 680	17.16%	+19.53%
Spanish	174 176	10.88%	+23.74%
Portuguese	54 997	3.44%	+5.38%
German	38 988	2.44%	+29.07%
Italian	35 085	2.19%	+26.87%
Russian	32 714	2.04%	-12.08%
Japanese	27 774	1.74%	+13.90%
Chinese	21 794	1.36%	-31.61%
Dutch	20 812	1.30%	+26.03%



* 'New' visitors can be repeats if they do not have cookies turned on on their browser. Increasingly some turn off cookies.

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 December
Total	64 317	-21.74%
English (EN)	34 942	-27.03%
Spanish (ES)	12 005	+9.55%
French (FR)	9 230	-24.21%
Russian (RU)	3 895	-19.24%
Arabic (AR)	2 883	-34.73%
Chinese (ZH)	1 362	-29.06%

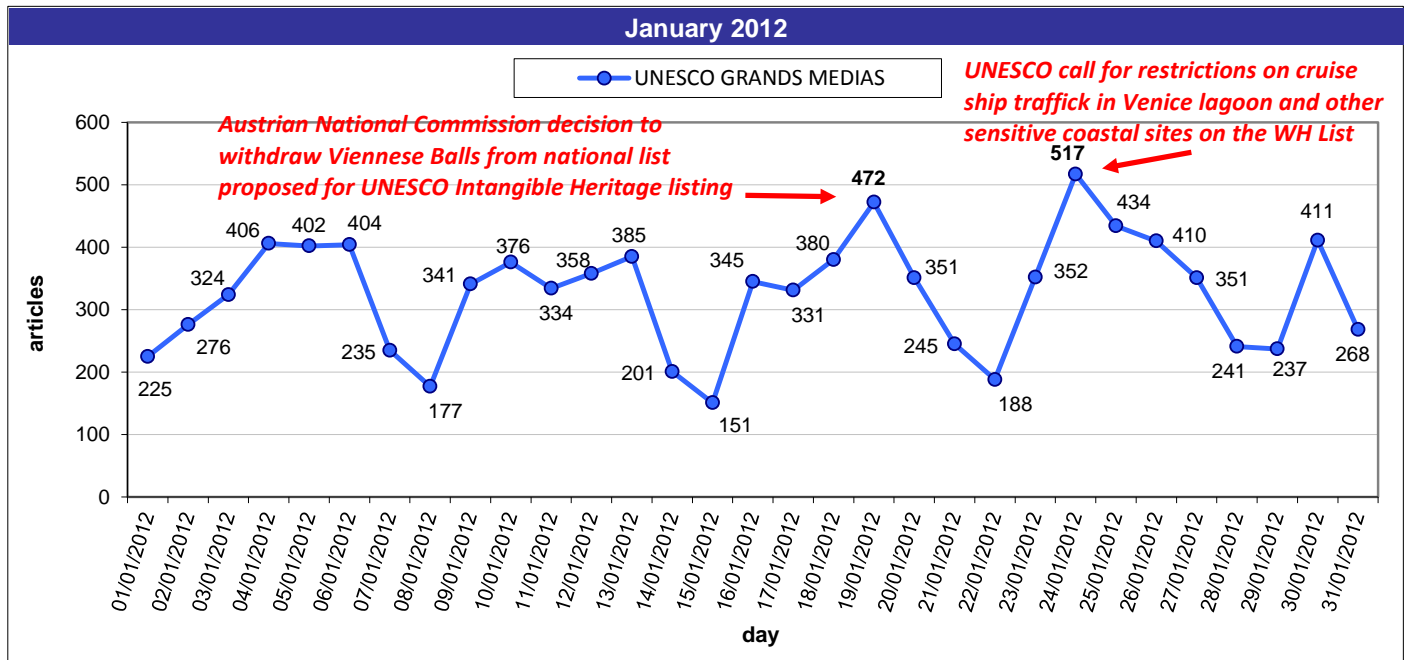
After particularly high page views during the October-December 2011 period, due to the high coverage on Palestine and the American withdrawal of funding, traffic dropped in January in the absence of such major events.

2.2 Press releases/Media advisories/Web releases in January 2012

1.	03/01	René Raúl Drucker Colín of Mexico wins 2011 UNESCO Kalinga Prize for Popularization of Science
2.	10/01	Director-General condemns murder of Syrian journalist Shoukri Ahmed Ratib Abu Bourghoul
3.	16/01	Actress Guila Clara Kessous nominated UNESCO Artist for Peace
4.	16/01	Launch of a UNESCO-United States-Brazil project for teaching respect in schools
5.	17/01	What future for the Arab Spring?
6.	20/01	Director-General condemns murder of Thai newspaper owner and editor Wisut Tangwithayaporn
7.	23/01	Dr Samuel Pizar named UNESCO Honorary Ambassador, Special Envoy for Holocaust Education
8.	23/01	UNESCO calls for restrictions on cruise line traffic in Venice following Costa Concordia disaster
9.	24/01	The lesson of the Holocaust: a universal message
10.	27/01	Óscar Washington Tabárez, named UNESCO Champion for Sport
11.	31/01	Director-General condemns murder of Somali journalist Hassan Osman Abdi and urges Somalia to improve media safety

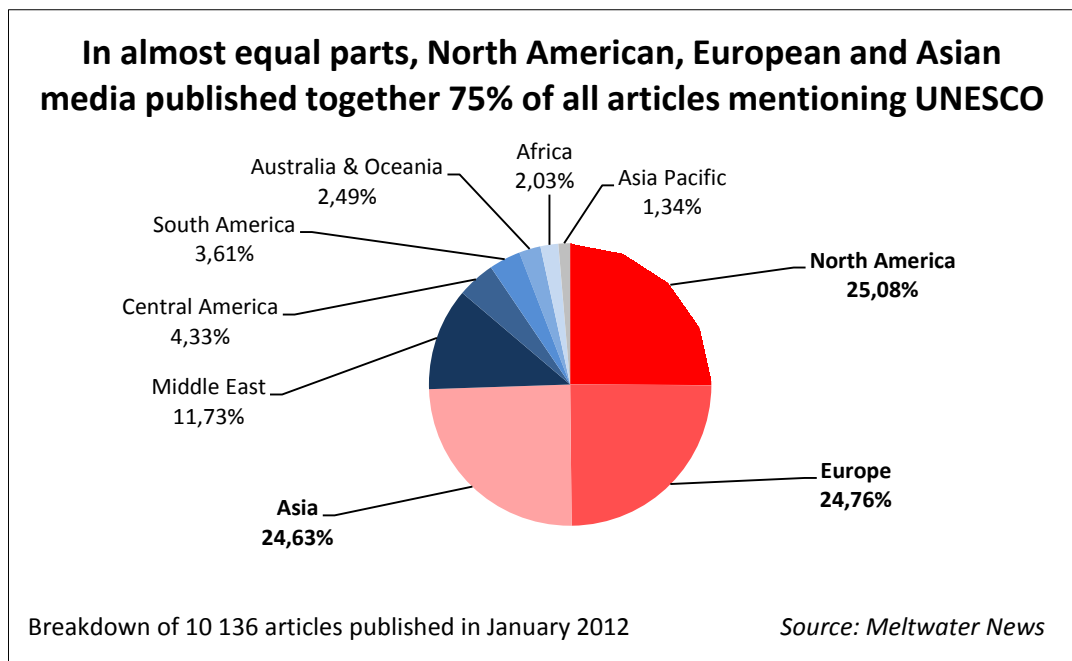
2.3. Statistics on articles referring to UNESCO

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 January (Source: Meltwater News)



This graph shows the number of articles in which UNESCO is referenced, that were published in media outlets around the world each day during January. The highest peak in coverage during January (24/25) is due to the call by UNESCO for restrictions on cruise ship traffic in the Venice lagoon and other sensitive coastal sites on the World Heritage List. The peak around 19/20 January is due to a story from Austria concerning the National Commission’s decision to withdraw Viennese Balls from the national list of intangible heritage that could be proposed for UNESCO listing, following concerns about connections of some of these events with extremist groups.

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



2.4 Interviews given (by subject and media)

Subject	Interviewee	Language	Media (press TV Radio)
WHC	Roni Amelan	English	ICTV (Ukraine) - Andriy Getman
Possibility and modality of expelling Syrian from the Committee on Conventions and Recommendations (CR)	Neil Ford	English	Reuters (UK) - John Irish
40th Anniversary of the World Heritage Convention	Kishore Rao	English	Inter Press Service (IPS) -Alecia Mc Kenzie
40th Anniversary of the World Heritage Convention	Herbie Hancock	English	TSF Jazz (France)
WHC Liverpool	Gina Doubleday	English	ITV (UK) - Rob Smith
Right to education and what it means	Mark Richmond	English	Deutsche Welle (Germany)
Restoration project of Napoleon's rooms coordinated by UNESCO	French Venice foundation	English	The Art Newspaper (UK) - Ermanno Rivetti
Haiti	Bechir Lamine	French	France Culture (France) - Xavier Martinet
ICT competency standards for teachers	Zeynep Varoglu	English	ToutEduc (France) - Pascal Bouchard
WHC - Socotra Archipelago	Franca Miglioli	French	GEO (France)
WHC - The Chauvet Cave	Alessandro Balsamo	French	C à Vous France 5 (France)
WHC - Westminster	Roni Amelan	English	Urban Building Magazine (UK)– David Rogers
Italian cruise ships in Venice	Francesco Bandarin	Spanish	RFI (France)
Italian cruise ships in Venice	Francesco Bandarin	French	Le Nouvel Observateur (France)
Italian cruise ships in Venice	Francesco Bandarin	French	Le Point (France)
The financing of culture	Francesco Bandarin	Spanish	Radio Exterior de España (Spain)
Teaching respect for all	Paolo Fontani	Portuguese	Gazeta do Povo (Brazil, Paraná state)
Teaching respect for all	Paolo Fontani	Portuguese	CBN (Brazil) Rádio Nacional da Amazônia (Brazil)
Teaching respect for all	Paolo Fontani	Portuguese	Agência Brasil (Brazil)

2.5 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).

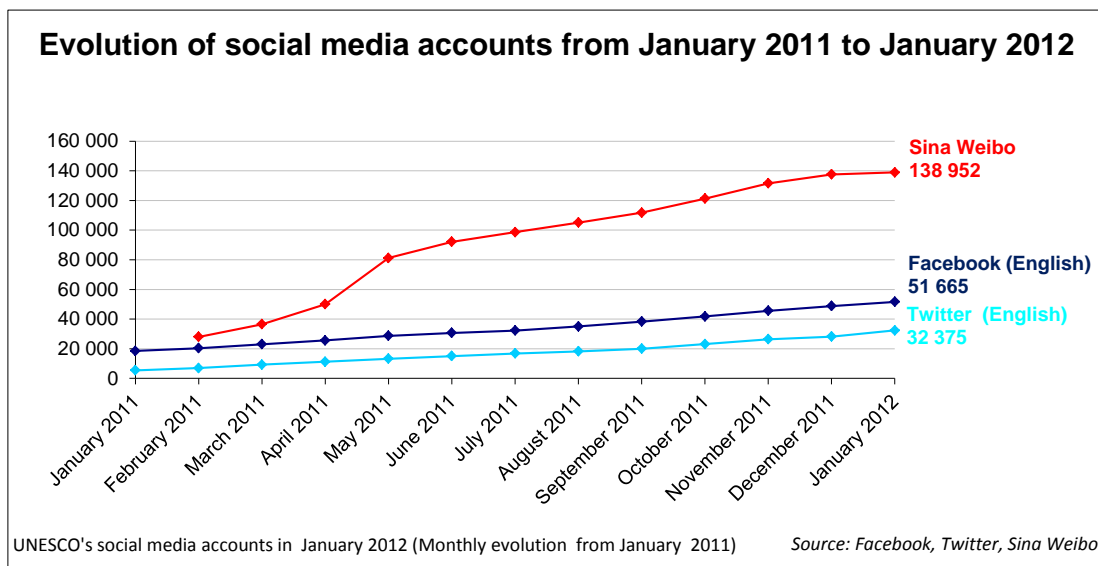
	Subject	Downloads	Media
1	World Heritage Sites	13	N/A
2	UNESCO Priorities	4	N/A
3	Education	3	N/A
4	Culture	4	N/A
5	Science	6	N/A
6	Tabárez, Champion for Sport	1	N/A

3. UNESCO's Social Media Channels

In 2011 UNESCO saw dramatic growth in its social media presence, especially in Facebook and YouTube where it was among the top gainers in the UN. In the second half of the year the Twitter messaging got refocused from institutional language to advocacy, almost doubling weekly growth to 800.

The new year kicked off with new initiatives, such as UNESCO's first ever podcast (through Soundcloud) and Skype interview recordings. For the 24 January UNESCO Future Forum "The Arab spring-1 year later-Egyptian Perspectives" UNESCO broke new ground and allowed the online public to send live questions via Twitter. The strong response resulted in 200+ new followers in less than 48 hours on the Arabic channel. In the coming months more such participatory activities are planned.

The Fotopedia/Heritage "app" for iPhone/iPad has been particularly successful this month with an increase of downloads by almost 130%, mainly due to a website's special offer to get free 'apps'. Referred visits to us and page views increased by over 60%.



3.1. Facebook - www.unesco.org/facebook

Variation January 2012 vs December 2011

Likes/fans*	January 2012	December 2011	Variation vs December
Total likes/fans(all languages)	54 502	51 400	+6.04%
English	51 665	48 821	+5.83%
French	1 442	1 304	+10.58%
Arabic	871	798	+9.15%
Russian	470	424	+10.85%
Chinese	54	53	+1.89%

Top 10 posts (ranked by highest % feedback - number of comments and likes per impression -from users)

Message	Posted	Likes*	Multimedia/links
As many of you have commented already: "NEVER FORGET". Anne Frank's Diary is a monumental testimony to the horrors of the Holocaust, and that we must never forget in our collective human memory. Thank you to the Anne Frank House, preserving this UNESCO Memory of the World: www.facebook.com/annefrankhouse & http://on.unesco.org/yrgTPK	Jan-27	224	Soundcloud Podcast
Anny-Yolande was only 9 years old when she was deported to Auschwitz. During the Holocaust, about 9 out of 10 children were assassinated, for an estimated 1.5 million young victims. We invite you to our special	Jan-27	128	-

commemoration in the memory & honor of these children, on Jan 31. See http://j.mp/zXX8uZ			
Be it racism, homophobia or whatever else, all forms of intolerance are an affront to human dignity. That's why Brazil, the US & UNESCO launched today an int'l program to teach "Respect for All" in schools. The 1st step to global peace is learning to respect each other, above our differences, and the value we ALL bring to our communities. As US President Obama said, "Whenever I find myself feeling doubtful or cynical, what gives me the most hope is the next generation - the young people whose attitudes and beliefs and openness to change have already made history."	Jan-18	121	-
Photos to the album Egyptian Revolution, 1 year anniversary.	Jan-23	115	-
Education for All: Three New Year's wishes	Jan-05	111	World Education Blog
Teaching respect for all video with Esther Brimmer	Jan-17	109	Video
Break the silence surrounding the slave trade and slavery that have affected all continents & shaped our modern societies! See how we preserve the memory of the Transatlantic Slave Trade, slavery trade in the Indian Ocean & the Arabo-Muslim World, as well as modern slavery.	Jan-09	102	
Seize the day! Our 2012 resolutions	Jan-01	98	News
Poll: What forms of discrimination are NOT sufficiently taught in schools?	Jan-17	80 particip.	-
Photos to the album Emmanuel Ringelblum Archives	Jan-27	80	-

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

3.2. Twitter - <http://twitter.com/#!/unescoNOW> Variation January 2012 vs December 2011

Followers	January 2012	December 2011	Variation vs December
Total followers (all languages)	49 069	42 083	+16.60%
English	32 375	28 219	+14.73%
Spanish	11 717	9 890	+18.47%
Arabic	3 558	2 745	+29.62%
French	1 105	957	+15.46%
Russian	314	272	+15.44%

Top 10 Posts

Message	Posted	Re-tweets	Comments
Educating girls = crucial for sustainable development. It brings less poverty, more protection against #HIV, social empowerment #unescoED	Jan-12	50+	-
67 y ago today, the infamous #Auschwitz concentration camp was freed. Jan 27 is Intl Day of #Holocaust Remembrance	Jan-27	50+	-
A child born to a mother who can read is 50% more likely to survive past the age of 5 #unescoED #literacy	Jan-17	50+	-
Skeptical about using mobile phones for learning? Think again http://j.mp/AgssY2 #unescoED	Jan-23	50	-
#Education is the #HumanRight essential for the exercise of all other #HumanRights #unescoED	Jan-28	48	-
Sign of the times: Of the world's 7 billion ppl, an estimated 5 billion have mobile phones #unescoCOMM	Jan-19	44	-
60% of the world's 1 billion poorest people are girls & women #ViolenceAgainstWomen	Jan-16	39	-
There can be no just society without achieving #gender #equality – and this begins with #education #unescoED	Jan-22	37	-
FACT: In last 10y, over 500 #journalists lost their lives exercising their profession. #unescoCOMM	Jan-27	35	-
Did you know? #Finland made history by making access to #broadband internet a legal right for every citizen #unescoCOMM	Jan-25	34	-

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

Variation January 2012 vs December 2011

	January 2012	December 2011	Variation vs December
Nb of Fans	138 952	137 581	+1.00%
Nb of Posts	1 293	1 275	+1.41%
Nb of Mentions	87 073	85 000	+2.44%

Top 10 Posts

Message	Posted	Re-tweets	Comments
If nothing is done, 1/2 of the 6000+ languages spoken today will disappear by 2100.	Jan-15	104	53
All forms of intolerance and discrimination are an affront to human dignity. That's why Brazil, the US & UNESCO have just launched an int'l program to teach "Respect for All" in schools. Together, we will be developing educational programs and materials to teach students to respect differences & the value that we all bring to our communities. Creating a culture of respect is the 1 st step to global peace. Education has a vital role as a peace-building mission. Do you think that respect between cultures and races can be taught and peace can be promoted through education?	Jan-19	101	64
On the occasion of the International Day of Commemoration in Memory of the Victims of the Holocaust (27 January), UNESCO Director-General, Irina Bokova will designate the writer, lawyer and holocaust survivor, Samuel Pisar, as Honorary Ambassador and Special Envoy for Holocaust Education. UNESCO will organize a series of events to promote Holocaust Education in order to transmit the memory of the Holocaust to future generations so as to prevent genocide from occurring again.	Jan-27	90	26
UNESCO wishes everyone a happy Chinese new year and may all go well with you! Let's join hands for a bright future in this brand new year! There is perhaps always distance between reality and ideal, but we will do everything in our power to contribute to the mutual understanding of all the people in the world with the power and spirit of science, rationality and tolerance.	Jan-22	72	34
No one may invoke cultural diversity to infringe upon <i>#HumanRights</i> guaranteed by international law, nor to limit their scope	Jan-25	67	38
Over 1500 climbed Mt Everest, 12 walked on moon. Only 2 returned from the deepest part of the <i>#ocean #unescoSCIENCE</i>	Jan-12	54	17
Women represent an estimated 70% of the world's poor. Does this make you think <i>#poverty</i> is a <i>#HumanRights</i> violation?	Jan-25	50	16
Óscar Washington Tabárez, the Uruguayan national football team manager, will be named UNESCO Champion for Sport. His trophies as national football manager include the 2011 Copa América, won by Uruguay and the country's fourth place in the 2010 World Cup (South Africa). The nomination comes in recognition of his commitment to promote education and charity.	Jan-30	23	4
What future for the Arab Spring? A forum entitled "The Arab Spring – one year later – Egyptian perspectives" is taking place at UNESCO Headquarters.	Jan-24	17	9
The Director-General held a special information session with permanent delegations on Thursday, 26, to bring them up to date on measures being taken to deal with the Organization's current financial difficulties, as well as the deeper reforms being considered to improve the Organization's performance and efficiency in the long term.	Jan-27	15	6

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 January 2012 vs December 2011

Video views	January 2012	December 2011	Variation vs December
English	513 202	394 473	+30.10%
Spanish	54 417	62 645	-13.13%
French	51 131	52 310	-2.25%
Russian	11 987	10 681	+12.23%
Arabic	4 424	5 241	-15.59%
Chinese	43	212	-79.72%

Subscribers	January 2012	December 2011	Variation vs December
English	4 980	4 578	+8.78%
Spanish	1 698	1 636	+3.79%
French	828	810	+2.22%
Russian	143	134	+6.72%
Arabic	103	99	+4.04%
Chinese	12	13	-7.69%

• Top 10 videos on UNESCO TV English Channel

	513 202 views in January 2012	Subject	Total views
1	Oral and Graphic Expressions of the Wajapi	CLT/ITH	232 236
2	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	67 995
3	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	13 813
4	Georgian Polyphonic Singing	CLT/ITH	10 451
5	Baul Songs	CLT/ITH	10 206
6	Kabuki Theatre	CLT/ITH	8 483
7	Vanuatu Sand Drawing	CLT/ITH	6 189
8	The Andean Cosmivision of the Kallawaya	CLT/ITH	5 065
9	Falconry, a living human heritage	CLT/ITH	4 209
10	Gagaku	CLT/ITH	4 095

• Top 10 videos on UNESCO TV French Channel

	51 131 views in January 2012	Subject	Total views
1	Le chant polyphonique géorgien	CLT/ITH	6 490
2	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	4 889
3	Le Maloya	CLT/ITH	2 489
4	Le repas gastronomique des Français	CLT/ITH	1 332
5	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	1 247
6	Chemins de Saint-Jacques-de-Compostelle en France	CLT/ITH	1 069
7	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Go	CLT/ITH	1 006
8	L'isopolyphonie populaire albanaise	CLT/ITH	989
9	Le Canto a tenore, chant pastoral sarde	CLT/ITH	977
10	Le Kankurang, rite d'initiation mandingue	CLT/ITH	915

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

	54 417views in January 2012	Subject	Total views
1	Los parachicos en la fiesta tradicional de enero de Chiapa de Corzo	CLT/ITH	4 430
2	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	4 315
3	El carnaval de Barranquilla	CLT/ITH	4 143
4	El canto polifónico georgiano	CLT/ITH	3 593
5	La Huaconada, danza ritual de Mito	CLT/ITH	1 906
6	Las expresiones orales y gráficas de los wajapi	CLT/ITH	1 642
7	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	1 413
8	El Silbo Gomero, lenguaje silbado de la isla de La Gomera (Islas Canarias)	CLT/ITH	1 351
9	El teatro Kabuki	CLT/ITH	1 040
10	El Carnaval de Negros y Blancos	CLT/ITH	1 038

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

	11 987 views in January 2012	Subject	Total views
1	Alsou (Алсу) UNESCO Artist for Peace	UNESCO	2 141
2	The historic center of Rome and the Properties of the Holy See	CLT/WHC	492
3	Palace and Park of Versailles	CLT/WHC	391
4	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	389
5	Lake Malawi National Park	CLT/WHC	286
6	Memphis and its Necropolis - the pyramid fields from Gisa to Dashur	CLT/WHC	285
7	The ancient city of Petra	CLT/WHC	273
8	Yellowstone National Park	CLT/WHC	251
9	Galápagos Islands	CLT/WHC	236
10	Historic Areas of Istanbul	CLT/WHC	235

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

	4 424 views in January 2012	Subject	Total views
1	Venice and its Lagoon	CLT/WHC	512
2	Palace and Park of Versailles	UNESCO	191
3	Ban Chiang archaeological site	CLT/WHC	185
4	Taj Mahal	CLT/WHC	181
5	Archaeological areas of Pompeii, Herculaneum and Torre Annunziata	CLT/WHC	151
6	The ancient city of Petra	CLT/WHC	133
7	Royal Botanic Gardens, Kew	CLT/WHC	121
8	Te Wahipounamu – South West New Zealand	CLT/WHC	118
9	New Zealand Sub-Antarctic Islands	CLT/WHC	114
10	Egypt: one year later	SHS	95

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

	50 views in January 2012	Subject	Total views
1	Video n°25 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	16
2	Education for All	ED	6
3	UNESCO History	UNESCO	5
4	Video n°34 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	4
5	Video n°5 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	2
6	Video n°12 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	2
7	Video n°9 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	2
8	Video n°30 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1
9	Video n°31 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1
10	Video n°19 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1

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"	03/03/11	43 816	4 602
#intangible heritage# Chinese shadow puppetry	01/12/11	6 345	508
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	23/06/11	5 661	5 460
Intangible heritage Kunqu Opera-the Peony Pavilion Performed by UNESCO Artist for Peace Jun Zhang	15/04/11	4 720	3 710
UNESCO Director-General's statement on US funding cut	03/11/11	4 237	367
Word Teachers' Day: Interview of ADG Mr Qian Tang	05/10/11	3 741	567
Youth Forum PSA	19/10/11	3 494	1 483
Herbie Hancock UNESCO Goodwill Ambassador	20/07/11	2 855	275
UNESCO Director-General launches Emergency Fund	19/11/11	2 641	866
Malaga fans received T-shirts with UNESCO logo	01/09/11	1 682	114

* Views of the video from other websites

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

On 22 June 2011 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	1-7 January	8-14 January	15-21 January	22-28 January	29 January-4 February
Downloads	2 427	446	512	782	687	N/A

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 2011	January 2012	Variation vs December
Downloads	2 337 175	256 290	+129.10%
Visits	10 931 140	2 096 488	+65.51%
Page views	319 976 399	34 681 186	+62.78%
Info pane with UNESCO logo & text	2 593 311	333 421	+105.71%
Preview of Heritage viewed within other apps	156 101	10 523	-15.84%
Open UNESCO page from Heritage	54 725	11 026	+344.60%
Distinct UNESCO WHC pages opened	1 022	940	+2 585.71%
Most viewed UNESCO WHC page	http://whc.unesco.org/en/list/121	http://whc.unesco.org/en/list/121	

4. UNESCO Photobank – (N/A for January)

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

5. UNESCO Documents and Library

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

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

In January there were **130 872** (130 784 in December) records available online in PDF format, including documents, publications, communication material and other working documents.

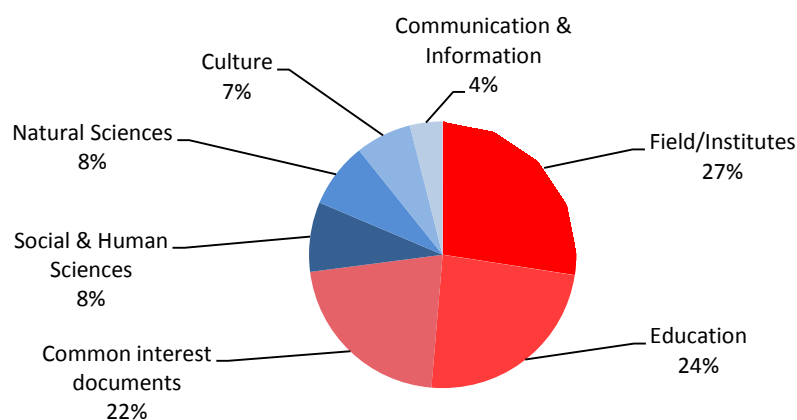
Note: PDF downloads measured by UNESDOC represent only hits and do not reflect necessarily successful downloads. Statistics may therefore show too high figures.

5.1.1 Statistics of consultation

Total number of downloads in January	824 860
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Average nb of downloads per PDF
Education	9 510	197 011	5
Natural Sciences	9 513	64 921	15
Social and Human Sciences	5 581	69 678	8
Culture	3 147	56 012	6
Communication and Information	2 309	32 577	7
Fields & Institutes	8 308	226 436	4
Common interest documents	NA	178 225	NA

Almost 3/4 of downloads are for Field/Institutes, Education, and common interest documents



Breakdown 824 860 document downloads by Sector/Field-Institutes in January 2012

Source: UNESDOC

5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	94 218
2	France	59 575
3	Mexico	4 6609
4	India	31 336
5	Spain	27 376
6	Brazil	25 560
7	United Kingdom of Great Britain and Northern Ireland	24 747
8	Philippines	20 243
9	Canada	16 025
10	Venezuela (Bolivarian Republic of)	14 199
11	Algeria	13 381
12	China	12 551
13	Colombia	10 977
14	Germany	10 264
15	Japan	9 848

5.1.3 Printable Communication materials

Title	Total downloads in January						
	EN	FR	SP	RU	AR	ZH	Total
2010 UNESCO Annual Report	476	67					543
UNESCO brochure	841	377					1 218
65 Ways UNESCO Benefits Countries all over the World	172	99	108		10		389
A New Humanism for the 21 st Century	52	66	19	8	1		146

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

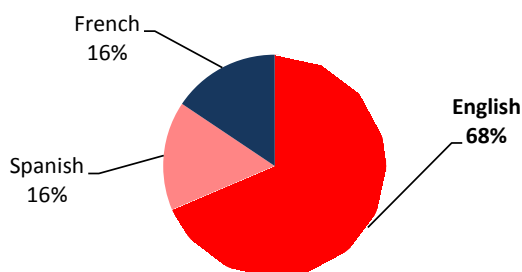
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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

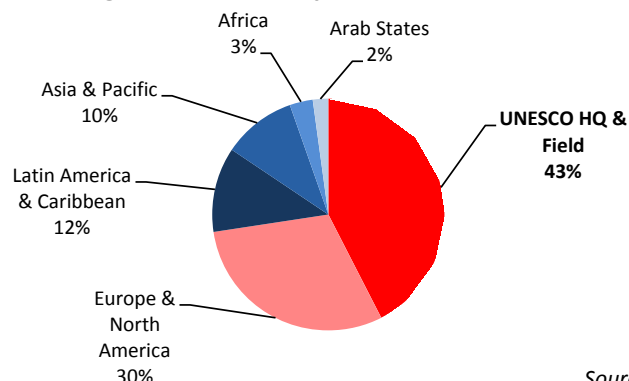
5.2.2 Questions received by: library@unesco.org

**Library web page views increased by 47%,
20 % increase for Spanish and French distribution**



Source:
Breakdown of 8 971 web page views in January 2012 UNESCO Library

**Almost 3/4 of questions came from HQ and Field
colleagues, and Europe & North America**



Source:
Breakdown of 186 questions received in January 2012 UNESCO Library

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

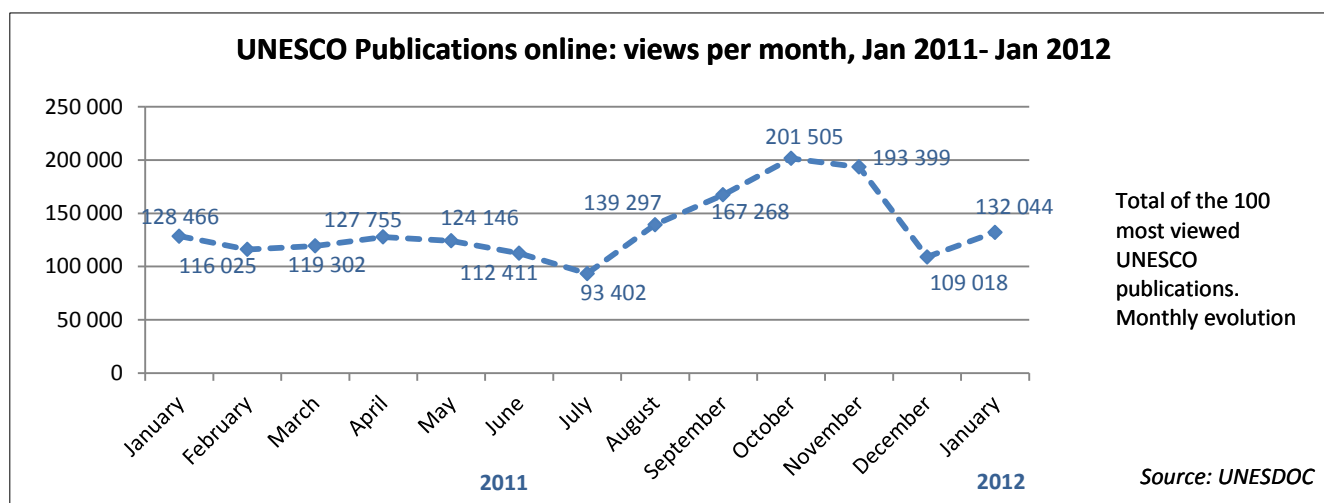
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical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

After the holiday-period dip in consultation of PDFs on UNESCO's web site the overall picture shows a sharp upturn and compares well with January 2011 (an increase of over 3,000 views). But this is still much lower than the October 2011 best. The number of consultations of publications on Google Books is slightly lower than in December 2011 but still a vast improvement on January 2011. Education (including UIS publications) dominates the top 10 downloads but mainly older titles.

For sales of publications World Heritage titles continue to perform well in the bookshop while earth sciences have had some success on-line.

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

	Title	Sector	Language	Views	Published
1	Actividades de educación ambiental para las escuelas primarias: sugerencias para confeccionar y usar equipo de bajo costo (Environmental education activities for primary schools: suggestions for making and using low cost equipment)	ED	Spanish	7 411	UNEP, 1992
2	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	5 608	Paris, 2005
3	Learning to live together in peace and harmony: values education for peace, human rights, democracy and sustainable development for the Asia-Pacific Region; a UNESCO/APNIEVE sourcebook for teachers education and tertiary level education	ED	English	4 173	Bangkok, 1998
4	Case study on the effects of tourism on culture and the environment: Nepal; Chitwan-Sauraha and Pokhara-Ghandruk	CLT	English	4 110	Bangkok, 1995
5	Mantenimiento de instalaciones eléctricas del establecimiento educacional	ED	Spanish	3 335	Santiago, 1998
6	International technical guidance on sexuality education: an evidence-informed approach for schools, teachers and health educators	ED	English	3 299	Paris, 2009/2010
7	Compendio mundial de la educación 2010: comparación de las estadísticas de educación en el mundo (Global education digest 2010: comparing education statistics across the world)	UIS	Spanish	2 992	Montreal, 2011
8	Manual para radialistas analfatécnicos	CI	Spanish	2 719	Ecuador, 2010
9	Mass media: the image, role and social conditions of women; a collection and analysis of research materials	CI	English	2 388	Paris, 1979
10	Los siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	2 305	Buenos Aires, 2001



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

	Title	Language	views Jan	Views 2011
1	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards Knowledge Societies : UNESCO World Report)	Spanish	5 608	62 839
2	Compendio mundial de la educación 2010: comparación de las estadísticas de educación en el mundo (Global education digest 2010: comparing education statistics across the world)	Spanish	2 992	16 250
3	Mass media: the image, role and social conditions of women; a collection and analysis of research materials	English	2 388	18 625
4	Los siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	Spanish	2 305	26 726
5	The Hidden crisis: armed conflict and education; EFA global monitoring report, 2011	English	2 064	27 521
6	História geral da Africa, I: metodologia e pré-história da Africa (General history of Africa, I: Methodology and African prehistory)	Portuguese	1 824	66 827
7	História geral da Africa, VIII: Africa desde 1935 (General history of Africa, VIII: Africa since 1935)	Portuguese	1 588	29 227
8	Water in a changing world: the United Nations world water development report 3	English	1 557	2 226
9	Engineering: issues, challenges and opportunities for development; UNESCO report	English	1 429	11 431
10	UNESCO science report, 2010: the current status of science around the world	English	1 188	18 999

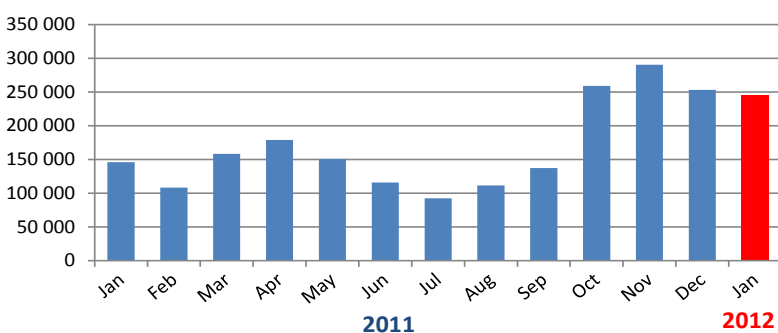
Note: PDF consultations measured by UNESDOC represent page views only. Figures may be slightly higher than actual downloads.

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
January 2012	177	16 466	244 695	154
January 2011	104	8 032	146 055	99

Google Books: page views per month



Page views evolution in 2011/2012

Source: Google Books

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

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

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

6.4 UNESCO Bookshop bestsellers*

Bookshop sales of UNESCO publications in January, top 5

Title	Copies sold	Sector
1 UNESCO World Heritage Desk Diary 2012	70	WHC
2 L'apport scientifique arabe à travers les grandes figures de l'époque classique	10	CLT
3 Real-time Coastal Observing Systems for Marine Ecosystem Dynamics and Harmful Algal Blooms	10	IOC
4 The World's Heritage : A complete guide to the most extraordinary places	10	WHC
5 Bouba et Zaza protègent la terre	9	ED

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

Title	Copies sold	Publisher
1 Le Patrimoine mondial de l'UNESCO, 3rd edition	9	Ouest-France
2 Les Nations Unies aujourd'hui	6	UN
3 Papa tu peux sauver la planète (colouring book)	5	UN
4 The United Nations Today	3	UN
5 Charte des Nations Unies	3	UN

6.5 Online and international sales

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

Title	Copies sold	Sector
1 Raconte-moi les océans	15	ERI/DPI
2 The Changing Face of the Earth	7	SC
3 Histoire générale de l'Afrique - offre spéciale 7 volumes brochés	6	CLT
4 Atlas of the World's Languages in Danger	6	CLT
5 Human Rights: Questions and Answers	5	SHS

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

Bookshop sales of UNESCO publications, lowest sellers in January

Title	Copies sold	Sector
Global Education Digest 2011	0	UIS
Le financement de l'éducation en Afrique subsaharienne	0	UIS
Tertiary education in small states – Planning in the context of globalization	0	IIEP
História Geral da África, I: metodologia e pré-história da África	0	CLT
História Geral da África, II: África antiga	0	CLT

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

Title	Copies sold	Sector
Recueil des données mondiales sur l'éducation 2010	0	UIS
Education for All Global Monitoring Report 2011	0	ED
Témoins de l'Histoire	0	CLT
A Teaching Resource Kit for Mountain Countries	0	SC
Savoirs des femmes : médecine traditionnelle et nature	0	SC

* 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.

Due to the present financial restrictions, no new issue has been programmed for publication. Several new articles have been added to the UNESCO Courier website, but only in French.

As a result of the absence of new issue since November 2011, the number of new subscribers has dramatically decreased in January 2012:

September 2011: **713** new subscribers (new issue released: *How Youth Drive Change*)

October 2011: **508** new subscribers

November 2011: **664** (new issue released: *Humanism: a new idea*)

December 2011: **447** new subscribers

January 2012: **273** new subscribers

This month, the Spanish edition has the highest number of new subscribers: 103.

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

Language	Last issue PDF downloads	All issues PDF downloads	Variation vs December 2011	New subscribers	Total subscribers	Printed copies
English	1013	8718	N/A	82	26 316	-
French	493	8 995	N/A	62	13 054	-
Spanish	876	9 495	N/A	103	11 636	-
Russian	123	253	N/A	7	1 419	-
Arabic	92	192	N/A	11	2 013	-
Chinese	74	265	N/A	8	2 643	-
Portuguese	N/A*	125	N/A	0	1 840	-
TOTAL	2 671	28 043	-	273	58 921	-

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

7.2. Top 10 most consulted UNESCO Courier PDFs in January (UNESDOC)

	Title	Language	PDF consulted	Published
1	Humanism, a new idea	English	1 013	October 2011
2	Humanism, a new idea	Spanish	876	October 2011
3	The Ramayana and the Mahabharata: two epics of Asia	Spanish	520	December 1967
4	Humanism, a new idea	French	493	October 2011
5	Chemistry and life	Spanish	480	January 2011
6	Chemistry and life	English	422	January 2011
7	How youth drive change	English	262	July 2011
8	Women conquering new expanses of freedom	Spanish	228	April 2011
9	How youth drive change	Spanish	223	July 2011
10	How youth drive change	French	211	July 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	5	2	3	
CLT	11	9	2	
ED	9	8	1	
ERI	9	9		
SC	11	11		
SHS	6	5	1	
ODG	4	4		
BSP	1	1		
Total	56	49	7	-

8.2. Events organized by Field Offices/ Institutes

Apia	1
Beirut	1
Katmandu	1
Nairobi	1
San Jose	1
UNESCO Monrovia	1
Windhoek	1
Total	7

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	1	-
Category 3-	-	-
Category 4- International Congress	-	-
Category 5-Advisory Committee	-	-
Category 6-Expert Committee	1	1
Category 7-Seminars and Workshops	1	14
Category 8-Symposium	4	2
Concert	1	-
Exhibition	5	-
Event under UNESCO Patronage	1	-
Show	1	-
Film Projection	-	-
Press conference	-	-
Interagency Meeting	1	1
Intersectorial Meeting	-	-
Meeting by Member States or Institutions	3	3
Prize-giving ceremony	1	-
Fundraising Gala	-	-
Special Event	9	2
Working group/Expert Meeting	1	-
Information meeting for Permanent Delegations	3	-
Total	33	23

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
05/01	Annual Steering Committee - UNESCO/HHO Partnership	BSP/CFS/MLT	Salle VI	20
11/01	Creative sparks	CLT/DDD/MUS	Salle VII	25
11/01	Stagiaires IIEP au Siège de l'UNESCO	ED/EO/KMS	Salle IX	50
16-20/01	World Heritage Centre / Advisory Bodies Meeting	CLT/WHC/ARB	Salle VI	20
17-18/01	Enseigner le respect pour tous	ED/PSD/PHR	Salles XI, XII	200
18/01	Creative sparks 2	CLT/DDD/MUS	Salle VII	25
19/01	Groupe de travail sur le Fonds de roulement	GBS/SCG	Salle X	200
20/01	Réunion conjointe annuelle des pays donateurs du programme CapEFA	ED/EO/PMC	Salle V	20
24/01	Meeting - HIV and AIDS	ED/PSD/HIV	Salle VI	30
24/01	Forum UNESCO du Futur sur le printemps arabe	BSP/FOR	Salle IV	200
31/01	Nouvelles perspectives internationales en faveur de l'enseignement de l'Holocauste	ED/PSD/PHR	Salle IV	150
31/01	Une Académie de l'Ethique...quelle [Im] Pertinence !	SHS/EST/ST	Salle XII	90
Total participation				1 030

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

9.1.2. External rentals

Date	Title	Organizer	Place	Public
11/01	Conférence de Jean Vanier Fondateur de l'Arche sur le thème "Soif de Paix"	Office chrétien des personnes handicapées	Salle I	1300
12/01	Colloque sur le dialogue interculturel entre Chine et Europe "Entre Ciel et Terre"	Centre Catholique International de Coopération avec l'UNESCO	Salle XI	250
16-18/01	The Omani Cultural Days	Délégation Permanente du Sultanat d'Oman	Salle IV	250
18/01	Conférence Internationale sur la ville de Nadjaf	Académie Géopolitique de Paris	Salle IX	90
19-20/01	Colloque sur les ECO-campus, l'adaptation des formations au développement durable et la responsabilité sociétale des établissements d'enseignement supérieur	Conférence des Présidents d'Université	Salle II	300
19/01	Cycle IHEPS 2011/2012	Institut des hautes études de protection sociale	Salle XIII	45
20/01	Projet SACCESS	Institut de recherche pour le développement	Salle VIII	40
26/01	Colloque publique du Mouvement International ATD Quart Monde	ATD Quart Monde	Salles II, VI, VII, VIII	500

26-28/01	Atelier de renforcement des capacités pour des jeunes professionnels de la musique	Conseil International de la Musique	Salle V	20
27/01	Remise de diplômes des Lauréats de l'ISG	Institut supérieur de gestion	Salle I	1 200
26/01	XXVIe Congrès Union Latine	Union Latine	Salle IX	80
30-31/01	Colloque : "Mathématiques pour tous"	Commission nationale française	Salle II	460
30/01	Conférence de presse pour le lancement de la 5e édition du FEMUA (Festival des Musiques Urbaines d'Anoumabo)	MAGICSYSTEM	Salle IX	95
31/01	Third Coordinator's Meeting	Forum Mondial de l'Eau	Salle V	30
Total participation				4 660

9.1.3. Information Meetings of the Director-General with the Sectors/Bureaux

Date	Title	Organizer	Place	Public
11/01	DG's meeting with CLT	DG/SEC	Salle XIII	N/A
11/01	DG's meeting with HRM	DG/SEC	Salle XI	N/A
12/01	DG's meeting with SHS	DG/SEC	Salle XIII	N/A
12/01	DG's meeting with ERI	DG/SEC	Salle XII	N/A
13/01	DG's meeting with CI	DG/SEC	Salle XIII	N/A
13/01	DG's meeting with MSS	DG/SEC	Salle XII	N/A
17/01	DG's meeting with ED	DG/SEC	Salle XII	N/A
18/01	DG's meeting with BFM	DG/SEC	Salle XII	N/A
Total participation				N/A

9.1.4. Information Meetings for Member States

Date	Title	Organizer	Place	Public
25/01	Séminaire d'orientation pour les nouveaux Délégués permanents	ERI/MO/DIR	Salle VII	20
26/01	Réunion d'information avec les Délégués permanents	ERI/MO/DIR	Salle XI	200
Total participation				220

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

- The January electronic calendar was sent to 3 555 subscribers
 - 14 new subscribers
- The Paper version of the monthly calendar is printed out in 2 500 copies (1 500 in French and 1 000 in English)
- 15 events have been organized, co-organized and/or promoted in January by DPI/SPE (Special Events Section)

9.2.1. Exhibitions

Date	Title	Organizer	Place	Public*
Until 5/01/2012	Tree of the Year 2011	UNESCO Sector for External Relations and Public Information	Railings around UNESCO Headquarters	N/A
12-13/01/2012	Between Heaven and Earth – Provençal romance or the utopia of Shangri-La By Li Zili	International Catholic Centre for Cooperation with UNESCO (CCIC)	Salle des Pas Perdus	N/A

9.2.2. Shows and Screenings

Date	Title	Organizer	Place	Public*
6/01/2012	Princeton University Glee Club Choral performance	Permanent Delegation of the United States of America	Salle des Pas Perdus	N/A
12/01/2012	Film preview: African cats Produced by Disneynature	UNESCO Sector for External Relations and Public Information	Room I	700 (targeted audience)
14/01/2012	The Colours of Music National concert of the Association française de pédagogie Suzuki	Permanent Delegation of the Federal Republic of Nigeria to UNESCO	Room I	1 200
21/01/2012	Celebration of the Têt, Vietnamese New Year	Permanent Delegation of the Socialist Republic of Viet Nam to UNESCO	Room I and 7 th floor	900 (room I)

9.2.3. Special Events

Date	Title	Organizer	Place	Public*
16- 20/01/2012	Omani cultural days	Permanent Delegation of the Sultanate of Oman to UNESCO		
	Seminar "An overview of Omani culture and literature: a path to dialogue and peace"		Room IV	Cf. 9.1 above
	Exhibition		Miró rooms	N/A
24-27/01/2012	1 st anniversary of the Egyptian revolution	Permanent Delegation of the Arab Republic of Egypt to UNESCO		
24/01/2012	UNESCO's Future Forum: "The Arab Spring – one year later – Egyptian perspectives"	Permanent Delegation of the Arab Republic of Egypt to UNESCO and UNESCO's Bureau of Strategic Planning	Room IV	Cf. 9.1 above
24/01/2012	Concert: Message of peace	Permanent Delegation of the Arab Republic of Egypt to UNESCO	Room I	900
24- 27/01/2012	Exhibition: 18 days of action	Permanent Delegation of the Arab Republic of Egypt to UNESCO	Miró rooms	N/A
30/01/2012	Opening ceremony of the 40 th anniversary of the World Heritage Convention with a concert by Herbie Hancock	World Heritage Centre	Room I + Room IV for	1 350 (+ 50 in room IV)
31/01- 3/02/2012	International Day for the Commemoration in Memory of the Victims of the Holocaust (27 January)	Education Sector		
31/01/2012	Symposium: International dimensions of Holocaust education		Room IV	
31/01/2012	Ceremony		Room I	650
31/01- 3/02/2012	Exhibition: France's Righteous		Salle des Pas Perdus	

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

- Rooms' maximum capacity: Room I: 1 350 seats

9.3. UNESCO Visits

The Visitors' Service organized a total of 58 visits for **791** visitors in January 2012.

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	279
Number of requests received	115
Accepted requests	78%
Declined requests	22%

2. Languages		
Visits in English	29	50%
Visits in French	29	50%
Other	0	0%

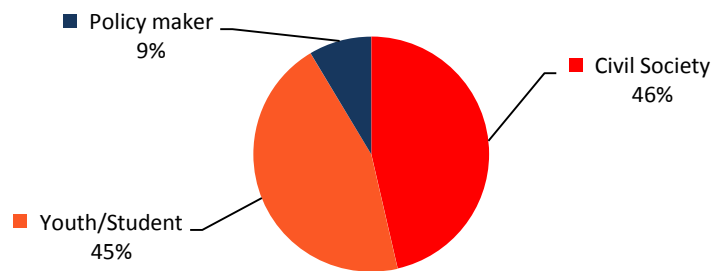
3. Type of visits		
Individual Visits	2	3%
Group Visits	31	53%
Spontaneous Visits	25	43%
Thematic Conferences	0	0%

4. Origin		
Africa	0	0%
Arab States	46	6%
Europe and North America *	702	89%
Latin America and the Caribbean	4	1%
Asia and Pacific	39	5%

* Including local demands (74%)

5. Profile of visitors

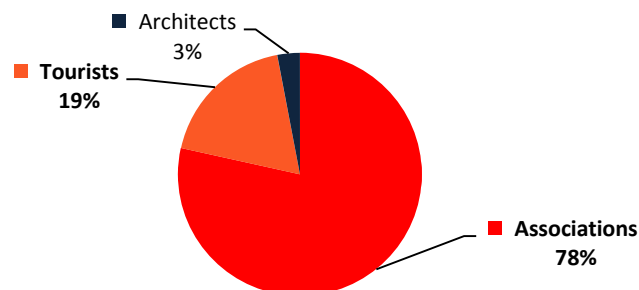
Civil society and Youth/Students represented almost equally 91% of the visitors



Breakdown of 791 UNESCO visitors in January 2012

Source: UNESCO

Over 3/4 civil society visitors came through Associations, 1/5 were Tourists



Breakdown of 367 civil society visitors in January 2012

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.

Three events which have been granted UNESCO's patronage took place in January 2012:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
19/01/2012	France	Colloque international « Eco-campus, formations et responsabilité sociétale. Quelles stratégies de transition des établissements d'enseignement supérieur européens ? »	Policy-makers & educators	ED
22/01/2012	Tunisia	Arab Free Press Forum	Journalists & the media	CI
27/02/2012	Serbia	Exposition "Holocauste en Serbie pendant la Seconde Guerre mondiale » au Musée d'Histoire yougoslave de Belgrade	Civil society	ED
30/01/2012	France	Colloque « Mathématiques pour tous » organisé par la Fondation Cartier pour l'art contemporain	Scientists/researchers, educators & students	SC

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 January 2012, **46 new logos** have been elaborated for internal and external audiences: 26% for Network Members 24% UNESCO Partners, 20% Anniversaries, 13% for the Secretariat, 13% for Intergovernmental Programme Members, 4% for Personalities.

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/sekaisan/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**

Regular/Special long programmes aired on Satellite channel only

<i>Date</i>	<i>Subject</i>	<i>Title</i>	<i>Format</i>	<i>Audience Share</i>
3/01	<i>Search and Go! Treasured World Heritage</i>	"New Year Special"	1h 28 min	5.6%
7/01	World Heritage Traveller: Journey Across Time	Special Travel "Cycling in Holland"	1h 29 min	0.8%
13/01	World Heritage Traveller: Journey Across Time	"Medicine"	56 min	0.3%
20/01	World Heritage Traveller: Journey Across Time	"Wine"(re-run)	56 min	0.9%
27/01	World Heritage Traveller: Journey Across Time	"People of the Sea"(re-run)	56 min	0.5%
28/01	<i>Search and Go! Treasured World Heritage</i>	"Paradise"	1h 13 min	8.2%

Average audience share per household in the Kanto region of Japan for: the "World Heritage Traveller: Journey Across Time": **0.62 percent = 110 304 households**; "Search and Go! Treasured World Heritage": **6.9percent = 1 227 579 households**

The total number of audience accessed to the special/regular programs in January in the Kanto region was estimated: 2 899 933. 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
1/01	Imperial Palaces of the Ming and Qing Dynasties in Beijing and Shenyang	30 min	4.0%
8/01	Civilisation Cruise 1, Aegean Sea	30 min	5.8%
15/01	Civilisation Cruise 2, Yangtze River	30 min	6.0%
22/01	Royal Domain of Drottningholm	30 min	5.8%
29/01	Buddhist Monuments in the Horyu-ji Area	30 min	4.9%

Average audience share in January: **5.3 percent** (for the first broadcast)

Estimate number of viewers in Japan: 4 830 000 (for the first broadcast)

The total number of audience accessed to the program in January was estimated at 24 180 000

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 (<http://xinhua.org>) in Chinese, English, Spanish, French, Russian, Arabic and 20 newspapers and dozen magazines in Chinese**

Website Page views: **100 000 000 per day** (100 000 000 hits)

Network: partnership with more than 100 foreign news

Links to titles by language & site on the web	Nb of reports
All English reports	22
All Spanish reports	5
All French reports	10
All Russian reports	2
All Arabic reports	2
In January , a total of 41 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**

Website Page views: 44 590

Network: partnership with more than 100 foreign news media

Date	Title	Language/ Link	Page Views
01/01	Israeli tourist detained in Chile on conviction of arson	Russian	661
02/01	Fire destroyed over 12,000 ha of forest and pampas in Chilean reserve	Russian	314
02/01	Medvedev congratulated Grigorovich on his 85th birthday	Russian	94
04/01	Chilean President announced burning reserve partially opened	Russian	179
07/01	Tadic visited Orthodox church in Kosovo appealing to residents for peace	Russian	261
10/01	Ten new bird breeds found in Commander reserve	Russian	606

11/01	Four Russian UNESCO list objects invite ecologists' s trouble.	Russian	300
12/01	St. Pete to support Conservatory's projects with financing and information	Russian	86
12/01	Researches on Ukok plateau violate laws	Russian	72
13/01	US authorities banned uranium mines development in Grand Canyon	Russian	88
13/01	Warmth in Arctic and revival of turtles	Russian	161
13/01	UNESCO CEO condemned French journalist's death in Syria	Russian	37
16/01	Ecologists started collecting signatures to oppose building on Ukok plateau	Russian	157
16/01	The Beatles: heroes of their time and legend of all times	Russian	1 254
16/01	All you need is Beatles!	Russian	598
16/01	Falk performance of Yesterday on world Beatles day	Russian	456
18/01	Tamara Gverdsiteli: I was born with different vocal cords	Russian	2 229
18/01	WWF invested 1.3 M Rubles in Altai small business to fight poaches	Russian	65
18/01	Kronotsky reserve website offers peeping into bear den	Russian	282
19/01	Number of tourists in Kenozersky National Park increased by 5% in 2011	Russian	74
19/01	UNESCO excluded Vienna balls from Austrian national heritage	Russian	393
23/01	Vienna ball as symbol of fighting with neo-Nazi	Russian	329
23/01	PACE to discuss Russian elections	Russian	130
24/01	UNESCO appeal for limiting marine traffic via Venice centre	Russian	186
24/01	Georgia to initiate Abkhazian culture monuments issue at PACE	Russian	136
27/01	Olomouc – little Prague in Czech Rome	Russian	58
29/01	Kamennostrovsky theatre in St. Pete postponed	Russian	166
30/01	Expert: laying of "Altai" gas pipeline not to lead to loss of monuments	Russian	315
31/01	"Altai" gas pipeline may cause rivers shallowing	Russian	94
Total reports on UNESCO in Russian:		Total page views: 9781	

13/01	Syrie: l'UNESCO condamne l'assassinat d'un journaliste français	French	74
23/01	Les bals de Vienne monopolisés par les néonazis	French	1 431
24/01	L'Unesco appelle à protéger Venise contre les bateaux de croisière	French	82
Total reports on UNESCO in French:		Total page views: 1587	

21/01	俄东正教大牧首：巴勒斯坦能协助中东建立宗教间和平	Chinese	36
Total reports on UNESCO in Chinese:		Total page views: 36	

26/01	حملة على سورية بداخل اليونسكو	Arabic	10
Total reports on UNESCO in Arabic:		Total page views: 10	

21/01	Wiener Ball kein Kulturerbe Österreichs mehr	German	437
Total reports on UNESCO in German:		Total page views: 437	
TOTAL REPORTS:		TOTAL page views in January: 11851	

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 January 2012:

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	3	0.5%	166 666 / film 500 000 / total
Monday 12.45 pm	3	0.3%	23 333 / film 70 000 / total
Tuesday 9.45 pm	3	1.3%	423 333 / film 1 270 000 / total
Extra	2	1.4%	335 000 / film 670 000 / total
Total	11 films	-	2 510 000 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	4	1.7%	82 550 / film 330 000 / total
Total	4 films	-	330 000 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	3	2.6%	40 000 / film 120 000 / total
Saturday 1.50 pm	-	-	-
Extra Films different times	6	3.7%	215 000 / film 1 290 000 / total
Total	9 films	-	1 410 000 estimated viewers