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Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2013/PIPMR/30

Monthly Report on the Use of UNESCO Public Information Products

May 2013

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Executive Summary

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

Media and Major Events

May was a big news month for UNESCO, with a number of major events receiving widespread media coverage. These started with World Press Freedom Day, which saw a big surge in press coverage around the world this year; the Hangzhou congress of culture ministers, which also received excellent coverage – especially in China, but also in Latin America; the MINEPS V conference in Berlin which was exhaustively covered by the German media, and the announcement of the latest additions to the World Biosphere reserve Network.

The decision by Israel to block the UNESCO expert mission to the Old City of Jerusalem generated headlines in leading media internationally; coverage was especially dense in North America and the Arab States. The other story in which UNESCO was referenced came out of Nigeria, where police discovered two “baby factories”. UNESCO was referenced in the scores of stories published on this, as having ranked human trafficking as the third most frequent crime in Nigeria after corruption and drug trafficking.

May also saw a big increase in articles announcing the June World Heritage Committee meeting in Cambodia. The two top stories were the nomination of Mt Fuji, and the critical evaluation report over the state of conservation of the Great Barrier Reef in Australia. The Great Barrier Reef story generated massive coverage, both in Australia and worldwide.

The following events are highlighted in the Major Events pages:

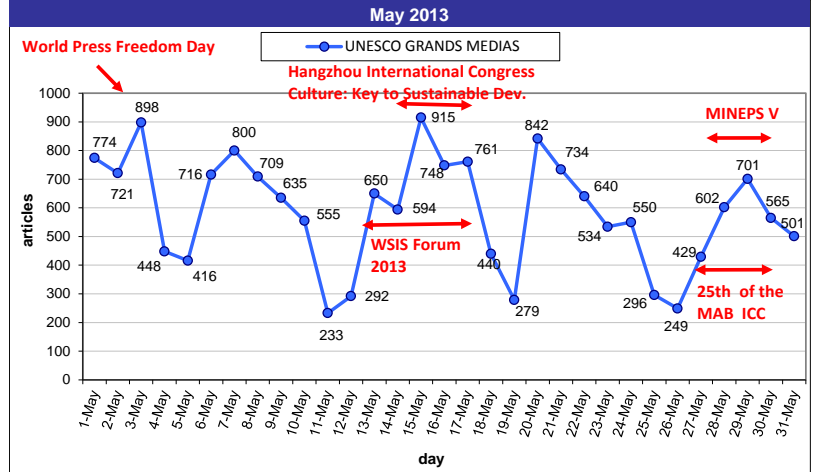
- **World Press Freedom Day – UNESCO/Guillermo Cano World Press Freedom Prize (3 May)**
- **World Summit on the Information Society (WSIS) Forum 2013 (13-17 May)**
- **Hangzhou International Congress – Culture: Key to Sustainable Development (15-17 May)**
- **International Coordinating Council of the Man and the Biosphere (MAB) Programme (27-30 May)**
- **MINEPS V – 2013 (28-30 May)**

UNESCO Website and Social Media Channels

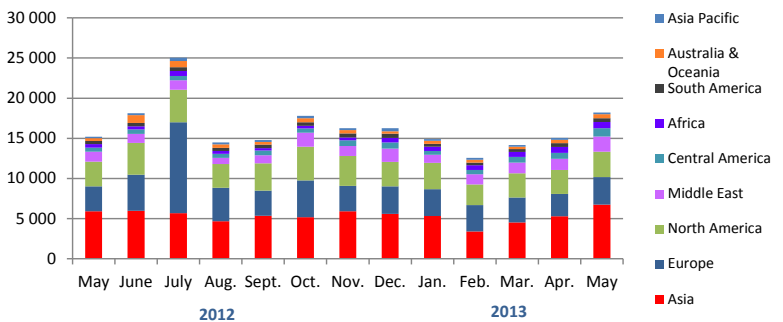
Despite the many major events taking place during the month, figures show a slight drop in page views and visits after 4 months of steady growth. The web traffic is however this month 30% higher than in May last year. What is also noteworthy is that the trend of views of the whole unesco.org site has constantly been growing since the adoption of a more accurate SEO (Search Engine Optimization) strategy, while the home page dropped by 20% from last month, and by 13% from same month last year.

Unescommunity paid the price of the May holidays with a drop in visits by almost 50%.

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



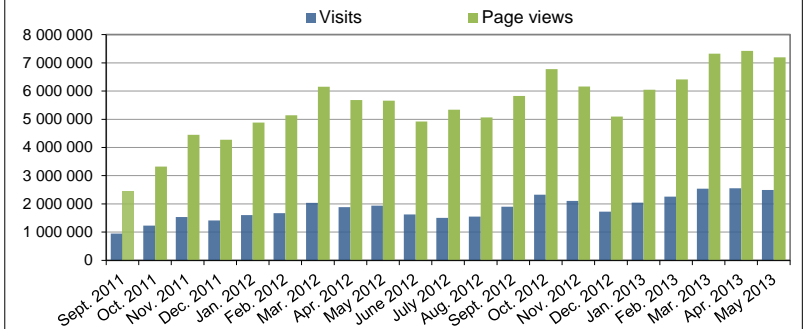
Global media coverage increased by 23% from April 2013 - Central America (+42%), Middle East (+34%), Asia (+28%), Europe (+23%)



Breakdown by region of media coverage in national and intl. media where UNESCO is mentioned in title or first para. in May 2013 (last 12 months)

Source : Meltwater News

Web traffic figures dropped slightly, but show for the third month in a row more than 7.1 million page views and 2.4 million visits



Website traffic : September 2011 to May 2013 (since measurement with Google Analytics)

Source : Google Analytics

May was a strong month for social media, with growth most remarkable in English & French language Twitter (+14% and +15% respectively), and Arabic & Spanish Facebook (+10% and +13%). Upbeat, dynamic messaging drove significant audience engagement to mobilize around our causes. An analysis of the language of top tweets reveals that advocacy messaging performs best. In terms of content, freedom of expression, culture for development, and cultural diversity were usual crowd-pleasers, while a new underwater heritage exhibition and biosphere reserve inscriptions proved unexpectedly popular.

A new umbrella page, www.unesco.org/social, was released as a repertory of UNESCO's leading social media platforms, in all 6 UNESCO languages. It is still being updated. Behind the scenes, there was also close coordination with field offices to help broaden the appeal and reach of their social media initiatives. A particularly successful example is a photo competition for Arts Education Week, led by the Bangkok office, which received 758 likes and many submissions from around the world.

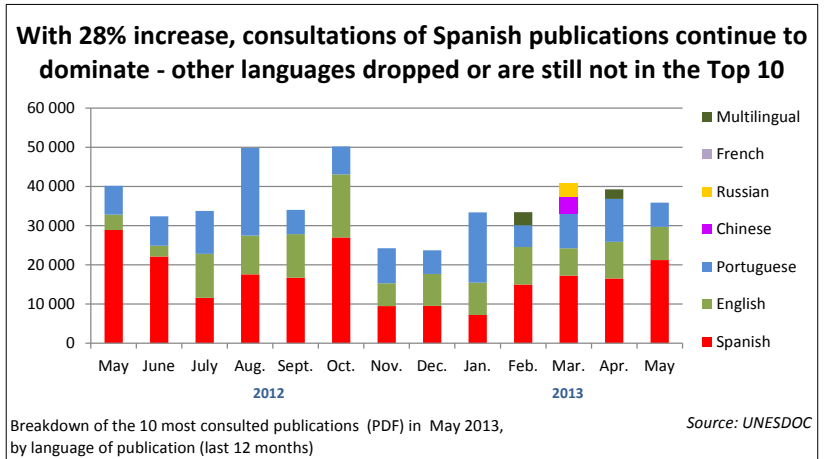
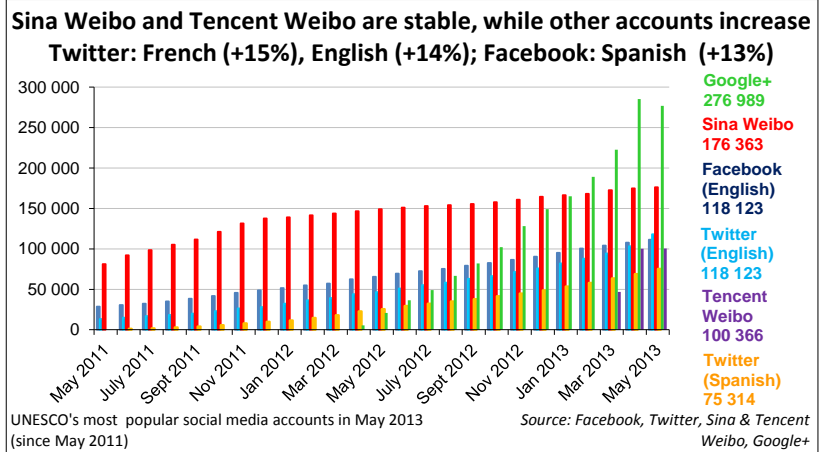
UNESCO Publications

Online viewing of UNESCO top ten publications has dropped compared to April this year (-8%) and May of 2012 (-10%). In spite of this, viewing of Spanish publications in the top ten has risen by 28%. The *EFA Global Monitoring Report* and the *World Water Development Report 4* continue to feature in the top 10 as does the *Annual Report 2012*. A special mention should go to the top place which is the SHS publication *Philosophy: a School of Freedom*. This month there are no figures for UNESCO Publications on Google Books due to a technical problem with their site. Bookshop sales were again heavily dominated by titles largely from the Culture Sector, and water and ocean titles. The heavily promoted title *Journeys to School* in French sold well on-line as did *Memory of the World* in English.

UNESCO Visits

Thanks to the continuous support of volunteers to assist the Visitor's Service, since the beginning of the year more than 1,100 visitors could be received each month.

In addition, the European Night of Museums at UNESCO (19 May) could satisfy the curiosity of some 1,400 other visitors, willing to discover our Organization, its architecture and its art collections. This year, the specific night opening was supported by the Korean Delegation, and handled with the Arts Section and a group of volunteer staff.



Major events:

I. World Press Freedom Day – UNESCO/Guillermo Cano World Press Freedom Prize (3 May 2013)

The main celebration of 20th anniversary of World Press Freedom Day (WPDF) took place in San Jose, Costa Rica (2-4 May). The event was co-organized by UNESCO, the Government of Costa Rica, and University for Peace and included an international conference entitled “Safe to Speak: Securing Freedom of Expression in All Media” as well as the Award Ceremony for the UNESCO/Guillermo Cano World Press Freedom Prize. The WPDF brought together around 350 participants from 86 nationalities. As a result of the discussions of the 19 plenaries, parallel sessions, practical workshops, the participants, including media professionals and non-governmental civil rights organizations, adopted the San Jose Declaration on 4 May 2013.

The UNESCO/Guillermo Cano World Press Freedom Prize ceremony took place on 3 May in the main conference venue. UNESCO Director-General, Irina Bokova presented the award to a representative of the imprisoned journalist Ms Reeyot Alemu from Ethiopia. The media coverage, nationally and internationally (both print and electronic media) during the events gave to UNESCO a high visibility, which was further enhanced by the Director-General’s official visit to Costa Rica. Globally, more than 110 events took place around the world.



Participants: 350 participants in the main event in San Jose, Costa Rica (86 nationalities covering every region in the world). 93 speakers in five plenaries, 10 parallel sessions, and 4 workshops.

Public: The conference was opened to all and included media practitioners, academia, NGOs, IGOs, UN Agencies, and Member States. VIP included the President of Costa Rica, Ms Laura Chinchilla, UN Resident Coordinator Ms Yoriko Yasukawa, Mr Francisco Aguilar-Urbina, Mr Javier Hernandez, Mr Ricardo Uceda, Mr Michael Hammer (Assistant Secretary of State For Public Affairs, USA), Ms Ana Pineda, Ministry of Justice and Human Rights (Honduras), Mr Joaquim Barbosa, Chief Justice of Brazilian Supreme Court, and Ms Ana Maria Busquets de Cano of the Cano Foundation.

Communication materials and activities:

- [Media advisory](#) (24/04/2013)
- [Video message from the Director-General for WPDF](#)
- [Joint message from UN Secretary-General and UNESCO Director-General for WPDF](#)
- [Dedicated webpage](#)
- [Celebrations map](#)
- [Photo gallery](#)
- [San Jose Declaration](#)
- [20 Voices on Press Freedom](#)
- [More Video Material](#)
- [Beyond Statistics: Special Articles](#)
- [On-line registration for WPDF Conference](#)
- [Background materials \(Papers, Logo and Banners\)](#)
- [Infographic](#)
- [Collection of publications related to WPDF](#)
- [Press Coverage](#)

Webcast/Live streaming connections: Live web streaming was available in Spanish and English.

Simultaneous connections: On 02/05: English (393)/Spanish (171); 03/05: English (365)/Spanish (1,972); 04/05: English (48)/Spanish (594).

Website statistics: CI Sector together with Field Office colleagues produced original contents for WPDF 2013, which included a “20 Countdown to WPDF videos, and a “Call to Action” video campaign. In partnering with the media, CI also presented the “Beyond Statistics” articles on killed journalists, and a commemorative book “Pressing for Freedom: 20 Years of World Press Freedom Day”, in conjunction with the 20th anniversary of the day.

On WPF Day webpage: 23,819 visits / 38,247 page views. Media advisory: 175 visits / 330 page views. 20 Countdown to WPDF videos: 4,748 views. Call to Action “Why should we care about press freedom?” videos: 2,088 views.

Press coverage: World Press Freedom Day 2013 prompted excellent coverage, with some 4,881 stories monitored in media worldwide over May 2, 3 and 4. News sites based in the United States published most stories (2,482) followed by Latin America and the Caribbean (1,320), Europe (1,008) and African media outlets (775). Many of the articles focused on local celebrations for the day. Others were devoted to the theme of safety for journalists. As would be expected, most of the coverage in Central and Latin America included reporting on the international conference in Costa Rica.

Social media: DPI/WEB worked closely with CI/FOE to develop a [new infographic](#) and a series of call to action videos; to push promotions in Spanish, and make as much content available in all 6 UNESCO languages; and to ensure that all of our closest partners shared this material through their own channels. Special effort was made on messaging. A social media campaign “[FREELY](#)” was launched to help broaden the appeal. Through this engagement activity, UNESCO is positioning its own social channels on the forefront of advocacy for freedom of expression in new media. Users were invited to send in their photos with a personalized message, such as “#SafeToTweet” (a riff on the official theme “Safe to Speak”); some photos were then integrated directly into the background of all our social media channels. The strategy paid off: As in 2012, the Day was a global trending topic on Twitter, fuelled by strong interest in Latin America. Most tweets garnered at least 50 RT; the top tweet had 402 RT. At least 50 submissions were received in the first 2 days. Immediately after its launch, this campaign generated spontaneous interest from social media channels at lead UN agencies. This approach has strong potential, and helps the general public better understand UNESCO’s work.

II. World Summit on the Information Society (WSIS) Forum 2013 (13-17 May 2013)

The World Summit on the Information Society Forum 2013, co-organized by ITU, UNESCO, UNDP and UNCTAD in Geneva, from 13-17 May 2013, brought together some 1,300 on-site participants from 140 countries representing Governments, civil society and the private sector. Mr Kārklīš, Assistant Director-General for Communication and Information, opened the Forum together with ITU's Secretary-General, Dr. Touré, and other high-ranking officials.

On this occasion, Jānis Kārklīš announced UNESCO's new Open Access policy for its publications, and thus becoming the first Agency of the United Nations to adopt such a policy.

Highlights include: **33 ministers, Kofi Annan and WSIS stakeholders build on the results of the UNESCO hosted WSIS+10 Review Event**

A closed meeting with 33 ministers and the plenary WSIS+10 Visioning session with Kofi Annan at the WSIS Forum 2013 were a prominent opportunity for ADG/CI to promote the results of the [WSIS+10 Review](#) Event, hosted by UNESCO in Paris, in February 2013. Building on its outcomes, ADG/CI discussed future developments, including the link between the WSIS+10 and the Post-2015 development agenda process and stressed the importance of keeping it as a truly inclusive, multistakeholder process. Kofi Annan, former Secretary-General of UN, stressed at this session the importance of including young people in this review process.



At the Ministerial Roundtable, titled WSIS+10 Visioning Challenge, ADG/CI addressed 33 ministers, who discussed WSIS achievements, remaining challenges, the link to the Post Millennium Development Goals Process and the Post-2015 future.

The United Nations Group on the Information Society (UNGIS), chaired by UNESCO, adopted the joint statement on the Post-2015 Development Agenda process



UNGIS' substantive session adopted the Joint Statement on the Post-2015 Development Agenda developed by the chair UNESCO, and the vice-chairs - ITU, UNDP, UNCTAD and UNDESA, in consultation with all 30 UNGIS members.

In keeping with its mandate to promote policy coherence and programme coordination within the UN system, as well as to provide guidance on issues related to information and communications technologies (ICTs) in support of internationally agreed development goals, the members of UNGIS made a collective contribution to the dialogue on the Post-2015 Development Agenda, in a unified effort to harness inter-agency expertise and a united commitment to a UN community poised to address development challenges in the 21st century.

In addition to these major highlights, UNESCO organized Action Line facilitation meetings covering UNESCO's six Action Line areas (access to information and knowledge, cultural diversity and multilingualism, e-learning and e-science, information ethics and media). In particular, media aspects and Internet universality as a new framework to conceptualize post-2015 strategy were debated by 40 stakeholders at the 8th Action Line C9 meeting.



Participants: Some 1,300 participants from 140 countries.

Public: Governments, civil society and the private sector.

Communication materials and activities:

- Press release ([14/05](#)) in 6 languages
- Web releases: [14/05](#); [15/05](#) (1); [15/05](#) (2) in English/French
- [UNESCO and WSIS webpage](#)
- Poster
- Photos

Website statistics: On UNESCO and WSIS webpage: 8 visits / 22 page views. Press release: 5,762 visits / 8,143 page views.

Press coverage: There was no particular media effort made for this event.

Social media: No social media, as this event was understood to be essentially for policymakers. There was no interactive component to this Forum that would have made it appropriate for social media audiences.

III. Hangzhou International Congress – Culture: Key to Sustainable Development (15-17 May 2013)

The UNESCO International Congress on “Culture: Key to Sustainable Development” was held from 15 to 17 May 2013 in Hangzhou, China. This was the first International Congress specifically focusing on the linkages between culture and sustainable development organized by UNESCO since the Stockholm Conference in 1998. As such, the Congress provided the very first global forum to discuss the role of culture in sustainable development in view of the post-2015 development framework, with participation of the global community and the major international stakeholders. Many personalities took part in the event, including UNESCO Director-General and Mrs Liu Yandong, Vice-Premier of China who jointly opened the Congress. The latter expressed China’s strong support for UNESCO and culture. Personalities and ministers from various countries all gave passionate and concrete accounts of how culture contributes to human development, strengthens social cohesion and helps improve living conditions of their constituencies and fellow citizens. It fairly and justly gave the impression that culture as essential part of human development has now been given an unquestionable recognition. The Congress brought together nearly 500 participants from some 82 countries calling upon the international community to integrate culture in the international development agenda.



The event closed with the adoption of the Hangzhou Declaration, a major statement on the role of culture as “a fundamental enabler of sustainability, being a source of meaning and energy, a wellspring of creativity and innovation, and a resource to address challenges and find appropriate solutions.” The international community, made up of the UN sister agencies, development institutions, academia, private sector and civil society united in call to seize this unique opportunity to place culture at the heart of future policies for sustainable development.

Participants: Some 500 participants

Public: UN agencies, international experts, academia, private sector and civil society representatives, UNESCO staff

Communication materials and activities:

- [Media advisory](#) (06/05/2013)
- Press release (17/05/2013)
- 5 web releases
- [Dedicated web page](#) (English/French/Chinese)
- Video message by UNESCO Director-General
- Video message by Mr M. D. Higgins, President of Ireland
- Video message by the Mayor of Medellin, Columbia
- [Hangzhou Declaration](#)

Website statistics: On dedicated webpage: 2,995 visits / 7,325 page views. Media advisory: 201 visits / 510 page views

Press coverage: A media advisory announcing this event was distributed to media around the world in several languages. The outcome document, the Hangzhou Declaration, was also the subject of a press release distributed worldwide. A DPI colleague was sent to Hangzhou to work on media relations and, especially, promotion of the event via social media. An in-depth interview of Francesco Bandarin on the conference subject was organized with the Xinhua news agency. Press coverage was exhaustive in China, with daily reporting from Xinhua feeding all national, regional and local media. Reporting on the event beyond China was extremely limited.

Social media: The idea of culture for sustainable development is particularly dense. To promote the Congress, two web editorials were prepared and made available in 6 UNESCO languages, to unpack the different components of this difficult concept, using concrete evidence of how cultural industries, tourism, urban planning significantly impact sustainable development. [One article](#) presents the conference, [the other](#) is devoted to the release of the Hangzhou Declaration, proclaimed on the last day of the Congress and which was published in the newspaper, China Daily.

All social media messaging was derived from this web content, and drove traffic back to these articles. Overall the messaging performed very well on all platforms; Hangzhou-related posts figure prominently in the month’s top 10 Twitter and Facebook posts. Examples of culture for development t generated enthusiastic feedback from our audience; it suggests that future communications collateral should provide more of such examples. Looking ahead, social media will attempt to further develop this angle in the lead-up to 2015.

IV. 25th Session of the International Coordinating Council of the Man and the Biosphere Programme (27-30 May)

The 25th Session of the International Coordinating Council (ICC) of UNESCO's Man and the Biosphere Programme (MAB), met at UNESCO Headquarters from 27 to 30 May 2013. The opening by the Chair of the MAB Council, Ms Boshra Salem, was followed by opening remarks of the Assistant Director General for the Natural Sciences Sector, Ms Gretchen Kalonji. In addition the Director General warmly welcomed the MAB-ICC delegates and made her opening remarks.

As decided by the Council, 12 new biosphere reserves were approved, one biosphere reserve withdrew from the World Network of Biosphere Reserves (WNBR) and one biosphere reserve extension was approved. The WNBR is now composed of 621 biosphere reserves in 117 countries including 12 transboundary biosphere reserves.

The Council endorsed 55 recommendations formulated by the International Advisory Committee for Biosphere Reserves. In light of the periodic review process the Council decided to adopt an "exit strategy".

Furthermore the Council was informed that the Advisory Committee recommended Dr Marisa Coetzee and Dr Harry Biggs (South Africa), for the 2013 Michel Batisse Award for their case study on the Kruger to Canyons Biosphere Reserve. The Council endorsed six winners of the 2013 MAB Young Scientist Award.

With regard to date and venue of the twenty-sixth MAB-ICC the Council unanimously endorsed the proposal by Sweden to host the next MAB Council. The proposed dates are 9-12 or 16-19 June 2014.

Finally the Chair and many Delegates paid tribute to Thomas Schaaf and his work in UNESCO-MAB. Thomas Schaaf addressed the Council informing them about his career and possible future activities, thanking everyone for their support and friendship over the last 25 years.

Participants: 113 participants

Public: Members of the ICC as elected by the UNESCO General Conference at its 36th session: Austria, Bahrain, Belarus, Chile, Costa Rica, Côte d'Ivoire, Democratic People's Republic of Korea, Egypt, Estonia, Ethiopia, Ghana, Haiti, Honduras, Iran, Jamaica, Japan, Jordan, Kenya, Lebanon, Lithuania, Luxembourg, Mexico, Nigeria, Norway, Portugal, Republic of Korea, Tanzania, Thailand, Turkey, United Kingdom of Great Britain and Northern Ireland, Ukraine, and Viet Nam. Observers from Member States: Albania, Belgium, Brazil, Cameroon, Canada, China, Colombia, Democratic Republic of the Congo, Djibouti, Ecuador, France, Germany, Greece, Guatemala, Guinea, Hungary, India, Indonesia, Italy, Iraq, Kazakhstan, Madagascar, Malaysia, Mongolia, Namibia, Niger, Poland, Saint-Kitts and Nevis, Slovakia, Spain, South Africa, Sudan, Sweden, The former Yugoslav Republic of Macedonia, The Netherlands, Tunisia, Uganda, and Vanuatu. International/multilateral organizations and institutes: IUCN (International Union for Conservation of Nature), IUBS (International Union of Biological Sciences), SCOPE (Scientific Committee on Problems of Environment), RAMSAR Convention.

Communication materials and activities:

- Press release ([28/05/2013](#) and [30/05/2013](#)) [MAB Council documents](#)
- [Dedicated MAB webpage](#) [Photo gallery of new biosphere reserves](#)
- ["In focus" on new biosphere reserves](#) [Video gallery of new biosphere reserves](#)
- [Online registration](#)

Website statistics: On dedicated webpage: 5,385 visits / 17,911 page views. Press releases: 28/05/2013: 983 visits / 2,342 page views; 30/05/2013: 111 visits / 333 page views.

Press coverage: A media advisory was issued ahead of the nomination of new Biosphere Reserves, followed by a press release announcing the 12 that had been selected. Press coverage of the new reserves was strong in the countries where the new sites were located. Spanish media gave the most exhaustive coverage, with 275 stories published in national and local media outlets. India followed with 69 articles in leading national outlets including the Times of India and all of its regional editions. The stories were all generally positive, and presented the new nominations as a significant national achievement and source of pride.

Indian media also gave significant – and very positive – coverage to the young Indian scientist who won one of MAB's Young Scientist Awards.

Social media: Performance this year was considerably stronger than last year, namely on Facebook, where the photo gallery of the new sites received a surprising 523 likes. Social media messaging heavily emphasized the human connection to these biospheres that was missing in the pictures of the new biosphere. (If possible, next year's inscriptions should try to provide pictures that portray the sites from a human interest angle, rather than natural scenery only.)

V. MINEPS V – 2013 (28-30 May 2013)

Over 600 participants, including 51 Ministers, 22 Vice-Ministers and senior government officials from 121 UNESCO Member States, as well as representatives from major sporting bodies, gathered in Berlin (Germany) from 28 to 30 May at the 5th International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS V). Their task was to review the most pressing challenges in international sport policies and to make action-oriented recommendations. Also, the Adoption of the Declaration of Berlin before the closure of the Conference can be considered as the highlight of the encounter. The three key themes were: (i) Access to Sport as a Fundamental Right for All; (ii) Promoting Investment in Sport and Physical Education Programmes; (iii) Preserving the Integrity of Sport.



Communications preparations included: A media advisory distributed by the press service in all working languages; an e-press kit, with extensive background material and interviews with experts, along with details of the conference organization. This was also heavily pushed to media; An op-ed signed by the DG on the issues to be dealt with at MINEPS was placed in The Huffington Post (USA), The Canberra Times (Australia), The Shanghai Daily (China), Elaph (Arabic, UK) and El Universal (Mexico). A synthesis of the op-ed was published in Le Soleil de Dakar (Senegal), O Globo (Brazil).

At the conference, press conferences were held after the opening and following the adoption of the Declaration. About 50 journalists attended the first of these, which was held with the DG, the German Interior Minister, Mr Hans-Peter Friedrich and the President of the International Paralympic Committee (IPC), Sir Philip Craven. About 20 media attended the second event, for which the ADG/SHS represented UNESCO, along with the President of the General Conference, the German Interior Minister and a representative from Transparency International. A press briefing for the foreign press corps with the ADG/SHS was attended by about a dozen journalists from Latin America and the Arab region.

20 filmed interviews were conducted with participants. These are being edited and produced for UNESCO's web site. This work was done with an on-site camera crew, sponsored by the West Nally company with which UNESCO sometimes works.

Participants: More than 600 participants.

Public: Ministers and Senior government officials from 121 UNESCO Member States, representatives from UNESCO's Permanent Delegations, Diplomatic Missions in Berlin (mostly Embassies), Major sporting bodies, NGOs working in the sports field, journalists.

Communication materials and activities:

- Media advisory ([13/05/2013](#))
- Press releases ([29/05/2013](#) and [30/05/2013](#))
- [UNESCO dedicated webpage](#)
- [Official MINEPS V website](#)
- [Annotated Agenda, Programme](#)
- 20 filmed interviews with participants
- [Op-ed signed by the Director-General](#)
- [E-press kit](#)
- Press briefing
- [Flyer](#)
- [Provisional Rules of procedure](#)

Website statistics: On UNESCO dedicated webpage: 1,556 visits / 3,812 page views. Media advisory: 152 visits / 382 page views. Press releases: 29/05/2013: 22 visits / 95 page views; 30/05: 103 visits / 245 page views.

Press coverage: Over 500 articles devoted to the conference were monitored over the three months to 3 June. Many of them were relayed by other media, significantly increasing potential readership. The lion's share of these stories was published in Germany, but stories also appeared in other European nations, Latin America, the Arab States and China. There were also several articles published that focused on interviews with participants but which did not mention MINEPS or UNESCO. This was notably the case with The Times of India, which published an extensive interview with Chris Eaton, one of the key speakers at the conference.

Social media: 9 tweets, 1 Facebook post, and 1 Google+ post were published to promote the MINEPS conference and our work in sports. Facebook and Google+ focused on the DG's dedicated Huffington Post editorial; Twitter attempted to drive discussions about corruption in sports via the hashtag #mineps. Overall, this content had a lukewarm reaction from our audience, probably because it does not associate UNESCO with sports advocacy. Tweets averaged 20 RT, and the lead Facebook post received only 65 likes.

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

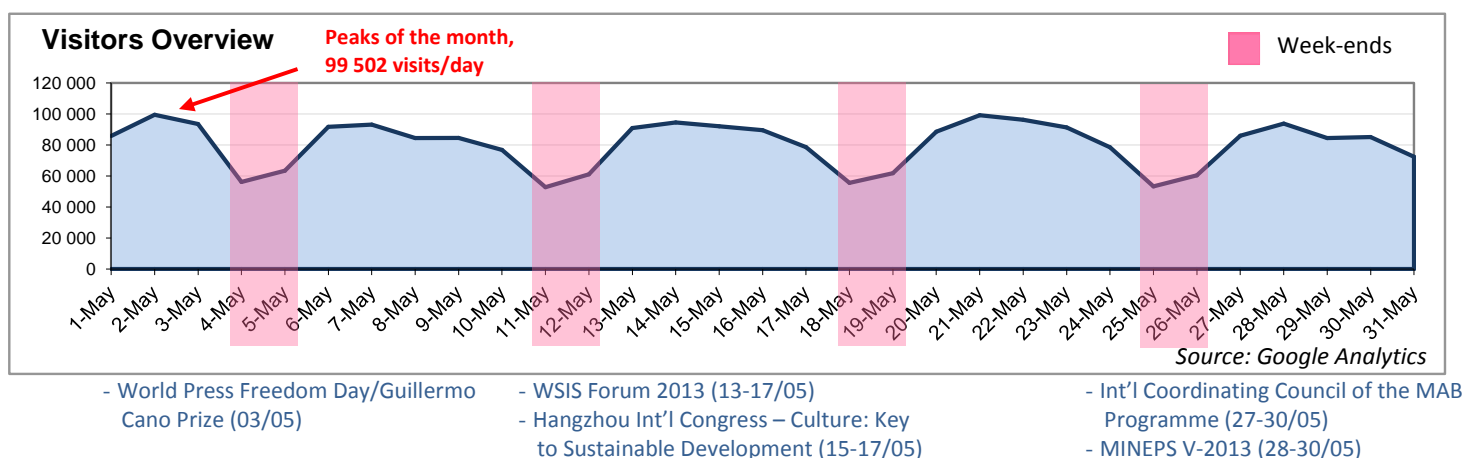
Both a communication and a knowledge management tool, UNESCO's websites, with over 2.7 million pages of content, are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in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

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

Despite the many major events taking place during the month, figures show a slight drop in page views and visits after 4 months of steady growth. The web traffic is however this month 30% higher than in May last year. What is also noteworthy is that the trend of views of the whole unesco.org site has constantly been growing since the adoption of a more accurate SEO (Search Engine Optimization) strategy, while the home page dropped by 20% from last month, and by 13% from same month last year. Unescommunity paid the price of the May holidays with a drop in visits by almost 50%.

1.1. May 2013 Traffic

Daily Web Traffic Patterns



1.2. Monthly visits

	Page views ¹	Variation vs Y-1*	Variation vs M-1	Visits ²	Variation vs Y-1*	Variation vs M-1	Unique Visitors ³	Variation vs Y-1*	Variation vs M-1
May 2012	5 661 874	N/A	-0.31%	1 935 768	N/A	+2.67%	1 480 386	N/A	+3.37%
June 2012	4 919 067	N/A	-13.12%	1 625 556	N/A	-16.03%	1 240 665	N/A	-16.19%
July 2012	5 340 675	N/A	+8.57%	1 504 831	N/A	-7.43%	1 155 703	N/A	-6.85%
August 2012	5 066 334	N/A	-5.14%	1 547 197	N/A	+2.82%	1 202 114	N/A	+4.02%
Sept. 2012	5 828 526	+137.02%	+15.04%	1 897 640	+99.72%	+22.65%	1 467 108	+97.25%	+22.04%
Oct. 2012	6 780 090	+103.96%	+16.33%	2 322 957	+88.69%	+22.41%	1 778 958	+83.57%	+21.26%
Nov. 2012	6 163 787	+38.47%	-9.09%	2 107 594	+37.58%	-9.27%	1 602 332	+34.30%	-9.93%
Dec. 2012	5 096 412	+19.29%	-17.32%	1 725 594	+22.40%	-18.12%	1 327 215	+21.96%	-17.17%
Jan. 2013	6 089 948	+24.81%	+19.49%	2 045 032	+27.76%	+18.51%	1 573 093	+25.88%	+18.53%
Feb. 2013	6 414 208	+24.75%	+5.32%	2 254 773	+34.80%	+10.26%	1 724 914	+36.09%	+9.65%
March 2013	7 327 488	+19.09%	+14.24%	2 537 586	+24.46%	+12.54%	1 914 579	+25.01%	+11.00%
April 2013	7 426 970	+30.77%	+1.36%	2 554 100	+35.47%	+0.65%	1 930 903	+34.83%	+0.85%
May 2013	7 192 348	+27.03%	-3.16%	2 495 688	+28.92%	-2.29%	1 901 816	+28.47%	-1.51%

* Figures can only be compared from Sept. 2012 as new measurement tool was installed in Sept. 2011.

1.3. Visits by Area of Interest in May 2013 (This data only covers tagged subsites)

Areas of interest	Visits ² in May 2013	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	2 495 688	+28.92%	-2.29%
Home & Central Service pages	207 435	-13.68%	-21.15%
Worldwide	26 380	+13.72%	-0.44%
Education Sector	174 530	+50.34%	+0.04%
Natural Sciences Sector	75 066	+36.59%	-10.39%
Social and Human Sciences Sector	57 133	+129.46%	+15.82%
Culture Sector	1 230 983	+32.52%	-0.68%
World Heritage	1 074 674	+23.78%	+0.17%
Intangible Heritage	53 549	+27.09%	+11.83%
Culture Sector (excluding Intangible Heritage)	102 760	+69.45%	-13.42%
Communication and Information Sector	66 153	+0.08%	+1.89%
Field offices (only those tracked)	139 167	+40.63%	+4.76%
UIL*	21 666	+41.60%	+8.47%
IIEP*	152 651	-8.63%	-12.14%
UNEVOC*	38 700	-3.58%	+43.76%

* UIL, IIEP and UNEVOC statistics are tracked separately. ** Based on figures published in the Monthly Reports.

1.4. UNESCO Website Visitors

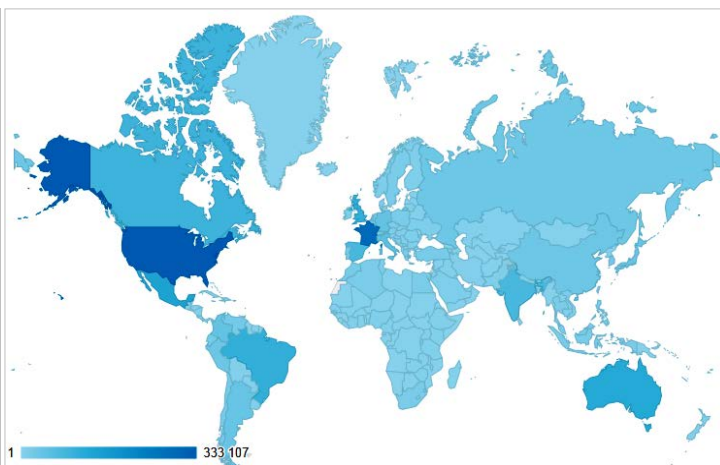
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	333 107	13.35%	-10.13%	2.88	00:03:05
France	284 189	11.39%	-4.05%	3.27	00:04:16
Mexico	141 226	5.66%	+1.48%	2.58	00:03:00
Australia	122 297	4.90%	+8.98%	3.54	00:04:40
United Kingdom	105 216	4.22%	-1.50%	2.85	00:02:35
Brazil	104 911	4.20%	-5.55%	2.18	00:02:32
Canada	92 899	3.72%	-9.81%	3.71	00:03:53
India	79 001	3.17%	+14.03%	2.61	00:02:38
Spain	78 923	3.16%	-8.19%	3.21	00:03:00
Italy	51 397	2.06%	+4.26%	3.33	00:03:07

Top 10 visitors' language

Language	Visits ²	% of Total visits	Variation vs M-1
English	1 228 261	49.22%	-2.30%
Spanish	409 905	16.42%	-3.00%
French	350 891	14.06%	-0.91%
Portuguese	115 178	4.62%	-3.87%
Russian	48 429	1.94%	-1.50%
Chinese	46 943	1.88%	+0.86%
German	42 912	1.72%	-1.51%
Italian	42 790	1.71%	+0.41%
Japanese	34 484	1.38%	+21.59%
Arabic	21 478	0.86%	-26.90%

Geographical origin of visits (source: Google Analytics)



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

	Month	Page views ¹	Variation vs Y-1*	Variation vs M-1	Visits ²	Variation vs Y-1*	Variation vs M-1	Pages/ Visit	Variation vs M-1	Avg Visit duration
2012	May	5 658	+15.12%	+22.92%	1 564	-36.58%	+16.28%	3.28	+14.29%	00:03:39
	June	5 874	+65.60%	+3.82%	2 040	+7.88%	+30.43%	2.87	-12.50%	00:03:50
	July	6 140	+86.85%	+4.53%	2 242	+24.35%	+9.90%	2.93	+2.09%	00:03:26
	August	4 825	+95.58%	-21.42%	1 792	+40.44%	-20.07%	2.71	-7.51%	00:02:47
	September	6 591	+142.23%	+36.60%	2 434	+163.99%	+35.83%	2.86	+5.54%	00:03:21
	October	9 925	+99.98%	+50.58%	2 948	+141.24%	+21.12%	3.08	+7.69%	00:03:56
	November	9 093	-5.78%	-8.38%	2 815	+20.04%	-4.51%	2.89	-6.17%	00:03:28
	December	7 500	+59.27%	-17.52%	2 451	+138.66%	-12.93%	2.90	+0.35%	00:03:33
2013	January	9 846	+101.68%	+31.28%	3 552	+175.56%	+44.92%	2.90	0.00%	00:03:54
	February	10 964	+112.52%	+11.35%	3 714	+144.83%	+4.56%	2.77	-4.48%	00:03:57
	March	10 153	+103.55%	-7.40%	3 671	+182.82%	-1.16%	2.97	+7.22%	00:04:27
	April	11 806	+156.48%	+16.28%	4 417	+228.40%	+20.32%	2.96	-0.34%	00:04:11
	May	10 213	+80.51%	-13.49%	4 126	+163.81%	-6.59%	2.59	-12.50%	00:03:49



1.6. UNESCOCOMMUNITY - <https://en.unesco.org/unescocommunity> and <https://fr.unesco.org/unescocommunity>

	Month	Page views ¹	Variation vs M-1	Visits ²	Variation vs M-1
2012	October	28 175	-	3 169	-
	November	18 948	-32.75%	3 393	+7.07%
	December	15 661	-17.35%	2 769	-18.39%
2013	January	29 536	+88.60%	10 350	+273.78%
	February	68 781	+132.87%	27 656	+167.21%
	March	66 416	-3.44%	28 064	+1.48%
	April	74 831	+12.67%	32 095	+14.36%
	May	39 738	-46.90%	16 323	-49.14%

Traffic indicators explained:

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

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

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

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 Y-1*	Variation vs M-1*
Total	121 961	+38.60%	+12.55%
English (EN)	65 798	+46.03%	+13.22%
Spanish (ES)	27 161	+29.25%	+13.37%
French (FR)	17 059	+43.44%	+20.93%
Arabic (AR)	4 030	+4.27%	-15.23%
Russian (RU)	4 525	+12.62%	-2.35%
Chinese (ZH)	3 388	+57.80%	+21.26%

* Based on figures published in the Monthly Reports.

2.2. Press releases/Media advisories/Web releases in May 2013

1.	03/05	Director-General condemns murder of Somalian journalist Mohamed Ibrahim Rageh
2.	04/05	San José Declaration calls for joint support of UN Plan of Action on the Safety of Journalists
3.	06/05	Pacific tsunami warning system put to the test
4.	06/05	UNESCO and China lead drive to include culture in the post-2015 development agenda
5.	09/05	UNESCO Director-General deplores murder of Iraqi broadcaster Muwaffak al-Ani
6.	13/05	UNESCO applauds launch in Tunisia of independent audiovisual regulatory body
7.	13/05	Bringing the "fair" back into play - World conference of sports ministers to discuss ways of cleaning up sport and making it accessible for all
8.	14/05	UNESCO to make its publications available free of charge as part of a new Open Access policy
9.	17/05	Hangzhou Declaration places culture at the heart of the international development agenda
10.	18/05	Director-General condemns killing of Colombian radio director and presenter Alberto Lázaro del Valle
11.	22/05	A Day for Underwater Cultural Heritage
12.	27/05	UNESCO Director-General calls for investigation into murder of DRC journalist Guylain Chanjabo
13.	28/05	Twelve sites added to UNESCO's World Biosphere Reserve Network
14.	29/05	UNESCO Director-General deplores murder of Haitian radio journalist Pierre Richard Alexander
15.	29/05	UNESCO Director-General urges access to sport for all and zero tolerance on corruption in sport at Berlin conference
16.	30/05	UNESCO announces winners of Young Scientist Awards and Michel Batisse Award for Biosphere Reserve Management
17.	30/05	Félix Houphouët-Boigny Peace Prize to be awarded to President of France François Hollande on 5 June
18.	30/05	UNESCO conference in Berlin adopts roadmap to clean up sport and make it accessible for all

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 May (Source: Meltwater News)

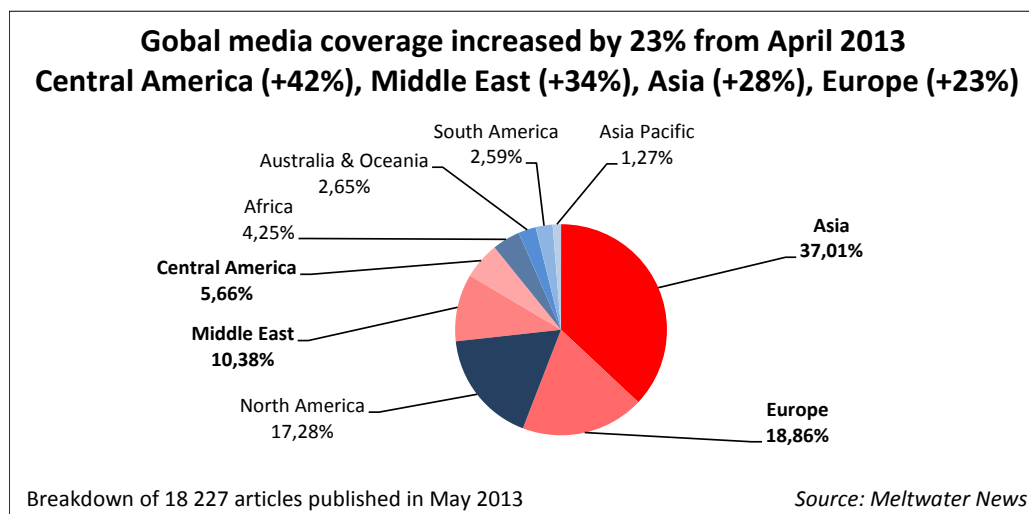


May was a big news month for UNESCO, with a number of major events receiving widespread media coverage. These started with World Press Freedom Day, which saw a big surge in press coverage around the world this year; the Hangzhou congress of culture ministers, which also received excellent coverage – especially in China, but also in Latin America; the MINEPS V conference in Berlin which was exhaustively covered by the German media, and the announcement of the latest additions to the World Biosphere reserve Network.

The decision by Israel to block the UNESCO expert mission to the Old City of Jerusalem generated headlines in leading media internationally; coverage was especially dense in North America and the Arab States. The other story in which UNESCO was referenced came out of Nigeria, where police discovered two “baby factories”. UNESCO was referenced in the scores of stories published on this, as having ranked human trafficking as the third most frequent crime in Nigeria after corruption and drug trafficking.

May also saw a big increase in articles announcing the June World Heritage Committee meeting in Cambodia. The two top stories were the nomination of Mt Fuji, and the critical evaluation report over the state of conservation of the Great Barrier Reef in Australia. The Great Barrier Reef story generated massive coverage, both in Australia and worldwide.

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



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

Date	Subject / Title	Language	Media
03/05/2013	No more journalists silenced	Spanish	La Nación (Costa Rica), El Comercio, Hoy (Ecuador), La Diaria, El Observador (Uruguay)
23/05/2013	Putting the 'Fair' Back Into Play	English	The Huffington Post (USA), The Canberra Times (Australia), The Shanghai Daily (China), Elaph (Arabic/UK), El Universal (Mexico) + synthesis in Le Soleil de Dakar (Senegal) and O Globo (Brazil)

2.5. Interviews given (by subject and media)

Subject	Interviewee	Language	Media (press TV Radio)
WHC -Oil drilling next to WHC sites	Guy Debonnet	English	Canadian Radio Broadcasting (2 interviews)
WHC-Danger listing, deletion of sites from the List	Roni Amelan	English	Time Magazine
World Press Freedom Day	Guilherme Canela	Spanish	CNN-Spain
World Press Freedom Day	Rosario Soraide	Spanish	Radio Exterior de Espana
World Press Freedom Day	Lucia Iglesias	Spanish	Radio Progreso (Honduras), Radio Arpas (El Salvador), Brighton and Hove community radio, Radio UNER Concordia (Argentina), Radio Noticias (Costa Rica)
World Press Freedom Day	Lucia Iglesias	Italian	Rai 1 (Italy)
World Press Freedom Day	Guilherme Canela	Spanish	Radio UNER Parana (Argentina), Radio UNISABANA (Bogota Colombie), Radio Nacional (Paraguay), Radio Rural (Uruguay)
World Press Freedom Day	Guy Berger	English	RFI English
World Press Freedom Day	Guilherme Canela	English	RFI English
UNESCO/Guillermo Cano Prize	Ana Maria Busquets de Cano	Spanish	CNN-Spain
Hangzhou International Congress	Irina Bokova	English	EFE (Spain), Xinhua , Phoenix tv (China)
Cultural diversity, WHC	Francesco Bandarin	French/English	Der Standard (Austria)
Violence and poaching in Dzanga-Sanga National Park (WHC)	Leila Maziz	French	RFI (France)
WHC - Ethiopia	Roni Amelan	French	France 2 (France)
WHC - Cambodia	Roni Amelan	French	A/R Magazine (France)
WHC - Cambodia	Sue Williams	French	Libération (France)
WHC - Madagascar	Lazare Eloundou	French	Ushuaïa (France)
WHC - Ethiopia	Roni Amelan	French	France 2 (France)
Underwater Cultural Heritage	Xavier Nieto Prieto, Director of the National Museum of Underwater Archeology (Spain); Elianne Martinez, Director of the Archeology Dpt. of the Commission on the Cultural Heritage of the Nation (Uruguay).	Spanish	RFI (France)
Regional languages in France	Mauro Rosi	French	La Croix (France)

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). 26 B-rolls were downloaded in May.

	Subject	Downloads	Media
1	UNESCO Priorities	8	
2	WHC	4	
3	MAB	14	

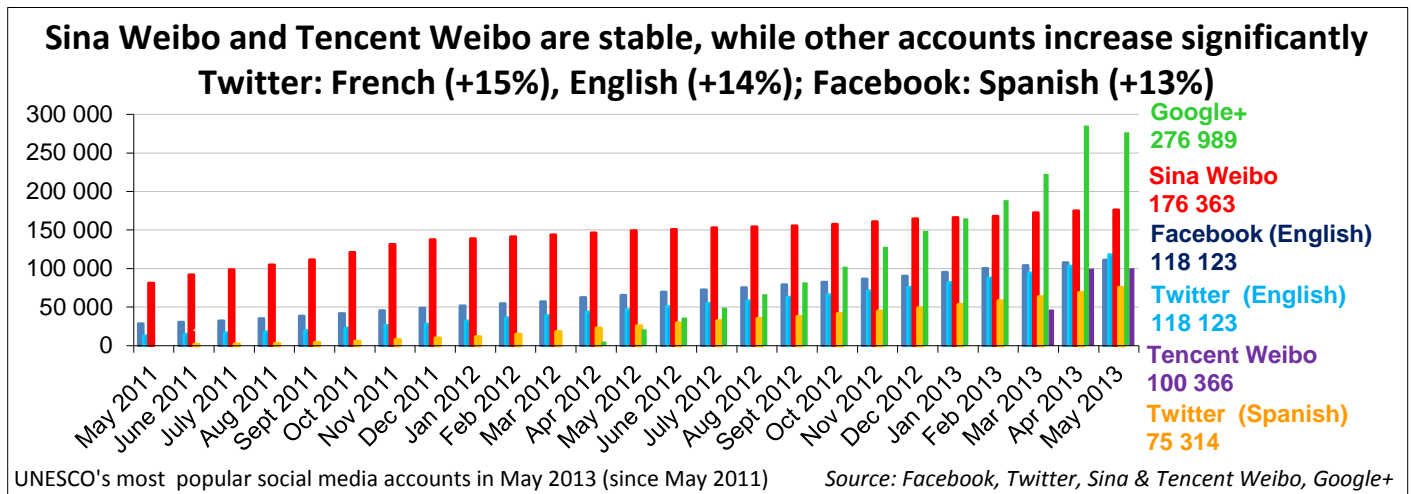
2.7. Number of Photographs ordered by the Media (by subject)

N/A for May 2013.

3. UNESCO Social Media Channels

May was a strong month for social media, with growth most remarkable in English & French language Twitter (+14% and +15% respectively), and Arabic & Spanish Facebook (+10% and +13%). Upbeat, dynamic messaging drove significant audience engagement to mobilize around our causes. An analysis of the language of top tweets reveals that advocacy messaging performs best. In terms of content, freedom of expression, culture for development, and cultural diversity were usual crowd-pleasers, while a new underwater heritage exhibition and biosphere reserve inscriptions proved unexpectedly popular.

A new umbrella page, www.unesco.org/social, was released as a repertory of UNESCO's leading social media platforms, in all 6 UNESCO languages. It is non-exhaustive, and does not include a great variety of online social tools that UNESCO regularly uses to help express the many different aspects of its activities. Behind the scenes, there was also close coordination with field offices to help broaden the appeal and reach of their social media initiatives. A particularly successful example is a photo competition for Arts Education Week, led by the Bangkok office, which received 758 likes and many submissions from around the world.



3.1. Social networking sites

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

Variation May 2013 vs April 2013

Likes/fans*		May 2013	April 2013	Variation vs April
Total likes/followers (all languages)		413 068*	415 702	-0.63%*
Facebook	English	111 268	107 800	+3.22%
	Spanish	10 374	9 158	+13.28%
	French	6 701	6 265	+6.98%
	Arabic	5 680	5 146	+10.38%
	Russian	1 291	1 255	+2.87%
Google+	English	276 989*	285 346	-2.93%*
VKontakte	Russian	765	732	+4.51%

* Total number of followers may not be exact due to a problem with Google+ reports this month.

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

Message	Posted	Likes*
Unesco added 5 photos to the album The 2013 Arts Education Week: "Releasing the Power of the Arts".	22/05	758
What's 1 thing you can do, each day, in the spirit of cultural diversity?	21/05	580
New sites added to our World Biosphere Reserve Network (11 photos) Photo gallery: 12 sites have just been added to UNESCO's World Biosphere Reserve Network. Biosphere reserves are living laboratories for sustainable development. They're places to imagine new ways to protect ecosystems & to sustain essential human & natural resources. Learn about the sites here & tell us if you've been to any! http://ow.ly/lu24i	26/05	523
Sustainable development cannot be built solely through economic and political agreements. Culture makes development more sustainable. UNESCO's role is to help the world to make the most of it for the benefit of all - nothing less will do. Without culture, there's no participation from the people, and without this, there's no sustainable development. The future depends on culture. Our current	15/05	378

conference in Hangzhou (China), a World Heritage Site & Creative City for Crafts & Folk Art, will pave the way forward. We must place culture & creativity at the very heart of sustainable development & public policy. http://ow.ly/l3atW		
Dive into the fascinating world of our cultural heritage, deep underwater, via our new photo exhibition: 'Heritage under the Waves' http://ow.ly/lpatd An estimated three million ancient shipwrecks and sunken cities lie on the ocean floor as well as thousands of prehistoric sites on now submerged landscapes bearing witness to the evolution of past civilizations. Major sites include the 150 ancient cities submerged in the Mediterranean, the Lusitania and Titanic wrecks, the lighthouse ruins in Alexandria, one of the Seven Wonders of the antique world, as well as ancient human remains and offerings found in North European and Asian lakes. This submerged heritage is endangered, but yet insufficiently protected, known and researched.	26/05	339
Have you been looking at birds around you? Migratory birds travel huge distances along their migration routes which often consist of networks of sites. These connected sites act like 'stepping stones' birds use to migrate and are important for resting, feeding, breeding and wintering. But human activities such as land reclamation and deforestation, as well as indirect human influences such as climate change, have damaged large numbers of these sites. The conservation of these sites is crucial for the protection of avian migratory species. Look at the birds around you. Do you know where they are migrating to? -Which birds are endangered in your region? Where do they rest, feed and breed? The best ones will be featured on http://en.unesco.org/aspnet/ More info about the day from our World Heritage program: http://whc.unesco.org/en/events/1016	10/05	291
The UNESCO World Heritage Site, Galápagos Islands, is known as a unique 'living museum and showcase of evolution'. Ongoing seismic and volcanic activity, together with the extreme isolation of the islands, led to the development of unusual animal life – such as the land iguana, the giant tortoise and the many types of finch – that inspired Charles Darwin's theory of evolution by natural selection following his visit in 1835. Biodiversity is not just another factor – it is as crucial to the living world as is cultural diversity. Both sources of diversity are linked, and the future that we want to build depends on our collective ability to safeguard them both http://bitly.com/10m9Lqm	22/05	290
New infographic: Low and middle income countries rich in natural resources could make huge strides towards universal schooling if they managed resource revenues better and devoted a significant share to education. Natural resource revenue could reduce out of school numbers by 86% in 17 developing countries. Using income from natural resources is an investment in future generations that should be seized now: http://bit.ly/11NlpLl	7/05	231
A spotlight on Hangzhou (China), a UNESCO Creative City of Crafts & Folk Art and also home to the World Heritage Site West Lake Cultural Landscape. Learn more! CREATIVE CITY: http://ow.ly/lekXy	21/05	224
Culture, in all its diversity, can foster a sense of identity and cohesion for societies at a time of uncertainty. It is also a powerful source of creativity and innovation. No development can be sustainable without it. This is UNESCO's message today, the World Day for Cultural Diversity for Dialogue and Development http://ow.ly/lejNl	21/05	211

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

3.2. Microblogs:

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

Variation May 2013 vs April 2013

Followers/Fans		May 2013	April 2013	Variation vs April
Total (all languages)		492 337	467 887	+5.23%
Twitter	English	118 123	103 400	+14.24%
	Spanish	75 314	68 871	+9.36%
	Arabic	13 704	13 080	+4.77%
	French	7 235	6 265	+15.48%
	Russian	1 232	1 199	+2.75%
Sina Weibo	Chinese	176 363	174 931	+0.82%
Tencent Weibo*	Chinese	100 366	100 141	+0.22%

*Started on 7 November 2012 to reach more Chinese audiences.

Top 10 Twitter Posts

Message	Posted	Re-tweets
Help us spread the message: Everyone must be safe & free to tweet, upload video, blog – in short, to use #socialmedia http://ow.ly/kCvkG	02/05	402
¡Oficial! El Macizo del Cajas, en #Ecuador , inscrito en la Red Mundial de Reservas de #biosfera de la UNESCO. ¡Felicidades!	28/05	284
What's 1 thing you can do, each day, in the spirit of cultural diversity? #DoOneThing pic.twitter.com/OuwePMxn7l	21/05	207
Without culture, there's no participation from the people & without this, there's no sustainable development. The future depends on culture	16/05	197
"Un periodista silenciado es una sociedad sin voz" J. Restrepo #libertaddeprensa #hablarsinriesgo	02/05	196
May 3 is World #PressFreedom Day. Everyone has a voice & everyone must be able to speak freely and in safety http://ow.ly/kE4ti	03/05	191
Think. Speak. Tweet. Like. Share. Watch online vids. FREELY. Help us raise awareness http://ow.ly/kCung #wpfd #pressfreedom #safetotweet	02/05	146
Por un mundo en que #periodistas y ciudadanos puedan #HablarSinRiesgo . Hoy es el Día Mundial de la #LibertadDePrensa http://bit.ly/18tkTF7	03/05	136
¡Buenas noticias! A partir de julio, las publicaciones de la UNESCO serán de acceso abierto ¡Que corra la voz! http://bit.ly/14DCZ7l #cultura	23/05	114
Porque sin la cultura no es posible ningún tipo de desarrollo sostenible. Todos juntos por la #diversidad cultural http://bit.ly/KgFjSb	21/05	113

Top 5 Sina Weibo Posts

Message	Posted	Re-tweets	Comments
Today is # International Day Against Homophobia and Transphobia #. Homophobic and transphobic bullying in education violate basic human rights of LGBT students and educators. To ensure that educational settings are safe places, free of discrimination and violence, UNESCO takes a firm stand against all forms of discrimination and homophobic bullying.	17/05	195	120
[Discussion] The Hangzhou International Congress is about to take place, so from your position: what is Culture? According to Universal Declaration on Cultural Diversity culture should be regarded as "the set of distinctive spiritual, material, intellectual and emotional features of society or a social group, and that it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs" What's your comment on this statement?	14/05	182	34
[World Press Freedom Day] Behind each one of the cold statistics was once a fresh life. Finnish newspaper Ilta-Sanomat told the Stories of Persecuted Journalists Worldwide, in order to raise awareness of journalist safety. To promote the newspaper's efforts, UNESCO has translated a cross-section of news articles from Ilta-Sanomat's to introduce those warriors who bravely faced the truth: Yadav Poudel - Nepal - Killed, 4 April 2012, Sadim Khan Bhadrzai - Afghanistan – Killed when he was 25 years old, 21 February 2012, Mukarram Khan Aatif - Pakistan – Killed when praying in a mosque, 17 January 2012.	17/05	182	28
[Protect Underwater Heritage] The wreck is located near Lady Elliot Island, Great Barrier Reef in Australia, Masts on the shipwreck are still well preserved. Due to lack of oxygen, or to say, completely excluded from oxygen, underwater cultural heritage are generally under better state of preservation. As soon as a ship or a city was destroyed and sunk, they were sealed up by water like well-kept in "time capsule".	27/05	151	15
[World Press Freedom Day] On May 3, the world will celebrate the 20th anniversary of World Press Freedom Day — a day to stand up for freedom of expression and the safety of journalists across print, broadcast and online media.	03/05	124	23

Top 3 Tencent Weibo Posts

Message	Posted	Re-tweets
[UNESCO Hangzhou International Culture Congress] The Deputy Secretary-General of the National Commission of the People's Republic of China for UNESCO, Du Yue, held a press briefing on 8 May for The Hangzhou International Congress. http://url.cn/C13iRF	11/05	86
[UNESCO Hangzhou International Culture Congress] China will continue to reinforce cooperation with UNESCO to improve people's well-being through education, science and culture, reaffirmed by newly appointed Vice Premier of PRC Ms Liu Yandong, during the wide-ranging meeting with the Director-	17/05	18

General in Hangzhou on the sidelines of the International Congress on Culture and Sustainable Development on 15 May.		
[Education] What motivates you to be a good teacher? We would like to hear your experiences, anecdotes and advice for the Education for All Global Monitoring Report, published by UNESCO. http://url.cn/GOJ8qi	02/05	13

3.3. Video Traffic

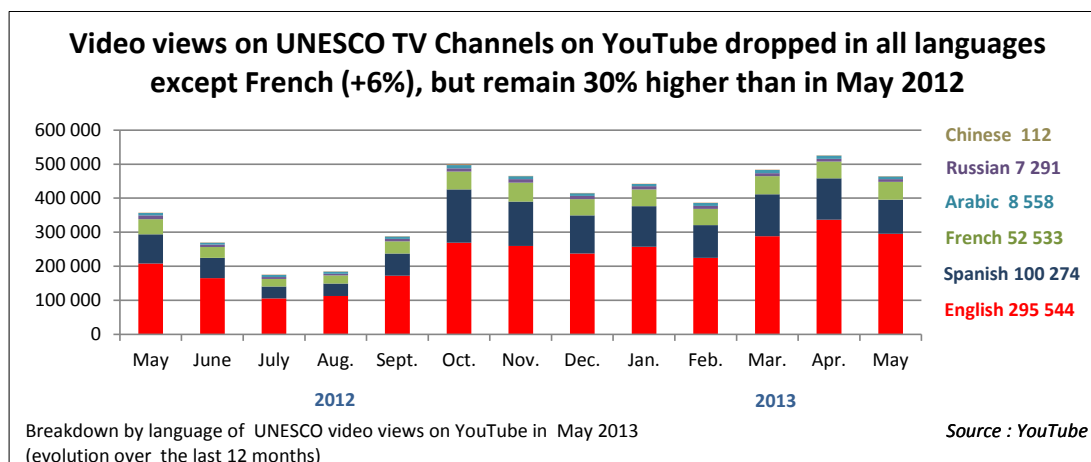
Video views are tracked on YouTube and Youku. UNESCO multimedia archives statistics are under 5.2.

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

Variation May 2013 vs April 2013

Video views	May 2013	April 2013	Variation vs April
Total (all languages)	464 312	523 013	-11.56%
English	295 544	337 019	-12.31%
Spanish	100 274	121 128	-17.22%
French	52 533	49 514	+6.10%
Arabic	8 558	9 130	-6.27%
Russian	7 291	8 096	-9.94%
Chinese	112	126	-11.11%

Subscribers	May 2013	April 2013	Variation vs April
Total (all languages)	714	738	-3.25%
English	427	457	-6.56%
Spanish	196	210	-6.67%
French	70	43	+62.79%
Arabic	5	22	-77.27%
Russian	11	4	+175.00%
Chinese	5	2	+150.00%



- Videos on UNESCO TV English Channel

	295 544 views in May 2013	Subject	Total views
1	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	36 472
2	Kalbela folk songs and dances of Rajasthan	CLT/ITH	26 432
3	Kabuki Theatre	CLT/ITH	8 832
4	Baul Songs	CLT/ITH	7 347
5	Old Walled City of Shibam (UNESCO/TBS)	CLT/ITH	6 402
6	Whistled language of the island of La Gomera (Canary Islands), the Silbo Gomero	CLT/ITH	4 634
7	Georgian Polyphonic Singing	CLT/ITH	4 439
8	Lacemaking in Croatia	CLT/ITH	4 110
9	Karagöz	CLT/ITH	3 898
10	Gagaku	CLT/ITH	3 850

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

	100 274 views in May 2013	Subject	Total views
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	33 603
2	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	3 985
3	Aprender a Proteger la Biodiversidad	ED	3 897
4	La fiesta de los patios de Córdoba	CLT/ITH	2 378
5	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	1 872
6	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	1 378
7	La cultura: un factor clave para luchar contra la pobreza	CLT	1 338
8	El patrimonio oral y las manifestaciones culturales del pueblo zápara	CLT/ITH	1 334
9	Día Mundial de la Libertad de Prensa	CI	1 150
10	El Silbo Gomero, lenguaje silbado de la isla de La Gomera (Islas Canarias)	CLT/ITH	1 101

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

	52 533 views in May 2013	Subject	Total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	4 127
2	Routes de l'Esclave: Une Vision Globale	CLT	2 265
3	Le chant polyphonique géorgien	CLT/ITH	2 180
4	Le Maloya	CLT/ITH	1 781
5	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	1 728
6	Eduquer à la biodiversité	ED	1 603
7	Bouba & Zaza - le dessin animé pour la jeunesse publié par l'UNESCO Dakar	ED	1 548
8	La tradition du tracé dans la charpente française	CLT/ITH	1 506
9	Le repas gastronomique des Français	CLT/ITH	1 478
10	Une école maternelle à Paris: 24 heures par semaine à partir de 3 ans	ED	1 385

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

	8 558 views in May 2013	Subject	Total views
1	Petra	CLT/WHC	371
2	Venice and its Lagoon	CLT/WHC	333
3	Archaeological Areas of Pompeii, Herculaneum	CLT/WHC	303
4	Journeys to school	ED	254
5	Palace and Park of Versailles	CLT/WHC	247
6	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	210
7	Medina of Fez	CLT/WHC	208
8	Tassili n'Ajjer Te Wahipounamu – South West New Zealand	CLT/WHC	190
9	Historic Sanctuary of Machu Picchu	CLT/WHC	167
10	Lines and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	160

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

	7 291 views in May 2013	Subject	Total views
1	Alsou Abramova, UNESCO Artist for Peace	UNESCO	853
2	Video n°18 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	382
3	Historic Centre of Brugge	CLT/WHC	252
4	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	244
5	Journeys to school	ED	192
6	World Press Freedom Day: UNESCO Director-General message	CI	179
7	Petra	CLT/WHC	171
8	Historic Areas of Istanbul	CLT/WHC	157
9	Historic Centre of Rome, the Properties of the Holy See	CLT/WHC	156
10	Prehistoric sites and decorated caves of the Vézère Valley	CLT/WHC	136

- Top 10 videos on UNESCO TV Chinese Channel

	112 views in May 2013	Subject	Total views
1	Our World Heritage - UNESCO's World Heritage Convention	CLT/WHC	20
2	Interview of Cheng Yizhong, World Press Freedom Day	CI	16
3	UNESCO History	UNESCO	15
4	Global Partnership for Oceans	SC	13
5	Video n°25 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	8
6	Journeys to school	ED	7
7	Irina Bokova: "Jazz is the music of freedom"	CLT	7
8	Património 9	CLT/WHC	5
9	Video n°30 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	5
10	Languages Matter!	CLT	4

3.4. 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	44 261	39 608
International Year of water cooperation	12/02/13	18 469	18 070
Safeguarding community's living heritage	07/12/12	13 913	13 535
Intangible heritage Kunqu Opera-the Peony Pavilion performed by UNESCO Artist for Peace Jun Zhang	15/04/11	11 566	1 574
UNESCO Hangzhou International Culture Congress**	07/05/13	7 922	7 601
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	23/06/11	6 384	305
International Jazz Day	08/03/12	5 376	4 283
Great apes on brink of extinction	06/11/12	5 253	5 047
Journeys to school	08/03/13	4 597	4 038
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	03/03/11	44 261	39 608

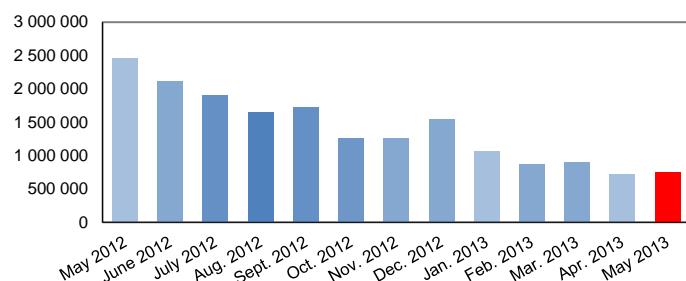
* Views of the video from Youku and other websites. ** Views of the video from other websites only.

3.5. 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 2013	May 2013	Variation vs Y-1	Variation vs M-1
Downloads	255 415	38 146	-45.38%	-18.60%
Unique Visitors	759 708	202 244	-35.82%	-1.06%
Visits	4 317 471	750 208	-69.43%	+3.12%
Page views	98 795 073	18 233 241	-61.37%	+16.58%
Info pane with UNESCO logo & text	655 674	112 133	-37.94%	+16.10%
Open UNESCO page from Heritage	35 603	3 799	-35.62%	+18.02%
Distinct UNESCO WHC pages opened	439	212	-27.65%	-1.40%
Most viewed UNESCO page	Site of Palmyra	Site of Palmyra	-	-

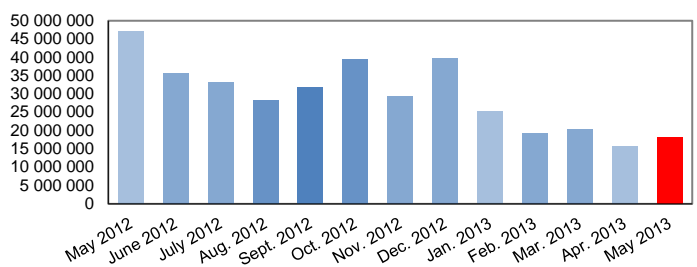
Fotopedia-Heritage "App" visits are slightly rising (+3%), but remain among the lowest over the last 12 months



Fotopedia/World Heritage iPhone/iPad "app" visits in May 2013 (last 12 months)

Source: Fotopedia

Fotopedia-Heritage "App" page views increased by 16%, but remain the second lowest over the last 12 months



Fotopedia/World Heritage iPhone/iPad "app" page views in May 2013 (last 12 months)

Source: Fotopedia

4. UNESCO Photobank

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	Nb of photos	%
Culture	13	33%
Education	10	26%
UNESCO	14	36%
Natural Sciences	0	0%
Social and Human Sciences	0	0%
Communication and Information	2	5%
TOTAL	39	100%

Origin of request	Nb of requests	%
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	36	92%
Private sector	1	3%
Education (Schools, Universities, teachers, researchers)	0	0%
Media: Written and Audiovisual and Press	1	3%
Public sector (Museums, Bookshops)	0	0%
Government	1	3%
Others	0	0%
TOTAL	39	100%

Use of photos	Nb of photos	%
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	0	0%
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	26	67%
Exhibitions	0	0%
Websites	12	31%
Private use	1	3%
TOTAL	39	100%

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.)

	May 2013	April 2013
Number of Events	19	28
Number of Photos	N/A	966

5. UNESCO Documents, Multimedia Archives 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.

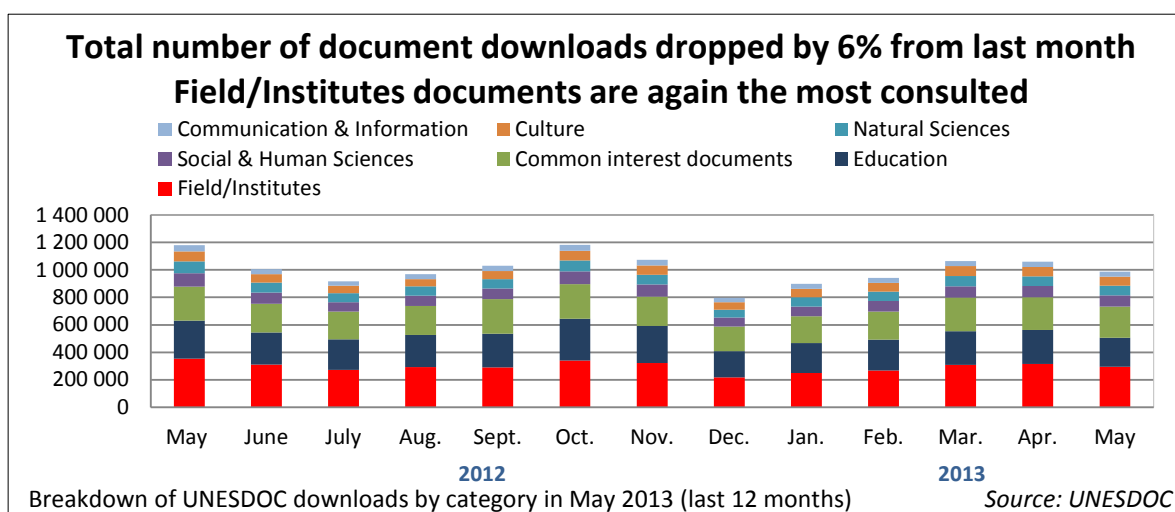
In May there were **137 044** records available online in PDF format (136 517 in April), including documents, publications, communication material and other working documents.

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 May	987 993
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	9 655	211 418	-14.41%	22
Natural Sciences	9 717	70 284	-2.09%	7
Social and Human Sciences	5 674	80 898	+1.52%	14
Culture	3 364	67 274	+0.95%	20
Communication and Information	2 403	36 478	-6.23%	15
Field & Institutes	8557	294 017	-6.63%	34
Common interest documents	N/A	227 624	-5.16%	N/A



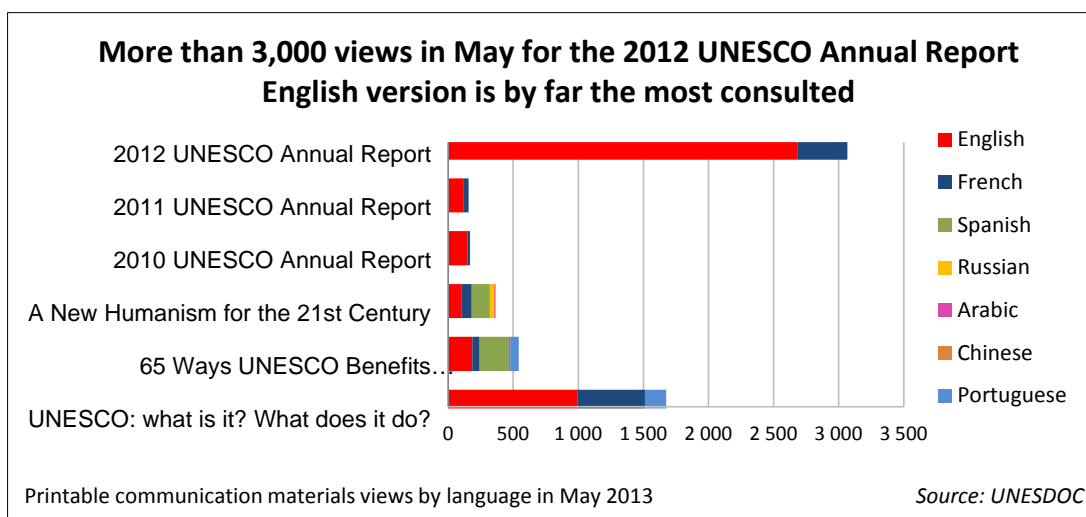
5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	116 319
2	France	52 647
3	Mexico	45 720
4	Brazil	41 366
5	China	29 251
6	Spain	24 915

7	Netherlands	22 549
8	Colombia	21 428
9	Argentina	18 530
10	United Kingdom of Great Britain and Northern Ireland	17 846
11	Venezuela (Bolivarian Republic of)	15 771
12	Peru	15 181
13	Canada	14 473
14	India	14 039
15	Chile	12 370

5.1.3 Printable Communication materials

Title	Total downloads in May							Total
	EN	FR	SP	RU	AR	ZH	POR	
2012 UNESCO Annual Report	2 682	385						3 067
2011 UNESCO Annual Report	115	42						157
2010 UNESCO Annual Report	151	18						169
UNESCO: what is it? What does it do?	993	518					164	164
65 Ways UNESCO Benefits Countries all over the World	186	57	224		10		66	66
A New Humanism for the 21st Century	105	77	139	35	8			364
TOTAL	4 232	1 097	363	35	18	-	230	5 975



5.2. Multimedia Archives – www.unesco.org/archives/multimedia

The UNESCO Multimedia Archives make available to the public audio-visual material, such as documentaries, fiction, interviews, speeches and promotional material created by the Organization or related to its history and programme activities.

5.2.1 Statistics of consultation

	Month	Page views	Variation vs M-1	Visits	Variation vs M-1
2013	January	19 321	+22.50%	8 835	+14.09%
	February	23 250	+20.34%	10 119	+14.53%
	March	24 816	+6.74%	10 070	-0.48%
	April	31 649	+27.53%	19 125	+89.92%
	May	32 402	+1.92%	23 738	+21.62%

5.2.2 Top 10*

	Title	Views
1	Le château de Chambord World heritage	196
2	The Tango Intangible heritage	193
3	Understanding Education for Sustainable Development Education and development	169
4	Education for all: six goals for 2015 Basic education	167
5	Routes de l'esclave : une vision globale Cultural diversity	166
6	Festac 77 - Lagos Festival Cultural events	162
7	Un ou le cercle de danse - Reel Intercultural Dialogue	160
8	A World for Inclusion Inclusive education	156
9	Angkor Wat. Vishnu's heavenly palace World heritage	155
10	The World Save Abu Simbel World heritage	151

* iTunesU not included

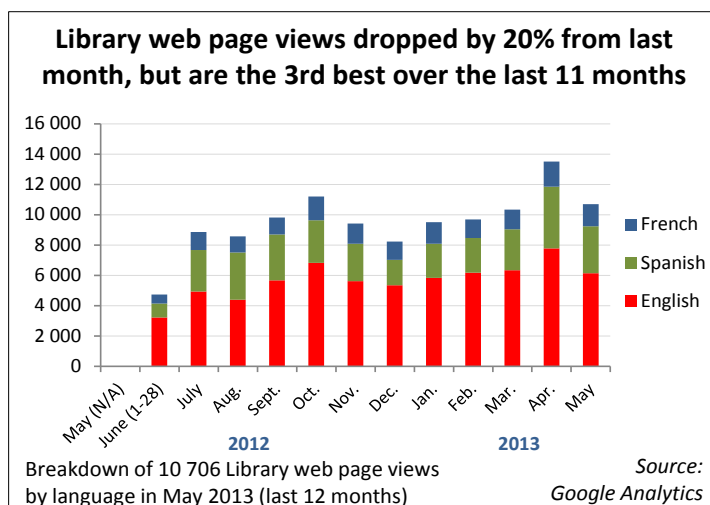
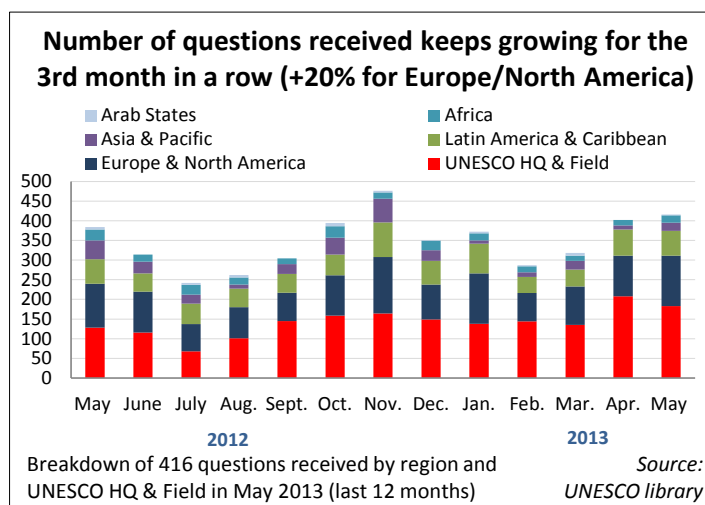
5.3. UNESCO Library - <http://www.unesco.org/library>

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).

5.3.1 Questions received by: library@unesco.org

5.3.2 Web page views:



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

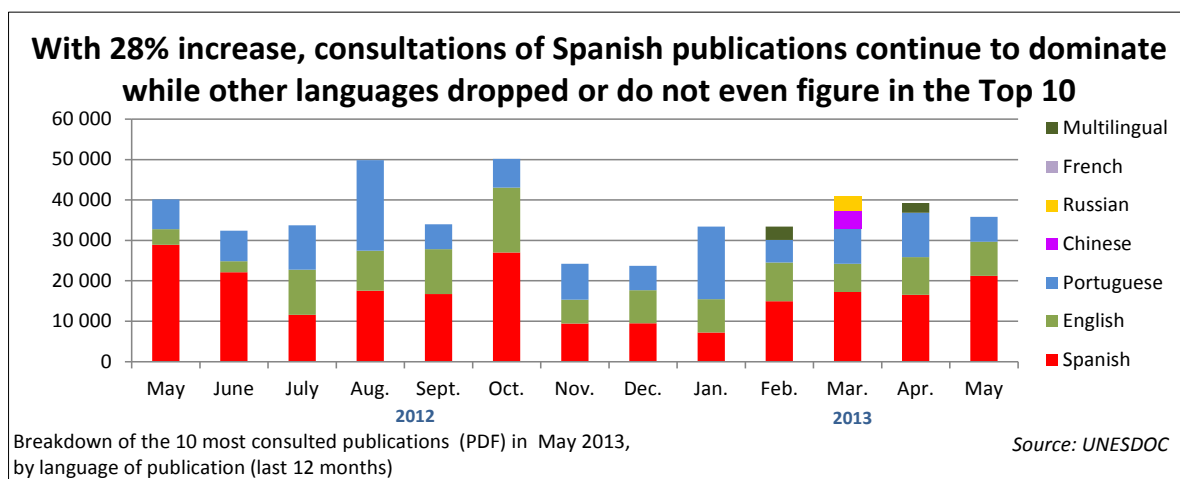
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical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

Online viewing of UNESCO top ten publications has dropped compared to April this year (-8%) and May of 2012 (-10%). In spite of this, viewing of Spanish publications in the top ten has risen by 28%. The *EFA Global Monitoring Report* and the *World Water Development Report 4* continue to feature in the top 10 as does the *Annual Report 2012*. A special mention should go to the top place which is the SHS publication *Philosophy: a School of Freedom*. This month there are no figures for UNESCO Publications on Google Books due to a technical problem with their site. Bookshop sales were again heavily dominated by titles largely from the Culture Sector, and water and ocean titles. The heavily promoted title *Journeys to School* in French sold well on-line as did *Memory of the World* in English.

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

	Title	Sector	Language	Views	Published
1	La Filosofía, una escuela de la libertad: enseñanza de la filosofía y aprendizaje del filosofar; la situación actual y las perspectivas para el futuro (Philosophy, a school of freedom: teaching philosophy and learning to philosophize; status and prospects)	SHS	Spanish	6 121	Paris, UNESCO; México, D.F., Univ. Autónoma Metropolitana, 2011
2	Environmental education activities for primary schools: suggestions for making and using low cost equipment (Environmental education activities for primary schools: suggestions for making and using low cost equipment)	ED	Spanish	5 509	UNEP, 1992
3	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	4 808	Paris, 2005
4	História geral da Africa, I: metodologia e pré-história da Africa (General history of Africa, I: Methodology and African prehistory)	CLT	Portuguese	3 166	Brazil, 2010
5	United Nations world water development report 4: managing water under uncertainty and risk	SC	English	3 090	Paris, 2012
6	O Índio brasileiro: o que você precisa saber sobre os povos indígenas no Brasil de hoje	ED	Portuguese	3 027	Brazil, 2006
7	2012 UNESCO Annual Report	all	English	2 682	Paris, 2013
8	Youth and skills: putting education to work, EFA global monitoring report, 2012	ED	English	2 662	Paris, UNESCO, 2012
9	Mantenimiento de instalaciones eléctricas del establecimiento educacional	ED	Spanish	2 406	Santiago, 1998
10	El impacto de las TIC en educación: relatoria de la Conferencia Internacional	ED	Spanish	2 383	Santiago de Chile, OREALC, 2010

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

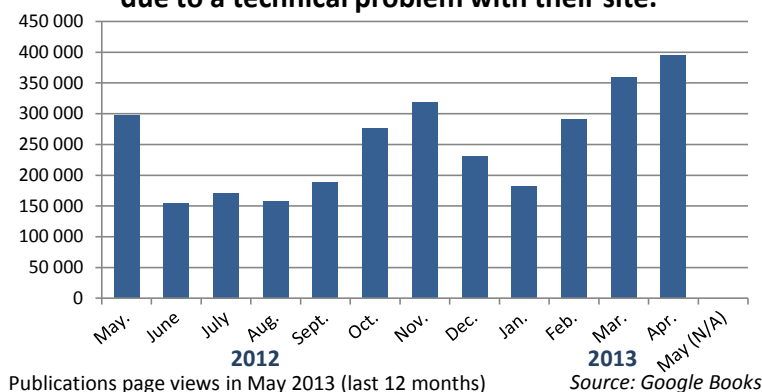


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **320 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
May 2011	123	8 627	150 730	95
May 2012	209	20 730	297 561	130
May 2013	320	N/A	N/A	N/A

No figures from Google Books this month due to a technical problem with their site.



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

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

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

6.3. UNESCO Bookshop bestsellers*

Bookshop sales of UNESCO publications in May, top 5

Title	Copies sold	Sector
1 Raconte-moi... les océans	100	ERI/DPI
2 La quête de l'eau, CD-ROM	41	SC
3 UNESCO World Heritage Atlas	16	CLT/WHC
4 UNESCO World Heritage Desk Diary 2013	15	CLT/WHC
5 African World Heritage - A Remarkable Diversity	12	CLT/WHC

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

Title	Copies sold	Publisher
1 Le Patrimoine mondial de l'UNESCO Le guide complet des lieux les plus extraordinaires	7	Ouest-France
2 The World Heritage 2013 Calendar	6	Panasonic
3 The United Nations Today	3	UN
4 Charte des Nations Unies et statut de la Cour Internationale de Justice	3	UN
5 Baïkal, Guide Patrimoine de l'Humanité	2	Editions de l'Infini

6.4. Online and international sales

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

Title	Copies sold	Sector
1 Les chemins de l'école	72	ERI/DPI
2 Memory of the World	25	CI
3 Global Survey on Internet Privacy and Freedom of Expression	20	CI
4 Journeys to School	8	ERI/DPI
5 Global Education Digest 2012	8	UIS

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

Bookshop sales of UNESCO publications, lowest sellers in May

Title	Copies sold	Sector
IIEP n°97 – The Bologna Process : Its Impact in Europe and Beyond	0	IIEP
Museum International n° 251/252 Les arts de la péninsule arabique - L'exemple des Émirats Arabes Unis	0	CLT
Pressing for freedom: 20 Years of World Press Freedom Day	0	CI
Global Education Digest 2012 Opportunities lost: The impact of grade repetition and early school leaving	0	UIS
Revista n°66 Patrimonio Mundial Patrimonio Mundial y Pequeños Estados Insulares	0	CLT/WHC

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

Title	Copies sold	Sector
Bouba and Zaza confront illiteracy	0	ED
Bouba et Zaza encouragent l'éducation des filles	0	ED
UNESCO Gran Atlas del Patrimonio Mundial	0	CLT/WHC
Atlas mundial de la igualdad de género en la educación	0	UIS
CD Roads of Water / Les routes d'eau / Carreteras de agua / Estradas d'Agua / Strade d'acqua	0	SC

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

6.6. Licensing and co-publishing agreements and amendments, May 2013

Contract No.	Title	Publisher	Language	Date signed
J.2013-008	Strategic Water Management: International Experience and Practices (3 volumes)	ADB/WWF UK/GIWP/UNESCO	English	06/05/2013
C.2013-009	Good Policy and Practice in HIV and Health Education - Booklet 8: Education Sector Responses to Homophobic Bullying	Korean National Commission for UNESCO	Korean	16/05/2013
C.2013-010	Good Policy and Practice in HIV and Health Education - Booklet 8: Education Sector Responses to Homophobic Bullying	Kampania Przeciw Homofobii (KPH)	Polish	24/05/2013

6.7. Permissions granted to use or translate UNESCO content, May 2013

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Bétonsalon-Centre d'art et de recherche	Goody, Jack, <i>La transcription du patrimoine oral</i> , Museum International, LVI, 1-2/221-222, Mai 2004, pp. 91-96, © UNESCO 2004	Pour inclusion dans une revue intitulée « bs n°15 22/05 – 20/07/2013 – Quelque chose de plus qu'une succession de notes / Something more than a succession of notes », parue en mai 2013- en format imprimé et électronique - dans le cadre d'une exposition intitulée « Quelque chose de plus qu'une succession de notes » qui se tiendra à Paris du 20 mai au 20 juillet 2013, 9 esplanade Pierre Vidal-Naquet, 75013, en accès libre.	Droit de reproduction non-exclusif uniquement pour cette édition bilingue en langue française et anglaise, et uniquement pour les formats décrits. Mention de la source. A titre gracieux	20/05/2013

Walter De Gruyter GmbH (for Institut für Wissenschaft und Ethik)	<i>The Principle of Respect for Human Vulnerability and Personal Integrity – Report of the International Bioethics Committee of UNESCO</i> , © UNESCO 2013	For inclusion in the forthcoming issue of the Journal entitled “ <i>Jahrbuch für Wissenschaft und Ethik</i> ”, volume 17/2012, to be published by 31 September 2013 by Walter De Gruyter GmbH, for a total print run of 500 (five hundred) copies in printed book form. The work will also be published online . The tentative prices for each format are as follows: EUR 65 for the printed format, EUR 49 for the online format, and EUR 78 for subscription to both the printed and online formats.	The form and substance of the original text shall be respected. Non-exclusive world rights are granted for this edition only, in printed book form and online format only, in English only. Due acknowledgement of UNESCO. Free of charge	23/05/2013
Swedish National Commission for UNESCO	Leif Östmans and Elisabeth Aaro Östmans, <i>Education for Sustainable Development Country Case Study in Sweden</i> , in “ <i>National Journeys Towards Education for Sustainable Development 2012</i> ”, soon to be published by UNESCO (case study funded by the Swedish National Commission),	After the publication by UNESCO of the work entitled “ <i>National Journeys Towards Education for Sustainable Development 2012</i> ”, the Swedish Case Study may be posted in English on the Swedish National Commission's website in PDF format and distributed directly to the National Commission's Swedish network contacts for Education for Sustainable Development.	Permission granted by email. Due acknowledgement of UNESCO (title and copyright notice)	24/05/2013
Lynne Rienner Publishers	“Table 1: Average n Achievement level plotted at midpoints of periods of growth, climax and decline of Athenian civilization as reflected in the extent of her trade area (measured for the sixth, fifth, and fourth centuries B.C. only”; “Table 2: Rate of Growth in electrical output (1952-1958) and national n Achievement levels in 1950”. David, McClelland, <i>The Achievement Motive in Economic Growth</i> , in Bert F. Hoselitz, Wilbert E. Moore (eds.), <i>Industrialization and Society (Proceedings of the Chicago Conference on Social Implications of Industrialization and Technical Change, 15-22 September 1960.)</i> , Unesco-Mouton, © UNESCO 1963.	For inclusion in the forthcoming work entitled “ <i>Development and Underdevelopment: The Political Economy of Global Inequality- Fifth Edition</i> ”, edited by Mitchell Seligson and John Passé-Smith, to be published by 30 November 2013 by Lynne Rienner Publishers, for a total print run of up to 5,000 (five thousand) copies in print form. The work will be sold at USD 25 per unit.	Non-exclusive world rights are granted for this English edition only, in printed book form. Due acknowledgement of the source. Flat fee: USD 250	31/05/2013

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

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

7.1. Number of events by “Major Programmes”

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
CLT	28	13	15	
CI	19	7	12	
ED	17	10	5	2
SHS	11	7	4	
SC	8	6	2	
ERI	7	7		
AFR	2	2		
BSP	1	1		
MSS	1	1		
Total	94	54	38	2

7.2 Events organized by Field Offices/ Institutes

Abuja	4
Almaty	3
Apia	1
Beijing	2
Havana	3
Kathmandu	5
Kingston	1
Montevideo	1
Nairobi	8
Santiago de Chile	2
Tashkent	1
Venice	7
UIS	1
UNEVOC	1
Total	40

7.3 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- Non-governmental conference	-	-
Category 4- International Congress	-	1
Category 5-Advisory Committee	1	1
Category 6-Expert Committee	1	2
Category 7-Seminars and Workshops	-	30
Category 8-Symposium	1	1
Event under UNESCO patronage	1	-
Exhibition	5	6
Film Projection	-	-
Headquarters Committee	-	-
Concert	2	-
Interagency Meeting	-	3
Consultative Meeting	-	6
Meeting by Member States or Institutions	2	9
Show	-	-
Press Conference	-	1
Special Event	6	3
Working group/Expert Meeting	-	6
Information meeting for Permanent Delegations	2	-
Executive Board	-	-
Prize Giving ceremony	-	1
Total	23	71

8. UNESCO Headquarters

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

Conferences and meetings, organized by sectors, constitute an integral part of programme implementation and thus contribute to the achievements of the Organization's goals and objectives. UNESCO also hosts conferences and meetings organized by its Member States, through their delegations, as well as by other educational, scientific and cultural entities which share the Organizations' mandate. Cultural events, exhibitions, shows, and screenings, organized in cooperation with Member States and other partners contribute to the promotion of cultural diversity.

8.1. Conferences and Meetings

8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
06/05	37e Session du Comité du patrimoine mondial	CLT/WHC/PCM	Salle XI	160
07-10/05	10th session of the JCOMM Management Committee (JCOMM-MAN-X)	SC/IOC/OOS	Salle VIII	20
13/05	De la recherche en sciences sociales à la mise en place de politiques publiques	SHS/HPD	Salle XVI	50
14/05	Réunion TEFAS	ED/PDE/TED	Salle XV	10
17/05	EFA Steering Committee Meeting	ED/EFA	Salle VI	25
23-30/05	Atelier de restitution des experts	CLT/WHC/PSM	Salle VI etc.	50
27-30/05	25 ^e Session du Conseil international de coordination du Programme sur l'Homme et la biosphère (MAB)	SC/EES/BNC	Salles, VIII, XII + Couloir X-XI	200
27/05	Conférence sur la protection du patrimoine culturel subaquatique	CLT/CEH/CHP	Salle I + Foyer Salle I	200
27-30/05	Quatrième Réunion des États parties à la Convention de 2001	CLT/CEH/CHP	Salle IV + foyer Salle I	200
30/05	Réunion avec les ambassadeurs de NEAMTWS	SC/IOC/TSU	Salle XVI	40
06/05	37e Session du Comité du patrimoine mondial	CLT/WHC/PCM	Salle XI	160
Total participation				1 115

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

8.1.2 External rentals

Date	Title	Organizer	Place	Public
13-16/05	Manifestation " Ambassadeurs en herbe"	Commission nationale française	Salle IV etc..	255
17/05	Wheaton College Men's Glee Club	United States Mission to UNESCO	Foyer Salle I	60
22/05	Projection Film "El Elefante Blanco"	Délégation perm. d'Argentine	Salle IV	100
23/05	Journée Internationale et Liberté Mondiale de circulation et d'installation des personnes	Emmaüs	Salle XII ...	300
27/05	Cultural and intercultural dialogue	Délégation perm. d'Oman	Salle IX	90
27/05	La femme dans les religions monothéistes	ISESCO	Salle IV	150
28/05	Meeting with ICOMOS experts concerning Russian nominations into World Heritage	Délégation permanente de la Fédération de Russie	Salle X bis	25
29/05	Remise des prix du Concours Promotion de l'Ethique Professionnelle	Rotary International District	Salle XI	150
30/05	Meeting of Green Growth Best Practice Author Workshop"	UNEP	Salle IX	60
Total participation				1 190

8.1.3 Electoral Groups Meetings

Date	Title	Organizer	Place	Public
06/05	Réunion dans le cadre de la semaine africaine.	Délégation perm. de la Libye	Salle XV	20
07/05	Aspac Meeting	Déleg. perm. de la Chine	Salle XVI	25

10/05	Réunion du Groupe Africain	Délégation perm. de l'Ethiopie	Salle XV	20
13/05	Réunion dans le cadre de la semaine africaine	Délégation perm. de la Libye	Salle XV	20
16/05	Réunion du Groupe Electoral I	Déleg. perm. du Canada	Salle XIII	60
17/05	Réunion avec le Groupe Africain	Délégation perm. du Maroc	Salle XVI	50
17/05	Réunion dans le cadre de la semaine africaine	Délégation perm. de la Libye	Salle III	30
17/05	Réunion du Groupe NAM (Non alignés)	Délégation perm. du Venezuela	Salle XI	100
17/05	Réunion plénière du GRULAC	Délégation perm. de la République Dominicaine	Salle XVI	70
21/05	2nd ASPAC working group meeting	Déleg. perm. de la Chine	Salle XIII	60
21/05	Meetings for UE coordination meetings	Délégation perm. de l'Irlande	Salle VI	30
21/05	Plenary of the Africa Group	Délégation perm. de Zambie	Salle XIII	40
21/05	Réunion du Groupe Africain	Délégation perm. de Djibouti	Salle XVI	40
21/05	Réunion du Groupe de travail GRULAC	Délégation Bolivarienne du Venezuela	Salle XIV	40
21/05	Réunions du Groupe UE 2013	Délégation perm. de l'Irlande	Salle XVI	40
22/05	5th Plenary Meeting of ASPAC group	Déleg. perm. de la Chine	Salle XIII	60
22/05	Réunion du Groupe Africain	Délégation perm. du Gabon	Salle XVI	40
22/05	Réunion du Groupe de travail GRULAC	Délégation perm. du Venezuela	Salle XIV	40
22/05	Réunion du Groupe Electorale I	Délégation perm. de la Belgique	Salle XV	20
22/05	Réunions du Groupe II	Délégation perm. de Bulgarie	Salle XVI	40
23/05	Réunion dans le cadre de la semaine africaine	Délégation perm. de la Libye	Salle XV	20
23/05	Réunion des membres africains du Conseil exécutif	Délégation perm. de Djibouti	Salle VII	12
24/05	Réunion du Groupe Arabe	Délégation perm. du Royaume d'Arabie Saoudite	Salle XVI	40
29/05	Réunion dans le cadre de la semaine africaine	Délégation perm. du Maroc	Salle VII	30
29/05	Réunion du Groupe I	Délégation perm. de la Belgique	Salle VIII	25
Total participation				972

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

- o The May electronic calendar was sent to **4, 694 subscribers**
- o The paper version for May events was printed out in **2,500 copies** (in French)
- o **13 events** were organized, co-organized and/or promoted in May by DPI/SPE (Special Events Section)

8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
Until 03/05/2013	Journeys to School	Division of External Relations and Public Information and Education Sector	Fences around HQs	N/A
03/05-26/08/2013	Heritage under the Waves	Culture Sector	Fences around HQs	N/A
06-15/05/2013	Slavic Capitals in 2D	Permanent Deleg. of the Republic of Slovenia	Salle des Pas Perdus	N/A
13-17/05/2013	Children's drawing exhibition at the occasion of the 100th anniversary of the birth of Sergey Mikhalkov (1913-2009)	Permanent Deleg. of the Russian Federation	Miró rooms	N/A
15-31/05/2013	Beyond dress codes: fashion between tradition and modernity	Permanent Deleg. of Cyprus	Salle des actes	N/A

8.2.2 Shows, Screenings and Award ceremonies

Date	Title	Organizer	Place	Public*
15/05/2013	Portuguese Language Day	Permanent Deleg. of Brazil to UNESCO	Room I	500
16/05/2013	Cultural Evening at the occasion of the 900th anniversary of achievements of Mahsati Ganjavi, poetess	Permanent Deleg. of Azerbaijan	Room I	600
27/05/2013	Exchange Day on the Protection of the Underwater Cultural Heritage: documentary film screening <i>Le Secret du Trésor de Bassas da India</i>	Culture Sector	Room I	400
29/05/2013	Charity concert "Cavalleria Rusticana" Opera by Pietro Mascagni	International Staff Association of UNESCO	Room I	-
30/05/2013	Gala of the Russian Opera Soloists	Permanent Deleg. of the Russian Federation	Room I	1 350

8.2.2 Conferences, forums

Date	Title	Organizer	Place	Public*
27/05/2013	Exchange Day on the Protection of the Underwater Cultural Heritage: symposium	Culture Sector	Room I	500

8.2.3 Special events

Date	Title	Organizer	Place	Public*
18/05/2013	2013 European Night of Museums at UNESCO	UNESCO Works of Art and Special Projects Unit	-	1 400
27-31/2013	Africa Week	Permanent Delegations of the Kingdom of Morocco and Zambia	Rooms I, IV,...	1 000 (cultural evening room I)

*Source: the number of participants for the rooms is estimated by ERI/DPI/SPE and MSS/CLD. Neither means nor tools are available to monitor exhibitions visitors. Room I maximum capacity: 1 350 seats

8.3. UNESCO Visits

The Visitors' Service organized a total of **55 visits** for **1,213 visitors** in May 2013.

Most visitors came within the framework of group visits and spontaneous visits. The major part of the organized visits was conducted in French for a European and North American public.

1. Requests

Number of emails received	n/a
Number of requests received	n/a
Accepted requests	n/a
Declined requests	n/a

2. Languages

Visits in French	49	89%
Visits in English	4	7%
Other	2	4%

3. Type of visits

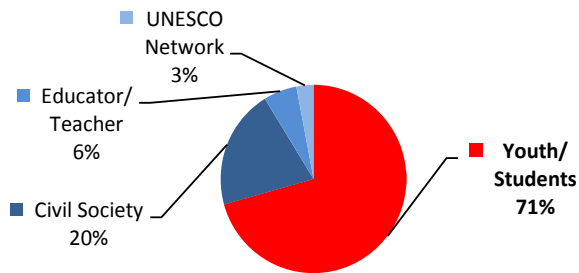
Group Visits	43	72%
Spontaneous Visits	12	20%
Individual Visits	0	0%
Incl. Thematic Conferences	5	8%

4. Origin

Europe and North America	1 040	86%
Asia and Pacific	128	11%
Latin America and the Caribbean	29	2%
Arab States	6	0%
Africa	10	1%

5. Profile of visitors

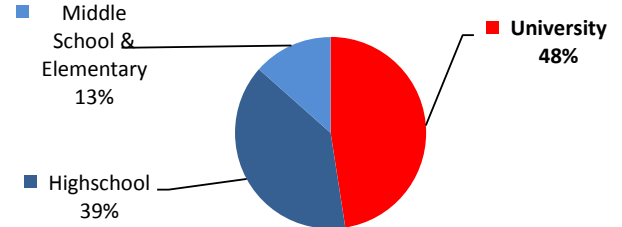
Almost 3/4 of visitors were Youth/Students



Breakdown of 1 213 UNESCO visitors in May 2013

Source: UNESCO

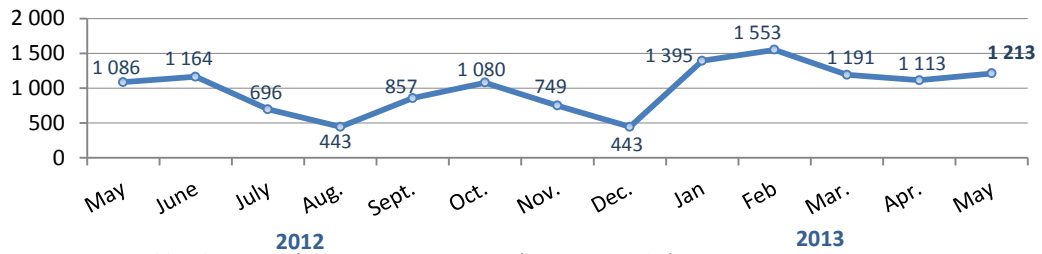
Half of Youth/Students visiting UNESCO were at University level (69%)



Breakdown of 854 Youth/Student visitors in May 2013

Source: UNESCO

More than 1,100 visitors received for the fifth month in a row



Visitors received by the Visitor's Service in May 2013 (last 12 months)

Source: UNESCO

9. UNESCO logo exposure

9.1. Patronage

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

The following **15 events** which have been granted UNESCO's patronage took place in May 2013:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/05	UK	Film entitled "Plastic Oceans"	General public	SC
02/05	France	Paysage et invention : Evolution des enseignements dans un monde en transition	NGOs et foundations	CLT
06/05	Canada	81e Congrès de l'Association francophone pour le savoir	Development agencies, policy-makers, educators & researchers	ODG
06/05	HQ	Exhibition on the history of Slavic capitals organized by the Forum of Slavic Cultures	UNESCO networks, permanent delegations & general public	ODG
06/05	Cape Verde	Intercultural forum on democratic Citizenship and Culture of Peace organized by the Cape Verde National Commission and the Cape Verde Youth Federation	Educators, students & youth	BSP
11/05	Morocco	Colloque "Savoirs et savoir-faire amazighs ». Activité visant à promouvoir et préserver le patrimoine immatériel.	Policy-makers and those working in the preservation of intangible cultural heritage	CLT
15/05	HQ	Journée de la langue portugaise organisée par la Communauté des Pays de Langue portugaise (CPLP)	UNESCO networks, permanent delegations & general public	ERI
16/05	HQ	Cultural evening dedicated to the 900th anniversary of Mahsati Ganjavi, poet of the 12th century, organized by the Permanent Delegation of Azerbaijan	UNESCO networks, permanent delegations & general public	ERI
16/05	HQ	Projection du film documentaire sur le Dr. Albert Schweitzer organisée par l'Association Internationale de l'œuvre du Docteur Albert Schweitzer de Lambaréné	UNESCO networks, permanent delegations & general public	ERI
17/05	Hungary	3rd Edition of Whitsun Festivities - International Gathering of Intangible Cultural Heritage	Civil society	CLT
18/05	France	Édition 2013 de la Nuit européenne des musées, organisée par le Ministère de la Culture et de la communication française	Civil society	CLT
22/05	Former Republic of Macedonia	"SEE a Paris" South-East European Film Festival – 3rd edition taking place in Paris	General public	CLT
23/05	HQ	Journée internationale intitulée "Citoyenneté universelle et Liberté mondiale de circulation et d'installation des personnes", organisée par l'ONG Emmaüs International	Researchers, educators et civil society	SHS
30/05	HQ	Gala concert and exhibition organized by the Russian Delegation in celebration of the 1150th anniversary of the Cyrillic alphabet	UNESCO networks, permanent delegations & general public	CLT
31/05	France	"Spark the debate in the City of Light": 2013 edition of event organized by the Paris International Model United Nations (PIMUN)	Students & youth	ERI

10. Media Partnerships

UNESCO has partnership agreements with the media, such as newspaper companies (Asahi Shimbun / Japan, Dong-A Daily and The Chosun Ilbo / Korea) and TV networks (NHK and TBS / Japan, 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.

10.1. NHK (Japan)

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

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

Duration: until December 2014

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

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

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

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

Regular programs (NHK General)

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): **17,791,000 households in main Kanto region = 1 percent of audience share corresponds to 177,910 households in main Kanto region.**

Estimate number of viewers in Japan (Video Research Inc): **889,550 households in main Kanto region.** Total number of viewers nationwide has not been surveyed.

<i>Date</i>	<i>Subject</i>	<i>Format</i>
Every day in Japan	Series World Heritage 100	5 minutes
Almost every day worldwide by satellite	Series World Heritage 100	5 minutes

No Special programs (Satellite channel) in May.

10.2. TBS (Japan)

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

Partnership began: 1994

Product: **A series of TV programmes (30 minutes): The World Heritage** <http://www.tbs.co.jp/heritage/>

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

Countries and regions of broadcast: **Japan**

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

Sponsorship: **SONY**

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience Share</i>
12/05	Manas Wildlife Sanctuary(India)	30 min.	4.5%
19/05	Macquarie Island(Australia)	30 min.	5.5%
26/05	Gunung Mulu National Park(Malaysia)	30 min.	4.9%

Average audience share in May: **5.0 percent** (for the first broadcast)

Estimate number of viewers in Japan: **4,562,000** (for the first broadcast)

The total number of audience accessed to the program in May was estimated at **18,348,000.**

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

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

Partnership began: October 2010

Products: **News and interviews**

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

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

Network: partnership with more than 100 foreign news media

Links to titles by language (other than Chinese)	Nb of reports
English	35
French	8

Spanish	7
Arabic	5
Russian	9
In May, a total of 64 reports were released on UNESCO through Xinhuanet	

10.4. 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	Titles of Reports on UNESCO in Russian	Page views
01/05	Mikhoels Center begins tour of USA with concert in Washington	119
01/05	Mount Fuji in Japan to become UNESCO World Heritage Site	1 789
02/05	Biography of Valery Gergiev	1 386
03/05	Golden Pen competition in journalism to be held in Uzbekistan	216
03/05	Experts: You cannot blame one person for Russia's media problems	2 439
06/05	Former Auschwitz guard on Wiesenthal's list arrested in Germany	35 504
07/05	Exhibition on history of Roerich Pact opens in Argentina	118
07/05	Kronotsky Nature Reserve needs around 100 volunteers this summer	222
08/05	Putin raises fine to 60 mln RUB for destroying cultural monuments	371
11/05	Head of ROC: Russia and China should join efforts for the benefit of their people	440
13/05	Kaesong, North Korea could become UNESCO World Heritage Site	104
13/05	Great Rivers Forum to be held in Nizhny Novgorod	188
14/05	Kizimen Volcano in Kamchatka spews ash more than 4 km into air	214
14/05	Gagarina describes transfer of Middle Trading Rows to Kremlin Museums	148
15/05	Lenin Mausoleum reopens to public after restoration work	2 386
15/05	Greek Prime Minister on a visit to China and Azerbaijan	265
15/05	Great Rivers International Forum opens in Nizhny Novgorod	217
16/05	Tombstone of Boyar Hitrovo to be copied in honor of anniversary of Ulyanovsk	86
16/05	Ministry of Environmental Protection requests construction to be halted in nature reserve near Moscow	158
17/05	Organizers of CIS Delphic Games want to make them global	611
18/05	Delphic Games solve problems of promoting culture	657
20/05	Hot air balloon carrying tourists crashes in Turkey	26 075
20/05	No Russians involved in hot air balloon crash in Turkey	385
20/05	Save and Preserve campaigners plant 25,000 trees in Yugra	43
20/05	Death toll from hot air balloon crash in Turkey reaches three	816
21/05	Israel refuses to accept UNESCO mission in Jerusalem	444
22/05	Belarus International Media Forum opens Wednesday in Minsk	99
22/05	Ministry of Culture gives Kizhi director free rein, but keeps control	336
23/05	UNESCO helps Yugra preserve culture of minority peoples of the North	49
23/05	Kozhin: Working draft of new Kremlin Museum complex ready	60
23/05	Adygea asks for boundary of UNESCO World Heritage Site to be changed	146
23/05	Communist Party deputies in State Duma introduce amendment to new status of Russian Language Day	106
24/05	Russia working out options for restoring Russian Necropolis in Belgrade	155
24/05	Novgorod museum staff to open tourist route along Kremlin walls in 2014	139
27/05	St. Petersburg: from Peter the Great to the present day	967
28/05	Prince Charles on a private visit to Armenia	505
28/05	Patriarchs Kirill and Theophilus are to conduct liturgy in Kronstadt	813
29/05	UNESCO adds 12 sites its World Biosphere Reserve Network	66
30/05	Former Serbian president asks Patriarch Kirill to help Serbs in Kosovo	215
30/05	A Just Russia distributes maize in protest against Lakhta Center in St. Petersburg	33
30/05	XV century church, a UNESCO World Heritage Site, attacked by vandals in Novgorod	449
Total reports in Russian: 41		Total page views: 79 539

Date	Titles of Reports on UNESCO in English	Page views
06/05	Russia Confirms Plans to Send Sarah Brightman to Space	33
Total reports in English: 1		Total page views: 33

Date	Titles of Reports on UNESCO in French	Page views
14/05	Bande de Gaza: les islamistes détruisent un port antique	17
28/05	Le prince Charles en visite privée en Arménie	5
29/05	La Russie poursuivra son soutien à Haïti	15
Total reports in French: 3		Total page views: 37

Date	Titles of Reports on UNESCO in German	Page views
08/05	Repräsentant aus Russland übernimmt Spitzenposten im Jüdischen Weltkongress	10
30/05	Serbiens Ex-Präsident Tadic bittet Patriarch Kyrill um Hilfe für Kosovo-Serben	29
Total reports in German: 2		Total page views: 39

Date	Titles of Reports on UNESCO in Spanish	Page views
21/05	Israel cancela la visita de la UNESCO a Jerusalén	6
27/05	Los secretos de la Iglesia de la Intercesión de la Virgen en el río Nerl	41
Total reports in Spanish: 2		Total page views: 47
TOTAL REPORTS: 49		TOTAL page views in May: 79 695

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

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

Partnership began: 1995

Products: **Documentary films – 404 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](#)

Films shown on World Heritage in May 2013: **Treasures of the World – Heritage of mankind**

▪ 3sat – cultural channel (Germany / Austria / Switzerland)

Day/time	Nb of films	Audience share	Viewers / film	Total viewers
Sunday 7.45 pm	3	0.4	106 667	320 000
Monday 12.45 pm	0	-	-	-
Tuesday 9.45 pm	3	1.4	396 667	1 190 000
Extra shows, different times	7	1.4	141 429	990 000
Total	13	-	-	2 500 000

▪ Phoenix – documentary channel (Germany)

Day/time	Nb of films	Audience share	Viewers / film	Total viewers
Different days and times	8	1.1	93 750	750 000
Total	8	1.1	93 750	750 000

▪ SWR Fernsehen – regional channel of ARD (South West of Germany)

Day/time	Nb of films	Audience share	Viewers / film	Total viewers
Saturday 6 am	4	4.4	25 000	100 000
Saturday 4.45 pm (only Saarland)	3	2.8	N/A	N/A
Extra shows, different times	1	5.1	50 000	50 000
Total	8	-	-	150 000