



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2015/PIPMR/51/REV

Monthly Visibility Report

April 2015

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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

Several events at UNESCO as well as news concerning cultural heritage in Nepal, Iraq and Syria kept the Organization in the media spotlight during April.

The biggest news story for the Organization was the destruction of cultural heritage in the tragic Nepal earthquake at the end of the month. The extent of the damage to the World Heritage site generated headlines in international, national and local media worldwide and led to dozens of requests from broadcast media for interviews with our experts – many of which were done by the Director of the Kathmandu Office, Christian Manhart, in extremely difficult circumstances (see peak on 25/26 April, graph to the right).

Another peak in media coverage occurred earlier in the month, with the launch of the [2015 EFA Global Monitoring Report](#) (9 April) and the visit to Headquarters by Indian Prime Minister Narendra Modi (10 April).

Much of the coverage concerning the Prime Minister came from Indian media, which had organised three live telecasts of the event for national television networks.

The GMR generated some 1,787 articles over the month, which is a slight drop over last year's figures. However, while absolute numbers are down, the data shows that the potential readership of the stories published was substantially higher than last year. This indicates that those media writing on the subject this time had a much greater reach.

World Book and Copyright Day received extensive coverage around the world, as usual. Most stories reported on local initiatives to celebrate the day, mentioning that it was initiated by UNESCO.

However, the international day that stole the show this month was the 4th edition of the International Jazz Day. The main global event - held in Paris - was widely covered in France, and most other regions of the world. The press service monitored almost 1,000 articles on this topic in leading national and int'l news outlets and specialized press. Numerous television and radio outlets also took part in the celebrations. *Télérama*, France Info and France Culture ran programmes about the day. France 3 broadcast live from UNESCO. Arte TV broadcast the concert via streaming, as did seven radio stations in Spain and Latin America, thanks to the new partnership signed by UNESCO and Spanish communications group PRISA.

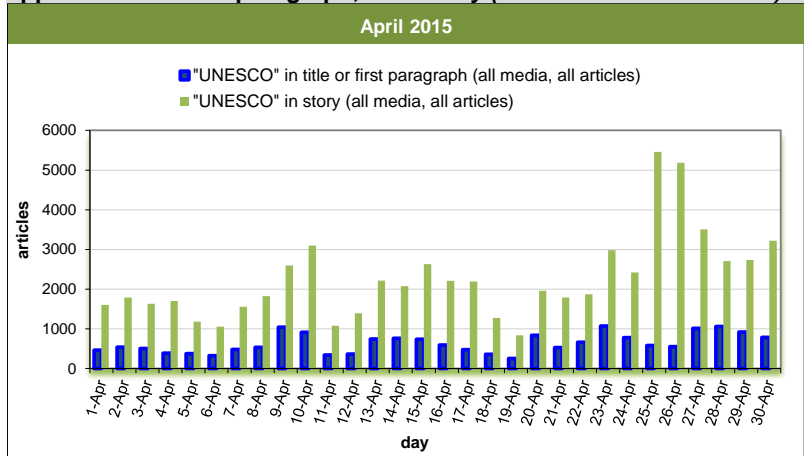
The following events are highlighted in the Major Events pages:

- **Launch of the 2015 Education for All Global Monitoring Report (09/04)**
- **Visit of Prime Minister of India (10/04)**
- **World Book and Copyright Day 2015 (23/04)**
- **Special Event – UNESCO: 70 years in the service of human dignity (28/04)**
- **International Jazz Day 2015 (30/04)**

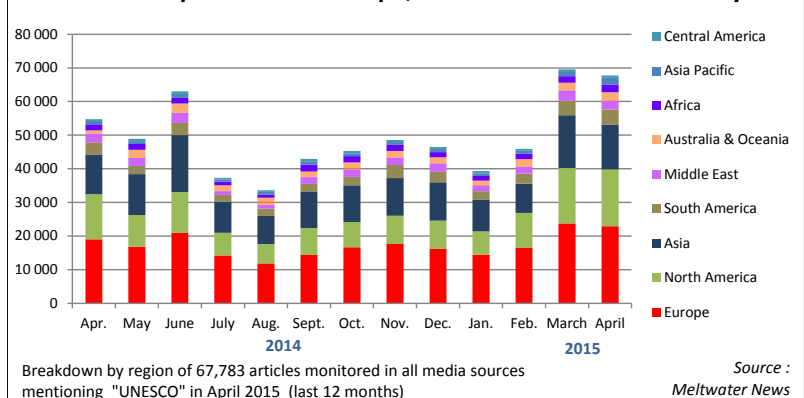
UNESCO Website and Social Media Channels

Web traffic dropped in April by 7% but remains among the highest ever. With 7.9 million page views, and 2.9 million visits it shows respectively an 11% and 20% increase compared to April last year. The protection of cultural heritage was among the most prominently featured themes

Articles monitored daily in all media sources in which “UNESCO” appears in title/first paragraph, or in story (Source: Meltwater News)



Almost 70,000 articles monitored worldwide this month again 78% were published in Europe, North America and Asia only



with the main interest focused on the Director-General's statements regarding protection of cultural heritage in Syria and Iraq, reconstruction of the mausoleums of Timbuktu, and #unite4heritage campaign. Freedom of expression and safety of journalists was another major topic, with pre-event promotion of the World Press Freedom Day event in Riga, Latvia, Guillermo Cano prize, and Christiane Amanpour's nomination as UNESCO Goodwill Ambassador.

The Executive Board activities were much featured on the website: six stories were published to promote its key decisions - including on countering violence at schools, protection of cultural heritage, and safety of journalists. On unesco.int, as a result, page views increased by 18%, a growth by 26% compared to April 2014.

Finally, the focus was on April's three major events: Celebration of the 70th anniversary of UNESCO; Int'l Jazz Day All-Star Global Concert in Paris; the launch of the 2015 EFA GMR and a pre-event promotion of the World Education Forum 2015. Coverage for these events included pre-event promotion on the website and via social media, integration of video material, preparation of photo galleries, and the organization and promotion of live webcasts.

UNESCO's social media channels demonstrate strong accomplishments in April 2015. Our strategic emphasis on multilingualism continues to yield its fruits. For example, this month's top ten Facebook posts are all in Portuguese and Spanish, of which six relate to literature or books – a topic where UNESCO is exceptionally strong among our Latin American communities. Moreover, for the first time, five tweets in Arabic are among the top 10 tweets of the month, and all five relate to a partnership with the Saudi Football Club Al-Hilal; In total, seven of the top 10 tweets are on this subject, including two tweets in English. By retweeting UNESCO messages to their massive Twitter following, the Club helped our accounts reach new audiences, and grow our own following. In terms of the number of retweets, UNESCO's top 4 tweets this month are the top 4 tweets of the entire UN system.

This example underscores the critical need to work closely with the social media accounts of our partners which have millions of followers - such as Goodwill Ambassador Christiane Amanpour and Indian Prime Minister Modi - and to bring UNESCO's work through their influential streams.

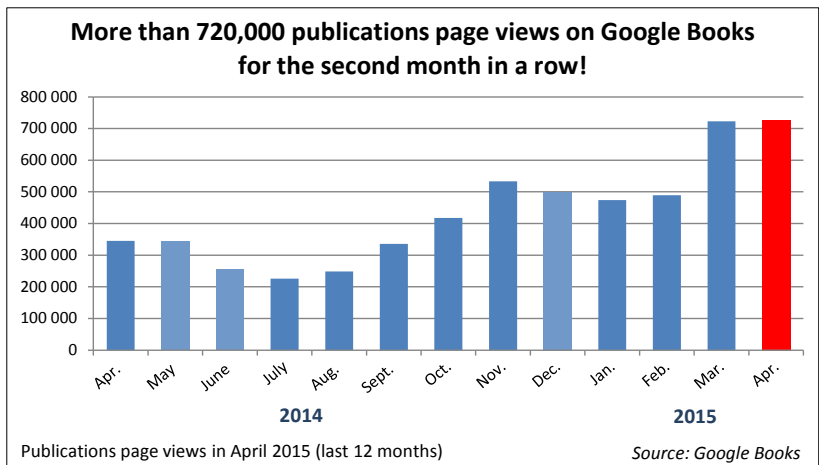
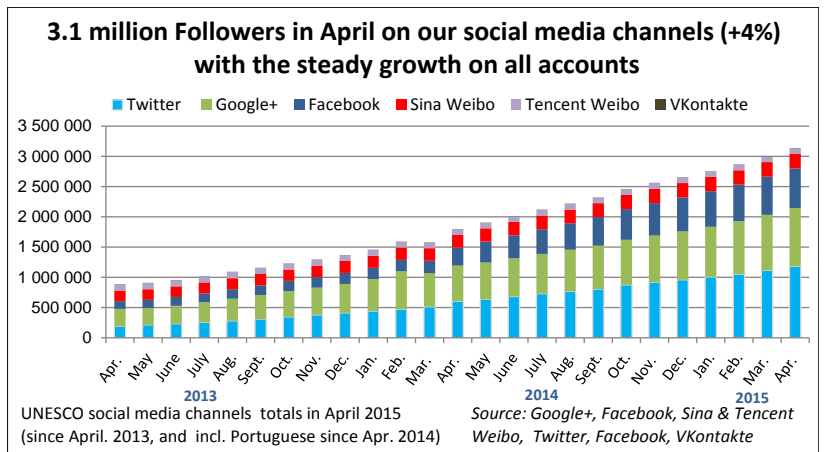
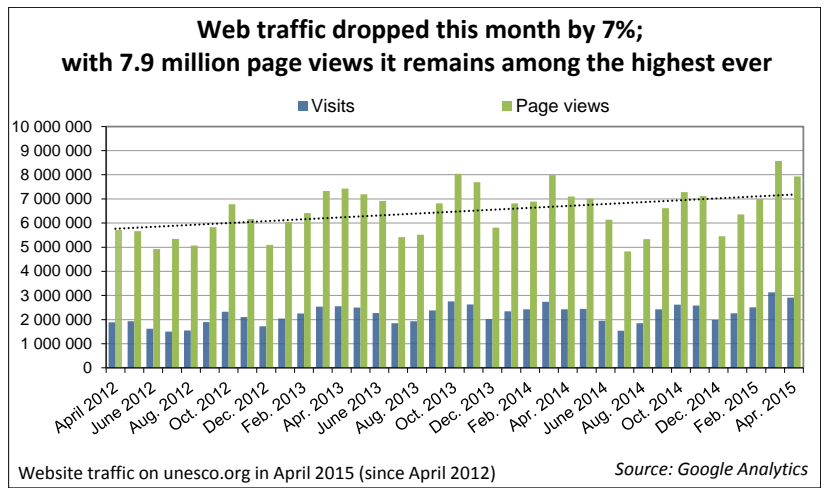
Finally, it must be noted that the Director-General launched her Twitter account, @IrinaBokova, on April 28. Two days later, her account already got 800 followers.

Publications

Due to a technical problem, April information for online viewing takes into account only the period from 1 to 9 April 2015. In spite of partial figures we can see that the newly released [EFA Global Monitoring Report 2015](#) has performed comparatively well in both the English and Spanish versions, which are prominent in the Top 10 most consulted publications. The SC publication [The United Nations World Water Development Report 2015: water for a sustainable world](#) is still doing well since its release in March. The positive trend of page views on Google Books observed in March is maintained for the month of April with more than 720,000 pages views. Best-selling titles at the Bookshop were on education and heritage themes, whilst on-line sales are mainly on education and science (water and oceans) titles.

Focus on a Field Office

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



Major events:

I. Launch of the 2015 Education for All Global Monitoring Report: Education for All 2000-2015: Achievements and Challenges (09 April 2015)

This was the first year that saw parallel global launch events for the EFA Global Monitoring Report. The global launch in New Delhi was co-organised with the Indian Ministry of Human Resource Development and UNESCO Office in New Delhi. It included presentations by Minister Smriti Zuban Irani, Nobel Peace Laureate Mr. Kailash Satyarthi, the DDG of UNESCO, the Director of the EFA GMR, the Director of UNESCO New Delhi, the Youth Engagement Coordinator for A World at School and the Vice Chancellor of the National University for Education Planning and Administration.

The global launch in Paris featured presentations by the Director-General of UNESCO, Ministers of Education from Senegal and Morocco, the Chair of the OECD Development Assistance Committee, the President of the Global Campaign for Education and the GMR team. This event reached many UNESCO member representatives attending the concurrent meetings of UNESCO's Executive Board and most members of the EFA Steering Committee.

The global launch in New York included presentations by Ministers of Education of Ghana and Nepal, Mr Jeffrey Sachs, the CEO of the Global Partnership for Education, the Assistant Director-General of UNICEF, the Director of the UNESCO Institute for Statistics, the UN Ambassador of Mongolia. Welcome remarks were made by the ASG for Policy Coordination and Inter-Agency Affairs (UN DESA) and the Director of UNESCO New York. It was moderated by the USG for Communications and Public Information.

In addition to the global launches, 26 regional and national launch events took place in April, attracting thousands of participants and worldwide media attention. At least ten press conferences were held, including in Kenya, Brazil and Beirut. Sixteen Ministers of Education attended events over the course of the month. Nine events were streamed online, compared to only two last year.

Participants: New Delhi: >400 people; Paris: >250 people; New York: >150 people. Other launches: >2,100 people. Total participants: 2,973. Average number of participants per event: 115

Audience: Ministers, UN agencies, Education specialists, NGOs & campaigners, Academics, students & teachers

Communication materials and activities:

- [Media advisory \(31/03\)](#)
- [UN Secretary General's video message](#)
- [Data visualisation tool](#)
- [Save the date!](#)
- [Press release \(08/04\)](#)
- [Interview with Aaron Benavot, GMR Director](#)
- [Infographics](#)
- [Dedicated website](#)
- [News \(10/04\)](#)
- [Figures](#)
- [Youth Report](#)
- [Animated video](#)
- [Photos](#)
- [Regional Overviews](#)

Webcast/Live streaming simultaneous connections: 64 (External: EN: 33, FR: 2; Internal: EN: 25, FR: 4)

Website statistics: [Media advisory](#): 200 visits/817 page views. [Press release](#): 1,914 visits/3,819 page views. [News](#): 279 visits/2,534 page views. [Dedicated website](#): 31,369 visits/115,733 page views (all-time record, with peak on 09/04; visits were up by 24.5% during the first week after launch). Blog: 23.8K page views (new record). [Official launchings and related events](#): 466 visits/1,977 page views. [Infographics and photos](#): 267 visits/1,615 page views. Videos: [Interview of Aaron Benavot, Director of the Education for All Global Monitoring Report 2015](#): 146 views; Animated video: [English](#): 2,618 views, [French](#): 154, [Spanish](#): 283; [Message of support by the UNSG Ban Ki-moon](#): 787 views

Due to a problem with UNESDOC in April, complete figures concerning the downloads of the Report or any of its supporting materials are not available.

Press coverage: There were 1,787 articles on the GMR 2015 in 98 countries in the launch month, just under the 1,856 articles written during the launch month of the GMR 2013/4. However, the reach of this year's Report was over 100 times that of last year's, due to more effective pitching. The Advertising Value Equivalent of the coverage was over two and half times as much as last years, equal to €21.5 million.

Opinion pieces were sourced in the names of the Director-General of UNESCO, Jeffrey Sachs, Kailash Satyarthi, and Aaron Benavot, the director of the Report. Broadcast coverage was extensive and included feature-length packages on Al Jazeera, BBC and Euronews. Interviews on the Report ran in other major channels, including CNBC, Citizen TV, Atlantic Radio Morocco, KTN, Globo, NPR, ABC and Aaj Tak.

Social media: On just the day of the launch itself, tweets from @EFAReport reached 6.4M accounts, with 50K interacting in some way with it (favouriting, sharing, clicking on a link/photo/video). During the first 7 days after launch, tweets reached 10.7M accounts and had 154.4K clicks, up 50% on the 2013/4 Report. The hashtag for the *EFA GMR 2015* (#EduVerdict) had a reach of 56.5M (34.8M last year). Over the previous month and launch month, the account got 2,442 new Twitter followers and had 3,346 retweets. In the same period, the Facebook posts reached 79K accounts.



II. Visit of Prime Minister of the Republic of India (10 April 2015)



On 10 April 2015, Prime Minister of the Republic of India, Mr Narendra Modi, came for his first official visit to UNESCO Headquarters. It was the first official visit of a Chief of Government from India since 1995.

During his visit, the Prime Minister paid homage to Sri Aurobindo, laying a flower wreath at his statue in the presence of the Director-General, Irina Bokova and Ambassador Ruchira Kamboj, Permanent Delegate of India to UNESCO. The Prime Minister, then, participated in a bilateral meeting with the Director-General and signed the visitors' book. After a brief photo opportunity with the members of the Permanent Delegation of India to UNESCO, the Prime Minister delivered a speech in front of a packed Room I including many Ambassadors and public figures, French Government Officials, Indian partners and wide public. During his speech, he expressed the importance of India's relationship with UNESCO. Mr Modi underlined as well his will to have yoga inscribed on the Representative List of Intangible Cultural Heritage and seized the occasion to launch a website for International Yoga Day - proclaimed by UNESCO following the UN in New York - which will be celebrated for the first time on 19 June 2015.

Participants: 1,430. **Audience:** Permanent Delegations, French Government Officials, Indian partners, public figures, wide public, and UNESCO Staff

Communication materials and activities:

- [Media advisory](#) (31/03)
- [News](#) (10/04)
- [Full text of Prime Minister Modi's address to UNESCO](#)
- [Photo gallery](#)
- Video : [Visit of H.E. Mr Narendra Modi, Prime Minister of the Republic of India to UNESCO](#)

Website statistics: [Media advisory](#): 238 visits/1,011 page views. [News](#) : 631 visits/1,629 page views. [Photo gallery](#) : 32 visits/152 page views. Video: [Visit of H.E. Mr Narendra Modi, Prime Minister of the Republic of India to UNESCO](#): 391 views.

Press coverage: The visit to UNESCO by Prime Minister Modi generated major press coverage in India, with national, regional and local news outlets running stories. National broadcasters NDTV and All India TV telecast the PM's speech live.

Social media: UNESCO's messaging about the Prime Minister's visit performed relatively well by the standards of our typical posts, and got up to 338 likes on Facebook, and 370 retweets on Twitter.

We should however integrate, as standard practice, the inclusion of social media guidance to the communications office of visiting personalities. Narendra Modi, who has millions of followers and many other personalities who visit UNESCO have immensely influential followings on social media; their accounts can help deliver UNESCO's work to millions of people, globally, who would not necessarily come into contact with our work.

III. World Book and Copyright Day 2015 (23 April 2015)



La **Journée mondiale du livre et du droit d'auteur**, célébrée jeudi 23 avril au Siège de l'Organisation, sous le thème de **l'Accès au livre pour tous**, a réussi sa mission de sensibilisation aux livres adaptés auprès du grand public. Ateliers, animations et lectures ont rythmé la journée. Plus de 200 enfants et adultes ont participé à des activités aussi diverses que variées : lectures d'images tactiles et audio, initiation à la langue des signes et au braille. Un succès que l'on doit à la mobilisation de nombreux professionnels, associations et instituts spécialisés dans l'accessibilité des contenus scientifiques et culturels pour les personnes en situation de handicap.

Les coulisses de l'imprimerie se sont ouvertes aux enfants pour leur faire découvrir l'ensemble des techniques permettant la reproduction des écrits et illustrations de l'Organisation. Un moment très apprécié où chacun a pu repartir avec carnets de dessin, livres vierges et souvenirs de l'UNESCO.

Egalement au programme, un cycle de conférences dédié à l'édition numérique et à l'accessibilité culturelle, suivi par une centaine de professionnels du monde de l'édition. La moitié d'entre eux ont aussi pu assister à une visite guidée d'une sélection des 650 œuvres d'art du patrimoine de l'Organisation.

Une journée largement relayée par les médias, notamment par Le Grand Journal de Canal+, qui a fait de cette célébration le sujet de sa [chronique littéraire](#) du 23 avril.

Parallèlement, une cérémonie d'ouverture organisée à Incheon (République de Corée) a marqué le début de son mandat en tant que [Capitale mondiale du livre](#), un titre décerné chaque année au meilleur programme de promotion du livre. De plus, dans le cadre d'un partenariat avec ILAB ([International League of Antiquarian Booksellers](#)), une trentaine de foires de livres organisées dans plus de 20 pays ont permis de collecter des fonds au profit de la [Whitaker Peace & Development Initiative](#). Les fonds ainsi récoltés seront destinés à l'achat et la distribution de livres de la collection Bouba et Zaza dans des écoles et centres de documentation au Sud Soudan.

Participants: Plus de 300 participants. **Audience:** Enfants de centres de loisirs & du Club des enfants de l'UNESCO et des professionnels de l'édition.

Communication materials and activities:

- [Message from the Director-General for WBCD](#)
- [Dedicated webpage](#)
- [Celebrations map](#)
- Posters, Kakemonos, bookmarks, flyers
- Programme for [Workshops](#) and [Conferences](#)
- Series of conferences
- Workshops, animations
- Video : [Reading in the Mobile Era](#)

Website statistics: [Message from the Director-General for WBCD](#): 52 visits. [Dedicated webpage](#) : 14,219 visits/19,896 page views. [Reading in the Mobile Era](#) : 532 views.

Press coverage: As usual, press coverage for the day was excellent with scores of articles in all regions and across the full range of media outlets. Most stories focused on local celebrations for the day, referencing UNESCO as having initiated the event. Coverage of events at Headquarters was negligible. In Africa, there were numerous stories concerning Port Harcourt's role as World Book Capital.

Social media: As expected, our social media content performed best in Portuguese and Spanish. It is worth noting that 6 of the month's top 10 Facebook posts are in these languages, and relate to books. Posts about literature in general are wildly popular in Spanish.

In other languages - such as English and French - the use of a quote by Malala Yousafzai ("Our books and our pens are the best weapons") proved to be the most effective angle to communicate our advocacy for books. The English language [tweet](#) bearing her quote was retweeted 1.8K times. Even though it is our 4th most retweeted message this month, it beats out the tweets of all other UN agencies

IV. Special Event – UNESCO: 70 years in the service of human dignity (28 April 2015)



Cette soirée événement, organisée au Siège de l'UNESCO le 28 avril 2015, dans le cadre de la réunion des chefs de Secrétariat des organismes des Nations Unies (CEB), avait pour objet de célébrer les 70 ans de l'UNESCO en présence de l'ensemble du système de l'ONU. Le Secrétaire général des Nations Unies, M. Ban Ki-moon était l'invité d'honneur de la soirée. Pendant plus d'une heure de spectacle multimédia, des images et vidéo d'archives projetées sur un écran géant (200 m2) installé en salle I étaient accompagnées de prestations artistiques et musicales retraçant l'histoire, les valeurs et les programmes de l'UNESCO. L'ensemble des chefs de Secrétariat des organismes des Nations Unies étaient présents pour l'occasion, avec 1 200 invités de marque, Ambassadeurs de bonne volonté, partenaires de l'UNESCO et personnel de l'Organisation. En marge de l'événement, une exposition d'objets emblématiques et documents d'archives était organisée pendant toute la durée du CEB (29-30 avril), dans le Foyer de la Salle I.

Participants: 1,200. **Audience:** Membres du CEB, Etats membres, Personnalités du monde la culture, de l'éducation, des sciences et de la communication/médias, représentants de grandes institutions et d'ONG internationales, Ambassadeurs de bonne volonté, partenaires de l'UNESCO, et personnel des Agences du Système des Nations Unies à Paris et de l'UNESCO.

Communication materials and activities:

- [News](#) (24/04)
- [Event announcement](#)
- Mini brochure/Programme
- UNESCO Constitution brochure distributed to all participants
- Exhibition
- Kakemonos
- Live webcast
- [Video of the event](#)

Webcast/Live streaming simultaneous connections: 504 (Floor: 457; French: 47).

Website statistics (until 10/05): [News](#): 958 visits/3,178 page views. [Event announcement](#) : 52 visits/192 page views. [Video of the event](#) : N/A.

Press coverage: This event was treated as a mainly internal celebration and did not generate any significant media coverage.

Social media: A series of 6 visuals – highlighting the meaning of each letter in the UNESCO acronym – was launched to promote the webcast. Though very self-promotional in nature, the messages performed relatively well on Facebook, with each post averaging 200 likes. The UN HQ picked up webcast, assimilating the #UNESCO70 celebrations as more generally a #UN70 celebration.

V. International Jazz Day 2015 (30 April 2015)



The 2015 International Jazz Day was co-organized by UNESCO and the Thelonious Monk Institute of Jazz. The event was led by the Director-General Irina Bokova and Herbie Hancock, UNESCO's Goodwill Ambassador for intercultural dialogue and chairman of the Thelonious Monk Institute of Jazz, in the city of Paris which was named for this 4th edition Global Host City, with its historically vibrant and innovative jazz scene.

Jazz Day in Paris included more than 80 Jazz education programs, performances and community outreach from morning to evening in all 20 districts. The main all-star concert was held at UNESCO Headquarters and brought on stage more than two dozen renowned artists and personalities to celebrate Jazz and cultural diplomacy. In the presence of UN Secretary-General Ban Ki-moon, the Director-General recalled that UNESCO created International Jazz Day in 2011 to honour one of the most ground breaking cultural expressions of the 20th century.

At the conclusion of the concert, Herbie Hancock announced that the main concert for the 2016 International Jazz Day will be hosted by Barack and Michelle Obama at the White House.

Participants: 1,400. **Audience:** Permanent Delegations, Goodwill Ambassadors, UN CEB, VIPs, French Government Officials, artists, sponsors, and UNESCO staff upon invitation.

Communication materials and activities:

- [Message from the Director-General for IJD](#)
- [Press release](#) (17/04)
- News ([26/02](#), [14/04](#), [30/04](#))
- [Official website](#)
- [Dedicated webpage](#)
- [Celebrations map](#)
- [Event announcement](#)
- Programme
- Live webcast
- Artists interviews
- Photo gallery
- Videos: [Director-General Irina Bokova and Artist for Peace Marcus Miller launch Jazz Day 2015](#) ; [International Jazz Day 2015](#) (Message by the DG); [International Jazz Day 2015](#); [International Jazz Day All-Star Global Concert - April 30, 2015](#)

Webcast/Live streaming connections:N/A.

Website statistics (until 10/05): [Message from the Director-General for IJD](#): 250 views. [Press release](#): 225 visits/1,075 page views. News: [26/02](#): 585 visits/1,146 page views; [14/04](#): 76 visits/409 page views; [30/04](#): 77 visits/489 page views. [Dedicated webpage](#): 1,061 visits/2,572 page views. [Event announcement](#) : 2,879 visits/4,428 page views.

Videos: [International Jazz Day 2015](#) (Message by the DG): 564 views; [Director-General Irina Bokova and Artist for Peace Marcus Miller launch Jazz Day 2015](#) : 428 views; [International Jazz Day 2015](#): 978 views; [International Jazz Day All-Star Global Concert - April 30, 2015](#) (posted by *International Jazz Day*): 56,573 views.

Press coverage: The 4th edition of the International Jazz Day, held in Paris, was the subject of thousands of press articles in France, the US and beyond. DPI and the Thelonious Monk Institute drafted and distributed two press releases before the day and one after. Journalists interest focused on the artists participating in the All Star concert (in particular Herbie Hancock and Marcus Miller) and they were the most interviewed. UNESCO only received a couple of interview requests. Télérama, France Info and France Culture runned programmes about the day. French TV channel France 3 did a live subject from UNESCO. Arte TV broadcasted the concert via streaming. For the first time, as a result of the partnership signed by UNESCO and Spanish communications group PRISA, 7 radios in Spain and Latin America also proposed the streaming of the concert: Radio Continental (Argentina), Caracol Radio (Colombia) Futuro (Chile), Cadena SER (Spain) W Radio (Mexico) W Radio (Panama) and Radio Panamá (Panama). 60 journalists covered the concert in Paris.

Social media: As agreed with the Monk Institute, UNESCO accounts were in a support position for the lead accounts of @IntlJazz Day. Central accounts supported UNESCO in every way possible – sharing key tweets or Facebook posts; or recording a behind-the-scenes video interview with Marcus Miller. On Jazz Day, our new Instagram account narrated, in song, key events taking place around Paris – using lyrics from famous jazz songs about Paris.

Focus on UNESCO Office in Apia

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

The **Education** sector is primarily focusing on the Pacific EFA Review, 2015, and supporting Fiji, Kiribati, Samoa, the Solomon Islands and Vanuatu to improve the quality of curriculums and the quality of teaching and learning. It is also focusing on improving school leadership and implementing programmes to support Education for Sustainable Development (ESD) in Niue, Palau, Tonga, Tuvalu and Fiji. The Education Sector released on April 4, on the UNESCO Bangkok e-library the [Attitudinal Survey Reports on the Delivery of HIV and Sexual Reproductive Health Education in School Settings in four countries](#) (Nauru, Niue, Palau and Samoa).

UNESCO Office for the Pacific States with ILO jointly supported a three weeks long workshop (27/04-20/05) for 15 out-of-school youth in Samoa. The workshop taught the skills and knowledge to make Siapo as well as how to create a business from making and selling it. Siapo, is a fine cloth made from the bark of the Paper Mulberry tree and is designed with Samoan significant art forms and symbols.



Students making Siapo

World Press Freedom Day, 2015

Three students of the National University of Samoa were presented with awards in recognition of their efforts to uphold press freedom. The Divine Word University in Papua New Guinea also celebrated World Press Freedom Day honoring the work of journalists in Papua New Guinea for more than 50 years.



Papua New Guinea Students

UNESCO with the Vanuatu Culture Centre of the Ministry of Internal Affairs, led early April the Post Disaster Needs Assessments (PDNA) in the field of culture, focusing on the recovery of affected cultural institutions, as well as heritage buildings and sites. The 10-days mission to Vanuatu was undertaken by the UNESCO Office in Apia and included also experts from ICOMOS; It revealed significant destruction.



Cultural Heritage damage at Vanuatu

The UNESCO Office for the Pacific States has received a Funds-in-Trust (FIT) from the Malaysian Government to implement a project to build economic resilience in the Pacific and Southeast Asia by reducing risk of Loss & Damage in the tourism and agriculture sectors from climate extreme and slow-onset events. The project will cover four countries in the Pacific region: Cook Islands, Solomon Islands, Fiji, Samoa, and two countries in Southeast Asia: Timor Leste and Malaysia.



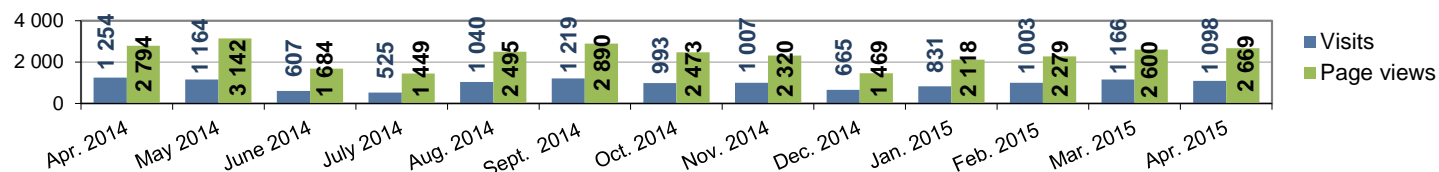
The IOC of UNESCO, the International Union of Geodesy and Geophysics (IUGG), its Tsunami Commission, and the U.S. National Oceanic and Atmospheric Administration (NOAA) organised an International Tsunami Symposium to commemorate the 50th anniversary of the International Tsunami Warning System in Hawaii, USA from 20 to 21 April. The two-day Symposium was attended by more than 160 country delegates and experts from over 40 countries.



Media

In April, UNESCO most popular event in the news was the Siapo Making Business Training covered by three newspapers, online, 3 television and 1 radio ([Newsline Samoa Talamua](#), [Samoa Observer](#)). UNESCO was also featured in two newspapers on the 2 Samoana Jazz and Arts Festival at the end of April ([Samoa Observer](#), [Talamua](#)).

Website traffic: <http://www.unesco.org/new/en/apia/>



Apia Office web traffic from April 2014 to April 2015

Source: Google Analytics

Publications



UNESCO Office for the Pacific States Quarterly Newsletter: [Issue 7, Jan.-March 2015](#)



[Attitudinal Survey Reports on the Delivery of HIV and Sexual Reproductive Health Education in School Settings in four countries](#) (Nauru, Niue, Palau and Samoa) (92 total views as of 9 April).

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).

Traffic indicators explained: ¹ **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 **A visit (or session)** 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 **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.

Web traffic dropped in April by 7% but remains among the highest ever. With 7.9 million page views, and 2.9 million visits it shows respectively an 11% and 20% increase compared to April last year.

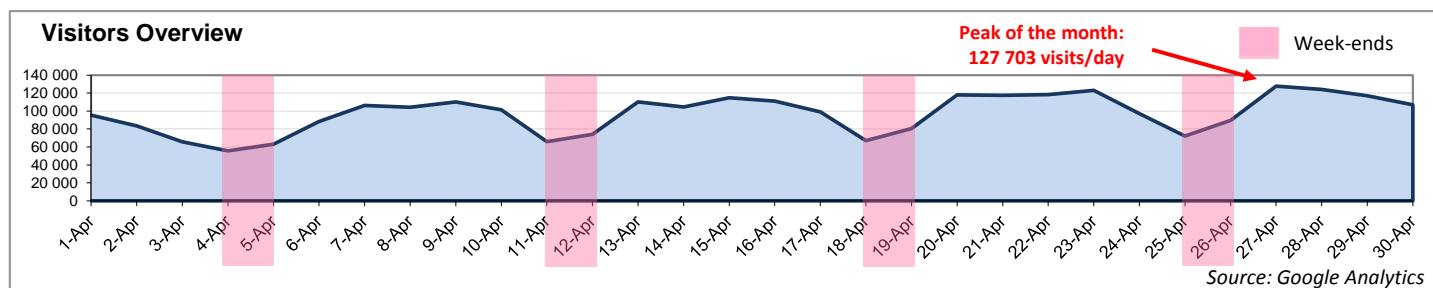
The protection of cultural heritage was among the most prominently featured themes, with the main interest focused on the Director-General's statements regarding protection of cultural heritage in Syria and Iraq, reconstruction of the mausoleums of Timbuktu, and #unite4heritage campaign. Freedom of expression and safety of journalists was another major topic in April, with pre-event promotion of the World Press Freedom Day event in Riga, Latvia, the Guillermo Cano prize, and Christiane Amanpour's nomination as UNESCO Goodwill Ambassador.

The Executive Board activities were much featured on the website: six stories were published to promote its key decisions - including on countering violence at schools, protection of cultural heritage, and safety of journalists. During this Executive Board month, page views on the site dedicated to the Member States and their National Commissions – unesco.int – increased by 18%, a growth by 26% compared to April 2014.

Finally, the focus was on April's three major events: the Celebration of the 70th anniversary of UNESCO; International Jazz Day All-Star Global Concert in Paris; the launch of the 2015 EFA GMR and a pre-event promotion of the World Education Forum 2015. The web coverage for these events included pre-event promotion on the website and via social media, integration of video material and preparation of photo galleries, and the organization and promotion of live webcasts.

1.1. April 2015 Traffic

Daily Web Traffic Patterns



1.2. Monthly visits

	Page views ¹	Variation vs Y-1	Variation vs M-1	Visits ²	Variation vs Y-1	Variation vs M-1	Unique Visitors ³	Variation vs Y-1	Variation vs M-1
April 2014	7 102 844	-4.36%	-11.10%	2 424 151	-5.09%	-11.44%	1 875 292	-2.88%	-11.61%
May 2014	7 018 100	-2.42%	-1.19%	2 448 173	-1.90%	+0.99%	1 894 841	-0.37%	+1.04%
June 2014	6 140 465	-11.21%	-12.51%	1 952 754	-14.09%	-20.24%	1 491 853	-13.58%	-21.27%
July 2014	4 826 807	-10.89%	-21.39%	1 540 348	-16.93%	-21.12%	1 179 042	-17.05%	-20.97%
Aug. 2014	5 332 615	-3.37%	+10.48%	1 849 771	-4.21%	+20.09%	1 452 139	-3.13%	+23.16%
Sept. 2014	6 613 378	-2.91%	+24.02%	2 425 768	+1.76%	+31.14%	1 904 998	+2.04%	+31.19%
Oct. 2014	7 279 843	-9.44%	+10.08%	2 615 387	-5.17%	+7.82%	2 005 482	-7.69%	+5.27%
Nov. 2014	7 117 727	-7.53%	-2.23%	2 580 313	-1.69%	-1.34%	1 973 591	-3.96%	-1.59%
Dec. 2014	5 452 657	-6.14%	-23.39%	1 990 436	-1.51%	-22.86%	1 540 810	-4.04%	-21.93%
Jan. 2015	6 357 424	-6.76%	+16.59%	2 265 290	-3.45%	+13.81%	1 751 520	-5.75%	+13.68%
Feb. 2015	6 996 175	+1.59%	+10.05%	2 512 724	+3.53%	+10.92%	1 927 342	-0.03%	+10.04%
March 2015	8 573 715	+7.31%	+22.55%	3 127 487	+14.25%	+24.47%	2 341 047	+10.34%	+21.47%
April 2015	7 932 478	+11.68%	-7.48%	2 911 466	+20.10%	-6.91%	2 200 189	+17.33%	-6.02%

1.3. Visits by Area of Interest in April 2015 (This data only covers tagged subsites)

Areas of interest	Visits ²	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	2 911 466	+20.10%	-6.91%
Home & Central Service pages	207 886	-25.06%	-2.27%
Worldwide	26 430	+7.18%	-2.66%
Education for the 21st Century and ED Sector	191 599	+35.49%	-12.27%
One Planet, One Ocean & Science for a Sustainable Future and SC Sector	74 177	+10.96%	-41.33%
Learning to Live Together and SHS Sector	70 875	+32.53%	-1.90%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 392 044	+12.63%	-8.09%
World Heritage	1 235 330	+12.47%	-6.52%
Intangible Heritage	75 049	+42.14%	-13.58%
Culture Sector (excl. Intangible Heritage)	81 665	-3.70%	-23.11%
Fostering Freedom of Expression & Building Knowledge Societies and CI Sector	64 746	+15.73%	-15.84%
Field offices (only those tracked)	212 171	+63.42%	-7.95%
UIL*	23 923	+3.32%	-14.31%
IIEP*	N/A	-	-
UNEVOC*	56 635	+44.03%	+0.52%

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

1.4. UNESCO Website Visitors

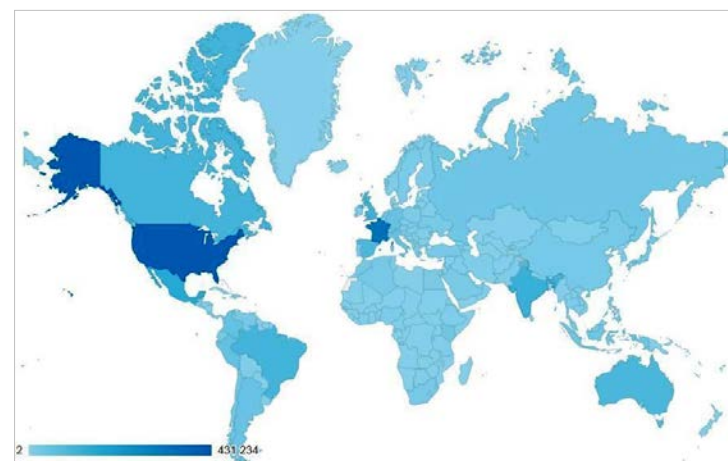
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	431 234	14.81%	-0.35%	2.63	00:02:26
France	349 591	12.01%	-6.83%	3.15	00:04:18
Mexico	155 005	5.32%	-23.51%	2.40	00:02:48
India	124 114	4.26%	+11.79%	2.30	00:02:22
United Kingdom	117 743	4.04%	-11.72%	2.68	00:02:17
Canada	106 865	3.67%	-2.17%	3.62	00:03:57
Brazil	103 499	3.55%	-10.33%	2.18	00:02:37
Australia	93 463	3.21%	-51.66%	3.34	00:04:41
Spain	89 654	3.08%	-0.63%	3.04	00:02:54
Peru	53 030	1.82%	+4.28%	2.17	00:02:29

Top 10 visitors' language

Language	Visits ²	% of Total visits	Variation vs M-1
English	1 407 111	48.33%	-8.35%
Spanish	506 205	17.39%	-10.15%
French	426 544	14.65%	-4.73%
Portuguese	114 933	3.95%	-9.86%
Russian	63 357	2.18%	+31.93%
German	50 926	1.75%	+2.37%
Italian	45 642	1.57%	-7.70%
Chinese	45 598	1.57%	-0.18%
Arabic	38 675	1.33%	+6.78%
Japanese	27 610	0.95%	+13.03%

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
2014	April	22 059	+86.85%	-7.17%	7 735	+75.12%	-8.09%	2.92	-0.34%	00:05:12
	May	19 827	+94.13%	-10.12%	7 725	+87.23%	-0.13%	2.58	-11.64%	00:04:13
	June	16 511	+51.02%	-16.72%	5 787	+23.95%	-25.09%	2.91	+12.79%	00:05:24
	July	12 920	+0.31%	-21.75%	4 271	-17.61%	-26.20%	2.76	-5.15%	00:04:58
	August	12 038	+5.28%	-6.83%	4 598	+1.64%	+7.66%	2.49	-9.78%	00:04:27
	September	21 225	+7.85%	+76.32%	7 684	+17.82%	+67.12%	2.74	+10.04%	00:04:42
	October	36 614	+60.59%	+72.50%	8 663	+10.46%	+12.74%	2.87	+4.74%	00:05:01
	November	42 930	+76.62%	+17.25%	8 499	+0.32%	-1.89%	3.08	+7.31%	00:05:05
	December	19 445	+15.20%	-54.71%	6 166	-4.00%	-27.45%	2.92	-5.19%	00:04:43
2015	January	21 379	-0.82%	+9.95%	7 568	-3.42%	+22.74%	2.87	-1.65%	00:04:28
	February	21 114	-6.58%	-1.24%	7 569	-10.25%	+0.01%	2.64	-7.69%	00:04:06
	March	23 622	-0.59%	+11.88%	8 444	+0.33%	+11.56%	2.75	+4.17%	00:04:18
	April	27 891	+26.44%	+18.07%	8 661	+11.97%	+2.57%	2.81	+2.18%	00:04:14

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
2014	April	13 238	+4.64%	4 507	+9.55%
	May	8 408	-36.49%	2 573	-42.91%
	June	12 632	+50.24%	3 741	+45.39%
	July	11 623	-7.99%	3 893	+4.06%
	August	6 941	-40.28%	1 764	-54.69%
	September*	47 900	+590.10%	11 736	+565.31%
	October	99 496	+107.72%	31 835	+171.26%
	November	63 813	-35.86%	22 104	-30.57%
	December	80 731	+26.51%	20 438	-7.54%
2015	January	90 976	+12.69%	23 780	+16.35%
	February	69 059	-24.09%	23 553	-0.95%
	March	90 689	+31.32%	28 290	+20.11%
	April	100 307	+10.61%	29 421	+4.00%

* New infrastructure implemented in early September

1.7. WEBCASTS - Live streaming connections

Event	Date	Simultaneous connections		Total
		External	Internal	
Pre-launch of 2015 EFA GMR	02/04	• EN: 8 / FR: 1	• EN: 11 / FR: 3	23
Construire la Paix avec l'UNESCO et le Rotary International: les initiatives de paix des comités inter pays	04/04	• Floor: 1 • EN: 1 / FR: 0	• Floor: 0 • EN: 1 / FR: 0	3
Launch of the 2015 EFA GMR	09/04	• EN: 33 / FR: 2	• EN: 25 / FR: 4	64
Opening of the 196 th Session of the Executive Board	13/04	• Floor: 8 • EN: 12 / FR: 2 • ES: 1 / AR: 11 • RU: 1 / ZH: 1	• Floor: 14 • EN: 61 / FR: 2 • ES: 0 / AR: 2 • RU: 1 / ZH: 1	117
Visit to the Executive Board of the Secretary General of the Francophonie	20/04	• Floor: 23 • EN: 2 / FR: 3	• Floor: 51 • EN: 15 / FR: 2	96
Special Event - UNESCO: 70 years in the service of human dignity	28/04		• Floor: 457 • FR: 47	504

Traffic indicators explained: ¹ 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 A **visit (or session)** 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 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 Services webpage - <http://www.unesco.org/new/en/media-services>

Languages	Page views	Variation vs Y-1*	Variation vs M-1*
Total	161 015	+60.32%	-5.14%
English (EN)	76 875	+49.11%	-6.18%
Spanish (ES)	49 648	+113.55%	-0.76%
French (FR)	20 934	+61.30%	-13.63%
Arabic (AR)	6 702	+29.98%	13.75%
Russian (RU)	5 110	+14.63%	-10.71%
Chinese (ZH)	1 746	-42.47%	-9.02%

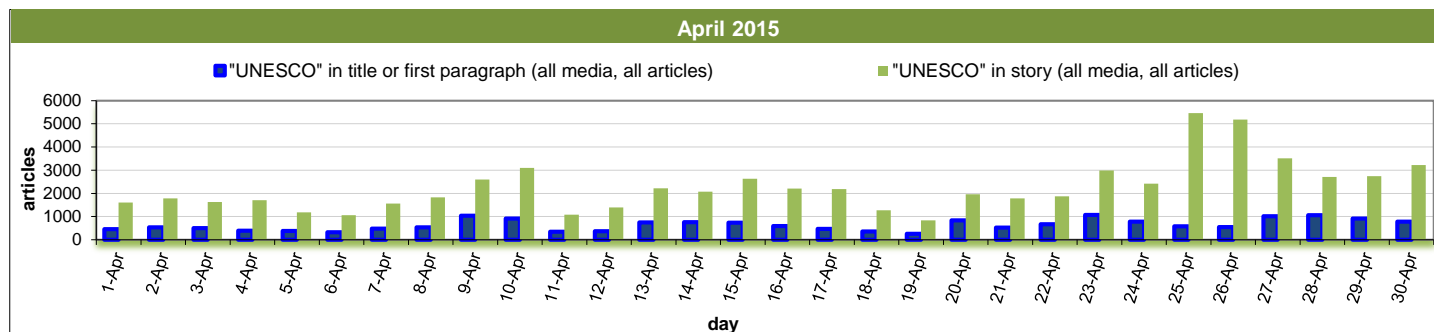
* Based on figures published in the Monthly Reports.

2.2. Press releases/Media advisories

1.	03/04	Syrian journalist Mazen Darwish winner of UNESCO/Guillermo Cano World Press Freedom Prize
2.	07/04	UNESCO and Al-Hilal Saudi Football Club join forces to promote social inclusion through sports
3.	08/04	Education for All 2000-2015: Only a third of countries reached global education goals
4.	09/04	Director-General urges Action to bring the killers of blogger Washiqur Rahman Babu to trial
5.	10/04	International community supports UNESCO's #Unite4Heritage campaign in Timbuktu
6.	13/04	UNESCO Director-General condemns destruction at Nimrud
7.	17/04	UNESCO Director-General Irina Bokova and UNESCO Goodwill Ambassador Herbie Hancock announce 185 countries confirmed to participate in fourth annual International Jazz Day
8.	17/04	Director-General condemns killing of Ukrainian journalist Oles Buzina in Kiev
9.	27/04	World Press Freedom Day 2015: Let Journalism Thrive! Towards better reporting, gender equality and media safety in the digital age
10.	28/04	UNESCO sends mission to Panama to examine the wreck of 17th century Spanish galleon San José
11.	30/04	Director-General denounces assassination of DRC journalist Soleil Balanga

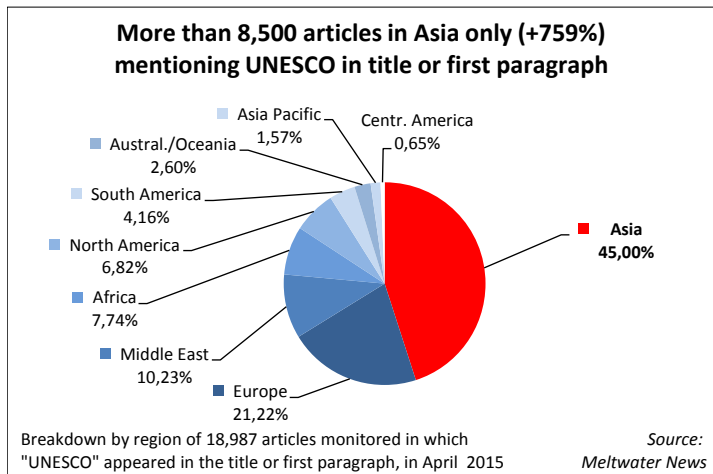
2.3. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in all media sources, in which "UNESCO" appeared in the title or first paragraph of the story, or in the story (Source: Meltwater News)

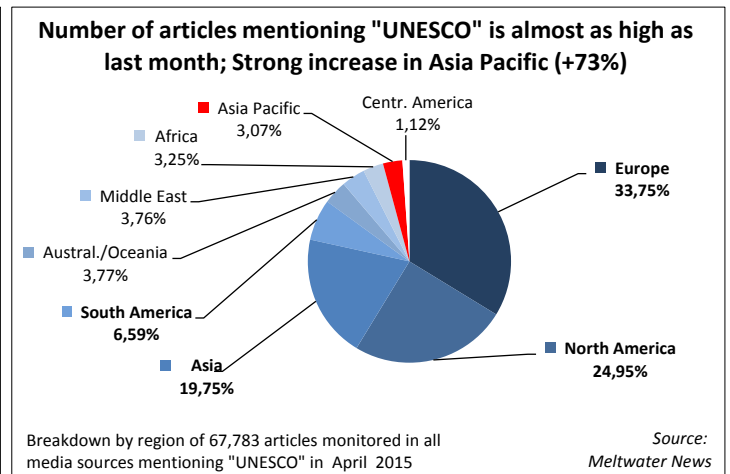


Regional breakdown of articles in all media sources in which “UNESCO” appeared:

▪ In the title or first paragraph of the story



▪ In the story



Several events at UNESCO as well as news concerning cultural heritage in Nepal, Iraq and Syria kept the Organization in the media spotlight during April.

The biggest news story for the Organization was the destruction of cultural heritage in the tragic Nepal earthquake at the end of the month. The extent of the damage to the World Heritage site generated headlines in international, national and local media worldwide and led to dozens of requests from broadcast media for interviews with our experts – many of which were done by the Director of the Kathmandu Office, Christian Manhart, in extremely difficult circumstances.

Another peak in media coverage occurred earlier in the month, with the launch of the *2015 EFA Global Monitoring Report* and the visit to Headquarters by Indian Prime Minister Narendra Modi on 10 April.

Much of the coverage concerning the Prime Minister came from Indian media, which had organised three live telecasts of the event for national television networks.

The GMR generated some 1,787 articles over the month, which is a slight drop over last year's figures. However, while absolute numbers are down, the data shows that the potential readership of the stories published was substantially higher than last year. This indicates that those media writing on the subject this time had a much greater reach.

World Book and Copyright Day received extensive coverage around the world, as usual. Most stories reported on local initiatives to celebrate the day, mentioning that it was initiated by UNESCO.

However, the international day that stole the show this month was the 4th edition of the International Jazz Day. The main global event - held in Paris - was widely covered in France, and most other regions of the world. The press service monitored almost 1,000 articles on this topic in leading national and international news outlets and specialized press. Numerous television and radio outlets also took part in the celebrations. *Télérama*, *France Info* and *France Culture* ran programmes about the day. *France 3* broadcast live from UNESCO. *Arte TV* broadcast the concert via streaming, as did seven radio stations in Spain and Latin America, thanks to the new partnership signed by UNESCO and Spanish communications group PRISA.

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

Date	Subject / Title	Language	Media
20/04	Global education campaign must continue to aim high	English	South China Morning Post

2.5. Interviews given (by subject and media, not exhaustive)

Subject	Interviewee	Language	Media (press TV Radio)
Education for All	Nicole Bella	French	Le Monde (France)
Education and child labour in Nicaragua	Manos Antoninis	English	The Independent (UK)
International Jazz Day	Lucia Iglesias	French	Le Parisien (France)
		Spanish	RFI Latin America
Libya's cultural heritage	Chiara Dezzi Bardeschi	English	Vice News (online)
Cultural damage caused by conflict or natural disaster	Kishore Rao	English	Chicago Tribune (US)
Virunga National Park	Leila Maziz	French	Geopolis/Francetv Info (France)

Destruction of cultural heritage	Jan Hladik	French	Réforme (France)
Destruction of cultural heritage in Iraq	Nada Al Hassan	French	La Libre Belgique (Belgium)
	Axel Plathe	French	RFI
World Heritage sites in Nepal	Christian Manhart	German	DPA, German Public Radio, WDR 5/Scala, Domradio, Spiegel online, punkt um, nordwest radio, Deutschlandradio Kultur, Evangelische Pressedienst, (Germany)
		French	AFP, Challenge, France 24, France Culture (France)
		English	La Sexta TV (Spain); Christian Daily (Denmark); The New York Times, Univision, Newsweek, NPR, NBC News , Voice of America, National Geographic News, Los Angeles Times (US) ; tbs eFM (South Korea); AP Bankok (Nepal); ABC Radio National (Australia), Global News, Radio Canada (Canada), SvD Nyheter (Sweden); Swiss Broadcasting Corporation (Switzerland) UN Radio
	Kishore Rao	English	De Morgen (Belgium); BBC (UK); France TV; Frankfurter Allgemeine Zeitung (Germany); CNN, NPR PBS NewsHour; La Sexta TV (Spain);
	Lucia Iglesias	Spanish	Radio Nacional de España (Spain)

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).

48 B-rolls were downloaded in April.

	Subject	Downloads	Media
1.	GMR	33	BBC, SABC
2.	UN World Water Development Report 2015	3	
3.	Hatra	3	Associated Press, Notimex
4.	Christiane Amanpour UNESCO Goodwill Ambassador	2	CNN
5.	World Heritage (mission to Gao, WH site)	2	
6.	UNESCO (HQ, UNESCO Priorities)	2	
7.	World Radio Day	1	
8.	Nimrud	1	Associated Press
9.	Mobile Learning	1	MYAIU TV

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

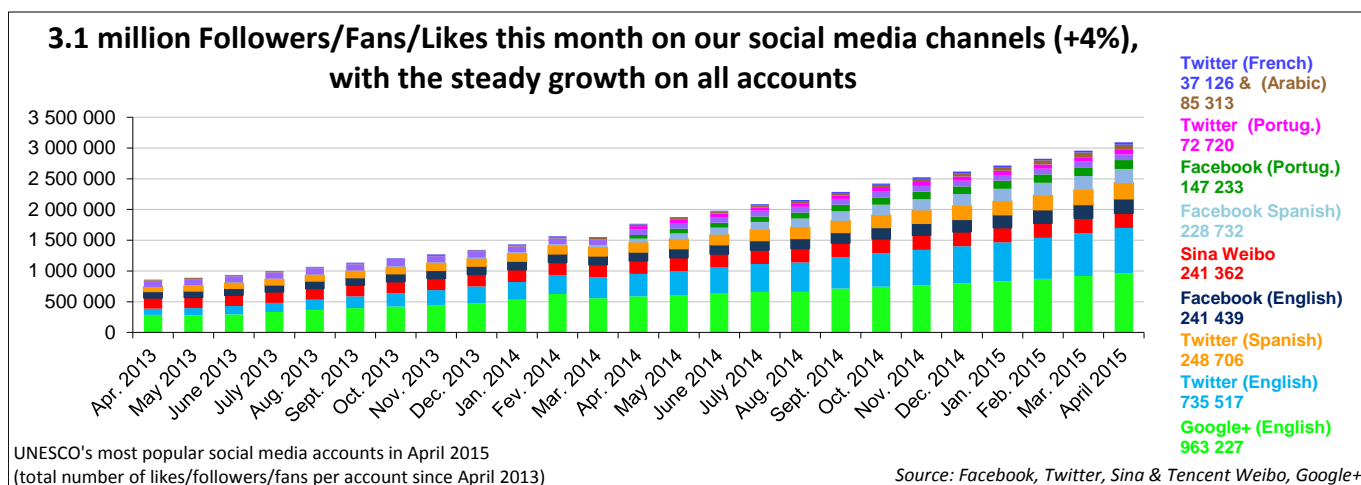
N/A for April.

3. UNESCO Social Media Channels

UNESCO's social media channels demonstrate strong accomplishments in April 2015. Our strategic emphasis on multilingualism continues to yield its fruits. For example, this month's top ten Facebook posts are all in Portuguese and Spanish, of which six relate to literature or books – a topic where UNESCO is exceptionally strong among our Latin American communities. Moreover, for the first time, five tweets in Arabic are among the top 10 tweets of the month, and all five relate to a partnership with the Saudi Football Club Al-Hilal; In total, seven of the top 10 tweets are on this subject, including two tweets in English. By retweeting UNESCO messages to their massive Twitter following, the Club helped our accounts reach new audiences, and grow our own following. In terms of the number of retweets, UNESCO's top 4 tweets this month are the top 4 tweets of the entire UN system.

This example underscores the critical need to work closely with the social media accounts of our partners which have millions of followers - such as Goodwill Ambassador Christiane Amanpour and Indian Prime Minister Modi - and to bring UNESCO's work through their influential streams. This approach should be implemented for future communications, including the visits of leading world personalities, as explained in our dedicated analysis of the Indian Prime Minister Narendra Modi's visit to UNESCO.

Finally, it must be noted that the Director-General launched her Twitter account, @IrinaBokova, on April 28. Two days later, her account already counted 800 followers.



3.1. Social networking sites

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

Variation April 2015 vs March 2015

Likes/Followers		April 2015	March 2015	Variation vs March
Total likes/followers (all languages)		1 620 714	1 550 191	+4.55%
Facebook	English	241 439	230 021	+4.96%
	Spanish	228 732	221 941	+3.06%
	Portuguese	147 233	142 906	+3.03%
	Arabic	20 087	18 997	+5.74%
	French	15 254	14 898	+2.39%
	Russian	2 301	2 184	+5.36%
Google+	English	963 227	916 895	+5.05%
VKontakte	Russian	2 441	2 349	+3.92%

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

Message	Posted	Likes/ Shares
Nos entristece profundamente la muerte del escritor uruguayo Eduardo Galeano, una voz contra la corriente. Hoy rendimos homenaje al autor de "Las venas abiertas de América Latina", "Memoria del fuego", o "El libro de los abrazos", obras de referencia para entender la historia y la realidad latinoamericanas. Para recordarlo, compartimos con vosotros una entrevista que nos brindó en 2001 http://on.unesco.org/1Hk2D68 (PDF) #Cultura #Uruguay + quotation by Eduardo Galeano « Yo escribo para quienes no pueden leerme. Los de abajo, los que esperan desde hace siglos en la cola de la historia, ne saben leer o no tienen con qué ».	13/04	L: 8 610 S: 10 645

<p>Hoje é o Dia Mundial do Livro e dos Direitos Autorais. Como símbolos mundiais de progresso social, os #livros – de aprendizagem e leitura – tornaram-se alvos daqueles que denigrem a cultura e a educação, que rejeitam o diálogo e a tolerância. Nos últimos meses, temos visto ataques contra crianças em escolas e livros serem queimados publicamente. Nesse contexto, o nosso dever é claro – devemos dobrar os esforços para promover o livro, a caneta, o computador, juntamente com todas as formas de leitura e escrita, a fim de combater o analfabetismo e a pobreza, para construir sociedades sustentáveis e fortalecer as bases da paz. #DiadoLivro http://bit.ly/dia_livro_2015 + quotation by Malala Yousafzai « Por que dar armas é tão fácil e construir escolas é tão difícil ? ».</p>	23/04	L: 6 385 S: 17 759
<p>Desde "Los hijos de los días", novela publicada en 2011, continuamos recordando a Eduardo Galeano. #Cultura #Uruguay #AméricaLatina + quotation by Eduardo Galeano « Lobres son quienes crean, no quienes copian, y livres son quienes piensan, no quienes obedecen. Enseñar es enseñar a dudar ».</p>	13/04	L: 4 627 S: 5 529
<p>Hoy, 23 de abril, celebramos del Día Mundial del Libro y del Derecho de Autor. Esta es una ocasión ideal para reconocer el poder que tienen los libros para mejorar nuestras vidas y nuestras sociedades en todos los sentidos. Son, además, símbolo de progreso, y precisamente por eso, a lo largo de la historia los libros han sido objeto de ataque por parte de aquellos que rechazan los valores de la cultura, la educación, el diálogo y la tolerancia. Por su capacidad para hacernos pensar, soñar, vivir otras vidas y experiencias, porque nos permiten aprender, progresar y expresarnos con libertad, celebremos hoy esta jornada. Así que, autores, editores, ilustradores, bibliotecarios, libreros, correctores y, ante todo, LECTORES, ¡feliz #DíaDelLibro! Visiten nuestra página especial dedicada a este día:http://on.unesco.org/1FTP4bo</p>	23/04	L: 3 117 S: 5 059
<p>¡#ApoyemosLaCreatividad y transformemos la sociedad! 16 jóvenes creadores indígenas de ocho comunidades diferentes de Brasil han sido formados para desarrollar un proyecto de edición digital que les ha llevado a crear su propia empresa editorial en línea. El proyecto, que ha contado con la financiación del Fondo Internacional para la Diversidad Cultural de la UNESCO, ha permitido que estos jóvenes dominen las tecnologías digitales, produzcan y distribuyan sus propios libros electrónicos y contribuyan así a la difusión y pervivencia de las expresiones culturales propias de sus comunidades.http://on.unesco.org/1G0aLqz</p>	17/04	L: 2 051 S: 1 069
<p>En el #DíaDelLibro, nos resulta casi imposible no recordar a aquellos grandes autores que ya no están con nosotros. Escritores que de un modo u otro han marcado parte de nuestras vidas o que nos han hecho adoptar nuevos puntos de vista. En esta ocasión nosotros nos acordamos de Gabo, aunque, obviamente, la lista de quienes merecen ser recordados es prácticamente interminable. ¿Nos ayudan? ¿Cuáles son los autores que más les han marcado? ¿Cuáles son libros más les han impactado? En cualquier caso: ¡#FelizDíaDelLibro a todos! Y no dejen de visitar nuestra página dedicada al Día Mundial del Libro:on.unesco.org/1FTP4bo + quotation by Gabriel Garcia Márquez « Muchos años después, frente al pelotón de fusilamiento, el coronel Aureliano Buendía habría de recordar aquella tarde remota en que su padre lo llevó a conocer el hielo »</p>	23/04	L: 1 993 S: 1 154
<p>Rechazamos la teoría del "choque de civilizaciones". Nuestro #patrimonio cultural es un libro abierto que demuestra cómo diferentes comunidades han sabido convivir a lo largo de la historia. Debemos preservar y poner de relieve estas formas de interacción para mostrar los vínculos que nos unen: compartimos un pasado común y un mismo destino. En el mundo actual, cada vez más interconectado, no podemos dejar de recordar esta verdad, especialmente a los más jóvenes. Hay que fomentar la cohesión, el conocimiento de las diferentes culturas del mundo y promover el diálogo para así construir la paz. Descubre nuestra campaña #Unite4Heritage. Visita www.unite4heritage.org</p>	21/04	L: 1 731 S: 1 127
<p>23 de abril é o Dia Mundial do Livro e dos Direitos Autorais. A alfabetização é a porta para o conhecimento, fundamental para a autoestima e o empoderamento individuais. Os livros, em todas as suas formas, desempenham um papel vital. Com 175 milhões de adolescentes em todo o mundo – a maioria meninas e mulheres jovens – incapazes de ler uma única frase, a UNESCO está comprometida em utilizar as tecnologias de informação e comunicação, em especial as tecnologias móveis, para apoiar a alfabetização e alcançar as pessoas que permanecem inalcançadas com aprendizagem de qualidade. #DiadoLivro http://bit.ly/dia_livro_2015 + quotation by Malala Yousafzai « Nossos livros e nossas canetas são as armas mais ponderosas ».</p>	23/04	L: 1 663 S: 2 249
<p>El 30 de abril celebramos el Día Internacional del #Jazz. No te pierdas la página especial que hemos preparado para esta ocasión. Además de poder ver si cerca de donde vives se celebra algún acto relacionado con esta jornada, también podrás ver HOY en directo a partir de las 19h (GMT+2) el concierto de estrellas del jazz que se celebrará en la Sede de la UNESCO en París. Y también podrás escucharlo por la radio, ya que en esta ocasión varias emisoras del grupo PRISA colaboran con nosotros y emitirán el concierto en directo. Toda la información sobre el #DíaDelJazz, aquí:on.unesco.org/1dtyrKx</p>	29/04	L: 1 652 S: 1 135

#HumanizaRedes Pacto Nacional de Enfrentamento às Violações de Direitos Humanos na internet é uma iniciativa da Secretaria de Direitos Humanos Brasil para garantir mais segurança na rede, principalmente para as crianças e adolescentes, e fazer o enfrentamento às violações de Direitos Humanos que acontecem online. DENUNCIE crimes contra os Direitos Humanos	08/04	L: 1 492 S: 2 477
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*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 April 2015 vs March 2015

Followers/Fans		April 2015	March 2015	Variation vs March
Total (all languages)		1 516 451	1 451 122	+4.50%
Twitter	English	735 517	699 808	+5.10%
	Spanish	248 706	235 575	+5.57%
	Arabic	85 313	75 447	+13.08%
	Portuguese	72 720	70 887	+2.59%
	French	37 126	33 450	+10.99%
	Russian	3 097	3 018	+2.62%
Sina Weibo	Chinese	241 362	240 325	+0.43%
Tencent Weibo	Chinese	92 610	92 612	-

Top 10 Twitter Posts in April

Message	Posted	Re-tweets
We're proud to join forces w/ @Alhilar_FC to promote social inclusion thru sports http://on.fb.me/1PhCYyf @Alhilar_EN	07/04	3 402
http://bit.ly/1PmSHw7 اتفاق شراكة بين اليونسكو ونادي @Alhilar_FC لتعزيز الإدماج الاجتماعي (UNESCO and Al-Hilal Saudi Football Club join forces to promote social inclusion through sports)	09/04	2 493
Today: We will sign a partnership with football club @Alhilar_FC http://www.alhilar.com/en/news3746.html ... @Alhilar_EN	07/04	2 273
Everyone must be able to have access to books. April 23 is World Book&Copyright Day http://ow.ly/LWYch #bookday. Quotation by Malala Yousafzai " Our books and our pens are the most powerful weapons"	23/04	1 848
بوكوفا: "إننا في حاجة اليوم أكثر من أي وقت مضى إلى قوة #الرياضة كعمود أساسي للصحة في داخل المجتمعات .." @Alhilar_FC (I.Bokova: "More than ever today, we need to nurture the power of sport as a pillar of healthy societies")	08/04	1 767
http://bit.ly/1aq3DZd لاعبو نادي @Alhilar_FC بقمصاتهم مع شعار اليونسكو في أول مباريات للفريق بعد الاتفاق (Al-Hilal football team wearing UNESCO jerseys during their first game after the partnership)	09/04	1 670
بوكوفا توقع مع رئيس @Alhilar_FC اتفاق شراكة مدته ثلاث سنوات من أجل تعزيز الإدماج الاجتماعي من خلال #الرياضة (Al Hilal Football Club signed a three-year partnership agreement to work together for the promotion of social inclusion through sports)	08/04	1 446
اليونسكو ونادي الهلال @Alhilar_FC معا من أجل الروح الرياضية (UNESCO and Al-Hilal: United for the Spirit of Sport)	14/04	1 253
We condemn the attack on Garissa University. It's an attack against the right to education & the future of Kenya http://ow.ly/L8Ze4	02/04	728
#NepalQuake : We will assess the devastating impact on Nepal's cultural heritage #WorldHeritage http://ow.ly/MaQsx	27/04	552

3.3. Video Traffic

Video views are tracked on YouTube.

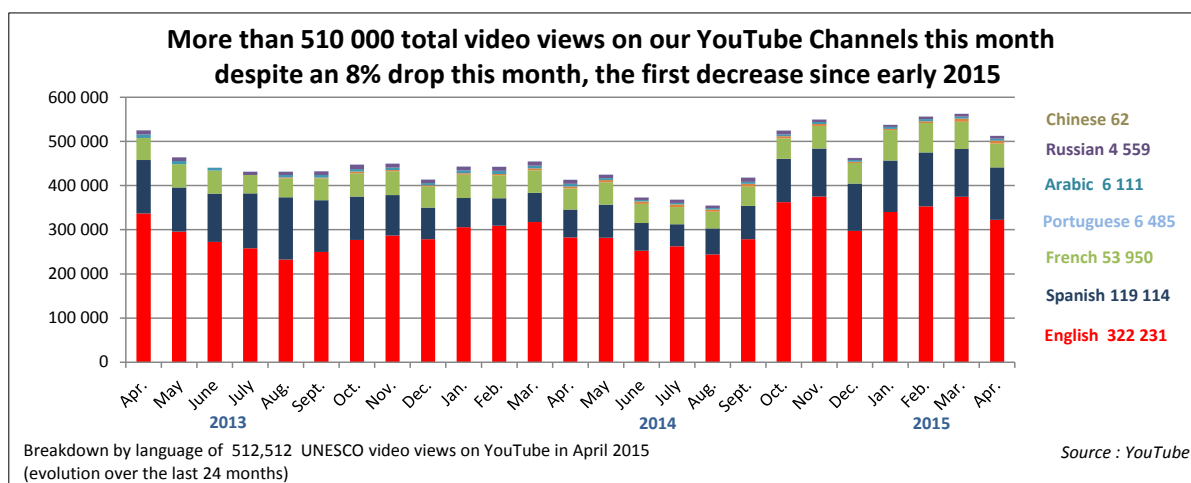
3.3.1 UNESCO Channel on YouTube - <http://www.youtube.com/unesco>

Variation April 2015 vs March 2015

Video views	April 2015	March 2015	Variation vs March
Total (all languages)	512 512	562 221	-8.84%
English	322 231	374 406	-13.94%
Spanish	119 114	108 421	+9.86%
French	53 950	61 704	-12.57%

Portuguese	6 485	6 960	-6.82%
Arabic	6 111	6 062	+0.81%
Russian	4 559	4 600	-0.89%
Chinese	62	68	-8.82%

Subscribers	April 2015	March 2015	Variation vs March
Total (all languages)	1 083	1 408	-23.08%
English	687	972	-29.32%
Spanish	217	231	-6.06%
French	84	123	-31.71%
Arabic	37	33	+12.12%
Portuguese	33	38	-13.16%
Russian	15	6	+150.00%
Chinese	10	5	+100.00%



▪ Top 10 videos on UNESCO TV English Channel

	Title	Subject	Views
1.	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	26 969
2.	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	20 844
3.	Kabuki Theatre	CLT/ITH	11 769
4.	Shrimp fishing on horseback in Oostduinkerke	CLT/ITH	7 994
5.	Georgian Polyphonic Singing	CLT/ITH	7 896
6.	Rites and craftsmanship associated with the wedding costume tradition of Tlemcen	CLT/ITH	6 602
7.	Al-Bar'ah, music and dance of Oman Dhofari valleys	CLT/ITH	6 576
8.	Baul Songs	CLT/ITH	6 544
9.	Taekkyeon, a traditional Korean martial art	CLT/ITH	5 286
10.	World Heritage site of Hatra*	CLT/WHC	5 077

▪ Top 10 videos on UNESCO TV Spanish Channel

	Title	Subject	Views
1.	Las expresiones orales y gráficas de los wajapi	CLT/ITH	49 493
2.	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	7 494
3.	Aprender a Proteger la Biodiversidad	ED	5 562
4.	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	3 912
5.	Las procesiones de Semana Santa de Popayán	CLT/ITH	3 138
6.	El patrimonio oral y las manifestaciones culturales del pueblo zápara	CLT/ITH	2 104
7.	La huaconada, danza ritual de Mito	CLT/ITH	2 013
8.	El Silbo Gomero, lenguaje silbado de la isla de La Gomera (Islas Canarias)	CLT/ITH	1 702
9.	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	1 697
10.	Historia de la UNESCO*	UNESCO	1 424

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

	Title	Subject	Views
1.	La pêche aux crevettes à cheval à Oostduinkerke	CLT/ITH	4 123
2.	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	3 665
3.	Bouba & Zaza - le dessin animé pour la jeunesse	ED	3 041
4.	Bouba et Zaza protègent la terre	ED	2 862
5.	Le chant polyphonique géorgien	CLT/ITH	2 243
6.	Le repas gastronomique des Français	CLT/ITH	2 223
7.	Le Duduk et sa musique	CLT/ITH	1 711
8.	Le Cantu in paghjella profane et liturgique de Corse de tradition orale	CLT/ITH	1 411
9.	Le savoir-faire de la dentelle au point d'Alençon	CLT/ITH	1 383
10.	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	1 274

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

	Title	Subject	Views
1.	Serra Capivara	CLT/WHC	2 785
2.	Boas práticas do Programa Mais Educação	ED	1 433
3.	Vídeo da UNESCO celebra 53 anos de Brasília	CLT/WHC	1 431
4.	UNESCO celebra Dia da Língua Portuguesa	ED	92
5.	Dia Internacional em Memória das Vítimas do Holocausto 2015	ED	83
6.	Museu Congonhas	CLT/WHC	74
7.	Boas práticas no combate ao bullying homofóbico nas escolas	ED	59
8.	Serra da Capivara National Park	CLT/WHC	57
9.	A cultura africana está na voz de cada brasileiro!	CLT/WHC	47
10.	Museu de Congonhas	CLT/WHC	47

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

	Title	Subject	Views
1.	Lynes and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	1 731
2.	Manufacture of clay bricks in the hill of Jaber refugee camp-Jericho	CLT	519
3.	Petra	CLT/WHC	418
4.	UNESCO History*	UNESCO	416
5.	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	298
6.	Archaeological site of Nimrud before destruction*	CLT	246
7.	Te Wahipounamu – South West New Zealand	CLT/WHC	126
8.	UNESCO Sig Project, MAKING PETRA SAFER FOR ALL!	CLT	116
9.	Palace and Park of Versailles	CLT/WHC	109
10.	Tassili n'Ajjer	CLT/WHC	107

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

	Title	Subject	Views
1.	Taj Mahal	CLT/WHC	245
2.	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	237
3.	UNESCO History*	CLT/WHC	210
4.	Petra	CLT/WHC	174
5.	Yellowstone National Park	UNESCO	153
6.	Interview with Alsou Abramova, UNESCO Artist for Peace*	UNESCO	149
7.	Alsou Abramova - Singer, UNESCO Artist for Peace	UNESCO	146
8.	Memphis and its Necropolis – the Pyramid Fields from Giza to Dahshur	CLT/WHC	129
9.	Royal Botanic Gardens, Kew	CLT/WHC	101
10.	Mausoleum of the First Qin Emperor	CLT/WHC	86

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

	Title	Subject	Views
1.	UNESCO History*	UNESCO	23
2.	40th anniversary of the World Heritage Convention	CLT/WHC	11
3.	Gao Shijun, Director of European HQ of China Radio International	CI	6
4.	Cheng Yizhong, laureate of the 2005 UNESCO/Guillermo Cano World Press Freedom Prize	CI	5
5.	Huang Nubo supports UNESCO	CLT	3
6.	Aowen Jin, Chinese artist and social commentator	CI	3
7.	Interview of Zhang Jun - UNESCO Artist for Peace*	UNESCO	2

8.	Water in Cities	SC	2
9.	Languages Matter!	ED	2
10.	Video n°31 submitted for Video Challenge for Youth on cultural diversity	CLT	1

▪ **Videos posted this month on YouTube (by number of views)**

Top	Title	Length	Posted	Channel	Views as at 21/05/2015
1.	The Guardians	2'03"	20/04	English	4 380
2.	Education is a Human Right	2'25"	01/04	English	1 778
3.	Ethiopia and UNESCO Addis Ababa Celebrate International Jazz Day (short version)	5'35"	28/04	English	1 631
4.	Ethiopia and UNESCO Addis Ababa Celebrate International Jazz Day (Long Version)	13'57"	28/04	English	1 227
5.	International Jazz Day 2015*	3'55"	30/04	English	1 061
6.	UNESCO Director-General's Message on World Press Freedom Day 2015*	1'55"	17/04	English	901
7.	Teaser: Three Films on Girls' Education and Technology in Africa	1'36"	02/04	English	769
8.	International Jazz Day 2015*	1'20"	28/04	English	622
9.	My Little Thing is to Plant a Tree	8'15"	02/04	English	566
10.	Director-General Irina Bokova and Artist for Peace Marcus Miller launch Jazz Day 2015	1'20"	14/04	English	443
11.	Visit of H.E. Mr Narendra Modi, Prime Minister of the Republic of India to UNESCO*	2'43"	10/04	English	420
12.	My Queen	7'20"	02/04	French	414
13.	L'éducation est un droit humain	2'25"	08/04	French	306
14.	Tunisian-Libyan Youth Forum, Tunis, Tunisia, 15-18 December 2014	5'34"	15/04	English	289
15.	UNESCO Man and Biosphere Programme (MAB programme) in Spain, 2015	22'28"	23/04	English	258
16.	Biblioteca Mayor de la Universidad de Córdoba: Memoria del mundo en América Latina y el Caribe	5'39"	27/04	Spanish	253
17.	My Queen	7'20"	02/04	English	245
18.	World Heritage Media/Communication Training Workshop 2015 in China (3)	4'53"	20/04	English	234
19.	Firdous, Adelaide and Manal	7'20"	02/04	English	203
20.	Journée Internationale du Jazz 2015*	1'28"	28/04	French	197
21.	Interview of Aaron Benavot, Director of the Education for All Global Monitoring Report 2015	3'18"	08/04	English	187
22.	La UNESCO y Málaga CF, unidos por el deporte para el desarrollo y la paz	1'14"	07/04	Spanish	176
23.	Christiane Amanpour UNESCO Goodwill Ambassador*	5'15"	29/04	English	166
24.	Concierto de Gala en celebración a los 70 años de UNESCO	5'12"	08/04	Spanish	142
25.	Tributes to the 2005 UNESCO Convention	2'31"	24/04	English	127
26.	Teaser: Trois films sur l'éducation des filles et les technologies en Afrique	1'36"	02/04	French	124
27.	Teachers Teaching Teachers – Professional Learning Community (PLC) – ProEd Foundation	3'19"	27/04	English	122
28.	Museu Afro Brasil	11'18"	15/04	Spanish	119
29.	Christiane Amanpour named UNESCO Goodwill Ambassador for Freedom of Expression and Journalist Safety*	1'49"	29/04	English	113
30.	Aadel Essaadani speaks about the 2005 UNESCO Convention	1'03"	21/04	English	111
31.	Message of UN Secretary-General for the launch of the Education for All Global Monitoring Report	1'50"	08/04	English	110
32.	My Little Thing is to Plant a Tree	8'15"	02/04	French	109
33.	Of Nature and People	14'24"	14/04	English	103
34.	UNESCO Radio ICTs project empowering local communities in Africa	17'22"	13/04	English	102
35.	Arev Samuelyan speaks about the 2005 UNESCO Convention	0'52"	21/04	English	101
36.	Julia Dao speaks about the 2005 UNESCO Convention	1'15"	22/04	English	88
37.	Véronique Guèvremont speaks about the 2005 UNESCO Convention	1'08"	21/04	English	76
38.	World Heritage Media/Communication Training Workshop 2015 in China (2)	5'23"	20/04	English	70

39.	Charles Vallerand speaks about the 2005 UNESCO Convention	1'48"	24/04	English	69
40.	Yeliz Özay speaks about the 2005 UNESCO Convention	0'50"	22/04	English	68
41.	Kyung Koo Han speaks about the 2005 UNESCO Convention	0'45"	21/04	English	66
42.	Protected Areas and Natural Heritage of Mauritania, 2010	7'38"	15/04	English	66
43.	Docentes, medios e información: debate clave para el s XXI	5'32"	10/04	Spanish	66
44.	Firma de Convenio entre UNESCO Quito con el Instituto Nacional de Patrimonio Cultural del Ecuador	0'53"	09/04	Spanish	66
45.	Nueva Bioética Latinoamericana en Perú: Cambiar la práctica, cambiar la vida. Alumnos del PEPB	3'02"	17/04	Spanish	65
46.	Nguyen Phuong Hoa speaks about the 2005 UNESCO Convention	0'50"	22/04	English	64
47.	Ivana Zecevic speaks about the 2005 UNESCO Convention	0'53"	21/04	English	60
48.	Teacher training program from SOS Village d'Enfants Madagascar	2'22"	27/04	English	59
49.	Empowering Rural Women in the Jordan Valley	5'29"	16/04	English	58
50.	Siljia Fischer speaks about the 2005 UNESCO Convention	1'14"	21/04	English	57
51.	Lodovico Folin Calabi - Landmark report on Media Development in Palestine	1'58"	01/04	English	56
52.	Le parc et le site du patrimoine mondial national du Banc d'Arguin en Mauritanie, 2010	8'36"	23/04	French	56
53.	Nibal Thawabteh - Landmark report on Media Development in Palestine	1'30"	01/04	English	52
54.	Samira Mohamed Moosa Al Moosa speaks about the 2005 UNESCO Convention	1'09"	21/04	English	47
55.	Nueva Bioética Latinoamericana en Chile: Cambiar la práctica. Cambiar la vida. Alumnos del PEPB	4'37"	17/04	Spanish	47
56.	Centro Regional de Cambio Climático y Toma de Decisiones: seguros y microcréditos	6'09"	08/04	Spanish	47
57.	¿Qué es el Centro Regional de Cambio Climático UNESCO-AVINA?	0'33"	08/04	Spanish	47
58.	Marthe Medou speaks about the 2005 UNESCO Convention	0'47"	21/04	English	44
59.	Firdous, Adelaide and Manal	7'20"	02/04	French	44
60.	Gisèle Dupin speaks about the 2005 UNESCO Convention	1'05"	21/04	English	43
61.	Mikael Schulz speaks about the 2005 UNESCO Convention	0'53"	22/04	English	41
62.	Programa Villa Ocampo ENG subs Web	7'35"	20/04	Spanish	41
63.	World Heritage Media/Communication Training Workshop 2015 in China (1)	5'52"	20/04	English	39
64.	Quality educators for all: every child needs a good teacher – Oxfam Novib & Educatio	2'32"	27/04	English	38
65.	Ervast Mtota speaks about the 2005 UNESCO Convention	1'31"	21/04	English	38
66.	Claudine de Kerdaniel speaks about the 2005 UNESCO Convention	0'39"	22/04	English	37
67.	Catherine Cullen speaks about the 2005 UNESCO Convention	0'43"	22/04	English	32
68.	Jean-Marie Adoua speaks about the 2005 UNESCO Convention	1'01"	21/04	English	32
69.	Mohamed Lofti M'Rini speaks about the 2005 UNESCO Convention	1'07"	21/04	English	30
70.	Germaine Kouméalo Anate speaks about the 2005 UNESCO Convention	1'33"	22/04	English	28
71.	Ferdinand Richard speaks about the 2005 UNESCO Convention	1'04"	21/04	English	28
72.	Suwansathit Savitri speaks about the 2005 UNESCO Convention	1'11"	22/04	English	27
73.	Chege Ndua speaks about the 2005 UNESCO Convention	0'50"	21/04	English	24
74.	Ehaib Bessaiso - Landmark report on Media Development in Palestine	4'22"	01/04	English	22
75.	Oleksandra Vysohanska speaks about the 2005 UNESCO Convention	0'37"	22/04	English	21
76.	Empowering Rural Women in Mafrag	5'25"	16/04	English	21
77.	Empowering Local Radio with ICTs	17'22"	09/04	English	5

* Produced by UNESCO Studio

4. UNESCO Photobank (N/A for April)

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

5. UNESCO Documents and Library

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

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

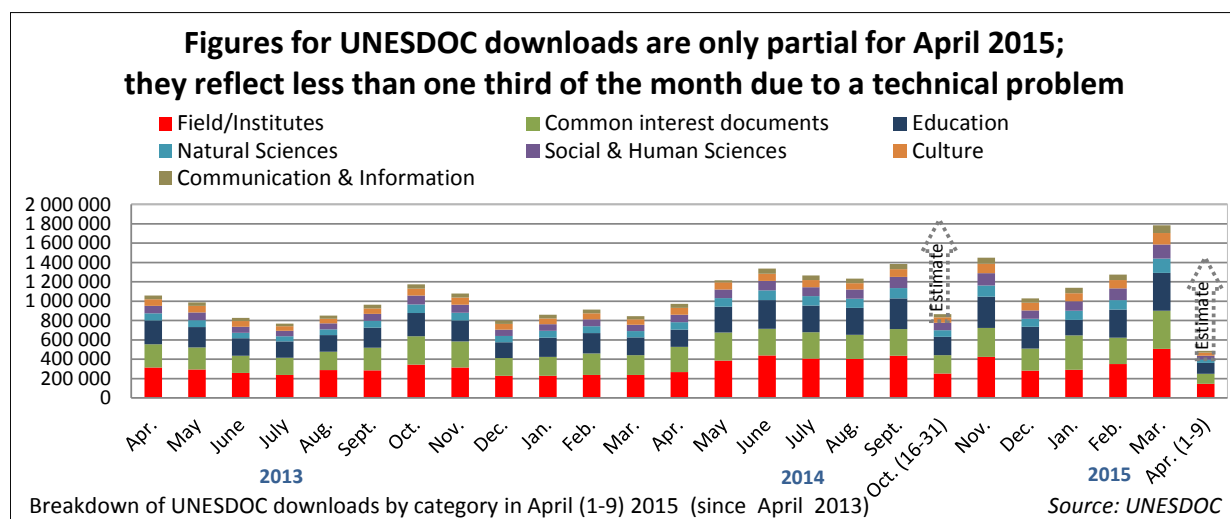
In April, **147,755** records were available online in PDF format (147,417 in March 2015), including documents, publications, communication material and other working documents. This month, due to a technical problem **figures reflect only the period from 1 to 9 April 2015**.

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

5.1.1 Statistics of consultation

Total number of downloads in April (1-9)*	487 279*
--	-----------------

Sectors/Field/Institutes	Number of PDF	Number of downloads*	Variation vs M-1	Average nb of downloads per PDF
Education	10 014	110 622	-71.69%	11
Natural Sciences	9 938	37 184	-74.91%	4
Social and Human Sciences	5 826	37 828	-73.92%	6
Culture	3 798	31 502	-73.77%	8
Communication and Information	2 770	19 567	-75.08%	7
Field & Institutes	9 964	145 451	-71.35%	14
Common interest documents	NA	105125	-73.30%	NA



5.1.2 Top 15 Country Origin

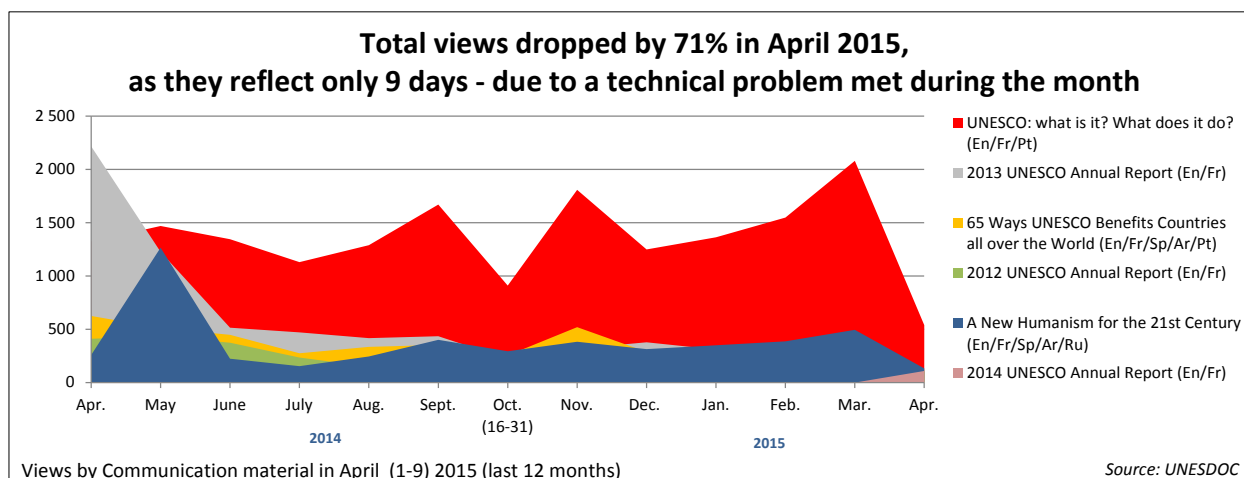
	Country	Downloads*
1	United States of America	88 789
2	Germany	24 375
3	France	20 914
4	Brazil	14 861
5	Mexico	13 037
6	United Kingdom of Great Britain and Northern Ireland	8 831
7	Spain	7 691
8	China	7 622
9	India	7 274
10	Colombia	7 034
11	Canada	6 136

12	Argentina	6 081
13	Peru	5 901
14	Nigeria	4 866
15	Venezuela (Bolivarian Replibc of)	4 511

5.1.3 Printable Communication materials

Title	Total downloads in April (1-9)*							Total*
	EN	FR	SP	RU	AR	ZH	POR	
UNESCO: what is it? What does it do?	354	92					93	539
A New Humanism for the 21st Century	28	37	50	14	4			133
2013 UNESCO Annual Report	105	11						116
65 Ways UNESCO Benefits Countries all over the World	30	23	41		1		18	113
2014 UNESCO Annual Report	92	17						109
2012 UNESCO Annual Report	90	10						100
TOTAL*	699	190	91	14	5	0	111	1 110

* Due to a technical problem figures are partial and cover only the period from 1 to 9 April 2015.

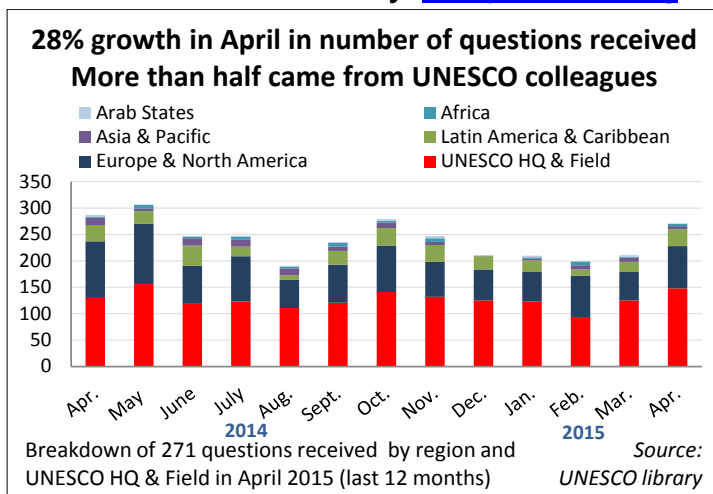


5.2. UNESCO Library - <http://www.unesco.org/library>

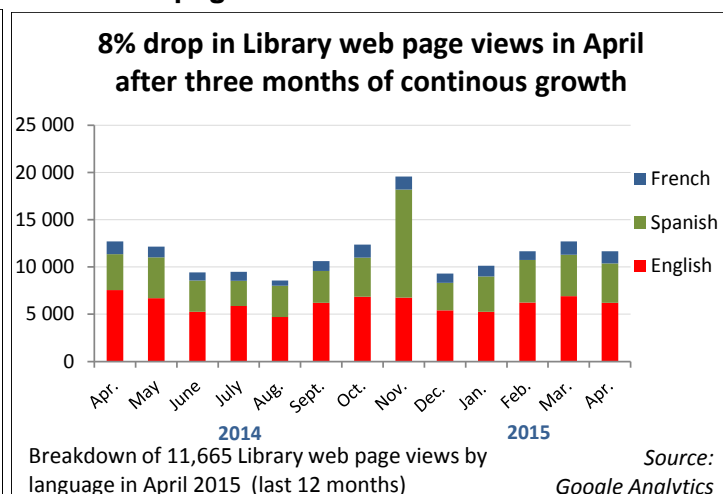
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

Search assistance, access to information, answers to questions from staff (Headquarters and field), Permanent Delegations as well as the general public are provided via *virtual* reference and information services and *in person* via the reference desk in the Library reading room (at Headquarters).

5.2.1 Questions received by: library@unesco.org



5.2.2 Web page views:



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.

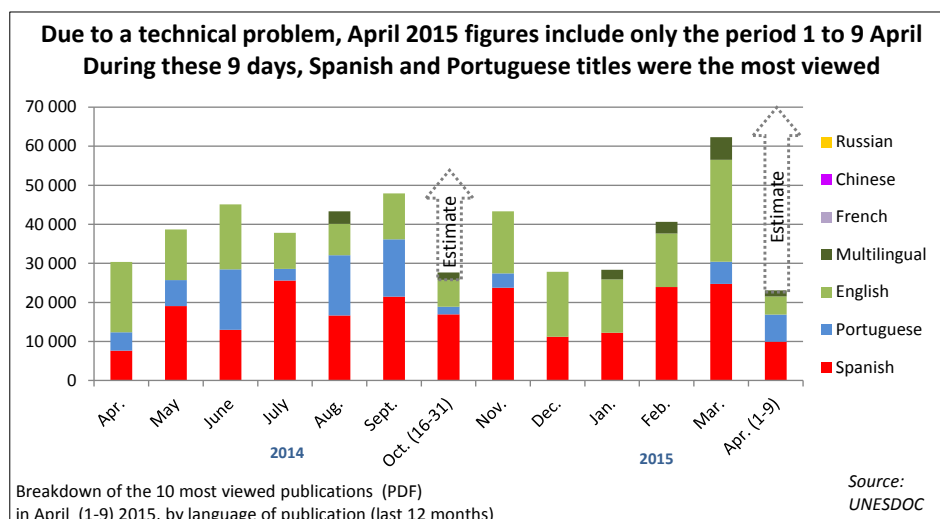
Due to a technical problem, April information for online viewing takes into account only the period from 1 to 9 April 2015. In spite of partial figures we can see that the newly released [EFA Global Monitoring Report 2015](#) has performed comparatively well in both the English and Spanish versions, which are prominent in the Top 10 most consulted publications. The SC publication [The United Nations World Water Development Report 2015: water for a sustainable world](#) is still doing well since its release in March. The positive trend of page views on Google Books observed in March is maintained for the month of April with more than 720,000 pages views. Best-selling titles at the Bookshop were on education and heritage themes, whilst on-line sales are mainly on education and science (water and oceans) titles.

6.1. Top 10 most consulted PDFs* (UNESDOC)

	Title	Sector	Language	Views*	Published
1.	Manual de gestión de riesgos de desastre para comunicadores sociales: una guía práctica para el comunicador social comprometido en informar y formar para salvar vidas	CI	Spanish	6 624	Lima, UNESCO Office Lima, 2011
2.	The United Nations world water development report 2015: water for a sustainable world	SC	English	2 523	Paris, UNESCO, 2015
3.	Education for All 2000-2015: achievements and challenges; EFA global monitoring report, 2015	ED	English	2 148	Paris, UNESCO, 2015
4.	Declaração Universal dos Direitos Humanos	SHS	Portuguese	1 973	Brasilia, UNESCO Brasilia, 1998
5.	Tornar a educação inclusiva	ED	Portuguese	1 891	Brasilia, UNESCO Brasilia/Anped, 2009
6.	La Educación para Todos, 2000-2015: logros y desafíos; informe de seguimiento de la EPT en el mundo, 2015 (Education for All 2000-2015: achievements and challenges; EFA global monitoring report, 2015)	ED	Spanish	1 787	Paris, UNESCO, 2015
7.	O Índio brasileiro: o que você precisa saber sobre os povos indígenas no Brasil de hoje	ED	Portuguese	1 755	Brazil, 2006
8.	Declaración Universal de Derechos Humanos	SHS	Plurilingual	1 537	Santiago de Chile, OREALC, 2008
9.	Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	1 517	UNESCO, 1999
10.	Fisiologia humana	ED	Portuguese	1 305	Brasilia, Vale Foundation, 2013

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

Due to a technical problem, figures are partial and cover only the period from 1 to 9 April 2015.

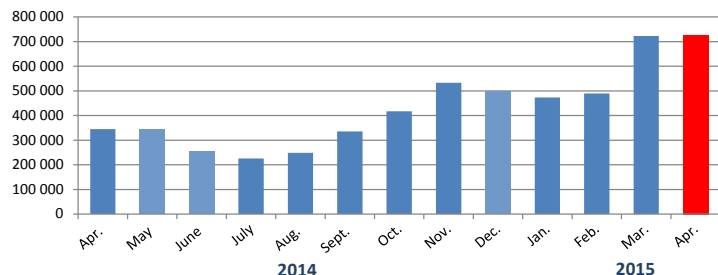


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **530 UNESCO publications** (mainly recent titles) are available on the service, which allows readers to search for and browse these books online.

Month	Publications on Google Books	Book visits	Pages viewed	Book visits with buy clicks
April 2015	530	66 147	727 466	371
April 2014	407	33 122	345 390	209

More than 720,000 publications page views on Google Books for the second month in a row!



Publications page views in April 2015 (last 12 months)

Source: Google Books

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

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

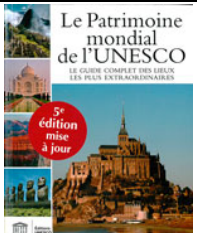



Book visits with buy clicks: This is registered each time a user clicks on a "Buy" link.

6.3. UNESCO Bookshop bestsellers*

Bookshop sales of UNESCO publications top 5 (clickable covers)

Publication	Copies sold	Sector
	11	CLT/WHC
	10	CLT/WHC
	6	ED
	6	ED
	5	ED

Bookshop sales of non-UNESCO publications, top 5

Publication	Copies sold	Publisher
	6	Editions Ouest-France
	3	Panasonic
	2	Editions Gelbart
	1	Editions Prisme
	-	-

6.4. Online and international sales

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

Publication	Copies sold	Sector
	34	ED
	26	SC
	24	SC
	24	CI
	21	ED

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

Bookshop sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Informe sobre la economía creativa - Edición especial 2013 Ampliar los cauces de desarrollo local	0	CLT
Building Digital Safety for Journalism A survey of selected issues	0	CI
¿Por qué una Bioética Global? XX aniversario del Programa de Bioética de la UNESCO	0	SHS
World Heritage Review N° 74 - Fostering resilience	0	CLT/WHC
Fixing the Broken Promise of Education for All Findings from the Global Initiative on Out-of-School Children	0	ED

Online and international sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Achieving Transparency in Pro-poor Education Incentives	0	ED
The Sacred Garden of Lumbini	0	CLT
Reading in the Mobile Era	0	CI
Socio-psychologie de l'éducation des adultes en Afrique	0	ED
Rapport sur l'économie créative 2013 élargir les voies du développement local (édition spéciale)	0	CLT

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

6.6. Licensing and co-publishing agreements and amendments

Contract No.	Title	Publisher	Language	Date signed
C.2015-002	Manual for Activities Directed at Underwater Cultural Heritage	CIR Co., Ltd. / Korea Institute of Geoscience and Mineral Resources by arrangement with UNESCO	Korean	28/04/2015
J.2015-008	Agree to Differ	UNESCO/Tudor Rose	English	16/04/2015
J.2015-002	Indigenous Knowledge for Climate Change Assessment and Adaptation	UNESCO/The Chancellor, Masters and Scholars of the University of Cambridge University Printing House	English	30/04/2015

6.7. Permissions granted to use or translate UNESCO content

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Haus der Kulturen der Welt	"Statement by experts on race problems", 20 July 1950, UNESCO/SS/, © UNESCO 1950.	In the context of an exhibition entitled "Ape Culture" which is to take place in the exhibition hall in Haus der Kulturen der Welt in Berlin, from 29 April to 6 July. The exhibition will presents artworks and documents from the history of popular culture and primatology that observe the relationship between humans and other primates. There will be approx. 8000 visitors throughout the whole exhibition period. The admission fees (6€ / 4€/ free entrance on Mondays, children under 16 are always free and there are reduced entrance fees for students, senior citizens) are only meant to co-finance the project as the Haus der Kulturen der Welt is a non-profit organization.	Non-exclusive rights are granted for the statement to be reproduced in print form, in English, in the context of the exhibition. Mention of the source and due acknowledgement of UNESCO. Free of charge.	03/04/2015

American Bar Association Section of International Law	Full text of the 1972 UNESCO Convention Concerning the Protection of the World Cultural and Natural Heritage	Inclusion in a publication called "Business, Human Rights and Sustainability"	Non-exclusive world rights Mention of the source and due acknowledgement of UNESCO; (Permission granted by email).	16/04/2015
Cambridge University Press - University Printing House (through the Max Planck Institute for the History of Science)	"What is race? Evidence from Scientists", front and back covers, as well as p. 40, illustrations by Jane Eakin Kleiman and texts by Diana Tead, © UNESCO 1952.	Inclusion in an article entitled Populations, genetics and race, to be included in a volume entitled "Reproduction: from antiquity to the present day" to be published by Cambridge University Press, in printed book form, for a print run of 1,000 (one thousand) copies in hardback, 500 (five hundred) copies in paperback, and in e-book format, on or before 31 December 2015.	Non-exclusive world rights are granted for this edition only in printed book form and in electronic format as indicated, in the English language only. Mention of the source and due acknowledgement of UNESCO. Fee: 400 GBP	22/04/2015
Sage Publishers (through the Max Planck Institute for the History of Science)	"What is race? Evidence from Scientists", pp. 10 and 11 (double page spread), 31 and 32 (double page spread), 40, 49, 50, 61 illustrations by Jane Eakin Kleiman and texts by Diana Tead, © UNESCO 1952.	For an academic paper entitled "UNESCO's What is Race?: Popularizing Human Genetics in 1950s" to be included in the work entitled History of the Human Sciences. This work will be published on or before 31 December 2015. The work will be circulated by mail-order subscription to academic libraries, institutions and individual academics worldwide. The estimated number of orders shall not exceed 1,500 copies in the English language. Electronic versions will be available to libraries subscribing to the printed version.	Non-exclusive world rights are granted for this edition only in all media and in all formats, in the English language only. Mention of the source and due acknowledgement of UNESCO. Fee: 600 GBP	24/04/2015

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
CI	20	9	11	0
CLT	8	5	3	0
ED	11	3	8	0
ERI	15	15	0	0
SC	9	9	0	0
SHS	10	5	5	0
GBS	5	5	0	0
UIS	1	0	0	1
Total	79	51	27	1

7.2. Events organized by Field Offices/ Institutes

Apia	2
Baghdad	2
Bangkok	1
Beijing	2
Beirut	4
Brasilia	4
Dakar	1
Jakarta	1
Kathmandu	3
Nairobi	3
San Jose	4
Tashkent	1
Tehran	1
Venice	9
Total	38

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

Type of Events taking place	at HQS	away from HQS
Category 1 - International Conference		-
Category 2 - Intergovernmental meeting	2	-
Category 3 - Non-governmental conference	-	2
Category 4 - International Congress	-	4
Category 5 - Advisory Committee	-	-
Category 6 - Expert Committee	2	4
Category 7 - Seminars and Workshops	1	21
Category 8 - Symposium	1	2
Press Conference	-	-
Exhibition	2	3
Event under patronage	1	-
Concert	4	1
Show	1	-
Consultative Meeting	-	1
Meeting by Member States or Institutions	2	7
Interagency meeting	-	2
Film Projection	2	-
Special Event	3	8
Working group/Expert Meeting	-	2
Information meeting for Permanent Delegations	1	-
Executive Board	-	-
Prize-giving Ceremony	-	2
Total	22	59

8. UNESCO Headquarters

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

Conferences and meetings, organized by sectors, constitute an integral part of programme implementation and thus contribute to the achievements of the Organization's goals and objectives. UNESCO also hosts conferences and meetings organized by its Member States, through their delegations, as well as by other educational, scientific and cultural entities which share the Organization's mandate. Cultural events, exhibitions, shows, and screenings, organized in cooperation with Member States and other partners contribute to the promotion of cultural diversity. All events open to the public at large and to UNESCO communities, are promoted on the [Calendar of Events](#), unesco.int, and the dynamic screens. Cultural and intellectual events for this public are announced on the monthly electronic Calendar of events sent to its subscribers, and made available at the Reception desk, the Book/Gift Shop, the Library, and the Visitor's service.

8.1. Conferences and Meetings

8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
01/04	Réunion du Réseau européen des Géoparc	SC/EES/EGR	Salle II	120
02-03/04	Réunion du Groupe de travail du Comité international de bioéthique sur le génome humain et les droits de l'homme	SHS/EGC/BIO	Salle VII	20
07/04	Réunion d'information - BRICS	CI/INF	Salle VII	40
07/04	Cérémonie de signature de l'accord de partenariat avec le club de football Al-Hilal Saudi pour la promotion de l'inclusion sociale à travers le sport	SHS/EGC/ADS	Salle IV	150
07-08/04	Réunion de coordination CCNGO/EFA	ED/EFA	Salle VI	30
09/04	Lancement du Rapport mondial de suivi de l'EPT 2015	ED/GMR	Salle II	400
09/04	Réunion du Comité des représentants des PEID	SC/PCB/SII	Salle XIV	20
08-10/04	Réunion du Comité directeur de l'Education pour tous (EPT)	ED/EFA	Salle XIII	60
08-22/04	196e session du Conseil exécutif	GBS/SCX	Diverses salles	100
14/04	Réunion du comité de pilotage de la Plateforme océan et climat	IOC/EXS	Salle VIII bis	20
15/04	Réunion « Apprendre sans peur : prévenir et combattre les violences liées au genre en milieu scolaire »	ED/TLC/GCE	Salle VI	40
15-16/04	Réunion des Commissions nationales	ERI/MSP/ENA	Salle IV	150
19/04	Réunion de préparation à la 12e session du Comité CEART (OIT-UNESCO)	ED/BHL/HED	Salle V	8
20/04	Réunion « La théâtralité du protocole politique »	SC/HYD/GSS	Salle XV	30
20-21/04	Réunion consultative d'experts sur le projet PERSIST de l'UNESCO	CI/KSD/UAP	Salles III, V	25
20-23/04	12e session du Comité conjoint OIT-UNESCO d'experts sur l'application de la Recommandation concernant la condition du personnel enseignant (CEART)	ED/BHL/HED	Diverses salles	30
22-24/04	Réunion internationale d'experts « Outils linguistiques pour la promotion de la langue arabe sur Internet et dans les processus multi-parties prenantes »	CI/KSD/UAP	Salles VIIIbis, XVI	25
23/04	Meeting of the International Advisory Committee of Saudi Human Genome Project	SC/PCB	Salle III	30
23-24/04	Atelier science ouverte UNESCO-FOSTER destiné aux doctorants	CI/KSD/ICT	Salle XIV	30
24/04	Colloque sur la jeunesse et les media (COP21)	SHS/EGC/GEC	Salle XIII	40
27-28/04	3e réunion du Groupe de travail Pamir	SC/HYD	Salle XV	30
27-29/04	Inter-Agency Meeting : Global Coordinators on HIV and AIDS	ED/PSD/HIV	Diverses salles	30
27-30/04	5e séance de la Réunion des Etats parties à la Convention de 2001 sur la protection du patrimoine culturel subaquatique	CLT/CCS	Diverses salles	250
28/04	Réunion du Comité d'approbation du Fonds pour l'élimination du dopage dans le sport	SHS/EGC/ADS	Salle XIV	15
28-30/04	12e session du Groupe intergouvernemental de la COI sur les efflorescences algales nuisibles	SC/IOC/OSS	Salles VII, IX	30
29-30/04	Réunion du Conseil des chefs de Secrétariat des organismes des Nations Unies pour la coordination (CCS), session de printemps	ERI/ADG	Diverses salles	100

30/04	6e réunion du Conseil consultatif scientifique et technique pour la Convention de 2001 sur la protection du patrimoine culturel subaquatique	CLT/CCS	Salle XIV	50
Total participation				1 873

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

8.1.2 Information meetings for Permanent Delegations

Date	Title	Organizer	Place	Public
07/04	Réunion d'information sur le rôle de leadership de l'Institut de statistique de l'UNESCO (ISU) dans le contexte de l'Agenda de développement de l'après-2015	ERI/ADG	Salle XI	150
08/04	Réunion d'information sur la réponse de l'UNESCO aux crises en Syrie et en Iraq	ERI/ADG	Salle XI	150
Total participation				300

8.1.3 Electoral Groups Meetings (Plenaries)

Date	Title	Organizer	Place	Public
08/04	Réunion plénière du GRULAC	GRULAC	Salle XVI	30
24/04	Réunion plénière du Groupe africain	Déleg. perm du Cameroun	Salle XII	40
30/04	Réunion plénière de l'ASPAC	Déleg. perm de la Malaisie	Salle XVI	30
Total participation				100

8.1.4 External rentals

Date	Title	Organizer	Place	Public
02/04	Conférence de presse à l'occasion du Salon du livre de Genève	Déleg. perm. de la Suisse	Salle IV	30
04/04	Conférence « Construire la paix avec l'UNESCO et le Rotary international : les initiatives de paix des comités interpays »	Rotary International, District 1660-France	Salle II	460
07/04	Conférence sur l'architecture de Rem Koolhaas	Ecole Centrale Paris	Salle I	700
07/04	EFA Steering Committee meeting	Déleg. perm. de la Norvège	Salle XIV	20
08/04	Table ronde "Heritage conservation <i>vis-à-vis</i> the challenges of urban development and demographic growth in mega cities", à l'occasion de la visite de Kadir Topbaş, Maire d'Istanbul	Déleg. perm. de la Turquie	Salle IV	150
10/04	Coordination meeting of the "Friends of TVET" (Technical & Vocational Education Training)	Déleg. perm. de la Suède	Salle XV	20
10/04	Remise de diplômes de l'École pour l'informatique et les techniques avancées (EPITA)	EPITA	Salle I	1 380
14-15/04	Réunion du Comité exécutif de l'Organisation européenne et méditerranéenne pour la protection des plantes (OEPP)	OEPP	Salle XVI	30
23-24/04	Conférence universitaire	Déleg. perm. du Liban	Salle IX	50
24/04	Conférence "Interactive session featuring Sri Sri Ravi Shankar"	Déleg. perm. de l'Inde	Salle X	150
25/04	Conférence du Cardinal Bechara Boutros Raï, Patriarche d'Antioche et de tout l'Orient : « La présence chrétienne au Moyen-Orient et son rôle dans la promotion de la culture de la paix »	Déleg. perm. du Liban	Salle X	260
Total participation				3 250

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

8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
01-03/04	Expo Amine Sfeir et projection de film "Zajal"	Déleg. perm. du Liban	Couloir X-XI	300 (inauguration)
01-10/04	« Los Poetas del Caribe » (<i>Poètes des Caraïbes</i>)	Déleg. perm. du Venezuela	Salle des pas perdus	200 (inauguration)
06-10/04	« Spirit of Istanbul », à l'occasion de la visite de Kadir Topbaş, Maire d'Istanbul	Déleg. perm. de la Turquie	Salles Miró 1, 2	150 (inauguration)

13-17/04	"Historical relations between the Sultanate of Oman and France"	Déleg. perm. d'Oman	Salle des Actes	500 (inauguration)
13-17/04	« Haenyeo : la mère de la mer », de Joon Choi	Déleg. perm. de la République de Corée	Salle des pas perdus	300 (inauguration)
13-17/04	Patrimoine culturel immatériel de Malaisie	Déleg. perm. de la Malaisie	Salles Miró 1, 2, 3	100 (inauguration)
20-24/04	« Aspazija et Rainis : la rebelle et l'humaniste - Histoire de deux poètes lettons » (150th anniversary of writers Rainis and Aspazija)	Déleg. perm. de la Lettonie	Salle des pas perdus	100 (inauguration)
20-24/04	« Mondes culturels, le programme de sauvegarde de la culture du Ministère fédéral des affaires étrangères allemand »	Déleg. perm. de l'Allemagne	Salles Miró 1, 2	100 (inauguration)
22/04	"Baku Process" in the framework of the World Forum on Intercultural Dialogue (WFID)	Déleg. perm. d'Azerbaïdjan	Couloir X-XI	30 (inauguration)

8.2.2 Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
07/04	Campus UNESCO « Le sport et la citoyenneté », à l'occasion de la Journée internationale du sport au service du développement et de la paix. Rencontre animée par Sylvère-Henry Cissé	SHS et DPI/PPR	Salle II	250
08/04	Concert « Voices of Istanbul », à l'occasion de la visite de Kadir Topbaş, Maire d'Istanbul	Déleg. perm. de la Turquie	Salle I	1 000
10/04	Visite officielle de Narendra Modi, Premier Ministre de l'Inde	UNESCO et la Déleg. perm. de l'Inde	Salle I	1430
10/04	Remise de médaille nanotechnology	SC/PSD	Salle V	30
14/04	Spectacle « Patrimoine malaisien : hier, aujourd'hui et après-demain »	Déleg. perm. de la Malaisie	Salle I	600
15/04	Spectacle « L'héritage de Korkut et le monde turc »	Déleg. perm. de la Turquie	Salle I	500
21/04	Spectacle « Rêve de la route maritime de la soie »	Déleg. perm. de la Chine	Salle I	1 000
22/04	Projection du film documentaire « Virunga » de Orlando von Einsiedel	CLT/EO	Salle I	800
23/04	Célébration de la Journée mondiale du livre et du droit d'auteur : conférence et ateliers	ERI/DPI/PBM	Piazza + Salle IX	60
28/04	Événement spécial : « UNESCO : 70 ans au service de la dignité humaine »	ODG	Salle I	1 200
30/04	Concert en célébration de la Journée internationale du jazz	UNESCO et le Thelonius Monk Institute	Salle I	1 400

* 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: 1,368 seats

- o **12 events** were promoted in the April monthly *Calendar of cultural events* printed out in 3,000 copies (in French), and its electronic version sent out to **27,096 subscribers**.
- o **14 events** were organized, co-organized and/or promoted in April by DPI/PRP (Public Relations and Partnerships Section).

8.3. UNESCO Visits

In April, with the minimum service during the Executive Board, **18 visits of Headquarters for 420 visitors, 2 presentations focusing on Education for 36 visitors and 1 UNESCO Campus on Sport and Citizenship for 250 visitors** were organized. The major part of the visitors came within the framework of a group visit. Half of the visits/presentations were 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	21
Declined requests	n/a

2. Languages

Visits/Present. in French	10	48%
Visits/Present. In English	7	33%
Other	4	19%

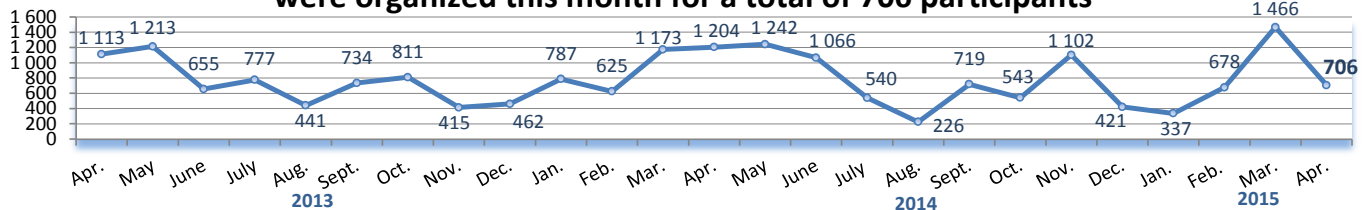
3. Type of visits

Group Visits	17	81%
Individual Visits	1	5%
Spontaneous Visits	0	0%
Thematic Conference only	3	14%

4. Origin

Europe and North America	601	85%
Asia and Pacific	37	5%
Arab States	19	3%
Africa	16	2%
Latin America and the Caribbean	33	5%

Despite the minimum service during the Executive Board, 21 visits/thematic presentations were organized this month for a total of 706 participants

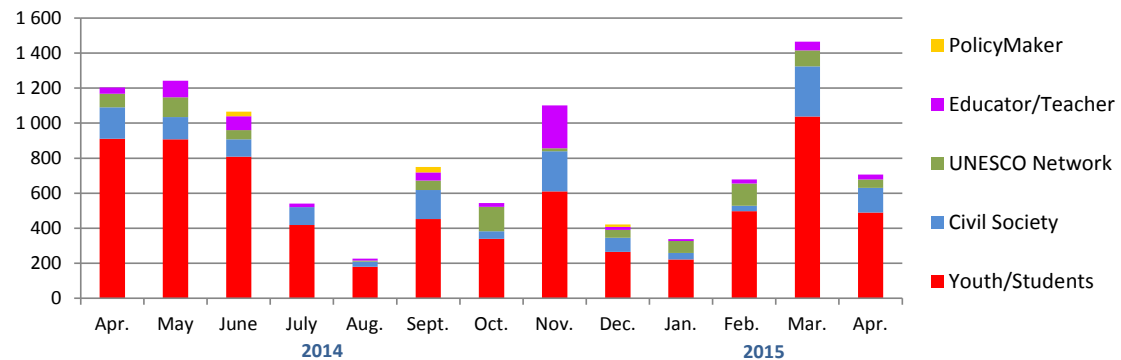


Visitors received by the Visitors' Service in April 2015 (since April 2013)

Source: UNESCO

5. Profile of visitors

**This month youth/students represented 69% of the visitors
250 youth and their teachers attended the UNESCO Campus on Sport and Citizenship**



Breakdown of the profile of visitors in April 2015 (last 12 months)

Source: UNESCO

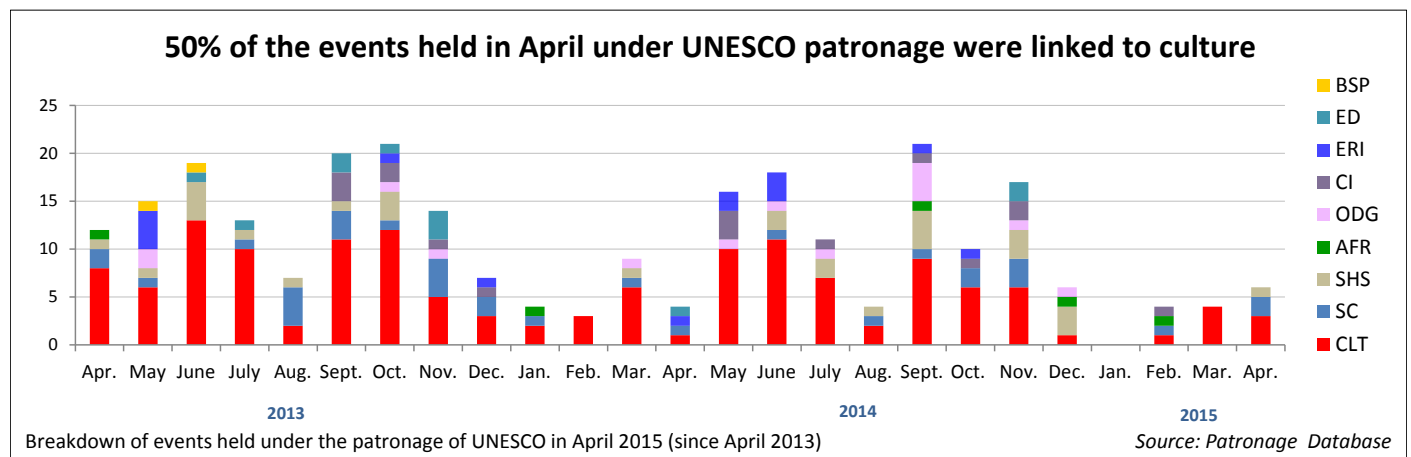
9. UNESCO logo exposure

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.

- **6 events** which have been granted UNESCO's patronage took place in April 2015:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/04	France	Manifestations de "Sapeurs-Pompiers Actions Internationales" (Association SPAI)	Public at large	SHS
10/04	Croatia	The Aklapela Festival to celebrate intangible cultural heritage	Public at large	CLT
10/04	Russia	Ceremony awarding UNESCO Medal for contribution to the development of nanoscience and nanotechnologies"	Scientists	SC
12/04	Republic of Korea/the Netherlands	Book entitled "Water and Heritage", launched during the 7th World Water Forum in the Republic of Korea	Specialists	SC
14/04	United Kingdom	International conference entitled "Culture in Crisis"	Specialists working in culture	CLT
27/04	Republic of Korea	International Workshop on Protected Areas with Multiple International Designations in Jeju	Sites Managers (such as World Heritage sites, MAB reserves and geopark areas)	CLT



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 (TBS / Japan). Memoranda of Understanding have been signed with major press agencies (Xinhua News Agency / People's Republic of China, Al Jazeera / Qatar). The general purpose of these partnerships is to enhance public awareness of our message and activities through written and audiovisual products where the name and logo of UNESCO is present. The results of these partnerships are measurable according to the area of collaboration (e.g. intangible cultural heritage) in terms of UNESCO name and logo exposure to the Media audience (statistical data) and comments by the readers/audience if any.

10.1. TBS (Japan)

Area of collaboration: World Heritage (Cultural Heritage)

Partnership began: 1996

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

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

Countries and regions of broadcast: Japan

Logo use: For every broadcast/rebroadcast 5 seconds exposure

Sponsorship: SONY

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience share</i>
05/04	World Heritages of Japan 1 (Japan, Compilation)	30 min	5.3%
12/04	World Heritages of Japan 2 (Japan, Compilation)	30 min	5.3%
19/04	Works of Antoni Gaudi (Spain)	30 min	5.7%
26/04	Yellowstone National Park (USA)	30 min	5.3%

Average audience share in April: **5.4 percent** (for the first broadcast). Estimate number of viewers in Japan: **4,884,000** (first broadcast). The total number of audience accessed to the programme in April was estimated at **19,536,000**.

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

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

Partnership began: October 2010

Products: **News and interviews**

Output: **Xinhua website** (<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	37
French	16
Spanish	20
Russian	5
Arabic	3
In April, a total of 81 reports were released on UNESCO through Xinhuanet	