



United Nations  
Educational, Scientific and  
Cultural Organization

Sector for  
External Relations and  
Public Information  
Division of Public Information

ERI/DPI/2016/PIPMR/60/REV1

# Monthly Visibility Report

## February 2016

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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

- Overall, February 2016 was a good month for UNESCO in the news with some 39,297 articles referencing UNESCO, within 3 weeks only. Figures are unfortunately not available for the first week of the month for technical reasons.
- The following events highlighted in the Major Events pages accounted for more than 1,300 articles published:
  - News Organizations standing up for the Safety of Media Professionals (05 February)
  - World Radio Day (13 February)
  - International Mother Language Day (21 February)

## UNESCO Website and Social Media Channels

- Traffic on UNESCO's public website has been steadily growing since early 2016; as a result it is stable compared to February 2015 (+4% in visits). International Mother Language Day (21 Feb.) generated most traffic.
- Page views for World Radio Day 2016 website - hosted again this year on a dedicated server for technical reasons - have doubled compared to last year, with a high number of return visitors (25%); Visits dropped by 15%.
- February was an extremely busy and productive month on our social media channels. Biggest achievement was the celebration of World Radio Day with the highest number of potential impressions: 180,295,761 via #WorldRadioDay. Spanish channels did particularly well with #DiaMundialDeLaRadio getting a trending topic. Celebration of Mother Language Day was another well received event with more than 61 million potential impressions via #MotherLanguageDay, including 75% re-tweets. #LenguaMaterna generated alone 4,682,180 potential impressions, and three of our Spanish posts on Facebook are among our 10 most "liked" list.
- Video views are up for the second month in a row. More than 640,000 views, an all-time high, were registered this month only. Intangible Heritage videos are the frontrunner.

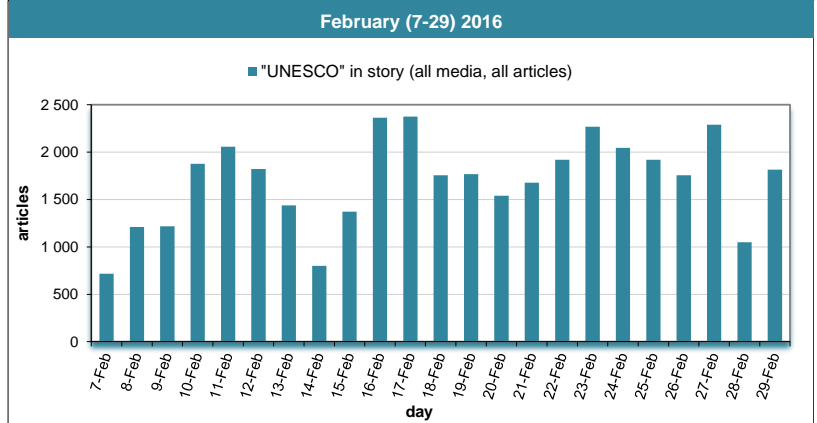
## Publications

- February 2016 figures for the Top 10 online viewing have increased considerably compared to Jan. 2016 (34%), and to Feb. 2015 (+65%)
- English version of the [EFA GMR, 2015](#) remains high in the Top 10 due to the release of the related publication on mother-tongue learning – entitled [If you don't understand, how can you learn?](#) - on International Mother Language Day, which had over 10,000 views and went to the top of the table.

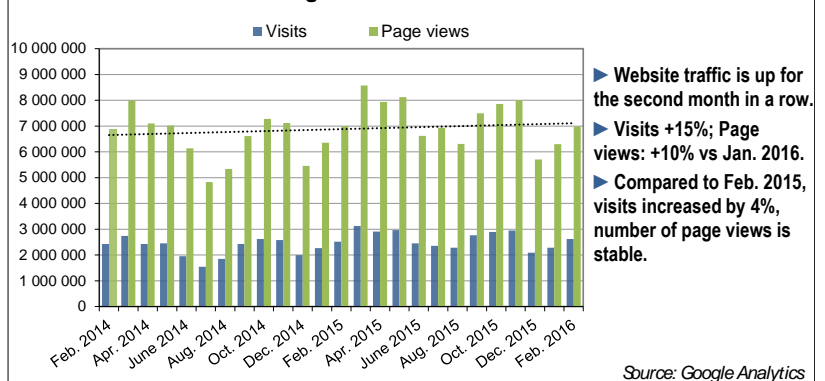
## Focus on a Field Office

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

Articles monitored daily in all media sources in which "UNESCO" appears in the story, in February (7-29 only). (Source: CISION)

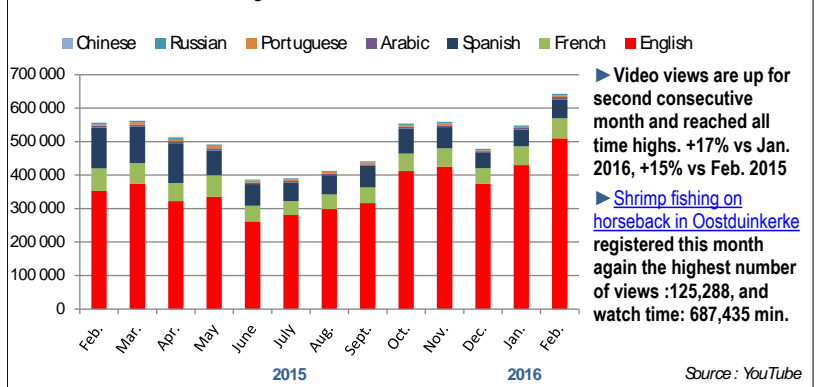


Website traffic on unesco.org



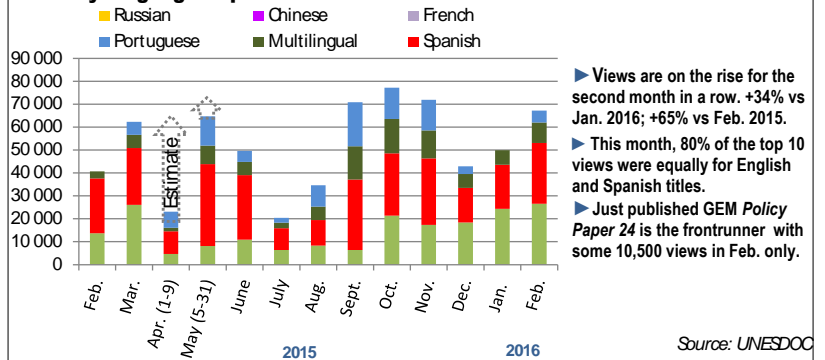
- Website traffic is up for the second month in a row.
- Visits +15%; Page views: +10% vs Jan. 2016.
- Compared to Feb. 2015, visits increased by 4%, number of page views is stable.

Breakdown of views by UNESCO Channel on YouTube



- Video views are up for second consecutive month and reached all time highs. +17% vs Jan. 2016, +15% vs Feb. 2015
- [Shrimp fishing on horseback in Oostduinkerke](#) registered this month again the highest number of views :125,288, and watch time: 687,435 min.

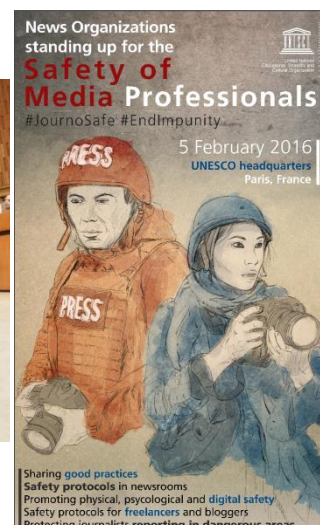
Breakdown of the 10 most viewed publications (PDF), views by language of publication



- Views are on the rise for the second month in a row. +34% vs Jan. 2016; +65% vs Feb. 2015.
- This month, 80% of the top 10 views were equally for English and Spanish titles.
- Just published GEM Policy Paper 24 is the frontrunner with some 10,500 views in Feb. only.

## Major events:

### I. News Organizations standing up for the Safety of Media Professionals (05 February)



Close to 300 media leaders from more than 60 countries have shared ideas for urgent action to enhance the safety of journalists and end impunity for attacks on them, during the conference “News Organizations Standing Up for the Safety of Media Professionals” held at UNESCO Headquarters.

Representatives from Member States were present as well, committed to engage in a constructive dialogue. Concrete courses of action which media organizations and Member States could take to protect journalists were put forward, and the solidarity among media was highlighted.

The participants discussed tangible solutions to the dangers and threats that are affecting the daily lives of too many journalists. As Douglas Jehl of the Washington Post, observed: “Journalists are now being attacked not just for what they write, but for what they represent.” Therefore, Jesus Dureza of the Mindanao Times stressed that there is a need for a global cooperation. Christiane Amanpour, CNN Chief International Correspondent and Goodwill Ambassador for Freedom of Expression and Journalist Safety, and Zeinab Badawi, presenter at BBC, moderated the session, which included high level media leaders, among which Monica Maggioni, President of Radiotelevisione Italiana (RAI) and Vice President of the European Broadcasting Union and Cilla Benkö, Director General of Sveriges Radio in Sweden.

Based on the discussion and debates during the conference, two documents listing additional steps and actions for the media industry, UNESCO and Member States, were produced. These documents outline national mechanisms, systematically reporting on safety and impunity for staff, as well as for freelance and local journalists

The conference was organized with the support of the International Federation of Journalists (IFJ), the European Broadcasting Union (EBU), the International Press Institute (IPI), the World Association of Community Broadcasters (AMARC), the International Women’s Media Foundation (IWMF) and the World Association of Newspapers and News Publishers (WAN-IFRA)

**Participants:** 55 speakers from 6 continents and some 300 attendees.

**Audience:** Media leaders from more than 60 countries.

#### Communication materials and activities

- [Media advisory](#) (28/01)
- [News](#) (09/02, 12/02)
- [Dedicated webpage](#)
- [Poster, Programme](#)
- [Concept Note](#)
- [Event announcement](#)
- [Video of the Conference](#)
- [Photo gallery](#)
- [Interview with Eduardo Bertoni](#)
- [Selected Media Coverage](#)

**Webcast/Live streaming connections:** 49 (27 external, 24 internal).

Partner organizations embedded the live streaming on their website, such as WAN-IFRA. Furthermore, the streaming was used by people engaged with the issue of safety and impunity, but who were not able to attend the conference, for instance, UNESCO colleagues in Sweden and Norway.

**Website statistics** (28/01-29/02): [Media advisory](#): 874 visits/1,757 page views. News: [09/02](#): 252 visits/502 page views, [12/02](#): 42 visits/134 page views. [Dedicated webpage](#): 2,217 visits/4,173 page views. [Event announcement](#): 279 visits/736 page views. [Photo gallery](#): 65 views. [Interview with Eduardo Bertoni](#): 92 visits/319 page views. [Selected Media Coverage](#): 32 visits/214 page views.

**Press coverage:** With a total of 89 articles and radio interviews, the conference was widely covered among almost 30 different countries. This included background articles and broadcasts, and op-eds by the speakers and participants of the conference. Mostly Spanish speaking and English speaking media covered the conference, but there were also articles published in Russian, French, Dutch, Arabic and Somali.

**Social media:** In total 513 users sent 703 posts, with a potential 9,889,370 reach, incl. 87.9% re-tweets and 11.4% original posts. The tweets by @unesco generated 538,517 impressions with a total of 443 link clicks, 1.0k re-tweets and 837 likes. Our @UNESCO\_es and @UNESCO\_fr were as well among top influencers. Top influencers engaging with #EndImpunity and #JournoSafe and @UNESCO were: United Nations, OSCE Media Freedom, Pen International, Reporters Without Borders, International Media Support, Christiane Amanpour, Committee to Protect Journalists, Dunja Mijatović, World Association of Newspapers and News Publishers, International Press Institute.

## II. World Radio Day (13 February)

Once again World Radio Day showed being UNESCO's top performer, breaking records whether in terms of number of events across the world (379), delivering media interviews (50), social media response (see below), number of field offices' celebrating (more than 20) and population reached (around 18 million on air, 58 million potential impressions for our #RadioSavesLives and 180 million for #WorldRadioDay).

In 2016, UNESCO celebrated World Radio Day making ... radio. An exclusive 20 hours' radio broadcast was produced in the 6 official languages on the year's theme "Radio in times of emergency and disaster". This broadcast was prepared by Arabic Broadcasting Union, BBC Media Action, Cadena Ser, Fondation Hirondelle, Monte Carlo Doualiya, Radio France Internationale, Radio Nacional del Paraguay and other contributors. The broadcast had a high impact as it was aired through our partners' antennas, diffused as podcasts in their websites and diffused by UNESCO via a streaming platform.

UNESCO also proposed free resources, stories and testimonials in a visually attractive [dedicated website](#). The statistics show that approx. 25% of users were return visitors, meaning that key stakeholders returned to the site on numerous occasions. WRD 2016 had a good average of page views and people's sessions lasted long, so users had great interest in the content and truly explored the site. The video of the Day was viewed 115,000 times. Major global influencers made public statements aligned with our messages for WRD 2016, such as the President of the International Federation of the Red Cross (IFRC), the UN Under-Secretary-General for Humanitarian Affairs and Emergency Relief Coordinator, UN Peace-Keeping and even Barcelona's Football Club. By mid-afternoon CET on 13 February 2016, #WorldRadioDay and #DiaMundialdeLaRadio were trending globally (in the whole world) on Twitter.

**Audience:** Global

### Communication materials and activities

- [Media advisory](#) (08/02)
- Message from the DG for WRD 2016 ([written 6 lang.](#), [audio](#) and [video 4 lang.](#))
- [Message from UN Secretary-General](#) for WRD 2016
- [Event announcement](#)
- [Dedicated website](#) with 101 articles and news in 6 languages
- [Infographics, posters, logos, banners](#)
- [Celebrations map](#), [UNESCO Celebrations worldwide](#)
- Live looping broadcast on dedicated website
- Key messages and Talking points in 3 languages
- 257 tweets and 25 Facebook posts in 3 languages
- Twitter and Facebook schedule
- 50 audio elements
- [Collection of videos from WRD 2016 celebrations](#)

**Website statistics:** [Media advisory](#) (08/02): 1,438 visits/2,589 page views. Message from the DG for WRD 2016: [written](#): 636 views, [audio](#): 716 plays, [video](#): 481 views. [Event announcement](#): 22 visits/165 page views.

**Dedicated website:** 38,796 visits/198,186 page views (vs 45,980 visits/98,666 page views for WRD 2015); on 13 Feb. only: 10,626 visits/47,900 page views; Visitor's top 3 languages: English: 44%, Spanish: 21%, French: 9%); Average page visits per session: 5.11. [Audio elements](#): 751 downloads/7,521 plays (124 downloads/1,512 plays on 13 Feb. only).

**Press coverage:** World Radio Day is an international day without a main event, but happening everywhere across the world. The day is, first and foremost, a celebration of the first electronic medium, which has, over the decades, remained powerful for connecting people and possessing the potential to reinforce critical themes such as access to information, media diversity and pluralism, and freedom of expression. Radio remains the medium with the greatest reach worldwide. The very local nature of World Radio Day contributed to phenomenal press coverage, with 560 articles published around the world. There was not a continent without representation. Nearly half of the monitored coverage was in Spain (48%). Spain was integral to the creation of the World Radio, which was an initiative of the Spanish Radio Academy. The country with the second highest number articles was the United States, with 14%. Other countries with significant coverage included the United Kingdom, Cuba, Venezuela and Colombia.

**Interviews:** 51 interviews were delivered in the five geographic groups by Field Offices and HQ; CI colleagues at HQ gave alone 15 interviews: in English for CNN, Al Jazeera, Radio World International, Public Radio Luxembourg; in French for RFI, Ecoradio, Radio Station Millenium, Radio Canada, Acadie, Le Journal de la Francophonie; in Spanish for Radio Canada Internationale, Radio Exterior de España, Radio Columbia, Costa Rica, Radio Viajera, RFI Spanish Service. Other Offices giving interviews: Brasilia (6), Islamabad, Windhoek (5), Dakar, Khartoum, Juba (3), Port-au-Prince (3), Dar-es-Salaam (2), Havana, Jakarta, Kathmandu, Libreville, Lima, Ramallah (1).

**Social media:** WRD was the biggest achievement of the month, in particular on Twitter; it was covered in various languages and in coordination with field offices. High quality visuals, videos and infographics were prepared, with lots of interesting on-line activities. As a result, on Twitter within 3 days, 3,200 users sent 5,002 posts, with 180,295,761 potential impressions, incl. 66% re-tweets and 32% original posts via #WorldRadioDay. Our Spanish channels did particularly well, and #DiaMundialDeLaRadio got a trending topic among worldwide trends on the Day.

887 users tweeted with our other hashtag #RadioSavesLives – dedicated to the theme of the Day – and sent 1,214 posts, with 57,476,989 potential impressions, incl. 79.4% re-tweets and 19.2 % original posts.



Results for our organic tweets (by account) on 13 Feb. 2016:

English: 536.1k Impressions with 427 link clicks; 1.4 re-tweets and 1.1k likes

Spanish: 85.7k impressions, 118 link clicks, 577k re-tweets, and 404 likes

Arabic: 34.2k impressions, with 37 link clicks, and 86 likes

French: 15.4k Impressions with total of 18 link clicks, 59 re-tweets and 30 likes

Russian: 2.0k impressions, 4 link clicks, 6 re-tweets, and 4 likes

Social Media team worked closely with UN Geneva and United Nations to promote the materials – almost 90% percent of our content was re-tweeted or directly posted on their account linking to @UNESCO and worldradioday.org. Other influencers having referred to @UNESCO: [United Nations Photo](#), [UN Youth](#), UN Radio, BBC Media Action, ITU, UNDP, UNOCHA.



### III. International Mother Language Day (21 February)

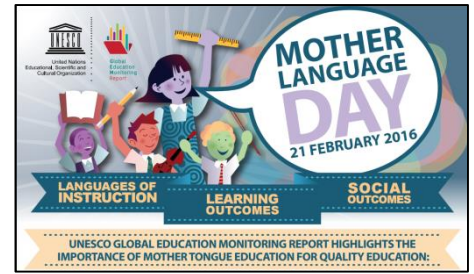
International Mother Language Day (IMLD) 2016 was celebrated on 22 February on the theme, "Quality education, language(s) of instruction and learning outcomes". The topic was in line with Sustainable Development Goal 4 on quality education and lifelong learning for all.

IMLD 2016 was co-organized with the Organisation internationale de la Francophonie (OIF) and in close cooperation with the UNESCO Global Education Monitoring (GEM) Report. On the occasion of the Day, GEM published a Policy Paper "If you don't understand, how can you learn?" which showcased the importance of mother tongue instruction for quality education and its impact on learning. Six key messages on languages of instruction were highlighted in the paper to set the tone of the paper.

Ms Nada Al-Nashif, Assistant Director-General for Social and Human Sciences opened the celebration, which was organized by the Education Sector, followed by Mr. Md. Hazrat Ali Khan, Chargé d'Affaires, Permanent Delegation of Bangladesh to UNESCO, who represented H.E. Mr M. Shahidul Islam, Ambassador to France and Permanent Delegate. Ms Emma Tor, Counselor to Mr Adama Ouane, Administrator of the Organisation internationale de la Francophonie, spoke on his behalf and closed the official opening session.

The GEM Director launched the Policy paper after the official opening, followed by three panelists who made presentations respectively, on the Francophonie "Ecoles en langues nationales" (ELAN) project in Africa; the population's low perception of Creole language in Haiti and their little faith in its potential to impact positively on learning; and the *Promotion of quality education through the UNESCO Atlas of Languages in Danger*.

Mother languages have gained in importance and linguistic diversity was boosted up through posts on Twitter and Facebook during IMLD 2016 celebration. In addition, the UNESCO infographic which was based on the Policy Paper data was made available in English, French and Spanish, and the Policy Paper in the six official languages of the Organization.



**Participants:** 70

**Audience:** Delegations, individuals, NGOs, IGOs, Institutes/Centres working on language issues

#### Communication materials and activities

- [Message from the Director-General](#) (6 languages)
- [Dedicated webpage, Languages in Education website](#)
- [Agenda](#)
- [Infographic](#)
- [Global Education Monitoring Report –Policy Paper 24](#)
- [Event announcement](#)
- [Mother Language Day video for Twitter](#)
- [Wide angle: Interview with A. Paré-Kaboré and S.P. Tibiri](#)

**Webcast/Live streaming connections:** None

**Website statistics:** [Message from the Director-General](#): (1,701 views: EN: 876, ES: 224, FR: 218, AR: 170, RU: 129, ZH: 84). [Dedicated webpage](#): 23,244 visits/32,839 page views. [Languages in Education website](#): 4,863 visits/9,175 page views. [Global Education Monitoring Report – Policy Paper 24](#): 13,523 views (EN: 10,465, ES: 1,885, FR: 1,056, AR: 49, RU: 38, ZH: 30). [Event announcement](#): 2,849 visits/4,089 page views. [Wide angle: Interview with A. Paré-Kaboré and S.P. Tibiri](#): 132 visits/328 page views.

**Press coverage:** Mother Language Day was widely covered with reports originating in more than 50 countries. More than 707 articles were monitored. Spanish-speaking countries dominated the coverage, with Mexico, representing 14% of the total, and Spain, representing 12% of the total, as the top two countries. They were followed by the United States (11%), India (8%) and Bangladesh (6%).

**Social media:** Twitter: More than 5,000 users sent around 3,200 posts with #MotherLanguageDay, with 61,407,542 potential impressions (appearance in people's newsfeed). Elyx – UN Digital Ambassador, created a branded visual with UNESCO logo for us. Social Media team worked closely with UN DPI to promote the materials – Our infographic and other content was directly tweeted at @UNESCO referring to our dedicated website for Mother Language Day. Other influencers referred to @unesco: UN, UN Geneva, Elyx, Nelson Mandela Foundation, Auschwitz Memorial Museum, Global Education Fund, Malala Fund.



Results for our organic tweets (by account) on 21 Feb. 2016:

English: 543.2k Impressions with 770 link clicks; 2.6k re-tweets and 1.4k likes;  
Spanish: 96.8k impressions, 370 link clicks, 1.2k re-tweets, 599 likes;  
French: 50.5k Impressions with total of 108 link clicks, 284 re-tweets and 152 likes  
Arabic: 34.2k impressions, with 37 link clicks - 86 likes  
Russian: 9.1k impressions, 14 link clicks, 19 re-tweets

2 polls were posted, in English, French and Spanish, with tweets from the official UN account also in 3 languages. The poll in English generated alone 4.8K votes.

Facebook: 21 posts in English, French and Spanish, and 2 UN posts (1 English, 1 French)

→ 7,238 likes, 4,164 shares, 178 comments

Instagram: 3 posts (2 English, 1 Spanish) → 3,673 likes, 1,550 comments

Google +: 5 posts, including a poll → 286 likes, 56 shares



# Focus on UNESCO Office in Amman

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

Jordan joined UNESCO on 14 June 1950 and in 1986, Amman became the regional office for Education, Science and Communication. In 1996, UNESCO Amman was designated as a Regional Office for Culture and Communication, and in the year 2000, it became a National Office. UNESCO Amman strives to promote education in Jordan as a fundamental human right while aiming to provide access to quality education for all. Across Jordan, UNESCO is currently implementing comprehensive education programmes that sustain the resilience and support the effectiveness of the national education systems in addressing the adverse impact of the Syria crisis, particularly in the Jordanian host communities.

The UNESCO Amman Office supports Jordan in protecting sites inscribed on the World Heritage List and assists in improving the management of cultural objects. UNESCO is supporting disadvantaged rural women in Jordan to improve their livelihoods through an innovative formula that combines the promotion of cultural industries like natural dyes and traditional handcraft production with the creation of job opportunities using a gender equality lens.

In order to empower individuals as informed producers and consumers of information, UNESCO spearheads initiatives in media, information literacy and in journalism education. It aims to help Jordan's efforts in advancing media to further increase its freedom, independence and professionalism.

UNESCO Amman Office is proactively engaged with youth organizations and networks to strengthen their institutional capacities and to promote their effective participation in decision making.

UNESCO also chairs the SDG Group within the UNCT and coordinates SDG relevant initiatives both at the governmental and non- governmental levels to "land" the 2030 Agenda in the Jordanian context and mainstream it into national planning processes.



22.02.2016

## UNESCO opens a new Youth Information Centre in AIMafraq

In coordination with the Ministry of Education, the UNESCO Office in Amman inaugurated a new Youth Information Centre in Al Rabee' Bint Muwath School at Al Mafrq, Northern Jordan. Read more [here](#).



08.02.2016

## More than 1,300 youth to benefit from new Youth Skills and Mentoring Development Project launched in Amman

The UNESCO Office in Amman launched three new projects generously funded by the European Union and implemented in partnership with Al Quds College that support the Government's efforts to provide essential education and training opportunities for Jordanian and Syrian refugee youth affected by the Syria Crisis. Read more [here](#).

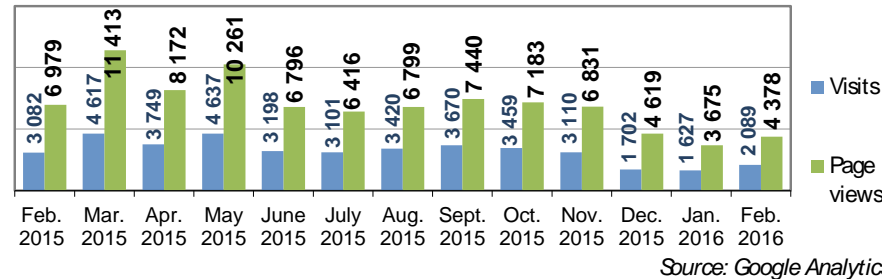


29.02.2016

## Informal Education Project in the Zaatari Refugee Camp Changes the lives of more than 200 Students

"I can't thank my teacher Mr. Mahmoud enough. He treated me like an older brother would. If it weren't for him and this project, I don't know what my future would have held," says Jad, a 15 year old student in the UNESCO informal education (IFE) project in the Zaatari refugee camp implemented in partnership with War Child UK and generously funded by the European Union. Read more [here](#).

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



Social media (clickable icons)



English and Arabic messages  
→ 3,958 followers



English posts  
→ 7,949 followers



→ 53,122 views

## Media

The UNESCO Amman Office engages the media for the promotion of its events and activities. Articles have been highlighted in: [The Jordan Times](#), [Roya'a TV](#), [Addustour](#), [Petra News](#), [Zawya News](#), and many others. Communications focal points maintain relationships with media contacts, and reach out to promote UNESCO's events and activities in Jordan. Additionally, project partners promote events and activities through their own channels.

## Recent publications (click on the icons to access)



[UNESCO Media Development Indicators Report for Jordan \(2015\)](#)  
[English](#) and [Arabic](#) versions  
565 total views



[Amman ED UNESCO-EU October-November 2015 Newsletter](#)

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

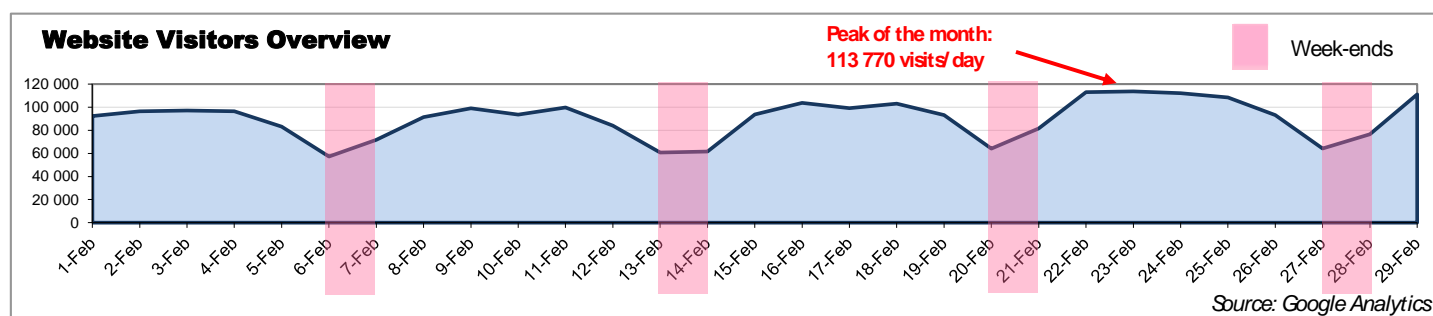
Both a communication and a knowledge management tool, UNESCO's websites, with over 2.7 million pages of content, are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in 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 [y.pham@unesco.org](mailto:y.pham@unesco.org)).

Visits and page views have been steadily growing on UNESCO public website since early 2016. As a result, February 2016 traffic is stable compared to same month last year, with a 4% increase in visits. Three international Days were celebrated this month, International Day of Women and Girls in Science (11 Feb.), World Radio Day (13 Feb.), and International Mother Language Day (21 Feb.) which generated the most traffic. World Radio Day was hosted again this year on a dedicated server for technical reasons, and its traffic was tracked separately. Thanks to some code improvement, starting from next month internal and external traffic will be separated to get more precise results on consultations.

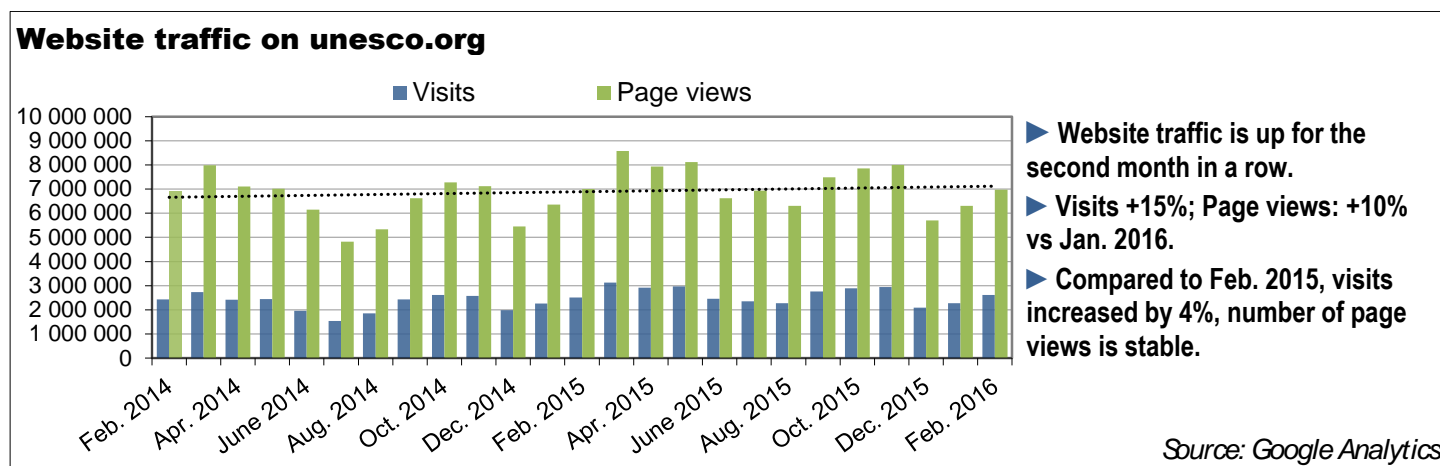
Traffic on UNESCO.int has increased similarly for the second month in a row. The growth is particularly significant when compared to same month last year, with an increase by 64% in visits, and by 43% in page views.

## 1.1. February 2016 Traffic

### Daily Web Traffic Patterns



## 1.2. Monthly visits



## 1.3. Visits by Area of Interest in February 2016 (This data only covers tagged subsites)

Areas of interest	Visits <sup>2</sup>	Variation vs Y-1**	Variation vs M-1**
<b>UNESCO.ORG</b>	<b>2 617 265</b>	<b>+4.16%</b>	<b>+14.87%</b>
Education for the 21st Century and ED Sector	148 111	-18.51%	+40.41%
One Planet. One Ocean & Science for a Sustainable Future and SC Sector	52 549	-19.31%	+33.15%
Learning to Live Together and SHS Sector	56 787	-6.64%	+51.27%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 255 615	+1.38%	+1.15%
World Heritage	1 094 310	+2.08%	-1.52%
Intangible Heritage	95 657	+33.28%	+21.21%
Culture Sector (excl. Intangible Heritage)	65 648	-30.72%	+28.11%

<b>Fostering Freedom of Expression &amp; Building Knowledge Societies and CI Sector</b>	<b>51 405</b>	<b>-15.48%</b>	<b>+52.87%</b>
<b>Field offices (only those tracked)</b>	<b>161 925</b>	<b>-8.11%</b>	<b>+79.28%</b>
IBE*	31 182	-1.35%	+127.41%
UIL*	26 516	+12.58%	-9.35%
UNEVOC*	42 613	-17.15%	-3.81%

\* IBE, UIL 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 <sup>2</sup>	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	417 866	15.97%	+5.84%	2.87	00:02:28
France	348 293	13.31%	-0.64%	2.83	00:03:40
Mexico	181 671	6.94%	+68.42%	2.42	00:02:50
United Kingdom	119 705	4.57%	+1.76%	2.52	00:02:13
Canada	97 061	3.71%	-0.07%	3.23	00:03:24
India	96 370	3.68%	+2.03%	2.16	00:02:06
Australia	86 217	3.29%	+164.31%	3.46	00:04:45
Spain	84 461	3.23%	+18.20%	3.00	00:02:45
Brazil	56 338	2.15%	+47.98%	2.17	00:02:05
Italy	51 827	1.98%	+8.05%	3.16	00:03:04

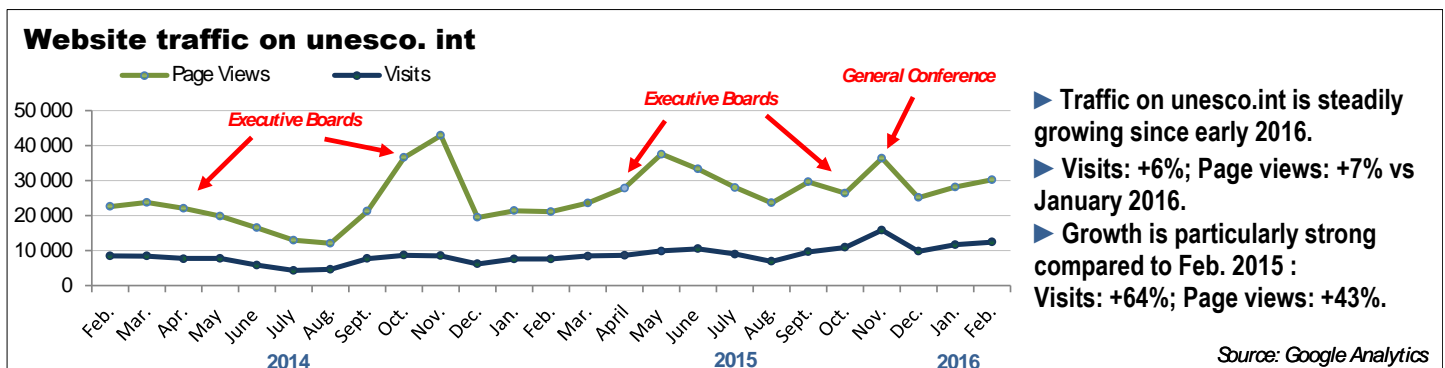
### Top 10 visitors' language

Language	Visits <sup>2</sup>	% of Total visits	Variation vs M-1
English	1 298 943	49.63%	+12.28%
Spanish	445 434	17.02%	+59.51%
French	407 918	15.59%	+0.54%
Portuguese	66 290	2.53%	+34.58%
Russian	49 162	1.88%	+26.58%
Italian	47 013	1.80%	+6.54%
German	42 589	1.63%	-3.60%
Chinese	36 080	1.38%	-25.45%
Japanese	24 502	0.94%	-14.41%
Dutch	21 363	0.82%	-5.26%

### Geographical origin of visits (source: Google Analytics)

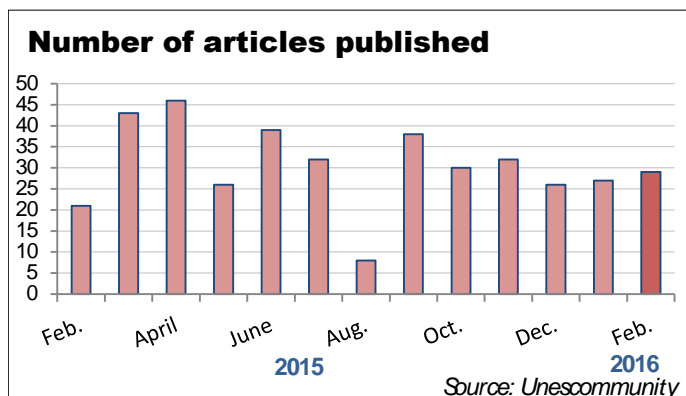
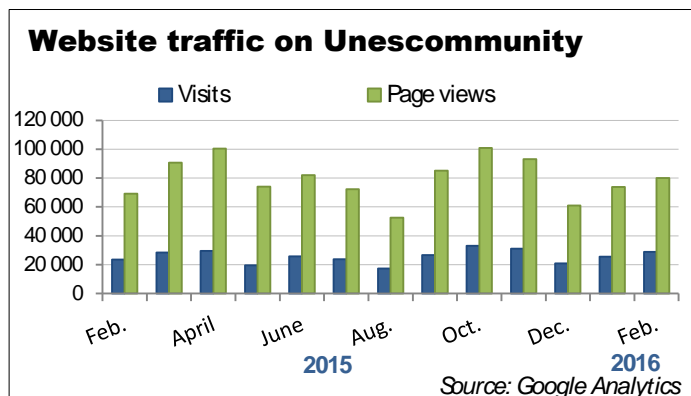


## 1.5. UNESCO.int Website - <http://www.unesco.int>





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



**Traffic indicators explained:**

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

<sup>2</sup> **Visits (or sessions):** A visit is defined as a series of page requests from the same uniquely identified client with a time of no more than 30 minutes between each page request.

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

1.7. WEBCASTS - Live streaming connections

Event	Date	Simultaneous connections		
		External	Internal	Total
News Organizations standing up for the Safety of Media Professionals	05/02	• English: 27	• English: 24	49

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

UNESCO products for written and audiovisual media are:

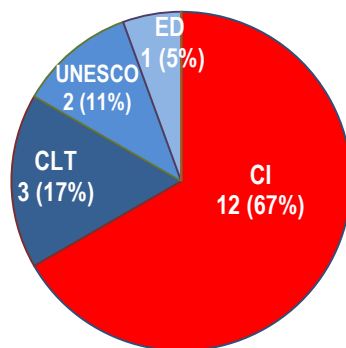
- Save the dates
- Media advisories
- Press releases
- Opinion editorial (Op-Eds)
- Video News Releases (VNR)
- Background Footage (B-Rolls).

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. Press releases/Media advisories

1.	04/02	<a href="#">900-year-old consecration ceremony held for the Timbuktu mausoleums</a>
2.	08/02	<a href="#">World Radio Day 2016 celebrates radio as a lifeline in times of disaster and emergency</a>
3.	09/02	<a href="#">Director-General condemns killing of media worker Hashem Al Hamran in Yemen</a>
4.	10/02	<a href="#">Director-General denounces assassination of radio journalist Reinel Martínez Cerqueda in Mexico</a>
5.	10/02	<a href="#">Director-General deplors death of journalist Haji Mohammad Zubair Khaksar in Afghanistan</a>
6.	11/02	<a href="#">Director-General condemns murder of journalist Anabel Flores Salazar in Mexico</a>
7.	15/02	<a href="#">Italy creates a UNESCO Emergency Task Force for Culture</a>
8.	15/02	<a href="#">Maha El-Khalil Chalabi named UNESCO Goodwill Ambassador</a>
9.	16/02	<a href="#">Polish jazz singer Urszula Dudziak named UNESCO Artist for Peace</a>
10.	18/02	<a href="#">Director-General condemns killing of journalist El Hadj Mohamed Diallo in Guinea</a>
11.	19/02	<a href="#">Director-General condemns killing of media workers Munir al-Hakimi and Suad Hujaira in Yemen</a>
12.	19/02	<a href="#">UNESCO and E4IMPACT to Develop Cultural and Education Entrepreneurship in Africa</a>
13.	22/02	<a href="#">UNESCO and the European Commission join hands in promoting cultural routes for sustainable development</a>
14.	22/02	<a href="#">Director-General condemns murder of journalist Karun Misra in India</a>
15.	22/02	<a href="#">Director-General condemns murder of journalist Ahmed Al-Shaibani in Yemen</a>
16.	24/02	<a href="#">Director-General condemns murder of journalist Elvis Ordaniza in the Philippines</a>
17.	25/02	<a href="#">Director-General condemns death of journalist Majid Dirani in Syria</a>
18.	25/02	<a href="#">Director-General urges investigation into murder of journalist Moisés Dagdug Lutzow in Mexico</a>
19.	29/02	<a href="#">UNESCO and ICRC partner on the protection of culture heritage in the event of armed conflict</a>

#### Press releases/Media advisories, by Sector



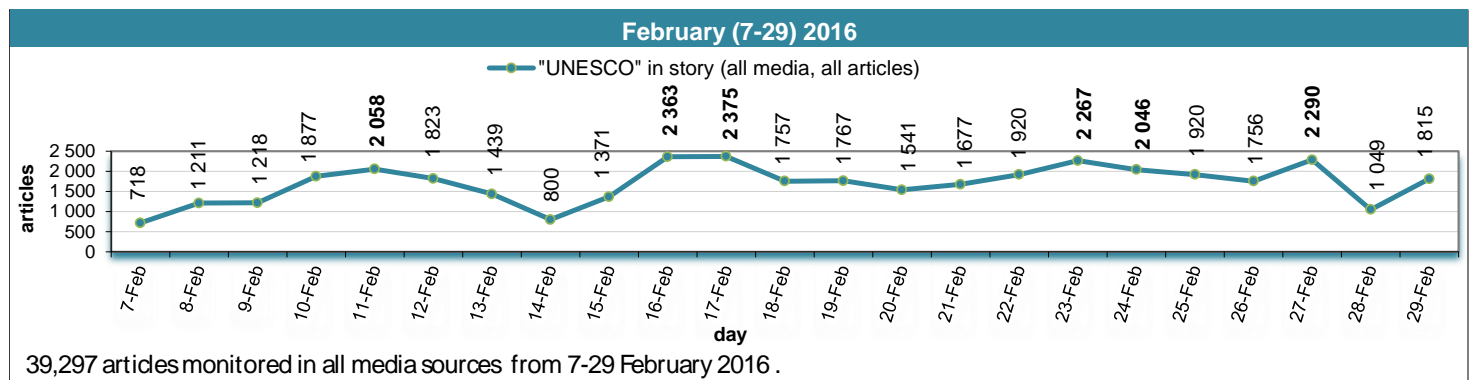
► 18 Press releases and 1 Media advisory were published in February 2016.

► 12 of these issues were linked to CI activities, incl. 11 statements on the killing of media workers.

Source: Media services webpage

## 2.2. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in all media sources, in which “UNESCO” appeared in the story in February. For technical reasons the monitoring covers this month only the period 7-29 Feb. (Source: CISION)



Overall, February 2016 was a good month for UNESCO in the news. The three main events of the month highlighted in this Report, accounted for more than 1,300 articles published. But these were not the only events of significance. Also in February, was the consecration ceremony of the mausoleums in Timbuktu, Mali, which marked yet another important milestone in the restoration of Timbuktu, horribly damaged by the extremist group Ansar Al Dine. Dozens of articles were published to mark the event, which also represented a positive story of post-conflict restoration of the World Heritage Site. Also contributing to the coverage of Mother Language Day was the release of the Global Education Monitoring Report Policy Paper 24, [If you don't understand, how can you learn?](#). The death of Boutros Boutros-Ghali, the former UN Secretary-General was widely covered, but UNESCO did not figure prominently in the coverage, except in the Arab world. The Director-General's statement on the passing of Boutros-Ghali appeared in six publications. Her attendance at the funeral in Cairo was carried in some dozens of publications, mainly in Egypt, but also in Bahrain and the United Arab Emirates. Finally, the announcement of the UNESCO and the European Commission project to develop cultural routes that would benefit from the power of World Heritage sites to attract tourists to promote other cultural assets such as museums and festivals, for example, along selected European itineraries was widely reported in the travel press, contributing further to UNESCO's overall presence in the media in February.

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

Date	Subject / Title	Author	Language	Media
01/02	Seeding Peace in Syria	Irina Bokova	Arabic	<a href="#">Al Hayat</a>
03/02			English	<a href="#">The World Post</a>
12/02	The power of radio. Radio in times of emergency and disaster can make the difference between life and death.	Christian Manhart	English	<a href="#">The Kathmandu Post</a>

## 2.4. Background Footage (B-roll) downloads <http://www.unesco.org/new/en/unesco/resources/multimedia/>

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

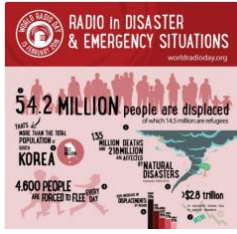
**40 B-rolls** were downloaded in February.

	Subject	Downloads	Media
1.	2015 Global Monitoring Report	13	
2.	World Water Report 2015	7	
3.	Man and the Biosphere Programme	6	
4.	Mali (inauguration of mausoleums, consecration ceremony)	4	Reuters TV
5.	World Heritage	3	
6.	UNESCO priorities	2	
7.	UNESCO stands for Peace for the World	2	
8.	Official visit of the President of Mexico, Enrique Peña Nieto to UNESCO Hqs	1	
9.	World Radio Day	1	
10.	Attack against Charlie Hebdo: UNESCO stands for freedom of expression	1	

### 3. UNESCO Social Media Channels

February was an extremely busy and productive month on our social media channels. Pick up was great on all of our social media campaigns. It kicked off with the 'News organizations standing up for the safety of media professionals' conference at our HQ (5 Feb.) which created quite a 'buzz' on social media (see p.3).

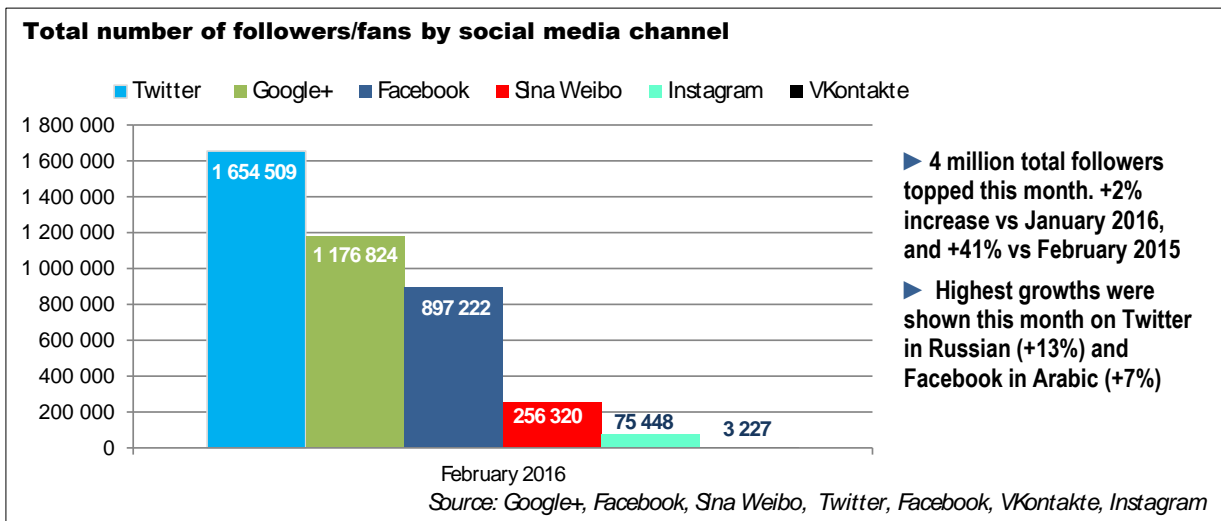
Our message for the Celebration of Chinese New Year (8 Feb.) made its way in the top 10 messages on Facebook and has been re-used as a post-card by many other agencies. Chinese New Year greeting card on our Weibo account had also a good pick, and reached 277,000 users, with 157 likes and over 200 comments.



Our biggest achievement was the celebration of World Radio Day (13 Feb.) with the highest number of potential impressions: 180,295,761! Celebration of International Mother Language Day (21 Feb.) was another well received event on social media with 61,407,542 potential impressions, incl. 75% re-tweets, and 23% original posts. The Spanish hashtag #LenguaMaterna generated alone 4,682,180 potential impressions, and three of our Spanish messages for the Celebration of Mother Language Day are among top 10 Facebook messages (see pp. 4-5).



February also saw the very first celebration of International Day of Women and Girls in Science (11 Feb.); on this occasion 273 users sent 307 posts, with 28,779,651 potential impressions, where 67% of the users were female. Our organic tweets on @UNESCO – generated on 11 Feb. 530.7k impressions with a total of 1.1k link clicks, 2.4k re-tweets and 1.5k likes.



#### 3.1. Social networking sites and Microblogs

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

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

#### Variation February 2016 vs January 2016



Likes/Followers		February 2016	January 2016	Variation vs January
Total likes/followers (all languages)		3 988 102	3 917 008	+1.82%
Facebook	English	340 309	332 458	+2.36%
	Spanish	318 290	308 156	+3.29%
	Portuguese	185 412	181 570	+2.12%
	Arabic	25 311	23 662	+6.97%
	French	18 020	17 429	+3.39%
	Russian	9 880	9 814	+0.67%
Google+	English	1 176 824	1 163 972	+1.10%
VKontakte	Russian	3 227	3 102	+4.03%
Twitter	English	1 026 493	1 010 290	+1.60%
	Spanish	315 486	312 569	+0.93%
	Arabic	137 945	133 370	+3.43%
	Portuguese	95 221	93 427	+1.92%
	French	57 519	56 455	+1.88%
	Russian	21 845	19 343	+12.93%
Sina Weibo	Chinese	256 320	251 391	+1.96%

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

Subject	Language	Posted	Likes/ Shares
Julio Cortázar + quotation by Julio Cortázar. <a href="#">Read full message.</a>	Spanish	12/02	L: 3 069 S: 2 720
Umberto Eco. <a href="#">Read full message.</a>	Spanish	20/02	L: 2 614 S: 1 449
UN 2030 Agenda for Sustainable Development + quotation by Malala Yousafzai. <a href="#">Read full message.</a>	Spanish	22/02	L: 2 103 S: 1 193
International Mother Language Day (21 Feb.). <a href="#">Read full message</a>	Spanish	21/02	L: 1 904 S: 1 052
International Mother Language Day (21 Feb.) +quotation by Nelson Mandela. <a href="#">Read full message.</a>	Spanish	19/02	L: 1 980 S: 1 319
Chinese New Year. <a href="#">Read full message</a>	English	08/02	L: 1 323 S: 388
International Day of Women and Girls in Science (11 Feb.). <a href="#">Read full message.</a>	Spanish	11/02	L: 1 141 S: 711
International Mother Language Day (21 Feb.). <a href="#">Read full message.</a>	Spanish	19/02	L: 895 S: 686
Butros Butros-Ghali. <a href="#">Read full message.</a>	Spanish	16/02	L: 719 S: 354
Safety of journalists +New edition of safety guide for journalists in high-risks environments. <a href="#">Read full message.</a>	Spanish	08/02	L: 709 S: 876

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

**Top 10 Twitter posts in February** (ranked by highest number of re-tweets)

Message	Posted	Re-tweets	Likes
Is the gender gap narrowing in <a href="#">#science</a> & engineering? <a href="#">#DayofWomeninScience</a> More: <a href="http://on.unesco.org/20or34v">http://on.unesco.org/20or34v</a> <a href="#">@UN</a> <a href="#">@ITU</a>	11/02	713	398
<a href="#">#WomeninScience</a> : Explore the data: <a href="http://on.unesco.org/20or34v">http://on.unesco.org/20or34v</a> Today is Intl Day of Women & Girls in Science	11/02	692	394
Wishing you health, happiness & success in the Year of the Monkey <a href="#">#ChineseNewYear</a> <a href="#">#Geoparks</a> <a href="#">#China</a>	08/02	560	709
Happy <a href="#">#MotherLanguageDay</a> ! Let's celebrate <a href="#">#lifelonglearning</a> in our own lang! <a href="http://on.unesco.org/20VpD76">http://on.unesco.org/20VpD76</a> <a href="#">@ElyxYak</a> <a href="#">@UN</a>	21/02	528	455
The world needs <a href="#">#science</a> &science needs <a href="#">#women</a> . 11 Feb is Intl Day of Women&Girls in Science <a href="http://on.unesco.org/20or34v">http://on.unesco.org/20or34v</a>	11/02	521	325
One child, one teacher, one pen & one book can change the world - <a href="#">@MalalaFund</a> <a href="#">#MotherLanguageDay</a> <a href="#">#SDG4</a> <a href="#">#education</a>	22/02	396	441
<a href="#">#MotherLanguageDay</a> is coming up! Were you taught in your mother tongue in primary school? <a href="http://on.unesco.org/20VpD76">http://on.unesco.org/20VpD76</a>	17/02	369	254
Radio helps to provide dignity to vulnerable people in emergency situations! <a href="#">#WorldRadioDay</a> <a href="http://www.worldradioday.org">http://www.worldradioday.org</a>	13/02	347	246
Today is International <a href="#">#MotherLanguageDay</a> . What does your <a href="#">#motherlanguage</a> mean to you? <a href="http://on.unesco.org/20VpD76">http://on.unesco.org/20VpD76</a>	21/02	338	238
Happy <a href="#">#WorldRadioDay</a> !   Spread the word and RT! Listen LIVE! <a href="http://on.unesco.org/1KMfhij">http://on.unesco.org/1KMfhij</a>	13/02	325	254

## 3.2. Social Apps

### 3.2.1 Instagram - <http://instagram.com/unesco/>

#### Variation February 2016 vs January 2016

	Publications		Subscribers	
	February 2016	Variation vs M-1	February 2016	Variation vs M-1
Total (all languages)	383	+4.93%	75 448	+12.19%
English	247	+6.93%	7 2901	+12.36%
Spanish	53	+1.92%	2 194	+7.34%
Russian	83	+1.22%	353	+8.62%

#### Top 3 photos (clickable images)



## 3.3. Video Traffic

Video views are tracked on YouTube.

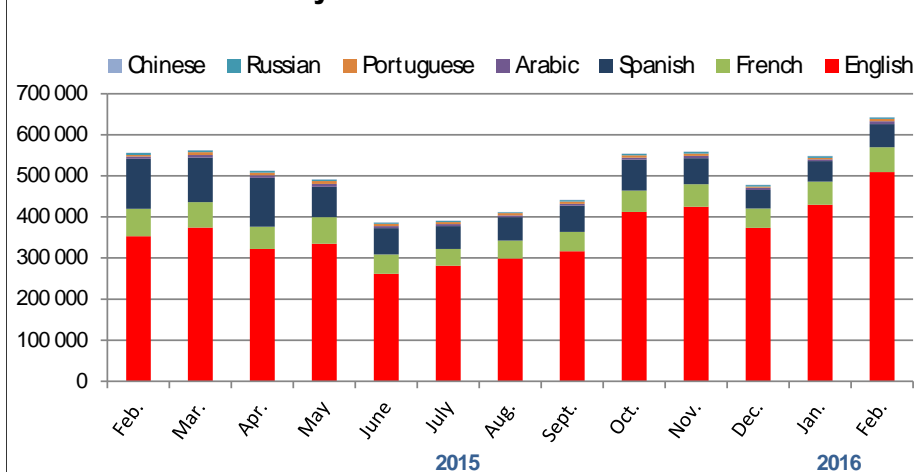
### 3.3.1 UNESCO Channels on YouTube - <http://www.youtube.com/unesco>

#### Variation February 2016 vs January 2016

Video views	February 2016	Variation vs M-1
Total (all languages)	640 185	+16.85%
English	509 598	+18.59%
French	60 441	+7.81%
Spanish	55 818	+11.38%
Portuguese	5 265	+48.48%
Arabic	5 169	+12.57%
Russian	3 850	+2.64%
Chinese	44	-34.33%

Subscribers	February 2016	Variation vs M-1
Total (all languages)	1 574	+13.81%
English	1 152	+8.78%
Spanish	206	+40.14%
French	119	+17.82%
Arabic	39	+62.50%
Portuguese	38	+52.00%
Russian	13	-27.78%
Chinese	7	-22.22%

#### Breakdown of views by Channel



▶ Video views are up for second consecutive month and reached all time highs. +17% vs Jan. 2016, +15% vs Feb. 2015

▶ [Shrimp fishing on horseback in Oostduinkerke](#) registered this month again the highest number of views :125,288, and watch time: 687,435 min.

Source : YouTube

▪ **Top 5 videos on UNESCO TV English Channel**

	Title	Subject	Total views
1	<a href="#">Shrimp fishing on horseback in Oostduinkerke</a>	CLT/ITH	125 288
2	<a href="#">Kalbelia folk songs and dances of Rajasthan</a>	CLT/ITH	57 515
3	<a href="#">Kabuki Theatre</a>	CLT/ITH	21 158
4	<a href="#">The Polyphonic Singing of the Aka Pygmies of Central Africa</a>	CLT/ITH	17 958
5	<a href="#">The Wayang Puppet Theatre</a>	CLT/ITH	14 497

▪ **Top 5 videos on UNESCO TV French Channel**

	Title	Subject	Total views
1	<a href="#">Bouba &amp; Zaza - le dessin animé pour la jeunesse</a>	ED	7 639
2	<a href="#">La pêche aux crevettes à cheval à Oostduinkerke</a>	CLT/ITH	3 803
3	<a href="#">Les chants polyphoniques des pygmées Aka de Centrafrique</a>	CLT/ITH	3 604
4	<a href="#">Bouba et Zaza protègent la terre</a>	ED	2 867
5	<a href="#">Le repas gastronomique des Français</a>	CLT/ITH	2 046

▪ **Top 5 videos on UNESCO TV Spanish Channel**

	Title	Subject	Total views
1	<a href="#">Los cantos polifónicos de los pigmeos aka de Centroáfrica</a>	CLT/ITH	4 285
2	<a href="#">Aprender a Proteger la Biodiversidad</a>	ED	4 135
3	<a href="#">Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas</a>	UNESCO	3 269
4	<a href="#">La huaconada, danza ritual de Mito</a>	CLT/ITH	2 258
5	<a href="#">El canto polifónico georgiano</a>	CLT/ITH	1 763

▪ **Top 5 videos on UNESCO TV Portuguese Channel**

	Title	Subject	Total views
1	<a href="#">Serra Capivara</a>	CLT/WHC	3 308
2	<a href="#">Boas práticas do Programa Mais Educação</a>	ED	612
3	<a href="#">Vídeo da UNESCO celebra 53 anos de Brasília</a>	CLT/WHC	491
4	<a href="#">O Rádio salvando vidas</a>	CI	137
5	<a href="#">Museu de Congonhas</a>	CLT	65

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

	Title	Subject	Total views
1	<a href="#">Journeys to School</a>	ED	571
2	<a href="#">Lynes and Geoglyphs of Nasca and Pampas de Jumana</a>	CLT/WHC	471
3	<a href="#">Manufacture of clay bricks in the hill of Jaber refugee camp-Jericho</a>	CLT	380
4	<a href="#">UNESCO History</a>	UNESCO	282
5	<a href="#">UNESCO Siq Project, MAKING PETRA SAFER FOR ALL!</a>	CLT/WHC	254

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

	Title	Subject	Total views
1	<a href="#">Yellowstone National Park</a>	CLT/WHC	286
2	<a href="#">UNESCO History*</a>	UNESCO	271
3	<a href="#">Prehistoric Sites and Decorated Caves of the Vézère Valley</a>	CLT/WHC	228
4	<a href="#">Taj Mahal</a>	CLT/WHC	218
5	<a href="#">Petra</a>	CLT/WHC	155

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

	Title	Subject	Total views
1	<a href="#">UNESCO History*</a>	UNESCO	21
2	<a href="#">Gao Shijun, Director of European HQ of China Radio International</a>	CI	5
3	<a href="#">Interview of Zhang Jun - UNESCO Artist for Peace*</a>	UNESCO	4
4	<a href="#">Huang Nubo supports UNESCO</a>	CLT	3
5	<a href="#">Cheng Yizhong, laureate of the 2005 UNESCO/Guilhermo Cano World Press Freedom Prize</a>	CI	3

\* Produced by UNESCO Studio.

**4. UNESCO Photobank** (under construction, N/A for February)

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.

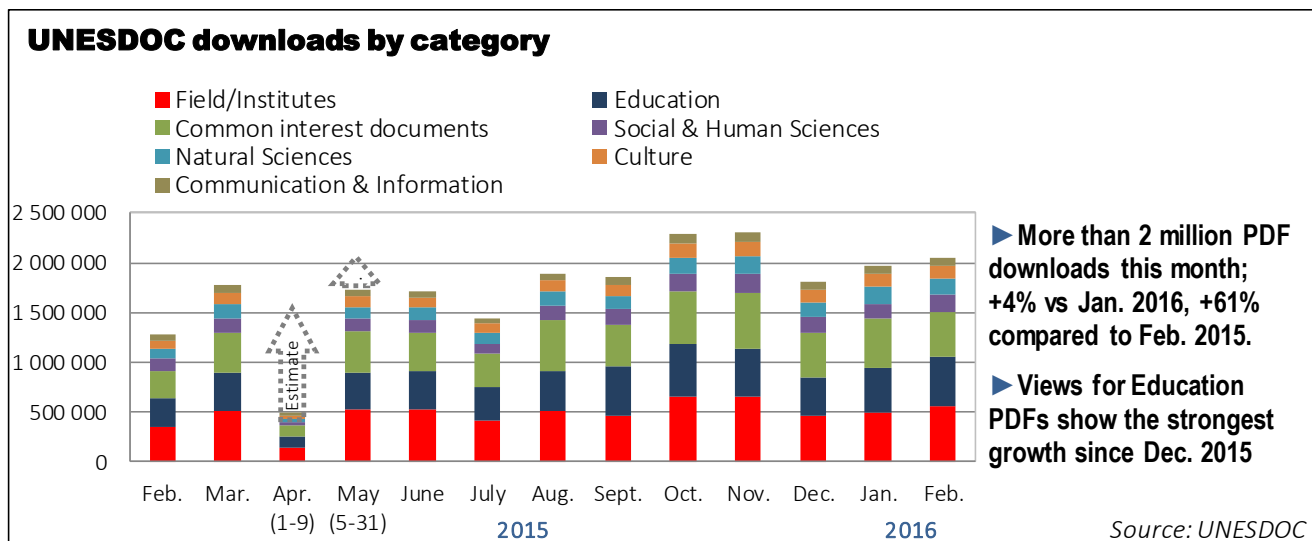
In February 2016, there were **151 966** records available online in PDF format (**151 707** in January 2016), including documents, publications, communication material and other working documents.

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

#### 5.1.1 Statistics of consultation

<b>Total number of downloads in February</b>	<b>2 055 441</b>
--	------------------

Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	10 143	497 123	+8.32%	49
Natural Sciences	10 010	157 049	-2.19%	15
Social and Human Sciences	5 924	174 877	+10.56%	29
Culture	4 177	137 054	-1.53%	33
Communication and Information	2 870	82 732	+3.19%	29
Field & Institutes	10 268	555 339	+13.22%	54
Common interest documents	NA	451 267	-7.06%	NA



#### 5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	385 208
2	Mexico	101 405
3	France	83 207
4	United Kingdom of Great Britain and Northern Ireland	59 949
5	Germany	46 706
6	Philippines	38 105
7	Spain	35 336
8	China	31 963
9	Colombia	31 889
10	Brazil	28 985

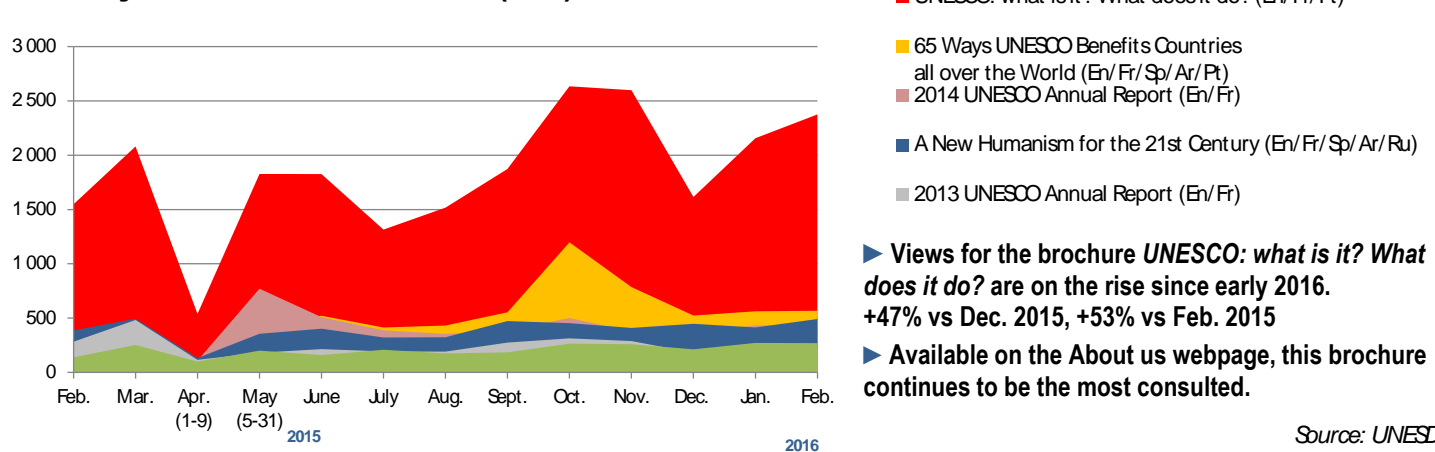


11	India	27 157
12	Japan	26 450
13	Canada	24 203
14	Venezuela (Bolivarian Republic of)	19 193
15	Viet Nam	15 878

### 5.1.3 Printable Communication materials

Title	Total downloads in February							Total
	EN	FR	SP	RU	AR	ZH	POR	
<a href="#">UNESCO: what is it? What does it do?</a>	1 745	456					174	2 375
<a href="#">65 Ways UNESCO Benefits Countries all over the World</a>	209	117	162		3		77	568
<a href="#">2014 UNESCO Annual Report</a>	378	62						440
<a href="#">A New Humanism for the 21st Century</a>	166	65	202	50	9			492
<a href="#">2012 UNESCO Annual Report</a>	200	70						270
<a href="#">2013 UNESCO Annual Report</a>	195	50						245
<b>TOTAL</b>	<b>2 893</b>	<b>820</b>	<b>364</b>	<b>50</b>	<b>12</b>	<b>-</b>	<b>251</b>	<b>4 390</b>

### Views by Communication material (PDF)

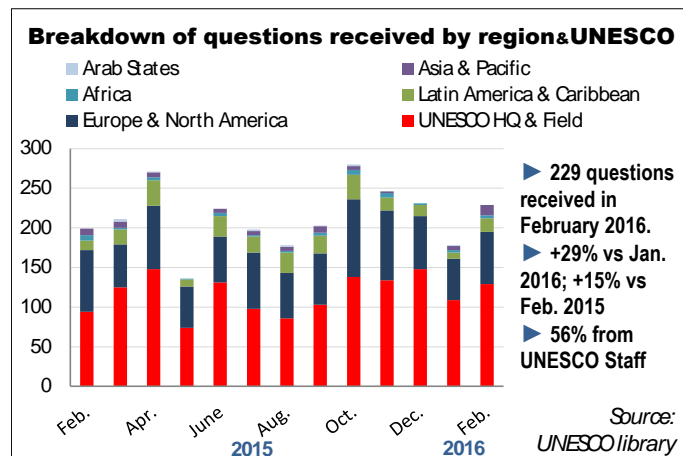


## 5.2. UNESCO Library - <http://www.unesco.org/library>

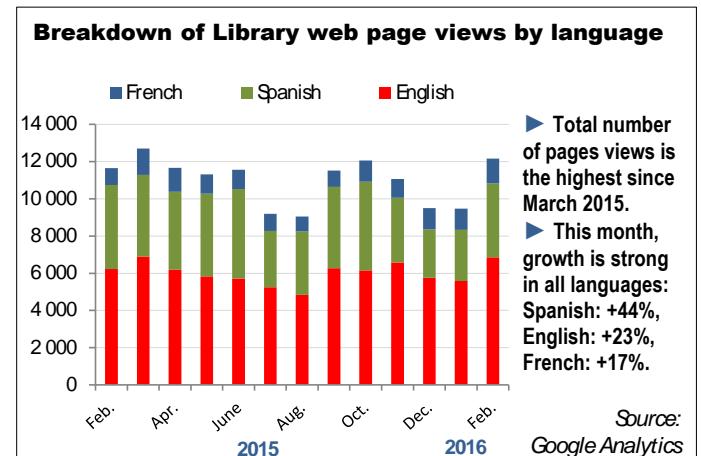
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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](mailto:library@unesco.org)



### 5.2.2 Web page views: <http://www.unesco.org/library>



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

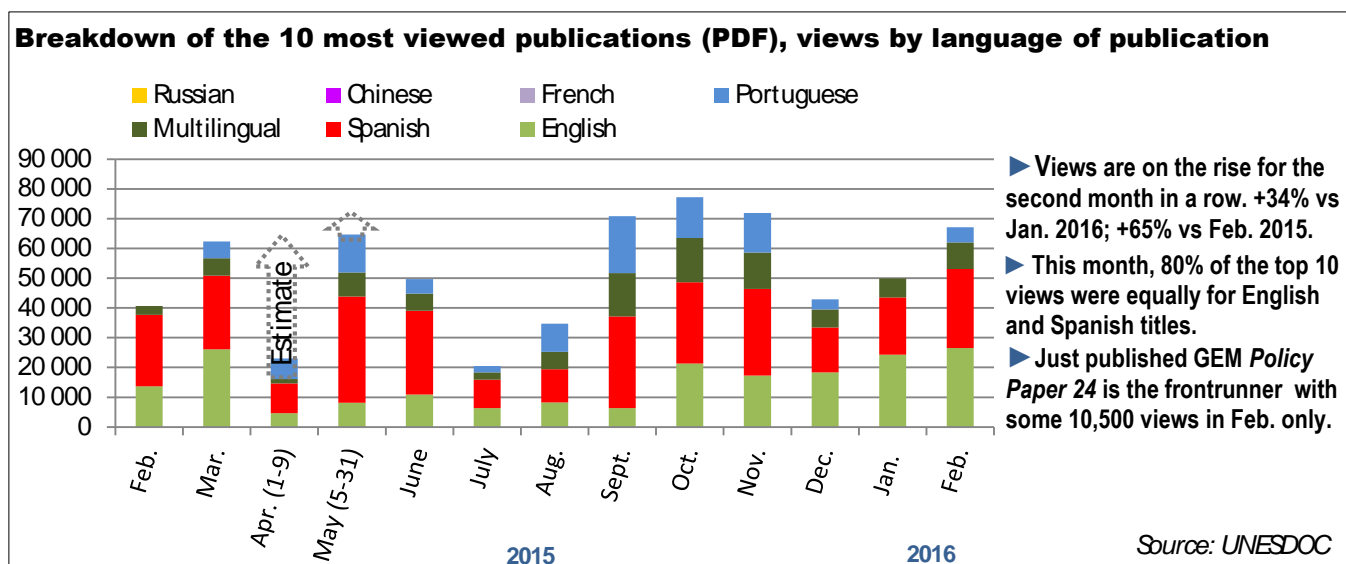
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical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

The February 2016 figures for the Top 10 online viewing have increased considerably (+34%) compared to January 2016 and remain significantly higher than those of February 2015 (+65%). English and Spanish titles make up more than 80% of the viewing. The English version of the [EFA GMR, 2015](#) remains high in the table due to the release of the related publication on mother-tongue learning – entitled [If you don't understand, how can you learn?](#) - on International Mother Language Day, which had over 10,000 views and went to the top of the table. The [UNESCO Science Report: towards 2030](#) is still doing relatively well, but the [WWDR, 2015](#) has just dropped out of the table the month before the release of the [WWDR, 2016](#). Publications page views on Google Books in January 2016 have remained stable for the third consecutive month but are relatively higher than the same month last year (+27%). Sales in the book shop were dominated by the 70<sup>th</sup> anniversary publication [70 Quotes for Peace](#) (co-published with Gallimard) and two World Heritage publications. International sales were dominated by World Heritage titles and the Bouba and Zaza series.

### 6.1. Top 10 most consulted PDFs\* (UNESDOC)

Title	Sector	Language	Views*	Published
1. <a href="#">If you don't understand, how can you learn?</a> Global Education Monitoring Report, Policy Paper 24	ED	English	10 465	2016
2. <a href="#">Explotación sexual de niñas y adolescentes en Brasil</a> (Sexual exploitation of girls and adolescents in Brazil)	ED	Spanish	9 180	Brasilia, UNESCO Brasilia/CECRIA, 1995
3. <a href="#">Declaración Universal de Derechos Humanos</a>	SHS	Plurilingual	8 877	Santiago de Chile, OREALC, 2008
4. <a href="#">Education for All 2000-2015: achievements and challenges: EFA global monitoring report, 2015</a>	ED	English	7 006	Paris, UNESCO, 2015
5. <a href="#">Los Siete saberes necesarios para la educación del futuro</a> (Seven complex lessons in education for the future)	ED	Spanish	6 774	UNESCO, 1999
6. <a href="#">El Niño y su desarrollo desde el nacimiento hasta los seis años: conocerlo mejor para ayudarlo mejor</a> (The Child and his development from birth to six years old; better understanding for better child-rearing)	ED	Spanish	6 392	UNESC 1976
7. <a href="#">Declaração Universal dos Direitos Humanos</a>	SHS	Portuguese	5 177	Brasilia, UNESCO Brasilia, 1998
8. <a href="#">Human trafficking in South Africa: root causes and recommendations</a> Policy paper Poverty Series N°14.5 (E)	SHS	English	4 769	2007
9. <a href="#">UNESCO Science Report: Towards 2030</a>	SC	English	4 318	Paris, UNESCO, 2015
10. <a href="#">Hacia las sociedades del conocimiento: informe mundial de la UNESCO</a> (Towards Knowledge Societies: UNESCO World Report)	all	Spanish	4 208	Paris, UNESCO, 2005

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

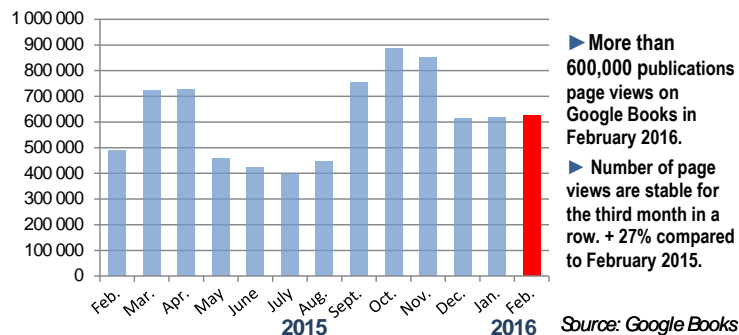


## 6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **641** 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
<b>February 2016</b>	<b>641</b>	<b>65 468</b>	<b>625 293</b>	<b>400</b>
February 2015	511	45 068	489 740	272

### Publications page views



**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	105	11	8	7	6
Sector	ERI/DPI	CLT/WHC	ERI/DPI	CLT/WHC	ERI/DPI

Bookshop sales of non-UNESCO publications, top 5

Publication					
Copies sold	13	2	1	1	1
Publisher	Panasonic	Fondation Ki-Zerbo	Editions Gelbart	Editions Odile Puren Adda-Branco	Fondation Ki-Zerbo

## 6.4. Online and international sales

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

Publication					
Copies sold	32	23	15	12	11
Sector	CLT	CLT	ED	CLT	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
Revista Patrimonio Mundial n°78 - Igualdad de género	0	CLT/WHC
Re  Shaping Cultural Policies 2005 Convention Global Report	0	CLT
Replantear la educación ¿Hacia un bien común mundial?	0	ED
World Trends in Freedom of Expression and Media Development: Special Digital Focus 2015	0	CI
The Women Soldier of Dahomey	0	CI

### Online and international sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Pourquoi une bioéthique globale ? 20e anniversaire du Programme de bioéthique de l'UNESCO	0	SHS
Building Digital Safety for Journalism - A survey of selected issues	0	CI
The World's Heritage: The Definitive Guide to All 1007 World Heritage Sites	0	CLT/WHC
Replantear la educación - ¿Hacia un bien común mundial?	0	ED
70 Citations pour la paix	0	ERI/DPI

\* 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, in February

Contract No.	Title	Publisher	Language	Date signed
N/A	Water Resources – Systems Planning and Management (approval by UNESCO of the 2 <sup>nd</sup> edition)	UNESCO-IHE/Deltares/Springer	English	15/02/2016

## 6.7. Permissions granted to use or translate UNESCO content, in February

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
MIT Department of Architecture	- Two diagrams of the African Railway Information Network; -- Sketch of the Display Unit [Documentation Center Reception Room], in African Railway Information System: Union of African Railways: Participation in the Activities of Member States in the Field of Information, by Antoinette David, Technical report, FRM/PGI/82/132E, Annex 1, pp. 1 and 2, Annex 4, p. 1, © UNESCO 1983	An academic essay entitled ““Of Rights, Railways, and Reception Rooms”, by Albert Lopez, to be published by the MIT Department of Architecture, in the journal Thresholds in print form and PDF in April 2016, for a print run of 1,000 copies. The unit price for the printed copies will be USD 20. The PDF version of the article will also be available for complementary download from the MIT website.	Non-exclusive world rights are granted for print, in English, for this edition only. Due acknowledgement of the source and copyright mention. Free of charge	8/02/2016

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

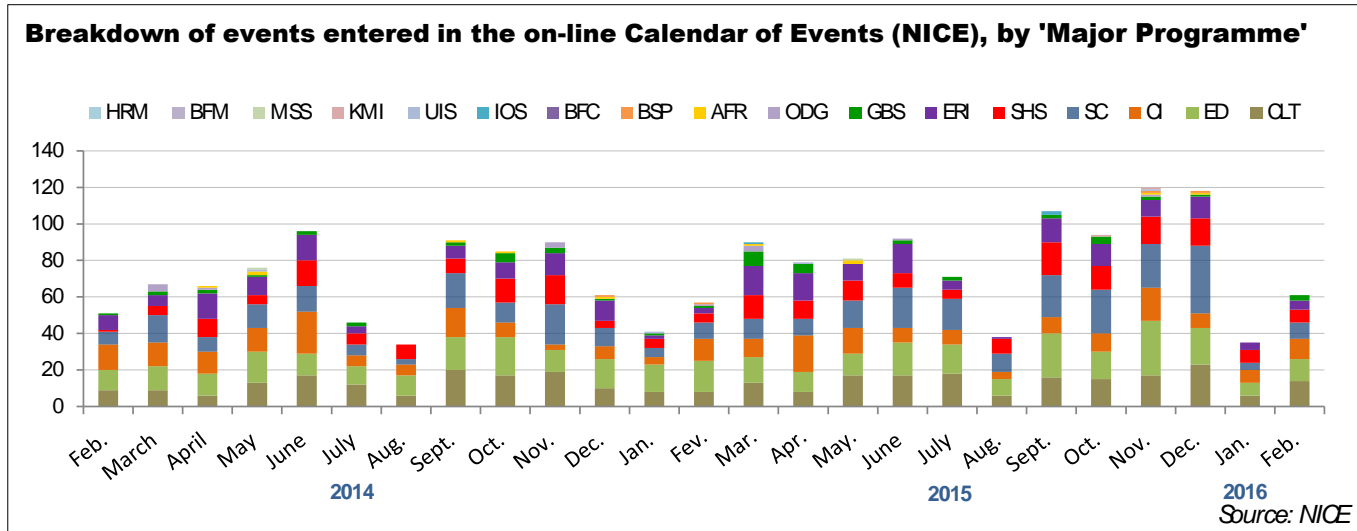
Launched in January 2010, the New Integrated Calendar of Events (NICE) available on Internet and Intranet reflects all Events organized by UNESCO Headquarters, Field Offices, Permanent Delegations, and/or in which UNESCO is implicated. These events are entered respectively by the services responsible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

### 7.1. Number of events by “Major Programmes”

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
CI	11	8	3	
CLT	14	5	9	
ED	12	6	4	2
ERI	5	5		
SC	9	9		
SHS	7	4	3	
GBS	3	3		
<b>Total</b>	<b>61</b>	<b>40</b>	<b>19</b>	<b>2</b>

### 7.2. Events organized by Field Offices/ Institutes

Almaty	1
Apia	1
Bangkok	1
Dakar	1
Doha	1
Havana	1
Kathmandu	3
Maputo	3
Nairobi	1
San Jose	3
Venice	3
IIEP	1
UIL	1
<b>Total</b>	<b>21</b>



## 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
03/02	Examen traducteurs arabes	HRM/DIR	Salle XIII	21
02-04/02	Conférence COI/SHOM sur l'étude du niveau de la mer REFMAR 2016	IOC/TSU	Salle XI	90
05/02	Colloque « Les médias se mobilisent pour la sécurité des journalistes »	CI/FEM/FOE	Divers	300
05/02	5e cérémonie de remise des Médailles UNESCO pour contributions au développement des nanosciences et nanotechnologies	SC/PSD	Salle V, Salle des Actes	100
09/02	Réunion du Comité consultatif de NETEXPLO	CI/INF	Salle V	20
09/02	Réunion MAB avec des étudiants de la Chaire UNESCO DEBATS	SC/EES	Salle VIII	30
10/02	Réunion du Comité de pilotage de la Plateforme Océan et Climat	IOC/EXS	Salle VII	20
12-18/02	Thematic Expert Consultation meeting on sustainable management of the World Heritage properties of religious interest: Focus on South-Eastern and Mediterranean Europe	CLT/HER/WHC/EUR	Salles VII, IX	90
18/02	Conférence UNESCO-UNU « Retour de la diplomatie »	CLT/EO	Salle IV	200
22/02	Célébration de la Journée de la langue maternelle	ED/TLC/GCE	Salle IX	90
22-24/02	2e réunion du groupe d'experts de l'Unité de politique 2 en vue de la Conférence Habitat-III	CLT/CRE/DCE	Salle XIV	25
22-24/02	PICG - Conseil scientifique	SC/EES/ESB	Salles VI, XI	80
22-26/02	9e session du Groupe de travail sur les systèmes d'alerte aux tsunamis	IOC/TSU	Salles VII - VIII	25
25/02	Réunion de suivi en amont du site Sanganeb	CLT/HER/WHC/ARB	Salle VIII	25
25/02	Conférence de presse : Lancement du Festival des Musiques Urbaines d'Anoumabo	AFR/PSI	Salle IX	80
25-26/02	Réunion sur des sites potentiels du patrimoine mondial dans la région Arctique	CLT/CCS	Salle VI	20
26/02	25e réunion du Bureau du PIPT	CI/INF	Salle VIII	25
29/02	Réunion du Comité de la Convention de Lisbonne	ED/PLS/HED	Salle XI	90
Total participation				<b>1 331</b>

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

#### 8.1.2 Meetings of Governing Bodies

Date	Title	Organizer	Place	Public
10/02	Réunion du Bureau du Conseil exécutif	GBS/DIR	Salle X bis	25
17/02	Réunion du Groupe de travail sur les méthodes de travail de la Conférence générale	GBS/DIR	Salles IV, XI	200
18/02	Session extraordinaire du Comité du Siège	MSS/HQD	Salle XI	100
19/02	Réunion intersession du Conseil exécutif	GBS/DIR	Salle X, XI	150
Total participation				<b>475</b>

#### 8.1.3 Information Meetings for Permanent Delegations

Date	Title	Organizer	Place	Public
10/02	Réunion d'information avec les Délégués permanents : Consultation avec les Présidents des groupes électoraux sur la résolution 38C/42	SHS/EGC/GEC	Salle IX	30
16-18/02	Réunion d'information avec les Délégués permanents : Convention 1972 (WHC) - Session d'orientation pour les membres du Comité du patrimoine mondial	CLT/CCS	Salle II	150

26/02	Réunion d'information avec les Délégués permanents : « Alliance mondiale pour l'alphabétisation dans le cadre de l'apprentissage tout au long de la vie »	ED/EO/SPM	Salle IX	50
Total participation				<b>230</b>

#### 8.1.4 Electoral Groups Meetings (Plenaries)

Date	Title	Organizer	Place	Public
04/02	Réunion plénière du Groupe Arabe	Déleg. perm. de l'Etat du Koweït	Salle XVI	30
10/02	Réunion plénière du Groupe I	Déleg. perm. de la Suisse	Salle XIII	40
16/02	Réunion plénière de l'ASPAC	Déleg. perm. de la Rép. dém. féd. du Népal	Salle XIII	50
16/02	Réunion plénière du Groupe 77	Groupe 77	Salle XIII	40
18/02	Réunion plénière du GRULAC	Déleg. perm. du Guatemala	Salle XIII	40
Total participation				<b>200</b>

#### 8.1.5 External rentals

Date	Title	Organizer	Place	Public
03/02	Réunion sur la prévention de l'extrémisme violent	Déleg. perm. des Etats-Unis	Salle VI	40
04/03	Défilé Loewe	Loewe	Salles Miró, Hall Ségur	450
04/02	Réunion annuelle Syndicat des énergies renouvelables	Syndicat des énergies renouvelables	Salle I	900
11/02	Conférence « Yoga for Peace »	Déleg. perm. de l'Inde	Salle IV	300
11-22/02	38th session of the Advisory Committee on Post Adjustment Question	UN – International Civil Service Commission	Salles VIII, VIII bis + Bureaux divers	45
15/02	Conférence de la China-EU Youth Culture and Art Communication Association	Déleg. perm. de la Rép. pop. de Chine	Salle VI	50
Total participation				<b>1 785</b>

## 8.2. UNESCO Events - [www.unesco.org/fr/cultural-events](http://www.unesco.org/fr/cultural-events)

### 8.2.1 Exhibitions, Shows, Screenings, Conferences and Prize-giving ceremonies

Date	Title	Organizer	Place	Public*
01/02	Concert « Paix comme Palmyre »	Déleg. perm. de la Turquie	Salle I	1 000
02/02	Concert de Zeina Barhoum, l'Ensemble nouvelles portées et l'Ensemble Safar, à l'occasion de l'inscription du site "Bethany beyond the Jordan" sur la Liste du patrimoine mondial	Déleg. perm. du Royaume hachémite de Jordanie	Salle I	750
02-03/02	Exposition à l'occasion de l'inscription du site "Bethany beyond the Jordan" sur la Liste du patrimoine mondial	Déleg. perm. du Royaume hachémite de Jordanie	Salle Pas Perdus	250 (inauguration)
11/02	Conférence « Le yoga pour la paix intérieure et la diffusion de la paix »	Délégation permanente de l'Inde	Salle IV	300
16/02	Spectacle de la China-EU Youth Culture and Art Communication Association	Déleg. perm. de la Rép. pop. de Chine	Salle I	200
19/02	Nomination de Urszula Dudziak en qualité d'Artiste de l'UNESCO pour la paix : cérémonie et concert	Délégation permanente de la Pologne	Restaurant 7 <sup>e</sup> étage	180

### 8.2.2 Special event

Date	Title	Organizer	Place	Public*
22/02	Inauguration de l'exposition « UNESCO GREEN CITIZENS – Les éclaireurs du changement »	ERI/DPI/PPR	Siège de l'ONU à New York	100

\* 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

- **5 events** were promoted in the February monthly *Calendar of cultural events* printed out in 1,000 copies (in French), and its electronic version sent out to **28,547 subscribers**.
- **5 events** were organized, co-organized and/or promoted in February by DPI/PRP (Public Relations and Partnerships Section).

### 8.3. UNESCO Visits

A total of **27 guided tours** of Headquarters for **534 visitors** and **one presentation focusing on Education for 12 University students and their teacher** were organized in February 2016. Most visits 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	27
Declined requests	n/a

#### 2. Languages

Visits/Presentation in French	20	71%
Visits/Presentation in English	7	25%
Other	1	4%

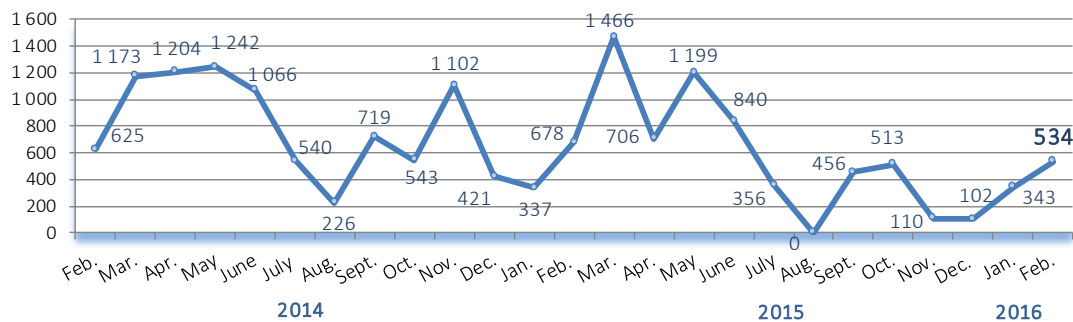
#### 3. Type of visits

Group Visits	24	86%
Individual Visits	3	11%
Thematic Conferences	1	3%

#### 4. Origin

Europe and North America	502	94%
Asia and Pacific	25	5%
Latin America and the Caribbean	7	1%
Africa	0	0%
Arab States	0	0%

#### Visitors received by month



- ▶ Requests for visits are increasing, after a period of restrictions, in particular for large groups of schoolchildren.
- ▶ 534 visitors were offered a guided tour this month; +55% vs Jan. 2016, -21% vs Feb. 2015.

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.

- **5 events** which have been granted UNESCO's patronage took place in February 2016

<b>Start Date</b>	<b>Country of Activity</b>	<b>Name of Activity</b>	<b>Target Audience</b>	<b>Sector</b>
07/02	Bosnia & Herzegovina	32nd edition of the International Festival "Sarajevo Winter 2016"	The general public	CLT
16/02	Russian Federation	International conference "Ethnicity, Transport and Sustainable Development: Social role of transport science and responsibility of scientists" in Moscow University of Railways	Specialists	SC
18/02	Palestine	Manifestation culturelle "La Palestine à l'IMA Paris	Invited guests	CLT
21/02	Canada	Silicon Andhra Manabadi Children's Festival	Children	ED
21/02	Serbia	Celebration event of the International Mother Language Day 2016 by the Babka Kovačica Foundation	Specialists	ED

## 10. Media and Communication 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. Institutional partnerships

#### 10.1.1 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: CANON, SUBARU, DAIWA-HOUSE, MITUSBISHI-TOKYO-UFJBANK

Date	Subject	Format	Audience share
07/02	<a href="#">Garajonay National Park</a> (Spain)	30 min	6.0%
14/02	<a href="#">Complex of Hu? Monuments</a> (Vietnam)	30 min	5.0%
21/02	<a href="#">Acropolis, Athens</a> (Greece)	30 min	6.0%
28/02	<a href="#">Historic City of Ayutthaya</a> (Thailand)	30 min	6.1%

Average audience share in February: **5.8%** (for the first broadcast). Estimate number of viewers in Japan: **5,245,000** (for the first broadcast). The total number of audience accessed to the programme in February was estimated at **20,980,000**.

#### 10.1.2 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](#) in Chinese, English, Spanish, French, Russian, Arabic, 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
<a href="#">English</a>	29
<a href="#">Spanish</a>	5
<a href="#">French</a>	17
<a href="#">Russian</a>	7
<a href="#">Arabic</a>	6
In February a total of <b>64 reports</b> were released on UNESCO through Xinhuanet	

### 10.2. Communication partnership

Event	Partners	Benefits
UNESCO Green Citizen travelling exhibition "Pathfinders for Change" at the UN Headquarters in New York from 19 Feb. to 17 April 2016	Founding	SIPA Press Institut Klorane
	Financial	Salon Films, AFD
	Communication	Train du climat/SNCF ; UNEP ; Place to B ; Horyou/SIGEF 2015; FAO/DIMITRA Project; ADEME, FEE
	Institutional	<a href="#">UNFCCC COP 21</a>
<ul style="list-style-type: none"> <li>150 participants at the inauguration on 22 February, including 19 media.</li> <li>5,000 daily visitors at UN Headquarters</li> <li>35 articles on the event monitored in the media in February (<i>source: Cision</i>)</li> <li>104 related messages monitored on social media (<i>source: Cision</i>).</li> </ul>		

### 10.3. Media partnerships

Partner	Event	Coverage in February
France Médias monde	3 programmes "Mémoires d'un continent" based on the <i>General History of Africa</i> , on RFI (on 14, 21 and 28 Feb. 2016)	<ul style="list-style-type: none"> <li>5 articles on the programme monitored in the media (<i>source: Cision</i>).</li> <li>16 related messages monitored on social media (<i>source: Cision</i>).</li> </ul>
IPS - Inter Press Service	Conference: News organizations standing up for the safety of media professionals (5 Feb. 2016)	IPS published: 2 news on 05/02: <a href="#">(1)</a> , <a href="#">(2)</a> ; <a href="#">Op-Ed by Farhana Haque Rahman</a> , Director General IPS; Banner on the event to announce the event.