



United Nations  
Educational, Scientific and  
Cultural Organization

Sector for  
External Relations and  
Public Information  
Division of Public Information

ERI/DPI/2013/PIPMR/31

# Monthly Report on the Use of UNESCO Public Information Products

June 2013

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For further information, please contact: Neil Ford, Director ERI/DPI - Ext: 82077 - email: [n.ford@unesco.org](mailto:n.ford@unesco.org)

# 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

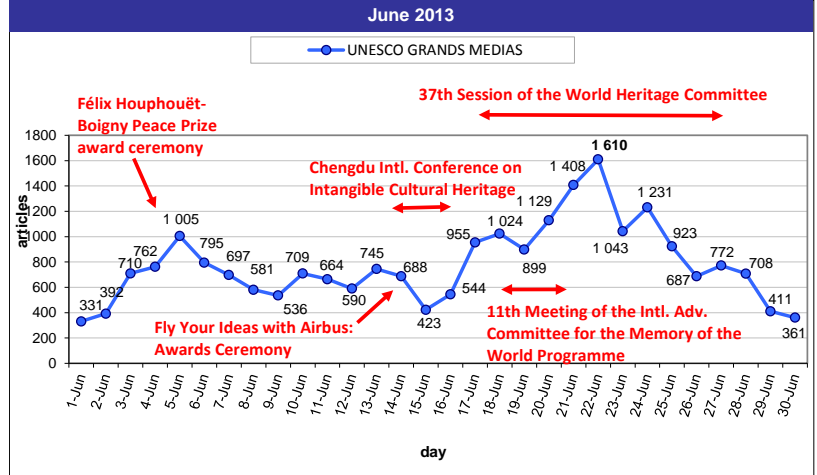
June was an exceptional month for UNESCO in terms of press coverage, with several major events attracting press attention, including the presentation of the Félix Houphouët-Boigny Peace Prize to French President Francois Hollande; the Memory of the World meeting in South Korea, and the addition of over 50 new items to the Memory of the World Register; the Chengdu international conference on Intangible Cultural Heritage and the annual meeting of the World Heritage Committee in Phnom Penh.

These events generated headline news in top tier media in all regions, with over 23,000 articles monitored in leading international and national media outlets (over 88,100 sources).

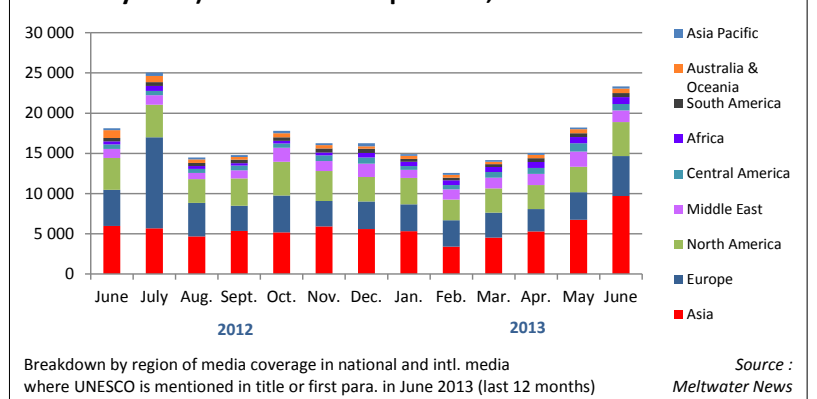
The following events are highlighted in the Major Events pages:

- **Félix Houphouët-Boigny Peace Prize award ceremony (05 June)**
- **Awards Ceremony: Fly Your Ideas with Airbus (14 June)**
- **Chengdu International Conference on Intangible Cultural Heritage (14-16 June)**
- **37th Session of the World Heritage Committee (17-27 June)**
- **11th Meeting of the International Advisory Committee for the Memory of the World Programme (18-21 June)**

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



The best global media coverage since July 2012 (+28% from May 2013) - Asia and Europe +44%, North America +33%

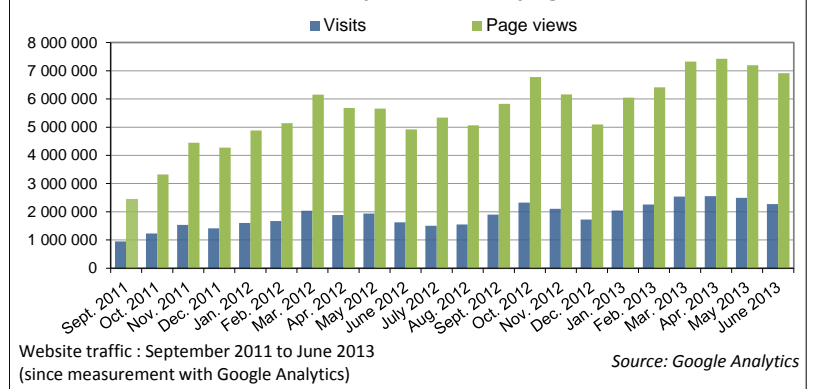


## UNESCO Website and Social Media Channels

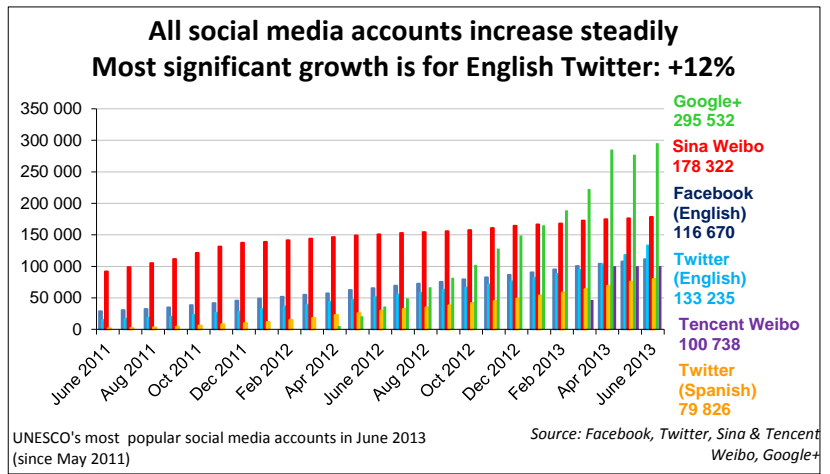
Usually web traffic drops during the summer period, and this trend is confirmed by the last two years figures. This month, the web traffic peaked not surprisingly on 25 June with almost 140K visits to the World Heritage Centre website, and especially to the new inscribed properties on the World Heritage List. As every year, the World Heritage Committee meeting represents a source of web traffic to the unesco.org website.

On our specialized web sites: on “unesco.int” visits are steadily increasing (+13% from last month); visits to “Unescommunity” increased this month by 18%, pages views by 33% with a particular interest for the "message from the Director-General" referring to ISAU’s message.

Web traffic dropped slightly for the second month in a row, but still racked up 6.9 million page views

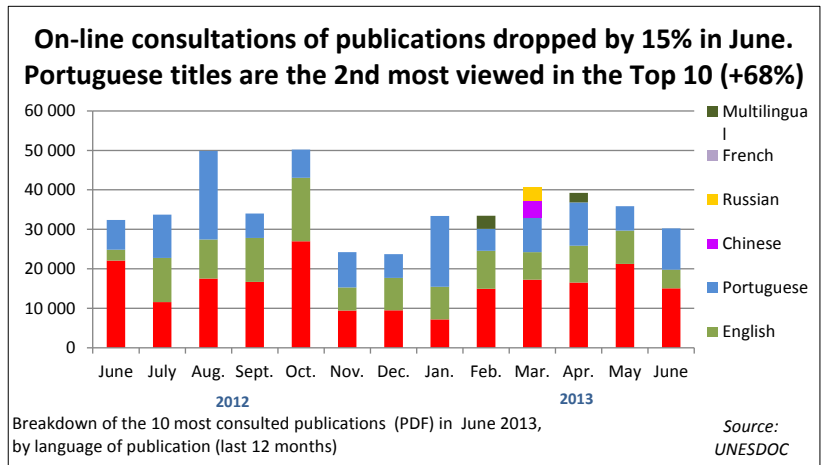


Social media channels buzzed all throughout June. World Heritage-related news generated exceptional enthusiasm on all platforms. Social media's special contribution to this Session was the production of an infographic on Rhinos ([visual.ly/last-rhinos-find-refuge-world-heritage-sites](http://visual.ly/last-rhinos-find-refuge-world-heritage-sites)), designed and translated entirely by UN Volunteers. June also saw the release of our Pinterest channel. A valuable addition to our communications toolkit, Pinterest is uniquely positioned as a visual catalogue of our varied activities; each image helps audiences instantly identify and understand what we do, and our impact. As social media becomes increasingly visual, people are relying more on images to filter the information they want to learn about. It has proven helpful in our communications on for initiatives such as the "1% for Creativity" (Intl Fund for Cultural Diversity) & a live tweet from UN HQ featuring the Director-General on "The Power of Culture & Education in a New Age of Limits"



### UNESCO Publications

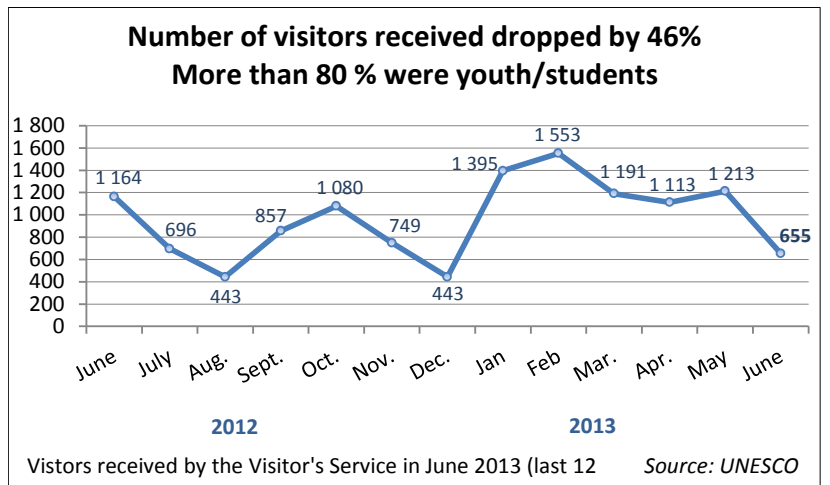
Online viewing of UNESCO top ten publications has dropped compared to April (-18%) and May (-15%) this year, and June of 2012 (-6%). In spite of this, viewing of Portuguese publications in the top ten has risen by 68%. The *EFA Global Monitoring Report* and the *World Water Development Report 4* continue to feature in the top 10 as does the *General History of Africa* in Portuguese (first 2 volumes). For the second month running a special mention should go the top place which is the SHS publication *Philosophy: a School of Freedom*. This month there are no figures for UNESCO Publications on Google Books due to a technical problem with their site. Bookshop sales were again heavily dominated by titles largely from the Culture Sector on World Heritage (coinciding with the World Heritage Committee). The heavily promoted title *Journeys to School* in French and English continues to sell well on-line.



### UNESCO Visits

The number of visitors received this month declined by almost 50%, while since January 2013 every month more than 1,100 visitors had been offered a tour of the Organization.

The absence of the only staff guide for two weeks significantly impacted the amount of visits offered to the public. In addition, June being an exam period for students (70% on average of the visits) the number of requests for visits were reduced.



## Major events:

### I. Félix Houphouët-Boigny Peace Prize Award Ceremony (05 June 2013)

The Félix Houphouët-Boigny Peace Prize has been awarded to Mr François Hollande, President of the French Republic on 5 June 2013 at UNESCO Headquarters, in recognition of his contribution to peace and stability in Africa. The Ceremony took place at UNESCO Headquarters on 5 June 2013.

Several presidents of West Africa and countries of the Sahel region attended the ceremony: Thomas Boni Yayi of Benin; Blaise Compaoré of Burkina Faso; Alassane Ouattara of Côte d'Ivoire; Dioncounda Traoré of Mali (interim); Mohamed Ould Abdel Aziz of Mauritania; Idriss Déby Itno of Chad; Ali Bongo Ondimba of Gabon and Macky Sall of Senegal. Niger was represented by its Prime Minister, Brigi Rafini. Several representatives of the French Government were present as well.

President Hollande was presented with a peace diploma, a gold medal, and \$150,000. He will donate the money to two charities – one to support women in Africa and one to assist war veterans. In his acceptance speech, he underscored the urgency of the French intervention in Mali, and praised the strength of UNESCO's work.

The ceremony was webcast live on UNESCO website and Africa 24 who used our images.

According to the implementation procedures of the Prize, after the ceremony, the Prize website has been updated. A booklet and a DVD are under preparation and will be distributed to the Heads of State present at the event.

The Félix Houphouët-Boigny Prize - created in 1989 and awarded annually by UNESCO - is intended to honor living individuals, institutions or organizations that have made a significant contribution to promoting, seeking, safeguarding or maintaining peace, in conformity with the Charter of the United Nations and the Constitution of UNESCO.

Former laureates of the Prize include Nelson Mandela, Frederik De Klerk, Yitzhak Rabin, Shimon Pérès, Yasser Arafat; former US President Jimmy Carter, former Finnish President Martti Ahtisaari, and former Brazilian President of Brazil Luiz Inácio Lula da Silva.

**Participants:** 3,500 participants including 180 journalists (rooms I and II were full).

**Public:** Guests invited by the Executive Secretariat of the Prize, Permanent Delegations, UNESCO Staff, journalists,

#### Communication materials and activities:

- Press release ([30/05/2013](#))
- Web releases ([04/06/2013](#) and [05/06/2013](#))
- [Dedicated website](#)
- Live webcast and [video on demand for the Ceremony](#)
- Live social media coverage from the Ceremony
- [Photo gallery](#)
- Brochure and DVD (prepared after the Ceremony)
- B-roll

**Webcast/Live streaming connections:** Internal: 398; External: 59

**Website statistics:** On dedicated website: 354 visits / 1,452 page views; Press release: 427 visits / 1,082 page views; Web releases: 04/06/2013: 1,340 visits / 3,256 page views, 05/06/2013: 775 visits / 2,195 page views.

**Press coverage:** Working in close collaboration with the Elysée Palace, the Media Relations team accredited 180 journalists for the prize ceremony (52 accompanied visiting Heads of State). A satellite feed of the ceremony was offered to television stations and news agencies around the world. Media interest in the event was significant, with some 589 articles about or referencing the Prize monitored throughout the month. Most of these stories were published by French and African media, however the story was also reported in media in all other regions as well.

**Social media:** Interest for this award generated medium interest on our social media channels. Interest was highest on the French language channels, because of President Hollande's fame and influence in the French-speaking world. 2 feature stories were written for social media/web to explain why Mr Hollande's actions in Mali are important from UNESCO's perspective. The articles were promoted on all social media channels, including Facebook where they averaged 190 likes each: [Pre-event](#) / [Post-event](#).

The event received live coverage on Twitter in English and French. Messaging focused on advocacy for protecting culture in times of war. The share rate was lukewarm, between 5 to 20 RTs.

## II. Awards Ceremony: Fly Your Ideas with Airbus (14 June 2013)

To stimulate interest in engineering among youth, UNESCO partnered with Airbus on the Fly Your Ideas (FYI) competition. Five finalist teams were selected for a week long introduction to Airbus and a presentation of their projects in front of a panel of five judges comprised of members from UNESCO and Airbus. The winners of the competition were announced at the Awards Ceremony which was the culmination of weeks events, at UNESCO HQ on 14 June 2013.



The Awards Ceremony was opened by ADG/SC, Gretchen Kalonji, who welcomed the guests and Airbus and complimented the 5 finalist teams on the high standard of competition. Charles Champion, Executive Vice President Engineering at Airbus and Fly Your Ideas Patron, thereafter introduced the FYI competition and the collaboration with UNESCO. Lidia Brito, DIR/SC/PCB, described her involvement in the competition and what a great opportunity but also a difficult choice the jury had to make to decide on the final winner.

The Fly Your Ideas Competition aimed to stimulate the youth to create solutions for the future of aviation. The students are encouraged to come up with imaginative and original ideas that could be implemented in the near future. This exciting competition challenged students across the globe to develop ideas for a greener aviation industry.

Through this competition, Airbus offers students an insight into the world of aviation. It is one means to boost their interest in the industry. UNESCO is supporting Airbus' Fly Your Ideas challenge, designed to inspire a new generation of engineers as there are not enough aviation engineers currently graduating to meet industry needs and nearly half of them switch to other careers once they qualify.



This third edition of the competition saw over 600 teams from around the world submit a proposal responding to one of six challenges set out by Airbus for aviation in the 21st century. Over 60 Airbus assessors evaluated the submissions for quality, environmental benefits, and for the level of innovation demonstrated by the team. The jury was composed of 5 members from UNESCO and Airbus.

The five finalist teams were selected by Airbus from a global pool of creative, engineering and design talent - this year's challenge inspired over 6,000 students from 82 countries to register with 618 teams submitting a proposal.

A team of students from the University of São Paulo in Brazil claimed the top prize of €30,000 as winners of Airbus Fly Your Ideas 2013. Team Levar won with their proposal for a luggage loading and unloading system for airplane cargo compartments to reduce the workload of airport baggage handlers with an air cushion solution inspired by air hockey tables.

**Participants:** Some 230 participants including 35 journalists.

**Public:** Airbus executives and staff involved in the Fly Your Ideas competition, students from the top five teams Permanent Delegations, UNESCO Staff, general public interested in the prize, journalists, etc

### Communication materials and activities:

- Press release ([14/06/2013](#))
- [Dedicated webpage](#)
- [Official website](#)
- Video competition
- [Video on UNESCO/Airbus collaboration](#)
- [SC video of the ceremony](#)

**Website statistics:** On dedicated website: 185 visits / 512 page views; Press release: 1,312 visits / 1,441 page views.

**Press coverage:** A press release announcing the Brazilian winners of the Airbus/UNESCO Fly Your Ideas competition was given wide coverage throughout Latin, Central and North America. Most articles appeared in industry and financial news outlets, such as Yahoo Finance, and were based almost entirely on the press release.

In addition to the journalists invited by UNESCO, Airbus had paid for journalists to attend from India, Italy, Brazil, Australia and Malaysia.

**Social media:** Low response to all posts (3 tweets and 1 Facebook post), probably because our audience generally does not associate us with science

Airbus did not share UNESCO content through social media, despite requests made to their communications representative. This should be corrected in the future edition.

### III. Chengdu International Conference on Intangible Cultural Heritage (14-16 June 2013)

The Chengdu International Conference on Intangible Cultural Heritage was held from 14 to 16 June 2013, in Chengdu, China. Dedicated to the theme, 'The Intangible Cultural Heritage Convention: its first decade', the conference marked the high point of our year-long celebrations of the Convention's tenth anniversary. The Director-General provided video greetings for the Conference and appeared in person to open the Fourth Chengdu International Festival of Intangible Cultural Heritage on 15 June.



More than 300 experts came together for debates on the achievements and challenges of the first decade of the Convention and on its opportunities and perspectives for coming decades. The conference was enriched by the participation of a number of persons who had played key roles at the time the Convention was drafted at the turn of the 21st century. The conference arranged for discussions focussing on subjects such as 'Achievements of the Convention: changing the discourse of ICH and implanting new concepts', 'Inventorying and listing', 'Parallel universes: intellectual property, world heritage and cultural goods and services' and 'Open questions and future directions'.

The Chengdu Recommendations adopted in the Conference's final session called upon the international community to renew its commitment to the Convention's fundamental premise that intangible cultural heritage is a guarantee of sustainable development and a powerful force for fostering creativity, dialogue and mutual respect, and to acknowledge the role of intangible cultural heritage in the future framing of the post-2015 agenda for sustainable development.

**Participants:** More than 300 experts

**Public:** One-third of the 300 experts were from China and the remainder from more than fifty countries. The opening ceremony on 14 June was attended by high level Chinese leaders such as H. E. Ms Zhao Shaohua, Vice-Minister of Culture, H. E. Mr Hao Ping, Vice-Minister of Education and Chairperson of the Chinese National Commission for UNESCO, H.E. Mr Ge Honglin, Mayor of Chengdu Municipal Government.

**Communication materials and activities:**

- Web releases ([14/06](#) and [15/06](#))
- [Video message from the Director-General](#)
- [Dedicated webpage](#)
- Working documents
- [Chengdu Recommendations](#)
- Round-tables

**Website statistics:** On dedicated webpage: 86 visits / 327 page views. Web releases: 14/06: 60 visits / 257 pages views; 15/06: 50 visits / 327 page views.

**Press coverage:** The Chengdu conference received exhaustive and very positive coverage throughout China, but was not picked up by media elsewhere.

**Social media:** No specific coverage of the event per se, as the event was not open to the general public. This said, social media channels regularly cover intangible heritage, by posting for example links to videos of existing listings.

#### IV. 37th Session of the World Heritage Committee (17-27 June 2013)

The 37th session of the World Heritage Committee was held in Phnom Penh, Cambodia from 16 to 27 June. During the session the Committee reviewed 141 state of conservation reports (concerning 169 sites) for sites already inscribed on the World Heritage List, and added 19 new sites to the List (14 cultural and 5 natural). Three extensions were added to existing sites. Seven sites were added to the List of World Heritage in Danger, and one was removed. The World Heritage List now numbers 981 properties: 759 cultural, 193 natural and 29 mixed, in 160 States Parties. Qatar and Fiji had sites inscribed on the List for the first time, as did Lesotho, whose first World Heritage site was inscribed as an extension to uKhahlamba Drakensberg Park in South Africa.

This was the second session to be live webstreamed via the [World Heritage Centre website](#), with all Committee documents available to the public.

There was also extra media attention during the session due to the return to Cambodia of two 10th century Khmer Pandava statues by the Metropolitan Museum of New York on 11 June. This was marked during the opening ceremony with comments by the DG.

**Participants:** 4,977 badges were distributed in total, including 1,425 website registration and 191 international journalists attending the Committee.

**Public:** Members of the World Heritage Committee, States Parties to the World Heritage Convention, Permanent Delegations, NGO Observers, the wider public

##### **Communication materials and activities:**

- [“Save the Date” media advisory ahead of the meeting](#)
- 15 related press releases
- B-rolls of new sites and sites in danger
- Photo galleries for all new sites
- 2 Press conferences on opening day and media briefings
- 191 accredited journalists
- Live social media coverage from the meeting
- [Dedicated webpage](#)
- In Focus on the front page of unesco.org
- Distribution of 1,000 copies of the World Heritage Review N° 68, Special Issue on Cambodia
- Presentation and distribution of the WH Map in English, French and Spanish
- Distribution of WH material in English, French and Spanish
- Live Webcast

**Webcast/Live streaming connections:** High and low resolution transmissions were made available in English and French, as well as audio transmission with no interpretation. Since 16 June the webcast received 20,195 visits in 143 countries. 33% came from Japan. Most visits happened during the inscriptions on 22 and 23 June 2013.

**Website statistics:** On World Heritage website: 1,045,525 visits / 3,725,993 page views with double the usual number of visits during the inscriptions of new sites between 22 and 24 June (on average: 46,923 visits / 201,582 page views/day). On dedicated webpage: 20,622 visits / 77,307 page views with a peak on 22 June (6,465 visits / 14,575 page views). Media advisory: 1,146 visits / 3,685 page views.

**Press coverage:** The World Heritage Committee meeting is the biggest media event on UNESCO's annual calendar, and this year was no exception. The press service, which sent two colleagues to Phnom Penh for the meeting, wrote media advisories announcing the event and press releases on all of the changes to the world heritage List and the world heritage list in danger. Two press conferences and several media briefings were also organized, and information provided to several hundred journalists, covering the event from a distance.

Over 34,000 stories on the meeting were monitored in the media worldwide in June. Coverage peaked during the week when the decisions were made concerning danger listings, state of conservation reports and new sites. The lion's share of these stories was published in media based in North America (mainly international agencies). Debate over the Great Barrier Reef, the inscription of East Rennell Island (Solomons) as heritage in danger, and the addition of Levuka (Fiji) on the List, resulted in extraordinary coverage in Australia/Oceania. In Australia, where the status and health of the Reef has become a major political issue – dividing Federal and State governments - the decision to defer danger listing was greeted mainly with relief on all sides. The inscription of Syrian sites on the list in danger also received major coverage in all regions, as did the inscription of the new sites of Mt Fuji (Japan) and Mt Etna (Italy). The only story that really drew any negative press concerned the Committee's decision on Jerusalem, which sparked some reactionary, anti-UNESCO stories in extreme right-wing media in the U.S. Surprisingly, the story did not go much farther than that.

**Social media:** This session generated easily the year's top performing social media content, with many posts in the month's top 10 tweets and Facebook posts. Top posts included photo galleries of the new site inscriptions, and feature stories that provide a deeper understanding of our WH program's work, such as the restitution of Khmer Statues by the NY Met & the restoration of Vietnam's My Son Sanctuary. Social media's special contribution was the production of an [infographic](#) on Rhinos, designed and translated entirely by UN Volunteers. It was also published as a poster in the print version of the number 67 of the World Heritage magazine, dedicated to Best Practices for World Heritage Management. Yet the potential could have been multiplied if all nominated sites were obliged, prior to inscription, to promote UNESCO's posts through the social media/web channels of the sites, the local & national governments, and also national cultural agencies. This expectation should be included in the future. Most World Heritage Sites do not mention UNESCO, or promote the values of scientific conservation or shared heritage, in their social media sites. They can help us considerably in reinforcing this message.

## V. 11th Meeting of the International Advisory Committee for the Memory of the World Programme (18-21 June 2013)

The 11th International Advisory Committee meeting of the Memory of the World Programme took place in Gwangju Metropolitan City, Republic of Korea from 18 to 21 June 2013. The IAC meeting began with an orientation session for the new members of the IAC which was organized by the Secretariat.

During its deliberations in the closed session, 55 new items were recommended to the Director-General for inscription on the MoW international register and another item has been provisionally recommended. This is an overall record for the number of inscriptions recommended for inscription at any one session and attests to the efficacy of the training workshops that have been organized by the secretariat during missions and by those funded by Korea.

UNESCO presented a report on the achievements of MoW during the past 2 years especially related to the commemoration of the 20th anniversary. All IAC members received a copy of the book and commended the secretariat for its work in this domain. Congratulations were also extended to Luciana Duranti and Jonas Palm for their hard work as Programme Chairs in the organization of the Vancouver Conference.

The IAC was presented with the Action Plan approved by the Executive Board and asked to indicate those areas which should receive the highest priority in the light of the current financial situation of UNESCO. It further discussed promotion and development of the Programme and agreed to the creation of a new Subcommittee on Education and Research.

**Participants:** 40

**Public:** IAC Members, Observers, Korean National Commission (Partners).

### **Communication materials and activities:**

- [Press release](#) (18/06)
- [Media advisory](#) (11/06)
- [Web release](#) (11/06)
- Meeting documents
- [Dedicated webpage](#)
- Web banner on CI homepage
- MoW Register with 2013 inscribed collections
- Report on MoW achievements

**Website statistics:** On dedicated website: 5,234 visits / 10,381 page views. Press release: 263 visits / 1,230 page views. Media advisory: 315 visits / 378 page views. Web release: 102 visits / 252 page views

**Press coverage:** The 2013 inscriptions on the Memory of the World register received very good coverage, with over 1,000 articles monitored in the days following addition of the new items. Coverage was especially dense in Latin America, where press reported exhaustively on the addition of Che Guevara's writings. Indeed this particular item was the top story in almost all regions.

Media were informed about the inscriptions via a media advisory ahead of the Memory of the World meeting, and then via a press release detailing the 54 items added to the Register. Coverage was undoubtedly boosted by the rich website prepared for the event, which provided detailed descriptions and photos of the new items and was easily consultable.

**Social media:** This event suffered on social media because of World Heritage content which was being posted at the same time. 6 tweets were published, with 50 more scheduled to be published throughout summer. As is usual with Memory of the World tweets, the RT rate is low (averaging 10 per message) but the click rate is higher than average (usually 30 page views per tweet). 2 Facebook posts: 134 and 252 likes.



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

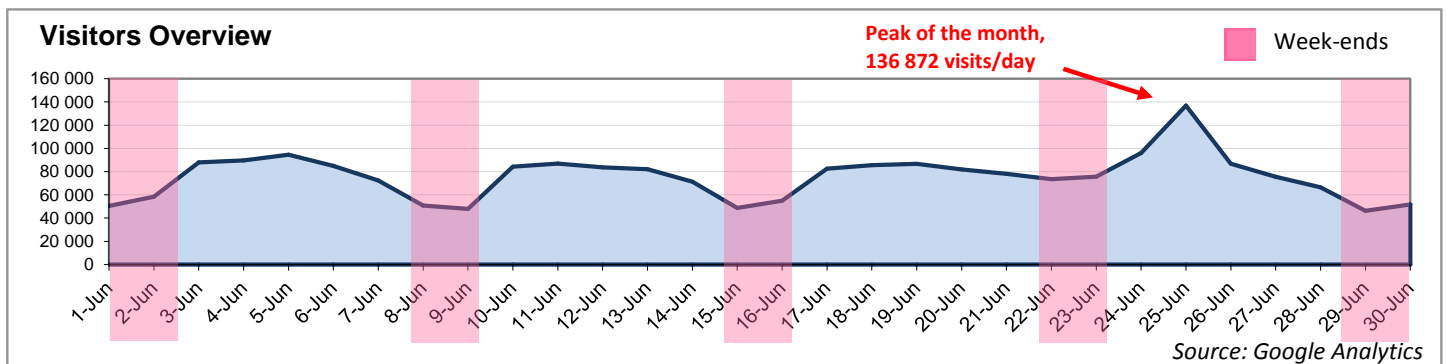
Both a communication and a knowledge management tool, UNESCO's websites, with over 2.7 million pages of content, are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in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

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

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On our specialized web sites: on "unesco.int" visits are steadily increasing (+13% from last month); visits to "Unescommunity" increased this month by 18%, pages views by 33% with a particular interest for the "message from the Director-General" referring to ISAU's message.

## 1.1. June 2013 Traffic Daily Web Traffic Patterns



- Félix Houphouët-Boigny Peace Prize award ceremony (05/06)
- Awards Ceremony: Fly Your Ideas with Airbus (14/06)
- Chengdu International Conference on Intangible Cultural Heritage (14-16/06)
- 37th Session of the World Heritage Committee (17-27/06)
- 11th Meeting of the International Advisory Committee for the Memory of the World Programme (18-21/06)

## 1.2. Monthly visits

	Page views <sup>1</sup>	Variation vs Y-1*	Variation vs M-1	Visits <sup>2</sup>	Variation vs Y-1*	Variation vs M-1	Unique Visitors <sup>3</sup>	Variation vs Y-1*	Variation vs M-1
June 2012	4 919 067	N/A	-13.12%	1 625 556	N/A	-16.03%	1 240 665	N/A	-16.19%
July 2012	5 340 675	N/A	+8.57%	1 504 831	N/A	-7.43%	1 155 703	N/A	-6.85%
Aug. 2012	5 066 334	N/A	-5.14%	1 547 197	N/A	+2.82%	1 202 114	N/A	+4.02%
Sept. 2012	5 828 526	+137.02%	+15.04%	1 897 640	+99.72%	+22.65%	1 467 108	+97.25%	+22.04%
Oct. 2012	6 780 090	+103.96%	+16.33%	2 322 957	+88.69%	+22.41%	1 778 958	+83.57%	+21.26%
Nov. 2012	6 163 787	+38.47%	-9.09%	2 107 594	+37.58%	-9.27%	1 602 332	+34.30%	-9.93%
Dec. 2012	5 096 412	+19.29%	-17.32%	1 725 594	+22.40%	-18.12%	1 327 215	+21.96%	-17.17%
Jan. 2013	6 089 948	+24.81%	+19.49%	2 045 032	+27.76%	+18.51%	1 573 093	+25.88%	+18.53%
Feb. 2013	6 414 208	+24.75%	+5.32%	2 254 773	+34.80%	+10.26%	1 724 914	+36.09%	+9.65%
March 2013	7 327 488	+19.09%	+14.24%	2 537 586	+24.46%	+12.54%	1 914 579	+25.01%	+11.00%
April 2013	7 426 970	+30.77%	+1.36%	2 554 100	+35.47%	+0.65%	1 930 903	+34.83%	+0.85%
May 2013	7 192 348	+27.03%	-3.16%	2 495 688	+28.92%	-2.29%	1 901 816	+28.47%	-1.51%
<b>June 2013</b>	<b>6 916 019</b>	<b>+40.60%</b>	<b>-3.84%</b>	<b>2 272 982</b>	<b>+39.83%</b>	<b>-8.92%</b>	<b>1 726 341</b>	<b>+39.15%</b>	<b>-9.23%</b>

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

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

Areas of interest	Visits <sup>2</sup> in June 2013	Variation vs Y-1**	Variation vs M-1**
<b>UNESCO.ORG</b>	<b>2 272 982</b>	<b>+39.83%</b>	<b>-8.92%</b>
Home & Central Service pages	N/A	-	-
Worldwide	21 467	+18.09%	-18.62%
<b>Education Sector</b>	<b>153 556</b>	<b>+59.94%</b>	<b>-12.02%</b>
<b>Natural Sciences Sector</b>	<b>65 224</b>	<b>+28.38%</b>	<b>-13.11%</b>
<b>Social and Human Sciences Sector</b>	<b>45 233</b>	<b>+106.77%</b>	<b>-20.83%</b>
<b>Culture Sector</b>	<b>1 161 956</b>	<b>+45.21%</b>	<b>-5.61%</b>
World Heritage	1 045 525	+39.68%	-2.71%
Intangible Heritage	44 806	N/A	-16.33%
Culture Sector (excluding Intangible Heritage)	71 625	+38.63%	-30.30%
<b>Communication and Information Sector</b>	<b>61 178</b>	<b>+42.37%</b>	<b>-7.52%</b>
<b>Field offices (only those tracked)</b>	<b>N/A</b>	<b>-</b>	<b>-</b>
UIL*	20 627	+53.35%	-4.80%
IIEP*	132 786	-3.86%	-13.01%
UNEVOC*	43 032	+60.60%	+11.19%

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

### 1.4. UNESCO Website Visitors

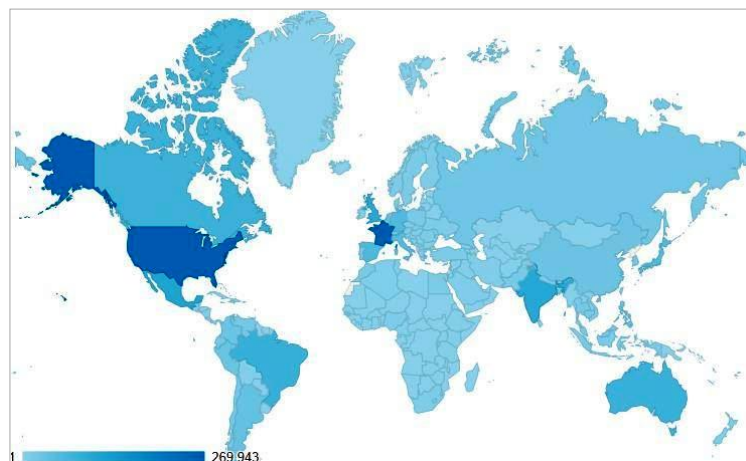
#### Top 10 domains/countries

Country	Visits <sup>2</sup>	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	263 943	11.61%	-20.76%	2.97	00:02:27
France	267 834	11.78%	-5.75%	3.63	00:05:03
Mexico	113 510	4.99%	-19.63%	2.64	00:02:54
India	100 877	4.44%	+27.69%	2.58	00:02:32
United Kingdom	97 820	4.30%	-7.03%	3.02	00:02:39
Brazil	82 405	3.63%	-21.45%	2.21	00:02:36
Australia	80 381	3.54%	-34.27%	3.17	00:02:55
Canada	79 267	3.49%	-14.67%	3.50	00:03:11
Spain	60 625	2.67%	-23.18%	3.34	00:03:03
Japan	57 451	2.53%	+49.57%	3.57	00:04:02

#### Top 10 visitors' language

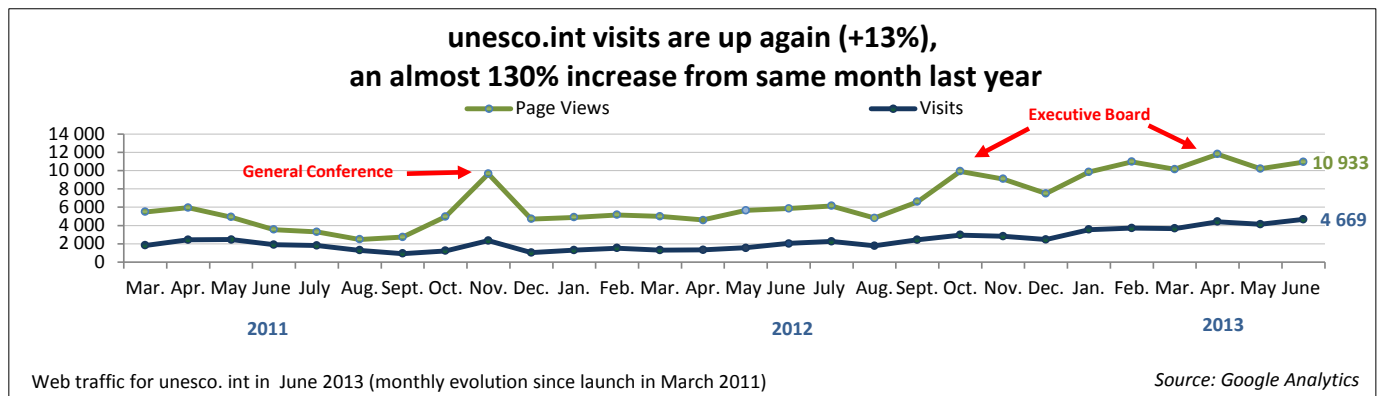
Language	Visits <sup>2</sup>	% of Total visits	Variation vs M-1
English	1 159 271	51.00%	-5.62%
Spanish	337 575	14.85%	-17.65%
French	292 956	12.89%	-16.51%
Portuguese	94 980	4.18%	-17.54%
Japanese	52 362	2.30%	+51.84%
German	50 003	2.20%	+16.52%
Chinese	41 774	1.84%	-11.01%
Russian	39 794	1.75%	-17.83%
Italian	42 674	1.88%	-0.27%
Dutch	23 652	1.04%	+0.08%

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



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

	Month	Page views <sup>1</sup>	Variation vs Y-1*	Variation vs M-1	Visits <sup>2</sup>	Variation vs Y-1*	Variation vs M-1	Pages/Visit	Variation vs M-1	Avg Visit duration
2012	June	5 874	+65.60%	+3.82%	2 040	+7.88%	+30.43%	2.87	-12.50%	00:03:50
	July	6 140	+86.85%	+4.53%	2 242	+24.35%	+9.90%	2.93	+2.09%	00:03:26
	August	4 825	+95.58%	-21.42%	1 792	+40.44%	-20.07%	2.71	-7.51%	00:02:47
	September	6 591	+142.23%	+36.60%	2 434	+163.99%	+35.83%	2.86	+5.54%	00:03:21
	October	9 925	+99.98%	+50.58%	2 948	+141.24%	+21.12%	3.08	+7.69%	00:03:56
	November	9 093	-5.78%	-8.38%	2 815	+20.04%	-4.51%	2.89	-6.17%	00:03:28
	December	7 500	+59.27%	-17.52%	2 451	+138.66%	-12.93%	2.90	+0.35%	00:03:33
2013	January	9 846	+101.68%	+31.28%	3 552	+175.56%	+44.92%	2.90	0.00%	00:03:54
	February	10 964	+112.52%	+11.35%	3 714	+144.83%	+4.56%	2.77	-4.48%	00:03:57
	March	10 153	+103.55%	-7.40%	3 671	+182.82%	-1.16%	2.97	+7.22%	00:04:27
	April	11 806	+156.48%	+16.28%	4 417	+228.40%	+20.32%	2.96	-0.34%	00:04:11
	May	10 213	+80.51%	-13.49%	4 126	+163.81%	-6.59%	2.59	-12.50%	00:03:49
	June	10 933	+86.13%	+7.05%	4 669	+128.87%	+13.16%	2.58	-0.39%	00:03:20



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

	Month	Page views <sup>1</sup>	Variation vs M-1	Visits <sup>2</sup>	Variation vs M-1
2012	October	28 175	-	3 169	-
	November	18 948	-32.75%	3 393	+7.07%
	December	15 661	-17.35%	2 769	-18.39%
2013	January	29 536	+88.60%	10 350	+273.78%
	February	68 781	+132.87%	27 656	+167.21%
	March	66 416	-3.44%	28 064	+1.48%
	April	74 831	+12.67%	32 095	+14.36%
	May	39 738	-46.90%	16 323	-49.14%
	June	52 986	+33.34%	19 318	+18.35%

### 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:** 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.

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

UNESCO products for written and audiovisual media are:

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

Most of these products are distributed widely to the media and are available through the Media Services webpage. In order to improve our promotion and distribution of video images, all subjects/reportages and Background Footages are systematically sent to UNifeed and European Broadcasting Union (EBU), and made available to TV networks and online news sources via UNESCO's Multimedia webpage.

### 2.1. Media Service webpage - <http://www.unesco.org/new/en/media-services>

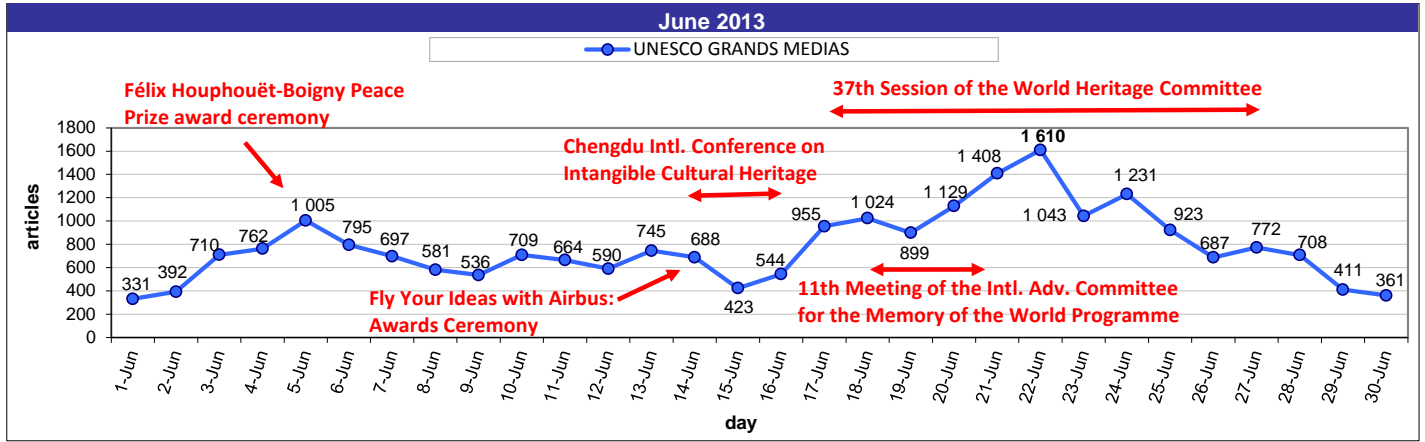
Languages	Page views	Variation vs Y-1*	Variation vs M-1*
<b>Total</b>	<b>165 201</b>	<b>+61.48%</b>	<b>+35.45%</b>
English (EN)	89 358	+60.09%	+35.81%
Spanish (ES)	27 248	+24.26%	+0.32%
French (FR)	23 469	+75.80%	+37.58%
Russian (RU)	12 636	+150.42%	+179.25%
Chinese (ZH)	7 652	+150.39%	+125.86%
Arabic (AR)	4 838	+55.71%	+20.05%

\* Based on figures published in the Monthly Reports.

### 2.2. Press releases/Media advisories in June 2013

1.	01/06	<a href="#">Director-General deplores murder of Pakistani journalist Ahmed Ali Joiya</a>
2.	02/06	<a href="#">Director-General condemns killing of Syrian journalist Yara Abbas</a>
3.	07/06	<a href="#">Damage to Timbuktu's cultural heritage worse than first estimated reports UNESCO mission</a>
4.	10/06	<a href="#">World Heritage Committee to inscribe new sites and examine conservation of sites already on the List</a>
5.	11/06	<a href="#">New documentary heritage to be selected for Memory of the World Register</a>
6.	13/06	<a href="#">Culture central to international development agenda concludes UN debate</a>
7.	14/06	<a href="#">Students from the University of São Paulo in Brazil win Airbus Fly Your Ideas global competition</a>
8.	17/06	<a href="#">World Heritage Committee removes the Iranian World Heritage site of Bam and its Cultural Landscape from danger listing</a>
9.	18/06	<a href="#">54 new inscriptions on UNESCO Memory of the World Register</a>
10.	20/06	<a href="#">Syria's Six World Heritage sites placed on List of World Heritage in Danger</a>
11.	21/06	<a href="#">World Heritage Committee inscribes two new natural sites from China, and Namibia on UNESCO World Heritage List</a>
12.	21/06	<a href="#">Mount Etna and the Mountains of Pamir inscribed on World Heritage List alongside El Pinacate and Gran Desierto de Altar</a>
13.	21/06	<a href="#">Hill Forts of Rajasthan and Wooden Churches of the Carpathian region inscribed on World Heritage List</a>
14.	22/06	<a href="#">Honghe Hani Rice Terraces inscribed on UNESCO's World Heritage alongside an extension to the uKhahlamba Drakensberg Park</a>
15.	22/06	<a href="#">Qatar and Fiji get their first World Heritage sites as World Heritage Committee makes six additions to UNESCO List</a>
16.	23/06	<a href="#">Sites in Ukraine, the Iran and the Democratic People's Republic of Korea inscribed on UNESCO's World Heritage List</a>
17.	23/06	<a href="#">Sites in Germany and Italy bring to 19 the number of sites inscribed on the World Heritage List this year</a>
18.	28/06	<a href="#">Closing ceremony of World Heritage Committee brings to life the ancient culture of Angkor</a>

### 2.3. Statistics on articles referring to UNESCO

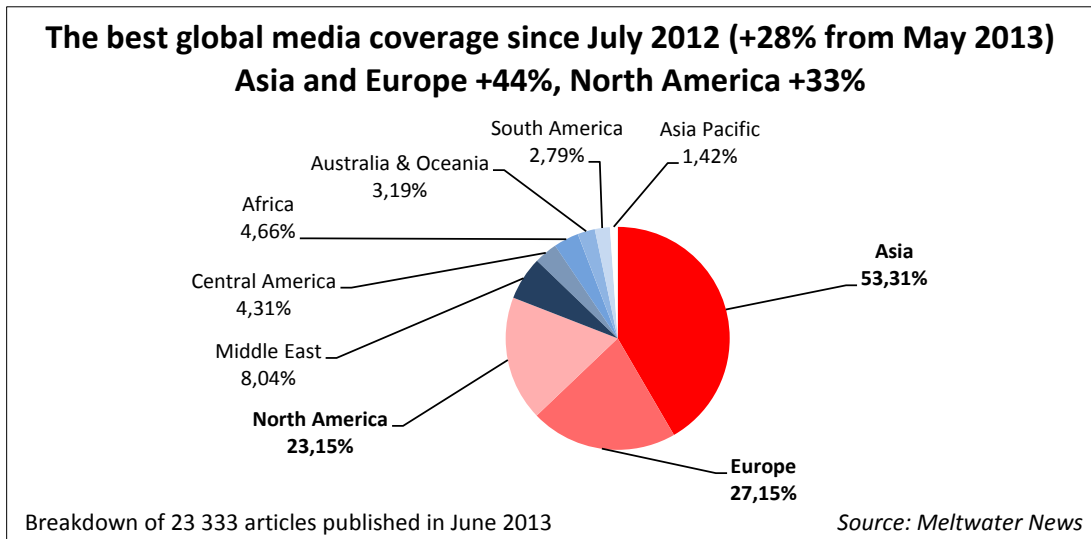


This graph shows the number of articles monitored in national and international media, in which “UNESCO” appeared in the title or first paragraph of a story in June (Source: Meltwater News)

June was an exceptional month for UNESCO in terms of press coverage, with several major events attracting press attention, including the presentation of the Félix Houphouët-Boigny Peace Prize to French President Francois Hollande; the Memory of the World meeting in South Korea, and the addition of over 50 new items to the Memory of the World Register; the Chengdu international conference on Intangible Cultural Heritage and the annual meeting of the World Heritage Committee in Phnom Penh.

These events generated headline news in top tier media in all regions, with over 23,000 articles monitored in leading international and national media outlets (over 88,100 sources).

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



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

No Op-Eds in June.

## 2.5. Interviews given (by subject and media)

Subject	Interviewee	Language	Media (press TV Radio)
Chengdu International Conference on Intangible Cultural Heritage	Irina Bokova	English	<a href="http://ChinaDaily.com.cn">China Daily.com.cn</a> (China)
World Heritage	Géraldine Chatelard	English	New York Times (USA)
World Heritage	Roni Amelan	French	Nordway; La Croix (2 interviews); AFP (3 interviews) ; Policultures (website) ; Canal+ (France) ; El País (Spain)
World Heritage	Roni Amelan	English	Vietweek (2 itw), Thanh Niem newspaper (Vietnam); Eautycam.TV, Cambodia Daily (2 interviews, Cambodia); Men's Journal, San Francisco Chronicle, AP (USA); Reuters, AFP (4 interviews), RFI/English (France), Freelance (Sweden), DPA (Germany); Rustavi2, Georgian Newas Agency (Georgia); NHK (2 interviews, Japan); JoinUs (web news site in Spanish); Xinhua, Yunnan TV (China); BBC (2 interviews), South London Press (UK); On Air (Canada); TBS, Nippon TV (Japan); The Local (Italy); TheCanadianPress.com; Times of India; La Nación (Argentina); Fiji TV; The Sunday Times (USA); Radio New Zealand International; Business Online (Russian Federation); RFI Khmer service
World Heritage	Mechtild Rössler	French	Nordway (France)
World Heritage	Mechtild Rössler	German	DPA (Germany); Swiss Broadcasting Corporation
World Heritage	Mechtild Rössler	English	RFI (France)
World Heritage	Francesco Bandarin	French	Le Monde (France)
World Heritage	Véronique Dauge, Roni Amelan, Edouard Planche	English	The Australian (Australia)
World Heritage	Karim Hendili	Arabic	RFI (France); BBC (2 interviews, UK)
World Heritage	Karim Hendili	English	Sky News, CBC (2 interviews) The Guardian, BBC World (UK)
World Heritage	Karim Hendili	French	RMC (Monaco)
World Heritage	Karim Hendili	Spanish	RFI Amérique latine
World Heritage	Maria Minana	Spanish	El País (Spain)
World Heritage	Lazare Eloundou	French	France Culture, RFI (France)
Mission to Mali	Lazare Eloundou	English	Al Jazeera (Qatar)
World Heritage	Guy Debonnet	English	Voice of America (USA)
World Heritage	Délégation du Niger	French	RFI (France)
World Heritage	Marc Patry	English	DPA (Germany). Pacific News Service (New Zealand). ABC, theconversation.edu.au (Australia);
World Heritage	Petya Totcharova	English	BBC tv (UK)
World Heritage	Guy Debonnet	English	Reuters (UK)
World Heritage	Alessandro Balsamo	English	Radio Free Europe
World Heritage	Alessandro Balsamo	French	Radio Chine Internationale
World Heritage	Agnès Bardon	English	AP (2 interviews, USA) ; Agence Jiji (Japan); Dziennik Polski (Poland); ABC (Australia); Sydney Morning Herald (Australia); O Globo (Brazil); Agence Kuna (Kuweit) ; San Francisco Chronicle (USA)
World Heritage	Agnès Bardon	French	Reuters (UK); AFP, Marianne, RFI, Paris-Match (France)
Water scarcity	Blanca Jiménez-Cisneros	English	Chemical & Engineering News (USA)
Underwater Cultural Heritage	Ulrike Guérin	Spanish	ABC 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). 142 B-rolls were downloaded in June.

	Subject	Downloads	Media
1	Man and the Biosphere Programme	10	
2	Félix Houphouët-Boigny Peace Prize	12	
3	Mali Mission	18	Reuters TV, AP Television, Télésud, EBU, CNN, Reuters News
4	UNESCO Priorities	5	
5	UNESCO Headquarters	1	
6	WHC inscriptions - 37th Session of the World Heritage Committee	96	TBS, TV Andorre, TV Ciencia

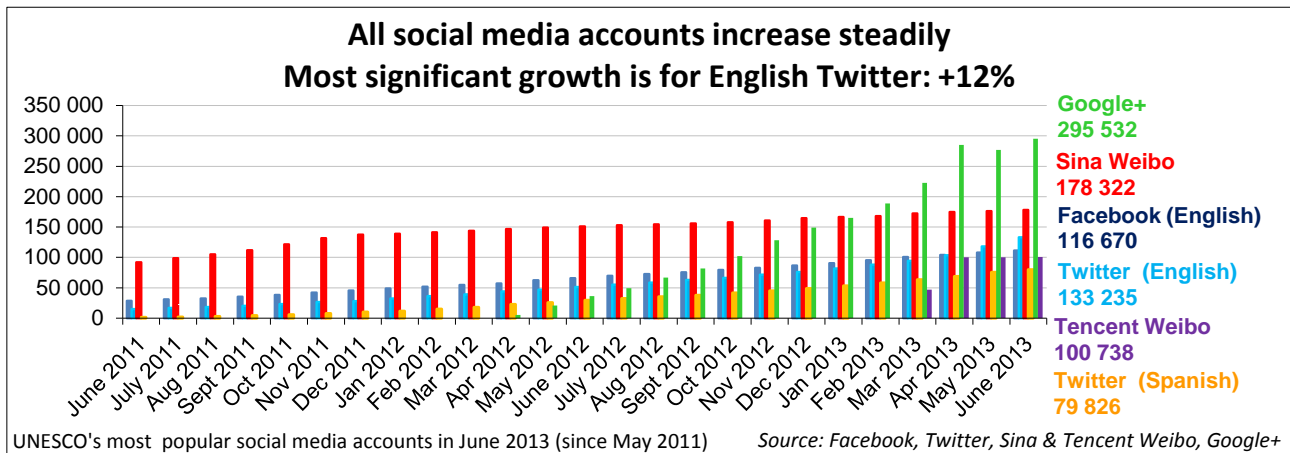
## 2.7. Number of Photographs ordered by the Media (by subject)

Subject	Media	Purpose	Nb of Photos
Syrian World Heritage Sites	SRF New Online (Suisse)	Feature	6
Syrian World Heritage Sites	Paris Match (France)	Feature	Slideshow
Journeys to School	Deutsche Welle (Germany)		3
Journeys to School	Effie Kidonaki (Greece)	Article	2
Petra (Jordan)	France 5 magazine (France)	Publication/Cover page	1
Biosphere Reserves 2013 (Spain)	La Villa De Tarragona (Spain)	Feature	10
Biosphere Reserves 2013	Horizonte Geográfico (Brazil)	Feature	12
Biosphere Reserves 2013	UCIP (Brazil)	Feature	3
Ruins of Kilwa Kisiwani/Songo Mnara	CNN.com/London (UK)		Slideshow

\*In addition to photo galleries available on the website for the media.

### 3. UNESCO Social Media Channels

Social media channels buzzed all throughout June. World Heritage-related news generated exceptional enthusiasm on all platforms. Social media's special contribution to this Session was the production of an infographic on Rhinos ([visual.ly/last-rhinos-find-refuge-world-heritage-sites](http://visual.ly/last-rhinos-find-refuge-world-heritage-sites)), designed and translated entirely by UN Volunteers. June also saw the release of our Pinterest channel. A valuable addition to our communications toolkit, Pinterest is uniquely positioned as a visual catalogue of our varied activities; each image helps audiences instantly identify and understand what we do, and our impact. As social media becomes increasingly visual, people are relying more on images to filter the information they want to learn about. It has proven helpful in our communications on for initiatives such as the "1% for Creativity" (Intl Fund for Cultural Diversity) and a live tweet from UN HQ featuring the Director-General on "The Power of Culture and Education in a New Age of Limits".



#### 3.1. Social networking sites

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

Variation June 2013 vs May 2013

Likes/fans*		June 2013	May 2013	Variation vs May
Total likes/followers (all languages)		439 029	413 068*	+6.28%
Facebook	English	116 670	111 268	+4.85%
	Spanish	11 231	10 374	+8.26%
	French	7 165	6 701	+6.92%
	Arabic	6 273	5 680	+10.44%
	Russian	1 337	1 291	+3.56%
Google+	English	295 532	276 989*	+6.69%
VKontakte	Russian	821	765	+7.32%

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

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

Message	Posted	Likes*
New World Heritage Sites - June 21st (7 photos) Discover the 7 new UNESCO World Heritage Sites that were officially added today. Have you been to any? Tell us about it! Follow us on Twitter @UNESCO for the latest news about inscriptions	21/06	951
7 additional UNESCO World Heritage Sites added - June 22 (7 photos) Learn about the outstanding universal value of the 7 new World Heritage Sites added today	22/06	830
New UNESCO #WorldHeritage Sites, added on June 23 (5 photos) LIKE & SHARE our photo galleries of the new UNESCO #WorldHeritage sites if you believe that some places hold a value that is universal, that transcend the boundaries of history and culture, which we must protect together, as our common heritage!	23/06	771
After 16 years of excavation and restoration work, a group of tower temples and monuments belonging to the World Heritage Site My Son Sanctuary, once the religious and political capital of the Champa Kingdom (Vietnam), were inaugurated. * ABOUT THE INAUGURATION: <a href="http://ow.ly/mlqc1">http://ow.ly/mlqc1</a> * ABOUT THE WORLD HERITAGE SITE: <a href="http://whc.unesco.org/en/list/949">http://whc.unesco.org/en/list/949</a>	24/06	625



<p>Our #WorldHeritage Committee will consider the inscription of 32 sites on UNESCO's World Heritage List from 16 to 27 June in Phnom Penh and Siem Reap (Cambodia) <a href="http://ow.ly/IYE6x">http://ow.ly/IYE6x</a></p> <p>Photo: #UNESCO #WorldHeritage Angkor is one of the most important archaeological sites in South-East Asia. It contains the magnificent remains of the different capitals of the Khmer Empire, from the 9th to the 15th century. They include the famous Temple of Angkor Wat and, at Angkor Thom, the Bayon Temple with its countless sculptural decorations. UNESCO has set up a wide-ranging programme to safeguard this symbolic site and its surroundings.</p>	13/06	496
<p>What does it take to manage a UNESCO World Heritage Site? Our World Heritage Magazine offers a look at successful examples of sustainable management in the Cradle of Humankind (South Africa), Jiuzhaigou Valley, Medieval City of Rhodes, Monte Albán, Wet Tropics of Queensland &amp; Land of Frankincense. A must read! <a href="http://whc.unesco.org/en/review/67/">http://whc.unesco.org/en/review/67/</a></p>	30/06	333
<p>Today there are 250 million children of primary school age who can't read, write or count well -- even if they've been to school. The world has made strong advances in putting kids in school; now it's time to widen our focus to improve the quality of education. How we can improve the quality and relevance of learning is the focus of our 11 June UN Global Education First Initiative in NYC. To build the future we want, we must give every child the skills to escape poverty &amp; unemployment &amp; to lead lives of their choosing. * WEBCAST: <a href="http://webtv.un.org/">http://webtv.un.org/</a> * WHEN? 11 June, 3pm (local NY time)</p>	10/06	328
<p>The latest edition of our World Heritage magazine is dedicated to Cambodia, where our World Heritage Committee has convened this year. It's much more than about World Heritage Sites. It reveals 2 living traditions listed as UNESCO Intangible Heritage: the Royal Ballet of Cambodia &amp; Khmer Shadow Theater. It introduces the Tonle Sap Biosphere Reserve, part of our Man &amp; the Biosphere Program, which is vital to the country's economic &amp; ecological balance. It also features the Tuol Sleng Genocide Museum Archive, part of our Memory of the World Program. We hope you *LIKE* it <a href="http://ow.ly/m9i3o">http://ow.ly/m9i3o</a></p>	18/06	274
<p>Great news! Important Khmer statues were returned to Cambodia during opening of our World Heritage meeting in Phnom Penh.</p> <p>Our Director-General Irina Bokova said: "We are all encouraged by the historic voluntary restitution of two important Khmer Pandava statues by the Metropolitan Museum of New York to the people of Cambodia. This restitution is an expression of strong ethical and moral behaviour that provides an example of good practice to other museums and collectors [...] UNESCO is honoured to have contributed to this restitution, which is, I believe, a move towards greater respect and mutual understanding." <a href="http://ow.ly/m627S">http://ow.ly/m627S</a></p>	17/06	265
<p>The UNESCO Asia-Pacific Heritage Awards: Winners' Testimonials (6 photos)</p> <p>The UNESCO Asia-Pacific Heritage Awards for Cultural Heritage Conservation recognize outstanding achievements in successfully conserving or restoring heritage buildings and properties in the region, by the private sector or via public-private initiatives. Winning projects span a wide range of conservation projects, including private residences to palace complexes, from traditional vernacular timber shop houses to magnificent industrial structures.</p> <p>The Awards set technical and social benchmarks for regional efforts at cultural heritage conservation. Winning projects serve as catalysts and a source of inspiration for private individuals and institutions in conserving cultural heritage. Merits for the protection of our fragile built cultural heritage extend beyond the physical fabric of a place or building. Cultural heritage conservation can bring economic gains to a community by providing revenue from tourism activities or employment through craft related activities. It can also lead to powerful social impacts, providing communities with a sense of belonging, pride and rootedness, important in a period dominated by rapid environmental changes. Since the Awards' launch in 2000, projects illustrate an increasing momentum and level of conservation in Asia-Pacific. A total of 148 projects have received Awards for exemplary conservation efforts. 8 projects have received our Jury Commendation for Innovation, honoring newly-built structures that are both architecturally exceptional and well-integrated into historic contexts.</p> <p>The impacts of winning a UNESCO Heritage Award are captured through these testimonials. Learn more about the Asia-Pacific Heritage Awards: <a href="http://www.unescobkk.org/culture/wh/asia-pacific-heritage-awards/">http://www.unescobkk.org/culture/wh/asia-pacific-heritage-awards/</a></p>	14/06	228

\*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 June 2013 vs May 2013

Followers/Fans		June 2013	May 2013	Variation vs May
Total (all languages)		515 399	492 337	+4.68%
Twitter	English	133 235	118 123	+12.79%
	Spanish	79 826	75 314	+5.99%
	Arabic	14 253	13 704	+4.01%
	French	7 763	7 235	+7.30%
	Russian	1 262	1 232	+2.44%
Sina Weibo	Chinese	178 322	176 363	+0.37%
Tencent Weibo*	Chinese	100 738	100 366	+1.11%

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

#### Top 10 Twitter Posts

Message	Posted	Re-tweets
New #WorldHeritage: Fujisan (Japan), sacred place and source of artistic inspiration	22/06	209
"If u talk to a man in a language he understands, that goes to his head. If u talkto him in his language, that goes to his heart" #Mandela	27/06	161
New #WorldHeritage: Golestan Palace (Islamic Republic of Iran)	23/06	151
New#WorldHeritage: El Pinacate and Gran Desierto de Altar Biosphere Reserve (Mexico)	21/06	149
Cultures are different across the world, but humanity is a single community, united around human rights.	01/06	147
Teaching children how to read, write & count isn't enough. Education has to help create a universal culture of peace <a href="http://ow.ly/lZmPN">http://ow.ly/lZmPN</a>	13/06	143
Don't buy more food than you really need. It takes about 1000 litres of water to produce 1 litre of milk! #ThinkEatSave	05/06	136
Multilingualism can promote peace. It's a bridge btw people, the link thru which to share world-views & experiences <a href="http://ow.ly/mrp3v">http://ow.ly/mrp3v</a>	27/06	131
New #WorldHeritage: Red Bay Basque Whaling Station (Canada)	22/06	89
Cultural diversity is an ethical imperative, inseparable from respect for human rights <a href="http://ow.ly/lxHeD">http://ow.ly/lxHeD</a>	02/06	87

#### Top 5 Sina Weibo Posts

Message	Posted	Re-tweets	Comments
The World Heritage Committee will consider the inscription of a total of 34 sites on UNESCO's World Heritage List during its next session, from 16 to 27 June in Phnom Penh and Siem Reap (Cambodia). Until now, altogether 19 sites have been included into the list: Xinjiang Tianshan (China), Namib Sand Sea (Namibia), Mount Etna (Italy) etc. <a href="#">follow us</a> to enjoy the visual feast of the beauty of nature.	24/06	205	27
B-Roll for the new inscriptions 2013. These copyright free images are distributed free of charge and can be broadcast, edited and re-distributed to third parties. Come and see if there is your next dream place to visit: <a href="http://www.unesco.org/new/en/media-services/multimedia/news-videos/b-roll/">http://www.unesco.org/new/en/media-services/multimedia/news-videos/b-roll/</a>	24/06	185	15
#Xinjiang Tianshan is listed into New World Heritage List# Xinjiang Tianshan (China) comprises four components—Tomur, Kalajun-Kuerdening, Bayinbukuke and Bogda— that total 606,833 hectares. Xinjiang Tianshan presents unique physical geographic features and scenically beautiful areas. These landscapes contrast with the vast adjacent desert landscapes, creating a striking visual contrast between hot and cold environments, dry and wet, desolate and luxuriant. <a href="http://t.cn/zHBQftg?u=1973319807&amp;m=3591699454653537">http://t.cn/zHBQftg?u=1973319807&amp;m=3591699454653537</a>	21/06	183	25
"UNESCO-L'OREAL International Fellowships Programme for Young Women in Life Sciences" is now open for applications for 2014. It aims to promote the contribution of young women - from all over the world - in research developments in the field of life sciences. The initial fellowship is for a maximum period of 12 months, for a maximum sum of \$20,000. The fellowship can be extended for up to 12 additional months with up to \$20,000 additional funding upon request of the Fellow and validation of the Selection Committee. <a href="#">Closing date for receipt of applications: 10 June 2013</a>	08/06	124	23
Pray for Mandela# According to the British Daily Telegraph, Mandela's daughter Maca Zvi said the other day that his father was seriously ill in hospital, but very "calm". His family is praying	25/06	90	9

that he could "smoothly going through this phase." Former South African President Nelson Mandela is currently in critical condition. 1991 UNESCO awarded Mandela "Houphouët-Boigny Peace Prize."

### Top 3 Tencent Weibo Posts

Message	Posted	Re-tweets
# Video # Three minutes to know about the current situation of 57 million out-of-school children <a href="http://url.cn/Hjge1z">http://url.cn/Hjge1z</a>	12/06	14
# New World Heritage List # On the 37th session of the World Heritage Committee, 19 new World Heritages of 18 countries have been inscribed on the list : including Xinjiang Tianshan (China), Cultural Landscape of Honghe Hani Rice Terraces (China), Fujisan, Sacred Place and Source of Artistic Inspiration (Japan), Medici Villas and Gardens in Tuscany (Italy), Bergpark Wilhelmshöhe (Germany), Historic Monuments and Sites in Kaesong (Democratic People's Republic of Korea). Enjoy the visual feast! : <a href="http://url.cn/EoVK5Z">http://url.cn/EoVK5Z</a>	26/06	12
[8 June World Ocean Day] UNESCO Director-General, Irina Bokova, on the occasion of World Oceans Day 2013, expressed that "Oceans are a resource unlike any other, for they make everything else possible. Their immense biological diversity contributes to the beauty of the world, and we must join forces to preserve it." Our ocean covers over 70% of the globe. To date only a little over 1% of the ocean is protected. <a href="http://url.cn/EwaZNx">http://url.cn/EwaZNx</a>	06/06	7

### 3.3. Video Traffic

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

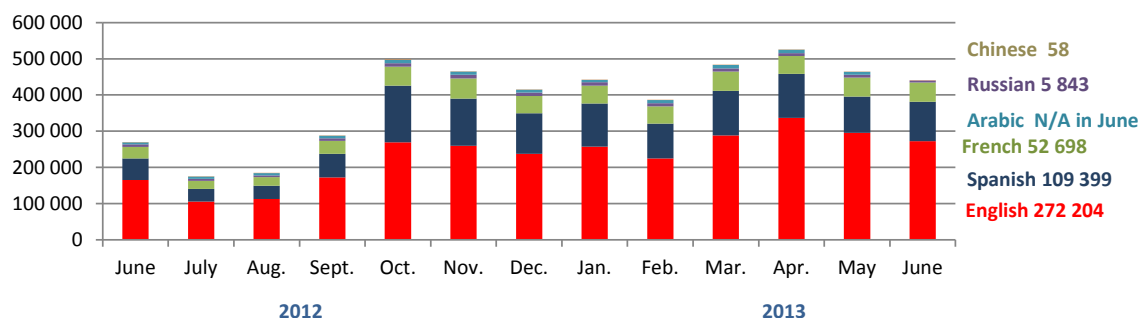
#### 3.3.1 UNESCO Channel on YouTube - <http://www.youtube.com/unesco>

##### Variation June 2013 vs May 2013

Video views	June 2013	May 2013	Variation vs June
Total (all languages)	N/A	464 312	N/A
English	272 204	295 544	-7.90%
Spanish	109 399	100 274	+9.10%
French	52 698	52 533	+0.31%
Arabic	N/A	8 558	-
Russian	5 843	7 291	-19.86%
Chinese	58	112	-11.11%

Subscribers	June 2013	May 2013	Variation vs May
Total (all languages)	N/A	714	N/A
English	624	427	+46.14%
Spanish	183	196	-6.63%
French	69	70	-1.43%
Arabic	N/A	5	N/A
Russian	7	11	-36.36%
Chinese	1	5	-80.00%

#### Video views increased only on UNESCO TV Spanish Channel on YouTube (+10%) Views on the Arabic Channel are not available this month



Breakdown by language of UNESCO video views on YouTube in June 2013 (evolution over the last 12 months)

Source : YouTube

▪ **Videos on UNESCO TV English Channel**

	<b>272 204 views in June 2013</b>	<b>Subject</b>	<b>Total views</b>
1	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	37 218
2	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	26 104
3	Baul Songs	CLT/ITH	9 200
4	Kabuki Theatre	CLT/ITH	7 234
5	The Dragon Boat festival	CLT/ITH	5 634
6	Taekkyeon, a traditional Korean martial art	CLT/ITH	5 343
7	Georgian Polyphonic Singing	CLT/ITH	4 525
8	Preparing for Tsunamis in the Mediterranean	CLT/ITH	3 930
9	Falconry, a living human heritage	CLT/ITH	3 652
10	Whistled language of the island of La Gomera (Canary Islands), the Silbo Gomero	CLT/ITH	3 442

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

	<b>109 399 views in June 2013</b>	<b>Subject</b>	<b>Total views</b>
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	53 925
2	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	3 594
3	Aprender a Proteger la Biodiversidad	ED	2 667
4	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	1 962
5	El patrimonio oral y las manifestaciones culturales del pueblo zápara	CLT/ITH	1 909
6	Los "castells"	CLT/ITH	1 816
7	Alianza mundial por los océanos	SC	1 664
8	La cultura: un factor clave para luchar contra la pobreza	CLT	1 271
9	Los dibujos en la arena de Vanuatu	CLT/ITH	1 054
10	El Silbo Gomero, lenguaje silbado de la isla de La Gomera (Islas Canarias)	CLT/ITH	992

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

	<b>52 698 views in June 2013</b>	<b>Subject</b>	<b>Total views</b>
1	Le festival des cerises de Sefrou	CLT/ITH	5 247
2	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	4 172
3	Le chant polyphonique géorgien	CLT/ITH	2 287
4	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	1 983
5	Routes de l'Esclave: Une Vision Globale	CLT	1 854
6	Le Maloya	CLT/ITH	1 814
7	Bouba & Zaza - le dessin animé pour la jeunesse publié par l'UNESCO Dakar	ED	1 481
7	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	1 472
9	La tradition du tracé dans la charpente française	CLT/ITH	1 370
10	Une école maternelle à Paris: 24 heures par semaine a partir de 3 ans	ED	1 328

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

N/A this month

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

	<b>5 843 views in June 2013</b>	<b>Subject</b>	<b>Total views</b>
1	Alsou Abramova UNESCO Artist for Peace	UNESCO	1 029
2	Video n°8 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	255
3	Historic Centre of Brugge	CLT/WHC	225
4	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	166
5	Petra	CLT/WHC	164
6	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	146
7	Palace and Park of Versailles	CLT/WHC	111
8	Ancient Maya City of Calakmul, Campeche	CLT/WHC	109
9	Mount Huangshan	CLT/WHC	97
10	Persepolis	CLT/WHC	92

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

	58 views in June 2013	Subject	Total views
1	UNESCO History	UNESCO	10
2	40th anniversary of the World Heritage Convention	CLT/WHC	7
3	DG message for Jazz Day	CLT	6
4	Huang Nubo supports UNESCO	CLT/WHC	6
5	Malala	ED	5
6	Ocean	SC	5
7	World Press Freedom Day	CI	4
8	Underwater Heritage	CLT	3
9	Languages Matter	ED	3
10	Patrimonto	CLT/WHC	2

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

• **Top 10 Videos**

Video	Posted	Total Views*	Quoted**
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	03/03/11	44 285	N/A
International year of water cooperation	12/02/13	18 477	N/A
Intangible heritage traditional Chinese Shadow Play	11/12/11	17 906	N/A
Safeguarding community's living heritage	07/12/12	13 920	N/A
Intangible heritage Kunqu Opera-the Peony Pavilion Performed by UNESCO Artist for Peace Jun Zhang	15/04/11	12 808	N/A
40 years of World Heritage Convention	22/06/12	9 058	N/A
UNESCO Hangzhou International Culture Congress**	07/05/13	7 922	N/A
Out-of-School Children	11/06/13	7 389	N/A
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	23/06/11	6 411	N/A
International Jazz Day	08/03/12	5 385	N/A

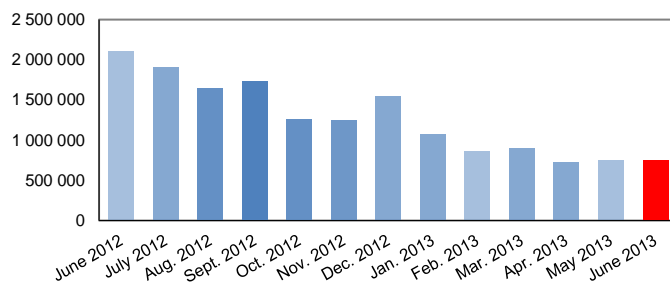
\* Views of the video from Youku and other websites. \*\* Views of the video from other websites only.

**3.5. UNESCO Fotopedia iPhone/iPad "app"**

The Fotopedia / World Heritage iPhone/iPad "app" was launched in August 2010. Installed on all demonstration machines at stores worldwide, it is ranked as a "favorite" by Apple.

Metrics	TOTAL 2013	June 2013	Variation vs Y-1	Variation vs M-1
Downloads	282 266	26 851	-50.84%	-29.61%
Unique Visitors	831 677	186 644	-31.29%	-7.71%
Visits	5 064 609	747 138	-64.59%	-0.41%
Page views	120 649 487	21 854 414	-38.50%	+19.86%
Info pane with UNESCO logo & text	741 070	85 396	-31.44%	-23.84%
Open UNESCO page from Heritage	39 163	3 560	-10.64%	-6.29%
Distinct UNESCO WHC pages opened	405	234	+69.57%	+10.38%
Most viewed UNESCO page	<a href="#">Site of Palmyra</a>	<a href="#">Site of Palmyra</a>	-	-

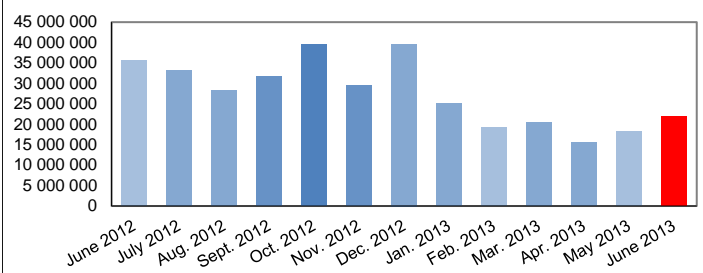
**Fotopedia-Heritage "App" visits are stable this month, but dropped by 64% when compared to June 2012**



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

Source: Fotopedia

**Despite a 20% increase this month, Fotopedia-Heritage "App" page views dropped by 38% from June 2012**



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

Source: Fotopedia

## 4. UNESCO Photobank

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

### 4.1. Photos requested online:

Themes	Nb of photos	%
Culture	53	20%
Education	151	57%
UNESCO	10	4%
Natural Sciences	11	4%
Social and Human Sciences	42	16%
Communication and Information	0	0
<b>TOTAL</b>	<b>267</b>	<b>100%</b>

Origin of request	Nb of requests	%
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	185	69%
Private sector	2	1%
Education (Schools, Universities, teachers, researchers)	3	1%
Media: Written and Audiovisual and Press	34	13%
Public sector (Museums, Bookshops)	43	16%
Government	0	0%
Others	0	0%
<b>TOTAL</b>	<b>267</b>	<b>100%</b>

Use of photos	Nb of photos	%
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	9	3%
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	204	76%
Exhibitions	43	16%
Websites	10	4%
Private use	1	0%
<b>TOTAL</b>	<b>267</b>	<b>100%</b>

### 4.2 Photo service

#### Number of photos

UNESCO photographers cover all events at Headquarters in which the Director-General participates, such as official visits and ceremonies organized at Headquarters (presentation of credentials, conferences, round tables, exhibition openings, etc.)

	June 2013	May 2013
Number of Events	<b>29</b>	19
Number of Photos	<b>N/A</b>	N/A

## 5. UNESCO Documents, Multimedia Archives and Library

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

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

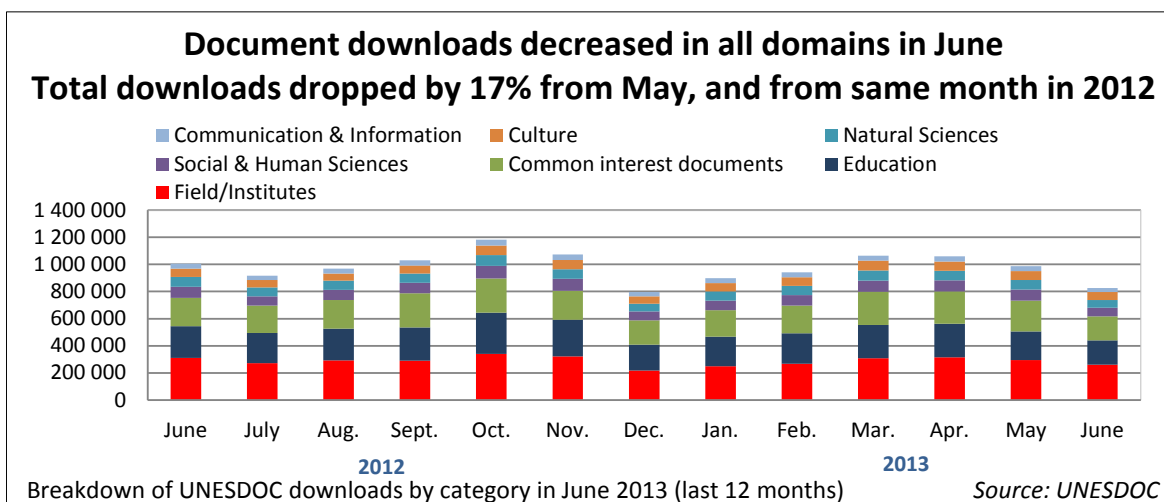
In June there were **137 558** records available online in PDF format (**137 044** in May), including documents, publications, communication material and other working documents.

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 June</b>	<b>826 551</b>
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	9 668	179 796	-14.96%	18
Natural Sciences	9 724	56 950	-18.97%	6
Social and Human Sciences	5 686	63 883	-21.03%	11
Culture	3 442	59 084	-12.17%	17
Communication and Information	2 405	30 387	-16.70%	13
Field & Institutes	8 583	259 774	-11.65%	30
Common interest documents	NA	176 677	-22.38%	NA



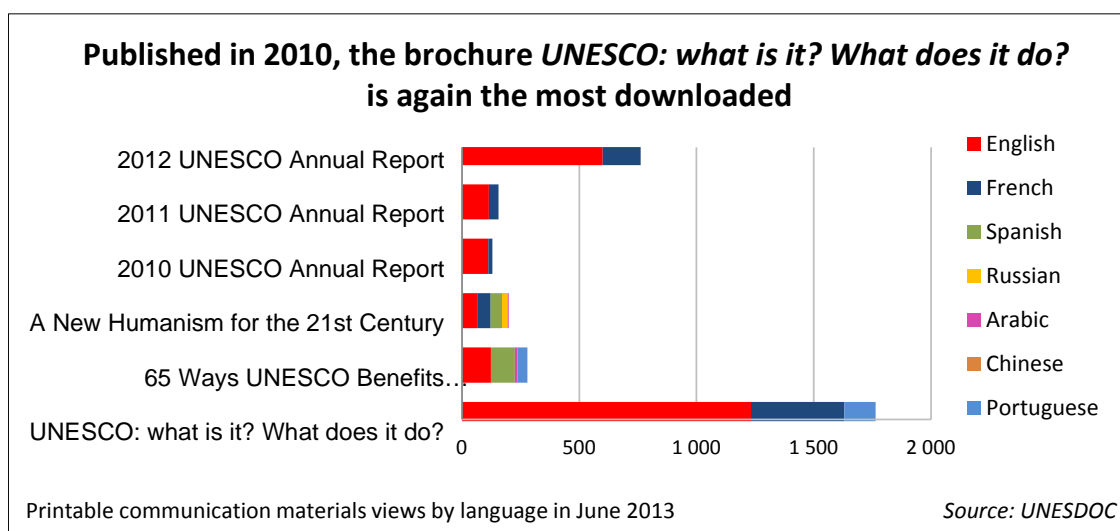
#### 5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	108 000
2	France	38 825
3	Mexico	37 651
4	Brazil	37 107
5	China	28 833
6	Spain	19 324
7	Argentina	17 323
8	Peru	14 155

9	Colombia	13 714
10	Venezuela (Bolivarian Republic of)	12 641
11	India	12 474
12	Canada	12 050
13	United Kingdom of Great Britain and Northern Ireland	11 775
14	Chile	11 426
15	Philippines	10 271

### 5.1.3 Printable Communication materials

Title	Total downloads in June							Total
	EN	FR	SP	RU	AR	ZH	POR	
<a href="#">2012 UNESCO Annual Report</a>	600	162						762
<a href="#">2011 UNESCO Annual Report</a>	115	41						156
<a href="#">2010 UNESCO Annual Report</a>	112	18						130
<a href="#">UNESCO: what is it? What does it do?</a>	1 232	399					133	1 764
<a href="#">65 Ways UNESCO Benefits Countries all over the World</a>	123	38	102		12		42	317
<a href="#">A New Humanism for the 21st Century</a>	65	57	49	24	4			199
<b>TOTAL</b>	<b>2 247</b>	<b>715</b>	<b>151</b>	<b>24</b>	<b>16</b>	<b>-</b>	<b>175</b>	<b>3 328</b>



## 5.2. Multimedia Archives – [www.unesco.org/archives/multimedia](http://www.unesco.org/archives/multimedia)

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

### 5.2.1 Statistics of consultation

	Month	Page views	Variation vs M-1	Visits	Variation vs M-1
<b>2013</b>	January	19 321	+22.50%	8 835	+14.09%
	February	23 250	+20.34%	10 119	+14.53%
	March	24 816	+6.74%	10 070	-0.48%
	April	31 649	+27.53%	19 125	+89.92%
	May	32 402	+1.92%	23 738	+21.62%
	<b>June</b>	<b>33 542</b>	<b>+3.99%</b>	<b>23 877</b>	<b>+2.65%</b>



### 5.2.2 Top 10\*

	Title	Views
1	<a href="#">Al-Zubarah - Pearl of the Past   Cultural diversity</a>	227
2	<a href="#">Education for all: six goals for 2015   Basic education</a>	171
3	<a href="#">Angkor Wat. Vishnu's heavenly palace   World heritage</a>	170
4	<a href="#">Acupuncture and moxibustion of traditional Chinese medicine   Intangible heritage</a>	169
5	<a href="#">A World for Inclusion   Inclusive education</a>	159
6	<a href="#">Medicinal Plants in the Hidden Land of Dolpo   Culture and development</a>	154
7	<a href="#">Inclusive Education: the Way of the Future/ Educación Inclusiva: El Camino hacia el futuro   Inclusive education</a>	153
8	<a href="#">Routes de l'esclave : une vision globale   Cultural diversity -</a>	148
9	<a href="#">The World Save Abu Simbel   World heritage</a>	146
10	<a href="#">The Tango   Intangible heritage</a>	143

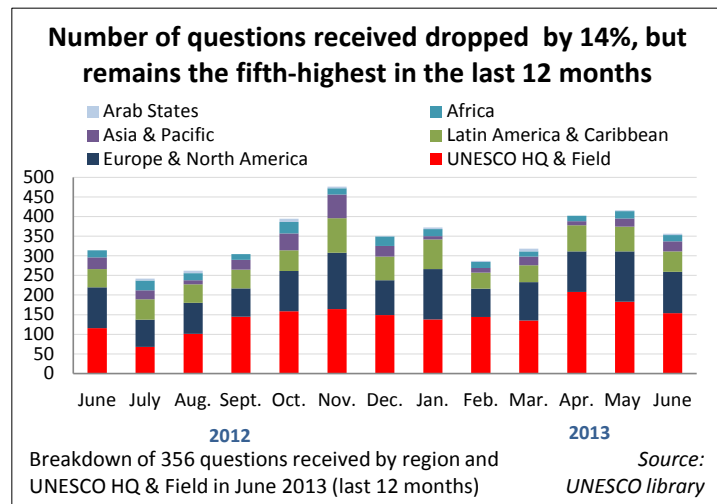
\* iTunesU not included

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

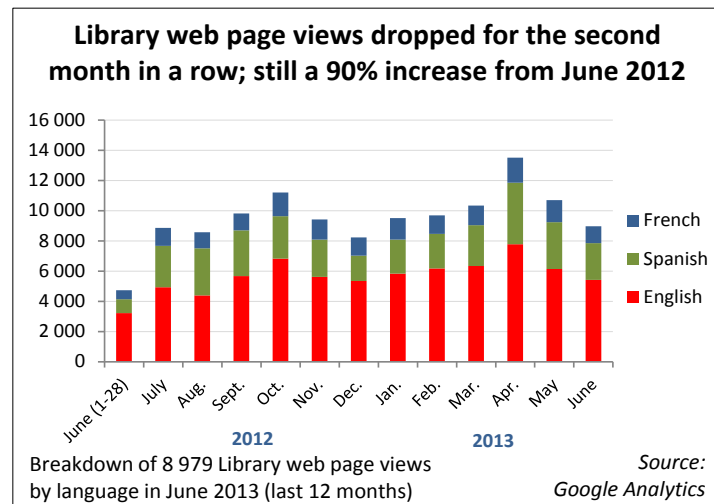
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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

#### 5.3.1 Questions received by: [library@unesco.org](mailto:library@unesco.org)



#### 5.3.2 Web page views:



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

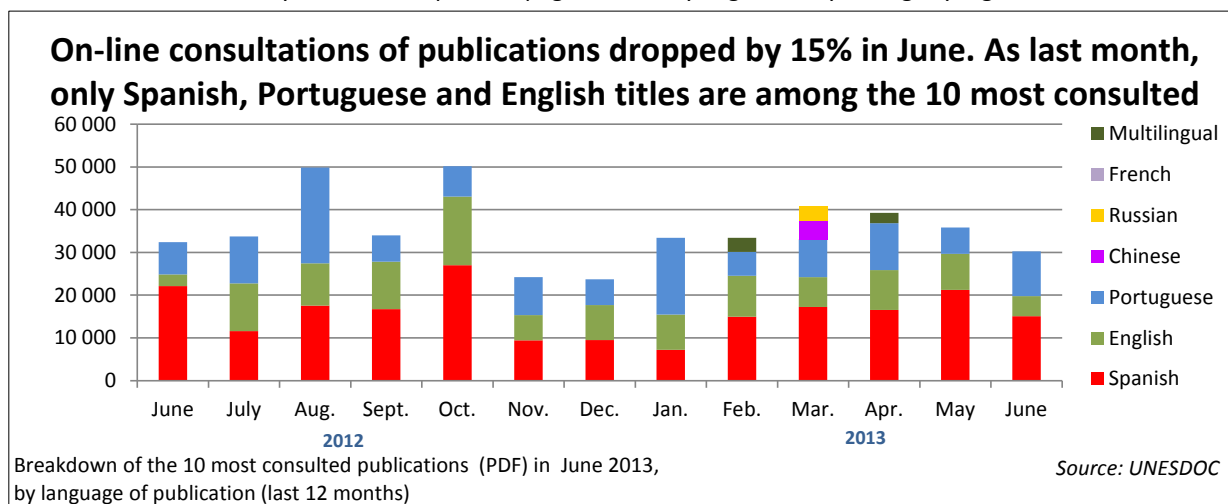
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical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

Online viewing of UNESCO top ten publications has dropped compared to April (-18%) and May (-15%) this year, and June of 2012 (-6%). In spite of this, viewing of Portuguese publications in the top ten has risen by 68%. The *EFA Global Monitoring Report* and the *World Water Development Report 4* continue to feature in the top 10 as does the *General History of Africa* in Portuguese (first 2 volumes). For the second month running a special mention should go to the top place which is the SHS publication *Philosophy: a School of Freedom*. This month there are no figures for UNESCO Publications on Google Books due to a technical problem with their site. Bookshop sales were again heavily dominated by titles largely from the Culture Sector on World Heritage (coinciding with the World Heritage Committee). The heavily promoted title *Journeys to School* in French and English continues to sell well on-line.

### 6.1. Top 10 most consulted PDFs in June (UNESDOC)

Title	Sector	Language	Views	Published
1 Actividades de educación ambiental para las escuelas primarias: sugerencias para confeccionar y usar equipo de bajo costo (Environmental education activities for primary schools: suggestions for making and using low cost equipment)	ED	Spanish	4 630	UNEP, 1992
2 Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	3 789	Paris, 2005
3 La Filosofía, una escuela de la libertad: enseñanza de la filosofía y aprendizaje del filosofar; la situación actual y las perspectivas para el futuro (Philosophy, a school of freedom: teaching philosophy and learning to philosophize; status and prospects)	SHS	Spanish	3 629	Paris, 2007
4 História geral da Africa, I: metodologia e pré-história da Africa (General history of Africa, I: Methodology and African prehistory)	CLT	Portuguese	3 212	Brazil, 2010
5 Mantenimiento de instalaciones eléctricas del establecimiento educacional	ED	Spanish	3 043	Santiago, 1998
6 O Índio brasileiro: o que você precisa saber sobre os povos indígenas no Brasil de hoje	ED	Portuguese	2 612	Brazil, 2006
7 Cultura de paz: da reflexão à ação; balanço da Década Internacional da Promoção da Cultura de Paz e Não Violência em Benefício das Crianças do Mundo	clt	Portuguese	2 519	Brazil, 2010
8 United Nations world water development report 4: managing water under uncertainty and risk	SC	English	2 495	Paris, 2012
9 Youth and skills: putting education to work, EFA global monitoring report, 2012	ED	English	2 199	Paris, 2012
10 História geral da Africa, II: Africa antiga (General history of Africa, II: Ancient civilizations of Africa)	CLT	Portuguese	2 106	Brazil, 2010

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

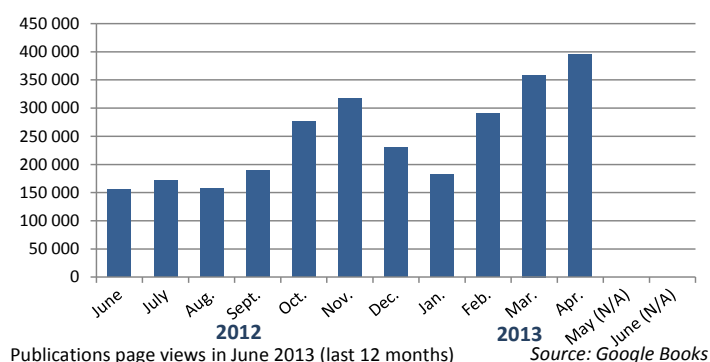


## 6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, 320 UNESCO publications (mainly recent titles) are available on the service, which allows readers to search for and browse these books online.

Month	Publications on Google Books	Book visits	Pages viewed	Book visits with buy clicks
June 2011	133	8 808	115 598	76
June 2012	210	12 141	155 048	97
<b>June 2013</b>	320	<b>NA</b>	<b>NA</b>	<b>NA</b>

### Figures from Google Books are not available this month



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

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

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

## 6.3. UNESCO Bookshop bestsellers\*

### Bookshop sales of UNESCO publications in June, top 5

	Title	Copies sold	Sector
1	UNESCO World Heritage Atlas	37	CLT/WHC
2	The World’s Heritage – Edition 2012 The Bestselling Guide to the Most Extraordinary Places	20	CLT/WHC
3	UNESCO: The Seeds of Peace	13	ERI/DPI
4	UNESCO World Heritage Desk Diary 2013	12	CLT/WHC
5	Les chemins de l’école	8	ERI/DPI

### Bookshop sales of non-UNESCO publications in June, top 5

	Title	Copies sold	Publisher
1	Le Patrimoine mondial de l'UNESCO Le guide complet des lieux les plus extraordinaires	4	Ouest-France
2	Las Naciones Unidas Hoy	3	UN
3	Charte des Nations Unies et statut de la Cour Internationale de Justice	2	UN
4	Les Nations Unies aujourd’hui	2	UN
5	El Patrimonio de la Humanidad Descripciones y mapas de localización de los 911 sitios Patrimonio de la Humanidad de la Unesco	1	Blume

## 6.4. Online and international sales

### Online and international sales of UNESCO Publications in June, top 5\*

	Title	Copies sold	Sector
1	Les chemins de l’école	30	ERI/DPI
2	Rankings and Accountability in Higher Education	14	ED
3	UNESCO World Heritage Atlas	14	CLT/WHC
4	Journeys to School	13	ERI/DPI
5	Human Rights: questions and answers	13	SHS

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

### Bookshop sales of UNESCO publications, lowest sellers in June

Title	Copies sold	Sector
World Heritage Review N° 68 - World Heritage in Cambodia	0	CLT/WHC
Rapport mondial de suivi sur l'éducation pour tous – 2012 Jeunes et compétences : L'éducation au travail	0	ED
IIEP n°97 – The Bologna Process : Its Impact in Europe and Beyond	0	IIEP
Museum International N° 251/252 Arts of the Arabian Peninsula - The United Arab Emirates' example -	0	CLT
Pressing for Freedom - 20 Years of World Press Freedom Day	0	CI

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

Title	Copies sold	Sector
Bouba et Zaza sont attentifs aux autres	0	ED
UNESCO Gran Atlas del Patrimonio Mundial	0	CLT
Global Education Digest 2012	0	UIS
Global Survey on Internet Privacy and Freedom of Expression	0	CI
Amazing Africa	0	ERI / AFR

\* 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, June 2013

Contract No.	Title	Publisher	Language	Date signed
J.2013-009	World Heritage Review	PFD Publications Ltd/UNESCO	English/French/ Spanish	11/06/2013
J.2013-010	Learning: the Treasure Within-Report to UNESCO of the International Commission on Education for the 21st century	Dower Internacional/UNESCO	Spanish (Mexican)	21/06/2013
C.2013-011	The educational kit "Diversidades: El juego de la creatividad"	UNESCO ETXEA-CENTRO UNESCO PAÍS VASCO	Spanish	19/06/2013
C.2013-012	Los siete saberes necesarios a la educación del futuro	Dower Internacional	Spanish (Mexican)	21/06/2013

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

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Ernst Klett Verlag GmbH	-“Niños de la calle” (text) featured on the following webpage: <a href="http://www.unesco.org/new/es/social-and-human-sciences/themes/fight-against-discrimination/education-of-children-in-need/street-children/">http://www.unesco.org/new/es/social-and-human-sciences/themes/fight-against-discrimination/education-of-children-in-need/street-children/</a> , © UNESCO 1995-2012.  -“Las fiestas indígenas dedicadas a los muertos” (text only) featured on the following webpage : <a href="http://www.unesco.org/culture/ich/es/RL/00054">http://www.unesco.org/culture/ich/es/RL/00054</a> , © UNESCO 1995-2012.	For inclusion in the work entitled “México” to be published in July 2013 by Ernst Klett Verlag GmbH, for a total print run of 22,000 copies in print form, as well as in CD-ROM format (included in the printed book). The estimated retail price per unit will be EUR 8.95.	Non-exclusive rights are granted for this edition only, in printed book form and CD-ROM format only, in the Spanish language only, for sale on the territory of Germany, Switzerland and Austria.  Due acknowledgement of UNESCO.  Free of charge	17/06/2013

Reed Elsevier (UK) Limited, trading as LexisNexis Butterworths	<p>- UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage, adopted by the General Conference at its 32nd session in Paris, 17 October 2003, © UNESCO 2003;</p> <p>- UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions, adopted by the General Conference at its 33rd session in Paris, 20 October 2005, © UNESCO 2005.</p>	For inclusion in the forthcoming work entitled "Butterworths Intellectual Property Law Handbook, 11th edition", to be published by 15 August 2013 by LexisNexis, for a total print run of 800 (eight hundred) copies in printed book form. The work will also be published in eBook format. The tentative price for each format is GBP 126. The work will also be sold at a combined price of GBP 150 for both format (printed book form and eBook) bought together	Non-exclusive world rights are granted for this edition only, in printed book form and eBook format only, in English only.  Due acknowledgement of UNESCO.  Free of charge	19/06/2013
CNED-Site de Vanves	Convention de l'UNESCO concernant la protection du patrimoine mondial, culturel et naturel, adoptée par la Conférence générale en sa 17ème session, 16 novembre 1972, © UNESCO 1972	<p>Pour inclusion dans un fascicule papier de devoirs dans le cadre de la préparation à l'entrée en IEP, intitulé « Questions contemporaines – Thèmes d'actualité » (Matière 1536).</p> <p>Le module de cette matière sera vendu 199 euros aux inscrits. Utilisation pour trois ans à compter de juillet 2013 à raison de 600 exemplaires imprimés par an.</p>	Droit non-exclusif pour cette édition seulement en langue française seulement, pour le format indiqué et distribution dans le monde entier.  Mention de la source. A titre gracieux	19/06/2013
Editions CEC inc. (Québec)	Tableau 3A "Education et protection de la petite enfance (EPPE): protection", p. 382 à 387, in <i>Rapport mondial de suivi pour l'éducation pour tous</i> , © UNESCO 2012	Pour utilisation dans une carte sur la vaccination incluse dans un ouvrage de géographie (niveau collège) intitulé « Atlas contemporain », par Marie-Pier Garmeau et Madeleine Rouleau, à paraître avant fin 2013 en format imprimé (10000 exemplaires) et numérique (estimation de 5000 exemplaires). La version numérique sera disponible sur clé USB ou PC, tablette tactile et accès web, avec contenus protégés et cryptés. Quantité totale de 15000 exemplaires. Prix de vente : CAD 59.95	Droit non-exclusif pour cette édition seulement en langue française seulement, pour les formats indiqués et distribution au Québec.  Mention de la source. A titre gracieux	20/06/2013
Center for Applied Linguistics (USA)	Figure on "Language vitality" featured in Box 3.3, p. 77 of UNESCO World Report Investing in Cultural Diversity and Intercultural Dialogue, © UNESCO 2010	For inclusion in the forthcoming work entitled " <i>Handbook of Heritage, Community and Native American Languages in the United States: Research, Educational Practice and Policy</i> ", to be published by 15 January 2014 by Routledge, for a total print run of 1,000 (one thousand) copies in printed book form (hardback and paperback). The tentative price per unit will be USD 114.95 in paperback and USD 295 in hardback. The work may also be published in eBook format.	Non-exclusive world rights are granted for this edition only, in printed book form and eBook format only, in English only.  Due acknowledgement of UNESCO.  Free of charge	20/06/2013

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

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

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

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
CLT	22	13	9	
SC	19	18	1	
CI	14	8	6	
ED	14	9	3	2
SHS	9	8	1	
ERI	7	7		
ODG	2	2		
BSP	1	1		
AFR	1	1		
<b>Total</b>	<b>89</b>	<b>67</b>	<b>20</b>	<b>2</b>

### 7.2 Events organized by Field Offices/ Institutes

Apia	3
Kathmandu	1
Nairobi	4
Rabat	1
Santiago de Chile	3
Venice	8
UNEVOC	2
<b>Total</b>	<b>22</b>

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

Type of Events taking place	at HQS	away from HQS
Category 2-Intergovernmental meeting	3	2
Category 3- Non-governmental conference	-	-
Category 4- International Congress	1	1
Category 5-Advisory Committee	-	2
Category 6-Expert Committee	3	2
Category 7-Seminars and Workshops	1	22
Category 8-Symposium	1	2
Event under UNESCO patronage	-	-
Exhibition	6	6
Internal Meeting	2	-
Headquarters Committee	-	-
Concert	1	-
Interagency Meeting	1	-
Consultative Meeting	1	2
Meeting by Member States or Institutions	1	10
Show	1	-
Press Conference	1	-
Special Event	5	1
Working group/Expert Meeting	-	6
Information meeting for Permanent Delegations	2	-
Executive Board	-	-
Prize Giving ceremony	3	-
<b>Total</b>	<b>33</b>	<b>56</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 Organizations' mandate. Cultural events, exhibitions, shows, and screenings, organized in cooperation with Member States and other partners contribute to the promotion of cultural diversity.

### 8.1. Conferences and Meetings

#### 8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
05/06	Remise du Prix Félix Houphouët-Boigny 2013	CRP	Salle I	1 200
06-7/06	Human Variome Project	SC/BES/BS	Salle XVI	40
07/06	Politique d'éducation de la Malaisie	ED/THE/TEP	Salle IV	80
07/06	Réunion du Jury du programme Voyager pour apprendre les métiers d'art	CLT/DDD/MUS	Salle V	30
10-14/06	4e Conférence de Parties-Convention 2005	CLT/WHC/PCM	Diverses salles	400
10-12/06	Formation CapEFA	ED/EO/PMC	Diverses salles	30
10-11/06	Forum ministériel sur les TIC dans l'éducation	ED/PDE/PAD	Salles XIII, XV	70
10/06	Management and protection of coastal wetlands	SC/IHP/HYD	Salle XIV	25
12-14/06	Meeting with AIRBUS	SC/EO/IKM	Salles III, IV	200
13/06	Présentation de l'initiative edX MOOC par Howard Lurie	CI/KSD/ICT	Salle VIII	45
17/06	First Meeting of the UIS Expert Group on Cultural Employment Statistics	FU/UIS/SCC/CLT	Salle XV	15
19-21/06	Foresight Know-Labs	BSP/FOR	Salle XV	36
21/06-5/07	46 <sup>e</sup> Session du Conseil exécutif de la COI et 27 <sup>e</sup> session de l'Assemblée de la COI	SC/IOC/ADG	Diverses salles	400
24-28/06	Convention 2003 : Réunion de l'organe subsidiaire	CLT/WHC/PCM	Salle IX	40
24-28/06	49e session du Bureau du PHI	SC/HYD	Salles XV, XVI	20
26/06	UNESCO's Hydro free and/or Open-source software Platform of Experts	CI/KSD/ICT	Salle XI	50
28/06-3/07	Réunion extraordinaire des États parties à la Convention de 1970	CLT/CEH	Salle XII	300
Total participation				<b>2 981</b>

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

#### 8.1.2 External rentals

Date	Title	Organizer	Place	Public
02/06	Paris International Model United Nations (PIMUN)	PIMUN	Salles I, V, XIV	700
03-05/06	"Global Conference"	Ateliers de la terre	Toutes les salles	2 500
06/06	Conférence Polyhandicap France	Groupe Polyhandicap France	Salle XI	260
07/06	Conférence donnée par le Professeur Joseph Maila sur le dialogue interculturel, la paix, l'éducation et l'évolution de la mondialisation	Déleg. perm. du Liban	Salle XIV	50
08/06	Cérémonie de remise de diplômes	SUDRIA	Salles I, III, V	2 100
11/06	Projection du film "Nestor Kirchner, La película"	Déleg. perm. de l'Argentine	Salle IV	100
12/06	Conférence « Un siècle de protection des Monuments historiques, pour quel avenir ? »	Vieilles Maisons Françaises (VMF)	Salle I	500
12/06	Conférence « La jeunesse malienne. Entre autonomie, mobilisation »	Déleg. perm. du Mali	Salle XI	80
14/06	Journée mondiale des donneurs de sang	Etablissement français du sang	Salle XI	250
19/06	Débat sur la transition énergétique : Comment passer du débat à l'action	HORISIS	Salle IX	150
20/06	Colloque international "Nutrition and Cancer:	Institut national du cancer	Salle XI	250

	Hot topics from biology to public health issue”			
27/06	9e édition du Festival International de la mode africaine	FIMA	Salle XII	200
Total participation				<b>7 140</b>

### 8.1.3 Electoral Groups Meetings

Date	Title	Organizer	Place	Public
3/06	Réunion du Groupe francophone	Groupe francophone	Salle XIII	60
3/06	Réunion du Groupe ASPAC	Délég. perm. de la Chine	Salle XV	20
4/06	Réunion du Groupe UE 2013	Délég. perm. de l'Irlande	Salle XVI	40
6/06	Réunion avec les membres africains du Conseil exécutif	Délég. perm. de Djibouti	Salle XIII	20
6/06	Réunion du Groupe I	Délég. perm. du Canada	Salle XIV	50
7/06	Réunion du Groupe II	Délég. perm. de la Bulgarie	Salle XIII	50
7/06	Plenary of the Group 77	Groupe 77	Salle III	60
10-13/06	Meetings for UE Coordination Meetings	Délég. perm. de l'Irlande	Salle III	30
10-11/06	Réunion du Groupe arabe	ALECSO	Salles III, IV	40
10/06	Réunion plénière de l'OCI	OCI	Salle XI	40
11/06	Réunion du Groupe africain	Délég. perm. Djibouti	Salle III	20
11/06	Réunion conjointe GRULAC et Groupe africain	Délég. perm. de Bolivie	Salle III	40
11/06	Réunion du Groupe I	Délég. perm. de Bulgarie	Salle IV	40
11/06	Réunion du Groupe I	Délég. perm. de la Belgique	Salle VII	40
12/06	Réunion du Groupe de travail du GRULAC	Délég. perm. du Venezuela	Salle VIII	30
13/06	Réunion du Groupe ASPAC	Délég. perm. de la Chine	Salle XIV	20
17/06	Réunion plénière du GRULAC	Délég. perm. de la République dominicaine	Salle XVI	70
19/06	Réunion du Groupe de Genève	Délég. perm. de la République de Corée	Salle XVI	40
25/06	Réunions du Groupe UE 2013	Délég. perm. de l'Irlande	Salle XIV	40
25/06	Africa Group Meeting	Délég. perm. de Zambie	Salle XIII	60
27/06	Réunion du Groupe II	Délég. perm. de Bulgarie	Salle XIII	40
Total participation				<b>850</b>

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

- o The June electronic calendar was sent to **20,324 subscribers** (+15,428 subscribers: new subs. +emails lists merging)
- o The paper version was printed out in **2,500 copies** (in French)
- o **10 events** were organized, co-organized and/or promoted in June by DPI/PRP (Public Relations and Partnerships Section)

#### 8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
03-05/06/2013	Let be Light	Permanent Delegation of the Republic of Bulgaria	Séгур Hall	N/A
03-07/06/2013	Colors for the Planet, Art Camp 2012	Permanent Delegation of Andorra	Salle des Pas Perdus	N/A
10-14/06/2013	Petrykivka painting: the color of a tradition	Permanent Delegation of Ukraine	Salle des Pas Perdus	N/A
17-29/06	Journeys to School <b>Partnership based event</b>	Sector for External Relations and Public Information, and Education Sector	Boston City Hall	N/A
03/05-26/08/2013	Heritage under the Waves	Culture Sector	Fences around Hqs	N/A



## 8.2.2 Shows, Screenings and Award ceremonies

Date	Title	Organizer	Place	Public*
10/06/2013	Peacock Variations (show)	Permanent Delegation of Hungary	Room I	800
15/06/2013	El Gusto Concert	Permanent Delegation of Algeria	Room I	1 350
17-19/06/2013	The Golden Nights – Panorama 2013 (Screenings of short movies awarded by worldwide academies of cinema) <b>Partnership based event</b>	Sector for External Relations and Public Information in partnership with the Cesar Academy	Room I	Avg. 680/day
Week-ends June 2013	“Océans grandeur nature” Special Programme <b>Partnership based event</b>	Natural Sciences Sector	Nat Geo Wild Tv Channel	N/A

## 8.2.3 Conferences, forums

Date	Title	Organizer	Place	Public*
03-05/06/2013	Planet Workshops - 8th edition <b>Partnership based event</b>	Les Ateliers de la terre and Natural Sciences Sector	Rooms I, II, III, IV and XII	1 000
10/06/2013	60 Years of DNA	Natural Sciences Sector	Room IV	200

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

## 8.3. UNESCO Visits

The Visitors' Service organized a total of **33 visits** for **655 visitors** in June 2013.

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

### 1. Requests

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

### 2. Languages

Visits in French	31	94%
Visits in English	1	3%
Other	1	3%

### 3. Type of visits

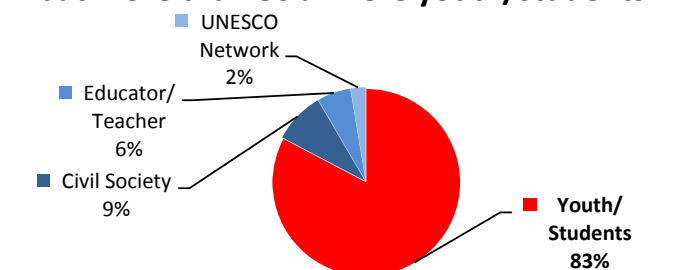
Group Visits	25	68%
Spontaneous Visits	7	19%
Individual Visits	1	3%
Incl. Thematic Conferences	4	11%

### 4. Origin

Europe and North America	581	89%
Asia and Pacific	0	0%
Latin America and the Caribbean	74	11%
Arab States	0	0%
Africa	0	0%

## 5. Profile of visitors

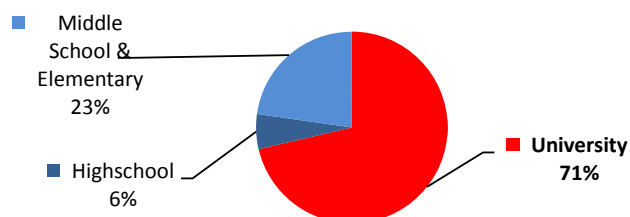
### Number of visitors received dropped by 46%, but more than 80 % were youth/students



Breakdown of 655 UNESCO visitors in June 2013

Source: UNESCO

### Almost 3/4 of Youth/Students visiting UNESCO were at University level



Breakdown of 541 Youth/Student visitors in June 2013

Source: UNESCO

## 9. UNESCO logo exposure

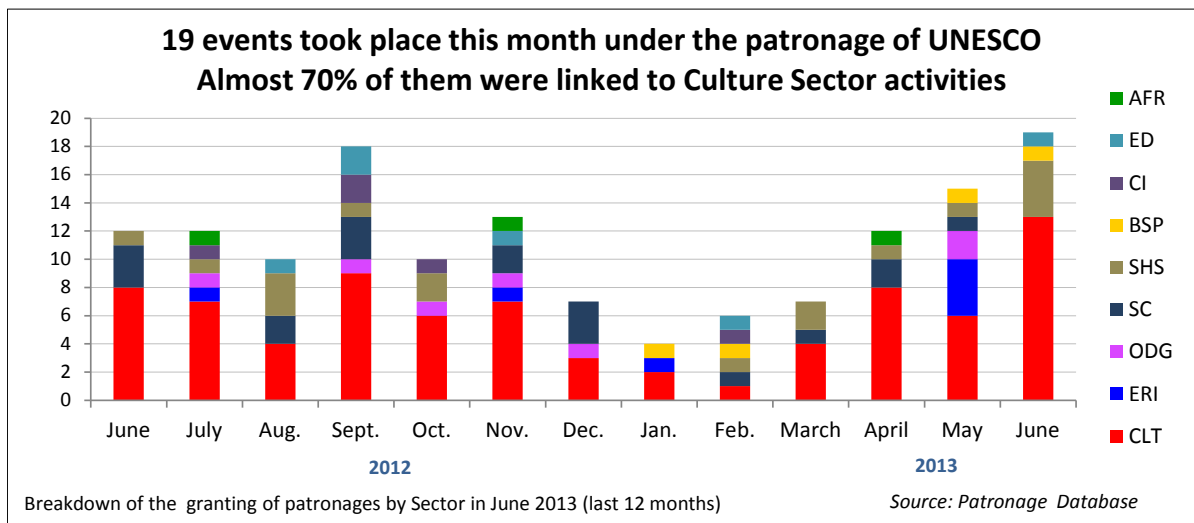
### 9.1. Patronage

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

The following **19 events** which have been granted UNESCO's patronage took place in June 2013:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/06	Poland	"Poetry Unites-My Favorite Poem" contest 2013 in Warsaw	Civil society & young people	CLT
01/06	Switzerland	Activities organized by "Les instruments de la paix- Genève" for promoting peace through music such as: repair, maintenance and production workshop of string instruments in Bethlehem, a summer school for a small group of Palestinian and Israeli students	Young musicians	CLT
02/06	Switzerland	2e édition des "Rencontres Orient-Occident" à Sierre - Conférences, ateliers, débats, concerts	Development agencies, civil society	CLT
04/06	Austria	World Sports Festival 2013 in the region of Vienna and Lower Austria	Athletes & young people	SHS
07/06	Poland	International Conference "Children Migrants and Third Culture Kids. Roots and Routes" in Cracow	Educators, researchers & policy-makers	BSP
10/06	Andorra	Exhibition entitled "Petrykivka painting - the colour of traditions" at UNESCO HQ	Permanent Delegations, UNESCO networks, the public	CLT
10/06	Hungary	Gala evening at UNESCO HQ entitled "Peacock Variations" to celebrate the 10th Anniversary of the Convention for the Safeguarding of the Intangible Cultural Heritage	Permanent Delegations, UNESCO networks, the public	CLT
12/06	France	Colloque international "Un siècle de protection des Monuments historiques, pour quel avenir?" au siège de l'UNESCO	Policy-makers & specialists	CLT
12/06	Slovenia	International Philosophical Forum on the occasion of the 200th anniversary of the birth of the Danish philosopher Soren Kierkegaard	Philosophers	SHS
13/06	Republic of Congo	Forum des Jeunes de la CEMAC sur le thème "Action collective de la jeunesse pour l'intégration sous-régionale maintenant"	Young people and youth workers	SHS
15/06	France	Exposition rétrospective de la Citadelle et du Musée des Beaux-Arts et d'Archéologie de Besançon consacrée aux œuvres du sculpteur sénégalais Ousmane Sow	Civil society	CLT
15/06	China	4th International Festival of Intangible Cultural Heritage, Chengdu	Intl. organisations, policy-makers, specialists and the general public	CLT
17/06	France	Colloque "Conservation, Restauration et Santé/Sécurité des personnes et l'environnement" à Draguignan	Specialists	CLT
18/06	Azerbaïdjan	5th International Workshop on Azerbaijani Carpets in Buku organized by the Ministry of Culture and Tourism & the State Museum of Azerbaijani Carpet and Applied Art	Specialists	CLT
18/06	Russian	International conference "Yakut heroic epos	Specialists	ED

	Federation	Olonkho - Masterpieces of oral and intangible heritage of humanity in the context of world epics in Yakutsk		
20/06	France	Colloque "Yves Person, historien de l'Afrique engagé dans son temps" organisé par le Centre d'Etudes des Mondes Africains	Specialists	CLT
25/06	Slovenia	25th International Folklore festival entitled Folkart in Maribor	Civil society	CLT
26/06	France	Soirée culturelle et poétique "Hommage aux langues maternelles" dans le cadre de la célébration du centenaire de la naissance d'Aimé Césaire	Civil society	CLT
28/06	France	Open des jeunes de tennis au Stade Français organisé par BNP Paribas	Tennis players and the public	SHS



## 10. Media Partnerships

UNESCO has partnership agreements with the media, such as newspaper companies (Asahi Shimbun / Japan, Dong-A Daily and The Chosun Ilbo / Korea) and TV networks (NHK and TBS / Japan, SWR / Germany). Memoranda of Understanding have been recently signed with major press agencies (RIA Novosti / Russia, Xinhua News Agency / People's Republic of China, Al Jazeera / Qatar).

The general purpose of these partnerships is to enhance public awareness of our message and activities through written and audiovisual products where the name and logo of UNESCO is present. The results of these partnerships are measurable according to the area of collaboration (e.g. intangible cultural heritage) in terms of UNESCO name and logo exposure to the Media audience (statistical data) and comments by the readers/audience if any.

### 10.1. NHK (Japan)

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

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

Duration: until December 2014

Explanation of partnership: [http://www.nhk.or.jp/sekaiisan/info\\_unesco.html](http://www.nhk.or.jp/sekaiisan/info_unesco.html)

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

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

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

**Regular programs (NHK General)**

Title of the Program: **Series World Heritage 100**

Area of broadcast: **Japan and Worldwide**

Estimate number of households as viewers in Japan (Video Research Inc): **17,791,000 households in main Kanto region = 1 percent of audience share corresponds to 177,910 households in main Kanto region.**

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

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

**No Special programs (Satellite channel) this month.**

### 10.2. TBS (Japan)

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

Partnership began: 1994

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

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

Countries and regions of broadcast: **Japan**

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

Sponsorship: **SONY**

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience Share</i>
02/06	<a href="#">Rock Islands Southern Lagoon (Palau)</a>	30 min.	6.0%
09/06	<a href="#">The Jantar Mantar, Jaipur (India)</a>	30 min.	3.9%
17/06	<a href="#">Coiba National Park and its Special Zone of Marine Protection (Panama)</a>	30 min.	4.7%
23/06	<a href="#">Fujisan-sacred place and source of artistic inspiration 1 (Japan)</a>	30 min	5.7%
30/06	<a href="#">Fujisan-sacred place and source of artistic inspiration 2 (Japan)</a>	30 min	5.2%

Average audience share in June: **5.1 percent** (for the first broadcast)

Estimate number of viewers in Japan: **4,653,000** (for the first broadcast)

The total number of audience accessed to the program in June was estimated at **18,715,000.**

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

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

Partnership began: October 2010

Products: **News and interviews**

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

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

Network: partnership with more than 100 foreign news media

Links to titles by language (other than Chinese)	Nb of reports
<a href="#">English</a>	98
<a href="#">Spanish</a>	63
<a href="#">Russian</a>	37
<a href="#">French</a>	32
<a href="#">Arabic</a>	10
In June, a total of <b>240 reports</b> were released on UNESCO through Xinhuanet	

#### 10.4. RIA Novosti

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

Partnership began: September 2010

Duration: until December 2013

Products: **News and interviews**

Output: **RIA Novosti website** (<http://en.rian.ru/>) in Russian, English, German, French, Arabic, Persian, Spanish, Japanese, Chinese

Network: partnership with more than 100 foreign news media

Date	Titles of Reports on UNESCO in Russian	Page views
01/06	<a href="#">Veliky Novgorod Kremlin Walls to Open for Tourists</a>	226
02/06	<a href="#">Tajikistan Celebrates National Festival Sabantuy</a>	510
03/06	<a href="#">Turkey's Lake Tuz May Become UNESCO World Heritage Site</a>	67
04/06	<a href="#">International IT Forum Kicks Off in Yugra</a>	219
05/06	<a href="#">Environmentalists Name Russia's 10 Most Threatened Natural Sites</a>	1201
05/06	<a href="#">PHOTO. World's Most Pristine Places</a>	25
05/06	<a href="#">Hollande Awarded UNESCO Peace Prize for His Contribution to Stability in Africa</a>	236
06/06	<a href="#">A Cultural Guide to Novosibirsk: Where to Go on June 6 - 12</a>	545
06/06	<a href="#">Olga Sviblova's Biography</a>	490
06/06	<a href="#">Igor Yurgens' Biography</a>	182
08/06	<a href="#">World Oceans Day</a>	273
10/06	<a href="#">Tikhon Khrennikov's Biography</a>	673
10/06	<a href="#">Oil Slick Discovered at Southern End of Lake Baikal</a>	140
11/06	<a href="#">Russian Tour Operators Explore Tourism Opportunities in Mexico City</a>	302
11/06	<a href="#">36 Metric Tons of Garbage Removed from Lake Baikal's Olkhon Island in Five Days</a>	144
13/06	<a href="#">Residents of Lake Teletskoye Shore Fined for Illegal Earthworks</a>	83
13/06	<a href="#">Monument to Icon Painter Dionisius May Be Erected in Ferapontovo, Vologda Region</a>	43
14/06	<a href="#">Altai Prosecutor's Office Demands Teletskoye Lake Area to Be Cleaned</a>	78
18/06	<a href="#">Leo Tolstoy's Heirs Look for Volunteers to Proofread 90 Volumes of his Complete Works</a>	15806
18/06	<a href="#">Foreign Ministry Did Not Propose to Exclude Historical Center of St. Petersburg from UNESCO List - Gatilov</a>	370
18/06	<a href="#">St. Petersburg Did Not Propose to Exclude Suburbs from UNESCO World Heritage List</a>	446
18/06	<a href="#">UNESCO Commission Did Not Propose to Exclude Historical Center of St. Petersburg from World Heritage List</a>	542
18/06	<a href="#">No One Was Going to Exclude St. Petersburg Sites from UNESCO World Heritage List</a>	2029
19/06	<a href="#">St. Sophia's Cathedral and Kiev Pechersk Lavra Remain in UNESCO World Heritage List</a>	114
19/06	<a href="#">The Portrait and Bust of Charles de Gaulle Transferred to Great Patriotic War Museum</a>	34
20/06	<a href="#">St. Petersburg International Economic Forum: Facts and Figures</a>	9812
20/06	<a href="#">Heritage Sites in Syria Threatened - UNESCO</a>	294
20/06	<a href="#">UNESCO Ready to Change Borders of Nature Reserves in the Caucasus and Komi Republic</a>	90
21/06	<a href="#">Gennady Padalka's Biography</a>	138
21/06	<a href="#">Over 200 Impacted by Stomach Virus in the US</a>	189
21/06	<a href="#">Mount Etna Included in UNESCO List of Heritage Sites</a>	70
21/06	<a href="#">Excluding St. Petersburg Suburbs from UNESCO List Was a Misunderstanding</a>	243
21/06	<a href="#">Smolny to Create New Task Force on Interaction with UNESCO</a>	57
22/06	<a href="#">Mount Fuji Included in UNESCO World Heritage List</a>	477
22/06	<a href="#">Last Week in St. Petersburg: SPIEF, Conflicts in Circus and Russian Institute of Art History</a>	239
23/06	<a href="#">Chersonesos Included in UNESCO World Heritage List</a>	1216
24/06	<a href="#">Activists Plant 25 Acres of Coniferous Forest in Altai in May-June</a>	50
25/06	<a href="#">Historical Site in Tatarstan May be Included in UNESCO World Heritage List</a>	148
26/06	<a href="#">Cultural Heritage Preservation Forum to Open in Khakassia</a>	99
27/06	<a href="#">Biography of Singer Alsou</a>	1396
27/06	<a href="#">First Mini Eco-Trail Appears in Altai Nature Reserve</a>	27

27/06	<a href="#">The Land of Titian Tourist Project to Launch Year of Italy in Russia</a>	114
28/06	<a href="#">International Biennale of Amber Craft to Open in Kaliningrad</a>	98
29/06	<a href="#">Moscow's Kolomenskoye Park to Host Tatar-Bashkir Festival of Sabantuy</a>	595
29/06	<a href="#">Sabantuy Competition Winners in Tomsk Will Be Presented with Sheep and Meat Grinder</a>	74
<b>Total reports in Russian: 45</b>		<b>Total page views: 40 204</b>

Date	Titles of Reports on UNESCO in French	Page views
03.06	<a href="#">Un lac d'essence souterrain menace le Baïkal</a>	28
05.06	<a href="#">Les régions les moins polluées du monde</a>	405
05.06	<a href="#">Afrique: Hollande reçoit le Prix de l'Unesco pour la paix</a>	16
06.06	<a href="#">Marche</a>	1
20.06	<a href="#">Syrie: 6 sites sur la liste du patrimoine mondial en danger (Unesco)</a>	3
<b>Total reports in French: 5</b>		<b>Total page views: 453</b>

Date	Titles of Reports on UNESCO in Spanish	Page views
04.06	<a href="#">Moscú presenta Festival infantil "El Sol en tus manitas"</a>	29
05.06	<a href="#">Los lugares más limpios del planeta</a>	553
21.06	<a href="#">El volcán Etna ya es Patrimonio Mundial de la UNESCO</a>	5
<b>Total reports in Spanish: 3</b>		<b>Total page views: 587</b>

Date	Titles of Reports on UNESCO in English	Page views
06.06	<a href="#">World's Most Pristine Places</a>	170
19.06	<a href="#">Russian PM Pledges to Close Baikal Paper Mill</a>	12
<b>Total reports in English: 2</b>		<b>Total page views: 182</b>

Date	Titles of Reports on UNESCO in German	Page views
20.06	<a href="#">Unesco: Syriens Welterbestätten bedroht</a>	9
<b>Total reports in German: 1</b>		<b>Total page views: 9</b>

<b>TOTAL REPORTS: 56</b>	<b>TOTAL page views in June: 41 435</b>
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## 10.5. Südwestrundfunk (SWR) - [www.schaetze-der-welt.de](http://www.schaetze-der-welt.de)

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

Partnership began: 1995

Products: **Documentary films – 404 films produced to date**

Output: **3 sat** (Cultural channel for Germany, Switzerland and Austria), **Phoenix** (Documentary channel for Germany), **SWR Fernsehen** (Regional channel of ARD) and [Südwestrundfunk website](#)

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

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

Day/time	Nb of films	Audience share	Viewers / film	Total viewers
Sunday 7.45 pm	3	0.5	133 333	400 000
Monday 12.45 pm	2	0.3	25 000	50 000
Tuesday 9.45 pm	3	0.9	213 333	640 000
Extra shows, different times	0	-	-	-
In 24 hours round the world (24 hours programme about World Heritage)	25 (chapters)	1.9	227 200	5 680 000
<b>Total</b>	<b>33</b>			<b>6 770 000</b>

### ▪ Phoenix – documentary channel (Germany)

Day/time	Nb of films	Audience share	Viewers / film	Total viewers
Different days and times	5	2.8	104 000	520 000
<b>Total</b>	<b>5</b>			<b>520 000</b>

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

Day/time	Nb of films	Audience share	Viewers / film	Total viewers
Saturday 6 am	5	3.5	22 000	110 000
Saturday 4.45 pm (only Saarland)	5	3.6	6 000	30 000
Extra shows, different times	0	-	-	0
<b>Total</b>	<b>10</b>			<b>140 000</b>