



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2014/PIPMR/40/REV

Monthly Visibility Report

April 2014

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Executive Summary

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

Media and Major Events

The two events organized by UNESCO that received the greatest media coverage in April were World Book and Copyright Day along with International Jazz Day.

UNESCO's report on Mobile Reading in the Digital Era, issued as part of World Book and Copyright Day, was very favourably covered by media all over the world and the press release on the subject gave rise to numerous interview requests that the Education Sector was able to answer in several languages. In Latin America, the Mafalda event was also covered extensively.

Jazz Day was particularly well reported in Japan, which hosted this year's main celebration. A press conference in Osaka gave rise to articles in all the country's leading newspapers. Meanwhile, Jazz Day events in the U.S.A., Saudi Arabia and Lebanon were well covered nationally.

Towards the end of the month, there were several newspaper articles on the attribution of the UNESCO/Guillermo Cano World Press Freedom Prize to Ahmet Şik.

UNESCO also featured prominently in the press due to extraneous events, chiefly in Ukraine. The Executive Board Resolution on the subject and Ambassador Mitrofanova's press release were covered extensively in the Russian and Ukrainian media. UNESCO was also referenced in articles about the implications of the Ukrainian crisis on Crimean heritage. The President of the Russian Duma's visit to UNESCO attracted considerable attention from the world press because of the Ukrainian crisis.

The world's media also reported the fire in Chile's Valparaiso World Heritage site extensively, while articles started appearing about nominations for inscription on the World Heritage List, ahead of the World Heritage Committee's meeting to be held in June in Doha, Qatar.

The following events are highlighted in the Major Events pages:

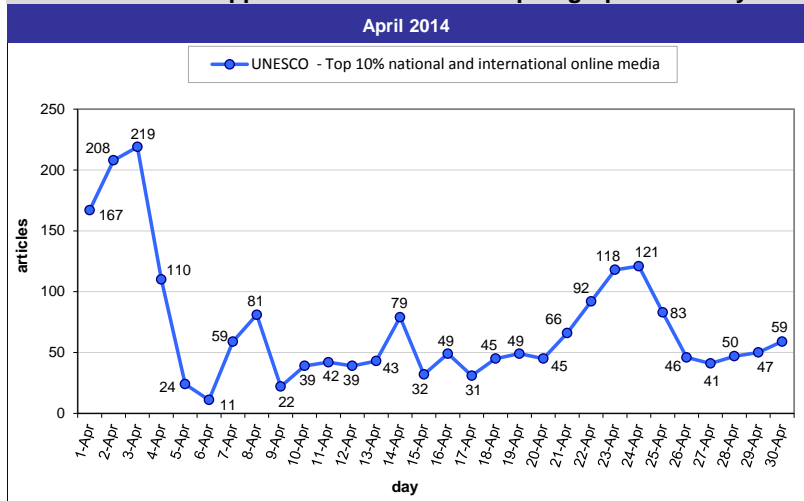
- **World Book and Copyright Day (23/04)**
- **International Jazz Day (30/04)**

UNESCO Website and Social Media Channels

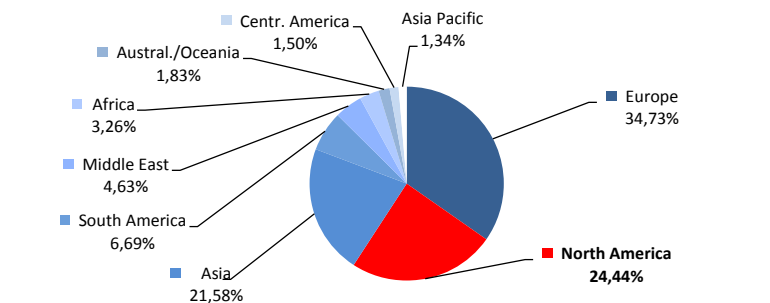
April traffic declined by 11% after the particularly high increase in March 2014. Despite this first decrease of the year, representing as well the first drop since August 2012 when comparing to previous year's monthly figures, more than 7.1 million page views were recorded this month. Since the beginning of the year, UNESCO's public website got on average some 7,200,000 page views per month, an increase by 7% over 2013 and by 29% when compared to 2012. Among all events of the month, "World Book and Copyright Day" and "International Jazz Day" pages were the most viewed.

Unesco.int followed the trend of the main website. Page views dropped slightly (7%) but remain well above same month last year figure (+86%). Unescommunity registered an increase in page views (+4%) after two consecutive months of decline.

Articles published daily in top 10% national and int'l on-line media in which "UNESCO" appears in the title or first paragraph of a story



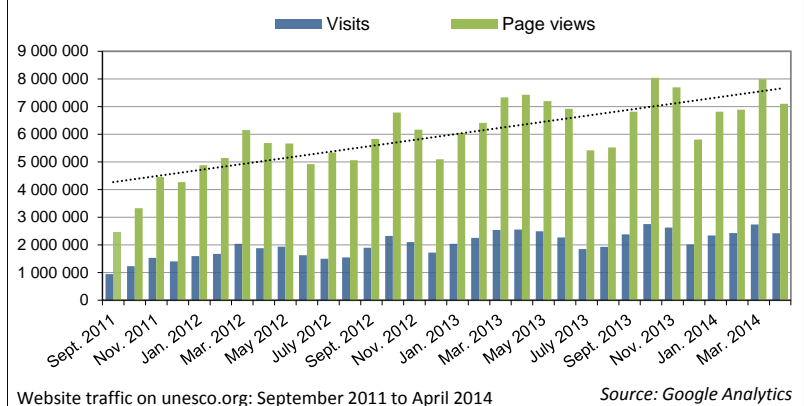
More than 54,000 articles monitored worldwide in all media (+3%) Extensive media coverage in North America (+23% compared to March)



Breakdown by region of 54,768 articles monitored in all media sources mentioning "UNESCO" in April 2014

Source: Meltwater News

More than 7.1 million page views this month First drop in traffic since Dec. 2013 (-11% compared to March 2014)



Website traffic on unesco.org: September 2011 to April 2014

Source: Google Analytics

UNESCO's social media channels continued to grow in April 2014, with strongest results on Spanish Facebook (+77%) and Arabic Twitter (+16%). On Spanish Facebook, growth is currently at a highly viral stage. The jump from 35K to 62K likes suggests that it is being endorsed by people or organizations with strong followings. It is also the result of our solid public information network in Latin America, with collaboration from field offices. Similarly, the Arabic Twitter account has begun counting among its new followers well-known personalities with substantial audiences in the Arab world.

DPI's initiative to organize this year's World Book and Copyright Day led to spectacular results, including sharing by almost all UNESCO Creative Cities of Literature and endorsement by leading personalities such as @StephenFry. While communications planning is critical for social media success, the ability to spontaneously participate in the hottest discussions of the moment is equally important. One of the month's top messages pays homage to writer Gabriel Garcia Marquez. Posted within minutes after his death was announced, our messages had achieved prime news value, helping us reach tremendous audiences.

Efforts must be made to develop working ties with social media channels, especially Facebook. UNESCO continues to suffer from poor indexing in the social graph, largely because the page was first created, and only searchable, as "United-Nations-Educational-Scientific-and-Cultural-Organization-UNESCO" (see introduction p. 13).

Publications

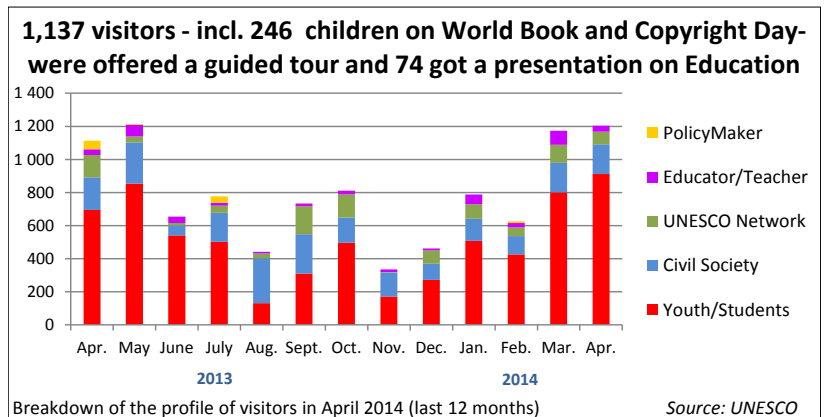
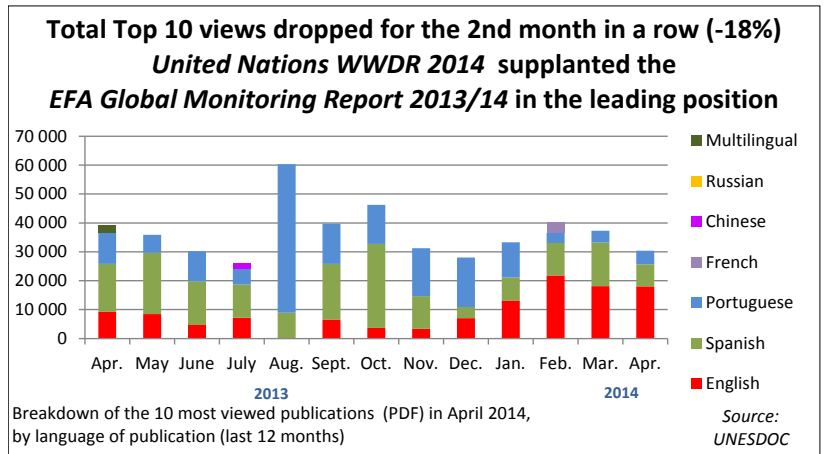
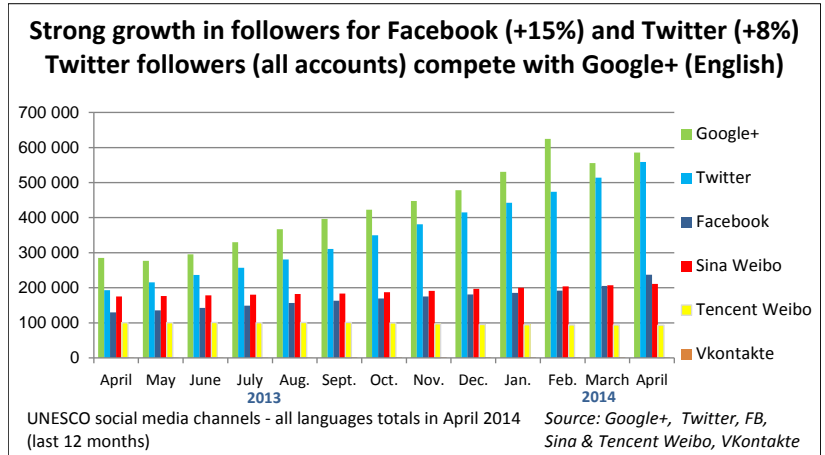
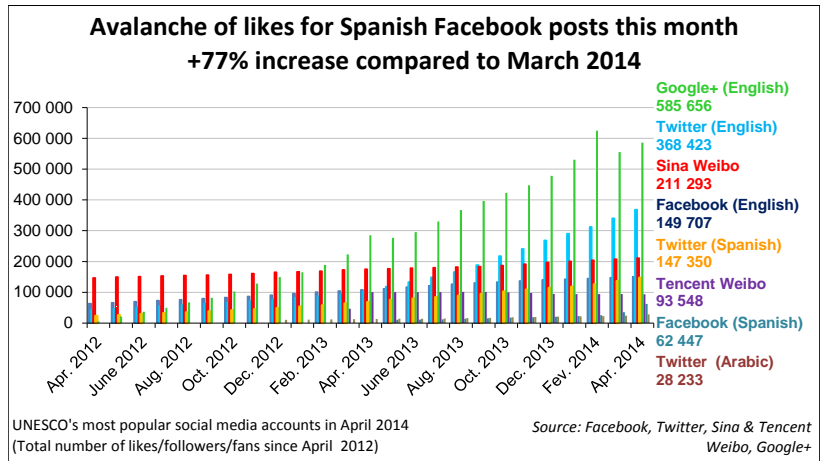
Online viewing of UNESCO top ten publications in April has decreased since March of this year (-18%) and compared to April last year (-22%). The proportion of downloaded English titles in the Top 10 is very high due to the continued success of the *EFA Global Monitoring Report 2013-2014* and the *World Water Development Report 5* as well as two English titles made especially available for World Book and Copyright Day - *World Heritage Guide* and *Memory of the World* – for which download figures represent 24 hours of free accessibility. Bookshop sales were largely dominated by World Heritage titles while online and international sales show interest in the *World Water Development Report 5* and in *World Trends in Freedom of Expression and Media Development*.

UNESCO visits

Thanks to the involvement of interns, the visitor's service managed to respond favourably to as many requests as possible for a guided tour. Visits carried out for leisure centres on the occasion of World Book and Copyright Day have offset the minimum service imposed during the Executive Board.

Focus on a Field Office

The fourth episode of this topic aiming to highlight the outreach efforts in the Field focuses on our **Office in Brazzaville** (see p. 6, in French)



Major events:

I. World Book and Copyright Day (23 April)

World Book and Copyright Day is an annual event, celebrated all around the world to promote reading and the cultural aspects of books.

UNESCO has celebrated this day on 23 April for 19 years now, providing an opportunity to reflect on ways to better disseminate the culture of the written words and to allow all individuals to access it, through literacy programmes, open educational resources, and support for careers in publishing, book shops, libraries and schools.

This year, a major event has taken place at UNESCO Headquarters to raise public awareness, especially among young people, about the publishing world:

- **12 booksellers and publishing companies** have promoted their books and shared their passion for reading in organized booths;
- **13 artists** participated to spread awareness among young people with the traditional book and e-publishing techniques through practical workshops (typography, illustration, bookbinding, manga, etc.);
- More than **300 people** have assisted in the event.

In parallel, an international drawing competition has been organized with the support of National Commissions. This competition intended to mobilize young people aged 6 to 13 to participate actively in promoting books and reading. More than **500 children** have expressed their ideas of “Respecting differences” through a drawing in the form of a book cover. In this way, children and teachers made a collective effort in thinking on books’ contribution to education and dissemination of knowledge. National Commissions have pre-selected and submitted to UNESCO HQ **180 drawings** for final selection (in process).

Field offices have been encouraged to take part in this important celebration either through organising their own activities or through the support and cooperation with civil society organisations.

The World Heritage Guide and *Memory of the World*, two UNESCO’s flagship publications, have been made freely available online on that day. About **2,600 people** have downloaded it in 24 hours.

An interactive map has also been designed highlighting **196 events** run by librarians, booksellers and publishers around the world.

On the occasion of the Day, the Permanent Delegation of Greece organized a **Meeting on Copyright and Related Rights in the Digital Environment** attended by some 50 participants.

See also annexed report.

Participants: More than 300 visitors at Headquarters.

Audience: Leisure centres in Ile-de-France (children and animators), UNESCO’s Children’s Club, UNESCO Staff, journalists.

Communication materials and activities:

- [Media advisory](#) (16/04)
- [Message from the Director-General for WBCD](#)
- [Dedicated webpage](#)
- [Visual identity for WBCD](#)
- [Flyer](#), Poster, [Bookmark](#)
- Infographic
- [Celebrations Map](#)
- Launch of the report [Reading in the Mobile Era](#)
- [Video interview with Mark West](#) on *Reading in the Mobile Era*
- [Exhibition](#) on the 50th birthday of Mafalda
- Workshops and demonstrations (Manga, writing, calligraphy, 3D...)
- [Competition: Make your own book cover](#) for children aged 6 to 13
- Meeting on Copyright and Related Rights in the Digital Environment

Website statistics: Media advisory: 196 visits/828 page views. On dedicated webpage: [Link 1](#): 12,106 visits/22,167 page views; [Link 2](#): 377 visits/647 page views. In total: 12,483 visits/22,814 page views). Video interview with Mark West: 1,106 views. 2,600 views on 24 April only for the publications *World Heritage Guide* and *Memory of the World*.

Press coverage: UNESCO’s report on Mobile Reading in the Digital Era, issued as part of World Book and Copyright Day, was very favourably covered by media all over the world. The press release on the subject gave rise to numerous interview requests that the Education Sector was able to answer in several languages. In Latin America, the Mafalda event was also covered extensively. In total some 1,357 articles mentioning World Book and Copyright Day were monitored in April in all media sources.

Social media: World Book and Copyright Day has performed exceptionally well this year. Always a crowd-pleaser, the Day benefitted from promotional activities organized by DPI, unlike past years when there was no dedicated budget or programme. Our social media efforts were a resounding success, by all accounts. Out of 20 tweets posted in all languages, 9 were retweeted between 310 and 741 times. In Spanish, the day was a trending topic on Twitter, as for the past 2 years. On Facebook, the most popular post in Spanish got 960 likes. All UNESCO Cities of Literature, with the exception of Melbourne, shared UNESCO’s message and helped drive advocacy for books, through social media. They helped us secure key influencers, such as the mayor of Dublin, who mentioned the @UNESCO day in his newly established Twitter account; and British celebrity @StephenFry, who promoted the link to our Day page in a [tweet](#) that was retweeted 1,452 times and favorite 1,001 times. Thanks to these networks, social media played a powerful role in generating web traffic, and also strategically driving traffic to initiatives such as the free publications. More advance planning in the future will be needed to secure more key influencers, helping to drive advocacy in all languages.



II. International Jazz Day (30 April)



On April 30th 2014, celebrations to mark the International Jazz Day were held in more than 190 countries. Many of these celebrations were organized with the support of UNESCO Field Offices and National Commissions.

The city of Osaka (Japan) hosted the main concert (around 35 international artists on stage, including UNESCO Goodwill Ambassador Herbie Hancock and UNESCO Artist for Peace Marcus Miller), as well as a Day Programme of 16 educational activities, including performances, roundtable discussions, master classes, instrumental workshops and more, conducted by world-renowned jazz musicians and educators at the Osaka School of Music.

A press conference was held in Osaka. Hans d'Orville, ADG/BSP, represented the Director-General. Herbie Hancock and Marcus Miller took the floor, as well as the Director of the Thelonious Monk Institute of Jazz (TMIJ), main partner of UNESCO for this event along with the City of Osaka. Some 70 journalists, mainly Japanese, were present and accredited for the concert.

The concert was webcast by UNESCO.org, the US State Department and The Thelonious Monk Institute of Jazz, main partner of the event.

Participants: 12,000 people attended the main concert in Osaka.

Audience: Some 15 percent were VIP's, UNESCO guests and journalists, and 85 percent people from Osaka who paid their tickets (some of the proceeds will be donated by the City of Osaka for victims of the earthquake and tsunami that hit Fukushima in 2011).

Communication materials and activities:

- Web releases ([04/03](#), [30/04](#) (1), [30/04](#) (2))
- [Director-General's message for IJD 2014](#)
- [Video message by the DG for IJD 2014](#)
- [Dedicated webpage](#)
- [Celebrations map \(outreach\)](#)
- [Daytime educational activities](#)
- Press conference in Osaka
- Jazz Day Kit ([logo](#), [poster](#), [banner](#), ...)
- [Global Organizer's interviews](#)
- [Artists' interviews](#) (E. Spalding, T. Hino, H. Hancock, M. Miller)
- [Photo gallery](#)
- Live streaming, Webcast on demand
- Videos: [Osaka Global Concert](#), [Panel discussion](#) (H. Hancock, M. Miller), [Interview with DD. Bridgewater](#)

Website statistics: Web releases: [04/03](#): 896 visits/1,916 page views; [30/04](#) (1): 38 visits/258 page views; [30/04](#) (2): 48 visits/650 page views (30 April-25 May).

On dedicated webpage in April: [Link 1](#): 6,878 visits/9,839 page views [Link 2](#): 984 visits/1,362 page views. In total from 1 April to 25 May: 9,671 visits/13,546 page views. Photo gallery (1-25 May): 30 visits/71 page views.

Press coverage: International Jazz Day was particularly well covered in Japan, which hosted the main event. A press conference in Osaka gave rise to extensive articles in the country's leading newspapers. Jazz Day events in the U.S.A., Saudi Arabia and Lebanon were also extensively reported in the countries concerned. In total, hundreds of articles were monitored all over the world.

Social media: Social media efforts had very limited impact, despite an earnest effort. Having no targeted audience of jazz fans, the reaction to our jazz day content was quite tepid. Efforts to obtain musical content - necessary to engage audiences – were in vain because of copyright issues. The Facebook page dedicated to Jazz Day got some 41,200 likes, but did unfortunately not share any of UNESCO's content despite multiple requests, and mistagged our page, preventing its audiences from learning about UNESCO's messages. Efforts to involve our Goodwill Ambassador, Artist for Peace, and other participating jazz artists failed, being told that they were too busy. None of them picked up and shared – what was expected – our content. Yet, their social media channels had several posts promoting the official Int'l Jazz Day page. The engagement of key stakeholders with our posts are essential to help drive the discussion. This year, all we did was drive traffic outside UNESCO communications channels, without reciprocation in the areas most strategic for our outreach needs.



Focus on UNESCO Office in Brazzaville

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

Au cours du mois d'avril, le Bureau de Brazzaville a participé aux activités phares suivantes :

▪ **Semaine africaine de la science, la technologie et de l'innovation (14-18 avril 2014)**

Le rôle de l'UNESCO en sciences, technologie et innovation (STI) est triple : une réflexion sur l'élaboration des politiques scientifiques; un guide sur les réformes de politique scientifique nationale et un catalyseur pour la coopération régionale et internationale. L'UNESCO a été un catalyseur pour la création de réseaux régionaux qui contribuent à la réforme des politiques scientifiques nationales. Des forums régionaux parlementaires sur la S & T ont été mis en place sur tous les continents depuis 2004 destinés à renforcer la politique scientifique. L'UNESCO a accompagné cette nouvelle et passionnante initiative, d'abord en aidant à l'élaboration initiale de la stratégie africaine pour la science et la technologie, puis en co-organisant la première conférence ministérielle africaine sur la science et la technologie à Nairobi en 2003. Et enfin, en appuyant la deuxième conférence ministérielle sur le même thème en 2005. Pour assurer une approche cohérente parmi les agences des Nations Unies, l'UNESCO a également tenu une réunion en juin 2006 pour préparer avec ses agences soeur le sommet de l'Union Africaine en 2007.

Dans cette perspective, Brazzaville a abrité la semaine africaine de la science, la technologie et l'innovation. Cette importante rencontre a été organisée par l'Union Africaine et le Ministère congolais de la recherche scientifique et de l'innovation technologique. La délégation de l'UNESCO était conduite par Lidia Brito, Directrice de la Division des politiques scientifiques et du renforcement des capacités.

Durant de cette semaine, ont été organisées : la réunion du Congrès panafricain d'éthique et de bioéthique (COPAB), la réunion de la Conférence des ministres africains de la science et de la technologie et l'Assemblée générale de l'Académie africaine des sciences.

Au cours de ces assises, on a assisté à la remise du prix Olusegun Obasanjo pour la science, la technologie et l'innovation en Afrique et au lancement du Prix Denis Sassou Nguesso pour l'innovation en Afrique.

Les interventions de l'UNESCO étaient essentiellement axées sur la présentation du programme GO->SPIN, l'alliance science/technologie/innovation, le rôle de l'innovation dans le développement du continent africain.

L'annonce de la semaine a été faite par communiqué de presse. La semaine a réuni 500 participants.

▪ **Célébration de la Journée internationale du jazz 2014 (26 avril 2014)**



Le Bureau de Brazzaville a co-organisé et célébré la 3^e édition de la Journée internationale du Jazz avec la Mairie de Brazzaville, l'Ambassade des Etats-Unis d'Amérique, l'Institut français du Congo et le Commissariat général du Festival panafricain de musique. Cette commémoration s'est tenue à l'Institut français du Congo avec plus de 400 participants.

A cette occasion, ont été organisés : un atelier d'apprentissage musical sur le Jazz, une exposition des archives audio-musicales du Jazz (photo) et un concert musical de Jazz. La cérémonie était marquée par la lecture du message de la Directrice-générale de l'UNESCO par Ana Elisa de Santana Afonso, Représentante de l'UNESCO au Congo et

par l'allocution du Maire de Brazzaville. Les Ambassadeurs, les Chefs d'agences des Nations Unies, les musiciens, les autorités congolaises y ont pris part. Le public a suivi les sonorités du Jazz pleines d'émotion, d'improvisation, d'inspiration et de créativité. Au terme de cette cérémonie, le Maire a pris l'engagement solennel de soutenir tous les groupes de jazz.

▪ **Participation de l'UNESCO à la mise en œuvre de l'UNDAF 2014-2018**

Le Bureau de Brazzaville participe à la mise en œuvre de l'UNDAF 2014-2018 à travers les groupes et sous-groupes gouvernance, éducation, santé, eau, assainissement, hygiène, protection sociale, environnement et développement durable, nutrition et sécurité alimentaire. C'est ainsi que le 15 avril dernier, au niveau du groupe éducation, des représentants des trois Ministères de l'éducation, du patronat, de la société civile, des Ambassades, ont participé à une importante réunion. Les Ministères ont présenté les réformes et projets en cours sur l'enseignement supérieur et technique. Ces projets visent notamment la modernisation de l'Université, l'amélioration des offres de formation, la création des filières de spécialités, l'évaluation interne et externe du système LMD, la stratégie sectorielle de l'éducation.

▪ **Lancement du projet UNESCO-Fonds en dépôt du gouvernement chinois (CFIT) intitulé « Améliorer la formation des enseignants pour combler le fossé de la qualité de l'enseignement en Afrique ».**

La République populaire de Chine et l'UNESCO unissent leurs efforts pour améliorer la qualité de la formation initiale et continue des enseignants en Afrique. Après la phase d'analyse des besoins, l'équipe du projet s'est attelée à rédiger les deux documents du projet présentés à la réunion du 24 avril 2014 à la Bibliothèque universitaire : sur le diagnostic : Analyse des besoins et le PRODOC, document du projet.

Ce projet vise à former suffisamment d'enseignants qualifiés pour réaliser les objectifs de l'EPT, en augmentant les capacités des instituts de formation de la République du Congo (Ecole normale supérieure, Ecole normale d'instituteurs). Il améliorera également les compétences et les savoir-faire des enseignants. Annonce faite par communiqué de presse.

Media/Communication

En l'absence de site Internet et de fonds pour soutenir les activités de communication relatives à l'information du public, la messagerie électronique est l'outil de communication utilisé pour la diffusion des informations du Bureau de Brazzaville (communiqués de presse des activités/avis aux médias) ou du Siège.

Canaux utilisés pour l'information des médias : des listes d'envois des organes de presse écrite et audio-visuelle (privés/publics) et des points focaux 'Communication du Système des Nations Unies. Supports de communication : communiqués de presse, articles de presse et pages magazines.

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).

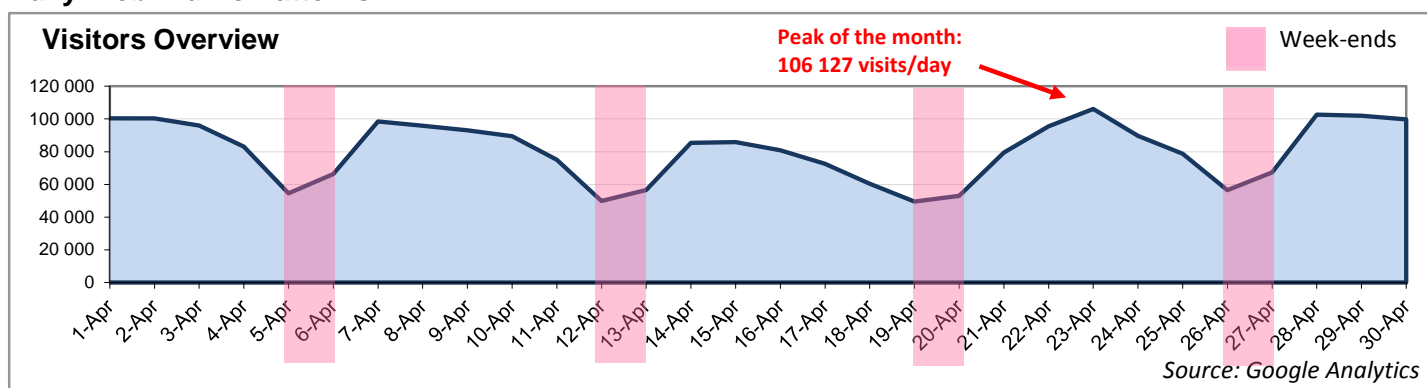
Web traffic shown here (page views, visits, visitors, country and language of visit, etc) has been measured since September 2011 with the free Google Analytics toolset via tags embedded in pages. More detailed statistics on specific programmes can be made available to the responsible officers upon request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

April traffic declined by 11% after the particularly high increase in March 2014. Despite this first decrease of the year, representing as well the first drop since August 2012 when comparing to previous year's monthly figures, more than 7.1 million page views were recorded this month. Since the beginning of the year, UNESCO's public website got on average some 7,200,000 page views per month, an increase by 7% over 2013 and by 29 % when compared to 2012. Among all events of the month, "World Book and Copyright Day" and "International Jazz Day" pages were the most viewed.

Unesco.int followed the trend of the main website. Page views dropped slightly (7%) but remain well above same month last year figure (+86%). Unescocommunity registered an increase in page views (+4%) after two consecutive months of decline

1.1. April 2014 Traffic

Daily Web Traffic Patterns



1.2. Monthly visits

	Page views ¹	Variation vs Y-1	Variation vs M-1	Visits ²	Variation vs Y-1	Variation vs M-1	Unique Visitors ³	Variation vs Y-1	Variation vs M-1
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%
June 2013	6 916 019	+40.60%	-3.84%	2 272 982	+39.83%	-8.92%	1 726 341	+39.15%	-9.23%
July 2013	5 416 438	+1.42%	-21.68%	1 854 215	+23.22%	-18.42%	1 421 448	+22.99%	-17.66%
Aug. 2013	5 518 793	+8.93%	+1.89%	1 931 105	+24.81%	+4.15%	1 499 047	+24.70%	+5.46%
Sept. 2013	6 811 946	+16.87%	+23.43%	2 383 880	+25.62%	+23.45%	1 866 997	+27.26%	+24.55%
Oct. 2013	8 039 105	+18.57%	+18.01%	2 758 024	+18.73%	+15.69%	2 172 606	+22.13%	+16.37%
Nov. 2013	7 697 000	+24.87%	-4.26%	2 624 633	+24.53%	-4.84%	2 055 039	+28.25%	-5.41%
Dec. 2013	5 809 160	+13.99%	-24.53%	2 021 049	+17.12%	-23.00%	1 605 614	+20.98%	-21.87%
Jan. 2014	6 818 120	+11.96%	+17.37%	2 346 342	+14.73%	+16.10%	1 858 451	+18.14%	+15.75%
Feb. 2014	6 886 875	+7.37%	+1.01%	2 427 056	+7.64%	+3.44%	1 927 962	+11.77%	+3.74%
March 2014	7 989 912	+9.04%	+16.02%	2 737 332	+7.87%	+12.78%	2 121 680	+10.82%	+10.05%
April 2014	7 102 844	-4.36%	-11.10%	2 424 151	-5.09%	-11.44%	1 875 292	-2.88%	-11.61%

1.3. Visits by Area of Interest in April 2014 (This data only covers tagged subsites)

Areas of interest	Visits ² in April 2014	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	2 424 151	-5.09%	-11.44%
Home & Central Service pages	277 402	+5.45%	-5.03%
Worldwide	24 659	-6.93%	-10.02%
Education for the 21st Century and ED Sector	141 415	-18.94%	-19.04%
One Planet, One Ocean & Science for a Sustainable Future and SC Sector	66 853	-20.19%	-53.26%
Learning to Live Together and SHS Sector	53 478	+8.41%	-15.37%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 235 929	-0.28%	-10.71%
World Heritage	1 098 322	+2.37%	-11.43%
Intangible Heritage	52 800	+10.26%	-6.25%
Culture Sector (excl. Intangible Heritage)	84 807	-28.54%	-3.48%
Fostering Freedom of Expression & Building Knowledge Societies and CI Sector	55 944	-13.83%	-21.24%
Field offices (only those tracked)	129 829	-2.27%	-16.53%
UIL*	23 154	+15.92%	-1.93%
IIEP*	172 715	-0.59%	-5.32%
UNEVOC*	39 321	+46.07%	+4.84%

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

1.4. UNESCO Website Visitors

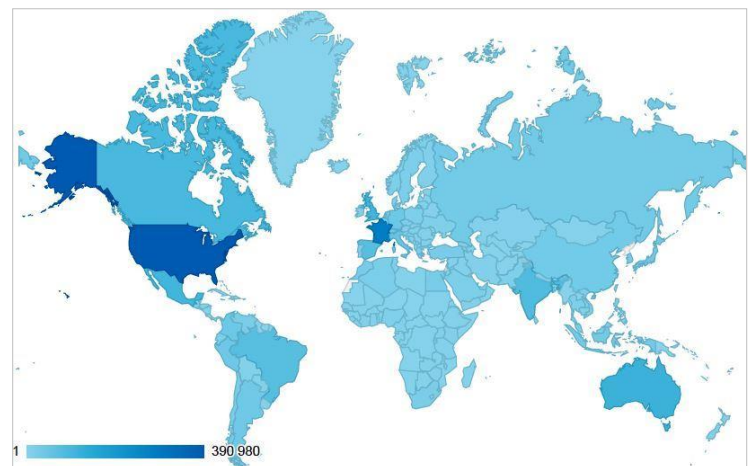
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	390 980	16.13%	-1.50%	2.74	00:02:29
France	282 544	11.66%	-12.03%	3.42	00:04:55
Australia	112 055	4.62%	-44.53%	3.91	00:05:43
Mexico	102 178	4.22%	-33.17%	2.63	00:03:03
United Kingdom	101 645	4.19%	-13.70%	2.84	00:02:37
Canada	92 077	3.80%	-10.33%	3.60	00:03:36
India	81 223	3.35%	-1.23%	2.49	00:02:41
Spain	71 801	2.96%	-8.68%	3.23	00:03:08
Brazil	71 136	2.93%	-17.73%	2.26	00:02:39
Italy	45 487	1.88%	-1.38%	3.47	00:03:18

Top 10 visitors' language

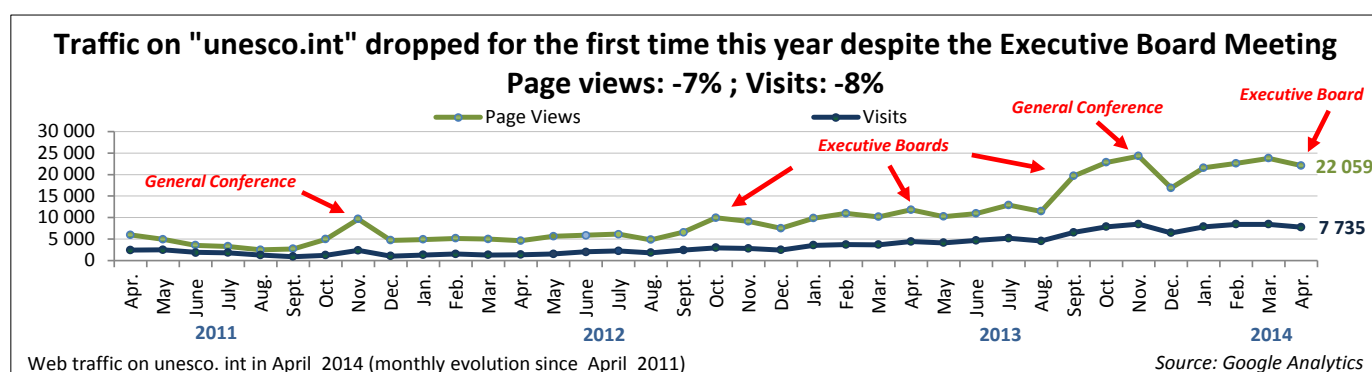
Language	Visits ²	% of Total visits	Variation vs M-1
English	1 257 800	51.89%	-10.76%
Spanish	352 678	14.55%	-20.31%
French	336 213	13.87%	-10.42%
Portuguese	77 061	3.18%	-18.82%
Chinese	49 777	2.05%	-1.53%
Russian	47 480	1.96%	+13.01%
Italian	39 048	1.61%	-5.61%
German	38 512	1.59%	-6.97%
Arabic	30 513	1.26%	-21.05%
Japanese	30 402	1.25%	+13.53%

Geographical origin of visits (source: Google Analytics)



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

	Month	Page views ¹	Variation vs Y-1*	Variation vs M-1	Visits ²	Variation vs Y-1*	Variation vs M-1	Pages/ Visit	Variation vs M-1	Avg Visit duration
2013	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
	July	12 880	+109.77%	+17.81%	5 184	+131.22%	+11.03%	2.79	+8.14%	00:03:38
	August	11 434	+136.97%	-11.23%	4 524	+152.46%	-12.73%	2.65	-5.02%	00:03:21
	September	19 680	+198.59%	+72.12%	6 522	+167.95%	+44.16%	2.92	+10.19%	00:04:33
	October	22 800	+129.72%	+15.85%	7 843	+166.04%	+20.25%	3.17	+8.56%	00:05:26
	November	24 306	+167.30%	+6.61%	8 472	+200.96%	+8.02%	3.22	+1.58%	00:05:33
	December	16 879	+125.05%	-30.56%	6 423	+162.06%	-24.19%	2.92	-9.32%	00:05:14
2014	January	21 556	+118.93%	+27.71%	7 836	+120.61%	+22.00%	2.84	-2.76%	00:05:13
	February	22 600	+106.13%	+4.84%	8 433	+127.06%	+7.62%	2.86	+0.70%	00:05:08
	March	23 763	+134.05%	+5.15%	8 416	+129.26%	-0.20%	2.93	+2.45%	00:05:21
	April	22 059	+86.85%	-7.17%	7 735	+75.12%	-8.09%	2.92	-0.34%	00:05:12



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

	Month	Page views ¹	Variation vs M-1	Visits ²	Variation vs M-1
2013	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%
	July	61 358	+15.80%	18 994	-1.68%
	August	40 829	-33.46%	14 354	-24.43%
	September	24 531	-39.92%	9 138	-36.34%
	October	14 769	-39.79%	4 866	-46.75%
	November	11 307	-23.44%	3 885	-20.16%
	December	7 004	-38.06%	2 071	-46.69%
2014	January	14 234	+103.23%	3 619	+74.75%
	February	12 853	-9.70%	3 789	+4.70%
	March	12 651	-1.57%	4 114	+8.58%
	April	13 238	+4.64%	4 507	+9.55%

Traffic indicators explained:

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

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

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

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

UNESCO products for written and audiovisual media are:

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

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

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

Languages	Page views	Variation vs Y-1*	Variation vs M-1*
Total	100 431	-7.32%	-26.52%
English (EN)	51 555	-11.29%	-26.15%
Spanish (ES)	23 249	-2.96%	-18.55%
French (FR)	12 978	-8.00%	-23.77%
Arabic (AR)	5 156	+8.46%	-58.08%
Chinese (ZH)	3 035	+8.63%	-41.27%
Russian (RU)	4 458	-3.80%	+16.61%

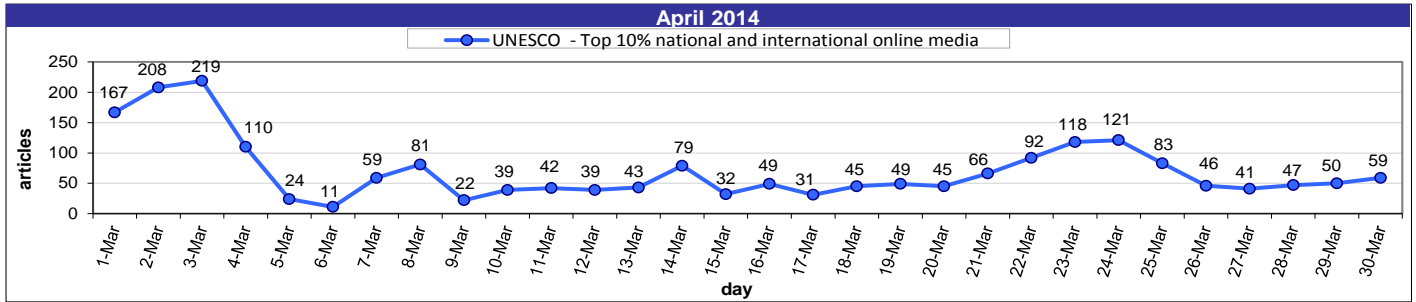
* Based on figures published in the Monthly Reports.

2.2. Press releases/Media advisories in April 2014

1.	01/04	UNESCO Director-General condemns murder of Egyptian journalist Mayada Ashraf
2.	02/04	Russian pianist Denis Matsuev designated UNESCO Goodwill Ambassador
3.	05/04	Director-General condemns killing of journalist Anja Niedringhaus in Afghanistan
4.	10/04	Turkish journalist Ahmet Şik laureate of UNESCO Guillermo Cano World Press Freedom Prize 2014
5.	11/04	UNESCO Sharjah Prize for Arab Culture awarded to the Arab Image Foundation and to writer Farouk Mardam Bey
6.	15/04	Director-General offers UNESCO's support for Chile in the face of devastating fires in Valparaiso
7.	15/04	Director-General condemns murder of Honduran radio manager Carlos Mejía Orellana
8.	16/04	Director-General condemns attack on Emmanuel de Merode, Director of the Virunga National Park (DRC)
9.	16/04	World Book and Copyright Day celebrated at UNESCO with Mafalda, manga and calligraphy from around the world
10.	19/04	Director-General calls for investigation into the murder of Philippines journalist Rubylita Garcia
11.	22/04	UNESCO study shows effectiveness of mobile phones in promoting reading and literacy in developing countries
12.	22/04	Director-General mourns U Win Tin, champion of freedom of expression in Myanmar
13.	24/04	Director-General condemns killing of Lebanese media workers Hamza Al-Hajj Hassan, Mohamed Muntich and Halim Alouh in Syria
14.	25/04	UNESCO/Guillermo Cano World Press Freedom Prize awarded to Turkish journalist Ahmet Şik on 2 May

2.3. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in top 10% national and international on-line media, in which “UNESCO” appeared in the title or first paragraph of a story in April (Source: Meltwater News)



The two events organized by UNESCO that received the greatest media coverage in April were World Book and Copyright Day along with International Jazz Day.

UNESCO’s report on Mobile Reading in the Digital Era, issued as part of World Book and Copyright Day, was very favourably covered by media all over the world and the press release on the subject gave rise to numerous interview requests that the Education Sector was able to answer in several languages. In Latin America, the Mafalda event organized as part of the Day was also covered extensively.

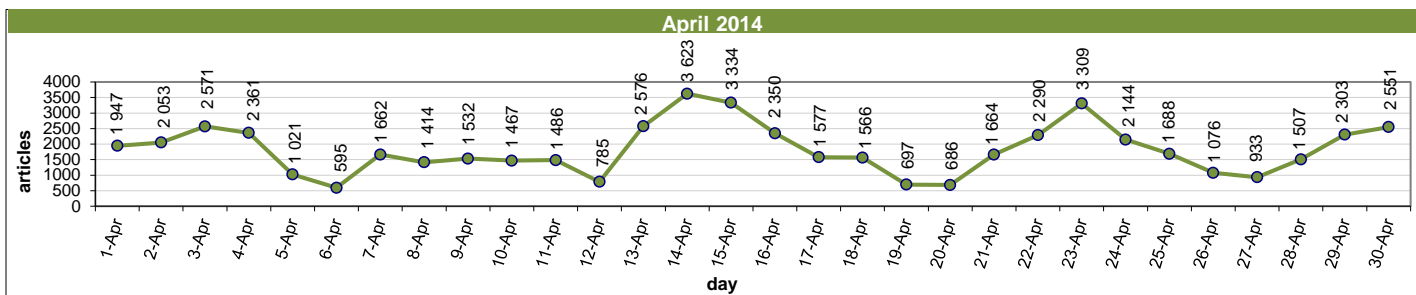
Jazz Day was particularly well reported in Japan, which hosted this year’s main celebration. A press conference in Osaka gave rise to articles in all the country’s leading newspapers. Meanwhile, Jazz Day events in the U.S.A., Saudi Arabia and Lebanon were well covered nationally.

Towards the end of the month, there were several newspaper articles on the attribution of the UNESCO/Guillermo Cano World Press Freedom Prize to Ahmet Şik.

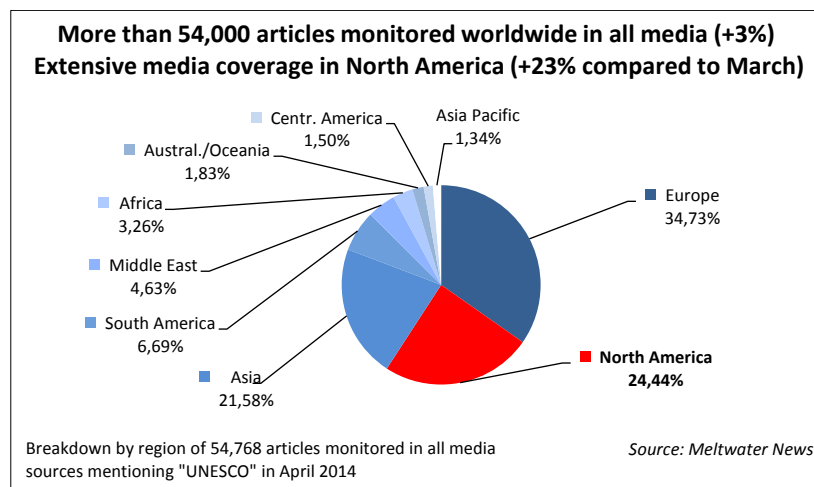
UNESCO also featured prominently in the press due to extraneous events, chiefly in Ukraine. The Executive Board Resolution on the subject and Ambassador Mitrofanova’s press release were covered extensively in the Russian and Ukrainian media. UNESCO was also referenced in articles about the implications of the Ukrainian crisis on Crimean heritage. The President of the Russian Duma’s visit to UNESCO attracted considerable attention from the world press because of the Ukrainian crisis.

The world’s media also reported the fire in Chile’s Valparaiso World Heritage site extensively, while articles started appearing about nominations for inscription on the World Heritage List, ahead of the World Heritage Committee’s meeting to be held in June in Doha, Qatar.

This graph shows the number of articles monitored in all media sources, in which “UNESCO” appeared in a story in April (Source: Meltwater News)



Regional breakdown of media coverage in all media sources, in which “UNESCO” appeared in a story in April



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

No Op-Eds in April.

2.5. Interviews given (by subject and media)

Subject	Interviewee	Language	Media (press TV Radio)
1970 Convention	Edouard Planche	English	BBC Radio (UK)
Workshop organized by Cairo Office on Illicit Trafficking of Cultural Property in Egypt	Tamara Teneishvili (UNESCO Cairo)	English	Reuters (UK)
Illicit traffic	Edouard Planche	English	The Art Newspaper (UK)
The Skolt Sámi archive "Gramota", proposed to UNESCO Memory of the World register	Maria Liouliou	English	Yle Sápmi (Finland)
Education for All	Kate Redman	English	Al Jazeera (Qatar)
Education for Sustainable Development	Alexander Leicht	English	New York Times (US)
UNESCO and China	Irina Bokova	French	Phoenix TV (PRC)
World Heritage - Bath	Kerstin Manz	English	Estates Gazette (UK)
World Heritage	Roni Amelan	French	Le Soir (Belgium)
Great Barrier Reef	Roni Amelan	English	CBS (USA)
UNESCO and illicit trafficking of cultural properties,	Roni Amelan	English	Fox News/Latin American service (US)
World Press Freedom Day	Guy Berger	English	Radio Free Europe (US)
Mafalda exhibit (World Press Freedom Day)	Fabien Gohier (Karmafilms Distribution)	French	EFE (Spain)
Mafalda exhibit (World Press Freedom Day)	Fabien Gohier (Karmafilms Dftribution)	French	RNE - Radio Nacional de España (Spain)
Report: Reading in the Mobile Era	Francesc Pedró	Spanish	EFE (Spain)
Report : Reading in the Mobile Era	David Atchoarena	French	Radio des Nations Unies
Report : Reading in the Mobile Era	David Atchoarena	English	Voice of America (US), BBC World Service
Risks associated with oil extraction for oceans	Jorge Luis Valdes	English	Terra Eco (France)

2.6. Background Footage (B-roll) downloads from Multimedia

<http://www.unesco.org/new/en/unesco/resources/multimedia/>

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

37 B-rolls were downloaded in April

	Subject	Downloads	Media
1	Visit of the President of the PRC, Xi Jinping	2	
2	Peng Liyuan, UNESCO Special Envoy	1	
3	World Heritage	15	
4	Culture	10	Arte
5	Science	2	
6	Education – Global Monitoring Report	4	
7	UNESCO Headquarters	3	

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

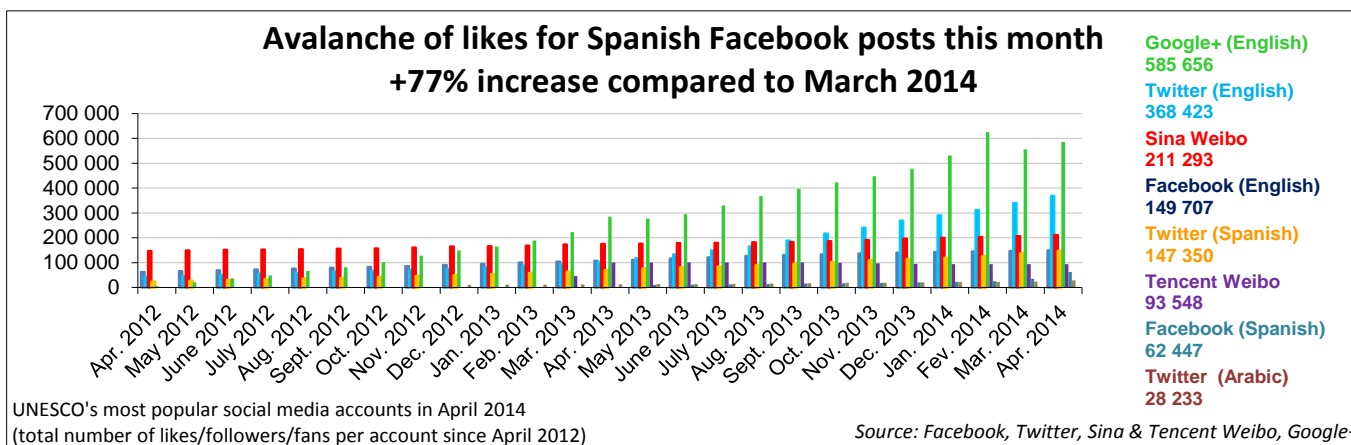
N/A for April.

3. UNESCO Social Media Channels

UNESCO's social media channels continued to grow in April 2014, with strongest results on Spanish Facebook (+77%) and Arabic Twitter (+16%). On Spanish Facebook, growth is currently at a highly viral stage. The jump from 35K to 62K likes suggests that it is being endorsed by people or organizations with strong followings. It is also the result of our solid public information network in Latin America, with collaboration from field offices. Similarly, the Arabic Twitter account has begun counting among its new followers well-known personalities with substantial audiences in the Arab world.

DPI's initiative to organize this year's World Book and Copyright Day led to spectacular results, including sharing by almost all UNESCO Creative Cities of Literature and endorsement by leading personalities such as @StephenFry. While communications planning is critical for social media success, the ability to spontaneously participate in the hottest discussions of the moment is equally important. One of the month's top messages pays homage to writer Gabriel Garcia Marquez. Posted within minutes after his death was announced, our messages had achieved prime news value, helping us reach tremendous audiences.

Efforts must be made to develop working ties with social media channels, especially Facebook. UNESCO continues to suffer from poor indexing in the social graph, largely because the page was first created, and only searchable, as "United-Nations-Educational-Scientific-and-Cultural-Organization-UNESCO". The problem is compounded by automatically generated Wiki pages that divert traffic away from our corporate channels, and today, by the much-publicized and highly polemical implementation of "filtered feeds", aiming to boost advertisement sales. Many UN agencies are currently debating the issue.



3.1. Social networking sites

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

Variation April 2014 vs March 2014

Likes/fans*		April 2014	March 2014	Variation vs March
Total likes/followers (all languages)		824 262	205 490	+8.08%
Facebook	English	149 707	147 028	+1.82%
	Spanish	62 447	35 237	+77.22%
	Arabic	11 558	10 769	+7.33%
	French	11 423	10 799	+5.78%
	Russian	1 876	1 657	+13.22%
Google+	English	585 656	555 672	+5.40%
VKontakte	Russian	1 595	1 497	+6.55%

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

Message	Posted	Likes/Shares
Nos entristece muchísimo anunciar la muerte del gran escritor Gabriel García Márquez, fallecido hoy a los 87 años de edad. En estos momentos las palabras apenas pueden expresar la tristeza y vacío que suponen su pérdida. Para el futuro, y ya el presente, queda su obra y legado. A modo de homenaje a su eterna memoria rescatamos esta entrevista http://bit.ly/QizrFT y este artículo http://bit.ly/Rtxibb , publicados ambos en El Correo de la UNESCO. Descanse en paz.	17/04	L: 2 289 S: 3 465
Afinen sus instrumentos y prepárense para mañana, porque el 30 de abril celebramos el Día Internacional del Jazz. ¿Ya saben cómo lo van a celebrar? Si buscan ideas, información, o simplemente ver algún vídeo de jazz, no se pierdan nuestra página especial del Día del Jazz en español. ¡No duden en compartirla! http://bit.ly/1rBqEKq	29/04	L: 1 081 S: 1 480

Día Mundial del Libro y del Derecho de Autor 2014 (11 photos) Hoy, 23 de abril, celebramos el Día Mundial del Libro y del Derecho de Autor. En una jornada como esta, la UNESCO invita a todas las mujeres y a todos los hombres a mostrar su apoyo al libro y a todos aquellos que escriben y producen libros. Este es un día para celebrar el libro como la materialización de la creatividad humana y del deseo de compartir ideas y conocimientos, de inspirar entendimiento y tolerancia. Además, este año rendimos un pequeño homenaje a un personaje tan entrañable como Mafalda, que cumple 50 años. Esta es una selección de citas de autores de habla hispana. Pero no es más que una pequeña muestra. Os invitamos a compartir las citas de vuestros autores favoritos con nosotros, a comentar las que hemos publicado y, en resumen, a festejar esta celebración dedicada al libro y a su capacidad para cambiar a mejor sociedades y personas. Visite nuestra página dedicada al Día del Libro: http://bit.ly/Rjx2os	23/04	L: 960 S: 223
Desmond Tutu dice: "Para ser humanos, necesitamos a otros seres humanos". ¿Y tú qué piensas?	03/04	L: 700 S: 825
El poder de los libros para fomentar la realización personal y generar cambios sociales no tiene parangón. Íntimos y a la vez profundamente sociales, los libros abren amplios caminos de diálogo entre las personas, dentro de las comunidades y a través del tiempo. Por eso leer es poder. Por eso tenemos que acabar con el analfabetismo y hacer que más y más gente en el mundo, sin importar edad, género o la región en la que vivan, puedan acceder a los libros y disfrutar así de sus extraordinarios beneficios. El 23 de abril celebramos el Día Mundial del Libro y del Derecho de Autor http://bit.ly/Rjx2os	22/04	L: 639 S: 1 448
El jazz es mucho más que un simple estilo musical. A través de su historia, el jazz se ha convertido en un verdadero instrumento de integración, en una forma de expresión del deseo de libertad, ha sido la banda sonora de las luchas por la dignidad y los derechos civiles. Y hoy en día sigue siendo una fuerza de cambio social positivo, una expresión artística que une pueblos y culturas. Por motivos como estos, la UNESCO celebra cada 30 de abril el Día Internacional del Jazz. Y por ello os invitamos a todos a uniros a esta celebración. De algún modo se podría decir que "a ritmo de jazz construimos la paz". Y para vosotros, ¿qué significa el jazz? No olvidéis visitar nuestra página especial dedicada al #DíadelJazz: http://bit.ly/1rBqEKq	30/04	L: 534 S: 479
Feliz Día del Libro - El poder de los libros para fomentar la realización personal y generar cambios sociales no tiene parangón. Íntimos y a la vez profundamente sociales, los libros abren amplios caminos de diálogo entre las personas, dentro de las comunidades y a través del tiempo. Por eso leer es poder. Por eso tenemos que acabar con el analfabetismo y hacer que más y más gente en el mundo, sin importar edad, género o la región en la que vivan, puedan acceder a los libros y disfrutar así de sus extraordinarios beneficios. El 23 de abril celebramos el Día Mundial del Libro y del Derecho de Autor http://bit.ly/Rjx2os	23/04	L: 521 S: 45
Finalizó el Día Mundial del Libro y del Derecho de Autor, pero podemos seguir celebrando cada día del año el poder de los libros. Su capacidad para transformar la sociedad y para transformarnos a nosotros mismos. Su magia para hacernos soñar, pensar y descubrir que, en definitiva, todo se puede cambiar y mejorar. Por eso, no nos ciñamos al 23 de abril. El Día del Libro puede ser todos y cada uno de los días de nuestras vidas. http://bit.ly/Rjx2os	24/04	L: 480 S: 338
¿Y si los teléfonos móviles pudieran ayudar a fomentar la lectura y la alfabetización en los países en desarrollo? Un nuevo estudio de la UNESCO indica que eso es posible. Descubre cómo aquí: http://bit.ly/1fatKOZ	24/04	L: 440 S: 291
Hoy, 6 de abril, celebramos el primer Día Internacional del Deporte para el Desarrollo y la Paz. Esta es una ocasión para reflexionar sobre la capacidad que tiene el deporte de congregar a personas de diferentes culturas en torno a unos valores comunes. Es un día en el que izamos por bandera la importancia del deporte para unas vidas sanas y unas sociedades resilientes, y destacamos la contribución esencial del deporte al fomento de la igualdad de género y el empoderamiento de los jóvenes. Más información http://bit.ly/1kf9hRQ	06/04	L: 386 S: 366

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

3.2. Microblogs

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

Variation April 2014 vs March 2014

Followers/Fans		April 2014	March 2014	Variation vs March
Total (all languages)		863 439	814 932	+5.95%
Twitter	English	368 423	339 831	+8.41%
	Spanish	147 350	136 935	+7.61%
	Arabic	28 233	24 144	+16.94%
	French	12 570	11 298	+11.26%
	Russian	2 022	1 880	+7.55%
Sina Weibo	Chinese	211 293	207 120	+2.01%
Tencent Weibo	Chinese	93 548	93 724	-0.19%

Top 10 Twitter Posts in April

Message	Posted	Re-tweets
Thank you Gabriel García Márquez for the magic realism of your work & the magic you realized in literary history http://ow.ly/vUkeQ	17/04	836
Everyone must be able to have access to books. April 23 is World Book & Copyright Day http://ow.ly/w2g4c #bookday pic.twitter.com/wuUnOgHCIP	22/04	741
Fun facts: Why April 23 is World Book & Copyright Day http://ow.ly/w2g4c #BookDay pic.twitter.com/0jcXPG8HDX	23/04	475
Gabriel García Márquez, your interviews with the UNESCO Courier still brim over with magic http://on.fb.me/1eYQpPp pic.twitter.com/m9ryZlvv0q	17/04	467
10% of the world's adults are illiterate. The freedom to read & to receive an education is #humanright http://ow.ly/w446Z #bookday	23/04	450
Hoy rendimos homenaje a la entrañable Mafalda, una niña que cumple 50 años http://bit.ly/RJx2os #DíadelLibro	23/04	434
"Las palabras nunca alcanzan cuando lo q hay q decir desborda el alma" Cortázar http://bit.ly/RJx2os #DíadelLibro	23/04	409
Hoy ha fallecido Gabriel García Márquez a los 87 años de edad. Descanse en paz http://on.fb.me/1miyzzm	18/04	359
We must protect books & make their wealth available to all. April 23 is World #BookDay http://ow.ly/w2g4c pic.twitter.com/vnpdkenbLU	22/04	354
"Las mujeres son las grandes olvidadas de la historia" Elena Poniatowska,	23/04	321

Top 5 Sina Weibo Posts in April

Message	Posted	Re-posts/ Comments
#world book and copyright day# April 23th is World Book Day, are you too busy to read? The history of the written word is the history of humanity. The power of books to advance individual fulfilment and to create social change is unequalled. Intimate and yet deeply social, books provide far-reaching forms of dialogue between individuals, within communities and across time. http://t.cn/8sKgCZ8	10/04	478
#International Jazz day# Only four days left. http://t.cn/8sRVrx7 This year is its third annual celebration. The live webcast will be available at 6pm (Beijing local time) on April 30 th 2014.	26/04	214
The Old Town of Lijiang does not meet all requirements for fire protection. http://t.cn/8sjaGvh	20/04	181
#Russia and UNESCO# President of the State Duma of the Russian Federation has visited UNESCO today to celebrate the 60th anniversary of its membership, and participate in the seminar of the centenary of the First World War. A photo exhibition and concert will also be held at UNESCO.	15/04	21
#Lijiang on fire# At the dawn of April 6 th (Beijing time), a fire broke out in Lijiang's Shuhe ancient district part of the old city. Some ten stores were destroyed. Lijiang was designated UNESCO World Heritage Site in 1997.	06/04	139

Top 3 Tencent Weibo Posts in April

Message	Posted	Re-posts
#World Book and Copyright Day 2014# 23rd April is World Book Day. Are you too busy to read recently? The history of the written word is the history of humanity. The power of books to advance individual fulfillment and to create social change is unequalled. Intimate and yet deeply social, books provide far-reaching forms of dialogue between individuals, within communities and across time.	10/04	138
#Chinese President Xi Jinping visited UNESCO# The President of the People's Republic of China, Xi Jinping, became today the first ever Chinese Head of State to visit UNESCO. He was welcomed by the President of the General Conference, Mr. Hao Ping, Vice-Minister of Education and Chairperson of the Chinese National Commission for UNESCO.	02/04	82
#International Jazz Day# Only four days countdown to the International Jazz Day 2014! This year, it is the 3rd anniversary of this global event. The live broadcast of the World Jazz Masters Concert will take place at 18:00 (GMT+8) on 30th April to the Chinese audience. UNESCO welcomes all Jazz fans to enjoy the show.	26/04	28

3.3. Video Traffic

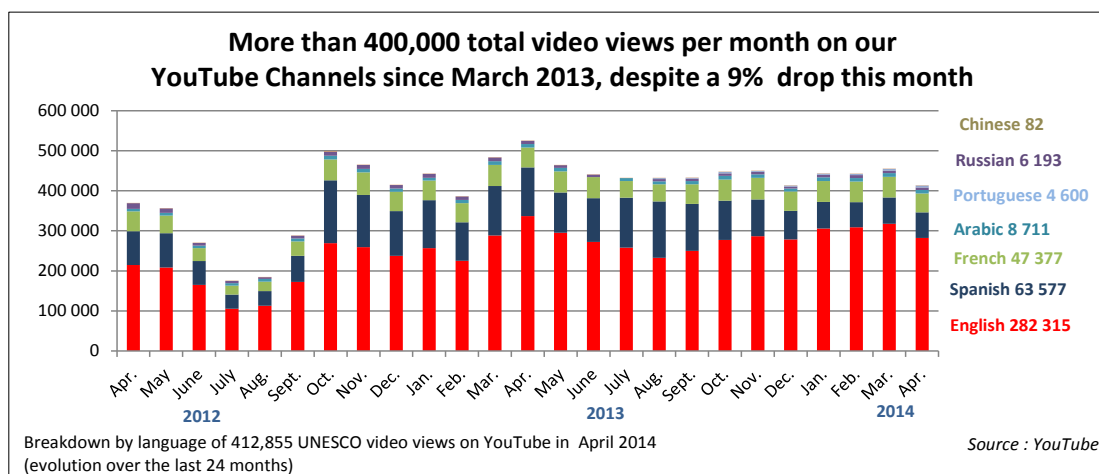
Video views are tracked on YouTube and Youku.

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

Variation April 2014 vs March 2014

Video views	April 2014	March 2014	Variation vs March
Total (all languages)	412 855	454 784	-9.22%
English	282 315	317 526	-11.09%
Spanish	63 577	65 857	-3.46%
French	47 377	51 482	-7.97%
Arabic	8 711	9 286	-6.19%
Russian	6 193	6 067	+2.14%
Portuguese	4 600	4 373	+5.19%
Chinese	82	193	-57.51%

Subscribers	April 2014	March 2014	Variation vs March
Total (all languages)	1 043	1 185	-11.98%
English	750	773	-2.98%
Spanish	153	170	-10.00%
French	86	115	-25.22%
Portuguese	29	64	-54.69%
Arabic	25	48	-47.92%
Russian	-2	10	-120.00%
Chinese	2	5	-60.00%



▪ Top 10 videos on UNESCO TV English Channel

282 315 views in April 2014		Subject	Total views
1	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	29 973
2	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	19 052
3	Kabuki Theatre	CLT/ITH	11 326
4	Baul Songs	CLT/ITH	7 388
5	Al-Bar'ah, music and dance of Oman Dhofari valleys	CLT/ITH	5 953
6	Georgian Polyphonic Singing	CLT/ITH	5 670
7	Rites and craftsmanship associated with the wedding costume tradition of Tlemcen	CLT/ITH	4 565
8	Taekkyeon, a traditional Korean martial art	CLT/ITH	4 069
9	Gagaku	CLT/ITH	3 742
10	Lacemaking in Croatia	CLT/ITH	3 582

▪ Top 10 videos on UNESCO TV Spanish Channel

63 577 views in April 2014		Subject	Total views
1	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	4 988
2	Las procesiones de Semana Santa de Popayán	CLT/ITH	3 962
3	Aprender a Proteger la Biodiversidad	ED	3 522

4	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	3 060
5	Parque Nacional de Yellowstone	CLT/WHC	1 686
6	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	1 583
7	Las expresiones orales y gráficas de los wajapi	CLT/ITH	1 272
8	La huaconada, danza ritual de Mito	CLT/ITH	1 224
9	El canto polifónico georgiano	CLT/ITH	1 204
10	La fiesta de los patios de Córdoba	CLT/ITH	1 108

▪ Top 10 videos on UNESCO TV French Channel

47 377 views in April 2014		Subject	Total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	4 041
2	Le repas gastronomique des Français	CLT/ITH	1 930
3	Routes de l'Esclave: Une vision globale	CLT	1 806
4	Bouba et Zaza protègent la terre	ED	1 786
5	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	1 753
6	Bouba & Zaza - le dessin animé pour la jeunesse	ED	1 742
7	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	1 526
8	Le chant polyphonique géorgien	CLT/ITH	1 520
9	Le Maloya	CLT/ITH	1 405
10	La tradition du tracé dans la charpente française	CLT/ITH	1 301

▪Top 10 videos on UNESCO TV Arabic Channel

8 711 views in April 2014		Subject	Total views
1	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	708
2	Manufacture of clay bricks in the hill of Jaber refugee camp - Jericho	CLT/WHC	535
3	Petra	CLT/WHC	365
4	UNESCO History	CLT/WHC	203
5	Angkor	CLT/WHC	155
6	Journeys to School	ED	154
7	Archaeological Ruins at Moenjodaro	CLT/WHC	151
8	Medina of Fez	CLT/WHC	150
9	Historic Sanctuary of Machu Picchu	CLT/WHC	129
10	Palace and Park of Versailles	CLT/WHC	127

▪ Top 10 videos on UNESCO TV Russian Channel

6 193 views in April 2014		Subject	Total views
1	Alsou Abramova - Singer, UNESCO Artist for Peace	UNESCO	980
2	Yellowstone National Park	CLT/WHC	593
3	Interview with Alsou Abramova, UNESCO Artist for Peace	UNESCO	235
4	Video n°18 submitted for Video Challenge for Youth on cultural diversity	CLT	202
5	Taj Mahal	CLT/WHC	193
6	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	154
7	UNESCO History	UNESCO	145
8	Historic Centre of Brugge	CLT/WHC	122
9	Royal Botanic Gardens, Kew	CLT/WHC	119
10	Svetlana Kryuchkova - Russian actress	CI	103

▪ Top 10 videos on UNESCO TV Portuguese Channel

4 600 views in April 2014		Subject	Total views
1	Vídeo da UNESCO celebra 53 anos de Brasília	UNESCO	1 793
2	Boas práticas do Programa Mais Educação	ED	1435
3	Serra Capivara	CLT/WHC	603
4	A UNESCO e o esporte	SHS	218
5	Serra da Capivara National Park	CLT/WHC	90
6	Eu quero educação de qualidade - Campanha Green and Blue - MV Bill	ED	68
7	UNESCO celebra Dia da Língua Portuguesa	ED	66
8	Ability Housing Association	ED	55
9	Dia Nacional de Visibilidade Trans: 29 de janeiro.mp4	ED	55
10	Eu quero uma sociedade sustentável -- Campanha Green and Blue -- Alice Braga	ED	29

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

	82 views in April 2014	Subject	Total views
1	UNESCO History	UNESCO	23
2	Aowen Jin, Chinese artist and social commentator	CI	9
3	Global Partnership for Oceans	SC	8
4	Gao Shijun, Director of European HQ of China Radio International	CI	7
5	40 th anniversary of the World Heritage Convention	CLT/WHC	7
6	Cheng Yizhong, laureate of the 2005 UNESCO/Guillermo Cano World Press Freedom Prize	CI	5
7	Interview of Zhang Jun - UNESCO Artist for Peace	UNESCO	5
8	Huang Nubo supports UNESCO	CLT	4
9	Vocational and Technical Education	ED	3
10	Cities on the Edge	SC	2

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

▪ **Top 10 Videos**

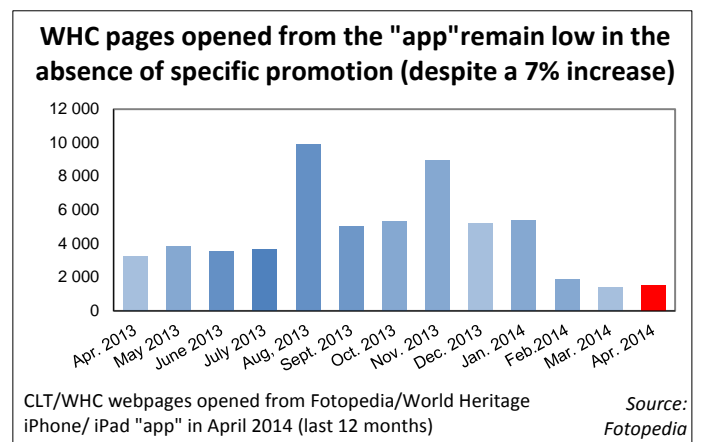
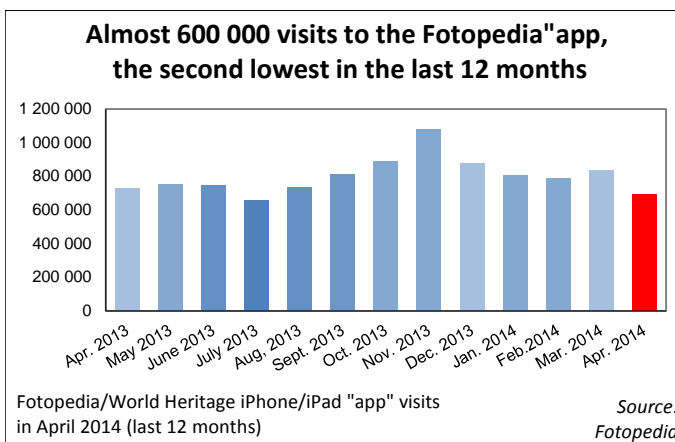
Video	Posted	Total Views
Intangible heritage Kunqu Opera-the Peony Pavilion by Jun Zhang	14/05/2011	21 892
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	23/06/2011	6 431
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	03/03/2011	4 679
Intangible heritage traditional Chinese shadow play	11/12/2011	3 053
57 million out-of school children in the world	11/06/2013	1 689
40 years of World Heritage Convention	22/06/2012	1 285
History of UNESCO	19/07/2013	1 090
International Year of Water Cooperation	12/02/2013	496
Safeguarding community's living heritage	07/12/2012	393
UNESCO Hangzhou International Culture Congress	07/05/2013	386

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 2014	April 2014	Variation vs Y-1	Variation vs M-1
Downloads	129 995	27 691	-40.91%	-9.38%
Unique Visitors	345 782	124 052	-39.31%	-14.22%
Visits	3 120 664	694 338	-4.56%	-16.80%
Page views	63 070 442	13 010 618	-16.81%	-15.65%
Info pane with UNESCO logo & text	160 103	22 160	-77.06%	-24.94%
Open UNESCO page from Heritage	10 125*	1 507	-53.18%	+7.80%
Distinct UNESCO WHC pages opened	562	122	-43.26%	+25.77%
Most viewed UNESCO page	Site of Palmyra	Site of Palmyra	-	-

* February and March figures were only partial due to a technical problem met by Fotopedia.



4. UNESCO Photobank - (N/A for April)

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

5. UNESCO Documents and Library

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

The **UNESDOC database** – managed by 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.

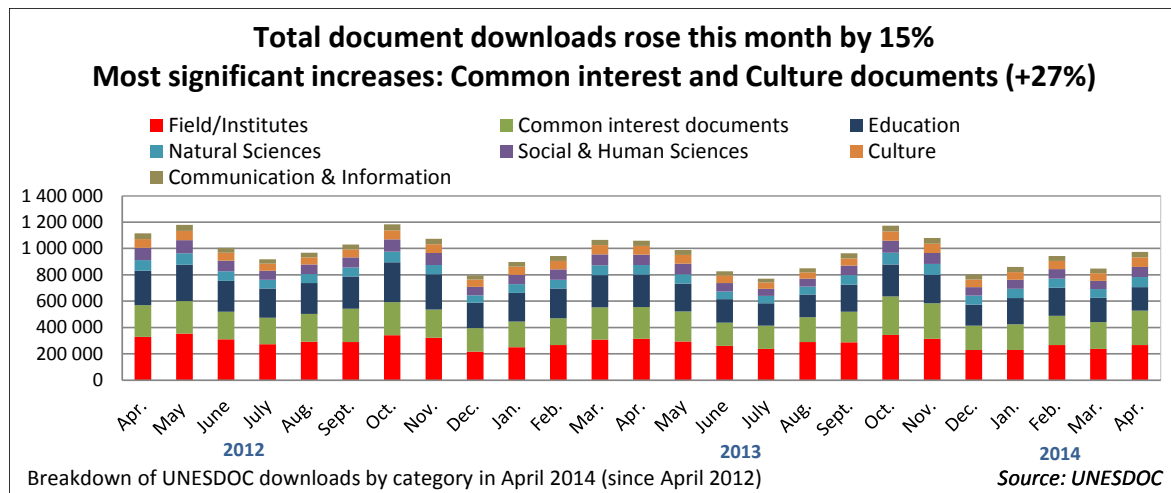
In April, 143 630 records were available online in PDF format (143 260 in March), including documents, publications, communication material and other working documents.

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

5.1.1 Statistics of consultation

Total number of downloads in April	974 122
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	9 825	179 629	-2.69%	18
Natural Sciences	9 815	76 585	+15.10%	8
Social and Human Sciences	5 762	75 535	+20.03%	13
Culture	3 623	72 640	+27.41%	20
Communication and Information	2 562	41 825	+21.57%	16
Field & Institutes	9 580	267 784	+12.75%	28
Common interest documents	NA	260 124	+27.79%	NA



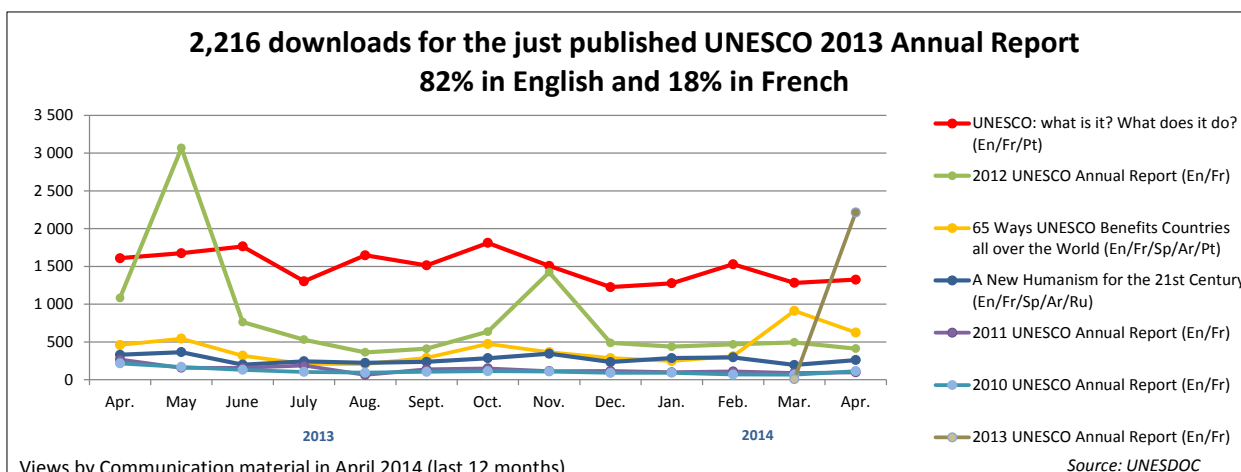
5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	123 754
2	Germany	74 169
3	France	61 502
4	United Kingdom of Great Britain and Northern Ireland	37 337
5	Mexico	31 416
6	Brazil	29 193
7	Spain	19 015
8	China	18 992
9	Colombia	13 441
10	Argentina	13 391
11	Canada	11 379
12	Peru	10 969

13	Japan	10 831
14	India	10 251
15	Chili	8 787

5.1.3 Printable Communication materials

Title	Total downloads in April							Total
	EN	FR	SP	RU	AR	ZH	POR	
2013 UNESCO Annual Report	1 824	392						2 216
UNESCO: what is it? What does it do?	993	209					122	1324
2012 UNESCO Annual Report	334	77						411
65 Ways UNESCO Benefits Countries all over the World	115	47	198		2		263	625
A New Humanism for the 21st Century	85	70	67	29	8			259
2010 UNESCO Annual Report	84	29						113
2011 UNESCO Annual Report	65	32						97
TOTAL	3 500	856	265	29	10	-	385	5 045



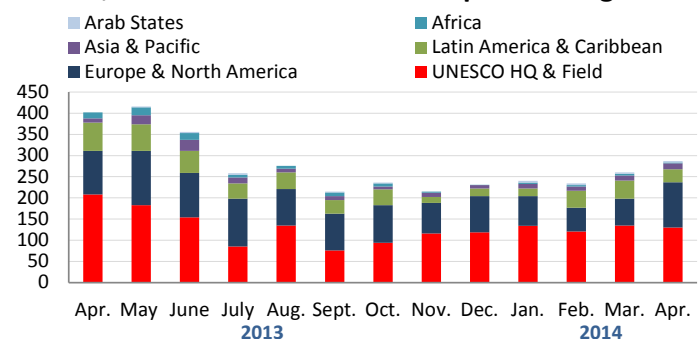
5.2. UNESCO Library - <http://www.unesco.org/library>

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

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

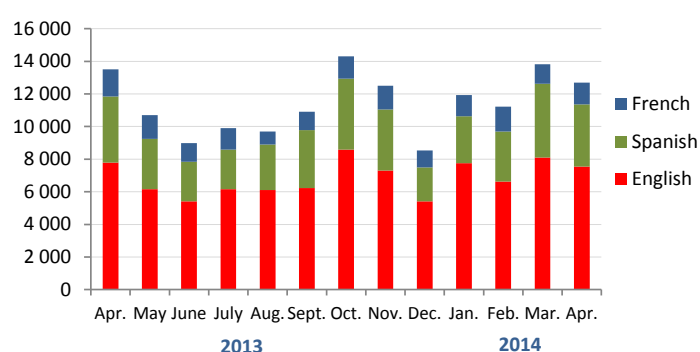
5.2.1 Questions received by: library@unesco.org

Questions received increased for the 2nd month in a row, but remain far below the April 2013 figure



5.2.2 Web page views:

Total Library web page views dropped by 8%
Only views to the French pages increased by 12%



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

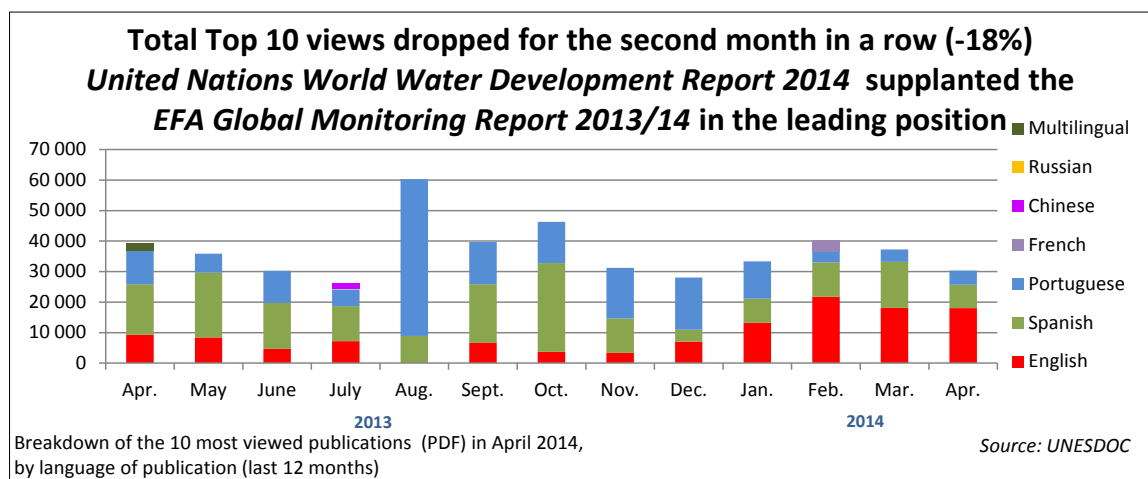
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical 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 in April has decreased since March of this year (-18%) and compared to April last year (-22%). The proportion of downloaded English titles in the Top 10 is very high due to the continued success of the *EFA Global Monitoring Report 2013-2014* and the *World Water Development Report 5* as well as two English titles made especially available for World Book and Copyright Day - *World Heritage Guide* and *Memory of the World* – for which download figures represent 24 hours of free accessibility. Bookshop sales were largely dominated by World Heritage titles while online and international sales show interest in the *World Water Development Report 5* and in *World Trends in Freedom of Expression and Media Development*.

6.1. Top 10 most consulted PDFs (UNESDOC)

	Title	Sector	Language	Views	Published
1	The United Nations world water development report 2014	SC	English	5 749	Paris, UNESCO, 2014
2	Teaching and learning: achieving quality for all; EFA global monitoring report, 2013-2014	ED	English	3 826	Paris, UNESCO, 2014
3	The World's heritage: the bestselling guide to the most extraordinary places	CLT	English	3 082	Paris, UNESCO; London, HarperCollins, 2014
4	Memory of the World	CLT	English	3 070	Paris, UNESCO; Glasgow, HarperCollins, 2012
5	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	2 696	Santiago, 1997
6	O Índio brasileiro: o que você precisa saber sobre os povos indígenas no Brasil de hoje	ED	Portuguese	2 659	Brazil, 2006
7	Mantenimiento de instalaciones eléctricas del establecimiento educacional	ED	Spanish	2 549	Santiago, 1998
8	Enseñanza y aprendizaje: lograr la calidad para todos; informe de seguimiento de la EPT en el mundo, 2013- 2014 (Teaching and learning: achieving quality for all; EFA global monitoring report, 2013-2014)	ED	Spanish	2 387	Paris, UNESCO, 2014
9	Engineering: issues, challenges and opportunities for development; UNESCO report	SC	English	2 301	Paris, 2010
10	História e cultura africana e afro-brasileira na educação infantil; livro do professor	ED	Portuguese	2 062	Brasilia, MEC/UFSCar, 2014

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



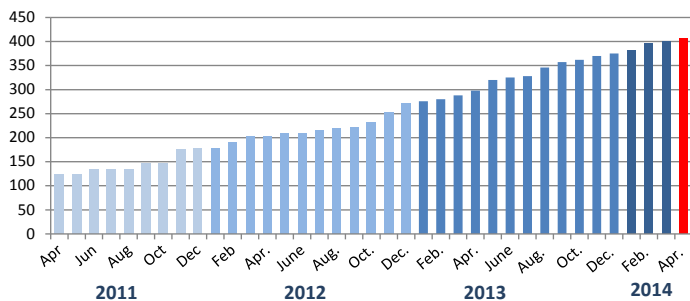
6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **407 UNESCO publications** (mainly recent titles) are available on the service, which allows readers to search for and browse these books online.

Month	Publications on Google Books	Book visits	Pages viewed	Book visits with buy clicks
April 2014	407	N/A*	N/A*	N/A*
April 2013	298	27 198	395 299	201

*Information is not available due to a technical problem met by Google Books

UNESCO titles on Google Books rose within 3 years by 230%



Titles available on Google Books in April 2014 (since April 2011) Source: Google Books

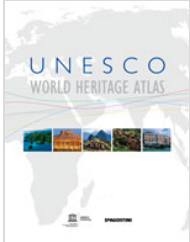
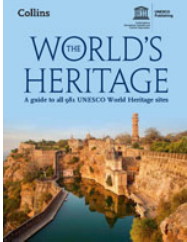
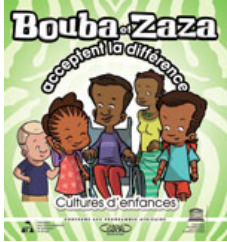
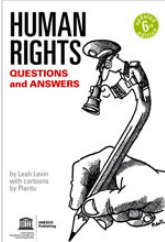
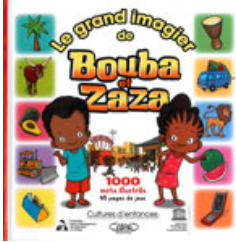
Book visits: A book visit is registered each time a user views a book.

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

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

6.3. UNESCO Bookshop bestsellers*

Bookshop sales of UNESCO publications in April, top 5 (clickable covers)

Publication					
Copies sold	28	12	6	6	6
Sector	CLT/WHC	CLT/WHC	ED	SHS	ED

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

Publication					
Copies sold	6	2	1	1	1
Publisher	Editions Gelbart	Ouest-France	Our place Publishing	UN	UN

6.4. Online and international sales

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

Publication					
Copies sold	39	32	31	28	28
Sector	SC	CI	CLT	CLT/WHC	ED

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

Bookshop sales of UNESCO publications, lowest sellers in April

Title	Copies sold	Sector
Achieving Transparency in Pro-poor Education Incentives	0	IIEP
Charting the Course of Education and HIV- Education on the Move series	0	ED
Revista Patrimonio Mundial N° 70 - Sinergias para proteger los sitios	0	CLT/WHC
World Social Science Report 2013 Changing Global Environments	0	SHS
Patrimoine mondial : Bénéfices au-delà des frontières	0	CLT/WHC

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

Title	Copies sold	Sector
World heritage in Switzerland	0	CLT/WHC
Pressing for Freedom: 20 Years of World Press Freedom Day	0	CI
ARABIC Global Survey on Internet Privacy and Freedom of Expression	0	CI
Rankings and Accountability in Higher Education: Uses and Misuses	0	ED
Holocaust Education in a Global Context	0	ED

* 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, April 2014

Contract No.	Title	Publisher	Language	Date signed
C.2014-005	Diversidades: El juego de la creatividad	Perkumpulan Siberut Hijau	Indonesian	16/04/2014
C.2014-006	Atlas of the Baroque World (4 volumes)	L'Erma di Bretschneider	English/Italian	17/04/2014
C.2014-007	Manual for Activities Directed at Underwater Cultural Heritage	ICCROM-ATHAR Regional Conservation Centre, Sharjah, U.A.E.	Arabic	25/04/2014
J.2014-005	The Creative Economy Report 2013 Special Edition: Widening Local Development Pathways	UNESCO/Chinese Academy of Social Sciences (CASS)	Chinese	23/04/2014

6.7. Permissions granted to use or translate UNESCO content, April 2014

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Emerald Group Publishing Ltd	Figure 1.1: "A framework for understanding education quality" (p. 36) In <i>Education for All Global Monitoring Report 2005: The Quality Imperative</i> © UNESCO 2004.	Inclusion in a chapter entitled "Education policy, teacher education and pedagogy: A case study of UNESCO" (W. Wiseman and E. Anderson) in the Annual Review of Comparative International Education 2015 (which is part of the International Perspectives on Education and Society book series) to be published by Emerald Group Publishing Ltd, by 31 July 2014, in printed format for a print run of 270 copies. The publication will be available on a subscription basis, priced at 77.95 GBP. Chapters can be bought individually from the publisher's website at 32 GBP.	Non-exclusive world rights are granted for the life of this edition only, in the English language only, in the formats indicated. Mention of the source and due acknowledgement of UNESCO. Free of charge.	15/04/2014
Praeger (ABC-Clio)	"Women or Weapons", by Betty Reardon In <i>Towards a Women's Agenda for a Culture of Peace</i> (edited by Ingeborg Breines, Dorota Gieryez and Betty A. Reardon, © UNESCO 1999	Inclusion in a book entitled "Women, War and Violence: Typography, resistance and Hope", edited by Mariam M. Kurtz and Lester R. Kurtz, to be published in November 2014.	Non-exclusive rights are granted for all editions, all languages, all media formats throughout the world. Mention of the source and due acknowledgement of UNESCO. Free of charge.	10/04/2014

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

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

7.1. Number of events by “Major Programmes”

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
CI	12	1	11	
CLT	6	1	5	
ED	12	6	5	1
ERI	14	14		
SC	8	7	1	
SHS	10	5	5	
ODG	1	1		
GBS	2	2		
AFR	1	1		
Total	66	38	27	1

7.2. Events organized by Field Offices/ Institutes

Apia	2
Baghdad	3
Bangkok	1
Beijing	2
Brasilia	1
Jakarta	1
Kathmandu	2
Montevideo	1
Nairobi	9
San José	3
Venice	2
UNEVOC	1
Total	28

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	1	0
Category 3- Non-governmental conference	0	0
Category 4- International Congress	0	1
Category 5-Advisory Committee	0	0
Category 6-Expert Committee	2	0
Category 7-Seminars and Workshops	1	23
Category 8-Symposium	0	0
Press Conference	0	0
Exhibition	3	2
Guided Tour	0	1
Headquarters Committee	1	0
Concert	4	1
Show	3	0
Consultative Meeting	3	2
Meeting by Member States or Institutions	0	2
Interagency meeting	0	0
Film Projection	1	0
Special Event	4	4
Working group/Expert Meeting	0	4
Information meeting for Permanent Delegations	1	0
Executive Board	1	0
Event under Patronage	1	0
Total	26	40

8. UNESCO Headquarters

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

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

8.1. Conferences and Meetings

8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
01-04/04	50e session du Bureau PHI	SC/HYD	Salle XIV	20
01/04	Réunion de consultation PEID	SC/PCB/SPS	Salle X	20
01/04	Réunion sur l'éducation mondiale à la citoyenneté et l'enseignement supérieur	ED/BHL/HED	Salle VI	50
02-15/04	194e session du Conseil exécutif	GBS/DIR	Diverses salles	200
03/04	Réunion d'information de la Directrice générale sur la Syrie	ERI/ADG	Salle XI	267
10-11/04	Réunion du projet TWAP	SC/IOC/OSS	Salle XIII	23
16-18/04	Réunions de consultation avec les Etats membres sur la résolution 37C/52	CI/ADG	Salle IX	50
17/04	185e session du Comité du Siègle	MSS/DIR	Salle XI	60
17/04	Comité préparatoire conjoint UNESCO-Corée pour le Forum mondial sur l'éducation 2015	ED/EFA	Salle VIII	20
17/04	Le système d'évaluation à l'UNESCO	IOS/DIR	Salle IV	85
25/04	Atelier : « La faim des terres : foncier et gouvernance alimentaire des régions urbaines »	SHS Foresight, en partenariat avec l'International Urban Food Network	Salle IV et autres salles	150
28-29/04	Réunion d'experts : « Justice globale pour le développement »	SHS/EST/ST	Salle VII	25
30/04	Réunion ADS	SHS/SRP/POL	Salle VIII	25
30/04	Réunion Hamdan	ED/THE/TEP	Salle V	10
Total participation				1 005

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

8.1.2 External rentals

Date	Title	Organizer	Place	Public
03/04	Colloque "Enseigner à produire autrement"	Ministère de l'Agriculture, de l'Agroalimentaire et de la Forêt	Salle II	400
04/04	Cérémonie de remise des diplômes de l'INSEEC Business School (anciennement Institut des hautes études économiques et commerciales)	INSEEC Business School	Salle I	2000
11/04	Cérémonie de remise des diplômes de l'École pour l'informatique et les techniques avancées (EPITA)	EPITA	Salle I	200
14-15/04	143e réunion du Comité exécutif de l'Organisation européenne et méditerranéenne pour la protection des plantes (OEPP)	OEPP	Salle XIV	25
15/04	Conférence "60 ans avec l'UNESCO"	Déleg. perm. de la Fédération de Russie	Salle IX	90
23/04	Journée mondiale du livre et du droit d'auteur Conférence : "Copyright and Related Rights in the Digital Environment"	Déleg. perm. de la Grèce	Salle XVI	50
28/04	150 ^e anniversaire de la naissance du sociologue et philosophe allemand Max Weber : « La rationalisation occidentale au miroir oriental : retour sur l'œuvre de Max Weber »	Déleg. perm de l'Allemagne	Salle VIII	40
Total participation				2 805

8.1.3 Electoral Groups Meetings

Date	Title	Organizer	Place	Public
01/04	Réunion plénière du Groupe africain	Déleg. perm. du Bénin	Salle XIII	50
02-15/04	Réunions du Groupe UE	Déleg. perm. de la Grèce	Salle IX	60
02/04	Réunion du Groupe africain	Déleg. perm. de l'Angola	Salle XVI	60
03/04	Réunion du Groupe arabe	Déleg. perm. de Bahreïn	Salle XV	30
07/04	Groupe de travail d'Education du GRULAC	Déleg. perm. du Paraguay	Salle V	15
11/04	Réunion pour les Déleg. perm. d'Andorre et de Cuba	Déleg. perm. d'Andorre	Salle XV	20
14/04	Réunion du GRULAC	Déleg. perm. de la République du Pérou	Salle III	40
15/04	Réunion du Groupe arabe	Déleg. perm. du Sultanat d'Oman	Salle XVI	45
17/04	Réunion du Groupe électoral II	Déleg. perm. de la Lituanie	Salle XIV	50
24/04	Réunion du Groupe électoral I	Déleg. perm. du Royaume de Suède	Salle XIII	60
24/04	Geneva Group Meeting	Déleg. perm. de la République de Corée	Salle XIV	40
24/04	Réunion du GRULAC	Déleg. perm. de l'Argentine	Salle XVI	40
24/04	Réunion plénière de l'ASPAC	Déleg. perm. du Népal	Salle XVI	40
28/04	Réunion du Groupe ASPAC	Déleg. perm. du Japon	Salle XIV	50
29/04	Réunion du Groupe UE	Déleg. perm. de la Grèce	Salle XIII	60
30/04	Réunion du Groupe arabe	Déleg. perm. de Bahreïn	Salle XV	15
Total participation				675

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

8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
07-11/04	« Patrimoine architectural du Royaume d'Arabie Saoudite »	Déleg. perm. du Royaume d'Arabie Saoudite	Hall Ségur	200 (inauguration)
07-11/04	Journée internationale de réflexion sur le génocide de 1994 au Rwanda « Voices of Rwanda » témoignages vidéo de rescapés par Taylor Krauss, et « Des hommes debout », peintures de Bruce Clarke	Déleg. perm. du Rwanda avec ED et le Dépt. Afrique	Pas perdus	500 (inauguration)
14-18/04	"60 ans avec l'UNESCO"	Déleg. perm. de la Fédération de Russie	Pas Perdus	200 (inauguration)
14-19/04	"Kokdu : compagnons de l'âme"	Déleg. perm. de la Rép. de Corée	Salles Miró	200 (inauguration)
22-27/04	Journée mondiale du livre et du droit d'auteur « Mafalda » et calligraphies du monde Concours de dessins d'enfants	ERI/DPI/PBM	Miró 1 et 2	200 (23/04)
23/04	Journée mondiale du livre et du droit d'auteur Stands de maisons d'édition et de libraires pour la jeunesse - Ateliers de calligraphies pour enfants	ERI/DPI/PBM	Pas perdus Hall Ségur	200
29/04 au 28/05	Erró : "Saga of American Comics 1973-1999" Remise de la Médaille Picasso de l'UNESCO à l'artiste	Déleg. perm. de l'Islande avec MSS/CLD/C	Pas perdus Hall Ségur	300 (inauguration)

8.2.2 Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
01/04	Concert lyrique avec chœurs et orchestre au profit de l'association Promoculture et Humanitaires – Concert caritatif	Déleg. perm. du Togo	Salle I	500

02/04	Nomination du pianiste russe Denis Matsuev en qualité d'Ambassadeur de bonne volonté, suivie d'un concert	ERI/HGA Délég. perm. de la Fédération de Russie	Salle I	1 300
03/04	Concert de Denis Matsuev, Ambassadeur de bonne volonté de l'UNESCO, pour l'Institut Gustave Roussy	Institut Gustave Roussy	Salle I	800
05/04	Concert : Florilège de musiques arabes classiques dans le cadre du Plan Arabia	Délég. perm. du Royaume d'Arabie Saoudite et de la République arabe d'Egypte	Salle I	500
07/04	Journée internationale de réflexion sur le génocide de 1994 au Rwanda Cérémonie de commémoration	Délég. perm. du Rwanda avec ED et le Dépt. Afrique	Salle I	800
08/04	Remise de la médaille UNESCO de la diversité culturelle au danseur étoile italien Roberto Bolle, suivie d'un spectacle de danse	Délég. perm. de l'Italie	Salle I	1 300
09/04	Projection du documentaire "Bully"	ED/PSD/HIV	Salle IV	80
10/04	Concert : « Variations sur le thème des esprits », organisé par l'Union nat. de familles et amis de malades psychiques (UNAFAM), au profit du programme de recherche en psychiatrie de la Fondation FondaMental	UNAFAM	Salle I	200
15/04	Concert/Spectacle "60 ans avec l'UNESCO"	Délég. perm. de la Fédération de Russie	Salle I	650
23/04	Projections : « Mafalda » et films d'animation	ERI/DPI/PBM	Miró 3	100
23/04	Lancement de livre : « Lire à l'ère du mobile »	ED/THE/TEP	Hall Ségur	50
29/04	Célébration de la Journée internationale de la danse avec Mourad Merzouki	Institut International du Théâtre (ITI)	Salle I	950

* Source: the number of participants for the rooms is estimated by ERI/DPI/SPE and MSS/CLD. Neither means nor tools are available to monitor exhibitions visitors. Room I maximum capacity: 1,368 seats

- **10 events** were promoted in the April monthly *Calendar of cultural events* printed out in 3,000 copies (in French), and its electronic version sent out to **25,758 subscribers**.
- **10 events** were organized, co-organized and/or promoted in April by DPI/PRP (Public Relations and Partnerships Section).

8.3. UNESCO Visits

A total of **45 visits**, for **1,137 visitors** (including 10 for 246 children for World Book and Copyright Day), and **3 presentations focusing on Education for 74 visitors** were organized in April 2014. Most visitors came within the framework of a group visit. 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	39
Declined requests	n/a

2. Languages

Visits/Present. in French	35	73%
Visits/Present. in English	12	25%
Other	1	2%

3. Type of visits

Group Visits	45	96%
Spontaneous Visits	0	0%
Individual Visits	2	4%
Incl. Thematic Conferences	3	6%

4. Origin

Europe and North America	959	80%
Asia and Pacific	118	10%
Latin America and the Caribbean	30	2%
Arab States	67	6%
Africa	30	2%

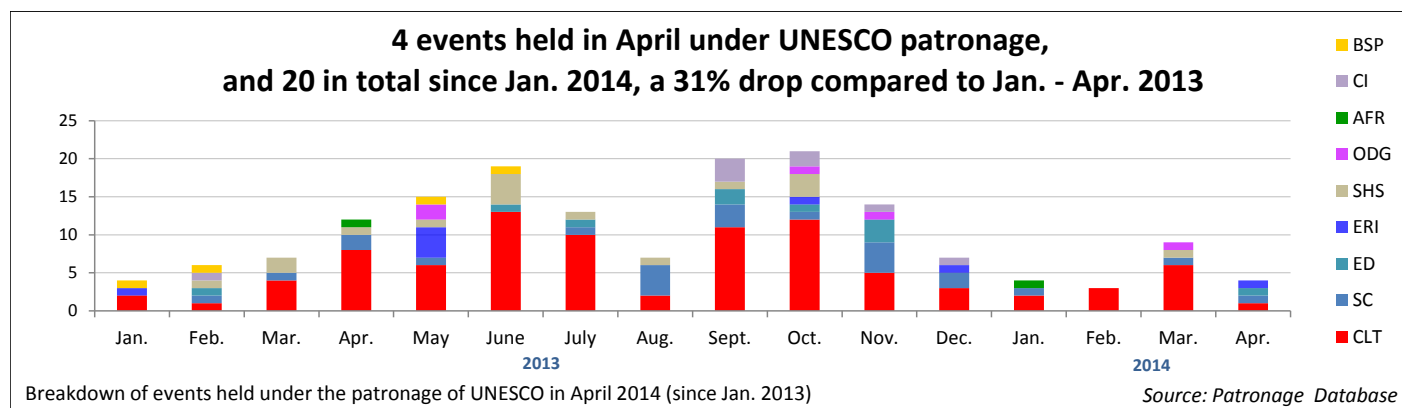
9. UNESCO logo exposure

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 4 events which have been granted UNESCO's patronage took place in April 2014.

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/04	Japan	11th Exploration for Disaster Prevention (EDP) - Map Contest and the 11th EDP Forum	Youth & students	SC
23/04	Slovenia	The OpenCourseWare Consortium (OCWC) Global Conference in Ljubljana	Researchers & educators	ED
24/04	France	4th edition of "See at Paris" Film Festival, featuring films from 12 countries from South-East Europe, organised by the University of Audio-visual Arts of the Former Yugoslav Republic of Macedonia	General public	ERI
25/04	Croatia	"Aklapela, festival of the best Croatian vocal groups" in Dubrovnik	General public	CLT



10. Media Partnerships

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

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

10.1. NHK (Japan)

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

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

Duration: until December 2014

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

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

Logo use: **For every broadcast/rebroadcast (except for special programmes). 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 programmes in April (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

Special programmes (Satellite Channel): None in April

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>
06/04	Simien National Park(Ethiopia)	30 min	6.7%
13/04	Tasmanian Wilderness(Australia)	30 min	4.9%
20/04	Ha Long Bay(Vietnam)	30 min	4.3%
27/04	Belize Barrier-Reef Reserve System(Belize)	30 min	5.6%

Average audience share in April: **5.6% percent** (for the first broadcast)

Estimate number of viewers in Japan: **4,857,000** (for the first broadcast)

The total number of audience accessed to the programme in April was estimated at **19,430,000**

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

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

Partnership began: October 2010

Products: **News and interviews**

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

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

Network: partnership with more than 100 foreign news media

Links to titles by language (other than Chinese)	Nb of reports
English	32
Spanish	22
French	16

Russian	11
Arabic	10
In April, a total of 91 reports were released on UNESCO through Xinhuanet	

10.4. RIA Novosti

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

Partnership began: September 2010

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
01/04	State Duma backs proposal to grant presidential status to Artek Children's Center	1 357
01/04	Putin gives instructions to inspect Crimea's cultural institutions	141
02/04	Paris to host concert celebrating Denis Matsuev as UNESCO Goodwill Ambassador	235
02/04	Artek summer camp receives vacation applications from across Russia	3 746
02/04	Pianist Denis Matsuev: The cancelling of the concerts by Ukraine will not effect relations with my fans	334
02/04	Pianist Denis Matsuev designated UNESCO Goodwill Ambassador	424
03/04	Development concept for Crimea's Artek summer camp to be devised in two weeks	300
03/04	Diving in a big way at the Great Barrier Reef	328
04/04	Implementing Russian standards: Roadmap devised for Crimea's social services	977
04/04	Italy closes four embassies and UNESCO permanent delegate office	2 273
04/04	Artek views Orlyonok as friend, not enemy	334
04/04	Artek calls for devising long-term development program	209
04/04	Militias shoot mortar shells on historic district of Damascus	638
07/04	Orlyonok ready to provide any assistance to Artek	240
07/04	Russia opposes including Crimea resolution on UNESCO session's agenda	3 694
09/04	Italian Council of Ministers revises GDP forecast downward	175
09/04	Russia upset by UNESCO decision to review Crimea resolution	4 556
10/04	Vrnjačka Banja: Serbia's Karlovy Vary	180
10/04	MFA: Russia's consent required for UNESCO operations in Crimea	1 307
11/04	Medvedev to hold third meeting on Crimea, Sevastopol development	418
11/04	Rent prices to remain steady in Crimea this summer experts say	1 346
11/04	Naryshkin to head State Duma delegation's visit to France on April 14-15	715
11/04	Russia may raise anti-Russian hysteria issue during meeting on Ukraine	1 678
13/04	Universal Day of Culture	774
14/04	State Duma delegation to visit UNESCO headquarters in Paris	536
14/04	Naryshkin: Russia has and will support UNESCO	550
14/04	Russia transfers two 1914 documents to French museum	872
15/04	April 15 – Universal Day of Culture	495
15/04	Paris wants Russia to recognize Ukraine's interim government	3 904
15/04	Naryshkin: Nationalists can't bring about democracy	2 024
15/04	Gatilov: Ukraine developments may require UNSC meeting	1 145
15/04	Slutsky: State Duma observers to refrain from monitoring Ukrainian Presidential election	1 664
15/04	Naryshkin inaugurates exhibition celebrating 60th anniversary of USSR joining UNESCO	2 021
15/04	Ukrainian Presidential election to be monitored by OSCE, PACE and European Parliament observers only	366
16/04	Russian Orthodox Church to commemorate 700th anniversary of Sergey of Radonezh with procession	716
16/04	Artek expects first vacation period to be sold out	288
16/04	Artek needs 1.5bn roubles in 2014	1 024
16/04	Artek Children's Center will not face water shortages	565
16/04	News conference by Russia's Permanent Delegate to UNESCO Eleonora Mitrofanova	71
17/04	Moscow to host Benois de la Danse award ceremony in May	392
18/04	18 April - International Day for Monuments and Sites	372
19/04	Deputy PM Golodets initiates review of Crimea's health resorts	625
21/04	Yakutia, UNESCO signs second statement of cooperation	198
21/04	Lavrov: Russia wants to see more Russians working for UNESCO	559

21/04	Lavrov awards Order of Honor to Russia's Permanent Delegate to UNESCO Eleonora Mitrofanova	411
22/04	State Duma MPs compare Ukrainian crisis with Andrei Bogolyubsky story	297
23/04	World Book and Copyright Day	368
23/04	PHOTO, Krak des Chevaliers castle in Syria freed from militias	10
23/04	UNESCO: Mobile phones improve literacy in Africa	193
25/04	Ministry of Education and Science: Crimea's Artek to retain international status	1 927
25/04	Russian media call for journalist protection in Ukraine	1 745
26/04	Dolgov: Detention of journalists in Ukraine violates freedom of speech	1 577
29/04	International Dance Day	849
29/04	PHOTO, Dance as a universal language	22
30/04	Moscow to celebrate International Jazz Day with Jazz Fireworks	289
30/04	International Jazz Day	503
Total reports in Russian: 56		Total page views: 52 957

Date	Titles of Reports on UNESCO in Spanish	Page views
01/04	Kerry finaliza su visita a Jerusalén sin conseguir acuerdos para continuar el arreglo pacífico	105
21/04	Moscú aboga por una mayor representación de Rusia en la UNESCO	1
23/04	Los móviles podrían contribuir a luchar contra el analfabetismo en África	1
26/04	Los medios de comunicación rusos piden a la ONU proteger a sus periodistas en Ucrania	10
Total reports in Spanish: 4		Total page views: 117

Date	Titles of Reports on UNESCO in English	Page views
17/04	Western Sanctions to Push Integration of Eurasian Union and Asia-Pacific – Russian Official	11
Total reports in English: 1		Total page views: 11

Date	Titles of Reports on UNESCO in French	Page views
07/04	Session de l'UNESCO: Moscou hostile à l'examen d'une résolution sur la Crimée	12
08/04	Crimée : des experts français déplorent les doubles standards occidentaux	95
10/04	Crimée : aucune activité de l'Unesco sans l'aval de Moscou	15
21/04	Unesco : Moscou veut voir plus de Russes au sein du personnel	11
23/04	Solofoniaina	1
23/04	Syrie : une forteresse médiévale reprise aux insurgés	167
Total reports in French: 6		Total page views: 301

TOTAL REPORTS: 67	TOTAL page views in April: 53 386
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23
avril

JOURNÉE MONDIALE DU LIVRE ET DU DROIT D'AUTEUR

La Journée mondiale du livre et du droit d'auteur est un événement annuel célébré dans le monde entier pour promouvoir la lecture et les aspects culturels des livres. A cette occasion, l'UNESCO invite chacun d'entre nous à se rallier à la cause du livre et à tous ceux qui en écrivent et en produisent. Cette année, une **Édition Spéciale Jeunesse** organisée au Siège de l'UNESCO a permis de sensibiliser le public, et en particulier les plus jeunes, au monde de l'édition.

édition 2014
spéciale
jeunesse



Événement au Siège

Plus de **300** visiteurs

13 ateliers pratiques
(Manga, BD, enluminure,
calligraphies, écriture)

12 éditeurs et libraires
participants

10 centres de loisirs
invités

6 expositions
calligraphies, BD et
« Mafalda, une petite fille de 50 ans »



Concours de dessin

Concours lancé dans **195** pays
avec la thématique :
« Respect des différences »

180 dessins
sélectionnés par
les Commissions nationales

6 gagnants (sélection finale à venir)

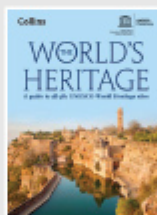
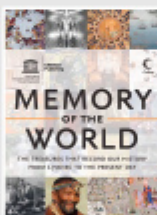


Publications

Lancement
de la nouvelle
publication
*Reading in
the Mobile Era*



Plus de **2 600** téléchargements
de *Memory of the World et
World Heritage*,
disponibles gratuitement le 23 avril



Réseaux sociaux

3 790 shares Facebook
dans toutes les langues

5 200 likes

13 000 tweets
avec le mot UNESCO le 23 avril
(6x la moyenne des 30 derniers jours)

L'ensemble des villes créatives
de littérature ont relayé l'événement
sur leur Facebook

En Chine :

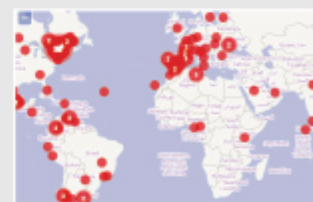
Sina Weibo **738 147** vues

Tencent Weibo **96 178** vues



Cartographie

195 événements
enregistrés sur la carte interactive
dans plus de 25 pays



Presse

1 357 articles
publiés dans la presse mentionnant
la Journée du livre et du droit d'auteur

10 interviews réalisées

3 télévisions
sur place pour suivre l'événement



Page dédiée à la Journée mondiale

9 400 visites soit 15% du trafic journalier du site UNESCO

Sur les **15** derniers jours, plus de **13 200** visiteurs différents
Pays top 3 en visites : Etats-Unis, Royaume-Uni et Mexique



Débat

1 conférence sur le thème
« Droit d'auteur et droits connexes
dans l'environnement numérique »
organisée par la Délégation permanente
de la Grèce auprès de l'UNESCO