



United Nations  
Educational, Scientific and  
Cultural Organization

Sector for  
External Relations and  
Public Information  
Division of Public Information

ERI/DPI/2014/PIPMR/42/REV

## Monthly Visibility Report

June 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 month of June was dominated by the annual World Heritage Committee meeting which took place in Doha (Qatar) between the 15th and 25<sup>th</sup> of the month. As usual, the event generated enormous media interest in all regions of the world, peaking on the days when new sites were being inscribed on the World Heritage List. This is clearly visible in the graph showing daily coverage about UNESCO in the world media.

The Committee decisions that generated most international media attention related to controversies around the status of the Great Barrier Reef and boundary changes to the Tasmanian Wilderness site requested by the Australian government, but refused by the Committee. The inclusion on the World Heritage List of the Qhapaq Ñan (Inca Trail) in Latin America and the Grotte Chauvet in France also prompted excellent coverage beyond national borders.

Earlier in the month, the announcement of new biosphere reserves received reasonable media attention, limited mainly to the countries in which the new reserves are located. The release of the new policy papers by the GMR team, showing a severe drop in aid to education, and stagnating out-of-school figures also did fairly well, especially in countries where the problems are most marked, including India.

The opening of the “People, Book, Land” exhibition, organized by the Simon Wiesenthal Centre and UNESCO, received some coverage – mostly in Israel and France.

The following events are highlighted in the Major Events pages:

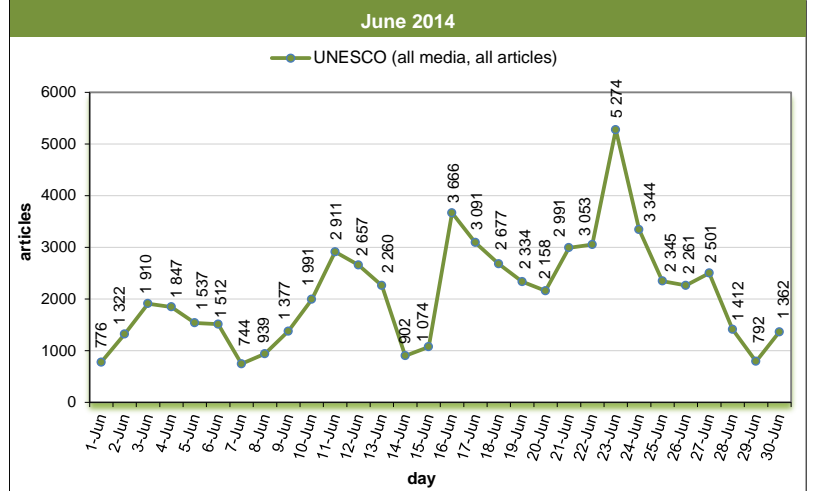
- **26th Session of the International Coordinating Council of the Man and Biosphere Programme (10-13/06)**
- **38th Session of the World Heritage Committee (15-25/06)**
- **Scientific conference and commemorative event on the underwater cultural heritage of the First World War (26-28/06)**

## UNESCO Website and Social Media Channels

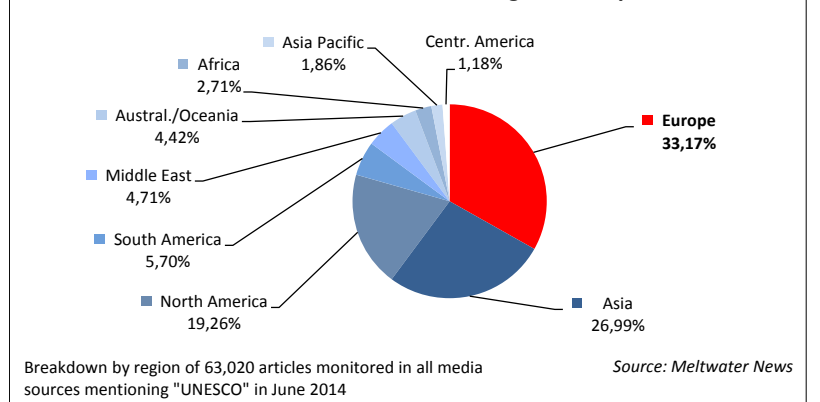
For the third year in a row the summertime confirms its low traffic trend. As a result, page views dropped by 12%, but peaked on 23 June with almost 240K page views to the World Heritage Centre website, and especially to the new inscribed properties on the World Heritage List. As every year, the World Heritage Committee meeting represents a source of web traffic to the unesco.org website.

On our specialized web sites: on “unesco.int” page views dropped for the third consecutive month, but remain well above last year’s traffic during the same month (+51%); visits to “Unescommunity” increased this month by 45%, pages views by 50% with a particular interest for the “Staff meeting with the Director-General” held on 10 June.

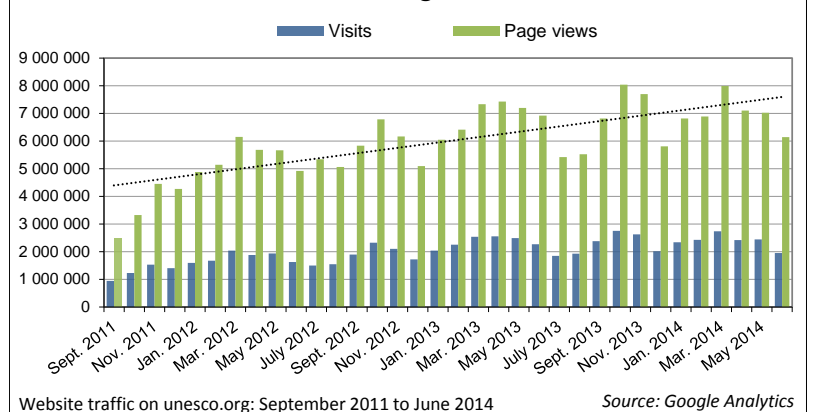
## Articles monitored daily in all media sources in which “UNESCO” appears in a story



## Total number of articles in all media rose by 28% since May. Growth has been considerable in all regions except Africa

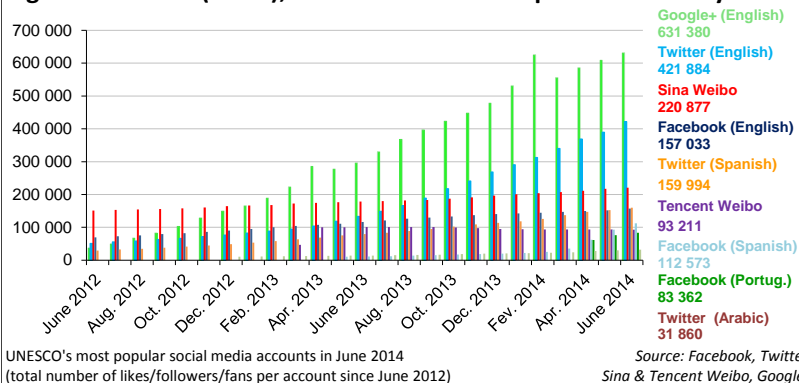


## Web traffic dropped after last month's stability. Visits: -20% ; Page views -12%



June was strong month for social media channels, starting with the #UNESCOcup hashtag trending in Italy on Twitter, on the day of the first-ever UNESCO football cup. Our annual World Heritage Committee proved to be a boon for social media in all languages. New sites helped generate significant new likes and followers on our social media channels corresponding to the sites' region and languages. Notably, the inscription of the Inca Route generated 3,456 likes/7,061 shares on Spanish Facebook. Retweets and tweets by the political leaders of Costa Rica, India, Mexico, among others, helped to drive traffic and interest.

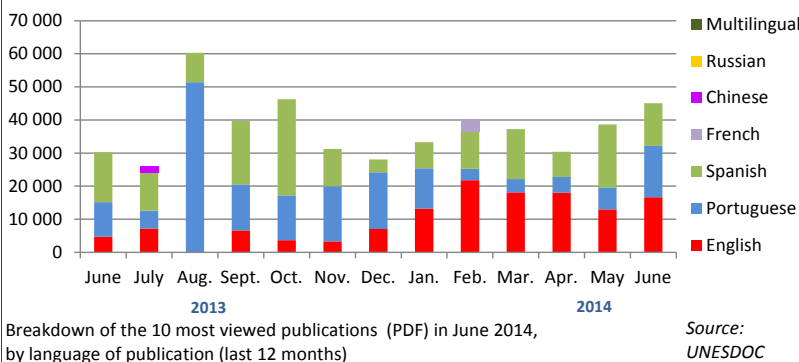
### Spanish Facebook account shows this month again the strongest growth in likes (+21%); A 404% increase compared to January 2014



### Publications

Online viewing of UNESCO top ten publications in June has increased since May of this year (+16%) and compared to May last year (+49%). The two main flagship reports of UNESCO, the *EFA Global Monitoring Report 2013-2014* and the *World Water Development Report 2014*, continue to fare extremely well in the top ten downloads. Titles in Spanish and Portuguese account for almost two-thirds of the titles in this table. Bookshop and online sales were largely dominated by World Heritage titles with the exception of two SC titles on Climate Change and Harmful Marine Microalgae.

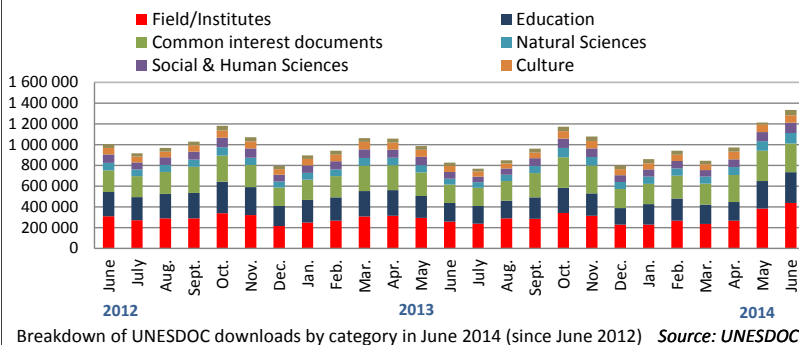
### Total Top 10 views are growing for the second month in a row (+16%) Strong increase for English and Portugues titles



### UNESDOC

The UNESDOC database contains to date some 144,000 records, and registered this month an outstanding 1.3 million downloads. While the number of downloads are fluctuating all over the year, they have been steadily growing in the past three months, representing an increase by 57% since March this year and by 61% compared to June last year. Top 20 downloads were exclusively for publications, in Portuguese, Spanish and English.

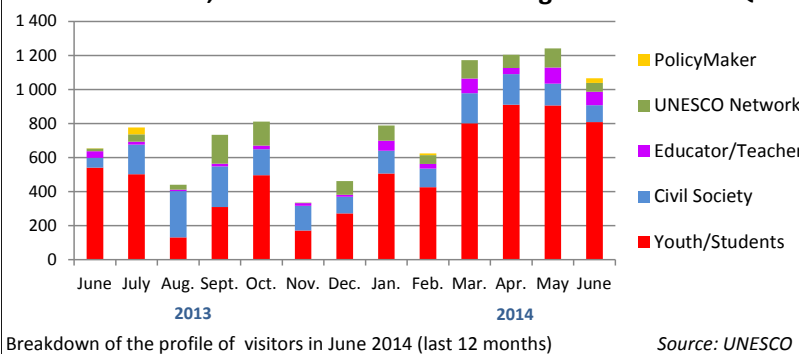
### More than 1.3 million UNESDOC downloads this month A whopping 57% increase since March 2014



### UNESCO visits

For the fourth month in a row, more than 1,000 visitors benefited of a guided tour of HQ. A 14% drop however compared to May, since June is usually an exam period for the visit's main target public. In addition, the Visitor Service also inaugurated this month the very first "Open UNESCO Campus" - dedicated this time to Ocean -, gathering 359 young people for a comprehensive briefing on a major UNESCO theme by internal and international specialists. Discover this new format of [young public briefing \(video\)](#).

### Despite a 14% drop this month, for the fourth consecutive month more than 1,000 visitors were offered a guided tour of HQ



### Focus on a Field Office

The sixth episode of this topic aiming to highlight the outreach efforts in the Field focuses on our **Office in Beijing** (see p. 7)

## Major events:

### I. 26th Session of the International Coordinating Council of the Man and Biosphere Programme (10-13 June)

The 26th Session of the International Coordinating Council (ICC) of UNESCO's Man and the Biosphere Programme (MAB), was held in Jönköping, Sweden in the vicinity of the East Vättern Landscape Biosphere Reserve, the youngest of the five Swedish biosphere reserves from 10 to 13 June 2014. The opening by the outgoing Chair of the MAB Council, Ms Boshra Salem, was followed by opening remarks of Mr Magnus Kindbom, Swedish State Secretary for Rural Affairs, Ms Anita Hansbo, the Vice Chancellor of Jönköping University and three University of Jönköping students who made a statement. The Director-General warmly welcomed the MAB-ICC delegates and made her opening remarks in a video message.



Following the election of the new MAB ICC Bureau, a new Chairperson was elected, M. Sergio Guevara Sada from Mexico.



East Vättern Scarp Landscape (Sweden)

As decided by the Council, 13 new biosphere reserves were approved, including two transboundary biosphere reserves, three biosphere reserves withdrew from the World Network of Biosphere Reserves (WNBR) and five biosphere reserve extensions were approved. The WNBR is now composed of 631 biosphere reserves in 119 countries including 14 transboundary biosphere reserves.

The Council made decision on 88 recommendations formulated by the International Advisory Committee for Biosphere Reserves on periodic review reports, including 43 decisions related to reports received in connection with the implementation of the exit strategy adopted at its last session.

Furthermore the Council welcomed the presentation of Ms Ana Luisa R. Figueroa (Mexico), Director of Islands of the Gulf of California Flora and Fauna Protection, winner of the 2014 Michel Batisse Award on her case study "A group of fishermen and fishing families became guardians of the San Pedro Martir Island, which is part of the Islas del Golfo de California Biosphere Reserve". The Council endorsed six winners of the 2014 MAB Young Scientist Award.

With regard to date and venue of the twenty-seventh session of the MAB-ICC to be held in Paris, the proposed dates are 8-12 June 2015.

**Participants:** 140 participants.

**Audience:** Representatives of the following Members of the ICC as elected by the UNESCO General Conference at its 36th and 37th sessions were present: Algeria, Arab Republic of Egypt, Burkina Faso, Chile, Cote d'Ivoire, Estonia, France, Germany, Ghana, Haiti, Hungary, Israel, Japan, Kazakhstan, Kenya, Luxembourg, Malaysia, Mexico, Republic of Korea, Saint Vincent and the Grenadines, South Africa, Spain, Sweden, Thailand, Ukraine, United Kingdom of Great Britain and Northern Ireland, and United Republic of Tanzania.

Observers from the following Member States were present: Albania, Argentina, Austria, Canada, China, Colombia, Democratic People's Republic of Korea, India, Indonesia, Italy, Niger, Nigeria, Norway, Oman, Pakistan, Poland, Peru, Serbia, Switzerland, The former Yugoslav Republic of Macedonia, Turkey, and United States of America.

#### Communication materials and activities:

- Press releases ([12/06](#), [13/06](#))
- Media advisory ([27/05](#))
- [Dedicated webpage](#)
- [B-rolls](#)- Biosphere reserves 2014
- Photo gallery of [new biosphere reserves](#)
- [Final report](#)

**Website statistics:** [MAB website](#): 3,971 visits/15,862 page views. Dedicated webpage: 694 visits/3,922 page views. Events webpage: 1,085 visits/3,776 page views. Press releases: [12/06](#): 1,092 visits/2,963 page views; [13/06](#): 32 visits/186 page views. Photo gallery: 755 visits/3,670 page views.

**Press coverage:** Press coverage for this event was limited mainly to those countries in which new biosphere reserves were named, which is to be expected, and based almost entirely on the press release issued by the Media Services section. Coverage was particularly good in the countries of Latin America and Germany. The news was also well reported in Albania, Italy, Japan, Malaysia, and Spain. Despite the translation of the media advisory into Swedish (thanks to the National Commission), there was virtually nothing in the Swedish press apart from two stories in a local news outlet and on a minor website. Part of the explanation for this lies in the location of the meeting at Jönköping, some 280 kilometres south-west of Stockholm, and a long way from any key media centre. Another disincentive for Swedish journalists was the fact that no Swedish biosphere reserve was named.

**Social media:** Interest for UNESCO biospheres has grown a bit on social media, relative to the past two years, with 210 likes on Facebook. This is due largely to the fact that few people know that biospheres constitute a distinct category of UNESCO sites. The programme has attempted to improve public understanding by launching a video: [Biosphere reserves in a nutshell](#)

## II. 38th Session of the World Heritage Committee (15-25 June)

The 38th session of the World Heritage Committee was held in Doha, Qatar from 15 to 25 June. During the session the Committee reviewed 142 state of conservation reports (concerning 150 sites, see [here](#)) for sites already inscribed on the World Heritage List, and added 26 new sites to the List. Four extensions were added to existing sites. Three sites were added to the List of World Heritage in Danger, and one was removed. The World Heritage List now numbers 1,007 properties: 779 cultural, 197 natural and 31 mixed in 161 countries. Myanmar had a site inscribed on the List for the first time.



This was the third session to be live webstreamed via the World Heritage Centre website, with all Committee documents available to the public.

There was also extra media attention due to the announcement by Qatar's Prime Minister Abdullah bin Nasser bin Khalifa Al Thani, at the beginning of the session, of a \$10 million donation to a new fund for protecting World Heritage sites affected by conflict or natural disaster, as well as financing other projects.

**Participants:** 1,164 badges were distributed in total, including 1,711 Website registration and 37 international journalists attending the Committee (these are participants in the Committee session only; higher number of badges last year is due to the fact that it included all local, technical, cleaning etc staff present as well).

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

### Communication materials and activities:

- Press releases ([15/06](#), [17/06](#) (1), [17/06](#) (2), [18/06](#) (1), [18/06](#) (2), [20/06](#), [21/06](#) (1), [21/06](#) (2), [22/06](#) (1), [22/06](#) (2), [22/06](#) (3), [23/06](#), [25/06](#))
- [Media advisory](#) (23/05)
- [All news on the 38<sup>th</sup> Session](#)
- [Dedicated webpage](#) and [Official website](#)
- [Photo gallery](#)
- 21 videos on the sites
- B-rolls – New inscriptions 2014
- [On-line accreditation for the media](#) (37 accredited journalists)
- Live webcast
- Presentation and distribution of the WH Map in English, French and Spanish
- Distribution of 1,000 copies of the World Heritage Review 72, Special Issue on Qatar
- Distribution of WH material in English, French and Spanish

**Webcast/Live streaming connections:** High and low resolution transmissions were made available in English and French, as well as audio transmission with no interpretation.

**Website statistics:** [World Heritage website](#): 1,026,336 visits. Dedicated webpage: 22,055 visits/102,084 page views. Press releases: [15/06](#): 911 visits/2,555 page views; [17/06](#) (1): 492 visits/745 page views; [17/06](#) (2): 922 visits/1,069 page views; [18/06](#) (1): 1,338 visits/1,757 page views; [18/06](#) (2): 122 visits/507 page views; [20/06](#): 429 visits/1,218 page views; [21/06](#) (1): 1,615 visits/3,106 page views; [21/06](#) (2): 2,440 visits/5,319 page views; [22/06](#) (1): 109 visits/793 page views; [22/06](#) (2): 278 visits/1,010 page views; [22/06](#) (3): 846 visits/3,046 page views; [23/06](#): 2,581 visits/5,856 page views; [25/06](#): 1,016 visits/2,605 page views. [Media advisory](#): 678 visits/1,878 page views. Photo gallery: 2,445 visits/14,211 page views.

**Press coverage:** This year's Committee meeting confirmed yet again that it is the premier media event on UNESCO's annual calendar. Stories on new sites and decisions taken concerning several others were carried in leading international, national and local media in all regions. A steady stream of articles was published and broadcast in the weeks prior to the meeting. On the 18<sup>th</sup> of June, more than 3,000 stories on the subject were monitored in world media... and this is not an exhaustive figure. From the start of the meeting on the 14<sup>th</sup> to the end on the 25<sup>th</sup>, the media services section monitored a total of 19,564 articles.

Press highlights include interviews with the BBC, Al Jazeera, CCTV, ABC and SBS (Australia), Kyodo News (Japan), SABC (South Africa), TBS (South Korea), FR3 (France), RFI, Reuters, AFP, AP, DPA, Qatar News Agency, The Times of India, The Australian, Science and The Guardian (UK and Aus). Al Jazeera devoted an edition of its prestigious current affairs programme "Inside Story" to the protection and conservation of cultural heritage and the work of the Committee, and The Gulf Times published a series of special features on World Heritage just prior to and during the meeting.

The fact that the meeting was webcast proved to be particularly advantageous, allowing journalists to cover the meeting from a distance and to use video extracts from the streaming for television news reports.

**Social media:** World Heritage posts were very successful this year, especially for the Inca Road, which was 'liked' almost 3,500 times on Facebook in Spanish, and the Great Himalayan National Park on Twitter in English (944 RTs). New listings such as la Grotte Chauvet, Jeddah, and the Grand Canal set off new likes and followers on our channels in Arabic, Chinese and Spanish. Laura Chinchilla (President of Costa Rica), Narendra Modi (Indian Prime Minister) and the Mexican Presidency all retweeted from UNESCO's accounts, and tweeted support for their countries' new World Heritage inscriptions. Plans are under way to work with all countries to promote their new listings on all national social/digital assets, such as Tourism Boards, and Ministries of Culture.

Two chronic problems must be corrected for next year: 1. Photos of the sites submitted to the World Heritage Centre must be available for use on social media. This is still not the case, because of a clause in our internal nomination documents. We will start to anticipate next year's Committee already. 2. Delegations should all be briefed, well in advance of the Committee, to require that relevant national communications social media channels be ready to communicate with UNESCO on new inscriptions. The absence of such procedure limits considerably the outreach potential of the World Heritage Committee on new media.

### III. Scientific conference and commemorative event on the underwater cultural heritage of the First World War (26-28 June)

From 26 to 28 June, on the occasion of the Centenary of World War I, ambassadors, ministers, scientists, diplomats and legal experts from 36 countries came together to discuss the preservation, research and protection of World War I underwater heritage in Bruges, Belgium. They commemorated the Centenary and the war's devastating impact underlining the significance of underwater cultural heritage sites as a tangible and authentic site of historic events, and a chance for the current and future generations to ponder war's consequences.

They encouraged States to take urgent action to foster the preservation and conservation of World War I underwater cultural heritage and to ratify and fully implement the UNESCO 2001 Convention. They also called on coast guards, customs and other authorities to cooperate in the protection of the much pillaged sites. They encouraged the creation of an international database with WWI underwater cultural heritage, and the creation of a special cultural route. They moreover encouraged a common resolve and ethos in the projects on WWI underwater heritage, especially reflecting on the peace and reconciliation value of the heritage concerned. The experts assembled in the Bruges conference also called on States to take concrete measures to better protect the underwater heritage of World War II.

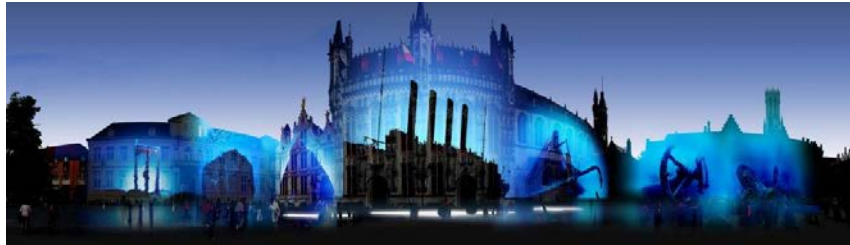
A commemorative event following the conference submerged visually the city of Bruges in an artistic outreach to the public with a big crowd attending.



The following day an orchestra played the Last Post while flowers were laid down at the West Diep heritage site of WWI. A Dive for Peace Day gathered dive clubs and societies on WWI underwater heritage. A call of UNESCO on all ships at sea to sound a signal in memory of WWI and to respect its submerged heritage was taken up by port masters and cruiselines worldwide.



The First World War left behind thousands of submerged heritage sites that today, a hundred years later, are precious heritage falling finally and with the centenary of their sinking under the protection of the UNESCO 2001 Convention on the Protection of the Underwater Cultural Heritage.



**Participants:** Conference : 150 participants. Commemorative event: more than 1,000 people.

**Audience:** Ambassadors, ministers, scientists, diplomats and legal experts from 36 countries.

#### Communication materials and activities:

- [Media advisory](#) (20/06)
- [Dedicated webpage](#)
- [Brochure](#)
- [Press kit](#)
- [Photo gallery](#)
- Videos

**Website statistics (01/06-15/07) :** [Dedicated webpage](#): 974 visits/2,867 page views. [Media advisory](#): 260 visits/1,144 page views.

**Press coverage:** Media coverage was positive and high quality with reports broadcast by the [BBC news](#), NatGeo, Le Figaro and many more covering the events ([Levif.be](#), [MercoPress](#), [islandecho](#), [Penguin News](#), ...) along with the Belgian television channels.

**Social media:** Messaging focused on the fact that Centenary of World War I means shipwrecks from 1914-18 will be protected as UNESCO underwater heritage. Twitter was most effective with 116 RTs.

## Focus on UNESCO Office in Beijing

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

## Beijing launches its new Office website in 2 languages

In June 2014, during the Director-General Irina Bokova's visit to China, the Beijing Office launched its new website: [www.unescobej.org](http://www.unescobej.org)



At the end of 2013, UNESCO's Division of Public Information in partnership with UNESCO's Beijing Office, launched a pilot project to expand UNESCO's outreach to the Chinese public, with the support of the private sector in China. Under this project, a dedicated Public Information team based in Beijing composed of a Web Developer and a Content Creation Specialist developed a bi-lingual (English and Chinese) website with the Drupal open-source content management framework and with the "look and feel" of the new UNESCO global website.

The new website aims to increase UNESCO's visibility among the Mandarin speaking community in China and abroad by providing content about UNESCO's programmes implemented in the North-East Asia Cluster.

As opposed by its predecessor, it is characterized by enhanced use of photos, videos and infographics, while the homepage integrates social media accounts: "Sina Weibo" (microblogging) and "Youku" (social media platform for online video sharing).



Beijing Office Staff introducing the new website to the DG during her mission to China

## Director-General's visit to China (2-5 June 2014)

The Director-General's official trip to China has received wide local coverage with almost **300** articles on the Chinese media, covering the key events during the visit: the Inauguration of the new Category II Center IKCEST, the Director-General's meeting with President Xi Jinping and the First Lady Peng Liyuan, the inauguration of the Suzhou World Language Conference, and the DG's speech at Tsinghua University on "Leadership, Soft Power and Values for a Better Future of All." UNESCO also renewed its media partnership with Xinhua News Agency.



## Highlights on events: Annual China UNESCO World Heritage Forum

Jointly organized by the UNESCO Beijing Office and the World Natural Heritage Conservation and Research Centre of the Chinese Ministry of Housing and Urban-Rural Development, in Shilin (Yunnan Province) on 4-5 June, the forum attracted 16 Chinese mainstream media providing visibility to the event in newspapers, magazines and on TV. Beijing Office's Programme Specialist for Culture was interviewed by the channel CCTV4 for a documentary on World Heritage. In addition, the Shilin Forum was promoted through Sina Weibo and Wechat with more than 10,000 viewers of the news.

## Social media



### Sina Weibo

44,752 Followers  
(Up to 30 June 2014)

280 Posts in 2014

### Top 3 popular posts in June:

- **Internship Vacancy Note in Beijing**  
220,000 Views, 9 Likes, 92 Reposts, 18 Comments
- **DG's meeting with the First Lady**  
66,000 Views, 37 Likes, 130 Reposts, 19 Comments
- **DG and President Xi's speeches at ICEST opening ceremony**  
48,000 Views, 6 Likes, 21 Reposts, 14 Comments

## Feed into regional and global outreach in June

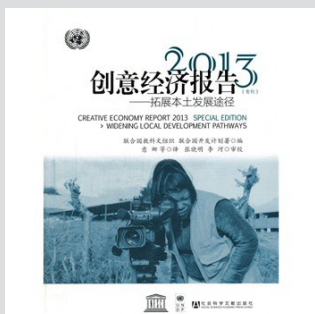
**e-Voices UNESCO in Asia and Pacific:**  
4 News; 2 Events; 3 Publications

**Global Website:**  
11 articles translated into Chinese; 3 original articles

### Key words in the media

"World Heritage", "Memory of the World", "Director-General's visit"

## Publications released in June



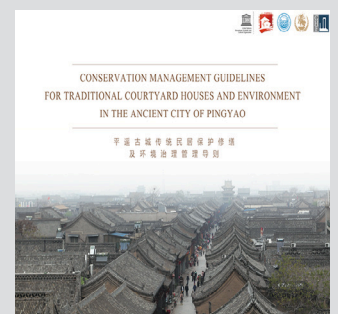
Creative Economy Report 2013 Special Edition (ZH)



UNESCO Beijing Biennium Report 2012-2013 (EN/ZH)



IDAHO Lesson Plan (ZH)



Conservation Management Guidelines for Traditional Courtyard Houses and environment in the ancient city of Ping Yao (EN/ZH)

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

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

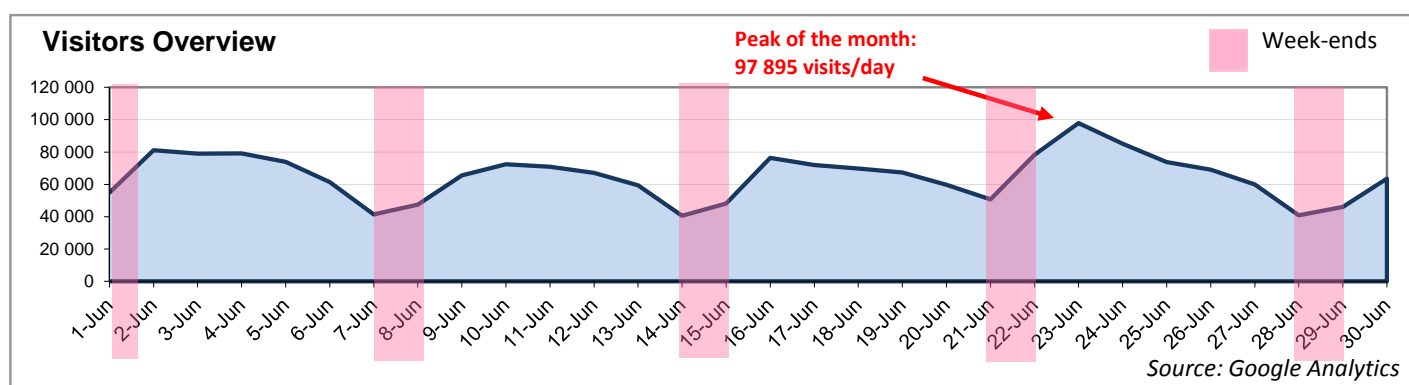
Web traffic shown here (page views, visits, visitors, country and language of visit, etc) has been measured since September 2011 with the free Google Analytics toolset via tags embedded in pages. More detailed statistics on specific programmes can be made available to the responsible officers upon request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

For the third year in a row the summertime confirms its low traffic trend. As a result, page views dropped by 12%, but peaked on 23 June with almost 240K page views to the World Heritage Centre website, and especially to the new inscribed properties on the World Heritage List. As every year, the World Heritage Committee meeting represents a source of web traffic to the unesco.org website.

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## 1.1. June 2014 Traffic

### Daily Web Traffic Patterns



## 1.2. Monthly visits

|                  | Page views <sup>1</sup> | Variation vs Y-1 | Variation vs M-1 | Visits <sup>2</sup> | Variation vs Y-1 | Variation vs M-1 | Unique Visitors <sup>3</sup> | Variation vs Y-1 | Variation vs M-1 |
|------------------|-------------------------|------------------|------------------|---------------------|------------------|------------------|------------------------------|------------------|------------------|
| 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%          |
| May 2014         | 7 018 100               | -2.42%           | -1.19%           | 2 448 173           | -1.90%           | +0.99%           | 1 894 841                    | -0.37%           | +1.04%           |
| <b>June 2014</b> | <b>6 140 465</b>        | <b>-11.21%</b>   | <b>-12.51%</b>   | <b>1 952 754</b>    | <b>-14.09%</b>   | <b>-20.24%</b>   | <b>1 491 853</b>             | <b>-13.58%</b>   | <b>-21.27%</b>   |



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

| Areas of interest   | Visits <sup>2</sup> | Variation vs Y-1** | Variation vs M-1** |
|---|---------------------|--------------------|--------------------|
| <b>UNESCO.ORG</b>   | <b>1 952 754</b>    | <b>-14.09%</b>     | <b>-20.24%</b>     |
| Home & Central Service pages  | 246 478             | +56.28%            | -6.36%             |
| Worldwide   | 12 525              | -41.65%            | -47.51%            |
| <b>Education for the 21st Century and ED Sector</b>                                     | <b>76 211</b>       | <b>-50.37%</b>     | <b>-44.79%</b>     |
| <b>One Planet, One Ocean &amp; Science for a Sustainable Future and SC Sector</b>       | <b>38 016</b>       | <b>-41.71%</b>     | <b>-33.14%</b>     |
| <b>Learning to Live Together and SHS Sector</b>   | <b>26 122</b>       | <b>-42.25%</b>     | <b>-46.70%</b>     |
| <b>Protecting our Heritage and Fostering Creativity and CLT Sector</b>                  | <b>1 123 768</b>    | <b>-3.29%</b>      | <b>-10.79%</b>     |
| World Heritage  | 1 026 336           | -1.84%             | -9.14%             |
| Intangible Heritage   | 55 610              | +24.11%            | -2.83%             |
| Culture Sector (excl. Intangible Heritage)  | 41 822              | -41.61%            | -42.56%            |
| <b>Fostering Freedom of Expression &amp; Building Knowledge Societies and CI Sector</b> | <b>32 688</b>       | <b>-46.57%</b>     | <b>-39.64%</b>     |
| <b>Field offices (only those tracked)</b>   | <b>97 638</b>       | <b>-16.64%</b>     | <b>-36.97%</b>     |
| UIL*  | 20 784              | +0.76%             | -17.67%            |
| IIEP*   | 195 315             | +47.09%            | -1.18%             |
| UNEVOC*   | 38 133              | -11.38%            | -13.15%            |

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

### 1.4. UNESCO Website Visitors

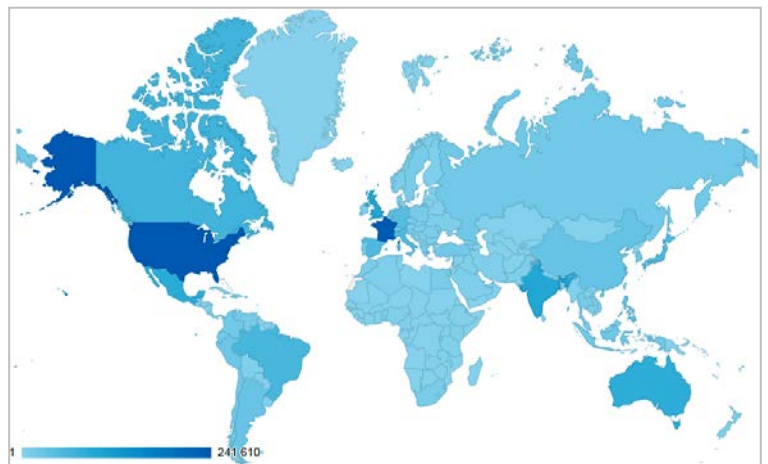
#### Top 10 domains/countries

| Country        | Visits <sup>2</sup> | % of Total visits | Variation vs M-1 | Pages/Visit | Average visit duration |
|----------------|---------------------|-------------------|------------------|-------------|------------------------|
| United States  | 241 610             | 12.37%            | -31.95%          | 3.07        | 00:02:39               |
| France         | 236 367             | 12.10%            | -10.61%          | 3.61        | 00:04:17               |
| United Kingdom | 93 171              | 4.77%             | -8.53%           | 2.93        | 00:02:21               |
| India          | 92 915              | 4.76%             | +4.82%           | 2.80        | 00:03:04               |
| Mexico         | 83 513              | 4.28%             | -32.09%          | 2.82        | 00:03:14               |
| Australia      | 80 370              | 4.12%             | -31.42%          | 3.36        | 00:04:12               |
| Canada         | 64 883              | 3.32%             | -28.15%          | 3.78        | 00:03:48               |
| Brazil         | 58 330              | 2.99%             | -23.60%          | 2.27        | 00:04:20               |
| Japan          | 52 819              | 2.70%             | +29.20%          | 3.73        | 00:04:16               |
| Spain          | 51 843              | 2.65%             | -24.82%          | 3.62        | 00:03:21               |

#### Top 10 visitors' language

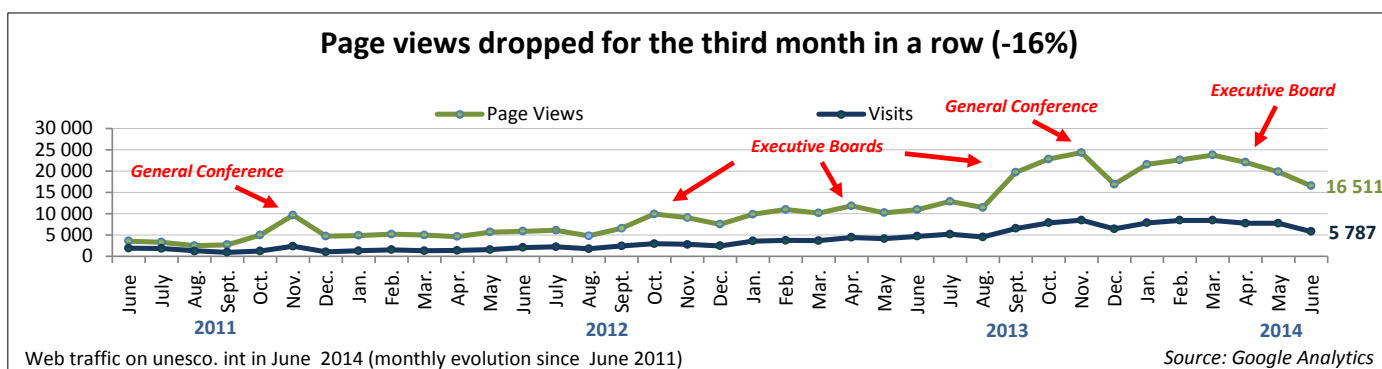
| Language   | Visits <sup>2</sup> | % of Total visits | Variation vs M-1 |
|------------|---------------------|-------------------|------------------|
| English    | 998 681             | 51.14%            | -20.81%          |
| Spanish    | 260 862             | 13.36%            | -30.13%          |
| French     | 257 161             | 13.17%            | -23.57%          |
| Portuguese | 65 199              | 3.34%             | -22.52%          |
| Japanese   | 48 780              | 2.50%             | +36.06%          |
| Chinese    | 45 398              | 2.32%             | -2.02%           |
| Italian    | 43 550              | 2.23%             | +13.33%          |
| German     | 40 089              | 2.05%             | -0.98%           |
| Russian    | 29 498              | 1.51%             | -32.01%          |
| Dutch      | 21 194              | 1.09%             | -0.65%           |

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



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

|             | Month       | Page views <sup>1</sup> | Variation vs Y-1* | Variation vs M-1 | Visits <sup>2</sup> | Variation vs Y-1* | Variation vs M-1 | Pages/Visit | Variation vs M-1 | Avg Visit duration |
|-------------|-------------|-------------------------|-------------------|------------------|---------------------|-------------------|------------------|-------------|------------------|--------------------|
| <b>2013</b> | 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           |
| <b>2014</b> | 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           |
|             | May         | 19 827                  | +94.13%           | -10.12%          | 7 725               | +87.23%           | -0.13%           | 2.58        | -11.64%          | 00:04:13           |
|             | <b>June</b> | <b>16 511</b>           | <b>+51.02%</b>    | <b>-16.72%</b>   | <b>5 787</b>        | <b>+23.95%</b>    | <b>-25.09%</b>   | <b>2.91</b> | <b>+12.79%</b>   | <b>00:05:24</b>    |



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

|             | Month       | Page views <sup>1</sup> | Variation vs M-1 | Visits <sup>2</sup> | Variation vs M-1 |
|-------------|-------------|-------------------------|------------------|---------------------|------------------|
| <b>2013</b> | 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%          |
| <b>2014</b> | 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%           |
|             | May         | 8 408                   | -36.49%          | 2 573               | -42.91%          |
|             | <b>June</b> | <b>12 632</b>           | <b>+50.24%</b>   | <b>3 741</b>        | <b>+45.39%</b>   |

### Traffic indicators explained:

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

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

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

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

UNESCO products for written and audiovisual media are:

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

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

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

| Languages    | Page views     | Variation vs Y-1* | Variation vs M-1* |
|--------------|----------------|-------------------|-------------------|
| <b>Total</b> | <b>147 594</b> | <b>-10.66%</b>    | <b>+44.98%</b>    |
| English (EN) | 81 361         | -8.95%            | +51.43%           |
| Spanish (ES) | 33 992         | +24.75%           | +38.57%           |
| French (FR)  | 16 770         | -28.54%           | +36.97%           |
| Russian (RU) | 5 415          | -57.15%           | +65.14%           |
| Chinese (ZH) | 5 042          | -34.11%           | +45.26%           |
| Arabic (AR)  | 5 014          | +3.64%            | +10.10%           |

\* Based on figures published in the Monthly Reports.

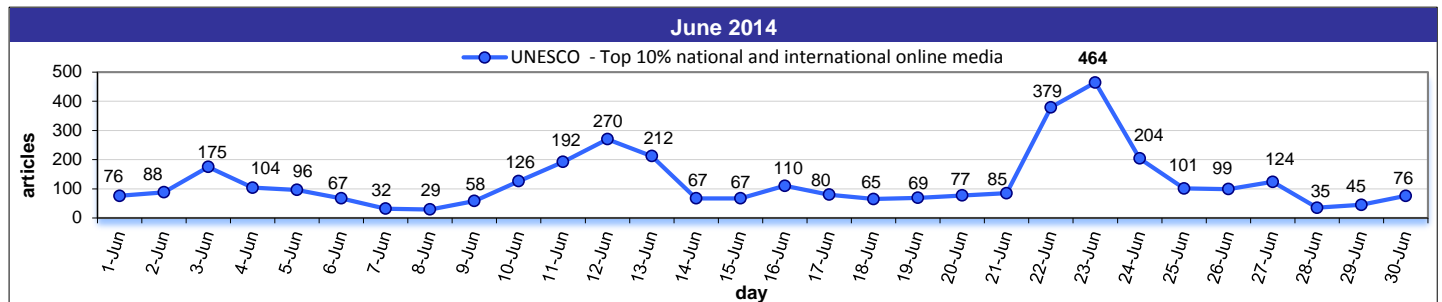
### 2.2. Press releases/Media advisories in June 2014

|     |       |   |
|-----|-------|---|
| 1.  | 03/06 | <a href="#">Launch of Ocean and Climate Platform 2015 at UNESCO to mark World Ocean Day</a>   |
| 2.  | 04/06 | <a href="#">Launch of the NET-MED Youth Project on June 5: empowering youth voices, promoting change!</a>   |
| 3.  | 05/06 | <a href="#">Director-General denounced attack in Ukraine that killed Italian journalist Andrea Rocchelli and Russian activist Andrei Mironov</a>  |
| 4.  | 05/06 | <a href="#">Director-General condemns murder of Honduran journalist Hernán Cruz Barnica</a>   |
| 5.  | 06/06 | <a href="#">UNESCO Director-General calls for investigation into killing of journalist Jorge Torres Palacios, in Mexico</a>                       |
| 6.  | 06/06 | <a href="#">Director-General denounces killing of Libyan television journalist Naseeb Miloud Karnafa</a>  |
| 7.  | 06/06 | <a href="#">The Judeo-Spanish Languages: Expressing Identity and Openness</a>   |
| 8.  | 06/06 | <a href="#">"People, Book, Land: The 3500 Year Relationship of the Jewish People with the Holy Land" exhibition to open at UNESCO</a>             |
| 9.  | 06/06 | <a href="#">UNESCO to present new book in series The Foundations of Islam</a>   |
| 10. | 11/06 | <a href="#">Aid to education down 10% since 2010</a>  |
| 11. | 12/06 | <a href="#">UNESCO commends the decision by SOCO to halt oil exploration activities in Virunga National Park as a step in the right direction</a> |
| 12. | 12/06 | <a href="#">Thirteen sites added to UNESCO's World Network of Biosphere Reserves</a>  |
| 13. | 12/06 | <a href="#">Selection of the best short films from all over the world showcased at UNESCO's Golden Nights 2014</a>                                |
| 14. | 13/06 | <a href="#">UNESCO's Man and the Biosphere (MAB) Programme names laureates of Young Scientists and Michel Batisse awards</a>                      |
| 15. | 15/06 | <a href="#">World Heritage Committee meeting opens in Doha</a>  |
| 16. | 17/06 | <a href="#">Tanzania's Ruins of Kilwa Kisiwani and Ruins of Songo Mnara removed from UNESCO List of World Heritage in Danger</a>                  |
| 17. | 17/06 | <a href="#">City of Potosi (Plurinational State of Bolivia) added to List of World Heritage in Danger</a>   |
| 18. | 18/06 | <a href="#">Decision on status of Australia's Great Barrier Reef deferred until 2015</a>  |
| 19. | 18/06 | <a href="#">Poaching puts Tanzania's Selous Game Reserve on List of World Heritage in Danger</a>  |
| 20. | 20/06 | <a href="#">Raising support for peacebuilding in South Sudan</a>  |

|     |       |  |
|-----|-------|--|
| 21. | 20/06 | <a href="#">Palestine: Land of Olives and Vines - Cultural Landscape of Southern Jerusalem, Battir, inscribed on World Heritage List and on List of World Heritage in Danger</a> |
| 22. | 20/06 | <a href="#">World War I Underwater heritage UNESCO scientific conference and commemoration, Bruges (Belgium)</a>   |
| 23. | 21/06 | <a href="#">Sites in Iraq, Japan, the Netherlands and Saudi Arabia inscribed on World Heritage List</a>  |
| 24. | 21/06 | <a href="#">Sites in Latin America and Germany inscribed on World Heritage List</a>  |
| 25. | 22/06 | <a href="#">Four new cultural sites inscribed on World Heritage List</a>   |
| 26. | 22/06 | <a href="#">Myanmar's first site inscribed on World Heritage List</a>  |
| 27. | 22/06 | <a href="#">World Heritage List reaches 1000 sites with inscription of Okavango Delta in Botswana</a>  |
| 28. | 23/06 | <a href="#">Santa Maria: Haïti requests UNESCO to send experts to examine shipwreck off its coast</a>  |
| 29. | 23/06 | <a href="#">Six new sites inscribed on World Heritage List</a>   |
| 30. | 25/06 | <a href="#">Twenty six new properties added to World Heritage List at Doha meeting</a>   |
| 31. | 25/06 | <a href="#">Wroclaw named World Book Capital for 2016</a>  |
| 32. | 25/06 | <a href="#">Director-General condemns killing of two media professionals in Somalia: Yusuf Ahmed Abukar Keynan and Mohamed Omar Mohamed</a>                                      |
| 33. | 26/06 | <a href="#">UNESCO: No progress in reducing global number of children out of school</a>  |
| 34. | 26/06 | <a href="#">Metin Arditi named Special UNESCO Envoy for Intercultural Dialogue</a>   |
| 35. | 27/06 | <a href="#">Director-General denounces assassination of Paraguayan journalist Edgar Pantaleón Fernández Fleitas</a>  |
| 36. | 30/06 | <a href="#">CERN to celebrate its 60th anniversary at UNESCO</a>   |

### 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 June (Source: Meltwater News)



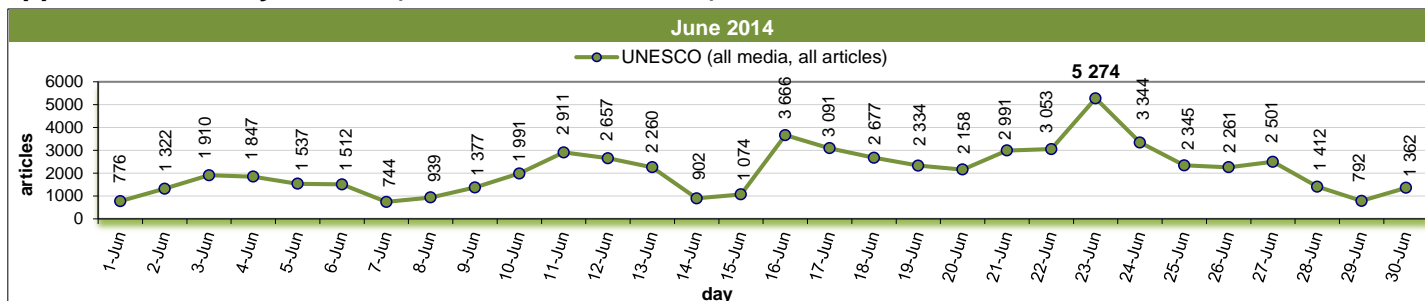
The month of June was dominated by the annual World Heritage Committee meeting which took place in Doha (Qatar) between the 15<sup>th</sup> and 25<sup>th</sup> of the month. As usual, the event generated enormous media interest in all regions of the world, peaking on the days when new sites were being inscribed on the World Heritage List. This is clearly visible in the graph showing daily coverage about UNESCO in the world media.

The Committee decisions that generated most international media attention related to controversies around the status of the Great Barrier Reef and boundary changes to the Tasmanian Wilderness site requested by the Australian government, but refused by the Committee. The inclusion on the World Heritage List of the Qhapaq Nan (Inca Trail) in Latin America and the Grotte Chauvet in France also prompted excellent coverage beyond national borders.

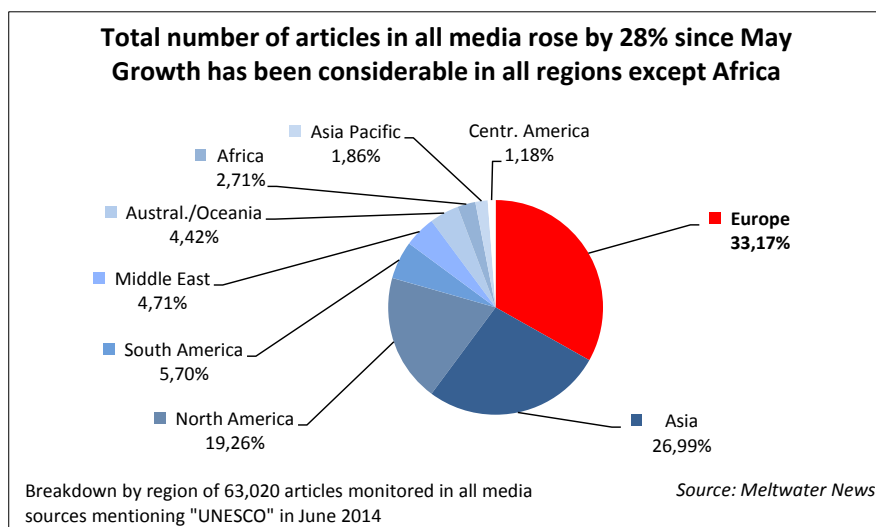
Earlier in the month, the announcement of new biosphere reserves received reasonable media attention, limited mainly to the countries in which the new reserves are located. The release of the new policy papers by the GMR team, showing a severe drop in aid to education, and stagnating out-of-school figures also did fairly well, especially in countries where the problems are most marked, including India.

The opening of the “People, Book, Land” exhibition, organized by the Simon Weisenthal Centre and UNESCO, received some coverage – mostly in Israel and France.

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



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



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

| Date       | Subject / Title  | Language | Media                      |
|------------|--|----------|----------------------------|
| 01/06/2014 | <a href="#">Connecting the Biosphere</a>                             | Swedish  | Jönköpings-Posten (Sweden) |
| 26/06/2014 | <a href="#">Le monde ne peut se permettre un déficit d'éducation</a> | French   | Jeune Afrique (France)     |

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

| Subject   | Interviewee                                    | Language | Media (press TV Radio)                    |
|---|--|----------|---|
| UNESCO mission to Haiti concerning Santa Maria                            | Agnès Bardon                                   | English  | Associated Press                          |
| UNESCO mission to Haiti concerning Santa Maria                            | Ulrike Guerin                                  | French   | Le Figaro (France)                        |
| Literacy and mobile technology  | Mark West                                      | English  | National Public Radio (USA)               |
| Women's empowerment   | Ruchira Kamboj (Ambassador of India to UNESCO) | English  | Vogue India                               |
| Launch of the ETICO portal (Ethics & Corruption in Education)             | Muriel Poisson                                 | English  | BBC World Service Radio NewsDay Programme |
| Launch of the ETICO portal (Ethics & Corruption in Education)             | Muriel Poisson                                 | French   | BBC Afrique                               |
| Corruption in Education   | Muriel Poisson                                 | Spanish  | Radio Universidad Colombia                |
| Gastronomic meal of the French  | Cécile Duvelle                                 | English  | Freelance (Brazil) - Adriana Carvalho     |
| Cultural practices of Bedouins in Petra                                   | Giorgia Cesaro                                 | English  | Aficionado magazine (Dubai)               |
| Underwater cultural heritage of World War I (Conf. in Bruges, 26-28 June) | Ulrike Guerin                                  | French   | La Libre Belgique (Belgium)               |
| Underwater cultural heritage of World War I (Conf. in Bruges, 26-28 June) | Ulrike Guerin                                  | English  | BBC (UK)                                  |
| Iraq's World heritage and conflict  | Nada Al Hassan                                 | English  | German Freelance journalist               |
| Conflict and World Heritage   | Nada Al Hassan                                 | English  | Al Jazeera Inside Story                   |

|  |                     |         |   |
|--|---------------------|---------|---|
| Syrian World Heritage                                      | Nada Al Hassan      | English | Al Jazeera Newshour   |
| Syrian cultural heritage                                   | Christine Menegazzi | French  | France 25   |
| WH Committee - Decorated cave of Pont d'Arc/Grotte Chauvet | Roni Amelan         | French  | M6 (France)   |
| WH - French nominations                                    | Roni Amelan         | French  | AFP Lyon  |
| World Heritage process                                     | Roni Amelan         | English | AFP Doha  |
| World Heritage   | Roni Amelan         | English | New York Times (US)   |
| World Heritage procedures                                  | Sue Williams        | English | Australian Financial Review; VOA; Qatar news Agency; The National (UAE) |
| World Heritage meeting                                     | Sue Williams        | English | Radio France International (English service), Reuters TV                |
| World Heritage inscriptions                                | Sue Williams        | English | DVB (Myanmar)   |
| World Heritage inscriptions                                | Jing Feng           | English | TBS (South Korea)   |
| WH - Virunga National Park                                 | Guy Debonnet        | English | Freelance journalist (South Africa)                                     |
| WH Committee decision on Tasmanian Wilderness              | Sue Williams        | English | The Guardian (UK)   |
| WH - Tanzanian sites                                       | Guy Debonnet        | French  | AFP/Vice News (France)  |
| WH - Inscription of Okavango Reserve on the List           | Guy Debonnet        | English | Talk Radio 702 (South Africa)   |
| WH - Sites in Iraq   | Nada Al Hassan      | English | Wall Street Journal (USA)   |
| WH - Galápagos Islands                                     | Guy Debonnet        | English | Galapagos Digital   |
| WH procedures/Tasmanian wilderness/ Great Barrier Reef     | Sue Williams        | English | The Guardian (UK), SBS (Australia)                                      |
| WH - Great Barrier Reef/Tasmania                           | Sue Williams        | English | Reuters, BBC (UK); ABC, The Australian (Aus); AFP (France)              |
| WH - Great Barrier Reef                                    | Sue Williams        | English | Ten Eyewitness News, AAP (Australia); Channel 4 (UK); CNN               |
| WH - Tasmania  | Sue Williams        | English | Science (US), Canberra IQ (Aus)   |
| WH - Australia/Tasmania                                    | Sue Williams        | English | WIN TV (Aus)  |
| WH - Sites in Japan  | Sue Williams        | English | NHK (Japan)   |
| WH - Rani-ki-Vav   | Sue Williams        | English | Times of India  |
| WH - Inscription of the Burnt city                         | Sue Williams        | English | Iran Wire   |
| WH - Istanbul's land walls                                 | Sue Williams        | English | BBC History (UK)  |
| WH - New Lanark  | Sue Williams        | English | The Times (UK)  |
| WH - Chinese sites   | Sue Williams        | English | CCTV (China)  |
| WH - La grotte Chauvet                                     | Sue Williams        | French  | FR3 (France)  |
| WH - Qhapaq Nan  | Nuria Sanz          | Spanish | RFI (France), EFE (Spain)   |

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

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

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

**104 B-rolls** were downloaded in June:

|   | Subject             | Downloads | Media   |
|---|---------------------|-----------|---|
| 1 | World Heritage      | 63        | CCTV, BBC, TV5, Al Arabiya, AFP Video, Al Jazeera |
| 2 | UNESCO Headquarters | 5         | RTV Andorra, CCTV                                 |
| 3 | Culture             | 17        | BBC, CCTV, RTV Andorra                            |
| 4 | MAB                 | 9         |   |
| 5 | Education           | 8         |   |
| 6 | Natural Sciences    | 2         |   |

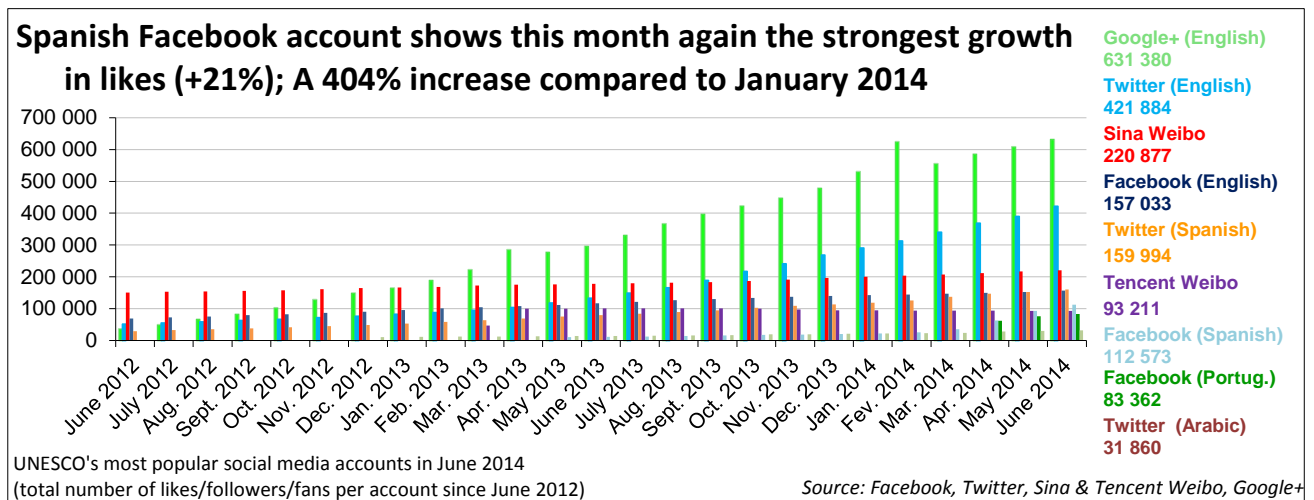
In addition, 63 B-rolls were distributed to TV agencies such as: Eurovision, Reuters TV and Associated Press.

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

N/A for June

### 3. UNESCO Social Media Channels

June was strong month for social media channels, starting with the #UNESCOCup hashtag trending in Italy on Twitter, on the day of the first-ever UNESCO football cup. Our annual World Heritage Committee proved to be a boon for social media in all languages. New sites helped generate significant new likes and followers on our social media channels corresponding to the sites' region and languages. Notably, the inscription of the Inca Route generated 3,456 likes/7,061 shares on Spanish Facebook. Retweets and tweets by the political leaders of Costa Rica, India, Mexico, among others, helped to drive traffic and interest.



#### 3.1. Social networking sites

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

Variation June 2014 vs May 2014

| Likes/fans*                           |            | June 2014 | May 2014 | Variation vs May |
|---------------------------------------|------------|-----------|----------|------------------|
| Total likes/followers (all languages) |            | 1 012 873 | 956 927  | +5.85%           |
| Facebook                              | English    | 157 033   | 152 173  | +3.19%           |
|                                       | Spanish    | 112 573   | 92 902   | +21.17%          |
|                                       | Portuguese | 83 362    | 75 931   | +9.79%           |
|                                       | Arabic     | 12 626    | 12 154   | +3.88%           |
|                                       | French     | 12 268    | 11 867   | +3.38%           |
|                                       | Russian    | 1 912     | 1 891    | +1.11%           |
| Google+                               | English    | 631 380   | 608 341  | +3.79%           |
| VKontakte                             | Russian    | 1 719     | 1 668    | +3.06%           |

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

| Message   | Posted | Likes/ Shares        |
|---|--------|----------------------|
| <p><a href="#">#Argentina</a>, <a href="#">#Bolivia</a>, <a href="#">#Chile</a>, <a href="#">#Colombia</a>, <a href="#">#Ecuador</a> y <a href="#">#Perú</a> comparten un nuevo <a href="#">#patrimoniomundial</a>: el <a href="#">#QhapaqÑan</a>, sistema vial andino. ¡Felicidades! Se trata de una vasta red viaria de unos 30.000 kilómetros construida a lo largo de varios siglos por los incas –aprovechando en parte infraestructuras preincaicas ya existentes– con vistas a facilitar las comunicaciones, los transportes y el comercio, y también con fines defensivos. Este extraordinario sistema de caminos se extiende por una de las zonas geográficas del mundo de mayores contrastes, desde las cumbres nevadas de los Andes que se yerguen a más de 6.000 metros de altitud hasta la costa del Pacífico, pasando por bosques tropicales húmedos, valles fértiles y desiertos de aridez absoluta. La red viaria alcanzó su máxima expansión en el siglo XV, llegando a extenderse por todo lo largo y ancho de la cordillera andina. El nuevo sitio del patrimonio mundial, que consta de 274 componentes y se extiende a lo largo de más de 5.000 kilómetros. Los componentes se han seleccionado para poner de relieve la importante función social y política de la red viaria; las obras maestras de arquitectura e ingeniería y las infraestructuras conexas dedicadas a las actividades mercantiles, el alojamiento y el almacenamiento de mercancías; y los sitios con un significado religioso. Más información sobre las últimas inscripciones en la Lista del Patrimonio Mundial: <a href="http://bit.ly/1pwADTD">http://bit.ly/1pwADTD</a></p> | 21/06  | L: 3 459<br>S: 7 059 |

|  |       |                      |
|--|-------|----------------------|
| Los océanos cubren el 71% de la superficie de nuestro planeta y nos proporcionan cerca de la mitad del oxígeno que respiramos, aún así, tan sólo el 1% de los océanos está protegido por las leyes internacionales. Hoy, 8 de junio, celebramos el Día Mundial de los Océanos, y en esta ocasión queremos pedir a todo el mundo que se movilice para proteger y conservar los océanos. Es deber y obligación de la humanidad preservarlos. Así, nuestro mensaje hoy es corto. Un sencillo llamado pero que entre todos haremos que sea poderoso: ¡Juntos tenemos el poder para proteger los océanos! ¡Únete a la causa! Visita nuestra página dedicada al Día de los Océanos: <a href="http://bit.ly/1jcebZU">http://bit.ly/1jcebZU</a>  | 08/06 | L: 1 762<br>S: 2 099 |
| Hoy celebramos del Día E, la fiesta de todos los que hablamos español. Algunos datos para esta celebración: nuestro idioma lo hablan más de 500 millones de personas en el mundo y es la segunda lengua del mundo en número de hablantes nativos.... Además, también es la segunda lengua más utilizada en las redes sociales, como Facebook y Twitter. Con motivo de esta ocasión os hacemos una pregunta: ¿cual es vuestra palabra favorita en español? ¡Feliz Día E a todos! <a href="http://bit.ly/1qAzCeW">http://bit.ly/1qAzCeW</a>  | 21/06 | L: 1 400<br>S: 1 298 |
| Esta mañana hemos conocido la triste noticia del fallecimiento de la escritora española Ana María Matute a los 88 años de edad. Considerada por muchos como una de las mejores novelistas de la posguerra española, Matute era miembro de la Real Academia Española y fue ganadora del Premio Cervantes en 2010. Con este fotomontaje queremos rendir nuestro humilde homenaje a la vida y obra de Matute, una voz en español única que desde hoy entra en la eternidad de la literatura española y universal. Descanse en paz.  | 24/06 | L: 1 218<br>S: 702   |
| Un sitio del <a href="#">#PatrimonioMundial</a> de la UNESCO necesita vuestra ayuda. Se trata de los bosques lluviosos tropicales de Sumatra, en Indonesia, donde la caza furtiva de elefantes está poniendo en serio peligro su pervivencia. Con la llegada de ...la estación seca aumentan los ataques de los cazadores furtivos que buscan traficar con el marfil de los colmillos de los elefantes. Por favor, COMPARTE esta imagen y contribuye a que todo el mundo conozca lo que está ocurriendo. Pincha en el enlace para saber más y para hacer donativos (información en inglés): <a href="http://bit.ly/1r8dhWe">http://bit.ly/1r8dhWe</a>  | 30/06 | L: 1 215<br>S: 1 146 |
| ¡Nuestra enhorabuena a esta científica argentina! <a href="#">#mujeresenlaciencia</a>  | 12/06 | L: 1 138<br>S: 29    |
| Hoy también ha sido inscrito en la lista del Patrimonio Mundial la Antigua Ciudad Maya y bosques tropicales protegidos de Calakmul, Campeche ( <a href="#">#México</a> ), en tanto que sitio mixto, natural y cultural. Se trata de una nueva propuesta de inscripción y extensión del sitio cultural de la Antigua Ciudad Maya de Calakmul, Campeche, de 3.000 hectáreas de extensión, inscrito en 2002 y reinscrito ahora como sitio mixto (cultural y natural) - Situado en el sector central y meridional de la Península de Yucatán, al sur de México, incluye los vestigios de la importante ciudad maya de Calakmul, situada en los más hondo de la selva tropical de las Tierras Bajas mexicanas. La ciudad desempeñó un papel de primer plano en la historia de la región durante más de doce siglos. Sus imponentes estructuras y su trazado global característico se hallan en un estado de conservación admirable y ofrecen una vívida imagen de lo que era la vida en una antigua capital maya. Calakmul alberga también un importante santuario de biodiversidad de Mesoamérica, que por su tamaño es el tercer mayor hotspot del mundo y conjuga todos los ecosistemas tropicales y subtropicales existentes desde el centro de México hasta el Canal de Panamá. No te pierdas nuestra galería de fotos: <a href="http://bit.ly/1pp5RtG">http://bit.ly/1pp5RtG</a> Más información: <a href="http://bit.ly/1pwADTD">http://bit.ly/1pwADTD</a> | 21/06 | L: 932<br>S: 544     |
| ¡Atención! Está abierto el plazo para inscribirse en el concurso de jóvenes profesionales de las Naciones Unidas. Tienes hasta el 27 de agosto. Toda la información, aquí: <a href="http://bit.ly/1ICKiGm">http://bit.ly/1ICKiGm</a>   | 18/06 | L: 882<br>S: 1 063   |
| El Comité del Patrimonio Mundial ha pospuesto hasta 2015 la decisión de inscribir o no la Gran Barrera de Coral de Australia en la Lista del Patrimonio Mundial en Peligro. El Comité mostró su preocupación debido a los proyectos de desarrollo costero entre los que figuran planes de expansión portuaria y también de extracción de gas y de construcción de un gaseoducto. Toda la información aquí: <a href="http://bit.ly/1il1hhp">http://bit.ly/1il1hhp</a>   | 18/06 | L: 761<br>S: 327     |
| Hoy se han inscrito nuevos sitios en la Lista del <a href="#">#PatrimonioMundial</a> durante la reunión de su Comité que tiene lugar en Doha. Entre ellos, el sitio número 1000 de la lista. Descubre todos los nuevos sitios en las galerías de fotos que hemos preparado en esta página: <a href="http://bit.ly/1jFd4Cn">http://bit.ly/1jFd4Cn</a> Más información: <a href="http://bit.ly/TIWgtm">http://bit.ly/TIWgtm</a>  | 22/06 | L: 734<br>S: 427     |

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

### 3.2. Microblogs

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

#### Variation June 2014 vs May 2014

| Followers/Fans        | June 2014 | May 2014 | Variation vs May |
|-----------------------|-----------|----------|------------------|
| Total (all languages) | 997 505   | 948 871  | +5.13%           |
| Twitter               | English   | 389 692  | +8.26%           |
|                       | Spanish   | 152 192  | +5.13%           |



|                      |                   |                |         |        |
|----------------------|-------------------|----------------|---------|--------|
|                      | <b>Portuguese</b> | <b>53 694</b>  | 51 293  | +4.68% |
|                      | <b>Arabic</b>     | <b>31 860</b>  | 29 924  | +6.47% |
|                      | <b>French</b>     | <b>13 790</b>  | 13 180  | +4.63% |
|                      | <b>Russian</b>    | <b>2 195</b>   | 2 094   | +4.82% |
| <b>Sina Weibo</b>    | <b>Chinese</b>    | <b>220 877</b> | 217 173 | +1.71% |
| <b>Tencent Weibo</b> | <b>Chinese</b>    | <b>93 211</b>  | 93 293  | -0.12% |

### Top 10 Twitter Posts in June

| Message   | Posted | Re-tweets |
|---|--------|-----------|
| Just inscribed as UNESCO #WorldHeritage: Great Himalayan National Park (India)<br><a href="http://whc.unesco.org/en/tentativelists/5445/">http://whc.unesco.org/en/tentativelists/5445/ ...</a> | 23/06  | 944       |
| New #WorldHeritage site: Rani-ki-Vav, or "Queen's Stepwell" is perhaps the queen of all stepwells in India  | 22/06  | 672       |
| Argentina, Bolivia, Chile, Colombia, Ecuador y Perú comparten un nuevo #patrimoniomundial: #QhapaqÑan, sistema vial andino. ¡Felicidades!   | 21/06  | 507       |
| Antigua Ciudad Maya y Bosques Tropicales Protegidos de Calakmul, Campeche primer sitio mixto mexicano #patrimoniomundial ¡Bravo!  | 21/06  | 397       |
| QhapaqÑan 1er sitio #patrimoniomundial transnacional seriado de América Latina una vasta red de 30.000 km de caminos  | 21/06  | 334       |
| Just recognized as UNESCO #WorldHeritage: #QhapacÑan, aka Inca Road - a great pathway of humanity   | 21/06  | 327       |
| Ayúdanos a luchar contra la caza furtiva de elefantes!Nuestro #PatrimonioMundial está en juego<br><a href="http://on.fb.me/1mBWhjN">http://on.fb.me/1mBWhjN</a>                                 | 30/06  | 294       |
| Do the math - Books or weapons? Our new @EFAreport reveals shocking 10% cut in #education aid<br><a href="http://bit.ly/aid_edu">http://bit.ly/aid_edu</a>                                      | 11/06  | 274       |
| ¡Inaceptable! La ayuda a la #educación en el mundo ha disminuido en un 10% desde 2010<br><a href="http://bit.ly/1jk5gpb">http://bit.ly/1jk5gpb</a>  | 11/06  | 240       |
| Una triste noticia.Hoy ha fallecido la escritora Ana María Matute.Una gran pérdida para la literatura en español.DEF  | 25/06  | 232       |

### Top 5 Sina Weibo Posts in June

| Message   | Posted | Re-posts+ Comments |
|---|--------|--------------------|
| According to UNESCO's new EFA GMR: no progress in reducing global number of children out of school<br><a href="http://t.cn/RvQnjYt">http://t.cn/RvQnjYt</a>   | 26/06  | 25+10              |
| Memory of the World - Do you know that it aims at protecting the priceless documents of history? Many Chinese historical documents have been registered. Even a small diary could become an item listed on the Memory of the World Register: for countering any Holocaust denial, fewer evidences are more fascinating and convincing than Anne Frank's diary. The original texts contain wisdom spreading the appeals for peace. <a href="http://t.cn/zl2gF4M">http://t.cn/zl2gF4M</a> | 11/06  | 51+6               |
| The new World Heritage sites - Tomioka Silk Mill just registered on UNESCO World Heritage List. As the point of departure of the Silk Road, are there any similar registered mills in China?  | 21/06  | 39+0               |
| World cultural heritage- The Grand Canal (China) and Silk Road(China, Kazakhstan and Kyrgyzstan) have been newly added to the World Heritage List. <a href="http://t.cn/8kLHjgA">http://t.cn/8kLHjgA</a>  | 23/06  | 20+122             |
| The Golden Nights -The cinema fans are invited to the 3rd edition of the Panorama to discover -from 16 to 18 June at UNESCO- all the short films awarded in 2014 by the most important Academies of Cinema.   | 12/06  | 25+6               |

### Top 2 Tencent Weibo Posts in June

| Message  | Posted | Re-posts |
|--|--------|----------|
| Auschwitz Birkenau German Nazi Concentration and Extermination Camp (1940-1945)<br>The fortified walls, barbed wire, platforms, barracks, gallows, gas chambers and cremation ovens show the conditions within which the Nazi genocide took place in the former concentration and extermination camp of Auschwitz-Birkenau, the largest in the Third Reich. According to historical investigations, 1.5 million people, among them a great number of Jews, were systematically starved, tortured and murdered in this camp, the symbol of humanity's cruelty to its fellow human beings in the 20th century. | 11/06  | 4        |
| Memory of the World Register - Do you know that it aims at protecting the priceless documents of history? Many Chinese historical documents have been registered. Even a small diary could become an item listed in the Memory of the World Register: for countering any Holocaust denial, fewer evidences are more fascinating and convincing than Anne Frank's diary. The original texts contain wisdom spreading the appeals for peace. <a href="http://t.cn/zl2gF4M">http://t.cn/zl2gF4M</a>   | 11/06  | 4        |

### 3.3. Video Traffic

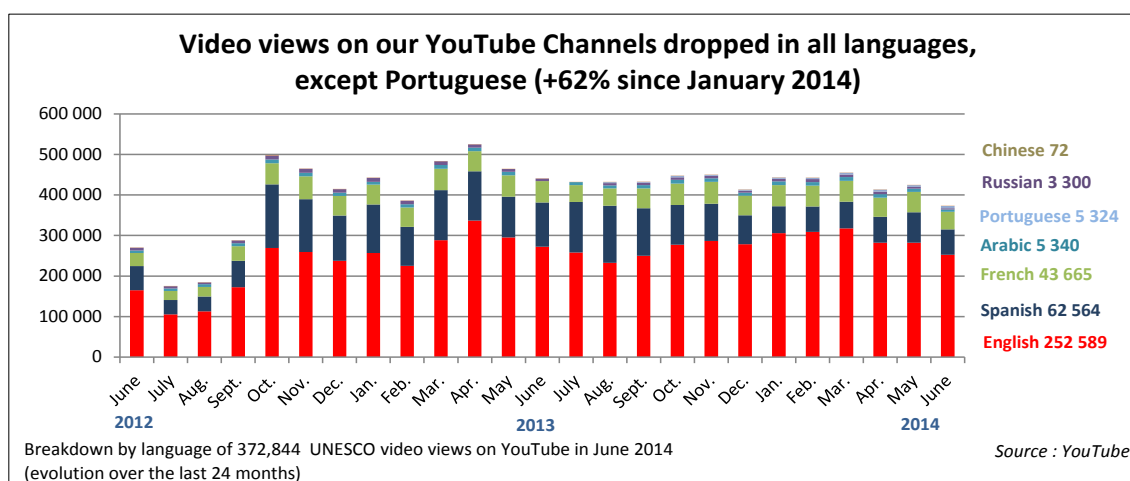
Video views are tracked on YouTube and Youku.

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

##### Variation June 2014 vs May 2014

| Video views           | June 2014 | May 2014 | Variation vs May |
|-----------------------|-----------|----------|------------------|
| Total (all languages) | 373 844   | 424 514  | -12.17%          |
| English               | 252 589   | 281 965  | -10.42%          |
| Spanish               | 62 564    | 75 049   | -16.64%          |
| French                | 43 655    | 50 632   | -13.78%          |
| Arabic                | 5 340     | 7 729    | -30.91%          |
| Portuguese            | 5 324     | 4 640    | +14.74%          |
| Russian               | 3 300     | 4 412    | -25.20%          |
| Chinese               | 72        | 87       | -17.24%          |

| Subscribers           | June 2014 | May 2014 | Variation vs May |
|-----------------------|-----------|----------|------------------|
| Total (all languages) | 1 019     | 1 190    | -14.37%          |
| English               | 673       | 775      | -13.16%          |
| Spanish               | 180       | 220      | -18.18%          |
| French                | 69        | 106      | -34.91%          |
| Portuguese            | 34        | 36       | -5.56%           |
| Arabic                | 41        | 46       | -10.87%          |
| Russian               | 12        | 3        | +300.00%         |
| Chinese               | 10        | 4        | +150.00%         |



#### ▪ Top 10 videos on UNESCO TV English Channel

|    | 252 589 views in June 2014   | Subject | Total views |
|----|--|---------|-------------|
| 1  | Kalbelia folk songs and dances of Rajasthan                                      | CLT/ITH | 25 744      |
| 2  | The Polyphonic Singing of the Aka Pygmies of Central Africa                      | CLT/ITH | 18 291      |
| 3  | Kabuki Theatre   | CLT/ITH | 7 891       |
| 4  | Baul Songs   | CLT/ITH | 6 085       |
| 5  | Al-Bar'ah, music and dance of Oman Dhofari valleys                               | CLT/ITH | 5 820       |
| 6  | Georgian Polyphonic Singing  | CLT/ITH | 4 802       |
| 7  | Karagöz  | CLT/ITH | 4 392       |
| 8  | Rites and craftsmanship associated with the wedding costume tradition of Tlemcen | CLT/ITH | 4 164       |
| 9  | Whistled language of the island of La Gomera (Canary Islands), the Silbo Gomero  | CLT/ITH | 4 032       |
| 10 | Taekkyeon, a traditional Korean martial art                                      | CLT/ITH | 3 721       |

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

|   | 62 564 views in June 2014                                 | Subject | Total views |
|---|---|---------|-------------|
| 1 | Las expresiones orales y gráficas de los wajapi           | CLT/ITH | 8 104       |
| 2 | Aprender a Proteger la Biodiversidad                      | ED      | 5 351       |
| 3 | Los cantos polifónicos de los pigmeos aka de Centroáfrica | CLT/ITH | 4 471       |

|    |   |         |       |
|----|---|---------|-------|
| 4  | Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas | UNESCO  | 3 600 |
| 5  | La huaconada, danza ritual de Mito  | CLT/ITH | 1 332 |
| 6  | Los conocimientos tradicionales de los chamanes jaguares de Yuruparí              | CLT/ITH | 1 229 |
| 7  | Alianza mundial por los océanos   | SC      | 1 201 |
| 8  | El teatro Kabuki  | CLT/ITH | 1 179 |
| 9  | Las joyas de la corona de los océanos   | CLT/WHC | 1 073 |
| 10 | El canto polifónico georgiano   | CLT/ITH | 987   |

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

| <b>43 655 views in June 2014</b> |  | <b>Subject</b> | <b>Total views</b> |
|----------------------------------|--|----------------|--------------------|
| 1                                | Les chants polyphoniques des pygmées Aka de Centrafrique | CLT/ITH        | 3 109              |
| 2                                | Le festival des cerises de Sefrou                        | CLT/ITH        | 2 220              |
| 3                                | La tradition du chant védique                            | CLT/ITH        | 1 611              |
| 4                                | Bouba & Zaza - le dessin animé pour la jeunesse          | ED             | 1 569              |
| 5                                | Routes de l'Esclave: Une Vision Globale                  | CLT            | 1 529              |
| 6                                | Le repas gastronomique des Français                      | CLT/ITH        | 1 468              |
| 7                                | L'espace culturel de la place Jemaa el-Fna               | CLT/ITH        | 1 356              |
| 8                                | La procession dansante d'Echternach                      | CLT/ITH        | 1 279              |
| 9                                | Bouba et Zaza protègent la terre                         | ED             | 1 170              |
| 10                               | Le Maloya  | CLT/ITH        | 1 167              |

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

| <b>5 340 views in June 2014</b> |  | <b>Subject</b> | <b>Total views</b> |
|---------------------------------|--|----------------|--------------------|
| 1                               | Archaeological Areas of Pompei, Herculaneum and Torre Annunziata       | CLT/WHC        | 490                |
| 2                               | Manufacture of clay bricks in the hill of Jaber refugee camp - Jericho | CLT/WHC        | 368                |
| 3                               | Lines and Geoglyphs of Nasca and Pampas de Jumana                      | CLT/WHC        | 241                |
| 4                               | Petra  | CLT/WHC        | 228                |
| 5                               | Medina of Fez  | CLT/WHC        | 144                |
| 6                               | Palace and Park of Versailles  | CLT/WHC        | 111                |
| 7                               | Venice and its Lagoon  | CLT/WHC        | 82                 |
| 8                               | Mount Kenya National Park/Natural Forest                               | CLT/WHC        | 79                 |
| 9                               | Angkor   | CLT/WHC        | 76                 |
| 10                              | Rock-Hewn Churches, Lalibela   | CLT/WHC        | 68                 |

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

| <b>5 324 views in June 2014</b> |   | <b>Subject</b> | <b>Total views</b> |
|---------------------------------|---|----------------|--------------------|
| 1                               | Boas práticas do Programa Mais Educação                     | ED             | 1 510              |
| 2                               | Boas práticas no combate ao bullying homofóbico nas escolas | ED             | 1 268              |
| 3                               | Vídeo da UNESCO celebra 53 anos de Brasília                 | UNESCO         | 1 267              |
| 4                               | Serra Capivara  | CLT/WHC        | 504                |
| 5                               | Serra da Capivara National Park                             | CLT/WHC        | 135                |
| 6                               | A cultura africana está na voz de cada brasileiro!          | CLT            | 114                |
| 7                               | UNESCO celebra Dia da Língua Portuguesa                     | ED             | 112                |
| 8                               | UNESCO: os oceanos pedem socorro!                           | SC             | 96                 |
| 9                               | UNESCO lança pesquisa inédita sobre exclusão nas escolas    | ED             | 49                 |
| 10                              | Museu de Congonhas  | CLT/WHC        | 40                 |

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

| <b>3 300 views in June 2014</b> |  | <b>Subject</b> | <b>Total views</b> |
|---------------------------------|--|----------------|--------------------|
| 1                               | Alsou Abramova - Singer, UNESCO Artist for Peace                         | UNESCO         | 353                |
| 2                               | Prehistoric Sites and Decorated Caves of the Vézère Valley               | CLT/WHC        | 140                |
| 3                               | Interview with Alsou Abramova, UNESCO Artist for Peace                   | UNESCO         | 123                |
| 4                               | Video n°18 submitted for Video Challenge for Youth on cultural diversity | CLT            | 115                |
| 5                               | Taj Mahal  | CLT/WHC        | 112                |
| 6                               | Mountain Railways of India   | CLT/WHC        | 84                 |
| 7                               | Cocos Island National Park   | CLT/WHC        | 79                 |
| 8                               | Palace and Park of Versailles  | CLT/WHC        | 75                 |
| 9                               | Svetlana Kryuchkova - Russian actress                                    | CI             | 72                 |
| 10                              | Royal Botanic Gardens, Kew   | CLT/WHC        | 65                 |

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

|    | 72 views in June 2014  | Subject | Total views |
|----|--|---------|-------------|
| 1  | Aowen Jin, Chinese artist and social commentator                 | CI      | 16          |
| 2  | UNESCO History   | UNESCO  | 9           |
| 3  | Interview of Zhang Jun - UNESCO Artist for Peace                 | UNESCO  | 8           |
| 4  | Gao Shijun, Director of European HQ of China Radio International | CI      | 8           |
| 5  | 40 <sup>th</sup> anniversary of the World Heritage Convention    | CLT/WHC | 4           |
| 6  | Tribute to Malala Yousafzai                                      | ED      | 4           |
| 7  | Huang Nubo supports UNESCO                                       | CLT     | 4           |
| 8  | Global Partnership for Oceans                                    | SC      | 2           |
| 9  | Patrimoinito 9   | CLT/WHC | 2           |
| 10 | Languages matter!  | ED      | 2           |

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

▪ **Top 10 Videos**

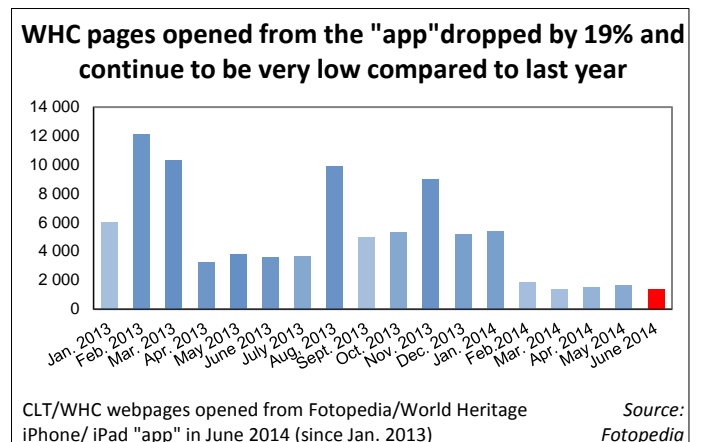
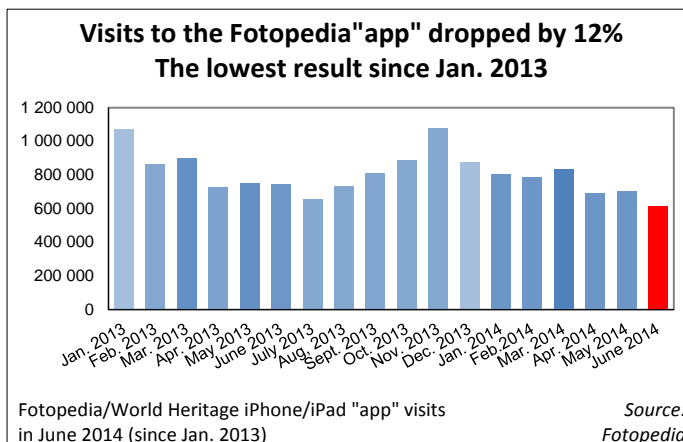
| Video  | Posted   | Total Views |
|--|----------|-------------|
| <a href="#">Intangible heritage Kunqu Opera-the Peony Pavilion by Jun Zhang</a>    | 14/05/11 | 18 435      |
| <a href="#">Endangered World Heritage: Tropical Rainforest Heritage of Sumatra</a> | 23/06/11 | 6 534       |
| <a href="#">Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"</a>  | 03/03/11 | 4 685       |
| <a href="#">Intangible heritage traditional Chinese shadow play</a>                | 11/12/11 | 3 120       |
| <a href="#">57 million out-of school children in the world</a>                     | 11/06/13 | 1 750       |
| <a href="#">40 years of World Heritage Convention</a>                              | 22/06/12 | 1 290       |
| <a href="#">History of UNESCO</a>  | 19/07/13 | 1 155       |
| <a href="#">International Year of Water Cooperation</a>                            | 12/02/13 | 507         |
| <a href="#">Safeguarding community's living heritage</a>                           | 07/12/12 | 398         |
| <a href="#">UNESCO Hangzhou International Culture Congress</a>                     | 07/05/13 | 394         |

**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*                     | June 2014                       | Variation vs Y-1 | Variation vs M-1 |
|-----------------------------------|---------------------------------|---------------------------------|------------------|------------------|
| Downloads                         | 180 817                         | <b>23 393</b>                   | -12.88%          | -14.71%          |
| Unique Visitors                   | 433 442                         | <b>107 440</b>                  | -42.44%          | +846.52%         |
| Visits                            | 4 436 194                       | <b>612 419</b>                  | -18.03%          | -12.90%          |
| Page views                        | 86 196 171                      | <b>10 825 359</b>               | -50.47%          | -11.99%          |
| Info pane with UNESCO logo & text | 201 451                         | <b>18 379</b>                   | -78.48%          | -19.98%          |
| Open UNESCO page from Heritage    | 13 160                          | <b>1 351</b>                    | -62.05%          | -19.77%          |
| Distinct UNESCO WHC pages opened  | 806                             | <b>120</b>                      | -48.72%          | -3.23%           |
| Most viewed UNESCO page           | <a href="#">Site of Palmyra</a> | <a href="#">Site of Palmyra</a> | -                | -                |

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



**4. UNESCO Photobank - (N/A for June)**

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

## 5. UNESCO Documents and Library

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

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

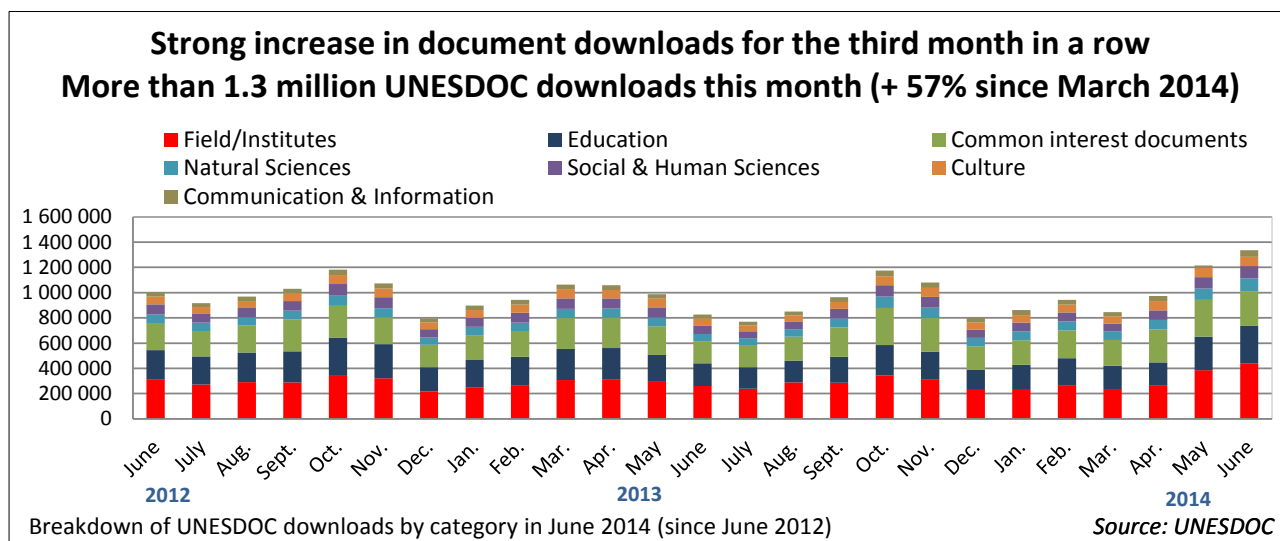
In June, **144 541** records were available online in PDF format (144 258 in May), including documents, publications, communication material and other working documents.

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

#### 5.1.1 Statistics of consultation

|  |                  |
|--|------------------|
| <b>Total number of downloads in June</b> | <b>1 336 101</b> |
|--|------------------|

| Sectors/Field/Institutes      | Number of PDF | Number of downloads | Variation vs M-1 | Average nb of downloads per PDF |
|-------------------------------|---------------|---------------------|------------------|---------------------------------|
| Education                     | 9 846         | 296 564             | +11.80%          | 30                              |
| Natural Sciences              | 9 867         | 101 188             | +11.34%          | 10                              |
| Social and Human Sciences     | 5 770         | 97 641              | +10.16%          | 17                              |
| Culture                       | 3 631         | 73 306              | -1.75%           | 20                              |
| Communication and Information | 2 576         | 51 904              | +188.58%         | 20                              |
| Field & Institutes            | 9 663         | 439 618             | +13.98%          | 45                              |
| Common interest documents     | NA            | 275 880             | -5.39%           | NA                              |



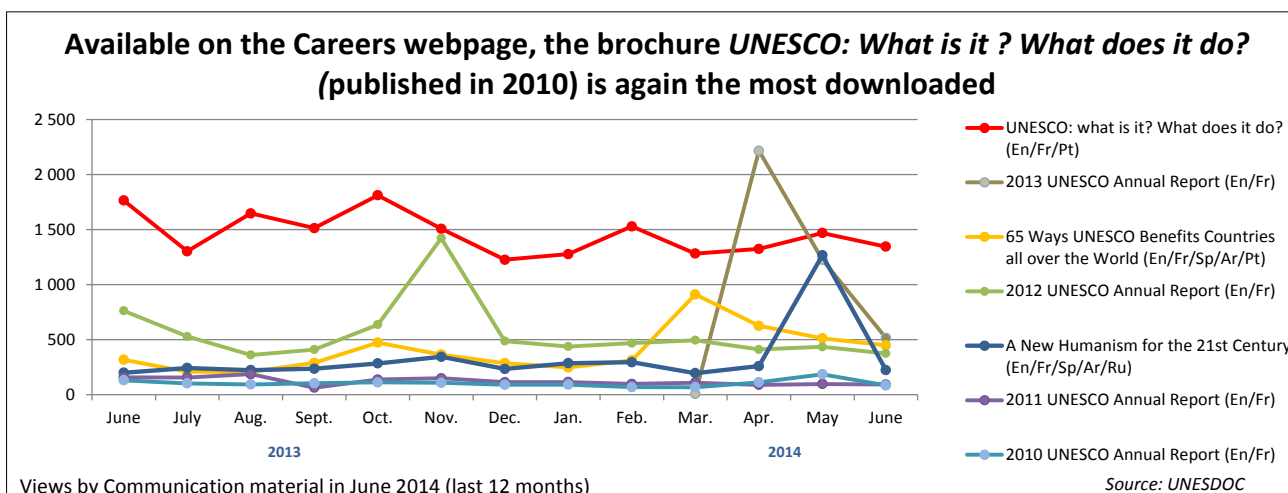
#### 5.1.2 Top 15 Country Origin

|    | Country  | Downloads |
|----|--|-----------|
| 1  | United States of America                             | 133 584   |
| 2  | Germany  | 121 545   |
| 3  | Mexico   | 57 415    |
| 4  | France   | 51 714    |
| 5  | Brazil   | 49 283    |
| 6  | United Kingdom of Great Britain and Northern Ireland | 40 221    |
| 7  | Argentina  | 24 392    |
| 8  | India  | 24 095    |
| 9  | Spain  | 23 014    |
| 10 | Philippines  | 21 991    |
| 11 | China  | 19 317    |

|    |                                   |        |
|----|-----------------------------------|--------|
| 12 | Venezuela ( Bolivian Republic of) | 17 966 |
| 13 | Peru                              | 17 309 |
| 14 | Colombia                          | 16 246 |
| 15 | Chili                             | 15 248 |

### 5.1.3 Printable Communication materials

| Title  | Total downloads in June |            |            |           |          |    |            | Total        |
|--|-------------------------|------------|------------|-----------|----------|----|------------|--------------|
|  | EN                      | FR         | SP         | RU        | AR       | ZH | POR        |              |
| <a href="#">UNESCO: what is it? What does it do?</a>                 | 927                     | 264        | /          | /         | /        | /  | 154        | 1 345        |
| <a href="#">2013 UNESCO Annual Report</a>                            | 379                     | 136        | /          | /         | /        | /  | /          | 515          |
| <a href="#">65 Ways UNESCO Benefits Countries all over the World</a> | 120                     | 41         | 209        | /         | 0        | /  | 78         | 448          |
| <a href="#">2012 UNESCO Annual Report</a>                            | 291                     | 83         | /          | /         | /        | /  | /          | 374          |
| <a href="#">A New Humanism for the 21st Century</a>                  | 77                      | 57         | 75         | 12        | 3        | /  | /          | 224          |
| <a href="#">2011 UNESCO Annual Report</a>                            | 78                      | 20         | /          | /         | /        | /  | /          | 98           |
| <a href="#">2010 UNESCO Annual Report</a>                            | 77                      | 7          | /          | /         | /        | /  | /          | 84           |
| <b>TOTAL</b>   | <b>1 949</b>            | <b>608</b> | <b>284</b> | <b>12</b> | <b>3</b> |    | <b>232</b> | <b>3 088</b> |

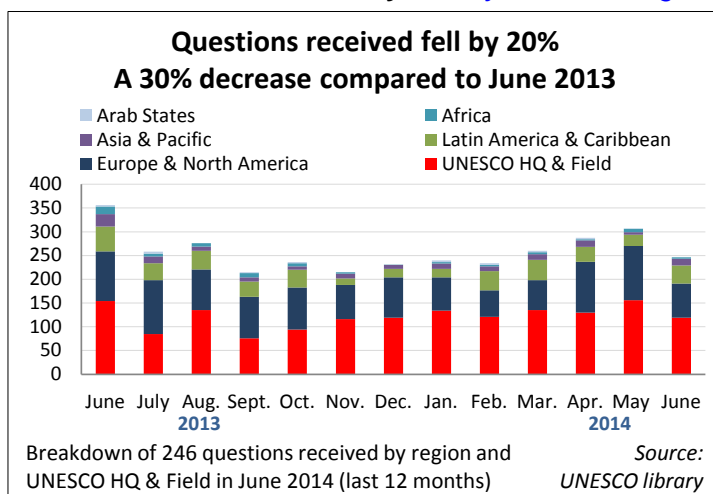


### 5.2. UNESCO Library - <http://www.unesco.org/library>

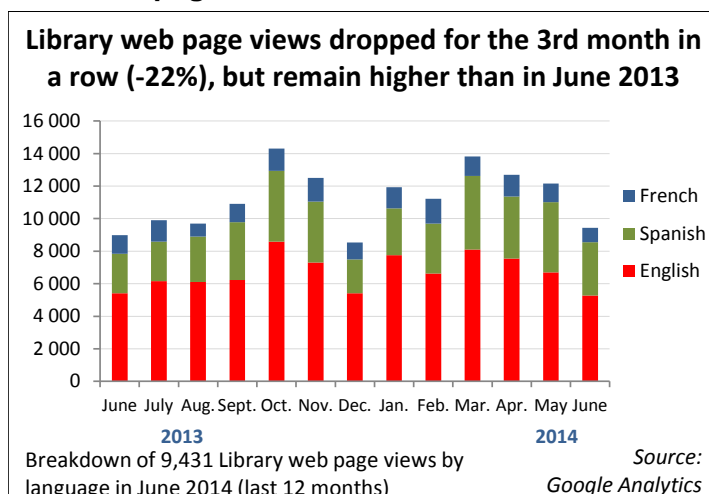
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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

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



#### 5.2.2 Web page views:



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

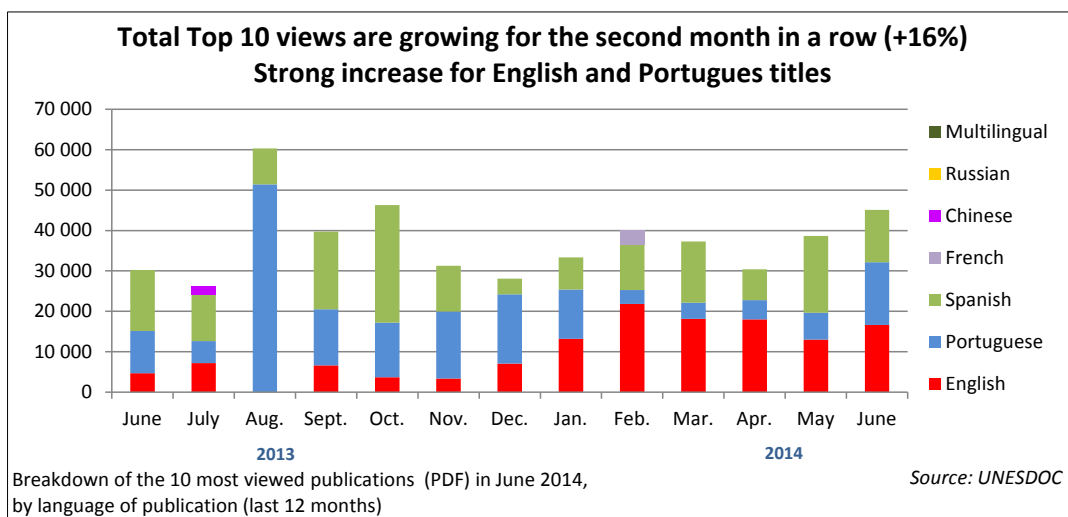
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical 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 June has increased since May of this year (+16%) and compared to May last year (+49%). The two main flagship reports of UNESCO, the *EFA Global Monitoring Report 2013-2014* and the *World Water Development Report 2014*, continue to fare extremely well in the top ten downloads. Titles in Spanish and Portuguese account for almost two-thirds of the titles in this table. Bookshop and online sales were largely dominated by World Heritage titles with the exception of two SC titles on Climate Change and Harmful Marine Microalgae.

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

| Title  | Sector | Language   | Views | Published           |
|--|--------|------------|-------|---------------------|
| 1. História geral da Africa, I: metodologia e pré-história da Africa (General history of Africa, I: Methodology and African prehistory)  | CLT    | Portuguese | 7 038 | Brazil, 2010        |
| 2. Actividades de educación ambiental para las escuelas primarias: sugerencias para confeccionar y usar equipo de bajo costo (Environmental education activities for primary schools: suggestions for making and using low cost equipment) | ED     | Spanish    | 4 833 | Santiago, 1997      |
| 3. Teaching and learning: achieving quality for all; EFA global monitoring report, 2013-2014   | ED     | English    | 4 732 | Paris, UNESCO, 2014 |
| 4. História geral da Africa, II: Africa antiga (General history of Africa, II: Ancient civilizations of Africa)  | CLT    | Portuguese | 4 632 | Brazil, 2010        |
| 5. El Desarrollo del niño en la primera infancia: dos documentos sobre la política y la programación del UNICEF (Early childhood development: two papers on UNICEF policy and programming)   | all    | Spanish    | 4 322 | UNICEF, 1986        |
| 6. The United Nations world water development report 2014  | SC     | English    | 4 096 | Paris, UNESCO, 2014 |
| 7. Engineering: issues, challenges and opportunities for development; UNESCO report  | SC     | English    | 3 921 | Paris, 2010         |
| 8. Environmental education activities for primary schools: suggestions for making and using low cost equipment   | ED     | English    | 3 902 | Paris, UNESCO, 1992 |
| 9. História geral da África, III: África do século VII ao XI (General history of Africa, III: Africa from the seventh to the eleventh century)   | CLT    | Portuguese | 3 806 | Brazil, 2010        |
| 10. Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)  | ED     | Spanish    | 3 805 | UNESCO, 1999        |

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



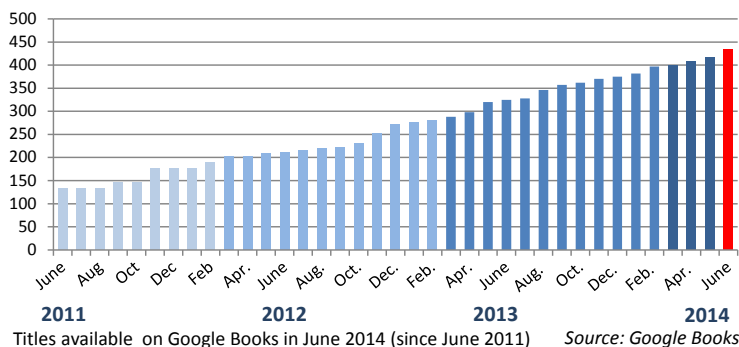
## 6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **433** UNESCO publications (mainly recent titles) are available on the service, which allows readers to search for and browse these books online.

| Month     | Publications on Google Books | Book visits | Pages viewed | Book visits with buy clicks |
|-----------|------------------------------|-------------|--------------|-----------------------------|
| June 2014 | 433                          | N/A*        | N/A*         | N/A*                        |
| June 2013 | 320                          | N/A*        | N/A*         | N/A*                        |

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

UNESCO titles on Google Books



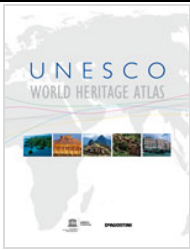

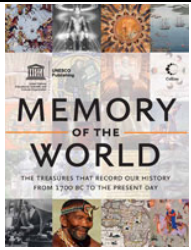
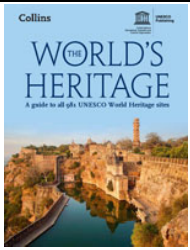
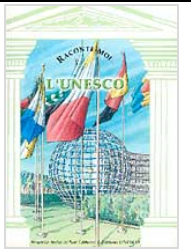
**Book visits:** A book visit is registered each time a user views a book.

**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 June, top 5 (clickable covers)

| Publication  | Copies sold | Sector  |
|--|-------------|---------|
|    | 19          | CLT/WHC |
|    | 15          | SC      |
|   | 12          | CI      |
|  | 9           | CLT/WHC |
|  | 6           | DPI     |

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

| Publication   | Copies sold | Publisher             |
|---|-------------|-----------------------|
|    | 5           | Editions Ouest-France |
|    | 3           | Panasonic             |
|   | 2           | Editions Gelbart      |
|  | 2           | UN                    |
|  | 1           | Our Place Publishing  |

## 6.4. Online and international sales

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

| Publication   | Copies sold | Sector  |
|---|-------------|---------|
|    | 160         | SC      |
|    | 23          | CLT/WHC |
|   | 20          | CLT/WHC |
|  | 19          | CLT/WHC |
|  | 19          | CLT/WHC |

Subscription 4 issues



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

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

| Title  | Copies sold | Sector  |
|--|-------------|---------|
| Tendances mondiales en matière de liberté d'expression et de développement des médias  | 0           | CI      |
| Revista Patrimonio Mundial N° 72 : Patrimonio Mundial en Qatar   | 0           | CLT/WHC |
| Informe de Seguimiento de la educación para todos en el Mundo – 2013/14<br>Enseñanza y aprendizaje: Lograr la calidad para todos | 0           | ED      |
| Achieving transparency in pro-poor education incentives  | 0           | IIEP    |
| Corrupt schools, corrupt universities: What can be done? (Russian Edition)   | 0           | IIEP    |

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

| Title   | Copies sold | Sector |
|---|-------------|--------|
| Lumbini: Birthplace of Buddha / Lumbini, lieu de naissance du Bouddha | 0           | CLT    |
| J'écris avec Bouba et Zaza  | 0           | ED     |
| Bouba et Zaza: album de coloriages                                    | 0           | ED     |
| World Social Science Report 2013                                      | 0           | SHS    |
| Informe de Seguimiento de la educación para todos en el Mundo 2013/4  | 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, June 2014

| Contract No. | Title   | Publisher   | Language  | Date signed |
|--------------|---|---|-----------|-------------|
| J.2014-007   | International Status of Education on the Holocaust: A Global mapping of textbooks and Curricula | UNESCO/Georg Eckert for International Textbook research             | English   | 23/06/2014  |
| C.2014-008   | Climate Change and Lifestyles Guidebook   | Mongolian National Commission for UNESCO / UNESCO Office in Beijing | Mongolian | 23/06/2014  |

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

| Requestor               | UNESCO Content  | To be reproduced in  | Conditions  | Date signed |
|-------------------------|---|--|---|-------------|
| Palgrave Macmillan, Ltd | Article 8-1. and 2. of International Convention against Doping in Sport, 19 October 2005, © UNESCO 2005         | Inclusion in an academic book entitled "Exploring Sports and Society" by Karl Spracklen, to be published by Palgrave Macmillan in print, for an anticipated print run of 750 copies to be sold at a unit retail price 25,99 GBP, and in electronic format for versions which are equivalent to or substitutes for the print version. | Non-exclusive world rights are granted for all media, all languages and all editions of the forthcoming publication.<br>Mention of the source and due acknowledgement of UNESCO.<br>Free of charge. | 17/06/2014  |
| Waveland Press, Inc.    | Articles 1. to 4. of the UNESCO International Declaration on Cultural Diversity, 2 November 2001, © UNESCO 2001 | Inclusion in an academic book entitled "A Peacebuilding Perspective" by Martin Remland, Tricia Jones, Anita Foeman, and Dolores Arevalo to be published by Waveland Press, by September 2014, in print, for an anticipated initial print run of 10,000 copies to be sold at a unit retail price 40 USD, and in electronic version.   | Non-exclusive world rights are granted for all media, all languages and all editions of the forthcoming publication.<br>Mention of the source and due acknowledgement of UNESCO.<br>Free of charge. | 18/06/2014  |

|                           |   |   |  |            |
|---------------------------|---|---|--|------------|
| Bloomsbury Publishing PLC | <p>- Figure 1.4.2, "10 countries account for 72% of the global population of illiterate adults", in EFA Global Monitoring Report 2013/4: Teaching and Learning, Achieving Quality for All , p.73, © UNESCO 2014;</p> <p>- Figure 3.14, "Some conflict-affected countries receive far more aid than others", in EFA Global Monitoring Report 2011: The Hidden Crisis: Armed Conflict and Education, p.173, © UNESCO 2011;</p> <p>- Figure 1, "Half of the world's out-of-school children - 28.5 million - live in conflict-affected countries", in EFA GMR Policy Paper 10: Children Still Battling to go to school, July 2013, 2013/ED/EFA/MRT/PP/10/REV2., © UNESCO 2013;</p> <p>- One figure sourced from the UNESCO EFA GMR World Inequality Database on Education (WIDE) website about Nigeria's school access and completion rate, <a href="http://www.education-inequalities.org/">http://www.education-inequalities.org/</a>, © UNESCO 2014.</p> <p>And use information from the following UNESCO material:</p> <p>- Figures UNESCO EFA GMR World Inequality Database on Education (WIDE) website showing information for India, Nigeria and Mongolia, <a href="http://www.education-inequalities.org/">http://www.education-inequalities.org/</a>, © UNESCO 2014.</p> <p>- Table 7, "Participation in secondary education", EFA Global Monitoring Report 2013/4: Teaching and Learning, Achieving Quality for All , pp.370-371, © UNESCO 2014</p> | <p>Inclusion in an academic book entitled "Education and International Development : Practice, Policy and Research" by Elaine Unterhalter to be published by Bloomsbury Publishing PLC, by the year 2015, in print, for an anticipated initial print run of 230 copies to be sold at a unit retail price 20 GBP, and in electronic version, for approximately 100 ebooks.</p> | <p>Non-exclusive world rights are granted for all media, all languages and all editions of the forthcoming publication.</p> <p>Mention of the source and due acknowledgement of UNESCO.</p> <p>Free of charge.</p> | 30/06/2014 |
|---------------------------|---|---|--|------------|

## 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              | 23        | 8            | 15            | 0          |
| CLT             | 17        | 11           | 6             | 0          |
| ED              | 12        | 7            | 4             | 1          |
| ERI             | 14        | 13           | 1             | 0          |
| SC              | 14        | 14           | 0             | 0          |
| SHS             | 14        | 11           | 3             | 0          |
| GBS             | 2         | 2            | 0             | 0          |
| <b>Total</b>    | <b>96</b> | <b>66</b>    | <b>29</b>     | <b>1</b>   |

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

|              |           |
|--------------|-----------|
| Apia         | 1         |
| Bujumbura    | 2         |
| Kathmandu    | 9         |
| Nairobi      | 10        |
| New York     | 1         |
| Tashkent     | 1         |
| Venice       | 5         |
| IIEP         | 1         |
| <b>Total</b> | <b>30</b> |

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

| Type of Events taking place                   | at HQS    | away from HQS |
|---|-----------|---------------|
| Category 2-Intergovernmental meeting          | 3         | 3             |
| Category 3- Non-governmental conference       | 0         | 0             |
| Category 4- International Congress            | 0         | 2             |
| Category 5-Advisory Committee                 | 1         | 0             |
| Category 6-Expert Committee                   | 7         | 0             |
| Category 7-Seminars and Workshops             | 4         | 30            |
| Category 8-Symposium                          | 2         | 0             |
| Press Conference                              | 0         | 0             |
| Exhibition                                    | 5         | 1             |
| Guided Tour                                   | 0         | 0             |
| Headquarters Committee                        | 2         | 0             |
| Concert                                       | 1         | 0             |
| Show  | 4         | 0             |
| Consultative Meeting                          | 1         | 2             |
| Meeting by Member States or Institutions      | 0         | 2             |
| Interagency meeting                           | 0         | 3             |
| Film Projection                               | 1         | 0             |
| Special Event                                 | 10        | 4             |
| Working group/Expert Meeting                  | 2         | 3             |
| Information meeting for Permanent Delegations | 1         | 0             |
| Executive Board                               | 0         | 0             |
| Prize-giving Ceremony                         | 1         | 1             |
| <b>Total</b>                                  | <b>45</b> | <b>51</b>     |

## 8. UNESCO Headquarters

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

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

### 8.1. Conferences and Meetings

#### 8.1.1 Programme Meetings

| Date     | Title*   | Organizer   | Place                 | Public |
|----------|--|---|-----------------------|--------|
| 02/06    | Réunions d'experts : MINEPS V  | SHS/SRP/POL   | Salles XV-XVI         | 30     |
| 02-04/06 | Congrès sur les applications spatiales internationales   | SC/EES/GEO  | Diverses salles       | 200    |
| 02-05/06 | 5 <sup>e</sup> session de l'Assemblée générale des États parties à la Convention pour la sauvegarde du patrimoine culturel immatériel  | CLT/CEH/ITH   | Salles VII, VIII, XII | 400    |
| 05/06    | Formation « Net Med Youth »  | SHS/HPD/PHS   | Salle XIV             | 100    |
| 05-06/06 | Lancement du projet « Net Med Youth »  | SHS/HPD/PHS   | Salle IV              | 40     |
| 06/06    | « Vers une justice globale – Fournir des médicaments vitaux prioritaires aux personnes pauvres : Thomas Pogge et Aiden Hollis »  | SHS/EST/BIO   | Salle XI              | 60     |
| 06/06    | Réunion d'experts : "Brainstorming on the UNESCO role in coordination of the water crisis in Lebanon"  | SC/SED  | Salle XV              | 20     |
| 06/06    | ITH – Centre de catégorie II   | CLT/WHC/PCM   | Salle VI              | 25     |
| 10/06    | Conférence internationale : « Les langues judéo-espagnoles : une expression d'identité et d'ouverture »  | CLT/EO/CKP<br>Délég. perm.<br>Espagne<br>Centro Sefarad | Salle IV              | 170    |
| 10/06    | Réunion d'experts : Comité mixte de coordination de la Convention France-UNESCO  | CLT/WHC/SPU   | Salle VIII            | 25     |
| 10-11/06 | 5 <sup>e</sup> réunion du Conseil consultatif scientifique et technique pour la Convention de 2001 sur la protection du patrimoine culturel subaquatique   | CLT/CEH/CHP   | Salle VI              | 30     |
| 10-11/06 | Réunion conjointe du Bureau du Conseil intergouvernemental de MOST et de son Comité de conseil scientifique  | SHS/EST/ST  | Salle IX              | 25     |
| 11/06    | Interagency meeting on sustainable tourism   | CLT/WHC/P/SPU   | Salle VIII            | 20     |
| 11/06    | 2 <sup>e</sup> réunion du Bureau du Comité du Siège  | MSS/DIR   | Salle XVI             | 20     |
| 12/06    | « Réflexion sur le patrimoine et les conflits »  | CLT/EO/CME  | Salle XI              | 190    |
| 12-13/06 | Gestion et protection des zones humides côtières   | SC/SED  | Salle XV              | 25     |
| 12-20/06 | 21 <sup>e</sup> session du Conseil intergouvernemental du PHI  | SC/HYD  | Diverses salles       | 400    |
| 13/06    | Réunion sur la réduction des risques de catastrophes   | SC/DIS  | Salle XIII            | 20     |
| 16-17/06 | Réunion d'experts sur l'engagement civique des jeunes  | SHS/HPD/PHS   | Salle XI              | 40     |
| 16-17/06 | Réunion de travail sur l'évaluation de l'impact du changement climatique sur l'aquifère pretashkent  | SC/SED  | Salle XIII            | 10     |
| 16-19/06 | Réunion du Comité scientifique du Volume IX de l'Histoire générale de l'Afrique  | CLT/DDD/HMD   | Salles XVI, XIII      | 40     |
| 16-20/06 | Réunion d'experts : Première réunion de l'Équipe spéciale sur les systèmes de savoirs autochtones et locaux de la Plateforme intergouvernementale sur la biodiversité et les services écosystémiques | SC/PCB/SPS  | Salles XIV, XV        | 30     |
| 18-19/06 | Réunion de consultation : IPSS meeting   | SC/PCB/SPS  | Salles XIII, XVI      | 20     |

|                     |   |             |                 |              |
|---------------------|---|-------------|-----------------|--------------|
| 19-20/06            | Réunion internationale d'experts : « Adopter des approches inclusives de l'apprentissage : répondre à la diversité des attentes et des besoins des apprenants » | ED/BLS/BAS  | Salle VI        | 30           |
| 23-27/06            | Réunion des coordonnateurs des ateliers de la conférence mondiale de l'UNESCO sur l'Éducation au développement durable  | ED/PSD/HIV  | Salle VI        | 30           |
| 24/06               | Colloque « Catastrophes naturelles et droits fondamentaux »   | SC/DIS      | Salle XIII      | 80           |
| 24-26/06            | 4 <sup>e</sup> réunion du groupe international de pilotage pour la conférence mondiale de l'UNESCO sur l'éducation pour le développement durable                | ED/PSD/ESD  | Diverses salles | 30           |
| 25/06               | Workshop on policy advice   | CLT/CEH/ITH | Salle XVI       | 25           |
| 30/06               | 186 <sup>e</sup> session du Comité du Siège   | MSS/DIR     | Salle XI        | 80           |
| 30/06               | Réunion du Bureau (Assemblée générale) WHC  | CLT/WHC     | Salle IX        | 50           |
| 30/06-01/07         | Réunion annuelle des Ambassadeurs honoraires et de bonne volonté  | ERI/HGA     | Salle X         | 60           |
| 30/06-02/07         | 2 <sup>e</sup> session du Comité subsidiaire à la réunion des Etats parties à la Convention de 1970   | CLT/CEH/CHP | Salle XI-XII    | 150          |
| 30/06-04/07         | 47 <sup>e</sup> session du Conseil exécutif de la COI   | SC/IOC/ADG  | Diverses salles | 300          |
| Total participation |   |             |                 | <b>2 775</b> |

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

### 8.1.2 Electoral Groups Meetings

| Date                | Title   | Organizer       | Place      | Public     |
|---------------------|---|-----------------|------------|------------|
| 11/06               | Réunion plénière du Groupe africain                       | Groupe africain | Salle XIII | 50         |
| 11/06               | Réunion plénière du Groupe de l'OCI                       | Groupe OCI      | Salle XIV  | 45         |
| 27/06               | 50 <sup>e</sup> anniversaire du Groupe des 77 et la Chine | Groupe 77       | Salle IV   | 150        |
| Total participation |   |                 |            | <b>245</b> |

### 8.1.3 Information meetings for Permanent Delegations

| Date                | Title   | Organizer   | Place      | Public     |
|---------------------|---|-------------|------------|------------|
| 10/06               | La Convention sur la protection du patrimoine culturel subaquatique de 2001 | SC/IOC/ADG  | Salle II   | 200        |
| 27/06               | Séminaire d'orientation des nouveaux Délégués permanents auprès de l'UNESCO | ERI/MSO/DIR | Salle VIII | 20         |
| Total participation |   |             |            | <b>220</b> |

### 8.1.4 External rentals

| Date                | Title   | Organizer  | Place             | Public       |
|---------------------|---|--|-------------------|--------------|
| 02-04/06            | Assemblée générale et Conseil exécutif de l'ICOM  | ICOM   | Salles XI, XIII   | 200          |
| 05/06               | Journée internationale des Soldats de la paix<br>Cérémonie de remise de médailles   | Déleg. perm. du Burundi<br>Association internationale des Soldats de la paix | Salles Miró 1 & 2 | 150          |
| 05/06               | Polyhandicap France   | Groupe Polyhandicap France   | Salle II          | 200          |
| 10/06               | Anniversaire célébré par l'UNESCO<br>Conférence : 100e anniversaire de la naissance de Ediriweera Sarachchandra, philosophe, écrivain et diplomate (1914-1996)      | Déleg. perm. du Sri Lanka  | Salle XII         | 100          |
| 12-13/06            | Assemblée générale de l'ISSN  | ISSN   | Salle XIV         | 55           |
| 14/06               | Remises des titres IPSA   | EPITA  | Salles I-II       | 2 300        |
| 19-20/06            | Colloque international : « La pertinence d'une juritraductologie »  | Centre de recherche interdisciplinaire en juritraductologie                  | Salle XI          | 200          |
| 25/06               | 10 <sup>e</sup> édition des Journées de Madagascar<br>Conférence : « Les pratiques traditionnelles liées aux croyances, essence de l'identité culturelle malgache » | Déleg. perm. de la Rép. de Madagascar  | Salle IX          | 250          |
| 30/06               | Conférence de M. Metin Arditi, Ambassadeur de bonne volonté de l'UNESCO, sur le rôle des arts dans les processus de paix  | Déleg. perm. de la Suisse  | Salle XIII        | 15           |
| Total participation |   |  |                   | <b>3 470</b> |

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

### 8.2.1 Exhibitions

| Date        | Title  | Organizer   | Place                      | Public*               |
|-------------|--|---|----------------------------|-----------------------|
| 03-08/06    | « Carnavals slaves » - 10 <sup>e</sup> anniversaire du Forum des cultures slaves   | Délég. perm. de la Féd. de Russie, Délég. perm. de la Rép. de Slovénie<br>Forum des cultures slaves | Salle des pas perdus       | 100<br>(inauguration) |
| 05-08/06    | 4 <sup>e</sup> édition des Nuits en Or – Le Panorama Portrait des réalisateurs   | Académie des César<br>ERI/DPI/SPE   | Grilles autour de l'UNESCO | -                     |
| 05-27/06    | « Les espaces interférés » de Jagoda Buić<br>Dans le cadre de la série « Artistes vivants de la collection patrimoniale des œuvres d'art de l'UNESCO | Délég. perm. de la Croatie<br>MSS/CLD/C   | Hall Ségur                 | 150<br>(inauguration) |
| 10/06       | Exposition à l'occasion du 100 <sup>e</sup> anniversaire de la naissance de Ediriweera Sarachchandra, philosophe, écrivain et diplomate (1914-1996)  | Délég. perm. du Sri Lanka   | Foyer                      | -                     |
| 10-13/06    | Journée mondiale de l'Océan<br>« Deyrolle pour l'avenir sur l'océan »  | SC/IOC/ADG  | Salle Miró 3               | -                     |
| 11-20/06    | « Le Peuple, le Livre, la Terre : 3 500 ans de relations entre le peuple juif et la Terre Sainte »   | CLT/ADG<br>Centre Simon Wiesenthal  | Salles Miró 1 et 2         | 400<br>(inauguration) |
| 23-27/06    | 10 <sup>e</sup> édition des Journées de Madagascar<br>« Le cycle de vie des Malgaches »  | Délég. perm. de la Rép. de Madagascar   | Salles Miró 1 et 2         | 100                   |
| 30/06-04/07 | « Tradition et innovation »  | Délég. perm. de la Hongrie  | Salles Miró                | 200                   |

### 8.2.2 Shows, Screenings and Conferences

| Date     | Title  | Organizer  | Place                                      | Public*                                |
|----------|--|--|--|--|
| 06/06    | Conférence « Vers une justice globale – Fournir des médicaments vitaux prioritaires aux personnes pauvres : Thomas Pogge et Aiden Hollis   | SHS/EST/BIO  | Salle IX                                   | 60                                     |
| 10/06    | Conférence internationale : « Les langues judéo-espagnoles : une expression d'identité et d'ouverture »  | CLT/EO/CKP<br>Dél. perm. d'Espagne<br>Centro Sefarad | Salle IV                                   | 170                                    |
| 10/06    | À l'occasion du 100 <sup>e</sup> anniversaire de la naissance de Ediriweera Sarachchandra, philosophe, écrivain et diplomate (1914-1996) : <ul style="list-style-type: none"> <li>• Table ronde</li> <li>• Spectacle « Maname » de Ediriweera Sarachchandra</li> </ul> | Dél. perm. du Sri Lanka                              | Salles XII et I                            | 100<br>(salle XII)<br>950<br>(salle I) |
| 12/06    | Spectacle : « Antigone » de Sophocle   | Délég. perm. de la Grèce                             | Salle I                                    | 950                                    |
| 13/06    | Spectacle « Pas d'âge » d'après les textes d'Evgueni Evtouchenko, à l'occasion de la Journée de la langue russe  | Délég. perm. de la Fédération de Russie              | Salle I                                    | 950                                    |
| 16-18/06 | 4 <sup>e</sup> édition des Nuits en Or – Le Panorama : projections des films de court-métrage récompensés par les plus grandes académies de cinéma à travers le monde<br>Projections en salle I le soir et salons de visionnage en journée.                            | Académie des César<br>ERI/DPI/PRP                    | Salle I et Foyer<br>(salons de visionnage) | 1 500                                  |
| 20/06    | Opéra « Les Jardins d'Adonis » du compositeur Wassim Soubra  | Dél. perm. du Liban                                  | Salle I                                    | 1 300                                  |
| 25/06    | Remise de prix : « Memo'Risks – ma ville se prépare »  | SC/DIS   | Salle XIII                                 | 70                                     |

|       |  |  |                |   |
|-------|--|--|----------------|---|
| 27/06 | 10 <sup>e</sup> édition des Journées de Madagascar<br>Conférence « Les pratiques traditionnelles liées aux croyances, essence de l'identité culturelle malgache » et concert de Eusèbe Jaojoby et son groupe | Délég. perm. de la Rép. de Madagascar          | Salles IX et I | 250<br>(salle IX)<br>1 000<br>(salle I) |
| 28/06 | Gala d'ouverture de la première édition du « Festival danses et musiques d'ailleurs... c'est ici ! »   | Association Cultures croisées en Ile-de-France | Salle I        | 400                                     |
| 30/06 | Concert « Les étoiles de l'Académie de musique Liszt »   | Délég. perm. de la Hongrie                     | Salle I        | 600                                     |

### 8.2.3 Special Events

| Date  | Title  | Organizer   | Place                 | Public* |
|-------|--|-------------|-----------------------|---------|
| 10/06 | Présentation du livre : « Les fondations de l'Islam », volume I de la collection « Les différents aspects de la culture islamique »  | CLT/DDD/HMD | Salle IV              | 180     |
| 10/06 | Journée mondiale de l'océan<br>- Ateliers pratiques pour les jeunes<br>- Campus Open UNESCO, édition inaugurale, projet soutenu par la Fondation EDF Suez<br>Exposition Deyrolle | SC/IOC/ADG  | Salle II, salles Miró | 359     |

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

- o **15 events** were promoted in the June monthly *Calendar of cultural events* printed out in 3,000 copies (in French), and its electronic version sent out to **26,216 subscribers**.
- o **15 events** were organized, co-organized and/or promoted in June by DPI/PRP (Public Relations and Partnerships Section).

### 8.3. UNESCO Visits

A total of **32 visits** of Headquarters, for **1,066 visitors**, including **one presentation focusing on Education** for **14 visitors** were organized in June 2014. All 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           | 37  |
| Declined requests           | n/a |

#### 2. Languages

|                            |    |     |
|----------------------------|----|-----|
| Visits/Present. in French  | 19 | 59% |
| Visits/Present. in English | 10 | 31% |
| Other                      | 3  | 9%  |

#### 3. Type of visits

|                            |    |      |
|----------------------------|----|------|
| Group Visits               | 32 | 100% |
| Spontaneous Visits         | 0  | 0%   |
| Individual Visits          | 0  | 0%   |
| Incl. Thematic Conferences | 2  | 6%   |

#### 4. Origin

|                                 |     |     |
|---------------------------------|-----|-----|
| Europe and North America        | 938 | 88% |
| Asia and Pacific                | 53  | 5%  |
| Latin America and the Caribbean | 54  | 5%  |
| Arab States                     | 2   | 0%  |
| Africa                          | 19  | 2%  |

**After a slow start into the year, and despite a 14% drop this month, for the fourth month in a row more than 1,000 visitors were offered a guided tour**



Visitors received by the Visitor's Service since June 2012

Source: UNESCO

## 9. UNESCO logo exposure

### 9.1. Patronage

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

The following 18 events which have been granted UNESCO's patronage took place in June 2014.

| Start Date | Country of Activity                       | Name of Activity   | Target Audience                                     | Sector |
|------------|---|--|---|--------|
| 03/06      | UNESCO HQ                                 | Table ronde "La langue russe dans le monde actuel" et spectacle de théâtre "Net Let"   | Contacts of Permanent delegations                   | CLT    |
| 05/06      | Russian Federation                        | "Highlanders" - International Festival of Folklore and Traditional Culture in the Republic of Dagestan   | Civil society                                       | CLT    |
| 05/06      | Austria                                   | "Global Sustainable Energy Day" - 2014 edition   | Students and the general public                     | SC     |
| 05/06      | France                                    | Les journées nationales de l'archéologie à Hyères pour la protection du patrimoine archéologique subaquatique  | Specialists   | CLT    |
| 07/06      | Hungary                                   | "Whitsun Festivities - International Gathering of Intangible Cultural Heritage"  | Civil society                                       | CLT    |
| 10/06      | Russian Federation                        | First Pan-European Festival Marathon   | General public                                      | ERI    |
| 12/06      | Finland                                   | 6 <sup>th</sup> World Conference on Women and Sport entitled "Lead the Change - Be the Change" in Helsinki   | Women   | ODG    |
| 12/06      | UNESCO HQ                                 | Présentation de la tragédie de Sophocle "Antigone" organisée par la Délégation permanente de la Grèce  | Contacts of Permanent Delegations                   | ERI    |
| 12/06      | Romania                                   | "Calusul Romanesc" - International Folklore Festival in Caracal  | General public                                      | CLT    |
| 14/06      | France                                    | 8e édition des "Bains numériques" - un festival international consacré aux arts numériques à Enghien-les-Bains   | Musicians and the public                            | CLT    |
| 18/06      | France                                    | Représentation du spectacle "Pa Tadeusz" du Théâtre académique national Yanka Koupala du Bélarus   | General public and contacts of Permanent Delegation | CLT    |
| 19/06      | Austria                                   | United World Games in Klagenfurt   | Athletes, youth and general public                  | SHS    |
| 27/06      | France                                    | Colloque international : "Les hominidés du Pliocène inférieur et moyen dans le monde : La place de l'Homme de Tautavel: un Homo heidelbergensis, il y a 450 000 ans" | Academics   | CLT    |
| 27/06      | France                                    | 25e édition de l'Open des Jeunes Stade Français - BNP Paribas Cup, autrement nommé "Roland Garros des jeunes"  | Tennis players and general public                   | SHS    |
| 28/06      | Bulgaria                                  | Célébration du triple anniversaire du guide spirituel Peter Deunov en Bulgarie   | Researchers   | CLT    |
| 28/06      | France                                    | Festival "Danses et musiques d'ailleurs... c'est ici !"  | Artists & general public                            | CLT    |
| 29/06      | The former Yugoslav Republic of Macedonia | The 1st South East European Conference on Sustainable Development of Energy, Water and Environment Systems (SEE SDEWES) in Ohrid                                     | Policy-makers, development agencies & specialists   | ERI    |
| 30/06      | UNESCO HQ                                 | Exhibition and gala event "Tradition and Innovation - A celebration of Hungarian Cultural Heritage, Introducing the Hungarian Academy of Art"                        | Contacts of permanent delegation                    | 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](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 June (NHK General)

Title of the Programme: **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 June.

### 10.2. TBS (Japan)

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

Partnership began: 1996

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

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

Countries and regions of broadcast: **Japan**

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

Sponsorship: **SONY**

| <i>Date</i> | <i>Subject</i>  | <i>Format</i> | <i>Audience Share</i> |
|-------------|---|---------------|-----------------------|
| 01/06       | <a href="#">Gondwana Rainforests of Australia(Australia)</a>  | 30 min        | 3.7%                  |
| 08/06       | <a href="#">Paris, Banks of the Seine(France)</a>             | 30 min        | 4.5%                  |
| 15/06       | <a href="#">Maloti-Drakensberg Park(South Africa,Lesotho)</a> | 30 min        | 4.4%                  |
| 22/06       | <a href="#">Doñana National Park</a>                          | 30 min        | 5.9%                  |
| 29/06       | <a href="#">Tomioka Silk Mill and Related Sites(Japan)</a>    | 30 min        | 5.8%                  |

Average audience share in June: **4.9% percent** (for the first broadcast)

Estimate number of viewers in Japan: **4,407,000** (for the first broadcast)

The total number of audience accessed to the programme in June was estimated at **22,039,000**

### 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

| <b>Links to titles by language (other than Chinese)</b> | <b>Nb of reports</b> |
|---|----------------------|
| <a href="#">English</a>                                 | 75                   |
| <a href="#">Spanish</a>                                 | 40                   |

|  |    |
|--|----|
| <a href="#">French</a>   | 31 |
| <a href="#">Arabic</a>   | 14 |
| <a href="#">Russian</a>  | 9  |
| In June, a total of <b>169 reports</b> 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                      |
|-------------------------------------|--|---------------------------------|
| 02/06                               | <a href="#">Moscow and Rome agree to exchange restoration experience</a>   | 241                             |
| 02/06                               | <a href="#">Western cultural nihilism towards the Arab world</a>   | 136                             |
| 05/06                               | <a href="#">Putin accepts Poltavchenko's early resignation</a>   | 10 881                          |
| 05/06                               | <a href="#">Voice of Russia, Babylon's biblical curse</a>  | 289                             |
| 05/06                               | <a href="#">UNESCO concerned over the death of Italian journalist and his interpreter</a>  | 462                             |
| 06/06                               | <a href="#">French President: The Soviet Union played a decisive role in defeating Nazism</a>  | 4 631                           |
| 07/06                               | <a href="#">Vatican City State</a>   | 230                             |
| 08/06                               | <a href="#">World Oceans Day</a>   | 168                             |
| 12/06                               | <a href="#">Biography of Anne Frank</a>  | 226                             |
| 16/06                               | <a href="#">New Artek CEO to revive the famous children resort</a>   | 1 767                           |
| 16/06                               | <a href="#">Medvedev instructs his cabinet to prepare the Artek development programme within 6 months</a>                                | 1 203                           |
| 17/06                               | <a href="#">UNESCO Director General: Iraq's cultural heritage is under threat</a>  | 25                              |
| 19/06                               | <a href="#">Russian government to discuss allocating 895 million roubles in development funds for Artek</a>                              | 1 205                           |
| 19/06                               | <a href="#">Russian Union of Journalists calls on UN Human Rights Council and the Council of Europe to discuss journalists' security</a> | 240                             |
| 19/06                               | <a href="#">UNESCO head concerned over the killing of Russian journalists in Ukraine</a>   | 1 018                           |
| 21/06                               | <a href="#">Tomioka silk mill listed as a UNESCO World Heritage Site</a>   | 210                             |
| 21/06                               | <a href="#">Russian government to allocate 895 million roubles in development funds for the Artek children's resort</a>                  | 426                             |
| 22/06                               | <a href="#">Namhansanseong fortress listed as a UNESCO World Heritage Site</a>   | 238                             |
| 22/06                               | <a href="#">Chauvet-Pont-d'Arc Cave listed as a UNESCO World Heritage Site</a>   | 1 269                           |
| 24/06                               | <a href="#">Belovezhskaya Pushcha forest listed as a UNESCO World Heritage Site</a>  | 950                             |
| 24/06                               | <a href="#">Russia's Federation Council to appeal to UNESCO in connection with violation of Russian journalists' rights in Ukraine</a>   | 400                             |
| 25/06                               | <a href="#">Russian government to discuss measures to preserve the cultural heritage of the Solovetsky Monastery in October</a>          | 163                             |
| 26/06                               | <a href="#">Greece launches a massive campaign to return the Parthenon sculptures</a>  | 721                             |
| 30/06                               | <a href="#">Federation Council appealed to UNESCO to condemn the killing of journalists</a>  | 483                             |
| <b>Total reports in Russian: 24</b> |  | <b>Total page views: 27 582</b> |

| Date                               | Titles of Reports on UNESCO in Spanish   | Page views                   |
|------------------------------------|--|------------------------------|
| 05/06                              | <a href="#">Los lugares más limpios ecológicamente de nuestro planeta</a>                        | 376                          |
| 06/06                              | <a href="#">Hollande destaca el protagonismo de la URSS en la victoria sobre el nazismo</a>      | 24                           |
| 17/06                              | <a href="#">UNESCO, preocupada por el patrimonio histórico de Irak</a>                           | 3                            |
| 18/06                              | <a href="#">Alto cargo de Italia advierte contra "exportar democracias" con medios militares</a> | 9                            |
| 24/06                              | <a href="#">El Senado ruso denunciará los abusos contra reporteros en Ucrania</a>                | 1                            |
| <b>Total reports in Spanish: 5</b> |  | <b>Total page views: 413</b> |

| Date                              | Titles of Reports on UNESCO in French                                      | Page views                              |
|-----------------------------------|--|---|
| 05/06                             | <a href="#">Les sites naturels les plus purs de la Terre</a>               | 187                                     |
| 24/06                             | <a href="#">Patrimoine mondial: un site russe sur la Liste de l'Unesco</a> | 9                                       |
| <b>Total reports in French: 2</b> |  | <b>Total page views: 196</b>            |
| <b>TOTAL REPORTS: 31</b>          |  | <b>TOTAL page views in June: 28 191</b> |