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Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

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Monthly Visibility Report

May 2015

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Executive Summary

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

Media and Major Events

In May, press coverage about UNESCO was dominated by the fall of the World Heritage city of Palmyra (Syria) and the Director-General's call to safeguard its cultural heritage. Her video declaration, recorded while she was in Incheon, Republic of Korea, was picked up by major media such as TF1, BBC, Reuters, Euronews, Skynews, Reuters, CNN and many others. The Director-General and colleagues from WHC and CLT gave on this occasion extensive interviews to mainstream media from all over the world (see peak, graph to the right).

As a result, the World Education Forum 2015 in Incheon has been totally eclipsed by the situation in Palmyra, and received moderate press coverage. A total of 400 articles were monitored in the world media. Apart from a few articles in top tier titles, most of the coverage came from South Korea with articles in leading media outlets.

Early in the month, the World Press Freedom Day 2015 celebration (3 May) in Riga and many other countries, received substantial coverage in many regions and countries, with some 500 articles in 24 hours from different perspectives. UNESCO received reasonable credit for this UN Day, notably with the joint message from the Director-General and the UN Secretary-General. Released on May 1st, ahead of a long week-end, the announcement of the 2015 winner of the UNESCO/Guillermo Cano World Press Freedom Prize, started to be picked up only on World Press Freedom Day, notably by media outlets as Shorouk (Egypt), Elaph Online (UK), Youm 7 (Egypt), MC-Doualiya, An-Nahar (Liban) or France 24.

The following events are highlighted in the Major Events pages:

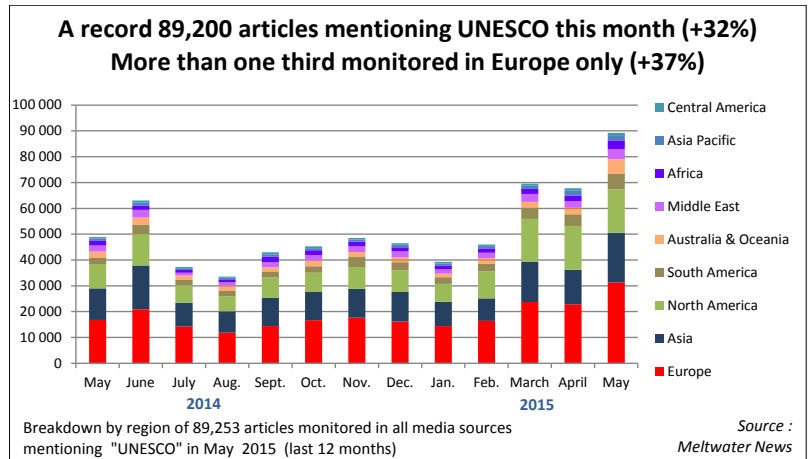
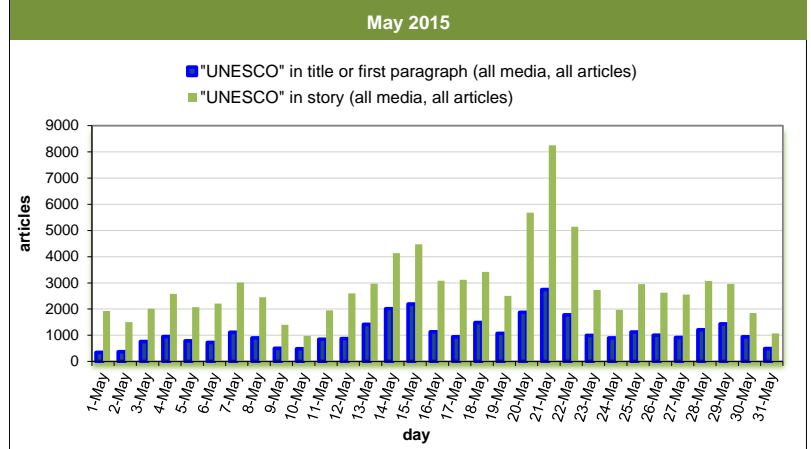
- **World Press Freedom Day 2015 (3 May)**
- **World Education Forum 2015 (19-22 May)**
- **Scientific Advisory Board of the United Nations Secretary-General – 3rd meeting (25-26 May)**

UNESCO Website and Social Media Channels

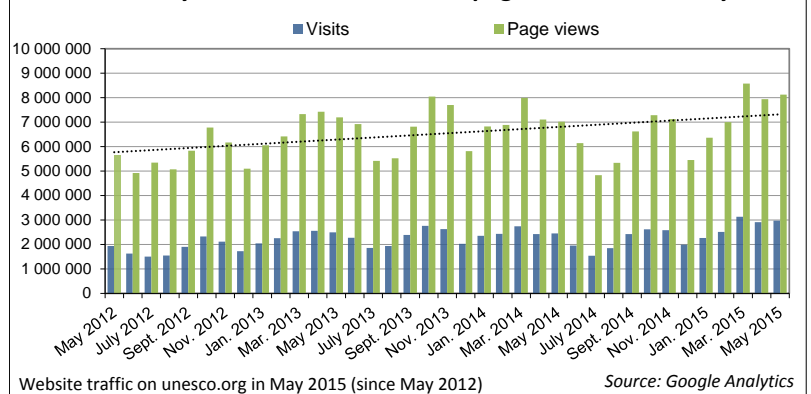
Online statistics show a continuing increase in traffic on our public website. With 8.1 million page views this month, this is the second highest traffic all-time after March 2015; an increase by 16% compared to May last year. The second highest traffic ever has as well been recorded on our website for Member States, unesco.int. With some 37,600 page views it shows a growth by 89% compared to May last year, and by 34% compared to April last.

The protection of cultural heritage was among the most prominently featured themes with the main interest focused on the Director-General's efforts to raise awareness around UNESCO's mandate and its initiatives for emergency safeguarding of cultural heritage in Iraq and Syria, and other countries of conflict: statements regarding protection of cultural heritage in Palmyra, Syria and Sana'a, Yemen; the unanimous adoption by the UN General Assembly of the resolution "Saving the cultural heritage of Iraq"; "Culture Under Threat" Conference in Cairo, and the launch of the #unite4heritage campaign in Beirut Museum, among other events.

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



May 2015 traffic is the second highest ever recorded An increase by 21% in visits and 16% in page views versus May 2014



The World Education Forum 2015 was the main feature on the website in May, with the presentation of the opening and closing ceremonies, daily updates from the Forum, and the Incheon and Qingdao Declarations. The dedicated website was the most visited sub-site with more than 90,000 page views. Freedom of expression and safety of journalists was another major topic, with the World Press Freedom Day event in Riga, Latvia, and the Guillermo Cano prize giving ceremony.

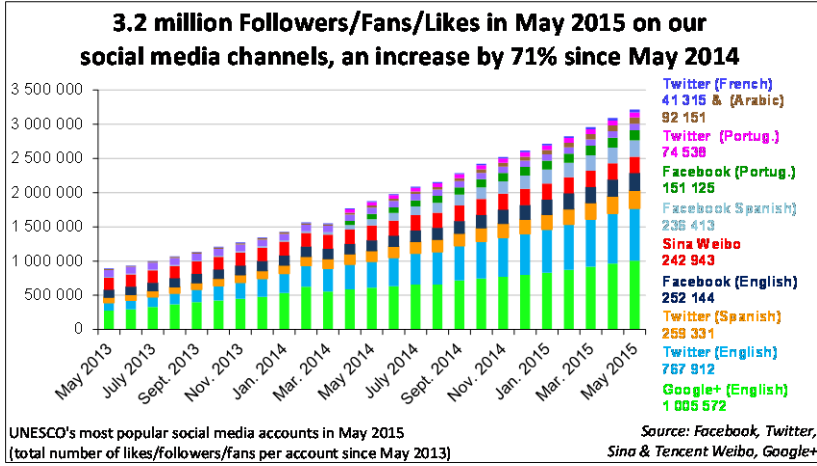
Finally, the focus in May was also on developing the websites for the international conference “[Youth and the Internet: Fighting Radicalization and Extremism](#)”, and [Green Citizens](#).(see to the right).



UNESCO made particularly strong gains this month on social media. A total of 3.2 million followers - including the accounts in all 6 languages – show a 71% increase compared to May 2014. Our Google+ account hit more than 1 million followers; it is an example of the strong growth that can occur when we adopt new social media platforms from their launch. As in last month, the top Facebook messages are in Spanish and Portuguese, with the latter making up an impressive 40%. On Twitter, Arabic and French are growing fastest, at 8% and 11% respectively.

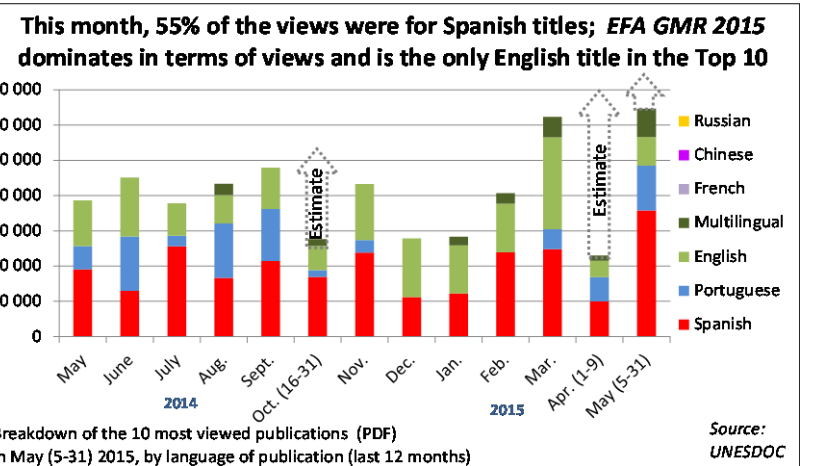
After finally succeeding in claiming the UNESCO name on Instagram, we began pushing www.instagram.com/UNESCO as one of our lead social media platforms, which we will actively develop as a matter of priority. Instagram, which has overtaken Facebook as the world’s fastest-growing social media, will force UNESCO to rethink its communications, emphasizing impactful creative visuals. It also marks a shift to communications via mobile apps – which are increasingly taking over standard web browser-based sites (see top 3 clickable photos to the right).

Our #Unite4Heritage heritage is going strong. We are working on ways to promote adoption of the campaign by our partners, as well as incorporate the campaign message and themes into all relevant events, products, and news – such as our condemnation of the destruction of Palmyra, which is one of the month’s top tweets. On 15 May, leading Italian cities draped their World Heritage city centers with the logo #Unite4Heritage and promoted the campaign on their lead, municipal social media accounts. This was made possible as a result of outreach to the UNESCO World Heritage Association of Italy.



Publications

Due to a technical problem, May 2015 figures for online viewing of publications do not include the four first days of the month. In spite of this, the figures are clearly very high, almost the double of those in May 2014 and surpass the scores in the previous two months which were growth months. The success of the [EFA Global Monitoring Report 2015](#) continues in the Top 10 most consulted publications with a very high score but only for the English version. The SC publication [The United Nations World Water Development Report 2015: water for a sustainable world](#) has surprisingly dropped out of this Top 10 ranking. After two good months in March and April, the viewing of publications dropped on Google Books. Best-selling titles at the Bookshop and on line are World Heritage titles except for the GMR 2015.



Focus on a Field Office

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

Major events:

I. World Press Freedom Day 2015 (3 May 2015)



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The main event of UNESCO's flagship awareness-raising activity, the World Press Freedom Day (WPF) Celebration, took place at the new Latvian National Library in Riga from 2-4 May 2014. The event was co-hosted by UNESCO and the Ministry of Foreign Affairs of Latvia and included an international conference entitled "Let Journalism Thrive! Towards Better Reporting, Gender Equality, and Media Safety in the Digital Age".

The prestigious annual UNESCO/Guillermo Cano World Press Freedom Prize ceremony took place on 3 May. UNESCO Director-General, Ms Irina Bokova presented the award to the imprisoned Syrian journalist and human rights activist Mr Mazen Darwish. The wife of Mr Mazen Darwish, Ms Yara Bader, accepted the prize on his behalf in the presence of the President of Latvia, Mr Andris Bērziņš. The contribution of the Guillermo Cano Isaza and the Foundation Helsingin Sanomat Foundation directly supported the Prize which carries a USD 25,000 award.

To mark the day, a [joint message](#) was issued by the United Nations Secretary-General Ban Ki-moon, UN High Commissioner for Human Rights Zeid Ra'ad Al Hussein, and Irina Bokova, declaring that "quality journalism enables citizens to make informed decisions about their society's development". UNESCO launched the publication [Building Digital Safety for Journalism](#), on 3 May, a study analyzing key digital threats facing journalists and their sources. Speakers for the 3-day event included Mr Edgars Rinkēvičs (Minister of Foreign Affairs of Latvia), Ms Dace Melbārde (Minister of Culture of the Republic of Latvia), Mr David Kaye (UN Special Rapporteur on the Promotion & Protection of the Right to Freedom of Opinion & Expression), Ms Maria Teresa Ronderos (Director, Programme on Independent Journalism of Open Society Foundation), Ms Cilla Benko (Director-General, Swedish Radio, Sweden), Mr Edison Lanza (OAS Special Rapporteur on Freedom of Expression), as well as the well known journalists Mr Hamid Mir and Mr Peter Greste.

On the concluding day on 4 May, the participants of WPF, adopted the Riga Declaration. The media coverage, nationally and internationally (both print and electronic) during the events gave UNESCO a high visibility. Globally, more than 80 events took place around the world including those organized by UNESCO's Field Offices and events independently organized. The UNESCO WPF event in Myanmar included the participation of Ms Aung San Suu Kyi who delivered a keynote speech.

Participants: Riga: 500 participants from 85 nationalities in main event. The 87 speakers from all regions included 46 women (52%). More than half of the participants were women. The main event also saw a strong participation of youth especially as part of the Youth Newsroom (12 Latvian and 20 int'l journalism students, emerging journalists, photographers, videographers, podcasters, and social media producers). **Audience:** Representatives from Member States, UN Agencies, NGOs, 265 organizations from civil society groups academia, decision makers from media outlets and practicing journalists

Communication materials and activities:

- Press releases ([03/04](#), [03/05](#), [04/05](#))
- News ([27/04](#), [04/05 \(1\)](#), [04/05 \(2\)](#), [12/05](#))
- [Dedicated webpage](#)
- [UNESCO, UN & OHCHR joint message](#)
- Global events: [Celebrations map](#)
- [UNESCO/Guillermo Cano World Press Freedom Prize Ceremony](#)
- [Conference](#) (Full Programme, Speakers'List)
- [Photo gallery](#)
- Visual identity – [Banners](#), [Poster](#)
- [Background materials](#), [Concept Note](#)
- [Quotes from selected WPF 2015 speakers](#)
- Publication: [Building Digital Safety for Journalism](#)
- Videos for WPF 2015: [DG's message](#), [C. Amanpour's message](#)

Website statistics in May: Press releases: [03/04](#): 961 visits/1,839 page views (in total); [03/05](#): 135 visits/732 page views; [04/05](#): 144 visits/419 page views. News: [27/04](#): 432 visits/978 pages views; [04/05 \(1\)](#): 67 visits/152 page views. [04/05 \(2\)](#): 7 visits/59 page views. [12/05](#): 77 visits/150 page views. [Dedicated webpage](#): 3,429 visits/9,545 page views (1,139 visits/8,319 page views in April 2015). [Photo gallery](#): 88 visits/344 page views. [Quotes from selected WPF 2015 speakers](#): 51 visits/356 page views. Video messages (views): [DG](#): 562, [C. Amanpour](#): 460. [Building Digital Safety for Journalism](#): 423 views.

Press coverage: WPF in Riga and many other countries received substantial coverage in many regions and countries from different perspectives (see [selected press coverage](#)). UNESCO received reasonable credit for this UN Day, and the DG and UNSG messages were quoted by the press. Nevertheless, no interview requests were received by UNESCO Press Service. The announcement of the 2015 winner of the UNESCO/Guillermo Cano World Press Freedom Prize, released on a Friday afternoon ahead of a long week-end, did not receive a lot of attention by the media until 3 May; it was reported by media outlets such as Shorouk (Egypt), Elaph Online (UK), Youm 7 (Egypt), MC-Doualiya, An-Nahar (Liban) or France 24.

Social media: The centerpiece of the campaign is a partnership with the social media network Google+. UNESCO is the 1st UN agency to partner and communicate officially with Google+ on its lead corporate social media platform. Google helped drive our advocacy for freedom of expression online, by showing that everyone is a publisher on social media, and personally concerned by the question of press freedom today. We built our relationship with @Twitter (with whom we were also the first UN agency to officially partner in last year's WPF), to support our messaging through its central accounts.

II. World Education Forum 2015 (19-22 May 2015)



© UNESCO/WEF 2015

The [Incheon Declaration](#) was adopted in May 2015 at the **World Education Forum (WEF) 2015** in Incheon, Republic of Korea, a milestone event organized by UNESCO 15 years after the *2000 Forum* in Dakar in order to take stock of EFA progress and to discuss the global education agenda for the next 15 years. The WEF 2015 was hosted by the Republic of Korea and organized jointly with the co-convening agencies UNICEF, the World Bank, UNFPA, UNDP, UN Women and UNHCR. It brought together about 1600 participants, including 120 ministers of education, the UN Secretary General, several heads of UN agencies and other global education leaders. The Incheon Declaration represents the firm commitment of countries and the global education community to a single, renewed education agenda, part of the overall Sustainable Development Agenda 2015-2030, that is holistic, ambitious and aspirational, leaving no one behind. It also reaffirmed UNESCO's mandate as leader and coordinator of the global education agenda, up to 2030.

Representatives from more than 130 NGOs took part in the **2015 NGO Forum** which UNESCO organized as part of the World Education Forum 2015 and adopted the 2015 NGO Forum Declaration 'Towards the right to inclusive, quality public education and lifelong learning beyond 2015' which will guide the work and advocacy of civil society for the coming years.

Participants: 1,600. **Audience:** Global leaders in education, 120 ministers and other representatives of 160 Member States, representatives of UN agencies, multilateral and regional organizations, civil society, the teaching profession, youth, the private sector, academia and the media.

Communication materials and activities: A Communication Strategy has been developed for the WEF 2015 since the conceptual phase and rolled out over the last 12 months, including through a series of regional ministerial meetings organized by UNESCO, and in collaboration with the co-convening agencies and with UNESCO's Collective Consultation of NGOs on EFA (CCNGO/EFA), a global network of nearly 300 organizations from around the world. Regional Bureaux for Education and other Field Offices also participated in the communication effort.

- Press releases ([19/05](#), [21/05](#))
- [Dedicated website](#)
- Live-webcast (NGO Forum, WEF Plenary sessions and thematic debates)
- [Videos stories on five Education priorities](#)
- VOD: [WEF Opening on UNIFEED](#) and Closing
- [NGOs reports and blogs on Incheon \(GCE, CLADE, ICAE, ASPBAE, EI etc.\)](#)
- WEF Programme Brochure (EN/FR/SP/ AR)
- Banners, flyers, kakemonos, USB keys with meeting docs and conference bags for the participants
- UNESCO Stand + Photo Exhibition "Journeys to School"
- Cooperation for the launch of "[The World Largest Lesson](#)"
- Series of Conferences (including five regional preparatory conferences)
- [Photo gallery](#)

Webcast/Live streaming connections: 69,879 access (67,883 on Day 1 only) incl. multiple connections; 30,130 (28,979 on Day 1 only) excl. multiple connections from same person.

Website statistics: Press releases: [19/05](#): 435 visits/1,690 page views, [21/05](#):3026 visits/6,162 page views. [Dedicated website](#): 23,103 visits/90,145 page views. [Video stories](#) : 32 visits/817 page views. [Photo gallery](#): 134 visits/2,215 page views. Videos: Personalities speaking at the WEF 2015 (total views as at 15/06): [Her Highness Sheikha Moza bint Nasser of Qatar](#): 1,281 views; [UN Secretary General Ban Ki-moon](#): 799 views; [UNESCO Director-General Irina Bokova](#) : 539 views; [President of Korea Park Geun-hye](#) : 246 views; [Ms Phumzile Mlambo-Ngcuka, Executive Director, UN Women](#): 130 views. [World Education Forum, May 2015, closing ceremony, Incheon](#): 171 views.

Press coverage: WEF 2015 received moderate press coverage, with some 400 articles monitored from the start of the Forum to the end of May. Very few stories appeared in top tier titles. Leading news outlets that covered the event included the news agencies Bloomberg, Xinhua and Yonhap, The Guardian and the Daily Mail (UK), AllAfrica.com (US), The Korean Economic Times and The Conversation (UK and Australia). Most coverage came from South Korean media, with articles in leading Korean media outlets such as YTN news, KBS news, Korea Herald, Joongboo Daily, Chosun Daily and Asia Today, followed by Japan and news sites based in the US, the UK and China. A press release with a call from Malala for 12 years of free education for girls generated numerous stories in several regions of the world.

Social media: Twitter was the lead social media channel for this event, since this is the preferred platform of education professionals in development. Messages were widely shared by participants, from the UN system and the global education community. Nobel Prize Winner Kailash Satyarthi lent his support for the #WorldEducationForum via [Twitter](#). In total, the hashtag reached more than 6 million accounts, with greatest participation in India, USA and UK. The top messages all had a visual component, often in the form of infographics. This suggests the need for stronger investment in and development of infographics as a communications tool. The content strategy, developed with an eye on social media, was remarkable. New-generation web features were specially commissioned; mashing up journalistic reportage, video, audio, photography, data visualization, social media: See [example](#).

III. Scientific Advisory Board of the United Nations Secretary-General – 3rd meeting (25-26 May 2015)



© MIGHT/Syncimages

The UN Secretary-General Scientific Advisory Board (SAB) was created in 2013 at the request of the Secretary-General to advise him and the Executive Heads of UN Organizations on scientific matters, and to further inform the debate on sustainable development. The Board is composed of 26 eminent scientists and experts representing all regions and many scientific disciplines relevant for sustainable development: the engineering, political and natural sciences are represented as well as for example oceanic, climate and biodiversity science.

This Board met for the third time on 25 and 26 May 2015, in Kuala Lumpur, Malaysia,. Following the requests put forth by the Secretary-General, it produced advice on a range of topics, including how to coordinate global data collection and to create access and reduce the data divide between rich and poor, improving the use of scientific knowledge in policy-making at all levels, and understanding the foremost risks to humanity associated with climate change. They also discussed the results of a Delphi study on the top challenges for the future of the people and the planet.

The meeting was co-chaired by Ms Irina Bokova, Director-General of UNESCO and Prof. Zakri Abdul Hamid (Malaysia), Science Advisor to the Prime Minister of Malaysia, Chair of IPBES and member of the Board.

The Welcoming Ceremony was attended by the Deputy Prime Minister of Malaysia; the ceremony benefited from the attendance of approximately 500 participants which included high government officials, members of academia and the general public.

Participants: 18 members of the SAB plus approximately 500 participants in the Welcoming Ceremony.

Audience: This was a closed meeting attended by the Scientific Advisory Board members with selected observers from UN Focal Points, the German National Academy of Sciences, the Russian National Commission for UNESCO and the SAB Secretariat.

Communication materials and activities:

- [Press release](#) (26/05)
- Media advisory (22/05) on ([Homepage](#) + [SAB website](#))
- News ([23/05](#), [26/05 -Ceremony](#), [26/05 -Conclusions](#))
- [Dedicated webpage](#)
- Event announcement ([SAB website](#), [NICE](#))

Website statistics: [Press release](#): 210 visits/657 page views. [Media advisory](#): 22/05: 84 visits/333 page views. News: [23/05](#): 33 visits/93 page views; [26/05 -Ceremony](#): 10 visits/63 page views; [26/05 -Conclusions](#): 17 visits/124 page views. [Dedicated webpage](#): 862 visits/3,335 page views. Event announcement: 42 visits/178 page views.

Press coverage: This meeting was mainly covered by national media in Malaysia, such as the Malaysian Times, Bernama, RTM TV1 or the Sun Daily. The regional and international coverage was marginal, with notably articles in The Times of India (India), EurekAlert! (US), OneWorld and Click Green (UK).

Social media: This event was closed to the general public, so communications via social media were limited to a tweet announcing or summarizing the event.

It should be noted that DPI helped create the new @UNScienceBoard Twitter account, which will be managed directly by the UN Scientific Advisory Board. The account was launched for the event.

Focus on UNESCO Office in Beirut

In 2015, UNESCO Beirut Office and Regional Bureau for Education in the Arab States has set its goal to strengthen the visibility of the Office and its activities through a sustained presence in both external and internal media, and constant use of communication and dissemination tools. The website remains the key platform, while press releases and articles are the main information tools. Building an effective public relations network within media institutions is key to enhancing the Office's visibility in this region. As this list continues to expand, UNESCO's presence in local and regional news is improving remarkably, and interest in UNESCO-led activities and programmes is growing..

Media

In May, UNESCO Office in Beirut published **16 web articles** (of the total 45 articles in 2015), and featured in some **69 articles** in local newspapers (excluding websites). The main highlight was the visit of the Director-General, Irina Bokova, to Beirut on 15 May, where she met senior Lebanese officials, and launched with the Minister of Culture the #Unite4Heritage campaign from the National Museum in Beirut.

In addition to this visit, the most popular events in the news were both CI related, namely the World Press Freedom Day celebration organized at UNESCO Office in Beirut, and the press conference featuring the announcement of results of the "Survey on the knowledge & perception of Youth towards media in Lebanon"; conducted under the EU funded NET-MED project. Additionally, with the new developments in Syria and the historic city of Palmyra falling under the control of ISIS, UNESCO was mentioned and quoted in some 20 articles and feature reports in Lebanon alone. Moreover, Beirut Office continues to receive on daily basis interviews requests from radios, TVs and newspapers from all over the world.

Main Events



[UNESCO celebrates the World Press Freedom Day in Beirut \(4 May\)](#)

The Minister of information, Mr. Ramsey Jreij, journalists, academics, jurists and activists in the field of freedom of expression met in UNESCO Beirut Office on 4 May 2015, to mark the World Press Freedom Day. Participants discussed key challenges currently facing the media and freedom of expression in Lebanon, through two panels: a) Independent and quality media in the digital age; and b) Challenges for freedom of expression in the digital age.



[Meeting on the outcomes of the Education for All Global Monitoring Report 2015: No countries in the Arab States reached all the global education goals \(4-5 May\)](#)

With the aim to study the results of the *Education for All Global Monitoring Report 2015* and discuss the current situation in the Arab States regarding the six EFA goals that were set in 2000, UNESCO Beirut Office organized a meeting bringing together more than 40 experts and representatives of key Arab countries organizations active in the field of education in the region. The [GMR](#) (in English) and a [special summary](#) on achievements and challenges in the Arab region were distributed to all participants.



[Regional Experts Meeting on Climate Change Education for Sustainable Development in the Arab States \(5-7 May\)](#)

75 officials and experts from 16 Arab countries, Kenya, New Zealand, UN-International/Regional Organizations, and Civil Society-NGOs met in Beirut to discuss themes and issues related to CCESD in the Arab Region, and the mechanisms to involve youth, learners, and communities through education and training programmes (General Education-TVET, Higher Education/ and Non-Formal Learning).



[UNESCO Director-General and Lebanon's Minister of Culture launch "#unite4heritage" campaign from the National Museum in Beirut \(15 May\)](#)

During her official visit to Lebanon, the Director-General Irina Bokova participated with the Minister of Culture Raymond Arajji in a cultural ceremony at the Lebanese National Museum to formally launch the #Unite4Heritage campaign in Lebanon. Over 100 persons participated in this ceremony, also featuring an open forum with youth and students from the UNESCO associated schools.



[Regional workshop on youth participation in policy process: Towards an effective involvement in national policy formulation \(26-28 May\)](#)

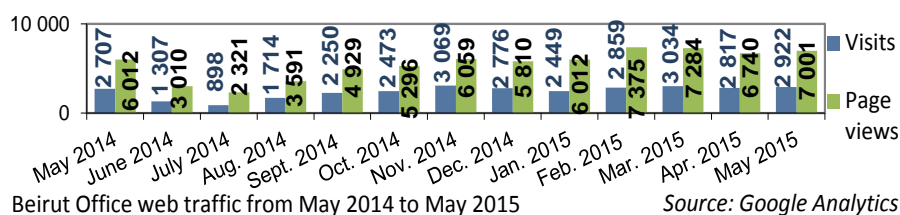
UNESCO Beirut Office organized a regional workshop in Beirut entitled: "Youth participation in policy process: From monitoring projects to policies in the Arab region". Over 30 ministries' officials and NGOs' representatives from nine Arab countries participated in this workshop, with the aim to promote a greater involvement for youth in planning and decision making in their respective countries.



[Press conference. Youth and Media in Lebanon: 96% use their mobile phones while the television remains the "most credible" source \(28 May\)](#)

UNESCO Beirut Office held a press conference to present and discuss the results of the "Survey on the knowledge & perception of Youth towards media in Lebanon". The conference was significantly covered by the media, and the survey results were analyzed nationwide by media institutions.

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



Publications

- [EFA GMR 2015 Regional overview: Arab States](#)
- [Survey on the knowledge & perception of Youth towards media in Lebanon](#)



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

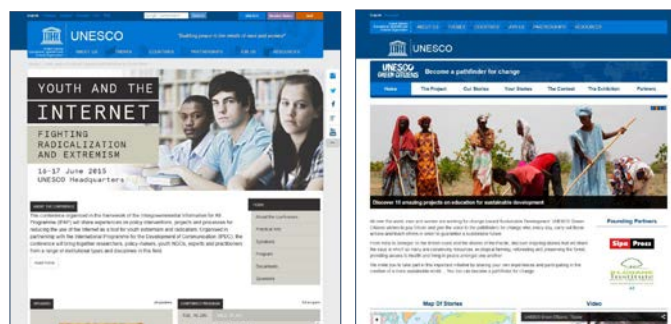
Both a communication and a knowledge management tool, UNESCO's websites, with over 2.7 million pages of content, are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in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

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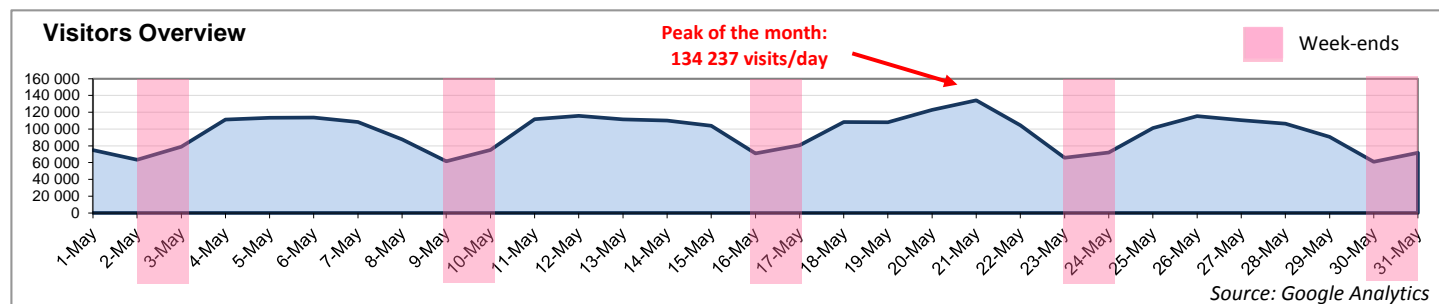
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The World Education Forum 2015 was the main feature on the website in May, with the presentation of the opening and closing ceremonies, daily updates from the Forum, and the Incheon and Qingdao Declarations. The dedicated website was the most visited sub-site with more than 90,000 page views. Freedom of expression and safety of journalists was another major topic, with the World Press Freedom Day event in Riga, Latvia, and the Guillermo Cano prize giving ceremony.

Finally, the focus in May was also on developing the websites for the international conference "[Youth and the Internet: Fighting Radicalization and Extremism](#)", and [Green Citizens](#).



1.1. May 2015 Traffic Daily Web Traffic Patterns



1.2. Monthly visits

	Page views ¹	Variation vs Y-1	Variation vs M-1	Visits ²	Variation vs Y-1	Variation vs M-1	Unique Visitors ³	Variation vs Y-1	Variation vs M-1
May 2014	7 018 100	-2.42%	-1.19%	2 448 173	-1.90%	+0.99%	1 894 841	-0.37%	+1.04%
June 2014	6 140 465	-11.21%	-12.51%	1 952 754	-14.09%	-20.24%	1 491 853	-13.58%	-21.27%
July 2014	4 826 807	-10.89%	-21.39%	1 540 348	-16.93%	-21.12%	1 179 042	-17.05%	-20.97%
Aug. 2014	5 332 615	-3.37%	+10.48%	1 849 771	-4.21%	+20.09%	1 452 139	-3.13%	+23.16%
Sept. 2014	6 613 378	-2.91%	+24.02%	2 425 768	+1.76%	+31.14%	1 904 998	+2.04%	+31.19%
Oct. 2014	7 279 843	-9.44%	+10.08%	2 615 387	-5.17%	+7.82%	2 005 482	-7.69%	+5.27%
Nov. 2014	7 117 727	-7.53%	-2.23%	2 580 313	-1.69%	-1.34%	1 973 591	-3.96%	-1.59%
Dec. 2014	5 452 657	-6.14%	-23.39%	1 990 436	-1.51%	-22.86%	1 540 810	-4.04%	-21.93%
Jan. 2015	6 357 424	-6.76%	+16.59%	2 265 290	-3.45%	+13.81%	1 751 520	-5.75%	+13.68%
Feb. 2015	6 996 175	+1.59%	+10.05%	2 512 724	+3.53%	+10.92%	1 927 342	-0.03%	+10.04%
March 2015	8 573 715	+7.31%	+22.55%	3 127 487	+14.25%	+24.47%	2 341 047	+10.34%	+21.47%
April 2015	7 932 478	+11.68%	-7.48%	2 911 466	+20.10%	-6.91%	2 200 189	+17.33%	-6.02%
May 2015	8 119 952	+15.70%	+2.36%	2 966 130	+21.16%	+1.88%	2 268 628	+19.73%	+3.11%

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

Areas of interest	Visits ²	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	2 966 130	+21.16%	+1.88%
Home & Central Service pages	186 823	-29.02%	-10.13%
Worldwide	26 921	+12.82%	+1.86%
Education for the 21st Century and ED Sector	205 105	+48.60%	+7.05%
One Planet, One Ocean & Science for a Sustainable Future and SC Sector	70 158	+23.39%	-5.42%
Learning to Live Together and SHS Sector	74 516	+52.06%	+5.14%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 487 293	+18.07%	+6.84%
World Heritage	1 315 519	+16.46%	+6.49%
Intangible Heritage	82 958	+44.95%	+10.54%
Culture Sector (excl. Intangible Heritage)	88 816	+21.99%	+8.76%
Fostering Freedom of Expression & Building Knowledge Societies and CI Sector	64 429	+18.98%	-0.49%
Field offices (only those tracked)	241 240	+55.73%	+13.70%
UIL*	21 461	-14.99%	-10.29%
IIEP*	N/A	N/A	N/A
UNEVOC*	55 891	+27.29%	-1.31%

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

1.4. UNESCO Website Visitors

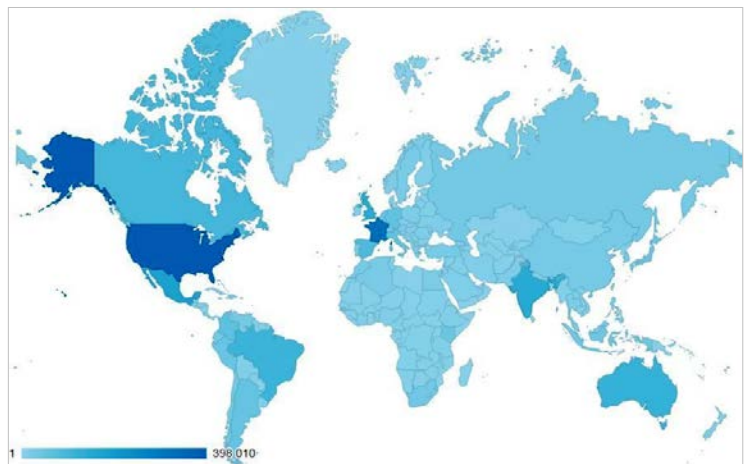
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	398 010	13.42%	-7.70%	2.67	00:02:29
France	329 841	11.12%	-5.65%	3.08	00:03:51
Mexico	176 909	5.96%	+14.13%	2.39	00:02:49
India	140 496	4.74%	+13.20%	2.25	00:02:29
United Kingdom	137 484	4.64%	+16.77%	2.67	00:02:11
Australia	117 163	3.95%	+25.36%	3.15	00:04:17
Brazil	112 080	3.78%	+8.29%	2.11	00:02:24
Canada	99 142	3.34%	-7.23%	3.83	00:04:14
Spain	84 159	2.84%	-6.13%	3.14	00:03:05
Colombia	60 571	2.04%	+17.00%	2.11	00:02:21

Top 10 visitors' language

Language	Visits ²	% of Total visits	Variation vs M-1
English	1 455 230	49.06%	+3.42%
Spanish	522 375	17.61%	+3.19%
French	415 776	14.02%	-2.52%
Portuguese	123 680	4.17%	+7.61%
German	50 380	1.70%	-1.07%
Chinese	46 647	1.57%	+2.30%
Italian	46 091	1.55%	+0.98%
Russian	45 165	1.52%	-28.71%
Japanese	35 171	1.19%	+27.39%
Arabic	29 823	1.01%	-22.89%

Geographical origin of visits (source: Google Analytics)



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

	Month	Page views ¹	Variation vs Y-1*	Variation vs M-1	Visits ²	Variation vs Y-1*	Variation vs M-1	Pages/Visit	Variation vs M-1	Avg Visit duration
2014	May	19 827	+94.13%	-10.12%	7 725	+87.23%	-0.13%	2.58	-11.64%	00:04:13
	June	16 511	+51.02%	-16.72%	5 787	+23.95%	-25.09%	2.91	+12.79%	00:05:24
	July	12 920	+0.31%	-21.75%	4 271	-17.61%	-26.20%	2.76	-5.15%	00:04:58
	August	12 038	+5.28%	-6.83%	4 598	+1.64%	+7.66%	2.49	-9.78%	00:04:27
	September	21 225	+7.85%	+76.32%	7 684	+17.82%	+67.12%	2.74	+10.04%	00:04:42
	October	36 614	+60.59%	+72.50%	8 663	+10.46%	+12.74%	2.87	+4.74%	00:05:01
	November	42 930	+76.62%	+17.25%	8 499	+0.32%	-1.89%	3.08	+7.31%	00:05:05
	December	19 445	+15.20%	-54.71%	6 166	-4.00%	-27.45%	2.92	-5.19%	00:04:43
2015	January	21 379	-0.82%	+9.95%	7 568	-3.42%	+22.74%	2.87	-1.65%	00:04:28
	February	21 114	-6.58%	-1.24%	7 569	-10.25%	+0.01%	2.64	-7.69%	00:04:06
	March	23 622	-0.59%	+11.88%	8 444	+0.33%	+11.56%	2.75	+4.17%	00:04:18
	April	27 891	+26.44%	+18.07%	8 661	+11.97%	+2.57%	2.81	+2.18%	00:04:14
	May	37 600	+89.64%	+34.81%	9 897	28.12%	14.27%	2.84	+1.07%	00:04:14

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

	Month	Page views ¹	Variation vs M-1	Visits ²	Variation vs M-1
2014	May	8 408	-36.49%	2 573	-42.91%
	June	12 632	+50.24%	3 741	+45.39%
	July	11 623	-7.99%	3 893	+4.06%
	August	6 941	-40.28%	1 764	-54.69%
	September*	47 900	+590.10%	11 736	+565.31%
	October	99 496	+107.72%	31 835	+171.26%
	November	63 813	-35.86%	22 104	-30.57%
	December	80 731	+26.51%	20 438	-7.54%
2015	January	90 976	+12.69%	23 780	+16.35%
	February	69 059	-24.09%	23 553	-0.95%
	March	90 689	+31.32%	28 290	+20.11%
	April	100 307	+10.61%	29 421	+4.00%
	May	74 042	-26.18%	19 597	-33.39%

* New infrastructure implemented in early September 2014.

1.7. WEBCASTS - Live streaming connections

Event	Date	Simultaneous connections		
		External	Internal	Total
"Mind the Science" Report launch	20/05	• Floor:15	• Floor: 6	21

Traffic indicators explained:

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

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

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

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

UNESCO products for written and audiovisual media are:

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

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

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

Languages	Page views	Variation vs Y-1*	Variation vs M-1*
Total	148 922	+46.28%	-7.51%
English (EN)	76 399	+42.20%	-0.62%
Spanish (ES)	40 718	+65.99%	-17.99%
French (FR)	18 546	+51.47%	-11.41%
Russian (RU)	5 900	+79.93%	+15.46%
Arabic (AR)	5 679	+24.70%	-15.26%
Chinese (ZH)	1 680	-51.60%	-3.78%

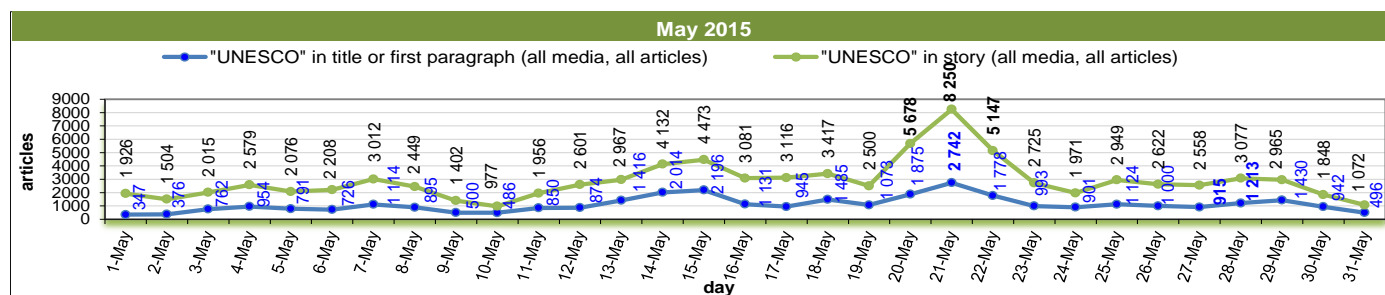
* Based on figures published in the Monthly Reports.

2.2. Press releases/Media advisories

1.	03/05	We Need Champions for Freedom of Expression – UNESCO/Guillermo Cano World Press Freedom Prize 2015
2.	04/05	Riga Declaration reaffirms importance of freedom of expression and press freedom for sustainable development
3.	07/05	Director-General urges investigation into killing of Kenyan newspaper publisher John Kituyi
4.	12/05	Director-General denounces killing of Mexican journalist Armando Saldaña Morales
5.	13/05	Director-General deplores death of TV presenter Mohammed Rajah Shamsan and three colleagues in Sanaa
6.	18/05	Director-General denounces killing of Bangladeshi blogger Ananta Bijoy Das
7.	19/05	World Education Forum sets roadmap for global education until 2030
8.	20/05	UNESCO Director-General calls for immediate cessation of hostilities in Palmyra
9.	21/05	World Education Forum adopts Declaration on the Future of Education
10.	26/05	Top challenges for the future of humanity and the planet include sustaining ocean health, reversing biodiversity loss and addressing infectious agents
11.	26/05	Paris meeting to designate new Biosphere Reserves
12.	26/05	World Oceans Day—8 June 2015 The ocean's vital role in the climate system
13.	27/05	Director-General denounces murder of investigative journalist Evany José Metzker in Brazil
14.	29/05	Qingdao Declaration promotes use of ICT to achieve education targets in new sustainable development goals

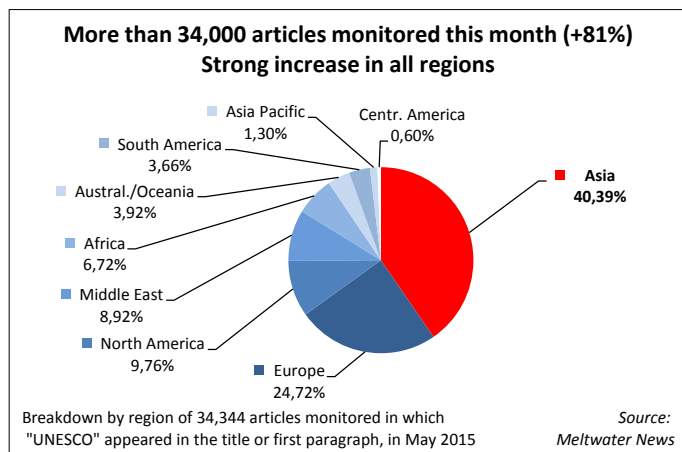
2.3. Statistics on articles referring to UNESCO

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

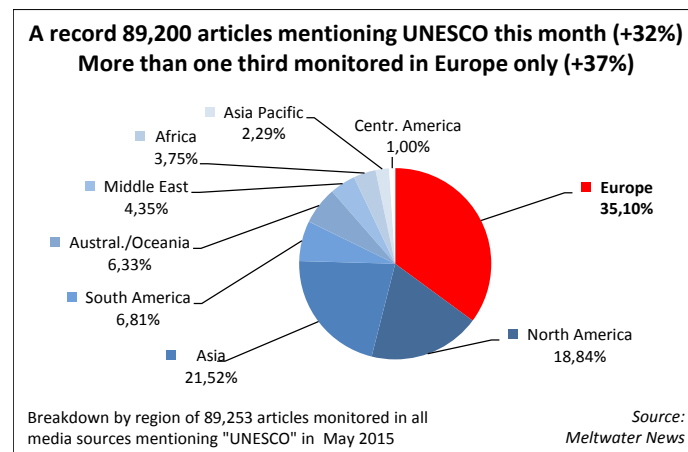


Regional breakdown of articles in all media sources in which “UNESCO” appeared:

▪ In the title or first paragraph of the story



▪ In the story



In May, press coverage about UNESCO was dominated by the fall of the World Heritage city of Palmyra (Syria) and the Director-General's call to safeguard its cultural heritage. Her video declaration, recorded while she was in Incheon, Republic of Korea, was picked up by major media such as TF1, BBC, Reuters, Euronews, Skynews, Reuters, CNN and many others. The Director-General and colleagues from WHC and CLT gave on this occasion extensive interviews to mainstream media from all over the world.

As a result, the World Education Forum 2015 in Incheon has been totally eclipsed by the situation in Palmyra, and received moderate press coverage. A total of 400 articles were monitored in the world media. Apart from a few articles in top tier titles, most of the coverage came from South Korea with articles in leading media outlets.

Early in the month, the World Press Freedom Day 2015 celebration (3 May) in Riga and many other countries, received substantial coverage in many regions and countries, with some 500 articles in 24 hours from different perspectives. UNESCO received reasonable credit for this UN Day, notably with the joint message from the Director-General and the UN Secretary-General. Released on May 1st, ahead of a long week-end, the announcement of the 2015 winner of the UNESCO/Guillermo Cano World Press Freedom Prize, started to be picked up only on World Press Freedom Day, notably by media outlets as Shorouk (Egypt), Elaph Online (UK), Youm 7 (Egypt), MC-Doualiya, An-Nahar (Liban) or France 24 .

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

Date	Subject / Title	Language	Media
19/05 – 23/05	Educating for sustainable development (by Irina Bokova and Christiana Figueres, Executive Secretary of the UNFCCC)	English	Jordan Times (Jordan); Azernews (Azerbaijan), The New Times (Rwanda), Nation of Change (US), gulfnews.com (United Arab Emirates), Korea Joongang Daily (South Korea), Taipei Times (ROC), Somalia Nation (Somalia)

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

Subject	Interviewee	Language	Media (press TV Radio)
World Heritage – Palmyra	Mechtild Rössler	English	Euronews (France)
	Christian Manhart	English	Architectural Record magazine (USA)
	Nada Al Hassan	French	Europe 1, France 5/C'est dans l'air, Canal + (France), Iran TV; Le Devoir (Canada)
		Arabic	France 24/Arabic desk (France)
	English	France 24/English desk (France)	
1954 Hague Convention/destruction in Iraq	Jan Hladik	English	The Art Newspaper (UK)
Destruction of cultural heritage in Syria/Iraq	Nada Al Hassan	French	LCI (France)
Illicit trafficking of cultural property	Edouard Planche	French	Arte (France)
Cultural heritage destruction by ISIS	Barbara Schmickler	English	Norddeutscher Rundfunk (Germany)
Underwater heritage - mission to Panama	Arturo Rey Da Silva	Spanish	United Nations Radio

Nepal's world heritage sites, challenges for safeguarding and rebuilding heritages	Christian Manhart	English	The Science Magazine, PBS NewsHour (US); Huffington Post India, India Today Group (India); ECS Nepal, The Kathmandu Post's supplement 'Movers@Shakers' (Nepal); BBC World Service, British Sky Broadcasting (UK); Xinhua News, CCTV News (China); NPR, Architectural Record magazine, Associated Press TV (US); The Science and Future magazine; UN News Centre; Link (afus's journal)
		French	RCF Radio, Le Figaro, The Journal des Arts (France); United Nations Radio
		German	Kultur Online, DIZdigital, Redaktion Kultur aktuell, Deutsche Presse Agentur (Germany)
3 rd Meeting of the Scientific Advisory Board of the UNSG	Irina Bokova	English	Astro Awani (Malaysia)
ICT in China	Amy Otchet	English	Xinhua News Agency (PRC)

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).

45 B-rolls were downloaded in May.

	Subject	Downloads	Media
1.	Palmyra	26	EBU, AFP, TF1, LCI, Reuters, AP, TV B92, BFMTV, Premier Radio, RTL, ITN, ABC, Newsgate TV, Radio Alger, NTN 24 Colombia
2.	Education (GMR, Literacy Day)	5	
3.	Culture (Syria, Nimrud, Lumbini)	4	
4.	Christiane Amanpour named UNESCO Goodwill Ambassador	3	CNN
5.	UN World Water Development Report 2015	2	
6.	UNESCO Priorities	2	
7.	International Jazz Day 2015	1	
8.	Félix Houphouët Boigny Prize	1	
9.	Charlie Hebdo attack: UNESCO stands for Freedom of Expression	1	

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

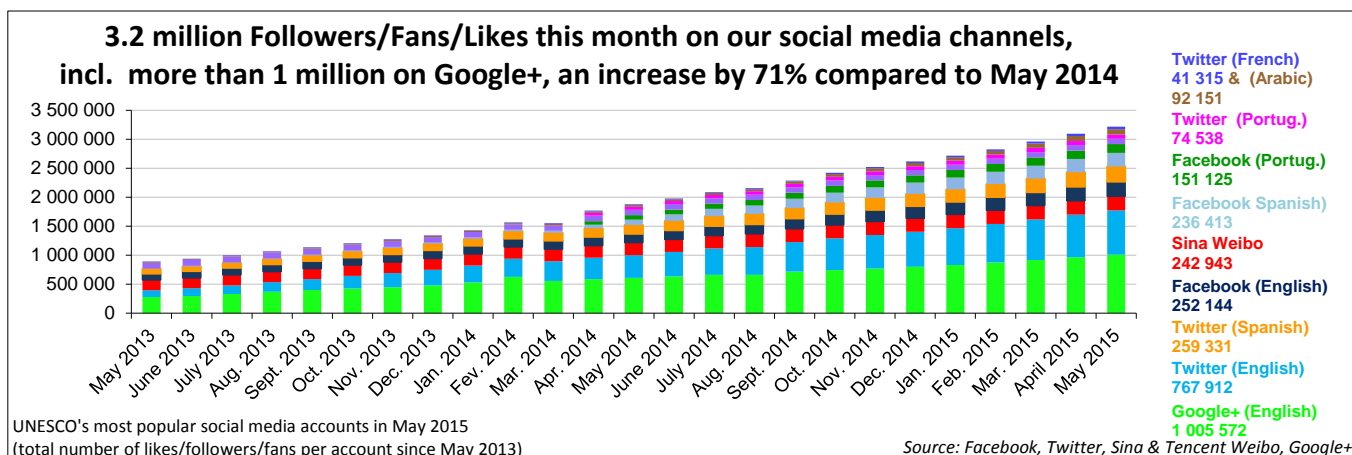
N/A for May

3. UNESCO Social Media Channels

UNESCO made particularly strong gains this month on social media. A total of 3.2 million followers this month – including the accounts in all 6 languages – show a 71 per cent increase compared to May 2014. Our Google+ account hit more than 1 million followers; it is an example of the strong growth that can occur when we adopt new social media platforms from their launch. As in last month, the top Facebook messages are in Spanish and Portuguese, with the latter making up an impressive 40%. On Twitter, Arabic and French are growing fastest, at 8% and 11% respectively.

After finally succeeding in claiming the UNESCO name on Instagram, we began pushing www.instagram.com/UNESCO as one of our lead social media platforms, which we will actively develop as a matter of priority. Instagram, which has overtaken Facebook as the world's fastest-growing social media, will force UNESCO to rethink its communications, emphasizing impactful creative visuals. It also marks a shift to communications via mobile apps – which are increasingly taking over standard web browser-based sites.

Our #Unite4Heritage heritage is going strong. We are working on ways to promote adoption of the campaign by our partners, as well as incorporate the campaign message and themes into all relevant events, products, and news – such as our condemnation of the destruction of Palmyra, which is one of the month's top tweets. On 15 May, leading Italian cities draped their World Heritage city centers with the logo #Unite4Heritage and promoted the campaign on their lead, municipal social media accounts. This was made possible as a result of outreach to the UNESCO World Heritage Association of Italy.



3.1. Social networking sites

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

Variation May 2015 vs April 2015

Likes/Followers		May 2015	April 2015	Variation vs April
Total likes/followers (all languages)		1 686 179	1 620 714	+4.04%
Facebook	English	252 144	241 439	+4.43%
	Spanish	236 413	228 732	+3.36%
	Portuguese	151 125	147 233	+2.64%
	Arabic	20 608	20 087	+2.59%
	French	15 432	15 254	+1.17%
	Russian	2 356	2 301	+2.39%
Google+	English	1 005 572	963 227	+4.40%
VKontakte	Russian	2 529	2 441	+3.61%

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

Message	Posted	Likes/ Shares
Hoy es el Día Mundial de la Diversidad Cultural. La #diversidad cultural es nuestro patrimonio común y la mayor oportunidad para la humanidad. Es una promesa de renovación y de dinamismo, el motor mismo de la innovación y del desarrollo. Es una invitación al diálogo, al descubrimiento y a la cooperación. En un mundo tan diverso, la destrucción de las culturas es un crimen y la uniformidad un callejón sin salida: todo estriba en valorizar, en un mismo impulso, la diversidad que nos enriquece y los derechos humanos que nos reúnen. Ante los extremistas que atacan la diversidad, destrozan nuestro #patrimonio y persiguen a las minorías, ante quienes tratan de prohibir la diferencia y la pluralidad de ideas, opiniones y creencias, tenemos que reaccionar. Pongámonos de pie y protejamos la libertad mediante la	21/05	L: 2 369 S: 2 519

riqueza de nuestras culturas y de nuestras expresiones creativas. Para saber más sobre esta jornada: #unite4heritage #DíaDeLaDiversidadCultural #cultura		
Quizá bailamos canciones diferentes y a ritmos distintos, pero la música nos une a todos. Y lo mismo ocurre con el resto de expresiones culturales. El 21 de mayo, día Mundial de la Diversidad Cultural, debemos unirnos en torno de lo que nos une, la creatividad, la diversidad y los valores comunes compartidos por nuestro #patrimonio cultural. Celebre con nosotros el #DíaDeLaDiversidadCultural http://on.unesco.org/1FAlo4F #unite4heritage #cultura	21/05	L: 2 000 S: 1 370
EL 17 de mayo se celebra el Día Internacional contra la Homofobia y la Transfobia. Esta es una ocasión para recordar a toda la gente en el mundo que es perseguida, acosada, torturada e incluso condenada a muerte por su orientación sexual. Hoy queremos subrayar que el amor no es un crimen, que la discriminación no puede ser jamás una opción, que el camino a seguir es el de la comprensión y aceptación. La lucha por la igualdad de derechos para TODOS continúa. En este sentido, la UNESCO trabaja activamente para acabar con el acoso escolar homofóbico (más información http://bit.ly/1dcxsyH). En general, la #educación es una de las herramientas más poderosas para luchar contra todo tipo de intolerancia. En paralelo, las Naciones Unidas han puesto en marcha la iniciativa “Libres e Iguales”, una campaña de educación pública mundial sin precedentes en pro de la igualdad de las personas lesbianas, gay, bisexuales y transgénero (LGBT). Este proyecto de la Oficina de Derechos Humanos de las Naciones Unidas, “Libres e Iguales” busca que la sociedad sea consciente de la violencia y discriminación homofóbicas y transfóbicas y quiere promover el respeto a los derechos de las personas LGBT en todo el mundo. Para saber más sobre la campaña: https://www.unfe.org/es	17/05	L: 1 828 S: 1 485
From UNESCO na rede – UNESCO Office in Brasilia UNESCO. Construindo a paz na mente dos homens e das mulheres. www.unesco.org/brasil + Quotation from Gandhi « Olho por olho e o mundo acabará cego”	29/05	L: 1 318 S: 1 973
From UNESCO na rede – UNESCO Office in Brasilia "Como é maravilhoso que ninguém precise esperar um minuto sequer antes de começar a melhorar o mundo." Anne Frank + quotation by Anne Frank « Come é maravilhoso que ninguém precise esperar um minute sequer antes de começar a melhorar o mundo”	05/05	L: 1 076 S: 867
¡Pedimos el cese inmediato de las hostilidades en #Palmira! Hoy hemos sabido, según varias fuentes, que grupos armados extremistas se han infiltrado en el sitio del patrimonio mundial de Palmira, en #Siria , donde se están produciendo enfrentamientos armados. La Directora General de la UNESCO, Irina Bokova, ha declarado: "Los combates que están teniendo lugar en este momento ponen en riesgo uno de los sitios culturales más significativos de Oriente Medio y a la población civil que vive en el lugar y sus alrededores". Bokova añadió: "Pido también a la comunidad internacional que haga cuanto esté en su mano para proteger a las poblaciones civiles afectadas y salvaguardar el patrimonio cultural único de Palmira" Lea la nota completa . Vea el vídeo "Palmira, #patrimonio de la Humanidad" #unite4heritage #cultura #PatrimonioMundial	20/05	L : 995 S : 769
From UNESCO na rede – UNESCO Office in Brasilia O Dia da África ou a Semana da África é um evento anual promovido pelas Delegações Africanas Permanentes perante a UNESCO, que visa a aumentar a visibilidade do continente, destacando a diversidade de seu patrimônio cultural e artístico. No Brasil, o Programa Brasil-África: Histórias Cruzadas celebra esse dia para promover o reconhecimento da importância da interseção da história e da cultura africana com a história e a cultura brasileira, buscando transformar as relações entre os diversos grupos étnico-raciais que formam o país. Programação em Paris: Programa Histórias Cruzadas: http://bit.ly/hist_cruzadas Boa semana a todos!	25/05	L: 990 S: 1 915
La sociedad tiene derecho a estar informada. En los últimos diez años el número de crímenes contra periodistas y los ataques contra la libertad de prensa no ha dejado de aumentar, por eso hoy, 3 de mayo Día Mundial de la #LibertadDePrensa , debemos recordar que la libertad de expresión es vital para el buen funcionamiento de toda sociedad. Hoy queremos subrayar que sólo puede haber buen gobierno cuando los periodistas pueden investigar libremente, sin temer por sus vidas o las de sus familiares. Hoy debemos alzar todos la voz para dejar claro que la libertad de prensa y la #LibertadDeExpresión son derechos a los que jamás renunciaremos. Pero esta batalla no es sólo cuestión de un día, esta es una lucha que se gana día a día. No hay que olvidarlo. Sin periodistas no hay #periodismo , sin periodismo no hay #democracia . Visite nuestra página dedicada a esta jornada .	03/05	L: 968 S: 837
¿Sabes diseñar afiches? Tenemos un concurso para ti: http://on.unesco.org/1euMpfR	27/05	L: 801 S : 664
From UNESCO na rede – UNESCO Office in Brasilia Acreditamos que a #educação tem o poder de transformar vidas. #ForumMundialEducacao http://bit.ly/1FvtYI7 – Acreditamos que a educação transforma vidas. E você ?	20/05	L: 769 S: 802

*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 May 2015 vs April 2015

Followers/Fans		May 2015	April 2015	Variation vs April
Total (all languages)		1 573 915	1 516 451	+3.79%
Twitter	English	767 912	735 517	+4.40%
	Spanish	259 331	248 706	+4.27%
	Arabic	92 151	85 313	+8.02%
	Portuguese	74 535	72 720	+2.50%
	French	41 315	37 126	+11.28%
	Russian	3 160	3 097	+2.03%
Sina Weibo	Chinese	242 943	241 362	+0.66%
Tencent Weibo	Chinese	92 568	92 610	-

Top 10 Twitter Posts in May

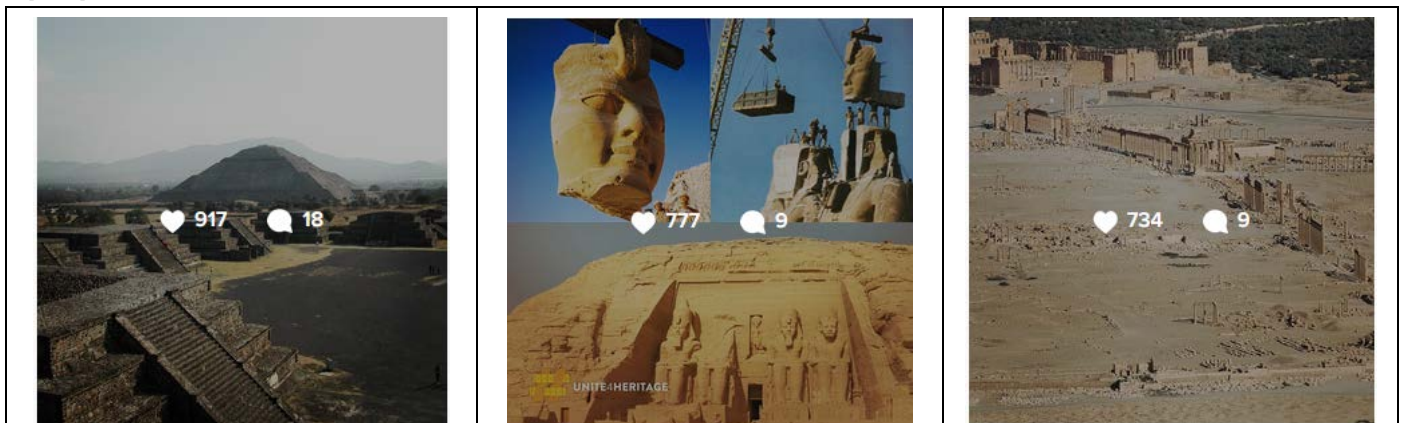
Message	Posted	Re-tweets
#Syria #WorldHeritage : We must save #Palmyra & prevent its destruction http://ow.ly/MXBs8 #Unite4Heritage	14/05	1 427
We call for an IMMEDIATE END to hostilities in #WorldHeritage Palmyra http://ow.ly/Ncms0 #Unite4Heritage	20/05	1 254
In the last 10y, 675 journalists have been killed. This a call to action - we must respond #KeepSpeechFree #WPF2015	03/05	739
#Education is a fundamental human right! @k_satyarthi #RightToEducation #WorldEducationForum	19/04	445
Young Syrians stand together for #WorldHeritage . Show them they're not alone & tweet your support to #Unite4Heritage	20/05	396
Where journalists can be attacked with impunity, human rights & #susdev are deeply damaged #KeepSpeechFree #WPF2015	03/05	395
El amor no es un crimen.La discriminación no es una opción.Hoy es el Día Internacional contra la Homofobia y la Transfobia #IDAHOT #LGTBI	17/05	382
38% of children are not learning the basics. They need #quality education #worldeducationforum	19/05	321
Sin periodistas no hay #periodismo ,sin periodismo no hay #democracia .Hoy es el Día Mundial de la #LibertadDePrensa http://bit.ly/1KFnMY6	03/05	311
We look forward to @juventusfc #UNESCOcup on 18 June! Kick racism out - Dai un calcio al razzismo! @juventusfc	07/05	297

3.3. Social Apps – Mobile only

3.3.1 Instagram

	May 2015
Publications	116
Subscribers	15.4 K

▪ Top 3 photos of the month (clickable images)



3.4 Video Traffic

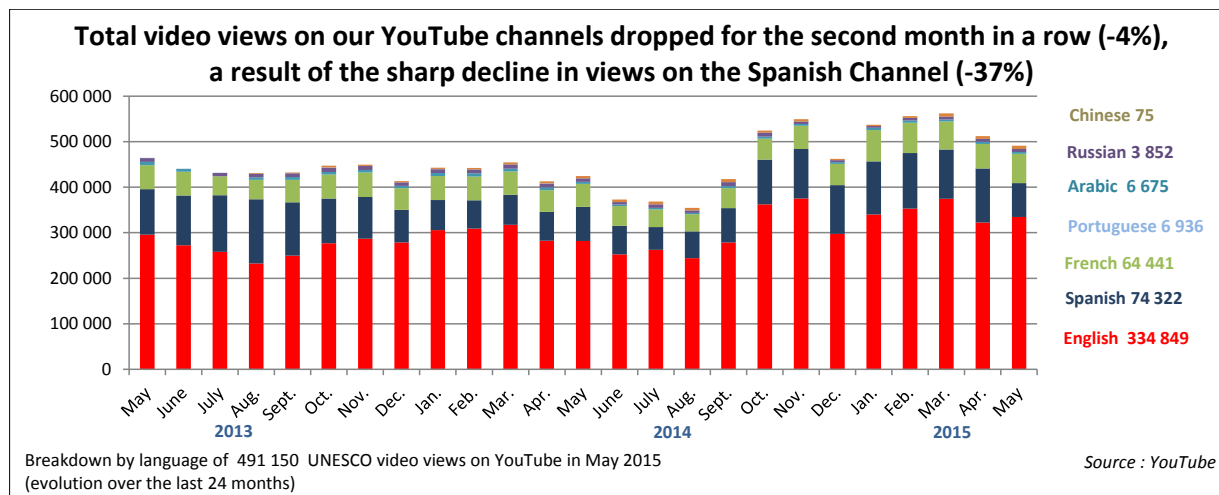
Video views are tracked on YouTube.

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

Variation May 2015 vs April 2015

Video views	May 2015	April 2015	Variation vs April
Total (all languages)	491 150	512 512	-4.17%
English	334 849	322 231	+3.92%
Spanish	74 322	119 114	-37.60%
French	64 441	53 950	+19.45%
Portuguese	6 936	6 485	+6.95%
Arabic	6 675	6 111	+9.23%
Russian	3 852	4 559	-15.51%
Chinese	75	62	+20.97%

Subscribers	May 2015	April 2015	Variation vs April
Total (all languages)	1 299	1 083	+19.94%
English	789	687	+14.85%
Spanish	231	217	+6.45%
French	167	84	+98.81%
Arabic	54	37	+45.95%
Portuguese	38	33	+15.15%
Russian	16	15	+6.67%
Chinese	4	10	-60.00%



▪ Top 10 videos on UNESCO TV English Channel

	Title	Subject	Views
1.	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	27 704
2.	Shrimp fishing on horseback in Oostduinkerke	CLT/ITH	19 061
3.	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	18 978
4.	Baul Songs	CLT/ITH	11 203
5.	Kabuki Theatre	CLT/ITH	10 295
6.	Georgian Polyphonic Singing	CLT/ITH	7 096
7.	Rites and craftsmanship associated with the wedding costume tradition of Tlemcen	CLT/ITH	6 851
8.	Al-Bar'ah, music and dance of Oman Dhofari valleys	CLT/ITH	6 401
9.	Whistled language of the island of La Gomera (Canary Islands), the Silbo Gomero	CLT/ITH	5 623
10.	The Mongolian traditional art of Khöömei	CLT/ITH	4 928

▪ Top 10 videos on UNESCO TV Spanish Channel

	Title	Subject	Views
1.	Aprender a Proteger la Biodiversidad	ED	9 697

2.	Las expresiones orales y gráficas de los wajapi	CLT/ITH	5 327
3.	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	4 374
4.	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	4 274
5.	La fiesta de los patios de Córdoba	CLT/ITH	2 907
6.	La huaconada, danza ritual de Mito	CLT/ITH	2 354
7.	El flamenco	CLT/ITH	1 640
8.	Educación para la prevención de las catástrofes	ED	1 589
9.	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	1 563
10.	El teatro Kabuki	CLT/ITH	1 483

•Top 10 videos on UNESCO TV French Channel

	Title	Subject	Views
1.	Site de Palmyre	CLT/WHC	8 280
2.	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	3 858
3.	Bouba & Zaza - le dessin animé pour la jeunesse	ED	3 492
4.	La pêche aux crevettes à cheval à Oostduinkerke	CLT/ITH	2 836
5.	Le repas gastronomique des Français	CLT/ITH	2 281
6.	Le chant polyphonique géorgien	CLT/ITH	2 095
7.	Le Duduk et sa musique	CLT/ITH	1 911
8.	Routes de l'Esclave: Une vision globale	CLT	1 553
9.	L'espace culturel de la place Jemaa el-Fna	CLT	1 538
10.	Bouba et Zaza protègent la terre	ED	1 499

▪ Top 10 videos on UNESCO TV Portuguese Channel

	Title	Subject	Views
1.	Serra Capivara	CLT/WHC	2 346
2.	Boas práticas do Programa Mais Educação	ED	1 631
3.	Vídeo da UNESCO celebra 53 anos de Brasília	CLT/WHC	979
4.	Filme institucional do Fundo Internacional para a Diversidade Cultural (IFCD)	CLT	368
5.	CULTRIP, uma viagem pelas indústrias culturais	CLT	268
6.	UNESCO celebra Dia da Língua Portuguesa	ED	241
7.	Museu Afro Brasil	CLT	154
8.	Eu quero educação de qualidade - Campanha Green and Blue - MV Bill	ED	121
9.	Museu de Congonhas	CLT/WHC	113
10.	A cultura africana está na voz de cada brasileiro!	CLT/WHC	110

▪ Top 10 videos on UNESCO TV Arabic Channel

	Title	Subject	Views
1.	Lynes and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	2 063
2.	Manufacture of clay bricks in the hill of Jaber refugee camp-Jericho	CLT	487
3.	Petra	CLT/WHC	446
4.	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	330
5.	UNESCO History*	UNESCO	196
6.	Archaeological site of Nimrud before destruction*	CLT	144
7.	UNESCO Sig Project, MAKING PETRA SAFER FOR ALL!	CLT	134
8.	Palace and Park of Versailles	CLT/WHC	129
9.	Medina of Fez	CLT/WHC	121
10.	Tassili n'Ajjer	CLT/WHC	118

▪ Top 10 videos on UNESCO TV Russian Channel

	Title	Subject	Views
1.	Site of Palmyra	CLT/WHC	350
2.	Taj Mahal	CLT/WHC	247
3.	UNESCO History*	CLT/WHC	158
4.	Petra	CLT/WHC	155
5.	Interview with Alsou Abramova, UNESCO Artist for Peace*	UNESCO	135
6.	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	125
7.	Alsou Abramova - Singer, UNESCO Artist for Peace	UNESCO	107
8.	Royal Botanic Gardens, Kew	CLT/WHC	107
9.	Yellowstone National Park	UNESCO	96
10.	Historic Centre of Siena	CLT/WHC	72

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

	Title	Subject	Views
1.	UNESCO History*	UNESCO	22
2.	40th anniversary of the World Heritage Convention	CLT/WHC	18
3.	Aowen Jin, Chinese artist and social commentator	CI	7
4.	Cheng Yizhong, laureate of the 2005 UNESCO/Guillermo Cano World Press Freedom Prize	CI	6
5.	Gao Shijun, Director of European HQ of China Radio International	CI	6
6.	Languages matter!	ED	4
7.	Interview of Zhang Jun - UNESCO Artist for Peace*	UNESCO	3
8.	Video n°31 submitted for Video Challenge for Youth on cultural diversity	CLT	2
9.	28 - Video submitted for Video Challenge for Youth on cultural diversity	CLT	2
10.	Video 27	CLT	1

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

Top	Title	Length	Posted	Channel	Views as at 15/06/2015
1.	Interview of UNESCO Director-General on Palmyra	3'27"	21/05	English	3 078
2.	Her Highness Sheikha Moza bint Nasser of Qatar speaks at the World Education Forum 2015	8'02"	21/05	English	1 281
3.	UN Secretary General Ban Ki-moon speaks at the World Education Forum 2015, Incheon, Korea	7'06"	21/05	English	799
4.	UNESCO Director-General Irina Bokova speaks at the World Education Forum 2015, Incheon, Korea	11'27"	20/05	English	539
5.	Fatima's daily commute to school	4'18"	21/05	English	526
6.	Christiane Amanpour's message on the occasion of World Press Freedom Day	2'07"	02/05	English	480
7.	Filme institucional do Fundo Internacional para a Diversidade Cultural (IFCD)	3'37"	21/05	Portuguese	453
8.	Sevilla, Ciudad de la música	4'28"	29/05	Spanish	337
9.	CULTRIP, uma viagem pelas indústrias culturais	5'17"	21/05	Portuguese	322
10.	Nobel Peace Laureate Kailash Satyarthi speaks at the World Education Forum 2015	12'21"	21/05	English	294
11.	UNESCO Supports the World's Largest Lesson	2'45"	11/05	English	265
12.	President of Korea Park Geun-hye speaks at the World Education Forum 2015	9'21"	21/05	English	246
13.	Saving childhoods: Veeru's story	6'24"	18/05	English	213
14.	Coolest Paper Award 2014	4'13"	11/05	English	188
15.	Education should be color blind: Gina and Ana Karolina's stories	4'15"	18/05	English	185
16.	Diyar's only day at School	5'20"	18/05	English	174
17.	World Education Forum, May 2015, closing ceremony, Incheon	1'10'45"	26/05	English	171
18.	Education as a platform for peace: Uganda's transition	7'39"	18/05	English	150
19.	Ms Phumzile Mlambo-Ngcuka, Executive Director, UN Women speaks at the World Education Forum 2015	8'22"	21/05	English	130
20.	Journeys to Schools – photographs of children all over the world*	1'50"	18/05	English	128
21.	Galvanizing civil society action in the future education agenda	2'46"	20/05	English	119
22.	Addressing natural disasters in Oman: National Multi Hazard Early Warning System	6'50"	20/05	English	117
23.	Never too young to have a say about what's on TV	2'25"	26/05	English	112
24.	Reykjavik Reads - Time for a story	3'50"	28/05	English	104
25.	Icheon, UNESCO Creative City - Presentation video	1'33"	27/05	English	76
26.	Reykjavik Creative City - presentation video	2'49"	28/05	English	71
27.	David Kaye sur la promotion et la protection du droit à la liberté d'opinion et d'expression	2'58"	27/05	French	66
28.	David Kaye sur la promotion et la protection du droit à la liberté d'opinion et d'expression	2'59"	27/05	French	66
29.	Aswan UNESCO Creative City - Presentation video	7'25"	28/05	English	64
30.	Equity and inclusion – Leaving no one behind	2'30"	26/05	English	52
31.	Aswan UNESCO Creative City - Presentation video	2'51"	28/05	English	48
32.	Popayan, UNESCO Creative City - Gastronomy Congress	5'27"	27/05	English	46
33.	Libya: Women, Media and Peace	2'16"	27/05	English	45
34.	Literary Dublin 2011	2'33"	28/05	English	42
35.	David Kaye on the promotion and protection of the right to freedom of opinion	2'59"	27/05	English	40
36.	Global and regional coordination and monitoring mechanisms	2'05"	26/05	English	38

37.	Santa Fe, UNESCO Creative City - Creative Tourism 2011	4'32"	27/05	English	38
38.	Providing meaningful learning opportunities to out-of-school children	2'42"	26/05	English	36
39.	Early childhood care and education	2'39"	26/05	English	32
40.	UNESCO Creative City Montreal - Presentation video 2008	2'56"	27/05	English	32
41.	Edinburgh Creative City - presentation video	4'36"	28/05	English	32
42.	David Kaye on the promotion and protection of the right to freedom of opinion (with Arabic subtitles)	2'58"	27/05	Arabic	21
43.	Libya: Women, Media and Peace (with Arabic subtitles	2'15"	29/05	Arabic	17
44.	UNESCO Green Citizens - Teaser	1'50"	29/05	English	15
45.	Une école de recyclage en Egypte part 3	3'37"	18/05	English	13
46.	Une école de recyclage en Egypte part 1	4'04"	18/05	English	12
47.	Une école de recyclage en Egypte part 2	3'28"	18/05	English	7
48.	Le spectacle vivant pour changer les comportements au Vanuatu part 2	3'50"	29/05	English	7
49.	UNESCO Green Citizens - Teaser	1'50"	29/05	English	7
50.	Le spectacle vivant pour changer les comportement au Vanuatu part 4	2'32"	29/05	English	6
51.	Le spectacle vivant pour changer les comportement au Vanuatu part 3	4'29"	29/05	English	6
52.	Le spectacle vivant pour changer les comportement au Vanuatu part 1	4'19"	29/05	English	5
53.	Rendre autonomes les communautés locales en Inde part 1	2'49"	29/05	English	5
54.	Une initiative pour restaurer la Côte du Golfe aux Etats-Unis part 3	1'14"	29/05	English	5
55.	Une initiative pour restaurer la Côte du Golfe aux Etats-Unis part 2	2'11"	29/05	English	5
56.	UNESCO Green Citizens: S'engager dans une pêche durable en France part 2 - Les élèves	2'10"	19/05	English	4
57.	Une "muraille verte" contre la désertification au Sénégal part 1	2'14"	19/05	English	4
58.	Une "muraille verte" contre la désertification au Sénégal part 2	2'28"	19/05	English	4
59.	Une "muraille verte" contre la désertification au Sénégal part 3	2'07"	19/05	English	4
60.	Rendre autonomes les communautés locales en Inde part 3	2'35"	29/05	English	4
61.	Rendre autonomes les communautés locales en Inde part 2	2'55"	29/05	English	4
62.	Une initiative pour restaurer la Côte du Golfe aux Etats-Unis part 1	4'02"	29/05	English	4
63.	UNESCO Green Citizens : S'engager dans une pêche durable en France part 1 - Le professeur	2'17"	19/05	English	3
64.	UNESCO Green Citizens : S'engager dans une pêche durable en France part 3 - Pêcheur	2'45"	19/05	English	3
65.	UNESCO Green Citizens: A "Green Wall" Against Desertification in Senegal part 1	2'14"	19/05	English	3
66.	UNESCO Green Citizens: A "Green Wall" Against Desertification in Senegal part 2	2'28"	19/05	English	3
67.	UNESCO Green Citizens: A "Green Wall" Against Desertification in Senegal part	2'07"	19/05	English	3
68.	Performing Arts for Sustainable Development in Vanuatu part 2	2'32"	19/05	English	2
69.	UNESCO Green Citizens : S'engager dans une pêche durable en France part 4 - Pêcheur	3'09"	19/05	English	1
70.	UNESCO Green Citizens : Empowering Local Communities in India part 1	2'33"	19/05	English	1
71.	UNESCO Green Citizens : Empowering Local Communities in India part 2	2'53"	19/05	English	1
72.	UNESCO Green Citizens : Empowering Local Communities in India part 3	2'47"	19/05	English	1
73.	An Initiative to Restore the Gulf Coast in the USA part 1	1'13"	19/05	English	1
74.	Performing Arts for Sustainable Development in Vanuatu part 1	4'19"	19/05	English	1

* Produced by UNESCO Studio

4. UNESCO Photobank (N/A for May)

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.

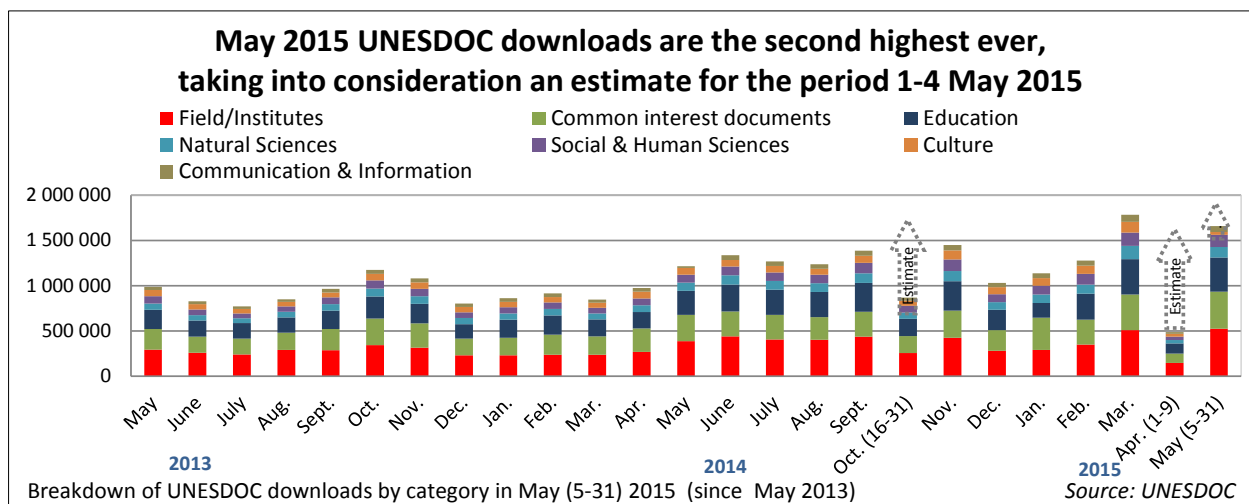
In May, **147 996** records were available online in PDF format (147,755 in April 2015), including documents, publications, communication material and other working documents. This month, due to a technical problem figures reflect only the period from 5 to 31 May 2015.

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

5.1.1 Statistics of consultation

Total number of downloads in May (5-31)	1 659 013
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1*	Average nb of downloads per PDF
Education	10 050	378 766	+242.40%	37
Natural Sciences	9 940	116 343	+212.88%	11
Social and Human Sciences	5 838	132 847	+251.19%	23
Culture	1 940	34 023	+8.00%	17
Communication and Information	2 772	65 060	+232.50%	23
Field & Institutes	9 993	524 304	+260.47%	52
Common interest documents	NA	407 670	+287.80%	NA



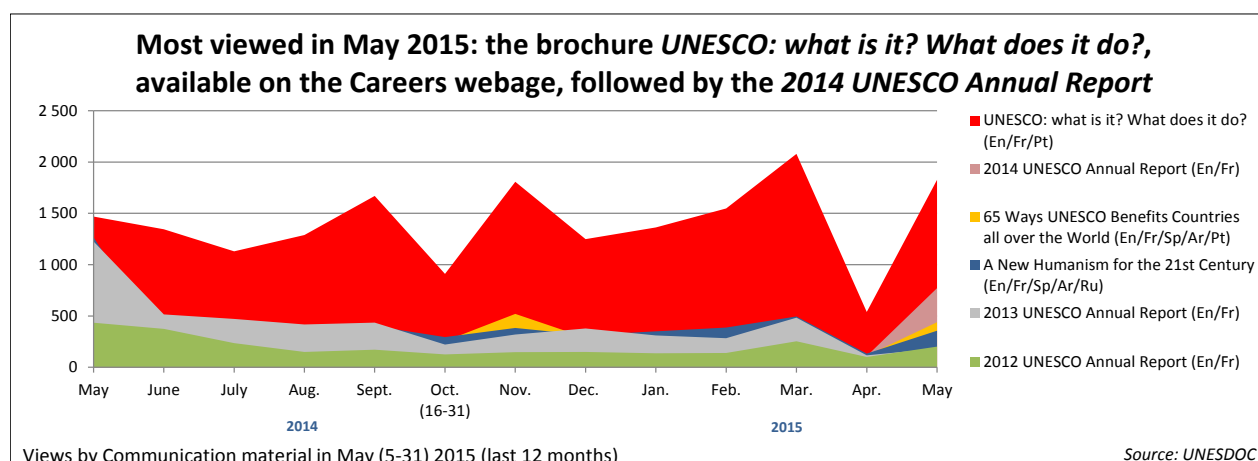
5.1.2 Top 15 Country Origin

	Country	Downloads*
1	United States of America	170 439
2	Germany	144 663
3	Mexico	79 276
4	France	58 481
5	Brazil	48 858
6	United Kingdom of Great Britain and Northern Ireland	34 143
7	Spain	30 624
8	Colombia	28 572
9	Argentina	25 419
10	Peru	24 223
11	Nigeria	23 309

12	India	21 258
13	Venezuela (Bolivian Republic of)	19 618
14	Philippines	16 457
15	Canada	16 232

5.1.3 Printable Communication materials

Title	Total downloads in May (5-31)							Total
	EN	FR	SP	RU	AR	ZH	POR	
UNESCO: what is it? What does it do?	1 221	282					324	1 827
2014 UNESCO Annual Report	579	192						771
65 Ways UNESCO Benefits Countries all over the World	132	90	142		13		62	439
A New Humanism for the 21st Century	98	25	153	74	6			356
2012 UNESCO Annual Report	162	39						201
2013 UNESCO Annual Report	162	20						182
TOTAL	2 354	648	295	74	19	0	386	3 776

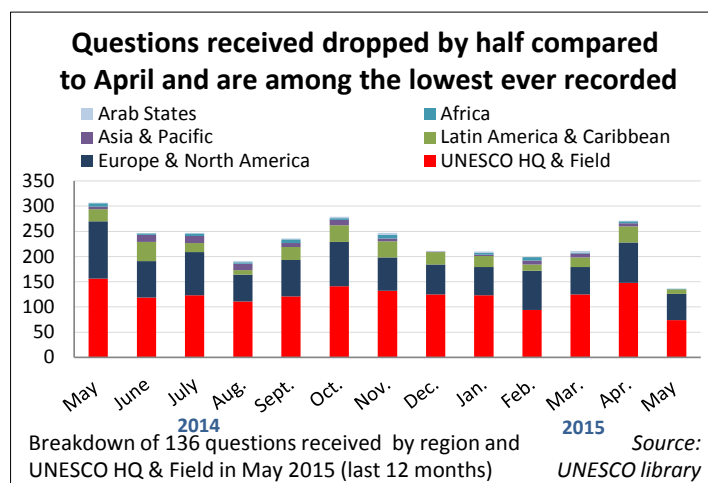


5.2. UNESCO Library - <http://www.unesco.org/library>

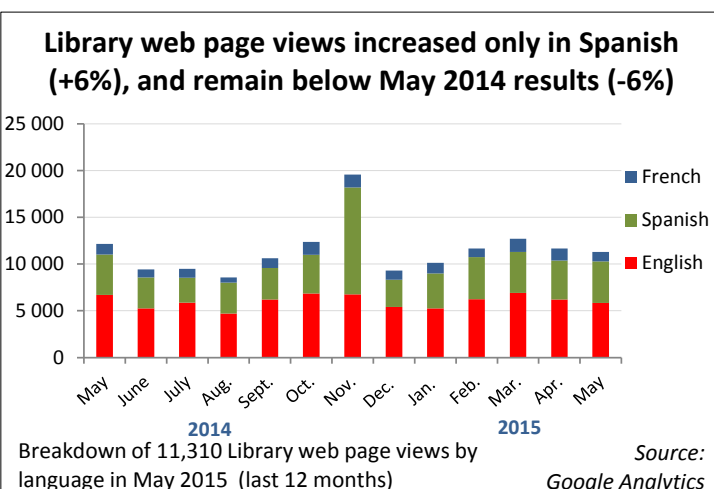
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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

5.2.1 Questions received by: library@unesco.org



5.2.2 Web page views:



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

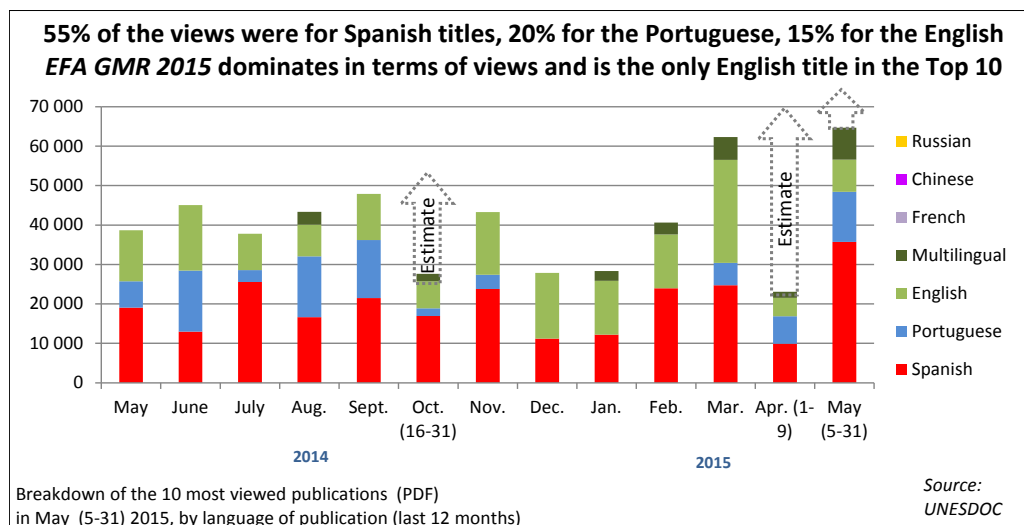
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical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

Due to a technical problem, May 2015 figures for online viewing of publications do not include the four first days of the month. In spite of this, the figures are clearly very high, almost the double of those in May 2014 and surpass the scores in the previous two months which were growth months. The success of the [EFA Global Monitoring Report 2015](#) continues in the Top 10 most consulted publications with a very high score but only for the English version. The SC publication [The United Nations World Water Development Report 2015: water for a sustainable world](#) has surprisingly dropped out of this Top 10 ranking. After two good months in March and April, the viewing of publications dropped on Google Books (-37%). Best-selling titles at the Bookshop and on line are World Heritage titles except for the GMR 2015.

6.1. Top 10 most consulted PDFs* (UNESDOC)

	Title	Sector	Language	Views*	Published
1.	Education for All 2000-2015: achievements and challenges; EFA global monitoring report, 2015	ED	English	8 147	Paris, UNESCO, 2015
2.	Declaração Universal dos Direitos Humanos	SHS	Portuguese	8 119	Brasilia, UNESCO Brasilia, 1998
3.	Declaración Universal de Derechos Humanos	SHS	Multilingual	8 074	Santiago de Chile, OREALC, 2008
4.	Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	7 391	UNESCO, 1999
5.	15 buenas prácticas docentes: experiencias pedagógicas premiadas en el I Concurso Nacional de Buenas Prácticas Docentes	ED	Spanish	7 207	Lima, Ministerio de Educación, 2014
6.	Diversidad cultural: materiales para la formación docente y el trabajo de aula; volumen 3	CLT	Spanish	5 662	Santiago, 2005
7.	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	5 250	UNICEF, 1986
8.	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	5 210	Paris, 2005
9.	Experiencias de formación docente utilizando tecnologías de información y comunicación: estudios realizados en Bolivia, Chile, Colombia, Ecuador, México, Panamá, Paraguay y Perú	CI	Spanish	5 028	Santiago de Chile, OREALC, 2005
10.	Políticas sociais para o desenvolvimento: superar a pobreza e promover a inclusão; Simpósio Internacional sobre Desenvolvimento Social	SHS	Portuguese	4 572	Brasilia, UNESCO Brasilia/MDS, 2010

* PDF consultations measured by UNESDOC represent page views only. Figures may be slightly higher than actual downloads. Due to a technical problem, figures cover only the period from 5 to 31 May 2015.

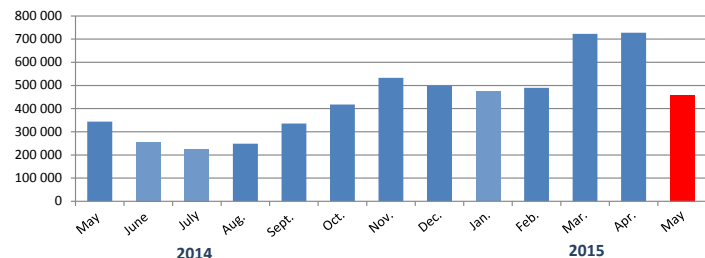


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **542 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
May 2015	542	43 902	458 147	222
May 2014	417	31 657	343 595	213

After two good months, publications page views on Google Books dropped by 37% in May, but remain well above those of May 2014 (+33%)



Publications page views in May 2015 (last 12 months)

Source: Google Books

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

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

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

6.3. UNESCO Bookshop bestsellers*

Bookshop sales of UNESCO publications top 5 (clickable covers)

Publication	Copies sold	Sector
	20	CLT/WHC
	19	CLT/WHC
	13	ERI/DPI
	7	ED
	6	ED

Bookshop sales of non-UNESCO publications, top 5

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

6.4. Online and international sales

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

Publication	Copies sold	Sector
	22	ED
	20	CLT/WHC
	15	SC
	14	CLT/WHC
	13	CI

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

Bookshop sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Agree to Differ	0	SHS
Education for All Global Monitoring Report 2015 Education for All 2000-2015: Achievements and Challenges	0	ED
Informe sobre la economía creativa - Edición especial 2013 Ampliar los cauces de desarrollo local	0	CLT
Ocean Sustainability in the 21st Century	0	SC
The United Nations World Water Development Report 2015 Water for a Sustainable World	0	SC

Online and international sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Inclusion from the Start - Guidelines on Inclusive Early Childhood Care and Education for Roma Children	0	ED
Higher Education in Asia: Expanding Out, Expanding Up - The rise of graduate education and university research	0	ED
Najaf: The Gate of Wisdom - History, Heritage and Significance of the Holy City of the Shi'a	0	CLT
Socio-psychologie de l'éducation des adultes en Afrique	0	ED
Tendances mondiales en matière de liberté d'expression et de développement des médias	0	CI

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

6.6. Licensing and co-publishing agreements and amendments

Contract No.	Title	Publisher	Language	Date signed
C.2015-001	Les sept savoirs nécessaires à l'éducation du futur, by Edgar Morin	Editions du Seuil	Français	18/05/2015
J.2015-009	Key Moments – UNESCO's 70th Anniversary	UNESCO/Editora Brasileira	English/French/Portuguese	26/05/2015

6.7. Permissions granted to use or translate UNESCO content

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Deutsche Standards Editionen GmbH	<p>- Jesús Rafael Soto, Matter, Space and Time Are One, 1969, Two-part installation, © ADAGP, Paris; Photograph © UNESCO.</p> <p>- Alexander Calder, Spirale, 1958, Black monochrome steel, all rights reserved; Photograph © UNESCO.</p> <p>- Ablade Glover, Peoplescape, 1991, Oil on canvas, © Ablade Glover; Photograph © UNESCO/N. Burke.</p> <p>- Erró, Thor's Story, 1999, Alkyd paint on canvas, © Erró; Photograph © Erró.</p>	In the context of inclusion in an article about the Collection of UNESCO to be published in a book entitled „Global Corporate Collections“ in June 2015. The print run will be 10,000 copies, in print form only. The publication will be sold at a unit price of 78 Euros/ 98 US Dollars/ 65 British Pounds.	<p>Non-exclusive world rights are granted for the format indicated, in the English language only, for one edition only. There will be no electronic version of the publication.</p> <p>Mention of the source and due acknowledgement of UNESCO.</p> <p>Free of charge</p>	15/05/2015

<p>Haus der Kulturen der Welt</p>	<p>“Statement by experts on race problems”, 20 July 1950, UNESCO/SS/, © UNESCO 1950.</p>	<p>In the context of the exhibition entitled “Ape Culture” taking place in the exhibition hall of the Haus der Kulturen der Welt in Berlin, from 29 April to 6 July 2015. The exhibition presents artworks and documents from the history of popular culture and primatology that observe the relationship between humans and other primates. Permission to include the UNESCO material in the exhibition was granted on 3 April 2015. An extension of the permission already granted was requested to allow the material to be included in the exhibition catalogue to be published in June 2015 by the Haus der Kulturen der Welt, in cooperation with the publishing company Spector Books, in German and English for a print run of 1,700 copies</p>	<p>Non-exclusive rights are granted for the statement to be reproduced in print form, in German and in English, in the context of the exhibition. Mention of the source and due acknowledgement of UNESCO. Free of charge.</p>	<p>Permission granted by email on 27/05/2015</p>
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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	14	5	9	
CLT	17	10	7	
ED	12	7	5	
ERI	9	9		
SC	15	6	9	
SHS	11	3	8	
MSS	1	1		
AFR	2	2		
Total	81	43	38	0

7.2. Events organized by Field Offices/ Institutes

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

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

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

8. UNESCO Headquarters

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

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

8.1. Conferences and Meetings

8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
05-07/05	Simulation d'une conférence internationale avec des élèves de Saint-Denis (93)	BSP/CFS/BLT	Salle IX	90
06/05	Formation en Gestion financière	BFM/FPC	Salle VIII	30
06/05	Conférence UNESCO-UNU « Mobilisation pour le patrimoine : Irak, Syrie et autres pays en conflit » et conférence de presse	ODG/UC	Salle II	150
06-07/05	Colloque "L'Enseignement supérieur et la recherche: quelles attentes de la société africaine ?"	ED/PLS/HED	Salle XI	200
11-12/05	Réunion du Conseil Scientifique du PISF	SC/PCB/ICB	Salle XIV	25
13/05	Réunion annuelle des donateurs du programme CapEFA	ED/EO/SPM	Salles V, VIII	20
13/05	Formation en Gestion financière	BFM/FPC	Salle VII	30
13/05	Réunion du groupe de travail informel sur la gouvernance	GBS/SCX	Salle VI	50
18/05	Réunion avec le Dr Hiroshi Amano, Lauréat du prix Nobel de physique 2014	GBS/SCX	Salle X	100
18-20/05	Troisième Réunion des Etats parties à la Convention de 1970 portant sur le trafic illicite des biens culturels	CLT/WHC	Salles II, VIII IX	300
19-20/05	Jury international du Programme PhosAgro/UNESCO/IUPAC en chimie verte	SC/PCB/ICB	Salle XIV	20
20/05	Formation en Gestion financière	BFM/FPC	Salle XV	30
21/05	Réunion du bureau du Comité pour la protection des biens culturels en cas de conflit armé	CLT/WHC	Salles VIII, XI	150
26-27/05	SESAME	SC/PCB	Salles XII, XIV	60
26-27/05	Première réunion des Réseaux de partenaires du Programme d'action global pour l'éducation en vue du développement durable	ED/TLC/ESD	Diverses salles	96
27/05	Formation en Gestion financière	BFM/FPC	Salle XIV	30
27-28/05	Special Committee meeting on the Museums Recommendation	CLT/WHC	Salle II	240
28/05	Foresight training for Youth Programme	SHS/SIY/YOU	Salle XV	20
28/05	« #Unite4Heritage »	ERI/DPI	Salle VIII bis	10
29/05	First Meeting of the International Governing Board of the International Centre for Biotechnology (Nsukka, Nigeria)	SC/PCB	Salle XIV	14
29/05	Réunion du Comité de pilotage GRAPHIQUE	SC/HYD/GSS	Salle XVI	40
Total participation				1 705

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

8.1.2 Information meetings for Permanent Delegations

No Information meeting for Permanent Delegations in May.

8.1.3 Electoral Groups Meetings (Plenaries)

Date	Title	Organizer	Place	Public
12/05	Réunion plénière du GRULAC	GRULAC	Salle XVI	30
19/05	Réunion plénière Groupe électoral II	Délég. perm. de la République de Macédoine	Salle XVI	40
Total participation				70

8.1.4 External rentals

Date	Title	Organizer	Place	Public
06/05	Conférence de presse avec le photographe français Raymond Depardon	Délégation perm. de la Bolivie	Salle XV	35
11-13/05	3e édition d'« Ambassadeurs en herbe »	Commission nationale française	Salle IV	300
12/05	Visite de membres de la Commission nationale suédoise pour l'UNESCO	Délégation perm. de la Suède	Salle VII	20
20/05	Concours « Ethique professionnelle »	Rotary International, District 1660-France	Salle XI	250
20-21/05	Business & Climate Summit	Entreprises pour l'Environnement (EPE)	Diverses salles	1 300
22/05	Conférence internationale « Finance et climat - Comment réorienter les milliards ? »	CDC Climat	Diverses salles	900
30-31/05	PIMUN 2015	Sciences Po	Salle I	1 350
Total participation				4 155

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

8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
05-19/05	« Azerbaïdjan : de la tradition à la modernité » Azerbaïdjan invité d'honneur de la Nuit européenne des musées 2015 à la Maison de l'UNESCO	Délég. perm. de l'Azerbaïdjan	Tous les espaces	1 000
11-15/05	Bicentenaire des Archives nationales mauriciennes	Délég. perm. de la République de Maurice Maurice	Salle des Actes	100

8.2.2 Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
05/05	Spectacle et colloque « Cool Japan à Paris, culture et sagesse japonaises »	Délég. perm. du Japon	Salle I	700
07/05	Concert de Alkínoos Ioannídís et hommage au poète chypriote Costas Montis (1914-2004) - 100 ^e anniversaire de sa naissance	Délég. perm. de Chypre	Salle I	1 350
11/05	Concert «La jeunesse pour la paix», présentation de la création « Andastan » (<i>Les plaines</i>), du compositeur Vache Sharafyan	Délég. perm. d'Arménie	Salle I	500
13/05	Concert : «Shahin Novrasli et Ruslan Agababayev, la nouvelle génération du jazz azerbaïdjanais»	Délég. perm. de l'Azerbaïdjan	Salle I	1 000
16/05	Nuit européenne des musées	ADM/CLD/C	Diverses salles	1 500
26/05	Concert «Les alliés de la grande victoire : une histoire en musique» dans le cadre du 70 ^e anniversaire de la fin de la 2e guerre mondiale	Délég. perm. de la Fédération de Russie	Salle I	1 310
27-29/05	Journée du Vesak, placée sous le thème : «Dialogue interreligieux et éducation pour un univers de paix»	Délég. perm. du Sri Lanka	Diverses salles	3 100
26-29/05	Semaine africaine	AFR	Diverses salles	1 000

* 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

- **9 events** were promoted in the May monthly *Calendar of cultural events* printed out in 3,000 copies (in French), and its electronic version sent out to **27,271 subscribers**.
- **9 events** were organized, co-organized and/or promoted in May by DPI/PRP (Public Relations and Partnerships Section).

8.3. UNESCO Visits

In May, a total of **38 visits of Headquarters** for **948 visitors**, **3 presentations focusing on Education** for **148 visitors** and **1 UNESCO Campus on Genocides and UNESCO's role** for **180 visitors** were organized. The major part of the visitors came within the framework of a group visit. More than half of the visits/presentations were conducted in French, for a European and North American public.

1. Requests

Number of emails received	n/a
Number of requests received	n/a
Accepted requests	48
Declined requests	n/a

2. Languages

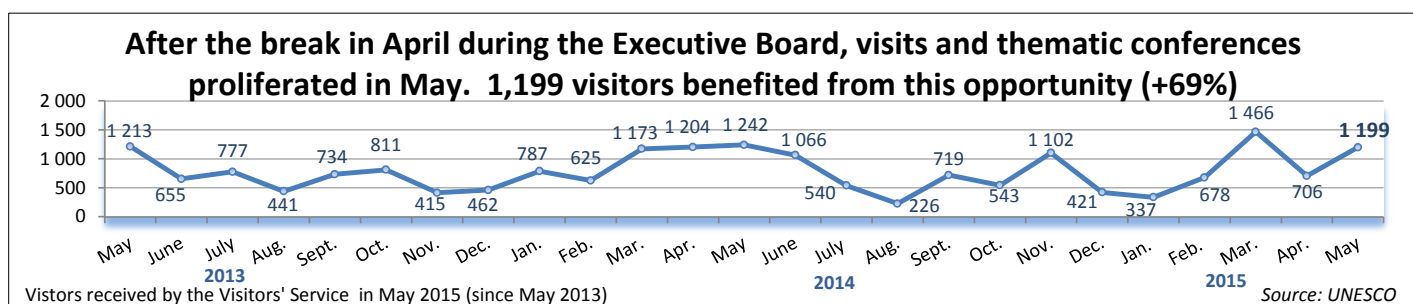
Visits/Present. in French	23	57%
Visits/Present. In English	13	33%
Other	4	10%

3. Type of visits

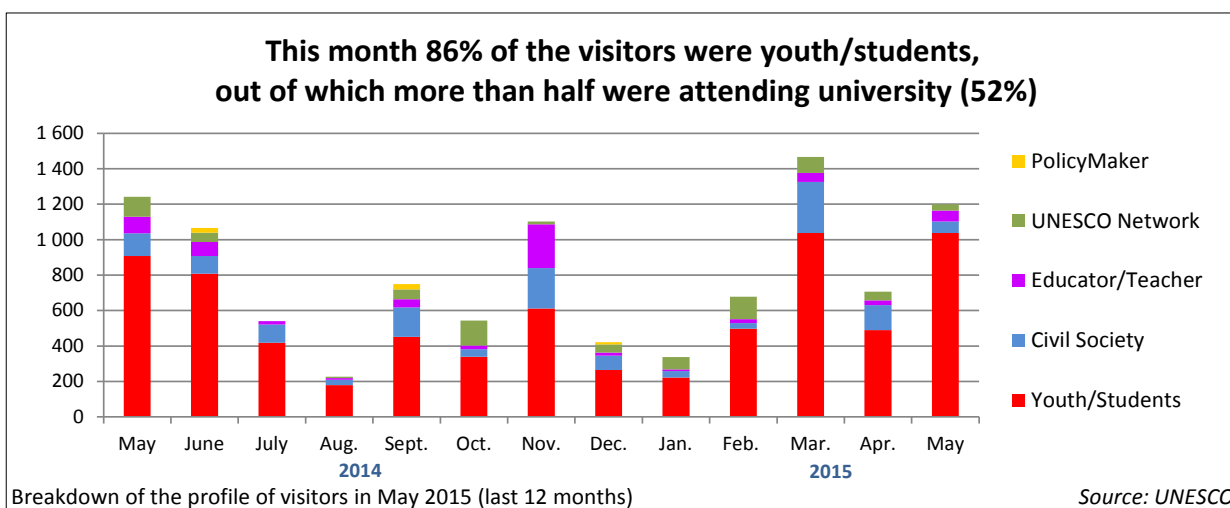
Group Visits	38	88%
Individual Visits	0	0%
Spontaneous Visits	0	0%
Thematic Conference only	5	12%

4. Origin

Europe and North America	950	79%
Asia and Pacific	212	18%
Arab States	27	2%
Latin America and the Caribbean	10	1%
Africa	0	0%



5. Profile of visitors



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.

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

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/05	Georgia	High school students' competition around the theme "The Traditions of Environmental Protection and Sustainable Use of Natural Resources"	High school students	CLT
01/05	Italy	"World Heritage and Museum" Expo in Milan organised by Tabizuru Social Heritage Curator Association of Japan	General public	CLT
06/05	Portugal	The 4th International Congress on Ichnology	Scientists	SC
07/05	Mozambique	Jazz festival "Jazz: Beyond the Music"	General public	CLT
08/05	Italy	Conférence internationale "Convention d'UNIDROIT sur les biens culturels volés ou illicitement exportés - 20 ans après"	Specialists	CLT
09/05	France	7e édition du Festival de la diversité culturelle du 1er arrondissement de Paris	General public	CLT
11/05	Bulgaria	10th jubilee of the National Library Week in Sofia	Librarians	CI
16/05	France	11e édition de la Nuit européenne des musées	General public	CLT
19/05	France	Third International Competition of the Plein Air Painting in Normandy, France, organised by the Russian Federation	General public	SC
20/05	Belgium	2e conférence européenne de jeunes "Enquêter, débattre, s'engager... pour des sociétés durables"	Young people	SHS
20/05	France (UNESCO HQ)	Business and Climate Summit	Business community	BSP
23/05	Hungary	The Whitsun Heritage Festival - international gathering for intangible cultural heritage	General public	CLT
24/05	Russian Federation	2nd Pan-European Festival Marathon "From the Pacific to the Atlantic"	General public	ERI
26/05	Benin	Symposium de lancement de "l'Initiative africaine d'éducation à la paix et au développement par le dialogue interreligieux et interculturel" porté par le Centre Panafricain de Prospective Sociale	Educators and social workers	SHS
28/05	France (UNESCO HQ)	Edition 2015 du Paris International Model United Nations	University students	ERI
29/05	France	Colloque sur la sémiotique et les sciences humaines et sociales face aux défis sociétaux du XXI ^e siècle, sur le thème « Greimas aujourd'hui : l'avenir de la structure »	Specialists	SHS
31/05	Spain	Documentary film entitled "Black Man, White Skin" by Spanish film-maker José Manuel Colon, describing the prejudices encountered by African people affected by albinism and the efforts against this discrimination	General public	SHS

10. Media Partnerships

UNESCO has partnership agreements with the media, such as newspaper companies (Asahi Shimbun / Japan, Dong-A Daily and The Chosun Ilbo / Korea) and TV networks (TBS / Japan). Memoranda of Understanding have been signed with major press agencies (Xinhua News Agency / People's Republic of China, Al Jazeera / Qatar). The general purpose of these partnerships is to enhance public awareness of our message and activities through written and audiovisual products where the name and logo of UNESCO is present. The results of these partnerships are measurable according to the area of collaboration (e.g. intangible cultural heritage) in terms of UNESCO name and logo exposure to the Media audience (statistical data) and comments by the readers/audience if any.

10.1. TBS (Japan)

Area of collaboration: World Heritage (Cultural Heritage)

Partnership began: 1996

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

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

Countries and regions of broadcast: Japan

Logo use: For every broadcast/rebroadcast 5 seconds exposure

Sponsorship: SONY

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience share</i>
10/05	Hawaii Volcanoes National Park (USA)	30 min	4.7%
17/05	City of Valletta (Republic of Malta)	30 min	4.6%
24/05	Te Wahipounamu (New Zealand)	30 min	6.4%
31/05	Medina of Fez (Morocco)	30 min	5.7%

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

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

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

Partnership began: October 2010

Products: **News and interviews**

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

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

Network: partnership with more than 100 foreign news media

Links to titles by language (other than Chinese)	Nb of reports
English	55
French	24
Russian	18
Spanish	14
Arabic	7
In May, a total of 118 reports were released on UNESCO through Xinhuanet	