



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2016/PIPMR/65/REV

Monthly Visibility Report

July-August 2016

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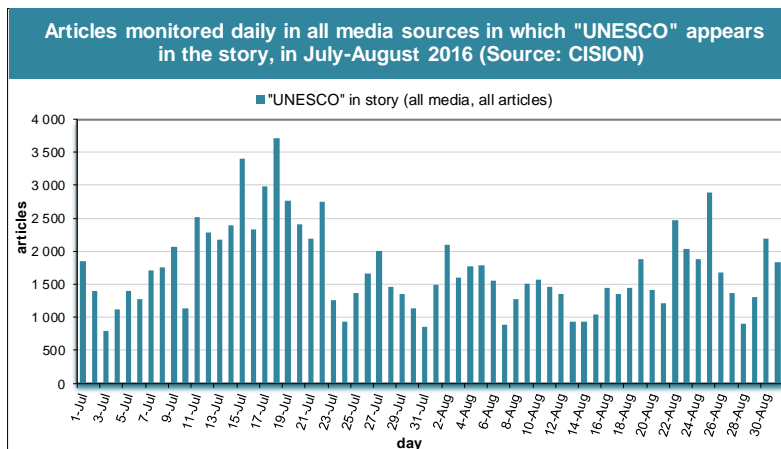
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Executive Summary

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.

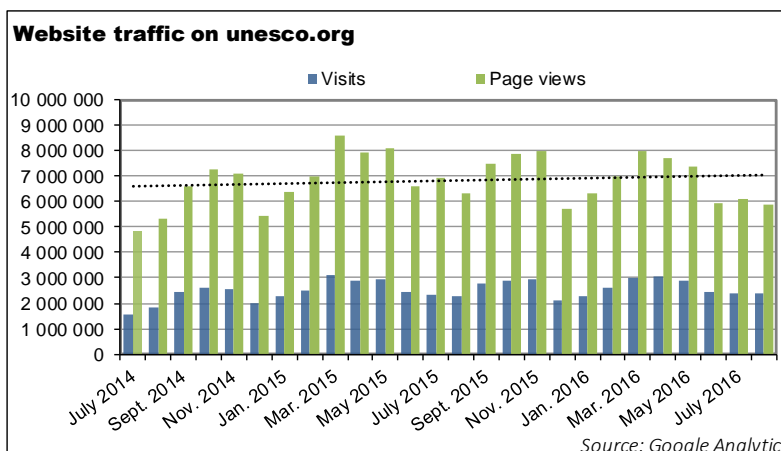
Media and Major Events

- More than 58,400 articles mentioning “UNESCO” monitored worldwide in July, and more than 48,600 in August.
- The major event that generated the largest media coverage during the summer is undoubtedly the **40th Session of the World Heritage Committee** held in Istanbul (Turkey) from 10 to 17 July 2016. Despite its interruption three days before the scheduled date due to an attempted coup d'état, and the Nice attack on 14 July which pulled the attention of international media, it received good media coverage; in total more than 5,000 articles were monitored. See graph to the right - showing a peak on 17 July -, next page dedicated to the event, and Chapter on Media Services for details.
- Another significant event was the launch on 3 August of the World Heritage publication [World Heritage in the High Seas: An Idea Whose Time has Come](#), which aroused the curiosity of many media - more than 170 articles were monitored - in a traditionally quiet period.



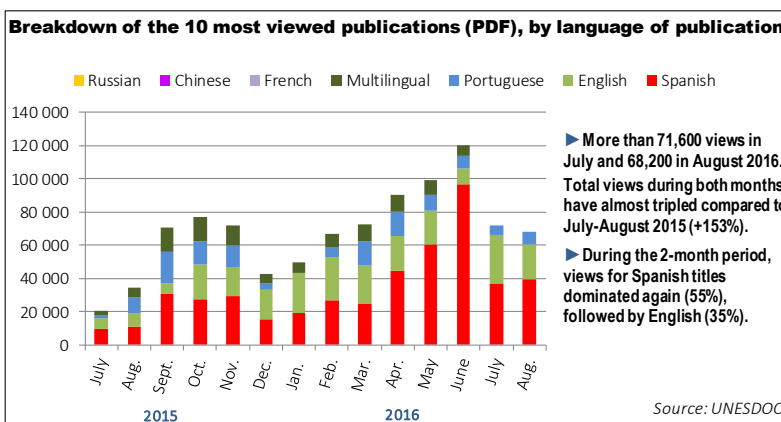
UNESCO Website and Social Media Channels

- Traffic on UNESCO public website has been stable since the usual decline in June. More than 2.4 million visits were registered in July and August 2016 (+4% vs July-Aug. 2015) - including more than 1 million in July for the World Heritage website alone.
- On our social media channels, almost 5 million followers were reached by the end of August 2016 with 1.5 million gained since July last year.
- In July/August on our social media channels, a special attention was given to the 40th Session of the World Heritage Committee. A same look and feel was given to all 40th session messages posted across all of our official channels. As part of a major communication effort, new inscriptions on the World Heritage List were covered live by DPI via Twitter accounts, which helped generate significant visibility. Hence the press was following @UNESCO Twitter account for live updates on the status of new inscriptions. Retweets and tweets by other UN Agencies, delegates, diplomats and stakeholders helped to drive traffic and interest. As part of the result, by the end of August, 251,700 new followers were registered within the two months on Twitter.



Publications

- July-August 2016 figures for the Top 10 online viewing are significantly lower than in previous months due to the summer lull, but much better than in same months last year (+153%).
- Interest for Spanish titles (55%) dominates over English (35%). The English version of the [EFA GMR, 2015](#) is still doing well as is the [policy paper](#) emanating from the same source.
- Publications page views on Google Books in July-Aug. 2016 continue to slide but are roughly at the same level as in 2015.
- Sales in the book shop were very varied with top titles being on World Heritage and on the 70th anniversary of UNESCO (bilingual publication). International sales were also very varied with titles from CLT, CI, ED and SHS.



Focus on a Field Office

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

Major event:

I. 40th Session of the World Heritage Committee (10-17 July 2016)



Photos: 1. © UNESCO/E. Esquivel; 2-3: © D. Yesilyurt

The 40th session of the World Heritage Committee was held in Istanbul, Turkey, from 10 to 17 July 2016.

During the session, the Committee reviewed 156 State of Conservation reports for sites already inscribed on the World Heritage List and added 21 new properties to the List. Seven sites were added to the List of World Heritage in Danger, including five sites from Libya because of damage caused by the conflict affecting the country, and one property was removed. Fifty-five properties are currently inscribed on the List of World Heritage in Danger, and the World Heritage List comprises now 1,052 properties, of which 814 are cultural, 203 are natural and 35 are mixed. The Committee took a firm stand against the destruction of heritage in conflict regions.

At the initiative of the Chairperson of the 40th session, Ambassador Lale Ülker (Turkey), the Committee adopted the Istanbul Declaration on 11 July, emphasizing the importance of cultural and natural heritage and inviting States Parties to take measures and act together against the destruction of common heritage of humankind, in cooperation with UNESCO and in correspondence with relevant UNESCO cultural conventions.

The Director-General of UNESCO, Irina Bokova, appointed Turkish musician Kudsi Ergüner a UNESCO Artist for Peace at a ceremony held at the Congress Center in Istanbul (Turkey), following the opening ceremony of the 40th session of the World Heritage Committee on 10 July 2016.

Due to the political situation in Istanbul on 15 July, the World Heritage Committee was suspended on 16 July and resumed on 17 July for one day only. By Decision 40 COM 17, the World Heritage Committee decided to conclude the work of its 40th session at UNESCO Headquarters from 24 to 26 October 2016.

Participants: 915 delegates from 119 countries attended the 40th session in Istanbul. The registration and badge distribution were completed efficiently by the organizers + 155 Media/Press accreditations (181 at 39COM)

Audience: Members of the World Heritage Committee, States Parties to the World Heritage Convention, Permanent Delegations, Advisory Bodies, NGO observers, civil society representatives and the wider public.

Communication materials and activities:

- Media advisory: [24/06](#)
- Press releases: [10/07 \(1\)](#), [10/07 \(2\)](#), [13/07 \(1\)](#), [13/07 \(2\)](#), [13/07 \(3\)](#), [14/07](#), [15/07 \(1\)](#), [15/07 \(2\)](#), [17/07 \(1\)](#), [17/07 \(2\)](#), [17/07 \(3\)](#)
- Wide angle: [Serife Özata](#)
- [WHC 40th Session website](#) + [Dedicated webpage](#)
- [Turkish authorities dedicated website](#)
- Photo galleries: [New inscriptions 2016](#), [Committee](#)
- [Press kit](#), publications
- B-rolls for [New inscriptions 2016](#).
- [Webcast videos](#)
- [Special issue of World Heritage magazine on Turkey](#) (1,000 copies in English, French and Spanish distributed at the session)
- [Youth Forum](#)

Webcast/Live streaming connections: N/A.

All video recordings were made available online the day after the session.

Website statistics in July (in turquoise traffic on World Heritage website): Media advisory: [24/06](#): 1,276 visits/2,494 page views + [1,020 visits/3,285 page views](#). Press releases: [10/07 \(1\)](#): 1,207 vis./2,338 pv + [706 vis./2,672 pv](#), [10/07 \(2\)](#): 597 vis./965 pv + [726 vis./4,363 pv](#), [13/07 \(1\)](#): 1,127 vis./1,639 pv + [186 vis./1,009 pv](#), [13/07 \(2\)](#): 1459 visits/1,833 page views + [640 vis./1,629 pv](#), [13/07 \(3\)](#): 444 visits / 798 page views + [517 vis./1,658 pv](#), [14/07](#): 798 vis./1,510 pv + [408 vis./1,689 pv](#), [15/07 \(1\)](#): 8,776 vis./11,676 pv + [2,091 vis./8,114 pv](#), [15/07 \(2\)](#): 6,010 vis./10,044 pv + [1,991 vis./6,911 pv](#), [16/07](#): 604 vis./3,278 pv, [17/07 \(1\)](#): 9,053 vis./12,097 pv + [4,495 vis./10,804 pv](#), [17/07 \(2\)](#): 5,190 vis./7,388 pv + [2,004 vis./9,330 pv](#), [17/07 \(3\)](#): 1,854 vis./3,339 pv + [479 vis./2,931 pv](#). Wide angle: [Serife Özata](#): 132 vis./265pv. [WHC website](#): 1 million vis./3.1 million pv. [WHC 40th Session website](#): 27,208 vis./108,237 pv; [Dedicated webpage](#): 8,152 vis./14,743 pv. Photo galleries: [New inscriptions 2016](#): 18,171 vis./51,044 pv, [Committee](#): 4,723 vis./29,076 pv. [B-rolls for New inscriptions 2016](#): 1,037 vis./1,793 pv. [World Heritage Review n°80](#): 325 views (Spanish: 279, English: 36, French: 10).

Press coverage: As in previous years press coverage at the event was constant and considerable – 155 members of the media were accredited with dozens coming daily through the media center following stories of interest. Globally, the 40th session received good media coverage with more than 5,000 articles monitored (see also point 2.2, page 10).

Social media: The 40th session of the annual World Heritage Committee proved to be a boom for social media in all languages. DPI Social Media team worked on [visual templates](#) in order to give the same look and feel to all 40th session messages -posted across all of UNESCO official channels in all of the 6 languages.

- More than 4,000 posts were sent out with [#WorldHeritage](#) hashtag, which generated more than 80 million impressions; 30 million impressions were generated with [#40whc](#) hashtag.
- Coverage of the meeting generated: on [@UNESCO_es](#): 468.3K organic impressions, with 4.0 link clicks, 3.0 RT, 2.4 likes with [#PatrimonioMundial](#) hashtag; on [@UNESCO_fr](#): 279.7K organic impressions, with 777 link clicks, 965 RT, 804 likes with [#PatrimoineMondial](#) hashtag.

See also [ERI/DPI report dedicated to this social media coverage](#).

Focus on UNESCO Office in Almaty

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



UNESCO Cluster Office in Almaty was created in 1994 for the purpose of serving Central Asia countries. The Cluster Office is responsible for 4 countries (Kazakhstan, Tajikistan, Kyrgyzstan and Uzbekistan).

As Cluster Office, UNESCO Almaty covers all UNESCO mandates in education, sciences, social and human science, culture, communication and information. Working closely with the Governments, UNESCO's National Commissions and other governmental and non-governmental partners, UNESCO Almaty Office aims to support the development that is sustainable and profitable for everyone in a culture of peace and human rights.

Website www.unesco.org/almaty is an important part of the Office's information policy. The Almaty Office has been keeping all news and publications since 1995 on this website, which is this Office's institutional public memory.

The Office's regional website provides access to variety of dynamic contents. UNESCO Almaty Office developed a bi-lingual website (in English and Russian) with the locally developed open content management system. Bi-lingual website aims to increase UNESCO's visibility among the Russian speaking community in Central Asia region and includes links to full-text publications, including also national languages (Kazakh, Kyrgyz and Tajik).

The Office's Facebook account links to the website, providing a stable growing traffic of the Russian speaking audience in the following countries: Kazakhstan, Tajikistan, Kyrgyzstan, Uzbekistan, Russia.

At the end of July 2016, UNESCO's Almaty Office, developed a new website design with new layout synchronized with en.unesco.org. The website provides a news data flow and interface for the developed Android mobile application named *UNESCO Almaty*, for youth target audience. Its user-friendly information structure is relevant to www.unesco.org themes. Its program code was rewritten to display existing data in the new look & feel in various platforms, browsers and operation systems. New version of the UNESCO Almaty Android application supports Android TV. Downloading of the application is available with the support of Google Play Market. New design of the website contributes to increase UNESCO's visibility among the readers using mobile devices. Apple and Windows mobile users can use mobile version of the Office website, which is adaptive to the user needs.

Also, UNESCO Almaty Office collaborates to the official Instagram account in English since the end of July 2016 (@unescorussian), and contributes thus to the promotion UNESCO news among young people.

The Facebook unesata account has been launched in 2010. It is used to announce current Office publications, events, photo reports and videos, and includes as well reposts from the HQ page in Russian.

Major events :



The first Youth Forum on Sustainable Development: "The Road to 2030: Achieving Sustainable Production and Consumption" dedicated to the International Youth Day (26 August 2016).

The Forum focused on the leading role of youth. There were 247 participants, including speakers, observers, experts, media representatives and organizers. [Read more.](#)



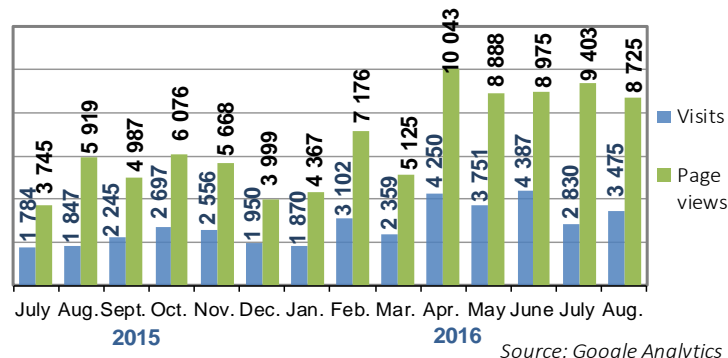
Youth Mobile Central Asia Summer School (4-29 July 2016).

Youth Mobile Summer School on Mobile Applications Development aimed at achieving Sustainable Development Goals. 20 participants attended the two 10-day trainings. [Read more.](#)

Media

UNESCO Almaty engages the media for the promotion of its events and activities either by directly contacting UN Radio, local journalists or through UNGCs and UNIC in Kazakhstan. The Office maintains relationships with media contacts and reaches out to promote UNESCO's events and activities in Almaty and the cluster countries. The Office produces news packages by publishing the public information, using press conferences and Facebook social groups: Kazakhstan (2,060 participants), Kyrgyzstan (1,236 participants), Tajikistan (1,031 participants), and cooperates via the following groups: Press Releases UN in Kazakhstan (113 participants), Press Releases of Kazakhstan (1,364 participants).

Website traffic: <http://www.unesco.org/almaty>



Latest Publication



Training materials on media and information literacy, available in [Russian](#) and [Kazakh](#) versions.

307 views since publication in Nov. 2015

Social media



Facebook: 1,020 followers

<https://www.facebook.com/unesata/>



YouTube: 8 videos, 3,006 total views

<https://www.youtube.com/user/unesata>



Instagram: 672 followers

<https://www.instagram.com/unescorussian/>

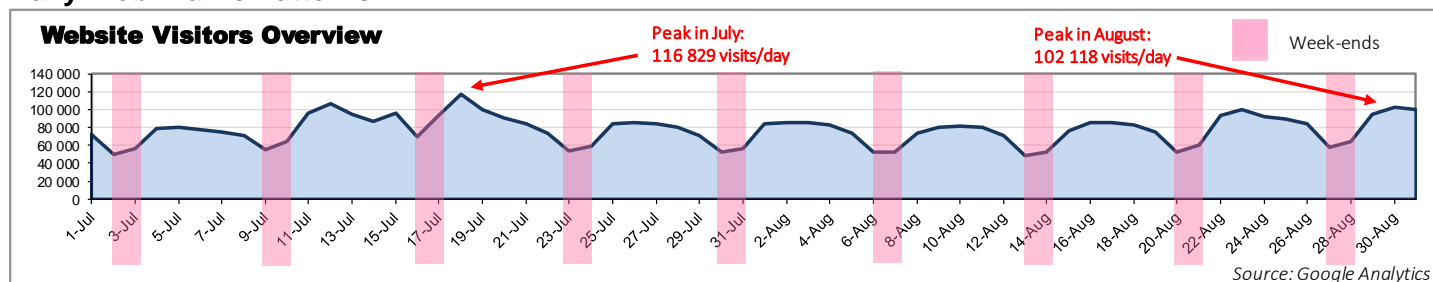
1. UNESCO Website - <http://www.unesco.org>

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).

Detailed analysis for July and August was not communicated.

1.1. July-August 2016 Traffic

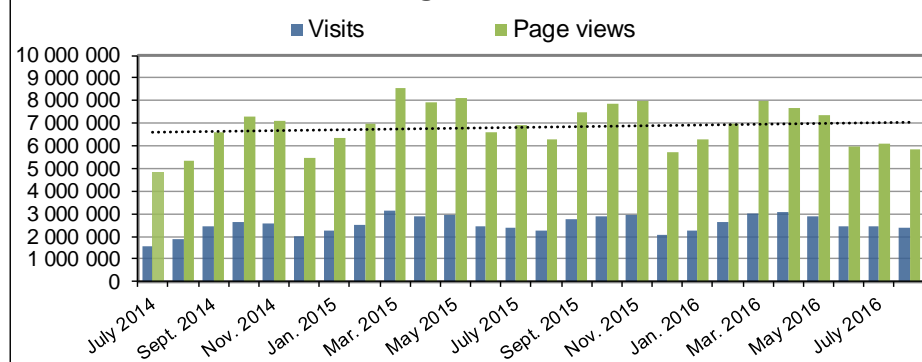
Daily Web Traffic Patterns



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
July 2016	6 079 299	-12.33%	+1.99%	2 416 528	+2.74%	-0.08%	1 677 465	-5.78%	-0.09%
July 2015	6 934 090	+43.66%	+4.74%	2 352 191	+52.71%	-4.09%	1 780 331	+51.00%	-4.38%
Aug. 2016	5 859 694	-7.12%	-3.61%	2 403 113	+5.46%	-0.56%	1 700 607	-3.00%	+1.38%
Aug. 2015	6 309 104	+18.31%	-9.01%	2 278 596	+23.18%	-3.13%	1 753 278	+20.74%	-1.52%

Website traffic on unesco.org



► Web traffic is stable since the sharp drop in June 2016, with only a slight decline in page views in August (-4%).

► Compared to the same period last year, visits increased in July (+3%) and August (+5%) 2016, while page views dropped during both months: July (-12%), August (-7%).

Source: Google Analytics

1.3. Visits by Area of Interest in July-August 2016 (This data only covers tagged subsites)

Areas of interest	Visits ² in July 2016	Variation vs Y-1**	Variation vs M-1**	Visits ² in Aug. 2016	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	2 416 528	+2.74%	-0.08%	2 403 113	+5.46%	-0.56%
Education for the 21st Century and ED Sector	145 265	+7.13%	-9.22%	155 543	+3.93%	+7.08%
One Planet. One Ocean & Science for a Sustainable Future and SC Sector	63 618	+27.81%	-3.38%	65 920	+27.03%	+3.62%
Learning to Live Together and SHS Sector	53 133	+2.25%	-6.19%	62 123	+27.27%	+16.92%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 134 816	-12.02%	+3.92%	1 106 839	-5.04%	-2.47%
World Heritage	1 005 346	-14.87%	+6.91%	967 728	-7.59%	-3.74%
Intangible Heritage	74 841	+31.33%	-16.23%	83 572	+33.67%	+11.67%
Culture Sector (excl. Intangible Heritage)	54 629	+5.48%	-12.28%	55 539	-0.55%	+1.67%

Fostering Freedom of Expression & Building Knowledge Societies and CI Sector	53 370	+17.43%	-7.57%	46 777	+1.42%	-12.35%
Field offices (only those tracked)	187 230	+11.26%	-12.93%	211 860	+3.84%	+13.15%
UIL*	34 690	+18.85%	+43.34%	31 949	+17.01%	-7.90%
UNEVOC*	44 734	-22.44%	+17.84%	46 382	-10.85%	+3.68%

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

1.4. UNESCO Website Visitors

Top 10 domains/countries

July

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	285 989	11.83%	+2.28%	2.47	00:02:02
France	247 575	10.25%	-11.65%	2.85	00:03:24
India	170 240	7.04%	+14.76%	2.32	00:02:31
Mexico	100 736	4.17%	-37.72%	2.26	00:02:25
United Kingdom	99 976	4.14%	+6.65%	2.55	00:02:17
Brazil	75 203	3.11%	-15.21%	2.10	00:01:59
Spain	69 961	2.90%	+9.67%	2.60	00:02:09
Canada	63 729	2.64%	-16.46%	2.72	00:02:14
Australia	55 962	2.32%	-22.15%	2.73	00:03:09
Philippines	53 485	2.21%	+40.38%	2.00	00:02:40

August

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	287 041	11.94%	+0.37%	2.39	00:02:00
France	212 135	8.83%	-14.31%	2.77	00:03:17
Mexico	162 561	6.76%	+61.37%	2.20	00:02:29
India	147 165	6.12%	-13.55%	2.12	00:02:11
Australia	120 808	5.03%	+115.88%	3.17	00:04:49
United Kingdom	94 019	3.91%	-5.96%	2.48	00:02:19
Brazil	85 050	3.54%	+13.09%	2.08	00:02:03
Colombia	62 260	2.59%	+42.41%	2.06	00:02:10
Canada	58 934	2.45%	-7.52%	2.72	00:02:15
Philippines	51 975	2.16%	-2.82%	1.95	00:02:41

Top 10 visitors' language

July

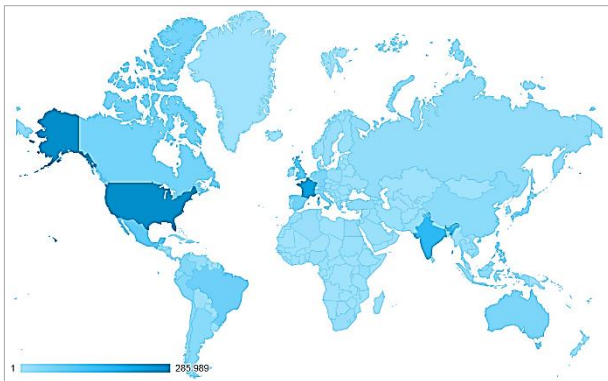
Language	Visits ²	% of Total visits	Variation vs M-1
English	1 234 415	51.08%	+6.54%
Spanish	406 548	16.82%	-15.32%
French	298 870	12.37%	-5.69%
Portuguese	79 656	3.30%	-14.71%
Chinese	50 418	2.09%	+2.68%
German	46 592	1.93%	+13.98%
Japanese	40 159	1.66%	+17.47%
Russian	37 389	1.55%	+1.28%
Italian	36 346	1.50%	+3.76%
Dutch	20 364	0.84%	+3.66%

August

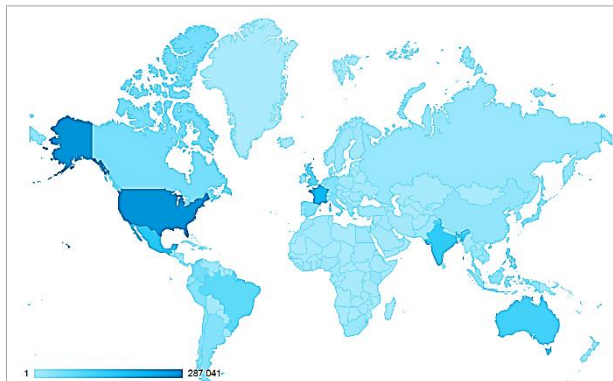
Language	Visits ²	% of Total visits	Variation vs M-1
English	1 239 507	51.58%	+0.41%
Spanish	468 179	19.48%	+15.16%
French	271 178	11.28%	-9.27%
Portuguese	85 294	3.55%	+7.08%
Chinese	43 253	1.80%	-14.21%
German	38 289	1.59%	-17.82%
Italian	32 741	1.36%	-9.92%
Russian	32 365	1.35%	-13.44%
Japanese	25 844	1.08%	-35.65%
Dutch	19 850	0.83%	-2.52%

Geographical origin of visits (source: Google Analytics)

July



August



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

	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
July 2016	22 283	-20.67%	-22.11%	11 519	+27.95%	-22.03%	2.46	+2.50%	00:03:27
July 2015	28 089	+117.41%	-15.69%	9 003	+110.79%	-14.18%	2.63	-9.00%	00:03:55
Aug. 2016	19 991	-15.42%	-10.29%	10 290	+49.59%	-10.67%	2.43	-1.22%	00:03:18
Aug. 2015	23 637	+96.35%	-15.85%	6 879	+49.61%	-23.59%	2.60	-1.14%	00:04:14

1.6. UNESCO Field Offices Websites/Webpages

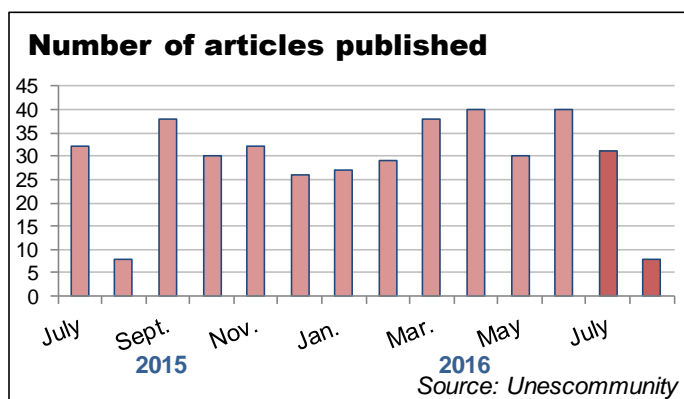
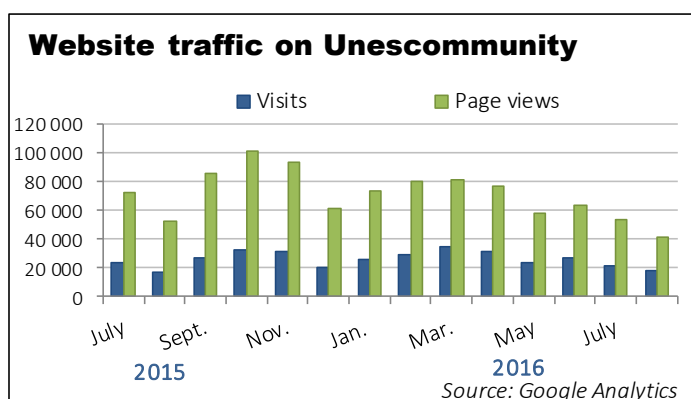
Traffic for Field Offices websites, and Field Offices webpages on <http://en.unesco.org/countries> (blue background) for those having no dedicated website.

Field Office	Page views ¹ July 2016	Variation vs M-1	Visits ² July 2016	Variation vs M-1	Page views ¹ Aug. 2016	Variation vs M-1	Visits ² Aug. 2016	Variation vs M-1
Abidjan	372	-1.33%	191	-1.55%	367	-1.34%	200	+4.71%
Abuja	297	-19.07%	116	-24.68%	334	+12.46%	131	+12.93%
Accra	191	+4.37%	96	-6.80%	250	+30.89%	145	+51.04%
Addis Ababa	1 151	+32.30%	547	+9.40%	703	-38.92%	286	-47.71%
Almaty*	9 403	+4.77%	2 830	-35.49%	8725	-7.21%	3475	+22.79%
Amman	6 822	+34.98%	3 368	+40.04%	5 423	-20.51%	2 792	-17.10%
Apia	1 853	-8.90%	904	-11.80%	2 360	+27.36%	1 027	+13.61%
Bamako	349	-21.92%	173	+5.49%	433	+24.07%	217	+25.43%
Bangkok*	60 117	-6.84%	28 708	-4.52%	63 384	+5.43%	32 420	+12.93%
Beirut	5 803	+25.66%	2 518	+19.56%	5 294	-8.77%	2 554	+1.43%
Brussels	1 552	-45.35%	556	-42.32%	1 075	-30.73%	423	-23.92%
Brazzaville	76	-21.65%	38	+2.70%	132	+73.68%	49	+28.95%
Brasilia	97 255	-16.98%	54 874	-17.03%	116 037	+19.31%	63 548	+15.81%
Bujumbura	63	-5.97%	24	+71.43%	76	+20.63%	25	+4.17%
Cairo	7 237	+54.90%	3 510	+56.35%	7 735	+6.88%	3 793	+8.06%
Dakar	9 063	-3.41%	5 101	+6.67%	8 727	-3.71%	4 738	-7.12%
Dar es-Salaam*	23 800	-22.43%	6 222	-8.70%	23 076	-3.04%	6 351	+2.07%
Dhaka	1 450	-17.61%	701	-15.64%	1 652	+13.93%	700	-0.14%
Doha	1 387	-3.61%	567	-0.53%	1 652	+19.11%	625	+10.23%
Geneva	1 284	+7.45%	637	+0.31%	1 021	-20.48%	592	-7.06%
Guatemala*	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Hanoi	1 254	-15.84%	615	-18.00%	1 532	+22.17%	654	+6.34%
Harare	4 180	+30.75%	2 158	+54.81%	4 422	+5.79%	1 859	-13.86%
Havana	4 556	-31.01%	2 388	-28.35%	8 688	+90.69%	5 882	+146.31%
Iraq (Office for)	8 218	+59.82%	4 237	+57.92%	6 040	-26.50%	3 333	-21.34%
Islamabad*	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Jakarta	11 070	-6.93%	4 594	+3.89%	12 486	+12.79%	5 490	+19.50%
Juba	601	+11.30%	303	+50.00%	398	-33.78%	155	-48.84%
Kabul	1 996	-20.60%	1 054	-14.03%	2 550	+27.76%	1 367	+29.70%
Kathmandu	8 148	+78.49%	4 247	+82.04%	14 175	+73.97%	8 603	+102.57%
Khartoum	214	-6.55%	64	-9.86%	170	-20.56%	62	-3.13%

Kingston	661	+12.22%	289	+79.50%	523	-20.88%	167	-42.21%
Kinshasa	186	-22.82%	104	-14.05%	189	+1.61%	106	+1.92%
Libreville	402	-0.50%	114	-24.50%	241	-40.05%	83	-27.19%
Lima	12 723	-16.51%	5 686	-20.22%	15 174	+19.26%	6 484	+14.03%
Maputo	123	-17.45%	70	-17.65%	203	+65.04%	117	+67.14%
Montevideo	18 122	-25.23%	9 513	-34.33%	19 906	+9.84%	12 115	+27.35%
Mexico	24 377	-34.05%	13 686	-37.73%	39 498	+62.03%	23 572	+72.23%
Nairobi	3 022	-33.02%	1 653	-29.30%	3 779	+25.05%	1 701	+2.90%
New Delhi	11 864	+3.82%	6 685	+8.31%	11 544	-2.70%	6 302	-5.73%
New York	2 916	-26.46%	988	+8.21%	1 320	-54.73%	545	-44.84%
Phnom Penh	2 811	+1.44%	1 569	+11.59%	2 866	+1.96%	1 533	-2.29%
Port au Prince	874	-10.63%	312	-2.80%	846	-3.20%	299	-4.17%
Quito	7 891	-39.08%	4 802	-44.62%	10 680	+35.34%	6 712	+39.78%
Rabat	3 157	-11.74%	1 261	-3.59%	3 476	+10.10%	1 149	-8.88%
Ramallah	972	+30.65%	403	+37.07%	895	-7.92%	376	-6.70%
San José	10 317	-21.11%	8 131	-19.30%	13 931	+35.03%	11 363	+39.75%
Santiago	56 058	-5.45%	29 201	-6.02%	45 950	-18.03%	21 381	-26.78%
Tashkent	1 218	-10.44%	570	-2.56%	1 234	+1.31%	532	-6.67%
Tehran	2 601	-5.97%	1 081	-8.93%	2 650	+1.88%	1 035	-4.26%
Venice	5 801	-4.10%	2 231	+3.82%	5 989	+3.24%	2 010	-9.91%
Winhoek	135	-6.90%	60	+9.09%	130	-3.70%	61	+1.67%
Yaounde	3 689	+19.50%	1 760	+24.29%	3 156	-14.45%	1 532	-12.95%

*[Almaty](#), [Bangkok](#), [Dar es-Salaam](#), [Guatemala](#) and [Islamabad](#) Offices websites statistics are tracked separately.

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



Traffic indicators explained:

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

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

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

1.8. WEBCASTS - Live streaming connections

- July (no webcasts in August)

Event	Date	Simultaneous connections		
		External	Internal	Total
ED Staff Meeting	08/07	• 5	• 27	• 32
Data, Digital assets and Platforms for innovation (Day 2)	13/07	• Room IV: 1 • Room VIII: 1	• Room IV: 1 • Room VIII: 1	• 4

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

UNESCO products for written and audiovisual media are:

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

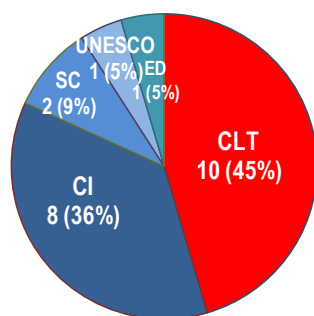
Most of these products are distributed widely to the media and are available through the Media Services webpage. In order to improve our promotion and distribution of video images, all subjects/reportages and Background Footages are systematically sent to UNiFEED and European Broadcasting Union (EBU),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

2.1. Press releases/Media advisories

▪ Issues in July

1.	07/07	Director-General condemns killing of journalist Salvador Olmos García in Mexico
2.	08/07	UNESCO and the Netherlands agree to change the status of the UNESCO-IHE Institute for Water Education
3.	10/07	World Heritage Committee opens in Istanbul
4.	10/07	Turkish musician Kudsi Ergüner named UNESCO Artist for Peace
5.	12/07	Director-General condemns murder of blogger Manoel Messias Pereira in Brazil
6.	12/07	Director-General condemns killing of local radio journalist Winston Leonardo Cano Túnchez in Guatemala
7.	13/07	New global data on High Seas and Large Marine Ecosystems to support policy makers
8.	13/07	Mali's Old Towns of Djenné on List of World Heritage in Danger
9.	13/07	Historical Monuments of Mtskheta, Georgia, removed from List of World Heritage in Danger
10.	13/07	Historic Centre of Shakhryabz, Uzbekistan, added to List of World Heritage in Danger
11.	14/07	Libya's five World Heritage sites put on List of World Heritage in Danger
12.	15/07	263 million children and youth are out of school from primary to upper secondary
13.	15/07	Four sites inscribed on UNESCO's World Heritage List
14.	15/07	Five sites inscribed on UNESCO's World Heritage List
15.	17/07	Four new sites inscribed on UNESCO's World Heritage List
16.	17/07	Eight new sites inscribed on UNESCO's World Heritage List
17.	17/07	Polish city of Kraków to host 2017 World Heritage Committee session
18.	18/07	Director-General denounces killing of journalist Mustafa Cambaz in Turkey
19.	22/07	Director-General condemns murder of journalist Pavel Sheremet in Ukraine
20.	25/07	Director-General calls for investigation into the murder of journalist Pedro Tamayo Rosas in Mexico
21.	27/07	Director-General condemns murder of journalist João Miranda do Carmo in Brazil
22.	28/07	Director-General denounces killing of journalists Abdelqadir Fassouk and Khaled al-Zintani in Libya

Press releases/Media advisories, by Sector, in July



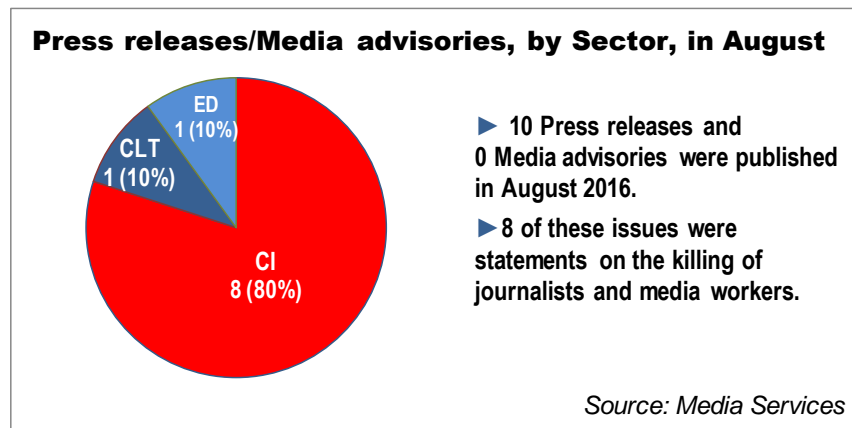
► 22 Press releases and 0 Media advisories were published in July 2016.

► 10 of these issues were linked to the 40th Session of the World Heritage Committee Session, and 8 were statements on the killing of media workers.

Source: Media Services

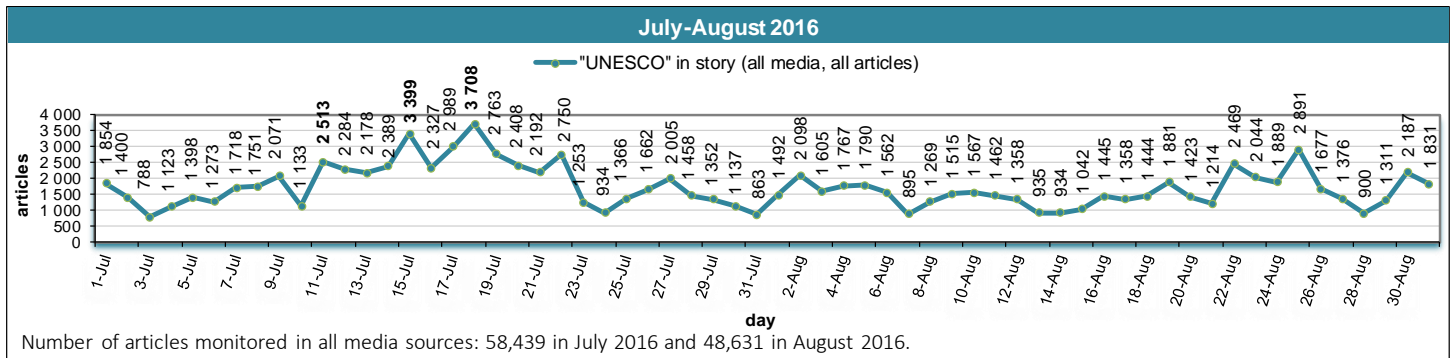
■ **Issues in August**

1.	10/08	Director-General denounces Balochistan terrorist attack that claimed many civilian lives including journalists Mehmood Khan and Shehzad Ahmed
2.	10/08	Leading the agenda for data production to monitor education 2030
3.	16/08	Director-General condemns killing of journalist Widad Hussein Ali in Iraqi Kurdistan
4.	18/08	Director-General denounces killing of journalist Mustafa Saeed in Iraq
5.	19/08	Director-General condemns killing of journalists Mubarak Al-Abadi and Abdulkarim Al-Jerbani in Yemen
6.	23/08	UNESCO Director-General welcomes opening of trial on the destruction of heritage in Timbuktu
7.	24/08	Director-General condemns murder of journalist João Miranda do Carmo in Brazil
8.	29/08	Director-General condemns killing of journalist Kishore Dave in Gujarat, India
9.	30/08	Director-General urges investigation into the murder of journalist and newspaper owner Mauricio Campos Rosa in Brazil
10.	30/08	Director-General condemns killing of media worker Ali Ghani in Iraq



2.2. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in all media sources, in which “UNESCO” appeared in the story in July-August (Source: CISION)



L'événement majeur qui a suscité la plus large couverture dans les médias pendant l'été est sans conteste la 40^e session du Comité du patrimoine mondial qui s'est tenu à Istanbul (Turquie) du 10 au 17 juillet. Il s'est déroulé dans un contexte très particulier puisqu'il a dû interrompre ses travaux trois jours avant la date prévue en raison d'une tentative de coup d'Etat survenue dans la nuit du 15 juillet. Cet événement a eu un impact important sur la couverture médiatique du Comité. Par ailleurs, l'attaque meurtrière survenue à Nice lors des festivités du 14 juillet a largement focalisé l'attention des médias internationaux.

Malgré les circonstances, le Comité du patrimoine mondial a bénéficié d'une bonne couverture médiatique. Au total, plus de 5 000 articles ont été consacrés au sujet ce qui représente une baisse sensible par rapport à l'année 2015. Cette baisse est sans doute avant tout à mettre sur le compte du changement de plateforme de suivi des retombées médiatiques (abandon de Meltwater au profit de Cision).

L'intérêt des médias s'est porté notamment sur le patrimoine menacé par la guerre. Le site de Djenné (Mali), inscrit sur la Liste en péril, et les sites en danger au Moyen-Orient, notamment les sites syriens et libyens qui figurent tous sur la liste en

péril, ont fait l'objet de nombreuses demandes d'interview. La situation de Venise et Liverpool a également été suivie de près par la presse italienne et britannique. Parmi les nouvelles inscriptions, l'œuvre de Le Corbusier a suscité un vif intérêt. L'autre événement notable a été le lancement le 3 août de la publication *Patrimoine mondial en haute mer : une idée qui fait son chemin* ([World Heritage in the High Seas: An Idea Whose Time has Come](#)). Abordant un thème peu traité, il a éveillé la curiosité de nombreux médias, notamment hispanophones, pendant une période où l'actualité est traditionnellement calme. Une dépêche de l'agence espagnole EFE a en effet été assez largement reprise, de même que celle de l'agence de presse chinoise Xinhua. La revue Science lui a également consacré un article. Par ailleurs, the Guardian (Royaume-Uni), la Deutsche Welle (Allemagne), National Geographic (Etats-Unis) ou Science et Avenir (France) ont sollicité des entretiens sur ce thème.

A l'occasion d'une visite effectuée dans plusieurs pays d'Afrique au début du mois d'août, la Directrice générale a signé une tribune intitulée [La renaissance africaine débute sur les bancs de l'école](#), qui a été publiée avec le soutien du service de presse dans plusieurs journaux du continent : le Soleil de Dakar (Sénégal), le Sahel (Niger), The Nigerian Tribune (Nigeria). Elle a également été publiée dans le magazine Jeune Afrique et le Huffington Post.

Le procès d'Ahmad Al Faqi Al Mahdi devant la Cour pénale internationale (CPI) s'est ouvert le 22 août. Al Faqi Al Mahdi, qui plaide coupable, est accusé d'avoir délibérément détruit des monuments historiques et religieux dans la ville malienne de Tombouctou en 2012. Ce procès a donné lieu à de très nombreux articles dans la presse – près de 1 500 - dans lesquels le rôle et l'action de l'UNESCO ont été fréquemment mentionnés (voir pic à partir du 22/08 dans le graphique ci-dessus).

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

Date	Subject / Title	Author	Language	Media
11/08 12/08	Africa's renaissance starts on school benches	Irina Bokova	English	Nigerian Tribune (Nigeria) The Huffington Post
12/08 12/08 18/08	La renaissance africaine débute sur les bancs de l'école	Irina Bokova	French	Le soleil online (Senegal) Le Sahel (Niger) - paper version only Jeune Afrique

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

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

83 B-rolls were downloaded in July and **9** in August 2016. A total of 85 downloads were registered in July and August 2016 for the B-rolls on the inscription of new World Heritage sites at the 40th Session of the World Heritage Committee vs 73 for the 39th Session during the same period last year.

▪ July

	Subject	Downloads	Media
1	Inscription of new World Heritage sites	80	CNN, Al Iraqiya TV, Facebook, Mosaique Afro, Scuba Diving Resource E-Newsletter / website & Facebook, YouTube, CNN Türk, Akipress, Al Ahwar, UNTV, Mint Weekly Magazine Taiwan
2	UNESCO priorities	2	
3	Paris attacks, DG statement	1	

▪ August

	Subject	Downloads	Media
1	Inscription of new World Heritage sites	5	CNN Greece
2	Global Monitoring Report 2015	3	DPA, Videnskab.dk,
3	UNESCO priorities	2	Daily Observer, Liberia Newspapers
4	Mali mission	1	

3. UNESCO Social Media Channels

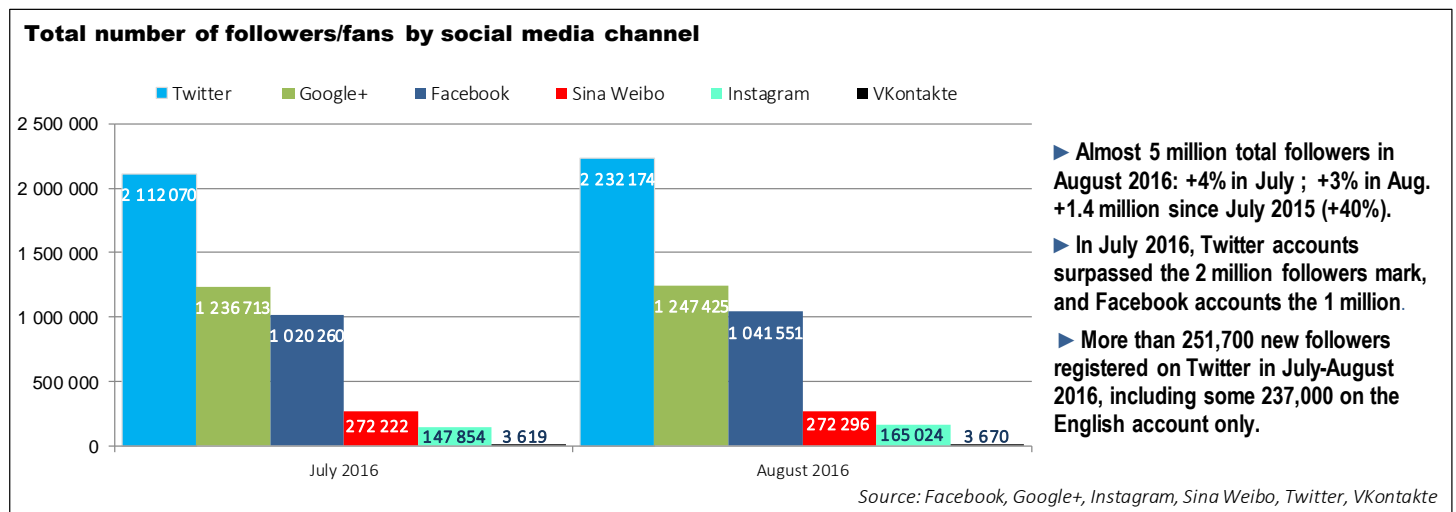
In July/August, a special attention was given to the 40th Session of the World Heritage Committee. DPI Social Media team worked on [visual templates](#) in order to give the same look and feel to all 40th session messages -posted across all of UNESCO official channels in all of the 6 languages.

DPI was covering live the inscriptions of new sites on UNESCO's World Heritage List via Twitter accounts. Twitter helped generate significant visibility to the nomination of new sites. Corresponding to the sites' region and languages, new inscriptions were also covered on other social media platforms. Retweets and tweets by other [UN Agencies](#), [delegates](#), [diplomats](#) and [stakeholders](#) helped to drive traffic and interest.

Twitter is the news feed of social media - real-time information network has become a powerful tool for media. Twitter has accelerated that news cycle to the point where news breaks every minute of every hour, and a tweet is almost as good as a page-one scoop. Live tweeting during the inscriptions was part of major communication efforts. Hence the press was following @UNESCO Twitter account for live updates on the status of new inscriptions.

DPI team worked on the preparation of a [social media pack](#) for live tweeting during the inscription. Each tweet had up to [3 photos of newly inscribed sites, name, #WorldHeritage hashtag and name of the country](#). As a result, [@UNESCO](#)'s tweet appeared in an article in [Le Monde](#).

On @UNESCO account alone more than 48 tweets were linked to World Heritage, which led to 1 million organic impressions on 15 July, with 2.4K link clicks, 3.4K RT, 4.0 likes, and to 930.9K organic impressions, with 1.8 link clicks, 3.4 RT, 4.0K likes on 17 July.



3.1. Social networking sites and Microblogs

Facebook - www.facebook.com/unesco Google+ plus.google.com/+UNESCO VKontakte - vk.com/unesco
 Twitter - <http://twitter.com/unesco/> Sina Weibo - <http://t.sina.com.cn/unesco>

Variation July and August 2016 vs June 2016

Likes/Followers		July 2016	Variation vs June	August 2016	Variation vs July
Total likes/followers (all languages)		4 644 884	+4.01%	4 797 116	+3.28%
Facebook	English	399 052	+4.75%	414 257	+3.81%
	Spanish	358 960	+1.53%	363 637	+1.30%
	Portuguese	203 057	+1.07%	204 025	+0.48%
	Arabic	28 084	+1.64%	28 230	+0.52%
	French	20 781	+2.75%	21 014	+1.12%
	Russian	10 326	+0.91%	10 388	+0.60%
Google+	English	1 236 713	+1.54%	1 247 425	+0.87%
VKontakte	Russian	3 619	+2.20%	3 670	+1.41%
Twitter	English	1 436 089	+9.51%	1 548 811	+7.85%
	Spanish	328 076	+0.40%	329 500	+0.43%
	Arabic	155 343	+2.37%	159 781	+2.86%
	Portuguese	98 780	+0.37%	99 286	+0.51%
	French	66 624	+2.36%	67 607	+1.48%
	Russian	27 158	+0.24%	27 189	+0.11%
Sina Weibo	Chinese	272 222	+0.77%	272 296	+0.03%

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

▪ In July

Subject	Language	Posted	Likes*	Shares
109th anniversary of Frida Kahlo	Spanish	06/07	2 747	4 601
Nelson Mandela International Day + quotation by Nelson Mandela	Spanish	18/07	2 236	2 183
By UNESCO na rede – Brasilia Office Building peace + quotation by Malala Yousafzai	Portuguese	08/07	1 454	1 970
Nelson Mandela International Day	Spanish	22/07	1 273	1 437
112th birthday of Pablo Neruda	Spanish	12/07	1 075	845
Education 2030	English	20/07	1 018	180
4 new sites inscribed on UNESCO's World Heritage List	English	17/07	1 011	427
By UNESCO na rede – Brasilia Office Video on racism presented during the Criança Esperança 2016 show	Portuguese	04/07	955	538
UNESCO's work towards peace + quotation by Gandhi	Spanish	31/07	783	703
By UNESCO na rede – Brasilia Office Quotation by Nelson Mandela	Portuguese	04/07	749	1 207

▪ In August

Subject	Language	Posted	Likes*	Shares
Pachamama Day	Spanish	01/08	2 427	2 606
Martin Luther King's speech on 28 August 1963	Spanish	28/08	1 477	1 239
International Day of the World's Indigenous People	Spanish	08/08	1 396	1 306
International Day of the World's Indigenous People	Spanish	09/08	1 311	1 748
Birthday tribute to Julio Cortazar	Spanish	26/08	963	845
Anniversary of Federico García Lorca's death	Spanish	18/08	888	750
Education 2030, + quotation by Malala Yousafzai	Spanish	20/08	791	466
Murder of Federico Garcia Lorca	Spanish	18/08	707	460
International Day of the World's Indigenous People	Spanish	09/08	701	388

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

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

▪ In July

Message	Language	Posted	Re-tweets	Likes
Just inscribed as @UNESCO #WorldHeritage Site: Archaeological Site of Nalanda Mahavihara at Nalanda, Bihar #India	English	15/07	2 k	2.8 k
Just inscribed as @UNESCO #WorldHeritage Site: Architectural Work of Le Corbusier	English	17/07	948	1.1 k
¡Olé! Los #Dólmenes de #Antequera , en #España  , inscritos en la Lista del #PatrimonioMundial . ¡Felicidades! #40WHC	Spanish	15/07	817	649
El Archipiélago de Revillagigedo, en #México , acaba de ser inscrito en la Lista del #PatrimonioMundial . ¡Felicidades!	Spanish	17/07	797	796
Inscribed as #WorldHeritage : The Ahwar of Southern #Iraq : Refuge of Biodiv & Relict Landscape of Mesopotamian Cities	English	17/07	714	756
Just inscribed as @UNESCO #WorldHeritage Site: Antequera Dolmens Site #Spain . Watch live: http://whc.unesco.org/en/sessions/40com/#live ...	English	15/07	687	569
Just inscribed as @UNESCO #WorldHeritage Site: Khangchendzonga National Park #India	English	17/07	577	982
Just inscribed as @UNESCO #WorldHeritage Site: Mistaken Point #Canada	English	17/07	438	585

Just inscribed as @UNESCO #WorldHeritage Site: Archipiélago de Revillagigedo #Mexico	English	17/07	395	394
Just inscribed as @UNESCO #WorldHeritage Site: Archaeological site of Ani #Turkey Live: http://whc.unesco.org/en/sessions/40com/#live	English	15/07	376	438

• **In August**

Message	Language	Posted	Re-tweets	Likes
Investing in water is investing in jobs! Water is a key factor in the creation of jobs. #WWWeek	English	31/08	333	277
Today is Intl Day for the Remembrance of Slave Trade & its Abolition. Want to know more? http://on.unesco.org/2bdkVMI	English	23/08	319	264
Young people are not only our future -- they are our present. http://on.unesco.org/2b8DdS1 #YouthDay	English	12/08	311	396
Hoy hace 53 años Martin Luther King compartió su sueño de #igualdad y #justicia http://bit.ly/2bKtUDc #IHaveADream	Spanish	29/08	266	172
Hoy es el Día del Recuerdo de la Trata de Esclavos y de su Abolición. No olvidemos nunca http://on.unesco.org/2bfk9O	Spanish	23/08	257	158
"Puesto que las guerras nacen en la mente de los hombres, es en la mente de los hombres donde deben erigirse los baluartes de la #paz "	Spanish	29/08	241	198
Investing in water is investing in jobs! Water is a key factor in the creation of jobs. #WWWeek	Spanish	31/08	233	277
Provide safe, nonviolent, inclusive & effective learning environments for all. #FirstGeneration #GlobalGoals	English	22/08	222	320
The #HighSeas cover ½ our planet. It's time to protect outstanding places in these waters. http://en.unesco.org/	English	03/08	210	267
Hoy hace 80 años era fusilado el #poeta Federico García Lorca. Tributo a un legado inmortal http://on.unesco.org/2bgnYnS	Spanish	18/08	187	94

3.2. Social Apps

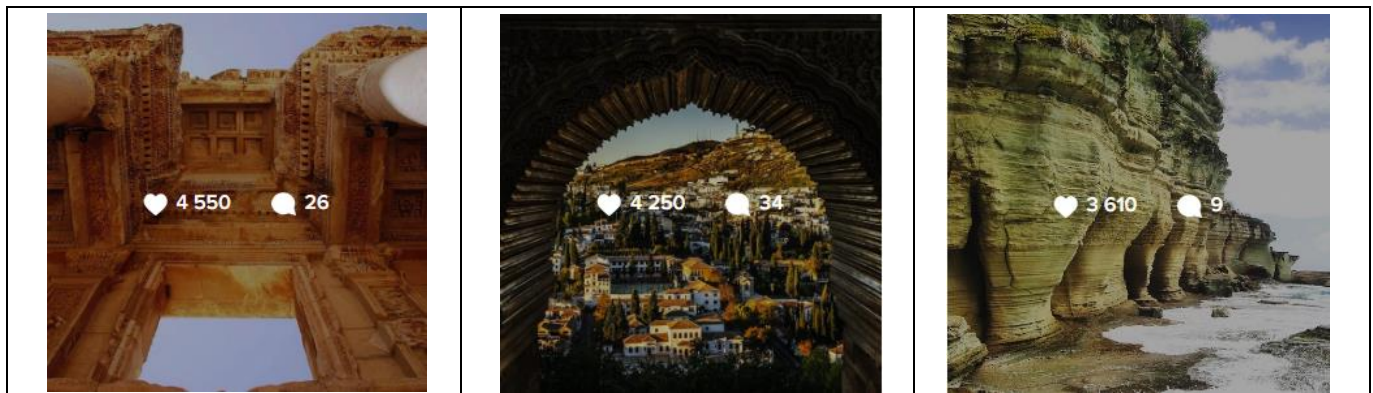
3.2.1 Instagram - <http://instagram.com/unesco/>

Variation July and August 2016 vs June 2016

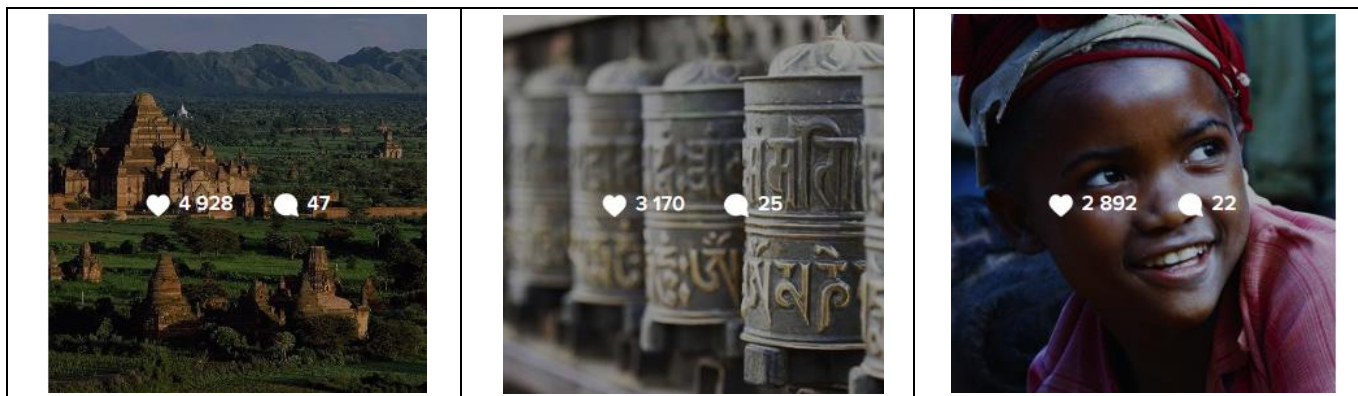
	Publications				Subscribers			
	July 2016	Variation vs June	August 2016	Variation vs July	July 2016	Variation vs June	August 2016	Variation vs July
Total (all languages)	587	+8.50%	599	+2.04%	147 854	+15.57%	165 024	+11.61%
English	348	+7.41%	357	+2.59%	143 880	+15.69%	160 721	+11.70%
Spanish	142	+16.39%	145	+2.11%	3 365	+11.17%	3 629	+7.85%
Russian	97	+2.11%	97	-	609	+11.95%	674	+10.67%

▪ **Top 3 photos** (clickable images)

In July:



In August:



3.3. Video Traffic

Video views are tracked on YouTube.

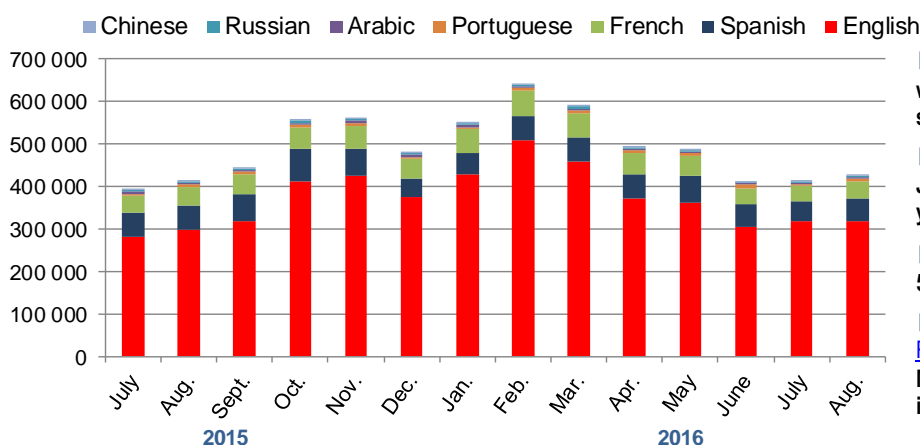
3.3.1 UNESCO Channels on YouTube - <http://www.youtube.com/unesco>

Variation July and August 2016 vs June 2016

Video views	July 2016	Variation vs June	August 2016	Variation vs July
Total (all languages)	411 003	+0.52%	423 340	+3.00%
English	318 563	+4.65%	317 633	-0.29%
Spanish	47 660	-11.16%	52 682	+10.54%
French	34 428	-9.77%	42 423	+23.22%
Portuguese	4 595	-42.18%	5 434	+18.26%
Arabic	3 814	+34.01%	3 304	-13.37%
Russian	1 909	+5.01%	1 820	-4.66%
Chinese	34	-5.56%	44	+29.41%

Subscribers Ratio Diff. between gained & lost	July 2016	Variation vs June	August 2016	Variation vs July
Total (all languages)	1 755	+30.48%	1 392	-20.68%
English	1 331	+43.27%	991	-25.54%
Spanish	209	-8.73%	222	+6.22%
French	106	+35.90%	107	+0.94%
Portuguese	56	-18.84%	38	-32.14%
Arabic	33	+43.48%	20	-39.39%
Russian	11	+57.14%	9	-18.18%
Chinese	9	-10.00%	5	-44.44%

Breakdown of views by UNESCO Channel on YouTube



- ▶ After the sharp drop in June, video views were stable in July (+0,5%) and show a subdued growth in August (+3%).
- ▶ 834,343 total views registered in July/August 2016, almost as many as last year during the same period (-2%).
- ▶ 71 new videos posted on YouTube; 58 in July and 13 in August 2016.
- ▶ [Kalbelia folk songs and dances of Rajasthan](#), is the most viewed video since May 2016, with more than 105,200 total views in July/August.

Source : YouTube

▪ Top 5 videos on UNESCO TV English Channel

	July	Subject	Total views
1	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	48 537
2	Shrimp fishing on horseback in Oostduinkerke	CLT/ITH	15 854

3	Timgad	CLT/WHC	13 881
4	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	8 349
5	Kabuki Theatre	CLT/ITH	7 141
	August	Subject	Total views
1	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	56 668
2	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	11 173
3	Shrimp fishing on horseback in Oostduinkerke	CLT/ITH	10 334
4	Kabuki Theatre	CLT/ITH	7 915
5	Rites and craftsmanship associated with the wedding costume tradition of Tlemcen	CLT/ITH	7 873

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

	July	Subject	Total views
1	Aprender a Proteger la Biodiversidad	ED	6 396
2	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	3 666
3	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	2 784
4	La huaconada, danza ritual de Mito	CLT/ITH	2 734
5	Aprender a afrontar el cambio climático	ED	1 445
	August	Subject	Total views
1	Aprender a Proteger la Biodiversidad	ED	7 333
2	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	3 994
3	La huaconada, danza ritual de Mito	CLT/ITH	2 780
4	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	2 657
5	El teatro Kabuki	CLT/ITH	1 435

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

	July	Subject	Total views
1	Bouba & Zaza - le dessin animé pour la jeunesse	ED	3 968
2	La pêche aux crevettes à cheval à Oostduinkerke	CLT/ITH	2 209
3	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	2 085
4	Bouba et Zaza protègent la terre	ED	1 876
5	Le Maloya	CLT/ITH	1 186
	August	Subject	Total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	6 828
2	Bouba & Zaza - le dessin animé pour la jeunesse	ED	4 226
3	La pêche aux crevettes à cheval à Oostduinkerke	CLT/ITH	2 602
4	Bouba et Zaza protègent la terre	ED	2 058
5	Le Maloya	CLT/ITH	1 354

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

	July	Subject	Total views
1	Serra Capivara	CLT/WHC	2 103
2	Museu de Imagens do Inconsciente	CLT	859
3	Vídeo da UNESCO celebra 53 anos de Brasília	CLT/WHC	465
4	Boas práticas do Programa Mais Educação	ED	362
5	Boas práticas no combate ao bullying homofóbico nas escolas	ED	72
	August	Subject	Total views
1	Serra Capivara	CLT/WHC	3 200
2	Boas práticas do Programa Mais Educação	ED	480
3	Museu de Imagens do Inconsciente	CLT	446
4	Vídeo da UNESCO celebra 53 anos de Brasília	CLT/WHC	310
5	Serra da Capivara National Park	CLT/WHC	99

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

	July	Subject	Total views
1	Manufacture of clay bricks in the hill of Jaber refugee camp-Jericho	CLT	671
2	UNESCO History*	UNESCO	296
3	Lynes and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	275
4	Palace and Park of Versailles	CLT/WHC	210
5	Archaeological Areas of Pompei	CLT/WHC	171
	August	Subject	Total views
1	Manufacture of clay bricks in the hill of Jaber refugee camp-Jericho	CLT	725
2	UNESCO History*	UNESCO	185
3	Lynes and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	172
4	Archaeological Areas of Pompei	CLT/WHC	155
5	Palace and Park of Versailles	CLT/WHC	152

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

	July	Subject	Total views
1	Persepolis	CLT/WHC	284
2	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	133
3	Taj Mahal	CLT/WHC	103
4	UNESCO History*	UNESCO	99
5	Lake Malawi National Park	CLT/WHC	85
	August	Subject	Total views
1	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	150
2	Taj Mahal	CLT/WHC	113
3	UNESCO History*	UNESCO	107
4	Petra	CLT/WHC	89
5	Persepolis	CLT/WHC	74

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

	July	Subject	Total views
1	Gao Shijun, Director of European HQ of China Radio International	CI	7
2	Video 24	CLT	7
3	Aowen Jin, Chinese artist and social commentator	CI	6
4	UNESCO History*	UNESCO	5
5	40th anniversary of the World Heritage Convention	CLT/WHC	5
	August	Subject	Total views
1	UNESCO History*	UNESCO	13
2	Video 24	CLT	6
3	40th anniversary of the World Heritage Convention	CLT/WHC	4
4	Gao Shijun, Director of European HQ of China Radio International	CI	3
5	Interview of Zhang Jun - UNESCO Artist for Peace*	UNESCO	3

▪ **Videos posted on UNESCO YouTube Channels (by number of views):**

In July:

Top	Title	Length	Posted	Channel	Views as at 10/08/2016
1.	40th World Heritage Committee in Istanbul, July 10, Orientation Session	2:18:09	08/07	English	1 830
2.	40th World Heritage Committee, Sunday 17 July, 14h-21h	6:35:16	17/07	English	1 157
3.	40th World Heritage Committee, Sunday 17 July, 9h30-13h	3:13:22	17/07	English	1 057
4.	40th World Heritage Committee in Istanbul, Monday 11 July, 9h30-13h	2:57:34	11/07	English	1 022
5.	40th World Heritage Committee, Friday 15 July, 9h30-13h	3:25:02	15/07	English	938
6.	Campaña E2030, Educación para Transformar Vidas	1:07	21/07	Spanish	576
7.	40th World Heritage Committee*	0:31	08/07	English	563
8.	Launching report at the edge of the Sargasso Sea	1:27	30/07	English	526

9.	40th World Heritage Committee, Thursday 14 July, 9h30-13h	3:14:24	14/07	English	505
10.	40th World Heritage Committee in Istanbul, Tuesday 12 July, 9h30-13h	3:30:01	12/07	English	496
11.	Learning to live together in peace through Global Citizenship Education	2:40	21/07	English	471
12.	40th World Heritage Committee in Istanbul, Tuesday 12 July, 15h-18h30	3:25:36	12/07	English	415
13.	40th World Heritage Committee, Friday 15 July, 15h-18h30	3:08:27	15/07	English	397
14.	40th World Heritage Committee in Istanbul, Opening Ceremony	2:22:12	10/07	English	359
15.	40th World Heritage Committee, Thursday 14 July, 15h-19h	3:49:27	14/07	English	346
16.	40th World Heritage Committee, Wednesday 13 July, 9h30-13h	3:50:01	14/07	English	316
17.	40th World Heritage Committee, Wednesday 13 July, 15h-18h30	3:12:25	14/07	English	265
18.	Donnons la Paix - Annie Flore Batchiellilys et la jeunesse africaine	4:54	19/07	French	257
19.	40th World Heritage Committee in Istanbul, Monday 11 July, 15h-18h30	2:53:14	11/07	English	239
20.	About the Lake Ohrid Region Project	4:26	27/07	English	205
21.	Campagne des jeunes pour la culture de la paix en Afrique centrale - Gabon	1 :21	18/07	French	202
22.	从君士坦丁堡到伊斯坦布尔	2:39	08/07	English	190
23.	Opportunity and Freedom to Learn (India)	9:01	29/07	English	185
24.	Our language and way of life: how young children learn at the Mae Tien ECD Centre (Thailand)	8:55	29/07	English	180
25.	Djarlgarra Bush School: On-Country Learning (Australia)	8:54	29/07	English	167
26.	Artists and Memory of Slavery: Roberto Diago – English subtitles / sous-titres français	3:07	08/07	English	163
27.	'Temple of Dawn' Community Learning Center Transforms Women's ...	0:45	05/07	English	147
28.	World Heritage Youth Forum 2016 - At the Crossroads of Multi-Layered Heritage	5:05	21/07	English	118
29.	Lidia Brito CILAC 2016 una breve introducción	1:01	12/07	Spanish	116
30.	Educate the Future (Nepal)	9:32	29/07	English	109
31.	ASER survey in Action outside of Aurangabad, India	1:15	20/07	English	108
32.	Sihuan Playgroup (China)	11:17	29/07	English	108
33.	Celebración de la Diversidad Cultural y Biológica en el Observatorio Unesco Villa Ocampo	4 :28	19/07	Spanish	104
34.	ASER Survey in Action in Aurangabad, India - Part 2	3:32	08/07	English	101
35.	A play-based school approach (Solomon Islands)	8:23	29/07	English	92
36.	Éducation aux Valeurs par le Sport	2 :19	01/07	French	88
37.	ASER Survey in Action in Aurangabad, India - Part 1	1:35	08/07	English	87
38.	Broadclass Listen to Learn (Pakistan)	10:36	29/07	English	87
39.	Forest Whitaker, SDG Global Advocate and UNESCO Special Envoy	2:43	13/07	English	86
40.	Transboundary cooperation in the Lake Ohrid Region	5:26	27/07	English	85
41.	La Paz, ejemplo de Ciudad Resiliente	2:25	26/07	Spanish	77
42.	Te Puna Reo o Nga Kakano (New Zealand)	11:14	29/07	English	71
43.	Lidia Brito ¿por qué CILAC 2016 es un evento que no debe perderse	1:12	12/07	Spanish	69
44.	Campagne des jeunes pour la culture de la paix en Afrique centrale - spot radio	1 :57	19/07	French	65
45.	Taller Regional "Reservas de biosfera del Caribe en el contexto del cambio climático" - MEMORIAS	36:20	26/07	Spanish	63
46.	Estrategia MAB y el Plan de Acción 2016-2025 - Red Mundial de Reservas de la Biosfera	2 :39	06/07	Spanish	50
47.	Bienvenido a Montevideo - CILAC 2016 (subtítulos inglés)	0 :51	25/07	Spanish	50
48.	Museu de Congonhas: novas perspectivas para sítio do Patrimônio Mundial	5:01	12/07	Portuguese	47
49.	Reducing tsunami impact in the Caribbean	10:15	05/07	Spanish	34
50.	Modeling of local tsunami sources for Costa Rica, Pacific and Caribbean shores	1:21	06/07	Spanish	31
51.	Major challenges of the probabilistic tsunami hazard assessment along Central America SP	2:12	06/07	Spanish	26

52.	Major challenges of the probabilistic tsunami hazard assessment along Central America EN	2:46	06/07	Spanish	26
53.	Tsunamigenic sources in the Middle America Trench off Central America	1:09	06/07	Spanish	24
54.	Possible evidence of prehistoric tsunami impact on San Andrés Island	2:34	05/07	Spanish	19
55.	Historical background: Central America Pacific Coast earthquakes and tsunamis	3:19	06/07	Spanish	19
56.	Seismotectonics and Tsunamis in the North Panama Deformed Belt	0:43	05/07	Spanish	18
57.	Tsunami Earthquakes: the ultimate challenge in real-time tsunami mitigation	7:33	05/07	Spanish	10
58.	Modeling Tsunami Earthquakes and Slip to the Trench in Great Events	3:19	06/07	Spanish	10

In August:

Top	Title	Length	Posted	Channel	Views as at 16/09/2016
1.	Literacy opens doors to new worlds of possibility - Forest Whitaker	1:29	22/08	English	2 702
2.	UNESCO's Director General, Irina Bokova, thanks all NET-MED Youth members!	2:04	08/08	English	368
3.	Le Dessin de presse sous la plume des jeunes marocains	3:25	29/08	English	217
4.	Our Heritage, Our Identity- Iraqi TV Spot 3	1:42	25/08	English	169
5.	Displaced Communities Build and Use School Desks	5:37	25/08	English	149
6.	Our Heritage, Our Identity- Iraqi TV Spot 1	1:43	25/08	English	131
7.	Our Heritage, Our Identity- Iraqi TV Spot 2	2:02	25/08	English	123
8.	Press Councils biggest challenges about online media	3:20	30/08	English	82
9.	Forum National d'étude sur les politiques publiques de la jeunesse, Tunisie 2016 (partie 1/3)	3:26	29/08	English	57
10.	The definition of journalism in a code of ethics : Interview with Press Councils in SEE and Turkey	1:13	30/08	English	53
11.	Forum National d'étude sur les politiques publiques de la jeunesse, Tunisie 2016 (partie 2/3)	4:13	29/08	English	52
12.	Press Councils most frequent complaints about online media	3:03	30/08	English	43
13.	Forum National d'étude sur les politiques publiques de la jeunesse, Tunisie 2016 (partie 3/3)	1:48	29/08	English	38

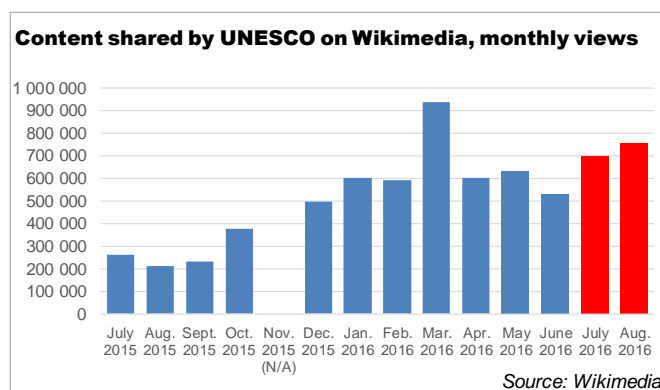
*Produced by UNESCO Studio.

3.4. Content shared by UNESCO on Wikimedia

Wikipedia and other Wikimedia projects receive 15 to 20 billion page views per month from 500 million visitors in 285 languages. The websites are created by tens of thousands of volunteers working together with the aim of bringing free educational content to the world. As part of UNESCO's Open Access Policy it began to share content on Wikimedia projects in December 2014 to increase UNESCO's visibility and share educational content. UNESCO has uploaded around 1,000 media files to Wikimedia including photographs, videos and illustrations and made them available under a Creative Commons Attribution ShareAlike IGO 3.0 license.

The number of Wikipedia articles using UNESCO content has been growing over the past year and are now being used on 40 different language Wikipedias. In July and August 2016 UNESCO content received some 700,000 page views/month, more than 3 times as many as last year during the same period. In total, since July 2015, UNESCO content received 6.9 million page views on Wikipedia. It is expected the usage and viewing figures of UNESCO content on Wikimedia projects will increase significantly as larger volumes of content are added in the coming months.

In addition, descriptions of the MAB Biosphere Reserves -made available in June 2016 under the same Creative Commons Attribution ShareAlike IGO 3.0 license and used by Wikimedia volunteers to create 67 new Biosphere Reserve English Wikipedia pages- received 12,419 page views in July and August 2016.



4. UNESCO Photobank (under construction, N/A for July and August)

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.

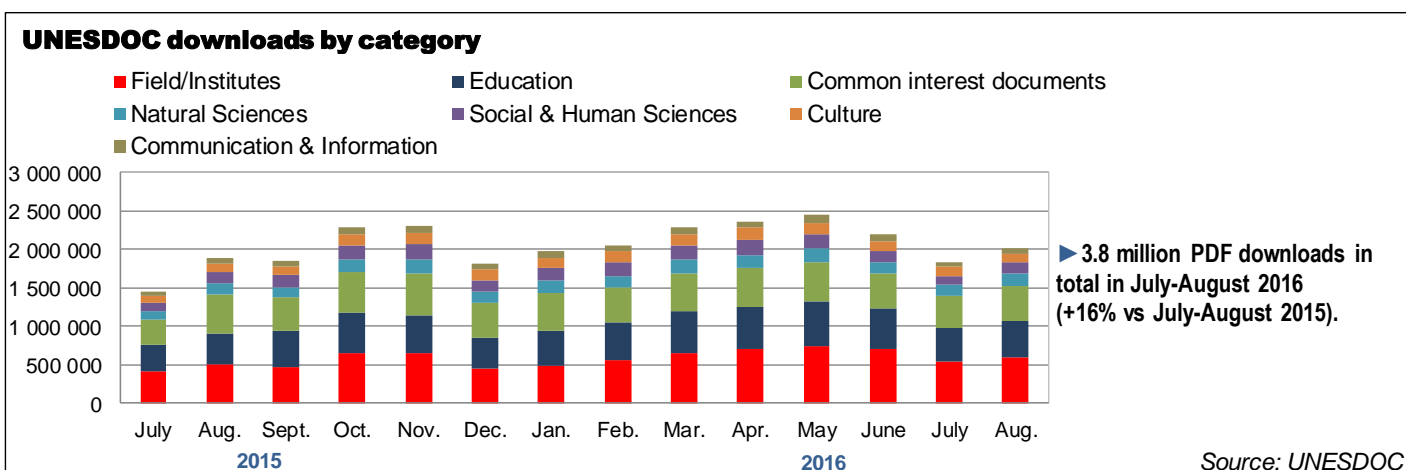
In July and August 2016, there were respectively **153 365** and **153 672** records available online in PDF format (153 166 in June 2016), including documents, publications, communication material and other working documents.

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

5.1.1 Statistics of consultation

Total number of downloads	July 2016	August 2016
	1 839 667	2 020 033

Sectors/Field/ Institutes	July 2016				August 2016			
	Nb of PDF	Nb of downloads	Variation vs M-1	Avg nb of downloads per PDF	Nb of PDF	Nb of downloads	Variation vs M-1	Avg nb of downloads per PDF
Education	10 180	433 457	-16.29%	42	10 216	480 152	+10.77%	47
Natural Sciences	10 068	136 212	-9.43%	13	10 074	151 449	+11.19%	15
Social and Human Sciences	5 938	124 980	-15.79%	21	5 953	146 118	+16.91%	24
Culture	4 221	111 662	-11.15%	26	4 255	117 154	+4.92%	27
Communication and Information	2 891	66 192	-18.65%	23	2 894	71 135	+7.47%	24
Fields & Institutes	10 563	550 610	-22.64%	52	10 573	592 852	+7.67%	56
Common interest documents	NA	416 554	-9.07%	NA	NA	461 173	+10.71%	NA



5.1.2 Top 15 Country Origin

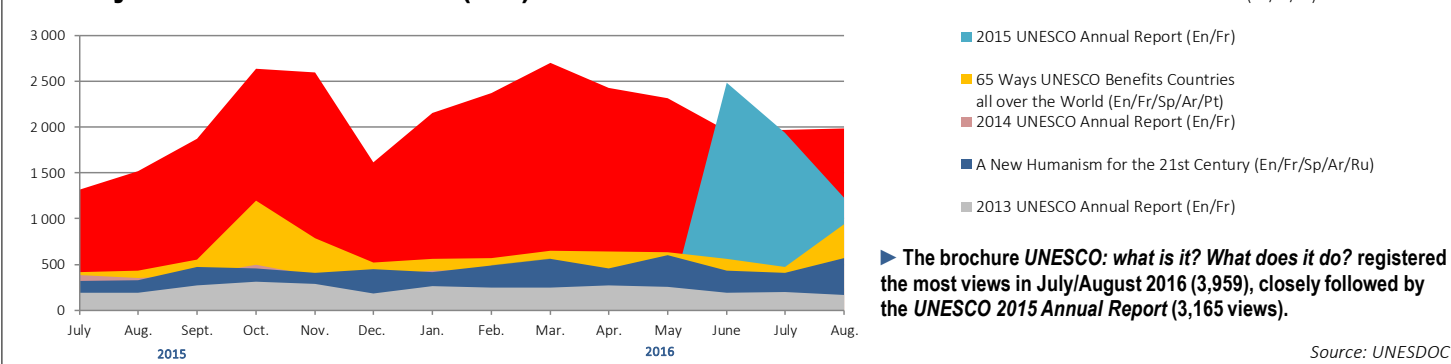
	July 2016		August 2016	
	Country	Downloads	Country	Downloads
1	United States of America	422 045	United States of America	428 812
2	Germany	59 485	Mexico	83 336
3	Mexico	56 621	France	54 217
4	United Kingdom of Great Britain and Northern Ireland	39 836	Germany	52 264
5	Philippines	38 878	Brazil	43 503
6	France	37 614	United Kingdom of Great Britain and Northern Ireland	38 604
7	Brazil	34 424	Philippines	37 137
8	Peru	27 357	Colombia	32 481
9	China	25 572	Peru	23 359
10	India	22 462	India	22 710
11	Colombia	20 935	Argentina	20 684
12	Spain	18 507	China	19 292
13	Argentina	18 121	Canada	16 656
14	Venezuela (Bolivarian Republic of)	18 045	Chile	16 419
15	Canada	15 426	South Africa	16 260

5.1.3 Printable Communication materials

Title	Total downloads in July 2016							
	EN	FR	SP	RU	AR	ZH	POR	Total
2015 UNESCO Annual Report	1 714	225						1 939
UNESCO: what is it? What does it do?	1 535	267					171	1 973
65 Ways UNESCO Benefits Countries all over the World	206	72	108		13		72	471
A New Humanism for the 21st Century	141	52	177	36	6			412
2012 UNESCO Annual Report	263	29						292
2014 UNESCO Annual Report	210	31						241
2013 UNESCO Annual Report	172	25						197
TOTAL	4 241	701	285	36	19	-	243	5 525

Title	Total downloads in August 2016							
	EN	FR	SP	RU	AR	ZH	POR	Total
2015 UNESCO Annual Report	1 114	112						1 226
UNESCO: what is it? What does it do?	1 573	239					174	1 986
65 Ways UNESCO Benefits Countries all over the World	174	82	404		1		277	938
A New Humanism for the 21st Century	128	56	326	46	10			566
2012 UNESCO Annual Report	264	47						311
2014 UNESCO Annual Report	210	28						238
2013 UNESCO Annual Report	149	18						167
TOTAL	3 612	582	730	46	11	-	451	5 432

Views by Communication material (PDF)

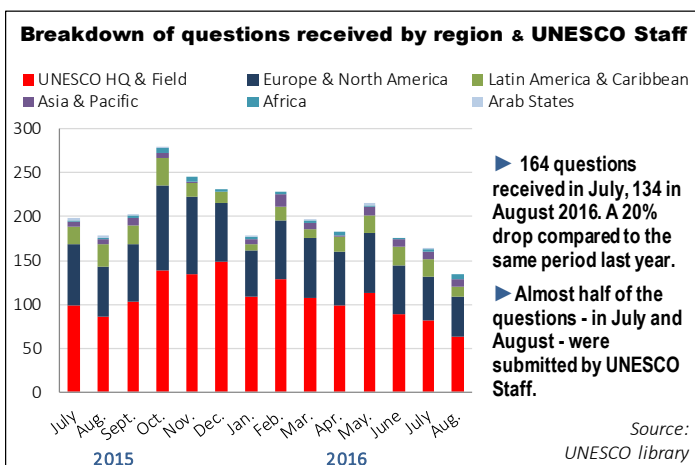


5.2. UNESCO Library - <http://www.unesco.org/library>

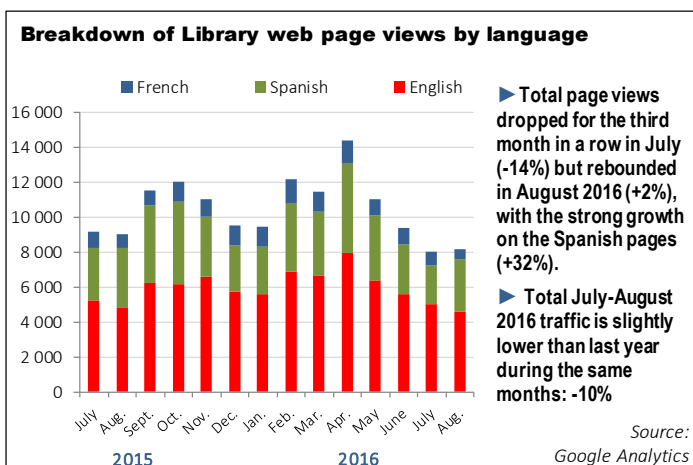
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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

5.2.1 Questions received by: library@unesco.org



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



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

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

The July-August 2016 figures for the Top 10 online viewing are significantly lower than in previous months due to the summer lull but much better than in 2015 in the same period (+153%). The figures show a large interest for Spanish titles (55%) even over English (35%). The English version of the [EFA GMR, 2015](#) is still doing well as is the policy paper emanating from the same source. Publications page views on Google Books in July-August 2016 continue to slide but are roughly at the same level as in 2015. Sales in the book shop were very varied with the top title being on World Heritage and the second a bilingual publication on the 70th anniversary of UNESCO. International sales were also very varied with titles from CLT, CI, ED and SHS.

6.1. Top 10 most consulted PDFs* (UNESDOC)

▪ July

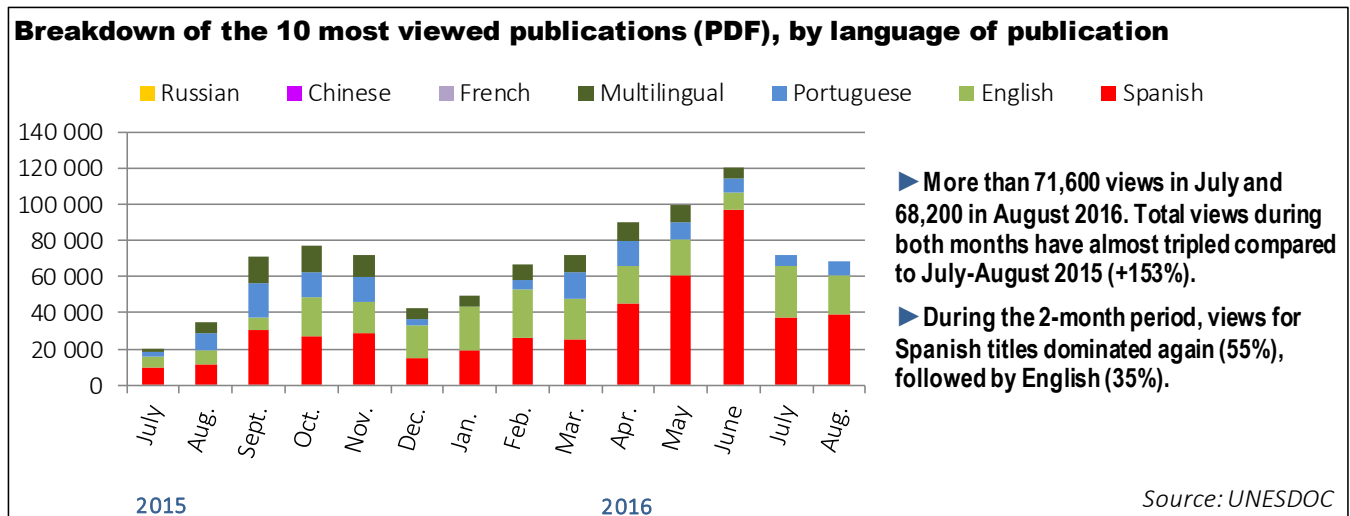
	Title	Sector	Language	Views*	Published
1.	Explotación sexual de niñas y adolescentes en Brasil (Sexual exploitation of girls and adolescents in Brazil)	ED	Spanish	14 142	Brasilia, UNESCO Brasilia/CECRIA, 1995
2.	Global education monitoring report: policy paper 27/Fact Sheet 37: Leaving no one behind: How far on the way to universal primary and secondary education?	ED	English	11 085	2016
3.	Education for All 2000-2015: achievements and challenges: EFA global monitoring report, 2015	ED	English	7 172	Paris, UNESCO, 2015
4.	Manual de gestión para directores de instituciones educativas	ED	Spanish	6 554	Lima, UNESCO Office Lima, 2011
5.	Protagonismo docente en el cambio educativo, revista PRELAC (Teacher involvement in educational change)	ED	Spanish	5 811	UNESCO Office Santiago and Regional Bureau for Education in Latin America and the Caribbean, 2005
6.	Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	5 787	UNESCO, 1999
7.	Declaração Universal dos Direitos Humanos	SHS	Portuguese	5 585	Brasilia, UNESCO Brasilia, 1998
8.	The United Nations world water development report 2016: water and jobs	SC	English	5 478	Paris, UNESCO, 2016
9.	Engineering: issues, challenges and opportunities for development; UNESCO report	SC	English	5 095	Paris, UNESCO, 2010
10.	Mantenimiento de instalaciones eléctricas del establecimiento educacional	ED	Spanish	4 955	Santiago, 1998

▪ August

	Title	Sector	Language	Views*	Published
1.	Education for All 2000-2015: achievements and challenges; EFA global monitoring report, 2015	ED	English	8 797	Paris, UNESCO, 2015
2.	Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	8 182	UNESCO, 1999
3.	Declaração Universal dos Direitos Humanos	SHS	Portuguese	7 641	Brasilia, UNESCO Brasilia, 1998
4.	Manual de gestión para directores de instituciones educativas	ED	Spanish	6 875	Lima, UNESCO Office Lima, 2011
5.	La Filosofía, una escuela de la libertad: enseñanza de la filosofía y aprendizaje del filosofar: la situación actual y las perspectivas para el futuro (Philosophy, a school of freedom: teaching philosophy and learning to philosophize: status and prospects)	SHS	Spanish	6 831	Paris, UNESCO; México, D.F., Universidad Autónoma Metropolitana, 2011

6.	Global education monitoring report: policy paper 27/Fact Sheet 37: Leaving no one behind: How far on the way to universal primary and secondary education?	ED	English	6 218	UIS, July 2016
7.	Engineering: issues, challenges and opportunities for development; UNESCO report	SC	English	6 208	Paris, 2010
8.	Mantenimiento de instalaciones eléctricas del establecimiento educacional	ED	Spanish	5 899	Santiago, 1998
9.	Educación para el desarrollo sostenible: libro de consulta	ED	Spanish	5 892	Paris, UNESCO, 2012
10.	La Investigación a partir de historias: manual para periodistas de investigación	CI	Spanish	5 697	Montevideo, UNESCO Office Montevideo, 2013

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

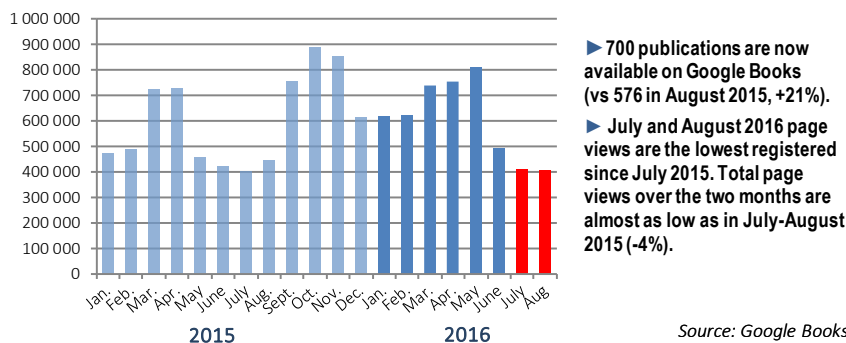


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **700** 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
July 2016	691	47 298	411 144	262
July 2015	564	41 282	399 398	232
August 2016	700	45 662	404 243	249
August 2015	576	50 008	447 803	243

Publications page views



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

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

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

6.3. UNESCO Bookshop bestsellers

Bookshop sales of UNESCO publications top 5 (clickable covers)

▪ July

Publication					
Copies sold	13	11	9	7	6
Sector	CLT/WHC	ERI/DPI	SHS	CLT/WHC	SHS

▪ August *

Publication					
Copies sold	10	5	4	4	4
Sector	ED	CLT/WHC	CLT/WHC	ERI/DPI	CLT

Bookshop sales of non-UNESCO publications, top 5

▪ July

Publication					
Copies sold	3	1	1	1	1
Publisher	Panasonic	UN	Prisme Editions	Fondation Ki-Zerbo	Editions du patrimoine

▪ August

Publication					
Copies sold	1	1	1	-	-
Publisher	Ouest France	UN University Press	Editions du patrimoine		


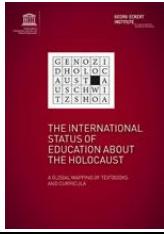
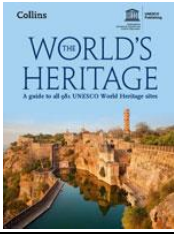
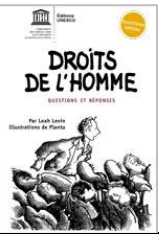
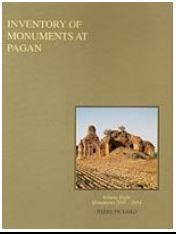
6.4. Online and international sales

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

▪ July

Publication					
Copies sold	130	15	14	12	12
Sector	CI	CLT	CLT	ED	CLT/WHC

▪ **August**

Publication	Subscription 4 issues				
					
Copies sold	6	6	5	5	3
Sector	CLT/WHC	ED	CLT/WHC	SHS	CLT

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

Bookshop sales of UNESCO publications, lowest sellers

▪ **July**

Title	Copies sold	Sector
Re Shaping Cultural Policies - 2005 Convention Global Report 1	0	CLT
Colour? What Colour? - Report on the fight against discrimination and racism in football	0	SHS
Investing against Evidence - Global State of Early Childhood Care and Education	0	ED
World Trends in Freedom of Expression and Media Development Special Digital Focus 2015	0	CI
Patrimonio Mundial N°79 - Planeta en la encrucijada	0	CLT/WHC

▪ **August**

Title	Copies sold	Sector
Tendances mondiales en matière de liberté d'expression et de développement des médias	0	CI
Patrimonio Mundial N°80 – Patrimonio Mundial en Turquía	0	CLT/WHC
The Power of Sport Values	0	SHS
Water and Jobs – The United Nations World Water Development Report 2016	0	SC
Replantear la educación - ¿Hacia un bien común mundial?	0	ED

Online and international sales of UNESCO publications, lowest sellers

▪ **July**

Title	Copies sold	Sector
Replantear la educación - ¿Hacia un bien común mundial?	0	ED
Art of Peace	0	ERI
Mobile Phones & Literacy - Empowerment in Women's Hands	0	CI
Earth's Legacy: Natural World Heritage / Legado de la tierra: Patrimonio Mundial Natural	0	CLT/WHC
Investing against evidence: The global state of early childhood care and education	0	ED

▪ **August**

Title	Copies sold	Sector
Earth's Legacy: Natural World Heritage / Legado de la tierra: Patrimonio Mundial Natural	0	CLT
The women soldiers of Dahomey	0	CI
Replantear la educación - ¿Hacia un bien común mundial?	0	ED
The Power of Sport Values / Le Pouvoir des Valeurs du Sport	0	SHS
Combattre les discours de haine sur internet	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, in July-August

Contract No.	Title	Publisher	Language	Date signed
J.2016-012	Water, Megacities and Global Change: Portraits of 15 Emblematic Cities of the World	UNESCO / ARCEAU IdF	English and French	19/07/2016
J.2016-013	African World Heritage: A Remarkable Diversity (2nd ed.)	UNESCO HQ and Brasilia Office / Editora Brasileira de Arte e Cultura	English, French and Portuguese (multilingual ed.)	27/07/2016

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

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

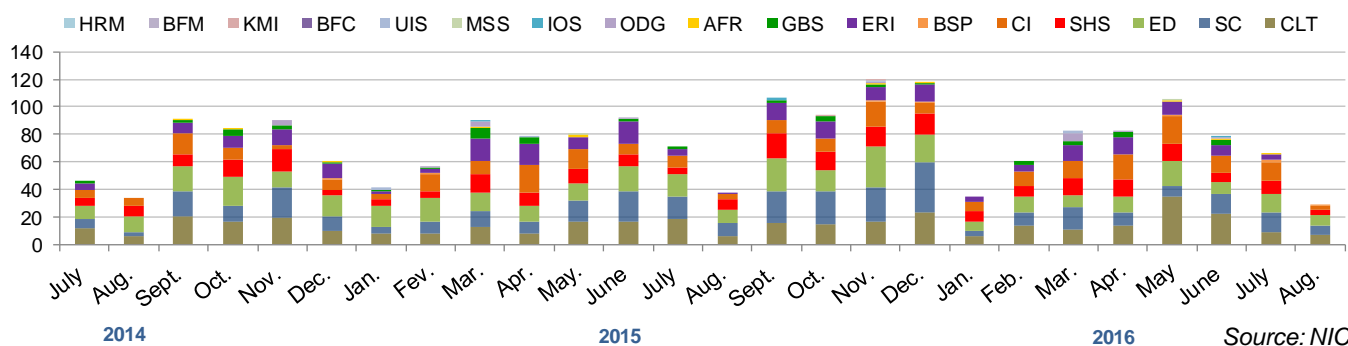
7.1. Number of events by “Major Programmes”

Major Programme	Total		Organized by					
	July	August	Headquarters		Field Offices		Institutes	
			July	August	July	August	July	August
CI	14	3	6		8	3		
CLT	9	7	6	2	3	5		
ED	14	7	2		10	7	2	
ERI	3		3					
SC	14	7	11	5	3	2		
SHS	9	4	4	1	5	3		
BSP	2		2					
AFR	1		1					
Total	66	28	35	8	29	20	2	-

7.2. Events organized by Field Offices/ Institutes

	July	August
Almaty	4	2
Apia	1	-
Bangkok	-	1
Beijing	1	1
Beirut	2	-
Brasilia	1	-
Cairo	-	1
Harare	1	-
Iraq	1	-
Jakarta	2	-
Kathmandu	7	3
Maputo	2	1
Nairobi	1	4
New Delhi	-	2
New York	1	-
Phnom Penh	1	-
San José	2	2
Santiago de Chile	-	1
UIL	1	-
Venice	2	2
UNEVOC	1	-
Total	31	20

Breakdown of events entered in the on-line Calendar of Events (NICE), by 'Major Programme'



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 organized 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, in July-August

8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
01/07	Réunion de formation UNESCO / IGRAC	SC/HYD/GSS	Salle XIV	20
04-05/07	MOST Futures Literacy School: The Future of Human Mobility Patterns and Identity	AFR/ADG	Salle XI	60
04/07	2e Réunion du groupe de réflexion du Comité subsidiaire Convention 1970	CLT/CCS	Salle IX	50
05-06/07	2e Réunion des Réseaux de partenaires du Programme d'action global pour l'éducation en vue du développement	ED/TLC/ESD	Divers	100
06/07	Migration et media	SHS/TSD/PPC	Salle II	150
06/07	Réunion de suivi sur la Réunion ministérielle	ED/IPS/HAE	Salle XIV	40
07-08/07	Réunion du Comité de conseil scientifique CCS du MOST	SHS/TSD/RPF	Salle VII	15
07/07	Les femmes leaders africaine vecteurs de l'émergence en Afrique d'aujourd'hui et de demain	AFR/CEO	Salle II	300
12-13/07	IC12, The World conference on IC, with a focus on Data, digital assets and platforms	CI/KSD/UAP	Salles IV + VIII	100
21-22/07	Global facilitators' meeting	CLT/CRE/ITH/C	Salle IX	30
25-27/07	Conseil exécutif du GRASP	SC/EES/NBC	Salles IV + VIII + IX	150
01/08	Session extraordinaire du bureau Convention Anti-Dopage	SHS/YES/YSS	Salle VIII	20
Total participation				1 035

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

8.1.2 Electoral Groups Meetings (Plenaries)

Date	Title	Organizer	Place	Public
07/07	Réunion plénière du Groupe II	Délég. perm. de la Pologne	Salle XVI	40
21/07	Réunion plénière du GRULAC	Délég. perm. du Guatemala	Salle XVI	40
Total participation				80

8.1.3 External rentals

Date	Title	Organizer	Place	Public
01/07	WICE Workshop	WICE	Salle VI	60
12/07	Réunion du Comité scientifique	OMS	Salle VII	30
25/07	Youth Forum "Greater Europe"	Délég. perm. de la Fédération de Russie	Salle IX	96
11/08	Roverway 2016	World Organization of the Scout Movement	Salle Pas Perdus + Jardin japonais + Salle IX	150
Total participation				336

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

8.2.1 Exhibitions, Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
01/07	Spectacle « Danses et musiques d'ailleurs », musiques, danses, chants et arts de la scène traditionnels du Brésil, du Chili, de Bretagne (France), de l'Indonésie, de Tahiti (Polynésie française) et du Tatarstan (Fédération de Russie)	Association cultures croisées en Île-de-France	Salle II	400
06/07	Conférence « Migration pour le développement durable : les transformations sociales, les récits médiatiques et l'éducation »	SHS	Salle II	150
07/07	Colloque « Les femmes leaders africaines vecteurs de l'émergence de l'Afrique » suivi de la projection du film documentaire « Think Again » d'André Waksman	AFR	Salle IV	300
18-22/07	Exposition « Durbar au nord du Nigéria »	Délégation permanente du Nigeria	Salles Miro	200 (inauguration)

* 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.

- **4 events** were promoted in the July/August 2016 monthly *Calendar of cultural events* printed out in 3,000 copies (in French), and its electronic version sent out to **28,672** subscribers.
- **4 events** were organized, co-organized and/or promoted in July/August 2016 by DPI/PRP (Public Relations and Partnerships Section).

8.3. UNESCO Visits

A total of **25 guided tours of Headquarters for 476 visitors** were organized in July 2016; and **2 for 31 visitors** were added in early August. No visits were organized during the rest of the month of August. Visits were mainly conducted in English (63%). More than half of the public came from Europe and North America, and almost one third from Asia and the Pacific.

1. Requests

Number of emails received	n/a
Number of requests received	n/a
Accepted requests	27
Declined requests	n/a

3. Type of visits

Group Visits	24	89%
Individual Visits	3	11%
Thematic Presentations	0	0%

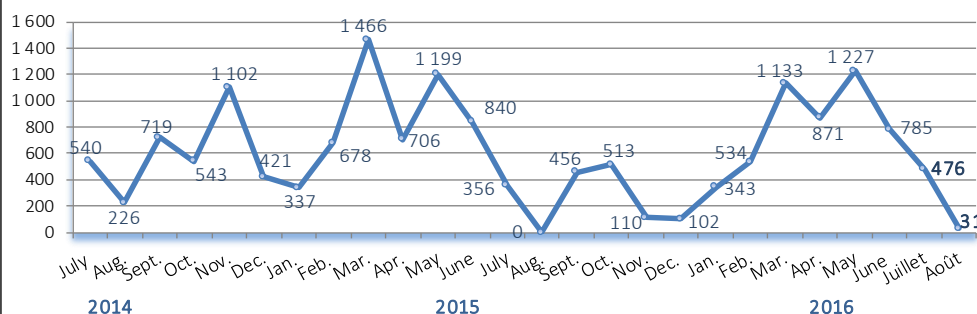
2. Languages

Visits/Presentation in English	17	63%
Visits/Presentation in French	7	26%
Other	3	11%

4. Origin

Europe and North America	276	55%
Asia and Pacific	152	30%
Africa	43	8%
Arab States	0	0%
Latin America and the Caribbean	36	7%

Vistors received by month



► A total of 507 visitors were offered a guided tour of UNESCO HQ in July and early August 2016. +42% versus the same period in 2015.

► 59% of these visitors were University students.

Source: UNESCO

9. UNESCO logo exposure

9.1. Patronage

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

■ 14 events which have been granted UNESCO's patronage took place in July 2016

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/07	Poland	12 edition of the Brave Festival Against Cultural Exile entitled "Outcasts"	Young people	CLT
01/07	France	Exposition temporaire intitulée "Etre et transmettre, le patrimoine vivant"	General public	CLT
01/07	Montenegro	The Kotor Art International Festival	Young people	CLT
02/07	Germany	International event entitled "Encounter. Reconciliation. Future." in Munich	Young people	ERI
05/07	Russian Federation	International Festival "Meeting of the UNESCO Masterpieces on the Land of Olonkho" in Yakutsk	General public	CLT
07/07	Vietnam	International Conference "Fundamental Science and Society" in Quy Nhon	Scientists & researchers	SC
13/07	Switzerland & UNESCO HQ	Trois expositions à l'occasion du 30e anniversaire de l'ONG "Traditions pour demain" à Genève et à l'UNESCO (grilles autour de l'UNESCO)	General public & UNESCO network	SC
15/07	Bulgaria	27th International Ballet Competition in Varna	Dancers and artists	CLT
18/07	Andorra	5th Edition of Art Camp to promote artistic diversity entitled "Some Colours for the Planet", with the participation of 30 artists from 29 countries	Young artists	CLT
25/07	Russian Federation	4th International Youth Forum "Greater Europe Meetings" at UNESCO HQ, organized by the Russian Permanent Delegation and Youth Association for a Greater Europe	Young people	SHS
26/07	Italy & Germany	Série de concerts intitulée "Bach meets Schoenberg - Between the Dolomites and the Wadden Sea"	General public	CLT
27/07	United Kingdom	58th London International Youth Science Forum at Imperial College	Young scientists & science students	SC
27/07	France	Festival international "Jazz in Marciac"	The general public and Jazz musicians	CLT
29/07	Russian Federation	Patronage pour le livre "Génétique, évolution et radiation : à travers des frontières. L'héritage interdisciplinaire de N V Timofeev Ressoanskiy"	Scientists	SC

■ 9 events which have been granted UNESCO's patronage took place in August 2016

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/08	Benin	Film documentaire "Les esprits du village"	General public	AFR
01/08	Indonesia	3rd International Conference on Earthquake Engineering and Disaster Mitigation	Specialists	SC
05/08	Croatia	301st Sinjska Alka Knights' Tournament in Sinj to promote the UNESCO Convention for the Safeguarding of Intangible Cultural Heritage	General public	CLT
06/08	Russian Federation	The Lensky International Educational Forum "Open School" in Yakutsk to promote ICTs in education	Teachers and specialists in education	ED
08/08	Mexico	Festival organized by the Organisation of Folklore Festivals and Traditional Arts of Mexico in Zacatecas	Art professional & general public	CLT
13/08	Poland	The 16th Folklore Festival entitled "Integration"	General public	CLT
24/08	Republic of Korea	Gwanju Biennale – a festival that brings together international artists and culture professionals to promote inter-cultural dialogue and highlight the importance of culture industry	Culture and art professionals & general public & specialised media	CLT
24/08	USA	2016 NGO Summit at the United Nations organized by the Vinculum Foundation	Civil society organisations	ERI
25/08	Belgium	The Traditional Giants Parade - an element inscribed on the Intangible Cultural Heritage List	General public	CLT

10. Media and Communication Partnerships

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

10.1. Institutional partnerships

10.1.1 TBS (Japan)

Area of collaboration: World Heritage (Cultural Heritage)

Partnership began: 1996

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

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

Countries and regions of broadcast: Japan

Logo use: For every broadcast/rebroadcast 5 seconds exposure

Sponsorship: CANON Inc.

▪ July

Date	Subject	Format	Audience share
03/07	Ancient Maya City and Protected Tropical Forests of Calakmul, Campeche (Mexico)	30 min	3.7%
10/07	Saryarka - Steppe and Lakes of Northern Kazakhstan (Kazakhstan)	30 min	4.0%
17/07	Serengeti National Park (Tanzania)	30 min	5.2%
24/07	Historic centre of Rome 1 (Italy)	30 min	3.7%
31/07	Historic centre of Rome 2 (Italy)	30 min	5.1%

Average audience share in July: **4.3%** (for the first broadcast). Estimate number of viewers in Japan: **3,887,000** (for the first broadcast). The total audience for the five programmes in July was estimated at **19,436,000** viewers.

▪ August

Date	Subject	Format	Audience share
07/08	Samarkand, Crossroad of Cultures (Uzbekistan)	30 min	3.7%
21/08	The World Heritages of England (Compilation)	30 min	3.4%

Average audience share in August: **3.6%** (for the first broadcast). Estimate number of viewers in Japan: **3,255,000** (for the first broadcast). The total audience for the two programmes in August was estimated at **6,510,000** viewers.

10.1.2 Xinhua News Agency (People's Republic of China)

Area of collaboration: extensive coverage on UNESCO activities

Partnership began: October 2010

Products: News and interviews

Output: [Xinhua website](#) in Chinese, English, Spanish, French, Russian, Arabic, 20 newspapers, and dozen magazines in Chinese

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

Network: partnership with more than 100 foreign news media

▪ July

Links to titles by language (other than Chinese)	Nb of reports
English	35
French	21
Spanish	18
Russian	15
Arabic	7
Total reports released on UNESCO through Xinhuanet.	96

▪ August

Links to titles by language (other than Chinese)	Nb of reports
English	30
Spanish	11
Russian	6
French	4
Arabic	1
Total reports released on UNESCO through Xinhuanet.	52

10.2 Ad Hoc Communication partnerships in July-August

Event	Partners	Benefits
<i>L'Odyssee</i> by Jérôme Salle	<ul style="list-style-type: none"> ▪ UNESCO/COI & ▪ Producer: Wild Bunch 	Visibility: <ul style="list-style-type: none"> ▪ Film poster ▪ Communication materials ▪ Press conference ▪ Presence of actors Lambert Wilson, Pierre Niney and Film Director Jérôme Salle at UNESCO Campus on 3 Oct. 2016 ▪ Video messages (English and French) by Lambert Wilson for UNESCO website
The Alfred Fried Photography Award	<ul style="list-style-type: none"> ▪ UNESCO 	Visibility: <ul style="list-style-type: none"> ▪ Alfred Fried webpage ▪ Member of the Jury: ADG/ERI ▪ Exhibitions in 6 countries so far – Austria, France, Germany, Italy, Qatar, and Switzerland. Exhibitions in Vienna (during 8 months) were showcased on installations around the city (3,5 million bypassers/month), and in the main train station with an animated slideshow (6 million bypassers/month).

10.3 Media partnerships in July-August

None in July-August.