

Monthly Report on the Use of UNESCO Public Information Products

February 2011

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Executive Summary

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

Major event: International Launch of the EFA Global Monitoring Report (New York, 1 March 2011)

The worldwide launch of the **EFA Global Monitoring report** started in New York on 1 March.

A major campaign started in February, involving HQ, Field Offices and National Commissions, resulted in:

- Exhaustive coverage received worldwide (see graph on the right), with hundreds of articles published in major news outlets and online information sites in all regions of the world. The report is perceived as credible and important in all coverage.
- Many interviews and stories were broadcast on international radio and TV networks.
- A significant increase of website traffic from 28 February, with a peak on 2 March. The same increase is reflected in the GMR website which reached 8 260 page views on 1 March.

The role of social media in the launching has been enhanced. UNESCO's social media channels, Facebook and Twitter, coordinated a multi-lingual campaign with cluster and field offices, the education sector and panelists at the launch in New York.

Details will be published in the March Report.

Other event: International Mother Language Day (21 February 2011)

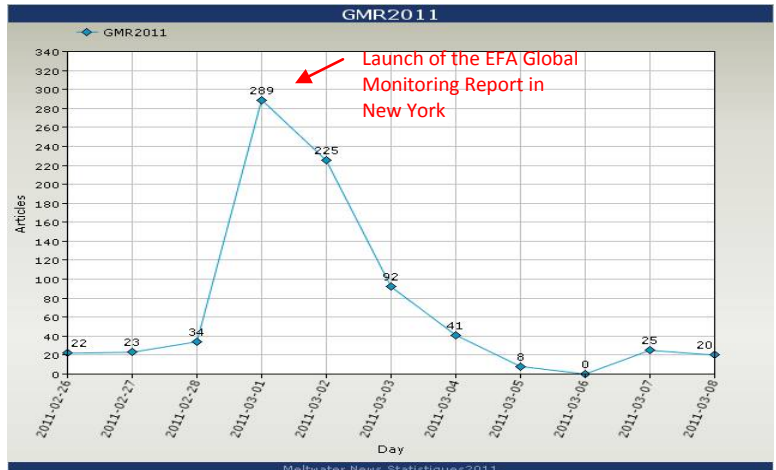
Usually this celebration is closely followed by the international media. This year, UNESCO activities were reduced to an information meeting at Headquarters on Linguistic Diversity and New Technologies Projects which did not attract the interest of the media.

UNESCO Website

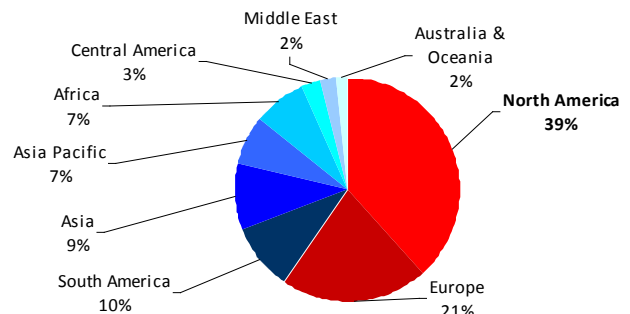
This month, the website registers a -0,69% reduction of the page views compared to January 2011, perhaps due to the absence of outstanding major events, and the installation of new "caching" hardware that may be hiding actual visits from our logs.

The comparative graph on the right shows a higher traffic in February 2010 which may be attributed to several major events held during that month: New York launch of publications Education under Attack and Protecting Education from Attack, the launch of the 2010 International Year for the Rapprochement of Cultures, and the International Mother Language Day (21 February 2010) which was widely celebrated.

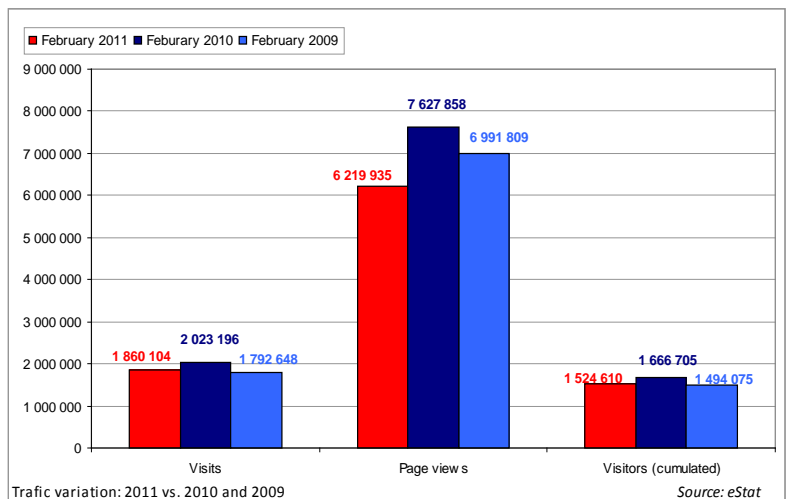
Articles published in major news outlets and online news sites around the world



Massive press coverage received worldwide for the International Launch of the EFA Global Monitoring Report



Geographical breakdown of press coverage in major news outlets and online information sites in February-March 2011. Source: Meltwater News Statistics

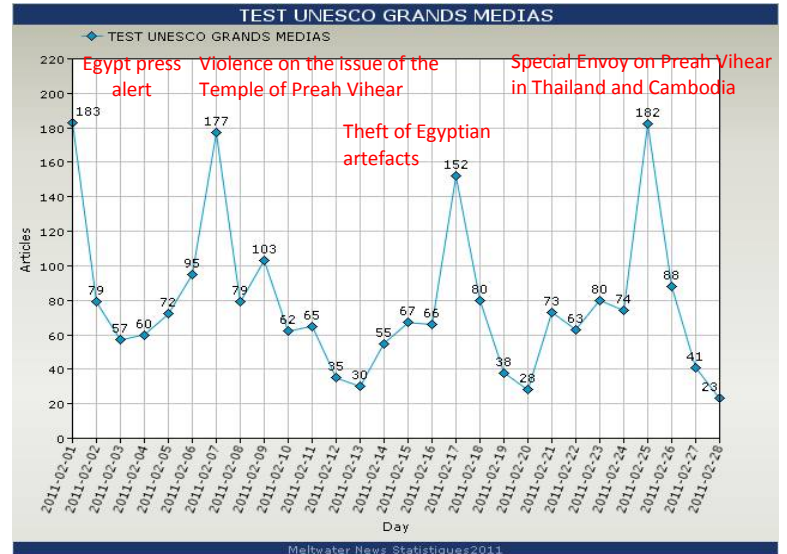


Traffic variation: 2011 vs. 2010 and 2009

Source: eStat

Media

The four peaks in press coverage during the month of February were linked mainly to the outbreak of violence around the Preah Vihear temple in Cambodia, the press statements issued by the Director-General on this issue and the mission to the Thai and Cambodian capitals of her special envoy; events in Tunisia and Egypt, and the statements expressing concern over press freedoms in those countries; and the threats to cultural heritage in Egypt. All of these stories made headlines around the world.

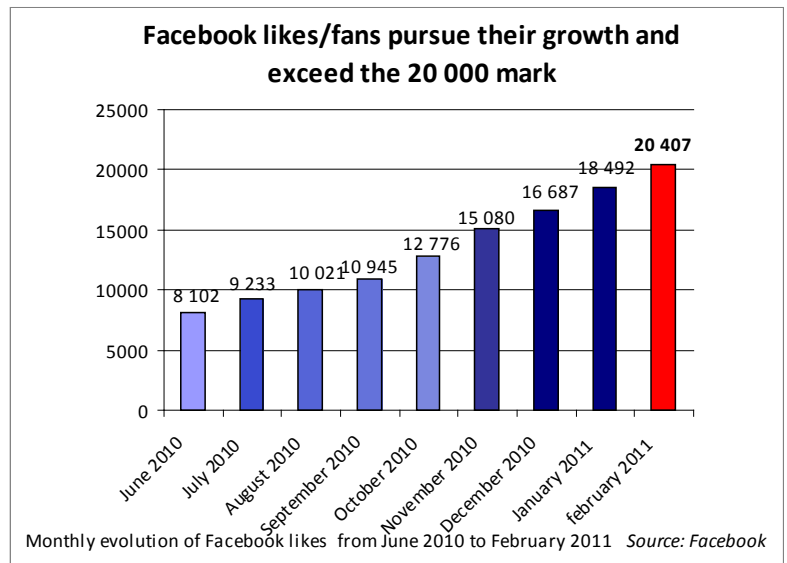


UNESCO Social Media

This month, UNESCO registered a page on Sina Weibo, the most popular form of social media in China. Similar to Twitter (which is inaccessible in China), Sina miniblog gives Chinese people an alternative means of sourcing information and communicating with each other. Within 48 hours, UNESCO gained over 28 000 followers.

UNESCO's Twitter and Facebook channels, continue to gain followers and fans. The number of Twitter followers rose in February by 27,9%, while UNESCO's Facebook fans increased by 10,3% and passed the 20 000 mark.

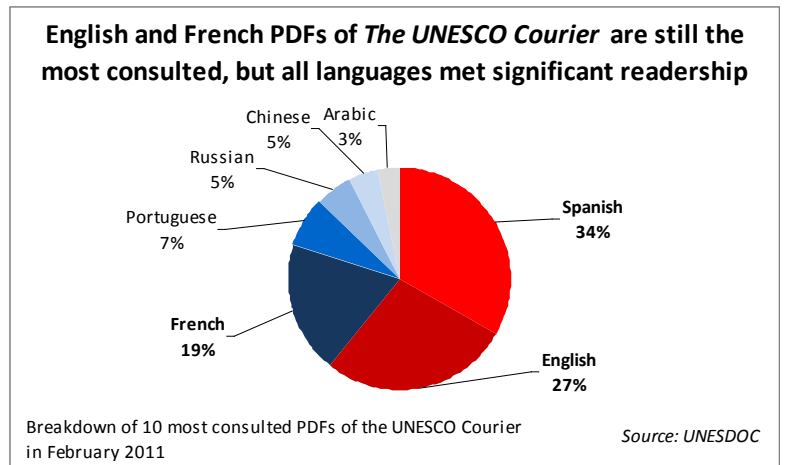
New initiatives have been introduced, among which a competition aimed at encouraging new fans on Facebook, and a joined campaign on Twitter, with UNDP, the UN's Department for Public Information, the Committee Encouraging Corporate Philanthropy, and UNICEF to raise awareness of the role of philanthropy in meeting the Millennium Development Goals.



UNESCO Courier

The digital version of the latest issue January-March 2011, "Chemistry and life" which offers different views expressed by eminent specialists from 20 countries, like Jean-Marie Lehn, Michal Meyer, Tebello Nyokong, Anlong Xu, Klaus Lackner, Akira Suzuki, has been sent to the subscribers in February.

More than 10 000 new subscribers joined the readership of *The UNESCO Courier* this month. Most of them come from the SHS distribution lists which have been added to the Courier's. A special effort has been done for the Arabic distribution list, as a result this edition figures for the first time in the Top 10 of the most consulted PDFs.



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

UNESCO publishes a wide array of web content. Although the majority is today available primarily in English and French, content is increasingly available in the six official languages of the Organization, as well as in certain subportals in Portuguese, Vietnamese, and others. Today over 5.75 million unesco.org pages are referenced in search engines.

UNESCO's website traffic is measured today through tags embedded in pages. With these, **page views**, **visits**, and **visitors** are tracked. It must be noted that the totals do not cover all UNESCO traffic as not all content is yet tagged, and some UNESCO content is currently published in non unesco.org sites (eg Google docs, Facebook, Twitter, certain institute and field office websites, etc.). Thus traffic totals may be lower than in reality. Year-to-year trends are however an accurate reflection for the majority of content, as the pages tagged have been consistent for several years. In turn, certain other statistics, such as publication downloads (which are measured through our UNESDOC tool) may be far too high since we can only currently measure hits on a document rather than successful downloads.

Traffic indicators explained:

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).

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

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.

2010 Traffic Benchmarks:

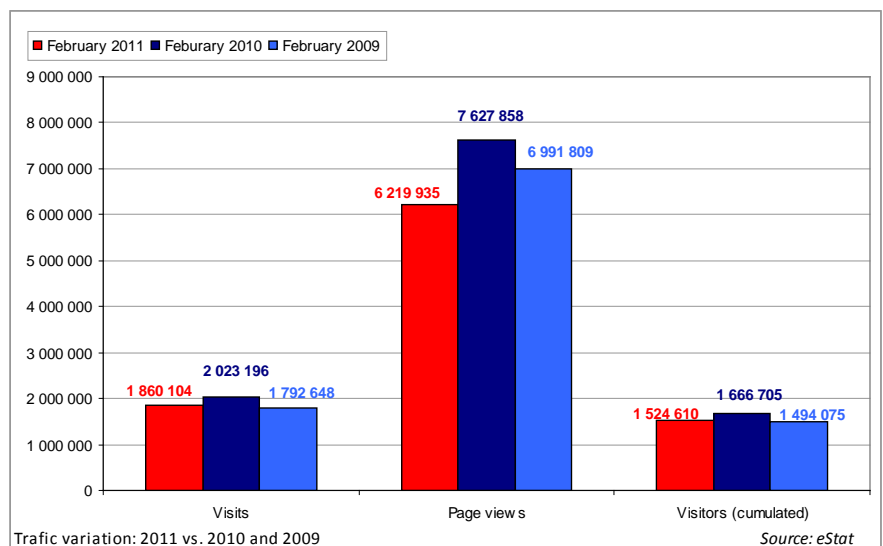
- **7.2 million average page views per month**
- **1.9 million average visits per month**
- **Highest Traffic Day:** 2nd August: all time record of pages views: **578 734** (World Heritage Committee - New World Heritage sites announced)
- **Highest Traffic Week** 2-8 August: **2 244 884** (World Heritage Committee)
- **Highest traffic month:** march (**2,5 MM visits** and **6,9 MM pages views** – L'Oréal prizes, Water day and Women's day)

1.1. Monthly evolution 2011

	Page views	Variation	Visits	Variation	Visitors	Variation
January	6 263 270	+16,89%	1 870 346	+15,17%	1 538 184	+15,19%
February	6 219 935	-0,69%	1 860 104	-0,55%	1 524 610	-0,88%

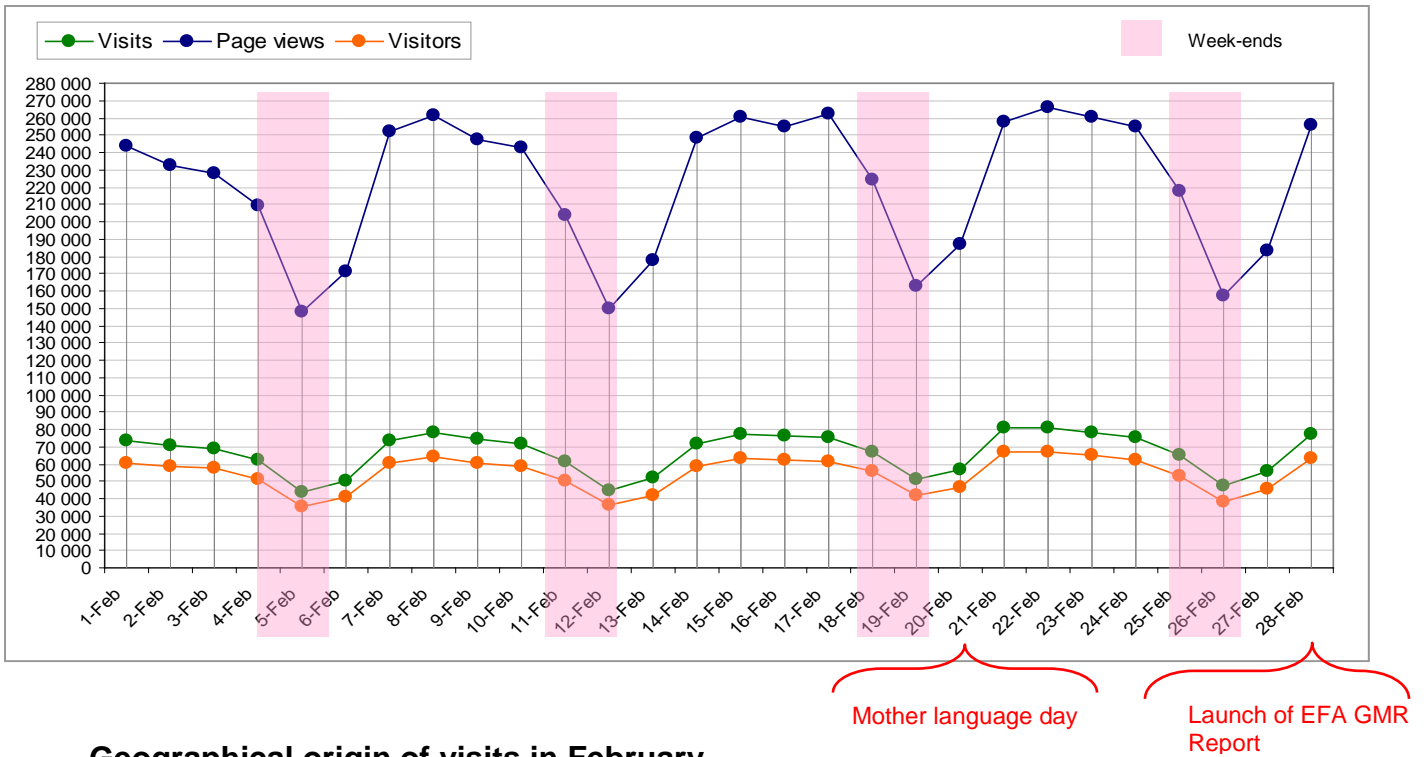
1.2 Traffic Variation: February 2011 vs. February 2010 and February 2009

The high traffic in February 2010 may be attributed to several major events: New York launch of publications Education under Attack and Protecting Education from Attack, the launch of the 2010, International Year for the Rapprochement of Cultures, the International Mother Language Day - 21 February 2010 which has been widely celebrated.

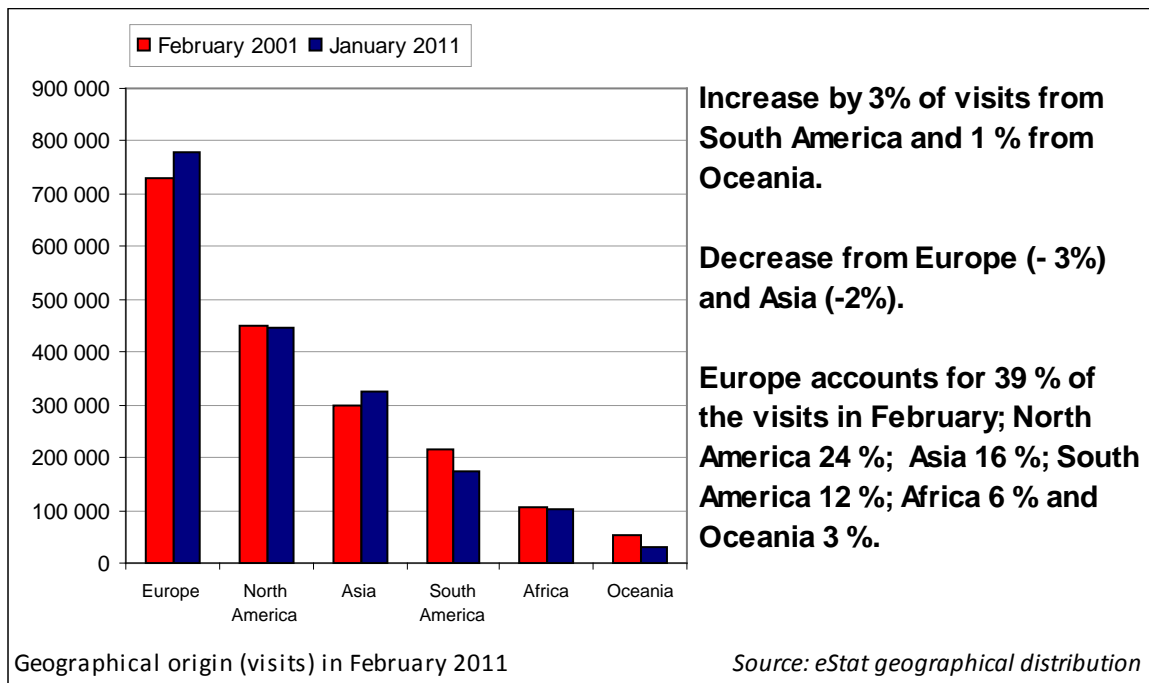


1.3 February 2011 Traffic

Daily Web Traffic Patterns



Geographical origin of visits in February

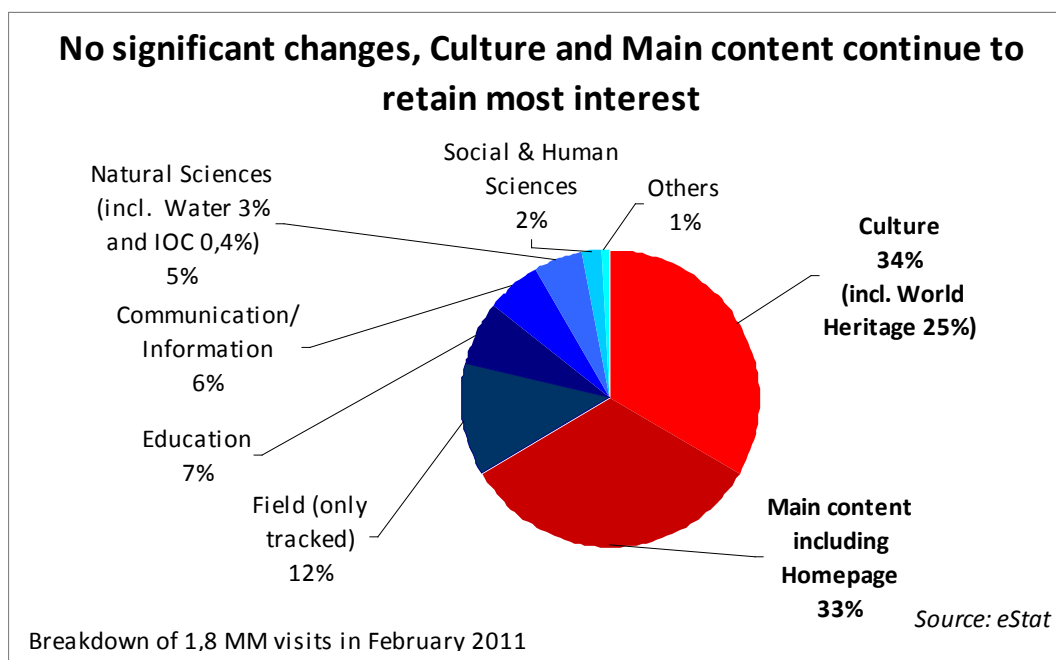


1.4 Visits by Area of Interest for February 2011 (This data only covers tagged subsites)

Areas of interest	Visits in February (not deduplicated)	Variation vs. January	Rate of significant visits in February (More than 1 page viewed)	Rate of significant visits in January (More than 1 page viewed)
UNESCO.ORG	1 860 104	-0,55%	42,52%	41,68%
Central services and homes pages	817 388			
Central pages (Central services websites, DG, About UNESCO, Media Services, etc.)	451 743	-0,89%	39,54%	40,32%
unesco.org homes pages	308 269	+4,24%	28,27%	28,59%
Worldwide	39 579	+6,92%	54,43%	56,14%
UNESCO Courier	17 797	+147,21%	33,34%	32,63%
Major Programmes				
Culture Sector	813 545			
World heritage	606 417	-11,56%	44,75%	40,64%
Culture	207 128	+14,54%	41,12%	43,47%
Education Sector	173 091			
Education Sector	156 864	+4,77%	36,73%	37,47%
Global Monitoring Report	16 227	+20,45%	47,30%	48,96%
Communication and Information Sector	151 025	-1,28%	26,35%	27,21%
Natural Sciences Sector	130 780			
Water	70 591	+33,15%	32,02%	34,23%
Natural Sciences	51 506	+8,56%	38,73%	40,06%
IOC	8 683	-13,62%	21,61%	20,81%
Social and Human Sciences Sector	54 706	+11,64%	32,05%	33,13%
Field (only tracked)				
Field offices *	109 002	+3,18%	41,29%	42,49%
UIS	66 232	+3,35%	44,08%	41,65%
IIEP**	115 049	+ 13,62%		
Miscellaneous	17 429			

* Amman, Apia, Beirut, Brazil, Doha, Geneva, Harare, Iraq, Islamabad, Jakarta, Kathmandu, Kingston, Moscow, New Delhi, Phnom Penh, Quito, San Jose, Santiago, Tehran, Windhoek, Yaounde.

** IIEP Statistics are tracked separately.



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

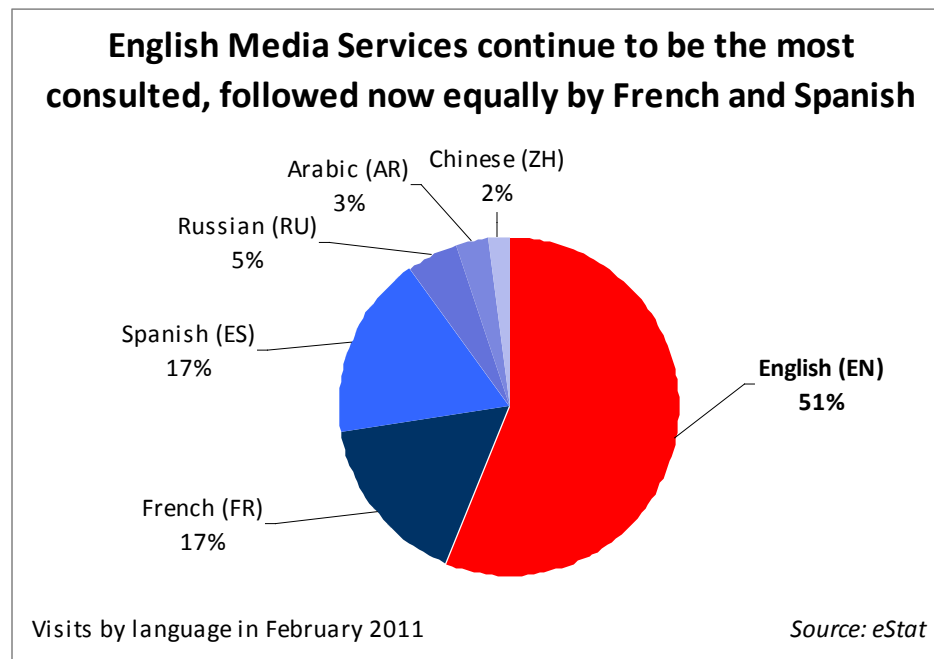
UNESCO products for written and audiovisual media are:

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

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

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

Languages	Page views	Variation vs. M-1	Visits*	Variation vs. M-1
*Total non deduplicated	62 986	+28,45%	37 028	+24,88%
English (EN)	35 980	+42,88%	20 736	+35,39%
French (FR)	10 518	+33,06%	6 158	+25,11%
Spanish (ES)	10 518	+2,09%	6 454	+6,66%
Russian (RU)	2 928	+14,11%	1 806	+24,55%
Arabic (AR)	1 933	-12,14%	1 198	-12,17%
Chinese (ZH)	1 109	+26,17%	676	+23,36%



2.2. Top 10 Press releases/Media advisories (all languages included) in February

	Date	Language / Subject	Page views
1	01.02.11	UNESCO Director-General launches heritage and press freedom alert for Egypt	2 619
2	17.02.11	Focus on new information technologies for International Mother Language Day	1 995
3	16.11.10	Forty-six new elements added to Representative List of the Intangible Cultural Heritage	1 337
4	15.02.11	UNESCO calls on art dealers and collectors to be on the alert for stolen Egyptian artefacts	1 226
5	11.02.11	The Director-General of UNESCO names Koïchiro Matsuura as Special Envoy on Preah Vihear	997
6	05.02.11	Director-General expresses alarm over escalation of violence between Thailand and Cambodia	737
7	N/A	UNESCO to send mission to Preah Vihear (not anymore available)	627
8	10.02.11	UNESCO Director-General to send Special Envoy to Bangkok and Phnom Penh	592
9	11.02.11	Launch of US\$12 million project for ICTs in West African universities	587
10	04.02.11	UNESCO Director-General calls for a halt to abuses against media in Egypt	565

2.3. Press releases/Media advisories/Web Releases issued in February

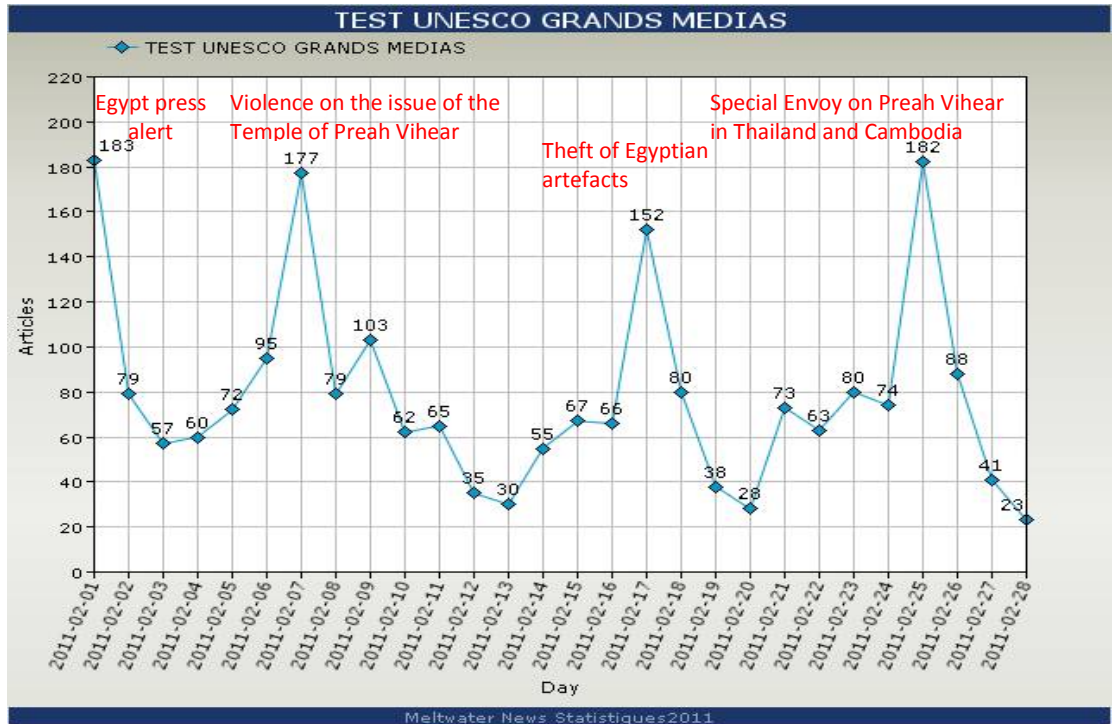
Press releases are always translated in the 6 official languages.

	Date	Titles
1.	01.02.11	UNESCO Director-General launches heritage and press freedom alert for Egypt
2.	03.02.11	Viet Nam: UNESCO condemns fatal attack on journalist Le Hoang Hung
3.	03.02.11	UNESCO condemns murder of Indian journalist Umesh Rajput
4.	04.02.11	The Director General expresses sorrow at the death of Martinican writer, Edouard Glissant
5.	04.02.11	UNESCO Director-General calls for a halt to abuses against media in Egypt
6.	05.02.11	Director-General expresses alarm over escalation of violence between Thailand and Cambodia
7.	10.02.11	UNESCO condemns murder of Egyptian journalist Ahmed Mohammed Mahmoud
8.	10.02.11	UNESCO Director-General to send Special Envoy to Bangkok and Phnom Penh
9.	11.02.11	Launch of US\$12 million project for ICTs in West African universities
10.	11.02.11	The Director-General of UNESCO names Koïchiro Matsuura as Special Envoy on Preah Vihear
11.	15.02.11	UNESCO calls on art dealers and collectors to be on the alert for stolen Egyptian artefacts
12.	17.02.11	Focus on new information technologies for International Mother Language Day
13.	22.02.11	UNESCO Director-General expresses alarm over information clampdown and virulent attacks against the media in Libya
14.	22.02.11	UNESCO Special Envoy on Preah Vihear to meet with prime ministers of Thailand and Cambodia

15.	25.02.11	Outstanding women scientists to receive 2011 L'ORÉAL-UNESCO Awards (3 March) and Fellowships (2 March)
16.	28.02.11	Director-General condemns murder of Pakistani journalist Abdost Rind in Balochistan
17.	28.02.11	Ten years on – remembering the tragic destruction of the giant Buddha statues of Bamiyan (Afghanistan)

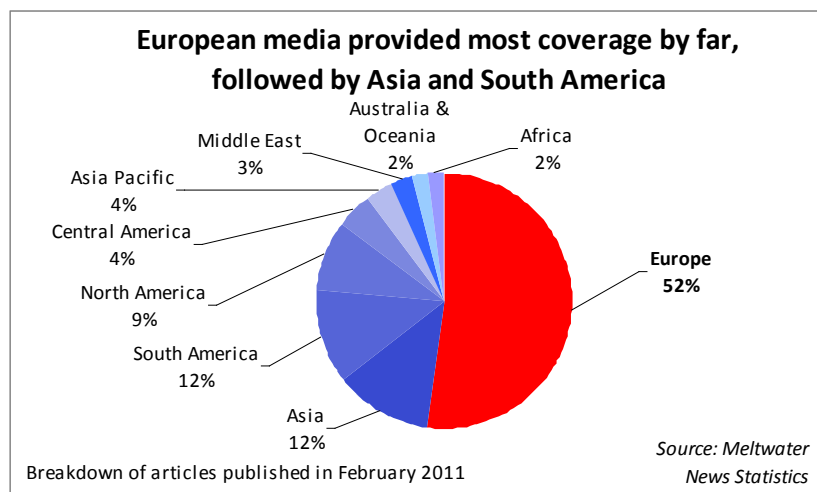
2.4. Statistics on articles referring to UNESCO

Number of articles published in major national and international media around the world in February. (Source: Meltwater News Statistics)

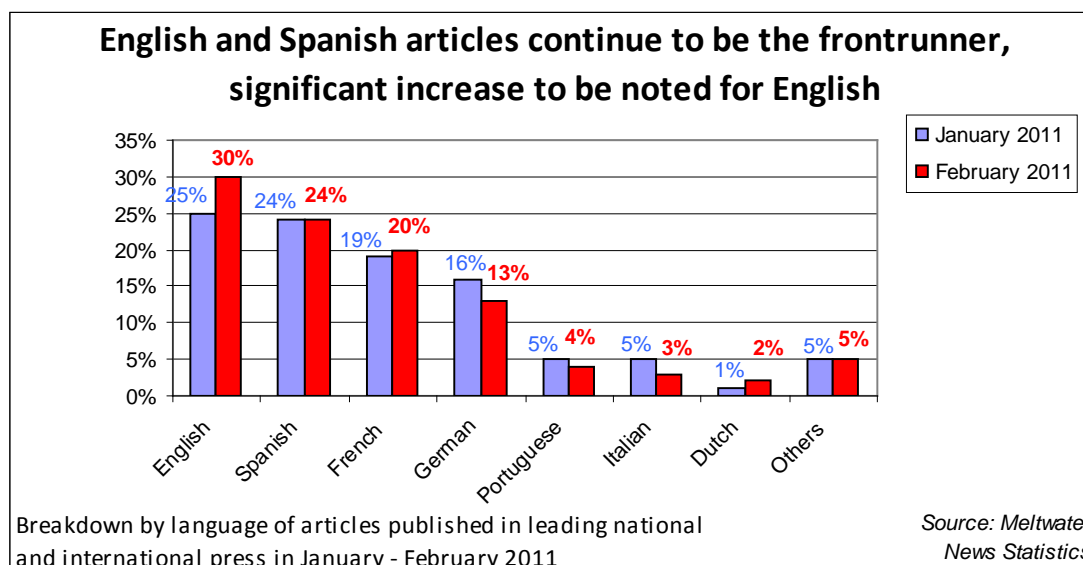


The four peaks in press coverage during the month of February were linked mainly to the outbreak of violence around the Preah Vihear temple in Cambodia, the press statements issued by the Director-General on this issue and the mission to the Thai and Cambodian capitals of her special envoy; events in Tunisia and Egypt, and the statements expressing concern over press freedoms in those countries; and the threats to cultural heritage in Egypt. All of these stories made headlines around the world.

Regional breakdown of media coverage in leading national and international newspapers and online news sites around the world during February



Breakdown by language of articles published during the month of February in leading national and international press



2.5. Interviews given (by subject and media)

	Subject	Interviewee	Languages	Media (press TV Radio)
1.	Langue maternelle	Mauro Rosi	English	UN RADIO
2.	Mont Saint Michel	Petya Totcharova	French	ARTE
3.	Mont Saint Michel	Alessandro Balsamo	French	AFP (Pascale Mollard)
4.	Patrimoine Egypte	Lucia Iglesias	Spanish	Radio Nacional de Espana
5.	Patrimoine Egypte	Christian Manhart	French	RFI (Leila Beratto)
6.	Patrimoine Egypte	Christian Manhart/ Véronique Dauge/Jan Hadlik	French	Nature
7.	Patrimoine Egypte	DG	French	ZDF
8.	Année internationale Chimie	DG	French	AFP (desk Science)
9.	Année internationale Chimie	Ada Yonath	French	Radio Télévision Suisse (Virginie Matter)
10.	Année internationale Chimie	Hélène Langevin	French	Radio Télévision Suisse (Virginie Matter)
11.	Liberté de la presse	ADG/CI	English	IPS New York

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

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

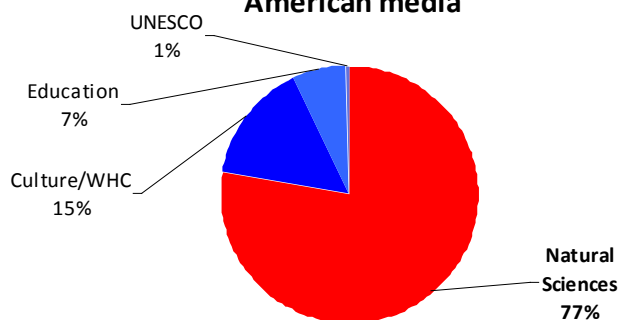
The Background footages are used and downloaded by the audiovisual media (TV agencies, TV, Radio).

	Subject	Downloads	Media
1	Intangible Heritage	6	N/A
2	World Heritage	5	N/A
3	UNESCO's Priorities	4	N/A
4	Global Monitoring Report	3	N/A
5	Anti-doping in Sport	2	N/A
6	2010 UNESCO Science Report	2	N/A
7	Marine World Heritage sites	1	N/A
8	Generic images of HQ	1	N/A

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

Subject	Media	Purpose	Date	Nb of Photos
UNESCO	Diplomatie Magazine / France	Publication	14/02	1
Education	Revista Macau / Macao	Publication	15/02	9
Education	Diario de Palenque / Mexico	Publication	21/02	4
Culture/WHC	HBL Newspaper / Finland	Publication	14/02	1
Culture/WHC	Rantapallo Travel Media / Finland	Publication	14/02	2
Culture/WHC	BBC Mundo / UK	Publication	18/02	1
Culture/WHC	Wiadomosci24.pl / Poland	Website	21/02	2
Culture/WHC	Al-Bia Wal-Tanmia Magazine / Lebanon	Publication	28/02	11
Culture/ITH	Essential Magazine / Spain	Publication	01/02	4
Culture/ITH	TMG News Magazine del Mundo / Mexico	Presentation	07/02	9
Natural Sciences	AllComm Partners Comunicacao Estrategica /Brazil	Website	02/02	68
Natural Sciences	Newspaper El Mundo / USA	Website	15/02	17
Natural Sciences	Nachrichten aus der Chemie / Germany	Publication	22/02	68

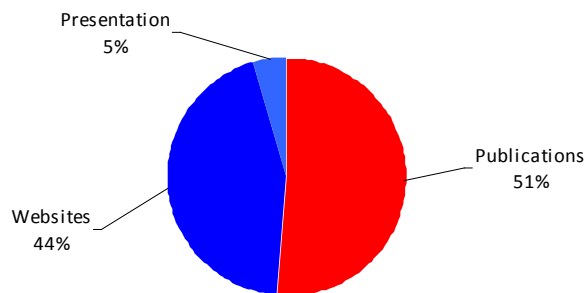
Large number of Natural Sciences images ordered by Brazilian, German and American media



Breakdown by subject of 197 images ordered by the Media in February 2011

Source: UNESCO

Photos ordered by the media were nearly equally requested for Publications and Websites



Breakdown by purpose of 197 images ordered by the Media in February 2011

Source: UNESCO

3. UNESCO Social Media and You Tube

The official UNESCO Facebook page and Twitter feed were started in early 2010 on a trial basis and gradually built up a fan base before being officially used as a communication channels in September 2010 starting in English only. UNESCO and YouTube signed a strategic partnership to promote UNESCO video content in September of 2009 in the six official languages of the Organization. All three media are used on a daily basis to promote UNESCO events and programme of activities, especially those that include multimedia content (video, photos) and involving youth.

This month, UNESCO registered a page on Sina Weibo, the most popular form of social media in China. Similar to Twitter (which is not accessible in China), Sina miniblog gives Chinese people an alternative means of sourcing information and communicating with each other. Within 48 hours, UNESCO gained over 28 000 followers.

UNESCO's Twitter and Facebook channels, continue to gain followers and fans. The number of Twitter followers rose in February by 27,9%, while UNESCO's Facebook fans increased by 10,3%. A number of new initiatives were introduced which resulted in significant spikes in the number of impressions in a given day on Facebook, the most popular of which was a competition aimed at encouraging new fans. An effort to encourage more staff members to 'Like' UNESCO's Facebook page was also undertaken by utilizing the screens at UNESCO's headquarters.

A new initiative on Twitter involved UNESCO joining forces with UNDP, the UN's Department for Public Information, the Committee Encouraging Corporate Philanthropy, UNICEF in a campaign to raise awareness of the role of philanthropy in meeting the Millennium Development Goals.

3.1. Facebook - www.unesco.org/facebook

Variation February 2011 vs January 2011

	February 2011	January 2011	Variation Vs M-1
Total likes/fans*	20 407	18 492	+ 10,36%
Monthly active users	11 088	10 153	+ 9,21%
Monthly posts	20	17	+ 17,65%

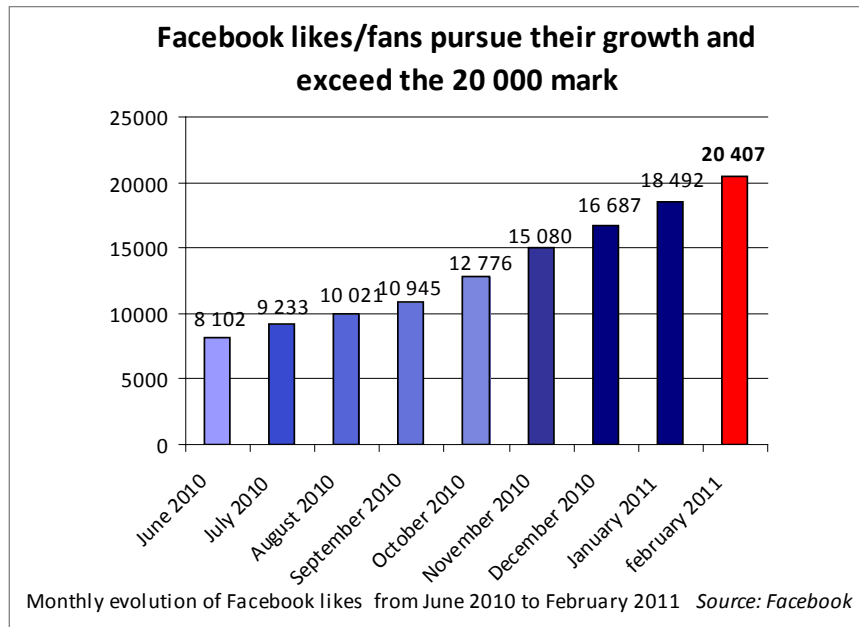
*Facebook users subscribe to the UNESCO Facebook page by "liking" it. Once this is done, they receive updates in their news feed when we post new content to our page.

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

Message	Posted	Impressions*	Feedback*
Our Facebook community has grown to almost 20 000 members! 313 more to go, can you help us get them?	February 1, 2011 at 08.17	21 476	143
Inter-faith delegation combats Holocaust denial	February 2, 2011 at 9.06am	20 805	65
Save and Protect the Earth	February 2, 2011 at 8.51pm	18 857	85
UNESCO Director-General launches heritage and press freedom alert for Egypt	February 1, 2011 at 01:57am	18 057	29
Do you know an endangered language? Are you using new technologies to document it?	February 16, 2011 at 11:54am	17 457	45
Irina Bokova keeps education on the agenda in Senegal	February 9, 2011 at 3:40pm	17 288	34
Director-General expresses alarm over escalation of violence between Thailand and Cambodia	February 6, 2011 at 10:46am	16 679	27
UNESCO Atlas of the World's Languages in danger	February 15, 2011 at 10:42am	16 478	55
Watch this and find out why a young Frenchman learnt an indigenous Alaskan	February 21, 2011 at 4:31pm	16 420	38
Languages matter video	February 15, 2011 at 10:41am	15 990	50

* Impressions are the raw number of times a post has been seen on your wall and in the news feed of your fans,

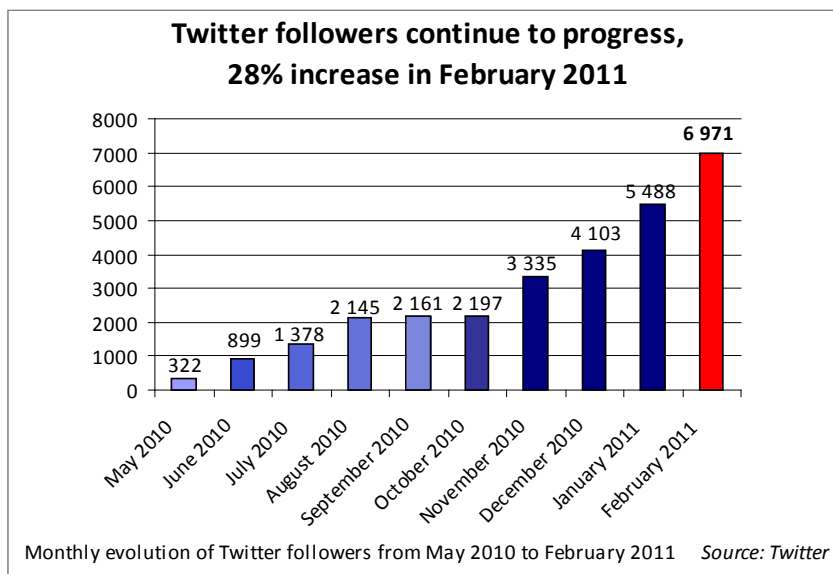
** Feedback is % number of comments and likes per impression



3.2. Twitter - www.twitter.com/unescoNOW

Variation February 2011 vs January 2011

	February 2011	January 2011	Variation Vs M-1
Followers	6 971	5 448	+ 27,96%
Following	267	241	+ 10,79%
Listed	462	386	+19,69%
Mentions	1 378	50	+ 2656%
Retweets	1 613	161	+901,86%
Tweets to date	532	434	+22,58%



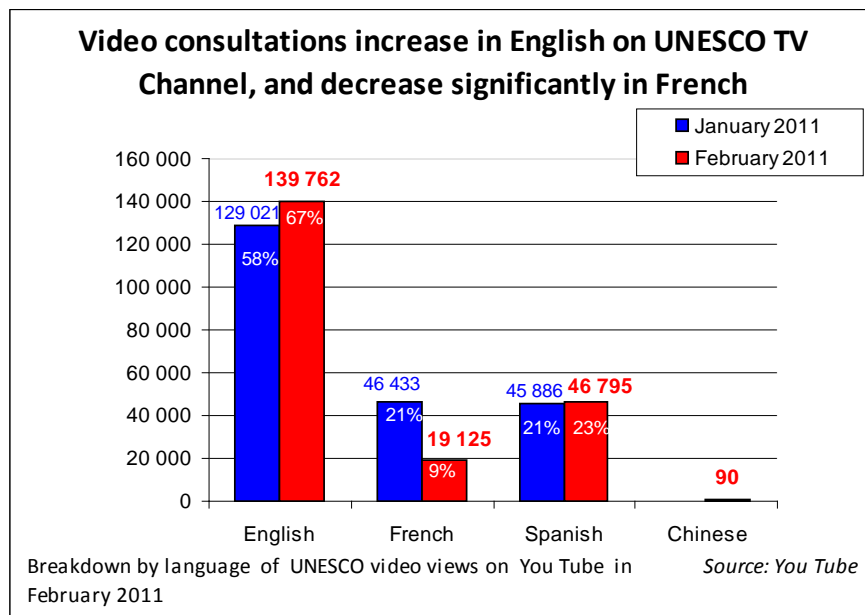
3.3. UNESCO Channel on You Tube - <http://www.youtube.com/unesco>

This month, UNESCO TV on You Tube has its Chinese Channel with already 3 videos.

Variation February 2011 vs January 2011

Video views	February 2011	January 2011	Variation Vs M-1
English	139 762	129 021	+ 8,33%
French	19 125	46 433	- 58,81%
Spanish	46 795	45 886	+ 1,98%
Chinese	90	n/a	n/a

New Subscribers	February 2011	January 2011	Variation Vs M-1
English	197	207	- 4,83%
French	52	36	+ 44,44%
Spanish	61	41	+ 48,78%
Chinese	3	n/a	n/a



• Top 10 videos on UNESCO TV English Channel

	139 762 views in February 2011	Subject	% of total views
1.	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	6,7%
2.	Kabuki Theatre	CLT/ITH	6,1%
3.	Gagaku	CLT/ITH	2,9%
4.	Sbek Thom, Khmer Shadow Theatre	CLT/ITH	2,4%
5.	Languages Matter!	CLT	2,3%
6.	Georgian Polyphonic Singing	CLT/ITH	2,1%
7.	Lacemaking in Croatia	CLT/ITH	1,8%
8.	Baul Songs	CLT/ITH	1,5%
9.	Falconry, a living human heritage	CLT/ITH	1,5%
10.	Lefkara laces or Lefkaritika	CLT/ITH	1,4%

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

	19 125 view in February 2011	Subject	% of total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	7,5%
2	Le chant polyphonique géorgien	CLT/ITH	6,0%
3	Le Maloya	CLT/ITH	5,7%
4	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	3,6%
5	La tradition du tracé dans la charpente française	CLT/ITH	2,7%
6	Chemins de Saint-Jacques-de-Compostelle en France	CLT/WHC	2,2%
7	Le Kankurang, rite d'initiation mandingue	CLT/ITH	2,2%
8	Les langues ça compte !	CLT	2,1%
9	Le Canto a tenore, chant pastoral sarde	CLT/ITH	2,1%
10	Le repas gastronomique des Français	CLT/ITH	2,0%

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

	46 795 views in February 2011	Subject	% of total views
1	El carnaval de Barranquilla	CLT/ITH	10,1%
2	¡Los idiomas sí que cuentan!	CLT	8,4%
3	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	5,6%
4	Las expresiones orales y gráficas de los wajapi	CLT/ITH	4,1%
5	El teatro Kabuki	CLT/ITH	2,9%
6	Los parachicos en la fiesta tradicional de enero de Chiapa de Corzo	CLT/ITH	2,8%
7	La huaconada, danza ritual de Mito	CLT/ITH	2,3%
8	El canto de la Sibila de Mallorca	CLT/ITH	2,0%
9	El canto polifónico georgiano	CLT/ITH	1,7%
10	Las procesiones de Semana Santa de Popayán	CLT/ITH	1,5%

▪ **Top 3 videos on UNESCO TV Chinese Channel**

	90 views in February 2011	Subject	% of total views
1	语言问题 (languages matter)	CLT	45,6%
2	教科文组织: 教科文组织的历史 (UNESCO History)	UNESCO	44,4%
3	全民教育 Education for all	ED	10,0%

3.4 UNESCO iPhone/iPad “app”

The Fotopedia / World Heritage iPhone/iPad “app”, launched in August 2010, continues to make headlines with over 1.6 million downloads to date. Installed on all demonstration machines at stores worldwide, it is ranked as a “favorite” by Apple.

4. UNESCO Photobank - <http://photobank.unesco.org/>

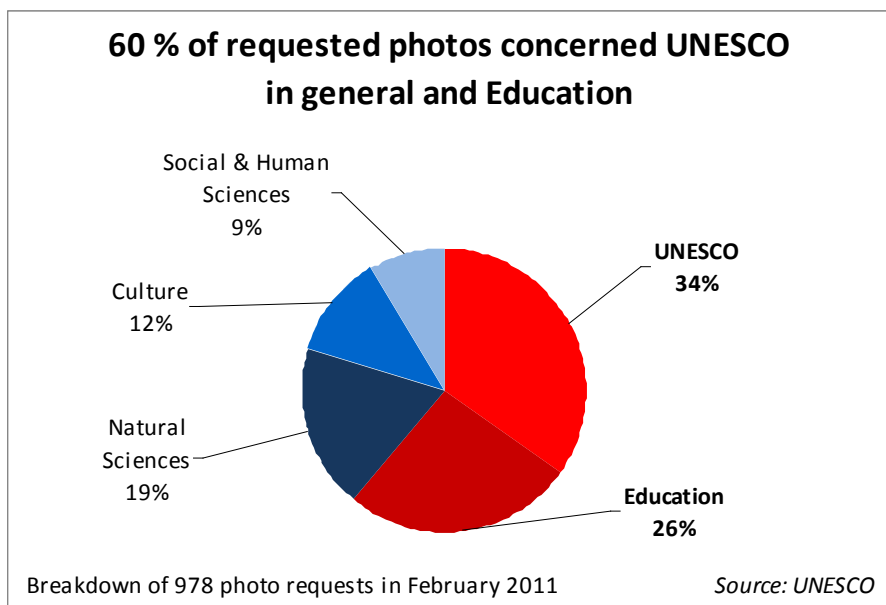
The UNESCO online repository of photos offers over 25 000 photos for free download. Subject matter spans all areas of activity of the Organization, including events at Headquarters and in the different regions of the World.

4.1. Photos requested online

Themes

Comparison: **February 2011** and **February 2010**

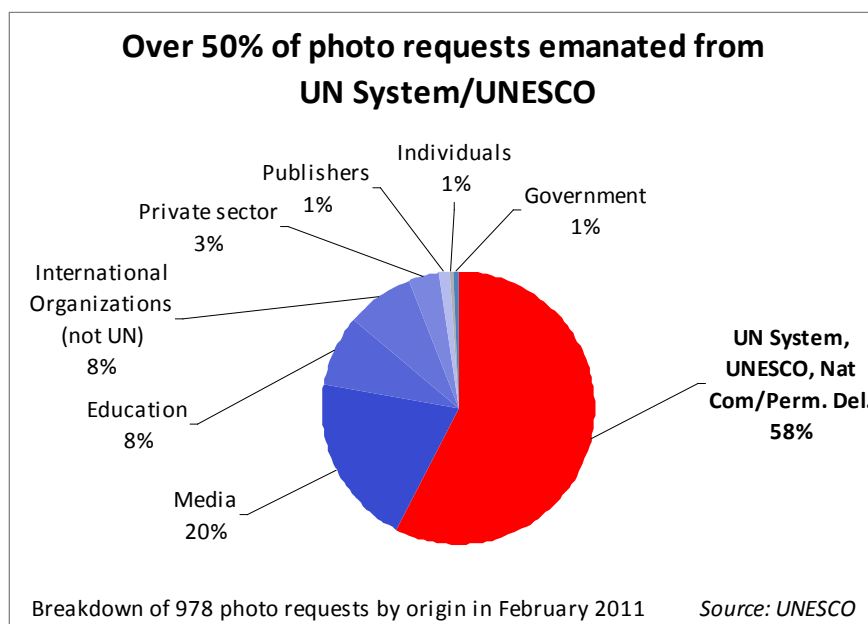
Themes	February 2011	February 2010
UNESCO	340	482
Education	257	160
Natural Sciences	182	29
Social and Human Sciences	85	0
Culture	114 <i>(63 WHC and 51 ITH)</i>	254 <i>(192 WHC and 62 ITH)</i>
Communication and Information	0	0
TOTAL	978	925



Origin of requests

Comparison: **February 2011** and **February 2010**

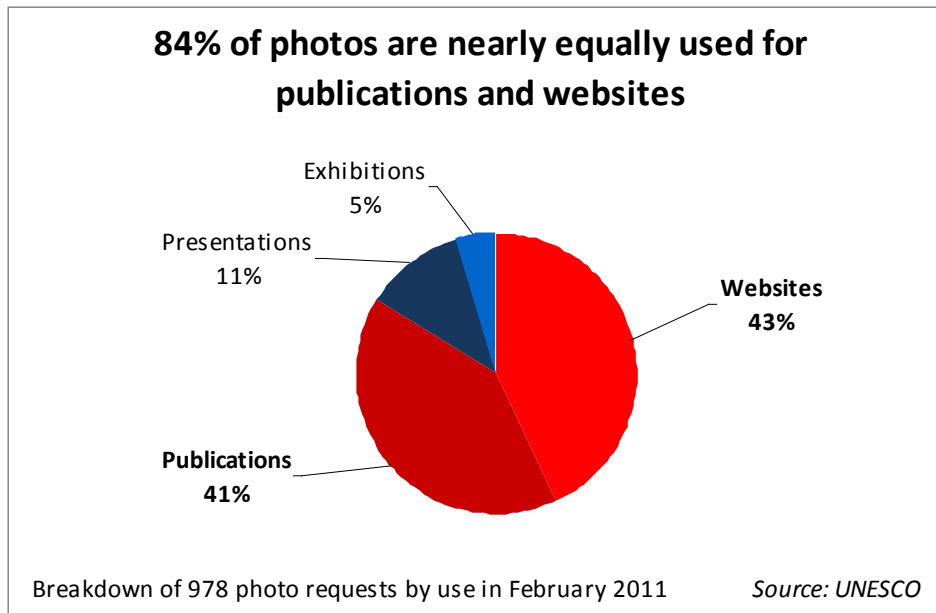
Origin of request	February 2011	February 2010
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	563	436
Media: Written and Audiovisual and Press	197	41
Publishers	12	77
Education (Schools, Universities, teachers, researchers)	83	85
Public sector (Museums, Bookshops)	0	105
Private sector	33	45
International Organizations (not UN)	79	90
Associations	0	46
Government (national, local)	5	0
Individuals	6	0
TOTAL	978	925



Use of photos

Comparison: **February 2011** and **February 2010**

Use of photos	February 2011	February 2010
Websites	420	173
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	397	561
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	111	64
Exhibitions	47	110
Private use	3	17
TOTAL	978	925



4.2. Photo service

Number of photos

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

	February 2011	February 2010
Number of Events	27	52
Number of Photos	368	823

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

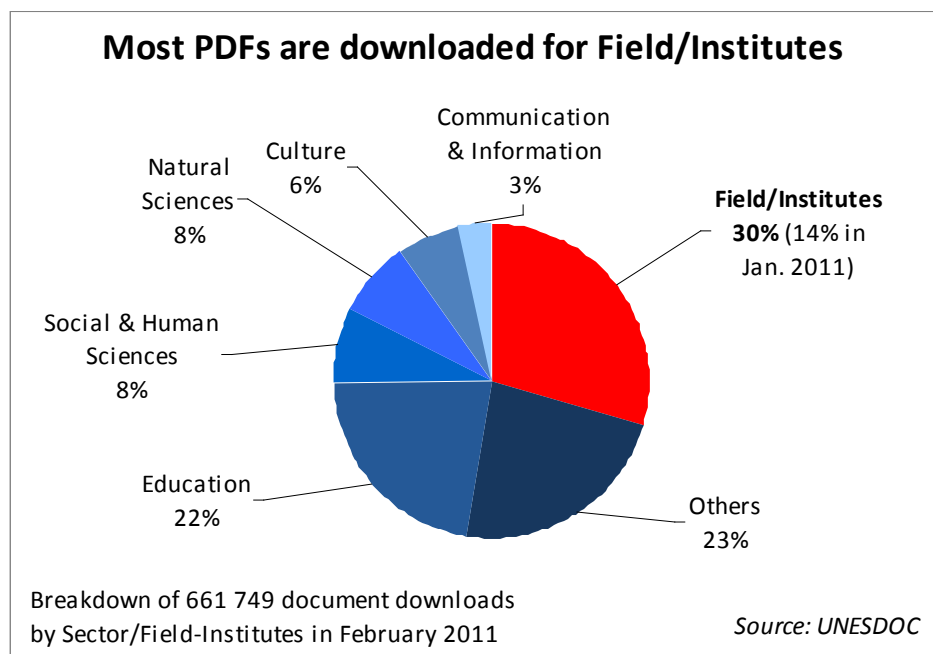
In February, there were **125 352** records available online in PDF format, including documents, publications, communication material and other working documents.

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

5.1.1 Statistics of consultation

Total number of downloads in February: **661 749**

Sectors/Field/Institutes	Number of PDF	Number of downloads	Average nb of downloads per PDF
Education	9 418	147 291	6
Natural Sciences	9 348	50 249	19
Social and Human Sciences	5 532	52 121	10
Culture	3 064	42 828	7
Communication and Information	2 272	22 409	10
Fields & Institutes	7 691	194 928	4
Others	NA	151 923	NA



5.1.2 Top 10 Documents downloads (for Publications see the specific section)

	Title	Languages	Downloads
1	Ocean fertilization: a scientific summary for policy makers	English	1 395
2	Human cloning: ethical issues	English	1 391
3	Le Jeu entre la naissance et 7 ans : un manuel pour les ludothécaires	Spanish	1 281
4	Approved programme and budget, 2010-2011	English	1 221
5	UNESCO Universal Declaration on Cultural Diversity, adopted by the 31st session of the General Conference of UNESCO, Paris, 2 November 2001	Plurilingual	1 216
6	Reading and writing poetry: the recommendations of noted poets from many lands on the teaching of poetry in secondary schools	Spanish	1 173
7	Philippines: early childhood care and education (ECCE) programmes	English	1 167
8	World Declaration on Education for All: Meeting Basic Learning Needs	Portuguese	1 097
9	International technical guidance on sexuality education: an evidence-informed approach for schools, teachers and health educators	English	1 050
10	Universal Declaration on Bioethics and Human Rights	Spanish	1 044

5.1.3 Top 50 Country Origin

	Country	Downloads
1	United States of America	65 238
2	Brazil	49 044
3	France	43 417
4	Mexico	32 995
5	India	24 335
6	Spain	18 042
7	United Kingdom of Great Britain and Northern Ireland	17 256
8	Canada	14 259
9	Colombia	13 812
10	Philippines	12 782
11	Venezuela (Bolivarian Republic of)	12 695
12	Republic of Korea	9 545
13	Portugal	8 988
14	Germany	8 222
15	Nigeria	7 285
16	Peru	7 255
17	Japan	7 203
18	Algeria	6 916
19	Argentina	6 494
20	China	6 422
21	Morocco	6 066
22	Australia	5 943
23	Malaysia	5 323
24	Kenya	4 649
25	Indonesia	4 568
26	Belgium	4 071
27	Italy	3 960
28	Pakistan	3 959
29	Switzerland	3 843
30	South Africa	3 756
31	Russian Federation	3 480
32	Guatemala	3 453

33	Netherlands	3 092
34	Chile	3 054
35	Ecuador	2 709
36	Senegal	2 606
37	Cameroun	2 566
38	Ethiopia	2 498
39	Singapore	2 409
40	Tunisia	2 036
41	Bolivia	1 993
42	Côte d'Ivoire	1 951
43	Iran (Islamic Republic of)	1 907
44	Thailand	1 896
45	Costa Rica	1 889
46	United Republic of Tanzania	1 859
47	Ghana	1 790
48	Romania	1 741
49	Egypt	1 694
50	United Arab Emirates	1 685

5.1.4 Printable Communication materials

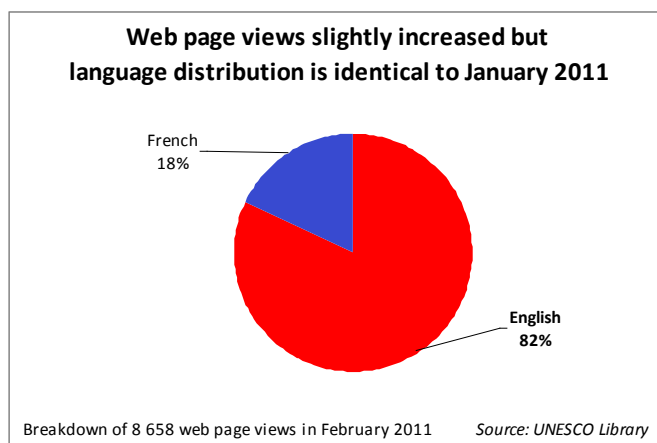
Title	Total downloads in February						
	EN	FR	SP	RU	AR	ZH	Total
UNESCO brochure	987	486	-	-	-	-	1 473
65 Ways UNESCO Benefits Countries all over the World	460	147	206	-	103	-	916
A New Humanism for the 21 st Century	63	45	19	15	5	-	147

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

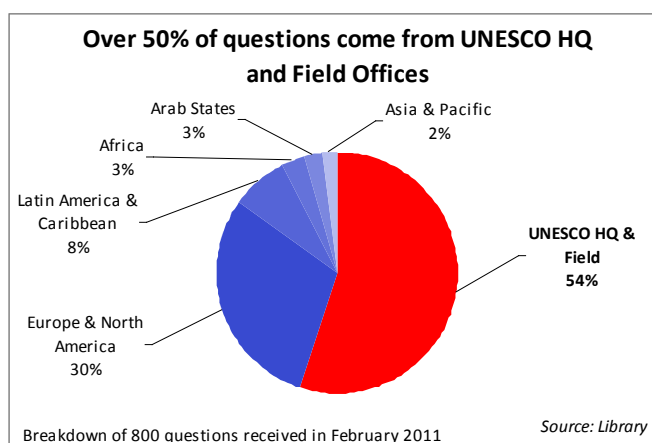
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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 Web page views



5.2.2 Questions received by e-mail to: library@unesco.org



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 *General History of Africa* in Portuguese still occupies the first places on the 'Top 10' most consulted PDFs list in February. The following titles on the list show the interest of the readers: a) for education subjects (6 out of 10 education titles in the most consulted PDFs); b) for the UNESCO Reports and bestsellers (5 out of 10) and c) for the practical publications (3 "how-to" books on the 'Top 10' list). Languages of the downloads show the preeminence of English, followed by Spanish and Portuguese. UNESCO flagship publications are doing well, new titles are high on the list but classics are still present after many years.

Google consultations prove a bit disappointing in February, with a regression of nearly 40 000 pages views. Bookstore sales show the interest for UNESCO publications over outside publications. The bookstore sells more UNESCO Reports whereas online international sales show a preference for other kinds of books.

6.1. Top 10 most consulted PDFs in February (UNESDOC)

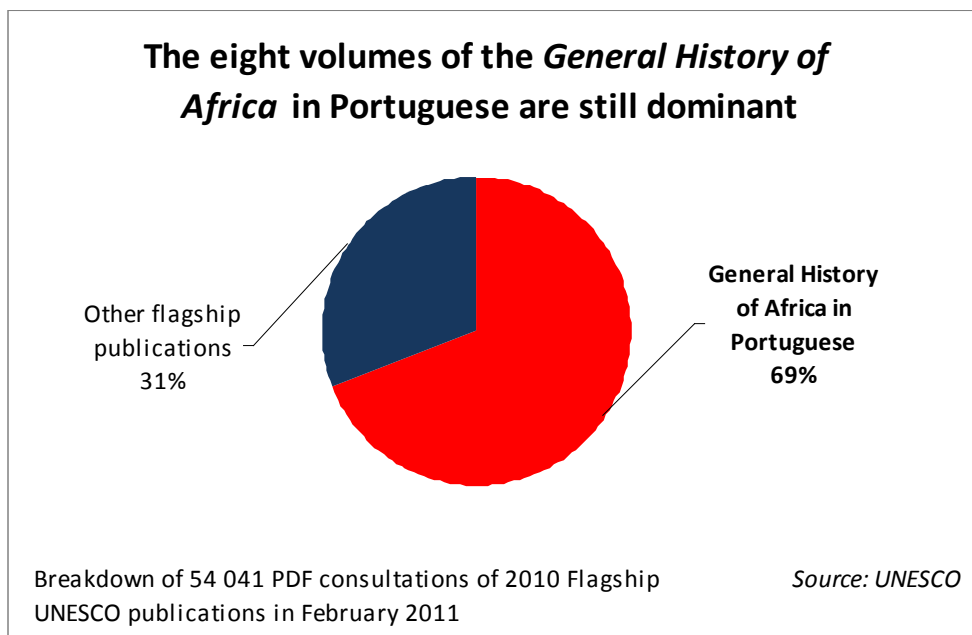
	Title	Sector	Language	PDF consulted	Publisher, year
1	História geral da Africa, I, II, III, IV, V, VI, VII, VIII	CLT	Portuguese	37 398	Brasilia, 2010
2	Hacia las sociedades del conocimiento: informe mundial de la UNESCO		Spanish	3 803	Paris, 2005
3	Case study on the effects of tourism on culture and the environment: Nepal; Chitwan-Sauraha and Pokhara-Ghandruk	CLT	English	6 175	Bangkok, 1995
4	UNESCO science report, 2010: the current status of science around the world	SC	English	2 447	Paris, 2010
5	Interação escola-família : subsídios para práticas escolares	ED	Portuguese	2 408	Brasilia, 2010
6	Information and communication technology in education: a curriculum for schools and programme of teacher development	ED	English	2 284	Paris, 2002
7	Las Tecnologías de la información y la comunicación en la formación docente: guía de planificación	ED	Spanish	2 083	Paris, 2004
8	Actividades de educación ambiental para las escuelas primarias: sugerencias para confeccionar y usar equipo de bajo costo	ED	Spanish	1 821	Chile, 1997
9	Reaching the marginalized: EFA global monitoring report, 2010	ED	English	1 735	Paris, 2010
10	Los Siete saberes necesarios para la educación del futuro	ED	Spanish	1 644	Paris, 1999

6.2. PDF consultation of 2010 Flagship UNESCO publications, in February

February 2011 ranking	Title	Language	PDF consulted Feb. 2011	PDF consulted Jan-Dec. 2010
1	História geral da Africa, I, II, III, IV, V, VI, VII, VIII	Portuguese	37 398	Publ. Dec 2010
2	Hacia las sociedades del conocimiento: informe mundial de la UNESCO	Spanish	3 803	38 906

3	UNESCO science report, 2010: the current status of science around the world	English	2 447	Publ. Nov 2010
4	Reaching the marginalized: EFA global monitoring report, 2010	English	1 735	47 638
5	Seven complex lessons in education for the future	Spanish	1 644	17 417
6	Learning: the treasure within	Spanish	1 534	13 737
7	Water: a shared responsibility; the United Nations world water development report 2	English	1 329	15 219
8	World social science report, 2010: knowledge divides	English	1 107	20 379
9	Engineering: issues, challenges and opportunities for development; UNESCO report	English	1 027	Publ. Oct. 2010
10	Seven complex lessons in education for the future	French	735	7 890
11	Investing in cultural diversity and intercultural dialogue: UNESCO world report	English	659	13 473
12	Towards knowledge societies : UNESCO Report	English	623	5 151

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



6.3. Statistics from Google

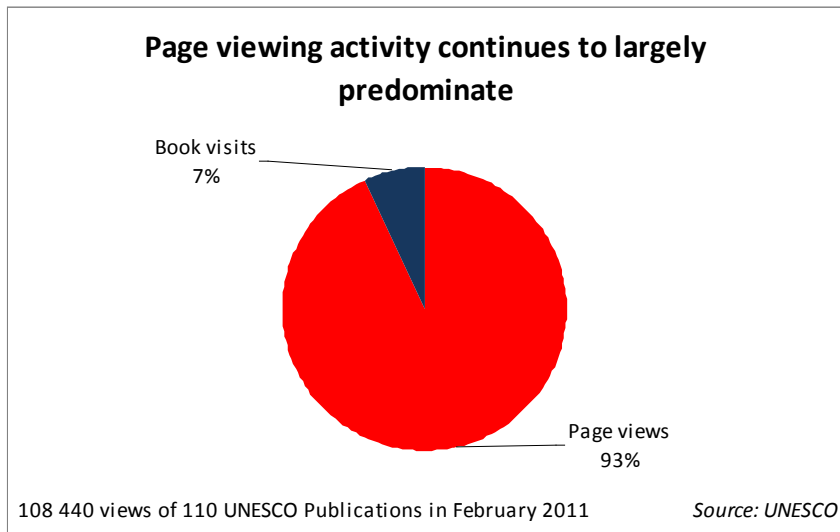
UNESCO started working with Google Books in June 2010 with a small selection of titles. 110 books (mainly new titles) are now available on this service that allows readers to search and browse UNESCO publications online.

Month	Publications available on Google	Pages viewed	Book visits	Book visits with buy clicks
February 2011	110	108 440	8 175	91

Page views: The number of unique pages a user views in a given session (counted as a 24 hour period). Regardless of the number of times that a unique user views a page, it can only be registered once.

Book visits: A Book visit is registered each time a unique user views your book. This statistic includes non-content page views (such as the 'About this book' page) as well as full content page views.

Book visits with buy clicks: Each time a user clicks on a Buy Link, a "Book visit with buy click" is registered.



6.4. Top 5 sales UNESCO bookshop*

UNESCO Publications top 5 sales bookshop: February 2011

	Title	Number of copies sold	Sector
1	UNESCO/World Heritage Desk Diary 2011	450	WHC/CLT
2	Engineering: Issues, Challenges and Opportunities for Development	26	SC
3	The World's Heritage: a complete guide to the most extraordinary places	22	WHC/CLT
4	UNESCO Science Report 2010	19	SC
5	World Social Science Report 2010	16	SHS

Non UNESCO Publications top 5 sales bookshop: February 2011

	Title	Number of copies sold	Publisher
1	Patrimoine mondial de L'UNESCO - guide complet (FR)	17	Ouest-France
2	Universal Declaration of human rights	8	UN
3	El Partimonio de la Humanidad	7	Blume
4	Places for Wonder and Discovery	6	Our Place
5	Patrimoine mondial de L'UNESCO – sites français	5	Gelbart

6.5. UNESCO top 5 sales 2011 online and international*

UNESCO Publications top 5 sales 2011 online and international: February 2011

	Title	Number of copies sold	Sector
1	Migrating alone	71	SHS
2.	Tell me about the slave trade	26	ERI
3.	Methods of grouping learners	24	IIEP
4.	Atlas of world's languages in danger	17	CLT
5.	Atlas des langues en danger	13	CLT

6.6 UNESCO less sold Publications (published over last 12 months)*

Sold over last 2 months: Bookshop

	Title	Number of copies	Sector
1	Recueil de données mondiales sur l'éducation 2010	0	UIS
2	L'éducation pour l'inclusion : de la recherche aux réalisations pratiques	0	BIE
3	Prospects N°155	0	BIE
4	Atlas de las Lenguas del Mundo en Peligro	0	CLT
5	Séparer pour réussir? Les modalités de groupement des élèves (Principes de la planification de l'éducation, N°093)*	0	IIEP

Sold over last 2 months: online and international

	Title	Number of copies	Sector
1	Atlas de las Lenguas del Mundo en Peligro	0	CLT
2	Principes de la planification de l'éducation, No. 91 Programmes d'alphabétisation efficace : le choix des décideurs	0	IIEP
3	Principes de la planification de l'éducation, No. 92 Écoles internationales : développement et influence	0	IIEP
4	Fundamentals of Educational Planning N°.94, Planning for technical and vocational skills development	0	IIEP
5	Integrated Urban Water Management: Humid Tropics Vol VI	1	IHP

* The numbers indicated do not include sales of publications by co-publishers and partners or, in the case of IIEP, sold by the Institute itself.

7. UNESCO Courier - <http://www.unesco.org/courier/>

Since 1948, *The Courier* is the UNESCO flagship periodical. The magazine has changed a great deal over the years, both in content and in form, but it pursues its original mission: promote UNESCO's ideals, maintain a platform for the dialogue between cultures and provide a forum for international debate.

Presently, it is a quarterly 56 pages magazine published in the 6 official languages. The PDF is available on *The UNESCO Courier* web site, and sent by e-mail to the subscribers. The printed version is sent to the Member states/Partners mailing list.

The digital version of the latest issue January-March 2011, "Chemistry and life" which offers different views expressed by eminent specialists from 20 countries, like Jean-Marie Lehn, Michal Meyer, Tebello Nyokong, Anlong Xu, Klaus Lackner, Akira Suzuki, has been sent to the subscribers in February.

More than 10 000 new subscribers joined the readership of *The UNESCO Courier* this month. Most of them come from the SHS distribution lists which have been added to the Courier's. A special effort has been done for the Arabic distribution list, as a result this edition figures for the first time in the Top 10 of the most consulted PDFs.

7.1. Number of page views, PDF downloads, subscribers, printed copies in February 2011

Language	Page views	PDF downloads	Variation vs M-1	New subscribers	Total subscribers	Variation vs M-1	Additional printed copies
English	12 059	11 272	+ 43,96%	8 657	29 376	+ 41,78%	0
French	6 030	10 365	+ 1,91%	653	14 288	+ 4,79%	0
Spanish	8 077	11 999	+ 36,93%	407	11 627	+ 3,63%	0
Russian	2 635	442	+ 420,00%	27	1 637	+ 1,68%	0
Arabic	2 081	268	+ 793,33	472	2 451	+ 23,85%	0
Chinese	1 285	319	+ 480,00%	13	2 392	+ 0,55%	0
Portuguese	1 150	433	N/A	257	2 117	+ 13,82%	0
TOTAL	33 317	35 098	+ 30,31%	10 486	63 888	+ 19,64%	0

Variation Number of Page views in February 2011 vs January 2011 (by language)

Language	February 2011	January 2011	Variation Vs M-1
English	12 059	4 655	+159,05%
French	6 030	2 785	+116,52%
Spanish	8 077	1 812	+345,75%
Russian	2 635	1 092	+141,30%
Arabic	2 081	1 590	+30,88%
Chinese	1 285	448	+186,83%
Portuguese	1 150	1 087	+5,80%
Total	33 317	13 469	+147,36%

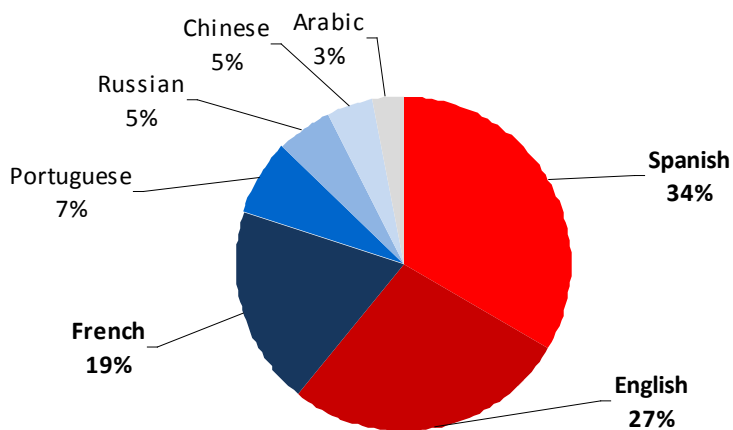
7.2. Top 10 most consulted PDFs in February (UNESDOC)

For the first time:

- the Portuguese, Russian, Chinese and Arabic versions of the *Courier* figure in the Top 10;
- the Top 10 contents exclusively the latest two issues: Haiti and Chemistry (in different languages), with only one exception: The Ramayana and the Mahabharata (1967), in Spanish.

	Title	Language	PDF consulted	Published
1	Chemistry and life	Spanish	1837	January 2011
2	Chemistry and life	English	1523	January 2011
3	Chemistry and life	French	1029	January 2011
4	Rebirth for Haiti	Portuguese	433	September 2010
5	Chemistry and life	Russian	323	January 2011
6	Chemistry and life	Chinese	278	January 2011
7	The Ramayana and the Mahabharata: two epics of Asia	Spanish	215	December 1967
8	Chemistry and life	Arabic	190	January 2011
9	Rebirth for Haiti	French	163	September 2010
10	Rebirth for Haiti	English	160	September 2010

English and French PDFs of *The UNESCO Courier* are still the most consulted, but all languages met significant readership



Breakdown of 10 most consulted PDFs of the UNESCO Courier in February 2011 Source: UNESDOC

8. 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.

8.1. Number of events by “Major Programmes”

<i>Major Programme</i>	<i>Total</i>	<i>Organized by</i>		
		<i>Headquarters</i>	<i>Field Offices</i>	<i>Institutes</i>
CI	6	4	2	-
CLT	10	7	3	-
ED	7	6	1	-
ERI	8	8	-	-
ODG	1	1	-	-
SC	10	10	-	-
SHS	6	5	1	-
ADM	2	2	-	-
GBS/SCX	1	1	-	-
Total	51	44	7	-

8.2. Events organized by Field Offices/Institutes

Apia	1
Venice	2
Windhoek	1
Katmandu	1
New Delhi	2
Total	7

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

<i>Type of Events taking place</i>	<i>at HQS</i>	<i>away from HQS</i>
Category 2-Intergovernmental meeting	1	-
Category 4- International Congress	-	-
Category 5- Advisory Committee	4	1
Category 6-Expert Committee	4	1
Category 7-Seminars and Workshops	3	3
Category 8-Symposium	-	2
Concert	-	-
DG Meeting with Staff	-	-
Exhibition	6	1
Event under UNESCO Patronage	-	-
Executive Board	1	-
Film Projection	-	-
Headquarters Committee	2	-
Information Meeting with Permanent Delegations	3	-
Interagency Meeting	1	-
Intersectorial Meeting	-	-
Meeting by Member States or Institutions	1	5
Press conference	-	-
Prize-giving ceremony	-	-
Show	2	-
Special Event	5	2
Working group/Expert Meeting	3	-
Total	36	15

9. UNESCO Headquarters

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

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

9.1. Conferences and Meetings

Programme Meetings

Date	Title*	Organizer	Place	Public
01-04/02	11e réunion du groupe de travail sur l'éducation pour tous (EPT)	Secteur de l'éducation, Division de l'éducation et de l'apprentissage, de l'éducation de base au supérieur	Salles VI, VII, XI	300
03-04/02	Forum UNESCO-NetExplorateur	Secteur de la communication et de l'information, Division de la société de l'information	Salles I, II, III, V	900
07-09/02	Comprendre l'élévation du niveau de la mer et sa variabilité	Commission océanographique intergouvernementale, Section des observations et services océaniques	Salle IX	80
07/02	Comité d'approbation du Fonds pour l'élimination du dopage dans le sport	Secteur des sciences humaines et sociales, Section de la jeunesse, des sports et de l'éducation physique	Salle XIV	15
08-10/02	Réunion de travail pour la Convention de 2001	Secteur de la culture, Section des musées et des objets culturels	Salle IV	90
09/02	6 ^e consultation entre le Groupe de soutien informel (GSI) sur la mise en œuvre du Plan d'action de Madrid (MAP) et le Secrétariat du Programme sur l'Homme et la biosphère (MAB)	Secteur des sciences exactes et naturelles, Division des sciences écologiques et des sciences de la terre	Salle XIII	60
14-18/02	The International Ocean Carbon Coordination Project meeting	Commission océanographique intergouvernementale, Section des observations et services océaniques	Salles V, VI, IX	50
14-18/02	Union internationale des sciences géologiques (UISG)	Secteur des sciences exactes et naturelles, Section Observation globale de la terre	Salle XIV	50
14/02	Formation sur l'éthique	Secteur des sciences sociales et humaines, Bureau exécutif	Salle XV	30
15-17/02	Formation de Gestion Axée sur les Résultats (GAR)	Bureau de la planification stratégique, Gestion des connaissances, les réseaux et SISTER	Salle VII	25
15-16/02	Formation Media Global Monitoring Report	Secteur de l'Education, Équipe chargée du Rapport mondial de suivi sur l'EPT	Salle VIII bis	15
15-18/02	Réunion conjointe Comité consultatif du Programme sur l'Homme et la biosphère (MAB) et du Programme international de corrélation géologique (IGCP)	Secteur des sciences exactes et naturelles, Division des sciences écologiques et des sciences de la terre	Salle XVI	12
16-18/02	Réunion sur le projet Qhapaq Ñan	Centre de l'UNESCO pour le patrimoine mondial, Unité de politique générale et de réunions statutaires	Salle VIII	20
16/02	Working Group of the Executive Board	Services centraux, Secrétariat de la Conférence générale	Salle X	80
16-18/02	39e session du Comité scientifique du Programme international de corrélation	Secteur des sciences exactes et naturelles, Section Observation globale de	Salle XIII	60

	géologique (PICG)	la terre		
17/02	Formation sur l'éthique pour le Secteur des Sciences exactes et naturelles	Secteur des sciences exactes et naturelles, Bureau Exécutif	Salle XV	30
21/02	Journée internationale de la langue maternelle	Secteur de la culture, Section de la diversité des expressions culturelles	Salle IV	180
21-25/02	Célébration du 50e anniversaire de l'Union internationale des sciences géologiques	Secteur des sciences exactes et naturelles, Section Observation globale de la terre	Salles XI, XIII, XIV	50
21-23/02	Comité consultatif international sur les réserves de biosphère	Secteur des sciences exactes et naturelles, Division des sciences écologiques et des sciences de la terre	Salle XIV	35
21-22/03	Réunion d'experts sur "Les Sites de recherche du Programme sur l'Homme et la biosphère (MAB)"	Secteur des sciences exactes et naturelles, Section des sciences écologiques et de la biodiversité	Salle XV	25
21-22/03	18e réunion du Bureau du Conseil intergouvernemental du programme Information pour tous	Secteur de la communication et de l'information, Division de la société de l'information	Salle XVI	15
22-24/02	Atelier de Gestion Axée sur les Résultats (GAR)	Bureau de la planification stratégique, Gestion des connaissances, les réseaux et SISTER	Salle VII	20
22/02	Formation sur l'éthique pour le Secteur des Sciences exactes et naturelles	Secteur des sciences exactes et naturelles, Bureau Exécutif	Salle VIII	30
23/02	Working Group of the Executive Board	Services centraux, Secrétariat de la Conférence générale	Salle X	80
24/02	Stage d'introduction pour les nouveaux délégués permanents	Secteur des relations extérieures et de l'information du public, Division des relations avec les États membres et les commissions nationales	Salle VIII	30
Total participation				2 282

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

External rentals

Date	Title	Organizer	Place	Public
02/02	Conférence de Jean Vanier Fondateur de l'Arche	Office Chrétien des personnes Handicapées	Salle I	700
03/02	Les enjeux de la Culture : De l'influence à la coopération Internationale	Association Internationale Francophone d'Intelligence Economique	Salle IX	90
03/02	Conseil Exécutif de l'Union Latine	Union Latine	Salle XIII	40
Total participation				830

Information Meetings for Member States

Date	Title	Organizer	Place	Public
10/02	Youth Programmes	Bureau du Sous-Directeur général pour les sciences sociales et humaines	Salle XI	180
15/02	Information meeting of the Executive Board	Conseil exécutif	Salle X	180
18/02	Launch of the 2011 Global Monitoring Report	Bureau du Sous-Directeur général pour l'éducation	Salle XI	180
Total participation				540

Electoral Groups Meetings

Date	Title	Organizer	Place	Public
03/02	Réunion plénière du Groupe Africain	Délégation permanente d'Angola	Salle XIV	57
04/02	Réunion du Groupe GRULAC	Délégation permanente de l'Equateur	Salle XIV	45
07/02	Réunion Groupe Electoral II	Délégation permanente de la Croatie	Salle VI	40
08/02	Réunion du Groupe UE	Délégation permanente de la République de Hongrie	Salle XIII	40
08/02	Réunion du Groupe GRULAC	Délégation permanente du Mexique	Salle XVI	45

10/02	Réunion du Groupe Africain	Délégation de la République du Kenya	Salle XIII	50
10/02	Réunion du Groupe arabe	ALECSO	Salle XVI	40
11/02	Réunion de Bureau GRULAC	Délégation permanente du Mexique	Salle XVI	40
14/02	Réunion plénière du Groupe 77	Groupe 77	Salle IV	80
17/02	Réunion du Groupe Electoral I	Délégation permanente du Royaume de Norvège	Salle IV	50
17/02	Réunion du Groupe de travail et de communication du MNOAL	Délégation permanente du Venezuela	Salle VI	50
18/02	Réunion du Groupe de travail	Délégation permanente d'Angola	Salle III	20
18/02	Réunion entre la Délégation permanente de l'Angola et le Groupe Africain	Délégation permanente d'Angola	Salle VI	50
18/02	Réunion du Groupe de travail du GRULAC	Délégation permanente de la République orientale de l'Uruguay	Salle XV	25
21/02	Réunion du Groupe de Commonwealth	Délégation de la République du Kenya	Salle VI	45
22/02	Réunion du groupe UE	Délégation permanente de la République de Hongrie	Salle IX	40
23/02	Réunion de Bureau du Groupe ASPAC	Délégation permanente de la République islamique d'Iran	Salle XV	25
23/02	Réunion plénière du Groupe ASPAC	Délégation permanente de la République islamique d'Iran	Salle VIII	50
23/02	Réunion de réflexion du Groupe de GRULAC	Délégation permanente du Venezuela	Salle XV	20
23/02	Groupe ASPA-UNESCO : Contact Group Meeting	Délégation permanente du Brésil	Salle XVI	50
24/02	Réunion du Groupe du Mouvement des Pays Non-Alignés (MNOAL)	Délégation permanente de la République arabe d'Egypte	Salle IX	50
24/02	Réunion du groupe GRULAC	Secteur des relations extérieures et de l'information du public, Section Amérique latine et Caraïbes	Salle IX	45
Total participation				957

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

The Cultural events web page is now available at www.unesco.org/en/cultural-events in English and www.unesco.org/fr/cultural-events in French.

- The February electronic calendar was sent to 3 499 subscribers.
- The Paper version of the monthly calendar is printed out in 2 500 copies (1 500 in French and 1 000 in English)
- 8 events have been organized and promoted in February: 5 exhibitions, 2 shows and 1 special event.

9.2.1. Exhibitions

Date	Title	Organizer	Place	Public*
7-11/02/2011	Culture Trails – fortresses on the Danube	Permanent Delegation of the Republic of Serbia	Hall Ségur	N/A
7-11/02/2011	Romantic Roads	Permanent Delegation of the Republic of Hungary	Miró Rooms	N/A
7-16/02/2011	Save and protect the Earth	Permanent Delegation of Angola	Salle des Pas Perdus	N/A
15-21/02/2011	Education is a Right: NO to discrimination in Education! - Views from Latin America and the Caribbean	Education Sector and the CLADE	Hall Ségur	N/A
21-25/02/2011	Discovering Moscow: historical and architectural Heritage	Permanent Delegation of the Russian Federation	Salle des Pas Perdus	N/A

9.2.2. Shows and Screenings

Date	Title	Organizer	Place	Public*
5/02/2011	Celebration of Têt, Vietnamese New Year	Delegation of the Socialist Republic of Vietnam	Room I	900
8/02/2011	Hungarian folk dance and music	Permanent Delegation of the Republic of Hungary	Room I	1 100
Total participation				2 000

9.2.3. Special Events

Date	Title	Organizer	Place	Public*
5/02/2011	Scouting activities and workshops	Education Sector	Rooms III and V Salle des Pas Perdus	N/A

*Source: number of participants for the rooms is estimated by ERI/SPE and ADM/CLD/PCS. Neither means nor tools are available to monitor exhibitions visitors.

9.3. UNESCO Visits

The Visitors' Service organized a total of 13 visits for 597 visitors in February 2011.

In February, most visitors came within the framework of group visits. The major part of the organized visits was conducted in French for a French public. Even if the number of visits has not increased much this month (11 visits in January 2011), the number of visitors is much more significant (+ 99%).

1. Requests

Number of emails received	216
Number of requests received	0
Accepted requests	45%
Declined requests	55%

2. Languages

Visits in English	2	15%
Visits in French	10	77%
Other	1	8%

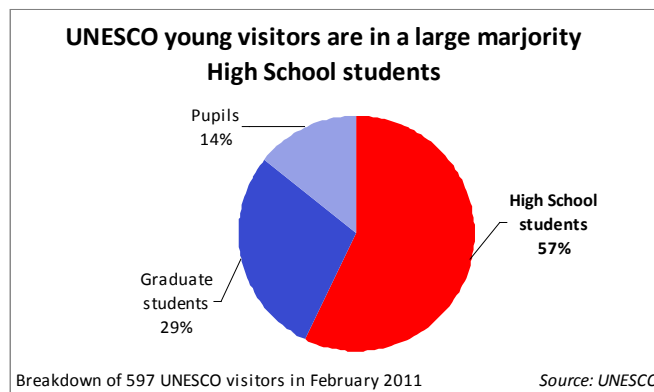
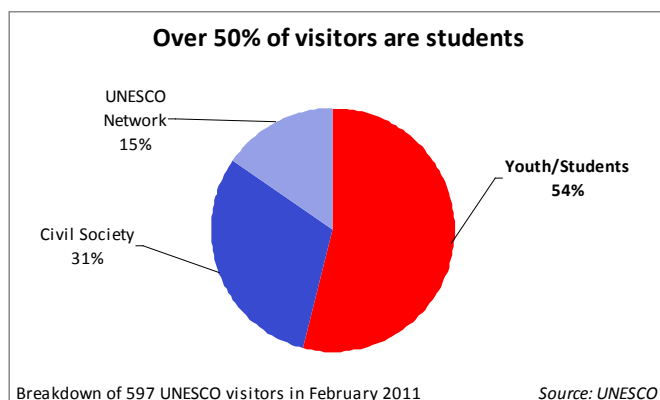
3. Type of visits

Individual Visits	1	8%
Group Visits	10	77%
Thematic Conferences	2	15%

4. Origin

Africa	0	0%
Arab States	0	0%
Europe and North America (of which 55% of local requests)	11	85%
Latin America and the Caribbean	0	0%
Asia and Pacific	2	15%

5. Audience



10. UNESCO logo exposure

10.1. 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/OPP/PRO. The database is updated daily and shared with the **focal points for UNESCO name and logo** use of each Sector.

Five events were granted UNESCO's patronage in February 2011.

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/02	Serbia	Celebration of the 100th anniversary of the first feature film in Serbia	Civil society & mass media	CLT
04/02	India	International Jewellery Summit entitled "Abhushan"	Civil society	CLT
04/02	Tunisia	Colloque international sur le thème « Quelle culture pour la jeunesse dans un environnement mondial »	Youth & students, educators, researchers, policy makers	SHS
08/02	UNESCO HQ	Manifestation artistique hongroise organisée par la Délégation permanente de Hongrie	Civil society	CLT
Feb 2011 onwards	South Korea	2011 Millennial anniversary of the Tripitaka	Civil society	CLT

10.2. Logo production

Wherever possible, the UNESCO logo should be accompanied by a text or a secondary logo placed on the right side of the dotted line, specifying the entity concerned and/or the nature of its association with UNESCO.

In February 2011, **42 new logos** have been elaborated for internal and external audiences. 29% have been elaborated for Partners, 28% for the Secretariat, 17% for Network Members.

11. Media Partnerships

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

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

11.1.NHK (Japan)

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

Partnership began: August 2004, renewed in August 2009

Duration: until December 2012

Products: **2 series of TV programmes (5 and 30 minutes) + several special programmes**

Title of the Program: **Series World Heritage 100, Invitation to the World Heritage**

Area of broadcast: **Japan and Worldwide**

Average audience share in Japan: **5 percent** (for the first broadcast)

Estimate number of household as viewers in Japan: **879 050 household nationwide in main Kanto region**

Estimate of total number of viewers in Japan: **2 197 625 (household x 2.5)**

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

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

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

<i>Date</i>	<i>Subject</i>	<i>Format</i>
Every Day in Japan	Series World Heritage 100	5 minutes
Almost every day worldwide by satellite	Series World Heritage 100	5 minutes
Once a week in Japan, Worldwide by satellite (twice a week including re-run)	Invitation to the World Heritage	30 minutes

The total number of audience accessed to the program in February in Japan was estimated at **61 533 500** (for the first broadcast).

Additional Programs in February

<i>Date</i>	<i>Name of Series</i>	<i>Format</i>
01/02	World Heritage Poems of 10 000 years	Satellite station / 90 minutes

The audience share is not known.

11.2. TBS (Japan)

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

Partnership began: 1994

Product: **A series of TV programmes (30 minutes)**

Frequency of broadcast: **Every Sundays, Rebroadcast on the following Saturdays**

Countries and regions of broadcast: **Japan**

Average audience share in February: **4,9 percent** (for the first broadcast)

Estimate number of viewers in Japan: **4 490 000** (for the first broadcast)

Estimate number of viewers for rebroadcast: **1 000 000** (for the rebroadcast)

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

Sponsorship: **SONY**

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience Share</i>
06/02	Old City of Dubrovnik http://www.tbs.co.jp/heritage/archive/20110206.html	30 minutes	4.1
13/02	Everything About Inka 1	30 minutes	5.8

	http://www.tbs.co.jp/heritage/archive/20110213.html		
20/02	Everything About Inka 2 http://www.tbs.co.jp/heritage/archive/20110213.html	30 minutes	5/7
27/02	Cliff of Bandiagara http://www.tbs.co.jp/heritage/archive/20110227.html	30 minutes	4.0

The total number of audience accessed to the program in February was estimated at **17 950 000**.

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

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

Partnership began: October 2010

Duration: until December 2012

Products: **News and interviews**

Output: **Xinhua website (www://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

<i>Title & site on web</i>	<i>Language</i>
http://search.news.cn/language/search.jsps?page=3&id=en&t2s=&t2e=&rp=20&n1=%55%4e%45%53%43%4f&n2=&n3=&ct=&np=content&ss=-PubTime&t1=0&t=1 There are 44 reports released, most of them are on the Preah Vihear Temple and the special envoy's mission to Thailand and Cambodia.	English
http://search.news.cn/language/search.jsps?id=fr&t=1&t1=0&ss=&ct=&n1=UNESCO&button=ok There are 23 reports released, most of them are on the Preah Vihear Temple and the special envoy's mission to Thailand and Cambodia.	French
http://news.xinhuanet.com/world/2011-01/21/c_121006593.htm No details can be found.	Chinese

11.4. RIA Novosti

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

Partnership began: September 2010

Duration: until December 2013

Products: **News and interviews**

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

Website Page views:

Network: partnership with more than 100 foreign news media

<i>Date</i>	<i>Title</i>	<i>Language</i>	<i>Page views</i>
01/02	Exhibition "Arkhangelsk transport" started the 300 th anniversary of Lomonosov's birthday year http://www.rian.ru/culture/20110201/328984952.html	Russian	267
01/02	UNESCO appeals to preserve Egypt's treasures http://www.rian.ru/culture/20110201/329085798.html	Russian	204
04/02	Rosprirodnadzor to check Baikal paper mill in April http://eco.rian.ru/danger/20110204/330295958.html	Russian	100
04/02	UNESCO to specify original St. Petersburg's borders during spring visit http://www.rian.ru/culture/20110204/330336856.html	Russian	82
07/02	Young drugs and sports dopes are common evil - Fetisov http://sport.rian.ru/sport/20110207/331459295.html	Russian	62

08/02	Cosmonauts to set satellite "Kedr" drifting http://www.rian.ru/science/20110208/331722680.html	Russian	322
09/02	"Traditions and today" art festival to start in Moscow http://www.rian.ru/culture/20110209/332164041.html	Russian	104
14/02	UNESCO commission to check the Bolshoi reconstruction quality http://www.rian.ru/culture/20110214/334194886.html	Russian	99
14/02	Roscosmos: launch of "Kedr" amateur radio satellite delayed till April http://www.rian.ru/science/20110214/334214726.html	Russian	423
15/02	International chemistry year in Russia officially started http://www.rian.ru/science/20110215/334531153.html	Russian	226
16/02	Cosmonauts to install equipment for gamma burst research http://www.rian.ru/science/20110216/334682537.html	Russian	206
16/02	UNESCO head appealed to give back stolen relics from the Cairo museum http://www.rian.ru/world/20110216/334707418.html	Russian	375
16/02	Cosmonauts Kondratiev and Skripochka entered open space http://www.rian.ru/science/20110216/334853140.html	Russian	258
17/02	Baikal paper mill is Baikal's only source of dioxins pollution – scientists http://eco.rian.ru/danger/20110217/335105881.html	Russian	305
18/02	Ecologists suspect Baikal paper mill to set up illegal disposal site on the shore http://eco.rian.ru/danger/20110218/335661666.html	Russian	216
22/02	Art festival in Manezh to exhibit puppets, water colors and tapestry http://www.rian.ru/culture/20110222/337452426.html	Russian	114
22/02	"Traditions and today" festival widening the scopes http://www.rian.ru/culture/20110222/337412861.html	Russian	47
24/02	Rosprirodnadzor conducting checks on setting up disposal site near Baikal paper mill. http://eco.rian.ru/danger/20110224/338219770.html	Russian	58
22/02	Festival internacional de arte en Moscú reunirá obras de más de 200 artistas del mundo http://sp.rian.ru/culture/20110222/148415821.html	Spanish	37
16/02	Jefa de UNESCO pide volver las piezas robadas del Museo de El Cairo http://sp.rian.ru/international/20110216/148375547.html	Spanish	38
16/02	L'Unesco appelle à restituer les pièces volées au Musée du Caire http://fr.rian.ru/culture/20110216/188636483.html	French	103

Total number of Page views of UNESCO related articles in multi-languages on the RIA Novosti site in February: 3 646

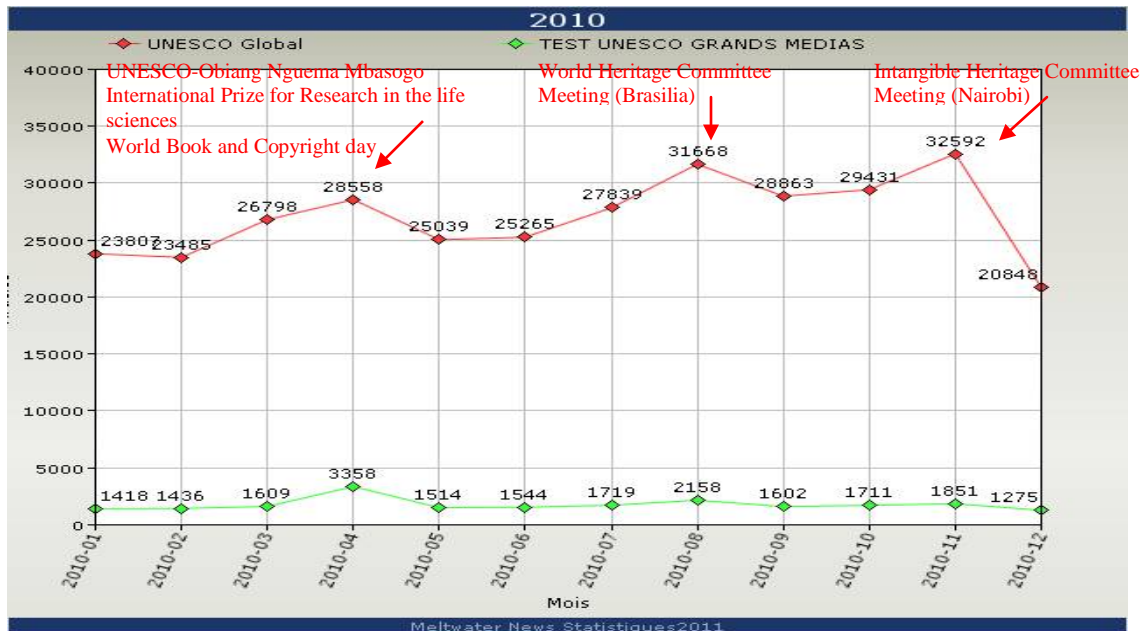
UNESCO Visibility: Use of Public information products and services in 2010

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

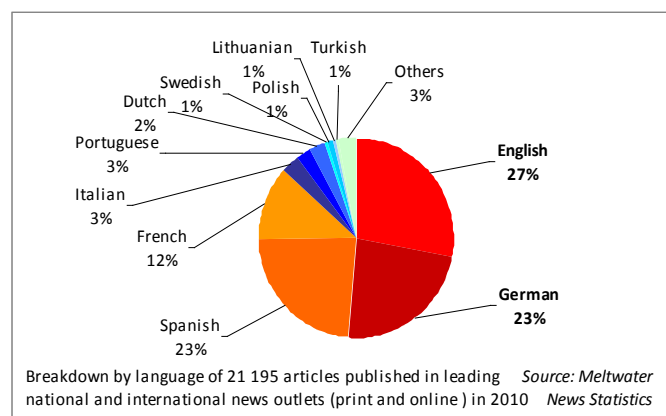
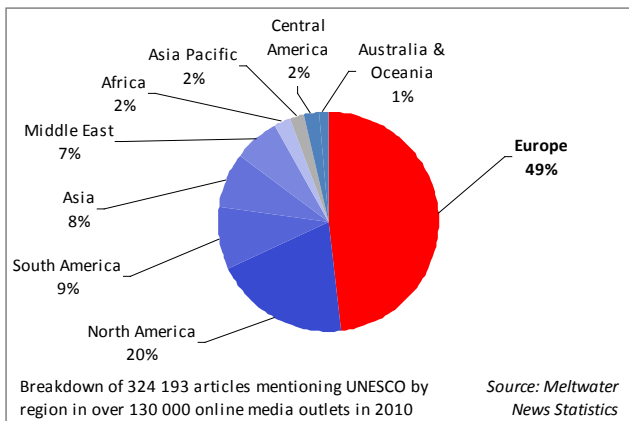
324 193 articles mentioning UNESCO in online media outlets

21 195 articles in major national and international media outlets

The story that generated most coverage in the major national and international media in 2010 was the debate over the UNESCO-Obiang Nguema Mbasogo International Prize for Research in the Life Sciences. Coverage in leading titles peaked during the Spring Executive Board meeting in April (3 358 articles – dealing with other issues as well, including World Book and Copyright day). However, when looking at all media combined, the year's top story is clearly the Intangible Heritage inscriptions announced in November. This story pushed the monthly figure for November to 32 592 articles. By comparison, the World Heritage meeting, which ended in August, pushed the figures for that month to 31 668.



- The red line shows the total number of articles mentioning UNESCO that were monitored each month (yearly total of articles: 324 193) in over 130,000 online media outlets – ranging from local newspapers to specialized magazines, online news aggregators and multimedia sites.
- The green line shows the number of articles in which UNESCO is featured or referred to each month in major national and international news outlets in all regions - for a yearly total of 21 195 articles.



The vast majority of articles in which UNESCO is either the subject of the story, or referred to in any way, were published in European media, followed by North America, South America and then Asia.

87 % of articles published in national and leading international news outlets were in English, German, Spanish, and French.

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

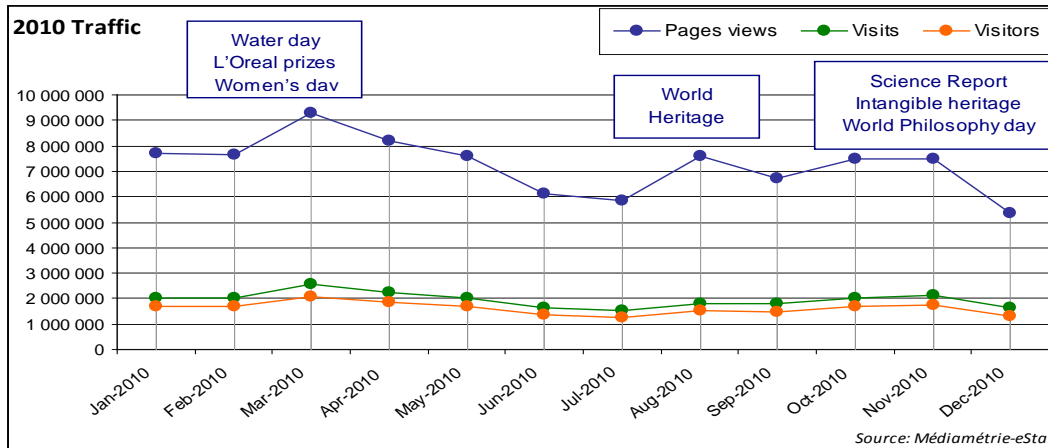
86.9 million PAGE VIEWS

23.3 million VISITS

19.3 million VISITORS

Constantly in evolution, in 2010 UNESCO's websites attracted a record 1.6 million visitors per month, with an average 4-5 page views per visitor resulting in some 7.2 million monthly page views¹.

Compared to 2009, traffic rose **+6,43% (visits)**, **+ 6,51% (visitors)**, and **+ 3,78% (page views)**. Given the soaring overall usage of the internet by the global public, these numbers do not necessarily represent a real growth of traffic. They rather show that UNESCO needs to focus more energy and resources into online media. With video now accounting for over 50% of global internet traffic (yet but a small fraction of UNESCO's), and blogs, tweets and other social media soaring in usage, our digital information products need updating. In 2011 UNESCO will begin a major overhaul and modernization of its web portal to ease usability and accessibility of its rich programmatic content.



The most visited single page was the World Heritage List while the combination in March of the Water and Women's Days along with the L'Oreal prize brought a monthly traffic highpoint of over 9.2 million page views.

¹ **Page view**: is counted when the page requested by the user is loaded into the internet browser; **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; **Visitor**: counts within the timescale of 30 minutes and can make multiple visits.

Social Media



www.unesco.org/facebook

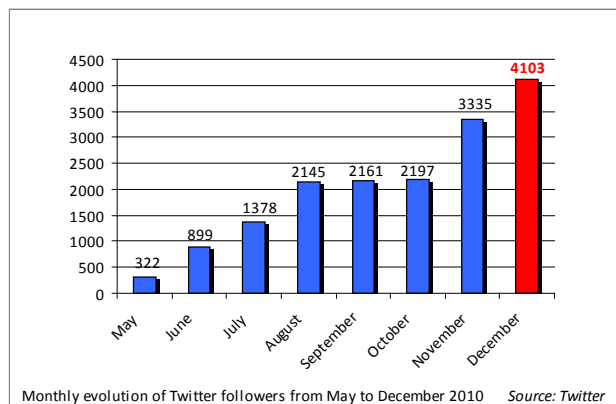
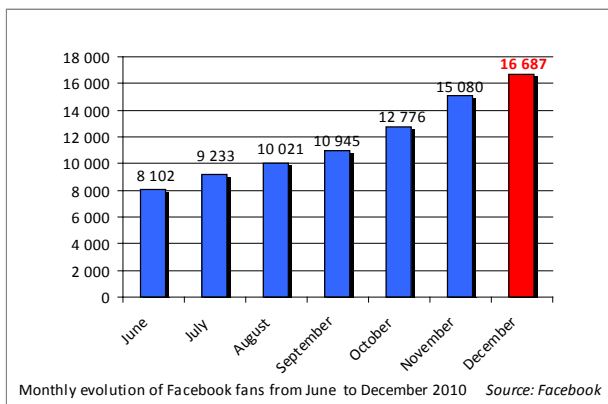
Facebook fans: 13% Monthly growth



www.twitter.com/unescoNOW

Twitter followers: 44% Monthly growth

Started in early 2010 on a trial basis the official UNESCO Facebook page and Twitter feed have gradually garnered an audience and became in September 2010 an official and essential communication channel. In 2011 UNESCO will move to further enhance its social media presence through focused usage and campaigns as part of a rejuvenated online presence.



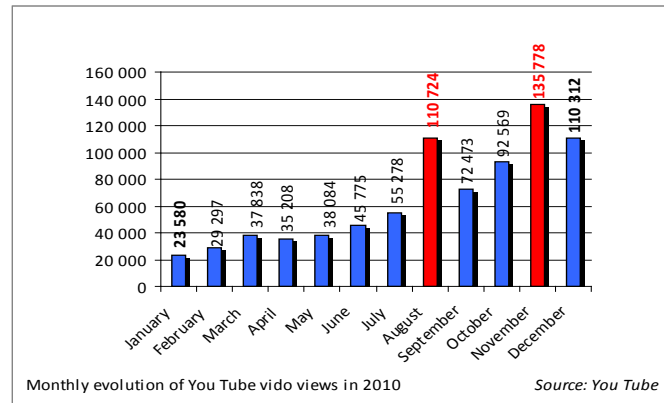
Audiovisual

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



368%: video views increase between January and December 15% Monthly growth

Signed in September 2009, the UNESCO/You Tube strategic partnership resulted in the creation of the UNESCO Channel to promote UNESCO video content in 6 languages.



Video views increased progressively over the year and two peaks can be noted, corresponding to major events, the World Heritage Committee Meeting in August 2010 and the Intangible Heritage Committee in November 2010.

Publications and Documents -

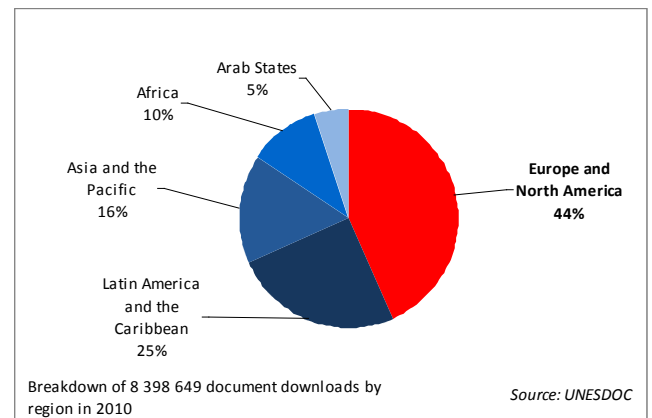
<http://www.unesco.org/new/en/unesco/resources/publications/>

124 440 publications and documents available online 8 398 649 downloads²

Full text and bibliographic records of documents, communication materials, and publications published by UNESCO Headquarters and the Field since 1945 are available online. At the end of 2010, out of **124 440 records**, a total of **8 398 649** downloads were accounted throughout the year.

UNESCO 2010 flagship publications included four World Reports: *Education for All Global Monitoring Report – Reaching the Marginalized*, *UNESCO Science Report*, *Engineering: Issues, Challenges and Opportunities for Development* and *World Social Science Report* (see Annex X - list of Periodicals and key titles).

Translations into 16 different languages have been possible thanks to the cooperation with publishers and national partners. One title was co-published in Braille for the visually impaired.



Publications' downloads show readers particular interest in the UNESCO reports and seminal UNESCO works such as *Seven complex lessons in Education for the future* (Edgar Morin, 1999) and *Learning, the Treasure within* (Report to UNESCO of the International Commission on Education for the Twenty-first Century, 1999). Consultations soar at the end of year due to the launch in Brazil of the General History of Africa in Portuguese.

². PDF downloads measured by UNESDOC represent only hits and do not reflect necessarily successful downloads. Statistics may therefore show too high figures.

Media Partnerships

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.

2010 has been marked by new media partnerships:

- *The Dong-A Ilbo* (Republic of Korea) in May 2010 - literally 'East Asia Daily'-, and *The Chosun Ilbo* (Republic of Korea) in December 2010 - literally 'Korea Daily News'-, two of the three major South Korean newspapers;
- RIA Novosti (Russian Federation) in September 2010. The Russian International News Agency publishes news on the web in the main European languages and in Arabic;
- Xinhua News Agency (People's Republic of China) in October 2010. Literally 'New China News Agency' is the main Chinese press agency;
- Al Jazeera (State of Qatar) in December 2010. Literally 'The Island' is an international TV news network;
- TV Globo (Brazil). The partnership has been renewed in 2010. TV Globo is one of the biggest TV channels in Latin America.

Some figures of Media Partnerships results in 2010:

- **8 375 000 average readers/article** for *Asahi Shimbun* (partnership signed in 2008). The second most circulated national newspaper in Japan has released 25 articles and an interview article of the Director-General on the Intangible Cultural Heritage (**20 175 000 readers**).
- **3 250 000 readers/article** for *The Dong-A Ilbo* who released 6 articles on the World Heritage in danger.
- **2 197 625 viewers/broadcast** for NHK broadcast TV (partnership renewed in 2009). Japan's national public broadcasting organization programs on the World Heritage everyday for 5 minutes both nationally and worldwide by satellite, and once a week for 43 minutes.
- **4 950 000 viewers/first broadcast** for TBS broadcast TV (partnership signed in 1994). Tokyo Broadcasting System programs on the World Heritage once a week and rebroadcasts (**1 000 000 viewers/ rebroadcast**).