



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2011/PIPMR/07

Monthly Report on the Use of UNESCO Public Information Products

April 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 events

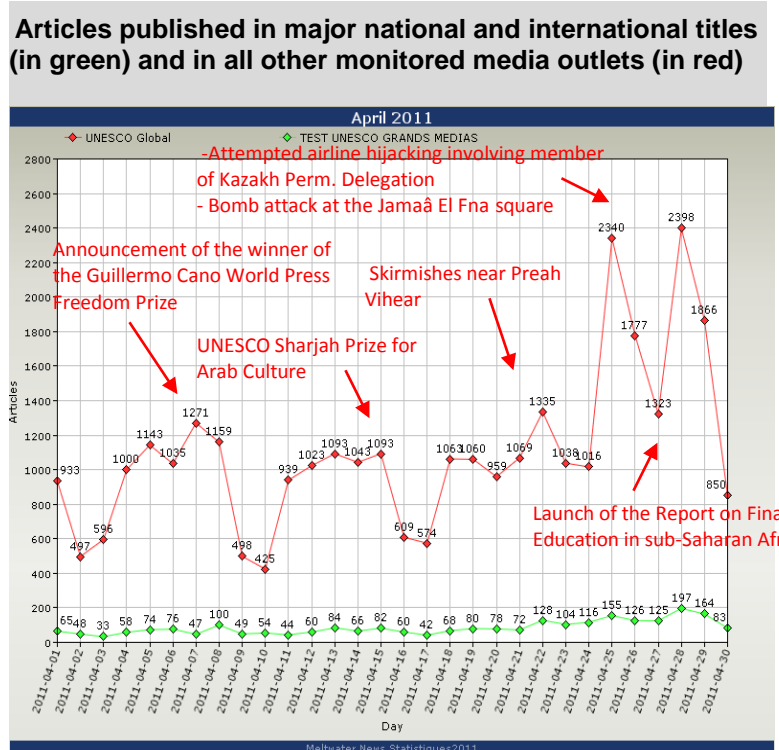
In April, unlike the previous month, few major events took place. The following are highlighted:

- UNESCO Sharjah Prize for Arab Culture (15 April)
- Launch of the report “Financing Education in sub-Saharan Africa – Meeting the Challenges of Expansion, Equity and Quality” (27 April)

The graphic to the right shows media coverage including these two events.

The award ceremony for the UNESCO Sharjah Prize for Arab Culture generated media coverage in the United Arab Emirates, Sudan, and the Gulf region. The press release announcing the prize-winners was widely quoted in regional newspapers.

The launch of the Institute for Statistics’ report on Financing Education in sub-Saharan Africa received limited but quality coverage, with articles in *Afrique en ligne*, *AllAfrica.com*, *This is Africa* (*Financial Times*), *Jeune Afrique*, *Afrique 7*, *Afrique 24*, *TV5*, *France Ô*, *Telesud*, *L’Express*, *RFI*, *The Guardian Developer Blog*, *Mareeg*, *Monsters and Critics*, *BBC Africa service*, *NieuwsBank*, *Diario Sur*, *North Korea Times*, *Yahoo News*, *AFP*, *Xinhua*, and *DPA*.



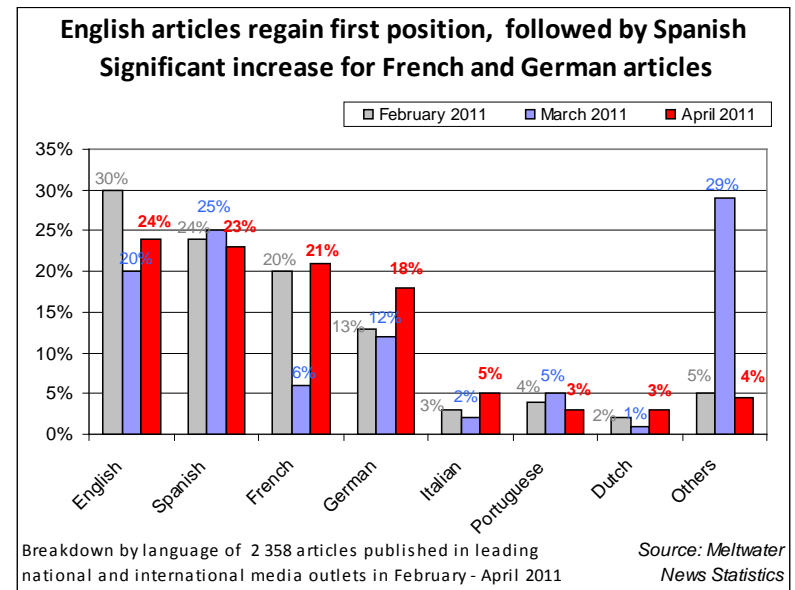
Media

The peaks in coverage this month clearly relate to news stories with only an indirect connection to UNESCO, such as the bombing in the World Heritage site of Jamaâ El Fna in Morocco and the attempted airline hijacking allegedly by a member of the Kazakh delegation to UNESCO, and the Preah Vihear dispute.

The only peak resulting directly from UNESCO activities or events is associated with the announcement on 7 April of the winner of the Guillermo Cano World Press Freedom award, imprisoned Iranian journalist Ahmad Zeidabadi.

As indicated in the graphic to the right, English leads this month with 560 articles, followed closely by Spanish (548), French (506) and German (415). Between them, these four languages account for approximately 86% of all coverage in major international and national titles.

When all media monitored by the system are taken into account (including local and regional), Spanish leads with 21.4% of articles, followed by English (20.5%) German (18.3%), French (9.2%), Russian (8.9%), Arabic (4.4%), Portuguese (4%). Chinese is further down the ladder with 0.68%.



UNESCO Website and Social Media Channels

With fewer major events in April, web visits decreased in all regions with the exception of Asia (+0.32%): Oceania -35.32%, South America -23.01%, Europe -14.37%, Africa -14.17%, North America -5.23%.

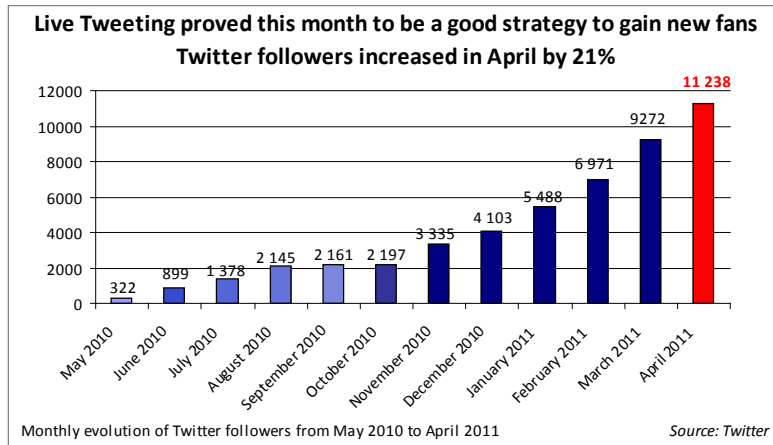
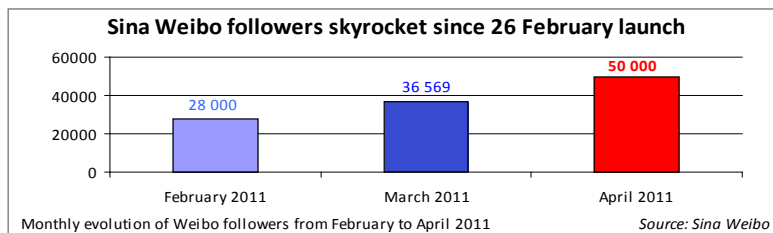
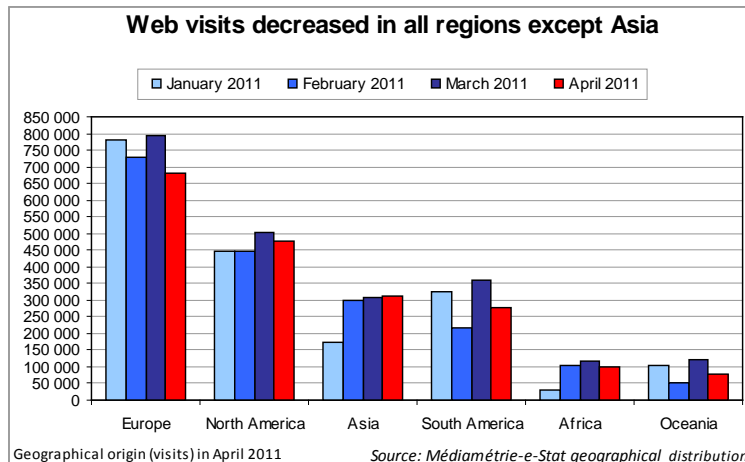
Asia thus moved into third position in visits by geographical origin, with Africa slightly surpassing Oceania to move into fifth place: Europe accounted for 35% of visits in April, North America 25%, Asia 16%, South America 14%, Africa 5% and Oceania 4%.

The overall growth of social media is rapidly shifting traffic from the web to new channels. UNESCO's social media channels continue to gain popularity, particularly the Chinese miniblog Sina Weibo which was started on 26 February this year and already has over 50 000 fans. Meanwhile, UNESCO's Facebook page is experiencing steady growth with 2 330 new fans this month. Likewise, UNESCO's official Twitter page now has 11 238 fans, a 21% increase on last month.

UNESCO Weibo's followers increased by 37% in April with it now ranking second among all UN agencies and offices. Two campaigns were particularly successful in April: "Kizuna" - a message of hope for Japan's school children", and "World Book and Copyright Day" have received more than 1 000 re-tweets and many positive comments.

A week-long campaign relating to the International Year of Forests proved to be popular on Facebook. Two photo stories attracted a significant number of 'Likes': on UNESCO's Biosphere Reserves and on youth acting to protect cultural heritage in Egypt.

Live Tweeting from events is proving to be a good strategy to attract new fans. Fifteen live Tweets were sent out from the UNESCO-organized conference in the United States of America, 'Interregional Philosophical Dialogue between Africa and the Americas – "Africa and its Diaspora"'. Over the three days of the conference, UNESCO's Twitter page gained 213 new fans.

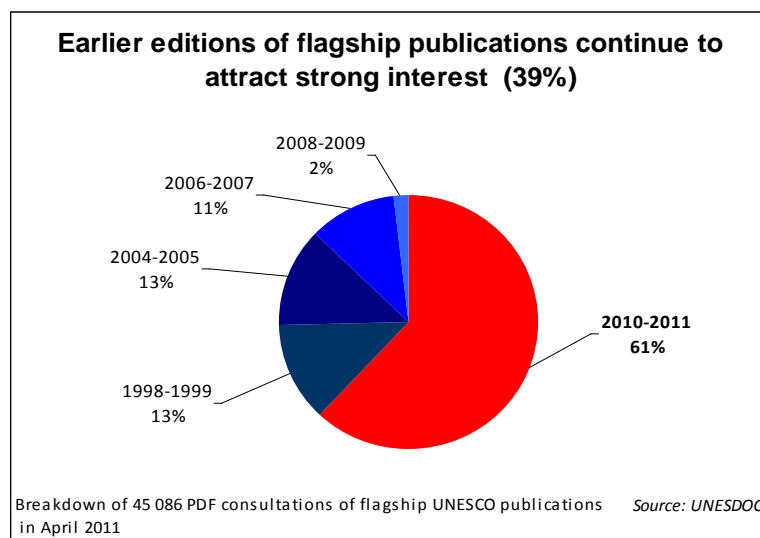


UNESCO Publications

The Portuguese edition of one of UNESCO's most important publishing projects, the eight-volume *General History of Africa (História geral da África)* remains the most viewed publication on UNESCO's online database this month. Published in December last year, the Portuguese volumes were accessed almost 24 000 times in April, accounting for 3.2% of the total 738 000 PDF consultations.

Spanish-language publications on education and the Spanish edition of the 2005 UNESCO World Report *Towards Knowledge Societies (Hacia las sociedades del conocimiento)* were also very popular in April, reflecting the ongoing active interest in education policy throughout Latin America and the Caribbean.

As illustrated in the graphic to the right, although 61% of the consultations of major UNESCO outputs were of editions published in the current biennium, previous years' titles are still sought after - for example, Spanish editions of *Towards Knowledge Societies* (2005) and *Seven Complex Lessons in Education for the Future* (1999).



Major events:

I. UNESCO Sharjah Prize for Arab Culture (15 April)

The 9th Edition of the **UNESCO - Sharjah Prize for Arab culture** was hosted at Headquarters on April 15th with the following two events, with the presence of Sheikh Sultan Al Qassimi.

- The awards ceremony for the Prize, and
- A special tribute to Professor Mohammed Arkoun, late president of the international jury of this Prize, including two round tables.

Two eminent cultural personalities, one from France and the other from Sudan, received the 2010 UNESCO - Sharjah Prize for Arab Culture, recognizing their lifelong work that addresses major challenges in promoting Arab performing arts for dialogue and reconciliation.

Fifteen high level scholars and official representatives participated in two round tables devoted to the issue of Islamic Humanism in Mohammed Arkoun's thinking and to his career.

Participants: 800 people in Room I (350 more participants than in 2010)

Audience: Executives UNESCO Permanent Delegates, UNESCO Senior staff and guests, non-governmental organizations, academics and scholars, students in Arabic culture, journalists.

Communication materials and activities:

- [Media advisory](#)
- [Web site](#)
- Flyer distributed through the web and specialized institutions dealing with Arab culture mainly in France and the Arab World
- Press kit in French
- Wide public relation and promotion of the event to an external public
- Numerous interviews of the laureates for radios, newspaper, web press
- Concert

Press coverage:

The award ceremony for the UNESCO Sharjah Prize for Arab Culture generated media coverage in the United Arab Emirates, Sudan, and the Gulf region. Forty journalists and media workers were accredited for this event. The TV channel Al-Arabia and the Emirates' channel aired reports made on site with pictures of the award ceremony and the intervention of the DG, the Governor of Sharjah and the laureates. The press release announcing the prize-winners was widely quoted in regional newspapers (25 articles based on UNESCO press release).

Social media:

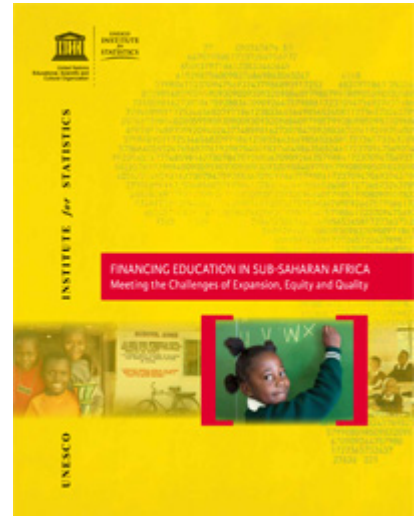
The announcement of the Sharjah Prize had only minimal impact on UNESCO's Facebook page. A link to the press release received 31 likes, while 41 fans liked the photo gallery of the two prize-winners.

II. Launch of the report “Financing Education in sub-Saharan Africa – Meeting the Challenges of Expansion, Equity and Quality” (27 April)

On April 27, the UNESCO Institute for Statistics released a new report, entitled *Financing Education in Sub-Saharan Africa: Meeting the Challenges of Expansion, Equity and Quality*. The report presents comprehensive and timely data on the financing of education in 45 African countries. It also includes historical data to track financing trends since the World Education Forum in 2000. In short, it provides the statistical evidence to evaluate the policy trade-offs in responding to the rising demand for primary and secondary education across the region.

The report was launched during two events on 27 April. At Headquarters, DPI organized a press breakfast for about 10 journalists reporting on education issues and Africa. On the same day, UIS statisticians presented the report during an event organized with the Brookings Institute in Washington DC.

Other forthcoming presentations: UNESCO New York Office will be organizing a presentation of the report for UN staff on 17 May. UIS director will be presenting the report to UNESCO Education Staff and Permanent Delegations on 11 May.



Participants: 10 invited journalists (press breakfast at HQ), 75 participants (Washington DC)

Audience: Policy experts from intergovernmental organizations, academics from research institutions and think-tanks, journalists, UNESCO staff.

Communication materials and activities:

- Press release in English, French, Chinese and Arabic
- Summary of conclusions
- Web articles
- Interviews of report authors for print, broadcast and digital media

Press coverage:

Limited but quality coverage immediately after the launch, with articles in:

Afrique en ligne, AllAfrica.com, This is Africa magazine (published by the FT), Jeune Afrique (France), Afrique 7, Afrique 24, TV5, France Ô, Telesud, L'Express (France), RFI (English and French), The Guardian Development blog, Mareeg, Monsters and Critics, BBC Africa service, NieuwsBank, Diario Sur, North Korea Times, Yahoo News, AFP, Xinhua, DPA.

Additional requests came from Le Monde, The East African, IPS, Africa Confidential. All have indicated they are writing about the report.

Several interviews were done with media outlets. Requests for interviews on the report continue to be made.

Social media:

The UIS Report on education investment in Africa was fairly popular on Tweeter. Three Tweets were sent out one of which was re-tweeted 27 times.

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 5.68 million unesco.org pages (many of course database driven) are referenced by Google.

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).

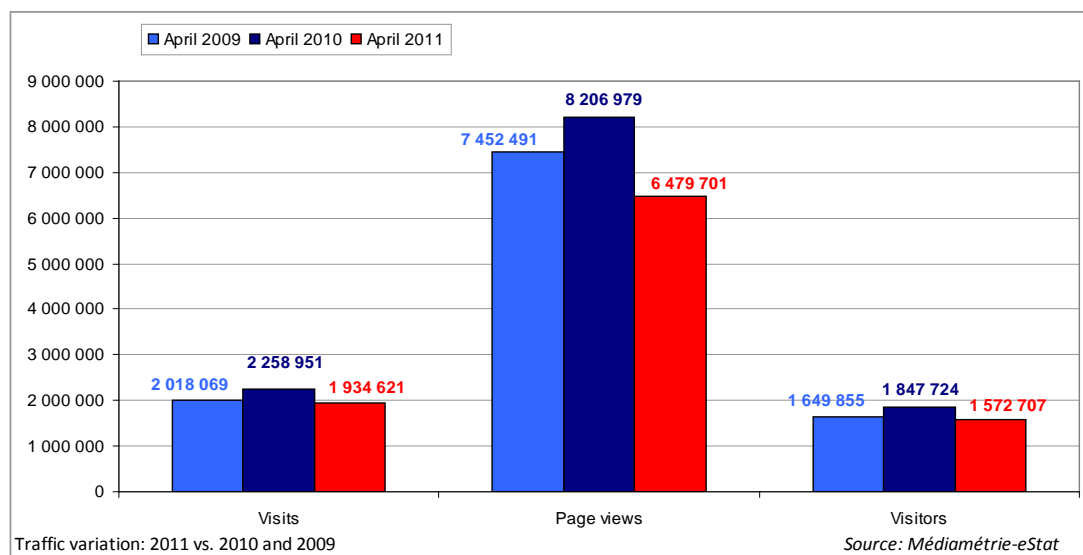
Visits: A visit is defined as a series of page requests from the same uniquely identified client with a time of no more than 30 minutes between each page request.

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)

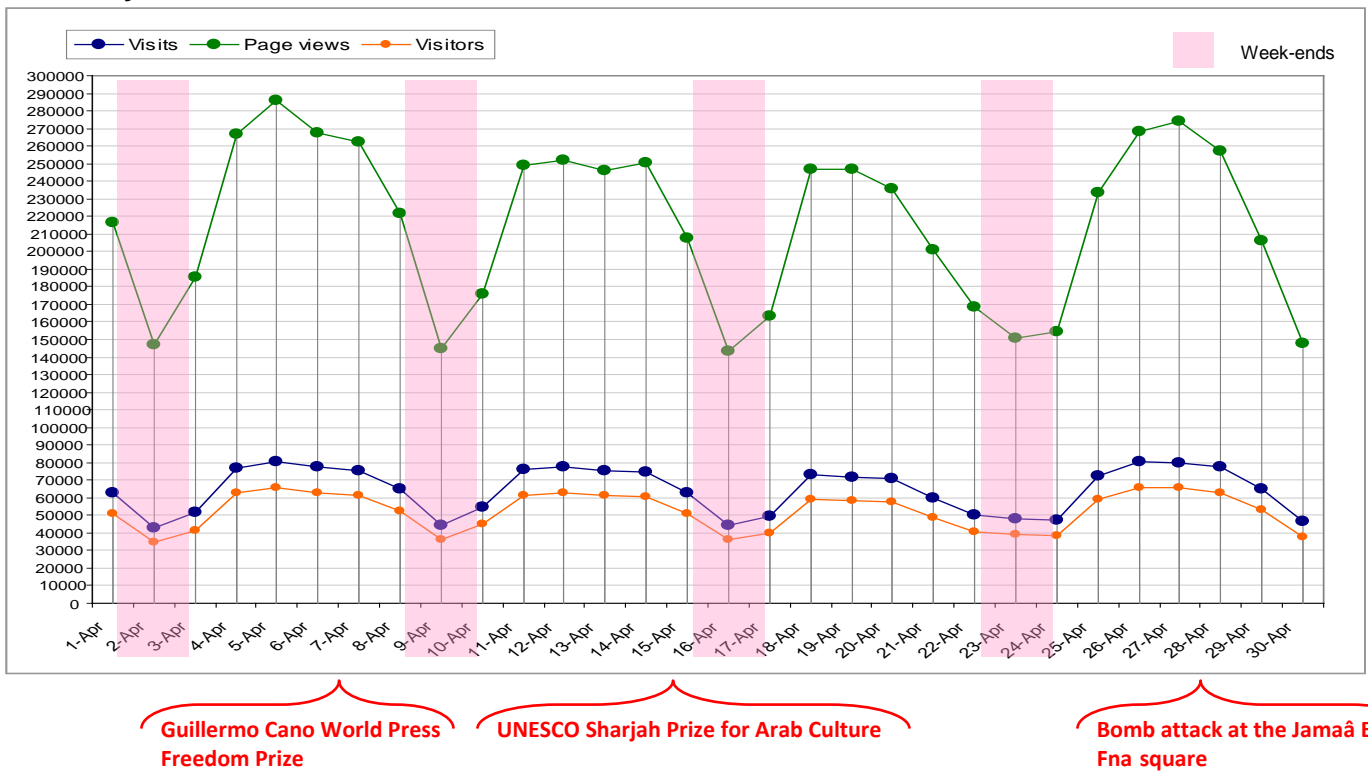
1.1 Traffic Variation: April 2011 vs. April 2010 and 2009



The decrease in web traffic is in line with global trends. Overall web page traffic across the internet has been declining in the last year as social media traffic (e.g. Facebook, Twitter, YouTube, etc) has skyrocketed. Webtrends (March 2011) shows 68% of the Fortune 100 (the largest firms in the World in market capitalization) saw an average 23% decline in web traffic from 2009 to 2010 as social media took off. 65% of non e-commerce companies now receive more visits to their Facebook pages than their websites.

1.2 April 2011 Traffic

Daily Web Traffic Patterns

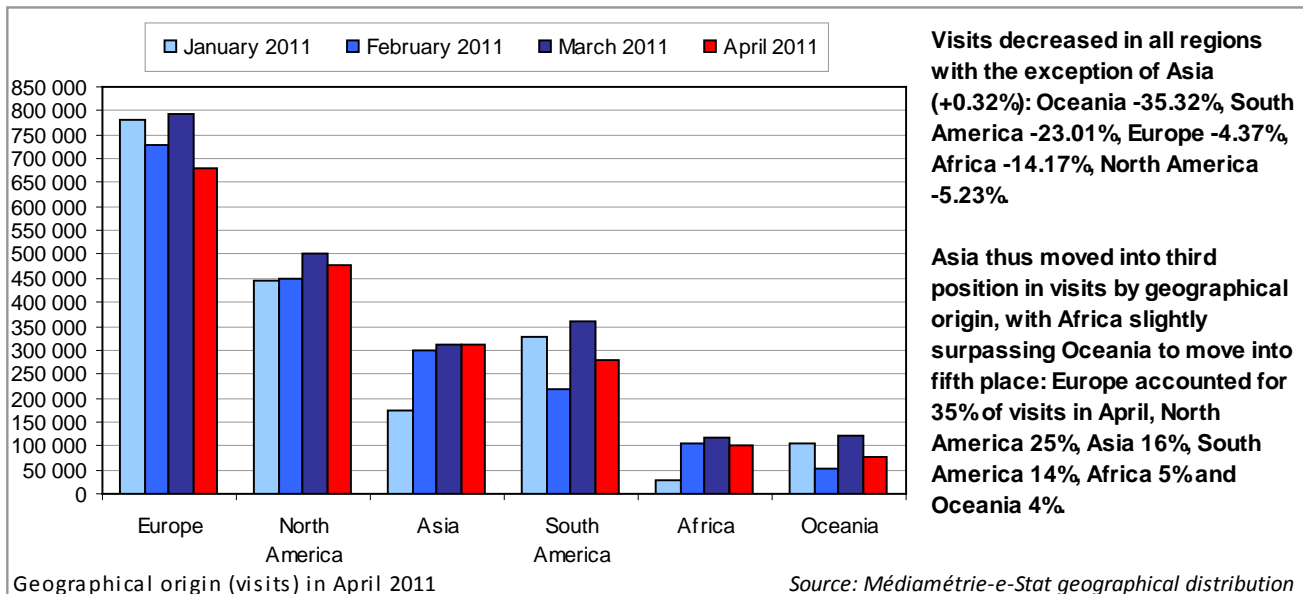


1.3 Monthly evolution 2011

	Page views	Monthly Variation	Visits	Monthly Variation	Visitors	Monthly 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%
March	7 657 354	+23.11%	2 290 729	+23.15%	1 875 655	+23.02%
April	6 479 701	-15.37%	1 934 621	-15.54%	1 572 707	-16.15%

Having had a particularly high number of visits in March, as observed each year (see above Traffic Benchmarks), visits have decreased significantly this month as explained earlier.

Geographical origin of visits in April

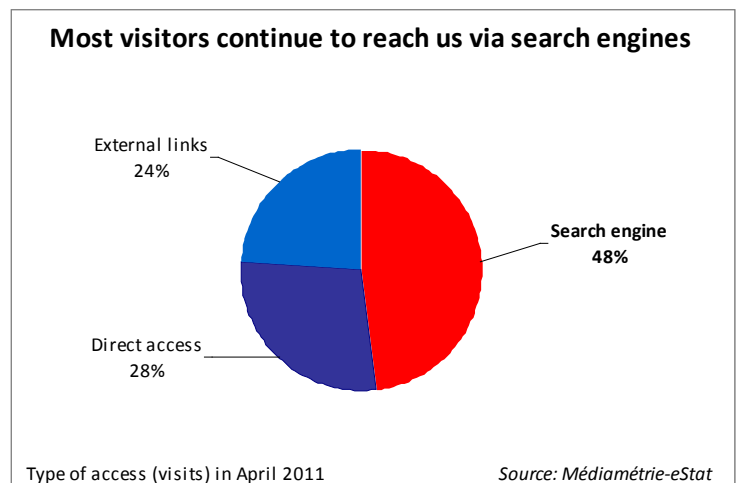
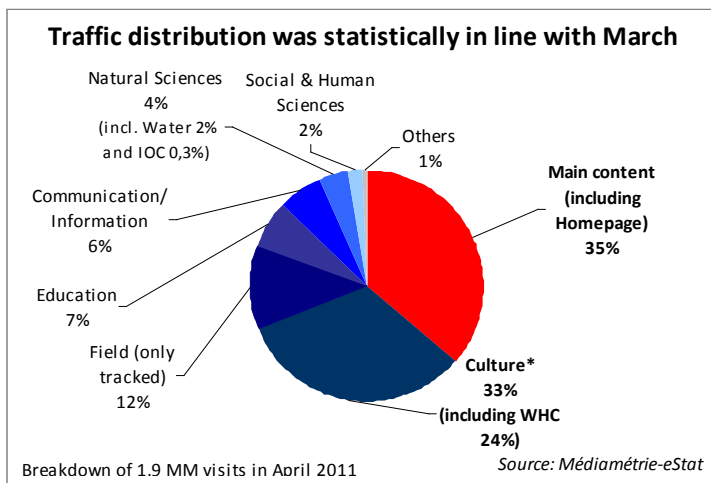


1.4 Visits by Area of Interest for April 2011 (This data only covers tagged subsites)

Areas of interest	Visits in April (not deduplicated)	Variation vs. March	Rate of significant visits in April (More than 1 page viewed)	Rate of significant visits in March (More than 1 page viewed)
UNESCO.ORG	1 934 621	-15.55%	44.46%	42.83%
Central services and homes pages	924 340	-4.63%		
Central pages (Central services websites, DG, Governing Bodies, About UNESCO, Media Services, etc.)	493 850	-7.17%	34.91%	39.67%
unesco.org homes pages	387 400	+1.64%	24.10%	29.30%
Worldwide	37 007	-20.83%	52.70%	54.57%
The UNESCO Courier	6 083	-34.72%	36.13%	33.19%
Major Programmes				
Culture Sector	842 683	-10.28%		
World heritage	624 370	-11.88%	46.24%	47.51%
Culture Sector	218 313	-5.37%	36.79%	41.12%
Education Sector	169 432	-22.94%		
Education Sector	153 988	-18.98%	37.29%	36.71%
Communication and Information Sector	155 079	-7.19%	25.49%	26.24%
Natural Sciences Sector	109 643	-58.57%		
Natural Sciences	48 973	-22.87%	31.74%	29.99%
IOC	9 047	-19.99%	20.24%	22.46%
Social and Human Sciences Sector	46 946	-27.37%	33.48%	32.41%
Field (only tracked)				
Field offices *	114 273	-22.19%	39.44%	39.47%
UIS	76 116	-12.88%	42.16%	41.56%
IIEP**	105 887	-13.34%	-	-
Miscellaneous	17 242			

* 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.



* Culture's new website went live in mid-April and traffic grew 2% thus for.

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

UNESCO products for written and audiovisual media are:

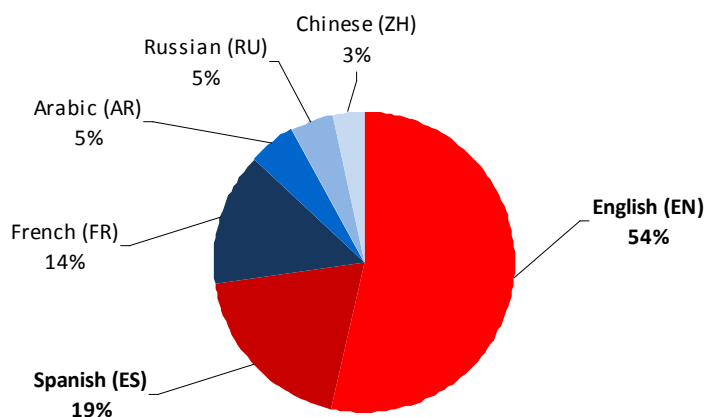
- Save the dates
- Media advisories
- Press releases
- Opinion editorial (Op-Eds)
- Video News Releases (VNR)
- Background Footage (B-Rolls).

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	56 631	-35.11%	33 983	-35.68%
English (EN)	30 870	-34.85%	18 184	-35.28%
French (FR)	8 782	-28.71%	4 890	-34.46%
Spanish (ES)	10 223	-42.82%	6 514	-42.03%
Russian (RU)	2 562	-32.53%	1 581	-31.35%
Arabic (AR)	2 426	-21.31%	1 642	-13.49%
Chinese (ZH)	1 768	-37.26%	1 172	-36.20%

Number of visits decreased significantly in all languages in April Language repartition remains similar to last month



Visits of Media Service Webpage by language in April 2011

Source: Médiamétrie-eStat

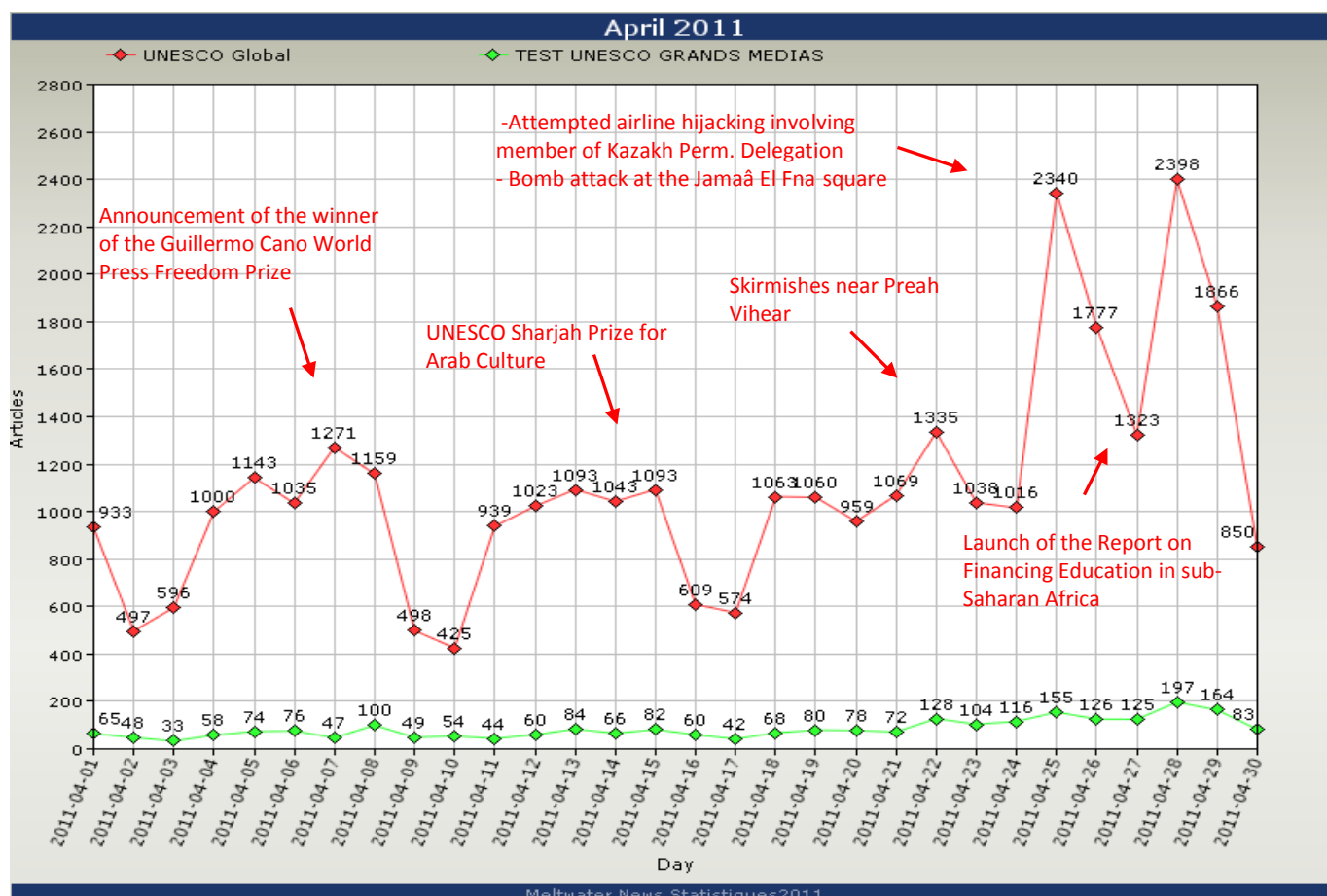
2.2 Press releases/Media advisories/Web Releases issued in April

	Date	Titles
1.	29.04	Director-General condemns shooting of Salvadoran cameraman Alfredo Antonio Hurtado
2.	29.04	The challenges of the new media at heart of World Press Freedom Day celebrations
3.	28.04	Director-General deploras death of Bolivian news agency director David Niño de Guzmán
4.	27.04	'Kizuna' – a message of hope for Japan's school children

5.	27.04	Education investment jump in Sub-Saharan Africa pays dividends with more children in school than ever says UNESCO report
6.	22.04	Director-General deplores death of photojournalists Tim Hetherington and Chris Hondros in Libya
7.	21.04	Director-General calls for investigation into deaths in detention of media professionals in Bahrain
8.	20.04	International symposium in New York to focus on sexuality education
9.	19.04	Rebuilding Haiti: UNESCO banking on culture
10.	18.04	Director-General condemns murder of Italian journalist Vittorio Arrigoni
11.	18.04	Director-General condemns murder of Brazilian journalist Luciano Leitão Pedrosa
12.	18.04	Director-General condemns killing of Iraqi TV executive Taha Hameed
13.	07.04	Sudanese actor and theatre director Ali Mahdi Nouri and French professor Cherif Khaznadar to receive 2010 UNESCO-Sharjah Prize for Arab Culture
14.	07.04	Iranian journalist Ahmad Zeidabadi to receive 2011 UNESCO/Guillermo Cano World Press Freedom Prize
15.	06.04	Director-General deplores murder of Israeli actor Juliano Mer-Khamis
16.	06.04	International conference on the development of science in Africa
17.	05.04	Twenty young artists recognized for promoting dialogue between Arab and Western countries
18.	04.04	Director-General condemns killing of Iraqi journalist in Tikrit

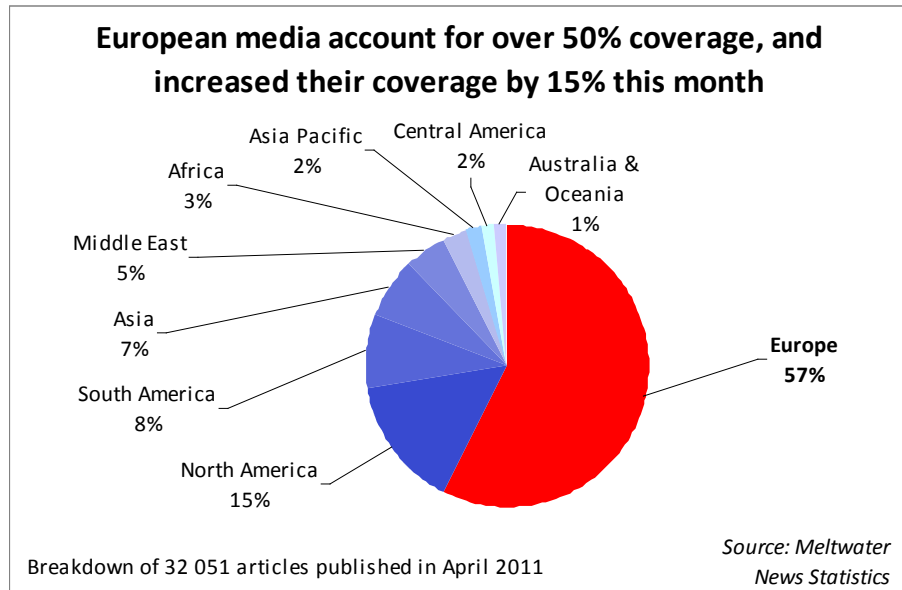
2.3. Statistics on articles referring to UNESCO

Number of articles published in major national and international titles (in green) and in all other monitored media outlets (red line: includes regional, local, dailies, magazines, online news aggregators and other sites). (Source: Meltwater News Statistics)

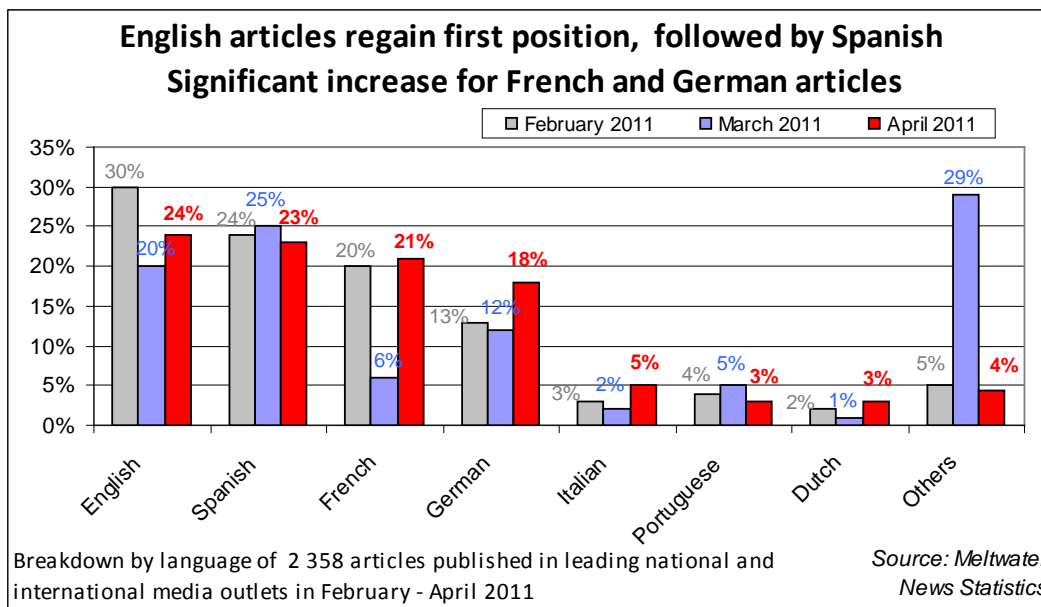


The two peaks at the end of the month correspond mainly to the bomb attack on the Jamaâ El Fna World Heritage site in Morocco and the attempted airline hijacking allegedly by a member of the Kazakh delegation to UNESCO. The peak on the seventh of April can be attributed to the announcement of the winner of this year's Guillermo Cano World Press Freedom Prize. The second peak on the 22nd of April is due to renewed skirmishes on the Thai Cambodian border, near the World Heritage site of Preah Vihear, in which six people died. Coverage of the ceremony for the Sharjah prize was minor and limited to a few titles in the countries concerned.

Regional breakdown of media coverage in leading national and international newspapers and online news sites around the world in April, in which UNESCO features in the title of the story, or in the sub-heading.



Breakdown by language of articles published during the month of April in leading national and international media outlets



English leads with 560 articles, followed closely by Spanish (548), French (506) and German (415). Between them, these four languages account for approximately 86% of all coverage.

When all media monitored by the system are taken into account (including local and regional), Spanish leads with 21.4% of articles, followed by English (20.5%) German (18.3%), French (9.2%), Russian (8.9%), Arabic (4.4%), Portuguese (4%). Chinese is further down the ladder with 0.68%.

2.4 Interviews given (by subject and media)

	Subject	Interviewee	Languages	Media (press TV Radio)
1.	Education and Gender	Ulrika Pepler Barry	French	MUZE, France
2.	Languages in Danger	Anhit Manasyan	French	France 3
3.	Egyptian heritage	Christian Manhart	English	BBC, UK
4.	Egyptian heritage	Christian Manhart	French	Rai, Italie
5.	Egyptian heritage	Lucia Iglesias	Spanish	Radio Caracol, Colombie
6.	"Stopping Violence in Schools: A Guide for Teachers"	Alfredo Rojas (UNESCO/Santiago)	Spanish	Radio des Nations Unies
7.	Guillermo Cano World Press Freedom Prize 2011	Lucia Iglesias	Spanish	Radio 13 Mexique
8.	Conference on culture in Haiti	Francesco Bandarin	French	Radio Minustah
9.	Procedure for the deletion of properties from the World Heritage List	Roni Amelan	French	ARTE
10.	World Digital Library	ADG/CI, J.Karklins	French	Radio Télévision Suisse (la Première, radio)
11.	Education investment/Africa	Hendrik Van der Pol	English/French	Press breakfast/ div. medias
12.	Conference on culture in Haiti	Michaëlle Jean	French	France O

2.5 Background Footage (B-roll) downloads from Multimedia

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

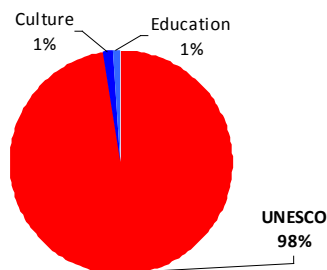
The Background footages are used and downloaded by the audiovisual media (TV agencies, TV, Radio).

	Subject	Downloads	Media
1	UNESCO's Priorities for the XXI Century	8	N/A
2	2011 L'Oréal-UNESCO Awards for Women in Science	4	TV Cianca Portugal
3	2010 Edition of the Global Education Digest	3	N/A
4	UNESCO Headquarters stockshots	2	N/A
5	Intangible Heritage	2	N/A
6	UNESCO FC Barcelona Clip "Put Racism Offside"	1	N/A

2.6 Number of photographs ordered by the Media (by subject)

Subject	Media	Purpose	Date	Nb of Photos
UNESCO	La Lettre Diplomatique / France	Publication	06/04	675
UNESCO	La Lettre Diplomatique / France	Publication	18/04	62
UNESCO	Maxima / Autriche	Publication	20/04	3
UNESCO	Canal magazine de la ville de Pantin / France	Publication	21/04	26
Culture/WHC	Science Press Foundation / USA	Publication	10/04	3
Culture/WHC	Le Petit Quotidien / France	Publication	14/04	3
Culture/WHC	Magazine Fjell og vidde / Norway	Website	29/04	4
Education	La Revue durable / Suisse	Publication	28/04	9

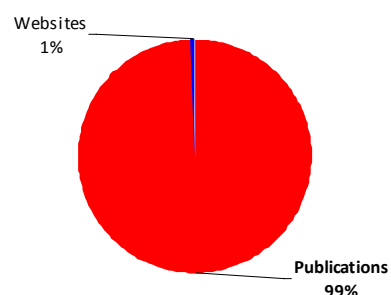
737 images have been ordered by the Review *La Lettre Diplomatique* on UNESCO theme



Breakdown by subject of 785 images ordered by the Media in April 2011

Source: UNESCO

99% of requests were for Publications, due to the order by the Review *La Lettre Diplomatique*



Breakdown by purpose of 785 images ordered by the Media in April 2011

Source: UNESCO

3. UNESCO's Social Media Channels

UNESCO has been utilizing social media since September 2009 after signing a strategic partnership with YouTube to promote UNESCO video content in the six official languages of the Organization. Facebook became an official UNESCO communication channel in September 2010, as did Twitter, the microblogging website. 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) in February this year. On 16 March, Youku, a Chinese video sharing site, became the latest official UNESCO social media channel.

UNESCO's social media channels continue to gain popularity, particularly Sina Weibo which was started this year on 26 February, and already has over 50 000 fans. Meanwhile, UNESCO's Facebook page is experiencing a steady growth with 2 330 new fans this month. Likewise, UNESCO's official Twitter page now has 11 238 fans, a 21% increase on last month.

UNESCO's Sina Weibo channel now ranks second among UN agencies and Country Offices. The number of followers rose by 37% in April. During the last two weeks of April alone, UNESCO's Sina Weibo account gained more than 10,000 followers, bringing the total to 50 000. With the increase of fans, the influence of UNESCO's Weibo is growing.

In terms of content, Sina Weibo started an initiative to post information about UNESCO's Member States. The initiative draws information from the "States in Focus" section of the Member States website (www.unesco.int)

Two campaigns on Sina Weibo in April were particularly popular. Firstly a post on 'Kizuna' – a message of hope for Japan's school children" was posted on 29 April and become the most popular message on UNESCO's Sina Weibo channel to date. It was been re-tweeted 1 825 times, and received 155 comments. Secondly, posts relating to "World Book and Copyright Day" received more than a 1 000 re-tweets and several positive comments.

A week-long campaign relating to the International Year of Forests, which highlighted various UNESCO programmes, proved to be popular on Facebook. One photo story in particular about UNESCO's Biosphere Reserves attracted 261 'Likes'. A photo story from the field about how UNESCO's Cairo Office is mobilizing local youth groups to safeguard their cultural heritage generated considerable interest on Facebook in April and received 169 'Likes'.

Live Tweeting from events is proving to be a good strategy for attracting new fans. SHS sent out 15 live Tweets from the UNESCO-organized conference in the United States of America, 'Interregional Philosophical Dialogue between Africa and the Americas – "Africa and its Diaspora"'. Over the three days of the conference, UNESCO's Twitter page gained 213 new fans.

3.1. Facebook - www.unesco.org/facebook

Variation April 2011 vs March 2011

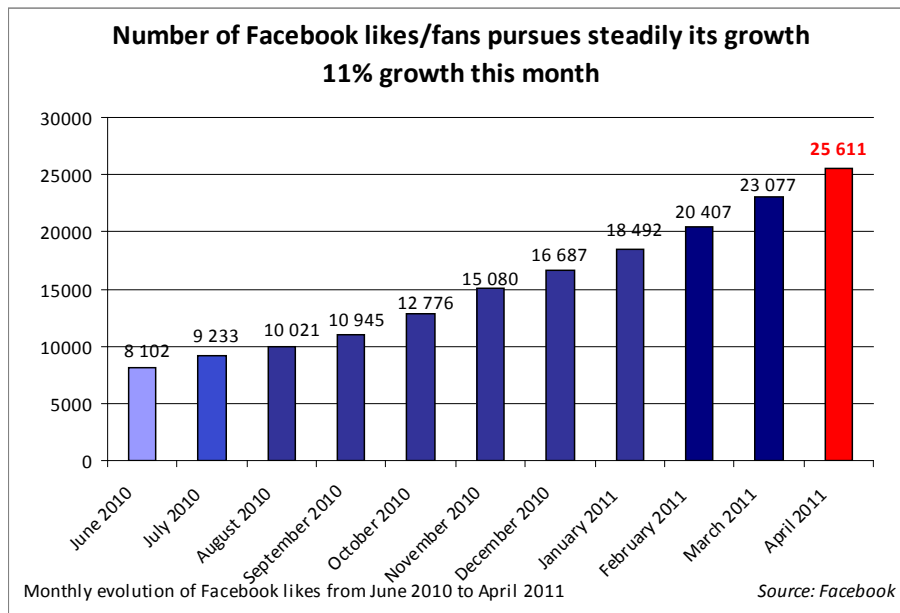
	April 2011	March 2011	Variation vs M-1
Total likes/fans*	25 611	23 077	+10,98%

*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*	Multimedia
Biosphere Reserves	April 3 at 14:13	234	Photo story
Egyptian Youth	April 11 at 15:09	169	Photo story
C-Myk	April 4 at 15:39	147	Photo gallery
Dublin City of Literature	April 21 at 14:55	115	Photo gallery
Japan Relief Concert	April 18 at 08:26	115	Photo gallery
Graz, designated City of Design	April 17 at 15:50	99	Photo gallery
International Conference of Science in Africa	April 7 at 12:18	89	Photo gallery
Convention on Underwater Cultural Heritage	April 14 at 08:21	85	Video
20 Young Artists	April 14 at 12:04	79	Photo
Making Culture a Motor for Reconstruction	April 18 at 18:57	76	Photo essay

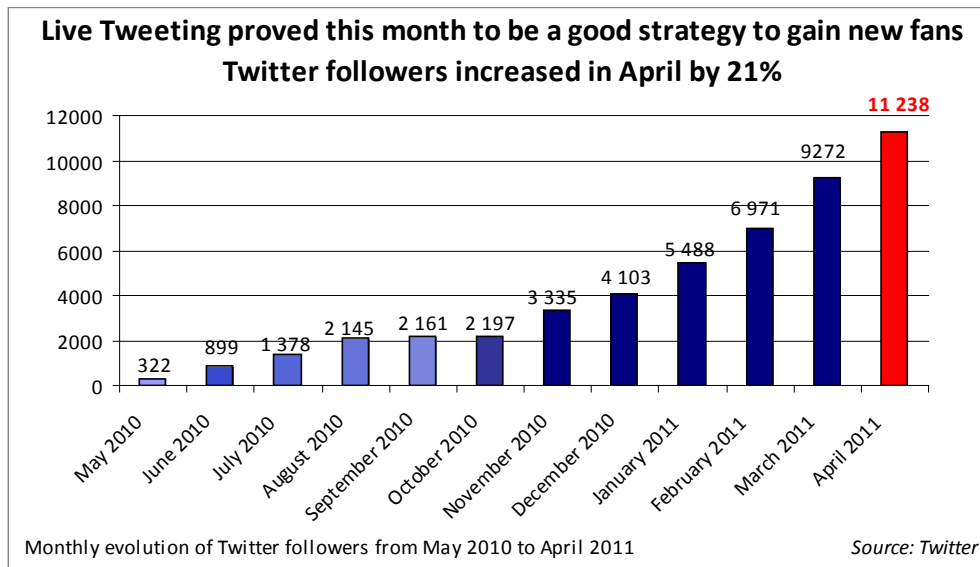
* Impressions are the raw number of times a post has been seen on your wall and in the news feed of your fans



3.2. Twitter - www.twitter.com/unescoNOW

Variation April 2011 vs March 2011

	April 2011	March 2011	Variation vs M-1
Followers	11 238	9 272	+21.20%
Following	339	273	+24.18%
Listed	677	592	+14.36%
Mentions	1 456	1 456	0.00%
Retweets	1 791	1 792	-0.06%
Tweets to date	939	753	+24.70%

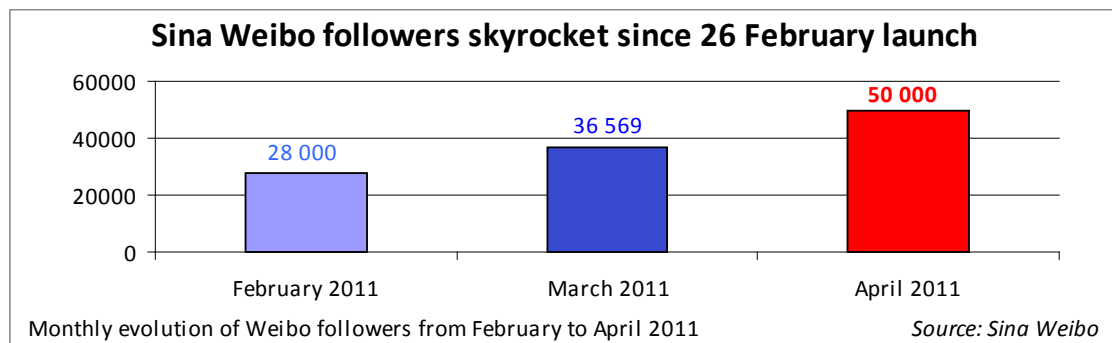


3.3 Sina Weibo - <http://t.sina.com.cn/unesco>

	April 2011	March 2011	Variation vs M-1
Nb of Fans	50 000	36 569	+36.73%
Nb of Posts	596	285	+109.2%
Nb of Posts/day	6.8	6.8	0.00%
Nb of Mentions	10 753	2 877	+273.76%
Nb of Mentions/day	262.5	68.5	+283.21%

Top 10 Posts

Message	Posted	Re-tweets	Comments
'Kizuna' – a message of hope for Japan's school children"	April 29	1 825	155
World Book and Copyright Day - How many books do people read a year?	April 23	791	137
May Day Long Weekend Special - Westminster Abbey as a World heritage (2)	April 30	606	72
World Heritage Sites on UN stamps	April 12	344	69
UNESCO announces jailed Iranian journalist as World Press Freedom Award winner	April 08	310	84
World Book and Copyright Day - Read a book today	April 23	298	59
May Day Long Weekend Special - Westminster Abbey as a World heritage (1)	April 29	199	18
World Book and Copyright Day - The origin of the Day	April 21	194	22
Chinese Art works at UNESCO Headquarters - Calligraphy	April 20	126	63
International Day of Human Space Flight-Video of US astronaut Steve Smith speaking to students at UNESCO (with Chinese subtitles)	April 13	98	27



3.4 Video Traffic

Video views are tracked on You Tube and Youku. Significant content of UNESCO archives is not part of the below statistics yet.

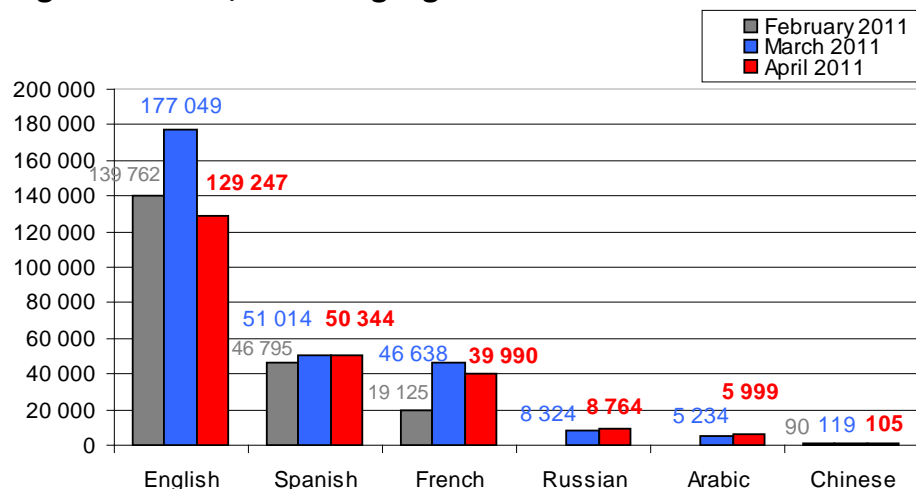
3.4.1. UNESCO Channel on You Tube - <http://www.youtube.com/unesco>

Variation April 2011 vs March 2011

Video views	April 2011	March 2011	Variation Vs M-1
English	129 247	177 049	-27.00%
French	39 990	46 638	-14.24%
Spanish	50 344	51 014	-1.31%
Russian	8 764	8 324	+5.29%
Arabic	5 999	5 234	+14.62%
Chinese	105	119	-11.76%

New Subscribers	April 2011	March 2011	Variation Vs M-1
English	241	242	-0.41%
French	29	51	-43.14%
Spanish	56	50	+12.00%
Russian	11	5	+120.00%
Arabic	5	5	0.00%
Chinese	-	2	-100.00%

Video consultations decreased by 37% this month on UNESCO TV English Channel, other languages Channels show certain stability



Breakdown by language of UNESCO video views on You Tube in April 2011

Source: You Tube

• **Top 10 videos on UNESCO TV English Channel**

	129 247 views in April 2011	Subject	% of total views
1	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	7.4%
2	Kabuki Theatre	CLT/ITH	6.4%
3	Gagaku	CLT/ITH	2.4%
4	Baul Songs	CLT/ITH	2.2%
5	Kalbela folk songs and dances of Rajasthan	CLT/ITH	1.9%
6	Georgian Polyphonic Singing	CLT/ITH	1.9%
7	UNESCO's Priorities for the XXI Century	UNESCO	1.9%
8	Lacemaking in Croatia	CLT/ITH	1.8%
9	Falconry. a living human heritage	CLT/ITH	1.7%
10	Haiti: the driven force to culture	UNESCO	1.2%

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

	39 990 views in April 2011	Subject	% of total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	8.9%
2	Le Maloya	CLT/ITH	6.3%
3	Le chant polyphonique géorgien	CLT/ITH	6.1%
4	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	4.7%
5	Chemins de Saint-Jacques-de-Compostelle en France	CLT/WHC	2.5%
6	Le Kankurang. rite d'initiation mandingue	CLT/ITH	2.2%
7	Le repas gastronomique des Français	CLT/ITH	2.0%
8	Le Canto a tenore. chant pastoral sarde	CLT/ITH	1.8%
9	Le Flamenco	CLT/ITH	1.7%
10	Le Cantu in paghjella profane et liturgique de Corse de tradition orale	CLT/ITH	1.6%

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

	50 344 views in April 2011	Subject	% of total views
1	Las procesiones de Semana Santa de Popayán	CLT/ITH	14.2%
2	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	4.6%
3	Las expresiones orales y gráficas de los wajapi	CLT/ITH	4.2%
4	El carnaval de Barranquilla	CLT/ITH	3.4%
5	El teatro Kabuki	CLT/ITH	2.9%
6	La UNESCO y el FC Barcelona ponen el racismo fuera de juego	SHS	2.9%
7	La huaconada. danza ritual de Mito	CLT/ITH	2.2%
8	El Silbo Gomero. lenguaje silbado de la isla de La Gomera (Islas Canarias)	CLT/ITH	2.0%
9	El canto polifónico georgiano	CLT/ITH	2.0%
10	La lengua. la danza y la música de los garifunas	CLT/ITH	1.7%

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

	8 764 views in April 2011	Subject	% of total views
1	Historic centre of Rome. the properties of the Hoy See	CLT/WHC	9.8%
2	Historic areas of Istanbul	CLT/WHC	4.6%
3	Petra (Jordan)	CLT/WHC	3.1%
4	Yellowstone	CLT/WHC	2.4%
5	Easter Island	CLT/WHC	2.4%

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

	5 999 views in April 2011	Subject	% of total views
1	Venice and its Lagoon	CLT/WHC	10.1%
2	UNESCO FC Barcelona Clip "Put Racism Offside"	SHS	5.3%
3	Taj Mahal	CLT/WHC	5.0%
4	Nazca	CLT/WHC	4.7%
5	Versailles	CLT/WHC	4.5%

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

	105 views in April 2011	Subject	% of total views
1	Education for all	ED	49.5%
2	Water in cities	SC	25.7%
3	Cities on the edge	SC	11.4%
4	UNESCO History	UNESCO	7.6%
5	Languages matter!	CLT	5.7%

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

▪ **Top 3 Videos**

Video	Posted	Views	Quoted*
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	Mar.03	4269	36 577
L'ORÉAL-UNESCO Awards Laureate Dr. Vivian Wing-Wah YAM greeting UNESCO Sina Weibo fans	Mar.04	171	126
International day of Human Space Flight -Video of US astronaut Steve Smith speaking to students at UNESCO (with Chinese subtitles)	Apr.12	164	142

*Views of the video from other websites, which the link has been embedded other than Youku, such as Sina Weibo, blogs etc.

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

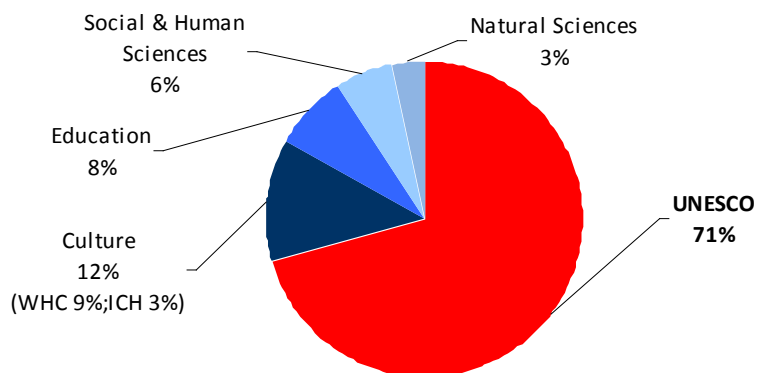
The UNESCO online repository of photos offers over 25 000 photos for free download. Subject matter spans all areas of activity of the Organization, including events at Headquarters and in the different regions of the World. Separate photobanks in the sectors are not tracked but also get significant downloads.

4.1. Photos requested online in April

Themes

Themes	April 2011
UNESCO	967
Education	107
Natural Sciences	44
Social and Human Sciences	82
Culture	168 (121 WHC + 47 ICH)
Communication and Information	-
TOTAL	1368

2/3 of the photos concerned UNESCO in general. Under this theme 737 photos were requested by the review *La lettre Diplomatique*



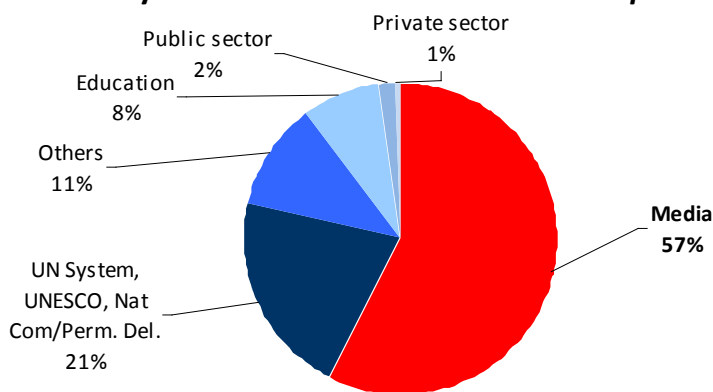
Breakdown of 1368 photo requests in April 2011

Source: UNESCO

Origin of requests

Origin of request	April 2011
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	292
Media: Written and Audiovisual and Press	785
Education (Schools, Universities, teachers, researchers)	111
Public sector (Museums, Bookshops)	22
Private sector	7
Others	151
TOTAL	1 368

57% of photo requests emanated from the media and more particularly 54% from the review *La Lettre Diplomatique*



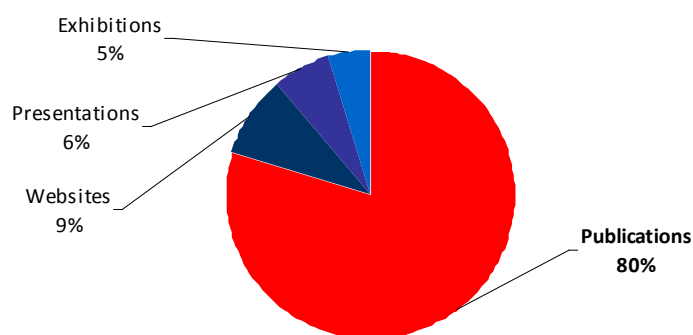
Breakdown of 1368 photo requests by origin in April 2011

Source: UNESCO

Use of photos

Use of photos	April 2011
Websites	126
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	1 090
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	87
Exhibitions	65
Private use	-
TOTAL	1 368

7/8 of the requested photos were for publications



Breakdown of 1368 photo requests by use in April 2011

Source: UNESCO

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.)

	April 2011	April 2010
Number of Events	35	23
Number of Photos	760	394

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.

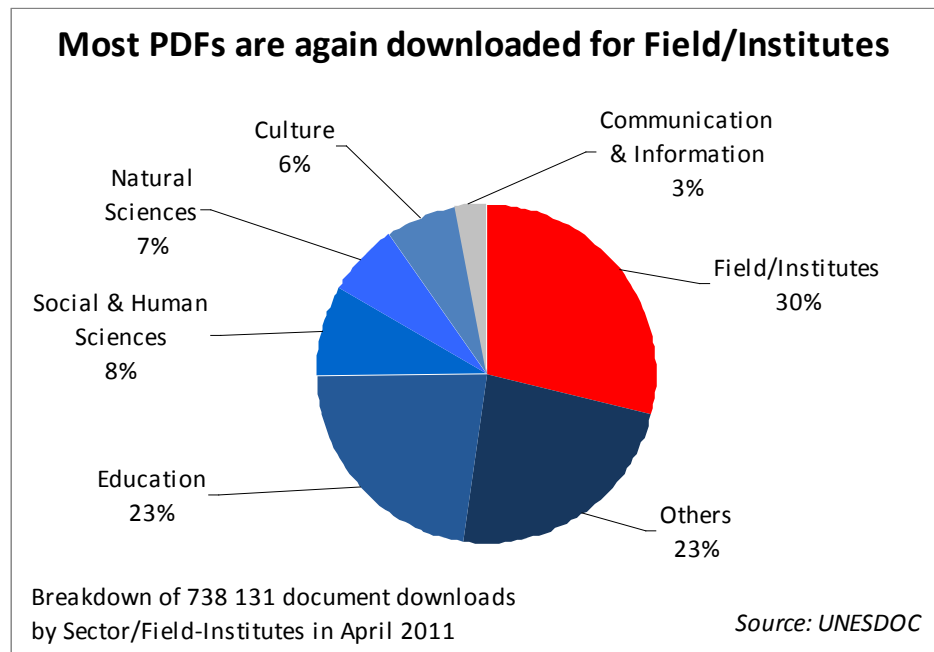
In April, there were **126 319** (125 982 in March) records available online in PDF format, including documents, publications, communication material and other working documents.

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 April: **738 131**

<i>Sectors/Field/Institutes</i>	<i>Number of PDF</i>	<i>Number of downloads</i>	<i>Average nb of downloads per PDF</i>
Education	9 450	166 990	6
Natural Sciences	9 389	52 008	18
Social and Human Sciences	5 537	62 660	9
Culture	3 097	47 571	7
Communication and Information	2 296	23 500	10
Fields & Institutes	7 795	214 133	4
Others	NA	171 269	NA



5.1.2 Top 50 Country Origin

	Country	Downloads
1	United States of America	70 828
2	Brazil	51 931
3	France	47 365
4	Mexico	30 765
5	India	21 836
6	United Kingdom of Great Britain and Northern Ireland	21 419
7	Spain	19 978
8	Colombia	15 364
9	Canada	14 226
10	Argentina	13 141
11	Peru	12 507
12	Venezuela (Bolivarian Republic of)	11 898
13	Republic of Korea	11 637
14	Japan	11 546
15	Chile	11 468
16	China	10 211
17	Australia	9 160
18	Germany	8 668
19	Algeria	8 594
20	Nigeria	8 418
21	Philippines	8 014
22	Morocco	6 077
23	Portugal	6 026
24	Malaysia	5 392
25	Pakistan	5 195
26	Indonesia	4 881
27	Switzerland	4 607
28	Belgium	4 542
29	South Africa	4 424
30	Italy	4 319
31	Tunisia	4 258
32	Kenya	4 230
33	Russian Federation	4 083
34	Netherlands	3 380
35	Cameroun	3 336
36	Ecuador	3 306
37	Bolivia	3 195
38	Senegal	2 961
39	Guatemala	2 930
40	Ethiopia	2 734
41	Iran (Islamic Republic of)	2 728
42	Egypt	2 663
43	United Republic of Tanzania	2 445
44	Turkey	2 397
45	Uganda	2 288
46	Costa Rica	2 171
47	Dominican Republic	2 058
48	Uruguay	1 810
49	Ghana	1 774
50	Viet Nam	1 745

5.1.3 Printable Communication materials

Title	Total downloads in April						
	EN	FR	SP	RU	AR	ZH	Total
2010 UNESCO Annual Report	1 532	32	-	-	-	-	1 564
UNESCO brochure	989	483	-	-	-	-	1 472
65 Ways UNESCO Benefits Countries all over the World	124	46	84	-	91	-	345
A New Humanism for the 21 st Century	28	26	13	7	2	-	76

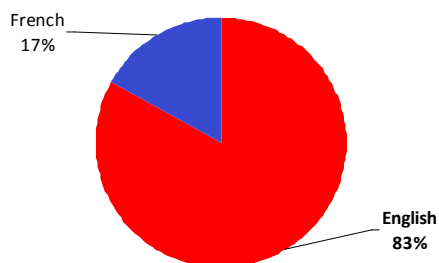
5.2. UNESCO Library - <http://www.unesco.org/library>

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

Language distribution of Library web page views shows no significant evolution; 1% increase for French site

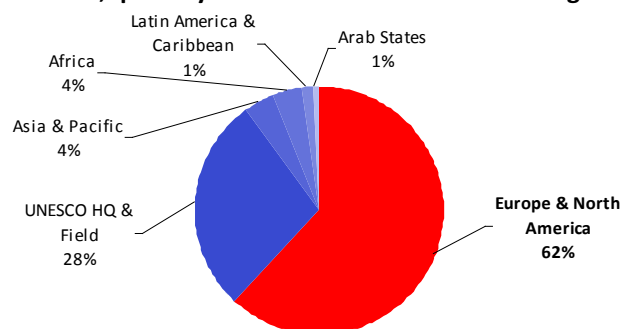


Breakdown of 9 235 web page views in April 2011

Source: UNESCO Library

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

Most questions came again from Europe and North America; quantity has decreased in most other regions



Breakdown of 413 questions received in April 2011

Source: UNESCO 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 Portuguese edition of one of UNESCO's most important publishing projects, the eight-volume *General History of Africa (História geral da Africa)* remained the most viewed publication on UNESCO's online database this month. Published in December last year, the Portuguese volumes were accessed almost 24 000 times in April, accounting for 3.2% of the total 738 000 PDF consultations.

Spanish-language publications on education and the Spanish edition of the 2005 UNESCO World Report *Towards Knowledge Societies (Hacia las sociedades del conocimiento)* were also very popular in April, reflecting the ongoing active interest throughout Latin America and the Caribbean in reviewing education policy agendas and developing common educational goals. This interest can also be seen in consultations of flagship UNESCO publications. Although 75% of the consultations of these major UNESCO outputs were of editions published in the current biennium, the Spanish editions of *Towards Knowledge Societies* and of the 1999 *Seven Complex Lessons in Education for the Future (Los siete saberes necesarios para la educación del futuro)* were in second and fourth place respectively.

The number of UNESCO publications available for viewing through Google Books continues to grow, with 123 titles now offered. These publications were viewed 11 392 times in April, a substantial rise of 29% over the March figure.

Books on world heritage and culture predominated among sales at the UNESCO Bookshop in April, and among online and international sales. Spanish editions from the series of short books on the silk and spice roads made up the Bookshop's three bestsellers, while four French editions of major Culture Sector publications featured in the top five bestsellers online and internationally: *Atlas des langues en danger dans le monde (Atlas of the World's Languages in Danger)*; Volumes 1 and 4 from the *History of Humanity (Histoire de l'humanité)* series; and *Aux sources des musiques du monde*.

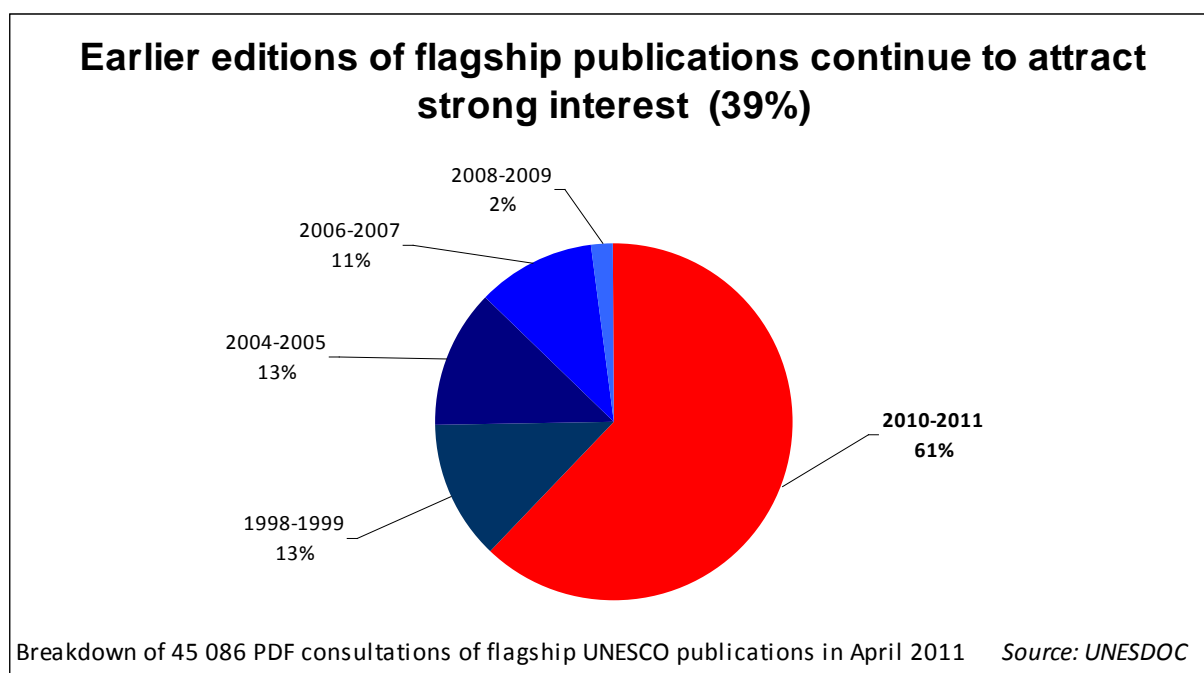
6.1. Top 10 most consulted PDFs in April (UNESDOC)

	Title	Sector	Language	PDF consulted	Publisher, year
1	História geral da Africa, I, II, III, IV, V, VI, VII, VIII	CLT	Portuguese	23 629	Brasilia, 2010
2	Hacia las sociedades del conocimiento: informe mundial de la UNESCO	UNESCO	Spanish	5 856	Paris, 2005
3	EFA Global Monitoring Report, 2011: The Hidden Crisis – Armed Conflict and Education	ED	English	3 978	Paris, 2011
4	Guía práctica sobre software libre: su selección y aplicación local en América Latina y el Caribe	CI	Spanish	3 336	Montevideo, 2007
5	O Índio brasileiro: o que você precisa saber sobre os povos indígenas no Brasil de hoje	ED	Portuguese	3 072	Brasilia, 2006
6	Case study on the effects of tourism on culture and the environment: Nepal; Chitwan-Sauraha and Pokhara-Ghandruk	CLT	English	2 677	Bangkok, 1995
7	Los siete saberes necesarios para la educación del futuro	ED	Spanish	2 581	Paris, 1999
8	Actividades de educación ambiental para las escuelas primarias: sugerencias para confeccionar y usar equipo de bajo costo	ED	Spanish	2 533	Santiago, 1997
9	Convivencia democrática, inclusión y cultura de paz: lecciones desde la práctica educativa innovadora en América Latina	ED	Spanish	2 010	Santiago, 2008
10	Las Tecnologías de la información y la comunicación en la formación docente: guía de planificación	ED	Spanish	1 831	Paris, 2004

6.2. PDF consultation of Flagship UNESCO publications, in April

April 2011 ranking	Title	Language	PDF views April 2011	PDF views Jan–Dec 2010
1	História geral da Africa, I-VIII (General History of Africa, Volumes 1-8)	Portuguese	23 629	Publ. Dec. 2010
2	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (2005)	Spanish	5 856	38 906
3	EFA Global Monitoring Report, 2011: The Hidden Crisis – Armed Conflict and Education	English	3 978	Publ. Feb. 2011
4	Los siete saberes necesarios para la educación del futuro (1999)	Spanish	2 581	17 417
5	UNESCO Science Report, 2010: the Current Status of Science around the World	English	1 516	1 802
6	Reaching the Marginalized: EFA Global Monitoring Report, 2010	English	1 470	Publ. Nov 2010
7	World Social Science Report, 2010: Knowledge Divides	English	1 061	Publ. June 2010
8	Engineering: Issues, Challenges and Opportunities for Development; UNESCO report	English	1 009	Publ. Oct. 2010
9	Towards Knowledge Societies: UNESCO World Report (2005)	English	995	7 116
10	Water: A Shared Responsibility; The UN World Water Development Report 2 (2006)	English	990	15 219
11	Atteindre les marginalisés: rapport mondial de suivi sur l'EPT, 2010	French	818	5 151
12	Investing in Cultural Diversity and Intercultural Dialogue: UNESCO World Report (2009)	English	656	13 473
13	Seven Complex Lessons in Education for the Future (1999)	French	527	7 890

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

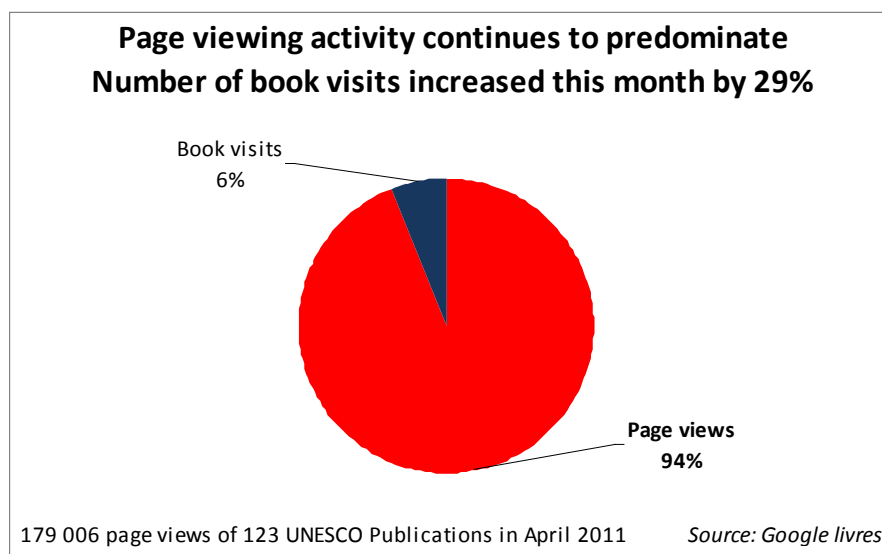
UNESCO started working with Google Books in June 2010 with a small selection of titles. 123 books (mainly new titles) are now available on this service that allows readers to search and browse UNESCO publications online.

Month	Publications available on Google	Pages viewed	Book visits	Book visits with buy clicks
April 2011	123	179 006	11 392	112

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. UNESCO Bookshop sales: April 2011*

UNESCO Publications, Bookshop bestsellers in April

	Title	Number of copies sold	Sector
1	Las rutas de la seda y de las especias - Exploración por mar	50	CLT
2	Las rutas de la seda y de las especias - Exploración por tierra	50	CLT
3	Las rutas de la seda y de las especias - Las culturas y las civilizaciones	50	CLT
4	Ética ambiental y políticas internacionales	22	SHS
5	The World's Heritage: A complete guide to the most extraordinary places	14	CLT/WHC

Non UNESCO Publications, Bookshop bestsellers in April

	Title	Number of copies sold	Publisher
1	El patrimonio de la humanidad	5	Blume
2	Places for wonder and discovery	4	Our places
3	Patrimoine mondial de L'UNESCO sites français	4	Gelbart
4	Patrimoine mondial de L'UNESCO guide complet (FR) 2e édition	4	Ouest France
5	La reine des poissons	4	Kanjil

6.5. UNESCO online and international sales: April 2011*

UNESCO Publications online and international bestsellers in April

	Title	Number of copies sold	Sector
1	Atlas des langues en danger	53	CLT
2.	Aux sources des musiques du monde	31	CLT
3.	Petite enfance	31	ED
4.	Histoire de l'humanité tome IV	27	CLT
5.	Histoire de l'humanité tome I	27	CLT

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

UNESCO Publications, Bookshop lowest sellers in April

	Title	Number of copies sold	Sector
1	Atlas de las Lenguas del Mundo en Peligro	0	CLT
2	Advanced simulation and modelling for urban groundwater management: UGROW	0	SC/IHP
3	Migrating alone	0	SHS
4	Water and peace for the people (ARABIC)	0	SC
5	Prospects N. 155	0	ED/BIE

UNESCO Publications, online and international lowest sellers in April

	Title	Number of copies sold	Sector
1	Compendio mundial de la educación 2009	0	ED
2	Escuelas corruptas, universidades corruptas: ¿Qué hacer?	0	ED/IIEP
3	Séparer pour réussir ? Les modalités de groupement des élèves (Principes de la planification de l'éducation, N°093)	0	ED/IIEP
4	Ética ambiental y políticas internacionales	0	SHS
5	Ecoles internationales : développement et influence (Principes de la planification de l'éducation, N°093)	1	ED/IIEP

* 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.

6.7 Licensing and co-publishing agreements signed in April

Contract No.	Title	Publisher	Language	Date of signature
C.2011-013	World Heritage in Young Hands Kit	United Nations Association of Serbia/UNESCO Club "Center"	Serbian	04/04/2011
C.2011-014	General History of Africa – Complete Series of 8 volumes	Cortez Editora	Portuguese	26/04/2011
J. 2011-007	Philosophy: A School of Freedom - Teaching philosophy and learning to philosophize, status and prospects	Universidad Autónoma Metropolitana, Unidad Iztapalapa, México	Spanish	06/04/2011
J. 2011-008	World Heritage Review (No.s 58 to 65 inclusive)	Magister Press Publishing House	Russian	06/04/2011
J.2011-009	Sport Sciences	Magister Press Publishing House	Russian	10/04/2011
J.2011-010	Diversities (Biannual Journal)	Max-Planck-Institute for the Study of Religious and Ethnic Diversity	English	14/04/2011
Amendment to co-publishing agreement J.2009-007	Nanoscience and Nanotechnologies Encyclopaedia of Life Support Systems	Magister Press Publishing House	Russian	01/04/2011

6.8 Permissions granted to use or translate UNESCO contents

Who requests	UNESCO Content	To be reproduced in	Conditions	Date of agreement
Oxford Univ. Press, UK, Connie Robertson	Article from UNESCO website "Types of piracy" © UNESCO 1995-2011	"International Baccalaureate Spanish B Course Book Companion", May 2011, 4200 copies; £50	Due acknowledgement of UNESCO, fee = £ 50; provision of one copy	07/04/2011
Oxford Univ. Press, UK, Connie Robertson	Article from UNESCO website "L'UNESCO demande l'interdiction du commerce des œuvres d'art haïtiennes pour éviter le pillage du patrimoine culturel du pays" © UNESCO 1995-2011	"International Baccalaureate French B Course Book Companion", May 2011, 3200 copies; £23	Due acknowledgement of UNESCO, fee = £ 50; provision of one copy	08/04/2011
Anverson Media Corp., Malaysia, Jesmond Koh	Article from UNESCO WH website "Melaka and Georgetown, Historic Cities of the Straits of Malacca" © UNESCO 1995-2011	Touristic guide book, 6000 copies, free of charge	Due acknowledgement of UNESCO, free of charge, provision of one copy	12/04/2011
John K Corner, Australia	Several short extracts from <i>Sixty Years of Science at UNESCO</i> © UNESCO 2006	"Finding my father, the relentless botanist", Landmark Books, 2011	Due acknowledgement of UNESCO, free of charge, provision of one copy	14/04/2011
University of Rochester, USA, through Mary Jane Curry	Two tables from <i>World Social Science Report 2010: Knowledge divides</i> (4,2 & 4,3) © UNESCO 2010	"English and International Development", Publ. Multilingual Matters, 2010, 1000 copies, £29,95 (paperback) & £99,95 (hardback)	Due acknowledgment of UNESCO; free of charge; provision of one copy	15/04/2011
British Library for Development Studies, UK, through Georgina Carley	<i>To put the last first</i> , Bangalore Conference August 1985, Science and Technology Education and Future Human Needs, Committee on the Teaching of Science of the International Council of Scientific Unions with COSTED, CASE and UNESCO, © UNESCO 1997; "Poor people's realities: the professional challenge". Chapter 3 in <i>Poverty and Participation in Civil Society, proceedings of a UNESCO/CROP round table organized at the World Summit for Social Development, Copenhagen, Denmark, March 1995</i> © UNESCO & ISSC/CROP 1997	Electronic institutional repository dedicated to the work of Robert Chambers (+ DVD)	Due acknowledgment of UNESCO; free of charge	15/04/2011
Oxford Univ. Press, UK, Connie Robertson	Article from UNESCO website "Types of piracy" © UNESCO 1995-2011	"International Baccalaureate Spanish B Course Book Companion", May 2011, 4200 copies; £50	Due acknowledgement of UNESCO, fee = £ 50; provision of one copy	07/04/2011

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.

"Speaking for the voiceless: five women in action", an excerpt of the April-June issue, dedicated to gender, has been published last month in English and French. The January-March 2011 issue, "Chemistry and life", is still the most consulted one.

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

Language	Page views	Last issue PDF downloads	New subscribers	Total subscribers	Variation vs M-1	Printed copies
English	5 214	315	82	29 553	+0.28%	0
French	2 317	142	72	14 448	+0.50%	0
Spanish	3026	1 104	121	11 963	+1.02%	0
Russian	368	116	8	1 663	+0.48%	0
Arabic	231	83	11	2 470	+0.45%	0
Chinese	199	157	1	2 398	+0.04%	0
Portuguese	16	54	1	2 127	+0.05%	0
TOTAL	11 371	1 971	296	64 622	+0.46%	0

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

	Title	Language	PDF consulted	Published
1	Chemistry and life	Spanish	1 104	January 2011
2	Chemistry and life	English	389	January 2011
3	Speaking for the voiceless: five women in action	English	315	March 2011
4	Chemistry and life	French	213	January 2011
5	Great trade routes	Spanish	160	June 1984
6	Chemistry and life	Chinese	157	January 2011
7	Youth's sonic forces	English	150	July 2000
8	Unesco collection of representative works: treasures of world literature	English	145	January 1986
9	The Ramayana and the Mahabharata: two epics of Asia	Spanish	143	December 1967
10	Speaking for the voiceless: five women in action	French	142	March 2011

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	5	1	4	
CLT	21	10	11	
ED	8	6	2	
ERI	13	13		
ODG	2	2		
SC	11	8	3	
SHS	5	4	1	
BFC	1	1		
AFR	1	1		
BSP	2	2		
Total	69	48	21	-

8.2. Events organized by Field Offices/Institutes

Apia	1
Venice	8
Windhoek	4
Bangkok	2
Dakar	1
Montevideo	4
Moscow	1
Total	21

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	2	-
Category 4- International Congress	-	-
Category 5- Advisory Committee	1	-
Category 6-Expert Committee	-	4
Category 7-Seminars and Workshops	2	10
Category 8-Symposium	-	2
Concert	2	-
DG Meeting with Staff	-	-
Exhibition	5	2
Event under UNESCO Patronage		
Film Projection	1	-
Information Meeting with Permanent Delegations	7	-
Press conference	-	-
Interagency Meeting	1	4
Intersectorial Meeting	-	-
Meeting by Member States or Institutions	2	3
Prize-giving ceremony	1	-
Show	1	-
Special Event	7	4
Working group/Expert Meeting	2	5
Executive Board	-	-
Headquarters Committee	-	-
Total	34	35

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

Date	Title	Organizer	Place	Public
Programme meetings				
02-03/04	Bâtir une nouvelle société	Université de la Terre en partenariat avec le Secteur des Relations extérieures et de l'Information du public	Salles I, II, III, IV, IX, XI, XII	2 500
05/04	Lancement du livre "De l'eau et des hommes"	Secteur des sciences exactes et naturelles, Division des sciences de l'eau	Salle XI	250
06/04	Séminaire du mercredi	Secteur de l'éducation, Services de gestion des savoirs	Salle IX	50
07/04	Réunion Consultative « Promouvoir le droit à l'éducation pour les enfants Roms »	Secteur de l'éducation, Section de l'éducation de base	Salle VIII	30
08/04	Biodiversité en eau profonde	Commission océanographique intergouvernementale, Section des sciences océaniques	Salle XIV	45
13-15/04	3rd Session of the Meeting of States Parties to the 2001 Convention on the Protection of Underwater Cultural Heritage	Secteur de la culture, Section des musées et des objets culturels	Salles IV, XVI	220
12-14/04	Intergovernmental Panel on Harmful Algal Blooms (IPHAB)	Secteur des sciences exactes et naturelles, Section des sciences océaniques	Salle XVI	35
12-14/04	Formation axée sur les résultats	Bureau de la gestion financière, Gestion des connaissances, les réseaux et SISTER	Salle VIII bis	20
13-15/04	La gestion des eaux urbaines	Commission océanographique intergouvernementale, Section des systèmes d'eaux urbaines	Salle XV	15
14/04	Consultative Group Meeting	Secteur de l'éducation, Section du VIH et SIDA	Salle VI	25
15/04	Cérémonie officielle de la remise du Prix Sharjah 2010 pour la culture arabe	Secteur de la culture, Bureau exécutif	Salle I	800
18/04	Réunion du Comité scientifique pour la préparation du 2e Forum mondial de l'UNESCO sur la culture et les industries culturelles	Secteur de la culture, Section des industries créatives pour le développement	Salle V	20
18-20/04	Human Dimension Working Group	Commission océanographique intergouvernementale, Section des sciences océaniques	Salle XV	25
20/04	Réunion sur le programme d'innovation sociale menée par les jeunes en Afrique	Secteur des sciences humaines et sociales, Section de la jeunesse, des sports et de l'éducation physique	Salle XIII	25
20/04	Séminaire du mercredi	Secteur de l'éducation, Services de gestion des savoirs	Salle IX	50

21/04	Consultation Section du patrimoine culturel immatériel -France sur liste représentative	Secteur de la culture, Section du patrimoine culturel immatériel	Salle V	20
26-27/04	Comité mixte de coordination de la Convention France-UNESCO	Centre UNESCO du patrimoine mondial, Unité des projets spéciaux	Salle VII	40
27/04	Forum Interrégional des Commissions nationales sur le rapprochement des cultures	Secteur des Relations extérieures et de l'information du public, Section des commissions nationales et réseaux associés	Salle IX	50
28/04	Clôture de l'Année internationale du rapprochement des cultures.	Secteur de la Culture, Section du dialogue interculturel	Salle II	300
28-29/04	Formation aux Normes comptables internationales pour le secteur public (IPSAS)	Bureau de la gestion financière, Section des rapports financiers et de la comptabilité	Salle III	20
28/04	Conseil d'administration de l'Association des Biens Français du Patrimoine Mondial et lancement officiel du guide vert des sites français du patrimoine mondial	Centre UNESCO du patrimoine mondial, Unité des projets spéciaux	Salle IX	60
29/04	Table ronde sur la mise en œuvre du second protocole de la Convention de La Haye	Secteur de la culture, Section des musées et des objets culturels	Salle VI	50
29/04	4e réunion du Comité directeur pour le Capital Master Plan	Secteur de l'administration, Section des bâtiments	Salle VIII	20
Total participation for Programme Meetings				4 670
External rentals				
05/04	Ateliers sur les défis relatifs aux ressources naturelles en méditerranée	Commission nationale française pour l'UNESCO	Salles VII, IX	80
05-06/04	Réunion Belmont	International Social Science Council	Salle XIV	40
08/04	Réunion de la Commission des Finances et des Programmes	Union Latine	Salle XVI	50
12-13/04	3e Colloque international sur l'Appel de Paris : La santé des enfants et l'environnement	Association pour la Recherche Thérapeutique Anti-cancéreuse (ARTAC)	Salle II, III,	250
12-13/04	Comité exécutif	Organisation Européenne et Méditerranéenne pour la Protection des Plantes (OEPP)	Salle XIV	30
13/04	Projection du film " Le Chaos" de Youssef Chahine	Délégation permanente d'Egypte	Salle XI	267
18/04	Information event on a potential international landscape convention	Délégation permanente d'Italie	Salle IV	200
20/04	Le rôle de la route de soie dans le rapprochement des cultures	Groupe ASPAC	Salle III, IV	150
21/04	Cycle IHEPS 2010/2011	Institut des Hautes Etudes de Protection Sociale (IHEPS)	Salle XIII	45
Total participation for External rentals				1 112
Inter-agency meetings				
12-13/04	Réunions Inter-agences des Nations Unies	Bureau de la planification stratégique, Section des sources de financement multilatérales et privées	Salles VI, VII, VIII, IX	100
Information meetings for Member States				
04/04	Outcome of the light Level Group on Education for all (Jomtien)	Secteur de l'éducation, Équipe des partenariats mondiaux pour l'EPT	Salle XII	200
07/04	Outcomes of the Nagoya Conference on Biodiversity	Secteur des sciences exactes et naturelles, Section des sciences écologiques et de la biodiversité	Salle XI	150
07/04	Earth Summit 2012 (Rio + 20) - UNCSD	Secteur des sciences exactes et naturelles, Unité du Plan d'action consolidé	Salle XI	150

14/04	DG information meeting with Permanent Delegations on Africa	Département Afrique	Salle XI	150
15/04	Réunion d'information avec les Etats membres sur l'égalité des genres	Cabinet de la Directrice générale, Division pour l'égalité des genres	Salle X	150
21/04	Futures orientations des activités du Secteur de la culture	Secteur de la culture, Bureau exécutif	Salle XI	150
26/04	Réunion d'information sur un projet de programme d'action pour une culture de la paix et de la non-violence	Bureau du Sous-directeur général pour la planification stratégique	Salle XI	150
Total participation for Information meetings for Member States				1 100
Electoral group meetings				
04/04	Réunion du Groupe UE	Délégation permanente de Hongrie	Salle XIII	40
04/04	Réunion du Groupe Electoral II	Délégation permanente de Croatie	Salle XIV	50
04/04	Meeting of the Working Group on Education	Groupe 77	Salle XVI	40
05/04	Réunion du Groupe des sciences naturelles du Groupe 77 + la Chine	Délégation permanente de la république bolivarienne du Venezuela	Salle XVI	45
06/04	Réunion de Groupe pour l'organisation de la Semaine africaine	Délégation permanente du Burkina Faso	Salle XV	40
07/04	Réunion du Groupe arabe	ALECSO	Salle XIII	50
07/04	Réunion Groupe africain	Délégation permanente de la République-Unie de Tanzanie	Salle XIII	40
08/04	Réunions du Groupe UE	Délégation permanente de Hongrie	Salle VIII	40
11/04	Réunion plénière du Groupe 77 + la Chine	Groupe 77	Salle XIII	80
11/04	Réunion du Groupe UE	Délégation permanente de Hongrie	Salle XIII	40
12/04	Réunion du Groupe I	Délégation permanente de la Norvège	Salle XIII	50
12/04	Réunion du Groupe africain	Délégation permanente du Congo	Salle XIII	40
14/04	Réunion du Groupe de Genève	Délégation permanente du Japon	Salle XIV	40
14/04	Working Group on Education of the G77	Groupe 77	Salle XIV	30
15/04	Réunion du Groupe Africain pour la préparation du conseil exécutif	Délégation permanente de Côte d'Ivoire	Salle XIV	50
18/04	Réunion du Groupe Commonwealth	Délégation permanente d'Australie	Salle XIII	40
18/04	Réunion conjointe du Bureau du Groupe arabe et du Bureau du Groupe africain	Délégation permanente d'Egypte	Salle XIV	45
19/04	Réunion du Groupe UE	Délégation permanente de Hongrie	Salle XIII	40
19/04	Meeting of an Executive Board Working Group on Finance and Administrative matters	Délégation permanente de la République-Unie de Tanzanie	Salle XIV	40
19/04	Réunion de Groupe pour l'organisation de la semaine Africaine	Délégation permanente du Burkina Faso	Salle XVI	45
20/04	Réunion du Groupe de Travail pour la Culture du Groupe 77 + la Chine	Délégation permanente d'Egypte	Salle XIV	30
20/04	Réunion du Groupe arabe	Délégation permanente du Maroc	Salle XVI	40
21/04	Réunion du Groupe Afrique	Secrétariat du Directeur général adjoint	Salle IX	40
26/04	Réunion du GRULAC	Secrétariat du Directeur général adjoint	Salle XIII	40
26/04	Réunion du Groupe Africain pour la préparation du conseil exécutif	Délégation permanente de Côte d'Ivoire	Salle XVI	50
27/04	Plénière du Groupe du Mouvement des Pays Non-alignés (MNOAL)	Délégation permanente d'Egypte	Salle XIII	50
27/04	Visite d'étudiants de la République Dominicaine	Délégation permanente de la République Dominicaine	Salle XIV	20
27/04	Réunion du Groupe OCI	Délégation permanente du Sénégal	Salle XV	25
27/04	Réunion du Groupe Culture du GRULAC	Délégation permanente de la République bolivarienne du Venezuela	Salle XVI	25
28/04	Réunion du Groupe des Petits Etats Insulaires en Développement	Délégation permanente des Seychelles	Salle XIII	30
28/04	Réunion du Groupe II	Secrétariat du Directeur général adjoint	Salle XIV	50

28/04	ASPAC bureau meeting	Délégation permanente de la République islamique d'Iran	Salle XVI	40
29/04	Réunion du Groupe de Travail pour la Communication et l'Information du Groupe 77 + la Chine	Délégation permanente de la République-Unie de Tanzanie	Salle XVI	40
29/04	Réunion du GRULAC	Secteur des Relations extérieures et de l'Information du public, Section Amérique latine et Caraïbes	Salle XVI	45
Total participation for Electoral group meetings				1 410

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

- The April electronic calendar was sent to 3 523 subscribers.
- The Paper version of the monthly calendar is printed out in 2 500 copies (1 500 in French and 1 000 in English)
- 13 events have been organized and/or promoted in April:
 - 5 exhibitions, 3 shows, 1 screening, 4 special events

9.2.1. Exhibitions

Date	Title	Organizer	Place	Public*
Until 15/04/2011	Expression of Fado	Permanent Delegation of Portugal	Hall Ségur	N/A
Until 8/04/2011	Images and scents of Cyprus	Permanent Delegation of Cyprus	Salle des Pas Perdus	N/A
4-8 April 2011	Poland Dispersed. Programme for the Protection of Polish Archival Heritage Abroad	Permanent Delegation of Poland	Miró III	N/A
18-29 April 2011	The Traces of Anatolian civilizations by Asli Değer Sezgin	Permanent Delegation of Turkey	Miró I and II	N/A
20-28 April 2011	Ancient and contemporary Azerbaijani carpets	Permanent Delegation of Azerbaijan	Hall Ségur	N/A

9.2.2. Shows and Screenings

Date	Title	Organizer	Place	Public*
10 April 2011	Charity symphony concert to support earthquake victims in Japan	International Staff Association of UNESCO (ISAU) and the Committee of Charity Concert for the Victims of the Earthquake in Japan Paris (CSJP).	Room I	1 000
13 April 2011	Le Chaos by Youssef Chahine and Khaled Youssef	Permanent Delegation of Egypt	Room XI	267 (max. capacity of the room)
19 April 2011	Young Talent from Azerbaijan	Permanent Delegation of Azerbaijan	Room I	850
Total participation				2 117

9.2.3. Special Events

Date	Title	Organizer	Place	Public*
2-3 April	Building a new society Earth University 4 th Forum	Sector for External Relations and Public Information and Earth University	Rooms I, II, IV, V, IX and XII	About 2 500 / day
15 April 2011	UNESCO Sharjah Prize for Arab Culture	Culture Sector and the Permanent Delegation of the United Arab Emirates	Room I	800
21 April 2011	50th anniversary of the first manned mission to space	Delegation of the Russian Federation		
	International Forum: Peaceful Uses of Outer Space for Science, Education and Culture		Room X	110
	Exhibition: Reaching out to the Stars		Foyer	
	Show: - World Space Olympiad Race for the Stars - Show: Astro Ballet		Room I	900
27 April 2011	Celebration of the International Dance Day by the International Theatre Institute (ITI) With Anne Teresa De Keersmaeker	International Theatre Institute (ITI)	Room I	750
Total participation				7 560

*Source: number of participants for the rooms is estimated by ERI/DPI/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 33 visits for **807** visitors in April 2011.

In April, most visitors came within the framework of group visits. The major part of the organized visits was conducted in French for a French public.

1. Requests

Number of emails received	157
Number of requests received	51
Accepted requests	65%
Declined requests	35%

2. Languages

Visits in English	10	30%
Visits in French	21	64%
Other	2	6%

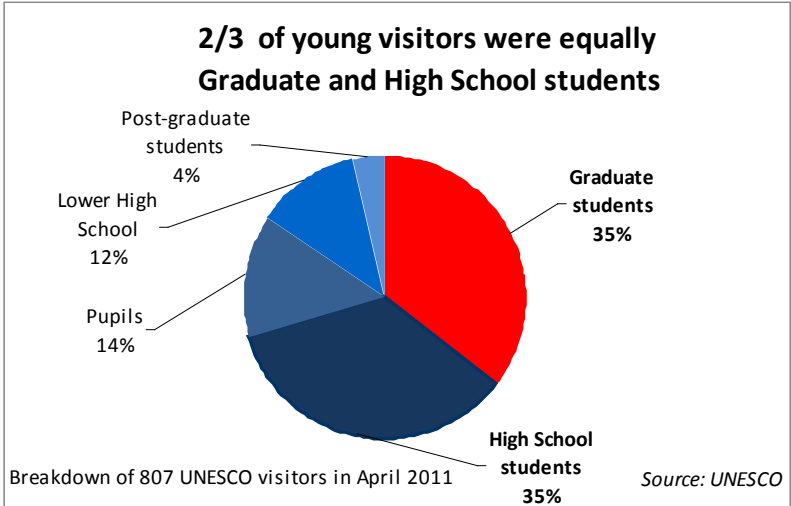
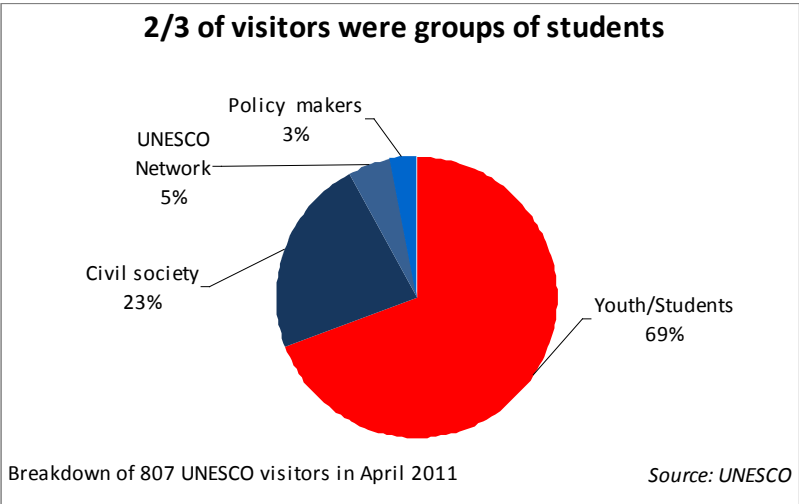
3. Type of visits

Individual Visits	1	3%
Group Visits	29	88%
Thematic Conferences	3	9%

4. Origin

Africa	1	3%
Arab States	1	3%
Europe and North America (of which 55% of local requests)	27	82%
Latin America and the Caribbean	2	6%
Asia and Pacific	2	6%

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

Eleven events were granted UNESCO's patronage in April 2011.

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01.04.2011	Japan	The 8 th edition of the "Exploration for Disaster Prevention Map Contest" and the 8 th "Exploration for Disaster Prevention Forum"	development agencies, civil society, educators, youth	SC
01.04.2011	Argentina	Exposition de photos <i>Du concret à l'imaginaire</i> de Dominique Roger au Centre culturel de la Recoleta à Buenos Aires	civil society	ODG
01.04.2011	Russian Federation	International conference entitled « Humanistic Fundamentals and Social Functions of Art »	policy-makers, civil society	CLT
07.04.2011	Switzerland	Colloque international à Genève consacré à la sauvegarde du Patrimoine lors de conflits armés et en situation de crise	scientists & researchers & academia, policy-makers	CLT
08.04.2011	Italy	The 5th international conference entitled "Sportmeet for a United World" in Castel Gandolfo	civil society	SHS
15.04.2011	Canada	Colloque international à Québec intitulé « Les mesures de soutien au patrimoine culturel immatériel : gouvernements, institutions et municipalités »	civil society, decision-makers	CLT
19.04.2011	Azerbaijan	Exhibition of carpet weaving traditions at HQ organized by the Permanent Delegation Azerbaijan to UNESCO	UNESCO network, permanent delegations, civil society	CLT
22.04.2011	France	Rencontre internationale intitulée « Paris d'Avenir » organisée par les Scouts et Guides de France	youth & students	SHS
24.04.2011	France	Symposium international sur les teintures et colorants naturel à la Rochelle	researchers, civil society	CLT
26.04.2011	France	Un récital du pianiste Sergueï Markarov, Artiste de l'UNESCO pour la Paix, à la cathédrale Saint-Louis des Invalides	civil society	ODG
29.04.2011	Italy	International conference on the Convention for the Safeguarding of the Intangible Heritage, in Novedrate	civil society, decision-makers	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 April 2011, **40 new logos** have been elaborated for internal and external audiences: 76% for the Secretariat, 10% for Intergovernmental Programme Members, 7% for Network Members, 7% for UNESCO Partners.

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, SWR / Germany). 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: **1 series of TV programmes (5 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

The total number of audience accessed to the program in April in Japan was estimated at **76 916 875** (for the first broadcast).

Additional Programs in April

<i>Date</i>	<i>Name of Series</i>	<i>Format</i>
23/04; 30/04	Search and Go! Treasured World Heritages	Digital Satellite station /73 minutes

The audience share has not been communicated.

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 March: **4,4 percent** (for the first broadcast)

Estimate number of viewers in Japan: **4 400 000** (for the first broadcast)

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

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

Sponsorship: **SONY**

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience Share</i>
04/04	Special :10 Unknown masterpieces of humankind http://www.tbs.co.jp/heritage/archive/20110403.html	30 minutes	3.1
10/04	Special: 10 Unknown Lovely Landscapes http://www.tbs.co.jp/heritage/archive/20110410.html	30 minutes	4.0
17/04	Site of Palmyra http://www.tbs.co.jp/heritage/archive/20110417.html	30 minutes	4.2
24/04	Agave Landscape and Ancient Industrial Facilities of Tequila http://www.tbs.co.jp/heritage/archive/20110424.html	30 minutes	4.9

The total number of audience accessed to the program in April was estimated at **12 000 000**.

Remark from TBS: The Tohoku earthquake seems to have affected the audience share which have significantly decreased, and more particularly for Special programmes.

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>Date</i>	<i>Place of Issue/ Magazine or Photo</i>	<i>Title</i>	<i>Language</i>
05/04	Istanbul	Turkish candy to be included in UNESCO Cultural Heritage List-	English
06/04	Brazzaville	L'UNESCO entend aider les Etats africains dans le domaine éducatif	French
07/04	Brazzaville	Congo: l'Unesco pour la mise en place d'une équipe technique des statistiques liées au secteur éducatif	French
07/04	New York	Un Soudanais et un Français lauréats du Prix UNESCO pour la culture arabe	French
13/04	Santo Domingo	Unesco impulsará proyectos para reconstrucción cultural en Haití	Spanish
18/04	Chongqing	China starts building museum for centuries-old rock carvings	English
18/04	Paris	UNESCO to hold Second World Forum on Cultural Industries in June	English
19/04	Port Louis	Mauritius pushes for third UNESCO World Heritage Site	English
19/04	Bangkok	Thai chief negotiator for UNESCO's listing of Preah Vihear to resign	English
21/04	Jakarta	L'UNESCO classe 11 héritages indonésiens comme héritages culturels mondiaux	French
21/04	La Paz	Llegará a Bolivia comisión de UNESCO para evaluar Cerro Rico de Potosí	Spanish
22/04	Bangkok	UNESCO envoy calls for dialogue between Thailand, Cambodia	English
23/04	Paris	L'UNESCO célèbre la Journée mondiale du livre et du droit d'auteur	French
25/04	Montevideo	Patrocina Unesco abordaje jurídico de protección al patrimonio mundial	Spanish
26/04	Magazine	Trafic illicite des biens culturels : alerte en Afrique centrale sur un fléau tentaculaire	French
26/04	Not specified	Entrée en vigueur de l'accord entre la Suisse et l'Egypte sur la sauvegarde du patrimoine culturel meuble	French
27/04	Photo	Romanian President Traian Basescu (R) shakes hands with Irina Bokova, Director-General of the UN Educational, Scientific, and Cultural Organization (UNESCO), during their meeting in Bucharest, capital of Romania, April 27, 2011.	-
28/04	unknown	Education investment pays off in sub-Saharan Africa	English

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

Date	Title	Page views
Russian Site		
01/04	Medvedev congratulated Lenin Library Director Yekaterina Genieva on her birthday http://www.rian.ru/culture/20110401/359964582.html	117
01/04	Leonov participates in Gagarin event on Canaries http://www.rian.ru/gagarin_news/20110401/360006229.html	215
02/04	Kotor – summer at winter http://www.rian.ru/voyage/20110402/360316560.html	192
05/04	Garan feels honored to be at ISS on Gagarin mission's 50 th anniversary year http://www.rian.ru/science/20110405/361116939.html	158
05/04	Byzantium mosaics curing wounds after earthquake http://www.rian.ru/ocherki/20110405/361262167.html	1 331
05/04	A documentary show about Finno-Ugrian nations is made in Izhevsk http://rian.ru/culture/20110405/361390561.html	156
06/04	The world biggest clay Buddha is in Dushanbe http://rian.ru/tourism/20110406/361359184.html	614
11/04	Brain May and Tangerine Dream making compositions about Gagarin and Leonov http://www.rian.ru/gagarin_news/20110411/363197791.html	291
12/04	Gagarin's mission: space era countdown started 50 years ago http://www.rian.ru/gagarin_news/20110412/363503175.html	2 926
12/04	Video bridge on preserving monuments of history and culture http://www.rian.ru/announce/20110412/363691658.html	10
13/04	Sochi and Baden-Baden became sister cities, Mytishchi relates to Duren http://rian.ru/society/20110413/364215224.html	66
14/04	UNESCO celebrate 50 th anniversary of Yuri Gagarin's space mission http://rian.ru/pressclub/20110414/363358901.html	75
14/04	UNESCO to celebrate 50 th anniversary of Yuri Gagarin's space mission with conference and gala http://rian.ru/gagarin_news/20110414/364498141.html	307
15/04	Heralds, Church and Jewish community surprised by the idea of placing crescent on Russian coat-of-arms http://rian.ru/religion/20110415/364842822.html	9 000
17/04	Petersburg to celebrate Cultural heritage day by voyages http://rian.ru/culture/20110417/365297267.html	247
18/04	Free tour in Krasnodar was held before Monuments Day http://reporter.rian.ru/ugc/20110418/365654158.html	41
20/04	Putin congratulated winners of "Star Relay" Olympics http://www.rian.ru/gagarin_news/20110420/366432892.html	53
20/04	Famous linguist Yekaterina Genieva got honorary prize in Italy http://rian.ru/culture/20110420/366496630.html	55
21/04	International book fair opened in Buenos-Aires http://rian.ru/culture/20110421/366758780.html	92
21/04	Foundation of international space agency is quite possible according to cosmonauts http://www.rian.ru/science/20110421/366848175.html	129
21/04	Number of Ukrainian objects in UNESCO heritage list is to increase http://rian.ru/culture/20110421/366852288.html	339
21/04	UNESCO CEO is optimistic on Ukrainian cooperation http://rian.ru/culture/20110421/366860730.html	47
21/04	Cultural heritage committee is to decide on the Pskov Kremlin http://rian.ru/culture/20110421/366865012.html	75
21/04	Wonder child from India won "Star Relay" Olympics http://rian.ru/science/20110421/367000174.html	281
22/04	"Stars of Commonwealth" prize honored to humanitarian activists in Moscow http://rian.ru/culture/20110422/367192662.html	134
23/04	"Month's campaign of quietness" started in Commander Reserve http://eco.rian.ru/nature/20110423/367362444.html	95
25/04	Kazakh UNESCO official tried to hijack plane http://rian.ru/incidents/20110425/367855995.html	4 562
25/04	Astana checking up the attempt of plane hijack by diplomat http://rian.ru/inquest/20110425/367903100.html	2 547
25/04	Kazakh diplomat in attempt to hijack is sick, colleagues say http://rian.ru/incidents/20110425/367954880.html	2 067

25/04	Kazakh diplomat charged in attempting hijack http://rian.ru/inquest/20110425/367968513.html	5 232
25/04	Public Chamber checking facts of demolishing cultural monuments in Petersburg http://rian.ru/culture/20110425/368021833.html	139
25/04	Astana to cooperate with Rome in hijack case http://rian.ru/world/20110425/368027848.html	2 975
25/04	Thailand and Cambodia brought armors and artillery to common border http://rian.ru/world/20110425/368059464.html	656
25/04	Personal problems could inflict the conduct of the Kazakh diplomat http://rian.ru/incidents/20110425/368090442.html	2 770
25/04	Thailand militaries claim war issue should be decided by politicians http://rian.ru/world/20110425/368098922.html	341
25/04	The official attempting hijack Alitalia plane didn't have diplomatic passport http://rian.ru/inquest/20110425/368111848.html	2 663
26/04	Kazakh diplomats are to see detained in Rome Tolmachyov http://rian.ru/world/20110426/368297947.html	286
26/04	Thailand to "reconsider" relations with Cambodia, Foreign Minister says http://rian.ru/world/20110426/368300968.html	112
26/04	Military actions renewed on Thai-Cambodian border, mass media say http://rian.ru/world/20110426/368319768.html	305
26/04	First court hearing on "Tolmachyov case" to be held in Rome on Tuesday http://rian.ru/world/20110426/368367695.html	731
26/04	Court sanctioned Tolmachyov's arrest for attempt of hijacking http://www.rian.ru/world/20110426/368467193.html	957
26/04	Charged in hijacking official is firm in keeping silent at interrogation http://rian.ru/world/20110426/368532305.html	775
27/04	Thai defense minister gone to China instead of waiting Cambodia http://rian.ru/world/20110427/368683993.html	100
27/04	Cambodia thinks Thailand's border stance equivalent to declaring war http://www.rian.ru/world/20110427/368746296.html	769
28/04	Thailand and Cambodia agreed to seize fire on border, mass media say http://rian.ru/world/20110428/369052547.html	196
29/04	Thailand and Cambodia renewed clashes http://www.rian.ru/world/20110429/369305368.html	1 384
29/04	Foreign Ministry: Russia contributed to Thailand-Cambodia peace process http://www.rian.ru/politics/20110429/369573462.html	184
30/04	Solovetsky monastery – symbol of faith http://www.rian.ru/voyage/20110430/369633973.html	92
30/04	Flash mob on International dance day in Moscow shopping centre http://reporter.rian.ru/ugc/20110430/369693860.html	145
30/04	Thailand and Cambodia renewed firefight on border http://www.rian.ru/world/20110430/369719613.html	1 109
English site		
05/04	Restoration of Daphni Monastery http://en.rian.ru/photolents/20110405/163384995.html	329
25/04	Kazakh official attempts to hijack Paris-Rome plane http://en.rian.ru/world/20110425/163688576.html	747
French site		
25/04	Un diplomate kazakh tente de détourner un vol Paris-Rome vers Tripoli http://fr.rian.ru/world/20110425/189261193.html	207
25/04	Italie: un diplomate kazakh accusé de tentative de détournement d'avion http://fr.rian.ru/world/20110425/189265338.html	227
Spanish site		
14/04	UNESCO conmemorará el 50 aniversario del vuelo espacial de Yuri Gagarin http://sp.rian.ru/international/20110414/148726055.html	100
German site		
28/04	Gebietsstreit: Thailand und Kambodscha vereinbaren Waffenruhe http://de.rian.ru/security_and_military/20110428/258971963.html	74

Total number of page views who accessed to the UNESCO related articles on RIA Novosti's sites in April: **49 827**.

11.5. Südwestrundfunk (SWR)

Area of collaboration: **production and broadcasting of World Heritage documentaries**

Partnership began: 1995

Products: **Documentary films – 388 films produced to date**

Output: **3 sat** (Cultural channel for Germany, Switzerland and Austria), **Phoenix** (Documentary channel for Germany), **SWR Fernsehen** (Regional channel of ARD) and **Südwestrundfunk website**

(<http://www.swr.de/schaetze-der-welt/>)

Films shown on World Heritage in April 2011:

- **3sat – cultural channel**

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers</i>
Sunday 7.45 pm	1	0,5%	130 000
Monday 12.45 pm	3	0,2%	20 500 / film 60 000 /3 films
Tuesday 9.45 pm	1	1,4%	420 000 / film
Extra films, different times	5	0,9%	164 000 / film 820 000 / 5 films
Total	12	-	1 430 000 / 12 films

The total number of viewers who accessed to the films on 3sat in April was estimated at **1 430 000 for 12 films** (119 167 viewers / film).

- **Phoenix – documentary channel**

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers</i>
Different days and times	10	2%	85 000 / film 850 000 /10 films

- **SWR Fernsehen – regional channel of ARD**

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers</i>
Saturday 6 am	4	1.3%	15 000 / film 60 000 / 4 films
Saturday 1.50 pm	3	4.3%	63 333 / film 190 000 /3 films

The total number of viewers who accessed to the films on SWR Television was estimated in April at **250 000** for 7 films (35 714 per film)