



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2011/PIPMR/08

Monthly Report on the Use of UNESCO Public Information Products

May 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.

Media and Major Events

The month of May was marked by several major events and announcements that led to a significant increase in press coverage concerning UNESCO.

The most widely covered were:

- **World Press Freedom Day (3 May)**
- The announcement of the 42 sites being considered for World Heritage listing (7 May)
- The condemnation by the Director-General of the murders of journalists in Brazil and Pakistan (10 May)
- Global Forum on Rankings and Accountability in Higher Education (16-17 May)
- New Goodwill Ambassadors from China and Brazil (23 and 26 May)
- **The inscription of 45 new items on the Memory of the World Register (25 May)**
- The bilateral meeting between Cambodia and Thailand over the safeguarding of the Preah Vihear Temple (25-27 May)
- **Launch of the Global Partnership for Girls' and Women's Education (26 May)**

Events in bold are highlighted in the Major Events pages (4-6).

UNESCO was also mentioned in the scores of articles published across Africa throughout the month marking the 90th birthday of former UNESCO Director-General M'Bow.

The graph opposite shows the total number of articles monitored on these topics that were published in traditional and online media (red line). Those published in important regional, national and international titles and major websites are shown by the green line, which indicates a significantly higher number of stories published than usual and should be read with caution.

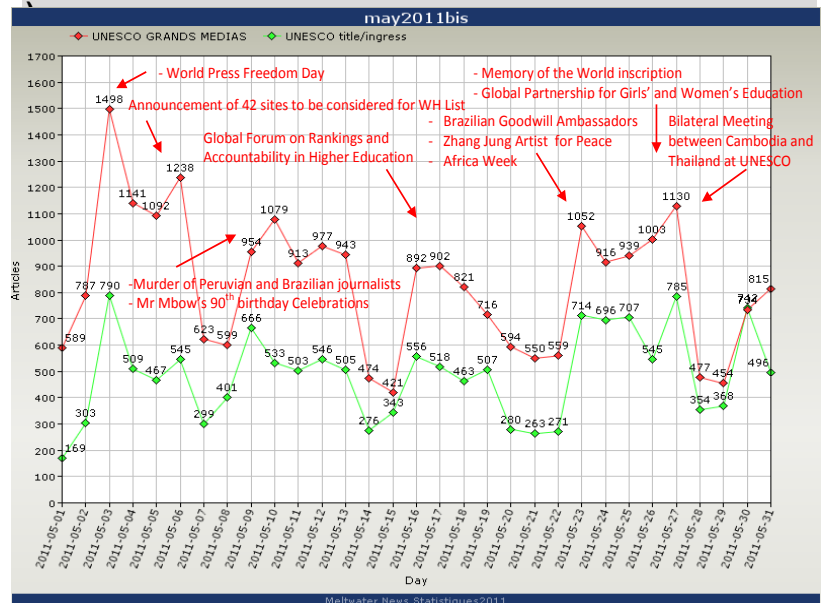
The rise certainly reflects the increased activity during the month of May, but it must also be partly attributed to changes in the web platform used by DPI's monitoring service, which altered the filter for this particular category. For this reason, an accurate breakdown of the statistics is not available this month.

UNESCO Website

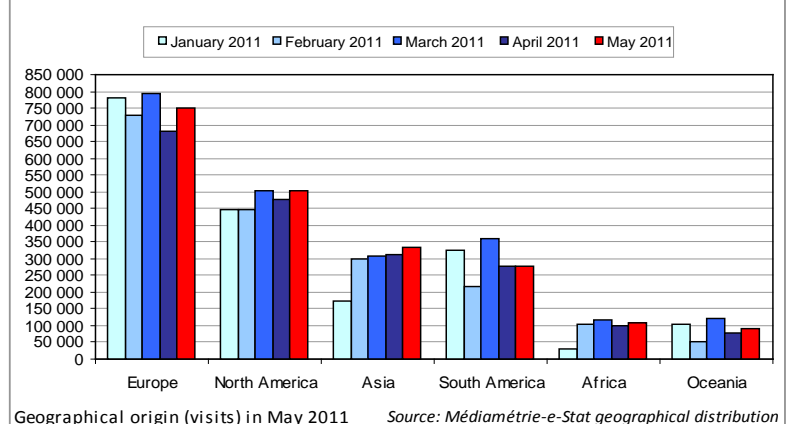
This month, and for the second time this year, the website has had over 2 million visitors. However, the number of page views is slightly lower than the 2010 average monthly benchmark.

After a significant decrease in most regions in April, visits increased in May in all regions: Oceania +14.85%, Europe +10.04%, Africa +6.05%, North America +5.46%, South America +0.41%. The number of visits by geographical origin is similar to that of April, with Asia keeping its third position in the overall distribution of visits.

Articles published in major regional, national and international titles and on major websites (in green) and in all other monitored media outlets (in red)



Web visits increased this month in all regions



UNESCO's Social Media Channels

UNESCO has strengthened its multilingual social media presence this month by creating Twitter accounts in French, Spanish, Arabic, Russian and Chinese, and Facebook pages in Arabic, Russian and Chinese.

UNESCO now has 13 873 Twitter followers in all languages, a 24% increase on the month of April. The Spanish and French-language accounts were created to coincide with the agreement between UNESCO and Malaga CF on June 1st.

UNESCO's Sina Weibo followers increased by 62.5% in May, bringing the total to 81 235. Of the 11 UN agencies and offices now using Sina Weibo, UNESCO has the largest fanbase. The most popular post on Sina Weibo asked fans who would be the best Chinese Goodwill Ambassador. It received 3 466 retweets and 5 666 comments. While on Youku a performance by Zhang Jun, UNESCO Artist for Peace, proved to be the most popular video and received 2 793 views.

There are now 28 681 people on Facebook who 'like' the English, Arabic, Chinese and Russian pages collectively. Interactivity has proven to be a popular way to attract fans. A post relating to the 2600th Birthday of Buddha and the related forum held at UNESCO on his teachings received 220 'Likes'. The element of interactivity involved posting quotes by Buddha relating to peace and learning intermittently throughout the day.

University Rankings Forum held at HQ in partnership with the World Bank and OECD provided the opportunity for UNESCO's first attempt at live tweeting in English, French and Chinese. Almost 3 000 people participated in a survey launched on Sina Weibo relating to university selection processes. This was the most successful survey done on Sina Weibo to date.

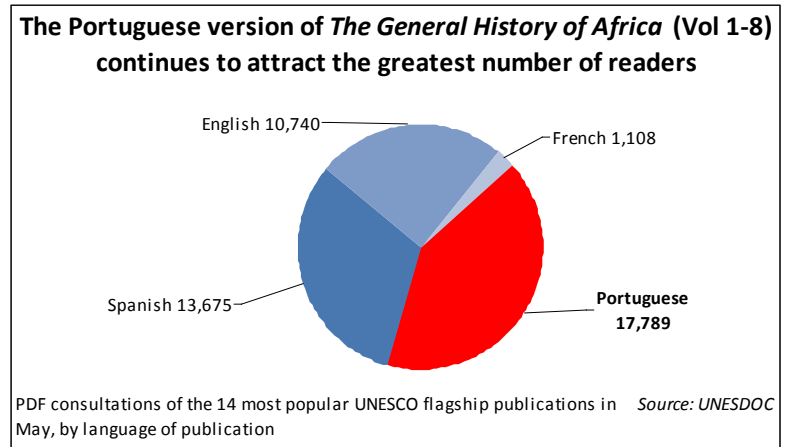
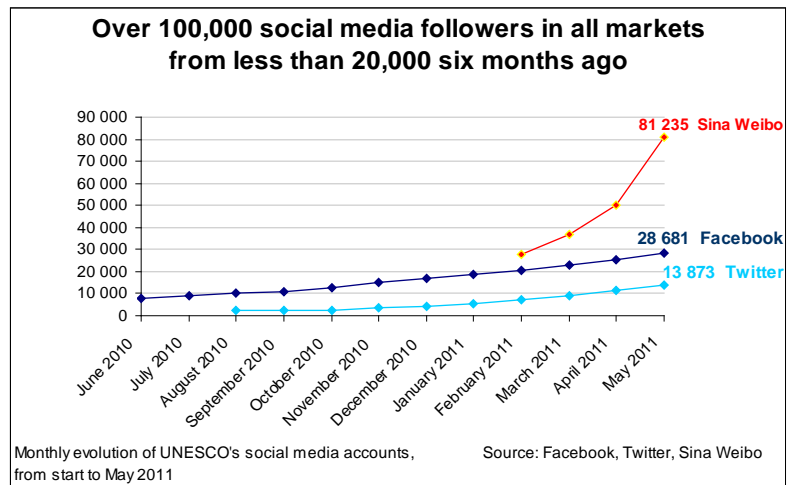
Live Tweeting was bolstered even further by the Global Partnership for Girls' and Women's Education and the related visits by Ban Ki-moon and Hilary Rodham Clinton. Almost 40 live tweets written in English were subsequently translated into Arabic, Chinese and Russian.

UNESCO Publications

For the fourth month in a row, the most viewed publications on UNESCO's online database in May were the Portuguese edition of the eight-volume *General History of Africa* and the Spanish edition of *Towards Knowledge*, the 2005 UNESCO World Report. These two publications alone attracted almost 28,000 views over the month.

Three publications from the Education Sector also stood out in May by moving at least five places higher in the downloads rankings. Two of these were Spanish-language translated editions – *Environmental education activities for primary schools*, published by the Santiago Office in 1997, and *Learning: The Treasure Within*, published in Paris in 1996. The third was the Portuguese *Professores do Brasil: impasses e desafios* ("Teachers in Brazil: difficulties and challenges") produced by the Brasilia Office in 2009, which jumped from 32nd position in April to 9th place in May.

UNESCO publications also continue to attract a strong readership through Google Books, although the total number of views fell back from the peak of 179,006 the previous month, with 150,730 views logged in May.



Major events:

I. World Press Freedom Day (3 May)

“21st Century Media: New Frontiers, New Barriers” was the theme of this year’s World Press Freedom Day. It has been celebrated on 3 May, with major events, organized in association with the UN Foundation, in Washington DC and New York (USA), alongside local and regional events all over the world.

The Washington conference (1 to 3 May), opened by Irina Bokova, alongside Judith McHale, Under Secretary of State for Public Diplomacy and Public Affairs, U.S. Department of State, was co-organized by UNESCO with the U.S. State Department and over 20 civil society partners. Following themes were examined: the growing role of the internet, the emergence of new media and the dramatic rise in social networking in recent years.

On 3 May, also in Washington DC, Irina Bokova awarded the UNESCO/Guillermo Cano World Press Freedom Prize 2011 to jailed Iranian journalist, Ahmad Zeidabadi. Celebrations continued in Windhoek (Namibia) on 5 May, marking the 20th anniversary of the Windhoek Declaration for the promotion of free and pluralistic media. The anniversary was commemorated at a special event at United Nations Headquarters in New York on 4 May.

Participants: 800 people in Washington and 500 in New York

Communication materials and activities:

- Media advisory
- Press release announcing winner of the World Press Freedom prize
- B-roll produced and distributed
- Photo gallery published
- In Focus published on the website with links to dedicated WPFDF page
- Video Message from the Director-General recorded and published on YouTube

These products were distributed to DPI’s global media lists in six languages. They were also relayed via the distribution lists of the partners involved in this event. These same partners provided significant support to UNESCO’s media team at the US events, via traditional media and also with a big push via social media.

Website statistics:

CI website content related to the World Press Freedom Day: 28 047 Page views; 27 794 visits (in April and May 2011). See Annex for UN Foundation website statistics.

Press coverage:

This coordinated multi-pronged effort involving several partners made WPFDF the top story for UNESCO during the month of May. A detailed count of the hundreds of articles and editorials monitored in top tier media, regional and national news outlets, online information sites and blogs has not been completed, but a partial picture is reflected in the annex to this report, provided by the UN Foundation.

Social media:

For World Press Freedom Day, the UN Foundation employed the services of a consultancy company to coordinate the social media campaign for the Day. This ensured a live presence at the various events. See more details in the Annex.

On UNESCO's part, 40 tweets were sent out over two days (2-3 May). In terms of numbers, UNESCO gained 255 Twitter followers during the three days that World Press Freedom Day-related events were being celebrated in various parts of the globe. On Sina Weibo 18 posts were published relating to UNESCO’s official messages for the Day. Two of the posts became top 10 retweets of the month, each received over 600 retweets and more than 100 comments.

II. Memory of the World – Inscription of 45 new documentary heritage items on the Memory of the World Register (25 May)

45 new elements and documentary collections from all over the world have been inscribed on the Memory of the World Register following the recommendations of the International Advisory Committee of the Memory of the World Committee, meeting in the Manchester (UK) from 22 to 25 May. The Register numbers now a total of 238 items.

The Fourth International Conference of the UNESCO Memory of the World Programme, jointly organized by the Polish National Commission for UNESCO, the Polish Committee of the Memory of the World Programme, the Head Office of State Archives and the Ministry of Culture and National Heritage took place in Warsaw, Poland, from 18 to 21 May 2011. The Conference explored the theme “Culture – Memory – Identities” in the presence of the leading experts on different aspects of the preservation of documentary heritage from around the world, as well as other professionals active in the area of history and culture.

Participants:

- 4th International Conference on the Memory of the World “Culture – Memory – Identities” (18-21 May), Warsaw, Poland: 300 participants from 71 countries
- 10th Meeting of the International Advisory Committee (22-25 May), Manchester, United Kingdom: 14 members; 30 observers

Communication materials and activities:

- Media advisory
- Press release on new inscriptions
- Photo Gallery of new items
- In Focus on website

- For the 4th International Conference: Brochure [Safeguarding the documentary heritage of humanity](#)
- For the 10th Meeting of the International Advisory Committee: USB key with Memory of the World related documents

Website statistics:

CI website content related to the new inscription to World Register: 14 248 Page views; 8 331 visits (in April and May 2011)

Press coverage:

Coverage of this event was concentrated in the national media of those countries which had new items listed on the Register. The listings are treated as a source of immense pride and press coverage was very positive. Nonetheless, coverage was perhaps not as strong as in previous years. This could be the result of the story being simply ‘drowned out’ by the many other UNESCO topics being promoted at the same time.

Social media:

Memory of the World received minimal coverage on UNESCO's social media channels.

III. Launch of Global Partnership for Girls' and Women's Education (26 May)

"Better Life, Better Future," the Global Partnership for Girls' and Women's Education was launched at UNESCO Headquarters on 26 May with the special participation of the UN Secretary-General Ban Ki-moon, the United States Secretary of State Hillary Rodham Clinton, the Prime Minister of Bangladesh Sheikh Hasina and the Prime Minister of Mali, Ms Cissé Mariam Kaidama Sidibé. This was followed by the first meeting of the Director-General's newly established High-Level Panel on Girls' and Women's Education for Empowerment and Gender Equality, moderated by Sheila MacVicar. Panelists included His Highness the Aga Khan, Sunny Varkey, founder and chairman of GEMS Education, Nizan Guanaes, Chairman of Grupo ABC de Comunicação, Esko Aho, Executive Vice President of Nokia, Linda Zecher, Corporate Vice President of Microsoft, Rosabeth Kanter, Professor at the Harvard Business School, Melanne Vermeer, US Ambassador-at-Large for Global Women's Issues, Musimbi Kanyoro, Representative of the David and Lucile Packard Foundation, Laurent Philippe from Procter & Gamble and Nathalie Delapalme from the Mo Ibrahim Foundation.

Participants: 1 250 people in Room I for first part (UN SG, Hillary Rodham Clinton and DG)

Audience: UNESCO Permanent Delegates, UNESCO staff and guests from the private sector, civil society and academia. American and Bangladeshi community in France invited respectively by the Permanent Delegation of the United States of America and the Permanent Delegation of Bangladesh to UNESCO.

Communication materials and activities:

- Media advisory
- Press Release
- Flyer 'Better Life Better Future' in English and French
- Video A Winning Equation – Girls and Education, produced with UN Foundation
- Magnum on-line photo exhibition projected during the event
- Photo gallery

Webcast/Live streaming connections:

Floor: 96

English: 289

French: 60

Press coverage:

Press coverage on the launch of the Global Initiative for Girls' and Women's Education was fairly successful, despite competition for media attention from two other significant events: the G8 meeting and the arrest of Ratko Mladić. Most coverage came from online news sites. However, national press across Africa, in many parts of Asia (especially Bangladesh – due to the presence of the Bangladesh PM at the launch) and in Latin America – where the initiative is likely to have most impact - also ran substantial stories. Top tier western media travelling with Mrs Clinton focused on her visit to Pakistan, mentioning only briefly her passage in Paris.

Social media:

The Global Partnership for Girls' and Women's Education and the related visits by Ban Ki-moon and Hilary Rodham Clinton provided an opportunity for live tweeting. Almost 40 live tweets written in English were subsequently translated into Arabic, Chinese and Russian and sent out via the relevant pages, resulting in over 100 additional followers. The live report of the launch of Global Partnership of Girls and Women's Education on Twitter has also been followed by Sina Weibo. However, due to the time difference and lack of photos, for over a dozen posts, each received in average 2 retweets and 1 comment.

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).

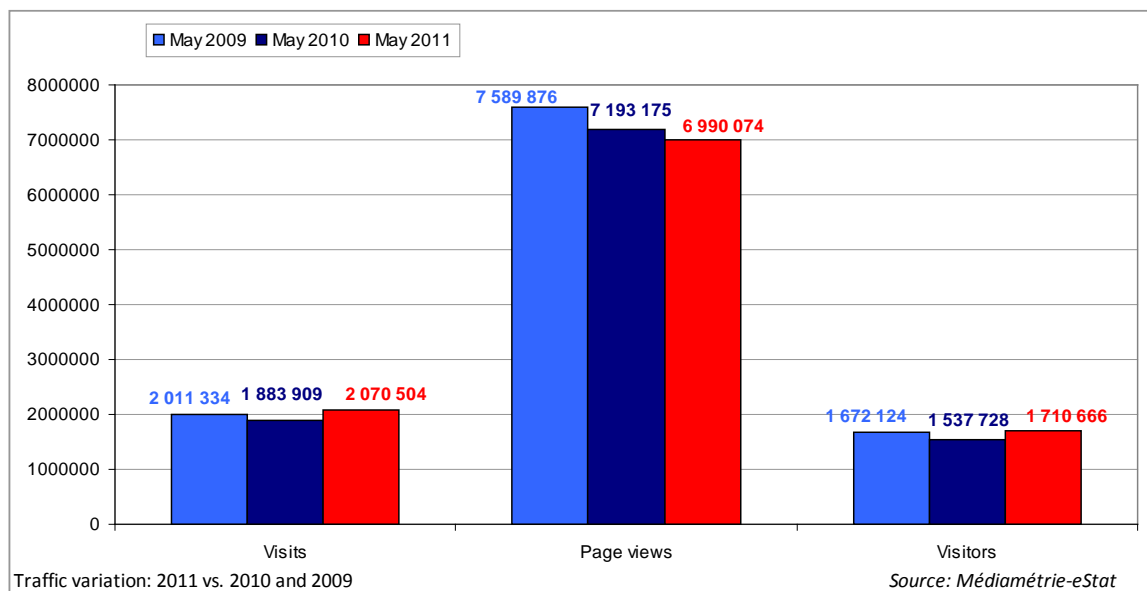
Visits: A visit is defined as a series of page requests from the same uniquely identified client with a time of no more than 30 minutes between each page request.

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:

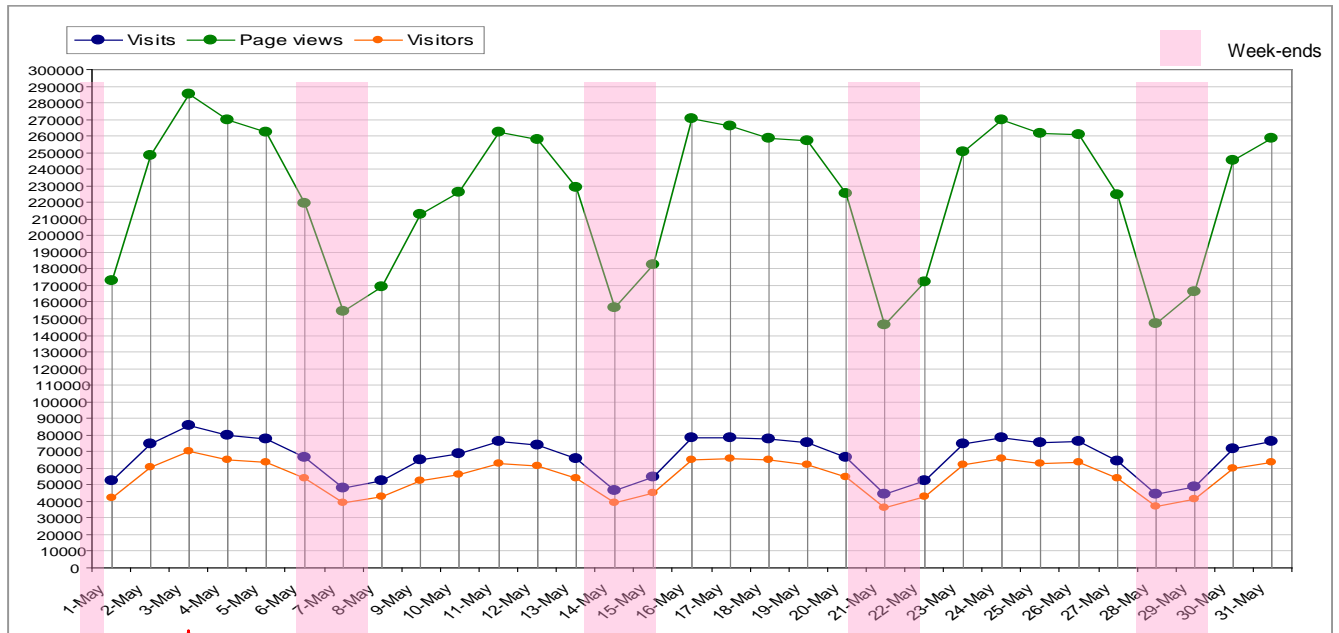
- **7.2 million average page views per month**
- **1.9 million average visits per month**
- **Highest Traffic Day:** 2nd August: all time record of pages views: **578 734** (World Heritage Committee - New World Heritage sites announced)
- **Highest Traffic Week** 2-8 August: **2 244 884** (World Heritage 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: May 2011 vs. May 2010 and 2009



1.2 May 2011 Traffic

Daily Web Traffic Patterns



- World Press Freedom Day 3/05
- 42 sites to be considered for WH List 5/05

Global Forum on Rankings and
Accountability in Higher Education

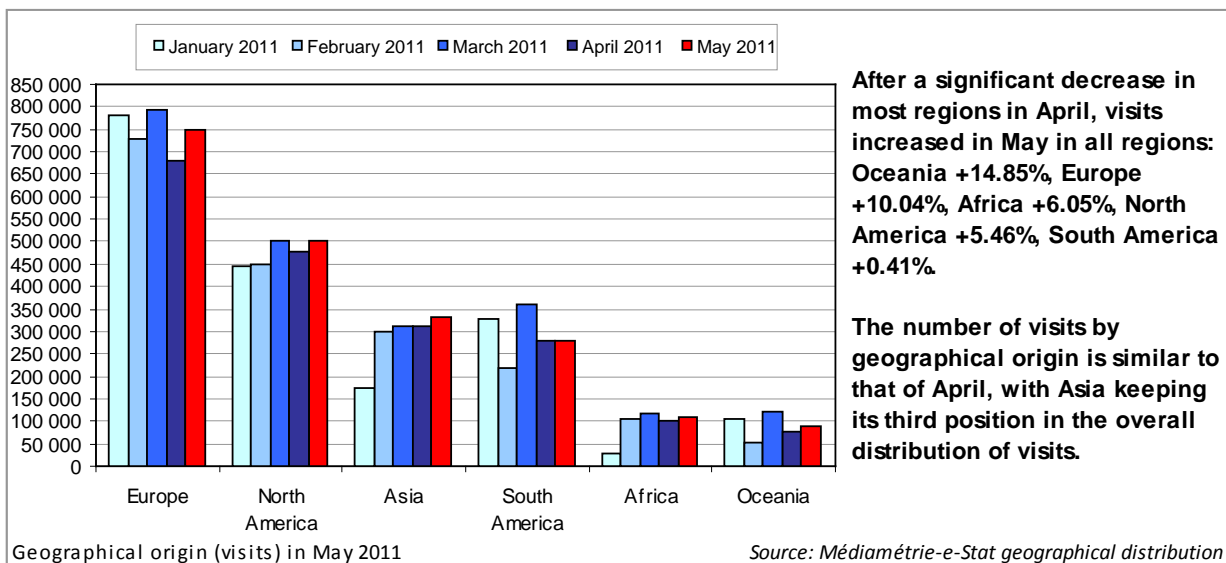
-Memory of the World Inscription 25/05
-Global Partnership for Girls' and Women's
Education 26/05
-Brazilian Goodwill Ambassadors 25/05

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%
May	6 990 074	+7.88%	2 070 504	+7.02%	1 710 666	+8.77%

This month, and for the second time this year, the website has had over 2 million visitors. However, the number of page views is slightly lower than the 2010 average monthly benchmark.

Geographical origin of visits in May



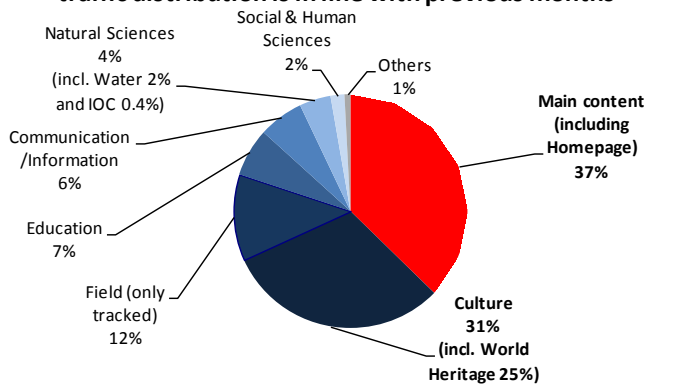
1.4 Visits by Area of Interest for May 2011 (This data only covers tagged subsites)

Areas of interest	Visits in May (not deduplicated)	Variation vs. April	Rate of significant visits in May (More than 1 page viewed)	Rate of significant visits in April (More than 1 page viewed)
UNESCO.ORG	2 070 504	+7.02%	45.28%	44.46%
Central services and homes pages	1 026 379	+11.03%		
Central pages (Central services websites, DG, Governing Bodies, About UNESCO, Media Services, etc.)	542 417	+9.83%	33.95%	34.91%
unesco.org homes pages	439 040	+13.32%	24.02%	24.10%
Worldwide	38 755	+4.72%	52.85%	52.70%
The UNESCO Courier	6 167	+1.38%	36.89%	36.13%
Culture Sector	848 522	+0.69%		
World heritage	677 594	+8.52%	45.96%	46.24%
Culture Sector	170 928	-21.70%	38.70%	36.79%
Education Sector	182 695	+7.82%		
Education Sector	168 590	+9.48%	37.08%	37.29%
Communication and Information Sector	171 066	+10.30%	27.36%	25.49%
Natural Sciences Sector	119 023	+8.55%		
Natural Sciences	51 539	+5.23%	39.06%	38.78%
IOC	11 448	+26.53%	25.95%	20.24%
Social and Human Sciences Sector	52 771	+12.40%	32.84%	33.48%
Field offices *	126 823	+10.98%	37.30%	39.44%
UIS	77 643	+2.00%	39.54%	42.16%
IIEP**	123 178	+16.00%	-	-
Miscellaneous	22 339			

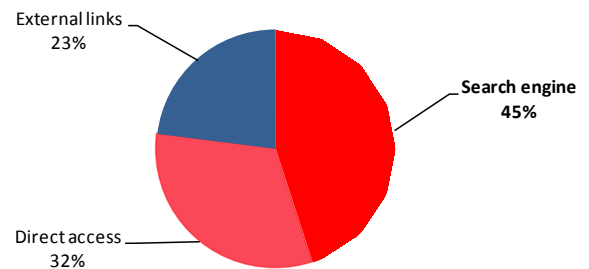
* Amman, Apia, Beirut, Brazil, Doha, Geneva, Harare, Iraq, Islamabad, Jakarta, Kathmandu, Kingston, Moscow, New Delhi, Phnom Penh, Quito, San Jose, Santiago, Tehran, Windhoek, Yaounde.

** IIEP Statistics are tracked separately.

With the increase of visits for all websites- except Culture- traffic distribution is in line with previous months



Most visitors continue to reach us via search engines 4% growth to be noted for direct access



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

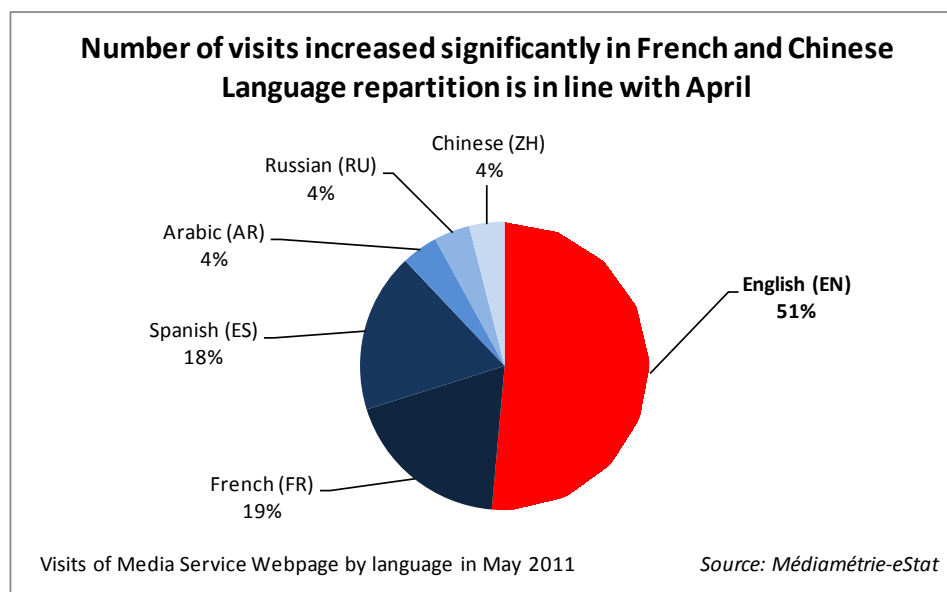
UNESCO products for written and audiovisual media are:

- 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	77 636	+37.09%	47 696	+40.35%
English (EN)	41 419	+34.17%	24 529	+34.89%
French (FR)	13 400	+52.58%	8 920	+82.41%
Spanish (ES)	13 616	+33.19%	8 509	+30.63%
Russian (RU)	3 154	+23.11%	1 911	+20.87%
Arabic (AR)	2 968	+22.34%	1 939	+18.09%
Chinese (ZH)	3 079	+74.15%	1 888	+61.09%



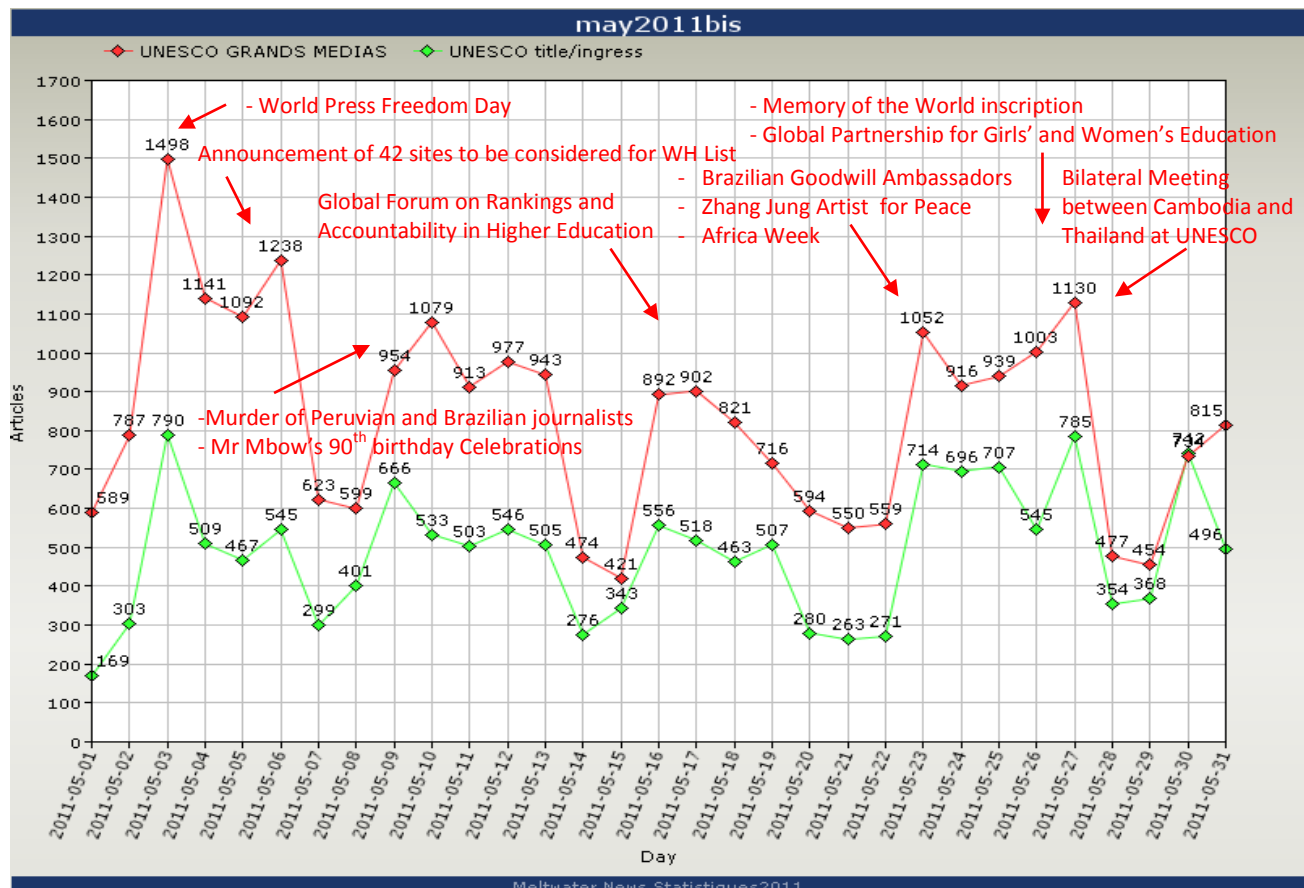
2.2 Press releases/Media advisories/Web Releases issued in May

	Date	Titles
1.	02.05	Director-General calls for freedom of expression to be protected worldwide
2.	05.05	Forty-two sites to be considered for inscription on UNESCO's World Heritage List in June
3.	06.05	Nigeria and UNESCO launch \$6 million national literacy programme
4.	09.05	Director-General condemns murder of Brazilian journalist Valério Nascimento
5.	09.05	Director-General condemns murder of Peruvian journalist Julio Castillo Narváez

6.	11.05	Harnessing ICTs to alleviate poverty
7.	11.05	UNESCO Global Forum: Uses and misuses of university rankings
8.	12.05	Armenian and Palestinian sites share 2011 cultural landscape prize
9.	16.05	Tolstoy's personal library and oldest Iranian mathematics and astrology book amongst new nominations
10.	17.05	Director-General condemns killing of Pakistani journalist Nasrullah Afridi
11.	19.05	UN launches Facebook campaign to 'Do ONE thing for Diversity and Inclusion'
12.	19.05	Director-General deplores killing of Dagastan magazine editor Yakhya Magomedov
13.	19/05	UNESCO and Malaga CF to sign partnership agreement
14.	23.05	Chinese opera star Zhang Jun named UNESCO Artist for Peace
15.	23.05	Brazilians Nizan Guanaes, Oskar Metsavaht and Vik Muniz named UNESCO Goodwill Ambassadors
16.	23.05	The Challenges of a Green Economy and Green Societies debate at UNESCO
17.	23.05	Africa celebrates development and culture at UNESCO
18.	25.05	New collections come to enrich the Memory of the World
19.	25.05	UNESCO to launch Global Partnership for Girls' and Women's Education
20.	26.05	UNESCO launches Global partnership for Girls and Women's Education
21.	27.05	UNESCO Director-General Irina Bokova convenes meeting between Cambodia and Thailand to discuss conservation measures for Temple of Preah Vihear World Heritage Site
22.	30.05	National Archives of Australia to receive UNESCO/Jikji Memory of the World Prize
23.	30.05	UNESCO highlights needs of public broadcasters in Egypt and Tunisia

2.3. Statistics on articles referring to UNESCO

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



The graph shows the total number of articles monitored on these topics that were published in traditional and online media (red line). Those published in important regional, national and international titles and major websites are shown by the green line, which indicates a significantly higher number of stories published than usual and should be read with caution.

The rise certainly reflects the increased activity during the month of May, but it must also be partly attributed to changes in the web platform used by DPI's monitoring service, which altered the filter for this particular category. For this reason, an accurate breakdown of the statistics is not available this month.

2.4 Background Footage (B-roll) downloads from Multimedia

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

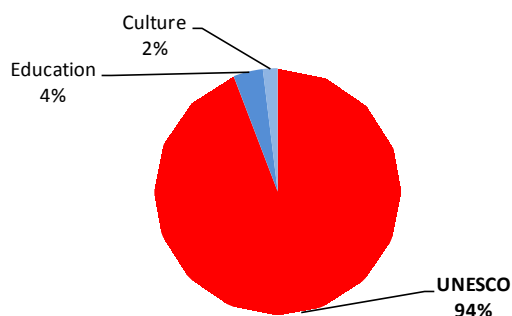
The Background footages are used and downloaded by the audiovisual media (TV agencies, TV, Radio).

	Subject	Downloads	Media
1	World Heritage Sites	12	TV Galicia...
2	Global Partnership for Girls' and Women's Education	5	UN Foundation, University...
3	Global Monitoring Report	4	University
4	World Press Freedom Day 2011	3	TéléSud
5	UNESCO Headquarters stockshots	3	N/A
6	Miscellaneous	8	N/A

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

Subject	Media	Purpose	Date	Nb of Photos
UNESCO	Medias Com4hd TV / Spain	Presentation	25-May	69
UNESCO	Allabout / Japan	Publication	09-May	2
UNESCO	UNESCO / DPI	Publication	12-May	4
UNESCO	Senegal Magazine / Senegal	Publication	12-May	4
UNESCO	Senegal Magazine / Senegal	Publication	12-May	1
UNESCO	Spotlight-Verlag / Germany	Publication	17-May	38
UNESCO	bmcs / France	Publication	27-May	119
UNESCO	La griffe de l'info / France	Website	01-May	1
UNESCO	e-dialog.fr / France	Website	13-May	4
UNESCO	e-dialog.fr / France	Website	13-May	1
Education	TUT Magazine / Switzerland	Publication	17-May	10
Culture/WHC	Springer Fachmeiden München GmbH / Germany	Publication	27-May	3
Culture/ICH	Philosophie Magazine / France	Publication	04-May	2
Sciences	Tamara Hinson, Freelance journalist / U.K.	Publication	09-May	1

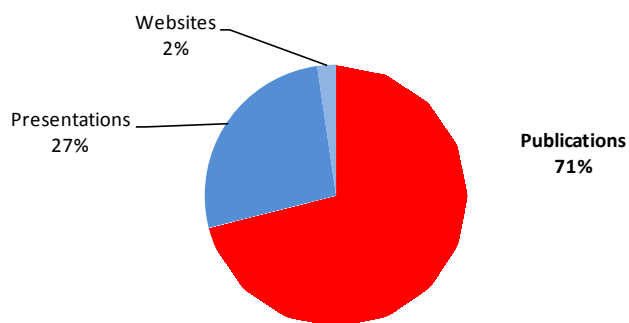
Media showed major interest for generic images on UNESCO



Breakdown by subject of 259 images ordered by the Media in May 2011

Source: UNESCO

Nearly 3/4 of photos requested by the Media are intended for Publications



Breakdown by purpose of 259 images ordered by the Media in May 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 has strengthened its multilingual social media presence this month by creating Twitter accounts in French, Spanish, Arabic, Russian and Chinese, and Facebook pages in Arabic, Russian and Chinese.

UNESCO now has 13 873 Twitter followers in all languages, a 24 percent increase on the month of April. The Spanish and French-language accounts were created to coincide with the agreement between UNESCO and Malaga CF on June 1st.

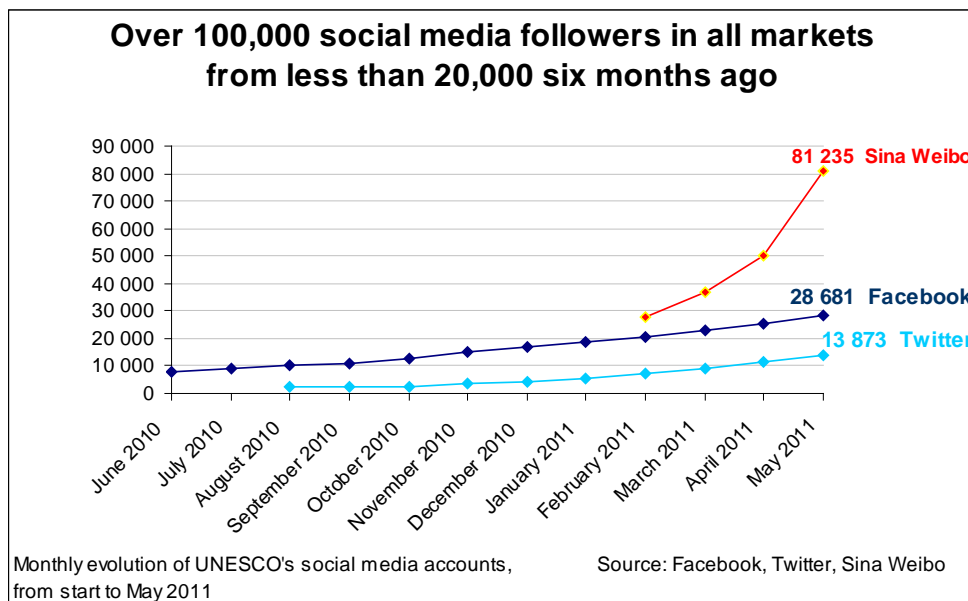
UNESCO's Sina Weibo followers increased by 62.5% in May, bringing the total to 81 235. The most popular post on Sina Weibo asked fans who would be the best Chinese Goodwill Ambassador. It received 3 466 retweets and 5 666 comments. While on Youku a performance by Zhang Jun, UNESCO Artist for Peace, proved to be the most popular video and received 2 793 views.

There are now 28 681 people on Facebook who 'like' the English, Arabic, Chinese and Russian pages collectively. Interactivity has proven to be a popular way to attract fans. A post relating to the 2600th Birthday of Buddha and the related forum held at UNESCO on his teachings received 220 Likes. The element of interactivity involved posting quotes by Buddha relating to peace and learning intermittently throughout the day.

World Press Freedom Day had a significant impact on UNESCO's social media channels. Almost 40 tweets were sent out over two days (2-3 May). In terms of numbers, UNESCO gained 255 Twitter followers during the three days that World Press Freedom Day-related events were being celebrated in various parts of the globe. On Sina Weibo 18 posts were published relating to UNESCO's official messages for the Day. Two of the posts became top 10 retweets of the month, each received over 600 retweets and more than 100 comments.

The two-day University Rankings Forum held at UNESCO in partnership with the World Bank and OECD provided the opportunity for UNESCO's first attempt at live tweeting in English, French and Chinese. Forty live tweets were sent out in French and English over the course of two days. This contributed to an additional 143 people following UNESCO on Twitter on the 16th and 17th May. On Sina Weibo 18 posts received over 700 retweets, and close to 400 responses. Almost 3 000 people participated in a survey launched on Sina Weibo relating to university selection processes. This was the most successful survey done on Sina Weibo to date.

Live Tweeting was bolstered even further by the Global Partnership for Girls' and Women's Education and the related visits by Ban Ki-moon and Hilary Rodham Clinton. Almost 40 live tweets written in English were subsequently translated into Arabic, Chinese and Russian and sent out via the relevant channels, resulting in over 100 additional followers.



3.1. Facebook - www.unesco.org/facebook

Variation May 2011 vs April 2011

	May 2011	April 2011	Variation vs M-1
Total likes/fans*	28 681	25 611	+11.99%

*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
The teachings of Buddha	May 20	220	-
Documentary Living heritage: 12 Kenyan Photographers	May 25	156	Photo essay
Machu Picchu	May 16	112	Photo gallery
Global Partnership for Girls' and Women's Education	May 26	102	Photo gallery
World Day for Biological Diversity	May 22	98	Photo gallery
Africa Week	May 23	93	-
Global Action Week in Asia	May 08	80	Photo essay
Intangible Cultural Heritage in Eastern Europe	May 12	80	Photo essay
Museums Night	May 13	78	Photo gallery
Cultural Diversity	May 19	75	Photo gallery

* 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 May 2011 vs April 2011

	May 2011	April 2011	Variation vs M-1
Followers	13 256	11 238	+17.96%
Following	355	339	+4.72%
Listed	737	677	+8.86%
Mentions	1 456	1 456	0.00%
Retweets	1 791	1 791	0.00%
Tweets to date	1 291	939	+37.49%

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

	May 2011	April 2011	Variation vs M-1
Nb of Fans	81 235	50 000	+62.47%
Nb of Posts	719	596	+20.64%
Nb of Posts/day	4.96	6.8	-27.06%
Nb of Mentions	22 002	10 753	+104.61%
Nb of Mentions/day	709.7	262.5	+170.36%

Top 10 Posts

Message	Posted	Re-tweets	Comments
Who would be the best Chinese UNESCO Goodwill Ambassador?	May 10	3 466	5 666
Intangible heritage Kunqu Opera and Pop music (Music Video)	May 17	934	251
WPD Series(1)- UNESCO is the UN agency with a mandate to defend freedom of expression and press freedom	May 03	685	110
WPD Series(2)- UNESCO calls for freedom of expression to be protected worldwide	May 03	610	138
'Kizuna' – a message of hope for Japan's school children	May 09	601	54

Intangible heritage Kunqu Opera-the Peony Pavilion	May 12	599	117
Best wishes for Mother's day	May 09	392	54
Say happy mother's day in six UN official languages	May 09	369	60
Forty-two sites to be considered for inscription on UNESCO's World Heritage List in June	May 06	334	65
UNICEF Goodwill Ambassador donated HK\$400,000 for Children	May 05	328	105

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 May 2011 vs April 2011

Video views	May 2011	April 2011	Variation Vs M-1
English	145 381	129 247	+12.48%
French	42 947	39 990	+7.39%
Spanish	48 294	50 344	-4.07%
Russian	8 167	8 764	-6.81%
Arabic	6 072	5 999	+1.22%
Chinese	71	105	-32.38%

New Subscribers	May 2011	April 2011	Variation Vs M-1
English	236	241	-2.07%
French	17	29	-41.38%
Spanish	43	56	-23.21%
Russian	11	11	0%
Arabic	6	5	20%
Chinese	1	-	-

• Top 10 videos on UNESCO TV English Channel

	145 381 views in May 2011	Subject	% of total views
1	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	7.8%
2	Kabuki Theatre	CLT/ITH	6.0%
3	Gagaku	CLT/ITH	2.4%
4	Georgian Polyphonic Singing	CLT/ITH	2.2%
5	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	2.1%
6	Baul Songs	CLT/ITH	2.0%
7	UNESCO's Priorities for the XXI Century	UNESCO	2.0%
8	Falconry, a living human heritage	CLT/ITH	1.8%
9	Lacemaking in Croatia	CLT/ITH	1.7%
10	World Press Freedom Day 2011	CI	1.4%

• Top 10 videos on UNESCO TV French Channel

	42 947 views in May 2011	Subject	% of total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	8.2%
2	Le Maloya	CLT/ITH	7.0%
3	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	5.8%
4	Le chant polyphonique géorgien	CLT/ITH	5.6%
5	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	2.4%

6	Chemins de Saint-Jacques-de-Compostelle en France	CLT/ITH	2.3%
7	Le Kankurang - rite d'initiation mandingue	CLT/ITH	2.2%
8	Le Canto a tenore - chant pastoral sarde	CLT/ITH	1.8%
9	Le repas gastronomique des Français	CLT/ITH	1.7%
10	Le Flamenco	CLT/ITH	1.6%

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

	48 294 views in May 2011	Subject	% of total views
1	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	5.3%
2	Las expresiones orales y gráficas de los wajapi	CLT/ITH	3.9%
3	El carnaval de Barranquilla	CLT/ITH	3.7%
4	El teatro Kabuki	CLT/ITH	3.2%
5	La huaconada - danza ritual de Mito	CLT/ITH	2.9%
6	Haití: hacer de la Cultura un motor para la reconstrucción	CLT/ITH	2.6%
7	Las procesiones de Semana Santa de Popayán	CLT/ITH	2.2%
8	El canto polifónico georgiano	CLT/ITH	2.0%
9	Historia de la UNESCO	CLT/ITH	1.8%
10	La lengua, la danza y la música de los garifunas	CLT/ITH	1.7%

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

	8 167 views in May 2011	Subject	% of total views
1	Historic centre of Rome. the properties of the Holy See	CLT/WHC	8.5%
2	Historic areas of Istanbul	CLT/WHC	4.2%
3	Pre-Hispanic City of Chichen-Itza	CLT/WHC	3.6%
4	Taj Mahal	CLT/WHC	3.0%
5	Petra (Jordan)	CLT/WHC	2.9%

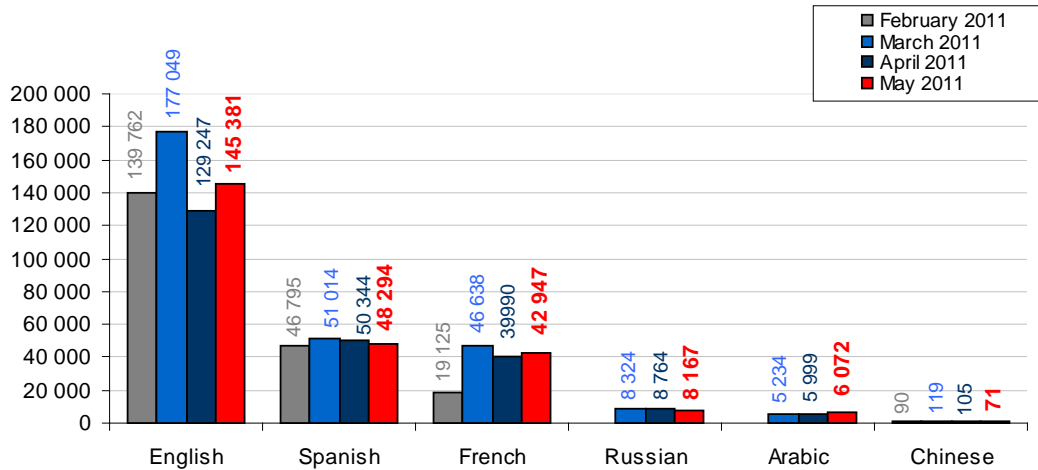
▪ **Top 5 videos on UNESCO TV Arabic Channel**

	6 072 views in May 2011	Subject	% of total views
1	Venice and its Lagoon	CLT/WHC	10.3%
2	UNESCO FC Barcelona Clip "Put Racism Offside"	SHS	5.0%
3	Palace and Park of Versailles	CLT/WHC	4,3%
4	Taj Mahal	CLT/WHC	2.6%
5	Shore (East Castle)	CLT/WHC	2.2%

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

	71 views in May 2011	Subject	% of total views
1	Education for all	ED	43.2%
2	Water in Cities	SC	28.2%
3	Languages matter!	CLT	11.3%
4	UNESCO History	UNESCO	9.9%
5	Cities on the Edge	SC	4.2%

No significant evolution of video consultations on the different You Tube UNESCO TV Channels, except for the English Channel with a 12% increase



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

Source: You Tube

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"	March 03	41 745	4 322
Intangible heritage Kunqu Opera-the Peony Pavilion Performed by UNESCO Artist for Peace Jun Zhang	May 14	2 739	2 065
Interview: ADG/ED, Qian Tang	March 01	419	262

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

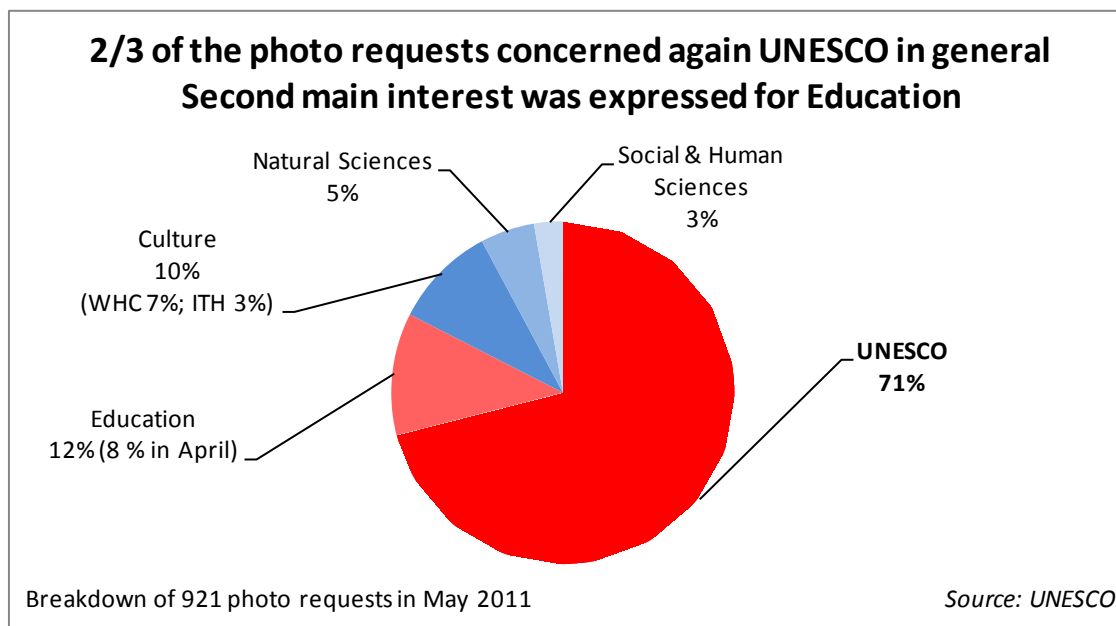
4. UNESCO Photobank - <http://photobank.unesco.org/>

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 May

Themes

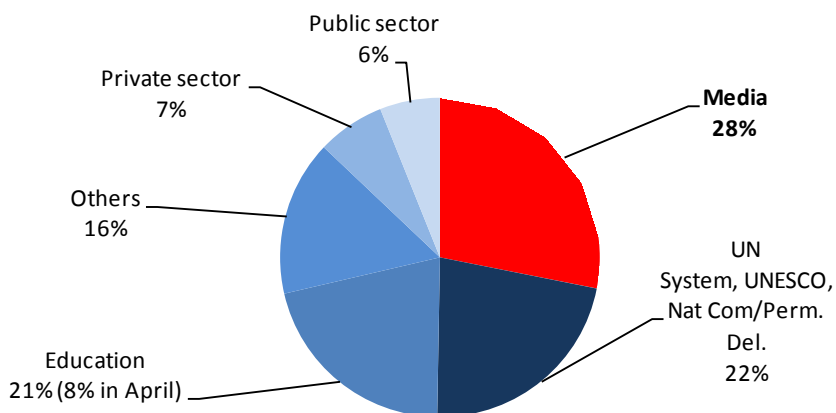
Themes	May 2011	April 2011
UNESCO	654	967
Education	106	107
Natural Sciences	47	44
Social and Human Sciences	25	82
Culture	89 (67 WHC + 22 ICH)	168 (121 WHC + 47 ICH)
Communication and Information	-	-
TOTAL	921	1 368



Origin of requests

Origin of request	May 2011	April 2011
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	204	292
Media: Written and Audiovisual and Press	259	785
Education (Schools, Universities, teachers, researchers)	194	111
Public sector (Museums, Bookshops)	56	22
Private sector	63	7
Others	145	151
TOTAL	921	1 368

**Over 1/4 of photo requests emanated from the media
Significant increase of requests from actors in the Education system**



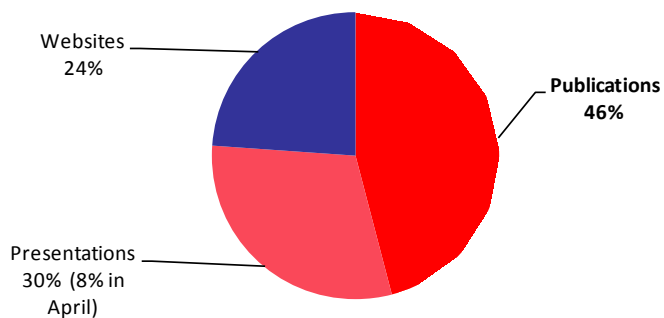
Breakdown of 921 photo requests by origin in May 2011

Source: UNESCO

Use of photos

Use of photos	May 2011
Websites	220
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	423
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	278
Exhibitions	-
Private use	-
TOTAL	921

**Beside major use for publications,
1/3 of the requested photos were for presentations**



Breakdown of 921 photo requests by use in May 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.)

	May 2011	May 2010
Number of Events	47	29
Number of Photos	1 852	1 006

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.

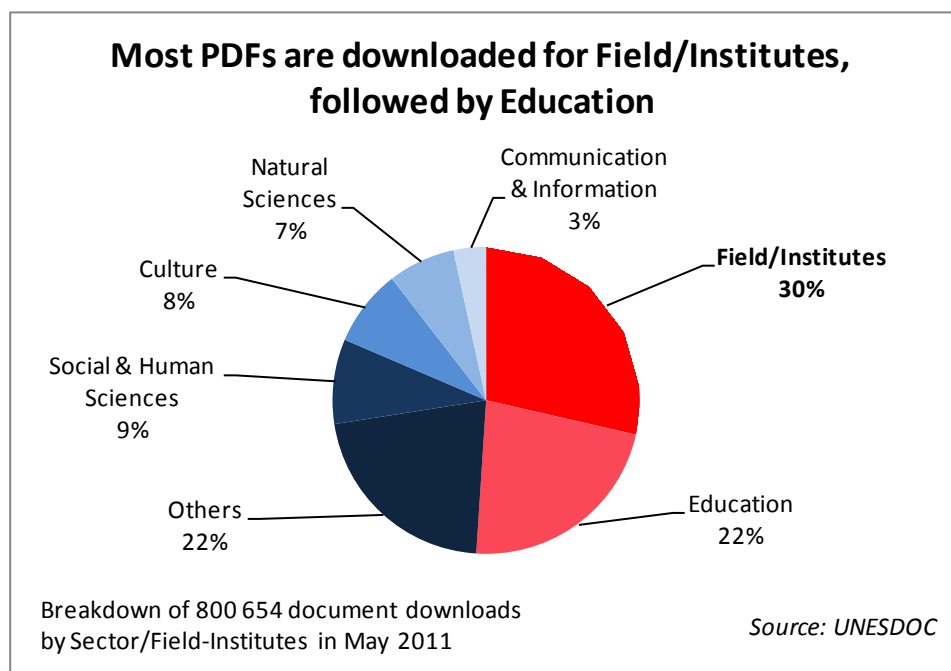
In May, there were **126 949** (126 319 in April) records available online in PDF format, including documents, publications, communication material and other working documents.

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 May: **800 654**

<i>Sectors/Field/Institutes</i>	<i>Number of PDF</i>	<i>Number of downloads</i>	<i>Average nb of downloads per PDF</i>
Education	9 457	179 742	5
Natural Sciences	9 394	56 504	17
Social and Human Sciences	5 539	71 426	8
Culture	3 103	64 711	5
Communication and Information	2 299	27 397	8
Fields & Institutes	7 818	228 954	3
Others	NA	171 920	NA



5.1.2 Top 50 Country Origin

	Country	Downloads
1	United States of America	63 647
2	Brazil	51 919
3	France	50 365
4	Mexico	42 468
5	United Kingdom of Great Britain and Northern Ireland	22 130
6	India	21 961
7	Spain	21 438
8	China	20 723
9	Colombia	17 732
10	Venezuela (Bolivarian Republic of)	16 973
11	Argentina	15 507
12	Canada	13 006
13	Japan	12 258
14	Republic of Korea	12 216
15	Chile	11 548
16	Peru	11 396
17	Australia	11 108
18	Nigeria	11 021
19	Philippines	10 012
20	Germany	9 580
21	Algeria	8 666
22	Portugal	6 799
23	Morocco	6 760
24	Italy	6 309
25	Belgium	5 977
26	South Africa	5 527
27	Pakistan	5 079
28	Indonesia	4 570
29	Russian Federation	4 503
30	Switzerland	4 348
31	Netherlands	4 104
32	Kenya	4 089
33	Tunisia	4 074
34	Ecuador	3 973
35	Malaysia	3 966
36	Senegal	3 804
37	Cameroun	3 794
38	United Republic of Tanzania	3 727
39	Bolivia	3 658
40	Guatemala	3 407
41	Egypt	3 301
42	Iran (Islamic Republic of)	2 591
43	Ethiopia	2 516
44	Turkey	2 420
45	Sweden	2 303
46	New Zealand	2 128
47	Costa Rica	2 112
48	Thailand	2 035
49	Uruguay	1 947
50	Singapore	1 943

5.1.3 Printable Communication materials

Title	Total downloads in May						
	EN	FR	SP	RU	AR	ZH	Total
2010 UNESCO Annual Report	3 472	1 335	-	-	-	-	4 807
UNESCO brochure	1 512	460	-	-	-	-	1 972
65 Ways UNESCO Benefits Countries all over the World	149	39	91	-	79	-	358
A New Humanism for the 21 st Century	85	40	22	3	3	-	153

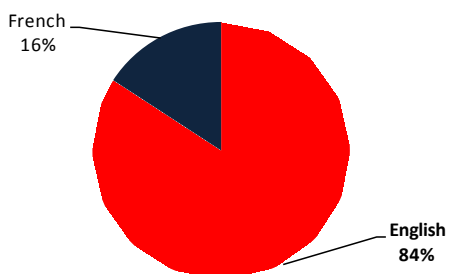
5.2. UNESCO Library - <http://www.unesco.org/library>

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

Library web page views dropped this month by 19%
No significant language distribution evolution

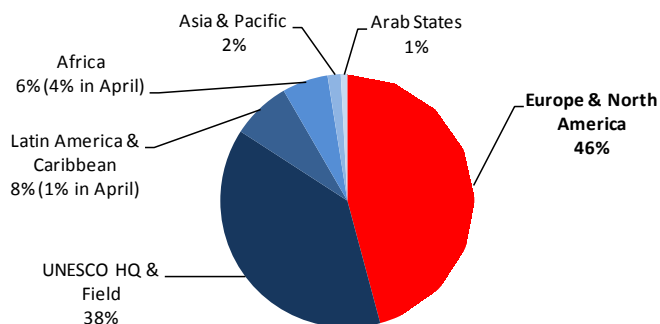


Breakdown of 7 484 web page views in May 2011

Source: UNESCO Library

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

Nb of questions decreased in most regions, except in Latin America & Caribbean and in Africa



Breakdown of 360 questions received in May 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.

For the fourth month in a row, the most viewed publications on UNESCO's online database in May were the Portuguese edition of the eight-volume *General History of Africa (História geral da Africa)* and the Spanish edition of *Towards Knowledge Societies (Hacia las sociedades del conocimiento)*, the 2005 UNESCO World Report. These two publications alone attracted almost 28,000 views over the month.

Three publications from the Education Sector also stood out in May by moving at least five places higher in the downloads rankings. Two of these were Spanish-language translated editions – *Environmental education activities for primary schools (Actividades de educación ambiental para las escuelas primarias)*, published by the Santiago Office in 1997, and *Learning: The Treasure Within (La Educación encierra un Tesoro)*, published in Paris in 1996. The third was the Portuguese *Professores do Brasil: impasses e desafios* ("Teachers in Brazil: difficulties and challenges") produced by the Brasilia Office in 2009, which jumped from 32nd position in April to 9th place in May.

UNESCO publications also continue to attract a strong readership through Google Books, although the total number of views fell back from the peak of 179,006 the previous month, with 150,730 views logged in May.

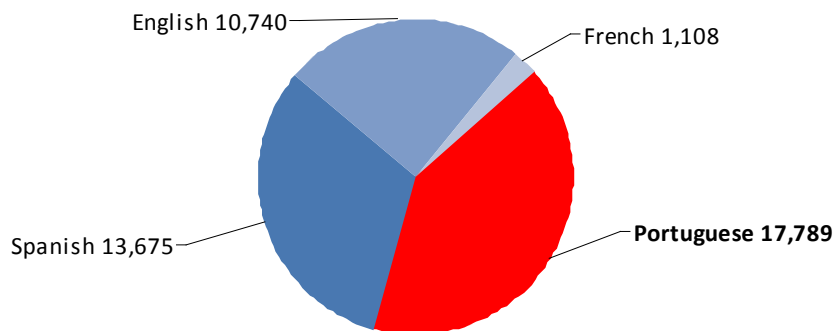
6.1. Top 10 most consulted PDFs in May (UNESDOC)

	Title	Sector	Language	Views	Published
1	General History of Africa, Volumes 1-8. <i>História geral da Africa, I-VIII</i>	CLT	Portuguese	17 789	Brasilia, 2010
2	Towards Knowledge Societies: UNESCO World Report. <i>Hacia las sociedades del conocimiento: informe mundial de la UNESCO</i>	all	Spanish	9 953	Paris, 2005
3	Environmental Education Activities for Primary Schools: suggestions for making and using low cost equipment. <i>Actividades de educación ambiental para las escuelas primarias: sugerencias para confeccionar y usar equipo de bajo costo</i>	ED	Spanish	2 930	Santiago, 1997
4	Case study on the effects of tourism on culture and the environment: Nepal - Chitwan-Saurahan and Pokhara-Ghandruk	CLT	English	2 737	Bangkok, 1995
5	EFA Global Monitoring Report, 2011: The Hidden Crisis – armed conflict and education	ED	English	1 762	Paris, 2011
6	Seven Complex Lessons in Education for the Future. <i>Los siete saberes necesarios para la educación del futuro</i>	ED	Spanish	1 401	Paris, 1999
7	Learning: The Treasure Within. Report to UNESCO of the International Commission on Education for the 21st Century (highlights). <i>La Educación encierra un tesoro, informe a la UNESCO de la Comisión Internacional sobre la Educación para el Siglo XXI (compendio)</i>	ED	Spanish	1 301	Paris, 1996
8	O Índio brasileiro: o que você precisa saber sobre os povos indígenas no Brasil de hoje	ED	Portuguese	1 013	Brasilia, 2006
9	Professores do Brasil: impasses e desafios	ED	Portuguese	985	Brasilia, 2009
10	Information and communication technologies in teacher education: a planning guide. <i>Las Tecnologías de la información y la comunicación en la formación docente: guía de planificación</i>	ED	Spanish	952	Paris, 2004

6.2. PDF consultations of UNESCO flagship publications in May (UNESDOC)

	Title	Language	PDF views May 2011	PDF views 2010
1	General History of Africa, Volumes 1-8. <i>História geral da África, I-VIII</i>	Portuguese	17 789	<i>Publ. Dec. 2010</i>
2	Towards Knowledge Societies: UNESCO World Report. <i>Hacia las sociedades del conocimiento: informe mundial de la UNESCO (2005)</i>	Spanish	9 953	38 906
3	EFA Global Monitoring Report, 2011: The Hidden Crisis – armed conflict and education	English	2 930	<i>Publ. Feb. 2011</i>
4	Seven Complex Lessons in Education for the Future. <i>Los siete saberes necesarios para la educación del futuro (1999)</i>	Spanish	2 737	17 417
5	UNESCO Science Report, 2010: the current status of science around the world	English	1 762	1 802
6	World Social Science Report, 2010: Knowledge Divides	English	1 401	<i>Publ. June 2010</i>
7	Reaching the Marginalized: EFA Global Monitoring Report, 2010	English	1 301	<i>Publ. Nov 2010</i>
8	Water: A Shared Responsibility; The UN World Water Development Report 2 (2006)	English	1 013	15 219
9	Investing in Cultural Diversity and Intercultural Dialogue: UNESCO World Report. <i>Invertir en la diversidad cultural y el diálogo intercultural: informe mundial de la UNESCO (2009)</i>	Spanish	985	13 473
10	Investing in Cultural Diversity and Intercultural Dialogue: UNESCO World Report (2009)	English	952	13 473
11	Towards Knowledge Societies: UNESCO World Report (2005)	English	922	7 116
12	Seven Complex Lessons in Education for the Future. <i>Les Sept savoirs nécessaires à l'éducation du futur (1999)</i>	French	581	7 890
13	Reaching the Marginalized: 2010 Education for All, Global Monitoring Report. <i>Atteindre les marginalisés: rapport mondial de suivi sur l'EPT, 2010</i>	French	527	5 151
14	Engineering: Issues, Challenges and Opportunities for Development. UNESCO Report	English	459	<i>Publ. Oct. 2010</i>

The Portuguese version of *The General History of Africa* (Vol 1-8) continues to attract the greatest number of readers



PDF consultations of the 14 most popular UNESCO flagship publications in May, by language of publication

Source: UNESDOC

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

6.3. Google Books

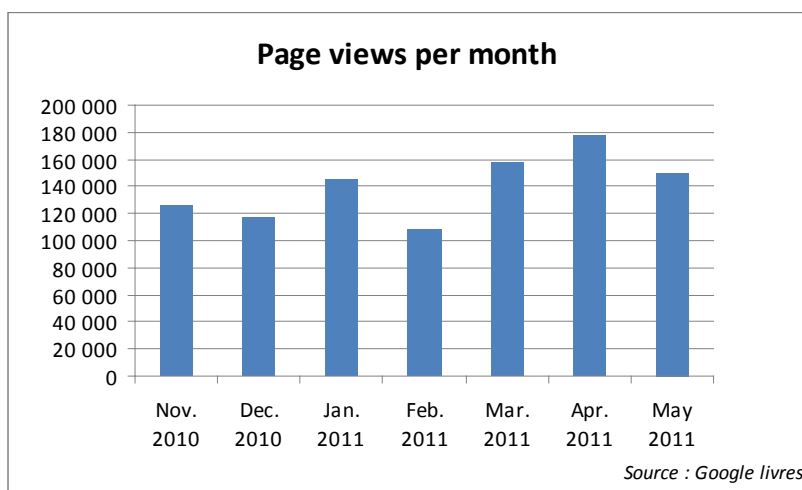
UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, 123 UNESCO publications (mainly new titles) are available on the service, which allows readers to search for and browse these books online.

Month	Publications available on Google Books	Pages viewed	Book visits	Book visits with buy clicks
May 2011	123	150 730	9 277	96

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

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

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



6.4. UNESCO Bookshop bestsellers: May 2011 *

Bookshop sales of UNESCO publications in May, top 5

	Title	Copies sold	Sector
1	Manual on Harmful Marine Microalgae	25	SC/IOC
2	The World's Heritage: A complete guide to the most extraordinary places	25	CLT/WHC
3	Cultural Property in War: Improvement in Protection	22	CLT
4	Carte géologique internationale de l'Afrique, feuille 1	10	SC
5	Carte géologique internationale de l'Afrique, feuille 2	10	SC

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

	Title	Copies sold	Publisher
1	Charter of the United Nations, French edition (<i>Charte des Nations Unies</i>)	12	UN
2	Places for Wonder and Discovery	10	Our Place
3	The World's Heritage: a complete guide to the most extraordinary places, French edition (<i>Le Patrimoine mondial de l'UNESCO: votre guide complet vers les destinations les plus extraordinaires</i>), 2 nd edition.	9	Ouest France
4	The World's Heritage: a complete guide to the most extraordinary places, Spanish edition (<i>El Patrimonio de la humanidad: descripciones y mapas de localización de los 890 sitios patrimonio de la humanidad de la UNESCO</i>)	7	Blume
5	Patrimoine mondial de l'UNESCO – sites français	7	Gelbart

6.5. Online and international sales

Online and international sales of UNESCO Publications in May, top 5*

	Title	Copies sold	Sector
1	A Teaching Resource Kit for Mountain Countries	27	SC
2	The World's Heritage: A complete guide to the most extraordinary places	20	CLT/WHC
3	Education for All Global Monitoring Report 2011. The Hidden Crisis: Armed Conflict and Education	18	ED
4	Islands as Crossroads: sustaining cultural diversity in small island developing states?	11	SC
5	Seven Complex Lessons in Education for the Future.	11	ED

6.6. UNESCO least-sold publications (published over the last 12 months)*

Bookshop sales of UNESCO Publications, lowest sellers in May

	Title	Copies sold	Sector
1	Global Education Digest 2010: Comparing Education Statistics Across the World	0	UIS
2	Engineering: Issues, Challenges and Opportunities for Development.	0	SC
3	World Social Science Report 2010	1	SHS
4	UNESCO Science Report 2010	1	SC
5	Atlas of the World's Languages in Danger, French edition (<i>Atlas des langues en danger</i>)	1	CLT

Online and international sales of UNESCO Publications, lowest sellers in May

	Title	Copies sold	Sector
1	Environmental ethics and international policy, Spanish edition (<i>Ética ambiental y políticas internacionales</i>)	0	SHS
2	Effective literacy programmes: options for policy-makers, French edition (<i>Programmes d'alphabétisation efficace : le choix des décideurs</i>) IIEP 91	0	IIEP/ED
3	Reaching the Marginalized: 2010 Education for All, Global Monitoring Report, French edition (<i>Atteindre les marginalisés: rapport mondial de suivi sur l'EPT, 2010</i>)	0	ED
4	Corrupt Schools, Corrupt Universities: What Can Be Done?, Spanish edition (<i>Escuelas Corruptas, universidades corruptas: ¿Qué hacer?</i>)	0	IIEP/ED
5	Investing in Cultural Diversity and Intercultural Dialogue: UNESCO World Report 2009, Spanish edition (<i>Invertir en la diversidad cultural y el dialogo intercultural</i>)	1	CLT

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

6.7 Licensing and co-publishing agreements and amendments, May 2011

Contract No.	Title	Publisher	Language	Date of signature
C.2011-012	Media as Partners for Sustainable Development: A Training and Resource Kit	UNESCO Etxea	Spanish	16 May
C.2011-015	Caring and Learning Together	ECCENB SEPENB	French	24 May
C.2011-016	The International Classification for Seasonal Snow on the Ground.	Association of Glaciological Studies	Russian	31 May
C.2011-017	The International Classification for Seasonal Snow on the Ground. Technical Documents in Hydrology n° 83	Associazione Interregionale Neve e Valanghe (AIVENA)	Italian	31 May
J.2011-011	EFA Global Monitoring Report The Hidden Crisis: Armed Conflict and Education	Le Monde Diplomatique, Editions Arabes	Arabic	08 May
J.2011-013	UNESCO Science Report 2010	China Science and Technology Press	Chinese	12 May
C. 97-069 Amendment 1	Learning: The Treasure Within. Report to UNESCO of the International Commission on Education for the 21 st Century	Cortez Editora	Portuguese	05 May
C. 2005-061 Amendment 1	Seven Complex Lessons in Education for the Future	Cortez Editora	Portuguese	05 May

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

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

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

The six language versions of the April-June issue "Women conquering new expanses of freedom" were posted on the UNESCO portal during the month of May, and printed copies of all versions were made available. At the beginning of June, it was sent via e-mail to its 64 835 subscribers.

Right from its online publication on the UNESCO portal, this issue was largely consulted. Nevertheless, the previous issue "Chemistry and Life" (January-March) remains the most consulted this month. The European Chemicals Agency (ECHA, Helsinki) showed also particular interest for this issue and expressed the wish to receive 50 copies.

"Rabindranath Tagore; a universal voice" issue published in December 1961 appears at the 8th place in the top ten most consulted PDFs due to the celebration of the 150th anniversary of the writer's birth.

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

Language	Page views	Last issue PDF downloads	All issues PDF downloads	New subscribers	Total subscribers	Variation vs M-1	Printed copies
English	10 818	554	7 053	102	29 655	+0.35%	1 800
French	4 452	371	6 547	53	14501	+0.37%	1 150
Spanish	2 951	688	9 198	99	12 062	+0.83%	400
Russian	345	40	176	8	1 671	+0.48%	200
Arabic	294	15	97	3	2 473	+0.12%	350
Chinese	556	17	272	1	2 399	0.04%	100
Portuguese	0	N/A*	43	0	2 127	0.00%	0
TOTAL	10 818	1 685	23 386	266	64 888	0.41%	4 000

* Only the September 2010 issue is available so far.

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

	Title	Language	PDF consulted	Published
1	Chemistry and life	Spanish	796	January 2011
2	Women conquering new expanses of freedom	Spanish	688	May 2011
3	Women conquering new expanses of freedom	English	554	May 2011
4	Chemistry and life	French	486	January 2011
5	Women conquering new expanses of freedom	French	371	May 2011
6	Chemistry and life	English	363	January 2011
7	Great trade routes	Spanish	352	June 1984
8	Rabindranath Tagore; a universal voice	English	264	December 1961
9	Chemistry and life	Chinese	238	January 2011
10	Art Nouveau	English	211	August 1990

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	12	8	4	
CLT	22	12	10	
ED	8	8		
ERI	11	11		
ODG	2	2		
SC	6	5	1	
SHS	4	4		
ADM	1	1		
AFR	1	1		
BSP	3	3		
GBS	1	1		
Total	71	56	15	-

8.2. Events organized by Field Offices/Institutes

Apia	2
Havana	1
Iraq	1
Montevideo	1
Moscow	1
Rabat	1
San Jose	1
Venice	6
Windhoek	1
Total	15

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

<i>Type of Events taking place</i>	<i>at HQS</i>	<i>away from HQS</i>
Category 2-Intergovernmental meeting	-	1
Category 4- International Congress	1	1
Category 5- Advisory Committee	-	1
Category 6-Expert Committee	1	1
Category 7-Seminars and Workshops	1	11
Category 8-Symposium	5	2
Concert	5	-
DG Meeting with Staff	-	-
Exhibition	4	1
Event under UNESCO Patronage		
Film Projection	1	-
Information Meeting with Permanent Delegations	3	-
Press conference	-	-
Interagency Meeting	-	6
Intersectorial Meeting	-	-
Meeting by Member States or Institutions	1	3
Prize-giving ceremony	1	-
Show	1	-
Special Event	11	2
Working group/Expert Meeting	1	4
Executive Board	2	-
Headquarters Committee	-	-
Total	38	33

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

9.1.1. Programme Meetings

Date	Title	Organizer	Place	Public
03-19/05	186e session du Conseil exécutif	Secrétariat des organes directeurs	Salles IV, VI, VII, VIII, X, Xbis, XI, XII	N/A
02-05/05	18th meeting of the World Climate Research Programme (WCRP) Climate Variability and Predictability (CLIVAR) Scientific Steering Group	Secteur des sciences exactes et naturelles, Unité des tsunamis	Salle XIII	50
03/05	Journée mondiale de la liberté de la presse	Secteur de la communication et de l'information, Division de la liberté d'expression, de la démocratie et de la paix	Salle II	250
04/05	Réunion Formation sur les risques pour une société résiliente	Secteur des sciences exactes et naturelles, Engineering and Technical Capacity-Building Unit	Salles II, III, V	300
10/05	Durban Declaration and the Taubira law (Slave Route Project)	Secteur de la culture, Section du dialogue interculturel	Salle II	300
11/05	Rapport UIS sur le financement de l'éducation en Afrique subsaharienne.	Secteur de l'éducation, Services de gestion des savoirs	Salle II	50
12/05	HIV and AIDS, Sexuality Education Training Session	Secteur de l'éducation, Section du VIH et SIDA	Salle V	20
16-17/05	Forum sur les classements mondiaux des universités	Secteur de l'éducation, Section de l'enseignement supérieur	Salle II	300
17/05	Journée Internationale contre l'homophobie et la transphobie	STU	Salle XIII	70
19-20/05	Conseil pour le financement de l'éducation	Secteur de l'éducation, Unité des instituts, des conférences et de la coordination des prix	Salle V	20
19-20/05	Réunion d'experts sur les approches innovantes en matière de financement de l'éducation	Secteur de l'éducation, Unité des instituts, des conférences et de la coordination des prix	Salle XVI	20
20/05	Le Destin de l'Art Public	Secteur de la culture, Section de la communication, de l'éducation et du partenariat	Salle II	300
20/05	Annual review meeting UNESCO/Japan Funds-in-Trust on Education for Sustainable Development	Bureau de la planification stratégique, Section des sources de financement gouvernementales bilatérales	Salle VIII	25
20/05	La contribution de l'enseignement du Bouddha à l'universalité, à l'humanisme et à la paix	Secteur des sciences sociales et humaines, Section Sécurité humaine, démocratie et philosophie	Salle XI	250
23/05	Conférence « Le rôle de la jeunesse et des femmes dans la renaissance de	Département Afrique, Section pour la coopération avec les États membres	Salle IV	100

	l'Afrique et la construction de la paix » dans le cadre de la Semaine africaine			
23-24/05	Table ronde "Musée & développement durable : quelles vitrines?"	Secteur de la culture, Division des objets culturels et du patrimoine immatériel	Salles VII, VIII	40
23 et 25/05	Formation sur la gestion axée sur les résultats	Bureau de la planification stratégique, Gestion des connaissances, les réseaux et SISTER	Salle VIII bis	25
23/05	Lancement de la nouvelle plateforme «Young Masters Programme » sur le développement durable (YMP)	Secteur de l'éducation, Section de l'éducation pour le développement durable	Salle IX	50
23/05	Congrès International du Bureau international catholique de l'enfance (BICE) sur le droit des enfants en rupture familiale et social	Secteur de l'éducation, Section de l'éducation de base	Salle XI	260
24/05	Projection du film « Adieu Mères » dans le cadre de la semaine africaine	Département Afrique, Section pour la coopération avec les États membres	Salle IV	150
24/05	Cérémonie de remise du prix UNESCO-Grèce Melina Mercouri	Secteur de la culture, Division des objets culturels et du patrimoine immatériel	Salle I	500
24-28/05	UNESCO Recommendation on the Historic Urban Landscape	Centre UNESCO du patrimoine mondial, Unité des projets spéciaux	Salle II	250
24/05	Redéfinir le Progrès : l'Architecture pour un Nouvel Humanisme	Centre UNESCO du patrimoine mondial, Section Afrique	Salle VI	50
25/05	Conférence « L'Afrique et l'Année internationale de la chimie » dans le cadre de la Semaine africaine	Département Afrique, Section pour la coopération avec les États membres	Salle IV	150
25/05	Projection du film « Afrique, priorité globale et plateforme intersectorielle à l'UNESCO » dans le cadre de la semaine africaine	Département Afrique, Section pour la coopération avec les États membres	Salle IV	150
25-26/05	ED Leadership Team Meeting	Secteur de l'éducation, Unité de programmation, suivi et coordination	Salle VIII	25
26/05	Lancement du partenariat global : "Women's and Girls' education"	Cabinet de la Directrice générale	Salle I	1000
26/05	Projection du film « Nelson Mandela, Au nom de la liberté » dans le cadre de la semaine africaine	Département Afrique, Section pour la coopération avec les États membres	Salle IV	150
27/05	Conférence « Un pas en avant, les dessous de la corruption » dans le cadre de la Semaine africaine	Département Afrique, Section pour la coopération avec les États membres	Salle IV	200
30/05	Chaire UNESCO Tourisme et Développement	Centre UNESCO du patrimoine mondial, Unité des projets spéciaux	Salle IV	90
30/05-01/06	Vers des principes directeurs sur les politiques linguistiques : outil pour l'évaluation et la planification des langues	Secteur de la communication et de l'information, Section accès universel et préservation	Salles XIII, VI, VII, VIII	60
30/05	Lancement du livre "Freedom of Connection-Freedom of Expression: the Changing Legal and Regulatory Ecology Shaping the Internet"	Secteur de la communication et de l'information, Division de la liberté d'expression, de la démocratie et de la paix	Salle XI	50
30/05-10/06	46e session du Bureau du PHI	Secteur des sciences exactes et naturelles, Division des sciences de l'eau	Salle XIV	40
31/05	90e anniversaire de M. M'Bow	AFUS	Salle X	200
Total participation				5 095

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

9.1.2. External rentals

Date	Title	Organizer	Place	Public
05/05	Programmes de l'UNESCO mis en place pour la Promotion de l'Education	Délégation permanente de la République de Corée	Salle III	40
20/05	Visite de la chambre Dominico-	Délégation permanente de la République	Salle III	25

	Française	dominicaine		
27/05	Colloque: Ethnomusicologie, Patrimoine et collaborations Nord/Sud	Société française d'ethnomusicologie	Salle IX	70
31/05	Forum de l'innovation pédagogique	Commission nationale française en partenariat avec le Ministère de l'Education national français.	Salle IX	80
31/05	Remise du prix du Concours « Promotion de l'éthique professionnelle »	Secteur des sciences sociales et humaines, Section Bioéthique	Salle IX	180
Total participation				395

9.1.3. Inter-Agency Meeting

Date	Title	Organizer	Place	Public
02-03/05	Steering Group of the Inter-Agency Security Management Network (IASMN)	Bureau de coordination des unités hors Siège, coordination de la sécurité hors Siège	Salle V	20
23-24/05	UNDG Working Group on RC System Issues	Bureau de la gestion des ressources humaines, Section de la formation et du développement de carrière	Salle X	40
Total participation				60

9.1.4. Information Meetings for Member States

Date	Title	Organizer	Place	Public
20/05	Réunion d'information sur les enseignants	Bureau du Sous-Directeur général pour l'éducation	Salle XII	150
23/05	Réunion d'information sur l'UNESCO aux fonctionnaires du Sénat français	Secteur des relations extérieures et de l'information du public, Section des commissions nationales et réseaux associés	Salle III	50
26/05	35e Session du Comité du patrimoine mondial	Centre UNESCO du patrimoine mondial, Unité des projets spéciaux	Salle XII	150
Total participation				350

9.1.5. Electoral Groups Meetings

Date	Title	Organizer	Place	Public
02/05	Réunion du Groupe arabe	ALECSO	Salle XIV	45
02/05	Réunion du Groupe électoral II	Délégation permanente de la Croatie	Salle XIV	50
02/05	AUC meeting	Délégation permanente du Viet Nam	Salle XV	20
02/05	Réunion du Groupe francophone	Délégation permanente du Tchad	Salle XIV	45
03/05	Réunion du Groupe arabe	ALECSO	Salle XIV	40
04/05	Réunion de Groupe pour l'organisation de la semaine africaine	Délégation permanente du Burkina Faso	Salle XIV	45
05/05	Africa Week Exhibition committee meeting	Délégation permanente de la République-Unie de Tanzanie	Salle III	50
06/05	Réunion plénière du Groupe africain	Délégation permanente du Burkina Faso	Salle XIII	70
11/05	Réunion de Groupe pour l'organisation de la Semaine africaine	Délégation permanente du Burkina Faso	Salle XVI	45
17/05	Africa Week Exhibition committee meeting	Délégation permanente de la République-Unie de Tanzanie	Salle XIV	50
18/05	Réunion de Groupe pour l'organisation de la semaine africaine	Délégation permanente du Burkina Faso	Salle XVI	45
20/05	Africa Week Exhibition committee meeting	Délégation permanente de la République-Unie de Tanzanie	Salle XIII	50
23/05	Réunion du Groupe électoral II	Délégation permanente de la Croatie	Salle XIII	50
25/05	Réunion du Groupe électoral I	Délégation permanente de la Norvège	Salle XIII	45
25/05	Réunion du Groupe arabe	Délégation permanente d'Égypte	Salle XV	25
30/05	Réunion du GRULAC	Secteur des Relations extérieures et de l'information du public, Section Amérique latine et Caraïbes	Salle XVI	45
31/05	Réunions du Groupe UE	Délégation permanente de Hongrie	Salle XIII	40

31/05	Réunion de Bureau du Groupe ASPAC	Délégation permanente de la République islamique d'Iran	Salle XV	25
31/05	Réunion plénière du Groupe ASPAC	Délégation permanente de la République islamique d'Iran	Salle XIII	25
Total participation				810

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

- The May electronic calendar was sent to 3 529 subscribers
 - 40 new subscribers, 2 unsubscriptions; distribution list update: 55 email addresses deleted
- The Paper version of the monthly calendar is printed out in 2 500 copies (1 500 in French and 1 000 in English)
- 12 events have been organized, co-organized and/or promoted in May:
 - 2 exhibition, 5 shows, 1 screening, 5 special events

9.2.1. Exhibitions

Date	Title	Organizer	Place	Public*
05.05.2011	Portuguese Language Day	Permanent Delegation of Angola	Séгур hall and Miró rooms	N/A
16-20.05.2011	100 th anniversary of the discovery of Machu Picchu	Permanent Delegation of the Republic of Peru	Séгур hall	N/A

9.2.2. Shows and Screenings

Date	Title	Organizer	Place	Public*
05.05.2011	Alexia Vassiliou	Permanent Delegation of Cyprus	Room I	700
06.05.2011	Songs from the last century to today By the Greek chorale Euterpe	Permanent Delegation of Greece	Room I	650
21.05.2011	Medley, journey to the heart of authentic Arabic music By Attarab	Permanent Delegation of Tunisia	Room I	600
13.05.2011	The Nathalie Gustine Dance School Gala (private)	UNESCO Staff Union (STU)	Room I	1 050
30.05.2011	Film Premiere: <i>Une étrange cathédrale dans la graisse des ténèbres</i> by Charles Najman with Frankétienne	Sector for External Relations and Public Information	Room I	950
31.05.2011	Musical dialogue through the ages By the National Philharmonic of Ukraine	Permanent Delegation of Ukraine	Room I	700

9.2.3. Special Events

Date	Title	Organizer	Place	Public*
16-20.05.2011	International Festival of Cultural Diversity	Culture Sector		
	Exhibition: Matshinanu – Nomads 16-20.05.2011		Miró 1 and 2	N/A
	Exhibition: Documenting living heritage 16-27.05.2011		Miró 3	N/A
	Symposium: The fate of Public Art 19.05.2011: Cergy-Pontoise (95) 20.05.2011: UNESCO Headquarters		Room II	Cf. 9.1 Conferences
	Show: Racha Arodaky, Fadhel Messaoudi and Shahrokh Moshkin Ghalam 20.05.2011		Room I	1 200
14.05.2011	European Museums at Night at UNESCO	Administration and Culture Sectors	-	1 600
23-27.05.2011	Africa Week: Development and Culture of Peace	Permanent delegation of Burkina Faso and Africa Department		
	Exhibitions 23-27.05.2011		Hall Ségur, Pas Perdus and Miró rooms	N/A
	Three conferences			Cf. 9.1 Conferences
	Three film projections			Cf. 9.1 Conferences
	Cultural and artistic evening 27.05.2011		Room I	1 500
24.05.2011	Award ceremony: UNESCO-Greece Melina Mercouri Prize for the Safeguarding and Management of cultural landscape	Culture Sector	Room I	800
26.05.2011	Launch of Global Partnership for Girls' and Women's Education In collaboration with ODG/GE, ED and US Delegation, coordination of all public relations activities related to the participation of eminent personalities to the High level panel.	Division for Gender Equality	Room I	Cf. 9.1 Conferences

*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 **731** visitors in May 2011.

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 received emails	97
Number of received requests	57
Accepted requests	65%
Declined requests	35%

2. Languages

Visits in English	7	21%
Visits in French	21	64%
Other	5	15%

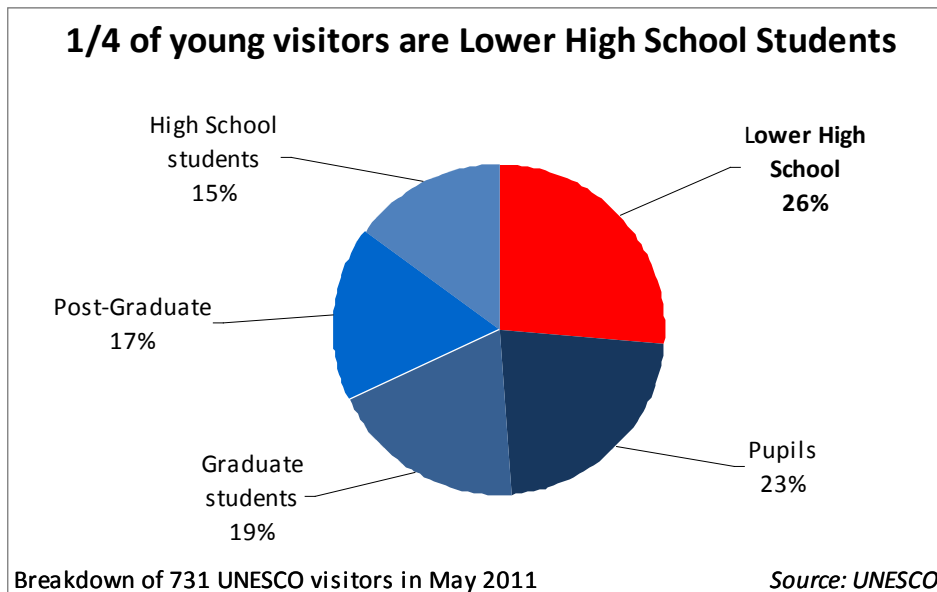
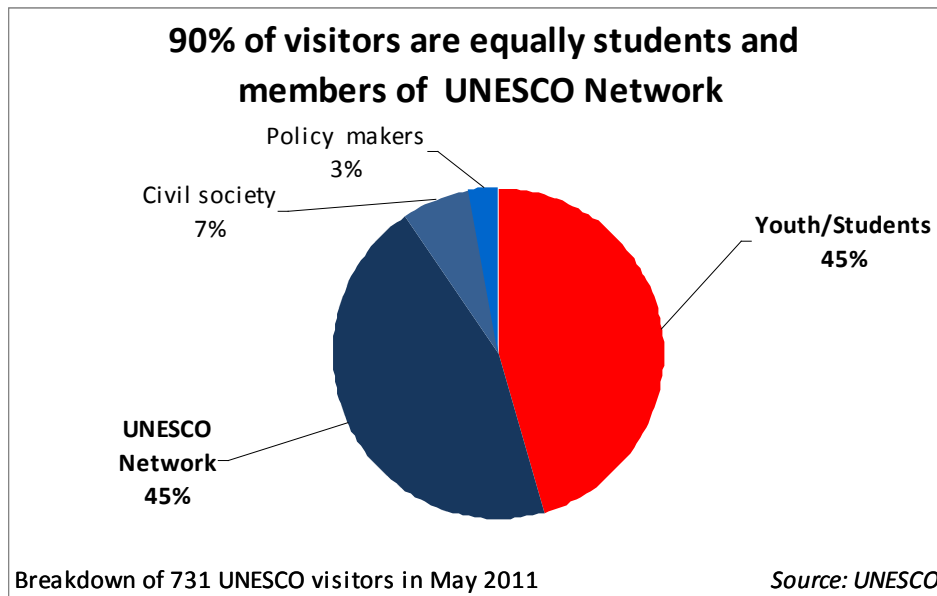
3. Type of visits

Individual Visits	6	18%
Group Visits	26	79%
Thematic Conferences	1	3%

4. Origin

Africa	0	0%
Arab States	1	3%
Europe and North America (of which 66% of local demand)	31	94%
Latin America and the Caribbean	1	3%
Asia and Pacific	0	0%

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.

Fourteen events were granted UNESCO's patronage in May 2011.

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01.05.2011	Poland	Musica Electronica Nova Festival	Civil society	CLT
06.05.2011	HQ	Séminaire « Technologies de l'information et des communications et pratiques innovantes en éducation au Burkina Faso »	Policy makers & educators & academia	ED
12.05.2011	Japan	The 5th International Conference on Geoparks in Nagasaki	Scientists, researchers & academia	SC
12.05.2011	Sweden	Photo exhibition of Anders Ryman « Rites of Life » in Malmö	Civil society	CLT
14.05.2011	France	La Nuit européenne des musées 2011	Civil society	CLT
19.05.2011	Germany	Symposium in Hamburg entitled "Solar Energy for Science"	Scientists, researchers & academia	SC
25.05.2011	Romania	The 3rd international meeting of « Youth and Museums » created by Elite Art Club, in cooperation with the National Museum Cotroceni in Bucharest	Youth, students & civil society	CLT
26.05.2011	Russian Federation	The 2 nd international children's forum "This is Our World" in Segovia to promote dialogue and mutual understanding	Youth, children & civil society	CLT
30.05.2011	China	The 3 rd international festival to celebrate Intangible Culture Heritage, Chengdu	Civil society	CLT
May 2011 and onwards	Bolivie	DVD « Bolivie la voix de la diversité »	Civil society	CLT
May 2011 and onwards	France	Promotion campaign of the MSc in Arts and NGO Management programme at EDHEC Business School	Youth & students	CLT
May 2011 and onwards	Lithuania	A series of events celebrating Cross Crafting being inscribed on the List of the Intangible Cultural Heritage of Humanity	Civil society	CLT
May 2011 and onwards	Luxembourg	Brochure « Procession dansante d'Echternach » dans le cadre de la sauvegarde du patrimoine culturel immatériel	Civil society	CLT

10.2. Logo production

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

In May 2011, **57 new logos** have been elaborated for internal and external audiences: 44% for the Secretariat, 21% for Network members, 19% for Sectors partners, 7% for Member States, 4% for Intergovernmental Programme Members.

11. Media Partnerships

UNESCO has partnership agreements with the media, such as newspaper companies (Asahi Shimbun / Japan, Dong-A Daily and The Chosun Ilbo / Korea) and TV networks (NHK and TBS / Japan, 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**

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 May in Japan was estimated at **68 126 375** (for the first broadcast). 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 May: **4,2 percent** (for the first broadcast)

Estimate number of viewers in Japan: **3 800 000** (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>
01/05	No broadcast	30 minutes	3.1
08/05	Carlsbad Caverns National Park http://www.tbs.co.jp/heritage/archive/20110508.html	30 minutes	3.4
15/05	Aksum http://www.tbs.co.jp/heritage/archive/20110515.html	30 minutes	3.8
22/05	Pre-Hispanic City of Teotihuacan http://www.tbs.co.jp/heritage/archive/20110522.html	30 minutes	5.1
29/05	Budapest, including the Banks of the Danube, the Buda Castle Quarter and Andrassy Avenue http://www.tbs.co.jp/heritage/archive/20110529.html	30 minutes	4/2

The total number of audience accessed to the program in May was estimated at **15 200 000**.

Reaction from the audience: 41 telephone calls and 2 mails were received by TBS, most of which were inquiries. Comments from the audience: positive and negative remark on the narration, appreciation and encouragement for the program.

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

Date	Reports released on their website 'Xinhuanet'	Language
01-31/05	http://search.news.cn/language/search.jspx?id=en&t1=0&t=1&ss=&btn=0&ct=unesco&n1=UNESCO&np=content 108 reports released	English
01-31/05	http://search.news.cn/language/search.jspx?id=es&t=1&t1=0&ss=&ct=&n1=unesco 17 reports released	Spanish
01-31/05	http://search.news.cn/language/search.jspx?page=1&id=fr&t2s=2011-5-1&t2e=2011-5-30&rp=10&n1=UNESCO&n2=&n3=&ct=&np=content&ss=RELEVANCE&t1=0&t=2 23 reports released	French
01-31/05	http://search.news.cn/language/search.jspx?id=ru&t1=0&t=1&ss=&btn=0&ct=%D0%AE%D0%9D%D0%95%D0%A1%D0%9A%D0%9E&n1=%D0%AE%D0%9D%D0%95%D0%A1%D0%9A%D0%9E&np=content 7 reports released	Russian
01-31/05	http://search.news.cn/language/arSearch.jspx?id=ar&t1=0&t=1&ss=&page=1&btn=0&ct=%D8%A7%D9%84%D9%8A%D9%85%D9%86&n1=%D8%A7%D9%84%D9%8A%D9%88%D9%86%D8%B3%D9%83%D9%88&np=content 13 reports released	Arabic

A total of **168** reports were released on the Xinhuanet in May.

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		
01/05	Day of Ukraine was held at International book fair in Argentina http://rian.ru/culture/20110501/369923336.html	148
03/05	Thai soldier killed in clash at Thailand-Cambodian border http://rian.ru/world/20110503/370440711.html	168
03/05	International book fair in Buenos-Aires http://rian.ru/photolents/20110503/370436941.html	97
03/05	Kazakh diplomat who tried to hijack is mentally sick – Foreign Office http://rian.ru/world/20110503/370520933.html	1131
03/05	Cambodia requests UN court to consider the border issue http://rian.ru/world/20110503/370604076.html	106
04/05	Bulgaria called back 13 ambassadors who had collaborated with state security http://rian.ru/world/20110504/370688068.html	318

04/05	Ukrainians broke into dancing at International book fair in Argentina http://rian.ru/video/20110504/370837125.html	347
05/05	Lawsuit against nazi criminal Kepiro started in Hungary http://rian.ru/incidents/20110505/371094903.html	156
06/05	Kizhi wonder island http://rian.ru/voyage/20110506/371576588.html	399
06/05	Demolish forbidden pardon http://rian.ru/analytics/20110506/371599775.html	1496
07/05	Fireworks event "Lights of the Rein" starting in Germany http://rian.ru/tourism/20110507/371709235.html	212
08/05	Two soldiers and tourist broke unique statue in Czech Krumlov http://rian.ru/incidents/20110508/372126971.html	210
10/05	Pechoro-Ilychsky reserve director to be elected by competition http://rian.ru/business/20110510/372584362.html	44
11/05	Russian innovation index http://www.rian.ru/pressclub/20110511/370447189.html	142
11/05	Solovki residents complain about bad well-being after oil leak http://rian.ru/danger/20110511/372905808.html	95
11/05	Petrochemicals spill didn't affect White Sea – Solovki administration http://rian.ru/danger/20110511/373088230.html	40
11/05	Court again rejected "Ryurik descendants' " right of use of the Kremlin http://rian.ru/justice/20110511/373059162.html	88
12/05	Tver is fit to hold anniversary Delphic games http://rian.ru/society/20110512/373311632.html	915
13/05	The Wiesethal Centre outraged by release of convicted for 5 years Demianyuk http://rian.ru/world/20110513/374007119.html	149
13/05	Prince Sultan bin Salman: I hope Russia will help to run excavations http://rian.ru/interview/20110513/374005559.html	446
16/05	UNESCO experts liked the results of Bolshoi's restoration http://rian.ru/culture/20110516/375258842.html	101
16/05	Bark-beetle destroyed 50 ha of forest in Ugra national park http://rian.ru/danger/20110516/375279752.html	155
17/05	UNESCO facility in Novgorod was used as inflammables warehouse http://rian.ru/society/20110517/375953294.html	234
19/05	Azerbaijan started preparation to Eurovision 2012 in Baku. http://rian.ru/culture/20110519/377154168.html	1220
20/05	Kilo of waste paper to be entrance card to environmental film festival http://rian.ru/nature/20110520/377291233.html	211
20/05	Outcome of historical visit: Elisabeth II took Ireland by storm http://www.rian.ru/world/20110520/377619722.html	618
21/05	International puppet theatre event to be held in Armenia http://rian.ru/culture/20110521/377705761.html	25
23/05	Aznavur to concertize in Paris to mark 20 th anniversary of Armenia's independence http://rian.ru/culture/20110523/378681721.html	139
25/05	On last ring day Medvedev addresses orphanage leavers http://rian.ru/society/20110525/379375708.html	740
27/05	China suggests considering Beijing axis as contribution to world civilization http://rian.ru/analytics/20110527/380544364.html	76
27/05	Azerbaijan ready to surprise Europe http://www.rian.ru/analytics/20110527/380722919.html	130
27/05	UNESCO deterred consideration of temple Preah Vihear management plan http://www.rian.ru/society/20110527/380738519.html	35
27/05	Музей города средних веков в натуральную величину http://www.rian.ru/voyage/20110527/380777366.html	34
30/05	A wander path in Solovki reserve to be closed due to breakdown http://eco.rian.ru/danger/20110530/381818393.html	47
English site		
16/05	Sochi Winter Olympic Games http://russiaprofile.org/bg_sport/36537.html	8

Total number of page views who accessed to the UNESCO related articles on RIA Novosti's sites in May: **10 480**.

11.5. Südwestrundfunk (SWR)

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

Partnership began: 1995

Products: **Documentary films – 399 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 May 2011:

- **3sat – cultural channel**

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers</i>
Sunday 7.45 pm	2	0,4%	100 000 / film 200 000 / total
Monday 12.45 pm	4	0,6%	45 000 / film 180 000 / total
Tuesday 9.45 pm	4	1,0%	285 000 / film 1 140 000 / total
Extra films, different times	1	0,6%	190 000 / film 190 000 / total

The total number of viewers who accessed to the films on 3sat in April was estimated at **1 710 000 for 11 films**.

- **Phoenix – documentary channel**

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers</i>
Different days and times	14	1.6%	82 143 / film 1 150 002. /14 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	1.6%	30 000 / film 120 000 / 4 films
Saturday 1.50 pm	2	2.4%	20 000 / film 40 000 /2 films

The total number of viewers who accessed to the films on SWR Television was estimated in April at **160 000 for 6 films**

Media Report and Analysis



World Press Freedom Day 2011

Summary and Impact *(As of May 10, 2011)*

The World Press Freedom Day 2011 commemorations in Washington, DC and around the world garnered significant press coverage and social media activity. Media coverage and online engagement provided a unique opportunity to engage a broad, global audience in support of press freedom and World Press Freedom Day, highlighting the mission of UNESCO and the U.S.-UN relationship. The global conversation sent a clear message: people around the world care about press freedom and want to help make a positive change; the U.S. and the UN are squarely behind them.

More than **500 news articles** covered World Press Freedom Day 2011, including **24 top-tier placements** and 49 that specifically mentioned the events in Washington, DC and/or New York. The main drivers of media coverage included: events at the Newseum and the National Press Club in Washington, DC; remarks by and media conversations with UNESCO Director-General Irina Bokova; statements from U.S. Government officials and agencies, including President Barack Obama, Secretary of State Hillary Clinton, U.S. Ambassador to the UN Susan Rice, and the U.S. Agency for International Development (see [Appendix](#)); UNESCO events in New York and around the world; multilingual coverage of World Press Freedom Day by the International Journalists' Network (IJNET.org), a project of ICFJ, which grew out of ICFJ's participation on the WPFDC Communications Committee and was supported by IREX; and on-site reporting of events in Washington, DC by Georgetown graduate journalism students.

The collaborative partnership of all the organizations on the Organizing Committee of the World Press Freedom Day events in Washington, DC -- particularly the civil society groups on the Executive Steering Committee (the Center for International Media Assistance at the National Endowment for Democracy, IREX, and the United Nations Foundation) -- ensured strong messaging reached a global network of influencers who helped shape the conversation.

New-media tactics such as introducing the **#WPFDC twitter hashtag** and incorporating a **Social Media Call to Action** in communications to conference attendees and those engaged with World Press Freedom Day online helped boost the social media relevance of World Press Freedom Day. All told, **WPFDC social media reached nearly 9 million people**. Through partnerships with Livestream and Mashable, video content was streamed from the conference over those channels. The State Department's IIP CO.NX streamed other sessions. Thousands of viewers from around the world took advantage of these opportunities to watch the proceedings live. Members of the organizing committee also helped capture sessions on video, which IREX collated, edited, and formatted, and are now presented on the Vimeo channel: <http://vimeo.com/wpfd2011>.

Social Media Analysis

The World Press Freedom Day conference in Washington, DC was designed to facilitate a conversation amongst journalists, activists, and leaders from around the world. Social media was used to extend that conversation beyond the confines of the Newseum and the Press Club to enable global participation, even by those who could not take part in the conference. Taking into account the number of Twitter followers and Facebook fans, retweets, mentions by other users including large social media players such as U.S. State Department and NPR journalist Andy Carvin, and views of YouTube videos, **World Press Freedom Day 2011 reached nearly 9 million people on social media.**

Twitter

The #WPFDD hashtag was implemented to demarcate tweets intended to be part of the World Press Freedom Day discussion. The tag was successfully implemented by seeding the conversation with #WPFDD tagged tweets from the @WPFDD2011 account and the accounts of those involved in planning the conference, plus multiple communications to attendees both before and during the conference to inform them of the tag. Additionally, screens on-site during the conference displayed a curated twitter conversation on World Press Freedom Day, giving attendees visibility into the discussion and creating buzz around taking part. Perhaps the most telling visual of the power of the twitter screens was seeing multiple participants have their pictures taken next to them.

In addition to the primary #WPFDD hashtag, we promoted a **Social Media Call to Action** to empower anyone to state their support for press freedom, and take part in the conversation, even if they were not familiar with World Press Freedom Day. The call to action was sent to attendees by email, posted on the wdfd2011.org website, tweeted by multiple organizers and the @WPFDD2011 handle, posted on Facebook, printed in the official conference program, and distributed in hard copy in several conference sessions. The call led to **nearly 3,000 tweets** using the suggested #pressfreedom hashtag, as well as notable activity on Facebook.

Twitter Snap Shot

Event Hashtag

#WPFDD

11,420 total tweet mentions

Peak day: 4,873 tweets on 5/3

Call to Action Tag

#pressfreedom

2,847 total tweet mentions

Peak day: 790 tweets on 5/3

Additional Tags and Terms

#WPFDD2011

521 total tweet mentions

Peak day: 411 tweets on 5/3

“press freedom”

28,621 total tweet mentions

Peak day: 8,863 tweets on 5/3

“World Press Freedom Day”

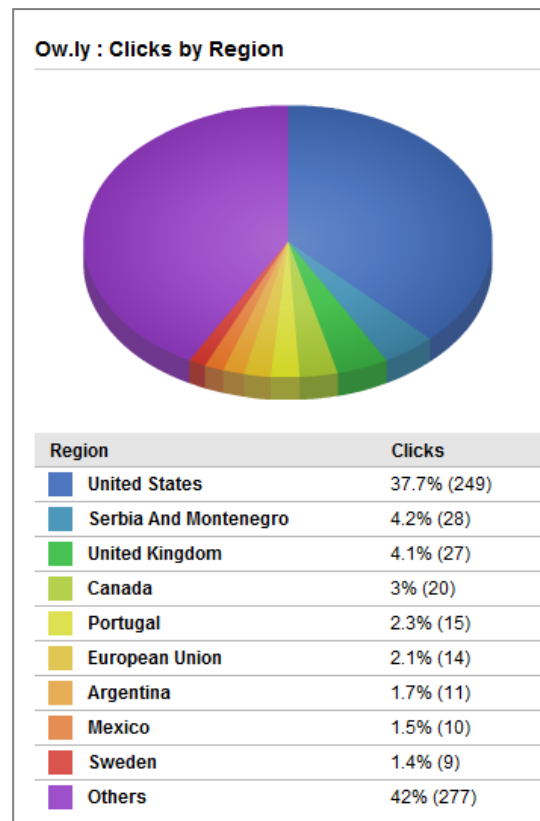
14,870 total tweet mentions

Peak day: 5,354 tweets on 5/3

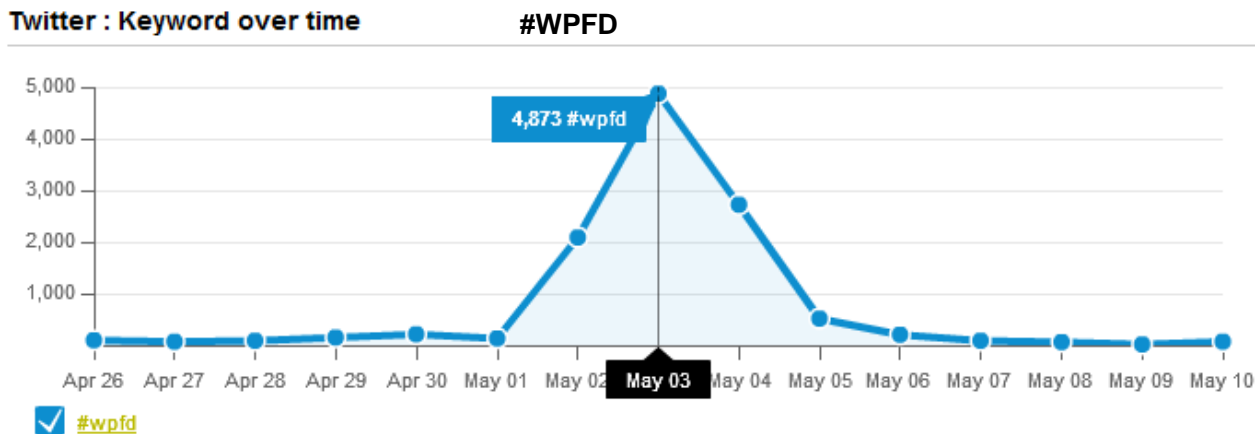
Nearly 29,000 tweets used the phrase “press freedom” in the two-week period from April 26 to May 10. During the same time fram, nearly 15,000 tweets included the phrase “World Press Freedom Day” which is inclusive of “press freedom” in search results. The fact that the “press freedom” number is so much larger than the hashtag figures or the number of tweets using “World Press Freedom Day” suggests success in prompting a broader online discussion in support of press freedom even amongst those who are not familiar with World Press Freedom Day.

Unlike many other trending terms on twitter, the #WPFDD hashtag and the phrase “press freedom” were frequently appeared in tweets in many languages other than English. Further demonstrating the global nature of the conversation, more than 62% of clicks on links posted by @WPFDD2011 came from outside of the United States (see chart at right).

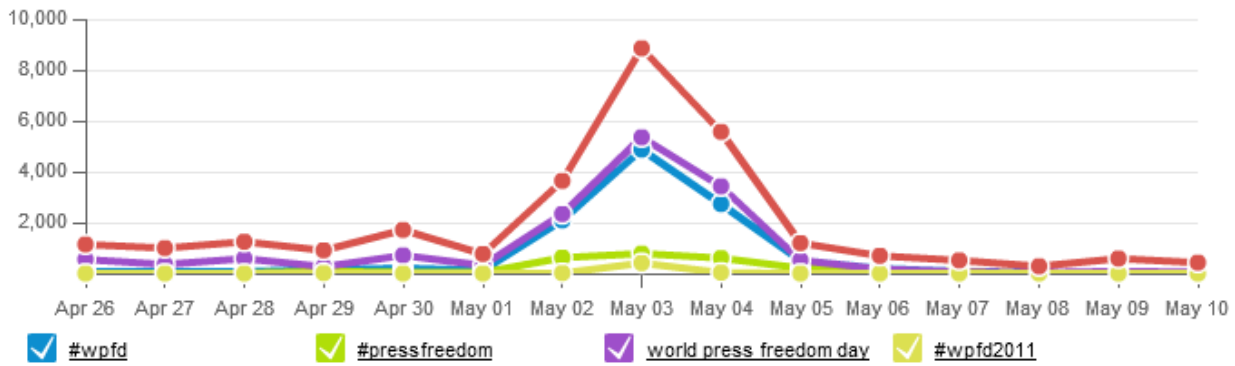
Not surprisingly, twitter activity using all hashtags and key phrases spiked on May 3 and the days immediately before and after, as illustrated in the figures below.



World Press Freedom Day 2011 - Twitter Stats



World Press Freedom Day - Twitter : Compare Keywords



Range: Apr 26 – May 10, 2011

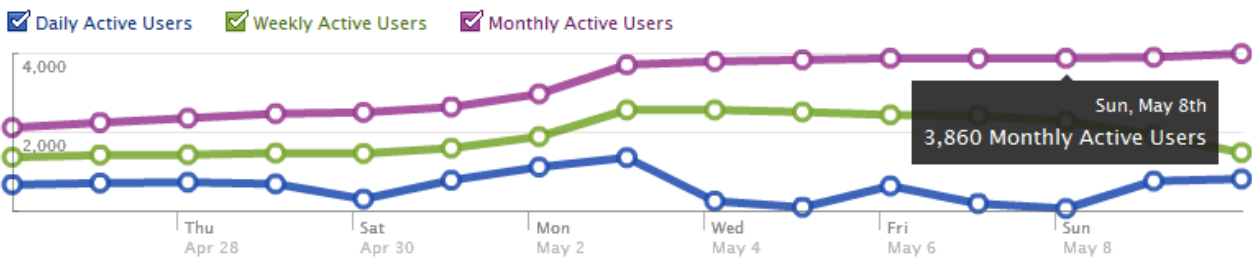
Facebook

Engagement with the World Press Freedom Day 2011 Facebook page grew steadily in the weeks surrounding May 3, with new nearly 1,000 new likes – or nearly 60% growth – between April 26 and May 10. Active users of the page peaked at 3,860. The day that saw the greatest number of new likes and the most page views was May 3, World Press Freedom Day.

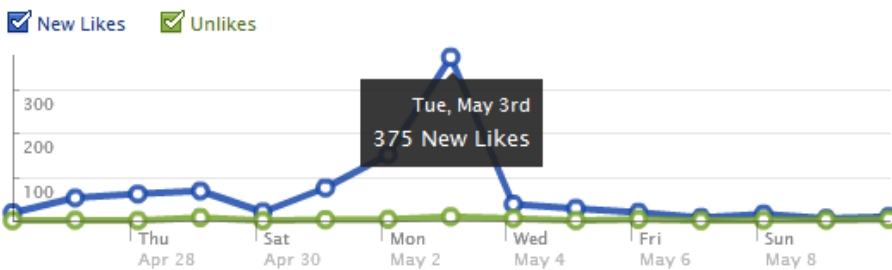
Facebook Engagement Stats, Apr 26 – May 10, 2011

New Likes? **941** ↑ 295%
 Lifetime Likes? **2,549**

Active Users?



New Likes?



Daily Total

Like Sources?

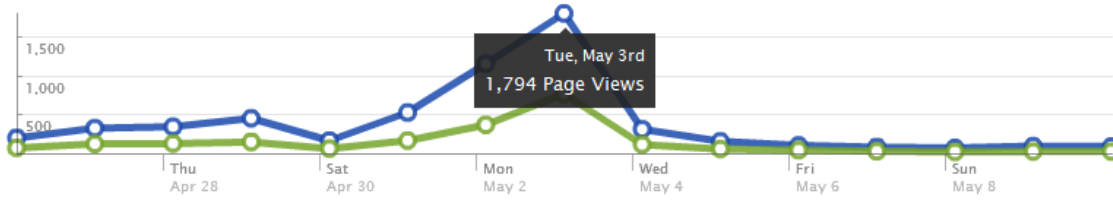
- 860 Unknown
- 41 User Profile
- 25 Search
- 11 Stream
- 2 Requests
- 2 Suggestions

Activity

Page Views?

Page Views

Unique Page Views



Total Tab Views?

- 4,858 Wall
- 480 Information
- 221 Hosted iFrame
- 107 Static HTML: iframe tabs
- 49 User Guidelines
- 35 | notes
- 22 | taggednotes

External Referrers?

- 251 wpfd2011.org
- 152 unesco.org
- 141 state.gov
- 72 google.com
- 43 173.255.206.149
- 28 ifex.org
- 26 google.co.in
- 23 pressnetweb.com
- 22 press.org
- More