



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2011/PIPMR/11

Monthly Report on the Use of UNESCO Public Information Products

September 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

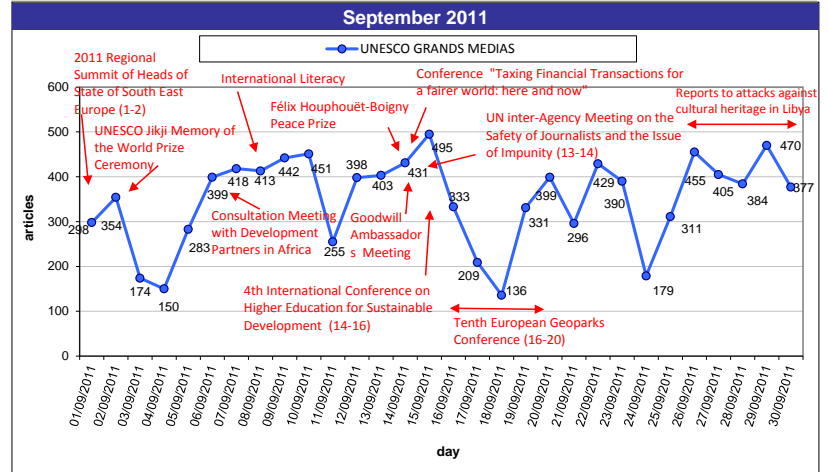
September was marked by several major events which resulted in over 10 000 articles in national and international titles.

The graph to the right shows a first peak between the 7th and the 9th September provoked by Literacy Day, which received widespread coverage this year in all regions of the world. The second peak, towards the 14th and 15th, was mainly the result of Houphouët-Boigny Peace Prize ceremony. The third peak, towards the end of the month, relates to reports of attacks against cultural heritage in Libya. UNESCO was not a primary source for this story, but was mentioned because of the reference to the World Heritage sites.

The following events are highlighted in the Major Events pages:

- **International Literacy Day (8 September)**
- **UN Inter-Agency Meeting on the Safety of Journalists and the Issue of Impunity (13-14 September)**
- **Félix Houphouët-Boigny Peace Prize – Award Ceremony (14 September)**
- **Tenth European Geoparks Conference (16-20 September 2011)**
- **The Criança Esperança Programme – Results of the 2011 fundraising campaign**

Articles published daily in leading national and international titles

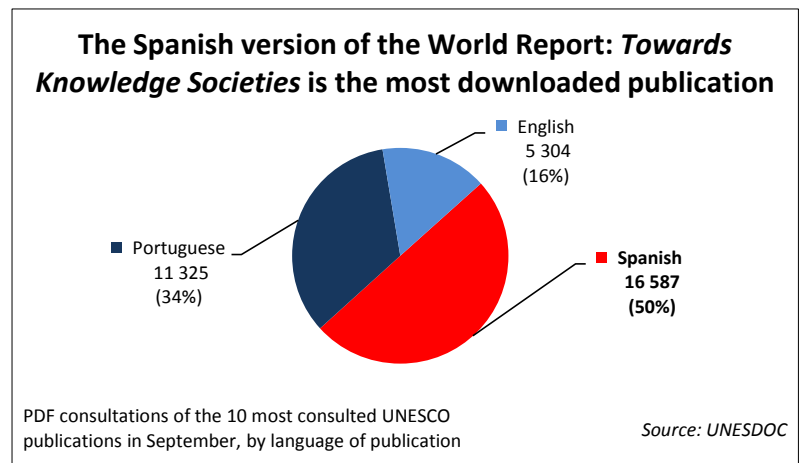


UNESCO Publications

Publications in Spanish and Portuguese were popular online and in print in September, with the Spanish edition of *Towards Knowledge Societies: UNESCO World Report (Hacia las sociedades del conocimiento: informe mundial de la UNESCO)* taking first place among UNESDOC downloads, followed closely by the Portuguese language *O Índio brasileiro: o que você precisa saber sobre os povos indígenas no Brasil de hoje*, published by UNESCO Brasília in 2006. See graph to the right.

Publication sales were dominated by an order for more than 1,000 books through the sales agent in Mexico. This was composed of three volumes in the Discovering the World series: *Explícame... el clima*, *Explícame... las reservas de biosfera*, and *Háblame de los océanos*.

UNESCO now offers 133 publications for consultation on Google Books, from where readers can browse the full contents or search for specific terms. A total of 137,188 views of UNESCO publications were logged on Google Books in September.



UNESCO Website and Social Media Channels

As of September 2011 UNESCO began using new web traffic analysis tools. This was done to provide more accurate, more detailed, and more user friendly statistics. In the coming months new features, such as heat maps, and further developed statistics will be provided.

All pages in the main web content management system are now being tracked, but many older legacy, field offices, and specialized programme pages (e.g. Recrutweb and World Heritage) are not yet tracked. As a result, the September 2011 statistics should not be comparatively viewed against prior months.

September 2011 marks several “firsts” in the social media marketing of UNESCO content:

- Launch of first social media partnership with Goodreads.com
- Launch of a new photo slideshow and videos explaining UNESCO’s news
- Establishment of new social media and podcasting partnership with Harvard Graduate School of Education (official launch in Oct. 2011)

The most remarkable achievement in social media this month is our [Youtube video for International Literacy Day](#). This achievement was largely made possible by our partnership with Goodreads.com, a social network of book readers. When Goodreads.com promoted our video on its own Facebook with 63K likes, the post of our UNESCO Youtube page jumped by 4000 page views, cumulating 19 likes and positive comments within 24 hours.

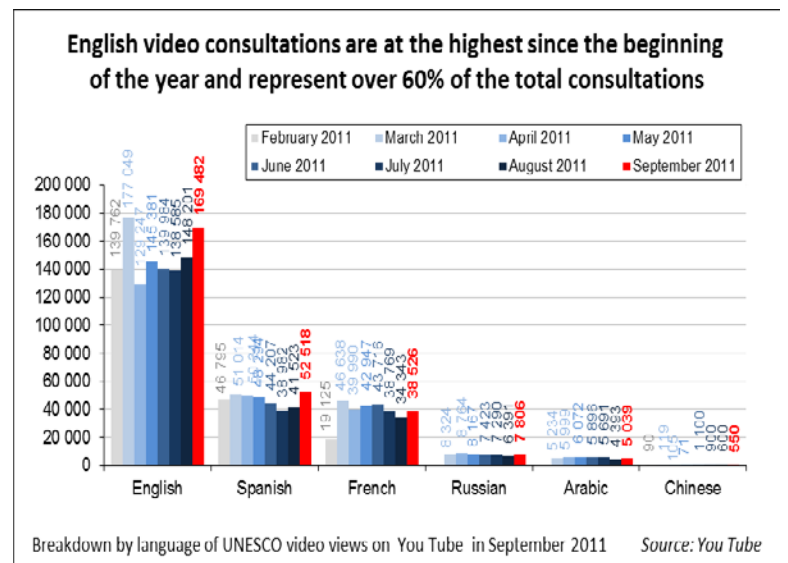
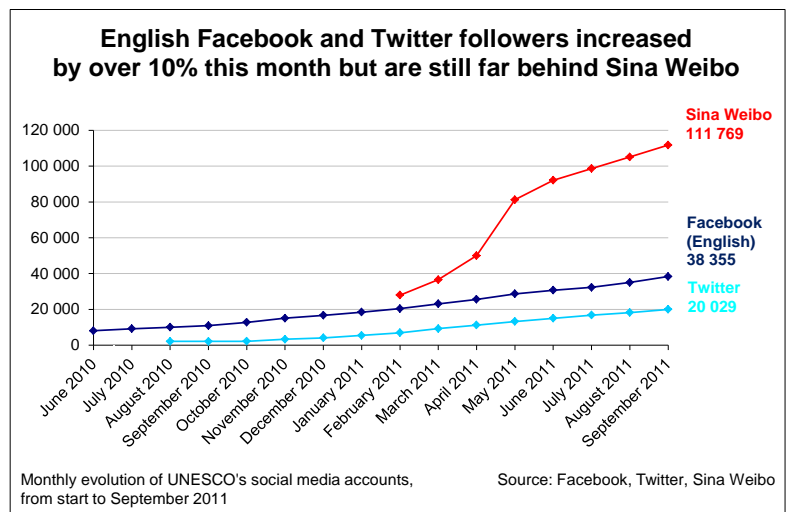
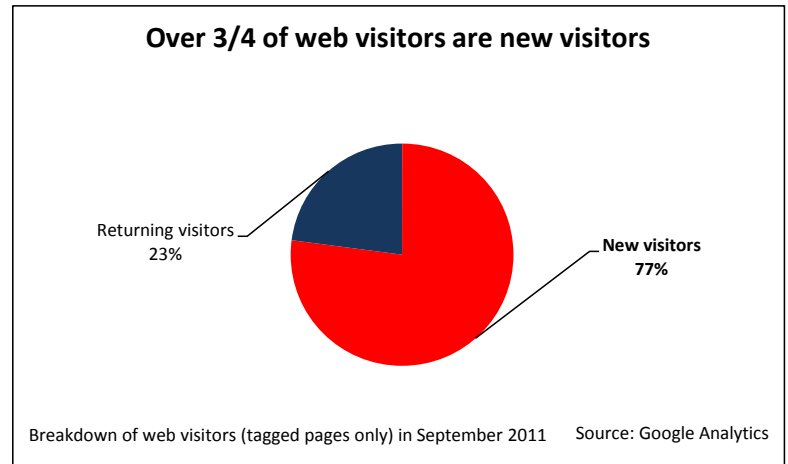
Partnerships have a critical role in content expansion and new audience recruitment, bringing UNESCO content to targeted media having specialist communities (i.e.: the education professions of Harvard’s Graduate School of Education). Partners promote UNESCO through their own social media sites, thereby driving traffic to UNESCO’s social media channels and raising awareness about UNESCO’s work. The video was liked 144 times on Goodreads’ Facebook (vs the 85 likes for UNESCO’s Facebook post about the video) and provided further exposure of UNESCO’s video to the networks of those people who “liked” it.

On Facebook, the “Change!” photo gallery, launched in August, continued to please our audience, accumulating 766 likes. As revealed by user comments, the photo gallery generated strong user interest in the upcoming Youth Forum, whose theme this year is precisely “youth voice for change”. For the challenge, users are invited to take themselves in a photo holding a handmade sign reading “CHANGE!” and to submit it for posting on our official Facebook gallery. The Challenge’s success is explained by the users’ authorization to tag themselves inside the photos.

Generating 95 retweets, the month’s most successful tweet about “7 billion” underscores more generally that meaningful numbers particularly speak to our audience. It suggests the efficiency of “numerate communications”, filled with figures and evidence, could be more compelling than “literate communications,” mediated through verbal text.

With an increase of 6% in September, UNESCO’s Sina Weibo now has 111,769 followers, it kept ranking as the second in 11 UN agencies/Country Offices on Sina Weibo.

Youtube video consultations increase steadily as shown in the graph to the right, with main success for English videos.



Major events:

I. International Literacy Day (8 September 2011)

On 8 September, International Literacy Day was celebrated all around the world. The launch of the Day and the award ceremony was held in New Delhi, India, and co-hosted by the Ministry for Human Resource Development, Government of India and UNESCO. The award ceremony was followed by an International Conference on "Women's literacy for inclusive and sustainable development" (8 to 10 September 2011) within the framework of the E-9. The celebration was marked by the presence of the Honorable President of India, Smt. Pratibha Devisingh Patil, who awarded the UNESCO International Literacy Prizes, namely the Confucius Prize for Literacy and the King Sejong Literacy Prize, to respective representatives from winning programmes in Burundi, Mexico, the Philippines, the Democratic Republic of the Congo, the United States of America and Pakistan.

Other events:

Every year, following the International Literacy Day celebrations, the People's Republic of China and the Republic of Korea organize-respectively in their countries- a series of events to pay homage to Confucius and King Sejong.

- This year the Chinese National Commission for UNESCO organized a study tour in the birth place of Confucius, an award ceremony for the Confucius Prizewinners and together with INRULED an International Seminar on "Post Literacy and Skills Development for Empowering the Rural Communities in Developing Countries", under the auspices of UNESCO (26 to 30 October 2011).
- In commemoration of Hangeul Day (9th October), the Korean National Commission for UNESCO and the Ministry of Culture, Sports and Tourism of the Republic of Korea, are organizing a study tour for the prizewinners and a special roundtable discussion from 6 to 11 October 2011.

Participants: 850 people at the award ceremony, 250 at the conference

Audience for the awarding ceremony and conference: India: Minister for Human Resource Development and Communication and Information, Minister of State for Human Resource Development, Minister of State for Human Resource Dvpt. and External Affairs, State Resource Directors. E-9 and countries from South Asian Association for Regional Cooperation (SAARC): Ministers of Education of Nigeria, Indonesia (Vice-Minister), Egypt, Bhutan, Nepal, Sri Lanka, Bangladesh, Maldives, Afghanistan, the Minister of Women's Development of Baluchistan, Pakistan and senior officials from China and Mexico. International Organizations: UNESCO, UIL, OECD, International Council of Adult Education. Civil Society: NGOs, Academics, Noted writers, Researchers, Media personnel.

Communication materials and activities:

- Press release (English, French, Spanish, Russian, Arabic)
- Posters printed in the following languages: English, French, Spanish, Hindi, Arabic
- Booklets on 2011 Prizewinners in the following languages: English, French, Chinese and Spanish (in process)
- "Literacy and Peace" photo exhibition at HQ showcasing 2011 International Literacy Prizewinners
- Live webcast of the ceremony transmitted by the National Informatics Centre (Gov. of India) and UNESCO
- Video-message from DG presented during the ceremony
- Videos on YouTube: 'Why literacy means Peace' and video with the Ambassador of Bangladesh to the UN
- Interview with Jury Member of International Literacy Prizes
- Press conference held in New Delhi (7th September) organized by the United Nations Information Centre

Press coverage:

Literacy Day came of age in the press this year, with widespread coverage on the issue in all regions of the world, including editorials in important dailies such as The Nation (Pakistan and Thailand) The Phnom Penh Post (Cambodia), The Korea Times and La Patria (Bolivia). Scores of other stories, all quoting UNESCO's statistics and mentioning that Literacy Day is a UNESCO organised event, also appeared in Le Monde (France), As Safir (Lebanon), El Universal (Mexico), El Mundo (Spain), Cum Hurriyet (Turkey), Kathimerini (Greece), the Frankfurter Allgemeine (Germany), Dar Al Hayat (Saudi Arabia), The Manila Bulletin (Philippines), The Hindu (India), Der Standard (Austria), La Libre Belgique, The Daily Star (Bangladesh), La Pagina (El Salvador) and on the BBC's Africa service. Many also published extracts from the Director-General's message for the day.

Social media:

- **Twitter:** 78 retweets, no comments. Brasilia Office: 4 tweets and 62 retweets.
- **Facebook:** 27 806 impressions of video post, 85 likes and 11 comments, or a 0.35% comment-response rate. Brasilia Office: 3 posts incl. text image and multimedia product with 406, 983 and 917 impressions respectively.
- **Weibo:** 2 posts, 60 retweets, 20 comments; ▪ **Youtube:** 4 900 views, 19 likes.
- Note: Our video link <http://bit.ly/r8cJIO> was promoted by UNDP and UN's Twitter accounts, resulting in 610 video shares, 1 118 likes and 154 comments on the Facebook platform. Goodreads.com, another social network, used its own link for tracking. Given the 144 likes our video received, and the 63K likes received on Goodreads' Facebook page, content dissemination results should be similarly impressive.

II. UN Inter-Agency Meeting on the Safety of Journalists and the Issue of Impunity (13-14 September 2011)

On 13 and 14 September 2011, UNESCO hosted the United Nation's first Inter-Agency Meeting, designed to formulate a common UN approach to promoting the safety of journalists and addressing the all too frequent impunity of such crimes. The meeting was called by Irina Bokova at the recommendation of the Intergovernmental Council of the International Programme for the Development of Communication (IPDC), following prior consultation with Member States.

A diverse range of stakeholders, encompassing civil society and professional associations, international regional organizations and Member States, were present to provide recommendations to the UN Agencies, Programmes and Funds, on the formulation of a UN-wide Plan of Action on the Safety of Journalists and the Issue of Impunity. The meeting was also applauded by the UN Secretary-General Ban Ki-moon, and the High Commissioner for Human Rights, Navi Pillay, both of whom delivered messages before proceedings commenced.

The measures in the Draft Plan of Action prepared by participants include the establishment of a coordinated inter-agency mechanism to deal with issues pertaining to the safety of journalists and impunity. This will involve the monitoring of progress at both national and international levels.

Safety and impunity are also to be incorporated into UN contributions to national strategies, notably development assistance programmes and the possible inclusion of media stakeholders in some of the preparatory processes of the UN's development projects.

The draft also foresees the extension of work already conducted by UNESCO to prevent crimes against media workers. This notably includes assisting countries to develop legislation and mechanisms favorable to freedom of expression and information, and supporting their efforts to implement existing international rules and principles, in particular the 1997 UNESCO General Conference Resolution regarding violence against journalists

The Draft Plan of Action will be presented to UNESCO's International Programme for the Development of Communication (IPDC) at its next session in March 2012, and will then be submitted to the bodies in charge of UN-wide coordination.

Participants: 130 registered attendees participated, plus those attending from UNESCO staff and the permanent delegations who proceeded directly to the meeting room. In total, it is estimated that 150 people attended the meeting.

Audience: UN Agencies, Programmes and Funds, intergovernmental organizations (AUC, OAS, OSCE and the Council of Europe), Permanent Delegations to UNESCO, NGOs, journalists' professional associations and UNESCO staff.

Communication materials and activities:

- A specific website for the meeting was created and received 3,585 page views during September 2011
- Online webcast was followed by 63 persons
- It was the subject of an 'In Focus' item on UNESCO's main webpage
- 2 press releases (English, French and Spanish)
- 1 Press Kit was prepared for journalists covering the event
- 3 Video interviews were conducted for the UNESCO Open Exhibition with Frank La Rue, United Nations (UN) Special Rapporteur on the promotion and protection of the right to freedom of opinion and expression; Pansy Tlakula, Special Rapporteur on Freedom of Expression and Access to Information in Africa, African Union Commission (AUC); and Gamal Eid, Executive Director, Arabic Network for Human Rights Informations (ANHRI).
- Google alerts in English, French and Spanish were created to follow the news published by media.

Press coverage: Despite the topical subject, and the participation of several high level media representatives at this meeting, press coverage of the event was only moderate. Nonetheless about 50 stories were monitored on the event, including articles in the New Straits Times (Malaysia), The Asian Age, The Hindustan Times (India), La Patria (Bolivia), El Universal (Venezuela), Telesur (Pan-Latin American network), Scoop (New Zealand), Radio Netherland (International Dutch News Service), Les Infos (France), on the Yahoo news portal (France), on AllAfrica.com, and on BBC's and The Guardian's Greenslade blogs.

Social media:

- **Twitter:** 1 tweet and 15 retweets. 115 tweets were sent about the meeting using the hashtag "pressfreedom". A live tweek would have been more compelling.
- **Facebook:** 22 284 impressions, 42 likes and 0 comments for a total of 0.18% feedback.

III. Félix Houphouët-Boigny Peace Prize – Award Ceremony (14 September 2011)

The Felix Houphouët-Boigny Peace Prize, created in 1989 was awarded by the Director-General on September 14th to the NGO, “Grandmothers of the Plaza de Mayo” from Argentina. The Prize celebrated the Organization’s courage and energy for their relentless battle for over 30 years in favour of peace and justice. Founded in 1977 to locate the biological families of children kidnapped during the political repression of the military dictatorship in Argentina, the NGO seeks to ensure that such violations of children’s rights never happen again by demanding the prosecution of all those responsible for the tragedy.

Ms Estela Carlotto, Founder and President of the Grandmothers of the Plaza de Mayo received the Prize consisting of a cheque of USD 150,000, the Félix Houphouët-Boigny Peace Prize gold medal and a peace diploma.

A musical interlude by the orchestra and chorus of UNESCO opened the ceremony, which ended with a musical performance by the Argentine pianist Miguel Angel Estrella, Ambassador of Argentina to UNESCO, accompanied by his quartet.

The ceremony was attended by the President of Argentina, the President of Côte d’Ivoire, as well as the President of Burkina Faso, the President of the Islamic Republic of Mauritania, and the President of Senegal. The ceremony took place at UNESCO Headquarters, in room I and a retransmission was organized in room II and on the web portal to allow for a larger public to take part in the ceremony.

Mr Abdou Diouf, Patron of the Prize, Mr Henri Konan Bédié, Protector of the Prize, Mr Mário Soares, President of the Jury and Jury members were present at the ceremony.

Participants: Over 1,300 people attended the ceremony in room I, and 460 in room II. Many requests could not be met.

Audience: Permanent Delegations, UNESCO staff, invitees from African Delegations whose Head of State or Government participated in the ceremony, eminent personalities from the world of politics, diplomacy and of civil society, as well as other Grandmothers of the Plaza de Mayo and some of the 105 grandchildren who have been able to reclaim their identity thanks to the work of the NGO, accompanying the laureate.

Communication materials and activities:

- Media advisory
- Press conference
- Live webcast
- Update of the Houphouët-Boigny website
- Video
- Photos
- Brochure (currently being finalized)

Webcast/Live streaming connections:

External: 300 (168 from the Ivory Coast); Internal: 250

Press coverage:

The award ceremony for the Felix Houphouët-Boigny Peace Prize received widespread coverage, with over 400 articles monitored throughout Latin America and African media. In France, the ceremony was covered by RFI, Le Nouvel Observateur, L’Express, 20 Minutes, LCI, France 2, Canal +, and TV5 among other. Some 80 journalists attended a press conference organized just before the ceremony, which was broadcast live on national television in Argentina and Cote D’Ivoire.

Social media:

- **Weibo:** 3 retweets, 2 comments.
- **Twitter:** 11 live tweets were sent out and resulted in 82 retweets, no comments since this is all fast information. Brasilia Office: 1 post and 5 retweets.
- **Facebook:** 33 022 impressions for the photo gallery of a visitor, 81 likes and 4 comments for a total of 1.26% comment-response rate. 30 214 impressions for the new video http://www.youtube.com/watch?v=wPxYa8n_omo , 35 likes, 4 video shares, 3 comments totaling a 0.13% comment-response rate. Brasilia Office: 2 posts including video and photo gallery, both from HQ account.
- **YouTube:** 157 views, 2 likes

IV. Tenth European Geoparks Conference (16-20 September 2011)

The 10th European Geoparks Conference was hosted by the Gea Norvegica Global and European Geopark, with the support of the Norwegian National Commission for UNESCO (also present at the Conference). The venue was the former fishing village Langesund, in south-eastern part of Norway. It was a meeting with oral and poster presentations, covering a lot of different topics and many fruitful educational exchanges. Joint projects were discussed in various smaller meetings and a lot of new contacts and friendships were made.

The Geoparks idea is being adopted by an increasing number of countries and UNESCO supports these ad hoc efforts. Geoparks are becoming very popular due to their combination of conservation, sustainable development and community involvement. The role of UNESCO at the conference was to support Member States to establish Geoparks, and to give a keynote, as well as to add opening and closing remarks at the 10th European Geoparks Conference. During the Global Geoparks Bureau Meeting which took place in the framework of the conference, UNESCO assisted in the selection of nine new Geopark members. As of September 2011, the Global Geoparks Network has 87 members in 27 countries.

The main theme for the Conference was “Sustainability through Knowledge – Communicating Geoparks” and the different topics and presentations reflected the diversity of Geopark communication and activities. Great diversity of activities around the Geoparks was also very visible in the other main sections; with introductions through keynotes and a variety of presentations on Geoconservation and sustainable development, Geotourism, Geoparks management, Interpretation and communication, Education and research, and Geoparks and international collaboration. The Conference abstracts can be found on <http://www.geanor.no/EGN-conference/Conference-Program>

A two-day field trip was organized at the end of the conference to visit the Gea Norvegica Geopark constituting a voyage through 1,100 million years of natural history and several hundred years of human influence; creating a journey of discovery from the coast to the interior; of the larvikite stone to agricultural soils and cultural events.

Participants: 250 participants from Australia, Austria, Brazil, Canada, China, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Hungary, Iceland, Indonesia, Ireland, Iran, Italy, Japan, Malaysia, Netherlands, Norway, Portugal, Rep. of Korea, Romania, Spain, Sweden, Switzerland, Republic of China, Turkey, Uruguay, Slovenia, UK, and USA.

Special highlights:

- Dr Peter Haugan Norwegian UNESCO Commission
- Ministry of Environment of Poland Undersecretary of State Dr Henryk Jacek Jezierski
- Secretary of the Environment of Hong Kong Edward Yao
- Indonesia Ministry of Tourism representatives

Audience:

Geoscientists, tourism experts, economists, geopark administrators, tour guides, general public, politicians, public administrators, geological survey people.

Communication materials and activities:

- Press release
- Media advisory

Press coverage:

The conference received good coverage mainly in Norway, with one article in a national newspaper (Dagbladet), and several articles during the conference in two larger regional newspapers (Varden and Telemarkavisa). An article in a smaller newspaper (Kanalen) had a big spread on the field trip in Nome. Three announcements were broadcast on national radio, and the announcement of the acceptance of Hong Kong Geopark's application for membership was published in the latest information of www.hongkongextras.com, as well as in the influential South China Morning Post and the People's Daily. Other articles appeared in the national press of countries home to the nine new Geoparks, including for example, The Irish Times and ABC (Spain). CNN also published a splendid photo-gallery of the new geoparks on its CNNGo website.

Social media:

- **Twitter:** 2 tweets, 19 total retweets, no comments
- **Facebook:** 37 850 impressions for the photo gallery of a visitor, 163 likes and 18 comments for a total 0.48% comment response rate.

V. The Criança Esperança Programme – Results of the 2011 fundraising campaign

The Criança Esperança Programme is a multi-stakeholder partnership promoted by Globo TV and UNESCO. It is a multi-donor social mobilization and fundraising campaign which provides technical and financial support to social projects implemented by NGOs in all regions of Brazil. It helps to raise awareness in themes such as the importance of Education for All, human rights, culture and social inclusion, among others. Its main objective: to promote social inclusion, educational qualification and to guarantee human rights to socially vulnerable populations. It aims to improve the quality of life of children and youth, especially targeting vulnerable priority groups, such as afro-descendants, indigenous populations, girls and women at risk (street children, HIV, drugs, sexual and domestic violence), and with special needs.

To attain its objectives, every year, Criança Esperança Programme finances projects developed by grass-roots, non-governmental organizations, chosen by means of a public selection process, conducted by UNESCO, following a methodology and a set of criteria especially developed for the Programme. It also finances four long-term projects called Criança Esperança Centers (*Espaços Criança Esperança*), where UNESCO designs the methodology for the activities, as well as monitors and supervises the actions of the centers. Criança Esperança Centers are reference centers where artistic, cultural and sporting events, as well as training, employment and income generating activities take place for low-income children, youth and their families, who live in violent and socially vulnerable communities. Currently, there are four Criança Esperança Centers. The Programme also supports a national project dedicated to early childhood and preventive education developed in partnership with Pastoral da Criança, a very important community based NGO present in almost all 5,564 municipalities in Brazil, which works with volunteers, disseminating a preventive education methodology.

Once a year, a live show is produced and broadcast at prime time where artists and celebrities advocate for the programme. The show is structured around a central theme, such as Education, Human Rights, or Cultural Diversity. The fundraising campaign lasts one month and, through thousands of TV spots, the public is invited to donate by phone directly to UNESCO. The show is the culminating event of the programme and the campaign as a whole receives large audience ratings. This makes Criança Esperança one of the most visible and recognized social programmes in Brazil.

This year the fundraising campaign resulted in 8,091 million Euros donations, a record in 26 years of the Programme. The annual live show, which took place on 20 August 2011, and broadcast by Globo TV, received large audience ratings with 45,830,248 viewers

More information:

- Original title: *Programa Criança Esperança*
- Area of collaboration: youth, social development, mobilization campaign.
- Partnership began: May 2004, renewed in July 2008.
- Products: during three months (close to the show), a large media campaign on national TV is aired by Globo TV Network and various ads are published in Brazilian newspapers and magazines encouraging donations. The Campaign 2011 produced 20 TV spots, 43.862 insertions on TV and 95 newspaper and magazines ads.
- Logo use: all communication products are signed with UNESCO logo.
- Communication material: A brochure in English with general information about the Criança Esperança Programme has been prepared. 300 printed copies will be distributed during the General Conference and its digital format will be part of the Open UNESCO exhibition.
- Information on the Programme: www.criancaesperanca.com.br

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.

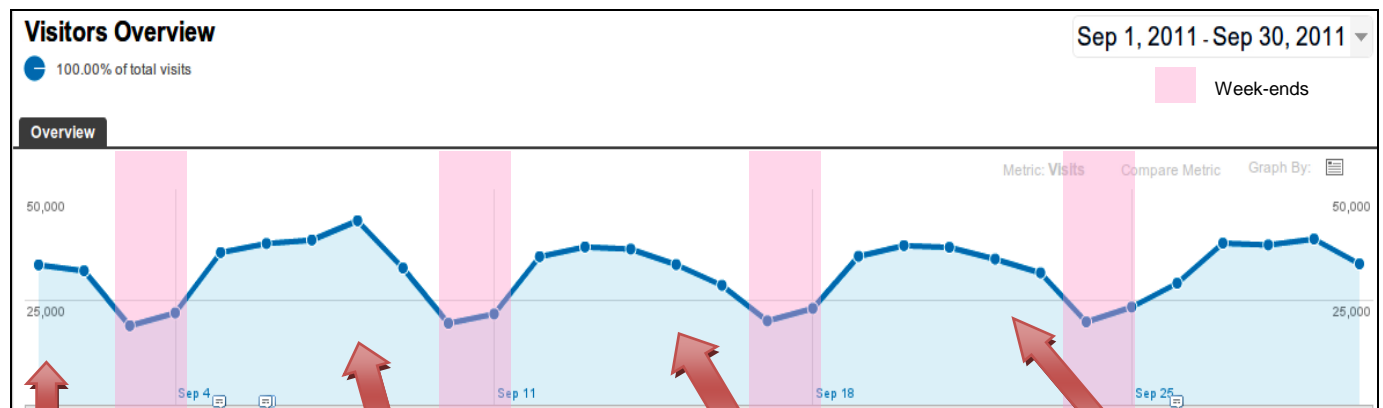
Visitors: A Visitor counts once within the timescale of 30 minutes. A visitor can make multiple visits. Identification is made to the visitor's computer, not the person, usually via cookie and/or IP+User Agent. Thus the same person visiting from two different computers will count as two Visitors.

As of September 2011 UNESCO began using new web traffic analysis tools. This was done to provide more accurate, more detailed, and more user friendly statistics. In the coming months new features, such as heat maps, and further developed statistics will be provided.

All pages in the main web content management system are now being tracked, but many older legacy, field offices, and specialized programme pages (e.g. Recrutweb and World Heritage) are not yet tracked. As a result, the September 2011 statistics should not be comparatively viewed against prior months.

1.1 September 2011 Traffic

Daily Web Traffic Patterns



- 2011 Regional Summit of Heads of State of South East Europe (1-2/09)
- UNESCO Jikji Memory of the World Prize Ceremony (2/09)

- Consultation Meeting with Development Partners in Africa (6-7/09)
- International Literacy Day (8/09)

- UN Inter-Agency Meeting on the Safety of Journalists and the issue of Impunity (13-14/09)
- Launching of the Tagore, Neruda, Césaire Programme (13/09)
- Félix Houphouët-Boigny Peace Prize (14/09)

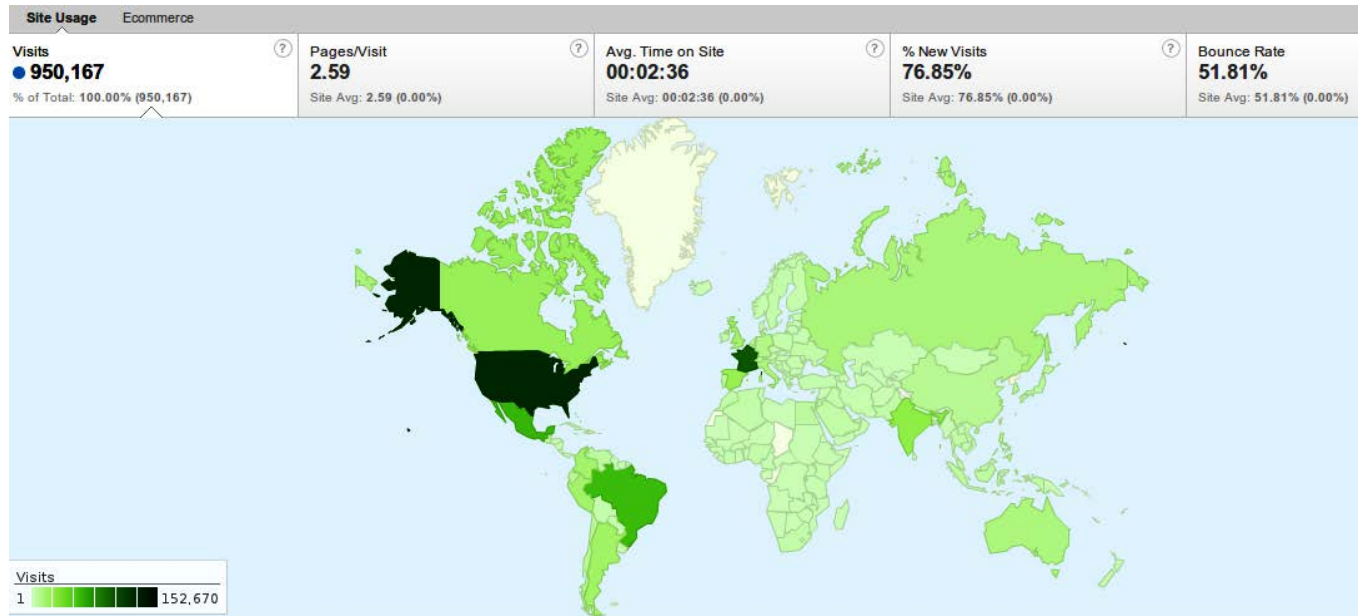
- 10th European Geoparks Conference (16-20)

1.2 Monthly visits

	Page views	Visits	Visitors	New Visitor	Returning Visitor
September	2 459 138	950 167	743 799	77.09%	22.91%

In September 2011 we moved to a new statistical tool. As stated, the traffic data is only for the main pages thus far.

1.3 Geographical origin of visits in September 2011



1.4 Page views by Area of Interest for September 2011 (This data only covers tagged subsites)

Areas of interest	Page views in September (not deduplicated)
UNESCO.ORG	
Central services and home pages	
Central pages (Central services websites, DG, Governing Bodies, About UNESCO, Media Services, etc.)	2 459 138
unesco.org homes pages	526 629
Worldwide	67 955
The UNESCO Courier	21 975
Culture Sector (excluding legacy content)	158 808
World Heritage	N/A
Education Sector	342 628
Communication and Information Sector	114 255
Natural Sciences Sector	125 155
Incl. Water	23 983
Incl. IOC	3 110
Social and Human Sciences Sector	118 093
Field offices	N/A this month
UIL*	32 478
IIEP*	329 787

* UIL and IIEP statistics are tracked separately.

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

UNESCO products for written and audiovisual media are:

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

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

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

Languages	Page views
*Total non deduplicated	80 885
English (EN)	45 302
French (FR)	11 633
Spanish (ES)	16 508
Russian (RU)	3 569
Arabic (AR)	2 131
Chinese (ZH)	1 742

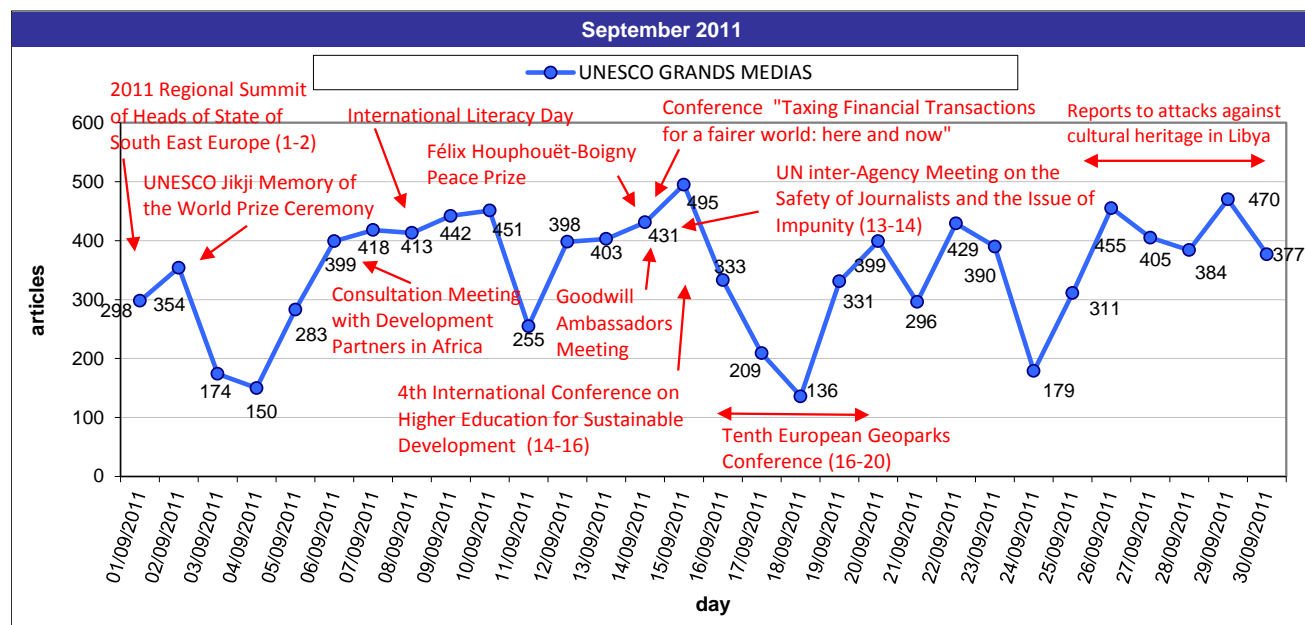
2.2 Press releases/Media advisories/Web Releases in September

1.	02/9/2011	UNESCO Member States to examine Report on Human Vulnerability in the face of scientific advances
2.	05/09/2011	8 September, International Literacy Day: 793 million adults can neither read nor write
3.	05/09/2011	Tagore, Neruda and Césaire honoured at UNESCO
4.	07/09/2011	United Nations rallies to end impunity for attacks against journalists
5.	08/09/2011	Eleventh annual meeting of UNESCO's Goodwill Ambassadors
6.	09/09/2011	UNESCO and Procter & Gamble launch partnership to promote education for young girls and young women
7.	09/09/2011	Eleventh annual meeting of UNESCO's Goodwill Ambassadors
8.	12/09/2011	Director-General condemns murder of outspoken Iraqi journalist Hadi al-Mahdi
9.	13/09/2011	Director-General condemns assassination of Honduran journalist Medardo Flores and calls for investigation
10.	13/09/2011	Director-General condemns murder of Peruvian journalist Pedro Alfonso Flores Silva
11.	13/09/2011	First meeting of High Panel on Science for Development
12.	15/09/2011	Plaza de Mayo Grandmothers received Félix Houphouët-Boigny Peace Prize at UNESCO Headquarters
13.	15/09/2011	Sixteen sites poised to join Global Geopark Network
14.	18/09/2011	First steps taken to adopt a United Nations Plan of Action to improve safety of journalists and combat

		impunity
15.	19/09/2011	Nine sites added to Global Geoparks Network
16.	20/09/2011	UNESCO conference on educating for climate change in Small Island States
17.	20/09/2011	Director-General condemns murder of José Oquendo Reyes, the second Peruvian journalist killed in a week
18.	22/09/2011	UNESCO to resume cooperation with Libya
19.	22/09/2011	UNESCO and Varkey GEMS Foundation launch principals' training programme that will impact 10 million children
20.	26/09/2011	Director-General condemns murder of Mexican journalists Ana María Yarce Viveros and Rocío González Trápaga
21.	27/09/2011	Director-General condemns murder of Mexican journalist María Elizabeth Macías urging measures to end killings
22.	27/09/2011	Director-General condemns murder of Brazilian radio journalist Valderlei Canuto Leandro
23.	30/09/2011	Director-General condemns killing of Iranian journalist Farhad Taqaddosi
24.	30/09/2011	Director-General condemns murder of Brazilian radio journalist Valderlei Canuto Leandro

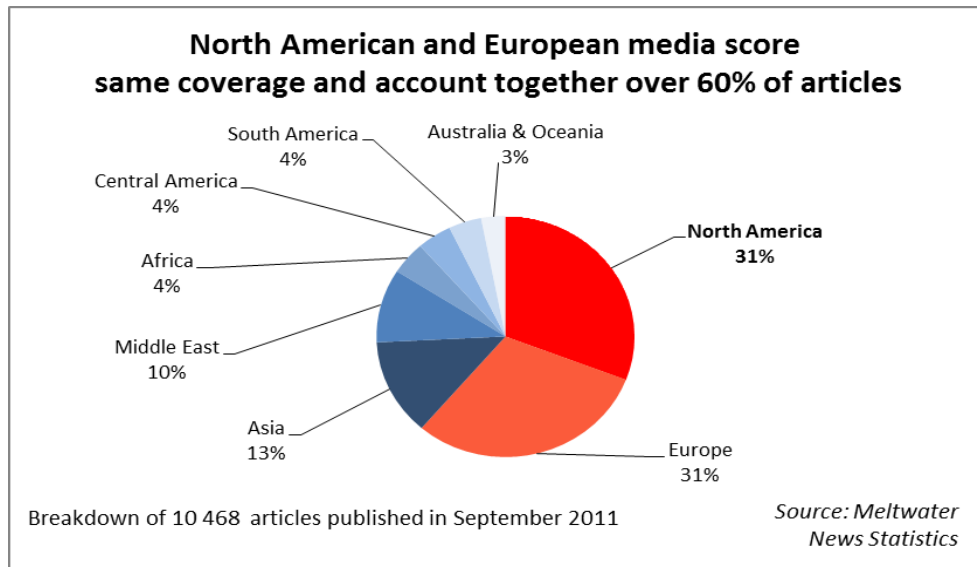
2.3. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in national and international media, in which “UNESCO” appeared in the title or first paragraph of a story in September. (Source: Meltwater News)

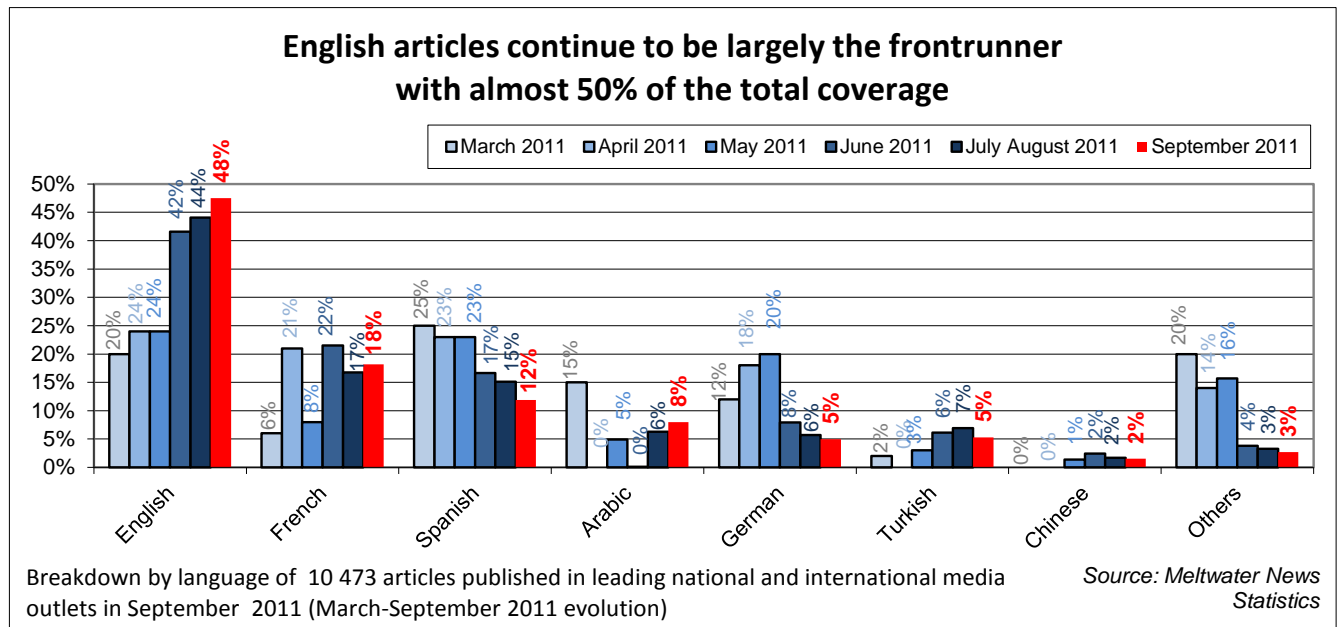


The first peak between the 7th and the 9th September was provoked by Literacy Day, which received widespread coverage this year in all regions of the world. The second peak, towards the 14th and 15th, was mainly the result of Houphouët-Boigny Peace Prize ceremony. The third peak, towards the end of the month, relates to reports of attacks against cultural heritage in Libya. UNESCO was not a primary source for this story, but was mentioned because of the reference to the World Heritage sites.

Regional breakdown of media coverage in national and international media, in which “UNESCO” appeared in the title or first paragraph of a story in September (Source: Meltwater News)



Breakdown by language of articles published during the month of September in leading national and international media outlets (Source: Meltwater News)



NB: the numbers indicated for May may not be accurate due to changes in the web platform during that month.

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

Date	Subject / Title	Languages	Media
01/09/2011	“Building cultural bridges for development”	In each country’s native language	Politika (Serbia), Vjesnik (Croatia), Oslobođenje (Bosnia and Herzegovina), Dnevnik (the Former Yugoslav Republic of Macedonia) and Trud (Bulgaria)
02/09/2011	“The new Libya will be built in the classroom”	French	Le Figaro (France)

2.5 Interviews given (by subject and media)

	Subject	Interviewee	Languages	Media (press TV Radio)
1.	Water scarcity	Lena Salame and Engin Koncagul	French	Annabelle, Suisse
2.	High Panel on Science for Development	Gretchen Kalonji	English	Scidev.net
3.	Literacy Day	Clinton Robinson	English	VOA French Service
4.	Literacy Day	Clinton Robinson	English	Terrafemina magazine
5.	Literacy Day	Clinton Robinson	English	UN Radio
6.	Literacy Day	Clinton Robinson	English	Vatican Radio
7.	Literacy Day	Clinton Robinson	English	BBC French Service
8.	Literacy Day	Q. Tang, M. Marope, A.. Carlsen	English	Doordarshan News
9.	Literacy in Africa	Clinton Robinson	French	Inter Press Service
10.	Literacy in France	Patrick Werquin	French	Métro
11.	Situation of Lake Orumiyeh, Iranian Biosphere Reserve	Qunli Han	English	Le Monde
12.	International Quiet Ocean Experiment	Albert Fischer	French	SNRT
13.	International Quiet Ocean Experiment	Albert Fischer	French	Le Monde
14.	International Quiet Ocean Experiment	Albert Fischer	French	France Inter
15.	Plaza de Mayo Grandmothers	Irina Bokova	Spanish	Telam
16.	Bouba et Zaza	Rokhaya Diawara	French	Telesud
17.	Bouba et Zaza	Rokhaya Diawara	French	RFI
18.	Women and humanitarian work	Ulrika Pepler Barry	French	Muze
19.	Procter and Gamble partnership	Philippe Muller Wirth	French	Metro
20.	Archaeological discoveries in Somalia	Lazare Eloundou Assomo	English	BBC
21.	High Level panel on Science and Technology	Jose Mariano Gago	Portuguese	Diario de Noticias
22.	High Level Panel on Science and Technology	Gretchen Kalonji	English	Science
23.	Financial Transaction Tax	Nathalie Kosciusko-Morizet	French	Inter Press Service

2.6 Background Footage (B-roll) downloads from Multimedia

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

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

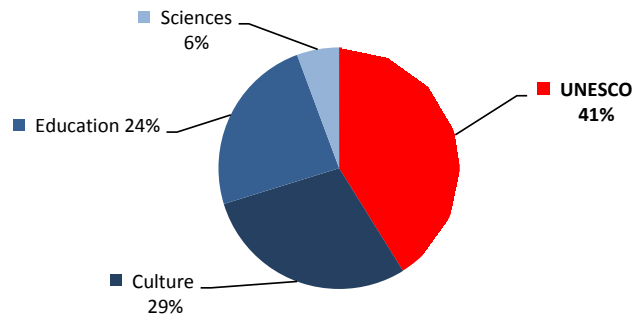
	Subject	Downloads	Media
1	World Heritage Sites	19	Liceu TV...
2	Others	5	lafrancolatina.com, Malaysia news
3	UNESCO Headquarters stockshots	3	Malaysia news, University of Southern California
4	Prix Félix Houphouët Boigny 2011	2	EICanillita Info
5	Education Afrique	1	University of Southern California

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

Subject	Media	Purpose	Date	Nb of Photos
UNESCO	Air France / France	Publication	05-sept	28
UNESCO	Paris Première / France	Presentation	06-sept	30
Culture/WHC	Humanité dimanche / France	Publication	07-sept	5
Culture/WHC	Bruckmann Verlag GmbH / Germany	Publication	23-sept	17
Culture/ICH	John O'Groat Journal / UK	Publication	09-sept	2
Culture/ICH	Nation Media Group / Spain	Publication	14-sept	5

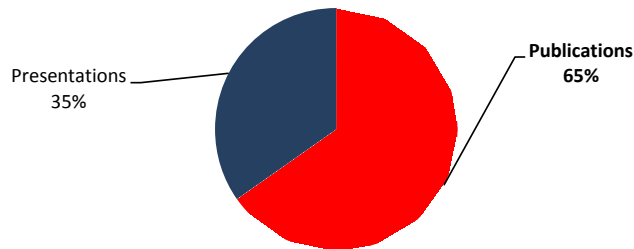
Culture/ICH	Dharmaweb / Germany	Publication	23-sept	4
Culture/ICH	UNESCO Platform Vlaanderen / Belgium	Publication	30-sept	3
Culture/ICH	Magazine Sabato / Belgium	Publication	30-sept	5
Education	STB sang-sengbroadcasting / South Korea	Presentation	16-sept	19
Education	Alliance Française de Bombay	Publication	20-sept	15
Sciences	Newton Magazine / Italy	Publication	21-sept	1
Sciences	Imajinsha.co,ldt / Japan	Publication	23-sept	1
Sciences	Current World Archeological magazine / UK	Publication	30-sept	6

Over 40% images ordered by the Media were illustrating UNESCO in general



Breakdown by subject of 141 images ordered by the Media in September 2011 Source: UNESCO

Almost 2/3 of images ordered by the Media are intended for Publications



Breakdown by purpose of 141 images ordered by the Media in September 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. Starting mid May, new Twitter accounts have been launched in Arabic, Russian, Chinese and Spanish, and new Facebook pages in Arabic, French, Russian and Chinese.

September 2011 marks several "firsts" in the social media marketing of UNESCO content:

- Launch of first social media partnership with Goodreads.com
- Launch of a new photo slideshow and videos explaining UNESCO's news
- Establishment of new social media and podcasting partnership with Harvard Graduate School of Education (official launch in Oct 2011)

The most remarkable achievement in social media this month is our Youtube video for International Literacy Day: <http://www.youtube.com/watch?v=ew9gGrs7q2c>. This achievement was largely made possible by our partnership with Goodreads.com, a social network of book readers. When Goodreads.com promoted our video on its own Facebook with 63K likes, the post of our UNESCO Youtube page jumped by 4000 page views, cumulating 19 likes and positive comments within 24 hours.

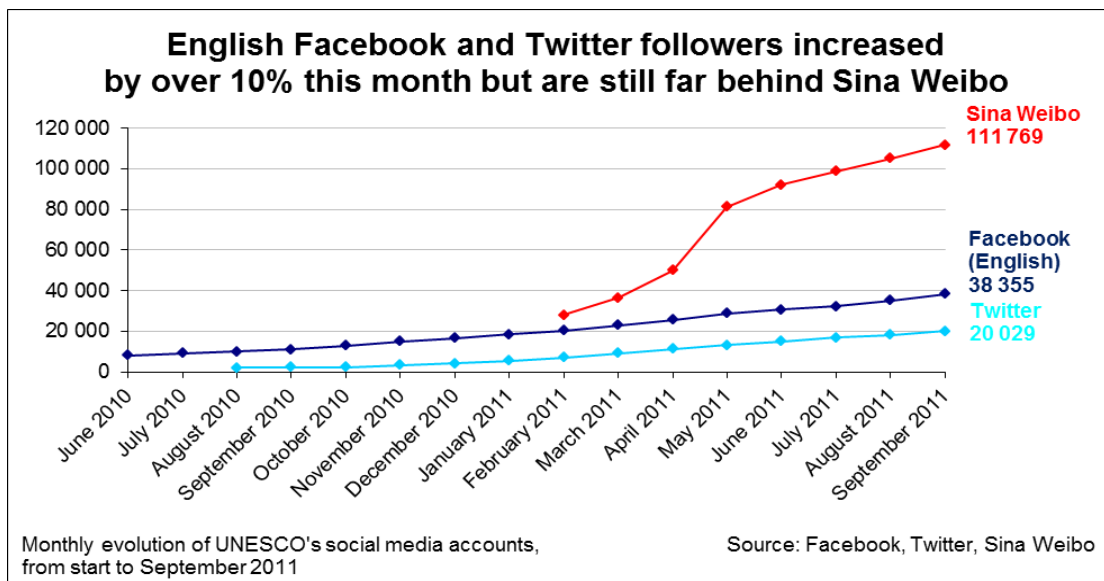
Partnerships have a critical role in content expansion and new audience recruitment, bringing UNESCO content to targeted media having specialist communities (i.e.: the education professions of Harvard's Graduate School of Education). Partners promote UNESCO through their own social media sites, thereby driving traffic to UNESCO's social media channels and raising awareness about UNESCO's work. The video was liked 144 times on Goodreads' Facebook (vs the 85 likes for UNESCO's Facebook post about the video) and provided further exposure of UNESCO's video to the networks of those people who "liked" it.

On Facebook, the "Change!" photo gallery, launched in August, continued to please our audience, accumulating 766 likes. As revealed by user comments, the photo gallery generated strong user interest in the upcoming Youth Forum, whose theme this year is precisely "youth voice for change". For the challenge, users are invited to take themselves in a photo holding a handmade sign reading "CHANGE!" and to submit it for posting on our official Facebook gallery. The Challenge's success is explained by the users' authorization to tag themselves inside the photos. When they do so, the users' Facebook friends may receive a notification on their Wall about the users' activities ("Username just tagged himself on the UNESCO Facebook page") and discover UNESCO's Facebook page this way.

Generating 95 retweets, the month's most successful tweet about "7 billion" underscores more generally that meaningful numbers particularly speak to our audience. It suggests the efficiency of "numerate communications", filled with figures and evidence, could be more compelling than "literate communications," mediated through verbal text.

With an increase of 6% in September, UNESCO's Sina Weibo now has 111,769 followers, it kept ranking as the second in 11 UN agencies/Country Offices on Sina Weibo.

In addition to these figures, it should be noted that UNESCO Brasilia Twitter account in Portuguese (@UNESCOBrasil- created in July 2010), aiming at enhancing diffusion on UNESCO activities not only in Brazil, but also retweeting news from the official account in English @UNESCOWorld, now has 9,774 followers and 96 following. Their Facebook account, created in May 2011 has 599 fans. The page spreads UNESCO messages and posts of the official page that are translated into Portuguese. New actions are being tested to promote increase in fans number, among these are sharing the photo galleries which are being implemented by HQ.



3.1. Facebook - www.unesco.org/facebook

Variation September 2011 vs August 2011

Likes/fans*	September 2011	August 2011	Variation vs August
Total likes/fans(all languages)	39 685	36 076	+10.00%
English	38 355	35 063	+9.39%
French	704	520	+35.38%
Russian	229	189	+21.16%
Arabic	349	263	+32.70%
Chinese	48	41	+17.07%

*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	Likes	Multimedia
CHANGE! Photo gallery	sept-05	766	Photo gallery, submitted by users holding a sign reading "CHANGE!"
Geoparks photo gallery	sept-19	163	Photos of new UNESCO Geoparks and selection of existing ones
Not everyone agrees on what the basic human rights are. Among the most recognized ones are food, free speech, education, fair trial, safety from violence, all issues that	sept-21	119	Video: http://www.youtube.com/watch?v=i0MQKGNPA4k
Did you know history books are a major political issue in Africa? Too many tell African history from the Eurocentric perspective of its colonizers. UNESCO is changing all that, meeting with African educational officials this week to rewrite history books & finally tell African history, from an African perspective. Learn about African history, from Africa's perspective:	sept-05	91	http://on.unesco.org/o9iysT

http://on.unesco.org/o9iysT			
Sept 8 is International Literacy Day. What you're currently doing now - reading this message - is a privilege for many people, like women & socially disadvantaged groups, in the world. You will be touched by the heroic efforts of our literacy prize winners: to bring the gift of reading to the world	sept-07	85	http://www.youtube.com/watch?v=ew9gGrs7g2c
It's Int'l Literacy Day! Literacy is the basic condition of peace. Take this moment to learn about how UNESCO protects endangered languages in the interests of literacy	sept-08	95	http://www.youtube.com/watch?v=Q-XozG0RSCo
Goodwill Ambassador Meeting Photo Gallery	sept-13	98	Photo gallery
9/21 is International Day of Peace! What's your favorite song for peace? Check out this video, with Emmanuel Jal calls for peace in his homeland of Sudan and around the world. Featuring Alicia Keys, George Clooney, Peter Gabriel, The Elders (Kofi Annan, Jimmy Carter, Sir Richard Branson, Fernando H Cardoso)	sept-20	89	http://www.youtube.com/watch?v=g1ZEJWVSiEI

3.2. Twitter

Variation September 2011 vs August 2011

Followers	September 2011	August 2011	Variation vs August
Total followers (all languages)	25 685	22 118	+16.13%
English	20 229	18 246	+10.87%
French	505	358	+41.06%
Spanish	4070	2 805	+45.10%
Russian	137	120	+14.17%
Arabic	744	589	+26.32%

Top 10 Posts

Message	Posted	Re-tweets	Comments
Sept 8 is Int'l Literacy Day! Watch our video to see why literacy is a question of world peace: http://on.unesco.org/r8cJlO	Sept. 07	78	0
"You can cut all the flowers but you cannot keep spring from coming," Pablo Neruda is UNESCO's symbol of humanism	Sept. 13	45	0
Countries with more female teachers see higher girls' enrollment. Use UNESCO stats for education: http://on.unesco.org/o9jk5R	Sept. 22	38	0
About 793 million adults can't read or write. 2/3 are women. Why literacy rates measure peace, http://bit.ly/pFjuv4	Sept. 01	37	0
"If nothing saves us from death, at least love saves us from life," Pablo Neruda, UNESCO's symbol of humanism	Sept. 12	35	0
This October, the world will have #7billion people. It's our time to renew our commitment to a sustainable world!	Sept. 15	31	0
Did you know? Women invented items like the dishwasher, disposable diaper, refrigerator & circular saw. Source: http://on.unesco.org/r0Ah1g	Sept. 16	27	0
Say it loud: Freedom of expression is a human right, declares article 19 of UN human rights: UNESCO@intgovforum	Sept. 29	27	0
"If wars start in the minds of men, it is in the minds of men that the defences of peace must be constructed": http://on.unesco.org/p5m3SX	Sept. 21	27	0

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

Variation September 2011 vs August 2011

	September 2011	August 2011	Variation vs August
Nb of Fans	111 769	105 130	+6.32%
Nb of Posts	1 088	1 064	+2.26%
Nb of Posts/day	N/A	N/A	N/A
Nb of Mentions	72 430	69 135	+4.77%
Nb of Mentions/day	N/A	N/A	N/A

Top 5 Posts

Message	Posted	Re-tweets	Comments
We weep the passing of Wangari Maathai, 1st African woman to win the Nobel Peace Prize and close UNESCO friend: http://t.cn/aeqweu	Sept. 26	186	53
Send us photos of your favorite teacher: social_zh@unesco.org	Sept. 30	139	28
How about adding peace to the international list of human rights? http://t.cn/ag78Yf	Sept. 22	103	36
Director-General's message for International Peace Day http://t.cn/adNkcs	Sept. 21	133	35
Celebrating World Teachers' Day - Send a UNESCO e-card to your teachers! http://t.cn/aDLkQX	Sept. 30	48	13

3.4 Video Traffic

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

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

Variation September vs August 2011

Video views	September 2011	August 2011	Variation vs August
English	169 482	148 201	+14,36%
French	38 526	34 343	+12,18%
Spanish	52 518	41 523	+26,48%
Russian	7 806	6 391	+22,14%
Arabic	5 039	4 393	+14,71%
Chinese	58	31	+87,10%

New subscribers	September 2011	August 2011	Variation vs August
English	236	220	+7,27%
French	24	39	-38,46%
Spanish	63	79	-20,25%
Russian	9	7	+28,57%
Arabic	11	7	+57,14%
Chinese	0	0	-

• Top 10 videos on UNESCO TV English Channel

169 482 views in September 2011		Subject	% of total views
1	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	10.2 %
2	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	5.2 %
3	Kabuki Theatre	CLT/ITH	4.8 %

4	Georgian Polyphonic Singing	CLT/ITH	3.2 %
5	Baul Songs	CLT/ITH	3.2 %
6	International Literacy Day 2011: Why Literacy Means Peace	CLT/ITH	3 %
7	Oral and Graphic Expressions of the Wajapi	CLT/ITH	2.6 %
8	Gagaku	CLT/ITH	2.1 %
9	Falconry, a living human heritage	CLT/ITH	1.7 %
10	Lacemaking in Croatia	CLT/ITH	1.7 %

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

38 526 views in September 2011		Subject	% of total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	12.4 %
2	Le chant polyphonique géorgien	CLT/ITH	7.4 %
3	Le Maloya	CLT/ITH	5.7 %
4	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	3.3 %
5	Le Kankurang, rite d'initiation mandingue	CLT/ITH	3.1 %
6	Une école maternelle à Paris: 24 heures par semaine à partir de 3 ans	CLT/ITH	2.4 %
7	Le repas gastronomique des Français	CLT/ITH	2.3 %
8	Le Canto a tenore, chant pastoral sarde	CLT/ITH	2.1 %
9	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	2.0 %
10	Chemins de Saint-Jacques-de-Compostelle en France	CLT/ITH	1.9 %

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

52 518 views in September 2011		Subject	% of total views
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	18.4 %
2	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	9.8 %
3	El canto polifónico georgiano	CLT/ITH	3.6 %
4	El carnaval de Barranquilla	CLT/ITH	3.3 %
5	El teatro Kabuki	CLT/ITH	2.7 %
6	La huaconada, danza ritual de Mito	CLT/ITH	2.5 %
7	Los dibujos en la arena de Vanuatu	CLT/ITH	1.9 %
8	El patrimonio oral y las manifestaciones culturales del pueblo zápara	CLT/ITH	1.9 %
9	El Kankurang, rito de iniciación mandinga	CLT/ITH	1.5 %
10	El Canto a tenore, un canto pastoral sardo	CLT/ITH	1.5 %

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

7 806 views in September 2011		Subject	% of total views
1	Alsou (Алсу) UNESCO Artist for Peace	UNESCO	17,8 %
2	Prehistoric Sites and Decorated Caves of The Vézère valley	CLT/WHC	5,4 %
3	The historic center of Rome and the Properties of the Holy Sea	CLT/WHC	4,6 %
4	The ancient city of Petra	CLT/WHC	3,4 %
5	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	2,8 %
6	Palace and Park of Versailles	CLT/WHC	2,7 %
7	Historic Areas of Istanbul	CLT/WHC	2,7 %
8	Archaeological sites of Mohenjo-Daro	CLT/WHC	2,4 %
9	Inclusive Education	ED	1,7 %
10	The ancient Maya city of Calakmul, Campeche	CLT/WHC	1,3 %

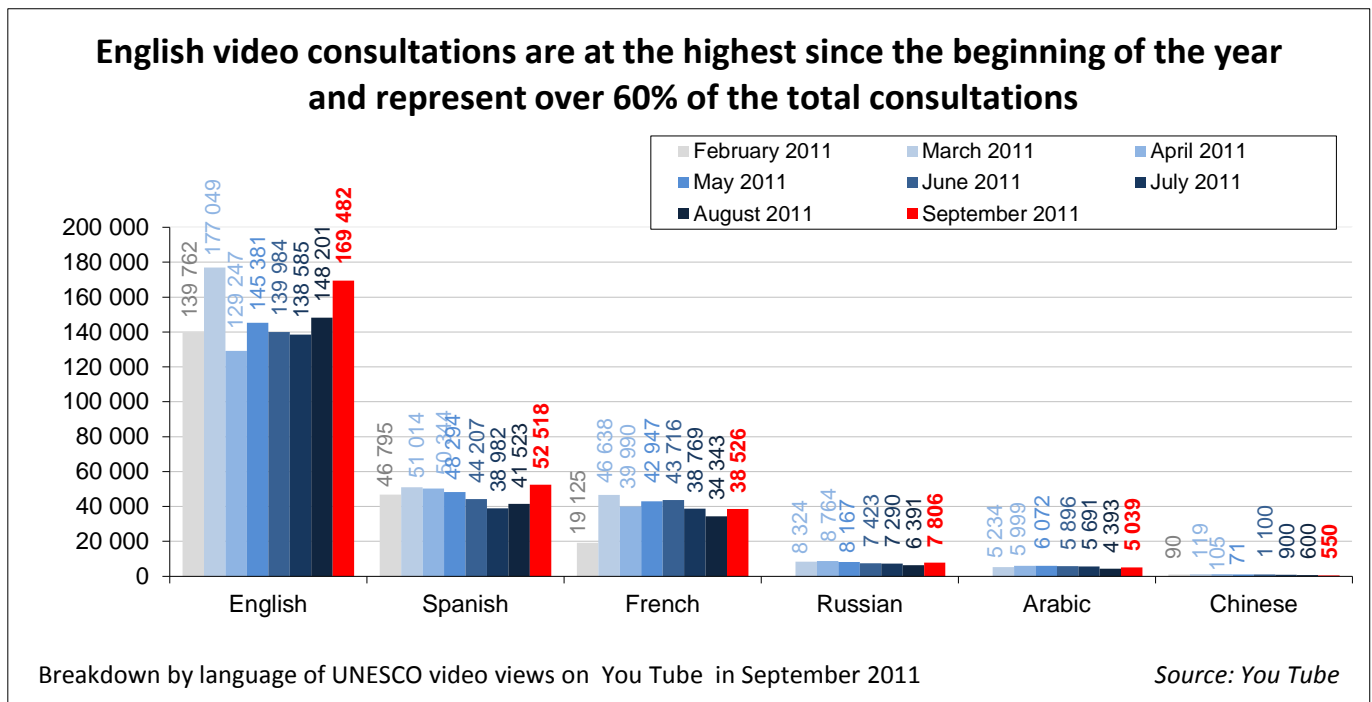
▪ **Top 10 videos on UNESCO TV Arabic Channel**

5 039 views in September 2011		Subject	% of total views
1	Venice Beach and lake	CLT/WHC	10.6 %
2	Archaeological Areas of Pompeii, Herculaneum and Torre	CLT/WHC	4.7 %
3	Prehistoric Sites and Decorated Caves of The Vézère valley	CLT/WHC	3.5 %
4	Taj Mahal	CLT/WHC	3.1 %
5	Palace and Park of Versailles	CLT/WHC	3 %
6	Te Wahipounamu - South West New Zealand	CLT/WHC	3 %

7	Lines and natural patterns in the Nazca and Pampas de Jumana	CLT/WHC	2.7 %
8	Canadian Rocky Mountain Parks	CLT/WHC	2.5 %
9	Villages of Shirakawa - Go and Gokayama Altarichatan	CLT/WHC	2.4 %
10	Sacred Sites and Pilgrimage Routes in the Kii Mountains	CLT/WHC	2.3 %

▪ **Top 7 videos on UNESCO TV Chinese Channel**

58 views in September 2011		Subject	% of total views
1	The 2001 Convention	CLT	46.6 %
2	UNESCO History	UNESCO	27.6 %
3	Education for all "Mr Qian Tang" GMR ...	ED	8.6 %
4	Water in Cities	SC	6.9 %
5	Action to combating trafficking in cultural property	CLT	5.2 %
6	Cities on the Edge	CLT	3.4 %
7	Languages matter!	CLT	1.7 %



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

▪ **Top 7 Videos**

Video	Posted	Total Views	Quoted*
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	March 03	43 227	4 557
Endangered world heritage: Tropical Rainforest Heritage of Sumatra	June 23	5 367	5 180
Intangible heritage Kunqu Opera-the Peony Pavilion Performed by UNESCO Artist for Peace Jun Zhang	May 14	3 726	2 881
Herbie Hancock UNESCO Goodwill Ambassador	July 20	2 833	255
Malaga	Sept. 01	1 669	102
Water in the Cities	Aug. 23	1 078	199
Peace is a human right	Sept. 22	972	281

* Views of the video from other websites

3.6 UNESCO on iTunes U - <http://www.unesco.org/new/itunes/>

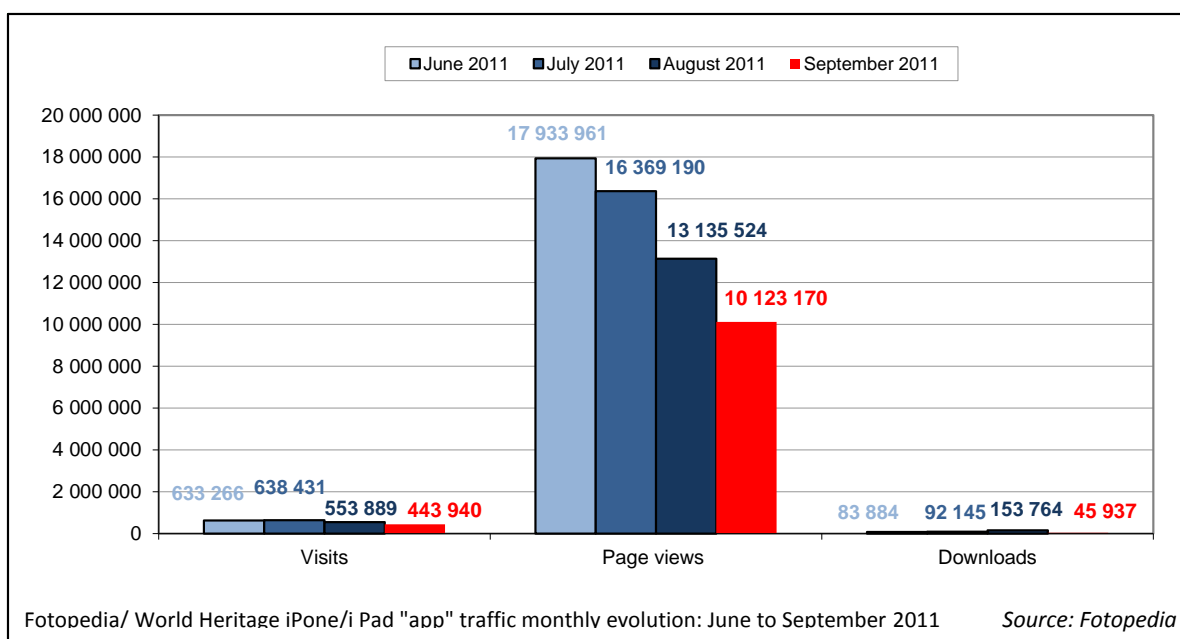
On 22 June UNESCO has joined iTunes U with a wealth of new educational material providing free access to UNESCO's rich multimedia content, via the iTunes Store, Apple's popular online music, video, and podcast service. Collections containing several hundred movies, podcasts, and documents are available in three languages (English, French and Spanish), ranging from training support materials, to policy reports and journals, and lectures, interviews and documentaries which can be downloaded for free to a computer, iPad, iPhone or iPod touch.

Metrics	TOTAL	28 August to 3 September	4 to 10 September	11 to 17 September	18 to 24 September	25 Sept. to 1 October
Downloads	24 602	423	594	7 392	9 605	6 588

3.7 UNESCO Fotopedia iPhone/iPad "app"

The Fotopedia / World Heritage iPhone/iPad "app" was launched in August 2010. Installed on all demonstration machines at stores worldwide, it is ranked as a "favorite" by Apple.

Metrics	TOTAL	September 2011	Variation vs August	August 2010 (launch) to August 2011
Downloads	1 996 583	45 937	-70.12%	1 950 646
Visits	7 749 270	443 940	-19.85%	7 305 330
Pages views	262 944 170	10 123 170	-22.93%	252 821 000
Info pane with UNESCO logo & text	2 129 818	98 207	-26.39%	2 031 611
Preview of Heritage viewed within other apps	126 233	2 641	-40.68%	123 592
Open UNESCO page from Heritage	49 037	1 111	-6.09%	47 926
Distinct UNESCO WHC pages opened	3 016	112	-90.00%	2 904
Most viewed UNESCO WHC page	http://whc.unesco.org/en/list/121	http://whc.unesco.org/en/list/121		



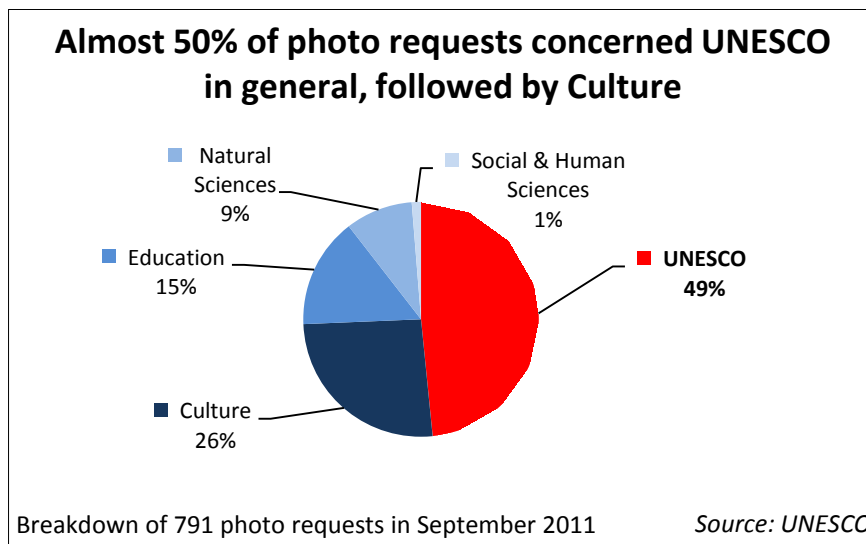
4. UNESCO Photobank - <http://photobank.unesco.org/>

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

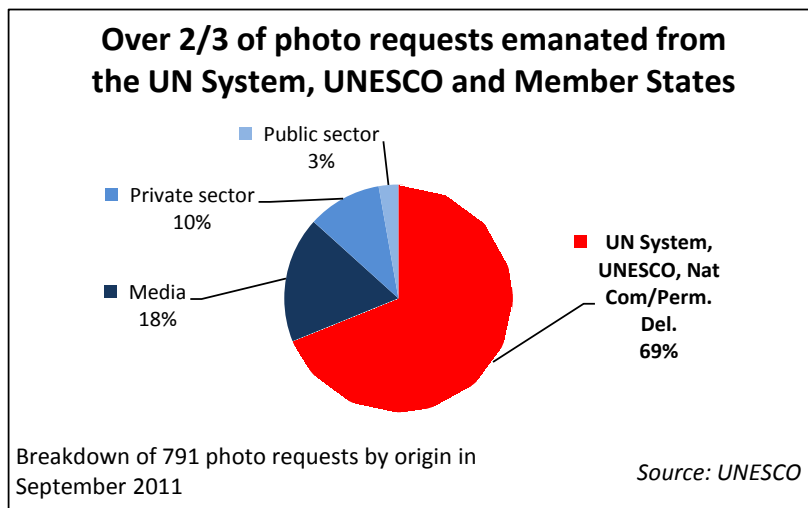
Themes

Themes	September 2011	August 2011
UNESCO	383	307
Education	120	50
Natural Sciences	73	2
Social and Human Sciences	10	32
Culture	205 (176 WHC + 29 ITH)	66 (64 WHC + 2 ICH)
Communication and Information	0	5
TOTAL	791	



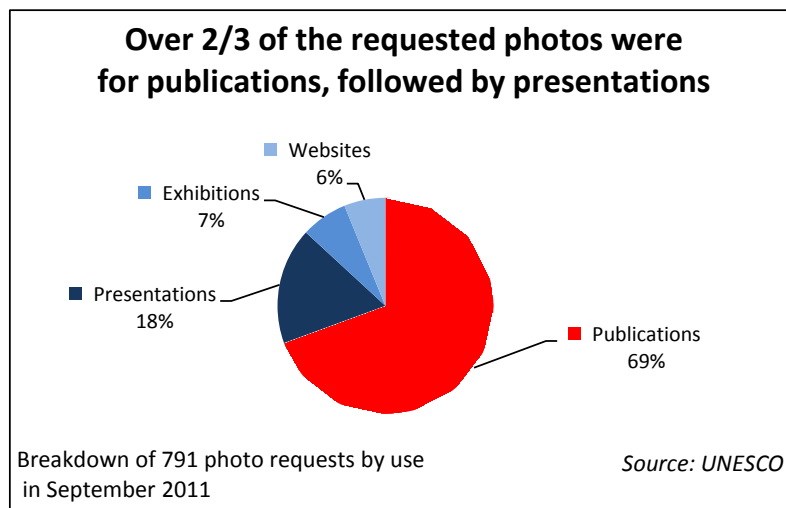
Origin of requests

Origin of request	September 2011	August 2011
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	544	287
Media: Written and Audiovisual and Press	141	104
Education (Schools, Universities, teachers, researchers)	1	11
Public sector (Museums, Bookshops)	22	3
Private sector	83	31
Others	0	26
TOTAL	791	462



Use of photos

Use of photos	September 2011	August 2011
Websites	49	84
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	549	244
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	138	101
Exhibitions	55	7
Private use	0	26
TOTAL	791	462



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.)

	September 2011	September 2010
Number of Events	45	30
Number of Photos	1 002	465

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.

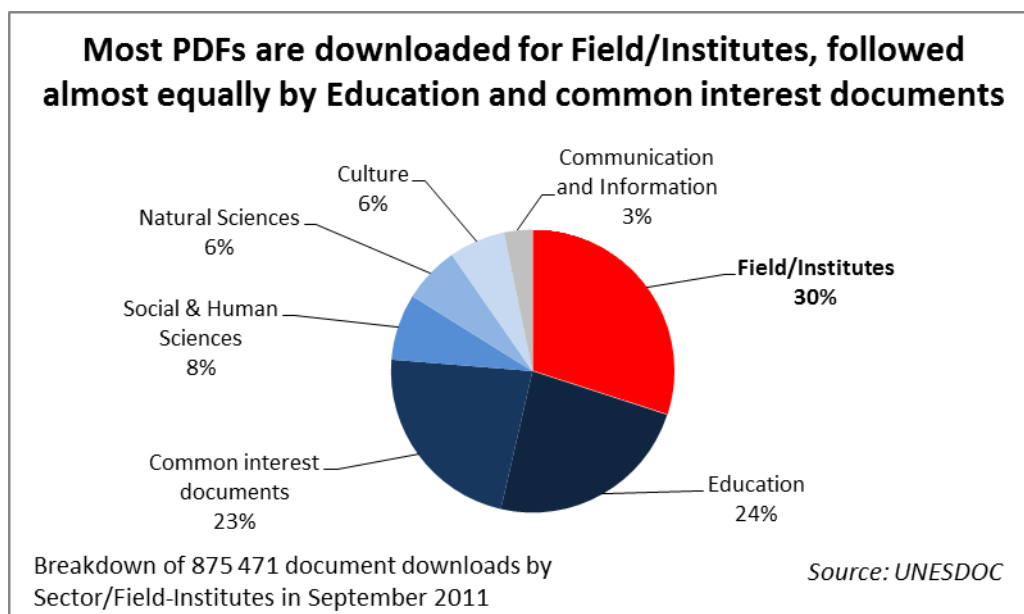
In September there were **128 918** (128 362 in August) records available online in PDF format, including documents, publications, communication material and other working documents.

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 September	875 471
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Average nb of downloads per PDF
Education	9 484	206 595	5
Natural Sciences	9 486	56 582	17
Social and Human Sciences	5 554	66 449	8
Culture	3 138	56 097	6
Communication and Information	2 302	28 431	8
Fields & Institutes	8 085	262 662	3
Common interest documents	NA	198 655	NA



5.1.2 Top 50 Country Origin

	Country	Downloads
1	United States of America	64 896
2	Brazil	58 081
3	Mexico	58 006
4	France	49 170
5	India	33 425
6	Colombia	22 548
7	Philippines	20 071
8	Argentina	19 329
9	Spain	19 033
10	Peru	16 035
11	United Kingdom of Great Britain and Northern Ireland	15 543
12	Canada	15 260
13	China	13 006
14	Nigeria	12 729
15	Japan	12 722
16	Australia	10 415
17	Chile	10 232
18	Germany	9 608
19	Venezuela (Bolivarian Republic of)	9 171
20	Republic of Korea	6 979
21	South Africa	6 654
22	Algeria	6 165
23	Ecuador	5 800
24	Morocco	5 705
25	Bolivia	5 077
26	Malaysia	4 930
27	Kenya	4 887
28	Guatemala	4 840
29	Belgium	4 692
30	Indonesia	4 557
31	Russian Federation	4 477
32	Portugal	4 462
33	Netherlands	4 281
34	Italy	4 061
35	Cameroun	3 770
36	Pakistan	3 610
37	Switzerland	3 480
38	Costa Rica	3 269
39	Dominican Republic	3 151
40	Singapore	2 982
41	Ethiopia	2 952
42	Thailand	2 680
43	Tunisia	2 674
44	Egypt	2 582
45	Ghana	2 526
46	Panama	2 524
47	Côte d'Ivoire	2 510
48	New Zealand	2 340
49	Senegal	2 133
50	Uganda	2 083

5.1.3 Printable Communication materials

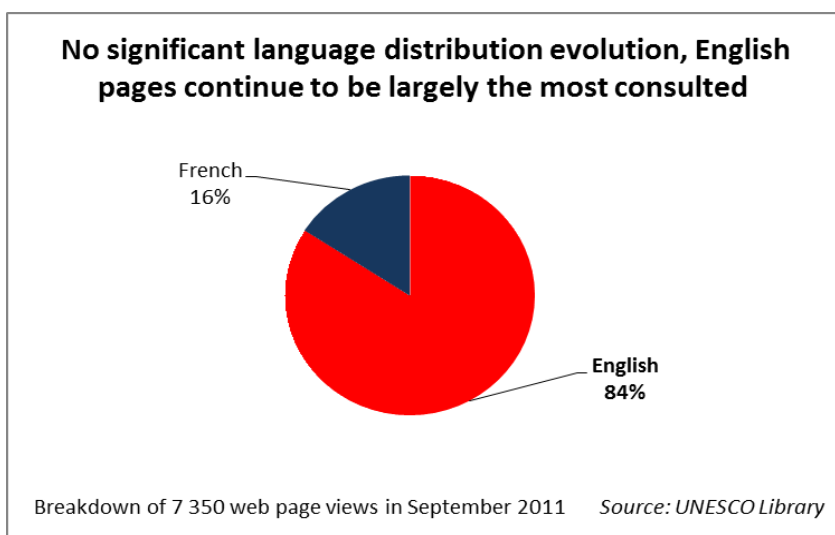
Title	Total downloads in September						
	EN	FR	SP	RU	AR	ZH	Total
2010 UNESCO Annual Report	266	125	-	-	-	-	391
UNESCO brochure	1 340	420	-	-	-	-	1 760
65 Ways UNESCO Benefits Countries all over the World	91	49	84	-	15	-	402
A New Humanism for the 21 st Century	50	33	18	5	1	-	107

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

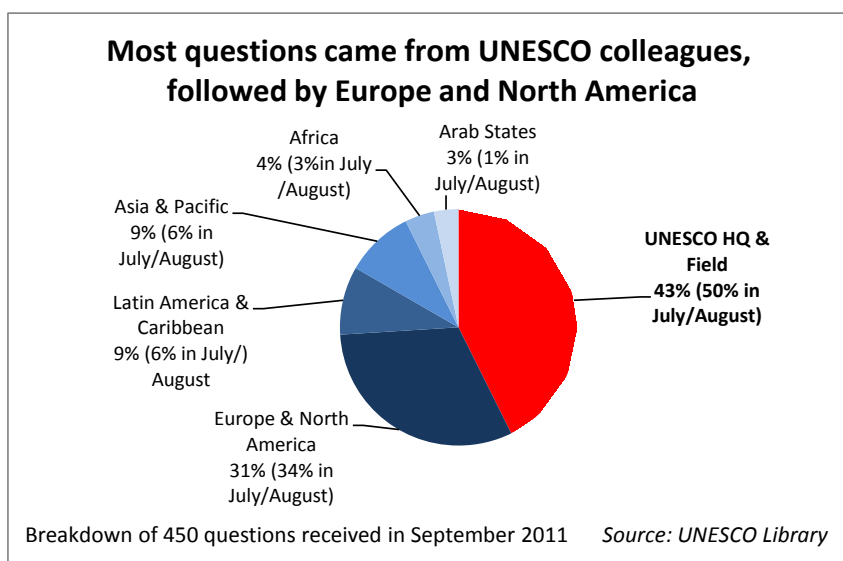
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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

5.2.1 Web page views



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



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

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

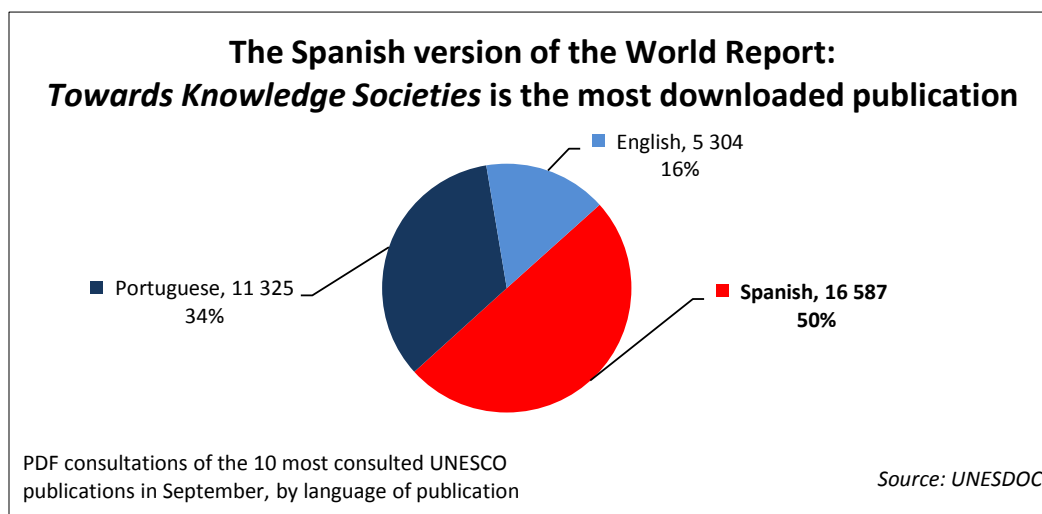
Publications in Spanish and Portuguese were popular online and in print in September, with the Spanish edition of *Towards Knowledge Societies: UNESCO World Report (Hacia las sociedades del conocimiento: informe mundial de la UNESCO)* taking first place among UNESDOC downloads, followed closely by the Portuguese language *O Índio brasileiro: o que você precisa saber sobre os povos indígenas no Brasil de hoje*, published by UNESCO Brasilia in 2006.

Publication sales were dominated by an order for more than 1,000 books through the sales agent in Mexico. This was composed of three volumes in the Discovering the World series: *Explícame... el clima*, *Explícame... las reservas de biosfera*, and *Háblame de los océanos*.

UNESCO now offers 133 publications for consultation on Google Books, from where readers can browse the full contents or search for specific terms. A total of 137,188 views of UNESCO publications were logged on Google Books in September.

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

	Title	Sector	Language	Views	Published
1	Hacia las sociedades del conocimiento: informe mundial de la UNESCO	All	Spanish	5 972	Paris, UNESCO, 2005
2	O Índio brasileiro: o que você precisa saber sobre os povos indígenas no Brasil de hoje	ED	Portuguese	5 752	Brasilia, UNESCO/MEC/LA CED, 2006
3	História geral da Africa, I: metodologia e pré-história da Africa	CLT	Portuguese	3 201	Brasilia, UNESCO Brasilia/MEC/UFS Car, 2010
4	Aportes para la enseñanza de la matemática	ED	Spanish	2 894	Santiago de Chile, OREALC/LLECE, 2009
5	The UNESCO Courier – N° 3 - 2011 – How youth drive change	DPI	English	2 849	Paris, UNESCO, 2011
6	El Correo de la UNESCO – N° 3 - 2011 – Cómo los jóvenes cambian el mundo	DPI	Spanish	2 715	Paris, UNESCO, 2011
7	Aportes para la enseñanza de las ciencias naturales	ED	Spanish	2 658	Santiago de Chile, OREALC/LLECE, 2009
8	The Hidden crisis: armed conflict and education; EFA global monitoring report, 2011	ED	English	2 455	Paris, UNESCO, 2011
9	Youth and adult literacy in Brazil: learning from practice	ED	Portuguese	2 372	UNESCO Brasilia, 2008
10	Convivencia democrática, inclusión y cultura de paz: lecciones desde la práctica educativa innovadora en América Latina	ED	Spanish	2 348	Santiago de Chile, OREALC, 2008



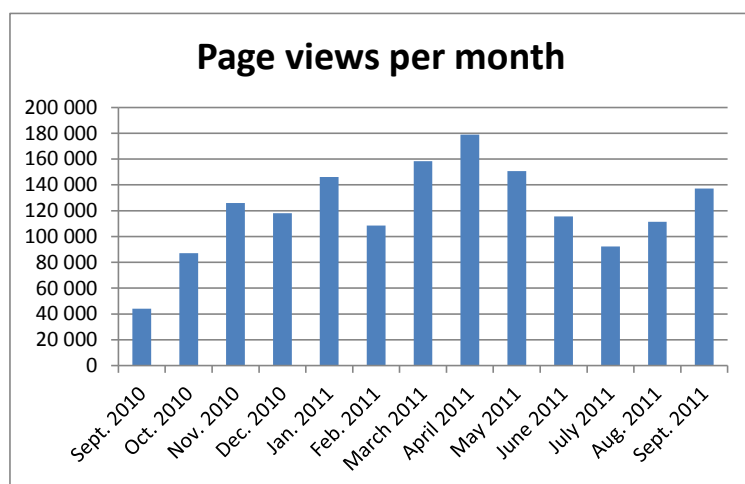
6.2. PDF consultations of UNESCO flagship publications in September (UNESDOC)

	Title	Language	PDF views Sept. 2011	PDF views 2010
1	<i>História geral da Africa, I-VIII (General History of Africa, Volumes 1-8)</i>	Portuguese	13 391	Publ. Dec. 2010
2	<i>Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards Knowledge Societies: UNESCO World Report)</i>	Spanish	5 972	38 906
3	<i>EFA Global Monitoring Report, 2011: The Hidden Crisis - Armed Conflict and Education</i>	English	2 455	Publ. 2011
4	<i>General History of Africa, Volumes 1-8</i>	English	2 409	213
5	<i>Los Siete saberes necesarios para la educación del futuro</i>	Spanish	1 982	17 417
6	<i>Reaching the marginalized: EFA global monitoring report, 2010</i>	English	1 771	Publ. Nov 2010
7	UNESCO Science Report, 2010: the current status of science around the world	English	842	1 802
8	<i>World Social Science Report, 2010: Knowledge Divides</i>	English	758	Publ. Jun 2010
9	<i>Water: a shared responsibility; the United Nations world water development report 2</i>	English	737	15 219
10	<i>Les sept savoirs nécessaires à l'éducation du futur (Seven complex lessons in education for the future)</i>	French	723	7 890
11	<i>Engineering: issues, challenges and opportunities for development; UNESCO report</i>	English	645	Publ. Oct. 2010
12	<i>Towards knowledge societies: UNESCO world report</i>	English	634	7 116
13	<i>Investing in cultural diversity and intercultural dialogue: UNESCO world report</i>	English	408	13 473
14	<i>Invertir en la diversidad cultural y el diálogo intercultural (Investing in cultural diversity and intercultural dialogue: UNESCO world report)</i>	Spanish	356	2 968

6.3 Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, 133 UNESCO publications (mainly new titles) are available on the service, which allows readers to search for and browse these books online.

Month	Publications on Google Books	Pages viewed	Book visits	Book visits with buy clicks
September 2011	147	137 188	9 126	109
September 2010	45	44 171	2 856	43



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*

Bookshop sales of UNESCO publications in September, top 5

	Title	Copies sold	Sector
1	The World's Heritage: A Complete Guide to the Most Extraordinary Places	31	CLT/WHC
2	Cultural Property in War: Improvement in Protection	21	CLT
3	The Protection of Cultural Property in the Event of Armed Conflict	20	CLT
4	Migration and Climate Change	9	SHS
5	General History of Africa volume 5: Africa from the 16th to the 18th Century	8	CLT

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

	Title	Copies sold	Publisher
1	Charte des Nations Unies	14	UN
2	Le Patrimoine mondial de l'UNESCO, 3 ^e édition	14	Ouest France
3	El Patrimonio de la humanidad	6	Blume
4	<i>Papa tu peux sauver la planète</i> (colouring book)	5	UN
5	Patrimoine mondial de l'UNESCO : Les sites français	4	Ouest France

6.5 Online and international sales

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

	Title	Copies sold	Sector
1	Explícame... El clima	335	SC
2	Explícame... Las reservas de biosfera	335	SC
3	Háblame de los océanos	335	SC
4	Migration and Climate Change	13	SHS
5	Mapping out the Research-Policy Matrix : Highlights from the First International Forum on the Social Science-Policy Nexus	11	SHS

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

Bookshop sales of UNESCO publications, lowest sellers in September

Title	Copies sold	Sector
Compendio mundial de la educación 2010	0	ED
L'ombre du système éducatif : quel soutien scolaire privé, quelles politiques publiques ?	0	IIEP
Rapport mondial de suivi sur l'Éducation pour tous 2011 - La crise cachée : les conflits armés et l'éducation	0	ED

Témoins de l'histoire - Recueil de textes et documents relatifs au retour des objets culturels	0	CLT
Freedom of connection, freedom of expression: the changing legal and regulatory ecology shaping the Internet	1	CI

Online and international sales of UNESCO publications, lowest sellers in September

Title	Copies sold	Sector
Compendio mundial de la educación 2010	3	ED
Compendio mundial de la educación 2009	4	ED
Informe de Seguimiento de la Educación para Todos en el Mundo	6	ED
Kit pédagogique pour les pays situés en zones montagneuses - Une approche créative de l'éducation à l'environnement	6	SC
L'ombre du système éducatif : quel soutien scolaire privé, quelles politiques publiques ?	6	IIEP

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

6.7 Co-publishing agreements and amendments

Contract No.	Title	Publisher	Language	Date of signature
J. 2011-021	General History of Latin America	China Translation and Publishing Corporation	Chinese	02/09/2011

6.8 Permissions granted to use or translate UNESCO contents

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Prof. Rupert Maclean, The Hong Kong Institute of Education	Figure "Potential for growth of tertiary sector in East Asia: tertiary gross enrollment ratios by region, 1970 to 2007" from <i>"Global Education Digest 2009"</i> , © UNESCO-UIS 2009	Inclusion in conference paper, CD-ROM, printed format, on "Policy and Practice Possibilities for Hong Kong to Develop into an Education Hub: Issues and Challenges"	Email granting permission, provided credit is given to UNESCO	23/09/2011
Ashgate Publishing, through Fabio Albergaria de Queiroz, researcher from University of Brasilia	Figure 4.2 from <i>"The United Nations World Water Development Report: Water for People, Water for Life"</i> , p. 69 © UNESCO 2003	Inclusion in work entitled "New Security Frontiers: Critical Energy and the Resource Challenge", 250 hardback copies and e-book version both sold at GBP 55 per unit	Due acknowledgement of UNESCO, free of charge	03/10/2011
Pearson Education South Africa, through Aletta Marais	Screenshot of the UNESCO Library Portal extracted from UNESCO's website: http://www.unesco.org/library	Inclusion in work entitled "Navigating Information Literacy – 3 rd edition, 5,000 copies sold at ZAR 300 per unit	Due acknowledgement of UNESCO, free of charge	03/10/2011
Getty Conservation Institute, USA, through Anna Duer	<i>"Humidification de l'air et aération dans les musées"</i> , In <i>Museum</i> , vol. XV, n° 3, 1931, pp. 54-57, & <i>"Control of deteriorating effects of light upon museum objects"</i> In <i>Museum</i> , vol. XVII, n°2, 1964, pp. 96-98	Inclusion in work entitled "Readings in Conservation: Issues in Preventive Conservation", 2,000 copies to be sold at USD 60 per unit	Text only, due acknowledgement of UNESCO, fee = USD 100	04/10/2011

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

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

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

The Chinese version registered the highest number of new subscribers in September (225) due to a promotion strategy through social media networks.

The July-September issue, "How youth drive change", is the most consulted one, especially in English, Spanish and French, followed by Chinese, Russian and Arabic.

200 copies of the April-June issue, "Women conquering new expanses of freedom", have been printed on demand (in French) for the Association "Plume Noire" based in Paris. Printing costs have been covered by the association.

7.1. Number of PDF downloads, subscribers, printed copies in September

Language	Last issue PDF downloads	All issues PDF downloads	New subscribers	Total subscribers	Variation vs M-1	Printed copies
English	2 849	9 092	169	30 280	0.56%	0
French	1 734	7167	115	14 959	0.77%	200
Spanish	2 715	11 721	175	12 805	1.39%	0
Russian	443	621	15	1 711	0.88%	0
Arabic	440	523	14	2 171	0.65%	0
Chinese	447	560	225	2 631	9.35%	0
Portuguese	N/A*	232	0	1968	0.00%	0
TOTAL	8 628	29 916	713	66 525	1.08%	200

*July-September issue, "How youth drive change", is not available in Portuguese yet.

As a result of problems experienced with the electronic mailing list, the figure available for the Portuguese subscribers is not viable.

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

	Title	Language	PDF consulted	Published
1	How youth drive change	English	2 849	August 2011
2	How youth drive change	Spanish	2 715	August 2011
3	How youth drive change	French	1 734	August 2011
4	Chemistry and life	Spanish	581	January 2011
5	How youth drive change	Chinese	447	August 2011
6	How youth drive change	Russian	443	August 2011
7	The Ramayana and the Mahabharata: two epics of Asia	Spanish	442	December 1967
8	Chemistry and life	English	441	January 2011
9	How youth drive change	Arabic	440	August 2011
10	Women conquering new expanses of freedom	Spanish	233	June 2011

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

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

8.1. Number of events by “Major Programmes”

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
CI	9	5	4	
CLT	29	13	16	
ED	10	10		
ERI	9	9		
SC	16	12	4	
SHS	13	8	5	
BFM	1	1		
AFR	2	2		
GBS/SCX	1	1		
IOS	1	1		
ODG	1	1		
BSP	2	2		
Total	94	65	29	

8.2. Events organized by Field Offices/ Institutes

Almaty	1
Apia	1
Bangkok	1
Beirut	1
Brasilia	1
Cairo	1
Havana	3
Jakarta	1
Katmandu	1
Libreville	1
Montevideo	1
Moscow	1
Quito	2
Rabat	1
Venice	9
Windhoek	3
Total	29

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

Type of Events taking place	at HQS	away from HQS
Category 2-Intergovernmental meeting	1	-
Category 4- International Congress	1	1
Category 5-Advisory Committee	2	-
Category 6-Expert Committee	8	2
Category 7-Seminars and Workshops	2	14
Category 8-Symposium	1	2
Concert	-	1
Exhibition	7	3
Event under UNESCO Patronage		2
Film Projection	-	-
Information Meeting with Permanent Delegations	5	-
Press conference	-	-
Interagency Meeting	1	3
Intersectorial Meeting	-	-
Meeting by Member States or Institutions	1	9
Prize-giving ceremony	1	4
Fundraising Gala	-	-
Special Event	7	7
Working group/Expert Meeting	2	6
Executive Board	1	-
Headquarters Committee	-	-
Total	40	54

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
05-07/09	7e session du Comité intergouvernemental de bioéthique (CIGB)	SHS/EST/BIO	Salle IV	300
06/09	WHC-ICOMOS France	CLT/WHC/PSM	Salle XI	200
06-07/09	Réunion de lancement du Projet de gouvernance des eaux souterraines	SC/HYD/HGC	Salle IX	80
06-07/09	Conférence thématique : " Pour une approche prospective de la Priorité Afrique"	AFR	Salles XII, III, VIIIbis	300
06-07/09	1e Réunion du Comité international de pilotage pour la Conférence de fin de la Décennie pour l'Education pour le Développement (DEDD)	ED/PSD/ESD	Salles V, VIII	30
06-09/09	Meeting - HIV and AIDS	ED/PSD/HIV	Salle VII	40
07/09	Réunion de lancement du Projet de gouvernance des eaux souterraines	SC/HYD/HGC	Salle XIV	40
07-08/09	«World Heritage and REDD+»	CLT/WHC/PSM	Salle V	20
08/09	Réunion d'information sur les résultats des évaluations et audits internes d'IOS	IOS/DIR	Salle XI	200
12/09	Réunion annuelle des Ambassadeurs de bonne volonté	ODG/HGA	Salle X	200
13/09	Risk Management Committee	BSP/PB	Salle III	60
12-13/09	Comité technique pour l'indice du développement holistique de l'enfant	ED/BHL/BAS	Salle VI	50
12-13/09	Lancement du programme Rabindranath Tagore, Pablo Neruda, Aimé Césaire	CLT/CPD/DIA	Salle VIII	40
12-16/09	OCEANS CO2 (SISOCO2)	SC/IOC/OSS	Salle XII	300
13-14/09	Réunion Inter-Agences des Nations Unies sur la sécurité des journalistes	CI/FEM/FOE	Salles X, XIV	200
13-14/09	Réunion de BSP avec Forest Whitaker et les délégations permanentes	BSP/FOR	Salles V, VI, VII	50
13-14/09	Conférence sur les financements innovants	BSP/FOR	Salles IV, IX	300
14/09	Prix Félix Houphouët-Boigny pour la recherche de la paix	CRP	Salles I, II, III, V	1300
14/09	Third thematic debate with Member States on UNESCO's programme in support of SIDS	SC/PSD/SII	Salle X	200
15/09	Surface Ocean CO2 Data-to-Flux Workshop	SC/IOC/OSS	Salles IV, III, V, VII	300
15/09	Atelier CLT - IOS sur le dialogue interculturel	CLT/EO	Salle VI	50
15-16/09	Panel de haut niveau sur la science et le développement - réunion avec les membres du Panel	SC/EO	Salle II, VIII	400
15-16/09	DG Information Meeting on HIV and AIDS	ED/PSD/HIV	Salle IV	300
16/09	Réunion extraordinaire du Bureau du Comité du Siège	ADM/HQD/DIR	Salle VIII	40
18/09	Information meeting on the Sport Program and the	SHS/SRP/YSPE	Salle II	400

	7th Youth Forum			
19-22/09	Academia Europaea: Chimie, Sciences et société dans la construction de l'Europe	SC/BES	Salles XI, VI, VII, VIII	280
19-21/09	Task Team Meetings - NEAMTWS	SC/IOC/TSU	Salle XV	30
20/09	Réunion des Chaires UNITWIN	CLT/EO/CKP	Salle XVI	50
21-22/09	UNESCO Working Group on Intercultural Competences	BSP/CPN	Salle XIV	40
22-23/09	SIDA Project policy workshop	SHS/EST	Salle XVI	40
22-23/09	Réunion du Jury international du Prix UNESCO-Madanjeet Singh	SHS/HPD/RAC	Salle IX	80
26/09-7/10	187 ^e Session du Conseil exécutif	GBS/DIR	Salles X, IV, VI, VII, VIII, XI, XII	300
29-30/09	Fast-Track Initiative Monitoring and Evaluation Strategy : Presentation of the final report	ED/PDE/PER	Salle V	20
Total participation				6 240

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

9.1.2. External rentals

Date	Title	Organizer	Place	Public
05/09	Colloque sur les grands hommes et femmes politiques ultramarins et sénégalais	Délégation permanente du Sénégal	Salle II	400
12/09	Journée de l'OCI " Le rôle de la femme dans le développement des sociétés"	Délégation permanente du Sénégal	Salle XII	400
12/09	La Commission des Finances et des Programmes de l'Union Latine	Union Latine	Salle XVI	50
13/09	Commémoration du centenaire du premier périodique afghane "Seraj-ul-Akhbar"	Délégation permanente de l'Afghanistan	Salle IV	300
15/09	Cycle IHEPS 2011	Institut des hautes études de protection sociale	Salle XVI	50
Total participation				1 200

9.1.3. Electoral Groups Meetings

Date	Title	Organizer	Place	Public
05/09	Réunion du Groupe Electoral II	Délégation permanente d'Azerbaïdjan	Salle XVI	40
06/09	Réunion du Groupe UE	Délégation permanente de Pologne	Salle XIII	80
09/09	Réunion du Groupe africain	Délégation permanente d'Angola	Salle XIII	60
12/09	Réunion du Groupe UE	Délégation permanente de Pologne	Salle XIII	80
12/09	Réunion du groupe arabe	Délégation permanente d'Egypte	Salle XIV	40
13/09	Réunion du Groupe Electoral I	Délégation permanente de Norvège	Salle XIII	80
13/09	Réunion du Groupe UE	Délégation permanente de Pologne	Salle XIV	40
14/09	Réunion du Groupe UE	Délégation permanente de Pologne	Salle XIII	80
15/09	Réunion du Groupe UE	Délégation permanente de Pologne	Salle XIV	40
19/09	Réunion plénière du Groupe 77	Délégation permanente de Chine	Salle IX	90
19/09	Réunion du Groupe UE	Délégation permanente de Pologne	Salle XIII	80
19/09	Meeting of the Commonwealth Group	Délégation permanente d'Australie	Salle XIV	40
20/09	Réunion du Groupe UE	Délégation permanente de Pologne	Salle XIV	40
20/09	ASPAC plenary meeting	Délégation permanente d'Iran	Salle XIII	80
23/09	Réunion du Groupe UE	Délégation permanente de Pologne	Salle XIV	40
26/09	Réunion du Groupe UE	Délégation permanente de Pologne	Salle IX	90
26/09	Réunion du Groupe UE	Délégation permanente de Pologne	Salle XIV	40
27/09	Réunion du Groupe UE	Délégation permanente de Pologne	Salle IX	90
28/09	Réunion du Groupe UE	Délégation permanente de Pologne	Salle IX	90
29/09	Réunion du Groupe UE	Délégation permanente de Pologne	Salle IX	90
30/09	Réunion du Groupe UE	Délégation permanente de Pologne	Salle IX	90
30/09	Réunion du Groupe UE	Délégation permanente de Pologne	Salle XIV	40
Total participation				1 440

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

- The September electronic calendar was sent to 3 582 subscribers (distribution list cleaned up before sending)
 - 61 new subscribers
- The Paper version of the monthly calendar is printed out in 2 500 copies (1 500 in French and 1 000 in English)
- 13 events have been organized, co-organized and/or promoted in October by DPI/SPE (Special Events Section)

9.2.1. Exhibitions

Date	Title	Organizer	Place	Public*
Until 12/09/2011	World heritage: Genius of Humanity, Splendour of Nature By Our Place	World Heritage Centre	Railings around UNESCO Hqs	N/A
Until 18/09/2011	Our World Heritage By Xinhua	Sector for External Relations and Public Information	Railings around UNESCO Hqs	N/A
5-9/09/2011	100th anniversary of the founding of Saint Sophia Cathedral in Kiev (1011°	Permanent Delegation of Ukraine	Salle des Pas Perdus	N/A
5-14/09/2011	Colours for the Planet, Art Camp 2010	Permanent Delegation of Andorra	Miró Rooms	N/A
5-21/09/2011	International Literacy Day: Literacy and Peace	Education Sector	Railings around UNESCO Hqs (Fontenoy & Miollis)	N/A
26/09-11/11/2011	Satellites and World Heritage sites, partners to understand climate change	Natural Sciences Sector	Railings around UNESCO Hqs	N/A
19-28/09/2001	Traditional crafts, Enchanting Korean Beauty	Permanent Delegation of the Republic of Korea	Miró Rooms	N/A
19-30/09/2011	Go West I	Permanent Delegation of the United States of America	Séгур Hall	400 (inauguration)
21-23/09/2011	400th anniversary of the University of Santo Tomás (1611)	Permanent Delegation of the Philippines	Salle des Pas Perdus	250 (inauguration)

9.2.2. Shows and Screenings

Date	Title	Organizer	Place	Public*
21/09/2011	400th anniversary of the University of Santo Tomas (1611) : Show The University of Santo Tomás Singers: A Gift to the World	Permanent Delegation of the Philippines	Room I	700

9.2.3. Special Events

Date	Title	Organizer	Place	Public*
8/09/2011	Organization of Islamic Cooperation (OIC) Day Round table: the role of muslim women in the development of societies Exhibition	Permanent Delegation of Senegal	Room XII	250
			Séгур Hall	N/A
12-13/09/2011	Rabindranath Tagore, Pablo Neruda and Aimé Césaire for a Reconciled Universal	Permanent Delegation of India	Room I	1 200 ⁽¹⁾
12/09/2011	Show: Remembering Tagore		Room II	300
13/09/2011	New Programme launch and Internation forum: For a reconciled universal	Culture Sector		
14/09/2011	Félix Houphouët-Boigny Peace Prize	Executive Secretariat of the Félix Houphouët-Boigny Peace Prize	Room I and II	1 500 ⁽²⁾

*Source: the 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.

- (1) Room I full at the beginning at this very long show, but the room has emptied considerably before the end.
- (2) 150 to 200 persons followed the ceremony in room II as room I was crowded.

Rooms' maximum capacity:

- Nb of seats: Room I: 1 350; Room II: 460; Room XII: 428.

9.3. UNESCO Visits

The Visitors' Service organized a total of 17 visits for **281** visitors in September 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 emails received	156
Number of requests received	64
Accepted requests	58%
Declined requests	42%

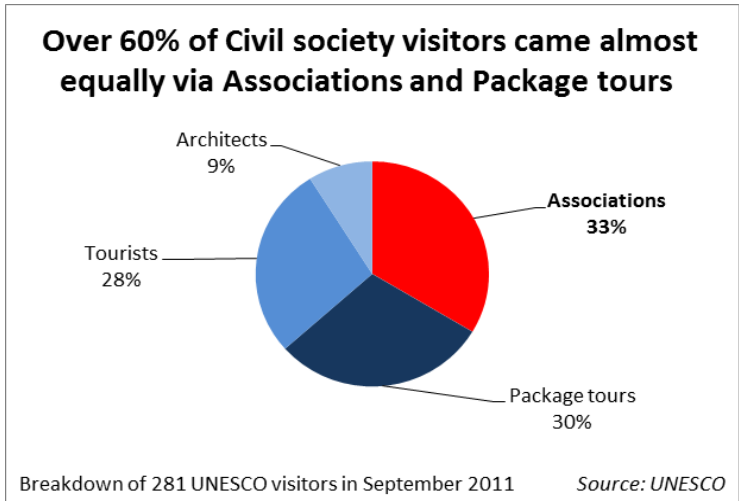
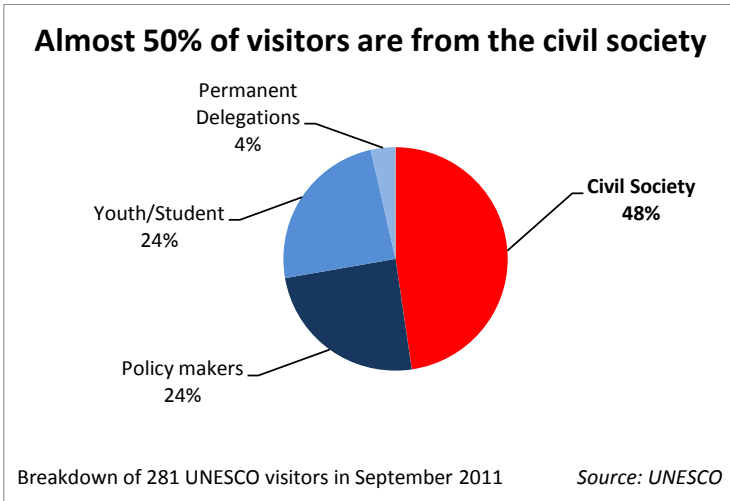
2. Languages		
Visits in English	5	29%
Visits in French	11	65%
Other	1	6%

3. Type of visits		
Individual Visits	2	11%
Group Visits	13	72%
Spontaneous Visits	1	6%
Thematic Conferences	2	11%

4. Origin		
Africa	0	0%
Arab States	1	6%
Europe and North America *	14	82%
Latin America and the Caribbean	0	0%
Asia and Pacific	2	12%

* Including local demands (57%)

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.

20 events which have been granted UNESCO's patronage took place in September 2011:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/09/2011	Belgium, Germany, Italy and Romania	Festival «Immask, Musées et Patrimoine immatériel. Focus sur les traditions masquées européennes »	Civil society	CLT
01/09/2011	Monaco	Expédition archéologique en Mongolie organisée par le Musée d'Anthropologie Préhistorique	Scientists, researchers & academia	CLT
02/09/2011	Republic of Korea	World Martial Arts Festival	Athletes, youth & students, civil society	SHS
05/09/2011	UNESCO HQ	Colloque intitulé «Les grands hommes et femmes politiques ultramarines et sénégalais » organisé par la Délégation permanente de Sénégal	UNESCO network, civil society	BSP
07/09/2011	Russian Federation	International literary forum «Days of White Cranes» organised by the government of the Republic of Dagestan	Civil society, literary personalities, youth & students	CLT
08/09/2011	France	Celebrations to promote «castells» which is inscribed on the UNESCO Intangible Heritage List	Civil society	CLT
15/09/2011	France	Une manifestation à Centre Alliance Edmond J Safra, Paris, au cours duquel sera présenté l'ouvrage de Saul Mézan « Les Juifs espagnols en Bulgarie – histoire, statistique, ethnographie »	Researchers, academia & civil society	ODG
15/09/2011	Israel	International conference entitled «Sport as a Mediator between Cultures» organised by the Wingate Institute	Policy makers, youth & students, educators & teachers & trainers	SHS
17/09/2011	France	Un concert de bienfaisance en faveur des enfants soldats démobilisé dans les pays des Grands Lacs	Civil society	AFR
19/09/2011	China	The 33 rd International Theatre Institute's world congress in Xiamen	Specialists, civil society	CLT
19/09/2011	UNESCO HQ	The 23 rd annual conference of Academia Europaea	Scientists, researchers & academia	SC
20/09/2011	UNESCO HQ	Une soirée musicale dans le cadre de la 4 ^{ème} édition du Festival Poiesis de la ville de Fabriano organisé par la Délégation permanente de l'Italie	Civil society, UNESCO network	CLT
20/09/2011	France	Un colloque intitulé « La sauvegarde du Patrimoine astronomique » à l'institut d'Astrophysique de Paris	Specialists & policy makers	CLT
20/09/2011	Italy	La 4 ^e conférence internationale à Bari sur la géologie médicale « Les sciences géologiques et médicales pour un environnement plus sûr »	Scientists, researchers & academia	SC
22/09/2011	Croatia	The 15 th International Lace Festival in Lepoglava	Civil society	CLT
21/09/2011	Greece	The 5 th international intensive course on Geoparks	Specialists & policy makers	SC
28/09/2011	Japan	The 24 th world congress in Tokyo of the International Union of Architects	Specialists, policy makers, & civil society	CLT
29/09/2011	Croatia	International conference in Zadar on «Managing the Underwater Cultural Heritage»	UNESCO network, development agencies	CLT

29/09/2011	France	La 3e réunion mondiale des juristes et des associations organisée par le Centre international de Droit Comparé de l'Environnement	Scientists, researchers, academia & policy makers	SC
29/09/2011	Serbia	International conference "The Digitalization of Cultural and Scientific Heritage", organized by the University of Belgrade	Policy-makers, specialists & researchers	CI

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 September 2011, **40 new logos** have been elaborated for internal and external audiences: 42% for Network Members, 22% for Intergovernmental Programme Members, 10% for Personalities, 10% for UNESCO Partners, 8% for Member States, 8% for the Secretariat.

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**

Estimate number of households as viewers in Japan (Video Research Inc): **17 725 000 households in main Kanto region = 1 percent of audience share corresponds to 177 250 households in main Kanto region.**

Estimate number of viewers in Japan (Video Research Inc) : **40 661 000 (households x 2.3 per 1 percent of audience share)**

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

Average audience share per household for the "Series World Heritage 100" in the Kanto region of Japan: **5 percent** (for the first broadcast) = **886 250 households = 2 038 375 viewers**

The total number of audience accessed to the programs in July and August in the Kanto region was estimated: **63 189 625/per month** (for the first broadcast only)

Average audience share in other regions in Japan and worldwide 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**

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

Sponsorship: **SONY**

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience Share</i>
04/09	Maya Site of Copan http://www.tbs.co.jp/heritage/archive/20110904.html	30 minutes	4.4%
11/09	Gros Morne National Park http://www.tbs.co.jp/heritage/archive/20110911.html	30 minutes	5.8%
18/09	Tsingy de Bemaraha Strict Nature Reserve http://www.tbs.co.jp/heritage/archive/20110918_data.html	30 minutes	4.5%
25/09	Rainforests of the Atsinanana http://www.tbs.co.jp/heritage/archive/20110925.html	30 minutes	6.0%

Average audience share in September: **5.2 percent** (for the first broadcast)

Estimate number of viewers in Japan: 4 750 000 (for the first broadcast)

The total number of audience accessed to the program in September was estimated at 18 980 000

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

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

Partnership began: October 2010

Duration: until December 2012

Products: **News and interviews**

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

Website Page views: **100 000 000 per day** (100 000 000 hits)

Network: partnership with more than 100 foreign news

Title & site on the web	Language	Nb of reports
http://search.news.cn/language/search.jsps?page=1&id=en&t2s=&t2e=&rp=20&n1=%55%4e%45%53%43%4f&n2=&n3=&ct=&np=content&ss=-PubTime&t1=0&t=1	English	33
http://search.news.cn/language/search.jsps?id=es&t=1&t1=0&ss=&ct=&n1=unesco	Spanish	8
http://search.news.cn/language/search.jsps?id=fr&t=1&t1=0&ss=&ct=&n1=unesco	French	13
http://search.news.cn/language/search.jsps?id=es&t=1&t1=0&ss=&ct=&n1=unesco	Russian	13
http://search.news.cn/language/arSearch.jsps?id=ar&t1=0&t=1&ss=&page=1&btn=0&ct=%D8%A7%D9%84%D9%8A%D9%88%D9%86%D9%8A%D8%B3%D9%83%D9%88&n1=%D8%A7%D9%84%D9%8A%D9%88%D9%86%D8%B3%D9%83%D9%88&np=content	Arabic	3
In September, a total of 70 reports were released on UNESCO through Xinhuanet.		

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	Language	Page Views
05/09	Russia launches virtual tour of Kamchatka geyser valley http://en.rian.ru/russia/20110905/166441970.html	English	861
22/09	Unesco starts cooperation with new Libyan authorities http://en.rian.ru/world/20110922/167045758.html	English	67
Total reports on UNESCO in English in September: 2		Total page views: 928	
09/09	Salvador Allende renace en la protesta chilena http://sp.rian.ru/opinion_analysis/20110909/150536746.html	Spanish	501
12/09	Proyecto internacional dedicado al poeta ruso Fet presentado en una provincia de Rusia http://sp.rian.ru/international/20110912/150606484.html	Spanish	13
Total reports on UNESCO in Spanish in September: 2		Total page views: 514	
08/09	Russie: clôture du forum politique mondial à Jaroslavl http://fr.rian.ru/world/20110908/190906194.html	French	69
Total reports on UNESCO in French in September: 1		Total page views: 69	
08/09	Politisches Forum in Jaroslavl: Medwedew trifft Unesco-Chefin http://de.rian.ru/world/20110908/260445884.html	German	60
Total reports on UNESCO in German in September: 1		Total page views: 60	

01/09	Burnt pavilion at All-Russian Exhibition Centre represented cultural value http://ria.ru/moscow/20110901/428247817.html	Russian	130
02/09	Serbia to fight for preserving Orthodox monasteries in Kosovo http://ria.ru/world/20110902/428927219.html	Russian	44
03/09	"Baikal Day" to be marked with community works, quiz and concert http://eco.ria.ru/nature/20110903/429132801.html	Russian	126
03/09	Most wanted Nazi criminal died in Budapest http://ria.ru/world/20110903/429346694.html	Russian	1 434
05/09	Altai preserve's researchers to monitor climate change in Russia http://eco.ria.ru/weather/20110905/430260448.html	Russian	34
08/09	Medvedev to meet UNESCO head at Yaroslavl forum http://ria.ru/society/20110908/432096179.html	Russian	283
08/09	Medvedev to arrive in Yaroslavl forum and visit the Yak-42 crash place http://ria.ru/society/20110908/432154215.html	Russian	99
08/09	Medvedev arrived in Yaroslavl http://ria.ru/politics/20110908/432297570.html	Russian	2 916
08/09	Yaroslavl world forum's second day started http://ria.ru/politics/20110908/432312919.html	Russian	335
08/09	Medvedev met UNESCO CEO Bokova http://ria.ru/politics/20110908/432396122.html	Russian	98
08/09	International cultural diversity to bolster human rights-UNESCO http://ria.ru/culture/20110908/432477925.html	Russian	89
08/09	Political Yaroslavl forum ended http://ria.ru/politics/20110908/432622961.html	Russian	1 447
13/09	Festival of traditional music "Sounds of Eurasia" starts in Ulan-Ude http://ria.ru/culture/20110913/436251272.html	Russian	60
13/09	UN General Assembly opens Palestine session http://ria.ru/analytics/20110913/436695678.html	Russian	1 183
15/09	Thailand and Cambodia to restore friendly relations – mass media http://ria.ru/world/20110915/438030076.html	Russian	46
16/09	Medvedev commissioned to establish former Constitutional Court chairman Tumanov scholarship http://ria.ru/society/20110916/438441620.html	Russian	99
16/09	Banska Stiavnica – Slovak Klondike http://ria.ru/voyage/20110916/438610864.html	Russian	28
17/09	Turkmenia suggests UNESCO guarding dinosaurs plateau http://ria.ru/world/20110917/438953401.html	Russian	102
19/09	Altai preserve acknowledged most progressing in the region http://eco.ria.ru/nature/20110919/440048152.html	Russian	52
20/09	Medvedev visited the Bolshoi, reconstruction winding up http://ria.ru/culture/20110920/440499433.html	Russian	593
21/09	Great Baikal trail in Buryatia stretched as long as 700 km http://eco.ria.ru/info/20110921/441076349.html	Russian	189
26/09	Culture perspectives to be discussed at Ulianovsk congress http://ria.ru/society/20110926/443656166.html	Russian	172
26/09	Culture budget to be upped by 6,5 billion rubles in 2012 http://ria.ru/culture/20110926/443913010.html	Russian	92
26/09	New culture law project pending introduction in the Duma http://ria.ru/culture/20110926/444015990.html	Russian	126
27/09	International Ulianovsk culture congress to become annual http://ria.ru/culture/20110927/444783047.html	Russian	81
28/09	International tourist industry to increase by 4,5-5% in 2012 http://ria.ru/tourism/20110928/445012457.html	Russian	106
Total reports on UNESCO in Russian in September: 26		Total page views: 9 964	

11.5. Südwestrundfunk (SWR) - www.schaetze-der-welt.de

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 September 2011:

Viewers Treasures of the World – Heritage of mankind

▪ 3sat – cultural channel

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers</i>
Sunday 7.45 pm	1	0.7%	190 000 / film 190 000 / total
Monday 12.45 pm	4	0.5%	42 500 / film 170 000 / total
Tuesday 9.45 pm	3	0.8%	213 333 / film 640 000 / total
Extra films, different times	4	0.8%	90 000 / film 360 000 / total
Total	12 films	-	1 360 000 estimated viewers

▪ Phoenix – documentary channel

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers</i>
Different days and times	3	1.3	76 666 / film 230 000 / total
Total	3 films	-	230 000 estimated viewers

▪ 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	8.2%	46.500 / film 190.000 / total
Saturday 1.50 pm	-	-	-
Extra Films different times	1	7.2%	120.000 / film
Total	5 films	-	310 000 estimated viewers