



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2011/PIPMR/12

Monthly Report on the Use of UNESCO Public Information Products

October 2011

Table of Contents

Executive Summary.....	2
Major Events	4
1. Website	9
2. Media Services	12
3. Social Media Channels	17
4. Photobank	24
5. Documents (UNESDOC) and Library	25
6. Publications	29
7. Courier	33
8. Calendar of Events	34
9. Headquarters	35
10. Logo exposure.....	39
11. Media Partnerships	40

For further information, please contact: Neil Ford, Director ERI/DPI - Ext: 82077 - email: n.ford@unesco.org

Executive Summary

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

Media and Major Events

The graph to the right reflects the number of articles mentioning UNESCO monitored in leading national and international media each day during October. This is not an exhaustive figure. It includes over 160,000 media outlets around the world, but there are many media - especially broadcast media - missing, and some languages are absent. Nonetheless, the graph provides an excellent indicator of media trends for the month.

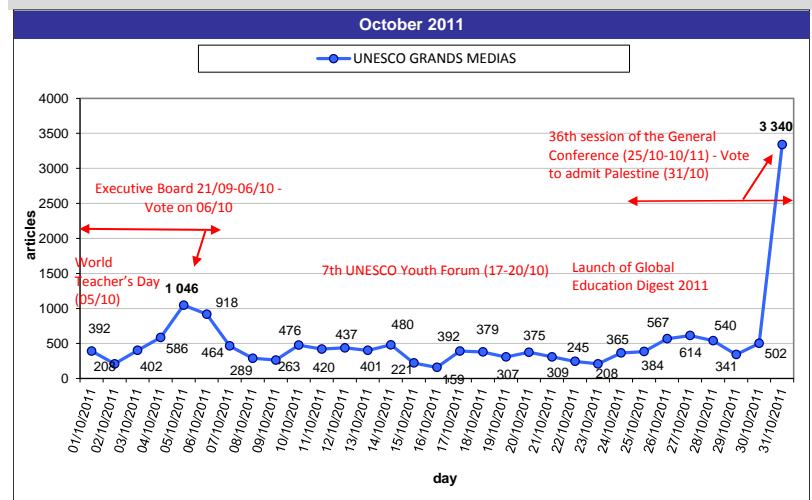
The two biggest peaks in the graph correspond to the Executive Board's vote on Palestinian membership (6 October) and the General Conference vote on the same issue (31 October), which saw media coverage jump from a few hundred articles per day to over 3,000.

Virtually all other events, including World Teachers' Day, the Youth Forum or the launch of the Global Education Digest, were swamped by this story, which made headline news in all of the world's leading media organizations.

The following events are highlighted in the Major Events pages:

- **World Teachers' Day (5 October)**
- **7th UNESCO Youth Forum (17-20 October)**
- **Launch of Global Education Digest 2011 (25 October)**
- **Opening of the 36th General-Conference (25 October)**

Articles published daily in leading national and international titles



UNESCO Publications

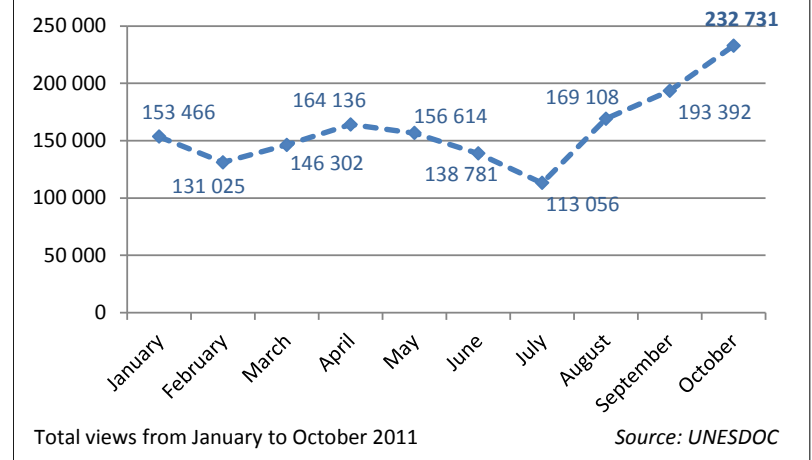
With more than 15,000 views this month, the eight-volume General History of Africa in Portuguese (História geral da Africa) continues to dominate among publications on UNESDOC. Demand for the French editions of the series increased notably in October as well, reaching almost 4,000 views, while the English versions were viewed just under 3,000 times.

Flagship UNESCO publications such as major reports and the General History of Africa are consistently sought after online, however a number of smaller publications were also extremely popular in October as well, notably those from the Education Sector. Six ED publications featured among the top ten downloads for the month.

The bookshop benefitted from attendees of the General Conference in October, selling 231 copies of the World Heritage Desk Diary 2012 and just over a hundred copies each of Mapping out the Research-Policy Matrix and Social Science and Policy Challenges: Democracy, values and capacities – the first two books in the new 'Research and Policy' series recently launched by the Social and Human Sciences Sector.

The number of views of UNESCO publications on Google Books has risen by 180% since July. The 147 UNESCO publications available on Google Books were consulted a total of 16,889 times in October, with an average of 15.4 pages viewed each time.

Total of the 112 most viewed UNESCO Publications



UNESCO Website and Social Media Channels

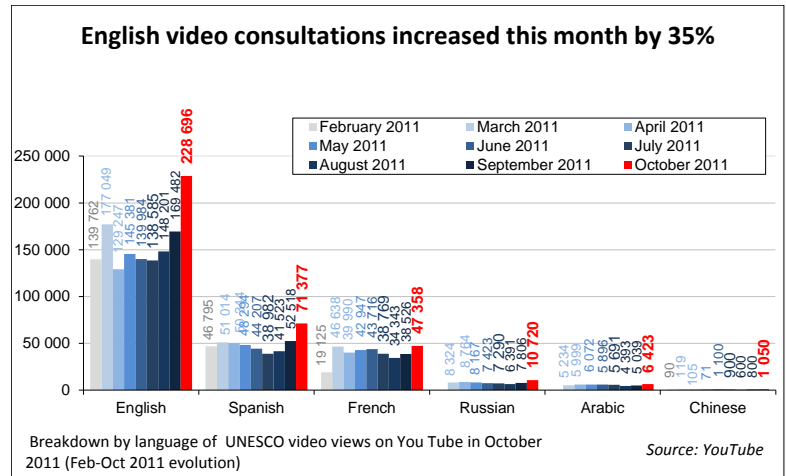
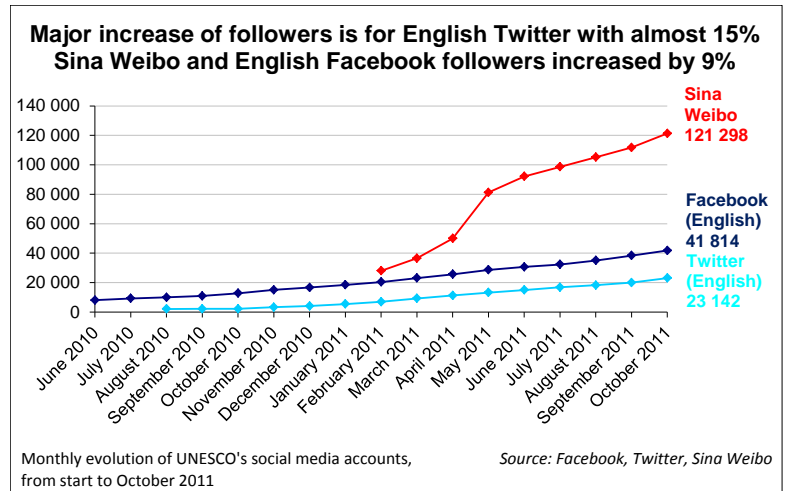
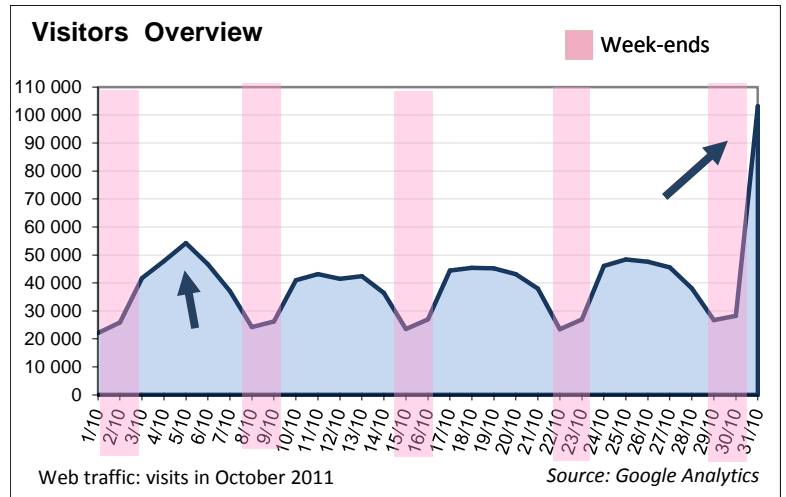
October's traffic patterns (see graph to the right) show the significant volumes of visitors generated by both the Executive Board and General Conference votes on Palestine. These effectively dwarfed all other traffic. Traffic peaked on 31 October and although UNESCO's web servers did not get "brought down", they were operating at redline. A certain percentage of users were turned away, but probably came back minutes or seconds later.

October 2011 kicked off with a social media campaign for World Teacher's Day (WTD) that incorporated several elements of UNESCO's social media strategy. The campaign generated a huge spike in traffic to our social media channels and web content. Promotions focused heavily on media partnerships aimed at maximizing our reach to our core education professionals' audience. Partners promoted UNESCO through their own social media sites, thereby driving traffic to UNESCO's social media channels and raising awareness about UNESCO's work. Actions included:

- Launch of UNESCO's first ever Harvard EdCast, wherein ADG/ED, Qian Tang explains what World Teachers' Day is and why people should care. Inspired by TED Conference, Edcasts are dedicated to educational policy ideas that change the world. This Edcast was promoted on our Facebook and on Harvard's social media accounts, which have a massive following especially among education professionals.
- Promotions of Ms. Bokova's blog about World Teachers' Day on Microsoft's education blog
- Arranging social media promotions through international media such as the New York Times Education Blog
- Live tweet in partnership with Education International about our conference on Gender inequality in the teaching profession

There were difficulties reaching a large audience, because only some 20 countries celebrate WTD. Most have their own national Teachers Days. ADG/ED, Mr Qian Tang did a Youku video, explaining to the Chinese audience why World Teachers' Day is important, even though China's National Teachers' Day falls on another day. Online media from Azerbaijan, who share the same World Teachers' Day, were particularly receptive to our requests for promotions (i.e.: Salam and Trend Az).

The difficulties here illustrate that our program communications messages need to be more "mass-market". In a phone discussion, partner Microsoft explained that overall messaging for WTD needs to be more "populist" to earn an editorial spotlight on major, generalist international web portals (such as the homepage of MSN.com) that are the top 10 sites in many countries around the world. By "populist," Microsoft meant less technical talk about international policy, and more concrete examples on UNESCO's actions in each country. Indeed, most people think about education in their own national or regional context, and would not understand international trends otherwise. The additional visibility in media enabled by such "populism" allows more people to discover UNESCO, and thus, creates longer, greater audience recruitment on our social media channels and UNESCO.org. The announcement of the Palestine vote is an example. Just hours after it passed on October 31st, catapulting UNESCO to front page news of international media, followers on our English language Twitter account jumped by 400 (which is what we usually get in a week).



Major events:

I. World Teachers' Day (5 October 2011)

World Teachers' Day (WTD) is held annually on 5 October to celebrate the essential role of teachers in providing quality education at all levels. It also commemorates the anniversary of the 1966 signature of the UNESCO/ILO Recommendation Concerning the Status of Teachers. The initiative to honour teachers was jointly organized by UNESCO, ILO, UNDP, the United Nations Children's Fund and Education International.

This year's celebration at UNESCO Headquarters, included a morning of presentations and discussions on the theme "Gender at school: an essential question of education", including testimonials from educational professionals involving national commissions, ASPnet schools, and civil society.

Irina Bokova opened the official ceremony which was followed by the launch of the UNESCO and Commonwealth Secretariat co-publication "The Feminization of the teaching profession". An expert panel and an open discussion with the audience and via twitter was the main afternoon event. The results of the UNESCO online forum "Teachers for Gender Equality" conducted from 12-23 September 2011 were the basis of this exchange. The afternoon also included updates on the state of teachers and gender in education, by the International Institute for Educational Planning and UNESCO Institute for Statistics and UNESCO. Throughout the day, presentations and exhibitions of teaching tools and publications by UNESCO and its partners took place in the Foyer.

The outcome of debates and proposals developed during this year's IIEP annual Policy Forum entitled "Gender equality in education: looking beyond parity" (3 October) were also presented. Opened by Irina Bokova this meeting gathered more than 100 high-level participants including 6 Ministers of Education (Burundi, Cambodia, Congo, Gabon, Kenya, and Mozambique).

Participants: 400 people from over 30 countries. 25 percent of attendees were from countries outside of France. Africa was particularly well represented with participants from 12 different countries.

Communication materials and activities:

- Media advisory
- Joint message from UNESCO, UNDP, UNICEF, ILO and Education International
- Edcast with Harvard (HGSE) of Mr Tang, ADG/ED
- Dedicated IIEP website: <http://genderpolicyforum.wordpress.com>
- Poster
- Video of Mr Tang, ADG/ED, for the Chinese social media
- DVD with testimonials from UNESCO eminent personalities
- Photos

Press coverage:

World Teachers' Day received coverage all regions. Most stories lead with the information provided in UNESCO's press release, prepared for the occasion.

Social media: Social media promotions for the Day proved to be very effective. The highlight was a new partnership with Harvard University's EdCast, similar to a TED Conference but dedicated to educational ideas that change the world. Entitled "Celebrating World Teacher's Day", [the Edcast](#) features Mr Tang, ADG/ED, discussing World Teacher's Day. This Edcast was the most successful since their launch in 2008. Harvard and UNESCO mutually promoted it through their respective social media channels. As a result, UNESCO was able to recruit new audience from Harvard's community.

- **Facebook:** Our traffic jumped more than six times to about 1300 page views on Oct 5. Our Facebook post promoting the Edcast received 148 likes; the same post on Harvard's Facebook was recommended 1242 times. Efforts to increase UNESCO's visibility beyond its present audience base will increasingly rely on such partnerships. The Brasilia Office launched an online contest "Peace at schools, respect to teachers" to celebrate the World and National Teacher's Day on October 5th an 15th respectively. A new Facebook application was launched on this occasion, enabling participants to insert personal information, and statements to be shared with other social networks. The application had 2 636 impressions, four times the results for other posts in the same period.
- **Twitter:** A live tweet about our official ceremony for WTD was also done. One of October's most popular tweets comes from this live tweet: "Solve these equations for equality: Public education = GOV'T responsibility ≈ Gender Equality in education = GLOBAL responsibility #wtd2011" (retweeted 25 times). The New York Times Learning Blog also tweeted about us: [see here](#); Our partner, Microsoft, dedicated a blog post about WTD: [see here](#).
- **Weibo:** The social media campaign on WTD has been successful. A video interview in Chinese with Mr. Qian Tang, ADG/ED who gives an overview of global education and emphasizes the key message of 2011 WTD, received more than 1000 views within 24 hours and has become one of the most popular videos on [UNESCO's Youku Channel](#). 4 posts on Sina Weibo highlighting the DG's joint message, the interview with Mr Tang, and asking fans to send photos of their favorite teachers in celebrating WTD, have received nearly 400 retweets and 100 comments.



II. 7th UNESCO Youth Forum (17-20 October 2011)

The 7th UNESCO Youth Forum, with its main theme “How youth drive change” took place from 17 to 20 October 2011 at Headquarters, as an integral part of the Organization’s 36th General Conference. It brought together 211 youth delegates from 127 countries, aged 18 to 24, nominated by UNESCO Member States based on their involvement in youth organizations, and was attended by over 250 civil society observers representing around 70 youth organizations, international and national NGOs, and UN agencies.



In addition to the main theme, the sub-themes “Citizens in action: youth in political and public life”, “Countering youth exclusion, vulnerability and violence”, and “Breaking through employment barriers” were the focus of debates.

UNESCO Goodwill Ambassador for Peace and Reconciliation Forest Whitaker hosted a well-received workshop series on conflict resolution through dialogue and transformational leadership. Thirty youth participants, active in conflict resolution and reconciliation, were selected to participate. The first UN Youth Champion, Monique Coleman, lent her support to the Youth Forum throughout its organization, from appearing in promotional videos and partnering on the social media campaign, to participating in a “twitterview”, and speaking at the Youth Forum itself. Her high profile had a significant impact on the visibility of the Forum.

Ten youth bloggers and journalists, one from each UNESCO region, were invited to attend and cover the Youth Forum both internally and externally. They will continue to cover the implementation of the recommendations of the Final Report of the Forum in their respective regions leading up to the 8th UNESCO Youth Forum in 2013. In addition, Brazil also had an important participation at the Forum this year with the Youth Voice Tour, a campaign launched by Goodwill Ambassador Nizan Guanaes, head of the Grupo ABC to record the views of youth for change around the globe, to be presented at the 8th Youth Forum in 2013. Grupo ABC has also developed an entirely new visual identity for the Youth Forum.

The Final Report of the Youth Forum contains key recommendations on education, sustainable development, and youth participation, that were presented at the 36th session of the UNESCO General Conference by youth delegates from Switzerland and Finland.

During the Forum, UNESCO signed three major partnerships with the International Youth Foundation, the Monaco-based Peace and Sport, L’Organisation pour la Paix par le Sport, and with TAFISA (Association for International Sport for All). The partnerships focus on youth-led projects in Africa, aimed at skill-building, projects in post-conflict post-disaster situations using sport as a means of helping young people reconstruct their lives, and on building leadership skills through the Volunteer Initiative for Peace through Sport (VIPS), based at the African Sport for All Academy in Tanzania.

Participants: 211 youth delegates from 127 Member States and over 250 civil society observers, and partners.

Audience: Youth delegates, civil society, UN entities, intergovernmental organizations

Communication materials and activities:

- Media advisory
- Press breakfast
- Photo Gallery on Youth Forum webpage
- CHANGE Photo Campaign on UNESCO’s Facebook page
- Posters
- Biographies of high level and youth speakers, bloggers, facilitators, and the organizing team
- Lists of youth delegates and observers
- Videos of sessions and messages from Goodwill Ambassadors and personalities
- UNESCO Courier “How youth drive change” (July-September 2011 issue)

Press coverage: UNESCO’s Youth Forum provoked intense discussion on social networks and was covered widely by external websites, including UNAIDS, and the US State Department and Challenge: Future. The Forum received some coverage in the mainstream and online press. It was garnered among others through L’Humanité which commissioned two youth bloggers to write articles for the weekly youth section of the publication, Mexican television station Televisa which interviewed the youth bloggers, and Respect magazine.

Social media:

For the first time, social media played an important role in the run-up to this year's Forum and dialogue.

- **Facebook:** Youth Forum "Change" photo gallery was regularly updated, cumulating 870 likes; Posting of music video of Sam Cooke's "A Change is gonna come", received 136 likes (Oct 16); Posting of our [promotional video](#), done by our advertising agency DDB, received 93 likes (Oct 17). In addition, a "Youth" tab was created on Facebook. Additional thematic tabs will be created for future events and activities.
- **Twitter:** On Oct 7: Live "Twitterview" (Twitter interview) with UN Youth Champion Monique Coleman received limited response with a small audience and very few retweets.

During the Youth Forum, between Oct 17-20, our social media platforms became the "Youth voice for change" (the Youth Forum's slogan)

- **Facebook:** Links to blogs of official Youth bloggers were promoted, see one [here](#) (Oct 19, 43 likes)
- **Twitter:** Youth Delegates' thoughts were followed via #unescoYOUTH and retweeted (65 tweets in all).
- **Weibo:** The six posts on the Forum have attracted the attention of followers to the event and its main theme. They received over 3 000 re-tweets, and over 400 comments, and one has become the most popular of the month, receiving 2 388 re-tweets.

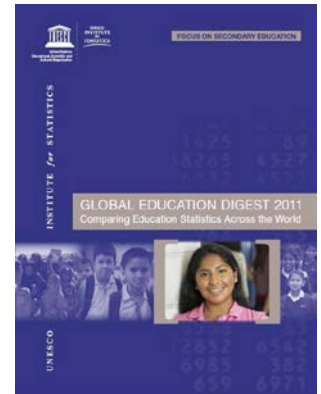
On Oct 17, a social media workshop was organized for the Youth Delegates entitled "Social Media, International Organizations and You(th)", explaining how young people can reach international organizations, and vice-versa. The full video is [here](#). The Forum plenary sessions were live streamed on the UNESCO homepage. The videos will be available on the Youth Forum playlist on UNESCO's YouTube channel.

Following the Forum, Youth Delegates' videos were uploaded into a new "Youth Forum" channel on Youtube, and are being promoted through Twitter and Facebook.

III. Launch of 'Global Education Digest 2011' (25 October 2011)

On 25 October, the UNESCO Institute for Statistics (UIS) released the 2011 Global Education Digest (GED), which focused on 'Secondary Education - The Next Great Challenge'. According to the Digest, governments are struggling to meet the rising demand for secondary education, especially in sub-Saharan Africa, where there are enough school places for just 36% of children of age to enrol. Girls face the greatest barriers as the gender gap widens across the region.

The Digest presents a wide range of indicators on the extent to which girls and boys are enrolling and completing secondary education. The report also enriches policy debates by examining the human and financial resources devoted to the classroom experience of students.



The report was launched at the United Nations Headquarters during an event organized by UNESCO/New York. The UN Rapporteur on the Right to Education, Kishore Singh, opened the event before Albert Motivans (head of education statistics at the UIS) presented the Digest's main findings and policy implications. Discussions then turned to the panel of experts, which included: Dr. Reda Abou Serie, First Deputy to the Minister of Education, Egypt; H.E. Ambassador Josephine Ojiambo, Deputy Permanent Representative of Kenya to the United Nations; Carol Bellamy, Chair of the Board of Directors, Global Partnership for Education; Kara Nichols, Executive Director, Connect to Learn. The panel focused on strategies for overcoming barriers to access and improving the quality of secondary education. The experts emphasized the need for more and better qualified teachers, stronger links with the labour market, and greater innovation to cut costs and expand delivery. A 'Question and Answer' session with the audience followed the panel discussion. The event was moderated by Dr. Lesley Bartlett, Professor of Education at Teachers College, Columbia University.

The Digest will also be presented at diverse fora over the course of 2011-12, including a special event at The Brookings Institution in December.

Participants: Over 150 people

Audience: UN Permanent Missions, representatives of UN agencies, NGOs, the private sector and academia

Communication materials and activities:

- Press release
- Press conference
- Regional profiles of key indicators from report
- Live webcast of press conference
- Update of UIS and UNESCO website and announcements by UNESCO field offices
- Special data visualization project featuring UIS data developed in partnership with The Guardian Development website
- [Global Education Digest 2011](#) (Arabic, French and Spanish language editions are forthcoming)

Press coverage:

The Global Education Digest, released by the UIS in Montreal, received only moderate coverage. DPI/Mer released a strong press release on the issue, but it was largely overtaken by the Board's discussions on the Palestinian vote, which dominated media coverage for the rest of the month. Nonetheless the GED was the subject of a detailed story in The Guardian (UK) which worked with the UIS to develop an interactive data mining tool to present the Digest. Articles, based largely on the UNESCO press release, were also published by Yahoo and MSN's Spanish sites, along with Prensa.com (Panama), El Universal (Colombia), several American radio stations, the IPS news agency, Panapresse (Pan-African), and AllAfrica.com (relayed also by Daily Me in the U.S).

Social media:

- **Twitter:** 7 tweets were posted for the promotion, all providing statistical figures on why secondary school enrollment is the next big educational development challenge. 10 more tweets are scheduled to go out in November, so that awareness about the challenges in secondary school enrollment is built over time. One of the month's top tweets relates to the GED: "Did you know? In South & West Asia 27 million youth of lower secondary school age are out of school, 38% of the world's total #unescoSTAT" (29 RT).

IV. Opening of the 36th session of the General Conference (25 October)

The 36th session of the General Conference opened at Headquarters with the admission of Curaçao and Sint Maarten as Associate Members and the election of its President, H. E. Ms Katalin Bogyay (Hungary) who will remain in office for two years, succeeding H. E. Mr Davidson Hepburn (Bahamas), who presided over the 35th session of the General Conference.

Irina Bokova, in her opening address to the Conference, stressed the need to reinforce cooperation in the face of the challenges confronting the world today. “The global economic crisis is hitting the poorest countries particularly badly”, she said. “It is not enough to connect, we must share”. As she further stated, “the stakes of peace and sustainable development today, lie precisely in education, the sciences, culture, and knowledge sharing. All of this call for more and better UNESCO”.

During the opening, representatives of UNESCO's 193 Member States adopted the agenda of the General Conference, whose main task will be to determine the Organization's programme and budget for 2012 and 2013.

The draft programme and budget being considered by the General Conference gives priority to sustainable development, the development of a culture of peace and non-violence with a special emphasis on gender equality, Africa, youth, Education for All (EFA), Least Developed Countries (LDCs), Small Islands Developing States (SIDS) and the most vulnerable segments of society. The General Conference will also begin work on the Organization's next Medium-Term Strategy for 2014-2019.

On the occasion of the opening, UNESCO also inaugurated an exhibition entitled “Open UNESCO” promoting the work of the Organization. This interactive exhibition uses the latest audiovisual technology to explain and illustrate the work of the Organization through seven “islands” each focusing on a specific theme. It will be open to the public in December. As the Criança Esperança Programme was represented in the exhibition's island on Peace and Dialogue, TV Globo invited young Brazilian musicians whom have benefitted from the Programme to play at the opening event. This group comprised members from the AfroReggae String Orchestra and the Baixada Fluminense's Composers Association Movement (CAM).

Highlights of the session include the request for admission of Palestine to UNESCO, the Leaders' Forum (26-27 October) on the theme “How does UNESCO contribute to building a culture of peace and to sustainable development?” with the participation of several Heads of State, and a plenary meeting on 2 November devoted to the celebration of the 10th anniversary of the adoption of UNESCO's Universal Declaration on Cultural Diversity.

Participants: 3 005 Delegates

Audience: Delegations from 193 Member States, Associate Members, observers for non-Member States, intergovernmental organizations and non-governmental organizations (NGOs)

Communication materials and activities:

- Press release
- Addresses by Irina Bokova on the occasion of the opening “Inscrire l'humain au coeur du développement, pour inscrire le développement dans la durée” and « Committed to a more sustainable world »
- e-journal
- Information letters
- Live transmission of debates
- Video on demand for plenary meetings
- Photos
- Inauguration of the “Open UNESCO” exhibition

Press coverage: Over 400 journalists were accredited. Press coverage was moderate for the opening of the session and jumped for the vote to admit Palestine.

Social media:

- **Facebook:** A [video link](#) to the Opening of the 36th session of the General Conference was posted, resulting in a respectable 107 likes. 5 tweets were formulated from Ms Bokova's speech in this video, one of which is among October's top 10 tweets: “½ of the world population is under 25, we must release the potential that they carry & that's being held back”, UNESCO DG #unescoYOUTH. The posted [video link](#) to The Leaders Forum resulted in 113 likes.

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.

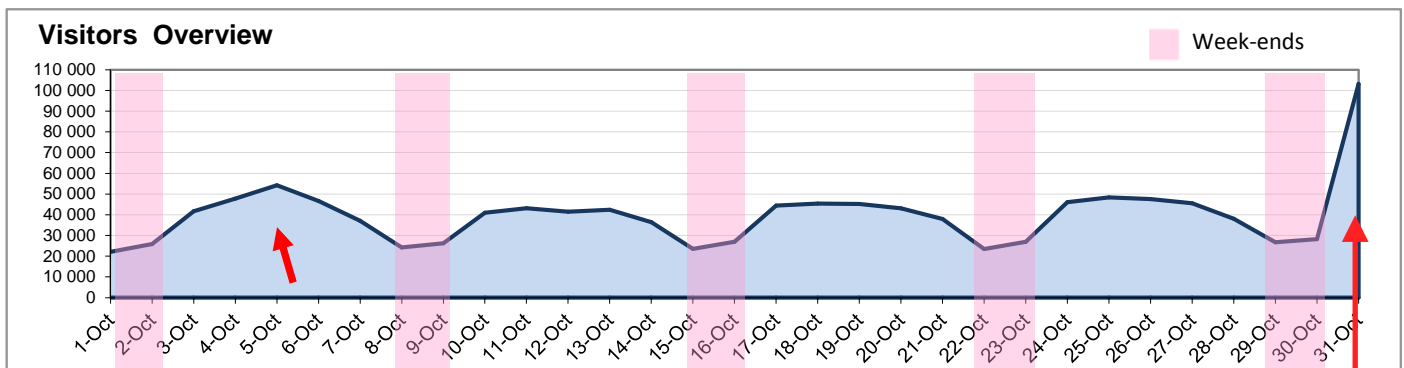
In September 2011, UNESCO began using new traffic analysis tools to provide more accurate, detailed, and user friendly statistics, at a lower cost. In the coming months, new features, such as heat maps and further developed statistics will be provided.

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 October 2011 statistics should not be comparatively viewed against prior months.

October's traffic patterns show the significant volumes of visitors generated by both the Executive Board and General Conference votes on Palestine. These effectively dwarfed all other traffic. Traffic peaked on 31 October and although UNESCO's web servers did not get "brought down", they were operating at redline. A certain percentage of users were turned away, but probably came back minutes or seconds later.

1.1 October 2011 Traffic

Daily Web Traffic Patterns



- 187th Session of the Executive Board (21/09-06/10)
- IIEP 2011 Policy Forum on Gender Equality in Education (3-4/10)
- World Teacher's Day (05/10)
- Executive Board -Vote on the request for Palestinian membership (6/10)

- 7th ordinary session of the COMEST (09-12/10)

- 7th UNESCO Youth Forum (17-20/10)
- Rabah Madjer Goodwill Ambassador (17/10)
- First international Congress on Free Culture (17-18/10)
- Promoting the right to quality education for Roma people, expert meeting (17-18/10)
- Conference on Open Educational Resources (18-19/10)

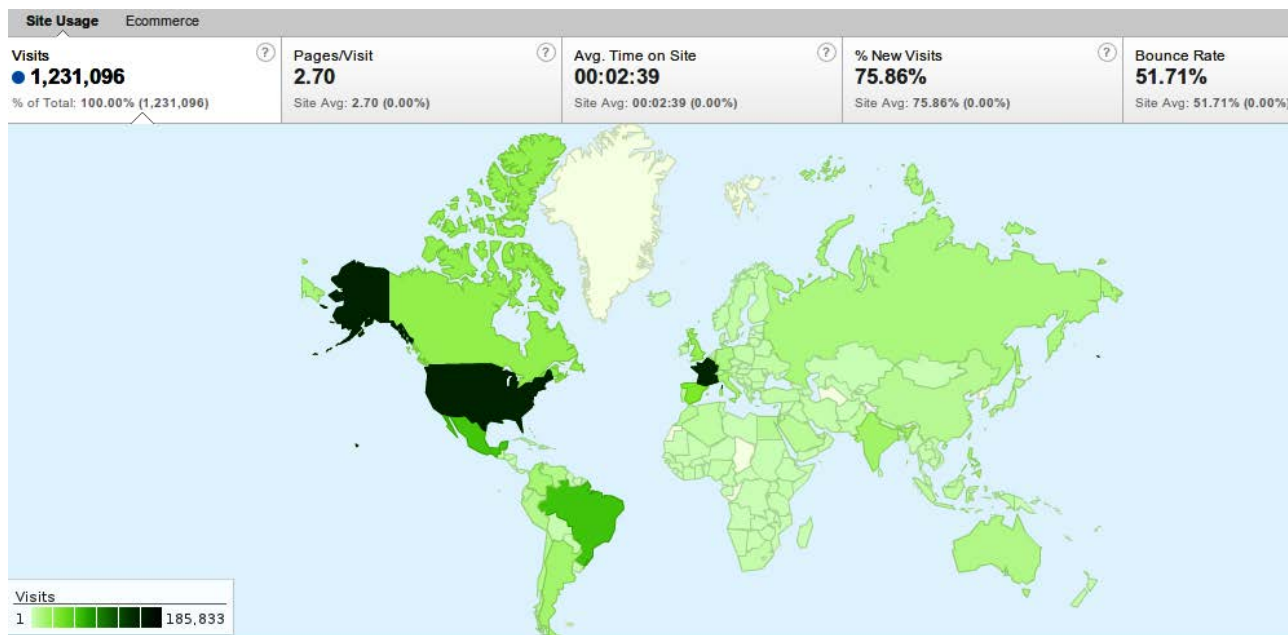
- 36th session of the General Conference (25/10-10/11)
- Leader's Forum 26-27/10
- Fifth World Day for Audiovisual Heritage (27/10)
- Meeting of E-9 Ministers (29/10)
- General Conference vote to admit Palestine (31/10)

1.2 Monthly visits

	Page views	Monthly variation	Visits	Monthly variation	Unique Visitors	Monthly variation	New Visitor	Returning Visitor
September 2011	2 459 138	N/A	950 167	N/A	743 799	N/A	77.09%	22.91%
October 2011	3 324 305	+35.18%	1 231 096	+29.57%	969 111	+30.29%	76.14%	23.86%

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 October 2011



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

Areas of interest	Visits in October 2011	Variation vs September 2011
UNESCO.ORG	1 231 096	+29.57%
Central services and home pages		
unesco.org home pages	488 199	+30.49%
Worldwide	30 906	+31.96%
The UNESCO Courier	5 120	-51.67%
Culture Sector (excluding WHC and legacy content)	43 260	+41.13%
Education Sector	114 061	+24.57%
Communication and Information Sector	50 432	+58.89%
Natural Sciences Sector (excl Water and IOC)	39 698	+13.68%
Social and Human Sciences Sector	50 891	+30.74%
Field offices*	84 832	+23.25%
UIL**	6 219	+5.37%
IIEP**	237 887	+35.59%

* Amman, Apia, Beirut, Brasilia, Brussels, Cairo, Doha, Geneva, Harare, Havana, Iraq, Kabul, Kathmandu, Lima, Moscow, Phnom Penh, San Jose, Venice.

** UIL and IIEP statistics are tracked separately.

1.5 UNESCO Website Visitors

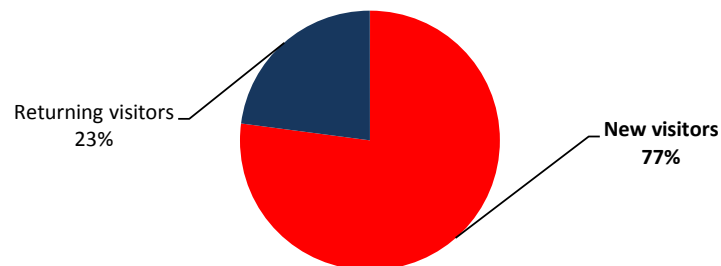
Top 10 domains/countries

Country	Visits	% of Total visits	Variation vs September	Pages/Visit
United States	185 833	15.09%	+21.72%	2.26
France	179 085	14.55%	+52.05%	3.64
Brazil	80 246	6.52%	+15.97%	2.26
Mexico	78 630	6.39%	+9.77%	2.63
Spain	49 237	4.00%	+78.56%	2.89
Canada	35 452	2.88%	+36.65%	2.69
United Kingdom	32 394	2.63%	+59.68%	2.65
India	25 938	2.11%	-16.52%	2.44
Argentina	24 819	2.02%	+11.47%	2.59
Colombia	22 485	1.83%	+9.22%	2.40

Top 10 visitors' language

Language	Visits	% of Total visits	Variation vs September
English	553 483	44,96%	+28,82%
Spanish	235 827	19,16%	+18,16%
French	174 487	14,17%	+44,67%
Portuguese	80 756	6,56%	+17,81%
Russian	30 735	2,50%	+22,62%
Italian	18 687	1,52%	+37,31%
German	18 650	1,51%	+37,71%
Chinese	17 577	1,43%	+29,35%
Arabic	13 124	1,07%	+97,06%
Korean	11 496	0,93%	+20,83%

**As last month, over 3/4 of web visitors
(tagged pages) are new visitors**



Breakdown of web visitors (tagged pages only) in October 2011

Source: Google Analytics

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

UNESCO products for written and audiovisual media are:

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

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

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

Languages	Page views	Variation vs September
Total	135 866	+71.50%
English (EN)	82 792	+86.65%
French (FR)	20 372	+78.80%
Spanish (ES)	19 796	+22.43%
Russian (RU)	5 232	+49.40%
Arabic (AR)	5 140	+147.12%
Chinese (ZH)	2 534	+47.50%

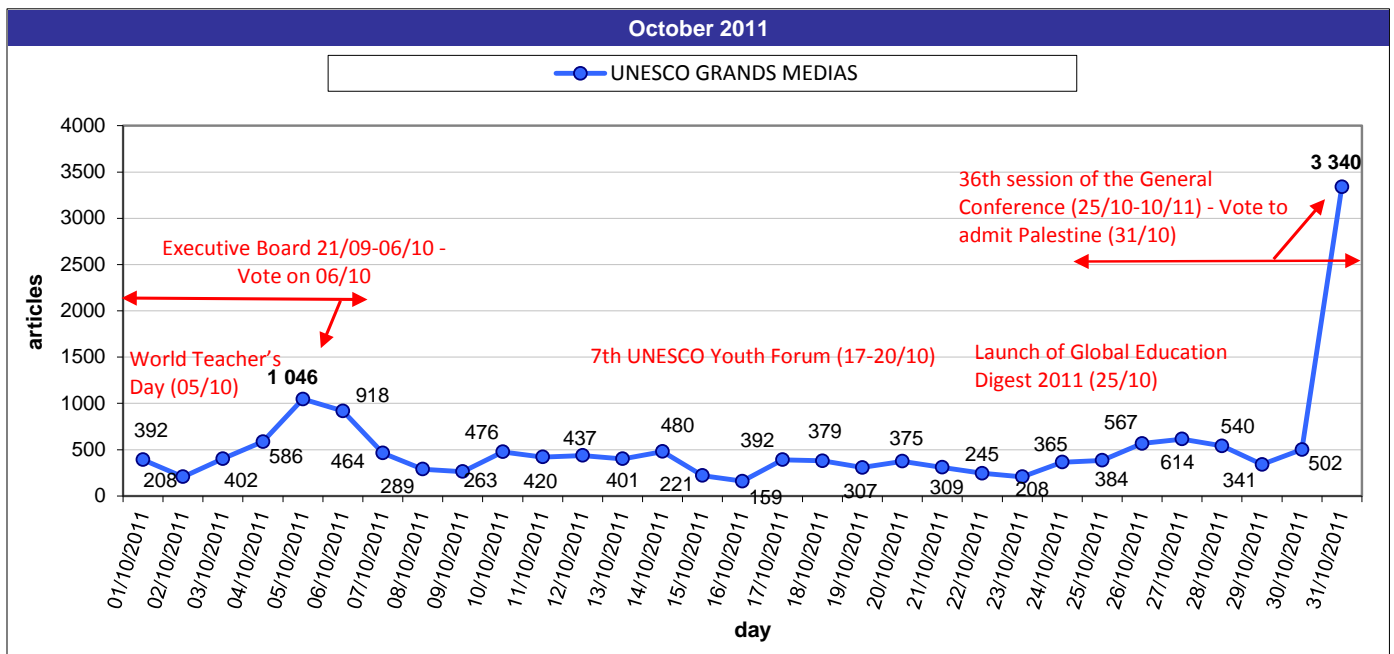
2.2 Press releases/Media advisories/Web Releases in October

1.	04/10/2011	Seeking at least two million teachers
2.	05/10/2011	Seven additions to the Memory of the World Register
3.	06/10/2011	Full-scale test of Indian Ocean Tsunami Warning System to take place on 12 October
4.	07/10/2011	UNESCO concludes 187th session of its Executive Board
5.	10/10/2011	Celebrated Algerian football player Rabah Madjer to be named UNESCO Goodwill Ambassador
6.	11/10/2011	Director-General condemns killing of Yemeni journalists Abdel Hakim Al-Nour and Abdel Majid Al-Samawi
7.	12/10/2011	Director-General condemns killing of education aid workers in the Democratic Republic of the Congo
8.	13/10/2011	Director-General condemns killing of Pakistani journalist Faisal Qureshi and asks for full investigation
9.	13/10/2011	French sculptor and painter Hedva Ser named UNESCO Artist for Peace
10.	13/10/2011	Indian Ocean tsunami exercise billed a success
11.	13/10/2011	"How Youth Drive Change" - UNESCO Youth Forum 2011
12.	18/10/2011	UNESCO convenes Libyan and international experts meeting for the safeguard of Libya's cultural heritage
13.	21/10/2011	Director-General condemns murder of Philippines radio journalist Roy Bagtikan Gallego and calls for investigation

14.	25/10/2011	Two out of three children in Africa are left out of secondary school
15.	26/10/2011	Opening of 36th session of UNESCO's General Conference
16.	26/10/2011	World leaders discuss ways of building a culture of peace
17.	28/10/2011	Director-General condemns murder of Nigerian journalist Zakariya Isa and calls for an investigation
18.	28/10/2011	South Sudan becomes UNESCO's 194th Member State
19.	28/10/2011	Four United Nations agencies launch ocean preservation plan
20.	31/10/2011	General Conference admits Palestine as UNESCO Member State

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 October. (Source: Meltwater News)

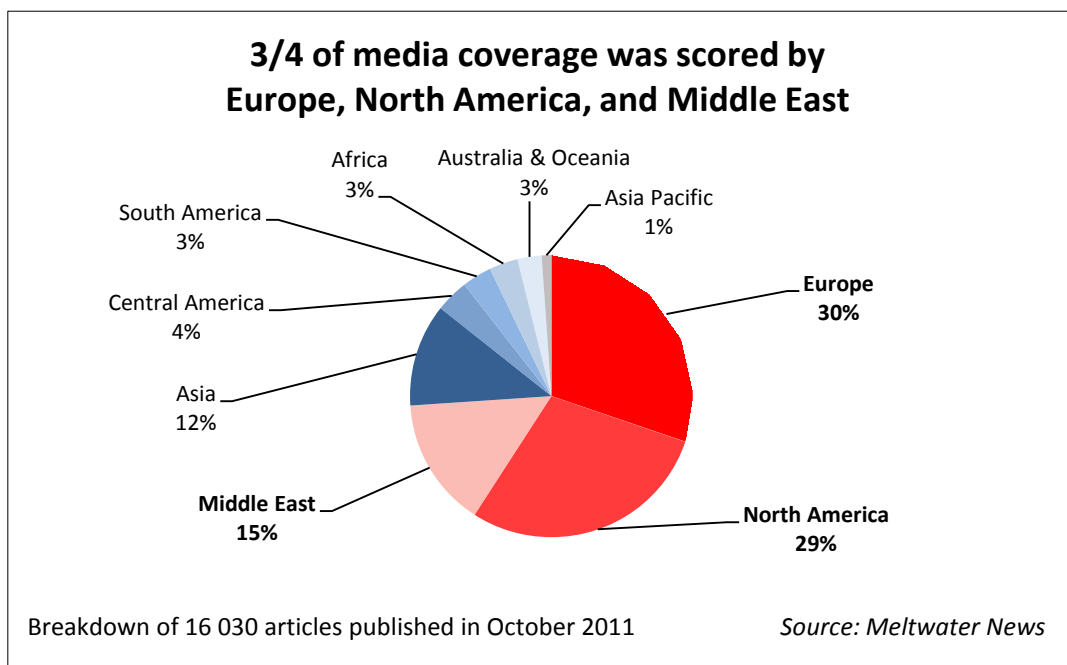


The graph reflects the number of articles monitored each day. This is not an exhaustive figure. It includes over 160,000 media outlets around the world, but there are many media - especially broadcast media - missing, and some languages are absent. Nonetheless, the graph provides an excellent indicator of media trends for the month.

The two biggest peaks in the graph correspond to the Executive Board's vote on Palestinian membership (6 October) and the General Conference vote on the same issue (31 October), which saw media coverage jump from a few hundred articles per day to over 3,000.

Virtually all other events, including World Teachers' Day, the Youth Forum or the launch of the Global Education Digest, were swamped by this story, which made headline news in all of the world's leading media organizations.

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



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

Date	Subject / Title	Languages	Media
24/10/2011	“Don’t Punish UNESCO”	English	The Washington Post

2.5 Interviews given (by subject and media)

	Subject	Interviewee	Languages	Media (press TV Radio)
1.	Blueprint for ocean and coastal sustainability	Jorge Valdes (COI)	Spanish	RFI (desk espagnol)
2.	Biosphere reserves	Miguel Clusener-Godt (Programme L’Homme et la biosphère)	French	Le Figaro (Alain Barluet)
3.	Protection of Libyan cultural heritage.		English	Sunday Times (Sara Hashash)
4.	7 th Youth Forum		French	Africa 24 Tv (Cynthia Nzetia)
5.	Indian Ocean tsunami exercise	Tony Elliott	English	Nature
6.	Indian Ocean tsunami exercise	Tony Elliott	French	La recherche
7.	Indian Ocean tsunami exercise	Bernardo Aliaga	French	Chaîne météo (Florent Schindler)
8.	7 th Youth Forum	Golda El Khoury	French	Telesud, Respect, L’Humanité, AEF, l’Etudiant, le Monde, Ria Novosti, Phosphore

Once the Palestinian story broke at the Executive Board, the press service was simply overwhelmed with requests for information and provided background details for scores of journalists on the Executive Board, the General Conference and voting procedures for membership. These briefings were not interviews and are therefore not recorded on this table.

2.6 Background Footage (B-roll) downloads from Multimedia

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

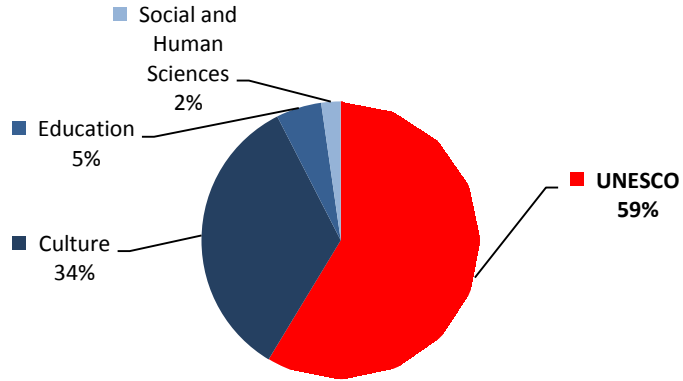
The Background footages are used and downloaded by the audiovisual media (TV agencies, TV, Radio).

	Subject	Downloads	Media
1	Palestine	25	Bulgarian National Television, Press TV, Canal plus, News paper Online, CBC News, TV3 Lithuania, UNTV, Associated Press TV News, NHK, Cihan News Agency
2	World Heritage Sites	15	People TV
3	Education (several subjects)	10	Al Jazeera, Radio TV Bosnie Herzegovine
4	UNESCO Headquarters stockshots	8	
5	Intangible Cultural Heritage	6	
6	UNESCO Priorities	4	
7	Houphouët Boigny Peace Prize	2	
8	UNESCO and FC Barcelona put racism offside	2	
9	Rescuing the Congo's natural world heritage sites	2	

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

Subject	Media	Purpose	Date	Nb of Photos
UNESCO	Editions Faton / France	Publication	04-oct	4
UNESCO	Domingo Comunicaciones / Spain	Presentation	07-oct	2
UNESCO	European Pressphoto Agency	Publication	25-oct	10
UNESCO	Presse Belga / Belgium	Publication	26-oct	22
UNESCO	Le Banco / Italy	Publication	27-oct	15
UNESCO	European Pressphoto Agency	Publication	31-oct	25
Culture/WHC	TV Japan	Presentation	10-oct	4
Culture/WHC	TV Japan	Presentation	10-oct	15
Culture/WHC	Revue VMF (Editions de l'Esplanade) / France	Publication	11-oct	5
Culture/WHC	Jahreszeiten Verlag GmbH / Germany	Publication	17-oct	1
Culture/WHC	Guiarte / Spain	Publication	17-oct	1
Culture/WHC	Current World Archeological magazine	Publication	19-oct	2
Culture/WHC	NTB (Norwegian News Agency)	Publication	19-oct	15
Culture/WHC	Ediouro Duetto Editorial / Brazil	Publication	25-oct	2
Education	Television Educativa SEP / Mexico	Presentation	10-oct	5
Education	International Federation of University Women	Website	20-oct	2
Social and Human Sciences	Editions Faton / France	Publication	05-oct	1
Social and Human Sciences	Voice of America	Publication	28-oct	2

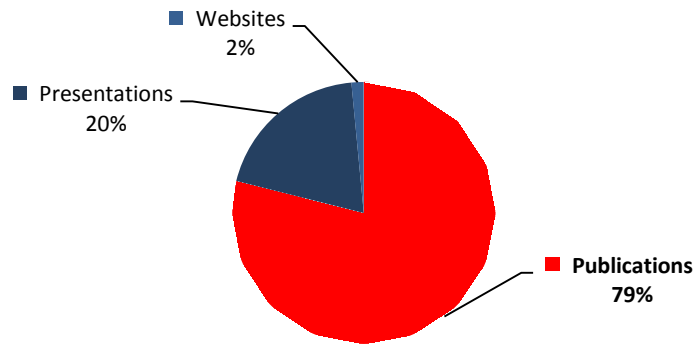
Over 90% images ordered by the Media were illustrating UNESCO in general and culture



Breakdown by subject of 133 images ordered by the Media in October 2011

Source: UNESCO

Almost 80% of images ordered by the media are intended for publications



Breakdown by purpose of 133 images ordered by the Media in October 2011

Source: UNESCO

3. UNESCO's Social Media Channels

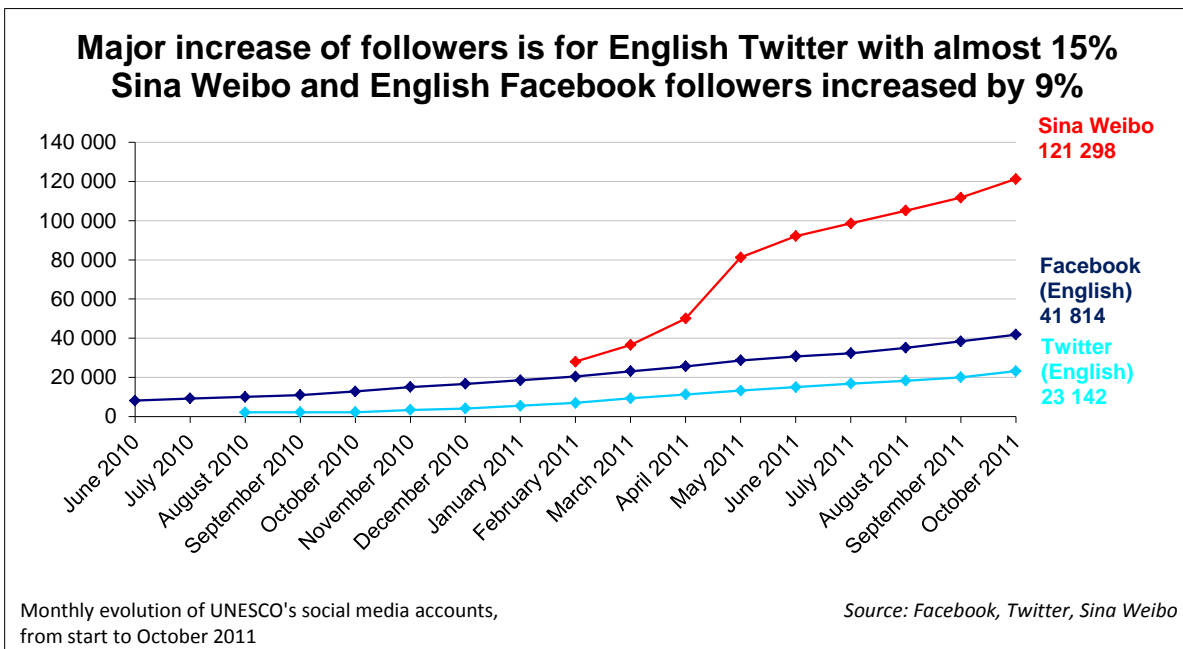
UNESCO has been utilizing social media since September 2009 after signing a strategic partnership with YouTube to promote UNESCO video content in the six official languages of the Organization. Facebook became an official UNESCO communication channel in September 2010, as did Twitter, the microblogging 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.

October 2011 kicked off with a social media campaign for World Teacher's Day (WTD) that incorporated several elements of UNESCO's social media strategy. The campaign generated a huge spike in traffic to our social media channels and web content. Promotions focused heavily on media partnerships aimed at maximizing our reach to our core education professionals' audience. Partners promoted UNESCO through their own social media sites, thereby driving traffic to UNESCO's social media channels and raising awareness about UNESCO's work. Actions included:

- Launch of UNESCO's first ever Harvard EdCast, wherein ADG/ED, Qian Tang explains what World Teachers' Day is and why people should care. Inspired by TED Conference, Edcasts are dedicated to educational policy ideas that change the world. This Edcast was promoted on our Facebook and on Harvard's social media accounts, which have a massive following especially among education professionals.
- Promotions of Ms. Bokova's blog about World Teachers' Day on Microsoft's education blog
- Arranging social media promotions through international media such as the New York Times Education Blog
- Live tweet in partnership with Education International about our conference on Gender inequality in the teaching profession

There were difficulties reaching a large audience, because only some 20 countries celebrate WTD. Most have their own national Teachers Days. ADG/ED, Mr Qian Tang did a Youku video, explaining to the Chinese audience why World Teachers' Day is important, even though China's National Teachers' Day falls on another day. Online media from Azerbaijan, who share the same World Teachers' Day, were particularly receptive to our requests for promotions (i.e.: Salam and Trend Az).

The difficulties here illustrate that our program communications messages need to be more "mass-market". In a phone discussion, partner Microsoft explained that overall messaging for WTD needs to be more "populist" to earn an editorial spotlight on major, generalist international web portals (such as the homepage of MSN.com) that are the top 10 sites in many countries around the world. By "populist," Microsoft meant less technical talk about international policy, and more concrete examples on UNESCO's actions in each country. Indeed, most people think about education in their own national or regional context, and would not understand international trends otherwise. The additional visibility in media enabled by such "populism" allows more people to discover UNESCO, and thus, creates longer, greater audience recruitment on our social media channels and UNESCO.org. The announcement of the Palestine vote is an example. Just hours after it passed on October 31st, catapulting UNESCO to front page news of international media, followers on our English language Twitter account jumped by 400 (which is what we usually get in a week).



3.1. Facebook - www.unesco.org/facebook

Variation October 2011 vs September 2011

Likes/fans*	October 2011	September 2011	Variation vs September
Total likes/fans(all languages)	43 569	39 685	+9.79%
English	41 814	38 355	+9.02%
French	906	704	+28.69%
Russian	318	229	+38.86%
Arabic	481	349	+37.82%
Chinese	50	48	+4.17%

*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
How do youth drive change? That's the topic of UNESCO Youth Forum, beginning next Monday. What songs inspire you to change?	oct-16	138	Video
World Teacher's Day is Oct 5 -UNESCO chats with Harvard about how World Teachers' Day is experienced throughout the world, and why you should care	oct-05	148	Harvard EdCast
Memory of the World photo album	oct-11	178	
Virtual Museum for Intercultural Dialogue	oct-11	187	-
Youth Forum 2011 photo album	oct-18	259	
Press release: General Conference admits Palestine as UNESCO Member State	oct-17	323	UNESCO Press release
CHANGE! UNESCO Youth Forum 2011.	oct-06	870	-
Poll: Do history books in your country take sides?	oct-21	268 votes	
Poll: Do you think our planet has enough resources to support a world with 7 billion people?	oct-21	574 votes	-
Poll: 6 days until the UNESCO Youth Forum! Which issue are you most concerned with?	oct-11	7877 votes	-

3.2. Twitter - <http://twitter.com/#!/unescoNOW>

Variation October 2011 vs September 2011

Followers	October 2011	September 2011	Variation vs September
Total followers (all languages)	31 402	25 685	+22.26%
English	23 142	20 229	+14.40%
French	604	505	+19.60%
Spanish	5 661	4070	+39.09%
Russian	188	137	+37.23%
Arabic	1 807	744	+142.88%

Top 10 Posts

Message	Posted	Re-tweets	Comments
Why we must build not just green economies, but also green societies, http://on.unesco.org/p5v8kl	oct-07	21	-
Solve these equations for equality: Public education = GOV'T responsibility ≈ Gender Equality in education = GLOBAL responsibility #wtd2011	oct-05	25	-
Did you know? In South & West Asia 27 million youth of lower secondary school age are out of school, 38% of the world's total #unescoSTAT	oct-04	29	

Why care about World Teachers' Day, Oct 5? In a global world, teachers mold global citizens	oct-05	31	-
"A teacher affects eternity; he can never tell where his influence stops." Henry Brooks Adams, #wtd2011	oct-05	32	-
Major event for humanity: On Oct 31, our planet will have 7 billion people. Share the news!	oct-23	47	
The world's 7 billionth baby will be born in 2 days, on Oct 31. Do you think this is cause for celebration or concern?	oct-30	58	
Did you know? The world population hit 6 billion in 1999. On Oct 31 2011, there will be #7billion	oct-23	62	
Our OFFICIAL statement on historic #Palestine vote at #UNESCO today: http://on.unesco.org/t02hBc	oct-31	100+	6
OFFICIAL: UNESCO's General Conference votes to admit #Palestine as Member State. 107 votes for, 14 votes against, 52 abstentions.	oct-31	100+	8

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

Variation October 2011 vs September 2011

	October 2011	September 2011	Variation vs September
Nb of Fans	121 298	111 769	8.53%
Nb of Posts	1 187	1 088	9.10%
Nb of Posts/day	N/A	N/A	-
Nb of Mentions	82 015	72 430	13.23%
Nb of Mentions/day	N/A	N/A	

Top 10 Posts

Message	Posted	Re-tweets	Comments
Young people can change the world! Send your photos to us and become a member of the community! Tell us What's 1 thing to make the Earth a better place RIGHT NOW. email:youth@unesco.org	Oct 17 /Aug 23	2338	273
UNESCO's General Conference has decided to admit Palestine as a Member State of the Organization with 107 votes in favor and 14 against. http://t.cn/aeqweu	Oct 31	779	210
Hi! Ö ~ YÖUTH! It's time to open your mouth and speak up!! ! "... To change the world, we have to stand up and speak, raise our voices and speak up..." http://t.cn/SviilT	Oct 19	312	46
Do U know what is "Kecejme do toho!" project? And have U ever heard of "Obami" (not Obama)? Don't U want to get an inside view of Spanish "indignado"- the 15M movement? Read the latest issue of UNESCO Courier: How youth drive the change~ http://t.cn/hqTsnK	Oct 19	190	33
YÖUTH! Let's form the future together! Have U ever asked yourself: "Am I a peacemaker or at least, not a violence maker?" discussion is going on right now, watch it online: mms://stream.unesco.org/live/room_1_floor.wmv	Oct 18	254	84
UNESCO Director-General paid tribute to Steve Jobs	Oct 06	165	36
Celebrating WTD: take a photo of your favorite teacher and send it to us, to have the opportunity to sharing it with all our followers! Email: social_zh@unesco.org	Oct 03	141	29
Literacy: a global challenge - 800 million people illiterate global wide, 2 / 3 are women; Mobile technology: a modern communication tool; Crowdsourcing: a brand new concept! "Education for crowdsourcing Challenge" launched by UNESCO invite U to participate! http://t.cn/Shi2fs	Oct 27	112	7
WTD: Video interview of ADG/ED Mr. Tang, Qian http://t.cn/akwlyu	Oct 05	100	38
Director-General message for WTD http://t.cn/akGcfV	Oct 05	93	17

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 October vs September 2011

Video views	October 2011	September 2011	Variation vs September
English	228 696	169 482	+34.94%
French	47 358	38 526	+22.92%
Spanish	71 377	52 518	+35.91%
Russian	10 720	7 806	+37.33%
Arabic	6 423	5 039	+27.47%
Chinese	75	58	+29.31%

New subscribers	October 2011	September 2011	Variation vs September
English	311	236	+31.78%
French	35	24	+45.83%
Spanish	91	63	+44.44%
Russian	8	9	-11.11%
Arabic	13	11	+18.18%
Chinese	1	0	-

▪ Top 10 videos on UNESCO TV English Channel

228 696 views in October 2011		Subject	% of total views
1	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	10.8%
2	UNESCO Statement on Palestine Vote	UNESCO	4.7%
3	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	4.1%
4	Kabuki Theatre	CLT/ITH	4%
5	Georgian Polyphonic Singing	CLT/ITH	4%
6	Oral and Graphic Expressions of the Wajapi	CLT/ITH	3.3%
7	Baul Songs	CLT/ITH	2.9%
8	Gagaku	CLT/ITH	1.9%
9	International Literacy Day 2011: Why Literacy Means Peace	ED	1.5%
10	Lacemaking in Croatia	CLT/ITH	1.4%

▪ Top 10 videos on UNESCO TV French Channel

47 358 views in October 2011		Subject	% of total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	13%
2	Le chant polyphonique géorgien	CLT/ITH	9.6%
3	Le Maloya	CLT/ITH	5.8%
4	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	3.6%
5	Le Kankurang, rite d'initiation mandingue	CLT/ITH	3.4%
6	Le repas gastronomique des Français	CLT/ITH	2.4%
7	Le Canto a tenore, chant pastoral sarde	CLT/ITH	1.9%
8	Le Duduk et sa musique	CLT/ITH	1.7%
9	L'isopolyphonie populaire albanaise	CLT/ITH	1.7%
10	Le changement par la jeunesse	SHS	1.5%

▪ Top 10 videos on UNESCO TV Spanish Channel

71 377 views in October 2011		Subject	% of total views
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	22.9%
2	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	8.2%
3	El canto polifónico georgiano	CLT/ITH	5%

4	¿Qué es la diversidad cultural para ti? ¡Acepta el vídeo reto de la UNESCO!	CLT	3.2%
5	El carnaval de Barranquilla	CLT/ITH	3%
6	Mensaje de los estudiantes chilenos	CLT/ITH	2.8%
7	El teatro Kabuki	CLT/ITH	2.2%
8	El Canto a tenore, un canto pastoral sardo	CLT/ITH	2%
9	El patrimonio oral y las manifestaciones culturales del pueblo zápara	CLT/ITH	1.8%
10	La huaconada, danza ritual de Mito	CLT/ITH	1.6%

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

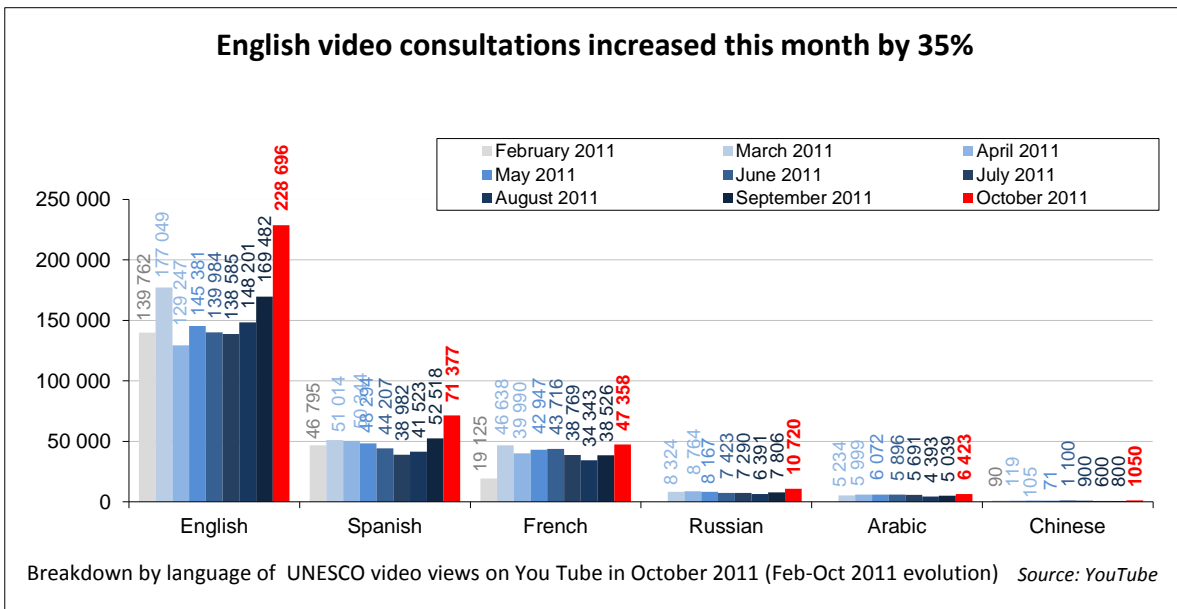
10 720 views in October 2011		Subject	% of total views
1	Alsou (Алсу) UNESCO Artist for Peace	UNESCO	12.8%
2	The historic center of Rome and the Vatican's possession, ...	CLT/WHC	4.3%
3	The mystic world of Shanshui : Huangshan Mountain	CLT/WHC	3.9%
4	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	3%
5	Palace and Park of Versailles	CLT/WHC	2.9%
6	Prehistoric Sites and Decorated Caves of The Vézère valley	CLT/WHC	2.6%
7	The ancient city of Petra	CLT/WHC	2.2%
8	Yellowstone National Park	CLT/WHC	2%
9	Memphis and its Necropolis - the Pyramid Fields ...	CLT/WHC	2%
10	Historic Areas of Istanbul	CLT/WHC	1.9%

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

6 423 views in October 2011		Subject	% of total views
1	Venice Beach and lake	CLT/WHC	8.9%
2	Ban Chiang archaeological site	CLT/WHC	6.2%
3	What is the cultural diversity in your opinion?	CLT	3.9%
4	Archaeological Areas of Pompeii, Herculaneum and Torre	CLT/WHC	3.9%
5	Taj Mahal	CLT/WHC	3.7%
6	Te Wahipounamu - South West New Zealand	CLT/WHC	2.8%
7	Prehistoric Sites and Decorated Caves of The Vézère valley	CLT/WHC	2.7%
8	Canadian Rocky Mountain Parks	CLT/WHC	2.6%
9	Persepolis	CLT/WHC	2.4%
10	Islands of New Zealand near the South Pole	CLT/WHC	2.3%

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

75 views in October 2011		Subject	% of total views
1	The 2001 Convention	CLT	48%
2	UNESCO History	UNESCO	32%
3	Education for all "Mr Qian Tang" GMR ...	ED	9.3%
4	Water in Cities	CLT	4%
5	Action to combating trafficking in cultural property	CLT	4%
6	Cities on the Edge	CLT	1.3%
7	Languages matter!	CLT	1.3%



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

• Top 10 Videos

Video	Posted	Total Views	Quoted*
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	March 03	43 432	4 581
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	June 23	5 482	5 292
Intangible Heritage Kunqu Opera-the Peony Pavilion performed by UNESCO Artist for Peace Jun Zhang	May 14	4 067	3 169
World Teachers' Day: Interview of Mr. Qian Tang, ADG/ED	Oct 05	3 727	555
Youth Forum PSA	Oct 19	3 417	1 431
Herbie Hancock UNESCO Goodwill Ambassador	July 20	2 846	267
Malaga fans received T-shirts with UNESCO logo	Sept 01	1 678	110
Water in the Cities	Aug 23	1 090	207
General Conference opened 36 th session	Oct 25	1 076	377
Peace is a human right	Sept 22	1 033	324

* Views of the video from other websites

In October, the number of videos uploaded to UNESCO's Youku Channel has increased by 21%. Out of 12 new videos added to Youku this month, 3 are listed as the 10 most viewed:

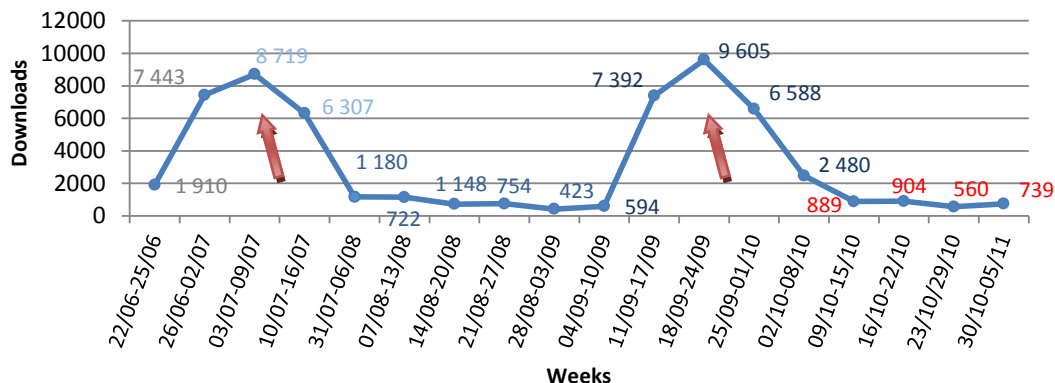
- WTD: Interview of ADG/ED Mr QuianTang: http://v.youku.com/v_show/id_XMzA5ODE5ODY0.html
- Youth forum PSA: http://v.youku.com/v_show/id_XMzE0Mjc1OTQ4.html
- Opening of the 36th session of the General Conference: http://v.youku.com/v_show/id_XMzE2MTMxNzI4.html

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	2 to 8 October	9 to 15 October	16 to 22 October	23 to 29 October	30 October-5 November
Downloads	5 572	2 480	889	904	560	739

Peaks in traffic resulted from Apple's promotion of UNESCO



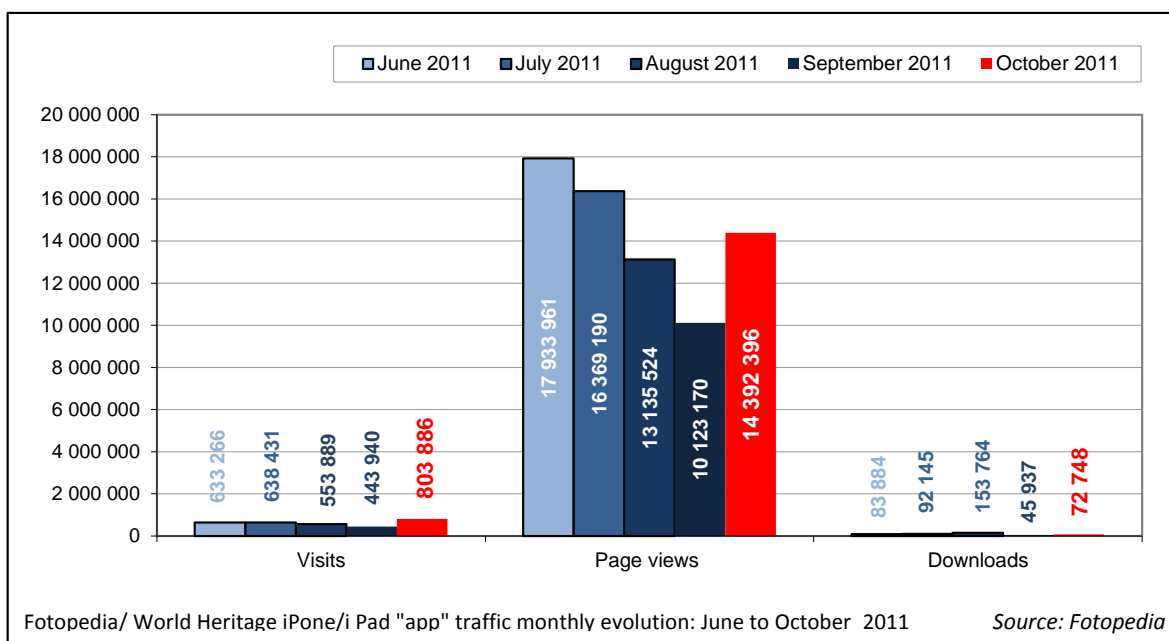
Nb of downloads per week from launch to 5 November 2011

Source: iTunesU

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	October 2011	Variation vs September	August 2010 (launch) to September 2011
Downloads	2 069 331	72 748	+58.36%	1 996 583
Visits	8 553 156	803 886	+81.08%	7 749 270
Pages views	277 336 566	14 392 396	+42.17%	262 944 170
Info pane with UNESCO logo & text	2 258 864	129 046	+31.40%	2 129 818
Preview of Heritage viewed within other apps	129 403	3 170	+20.03%	126 233
Open UNESCO page from Heritage	50 563	1 771	+59.41%	48 792
Distinct UNESCO WHC pages opened	3 140	124	+10.71%	1 939
Most viewed UNESCO WHC page		http://whc.unesco.org/en/list/274	http://whc.unesco.org/en/list/121	



Fotopedia/ World Heritage iPhone/i Pad "app" traffic monthly evolution: June to October 2011

Source: Fotopedia

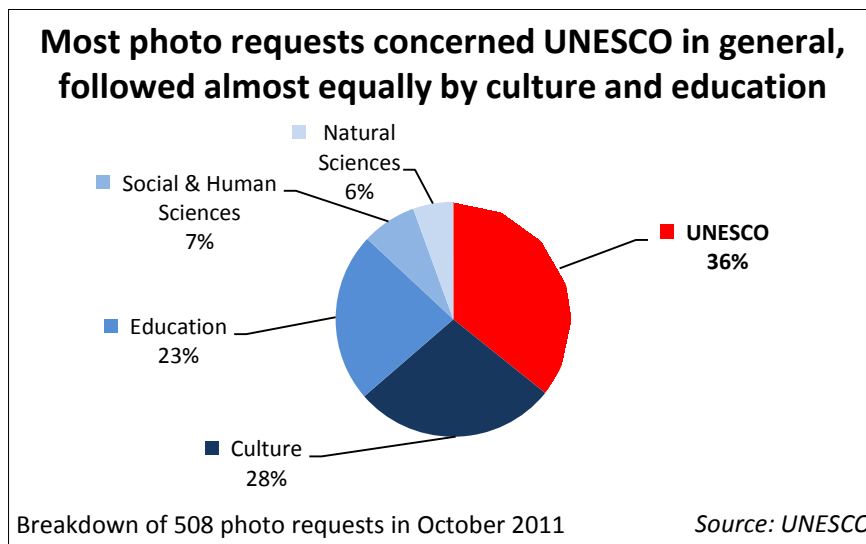
4. UNESCO Photobank - <http://photobank.unesco.org/>

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

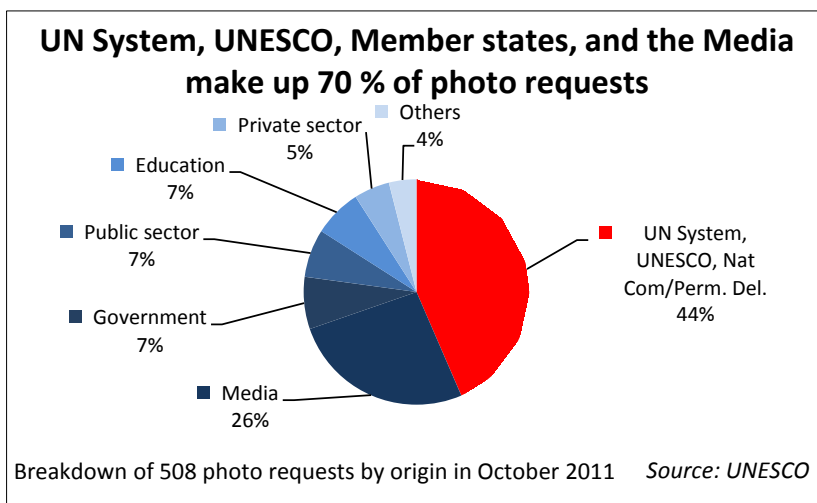
Themes

Themes	October 2011	September 2011
UNESCO	181	383
Education	118	120
Natural Sciences	28	73
Social and Human Sciences	38	10
Culture	141 (130 WHC + 11 ITH)	205 (176 WHC + 29 ITH)
Communication and Information	2	0
TOTAL	508	791



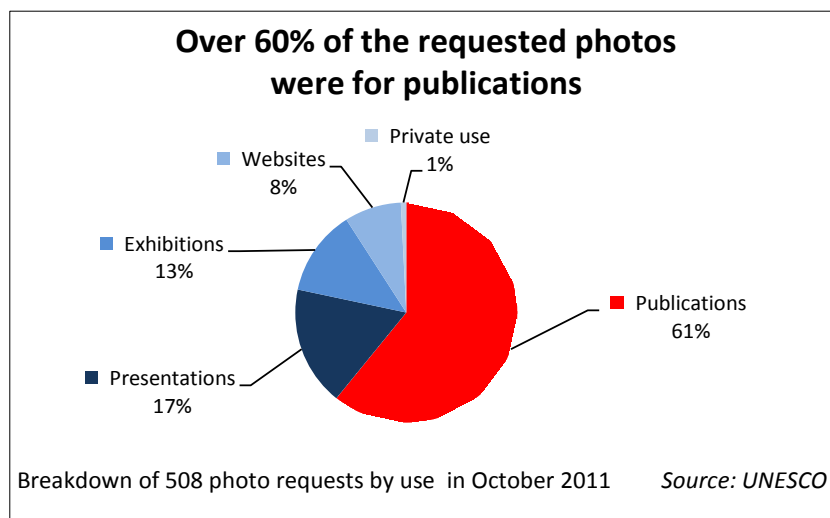
Origin of requests

Origin of request	October 2011	September 2011
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	221	544
Media: Written and Audiovisual and Press	133	141
Government	38	0
Education (Schools, Universities, teachers, researchers)	35	1
Public sector (Museums, Bookshops)	35	22
Private sector	26	83
Others	20	0
TOTAL	508	791



Use of photos

Use of photos	October 2011	September 2011
Websites	42	49
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	309	549
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	89	138
Exhibitions	64	55
Private use	4	0
TOTAL	508	791



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.)

	October 2011	October 2010
Number of Events	215	60
Number of Photos	3 060	718

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.

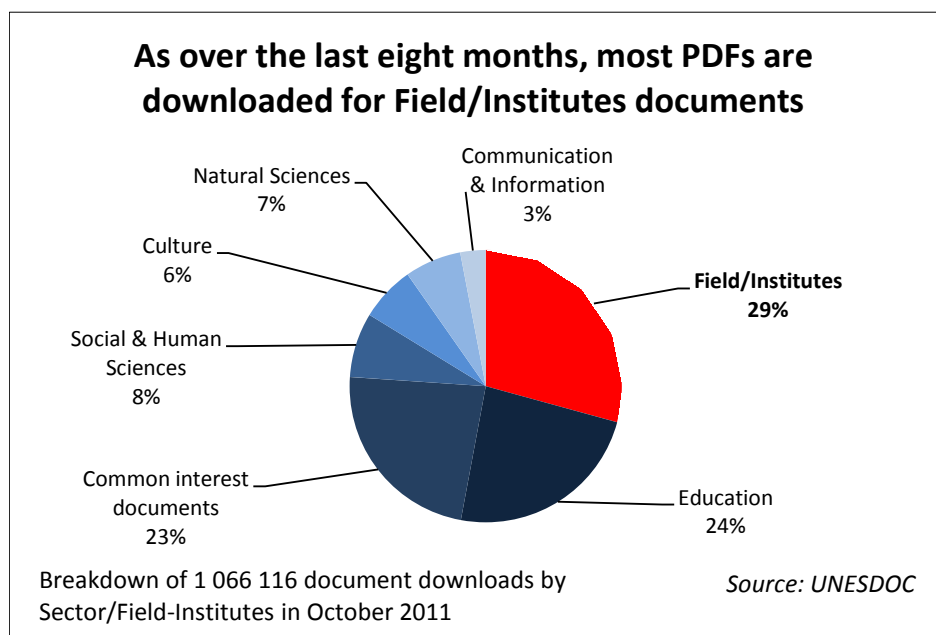
In October there were **129 990** (128 918 in September) records available online in PDF format, including documents, publications, communication material and other working documents.

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 October	1 066 116
---	------------------

Sectors/Field/Institutes	Number of PDF	Number of downloads	Average nb of downloads per PDF
Education	9 489	252 442	4
Natural Sciences	9 491	69 634	14
Social and Human Sciences	5 560	81 737	7
Culture	3 143	71 482	4
Communication and Information	2 304	32 189	7
Fields & Institutes	8 118	311 990	3
Common interest documents	NA	246 642	NA



5.1.2 Top 50 Country Origin

	Country	Downloads
1	United States of America	95 581
2	France	64 486
3	Brazil	64 344
4	Mexico	61 873
5	India	29 391
6	Spain	28 608
7	United Kingdom of Great Britain and Northern Ireland	23 161
8	Colombia	23 117
9	Argentina	21 795
10	Venezuela (Bolivarian Republic of)	21 524
11	Canada	21 464
12	Philippines	20 340
13	Peru	16 290
14	China	14 454
15	Japan	12 758
16	Nigeria	12 355
17	Chile	12 204
18	Australia	12 074
19	Germany	9 836
20	Algeria	9 503
21	Morocco	9 321
22	Malaysia	7 486
23	Ecuador	7 279
24	Republic of Korea	6 618
25	Russian Federation	6 238
26	Belgium	6 109
27	Portugal	6 046
28	Indonesia	6 001
29	Kenya	5 867
30	South Africa	5 848
31	Cameroun	5 732
32	Italy	5 489
33	Bolivia	5 177
34	Netherlands	4 883
35	Pakistan	4 840
36	Switzerland	4 321
37	Guatemala	4 304
38	Costa Rica	4 011
39	Singapore	3 909
40	Tunisia	3 820
41	Egypt	3 638
42	Ethiopia	3 489
43	Dominican Republic	3 187
44	Panama	3 161
45	Iran (Islamic Republic of)	3 050
46	Côte d'Ivoire	2 955
47	Ghana	2 947
48	Turkey	2 797
49	Jamaica	2 618
50	Uganda	2 573

5.1.3 Printable Communication materials

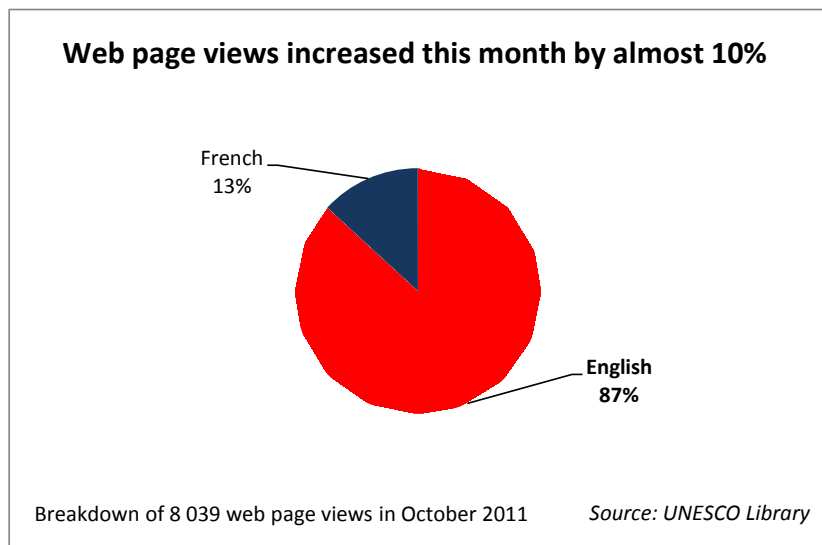
Title	Total downloads in October						
	EN	FR	SP	RU	AR	ZH	Total
2010 UNESCO Annual Report	300	85	-	-	-	-	385
UNESCO brochure	1 352	575	-	-	-	-	1 927
65 Ways UNESCO Benefits Countries all over the World	133	60	140	-	14	-	527
A New Humanism for the 21 st Century	44	40	31	7	1	-	123

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

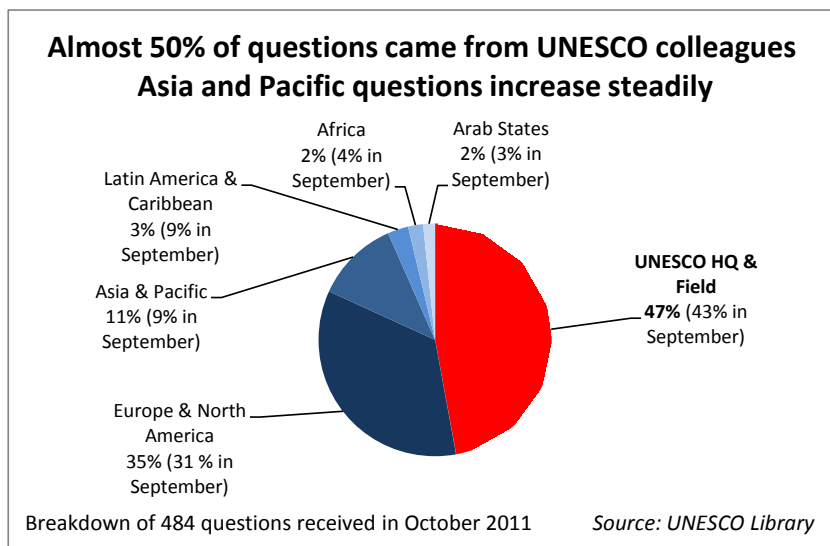
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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.

With more than 15,000 views this month, the eight-volume *General History of Africa* in Portuguese (*História geral da África*) continues to dominate among publications on UNESDOC. Demand for the French editions of the series increased notably in October as well, reaching almost 4,000 views, while the English versions were viewed just under 3,000 times.

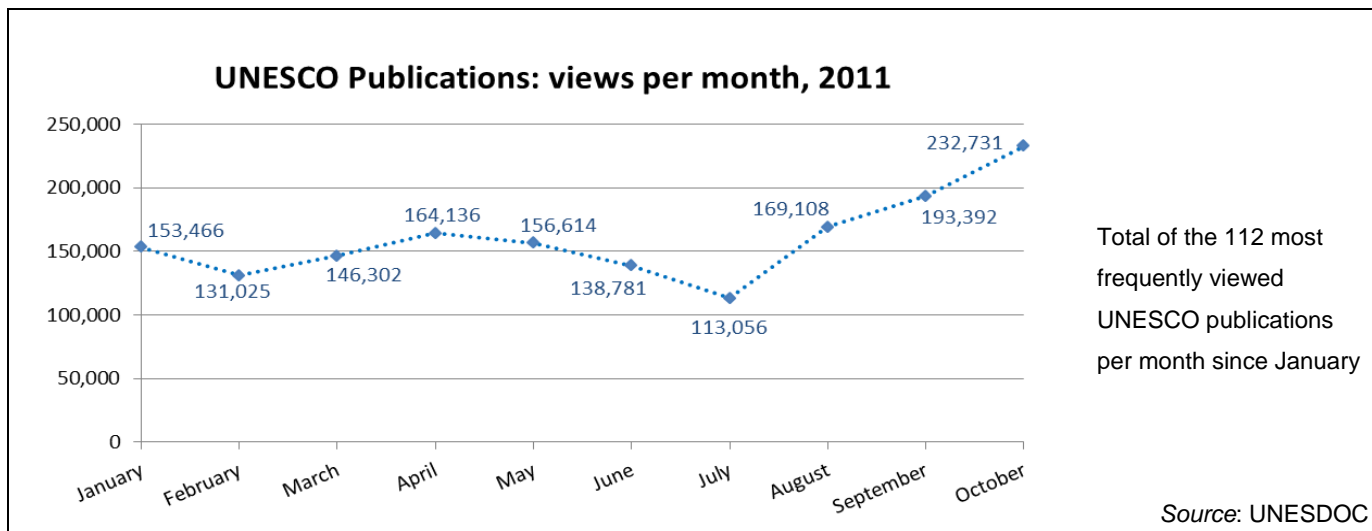
Flagship UNESCO publications such as major reports and the *General History of Africa* are consistently sought after online, however a number of smaller publications were also extremely popular in October as well, notably those from the Education Sector. Six ED publications featured among the top ten downloads for the month.

The bookshop benefitted from attendees of the General Conference in October, selling 231 copies of the World Heritage Desk Diary 2012 and just over a hundred copies each of *Mapping out the Research-Policy Matrix* and *Social Science and Policy Challenges: Democracy, values and capacities* – the first two books in the new 'Research and Policy' series recently launched by the Social and Human Sciences Sector.

The number of views of UNESCO publications on Google Books has risen by 180% since July. The 147 UNESCO publications available on Google Books were consulted a total of 16,889 times in October, with an average of 15.4 pages viewed each time.

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

	Title	Sector	Language	Views	Published
1	História geral da África, I-VIII (General History of Africa, Vol. 1-8.)	CLT	Portuguese	15 313	Brasilia, 2010-2011
2	Actividades de educación ambiental para las escuelas primarias: sugerencias para confeccionar y usar equipo de bajo costo (Environmental education activities for primary schools: suggestions for making and using low cost equipment)	ED	Spanish	9 207	Santiago, 1997
3	O Índio brasileiro: o que você precisa saber sobre os povos indígenas no Brasil de hoje (The Brazilian Indian: what you need to know about indigenous peoples in Brazil today)	ED	Portuguese	6 937	Brasilia, 2006
4	Case study on the effects of tourism on culture and the environment: Nepal; Chitwan-Sauraha and Pokhara-Ghandruk	CLT	English	5 309	Bangkok, 1995
5	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards Knowledge Societies: UNESCO World Report)	all	Spanish	5 254	Paris, 2005
6	Mantenimiento de instalaciones eléctricas del establecimiento educacional (Maintenance of electrical installations in educational establishments)	ED	Spanish	4 196	Santiago, 1998
7	Histoire générale de l'Afrique, I-VIII (General History of Africa, Vol. 1-8.)	CLT	French	3 779	Paris, 1980-1999
8	Las Tecnologías de la información y la comunicación en la formación docente (Information and communication technologies in teacher education)	ED	Spanish	3 687	Paris, 2004
9	Information and communication technologies in schools: a handbook for teachers, or how ICT can create new, open learning environments	ED	English	3 580	Paris, 2005
10	El Juego entre el nacimiento y los 7 años: un manual para ludotecarias (Action Research in Family and Early Childhood, 14)	ED	Spanish	3 500	Paris, 2000



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

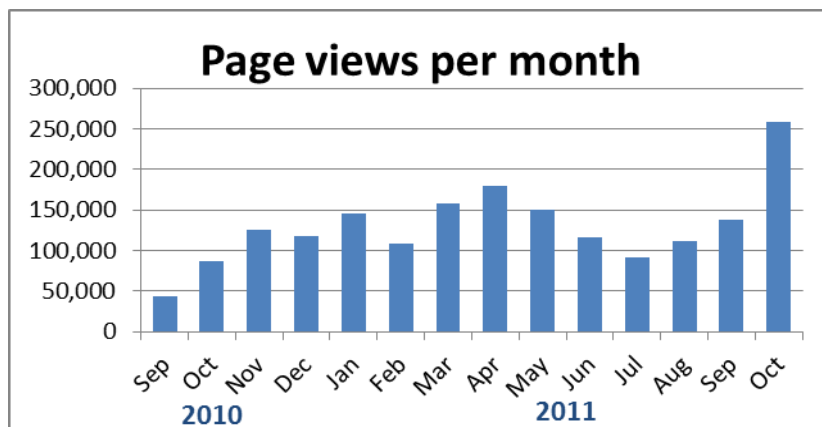
	Title	Language	PDF views October 2011	PDF views past 12 months
1	História geral da Africa, I-VIII (General History of Africa, Volumes 1-8.)	Portuguese	15 313	378 099
2	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards Knowledge Societies: UNESCO World Report)	Spanish	5 254	59 973
3	Histoire générale de l'Afrique, I-VIII (General History of Africa, Vol. 1-8.)	French	3 779	7 731
4	Compendio mundial de la educación 2010 (Global Education Digest 2010)	Spanish	3 370	17 417
5	General History of Africa, Volumes 1-8.	English	2 875	38 142
6	Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	Spanish	2 419	28 719
7	EFA Global Monitoring Report, 2011: The Hidden Crisis - Armed Conflict and Education	English	2 406	24 375
8	EFA Global Monitoring report, 2010: Reaching the Marginalized	English	1 144	23 186
9	Engineering: issues, challenges and opportunities for development; UNESCO report	English	1 018	16 613
10	UNESCO Science Report, 2010: the current status of science around the world	English	1 007	18 836

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

6.3 Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, 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
October 2011	147	259 064	16 889	152
October 2010	45	87 047	5 908	67



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 October, top 5

	Title	Copies sold	Sector
1	UNESCO World Heritage Desk Diary 2012	231	WHC
2	Mapping out the Research-Policy Matrix	103	SHS
3	Social Science and Policy Challenges - Democracy, values and capacities	101	SHS
4	Unfinished Business: A Comparative Survey of Historical and Contemporary Slavery	60	CLT
5	The World's Heritage: A Complete Guide to the Most Extraordinary Places	28	WHC

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

	Title	Copies sold	Publisher
1	Le Patrimoine mondial de l'UNESCO – 3rd Edition	11	Ouest-France
2	Charter of the United Nations and Statute of the International Court of Justice	7	UN
3	Papa du peux sauver la planète (colouring book)	6	UN
4	Charte des Nations Unies	5	UN
5	Patrimoine mondial de l'UNESCO : Les sites français	4	Gelbart

6.5 Online and international sales

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

	Title	Copies sold	Sector
1	Human rights: questions and answers	30	SHS
2	Water resources systems planning and management: an introduction to methods, models and applications	30	SC
3	The World's Heritage: A complete guide to the most extraordinary places	22	WHC
4	Histoire de l'humanité, vol. I: De la préhistoire aux débuts de la civilisation	22	CLT
5	Histoire de l'humanité, vol. II: 3000 à 700 avant. J.-C	22	CLT

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

Bookshop sales of UNESCO publications, lowest sellers in October

	Title	Copies sold	Sector
	Témoins de l'histoire : recueil de textes et documents	0	CLT
	Recueil de données mondiales sur l'éducation 2010	0	UIS
	L'éducation pour l'inclusion : de la recherche aux réalisations pratiques	0	BIE
	Global Education Digest 2010: Comparing Education	0	UIS
	EFA Global Monitoring Report, 2011: The Hidden Crisis - Armed Conflict and Education	0	ED

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

Title	Copies sold	Sector
A Teaching Resource Kit for Mountain Countries: A creative approach to environmental education	0	SC
Compendio mundial de la educación 2010: comparación de las estadísticas de educación en el mundo	0	UIS
Challenging HIV and AIDS: A new role for Caribbean education	0	ED
Freedom of Connection, Freedom of Expression: The changing legal and regulatory ecology shaping the Internet	1	CI
Mapping out the Research-Policy Matrix	1	SHS

* 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, October 2011

Contract No.	Title	Publisher	Language	Date of signature
J.2011-023	Asia Conserved: Lessons Learned from the UNESCO Asia-Pacific Heritage Awards for Culture Heritage Conservation 2005-2009, vol. II	Igroup Press	English	12 Oct
J.2011-024	Women and the Teaching Profession: Exploring the Feminisation Debate	COMSEC	English	12 Oct
J.2011-025	Les Animaux du Fleuve, including CD	Afrik-M	French and Bambara	20 Oct
J.2011-022	General History of the Caribbean, Vol. IV	Macmillan	English	21 Oct
J.2011-026	World Social Science Report 2010: Knowledge Divides	COMESCO and Foro Consultivo Científico y Tecnológico A.C.	Spanish	28 Oct

6.8 Permissions granted to use or translate UNESCO contents, October 2011

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Elsevier BV, contact: Ms Katy Morrissey	"Glossary of Glacier Mass Balance and related Terms", IHP-VII Technical Documents in Hydrology, N° 86- IACS Contribution, N°2, Figure n° 16, p.101, Cogley et al., © UNESCO/IHP 2011	"Future of the World's Climate: A Modeling Perspective", edited by Ann Henderson-Sellers and Kendal McGuffie, to be published December 2011 by Elsevier BV, with a total print run of 1,145 copies, as well as in e-book format, both sold for \$134.95 per unit.	Due acknowledgement of UNESCO, \$100 fee.	24 Oct
Conseil Général de Seine-et-Marne, Contact: Anne-Emmanuelle Gangbo	'L'Éducation compte – Vers la réalisation des Objectifs du Millénaire pour le développement', ED-2010/WS/44/REV, © UNESCO 2011	Production of 100 copies of the brochure for free distribution as part of the "Day of International Solidarity in Seine-et-Marne" (<i>Journée de la Solidarité Internationale en Seine-et-Marne</i>) to be held on November 12, 2011.	Due acknowledgement of UNESCO, free.	31 Oct

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 latest issue "Humanism, a new idea", October-December 2011, has been posted on the UNESCO portal in English, French and Spanish at the end of October. Even prior to sending to subscribers this new issue figured in the October "Top 10 most consulted PDFs" with 2.173 downloads. "Chemistry and life", January-March 2011, and "How youth drive change", July-September 2011, remain in the "Top 10", in English and Spanish.

Thanks to a social media promotion strategy, the Chinese version of "How youth drive change" is in the "Top 10" (with 463 downloads). Among the "non latin" languages, *The Courier* in Chinese has registered the highest number of new subscribers in October (88). The Russian (7 new subscribers) and the Arabic (6 new subscribers) now need focused promotional efforts. In October, *The Courier* registered 508 new subscribers in all the languages. The English version is leading with 233 new subscribers.

500 copies of the April-June issue, "Women conquering new expanses of freedom", have been printed on demand (in English and in French) for a Millennia 2015 conference for women's empowerment to be held in Paris in early 2012.

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

Language	Last issue PDF downloads	All issues PDF downloads	New subscribers	Total subscribers	Variation vs M-1	Printed copies
English	1 439	9 292	233	30 513	+0.77%	200
French	559	8 254	73	15 032	+0.49%	300
Spanish	867	10 719	100	12 905	+0.78%	0
Russian	293	469	7	1 718	+0.41%	0
Arabic	177	278	6	2 177	+0.28%	0
Chinese	463	593	88	2 719	+3.34%	0
Portuguese	N/A*	189	1	1 969	+0.05%	0
TOTAL	3 798	29 794	508	67 033	+0.76%	500

*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 October (UNESDOC)

	Title	Language	PDF consulted	Published
1	How youth drive change	English	1 439	August 2011
2	Humanism, a new idea	English	1 166	October 2011
3	How youth drive change	Spanish	867	August 2011
4	Humanism, a new idea	Spanish	678	October 2011
5	Chemistry and life	Spanish	591	January 2011
6	How youth drive change	French	559	August 2011
7	The Ramayana and the Mahabharata: two epics of Asia	Spanish	533	December 1967
8	Chemistry and life	English	473	January 2011
9	How youth drive change	Chinese	463	August 2011
10	Humanism, a new idea	French	329	October 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	17	4	13	
CLT	20	9	11	
ED	16	11	4	1
ERI	8	8		
SC	13	13		
SHS	10	8	2	
BFC	1	1		1
AFR	1	1		
GBS/SCX	8	7		
ODG	2	2		
Total	96	65	29	2

8.2. Events organized by Field Offices/ Institutes

Almaty	2
Bangkok	1
Brasilia	1
Cairo	1
Havana	1
IIEP	1
Isesco	1
Katmandu	1
Moscow	3
Quito	6
Rabat	2
San Jose	1
Santiago	1
Venice	5
Windhoek	2
Yaounde	3
Total	31

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	5	-
Category 4- International Congress	-	2
Category 5-Advisory Committee	-	1
Category 6-Expert Committee	2	-
Category 7-Seminars and Workshops	6	21
Category 8-Symposium	1	-
Show	2	-
Exhibition	2	2
Event under UNESCO Patronage		1
General Conference	4	-
Information Meeting with Permanent Delegations	2	1
Press conference	-	-
Interagency Meeting	-	3
Intersectorial Meeting	-	-
Meeting by Member States or Institutions	3	5
Prize-giving ceremony	-	-
Fundraising Gala	-	-
Special Event	19	5
Working group/Expert Meeting	4	4
Executive Board	1	-
Headquarters Committee	-	-
Total	51	45

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
26/09-07/10	187 ^e session du Conseil exécutif	GBS/DIR	Salles IV, VI-VIII, X-XII	N/A
05/10	Journée mondiale des enseignants	ED/PDE/TED	Salle II	350
05-08/10	Réunion d'experts de la Batterie d'indicateurs en culture pour le développement	CLT/CEH/DCE	Salle XVI	15
11/10	Plateforme : « Contribution au dialogue entre les cultures et les civilisations et à une culture de la paix »	BSP/CPN	Salle XI	200
12-13/10	Réunion conseil consultatif	ED/GMR	Salle VII	35
13/10	Inter-Agency meeting on Quality Education	ED/BHL	Salle VI	40
14/10	Réunion du Comité consultatif pour les œuvres d'art de l'UNESCO	ADM/ADG/WAP	Salle VIII	30
17-20/10	7 ^e Forum des Jeunes de l'UNESCO	SHS/SRP/YSPE	Salles I-XII	800
19/10	Towards a Global Observatory of Policy Instruments on Science, Technology and Innovation (GO-SPIN)	SC/PSD	Salle XIV	40
19/10	7 ^e consultation GSI sur la mise en œuvre du Plan d'action de Madrid	SC/EES	Salle XIII	60
21/10	Réunion d'experts du secteur de la culture	CLT/WHC/ARB	Salles VIII, XI	40
21/10	Atelier sur la gestion axée sur les résultats	BSP/KNS	Salle VI	20
23-24/10	Meetings of Directors/Heads of Field Offices	BFC/REG	Salle IX	80
24/10	Forum des universités Chine Afrique	ED/ADG	Salle X	200
24/10	Réunion interrégionale des Commissions nationales à l'occasion de la 36 ^e session de la Conférence générale	ERI/NCS/NAC	Salle XII	300
25/10-10/11	36 ^e session de la Conférence générale	GBS/SCG	Salles I-XII	N/A
26-27/10	Leaders' Forum	GBS/SCG	Salle I	1000
26/10	Side meeting on Global Migration Group	SHS/SRP/URG-MIG	Salle IX	40
27/10	Meeting to address ED quality and learning effectiveness challenge in the LAC region	ED/EO/SPM	Salle VII	40
27/10	Global Partnership on Girl's and Women's Education	ODG/GE	Salle IX	50
27/10	Meeting of Ministers of ED of Africa	ED/EO/SPM	Salle IX	70
28/10	Réunion d'information des Ministres africains sur la stratégie opérationnelle de la priorité Afrique	AFR/CEO/CEM	Salle IX	50
28/10	Presentation of the IOC Sub-Commission for Africa and the adjacent Island States	SC/IOC/ADG	Salle IX	50
29/10	Table ronde sur "les populations d'ascendance africaine" avec un volet sur l'histoire générale de l'Afrique	AFR/CEO	Salle IX	60
29/10	Meeting of E-9 Ministers	ED/EO/SPM	Salle VIII	50

31/10	Launch of ICT-Competency framework for teachers publication	CI/EO	Salle X	90
Total participation				N/A

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

General conference events

9.1.2. External rentals

Date	Title	Organizer	Place	Public
20/10	Cycle IHEPS 2011	Institut des hautes études de protection sociale	Salle XVI	50
Total participation				50

9.1.3. Information Meetings for Member States

Date	Title	Organizer	Place	Public
10/10	Réunion d'information sur le VIH et le SIDA	ED/PSD/HIV	Salle XI	150
11/10	2 ^e réunion d'information avec les Délégués permanents sur l'organisation de la 36 ^e session de la Conférence générale	GBS/SCG	Salle II	300
13/10	Réunion d'information avec les Délégués et Observateurs permanents auprès de l'UNESCO	CI/EO	Salle XII	200
Total participation				650

9.1.4. Electoral Groups Meetings

Date	Title	Organizer	Place	Public
03/10	Réunion du Groupe Electoral II	Délégation permanente d'Azerbaïdjan	Salle XVI	25
07/10	Réunion conjointe entre les pays du Sous-groupe Afrique centrale et le Département Afrique de l'UNESCO	Délégation permanente d'Angola	Salle XV	20
10/10	Réunion du groupe ASPAC	Délégation permanente d'Inde	Salle XV	20
11/10	Réunion du Groupe UE	Délégation permanente de Pologne	Salle XIII	40
11/10	Plénière du Groupe africain	Délégation permanente du Congo	Salle XIV	45
11/10	Réunion du Groupe Electoral I	Délégation permanente de la Norvège	Salle XIII	50
12/10	Réunion plénière du groupe des pays non-alignés	Délégation permanente d'Egypte	Salle XIII	60
13/10	Réunion du Groupe arabe	Délégation permanente d'Egypte	Salle XIII	50
13/10	Réunion du Groupe UE	Délégation permanente de Pologne	Salle XIV	40
13/10	Réunion du groupe Commonwealth	Délégation permanente d'Australie	Salle XIII	40
14/10	Réunion des Ambassadeurs du Groupe de Genève	Délégation de la République de Corée	Salle XIV	40
14/10	G77 Working Group on Communication and Information	Délégation permanente de la République-Unie de Tanzanie	Salle XVI	40
17/10	Réunion plénière du Groupe Grulac	Secteur des Relations extérieures et de l'Information du public, Section Amérique latine et Caraïbes	Salle XVI	40
19/10	Réunion conjointe avec le Groupe Union Européenne	Délégation permanente d'Egypte	Salle X	100
19/10	Réunion bureau du groupe ASPAC	Délégation permanente de la République islamique d'Iran	Salle XV	20
19/10	Réunion plénière du groupe ASPAC	Délégation permanente de la République islamique d'Iran	Salle XVI	40
20/10	Réunion de l'Organisation de la Coopération Islamique	Organisation de la Coopération Islamique	Salle XIII	30
20/10	Plenary Meeting of the Group 77	Groupe 77	Salle XIII	60
21/10	The Small Island Developing States (SIDS) Committee of Representatives of UNESCO	Ambassade de la République de Maurice en France	Salle XIII	40
24-31/10	Groupe électoral I	Délégation de la Norvège	Salle XIII	40
25/10	Réunion du Groupe arabe	Délégation permanente d'Egypte	Salle VII	20
25-	CARICOM	Délégation permanente de St Kitts and	Salle VII	25

31/10		Nevis		
25-31/10	Réunions de coordination du groupe UE	Délégation permanente de la Pologne	Salle IX	50
25/10	Réunion du Groupe Nordique	Délégation permanente de Suède	Salle XV	20
25-31/10	Réunion PICs	Délégation permanente d'Australie	Salle XVI	30
25-31/10	Réunion de Groupe MNOAL	Délégation permanente d'Egypte	Salle IX	40
26/10	Réunion du Groupe arabe	Délégation permanente d'Egypte	Salle VII	20
26/10	Small Island Developing States Meeting	Ambassade de la République de Maurice en France	Salle XIV	40
27/10	Réunion du Groupe Africain	Délégation permanente d'Angola	Salle XIII	40
31/10	Réunion de coordination nordique des spécialistes dans les différentes commissions	Délégation de Suède	Salles XV, XVI	35
Total participation				1 160

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

- The October electronic calendar was sent to 3 552 subscribers (distribution list cleaned up before sending)
 - 42 new subscribers, 1 unsubscription.
- The Paper version of the monthly calendar is printed out in 2 500 copies (1 500 in French and 1 000 in English)
- 7 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 11/11/2011	Satellites and World Heritage sites, partners to understand climate change	Natural Sciences Sector	Railings around Hqs	N/A
25/10-10/11/2011	Open UNESCO	Sector for External Relations and Public Information	Séгур Hall	650 (inauguration)

9.2.2. Shows and Screenings

Date	Title	Organizer	Place	Public*
4/10/2011	Algerian National Ballet	Permanent Delegation of Algeria	Room I	
25/10/2011	Mongolia Gala	Permanent Delegation of Mongolia	Room I	800

9.2.3. Special Events

Date	Title	Organizer	Place	Public*
5/10/2011	Celebration - World Teachers' Day 2011: Teachers for gender equality	Education Sector	Room II	
13/10/2011	Book launch – "Journal intime d'un arbre" (Diary of a tree) by Didier van Cauwelaert, edited by Michel Lafon	Sector for External Relations and Public Information	Japanese garden	Press launch: 8 French journalists
17-20/10/2011	7 th International UNESCO Youth Forum	Social and Human Sciences	Cf. 9.1 above	Cf. 9.1 above

*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.

- Rooms' maximum capacity: Room I: 1 350 seats

9.3. UNESCO Visits

The Visitors' Service organized a total of 19 visits for **258** visitors in October 2011.

Most visitors came within the framework of Thematic Conferences. The major part of the organized visits was conducted in French for a French public.

1. Requests

Number of emails received	168
Number of requests received	53
Accepted requests	69%
Declined requests	31%

2. Languages

Visits in English	13	69%
Visits in French	5	26%
Other	1	5%

3. Type of visits

Individual Visits	1	5%
Group Visits	3	16%
Spontaneous Visits	7	37%
Thematic Conferences	8	42%

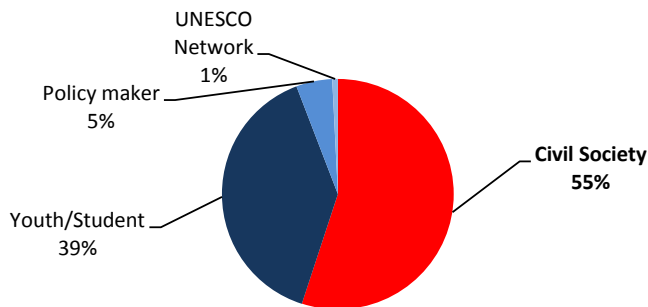
4. Origin

Africa	0	0%
Arab States	0	0%
Europe and North America *	17	90%
Latin America and the Caribbean	1	5%
Asia and Pacific	1	5%

* Including local demands (45%)

5. Audience

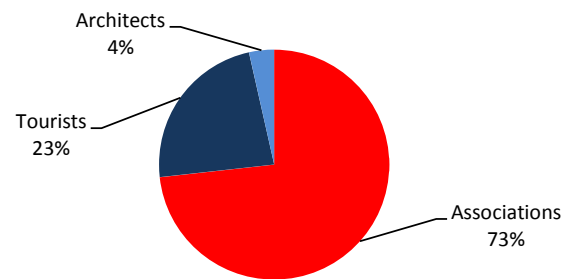
Over 50% of visitors were from the civil society, followed by almost 40% Youth/Students



Breakdown of 258 UNESCO visitors in October 2011

Source: UNESCO

Over 3/4 of civil society visitors came through Associations, almost 1/4 were tourists



Breakdown of 142 civil society visitors in October 2011

Source: UNESCO

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.

9 events which have been granted UNESCO's patronage took place in October 2011:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/10/2011	Germany	Youth Development through Football Toolkit on Football and Life Skills Education	Students & youth	SHS
01/10/2011	France	Lancement d'un musée d'art contemporain auprès d'enfants de quatre pays : France, Cameroun, Bénin et Sénégal	Civil society & Children	CLT
06/10/2011	Switzerland	The Krys Test Match organized by the Multi One Attitude Foundation during which a future cooperation between the Foundation and UNESCO was announced	Civil society	SC-IOC
10/10/2011	UK	The 2 nd conference of the Federation of International Human Rights Museum in Liverpool	Policy-makers & development agencies	SHS
11/10/2011	France	Le 1er forum international de l'économie mauve organisé par l'association Diversum	Policy-makers & development agencies	CLT
16/10/2011	Italy	La 25 ^e édition du festival international du cinéma et télévision « Eurovisioni »	TV & cinema personalities, civil society	CLT
17/10/2011	France	Le 44e congrès international de l'Association internationale des critiques d'art sur le thème « L'art de la critique en temps de crise »	Art specialists, policy-makers & researchers	CLT
20/10/2011	France	Exposition consacrée aux mathématiques et mathématiciens intitulée « Mathématiques, un dépaysement soudain » organisée par la Fondation Cartier pour l'art contemporain	Scientists, researchers & civil society	SC
21/10/2011	France	La 33e édition du cinéma méditerranéen à Montpellier	Cinema personalities & civil society	CLT

10.2. Logo production

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

In October 2011, **67 new logos** have been elaborated for internal and external audiences: 24% for Member States Partners, 21% for UNESCO Partners, 19% for Intergovernmental Programme Members, 16% for the Secretariat, 11% for Member States, 6% for Personalities and 3% for Anniversaries.

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 October in the Kanto region was estimated: **63 189 625** (for the first broadcast only)

Average audience share in other regions in Japan and worldwide has not been communicated.

Regular long programmes aired on Satellite channel only

<i>Date</i>	<i>Subject</i>	<i>Title</i>	<i>Format</i>	<i>Audience Share</i>
7/10	World Heritage Traveller: Journey Across Time	"Towers"	56 minutes	0.3%
14/10	World Heritage Traveller: Journey Across Time	"Festivals"	56 minutes	0.9%
21/10	World Heritage Traveller: Journey Across Time	"Trees"	56 minutes	0.3%
28/10	World Heritage Traveller: Journey Across Time	"People of the Sea"	56 minutes	0.6%

Average audience share per household for the "World Heritage Traveller: Journey Across Time" in the Kanto region of Japan: **0.5 percent** (for the first broadcast) = **88 955 households = 202 980 viewers**

The total number of audience accessed to the programs in October in the Kanto region was estimated: **852 516** (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**

Date	Subject	Format	Audience Share
02/10	Pantanal Conservation Area	30 minutes	5.3%
09/10	Archaeological Sites of Mycenae and Tiryns	30 minutes	5.7%
16/10	Swiss Alps Jungfrau-Aletsch	30 minutes	4.8%
23/10	Silk Road 1	30 minutes	5.0%
30/10	Silk Road 2	30 minutes	5.7%

Average audience share in October: **5.3 percent** (for the first broadcast).
 Estimate number of viewers in Japan: 4 840 000 (for the first broadcast).
 The total number of audience accessed to the program in October was estimated at 24 210 000.

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.jspa?id=en&t=1&t1=0&ss=&ct=&n1=UNESCO&x=29&y=18	English	28
http://search.news.cn/language/search.jspa?id=es&t=1&t1=0&ss=&ct=&n1=Unesco&x=14&y=10	Spanish	9
http://search.news.cn/language/search.jspa?page=1&id=fr&t2s=&t2e=&rp=20&n1=%75%6e%65%73%63%6f&n2=&n3=&ct=&np=content&ss=-PubTime&t1=0&t=1	French	25
http://search.news.cn/language/search.jspa?id=ru&t1=0&t=1&ss=&btn=0&ct=%D0%AE%D0%9D%D0%95%D0%A1%D0%9A%D0%9E&n1=%D0%AE%D0%9D%D0%95%D0%A1%D0%9A%D0%9E&np=content	Russian	11
http://search.news.cn/language/arSearch.jspa?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	13
In October, a total of 86 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/ Link	Page Views
01/10	European heritage days to be held in Armenia	Russian	38
03/10	Stand alone weather station began functioning in Altai reserve	Russian	41
03/10	"Ryurik's descendants" again denied the right on the Kremlin	Russian	100
04/10	Moscow Region Governor congratulated region's teachers on Teachers Day	Russian	91

04/10	Over 300 grants worth 70 thousand each to be allocated for the Moscow's best teachers	Russian	42
05/10	International Teachers Day to be held on Wednesday	Russian	498
05/10	October 5 - International Teachers Day	Russian	171
05/10	Moscow Mayor congratulated teachers on professional holiday	Russian	134
05/10	Putin congratulated teachers on professional holiday	Russian	836
05/10	Lipetsk-Paris bicycle trip of the disabled started	Russian	62
05/10	UNESCO maybe support PNA accession	Russian	54
05/10	Executive Council recommends Palestine's accession bid	Russian	131
06/10	Rhodes Forum "Civilizations Dialogue" to discuss "future scenarios"	Russian	205
06/10	UN Security Council irrevocably blocked Syria resolution – Clinton	Russian	1093
06/10	Moscow sees no change on US stance on PNA recognition	Russian	193
07/10	Teachers Day reception held in Moscow Region government house	Russian	26
07/10	Azerbaijani first lady became French Legion of Honor officer	Russian	167
10/10	Mongolian Aimag and Gorny Altai to cooperate on tourism	Russian	42
11/10	Scientists to discuss St Basil Cathedral's role for country's history and culture	Russian	309
11/10	Metro section might be closed to make the Bolshoi acoustics better	Russian	1433
13/10	Scientists to monitor sea lions in Cronotsky reserve all year	Russian	96
14/10	Gorny Altai maybe included into world geopark network	Russian	91
14/10	Uzbekistan elected UNWTO Executive Council member	Russian	113
17/10	How glass-and-concrete palace was built in the ancient Kremlin	Russian	377
18/10	Russia to sustain Palestine's accession bid	Russian	135
19/10	Tree farm in Ugra to produce about 1 million rooters a year	Russian	62
20/10	Young humpback whale thrown on Bering island	Russian	375
21/10	New culture law version introduced in the Duma	Russian	91
21/10	Portugal Porto: city of thousand balconies	Russian	56
22/10	UNESCO warns about looting Libya's monuments	Russian	180
22/10	Ancient Roman wall came down in Pompeii	Russian	662
24/10	Adventure romanticism and Arctic Circle amenities at Vologda photo show	Russian	28
24/10	The Bolshoi showed restoration's results before reopening	Russian	916
25/10	UNESCO conference kicks off risking to lose US funding	Russian	218
25/10	World champ 2018 Yaroslavl "Shinnik" stadium reconstruction project selected	Russian	779
26/10	"Kremlin-arena" project affirmed in Yaroslavl	Russian	42
27/10	Introduced in the Duma culture law to be considered by new convocation deputies	Russian	61
28/10	Ballet dedicated to man's space flight to be performed in Kremlin Palace	Russian	126
28/10	The Bolshoi reopens historical stage on Theater Square	Russian	4433
28/10	Infographics: changes in the Bolshoi after reconstruction	Russian	2381
28/10	Ukraine, Belorussia and Poland to join efforts on preserving Polesie	Russian	49
28/10	UNESCO may access Palestine	Russian	124
28/10	First guests appeared on the Bolshoi red carpet	Russian	1262
28/10	First bell rang for the Gala guests in the Bolshoi	Russian	821
28/10	Vice-premier Zhukov doubted the Bolshoi's timely reconstruction	Russian	338
28/10	The Bolshoi reopened after reconstruction	Russian	1811
28/10	Medvedev: the Bolshoi got technically flawless and kept its spirit	Russian	513
31/10	Autumn wildfire didn't harm the sacral plateau in Gorny Altai	Russian	14
31/10	US Education Undersecretary appealed not to access Palestine's bid	Russian	51
31/10	Palestine Foreign Ministry Head appealed to grant membership for his country in UNESCO	Russian	54
31/10	Palestine granted membership in UNESCO	Russian	768
31/10	US confirmed Palestine's accession to hinder its support of UNESCO	Russian	1531
31/10	Palestine's UNESCO membership not to cancel dialogue with Israel – Russia's Foreign Ministry	Russian	77
31/10	Russia hopes US not to halt cooperation with UNESCO over PNA	Russian	135
31/10	Sofia Cathedral to be renewed in Kiev	Russian	34
31/10	Palestine's UNESCO membership to bolster its influence in the world –	Russian	1450

	experts		
31/10	Israel didn't recognize PNA's UNESCO membership and threatened with countermeasures	Russian	688
31/10	French ecology minister called the Reunion island wildfire catastrophic	Russian	53
31/10	UNESCO membership has no link to UN accession bid – PNA	Russian	132
31/10	PNA considers UNESCO membership a diplomatic victory over Israel	Russian	2823
31/10	PNA hopes for funding thanks to UNESCO membership	Russian	19
31/10	Palestine's UNESCO membership is null without UN recognition – experts say	Russian	93
31/10	US cuts off funding after PNA's accession	Russian	700
Total reports on UNESCO in Russian:63			Total page views: 30 428

18/10	Russia to support Palestine's UNESCO accession bid	English	530
Total reports on UNESCO in English: 1			Total page views: 530

18/10	La Russie soutiendra l'adhésion palestinienne à l'Unesco	French	133
Total reports on UNESCO in French: 1			Total page views: 133

04/10	Delegados de organizaciones juveniles compartirán experiencias sobre el cambio social en foro de la UNESCO	Spanish	6
06/10	Clinton dice que Rusia y China deben explicar su veto a resolución de la ONU sobre Siria	Spanish	171
06/10	Estados Unidos advierte reducir aportes a la UNESCO por apoyo a solicitud palestina	Spanish	136
07/10	La primera dama de Azerbaiyán recibe la Orden de la Legión de Honor francesa	Spanish	67
15/10	Serguiev Posad guarda el alma de la ortodoxia en el corazón de Rusia	Spanish	113
18/10	Rusia apoyará la admisión de Palestina en la UNESCO	Spanish	152
25/10	UNESCO puede perder financiamiento de EEUU de reconocer a Palestina como miembro del organismo	Spanish	86
28/10	Teatro Bolshoi se reabre hoy con gran gala	Spanish	258
28/10	El Bolshoi se abre tras la reconstrucción	Spanish	355
Total reports on UNESCO in Spanish: 9			Total page views: 1 344

19/10	俄罗斯支持巴勒斯坦加入联合国教科文组织	Chinese	33
Total reports on UNESCO in Chinese: 1			Total page views: 33

18/10	Russland für UNESCO-Beitritt von Palästina	German	153
25/10	Unesco-Generalkonferenz eröffnet – Stoppen USA wegen Palästina-Frage Finanzierung?	German	118
Total reports on UNESCO in German: 2			Total page views: 271

Total page views on RIA Novosti's website in October: **32 739**.

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 October 2011:

Viewers Treasures of the World – Heritage of mankind

▪ 3sat – cultural channel

Day/time	Nb of films	Audience share	Viewers
Sunday 7.45 pm	3	0.4%	103.333 / film 310 000 / total

Monday 12.45 pm	4	0.9%	75 000 / film 300 000 / total
Tuesday 9.45 pm	3	0.7%	220 000 / film 660 000 / total
Extra films, different times	6	1.1%	138 333 / film 830 000 / total
Total	16 films	-	2 100 000 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	6	1.4	78 333 / film 470 000 / total
Total	6 films	-	470 000 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	5	2.3%	34 000 / film 170.000 / total
Saturday 1.50 pm	-	-	-
Extra Films different times	3	1.4%	33 333 / film 100 000 / total
Total	8 films	-	270 000 estimated viewers