



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2012/PIPMR/18

Monthly Report on the Use of UNESCO Public Information Products

April 2012

Table of Contents

Executive Summary	2
Major Events	4
1. Website	8
2. Media Services	11
3. Social Media Channels	14
4. Photobank	N/A
5. Documents (UNESDOC) and Library	20
6. Publications	22
7. Courier	27
8. Calendar of Events	28
9. Headquarters	29
10. Logo exposure	33
11. Media Partnerships	34
Annex	36

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Executive Summary

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

Media and Major Events

The inauguration of the first International Jazz Day and the celebrations for World Book and Copyright Day resulted in excellent coverage for UNESCO in world media during April.

Three other stories also drew major media attention for UNESCO: the takeover by Ansar Dine rebels of Timbuktu, a World Heritage city in Mali; the protection now accorded to the wreck of the Titanic by UNESCO's Underwater Heritage Convention, which covers wrecks and sites underwater for 100 years or more; and the earthquake off the coast of Banda Aceh in Indonesia, which triggered considerable interest in the Indian Ocean Tsunami Warning System, coordinated by UNESCO/IOC.

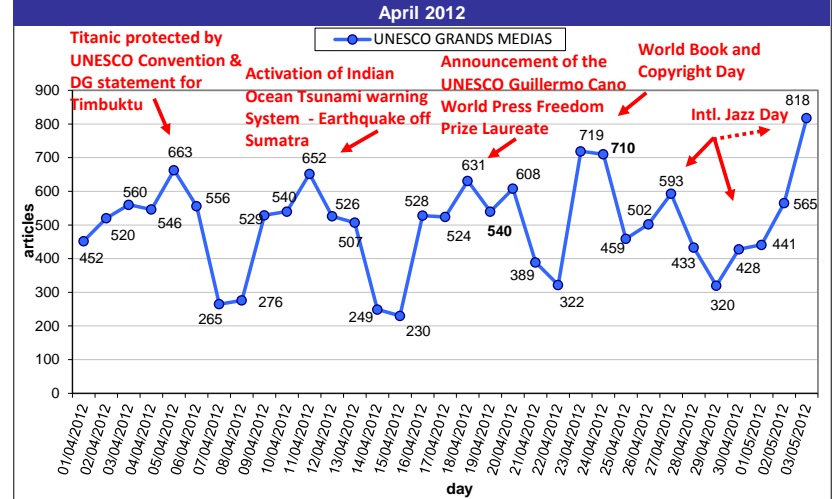
Coverage was most dense in China, North America and France, followed by Turkey and Saudi Arabia. However, the most noticeable data comes from Asia and Africa, and shows a 68 percent increase in coverage of UNESCO over the preceding month. This is largely attributed to the tsunami story and First Africa STI Forum in Nairobi in early April, which was attended by the Director-General.

With more than 4,500 articles, Asian media outlets published the most articles mentioning UNESCO, followed closely by Europe and then North America.

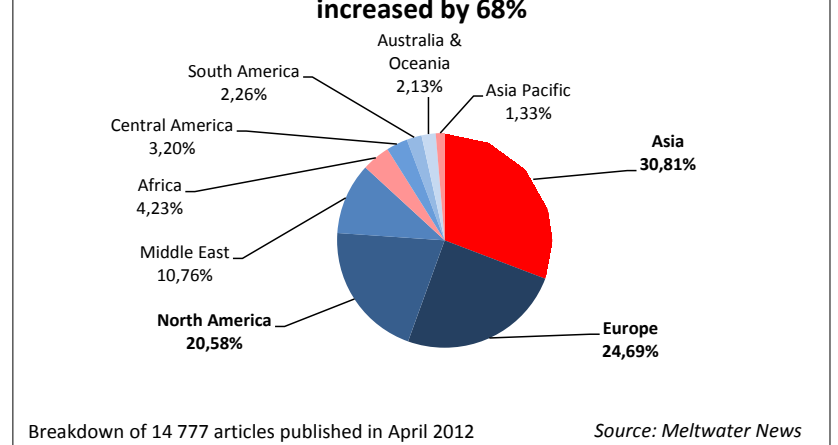
The following events are highlighted in the Major Events pages:

- **First Africa Forum on STI for Youth Employment, Human Capital Development and Inclusive Growth (1-3 April)**
- **World Book and Copyright Day (23 April)**
- **International Jazz Day (27 April)**

Articles published daily in leading national and international titles in which "UNESCO" appears in the title or first paragraph of a story



Number of articles in African and Asia-Pacific media increased by 68%

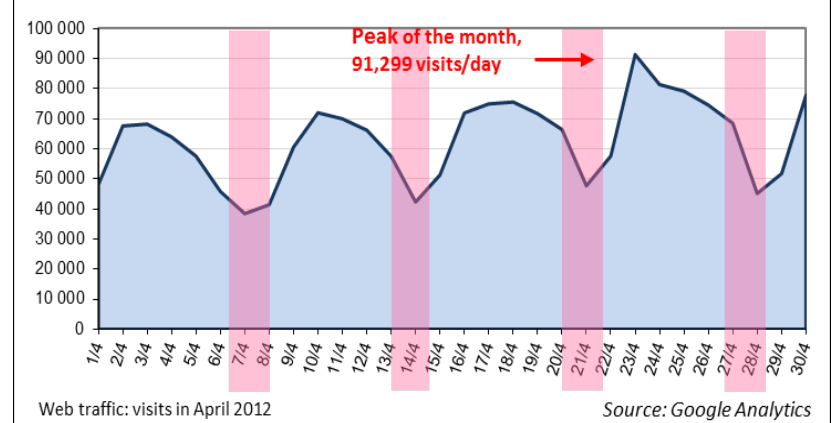


UNESCO Website and Social Media Channels

After particularly high traffic in March, April traffic was slightly lower although still the second highest for 2012. The peak in visits was reached on World Book and Copyright Day, April 23, with over 91,000 visits.

A significant increase in visits was expected for International Jazz Day, but its success had to be shared with the websites of radio TSF Jazz - particularly followed by Jazz fans-, and Arte Live Web which also broadcast the evening concert taking place at UNESCO Headquarters.

Visitors Overview



Most of April was spent preparing for International Jazz Day, at the end of the month. While traffic on social media was consistent throughout the month, it exploded in the days leading up to the April 27 Paris concert and in the days following the April 30 NY concert. International Jazz Day was positive news that broke existing social media records, previously held by the not-so-positive media attention as a result of the Palestine vote.

April saw the official launch of UNESCO's Google+ page (www.plus.ly/unesco, now the 2nd biggest in the UN system, next to the UN) and its first ever mobile app-based photo-sharing account, Instagram which UNESCO is perhaps the only UN agency to actively involve in its communications. The app allows users to instantly add special color filtering effects to the photos they take with their mobile cameras (similar to Photoshop integrated into the phone) and to share them. For communication purposes, these special effects enable to color photos with subjectivity, and provide a much-needed and refreshing respite from the quasi-scientific images that are overwhelmingly used to illustrate many of UNESCO programmes, like World Heritage. The 5 photos of World Heritage posted so far on Instagram, featuring monuments on the Paris Seine and Brasilia, got us 300 followers within days, and enthusiastic comments for each posting. Promotions of Instagram on our Facebook and Twitter were greeted with equally enthusiastic feedback that presage a bright future for this tool. With a 16.44% increase of followers this month, Twitter has the most significant increase since January 2012 (see 2nd graph to the right).

UNESCO Publications

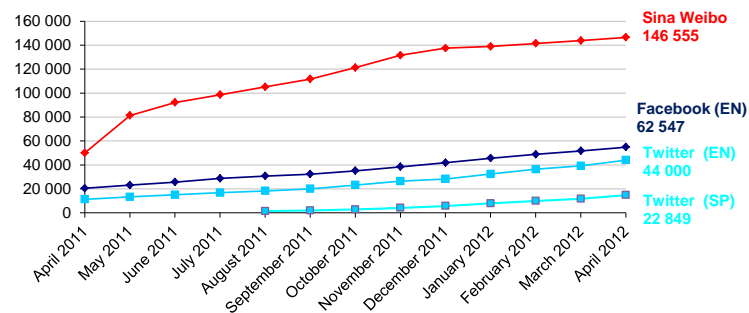
After a high peak in March April saw a significant drop in on-line PDF viewing, down by some 47,000 views. The number of consultations of publications on Google Books continues to grow doubling the number of book visits of April 2011 (see graph to the right). All titles except one in the top downloads are in Spanish or Portuguese only one of which is recent, with the number one position being held by a Spanish title which is 20 years-old.

For sales of publications, World Heritage titles continue to perform well in the bookshop. On-line the Bouba and Zaza collection did very well in April.

UNESCO Visits

April 2012 marked the 2nd time that the Visitors Service received more than 1,000 visitors/month over the past year. This significant increase can be attributed to a high number of requests made internally. 358 visitors or 33% of total visitors came on behalf of a Delegation or UNESCO sector. As an example, this month, the Delegation of Ukraine welcomed a total of 95 visitors and the Education Sector held 3 visit-conferences for a total of 68 visitors.

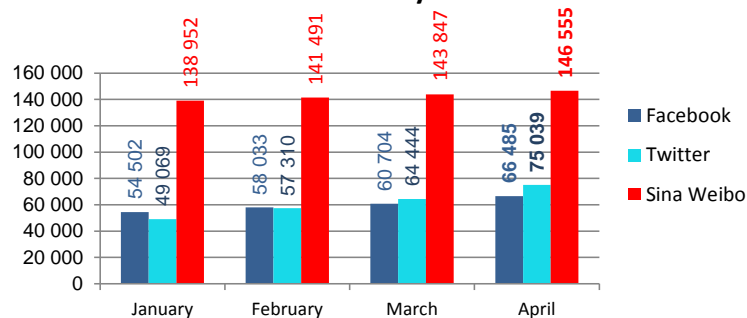
Evolution of social media accounts from April 2011 to April 2012



UNESCO's social media accounts in April 2012 (monthly evolution over past 12 months)

Source: Facebook, Twitter, Sina Weibo

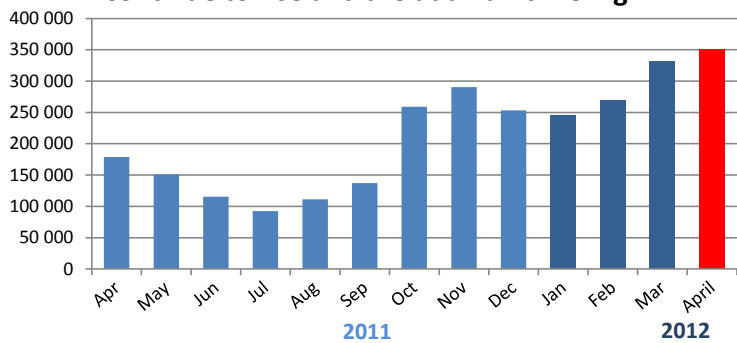
53% increase in Twitter followers since January 2012



UNESCO social media accounts (total of all languages) in April 2012

Source: Facebook, Twitter, Sina Weibo

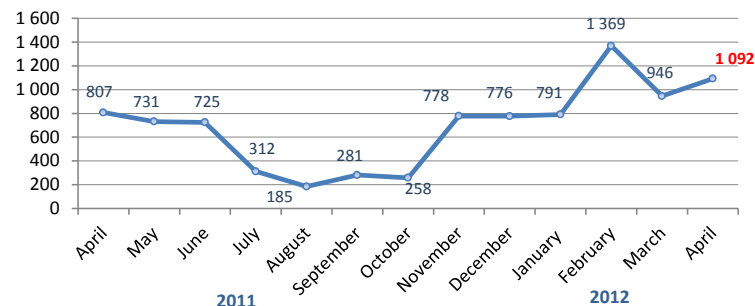
Since January 2012, consultations on Google Books continue to rise and are at an all-time high



Publications page views evolution April 2011/April 2012

Source: Google Books

For the 2nd time this year, more than 1,000 visitors received by the Visitor's Service



Visitors received by the Visitor's Service in April 2012 (last 12 months)

Source: UNESCO

Major events:

I. First Africa Forum on STI for Youth Employment, Human Capital Development and Inclusive Growth (1-3 April 2012)

The First Africa Forum on Science, Technology and Innovation (STI) for Youth Employment, Human Capital Development and Inclusive Growth took place in Nairobi, Kenya from 1 to 3 April 2012. Hosted by the Kenyan Government, it was organized jointly by UNESCO, the African Development Bank, the African Union Commission, the UN Economic Commission for Africa, in collaboration with the Association for the Development of Education in Africa (ADEA). The Forum consisted of a two-day experts meeting followed by a high-level one-day Ministerial Conference.

Its key objectives were to facilitate the sharing of experiences and analysis of best practices in strengthening STI mechanisms, designing policy measures for the promotion of innovation, entrepreneurship, youth employment, harnessing the role of innovation in the informal sector, and increasing the participation of women and youth in STI. Moreover, the ministerial segment aimed to engage the African ministers in a dialogue with experts on the use of and investment in STI for development, as well as to encourage them to make a political commitment for the integration of STI in national and regional development agendas.

The main result of the Forum was the adoption of the “Nairobi Declaration” wherein ministers committed to strengthen scientific research in Africa through the promotion of scientific networks and collaborative research at the national, regional and intra-regional levels. It also announced further support to higher educational institutions and research institutes by developing instruments, policies and reforms, as well as setting appropriate funding mechanisms to generate knowledge and develop entrepreneurship.

The Forum was covered by Kenyan Broadcast Corporation. It was also web-cast, in particular through You Tube. Interviews were broadcast on TV channels and radio stations.

Participants: Expert meetings: 700 participants (400 on 1 April; 300 on 2 April). Ministerial Conference on 3 April: 600 participants (including press)

Public: STI experts, policy-makers including ministers, private sector representatives, youth representatives, academics, IGOs and NGOs, Regional Economic Communities.

Communication materials and activities:

- Media advisory (28 March 2012)
- [UNESCO/ADEA Press Release](#)
- UNESCO dedicated [Webpage](#)
- [Official dedicated website](#)
- [Web-magazine for the Forum](#)
- Forum leaflet
- Banners, posters, and screens
- Video of the Forum

Press coverage:

All told, UNESCO’s involvement in First Africa Forum on STI netted approximately 61 articles in the international media. The coverage was understandably concentrated in Africa (29 articles), followed closely by Europe (22), and North America (11), while Asian news agencies only published two articles on the subject. South America, the Middle East and Australia/Oceania publications, on the other hand, have devoted comparatively little attention to the forum. In covering the First Africa Forum on STI, the majority of news outlets cited UNESCO as the primary instigator of the event, despite the presence of the African Development Bank (AfDB), African Union Commission (AU) and the United Nations Economic Commission for Africa (UNECA). The presence of the Director-General, who was received by Kenyan president Mwai Kibaki, contributed to the positive coverage of this event.

Social media:

5 messages about STIs, especially as they regard African youth, were disseminated on all UNESCO Twitter accounts. Messaging efforts aimed at advocating the general public to take greater interest in STIs, academically and professionally, given their importance in economic development. With tweets averaging 14 retweets, performance was surprisingly good for a topic that is not exactly mass-market.

Most retweets seemed to come from forum participants, attesting to the success of our on-site marketing actions at the event venue. UNESCO worked closely with ADEA to encourage participants to share and advocate among their personal/professional networks the importance of STIs. Computers were made available to participants and posters were put up inciting people to tweet using #AfricaFuture in strategic places at the venue. With ADEA, a content marketing scheme was worked out to promote UNESCO’s work and social media channels in the ADEA webzine distributed to all event participants.

In the April 23 debrief on the communications plan with ADEA, all parties agreed that social media campaign went well, and optimized message dissemination by addressing first the core audience of event participants.

II. World Book and Copyright Day (23 April 2012)

This year, the 17th edition of the World Book and Copyright Day focused on translation, to mark the 80th Anniversary of the Index Translationum. Created by the League of Nations in 1932 and taken over by UNESCO in 1948, this international bibliography of translation is the oldest programme of UNESCO. With 4,000,000 data and 5,000 visitors per month, the Index Translationum is among the biggest statistical resources of UNESCO and represents a unique tool for monitoring worldwide translation flows. This is also a source for decision makers of the book industry and the cultural policies field.

On this occasion, the Culture Sector, in collaboration with the Permanent Delegations of Germany, France, Poland, and Great-Britain and Northern Ireland, organised a debate on 23 April at UNESCO HQ, which focused on the utility and future of the Index Translationum. Francesco Bandarin ADG/CLT and Matthews Sudders, Ambassador, Permanent Delegate of Great-Britain and Northern Ireland for UNESCO, opened the event.

After introducing the history of the Index Translationum (M. Tukaj UNESCO/Index Translationum), several users spoke on the utility of this database for their research and activities: M. Bustamente and C. Balayer (EHESS), G. Glasson Deschaumes (CNRS), P. de Sinety (Institut Français), T. Szubiakiewicz (National Library of Poland), A.T. Khatchadourian (Transeuropéennes), C. Mathieu (INALCO), H. Kim (Ahnkook Foundation, South Korea) and M. Rosi (UNESCO). The presentations were followed by a discussion on the possibilities, the limits and the future of the Index Translationum. Alain Godonou, Director CLT/DDD, delivered the final word.

Participants: 150 people

Public: Permanent Delegations, governmental (Institut Français, Centre national du livre, etc...) and non-governmental institutions, researchers (EHESS, CNRS, Sorbonne, INALCO, etc...), editors, librarians, translators, students, medias.

Communication materials and activities:

- Message by the Director-General
- Media advisory (17 April 2012)
- [Dedicated website](#)
- Announcement on the [Index Translationum website](#)
- Announcements on the websites of different non governm. (Intl. Federation of Translators) and national institutions (Association des traducteurs littéraires de France)
- Message by the DG translated into Portuguese by the Brasilia Office for their website, and distribution to the Brazilian Press and web portals.
- [Posters and promotional flyers](#) (downloadable)
- [Article](#) in the UNESCO Courier
- Mailing with invitation and programme of the debate posted to thousands of receivers
- Interviews for the Venezuelan and the Moroccan radio
- [List of initiatives](#) around the world devoted to the World Book and Copyright Day

Website statistics: On dedicated website: 30,736 visits / 63,267 page views.

Press coverage:

During the month of April, World Book and Copyright Day garnered more than 514 articles worldwide. While considerable attention was paid to the Day in Spanish-speaking countries-Argentina (24 articles), Peru (11) and Spain (36)-World Book and Copyright Day enjoyed major coverage in the United States (62 articles), China (42) and Sweden (27).

Social media:

For World Book and Copyright Day, UNESCO debuted a social media partnership with the World Digital Library, which curated a Facebook photo gallery called "A look at the first books". Here's the premise: "Unsurprisingly, the first books tended to be religious texts or maps. On April 23, the [World Digital Library](#), that UNESCO helped create to preserve our documentary heritage, offers us a look at its collection". The gallery received an impressive 185 likes, with 66 shares, or 36% share rate that is markedly higher than UNESCO's standard 25%. The World Digital Library and UNESCO retweeted each other's messages from April 22-24; audience interest was at respectable, averaging 20 retweets per message.

Brasilia Office: Facebook: 9 posts / 57 likes / 50 shares; Twitter: 9 tweets / 17 retweets. To celebrate the Day, the Office [partnered with NGO T Bone](#) (a butchery that supports cultural promotion) and implemented a campaign to promote reading, which involved public libraries. Statements and interviews answering the question: "Why is reading important to you?" were collected and were posted on social networks. The Office donated 100 books to four public and school libraries to enrich the project.

III. International Jazz Day (30 April 2012)

In November 2011, during the UNESCO General Conference, 30 April was proclaimed “International Jazz Day”. Celebrating this important international art form is intended to promote dialogue among cultures, peace, diversity, and respect for human rights and human dignity, as well as to eradicate discrimination, promote freedom of expression, foster gender equality, and reinforce the role of youth for social change.

UNESCO partnered with The Thelonious Monk Institute of Jazz, chaired by UNESCO Goodwill Ambassador Herbie Hancock, to organize three flagship events. On 27 April 2012, at the UNESCO Headquarters in Paris, International Jazz Day was officially launched with a full day of celebrations, featuring an opening statement by Director-General Irina Bokova. Over 80 artists from around the world contributed their time and talent to make the International Jazz Day launch in Paris a tremendous success. The Day’s activities included Master Classes with jazz luminaries Marcus Miller, Dee Dee Bridgewater, Hugh Masekela, and others; round table discussions; live performances; photo exhibitions; and movie screenings. The events culminated in an exciting evening concert, where the Director-General, Goodwill Ambassador Hancock and US Permanent Delegate to UNESCO, Ambassador David Killion set the stage with a series of powerful statements about the impact and legacy of jazz throughout history. The audience was then treated to stellar performances by Barbara Hendricks, George Benson, Igor Butman, Manu Katche, and many more.

Three days later, on 30 April, a sunrise concert was held in New Orleans, Louisiana, considered by many to be the ‘birthplace’ of jazz. The Director-General gave a statement, and Herbie Hancock performed his trademark tune, ‘Watermelon Man’ via satellite with students around the world. Finally, the Day closed out with an evening performance in the United Nations General Assembly Hall in NY. Jointly organized by UNESCO, the Thelonious Monk Institute, and the US Mission to the United Nations, the concert featured a series of performances by true jazz legends, including Stevie Wonder, Tony Bennett, Chaka Khan, Angelique Kidjo, Lionel Loueke, and many others. The event was co-hosted by Michael Douglas, Robert De Niro, Quincy Jones, and Morgan Freeman.

The Day was truly a global phenomenon, with countries all over the world, representing every continent and every region, organizing activities. Full details about the various events, including the activities organized by partners around the world, can be found on the official [UNESCO International Jazz Day website](#).

Participants: At HQ, over the day: 1,800 visitors; Evening concert: 1,345 people. In New York: 1,500-1,600 people. In New Orleans (Congo Square in Louis Armstrong Park): over 3,000 people.

Public: At HQ, over the day: Students from Music Conservatories, musicians, artists, sponsors, partners, media, Permanent Delegates, staff members, general public; Evening concert: Permanent Delegates, sponsors, partners and their guests, artists and their guests, Goodwill Ambassadors and Artists for Peace, Media, Students from Music Conservatories, and Senior Management Team.

In NY: Ambassadors, UN staff, sponsors, students and the general public. In New Orleans: Jazz fans and many tourists from around the world coming for the New Orleans Jazz & Heritage Festival, New Orleans musicians, educators and students, and local, national and international media.

Communication materials and activities:

- Media advisory (22 March 2012)
- Message by the Director-General
- [Dedicated website, with short url](#)
- Standardized written interview for artists with [responses received in various languages](#)
- Skype interview with select artists
- [Videos](#) and [Audio tracks](#) received by artists for promotional purposes and use on IJD website
- Sample Tweets and Facebook messages prepared for artists to be used on their own social media and webpages, linking to UNESCO’s various pages
- Public service announcement, produced by Blink TV
- [Downloadable poster](#)
- [Downloadable logo](#)
- [Virtual photo exhibit](#), photos by Smithsonian and Philippe Lévy-Stab
- [IJD Photo gallery](#)
- Live retransmission of all events (Paris, New Orleans, NY)
- The UNESCO Courier: Special issue
- Message by the DG translated into Portuguese by the Brasilia Office for their website, and distribution to the Brazilian Press and web portals.

Website statistics: On UNESCO IJD website: 32,246 visits / 80,836 page views.

Photos: 58 published on the dedicated website; 144 are currently available in the shared files. 2 DVD produced at the request of the Culture Sector and the US Embassy

Videos:

- 4-minutes video realized by DPI/AUV: 15 935 views. Video of the piece “On Broadway” : 1 182 views
Both videos were distributed to the Thelonious Monk Institute of Jazz, New York and New Orleans for their respective concerts. The 4-minutes video was sent to the Italian National Commission,

- Speech by Herbie Hancock: 841 views. The speech was sent to the Swedish National Commission.
- Public Service Announcement (PSA) realized by Blink TV: 4 749 views. The PSA was sent to UNiFEED, the UN and TV5 for broadcast.

Press coverage:

With 3 main events in New York, Paris and New Orleans, and 42 others held around the globe, the first International Jazz Day enjoyed enormous media coverage around the world. At Headquarters, 70 journalists were accredited. Renowned outlets published articles concerning the event, including the Wall Street Journal, International Herald Tribune, Huffington Post, Los Angeles Times, Seattle Times, New York Times (United States), Sydney Morning Herald (Australia), Montreal Gazette, Ottawa Citizen (Canada), France24 (France), Times of India (India), Malaysia Star (Malaysia), Independent Online, Trinidad News, Albany Times Union, Agences France Presse, et al.

In all, more than 2,055 articles were published on the subject of International Jazz Day and UNESCO's involvement in the events. This exposure was helped by an International Jazz Day webcast and by broadcasts from Arte, TSF Jazz and PBS, all of which extensively covered the Day.

The United States accounted for the majority of coverage with over 1,286 articles. The rest came predominantly from Canada (143 articles), Mexico (92), France (79), Spain (53), Russia (39), Ukraine (17), Argentina (17), Australia (16) and Italy (15). Articles peaked over the last weekend in April and the first week in May.

Social media:

For social media, International Jazz Day involved 2 different campaigns: one for the April 27 Paris concert and another for the April 30th NY concert.

Overall, Intl Jazz Day was positive news that broke existing social media records, previously held by the not-so-positive media attention we got as a result of the Palestine vote. In all, we cumulated roughly 1,700 new Twitter followers on @unescoNOW and 2,600 new likes on Facebook. The hashtag #DiadelJazz trended in Spain and Latin America on April 30; @unesco_es cumulated 986 new followers between April 27 and April 30 as a result.

Social media is content-driven, so it led a few web content initiatives to ensure success of our messaging efforts:

- In the 140 character world of social media, slogans (“All that jazz points to peace”) and pitches were worked out that all emphasize the link between jazz and peace, or jazz as the promise of a universal language transcending borders and hence the symbol of universals, like human rights & equality.
- “Exclusive Interviews” with a healthy selection of Paris concert performers were prepared. Each interview webpage was conceived as an advertisement to encourage jazz stars to publicize their interviews on their own web and social media.
- Social media attempted to foreground the contributions of non-Anglo-American jazz artists, such as a Skype interview with Danilo Perez in Spanish
- Coordination with performers for the Paris concert, official media partners (like TSF Jazz) and UN agencies (the UN HQ & UN Radio) to spread and amplify the jazz messages.
- Launch of 3 new chat initiatives for UNESCO
- The 1st ever Google Hangout dedicated to our [Google Hackathon](#):. This Hangout marks the official launch of UNESCO's Google Plus account at www.plus.ly/unesco.
- A social TV type of live international chat organized by the US State Dept for the NY concert, and which has the distinction of being the first social media event where our DG was able to field audience questions about jazz

Brasilia Office: Facebook: 1 posts / 8 likes / 3 shares; Twitter: 6 tweets / 36 retweets

Note: A separate report exclusively on International Jazz Day is currently being prepared.

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

Both a communication and a knowledge management tool, UNESCO’s websites, with over 2.7 million pages of content, are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in all 6 UN languages (with some subportals also in Portuguese, Vietnamese, et al).

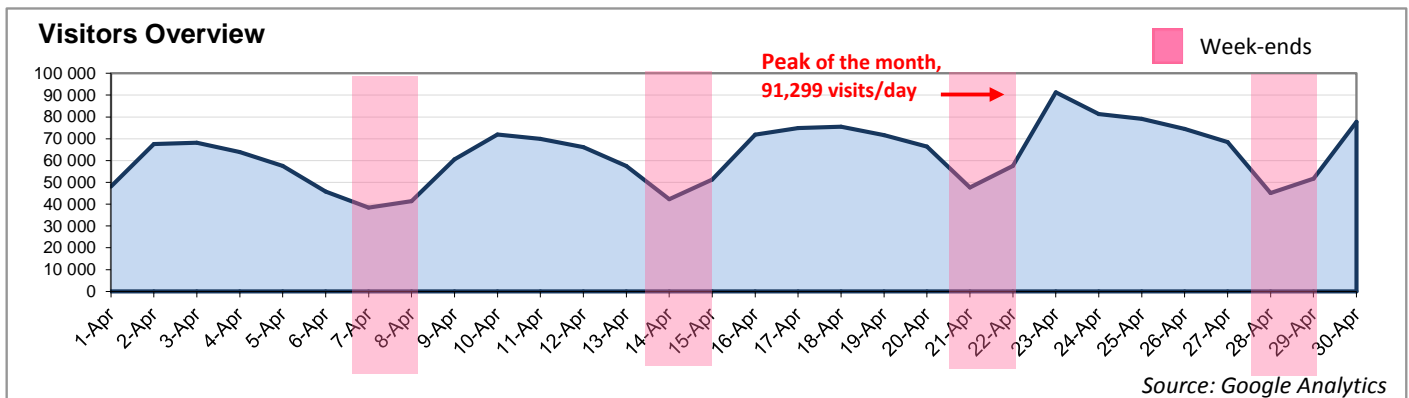
Web traffic shown here (page views, visits, visitors, country and language of visit, etc) has been measured since September 2011 with the free Google Analytics toolset via tags embedded in pages. More detailed statistics on specific programmes can be made available to the responsible officers upon request (contact d.pham@unesco.org).

After particularly high traffic in March, April traffic was slightly lower although still the second highest for 2012. The peak in visits was reached on World Book and Copyright Day, April 23, with over 91,000 visits.

A significant increase in visits was expected for International Jazz Day, but its success had to be shared with the websites of radio TSF Jazz -particularly followed by Jazz fans- and Arte Live Web which also broadcast the evening concert taking place at UNESCO Headquarters.

1.1 April 2012 Traffic

Daily Web Traffic Patterns



- First Africa Forum on STI for Youth Employment, Human Capital Dvpt. and Inclusive Growth (1-3/04)
- UNESCO Future Forum (12/04)
- Global Action Week 2012 (22-28/04)
- Paris-Nishan Forum (16/04)
- OER Policy Forum for Asia and the Pacific (23-24/04)
- 2nd session of the IPBES Plenary (16-24/04)
- OER Policy Forum for Europe (17/04)
- World Book and Copyright Day/80th anniv. of the Index Translationum (23/04)
- Announcement of the 2012 UNESCO/ Guillermo Cano World Press Freedom Prize Laureate (17/04)
- Sunny Varke Goodwill Ambassador (26/04)
- International Jazz Day (27/04 & 30/04)

1.2 Monthly visits

	Page views ¹	Monthly variation	Visits ²	Monthly variation	Unique Visitors ³	Monthly variation	New Visitor ³	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%
November 2011	4 451 328	+33.90%	1 531 854	+24.43%	1 193 084	+23.30%	74.79%	25.21%
December 2011	4 272 263	-4.02%	1 409 812	-7.97%	1 088 249	-23.11%	73.33%	26.67%
January 2012	4 879 520	+14.21%	1 600 669	+13.54%	1 249 665	+14.83%	73.77%	26.23%
February 2012	5 141 458	+5.37%	1 672 704	+4.50%	1 267 472	+1.42%	71.44%	28.56%
March 2012	6 153 053	+19.68%	2 038 889	+21.89%	1 531 570	+20.84%	70.64%	29.36%
April 2012	5 679 268	-7.70%	1 885 416	-7.53%	1 432 113	-6.49%	70.83%	29.17%

1.3 Visits by Area of Interest in April 2012 (This data only covers tagged subsites)

Areas of interest	Visits ² in April 2012	Variation vs M-1
UNESCO.ORG	1 885 416	-7.53%
Home & Central Service pages	265 789	+7.95%
Worldwide	23 056	-4.24%
Education Sector	109 610	-7.19%
Natural Sciences Sector	56 472	-61.06%
Social and Human Sciences Sector	24 385	-18.47%
Culture Sector	881 917	-5.60%
World Heritage	828 201	-6.19%
Culture Sector (excluding legacy content)	53 716	+4.54%
Communication and Information Sector	53 418	+9.25%
Field offices (only those tracked)	93 815	-10.26%
UIL*	14 636	-0.85%
IIEP*	167 103	-24.77%

* UIL and IIEP statistics are tracked separately.

1.4 UNESCO Website Visitors

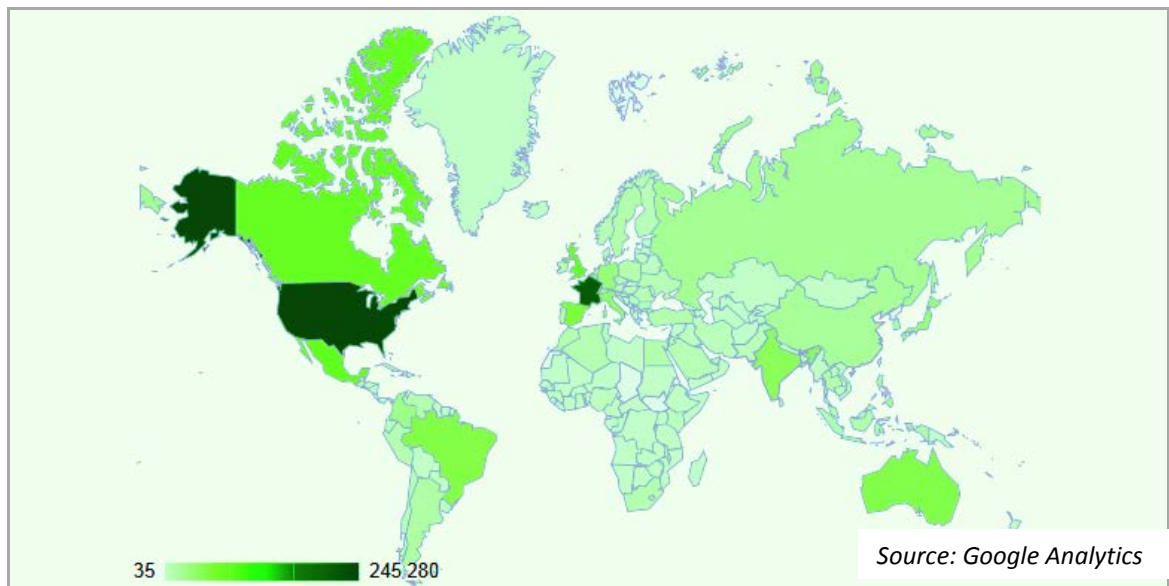
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	269 985	16.14%	+2.73%	2.77	00:02:20
France	237 053	14.17%	-0.43%	3.40	00:03:31
Australia	85 992	5.14%	-41.39%	3.81	00:05:06
United Kingdom	85 237	5.10%	-2.31%	2.89	00:02:45
Canada	82 162	4.91%	-2.25%	3.72	00:03:35
Brazil	79 020	4.72%	-11.75%	2.26	00:02:29
Mexico	71 848	4.30%	-28.50%	2.98	00:03:23
Spain	66 076	3.95%	-1.02%	3.24	00:03:02
India	52 315	3.13%	+12.86%	2.68	00:02:45
Italy	45 219	2.70%	+6.20%	3.36	00:03:02

Top 10 visitors' language

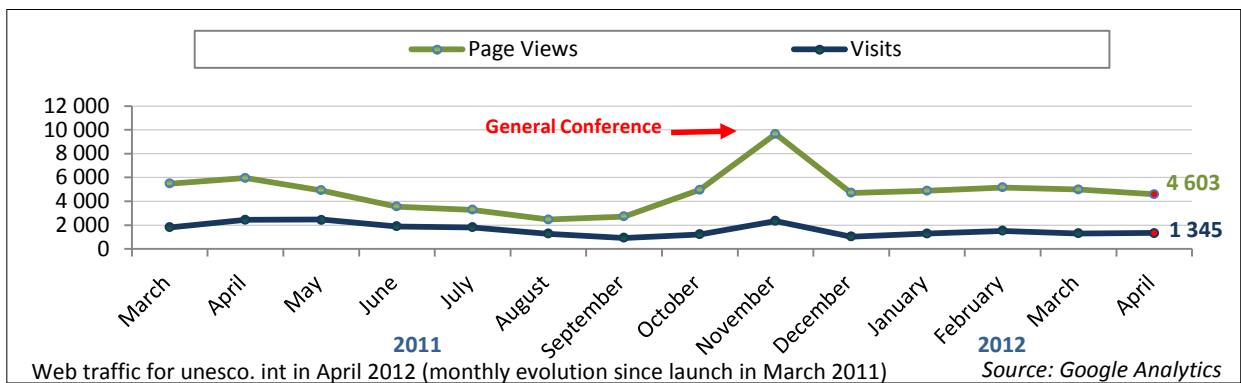
Language	Visits ²	% of Total visits	Variation vs March
English	899 505	47.71%	-7.57%
French	296 945	15.75%	+3.99%
Spanish	266 161	14.12%	-23.93%
Portuguese	87 080	4.62%	-10.60%
Russian	43 865	2.33%	+9.56%
Italian	40 207	2.13%	+4.97%
German	36 857	1.95%	-6.47%
Chinese	36 724	1.95%	-5.41%
Japanese	24 771	1.31%	+5.28%
Dutch	20 599	1.09%	+2.29%

1.5 Geographical origin of visits in April 2012



1.6 UNESCO.int Website – <http://www.unesco.org/int>

2012	Page views	Monthly variation	Visits	Monthly variation	Pages/ Visit	Monthly variation	Avg Visit duration	New visitor	Returning Visitor
January	4 882	+3.67%	1 289	+25.51%	3.31	-14.69%	00:04:26	39.02%	60.98%
February	5 159	+5.67%	1 517	+17.69%	3.28	-0.91%	00:04:49	36.91%	63.09%
March	4 988	-3.31%	1 298	-14.44%	3.47	+6.71%	00:04:34	45.92%	54.08%
April	4 603	-7.72%	1 345	+6.24%	2.87	-18.00%	00:03:39	46.84%	53.16%



Traffic indicators explained:

¹ **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).

² **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.

³ **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.

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 March
Total	94 183	-20.96%
English (EN)	47 492	-18.74%
Spanish (ES)	20 004	-39.05%
French (FR)	13 625	-14.63%
Russian (RU)	5 845	-1.25%
Arabic (AR)	5 356	+19.33%
Chinese (ZH)	1 861	+15.73%

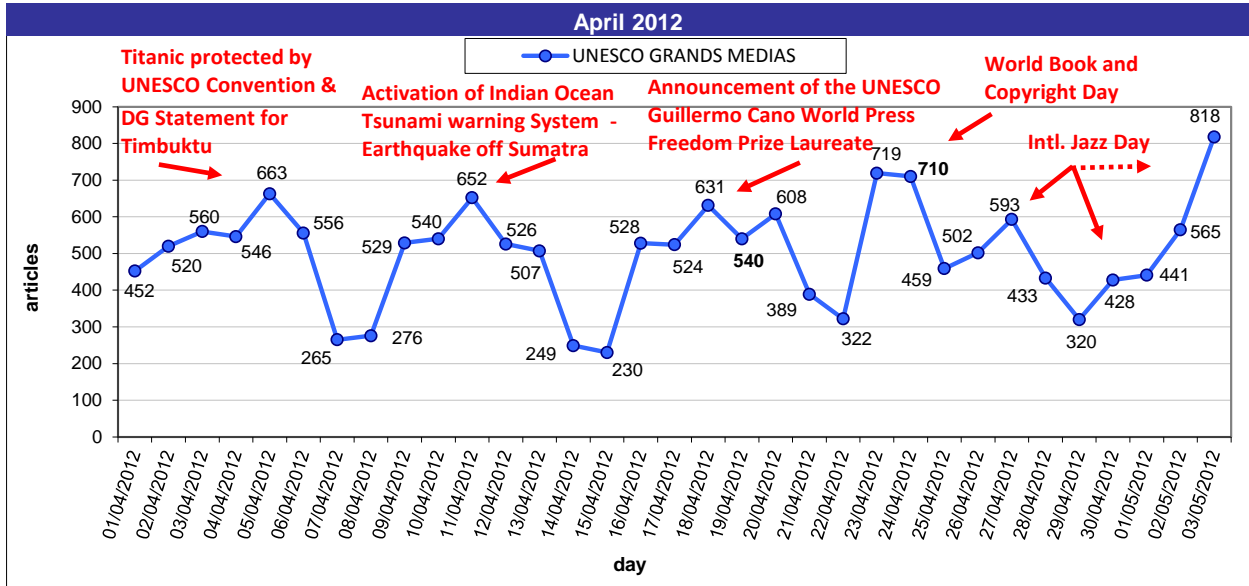
2.2 Press releases/Media advisories/Web releases in April 2012

1.	03/04/2012	UNESCO Director-General condemns the murder of three reporters in Syria
2.	05/04/2012	Director-General of UNESCO urges respect for the preservation of World Heritage site of Timbuktu (Mali)
3.	05/04/2012	The wreck of the Titanic now protected by UNESCO
4.	06/04/2012	Director-General calls for investigation into killing of citizen journalist Ahmed Ismael Hassan AlSamadi in Bahrain
5.	10/04/2012	Director-General condemns murder of Iraqi TV journalist Kamiran Salaheddin
6.	11/04/2012	Indian Ocean Tsunami warning System activated following earthquake off Sumatra
7.	11/04/2012	Forthcoming UNESCO Future Forum to focus on water resources
8.	12/04/2012	Paris-Nishan Forum to focus on Confucianism and new humanism
9.	15/04/2012	Director-General urges improved safety for journalists in Somalia and denounces murder of reporter Mahad Salad Adan
10.	15/04/2012	UNESCO Director-General appeals for concerted action to prevent loss or destruction of Timbuktu's documentary heritage
11.	17/04/2012	Azerbaijani journalist Eynulla Fatullayev selected Laureate of 2012 UNESCO/Guillermo Cano World Press Freedom Prize
12.	17/04/2012	UNESCO's World Book Day celebrations to focus on translation
13.	19/04/2012	Director-General calls for full investigation into the killing of Nepali journalist Yadav Poudel
14.	20/04/2012	Director-General denounces killing of Lebanese TV cameraman Ali Shaaban on the border with Syria
15.	23/04/2012	New Intergovernmental Body Established to Accelerate Global Response towards Sustainable Management of World's Biodiversity and Ecosystems

16.	23/04/2012	New voice: media freedom helping to transform societies
17.	24/04/2012	Education entrepreneur Sunny Varkey to be named UNESCO Goodwill Ambassador
18.	25/04/2012	Local radios in Africa will receive a tech-savvy upgrade from UNESCO

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 April (Source: Meltwater News)



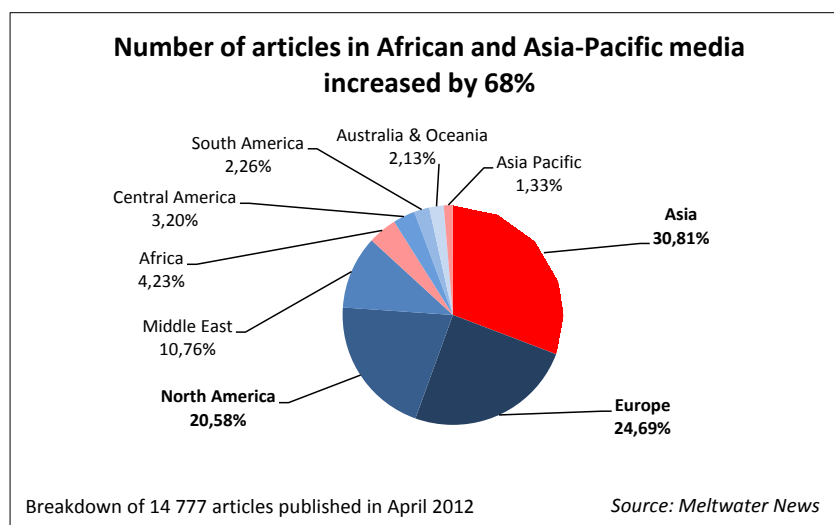
The inauguration of the first International Jazz Day and the celebrations for World Book and Copyright Day resulted in excellent coverage for UNESCO in world media during April.

Three other stories also drew major media attention for UNESCO: the takeover by Ansar Dine rebels of Timbuktu, a World Heritage city in Mali; the protection now accorded to the wreck of the Titanic by UNESCO’s Underwater Heritage Convention, which covers wrecks and sites underwater for 100 years or more; and the earthquake off the coast of Banda Aceh in Indonesia, which triggered considerable interest in the Indian Ocean Tsunami Warning System, coordinated by UNESCO/IOC.

Coverage was most dense in China, North America and France, followed by Turkey and Saudi Arabia. However, the most noticeable data comes from Asia and Africa, and shows a 68 percent increase in coverage of UNESCO over the preceding month. This is largely attributed to the tsunami story and First Africa STI Forum in Nairobi in early April, which was attended by the Director-General.

With more than 4,500 articles, Asian media outlets published the most articles mentioning UNESCO, followed closely by Europe and then North America.

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



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

Date	Subject / Title	Language	Media
06/04/2012	Culture Under Fire	English	The New York Times (United States)
14/04/2012	É possível resolver (A solution is possible)	Portuguese	O Globo (Brazil)

2.5 Interviews given (by subject and media)

Subject	Interviewee	Language	Media (press TV Radio)
World Heritage -Timbuktu	Lazare Eloundou	French	France Inter, France Télévision, France 24 (France); El Pais (Spain)
World Heritage -Timbuktu	Lazare Eloundou	English	CNN (USA); Sveriges Radio (Sweden); BBC (UK)
Titanic	Ulrike Guerin	English	CBS News, Discovery Channel, National Geographic (USA); CBC News Network (Canada); Cyprus Broadcasting Corporation (Cyprus); BBC, The Times (UK)
World Heritage – Orthodox church project on the banks of the Seine	Junaid Sorosh	French	Le Monde (France)
World Heritage - Babylon	Karim Hendili	English	BBC Baghdad (UK)
World Heritage - Machu Picchu	Roni Amelan	English	Lonely Planet Magazine (UK)
World Heritage - Mont Saint-Michel	Junaid Sorosh	French	Le Figaro (France)

2.6 Background Footage (B-roll) downloads from Multimedia

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

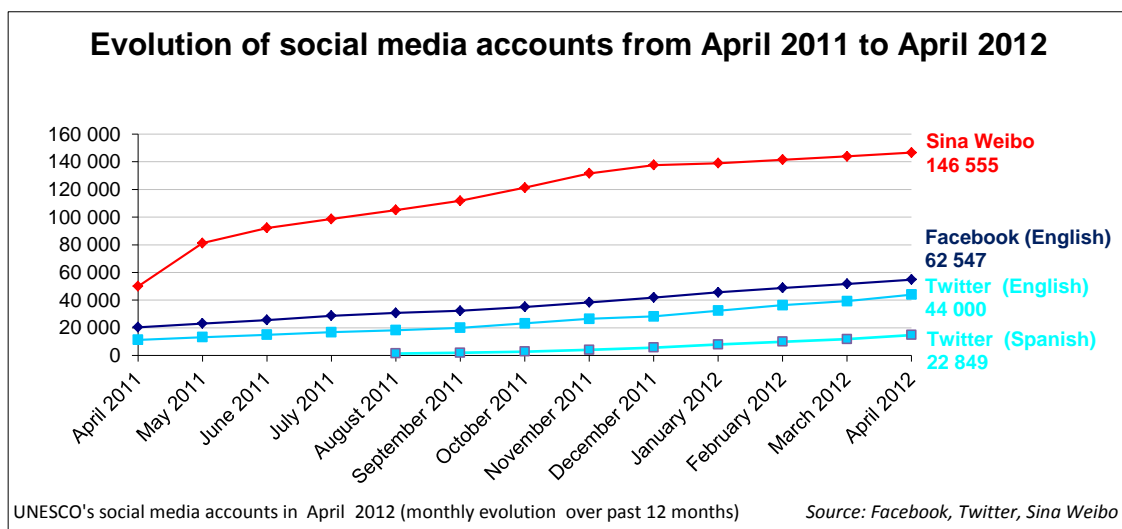
The Background footages are used and downloaded by the audiovisual media (TV agencies, TV, Radio).

	Subject	Downloads	Media
1	WHC	6	Associated Press
2	Intangible Heritage	5	Associated Press
3	UNESCO Priorities	4	N/A
4	Education (Digest/GMR)	2	Associated Press
5	FC Barcelona	2	N/A
6	Science Report	1	N/A
7	Tsunami	1	N/A
8	Headquarters	1	N/A

3. UNESCO Social Media Channels

Most of April was spent preparing for International Jazz Day, at the end of the month. While traffic on social media was consistent throughout the month, it exploded in the days leading up to the April 27 Paris concert and in the days following the April 30 NY concert. International Jazz Day was positive news that broke existing social media records, previously held by the not-so-positive media attention as a result of the Palestine vote. Results could however have been doubled e.g. with the assistance of the NY Office, if the biggest stars playing in NY with social media followings reflecting their stature could have been contacted, with a deeper brand integration with the IJD partner, or the use of the new crowdsourcing tool to get jazz clubs worldwide to post their celebrations.

April saw the official launch of UNESCO's Google+ page (www.plus.ly/unesco, now the 2nd biggest in the UN system, next to the UN) and its first ever mobile app-based photo-sharing account, Instagram which UNESCO is perhaps the only UN agency to actively involve in its communications. The app allows users to instantly add special color filtering effects to the photos they take with their mobile cameras (similar to Photoshop integrated into the phone) and to share them. For communication purposes, these special effects enable to color photos with subjectivity, and provide a much-needed and refreshing respite from the quasi-scientific images that are overwhelmingly used to illustrate many of UNESCO programmes, like World Heritage. To start the Instagram initiative, ERI/WEB is working with certain field offices to get them to Instagram the World Heritage sites in their cities (often right next to their offices). The goal is to show our commitment to the places where our field offices are present in, and to visually interpret, rather than just present, from an "insider's eye" our appreciation for aspects of the sites that we protect. The 5 photos of World Heritage posted so far on Instagram, featuring monuments on the Paris Seine and Brasilia, got us 300 followers within days, and enthusiastic comments for each posting. Promotions of Instagram on our Facebook and Twitter were greeted with equally enthusiastic feedback that presage a bright future for this tool.



3.1. Facebook - www.unesco.org/facebook

Variation April 2012 vs March 2012

Likes/fans*	April 2012	March 2012	Variation vs March
Total likes/fans(all languages)	66 485	60 704	+9.52%
English	62 547	57 255	+9.24%
French	2 068	1 791	+15.47%
Arabic	1 233	1 067	+15.56%
Russian	581	535	+8.60%
Chinese	56	56	-

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

Message	Posted	Likes*	Multimedia/links
Memory of the non-European world	April-9	137	http://on.unesco.org/1wdZ7R
Women now make up the majority of students at the university ("tertiary") level. But educational levels still don't correlate with life opportunities, particularly in the workforce where only few women have leadership and decision-making positions. Even where educated women are in the majority, and equal opportunity laws have been implemented, they cannot access senior posts.	April-6	123	Photo
4 minutes can't capture the exhilarating richness of the 1st ever Intl Jazz Day festivities at UNESCO's headquarters. We share some memorable moments here of master classes with jazz greats like Herbie Hancock, Dee Dee Bridgewater & Marcus Miller; conversations about jazz as a cultural & democratic force; and concerts by jazz artists from around the globe.	April-27	112	Video
International Jazz Day to be celebrated with all-star concerts in New Orleans and New York	April-29	105	
Meet UNESCOceratops! It was discovered on Dinosaur Provincial Park, a UNESCO World Heritage Site.	April-12	102	http://on.unesco.org/HxvVMY & the Dinosaur http://on.unesco.org/HxvVMY
Featured in this photo is water hyacinth, an unruly & fast-growing weed that can double its mass in just 15 days. For a while, it was a headache that nothing could eliminate from Kenya's Lake Victoria. Then it became smart business, transformed into rope, bags, pulp, cards, lampshades, furniture, baskets, footwear, animal fodder & biogas.	April-11	77	Photo
This week Ban Ki-moon will "hang out" on the UN's Google Plus page and take questions from young people from Africa, Asia, Europe, the Middle East, North and South America. Add the UN to your circles and post a comment there about would you'd like them to ask.	April-9	53	GOOGLE+
UNESCO is deeply concerned about possible consequences of the ongoing armed conflict on the invaluable cultural World Heritage property located in Timbuktu and Gao. The recent takeover of these cities by the Tuareg rebels could have damaging effects on the management and conservation of the three mosques and 16 mausoleums of Timbuktu, as well as the Tomb of Askia in Gao.	April-2	52	Fotopedia
Surfacing in Tunisia: Community radio, driven by social media, is the media tool that young people in the country are turning to.	April-9	46	Photo
Had to share this moment with you! Fabien Ruiz, the choreographer of the 2012 Academy Award winning movie "The Artist" shows us the intimate link between jazz & tap dance, which both took off in popular Western culture in the 1920s (the period in which "The Artist" is set) Do you see, as Fabien explains, that "jazz was made for dance"?	April-27	46	http://www.twitvid.com/BDNE2

*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.

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

Variation April 2012 vs March 2012

Followers	April 2012	March 2012	Variation vs March
Total followers (all languages)	75 039	64 444	+16.44%
English	44 000	39 221	+12.18%
Spanish	22 849	18 045	+26.62%
Arabic	5 865	5211	+12.55%
French	1 875	1571	+19.35%
Russian	450	396	+13.64%

Top 10 Posts

Message	Posted	Re-tweets	Comments
The Titanic is now protected by UNESCO	April-5	50+	
100 years after sinking on 4/14/1912, the Titanic is today protected as UNESCO	April-15	50+	-
A basic quality education isn't just a motor for economic success. It's an essential human right	April-17	50+	
How do you define humanity? We say: It's our ability to dream	April-18	50+	-
Fact: French, German & Spanish are the languages into which most books are translated.	April-18	50+	-
Books rarely work alone: they prompt us to read other books, which reveal other treasures	April-23	50+	
From its roots in slavery, jazz has passionately opposed all forms of oppression. We celebrate its legacy today, the 1st Intl	April-30	50+	-
Support those who make their living from books & those who make them live. 4/23 is World Book & Copyright Day	April-23	50	
Please RT! More than 13 million people in the #Sahel will need assistance due to the current #foodcrisis. #SahelNOW	April-3	49	-
No doubt: There will be less water for people in 2050. Water availability will be the biggest dilemma of 21st century	April-12	47	

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

Variation April 2012 vs March 2011

	April 2012	March 2012	Variation vs March
Nb of Fans	146 555	143 847	+1.88%
Nb of Posts	1 489	1 400	+6.36%
Nb of Mentions	99 000	93 100	+6.34%

Top 10 Posts

Message	Posted	Re-tweets	Comments
Agatha Christie, Jules Verne and William Shakespeare are the world's most translated authors, according to data collected by the electronic database of the Index Translationum since 1979. This is the oldest program of UNESCO. Check out which language has been mostly translated and which language has more translation? http://t.cn/zOODUXx	April-18	215	28
If you are a fan of JAZZ, don't miss International Jazz day	April-25	160	12
Launch of International Jazz Day: Paris, France, 27 April 2012 UNESCO Director-General Irina Bokova and UNESCO Goodwill Ambassador Herbie Hancock will kick-off the first annual International Jazz Day with a full day of events including live performances. Live webcast of the concert is planned at 8 o'clock tomorrow evening.	April-26	123	18
The Director-General of UNESCO, Irina Bokova, today voiced concern about the risk posed by fighting around the World Heritage site of Timbuktu in the north of Mali. Timbuktu's outstanding earthen architectural wonders that are the great mosques of Djingareyber, Sankore and Sidi Yahia, must be safeguarded.	April-03	113	24
Paris-Nishan Forum/The Preamble to the Constitution of UNESCO declares that "since wars begin in the minds of men, it is in the minds of men that the defences of peace must be constructed". UNESCO encourages the exchange of thoughts and ideas to build peace. On 16.April, Paris-Nishan Forum will be held in UNESCO headquarter to discuss Confucianism and New Humanism.	April-10	88	38
UNESCO Goodwill Ambassador for Intercultural Dialogues, the legendary Jazz musician Herbie Hancock: the roots of jazz are in humanity	April-27	66	9
On the night of April 14th 1912, the RMS Titanic struck an iceberg in the North Atlantic and sank. This year marks the 100th anniversary of the tragedy, which means that the wreck now comes under the cover of the 2001 UNESCO Convention on the Protection of Underwater Cultural Heritage. UNESCO Director-General Irina Bokova marked the occasion -by expressing concern about the destruction and looting of shipwrecks and underwater archaeological sites around the world.	April-05	58	15

Tomorrow will be the 100th anniversary of the tragedy of Titanic, which means that the wreck now comes under the cover of the 2001 UNESCO Convention on the Protection of Underwater Cultural Heritage. Please see photos of Titanic: http://www.unesco.org/new/index.php?id=63516&L=5	April-13	54	14
Protection of underwater heritage - "there are thousands of other shipwrecks that need safeguarding as well. All of them are archaeological sites of scientific and historical value. They are also the memory of human tragedy that should be treated with respect." UNESCO Director-General Irina Bokova	April-03	54	10
Asia-Pacific region is home to the majority of world's illiterate adults, that is 513 million, or 65% of global total	April-05	51	30

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 April 2012 vs March 2012

Video views	April 2012	March 2012	Variation vs March
English	214 813	238 429	-9.90%
Spanish	84 403	79 378	+6.33%
French	49 270	44 117	+11.68%
Russian	14 632	13642	+7.26%
Arabic	6 113	5489	+11.37%
Chinese	30	34	-11.76%

Language	New subscribers	Total Subscribers	Variation vs March
English	354	5 904	+6.38%
Spanish	122	1 909	+6.83%
French	49	941	+5.49%
Arabic	24	163	+17.27%
Russian	14	189	+8.00%
Chinese	6	36	+20.00%

• Top 10 videos on UNESCO TV English Channel

214 813 views in April 2012		Subject	Total views
1	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	19 490
2	Kalbela folk songs and dances of Rajasthan	CLT/ITH	13 603
3	International Jazz Day, UNESCO Headquarters	CLT	11 984
4	Kabuki Theatre	CLT/ITH	8 039
5	Lacemaking in Croatia	CLT/ITH	4 397
6	Falconry, a living human heritage	CLT/ITH	4 281
7	April 30 is International Jazz Day	CLT	4 160
8	Baul Songs	CLT/ITH	3 853
9	Gagaku	CLT/ITH	3 406
10	Georgian Polyphonic Singing	CLT/ITH	2 691

• Top 10 videos on UNESCO TV French Channel

49 270 views in April 2012		Subject	Total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	2 854
2	Le Maloya	CLT/ITH	2 397
3	Routes de l'Esclave: Une Vision Globale	CLT	1 443
4	Le repas gastronomique des Français	CLT/ITH	1 434

5	Le chant polyphonique géorgien	CLT/ITH	1 416
6	Chemins de Saint-Jacques-de-Compostelle en France	CLT/ITH	1 199
7	Herbie Hancock Ambassadeur de bonne volonté auprès de l'UNESCO	CLT	1 038
8	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	978
9	Une école maternelle à Paris: 24 heures par semaine a partir de 3 ans	ED	884
10	Le Cantu in paghjella profane et liturgique de Corse	CLT/ITH	837

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

	84 403 views in April 2012	Subject	Total views
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	25 799
2	Las procesiones de Semana Santa de Popayán	CLT/ITH	5 391
3	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	4 302
4	Día Internacional del Jazz	CLT	3 276
5	Herbie Hancock - Día Internacional del Jazz	CLT	1 728
6	30 de abril, Día Internacional del Jazz	CLT	1 668
7	El teatro Kabuki	CLT/ITH	1 150
8	Los dibujos en la arena de Vanuatu	CLT/ITH	1 016
9	El canto polifónico georgiano	CLT/ITH	993
10	El Mariachi, música de cuerdas, canto y trompeta	CLT /ITH	894

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

	14 632 views in April 2012	Subject	Total views
1	UNESCO and FC Barça	UNESCO	1 881
2	Natural Reserve	SC	1 805
3	Alsou Abramova UNESCO Artist for Peace	UNESCO	1 643
4	Historic Areas of Istanbul	CLT/WHC	515
5	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	264
6	The historic center of Rome and the Vatican's possession,	CLT/WHC	261
7	The ancient city of Petra	CLT/WHC	258
8	Yellowstone National Park	CLT/WHC	254
9	Palace and Park of Versailles	CLT/WHC	216
10	Zone de nature sauvage de Tasmanie	CLT/WHC	208

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

	4 434 views in April 2012	Subject	Total views
1	Venice and its Lagoon	CLT/WHC	607
2	World Water Day 2012	SC	289
3	Palace and Park of Versailles	CLT/WHC	241
4	Taj Mahal	CLT/WHC	239
5	Old City of Dubrovnik	CLT/WHC	213
6	UNESCO History	UNESCO	197
7	Royal Botanic Gardens, Kew	CLT/WHC	193
8	The ancient city of Petra	CLT/WHC	182
9	Archaeological Ruins at Moenjodaro	CLT/WHC	171
10	The Historic City of Toledo	CLT/WHC	160

▪ **Top 8 videos on UNESCO TV Chinese Channel**

	44 views in April 2012	Subject	Total views
1	UNESCO History	UNESCO	12
2	WB final		8
3	Education for All	ED	3
4	Video n°34 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	3
5	Video n°12 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1
6	Video n°25 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1
7	Video n°30 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1
8	Fight against illicit trafficking	CLT	1

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

• Top 10 Videos

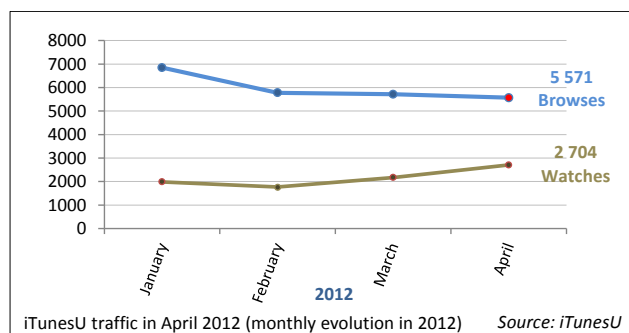
Video	Posted	Total Views	Quoted*
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	03/03/11	44 039	4 625
#intangible heritage# Chinese shadow puppetry	01/12/11	15 609	796
Intangible heritage Kunqu Opera-the Peony Pavilion Performed by UNESCO Artist for Peace Jun Zhang	15/04/11	6 398	5 263
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	23/06/11	5 952	5 740
UNESCO Director-General's statement on US funding cut	03/11/11	4 237	367
Word Teachers' Day: Interview of ADG Mr Qian Tang	05/10/11	3 745	571
International Jazz Day	23/04/12	3 559	762
Youth Forum PSA	19/10/11	3 524	1500
Herbie Hancock UNESCO Goodwill Ambassador	20/07/11	2 880	299
UNESCO Director-General launches Emergency Fund	19/11/11	2 651	874

* Views of the video from other websites

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

On 22 June 2011 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 2012	April 2012	Variation vs March
Watches (downloads + streams)	8 637	2 704	+24.38%
Browse	23 911	5 571	-2.50%



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 2012	April 2012	Variation vs March 2012
Downloads	658 554	181 020	+59.24%
Unique Visitors	634 329	371 620	+18.19%
Visits	12 960 344	3 377 778	-19.33%
Page views	170 439 408	55 807 499	+29.27%
Info pane with UNESCO logo & text	936 319	222 617	+24.06%
Preview of Heritage viewed within other apps	43 638	N/A	-
Open UNESCO page from Heritage	37 547	7 179	-17.44%
Distinct UNESCO WHC pages opened	1 629	165	-30.67%
Most viewed UNESCO WHC page	Kathmandu Valley	Site of Palmyra	-

4. UNESCO Photobank - (N/A for April)

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.

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

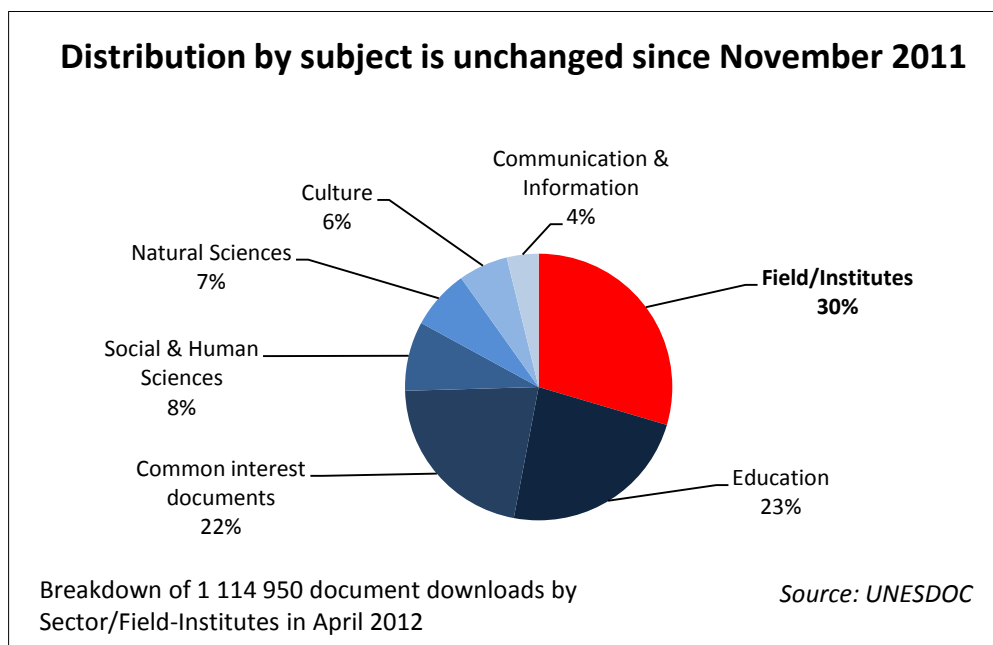
In April there were **131 609** records available online in PDF format (131 449 in March), including documents, publications, communication material and other working documents.

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

5.1.1 Statistics of consultation

Total number of downloads in April	1 114 950
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs March	Average nb of downloads per PDF
Education	9 531	260 672	-1.47%	4
Natural Sciences	9 539	80 571	+1.45%	11
Social and Human Sciences	5 599	93 646	-0.39%	6
Culture	3 162	66 614	-1.96%	5
Communication and Information	2 334	42 899	+0.94%	5
Fields & Institutes	8 395	329 988	-5.01%	3
Common interest documents	NA	240 560	+3.67%	NA



5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	113 623
2	France	67 675
3	Brazil	51 907
4	Mexico	42 378
5	India	30 237
6	Spain	29 366
7	United Kingdom of Great Britain and Northern Ireland	25 489
8	Colombia	25 154
9	Argentina	20 428
10	Venezuela (Bolivarian Republic of)	19 819
11	Peru	17 448
12	Canada	16 930
13	Nigeria	16 575
14	Chile	15 313
15	Algeria	14 996

5.1.3 Printable Communication materials

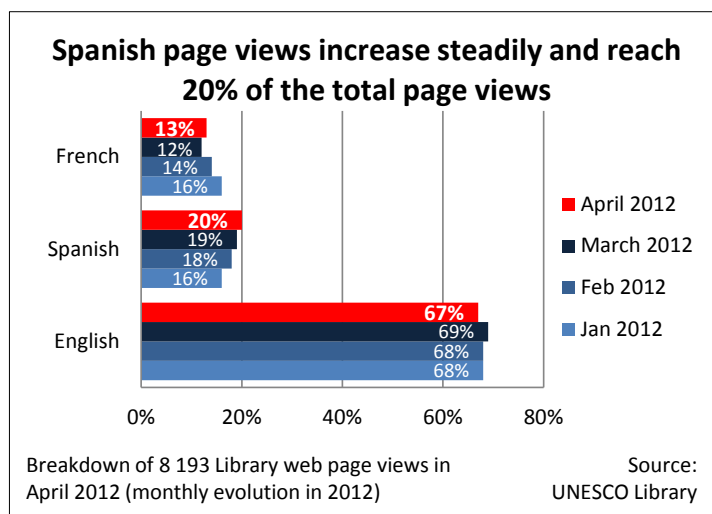
Title	Total downloads in April							Total
	EN	FR	SP	RU	AR	ZH	POR	
2011 UNESCO Annual Report	417	97						514
2010 UNESCO Annual Report	218	25						243
UNESCO brochure	767	349					299	1 415
65 Ways UNESCO Benefits Countries all over the World	138	56	67		10		61	332
A New Humanism for the 21 st Century	92	48	177	46	12			375

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

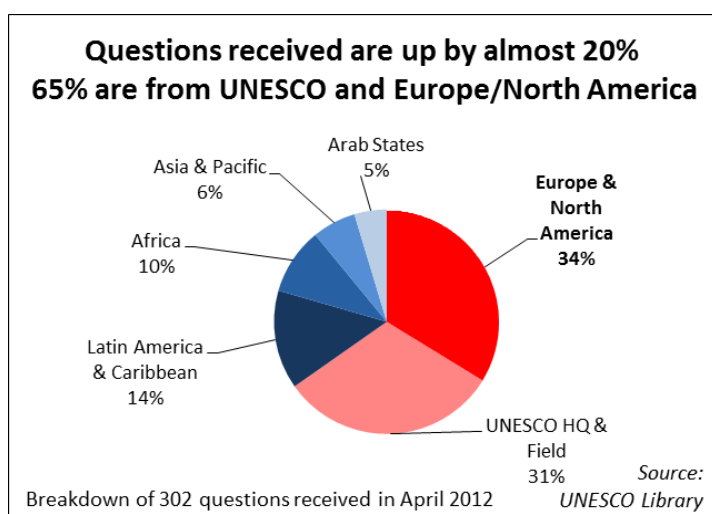
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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: library@unesco.org



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

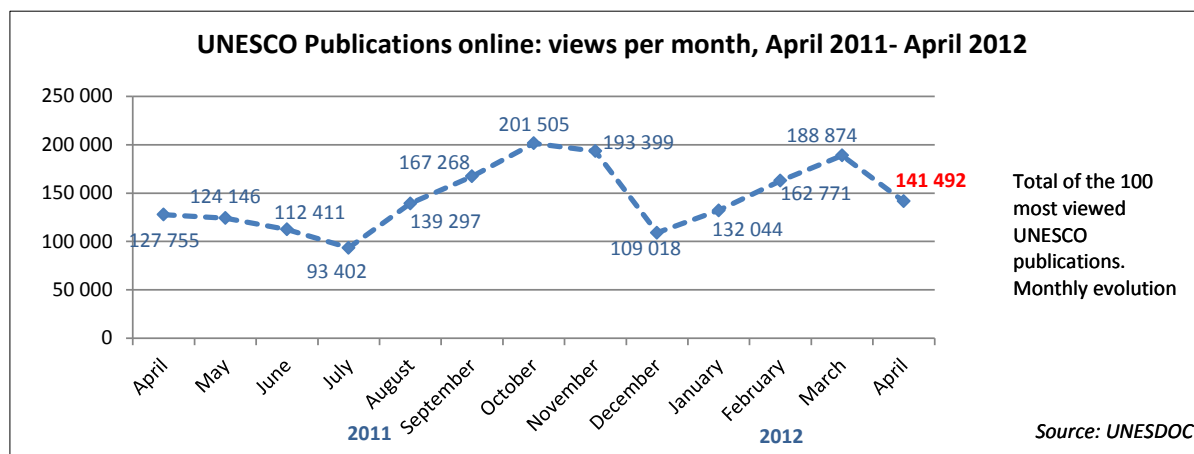
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical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

After a high peak in March April saw a significant drop in on-line PDF viewing, down by some 47,000 views. The number of consultations of publications on Google Books continues to grow doubling the number of book visits of April 2011. All titles except one in the top downloads are in Spanish or Portuguese only one of which is recent, with the number one position being held by a Spanish title which is 20 years-old.

For sales of publications, World Heritage titles continue to perform well in the bookshop. On-line the Bouba and Zaza collection did very well in April.

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

	Title	Sector	Language	Views	Published
1	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) / UNESCO-UNEP International Environmental Education Programme	ED	Spanish	5 113	UNEP, 1992
2	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	4 829	Paris, 2005
3	O Índio brasileiro: o que você precisa saber sobre os povos indígenas no Brasil de hoje	ED	Portuguese	4 239	Brazil, 2006
4	História geral da África, I: metodologia e pré-história da África (General history of Africa, I: Methodology and African prehistory)	CLT	Portuguese	3 713	Brazil, 2010
5	Concepção e gestão da proteção social não contributiva no Brasil	SHS	Portuguese	3 171	Brazil, 2009
6	Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	3 100	Buenos Aires, 2001
7	Métodos de cálculo del balance hídrico: guía internacional de investigación y métodos	SC	Spanish	2 873	Paris, 1974
8	Mass media: the image, role and social conditions of women- A collection and analysis of research materials	CI	English	2 528	Paris, 1979
9	Diversidad cultural: materiales para la formación docente y el trabajo de aula; volumen 3	CLT	Spanish	2 523	Santiago de Chile, OREALC, 2005
10	El Desarrollo del niño en la primera infancia: dos documentos sobre la política y la programación del UNICEF (Early childhood development: two papers on UNICEF policy and programming) / UNESCO-UNICEF co-operative Program	ED	Spanish	2 383	UNICEF, 1986



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

	Title	Language	Views April	past 12 months
1	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	Spanish	4 829	72 273
2	O Índio brasileiro: o que você precisa saber sobre os povos indígenas no Brasil de hoje	Portuguese	4 239	44 944
3	História geral da África, I: metodologia e pré-história da África (General history of Africa, I: Methodology and African prehistory)	Portuguese	3 713	47 111
4	Concepção e gestão da proteção social não contributiva no Brasil	Portuguese	3 171	9 163
5	Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	Spanish	3 100	42 655
6	Métodos de cálculo del balance hídrico: guía internacional de investigación y métodos	Spanish	2 873	23 093
7	Mass media: the image, role and social conditions of women; a collection and analysis of research materials	English	2 528	29 159
8	Diversidad cultural: materiales para la formación docente y el trabajo de aula; volumen 3	Spanish	2 523	11 578
9	Compendio mundial de la educación 2010: comparación de las estadísticas de educación en el mundo (Global education digest 2010: comparing education statistics across the world)	Spanish	2 077	27 881
10	Engineering: issues, challenges and opportunities for development; UNESCO report	English	1 690	14 364

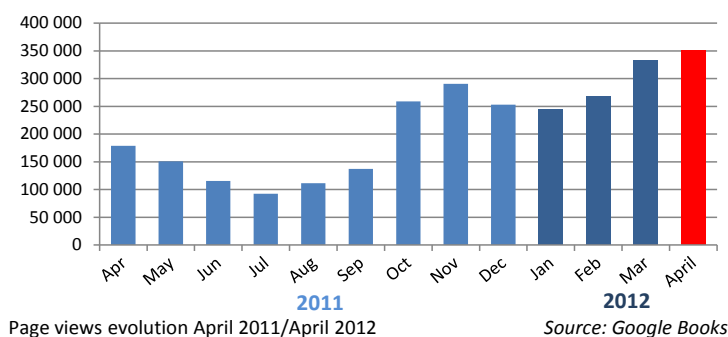
Note: PDF consultations measured by UNESDOC represent page views only. Figures may be slightly higher than actual downloads.

6.3 Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, 203 UNESCO publications (mainly recent titles) are available on the service, which allows readers to search for and browse these books online.

Month	Publications on Google Books	Book visits	Pages viewed	Book visits with buy clicks
April 2012	203	24 867	350 854	187
April 2011	123	11 392	179 006	112

Google Books: page views per month



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 April, top 5

	Title	Copies sold	Sector
1	The World's Heritage - The bestselling guide to the most extraordinary places - 1 st and 2 nd Edition	21	CLT/WHC
2	Urban Water Conflicts	10	SC-IHP
3	UNESCO World Heritage Desk Diary 2012	6	CLT/WHC
4	Explaining the Climate	5	ERI/BPI
5	World Atlas of Gender Equality in Education	4	UIS

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

	Title	Copies sold	Publisher
1	Charter of the United Nations and statute of the International Court of Justice	5	UN
2	Le patrimoine mondial de l'UNESCO, le guide complet des lieux les plus extraordinaires – 3e édition	5	CLT/WHC
3	Charte des Nations Unies et statut de la Cour Internationale de Justice	4	UN
4	Patrimoine mondial de l'UNESCO - Les sites Français	3	GELBART
5	The United Nations Today	3	UN

6.5 Online and international sales

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

	Title	Copies sold	Sector
1	Bouba et Zaza acceptent la différence	142	ED
2	Bouba et Zaza protègent la terre	105	ED
3	Bouba et Zaza disent merci !	96	ED
4	Bouba et Zaza cultivent la paix	45	ED
5	Managing Water under Uncertainty and Risk	36	SC

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

Bookshop sales of UNESCO publications, lowest sellers in April

	Title	Copies sold	Sector
	Revista n°62 Patrimonio Mundial - Patrimonio Mundial y Pueblos Indigenas	0	CLT/WHC
	Les animaux du fleuve - book + CD-Rom	0	CLT/WHC
	Compendio mundial de la educación 2011 - Comparación de las estadísticas de educación en el mundo	0	ED/UIS
	Recueil de données mondiales sur l'éducation 2011 - Statistiques comparées sur l'éducation dans le monde	0	ED/UIS
	Rapport mondial sur les sciences sociales - Divisions dans les savoirs	0	SHS

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

	Title	Copies sold	Sector
	Tertiary education in small states - Planning in the context of globalization	0	ED/IIEP
	Management of Adult Education Organisations in Africa	0	ED/UII
	Compendio mundial de la educación 2010	0	UIS
	Financing Education in Sub-Saharan Africa	0	UIS
	Challenging HIV and AIDS - A New Role for Caribbean Education	0	ED

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

6.7 Licensing and co-publishing agreements and amendments, April 2012

Contract No.	Title	Publisher	Language	Date of signature
J.2012-002	La Civilisation arabo-musulmane au miroir de l'universel : perspectives philosophiques	Le Centre national de Recherches Préhistoriques, Anthropologiques et Historiques (Algérie)	French	4/04/2012
J.2012-003	Positive learning: meeting the needs of young people Living with HIV in the education sector	The Global Network of People Living with HIV (GNP+)	English	6/04/2012
C.2012-006	Story-based inquiry: a manual for investigative journalists	CIJ-Scoop Macedonia	Macedonian	12/04/2012
C.2012-007	Story-based inquiry: a manual for investigative journalists	CIJ-Scoop Macedonia	Albanian	12/04/2012
C.2012-008	Empowering the Poor through Human Rights Litigation	UNESCO Etxea-Centro UNESCO País Vasco	Spanish	25/04/2012

6.8 Permissions granted to use or translate UNESCO content, April 2012

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
1, 2, 3 Musiques (Nicole Coppey)	<i>Odes mystiques</i> , par Mawalânâ Djalâl Od-Dîn Rûmî, Collection UNESCO d'œuvres représentatives, ode 527, traduction du Persan par Eva de Vitray-Meyerovitch and Mohammad Mokri, © UNESCO 1973 pour la traduction française	Déclamation dans un court-métrage provisoirement intitulé « Au désert ». Le court-métrage sera posté à titre gratuit sur le site internet de l'école pédagogique d'art musical « Un, deux, trois, musiques... », qui est une école associée de l'UNESCO+ 50 DVD pour distribution gratuite	Droit non-exclusif d'adaptation pour cette édition en langue française, sur le territoire mondial. Durée de cinq ans. A titre gracieux. Mention de la source. Envoi d'un DVD à titre justificatif	6/04/2012
Willem van Schendel and Meghna Guhathakurta, licensees c/o Duke University Press	<i>"Amendment to the Draft Programme and Budget for 2000-2001 (30C/5), submitted by Bangladesh"</i> , 26 October 1999, 30C/DR.35, © UNESCO 2009	Inclusion in the work entitled <i>"The Bangladesh Reader"</i> , anticipated to be published in May 2013 by Duke University Press, in printed book form for an estimated total print run of 4,000 copies in paperback, sold at a tentative price of USD 24.95 per unit, 300 copies in hardcover, sold at a tentative price of USD 94.95 per unit, as well as in e-book format, for an estimated sale figure of 500 copies sold at a tentative price of USD 14 per unit	Non-exclusive world rights are granted for this edition only, in printed book form and in e-book format in the English and Bengali languages only. USD 100. Copyright mention and due acknowledgement	16/04/2012
International Institute for Applied Systems Analysis (IIASA)	<i>Water a Shared responsibility - The United Nations World Water Development Report 2</i> , Map 11.2 National Water Footprints around the World, Chapagain A.K. and Hoekstra A.Y., p.391, © UNESCO-WWAP 2006	Inclusion in the work entitled <i>"Global Energy Assessment (GEA)"</i> , to be published in June 2012 by the International Institute for Applied Systems Analysis (IIASA), in printed book form for an estimated total print run of 3,000 copies to be distributed for free. An electronic version of the publication will also be made available on IIASA's website	Non-exclusive world rights are granted for this edition only, in printed book form and in electronic format in the English language only. Available on website for five years only. Free of charge. Copyright mention and due acknowledgement	18/04/2012
Cognella, an imprint of University Readers, Inc.	El-Nadoury, R. with the collaboration of Vercouter, J. The Legacy of Pharaonic Egypt. In: Mokhtar G. ed. <i>General History of Africa –Vol. II Ancient Civilizations of Africa</i> . © UNESCO 1981, pp.155-177.	Inclusion in the work entitled <i>"African History"</i> , edited by C. Korieh and R. Njoku, to be published in May 2012 by Cognella, an imprint of University Readers, Inc., in printed book form and in ebook format for an estimated total print run of 850 copies to be sold at USD 90.95 per unit	Non-exclusive world rights are granted for this edition only, in printed book form and in electronic format in the English language only. USD 250. Copyright mention and due acknowledgement	19/04/2012

<p>Chenelière-Éducation Inc. (Canada)</p>	<p>« La Grande Barrière de corail » in <i>Le Patrimoine Mondial de l'UNESCO</i>, traduction de Jean Roby et Christiane Laramée © UNESCO 2009</p>	<p>Inclusion dans trois composantes d'une collection d'ouvrages scolaires en français, à savoir :</p> <ul style="list-style-type: none"> - un cahier contenu intitulé « Radar-Cahier 6^e année », pour un tirage de 25000 exemplaires qui seront vendus à un prix unitaire de CAD 15.55, à paraître en mai 2012, - un guide de l'enseignant/corrigé intitulé « Radar-Cahier 6^e année » pour un tirage de 300 copies qui seront vendues au prix unitaire de CAD 164.95, à paraître en août 2012, - une version numérique du guide de l'enseignant/corrigé intitulé « Radar-Cahier 6^e année » sur clé USB, qui sera distribuée gratuitement avec chaque exemplaire imprimé du guide ci-dessus. 	<p>droit non-exclusif de reproduction et d'adaptation pour cette édition seulement, en langue française, sur le territoire canadien. A titre gracieux. Mention de la source</p>	<p>26/04/2012</p>
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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.

In April, a special issue on Jazz has been published in French (1 500 copies) and distributed at the first celebration of the International Jazz Day at UNESCO Headquarters.

Courier web pages have been created in three languages (English, French and Spanish) for: World Book and Copyright Day; Index Translationum; Nelson Mandela; Underwater Cultural Heritage; Music; and Jazz. These web pages contain a big number of archived articles on the relevant subjects, as well as several new articles, such as "Mandela: reading *The Courier* on Robben Island", "The Antikythera mechanism, ancestor of the computer", "The Index Translationum and the sociology of translation", "Interview with Herbie Hancock: the roots of jazz are in humanity".

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

Language	Latest issue PDF downloads	All issues PDF downloads	Variation vs March 2012	New subscribers	Total subscribers	Printed copies
Spanish	-	17 797	-0,60%	131	12 052	-
French	243	11 634	+14,32%	95	13 271	1 500
English	-	11 108	-11,19%	118	26 655	-
Chinese	-	356	+8,87%	28	2 697	-
Russian	-	218	-24,04%	11	1455	-
Portuguese	-	164	-41,01%	0	1 840	-
Arabic	-	138	-24,59%	9	2042	-
TOTAL	243	41 415	-0,60%	392	60 012	-

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

	Title	Language	PDF consulted	Published
1	The Ramayana and the Mahabharata: two epics of Asia	Spanish	1 383	December 1967
2	Humanism, a new idea	Spanish	795	October 2011
3	Lilliput Paris on a world tour	French	515	December 1959
4	Comenius, apostle of modern education and of world understanding	Spanish	493	November 1957
5	Chemistry and life	Spanish	468	January 2011
6	Humanism, a new idea	English	453	October 2011
7	Humanism, a new idea	French	434	October 2011
8	Great trade routes	Spanish	405	June 1984
9	The Ramayana and the Mahabharata: two epics of Asia	English	371	December 1967
10	Famous authors as artists	Spanish	360	August 1957

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
CLT	20	9	11	
SC	15	8	7	
CI	13	6	7	
ERI	11	11		
ED	9	4	4	1
SHS	5	3	2	
ODG	2	2		
BSP	2	2		
UIS	1			1
Total	78	45	31	2

8.2. Events organized by Field Offices/ Institutes

Venice	6
Bangkok	4
Havana	4
San Jose	3
Montevideo	2
Moscow	2
Windhoek	2
Almaty	1
IIEP	1
ITI	1
Jakarta	1
Katmandu	1
Nairobi	1
New York	1
Quito	1
UIS	1
UNEVOC	1
Total	33

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	2	1
Category 3- Non-governmental conference	-	1
Category 4- International Congress	-	-
Category 5-Advisory Committee	4	-
Category 6-Expert Committee	-	2
Category 7-Seminars and Workshops	1	17
Category 8-Symposium	1	1
Concert	5	2
Exhibition	2	-
Film Projection	1	-
Headquarters Committee	-	-
Executive Board	-	-
Interagency Meeting	-	2
Intersectorial Meeting	-	-
Meeting by Member States or Institutions	2	5
Prize-giving ceremony	-	1
Staff meeting	-	-
Special Event	7	11
Working group/Expert Meeting	1	7
Information meeting for Permanent Delegations	2	-
Total	28	50

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
02/04	Présentation aux élèves du Lycée Rabelais	CLT/DDD/MUS	Salle IV	30
02-07/04	« Dialogue of Civilizations » avec le World Public Forum	BSP/FOR	Salles VII, VIII	20
02-03/04	7e session du Conseil intergouvernemental du programme Information pour tous	CI/INF	Salle XI	200
02/04	18e Réunion du Comité consultatif international pour les Réserves de biosphère	SC/EES/BNC	Salle XIII	32
02/04	Centre du patrimoine mondial (CPM) Dialogue entre les cultures	ERI/NCS/NGO	Salle XIV	40
03-05/04	Système d'Alerte Précoce-Système d'Information Géographique (SAP-SIG)Taskforce	ADM/DIT/MIS	Salle VI	50
04/04	Centre du patrimoine mondial (CPM) Eradication de la Pauvreté	ERI/NCS/NGO	Salle XIV	30
04/04	20e réunion du Bureau du Conseil intergouvernemental du programme Information pour tous	CI/INF	Salle XVI	20
05/04	Travel Management	ADM/DIT/MIS	Salle VIII	15
05/04	Réunion de la Plateforme thématique sur la connaissance et l'éducation	SC/BES/DRE	Salle XVI	20
10/04	Projet alerte Tsunami Oman	SC/IOC/TSU	Salle XVI	30
10/04	Conférence sur Kafka	AFUS	Salle XIII	60
11/04	Réunion du Comité d'approbation du Fonds pour l'élimination du dopage dans le sport	SHS/SRP/POL	Salle XVI	40
12/04	Steering Committee Meeting	ADM/DIT/MIS	Salle V	20
12-13/04	Réunion 2012 des Conseillers juridiques du système des Nations Unies	LA/CCR	Salle X	40
12/04	Forum UNESCO du Futur sur l'eau	BSP/FOR	Salle XI	125
12/04	Cycle de philosophie "Eclats du printemps arabe"	SHS/HPD/PHS	Salle XVI	50
13/04	Réunion d'information sur le Forum des parlementaires de l'Asie et Pacifique pour l'éducation (FASPPED)	CI/INF	Salle III	50
13/04	Médias régionaux Ukraine	CI/FEM/MDE	Salle XVI	50
16/04	Forum UNESCO sur le nouvel humanisme	BSP/FOR	Salle IX	200
16/04	Réunion comité Printemps arabe	CLT/DDD/CCS	Salle VI	25
16/04	Assemblée générale de l'Association des Anciens Fonctionnaires de l'UNESCO	AFUS	Salle XII	200
17/04	Commission learning and development	ERI/NCS/NGO	Salle XVI	30
17/04	Introduction to SISTER	ADM/DIT/MIS	Salle VII	30
17-20/04	ICT Network & ICC Management Committee	ADM/DIT/DIR	Salles VIII, VIII bis	20
18/04	Première réunion du Groupe d'experts pour l'enseignement du respect pour tous	ED/PSD/PHR	Salles III, VII	20
18-20/04	Réunions sur les rapports périodiques pour la Région Afrique	CLT/WHC/PCM	Salle VI	30

19/04	2 ^e présentation des outils Information Technologie Cornerstone	HRM/DIR	Salle VII	25
20/04	Conférence générale de l'Economat	ADM/ADG	Salle XI	200
23/04	Journée des Organisations non gouvernementales	ERI/NCS/NGO	Salle IV	120
23-26/04	6e réunion du Jury du Prix UNESCO King Hamad bin Isa Al Khalifa pour l'utilisation des TICs dans l'éducation	ED/EO/ICP	Salle VIII	10
24/04	80e anniversaire de l'Index Translationum	CLT/DDD/CCS	Salle XI	200
25/04	Assemblée générale 2011 des participants à la Caisse d'assurance maladie	HRM/SPI	Salle XI	200
27/04	Journée Internationale du jazz	CLT/WHC/PSM	Salles I-V, X, Salle des Actes et Miró	1 800
Total participation				4 032

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

9.1.2. External rentals

Date	Title	Organizer	Place	Public
01/04	32e session nationale du Parlement européen des Jeunes-France	Parlement Européen des Jeunes-France	Salle IV	200
02-03/04	Rencontre européenne du Kamishibai	La Petite Bibliothèque Ronde	Salle	95
03-04/04	Colloque : Patrimoine oui, mais quel patrimoine ?	Commission nationale française	Salle IV	100
12/04	Vision nouvelle pour la paix et le développement humain	Délégation perm. d'Oman	Salle IV	240
12/04	Réunion d'information	Délégation perm. d'Iran	Salle VIII	45
13/04	Accès à l'eau, l'alphabétisation et vision nouvelle pour la paix et le développement humain	Délégation perm. d'Oman	Salle XII	240
17-18/04	139e réunion du Comité exécutif de l'OEPP	Organisation Européenne et Méditerranéenne pour la Protection des Plantes	Salle XIV	45
17/04	Remise de diplômes - concours sur l'UNESCO dans les écoles de la ville Český Krumlov	Délégation perm. de la République Tchèque	Salle IX	50
17-19/04	Conférence culturelle dans le cadre de la semaine culturelle saoudienne	Délégation perm. du Royaume d'Arabie Saoudite	Salle IV	150
19/04	Cycle IHEPS 2011/2012	IHEPS	Salle XIII	50
23-26/04	Séminaire international sur les droits de l'Homme	Association de coopération Franco-Russe	Salles VI, VII, XIII	30
24/04	Conférence autour des aspects scientifiques de la protection du Lac Baikal	Délégation perm. de Russie	Salle XI	100
26-27/04	Assemblée générale de l'ISSN	International Standard Serial Number (ISSN)	Salle XIV	50
27/04	Réunion de la Délégation de Norvège	Délégation perm. de Norvège	Salle XVI	40
Total participation				1 435

9.1.3. Information Meetings for Member States

Date	Title	Organizer	Place	Public
05/04	Réunion d'information pour Délégués permanents pour les réunions organisées par la COI et TVET	ED/HED/ICE	Salle XI	100
Total participation				100

9.1.4. Electoral Groups Meetings

Date	Title	Organizer	Place	Public
03/04	Réunion du Groupe UE	Délégation perm. du Danemark	Salle XIV	50
03/04	Réunion des Etats Africains membres du Conseil exécutif	Délégation perm. de Djibouti	Salle XV	20
11/04	Réunion du Groupe Arabe	Délégation perm. du Maroc	Salle XIII	40
12/04	Réunion du Groupe Electoral I	Délégation perm. des Pays-Bas	Salle XIV	50

12/04	Réunion Plénière de l'Association pour la Sauvegarde du Patrimoine Culturel	Délégation perm. des Philippines	Salle XIV	50
13/04	Réunion du Groupe de Genève	Délégation perm. de la République de Corée	Salle XIV	40
17/04	Réunion du Groupe Africain	Délégation perm. de l'Ouganda	Salle XIII	60
18/04	Réunion du Groupe UE	Délégation perm. du Danemark	Salle XIII	50
19/04	Assemblée générale du Groupe Francophone	Délégation perm. du Tchad	Salle XIV	50
23/04	Réunion du Groupe de l'OCI	Groupe OCI	Salle XIII	60
24/04	Réunion du Groupe Electoral II	Délégation perm. de la Serbie	Salle XIV	40
25/04	Réunion Plénière du groupe GRULAC	Délégation perm. du Panama	Salle XIV	50
25/04	Réunion plénière du groupe des 77	Groupe 77	Salle XIII	60
26/04	Réunion avec les pays africain membres au Conseil exécutif	Délégation perm. de Djibouti	Salle XV	30
26/04	Réunion du Groupe Commonwealth	Délégation perm. du Canada	Salle XVI	40
Total participation				690

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

- The April electronic calendar was sent to 3 621 subscribers (46 news subscribers – 2 unsubscriptions – Distribution list cleaned up: 48 email addresses deleted)
- The paper version for April events was printed out in 2 500 copies (in French)
- 13 events were organized, co-organized and/or promoted in April by DPI/SPE (Special Events Section)

9.2.1. Exhibitions

Date	Title	Organizer	Place	Public*
2-6/04/2012	The Roerich Pact	Permanent Delegation of the Russian Federation	Pas Perdue Room	N/A
23-26/04/2012	Baikal, the enchanted world	Permanent Delegation of the Russian Federation	Foyer of Room XI	N/A

9.2.2. Shows, Screenings and Award ceremonies

Date	Title	Organizer	Place	Public*
11/04/2012	Operatic concert - charity concert	Permanent Delegation of Togo	Room I	250
12/04/2012	Concert: Cagliari, Sardinia, music in the heart of the Mediterranean	Permanent Delegation of Italy	Room I	1 000
23/04/2012	Show: TAL – Taekwondo Absolute Legend	Permanent Delegation of the Republic of Korea	Room I	900
24/04/2012	Concert: Music without Border	Permanent Delegation of Italy	Room I	900
25/04/2012	Celebration of the International Dance Day - 30th Anniversary	International Theatre Institute	Room I	900
28/04/2012	Kun Qu Opera	Permanent Delegation of the People's Republic of China	Room I	900

9.2.3. Conferences

Date	Title	Organizer	Place	Public*
12/04/2012	UNESCO Future Forum - Global Water Futures 2050+	Bureau of Strategic Planning	Room XI	125 (Cf. 9.1)
16/04/2012	UNESCO Future Forum – Paris Nishan: "Confucianism and New Humanism in a Globalized World"	Bureau of Strategic Planning	Room IV	200 (Cf. 9.1)
24/04/2012	To the depths of Lake Baikal	Permanent Delegation of the Russian Federation	Room XI	100 (Cf. 9.1)

9.2.3. Special Events

Date	Title	Organizer	Place	Public*
17-19/04/2012	Saoudi Cultural Days	Permanent Delegation of the Kingdom of Saudi Arabia	Miró Rooms, Rooms I and IV	-
	Exhibitions		Miró Rooms	N/A
	Two conferences		Room IV	(Cf. 9.1)
	Cultural evenings		Room I	800 (17/04) 300 (18/04) 350 (19/04)
27/04/2012	International Jazz Day	Culture Sector	Rooms I, II, IV, Miró Rooms, Pas Perdus, Salle des Actes, ...	1 800 + 1 345 (Cf p. 6)

*Source: the number of participants for the rooms is estimated by ERI/DPI/SPE and MSS/CLD. Neither means nor tools are available to monitor exhibitions visitors. Room I maximum capacity: 1 350 seats

9.3. UNESCO Visits

The Visitors' Service organized a total of 75 visits for **1,092** visitors in April 2012.

Most visitors came within the framework of group, and spontaneous visits. The major part of the organized visits was conducted in English for a European and North American public.

1. Requests

Number of emails received	202
Number of requests received	182
Accepted requests	91%
Declined requests	9%

2. Languages

Visits in English	41	55%
Visits in French	29	39%
Other	5	7%

3. Type of visits

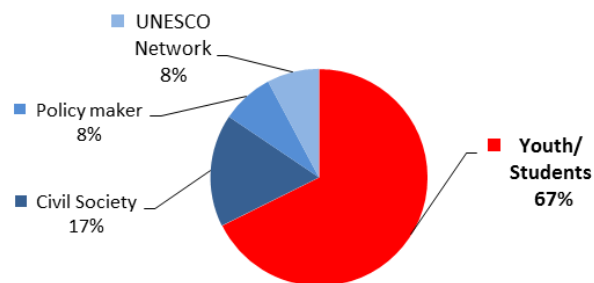
Individual Visits	12	16%
Group Visits	30	40%
Spontaneous Visits	28	37%
Thematic Conferences	5	7%

4. Origin

Africa	27	2%
Arab States	5	0%
Europe and North America *	1 010	92%
Latin America and the Caribbean	34	3%
Asia and Pacific	34	3%

5. Profile of visitors

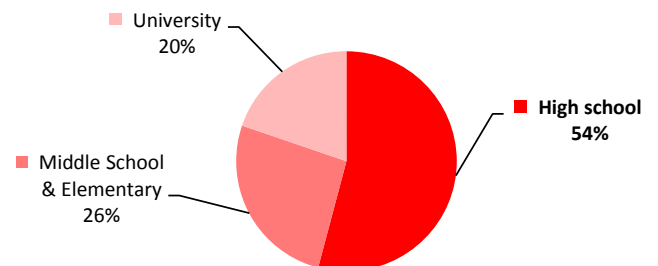
As over the past two months, over 2/3 of visitors were Youth/Students



Breakdown of 1 092 UNESCO visitors in April 2012

Source: UNESCO

Over 50% of young visitors were High School Students



Breakdown of 739 Youth/Student visitors in April 2012

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.

The following 12 events which have been granted UNESCO's patronage took place in April 2012:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/04/2012	Spain	Publication of a special guide of cultural routes	Civil society	CLT
02/04/2012	Russia	Exhibition entitled "The Roerich Pact – the past and the present" at UNESCO HQ	Permanent Delegations, UNESCO Networks & civil society	CLT
12/04/2012	Côte d'Ivoire	Salon international de la mode africaine	Civil society	CLT
12/04/2012	Croatia	Exhibition entitled "Croatian Intangible Heritage on UNESCO's List" in Hungary	Civil society	CLT
18/04/2012	Italy	International conference entitled "Quality, Beauty and Honesty in Science Communication"	Researchers/scientists & special media	SC
20/04/2012	Hungary	Conference to launch a series of events to celebrate the 40th anniversary of World Heritage	Government ministries, development agencies, World Heritage related organizations & civil society	CLT
24/04/2012	Italy	Soirée culturelle intitulée « Musique sans frontières » organisée par la Délégation permanente d'Italie	Permanent Delegations, UNESCO Networks & civil society	CLT
24/04/2012	Russia	Conférence internationale et exposition « Baikal – le trésor mondial »	Researchers, development agencies & civil society	CLT
25/04/2012	France	Celebration event of International Dance Day organized by the International Theatre Institute	Civil society	CLT
26/04/2012	Austria	World Summit Award winner's celebration event to promote the use of ICTs in finding creative and innovative solutions for development	Policy-makers, development agencies & youth	CI
27/04/2012	United Kingdom	Event organized by the Anna Kennedy Autism Dance Day entitled "Step in the Right Direction" in conjunction with the celebration of International Dance Day	Students and youth	CLT
30/04/2012	Japan	The 9 th Exploration for Disaster Prevention Map Contest and Forum	Scientists/researchers & students	SC

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.**

11.2. TBS (Japan)

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

Partnership began: 1994

Product: **A series of TV programmes (30 minutes): The World Heritage** <http://www.tbs.co.jp/heritage/>

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

Countries and regions of broadcast: **Japan**

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

Sponsorship: **SONY**

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience Share</i>
1/4	Kilimanjaro National Park	30 minutes	5.8%
8/4	Kahuzi-Biega National Park	30 minutes	6.2%
15/4	Historic Centre of Macao	30 minutes	4.5%
22/4	Galápagos Islands	30 minutes	5.2%

Average audience share in April: 5.4 percent (for the first broadcast)

Estimate number of viewers in Japan: 4 920 000 (for the first broadcast)

The total number of audience accessed to the program in April was estimated at **19 810 000**

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** (<http://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

Links to titles by language (other than Chinese) & site on the web	Nb of reports
English reports	16
Arabic reports	5
Spanish reports	10
French reports	11
Russian reports	8
In April, a total of 50 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

Network: partnership with more than 100 foreign news media

Reports* on UNESCO by language	Nb of reports	Page views
Russian	48	28 161
Spanish	9	83
English	6	77
French	3	30
German	2	14
Total	68	28 365

* See Annex page 36 (for the list of reports)

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 April 2012: **Viewers Treasures of the World – Heritage of mankind**

▪ 3sat – cultural channel

Day/time	Nb of films	Audience share	Viewers
Sunday 7.45 pm	1	0.4	130 000 / film ; 130 000 / total
Monday 12.45 pm	4	0.6	40 0000 / film ; 160 000 / total
Tuesday 9.45 pm	2	0.8	250 000 / film ; 500 000 / total
Extra	1	1.1	270 000 / film ; 270 000 / total
Total	8 films		1 060 000 estimated viewers

▪ Phoenix – documentary channel

Day/time	Nb of films	Audience share	Viewers
Different days and times	9	1.2	93.333 / film ; 840.000 / total
Total	9 films	-	840 000 estimated viewers

▪ SWR Fernsehen – regional channel of ARD

Day/time	Nb of films	Audience share	Viewers
Saturday 6 am	4	2.3	20 000 / film ; 80 000 / total
Saturday 1.50 pm	1	4.5	50 000 / film
Extra Films different times	2	3.8	85.000 / film ; 170.000 / total
Total	6 films	-	300 000 estimated viewers

Ria Novosti (Russia) detailed reports (Cf. 11.4)

Date	Title	Language	Page Views
01/04	Over 50 Spanish cities switched off lights on Earth Hour	Russian	960
03/04	Russian culture minister opened Rerikh's exhibition in Paris	Russian	293
03/04	UNESCO urges tourism agents to preserve Timbuktu cultural values	Russian	683
05/04	Over 6,5 thousand of world's cities took part in Earth Hour	Russian	128
05/04	French experts to develop ecotourism concept on Baikal	Russian	213
03/04	First reading of new culture law may happen in June	Russian	99
03/04	Fresco keeper position in Ferapontov monastery retained	Russian	83
05/04	UNESCO is guarding "Titanic's" island	Russian	1160
06/04	Italian government prepared Pompeii salvation project	Russian	542
06/04	Seminars series on ecotourism development starting in Gorny Altai	Russian	41
06/04	Architecture academy at UNESCO to open its branch in Ulianovsk	Russian	54
06/04	Hilarious Hungary: festival of Vikings, pepper and goulash event	Russian	102
08/04	Charles Aznavour still dreaming to sing on Red Square	Russian	647
08/04	100 years after: the route uncovered by "Titanic"	Russian	9945
09/04	Commander's reserve visiting ban imposed until May 18	Russian	84
10/04	RGS guardians board meeting started in St. Petersburg	Russian	158
10/04	Putin gave 8 RGS grants	Russian	413
11/04	Museum director warned over attempt of dismissing keeper	Russian	160
12/04	2013 Big 20 summit to be held in St. Pete – Vladimir Kozhin	Russian	6465
12/04	Paris mayor statement not to influence construction of spiritual center	Russian	462
13/04	Experts suggest holding international "Zaryadie" projects competition	Russian	185
16/04	Altai reserve to celebrate 80th anniversary	Russian	86
16/04	Tours in inaccessible historical spots to be held in St. Pete	Russian	498
17/04	Tula Kremlin may enter UNESCO world heritage list	Russian	125
18/04	World-known Brazilian Iguazu waterfalls dried up	Russian	677
18/04	Cultural heritage guard. Russian and Ukrainian experience	Russian	78
19/04	Kobzon and Gverdtsiteli to sing in commemoration of Warsaw ghetto riot	Russian	369
20/04	International book fair opened in Buenos-Aires	Russian	55
22/04	Yerevan to be announced 2012 World book capital	Russian	285
23/04	Borges's widow to open photo photo exhibition in Yerevan	Russian	87
23/04	Activists asking for help of UN expert over Altai gas pipeline	Russian	169
24/04	First lap of ecotourism development seminars held in Gorny Altai	Russian	49
24/04	UNESCO marked Russia's efforts to preserve Baikal's ecosystem	Russian	159
24/04	Attractive Russia's nature objects may enter the Green Circle	Russian	621
24/04	Exact terms of Baikal paper mill closing should be defined – Slipenchuk	Russian	123
24/04	Russian "Mirs" may go around the world in the wake of Magellan	Russian	66
24/04	New "Mirs" mission to "Titanic" maybe long pending	Russian	261
25/04	Police pursuing unidentified who damaged Vladivostok fortress	Russian	520
27/04	Weekend trip to Klimt to Vienna	Russian	176
27/04	RAU Head honored with WIPO gold medal	Russian	339
27/04	UNESCO Head thanked Boutman for his participation in Jazz Day in Paris	Russian	62
28/04	Picnics prohibited over fire danger in Katun preserve	Russian	39
28/04	Capital construction objects allowed in four Russia's reserves	Russian	76
29/04	First International Jazz Day to be marked with concerts all over the world	Russian	188
29/04	Armenian musicians to perform concert in Yerevan down-town on Jazz Day	Russian	28
30/04	Square in Leipzig turned into dancing on international Dance Day	Russian	41
30/04	Flash mobs and concerts: Russian youth celebrated Dance Day	Russian	39
30/04	Kusturica to finish Stone town construction in Bosnia in 2014	Russian	68
Total reports on UNESCO in Russian: 48		Total page views: 28 161	
05/04	Titanic Wreckage to Become UNESCO Underwater Heritage	English	12
06/04	Titanic Rescue: A Tragedy That Unfolded Like Clockwork	English	10
07/04	Unorthodox Options for Salvaging RMS Titanic	English	32
09/04	One Hundred Years Later: The Route that the Titanic Failed to Complete	English	12
19/04	The Holocaust is About Today and Tomorrow	English	8

20/04	The Temple of Heaven in Celestial Empire	English	3
Total reports on UNESCO in English: 6		Total page views: 77	
18/04	Iguacu-Wasserfälle in Brasilien wegen anhaltender Dürre ausgetrocknet	German	5
19/04	Der Holocaust handelt vom Heute und Morgen	German	9
Total reports on UNESCO in German: 2		Total page views: 14	
12/04	Centre russe à Paris: les critiques du maire Delanoë sans effet juridique	French	21
13/04	L'invention du patrimoine (2)	French	5
18/04	Le Temple du Ciel en Empire céleste	French	4
Total reports on UNESCO in French: 3		Total page views: 30	
03/04	UNESCO pide a guerrilla tuareg conservar monumentos culturales de la antigua ciudad de Tombuctú	Spanish	1
05/04	La UNESCO protegerá los restos del Titanic	Spanish	8
08/04	El crucero conmemorativo del Titanic partirá hoy del puerto inglés de Southampton	Spanish	13
13/04	Película Titanic 3D sufre cortes para promover entorno social ético en China	Spanish	15
16/04	Boleto para ceremonia de botadura del "Titanic" vendido por US\$56.000 en EEUU	Spanish	32
18/04	Gran parte de famosas Cataratas del Iguazú está seca debido a la sequía en Brasil	Spanish	3
18/04	El Templo del Cielo de China	Spanish	5
26/04	Diputados rusos instituyen grupo parlamentario para proteger el emblemático lago Baikal	Spanish	3
30/04	Multimillonario australiano planea construir una réplica del Titanic	Spanish	3
Total reports on UNESCO in Spanish: 9		Total page views: 83	
TOTAL reports on UNESCO: 68		Total page views: 28 365	