



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2012/PIPMR/19

Monthly Report on the Use of UNESCO Public Information Products

May 2012

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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

Despite the month's few major events, media coverage in May increased by 3.28% compared to April.

The first major event of May, and the most widely covered story, concerned World Press Freedom Day (WPDF) and this year's UNESCO's Guillermo Cano World Press Freedom Prize. This subject prompted more than 6,000 articles in the press. The international conference on press freedom, held in Tunis, heightened press interest in the Day. More than 6,000 articles were published on the subject.

The Third International Congress on TVET was covered not only by East Asian press outlets, but others in developing countries elsewhere as well. Lastly, in terms of major events, UNESCO HQ celebrated the first anniversary for the Global Partnership for Girls' and Women's Education. A panel discussion held on the occasion received nominal international coverage, despite the attendance of Michelle Bachelet-the Executive Director of UN Women-and Princess Laurentien of the Netherlands.

Apart from WPDF, most media coverage concerning UNESCO in May was generated by events external to the Organization, including the threats to World Heritage in Timbuktu (Mali) and Ghadamès (Libya), and damage to World Heritage sites in Italy, following an earthquake in the north of the country.

A heightened number of attacks against journalists-particularly relevant due to their proximity to World Press Freedom Day-and the response of the Director-General, also garnered media coverage during May.

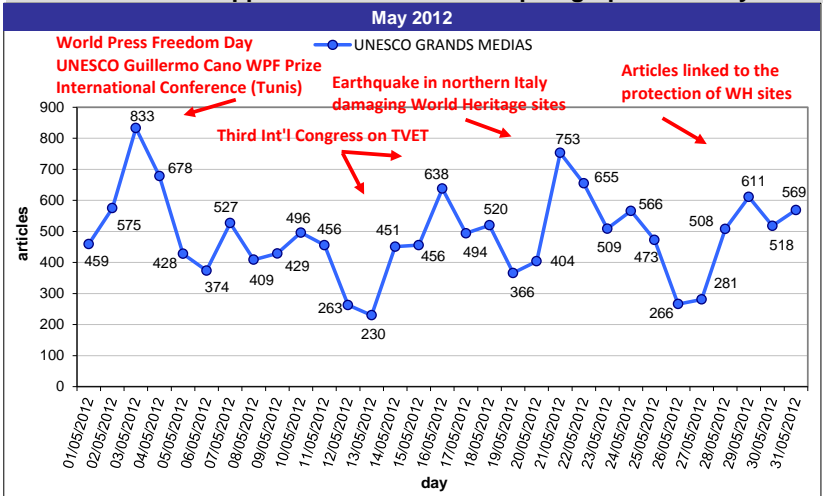
The following events are highlighted in the Major Events pages:

- **World Press Freedom Day (3 May)/UNESCO Guillermo Cano World Press Freedom Prize**
- **Third International Congress on Technical and Vocational Education and Training (13-16 May)**
- **First anniversary event for the Global partnership for Girls' and Women's Education (25 May)**

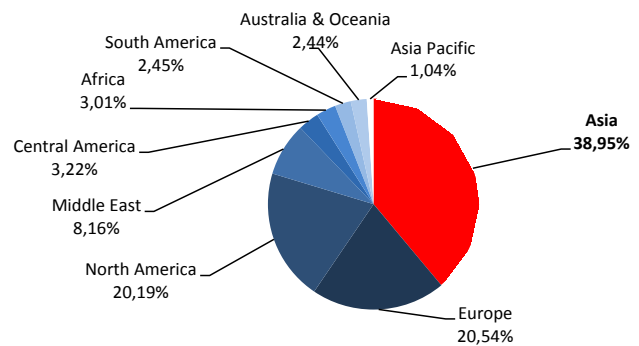
UNESCO Website and Social Media Channels

May continued the strong traffic trend of the last 3 months, with web visits averaging 2 million (see graph on the right). World Press Freedom Day events saw a 25% increase of traffic for CI, and the catastrophic earthquake impacting World Heritage sites in Italy both drew peaks in traffic.

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

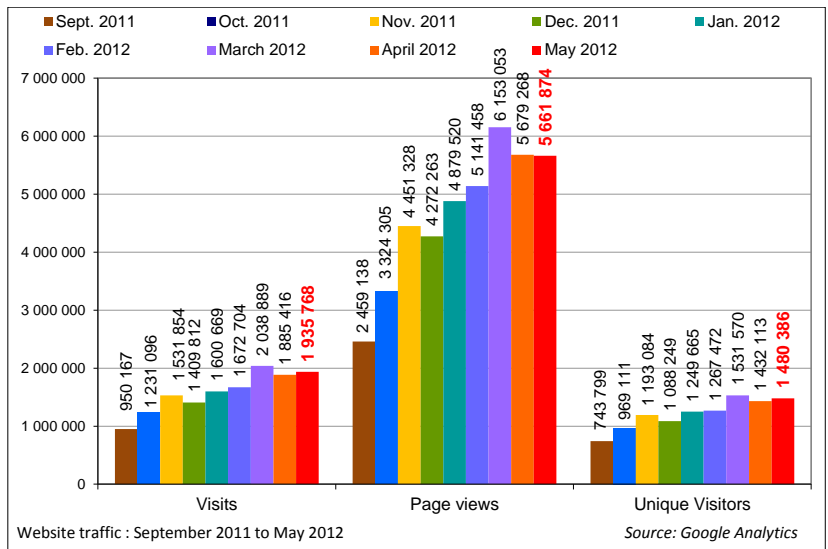


With almost 6 000 articles over the month, Asian media coverage increased by 30%



Breakdown of 15 195 articles published in May 2012

Source: Meltwater News



Website traffic : September 2011 to May 2012

Source: Google Analytics

World Press Freedom Day was the most successful online campaign of the year thus far, ranking as a “trending topic” (among top 10 of all postings) in the Spanish and several other Twitter markets, where it generated at least 80 000 conversations. CI utilized a crowdsourced map (Ushahidi) to visually show the worldwide scope of Press Freedom celebrations. This new tool (now available for future events as well) allowed the public to add -after UNESCO’s validation- their activities to our global event page.

Launched in partnership with the UN Alliance of Civilizations, the campaign for the International Day of Cultural Diversity was a hit, with more than 235 000 visits to UNESCO’s [special Facebook page](#) in one week. With the promotions of the campaigns many “blue chip” partners (e.g. American Airlines, Vivendi, Pfizer...) a total of almost 8 000 likes has been reached.

A record 17 tweets on the Spanish account, as well as 16 of the 160 tweets on the English Twitter account sent out in May were retweeted over 50 times, while in Chinese a post on our homophobic bullying event draw a record 711 retweets. Water and Cultural Diversity also did very well. Although great progress continues to be made in social media, challenges remain, including a need for short and snappy advocacy videos.

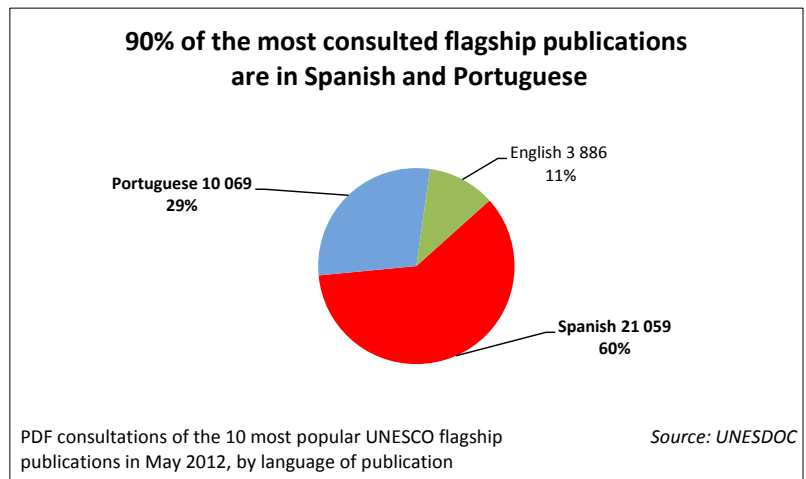
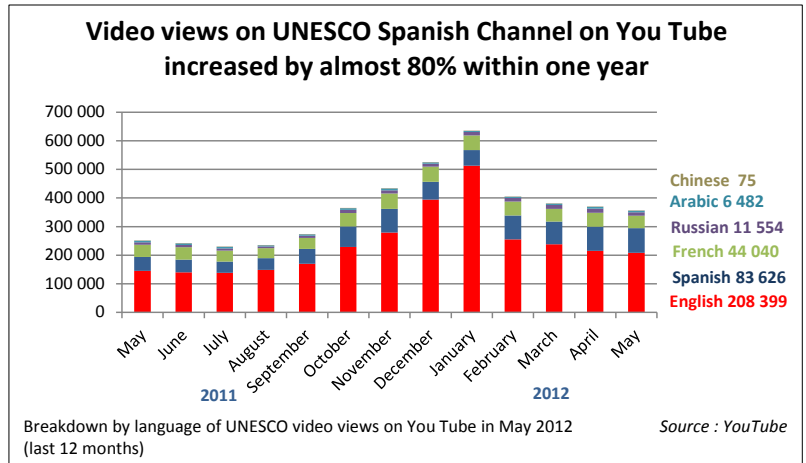
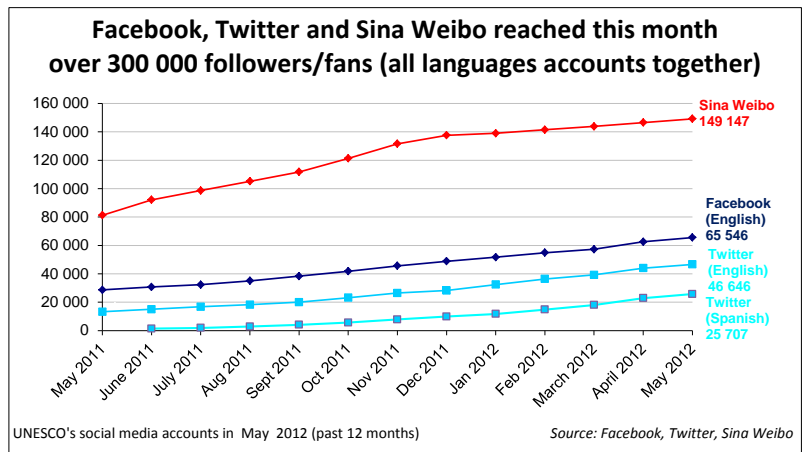
Since the beginning of the year almost 2 150 000 videos were viewed on UNESCO You Tube Channels. The English Channel is the most consulted, but consultation of videos on the Spanish Channel has had a major increase within the last twelve months (see 2nd graph on the right).

UNESCO Publications

May was a slightly better month for on-line PDF viewing than April, but still much lower than the peak in March. The number of consultations of publications on Google Books continues to grow almost doubling the number of book visits of May 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. UNESCO produced a mini-catalogue of key titles for the RIO+20 event with QR codes linking to on-line access of publications.

UNESCO Visits

For the 3rd time this year, the Visitors service has welcomed over 1 000 visitors over the month. The number of university students increased by 96% from April and an unprecedented 31% of these students came from Latin America and the Caribbean.



Major events:

I. World Press Freedom Day (3 May)/UNESCO Guillermo Cano World Press Freedom Prize

World Press Freedom Day (WPDF) celebrations began in 1993 after the UN General Assembly's proclamation. The main celebration of WPDF 2012 took place from 3 to 5 May in Tunis, Tunisia, the cradle of the Arab Spring movement, with an international conference under the theme "New Voices: Media Freedom Helping to Transform Societies". Opening speakers were the Director-General, the Prime Minister of the Republic of Tunisia, Hamadi Jebali, UN Resident Coordinator, Mohammed Belhocine, and 2011 Nobel Peace Prize Laureate, Tawakkol Karman.

Eynulla Fatullayev, Azerbaijani journalist and human rights activist, was named the winner of the 2012 UNESCO/Guillermo Cano World Press Freedom Prize. Mr Fatullayev, 35, the former editor-in-chief and founder of the popular independent Russian-language weekly Realny Azerbaijan (Real Azerbaijan) and the Azeri-language daily Gundalik Azarbaycan (Azerbaijan Daily) newspapers, has unfailingly and steadfastly spoken out for freedom of the press and freedom of expression. Irina Bokova presented the award to Mr Fatullayev in the Tunisian Presidential Palace. The President of the Republic of Tunisia, Moncef Marzouki, was amongst the speakers on the night.

In addition to the main celebration in Tunis, various events took place in over 100 countries worldwide to mark the observance of the Day. The Communication and Information Sector utilized an [online crowdsourcing mapping tool](#) based on the open soft-source platform, Ushahidi.

Participants: 750 participants in total with 300 international (from 87 countries) and 350 Tunisian participants. The total of 118 speakers spoke in three plenaries and 13 parallel sessions.

Public: Permanent delegates to UNESCO, embassy officials, government officials, local and international NGO's, media organizations, journalists, academics, students, activists.

Communication materials and activities:

- [Joint Message by UN Secretary-General, Mr Ban Ki-moon and UNESCO Director-General Mrs Irina Bokova on the occasion of the WPDF, 3 May 2012](#)
- Press releases ([17 April](#) and [4 May 2012](#)) - also translated into Portuguese by the Brasilia Office
- [Speakers Profile](#)
- [Conference Programme](#)
- [WPDF Logo](#)
- [Interview with UNESCO Guillermo Cano Prize Laureate 2012, Mr Eynulla Fatullayev](#)
- [UNESCO Director-General video message on the occasion of WPDF](#)
- [Practical Information](#)
- [List of Participants](#)
- [WPDF 2012 Concept Paper](#)
- [Carthage Declaration](#)
- [UNESCO Guillermo Cano World Press Freedom Prize Ceremony Agenda](#)
- [WPDF 2012 Conference Partners](#)
- [Dedicated website](#)

Webcast/Live streaming connections: [Live record on Ustream](#) of the Tunis Conference: 429 views

Website statistics: On dedicated website from 28 April to May 2012: 22 904 visits / 50 406 page views; For WPDF celebrations map: 7 316 page views (89 celebrations; 89 locations).

Press coverage:

The Day itself-and the related conference-gained considerable media attention, particularly in publications based out of Europe and South America. Outlets including The Huffington Post, Voice of America, AllAfrica.com, Salon, the Pakistan Observer, the Jakarta Post, the New Zealand Herald and the Botswana Gazette all ran articles concerning World Press Freedom Day and the current state of safety for journalists and media personnel. The Tunisian media provided exhaustive coverage of the international conference in Tunis. All told, almost 6,000 articles in the international press were devoted to the Day, UNESCO's corresponding award and its winner.

Social media:

WPDF was highly successful, surpassing our 2011 event in terms of social media outreach, with at least 80,000 tweets on May 3rd. The topic was trending in several Latin American countries, particularly concerned by the journalist assassinations. As an example, [one of the Spanish tweets](#) sent out on May 3 got a record 2 220 retweets, with 1 100 clicks on the link, and 800 new followers were gained in 24 hours. Although a "[live Google hangout](#)" (video chat) was organized with the President of Tunisia, the discussions' lack of advance publicity especially in the Tunisian press resulted in limited viewing. A poster competition, organized by CI with the online site Eyeka.com, yielded some of our top performing online content about WPDF on our social media properties. The posters allowed people to visualize the meaning of press freedom. Crowdsourcing is a powerful tool for public engagement, and we hope to utilize [public-contributed event maps](#), online competitions, and more for future UNESCO events. There is great potential with social media to engage leading personalities, but this takes lots of advance work and promotion. Brasilia Office: Facebook: 3 posts/45 likes/111 shares (the most shared posts in the account); Twitter: 4 tweets/28 retweets.

II. Third International Congress on Technical and Vocational Education and Training (13-16 May 2012)

The Third International Congress on Technical and Vocational Education and Training (TVET) was organized by UNESCO and hosted by the Government of the People's Republic of China in Shanghai from 13 to 16 May 2012.

The central focus of the Congress, opened by the Director General of UNESCO Ms. Irina Bokova and the Chinese State Councilor Ms. Liu Yandong, was on how to transform and expand TVET to ensure that all young people and adults can develop the skills needed for work and life.

The Congress provided a unique global platform for knowledge sharing, reflection, debate and charting new directions on the changing landscape of TVET and wider skills development systems in a lifelong learning perspective. It was organised in partnership with a broad range of international organisations including ILO, OECD, WB, WHO, ETF, ADB, AFDB, and ADEA. This partnership will be further mobilised for the follow-up actions.

The Congress focused on the following key objectives: 1. Identify and discuss present and future challenges facing TVET and explore appropriate responses; 2. Build better understandings of and share knowledge on improving the contributions of TVET to sustainable development; 3. Inform perspectives for international cooperation in the field, and define strategic directions for joint future work and support to TVET at the national, regional and international levels.

The Congress participants adopted an outcomes document called the Shanghai Consensus which emphasized the importance of transforming and expanding TVET to meet the development and societal challenges.

Participants: Over 540 representatives from 107 governments, including 40 Ministers and high officials.

Public: Political leaders, governmental and non-governmental organizations, industry leaders and entrepreneurs.

Communication materials and activities:

- Press release ([14 May 2012](#))
- Media advisory ([9 May 2012](#))
- [Dedicated web page](#) for the TVET Congress including numerous feature stories
- New series of UNESCO videos illustrating a variety skills, from leatherwork in Italy, stone carving in Morocco to watchmaking in Switzerland.
- Poster (6 languages)
- TVET Congress Flyer (English & French)
- Education for Sustainable Development and TVET flyer
- UNESCO Exhibit and installations on site (“produits dérivés”)
- Final results and outcomes document

Press coverage:

The Third International Congress on TVET, held in Shanghai in mid-May, received most of its media attention from Chinese and other Asian news outlets including China Daily, People's Daily Online, China Gate, Times of India and China Economic Net. Coverage outside of Asia was minimal.

Social media:

10 advocacy messages about TVET's importance were disseminated on Twitter, averaging a mediocre 10 to 20 retweets. Videos produced for the conference were shared on Facebook, but the content performed poorly.

Most of our communications about TVET was on a policy level and institutional. The videos were a good attempt to reach the general public, but despite rich imagery failed to galvanize interest in vocational skills. For social media to work, the content must touch on the human interest aspect of our programmes and policy making.

ERI and ED/KMS were worried to learn, on the day of the conference, that Microsoft released a [mobile application for the event](#) currently being piloted in 3 African countries. If they had been consulted, they could have helped ensure UNESCO's branding was visible, and that this “job matchmaker” app also spoke to youth an vocational issues and their concerns. Brasilia Office: Facebook: 1 post/1 like; Twitter: 1 tweet/5 retweets.

III. First anniversary event for the Global Partnership for Girls' and Women's Education (25 May 2012)

UNESCO celebrated the first anniversary of the UNESCO's Global Partnership for Girls' and Women's Education on 25 May 2012. The Executive Director of UN Women, Michelle Bachelet, the UNESCO Special Envoy on Literacy for Development, Princess Laurentien of the Netherlands, and Etienne Faïchou, Minister for Primary and Civic Education of Chad, joined the Director-General of UNESCO, Irina Bokova, to review progress achieved, reinforce commitments, and discuss strategies to scale up action and further strengthen the Partnership. The event featured key-note speeches, a moderated discussion and live and video testimonies from beneficiaries of the Global Partnership's projects.

Discussants included the representatives of the private partners - Varkey Gems Foundation, Procter and Gamble, Microsoft and the Packard Foundation – Ambassadors of Nigeria and of Tanzania to UNESCO, the CEO of Enel Green Power, the President of the Barefoot College, and the first French female astronaut.

Participants: Approximately 200 people.

Public: Participants from Permanent Delegations, International Organizations, local and international NGOs, UNESCO private partners, research institutes, university students, UNESCO staff.

Communication materials and activities:

- Media advisory ([22 May 2012](#))
- [Dedicated web page on the Global Partnership](#)
- Five country Fact sheets produced and posted on the web (Ethiopia, Kenya, Lesotho, Senegal and Tanzania)
- 6 video interviews (Amb. of Nigeria, Amb. of Tanzania, Princess Laurentien, Bunker Roy, Michelle Bachelet and Claudie Haigneré)
- Focused Twitter feeds
- Live testimony of beneficiary during the panel discussion
- Viewing of ALWAYS video on joint project and Barefoot College video
- [Brochure "Better Life, Better Future"](#)

Webcast/Live streaming connections: Floor: 38 simultaneous connections.

Press coverage:

Despite the attendance of experts and personalities-including Princess Laurentien of the Netherlands-media coverage surrounding the one-year milestone of UNESCO's Global Partnership for Girls' and Women's Education was negligible. According to Meltwater News, the only non-internal publications which dealt with the event were Afrique-en-Ligne and Relief Web; however, both pieces were quite robust in their coverage and enjoyed centerpiece positions on the respective websites.

Social media:

A live tweet was done on May 25. Promotions of the live tweet, consisting mainly of messages about why literacy was necessary for women/girls, were drummed out on all social media properties, and amplified by UN Women. Yet without concrete results and new data to communicate, performance was very poor.

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

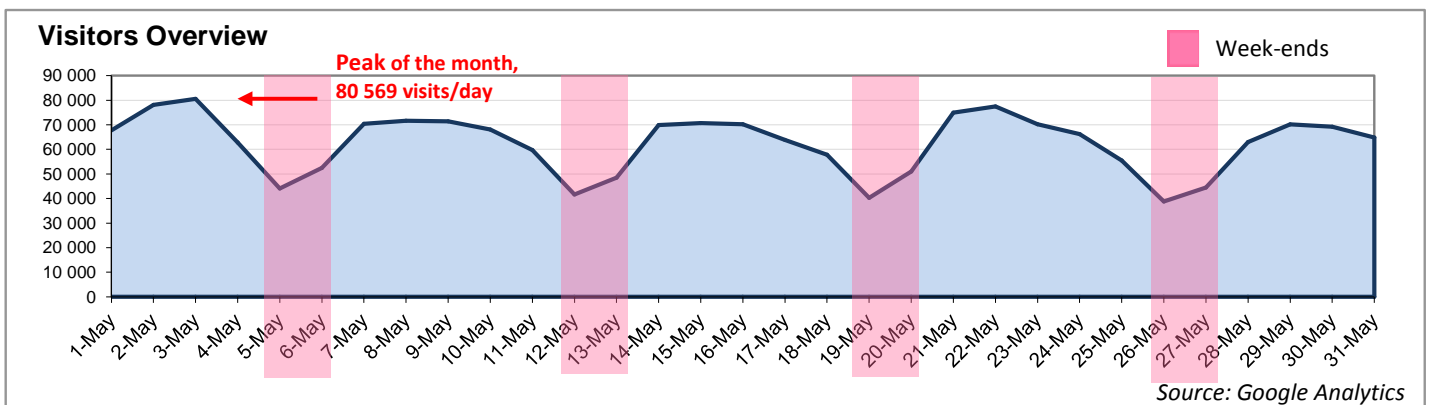
Both a communication and a knowledge management tool, UNESCO’s websites, with over 2.7 million pages of content, are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in 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).

May continued the strong traffic trend of the last 3 months, with visits averaging 2 million. World Press Freedom Day events saw a 25% increase of traffic for CI, and the catastrophic earthquake impacting World Heritage sites in Italy both drew peaks in traffic.

1.1 May 2012 Traffic

Daily Web Traffic Patterns



- International Biodiversity Workshop (02-04/05)
- World Press Freedom Day (03/05)
- Word Press Freedom Day Intl. Conference (03-05/05)

- Fifth Intl. Geoparks Conference (12-15/05)
- Third Intl. Congress on Technical and Vocational Education and Training (13-16/05)
- World Summit on the Information Society Forum 2012 (14-18/05)

- World Day for Cultural Diversity for Dialogue and Development (21/05)
- Intl. Day for Biological Diversity (22/05)

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%
May 2012	5 661 874	-0.31%	1 935 768	+2.67%	1 480 386	+3.37%	71.14%	28.86%

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

Areas of interest	Visits ² in May 2012	Variation vs M-1
UNESCO.ORG	1 935 768	+2.67%
Home & Central Service pages	240 320	-9.58%
Worldwide	23 197	+0.61%
Education Sector	116 090	+5.91%
Natural Sciences Sector	54 958	-2.68%
Social and Human Sciences Sector	24 899	+2.11%
Culture Sector	928 886	+5.33%
World Heritage	868 241	+4.83%
Culture Sector (excluding legacy content)	60 645	+5.33%
Communication and Information Sector	66 102	+23.74%
Field offices (only those tracked)	98 963	+5.49%
UIL*	15 301	+4.54%
IIEP*	167 065	-0.02%

* UIL and IIEP statistics are tracked separately.

1.4 UNESCO Website Visitors

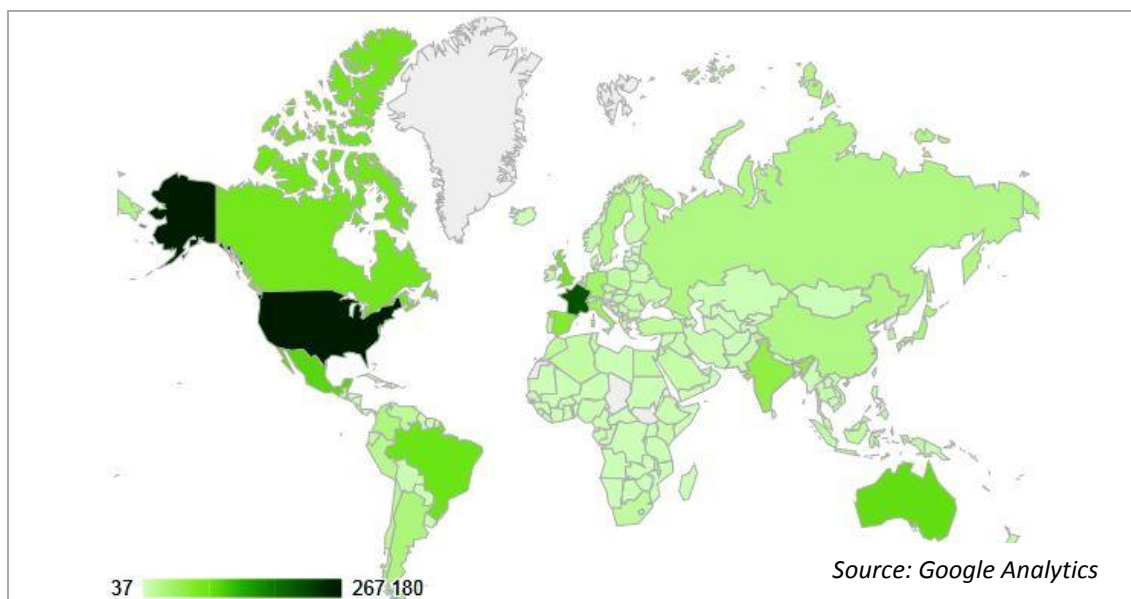
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	267 180	13.80%	-1.04%	2.54	00:02:03
France	210 232	10.86%	-11.31%	3.41	00:03:33
Mexico	100 243	5.18%	+39.52%	2.90	00:03:21
Australia	94 703	4.89%	+10.13%	3.59	00:04:40
Brazil	89 140	4.60%	+12.81%	2.23	00:02:35
United Kingdom	83 716	4.32%	-1.78%	2.69	00:02:33
Canada	81 153	4.19%	-1.23%	3.77	00:03:52
Spain	64 939	3.35%	-1.72%	3.14	00:02:52
India	55 082	2.85%	+5.29%	2.58	00:02:34
Italy	43 357	2.24%	-4.12%	3.41	00:03:10

Top 10 visitors' language

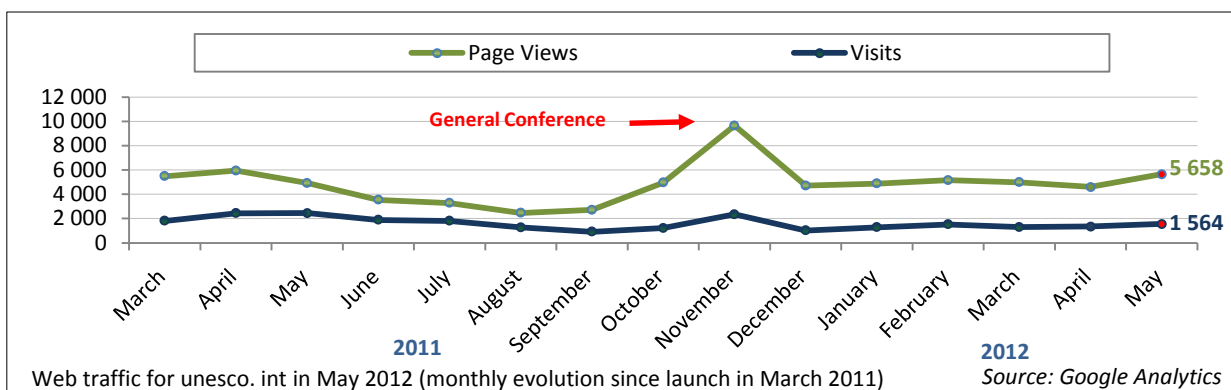
Language	Visits ²	% of Total visits	Variation vs M-1
English	939 040	48.51%	+4.40%
Spanish	299 716	15.48%	+12.61%
French	270 957	14.00%	-8.75%
Portuguese	97 612	5.04%	+12.09%
Russian	38.974	2.01%	-11.15%
Italian	38 751	2.00%	-3.62%
German	38 317	1.98%	+3.96%
Chinese	38 233	1.98%	+4.11%
Japanese	28 167	1.46%	+13.71%
Dutch	20 295	1.05%	-1.48%

1.5 Geographical origin of visits in May 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%
May	5 658	+22.92%	1 564	+16.28%	3.28	+14.29%	00:03:39	51.47%	51.15%



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 M-1
Total	87 994	-6.57%
English (EN)	45 057	-5.13%
Spanish (ES)	21 014	+5.05%
French (FR)	11 893	-12.71%
Russian (RU)	4 018	-24.98%
Arabic (AR)	3 865	-33.88%
Chinese (ZH)	2 147	+15.37%

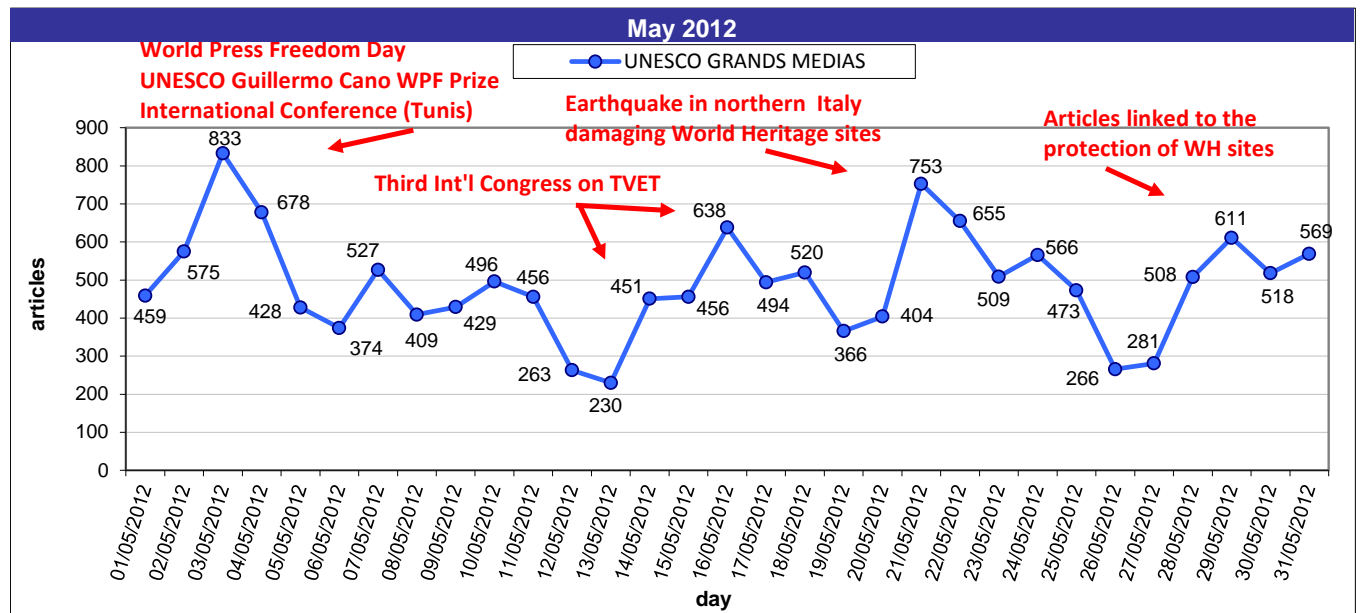
2.2 Press releases/Media advisories/Web releases in May 2012

1.	04/05	Azerbaijani journalist Eynulla Fatullayev receives UNESCO Guillermo Cano World Press Freedom prize
2.	04/05	Director-General alarmed by wave of journalist assassinations in Mexico and calls for urgent investigation
3.	05/05	Carthage Declaration insists on need to reinforce press freedom and improve safety for journalists
4.	07/05	UNESCO Director-General condemns murder of Somali journalist Farhan James Abdulle
5.	09/05	Shanghai Congress to tackle transformation of technical and vocational education and training
6.	11/05	Director-General denounces attack that killed Honduran TV presenter Noel Alexander Valladares and two other people
7.	11/05	Meeting on Effective Policies and Practices to Address Homophobic Bullying in Educational Institutions 16 May 2012
8.	14/05	Technical and vocational education for smart and green growth
9.	14/05	Director-General condemns murder of Brazilian journalist Décio Sá
10.	15/05	Director-General deplors murder of Honduran journalist and rights activist Eric Martínez Ávila
11.	15/05	UN Alliance of Civilizations calls citizens worldwide to 'Do ONE thing for Diversity and Inclusion' through 2nd global campaign
12.	15/05/	Director-General condemns targeting of Syrian citizen-journalist Abdul Ghani Kaakeh
13.	18/05	UNESCO Director-General voices concern over safety of journalists in Pakistan, after murders of Tariq Kamal and Murtaza Razvi
14.	18/05	Sustainable development is at the heart of UNESCO's Africa Week
15.	22/05	UNESCO monitors damage to heritage in northern Italy following powerful earthquake
16.	22/05	Building skills for work and life
17.	22/05	Michelle Bachelet and Princess Laurentien of the Netherlands to attend anniversary of UNESCO's Global Partnership for Girls' and Women's education

18.	22/05	First International Arts Education Week (21-27 May)
19.	23/05	Director-General concerned about attacks on World Heritage site of Ghadamès (Libya)
20.	23/05	Celebrating 60 Years of UNESCO in Hamburg
21.	24/05	Director-General deplores murder of Ugandan reporter Amon Thembo Wa'Mupaghasya and urges improved safety
22.	24/05	Director-General alarmed by wave of journalist assassinations in Honduras after murder of Alfredo Villatoro
23.	24/05	Government of Mali and UNESCO move to protect Timbuktu and other heritage sites in the north of Mali
24.	25/05	Threats to cultural heritage
25.	29/05	Director-General alarmed by murder of Somali journalist Ahmed Addow Andshur and urges end to impunity

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 May (Source: Meltwater News)



Despite the month's few major events, media coverage in May increased by 3.28% compared to April.

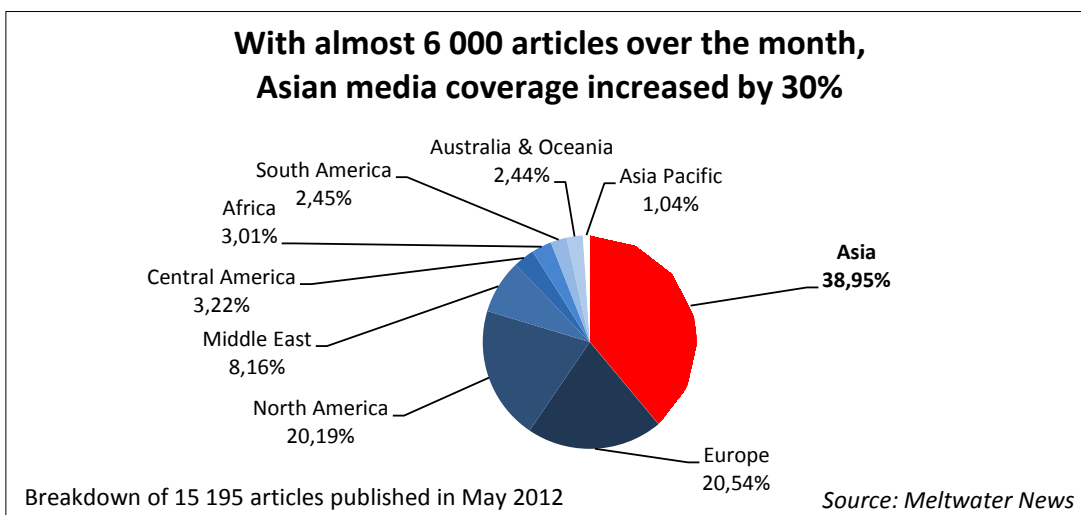
The first major event of May, and the most widely covered story, concerned World Press Freedom Day (WPF) and this year's UNESCO's Guillermo Cano World Press Freedom Prize. This subject prompted more than 6,000 articles in the press. The international conference on press freedom, held in Tunisia, heightened press interest in the Day. More than 6,000 articles were published on the subject.

The Third International Congress on TVET was covered not only by East Asian press outlets, but others in developing countries elsewhere as well. Lastly, in terms of major events, UNESCO HQ celebrated the first anniversary for the Global Partnership for Girls' and Women's Education. A panel discussion held on the occasion received nominal international coverage, despite the attendance of Michelle Bachelet-the Executive Director of UN Women-and Princess Laurentien of the Netherlands.

Apart from WPF, most media coverage concerning UNESCO in May was generated by events external to the Organization, including the threats to World Heritage in Timbuktu (Mali) and Ghadamès (Libya), and damage to World Heritage sites in Italy, following an earthquake in the north of the country.

A heightened number of attacks against journalists-particularly relevant due to their proximity to World Press Freedom Day-and the response of the Director-General, also garnered media coverage during May.

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



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

Date	Subject / Title	Language	Media
05/05/2012	Rio+20 é oportunidade extraordinária que não deve ser desperdiçada (Rio+20 is an extraordinary opportunity which cannot be missed)	Portuguese	Folha de São Paulo (Brazil)
06/05/2012	Believe in the key word Solidarity	Japanese	Mainichi Newspaper (Japan)
11/05/2012	Culture for sustainability	English	The Daily Star (Bangladesh)
14/05/2012	The future of earth depends on the sea	Japanese	Mainichi Newspaper (Japan)
21/05/2012	Water: fuel for sustainable development	Japanese	Mainichi Newspaper (Japan)
26/05/2012	Solidarity	English	O Globo (Brazil)
28/05/2012	Culture for Sustainability	Japanese	Mainichi Newspaper (Japan)

2.5 Interviews given (by subject and media)

Subject	Interviewee	Language	Media (press TV Radio)
WHC Pompei	Francesco Bandarin	French	France Inter (France)
WHC Babylon	Veronique Dauge	French	Le Monde (France)
WHC Timbuktu	Lazare Eloundou	French	RFI (France)
Titanic	Arturo Rey Da Silva	Portuguese	RFI (France)
TVET	Qian Tang	Chinese	Xinhua; NYT (Hong Kong office) (China)
Climate change impact on oceans	Wendy Watson-Wright	English	This Morning (Jamaica); Euronews
World Press Freedom Day	Sue Williams	English	Voice of America (USA)

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	9	Associated Press
2	DG statement on Timbuktu	6	TéléSud, European Journalism Community
3	UNESCO Priorities	3	N/A
4	Forest Whitaker Goodwill Ambassador nomination	2	N/A

3. UNESCO Social Media Channels

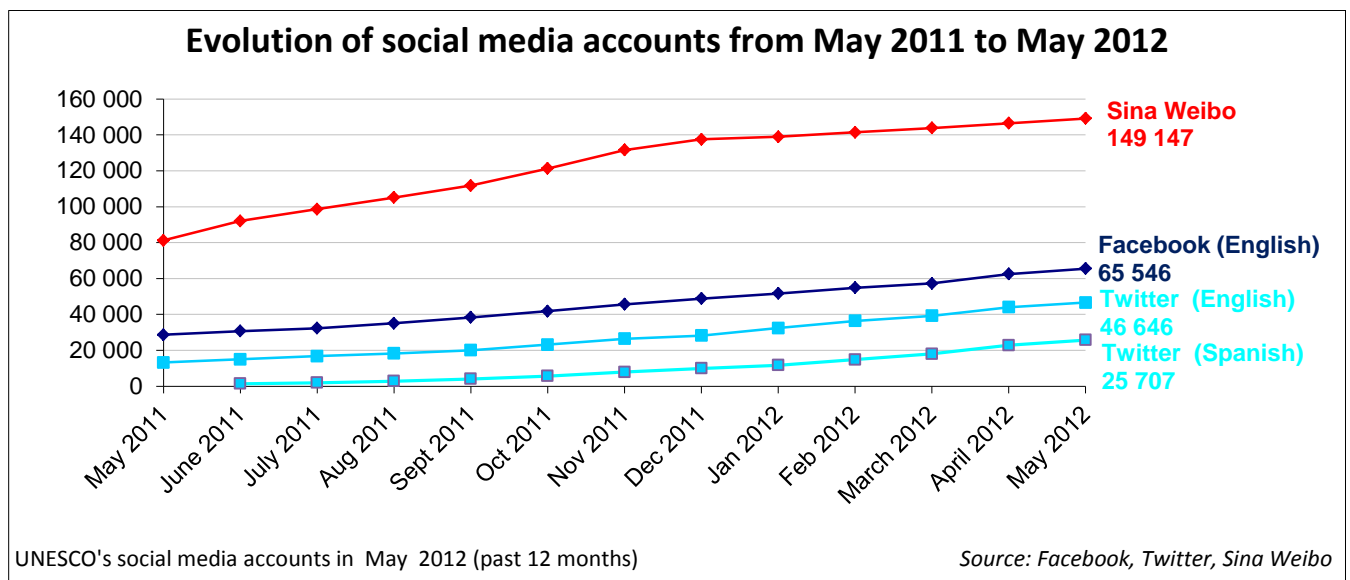
A record 17 tweets on the Spanish account, as well as 16 of the 160 tweets on the English Twitter account sent out in May were retweeted over 50 times, while in Chinese a post on our homophobic bullying event draw a record 711 retweets. Water and Cultural Diversity also did very well.

World Press Freedom Day stands as our most successful online campaign this year. A trending topic in Spain and several Latin American countries, it generated at least 80,000 conversations on Twitter. CI utilized a crowdsourced map (Ushahidi) to visually show the worldwide scope of Press Freedom celebrations. This new tool (now available for future events as well) allowed the public to add (after UNESCO's validation) their activities to our global event page.

Launched in partnership with the UN Alliance of Civilizations, the campaign for the International Day of Cultural Diversity was a hit, with more than 235 000 visits to UNESCO's [special Facebook page](#) in one week. With the promotions of the campaigns many "blue chip" partners (e.g. American Airlines, Vivendi, Pfizer, ...) a total of almost 8 000 likes has been reached.

What is truly novel about this campaign for UNESCO is that it is our first, full-scale effort at behavioral change campaigning. As evident in campaigns such as UN Habitat's "ImACityChanger.org" and the World Bank's "ThinkEqual.com", social media across the UN is focusing on the easy actions each individual can contribute/perform to make a difference. As evident in our Cultural Diversity campaign's name "Do One Thing", our communications efforts go beyond our usual awareness-raising about issue; they galvanize users to perform concrete, tangible actions. Behavioral change campaigning will be a mainstay of all UNESCO social media campaigns in the future.

This month, 4 key sectoral priorities were addressed in 3 international days and 1 high-level event (press freedom on May 3, cultural diversity on May 21, biodiversity on May 22, women's literacy on May 25). Yet, promoting these events in advance with interactive material proved extremely difficult. Although great progress continues to be made in social media, challenges remain, including a need for short and snappy advocacy videos.



3.1. Facebook - www.unesco.org/facebook

Variation May 2012 vs April 2012

Likes/fans*	May 2012	April 2012	Variation vs April
Total likes/fans(all languages)	69 865	66 485	+5.08%
English	65 545	62 547	+4.79%
French	2 194	2 068	+6.09%
Arabic	1 414	1 233	+14.68%
Russian	618	581	+6.37%

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

Message	Posted	Likes*	Multimedia/links
With youth unemployment at record high levels worldwide, many young people are now faced with an “opportunity divide” – an emergent gap between those who have the experience, knowledge, inspiration or connections they need to find employment and those who do not. Whilst young people are struggling to secure jobs, employers are saying that there is a talent mismatch, and they cannot find workers skilled for the jobs they have. As technology evolves and new industries emerge, the jobs and careers of tomorrow will demand even more so that young people are prepared with the right skills, education and experiences to succeed.	May-14	249	Video
What's going on in the world's oceans that host 50-80% of all life on earth?	May-22	200	Photo
Today, we celebrate cultural diversity. It's the key for dialogue between cultures & for development, and as such, the key for peace. We invite you to discover the concrete measures we take to achieve an ideal that seems as abstract as cultural diversity. How come we're the only UN agency to defend endangered languages? Why do we measure the world's movie productions each year? Is it possible to quantify "cultural homogenization"? How do we preserve the world's most vulnerable cultures, via cultural policies and structural measures in developing countries? You are sure to be enthralled!	May-21	167	-
May 3rd is World Press Freedom Day, brought to you by the only UN agency that defends freedom of expression as the human right underpinning all other freedoms.	May-2	142	UNESCO webpage
UNESCO is sending a mission to assess damage to World Heritage sites and other cultural heritage in northern Italy.	May-23	135	-
Just about everyone has experienced bullying as a child in school. But bullying has limits. Correlated with increased drop-out rates & academic failure, homophobic bullying in particular is responsible for a veritable public health crisis, ...often pushing its young victims to depression, suicide, risky sexual behavior & drug abuse, at a markedly higher incidence relative to the general young population	May-16	133	UNESCO webpage
What does cultural diversity mean to you? We love this video response	May-21	130	Video
Africa's history used to be told by its colonizers. Now Africa works with UNESCO to write its own history.	May-24	120	UNESCO webpage
3/4 of all major conflicts have a cultural dimension. So isn't it time we make intercultural understanding a reflex that we practice & promote in our everyday lives? Today, we ask you to DO ONE THING for cultural diversity & to share with us your tips. Action is what our dreams of peace are made of	May-21	117	Facebook: Do One Thing for Diversity and Inclusion
Cultural diversity is a reality of this globalized world. We need now better policies to make the most of it.	May-13	106	UNESCO webpage

*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 May 2012 vs April 2012

Followers	May 2012	April 2012	Variation vs April
Total followers (all languages)	81 355	75 039	+8.42%
English	46 646	44 000	+6.01%
Spanish	25 707	22 849	+12.51%
Arabic	6 267	5 865	+6.85%
French	2 262	1 875	+20.64%
Russian	473	450	+5.11%

Top 15 Posts

Message	Posted	Re-tweets
Today is World #PressFreedom Day! Live coverage from Tunisia to celebrate our human right to freedom of expression	May-3	50+
Freedom of expression is a human right, underpinning every other freedom. 5/3 is World #PressFreedom Day	May-3	50+
62 journalists were killed in 2011 for their work. That's 62 attacks at our human right to #PressFreedom	May-3	50+
How do you visualize #PressFreedom? Winners of our poster contest will make you rethink the issue:	May-3	50+
Intl Women's Day was 1st honored 101y ago. We've achieved much since, but there's still much to do & no room for complacency #IWD	May-8	50+
Remember: Peace starts in the mind. It's your ability to imagine a better world & to shape reality in this direction	May-11	50+
Culture means jobs & growth. An example why we put culture at the forefront of sustainable development	May-13	50+
Some of the most astounding sites associated with UNESCO aren't #WorldHeritage but #Geoparks. Learn more: http://ow.ly/aUJHu	May-15	50+
When bullying creates a violent & unsafe school environment, the human right to education is violated. Pls RT to advocate	May-16	50+
Tweet your questions for live conference about stopping homophobic bullying in schools globally on http://www.unesco.org Use #Dignity4All	May-16	50+
When human rights are at stake, we must stand united, or we do not stand at all. #Dignity4All	May-16	50+
Today is the Intl Day of Cultural Diversity & Inclusion. #DoOneThing to promote our cause -- "like" this FB http://i.mp/J9umtU	May-21	50+
From protecting languages to promoting local content, our wide-ranging programs for cultural diversity, explained: http://ow.ly/b22TQ	May-21	50+
Marine biodiversity is essential for life on earth. We must act today to protect it for the future. http://ow.ly/b34Kb	May-22	50+
Young people must be taught to love art. Thru art, we can reinvent the world that we've inherited. http://ow.ly/b34Sg	May-22	50+

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

Variation May 2012 vs April 2011

	May 2012	April 2012	Variation Vs April
Nb of Fans	149 147	146 555	+1.77%
Nb of Posts	1 579	1 489	+6.04%
Nb of Mentions	101 806	99 000	+2.83%

Top 10 Posts

Message	Posted	Re-tweets	Comments
We are worried that the homophobic bullying has kept some kids out of school. UNESCO will held a high-level meeting to address homophobic bullying in educational institutions on 16.05, the eve of the International Day Against Homophobia/ Transphobia (IDAHO).	May-15	711	155
Just as a cat has 9 lives, the planet has 9 "tipping points" beyond which there's no return. We've hit at least 3, now water resource is the fourth.	May-9	156	36
[UNESCO Cultural Diversity] How diverse is our cultural expressions? Tell us different ways of greeting which you have learnt from different countries, regions and people. Let's say Nihao, Bonjour, Guten Tag, Hola....	May-6	145	48
"If I had to choose btw government without newspapers & newspapers without government, I wouldn't hesitate to choose the latter," Thomas Jefferson	May-11	45	18

Follow our camera to Düsseldorf of Germany, see how automobile technicians and workers work together to produce world-class automobiles. - imagine the future of TVET. http://t.cn/zOEroT0	May-15	45	11
[UNESCO Culture] Reading is actually the dialogue between you and book. Book means but share: to share our experience, knowledge and understanding.	May-9	38	10
During the past years, a number of world heritage sites is constantly threatened by different factors. For example, the Libyan city of Ghadamès has recently become the target of rocket attacks. The director-General has expressed her deep concern. The Old City of Ghadamès, often referred to as “the pearl of the desert”, features a remarkable style of domestic architecture which makes it a unique site among a series of pre-Saharan cities and settlements.	May-23	38	5
Thoughts are flying back to the South of China in these rainy days. Please enjoy the views of the West Lake in Hangzhou: a site inscribed on the World Heritage List. Have a nice weekend.	May-4	37	32
The Classical gardens of Suzhou was inscribed on the World Heritage List in 1997. The Director-General saw their popularity first hand when she visited the site where four elements – water, carved rocks, trees and pavilions – combine to form a peaceful and harmonious natural landscape.	May-14	37	18
62 journalists were killed in 2011 for their work. That's 62 attacks at our human right to. http://t.cn/zOqEECB	May-3	37	6

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 May 2012 vs April 2012

Video views	May 2012	April 2012	Variation vs April
English	208 399	214 813	-2.99%
Spanish	85 826	84 403	+1.69%
French	44 040	49 270	-10.61%
Russian	11 554	14 632	-21.04%
Arabic	6 482	6 113	+6.04%
Chinese	75	30	+150%

Language	New subscribers	Variation vs April	Total Subscribers	Variation vs April
English	322	-9.04%	6 226	+5.45%
Spanish	95	-22.13%	2 004	+4.98%
French	65	+32.65%	1 006	+6.91%
Russian	18	+28.57%	207	+9.52%
Arabic	17	-29.17%	180	+10.43%
Chinese	4	-33.33%	40	+11.11%

• Top 10 videos on UNESCO TV English Channel

	208 399 views in May 2012	Subject	Total views
1	Kalbela folk songs and dances of Rajasthan	CLT/ITH	15 238
2	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	14 211
3	Kabuki Theatre	CLT/ITH	7 284
4	International Jazz Day, UNESCO Headquarters	CLT	4 870
5	Baul Songs	CLT/ITH	4 832
6	Lacemaking in Croatia	CLT/ITH	3 876
7	Falconry, a living human heritage	CLT/ITH	3 825

8	Georgian Polyphonic Singing	CLT/ITH	3 614
9	Gagaku	CLT/ITH	3 233
10	Whistled language of the island of La Gomera (Canary Islands), the Silbo Gomero	CLT/ITH	2 690

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

85 826 views in May 2012		Subject	Total views
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	27 747
2	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	4 258
3	Día Internacional del Jazz "On Broadway"	CLT	4 302
4	Día Internacional del Jazz, Celebración en la Sede de la UNESCO (27/04)	CLT	2 279
5	El teatro Kabuki	CLT/ITH	1 266
6	El patrimonio oral y las manifestaciones culturales del pueblo zápara	CLT/ITH	1 149
7	El canto polifónico georgiano	CLT/ITH	1 053
8	Nuestro Patrimonio Mundial - 40º aniversario de la Convención	CLT/WHC	932
9	Parque Nacional de Yellowstone	CLT/WHC	913
10	La huaconada, danza ritual de Mito	CLT/ITH	891

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

44 040 views in May 2012		Subject	Total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	3 075
2	Routes de l'esclave: une vision globale	CLT	2 403
3	Le Maloya	CLT/ITH	1 942
4	Le chant polyphonique géorgien	CLT/ITH	1 898
5	Le repas gastronomique des Français	CLT/ITH	1 568
6	La procession dansante d'Echternach	CLT/ITH	1 449
7	Chemins de Saint-Jacques-de-Compostelle en France	CLT/WHC	1 044
8	Le Canto a tenore, chant pastoral sarde	CLT/ITH	930
9	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	898
10	Le Cantu in paghjella profane et liturgique de Corse de tradition orale	CLT/ITH	898

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

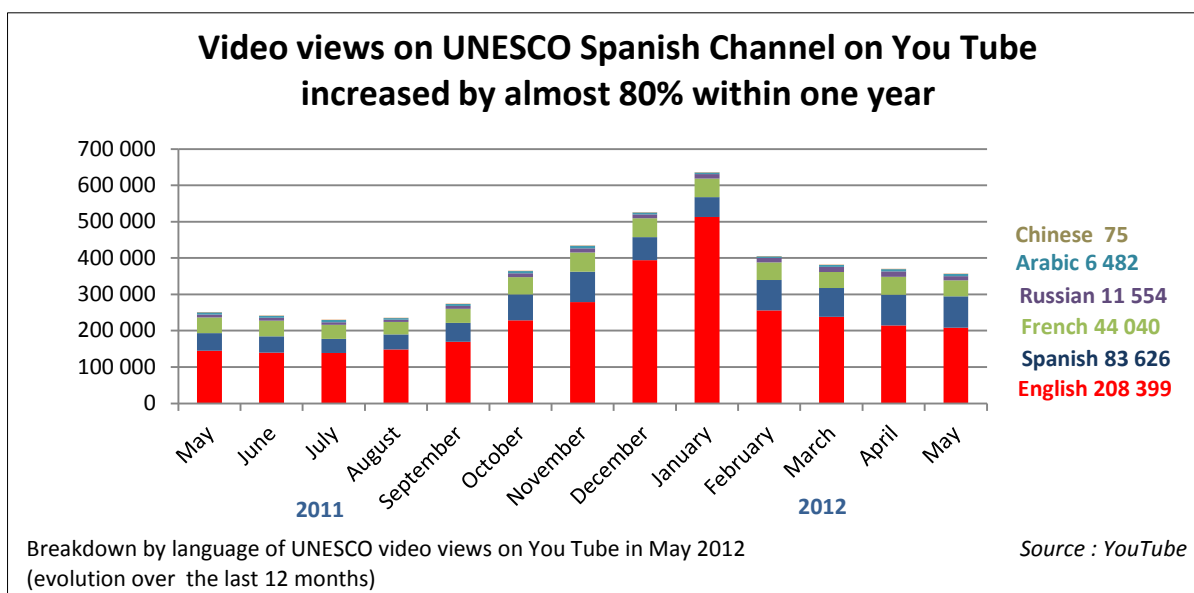
11 554 views in May 2012		Subject	Total views
1	Alsou Abramova UNESCO Artist for Peace	UNESCO	1 677
2	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	974
3	The ancient city of Petra	CLT/WHC	954
4	Tsingy de Bemaraha Strict Nature Reserve	CLT/WHC	454
5	UNESCO and FC Barcelona	UNESCO	413
6	Historic Areas of Istanbul	CLT/WHC	336
7	Palace and Park of Versailles	CLT/WHC	228
8	Archaeological Site of Mohenjodaro	CLT/WHC	226
9	Yellowstone National Park	CLT/WHC	179
10	Ancient Maya City of Calakmul, Campeche	CLT/WHC	176

Top 10 videos on UNESCO TV Arabic Channel

6 482 views in May 2012		Subject	Total views
1	Venice Beach and lake	CLT/WHC	740
2	Taj Mahal	CLT/WHC	338
3	Palace and Park of Versailles	CLT/WHC	334
4	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	221
5	The ancient city of Petra	CLT/WHC	196
6	Mount Kenya National Park/Natural Forest	CLT/WHC	174
7	World Water Day 2012	SC	157
8	Cultural Diversity	CLT	156
9	Royal Botanic Gardens, Kew	CLT/WHC	146
10	Te Wahipounamu - South West New Zealand	CLT/WHC	131

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

	75 views in May 2012	Subject	Total views
1	Our world heritage: UNESCO World Heritage Convention	CLT/WHC	16
2	Technical and Vocational Education for smart and green growth	ED	14
3	Ocean	SC/IOC	13
4	UNESCO History	UNESCO	12
5	Education for All	ED	10
6	Languages Matter	ED	2
7	Video n°29 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	2
8	Video n°1 submitted for Video Challenge for Youth on cultural diversity	CLT /DCE	2
9	Video n°5 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1
10	Video n°25 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1



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

▪ **Top 10 Videos**

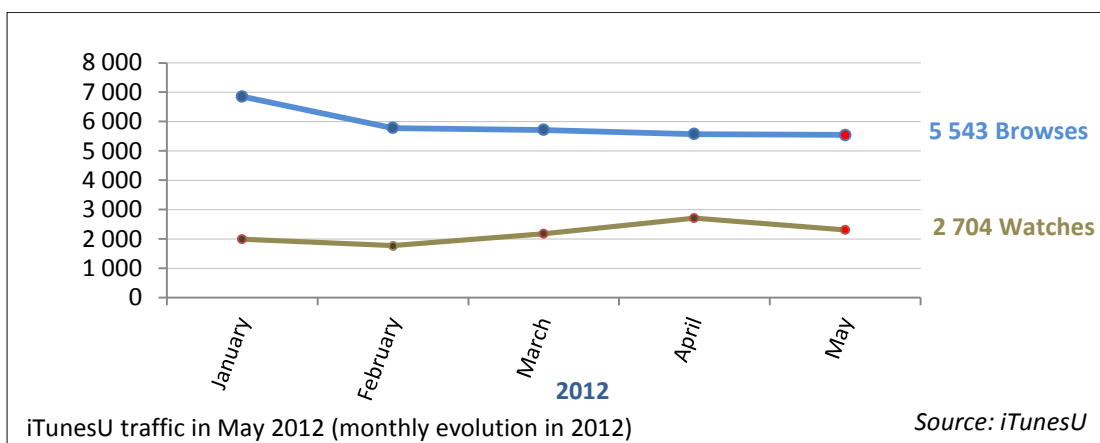
Video	Posted	Total Views	Quoted*
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	03/03/11	44 072	4 625
#intangible heritage# Chinese shadow puppetry	01/12/11	15 643	812
Intangible heritage Kunqu Opera-the Peony Pavilion Performed by UNESCO Artist for Peace Jun Zhang	15/04/11	6 886	5 710
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	23/06/11	6 032	5 798
International Jazz Day	23/04/12	5 120	836
UNESCO Director-General's statement on US funding cut	03/11/11	4 296	376
Word Teachers' Day: Interview of ADG Mr Qian Tang	05/10/11	3 745	571
Youth Forum PSA	19/10/11	3 551	1 504
Herbie Hancock UNESCO Goodwill Ambassador	20/07/11	2 884	303
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	May 2012	Variation vs M-1
Watches (downloads + streams)	10 947	2 310	-14.57%
Browse	29 454	5 543	-0.50%



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	May 2012	Variation vs M-1
Downloads	728 394	69 840	-61.42%
Unique Visitors	880 690	315 136	-15.20%
Visits	15 414 779	2 454 435	-27.34%
Page views	217 644 264	47 204 856	-15.41%
Info pane with UNESCO logo & text	1 117 016	180 697	-18.83%
Preview of Heritage viewed within other apps	43 638	N/A	-
Open UNESCO page from Heritage	43 448	5 901	-17.80%
Distinct UNESCO WHC pages opened	940	293	+77.58%
Most viewed UNESCO WHC page	Kathmandu Valley	Site of Palmyra	

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

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.

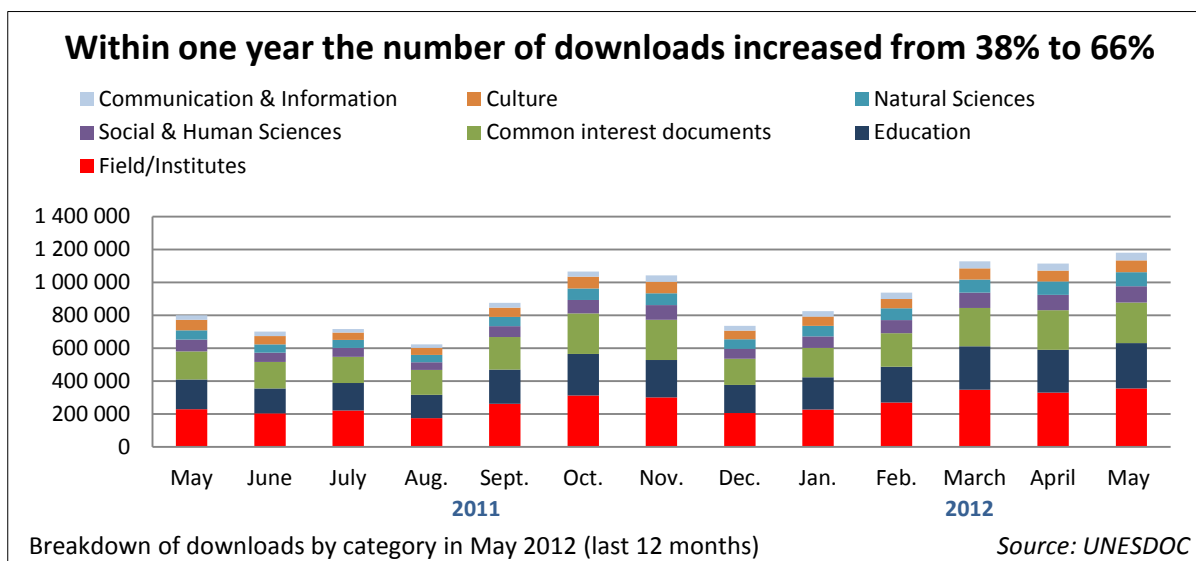
In May there were **131 898** records available online in PDF format (131 609 in April), including documents, publications, communication material and other working documents.

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

5.1.1 Statistics of consultation

Total number of downloads in May	1 179 884
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs April	Average nb of downloads per PDF
Education	9 548	275 813	+5.81%	4
Natural Sciences	9 554	86 230	+7.02%	11
Social and Human Sciences	5 599	99 057	+5.78%	6
Culture	3 169	71 669	+7.59%	4
Communication and Information	2 334	45 565	+6.21%	5
Fields & Institutes	8 453	354 708	+7.49%	2
Common interest documents	N/A	246 842	+2.61%	N/A



5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	95 340
2	France	70 167
3	Mexico	60 890
4	Brazil	52 518
5	India	31 531
6	Colombia	31 343
7	Spain	31 200
8	United Kingdom of Great Britain and Northern Ireland	27 653
9	Venezuela (Bolivarian Republic of)	25 775
10	Argentina	24 011
11	Peru	19 922
12	Nigeria	17 891
13	China	16 941
14	Chile	16 283
15	Australia	15 569

5.1.3 Printable Communication materials

Title	Total downloads in May							Total
	EN	FR	SP	RU	AR	ZH	POR	
2011 UNESCO Annual Report	306	76						382
2010 UNESCO Annual Report	195	37						232
UNESCO brochure	728	379					281	1 388
65 Ways UNESCO Benefits Countries all over the World	114	53	107		5		69	348
A New Humanism for the 21 st Century	100	80	168	39	4			391

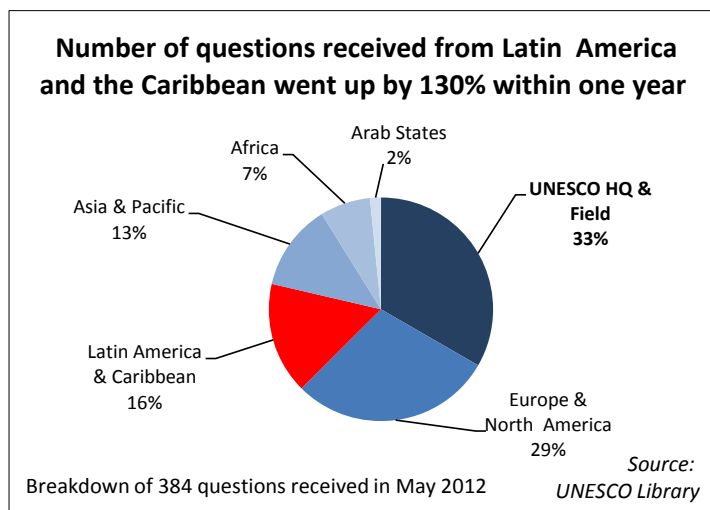
5.2. UNESCO Library - <http://www.unesco.org/library>

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 Questions received by: library@unesco.org

5.2.2 Web page views: N/A for May 2012



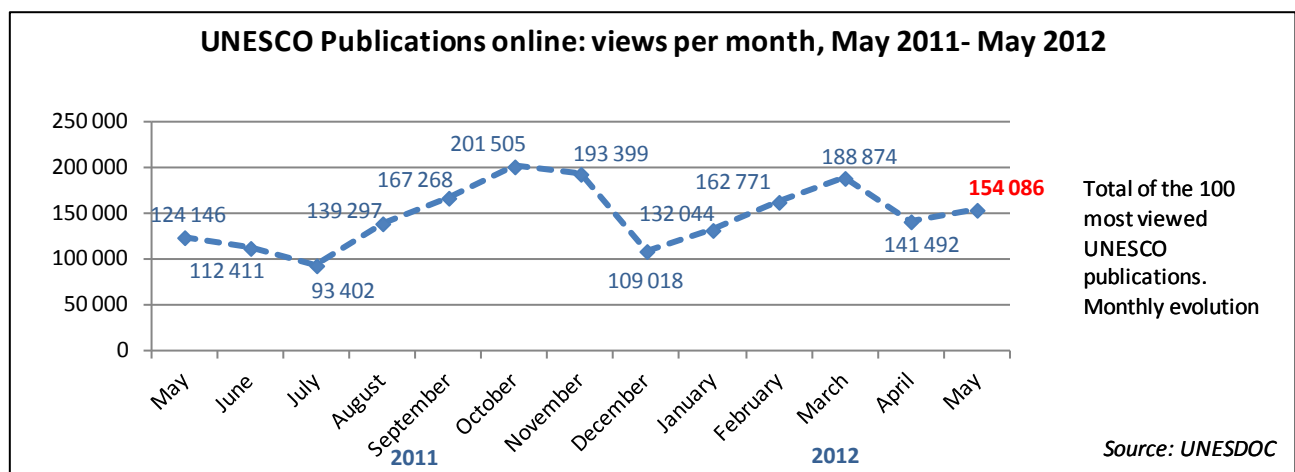
6. Publications - <http://www.unesco.org/new/en/unesco/resources/publications/>

'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.

May was a slightly better month for on-line PDF viewing than April, but still much lower than the peak in March. The number of consultations of publications on Google Books continues to grow almost doubling the number of book visits of May 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. UNESCO produced a mini-catalogue of key titles for the RIO+20 event with QR codes linking to on-line access of publications.

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

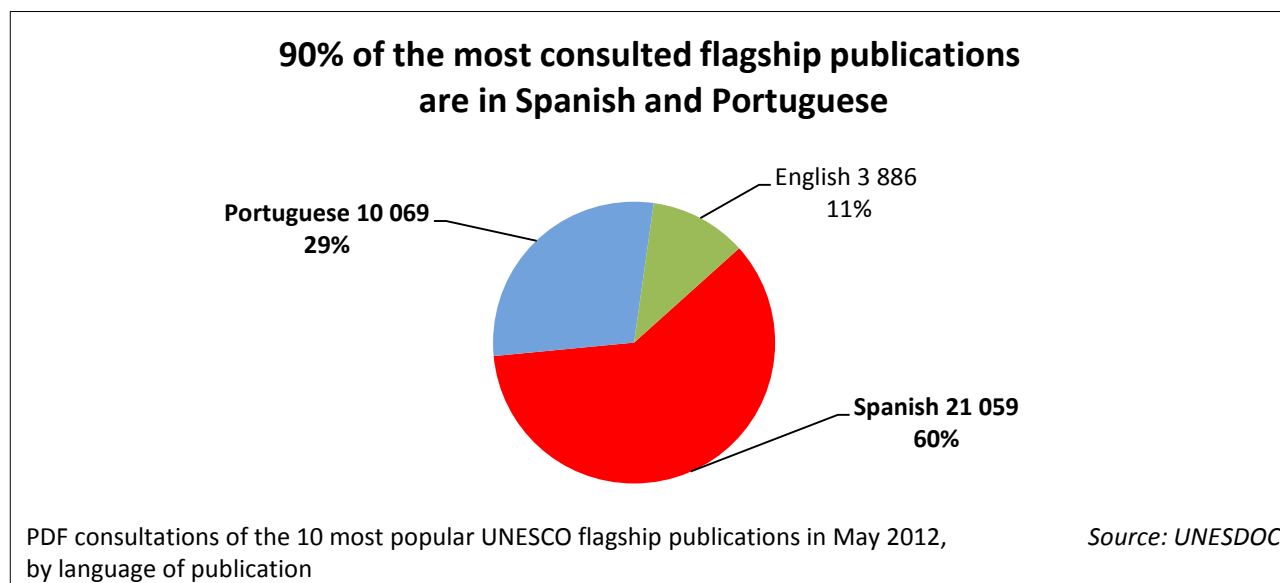
Title	Sector	Language	Views	Published
1 Actividades de educación ambiental para las escuelas primarias: sugerencias para confeccionar y usar equipo de bajo costo (Environmental education activities for primary schools: suggestions for making and using low cost equipment)	ED	Spanish	6 534	UNEP, 1992
2 Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	6 446	Paris, 2005
3 História geral da Africa, I: metodologia e pré-história da Africa (General history of Africa, I: Methodology and African prehistory)	CLT	Portuguese	4 280	Brazil, 2010
4 United Nations world water development report 4: managing water under uncertainty and risk	SC	English	3 886	Paris, 2012
5 Diversidad cultural: materiales para la formación docente y el trabajo de aula; volumen 3	CLT	Spanish	3 647	Santiago, 2005
6 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)	all	Spanish	3 377	UNICEF, 1986
7 Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	3 140	Buenos Aires, 2001
8 História geral da Africa, VII: Africa sob dominação colonial, 1880-1935 (General history of Africa, VII: Africa under colonial domination, 1880-1935)	CLT	Portuguese	3 083	Brazil, 2010
9 Métodos de cálculo del balance hídrico: guía internacional de investigación y métodos	SC	Spanish	3 049	Paris, 1974
10 Normas y estándares para las construcciones escolares (Norms and standards of educational facilities)	ED	Spanish	2 716	Paris, 1986



6.2. PDF consultations of UNESCO flagship publications in May (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	6 446	72 863
2	História geral da Africa, I: metodologia e pré-história da Africa (General history of Africa, I: Methodology and African prehistory)	Portuguese	4 280	45 957
3	United Nations world water development report 4: managing water under uncertainty and risk	English	3 886	5 268
4	Diversidad cultural: materiales para la formación docente y el trabajo de aula; volumen 3	Spanish	3 647	14 962
5	Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	Spanish	3 140	43 702
6	História geral da Africa, VII: Africa sob dominação colonial, 1880-1935 (General history of Africa, VII: Africa under colonial domination, 1880-1935)	Portuguese	3 083	22 956
7	Métodos de cálculo del balance hídrico: guía internacional de investigación y métodos	Spanish	3 049	24 961
8	História geral da Africa, II: Africa antiga (História geral da Africa, II: Africa antiga)	Portuguese	2 706	22 767
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	2 495	29 756
10	Convivencia democrática, inclusión y cultura de paz: lecciones desde la práctica educativa innovadora en América Latina	Spanish	2 282	18 865

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

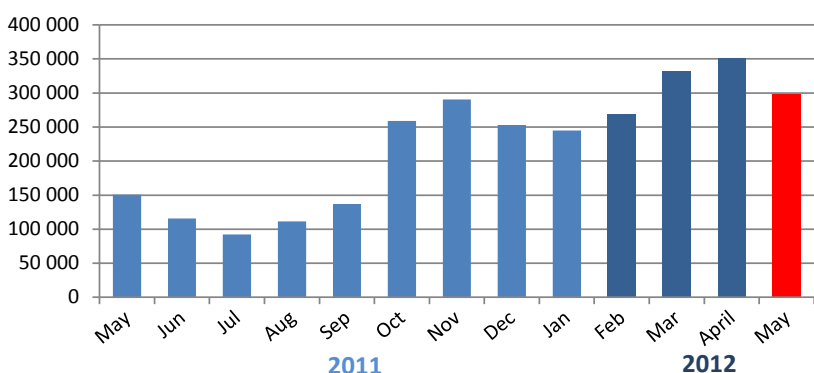


6.3 Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, 209 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
May 2012	209	20 730	297 561	130
May 2011	123	9 277	150 730	96

Google Books: page views per month



Page views evolution May 2011/May 2012

Source: Google Books

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 May, top 5

	Title	Copies sold	Sector
1	The World's Heritage: The bestselling guide to the most extraordinary places – 2 nd edition	16	CLT/WHC
2	Bouba et Zaza protègent la terre	12	ED
3	Bouba et Zaza disent merci !	11	ED
4	Bouba et Zaza respectent l'eau	11	ED
5	Bouba and Zaza learn to say 'no'	10	ED

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

	Title	Copies sold	Publisher
1	Charter of the Unites Nations and statute of the International Court of Justice	15	UN
2	Places of Wonder and Discovery	4	Our Place Publishing
3	El Patrimonio de la Humanidad : Descripciones y mapas de localización de los 911 sitios Patrimonio de la Humanidad de la Unesco	3	BLUME
4	Patrimoine mondial de l'UNESCO - Les sites Français	3	Gelbart
5	Papa tu peux sauver la planète ! / Daddy you can save the planet! Colouring Book for kids who want to educate their parents	3	UN

6.5 Online and international sales

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

	Title	Copies sold	Sector
1	The World's Heritage: A complete guide to the most extraordinary places	57	CLT
2	Managing Water under Uncertainty and Risk	11	SC
3	Tell me about the Slave Trade	11	BPI
4	Human rights: Questions and Answers	10	SHS
5	Introducing Democracy: 80 Questions and Answers	10	SHS

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

Bookshop sales of UNESCO publications, lowest sellers in May

Title	Copies sold	Sector
From Space to Place - An Image Atlas of World Heritage Sites on the 'In Danger' List	0	SC
Liberté de connexion - Liberté d'expression Écologie dynamique des lois et règlements qui façonnent l'Internet	0	CI
Managing Water under Uncertainty and Risk The United Nations World Water Development Report 4 (Set of 3 volumes)	0	SC
Les animaux du fleuve - Contes du Mali	0	CLT/WHC
Recueil de données mondiales sur l'éducation 2011 Statistiques comparées sur l'éducation dans le monde	0	ED

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

Title	Copies sold	Sector
Témoins de l'Histoire	0	CLT
Savoirs des femmes : médecine traditionnelle et nature	0	SC
Rapport mondial de suivi sur l'éducation pour tous - 2011	0	ED
Financing Education in Sub-Saharan Africa	0	UIS
Freedom of Connection - Freedom of Expression	0	CI

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

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

Contract No.	Title	Publisher	Language	Date of signature
C.2012-009	Story-based inquiry: a manual for investigative journalists	Mediacentar Sarajevo	Bosnian	09/05/2012
C.2012-010	Story-based inquiry: a manual for investigative journalists	Institute for War and Peace Reporting (IWPR)	Tajik	09/05/2012
J.2012-005	The World's Heritage (2nd edition)	Harpercollins Publishers Ltd	English	09/05/2012
J.2012-006	Engineering: Issues, Challenges and Opportunities for Development	Institute of Education-Tsinghua University/China Central Compilation and Translation Press (CCTP)	Chinese	02/05/2012
J.2012-007	Next Steps in managing Teacher Migration: Papers of the Sixth Commonwealth Research Symposium on Teacher Mobility, Recruitment and Migration	Commonwealth Secretariat (COMSEC)	English	11/05/2012
J.2012-008	Next Steps in managing Teacher Migration: Proceedings Report	Commonwealth Secretariat (COMSEC)	English	11/05/2012
J.2012-009	Women and the Teaching Profession: Exploring the 'Feminisation' Debate	Commonwealth Secretariat (COMSEC)	English	11/05/2012
J.2012-010	Biodiversity Resource Kit (Vol.1)	UNESCO ETXEA	Spanish	22/05/2012

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

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Royal Tropical Institute	Extracts of: <i>Positive Learning: Meeting the Needs of Young People Living with HIV (YPLHIV) in the Education Sector</i> , © UNESCO and GNP+ 2012	Inclusion in the work provisionally entitled " <i>Outcomes of the Harare Conference on HIV, AIDS, sexuality and gender</i> ", to be published in June 2012 by Royal Tropical Institute (KIT), in printed book form for an estimated total print run of 2,000 copies to be distributed for free.	Non-exclusive rights are granted for this edition only, in printed book form and in the English language only, for free distribution on the territories of South Africa, Zimbabwe, Botswana, Namibia, Lesotho, and Swaziland. Free of charge. Copyright mention and due acknowledgement	31/05/2012

Routledge	<p><i>Education for All Global Monitoring Report 2011 – The Hidden Crisis: Armed Conflict and Education</i>, Figure 1.5 “Children in rich households are more likely to attend early learning programmes”, p.34 © UNESCO 2011</p>	<p>Inclusion in the work provisionally entitled: “<i>Structural Approaches to Public Health</i>”, to be published in February 2013 in printed book form for an estimated print run of 70 copies in hardback to be sold at GBP 80/ USD 135 per unit, 850 copies in paperback to be sold at GBP 27.99/ USD 50.95 per unit, as well as in eBook format for an estimated number of 50 copies to be sold at GBP 27.99/ USD 50.95 per unit.</p>	<p>Non-exclusive world rights are granted for this edition only, in printed book form and in eBook format in the English language only. Free of charge. Copyright mention and due acknowledgement</p>	31/05/2012
Pearson Education	<p>- “Mixing sweat with earth”, by Rehana Rossouw, in <i>The UNESCO Courier</i>, pp.33-34, © UNESCO 2011; - “The Mending Hands of Youthful Elders”, by Glyn Roberts, in <i>The UNESCO Courier</i>, pp.34-35, 34 © UNESCO 2011.</p>	<p>Inclusion in an English grammar textbook provisionally entitled “<i>Next Generation Grammar</i>”, to be published in January 2013, in printed book form for an estimated print run of 200,000 copies to be sold at USD 55.35 per unit. An audio version of the adapted versions of the material will also be included in an exercises CD accompanying the book in print form. In addition, the publication will be made available on a password-protected website for students and professors who will have purchased the title. The publication will also exist in eBook format to be sold at USD 55.35 per unit.</p>	<p>Non-exclusive world rights are granted for this edition only, in printed book form and in eBook format in the English language only. Fee: USD 150 Copyright mention and due acknowledgement</p>	31/05/2012

7. 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.

7.1. Number of events by “Major Programmes”

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
CI	46	9	37	
CLT	20	5	15	
ED	15	11	2	2
ERI	6	6		
SC	11	8	3	
SHS	8	4	4	
AFR	2	2		
MSS	2	2		
GBS/SCX	1	1		
UIS	1			1
Total	112	48	61	3

7.2 Events organized by Field Offices/ Institutes

Almaty	2
Abuja	1
Accra	3
Amman	1
Apia	1
Bangkok	4
Beijing	2
Beirut	2
Brasilia	2
Cairo	1
Dakar	1
Dar Es Salaam	2
Harare	2
Havana	4
Kingston	2
Kingston	2
Kinshasa	1
Libreville	1
Montevideo	1
Nairobi	1
New York	1
Phnom Penh	1
Quito	3
Rabat	2
Ramallah	2
San Jose	3
Santiago de Chile	1
Tashkent	1
UIL	2
UIS	1
Venice	13
Yaounde	1
Total	64

7.3 Type of Events organized by Headquarters/Field Offices/ Institutes

Type of Events taking place	at HQS	away from HQS
Category 2-Intergovernmental meeting	-	2
Category 3- Non-governmental conference	-	-
Category 4- International Congress	-	3
Category 5-Advisory Committee	-	2
Category 6-Expert Committee	1	3
Category 7-Seminars and Workshops	1	34
Category 8-Symposium	1	7
Event under patronage	1	2
Exhibition	3	-
Film Projection	-	-
Headquarters Committee	-	-
Executive Board	-	-
Interagency Meeting	1	6
Intersectorial Meeting	-	-
Meeting by Member States or Institutions	1	10
Prize-giving ceremony	-	1
Staff meeting	-	-
Special Event	9	7
Working group/Expert Meeting	2	12
Information meeting for Permanent Delegations	3	-
Total	23	89

8. 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.

8.1 Conferences and Meetings

8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
02-04/05	Biodiversity workshop	ED/PSD/ESD	Salles VI, VII, VIII et IX	30
02/05	Knowledge management and Information and Communication Technology Working Group	ADM/DIT/DIR	Salle VIII	25
02-04/05	Réunion "Transboundary Waters Assessment Programme(TWAP) project preparation phase (PPG)"	SC/IOC/OOS	Salles XIII, XIV	25
03/05	Débat à l'occasion de la journée de liberté de presse	ERI/NCS/NAC	Salle XI	200
04/05	Visite/Conférence pour des étudiants de la part de la Délégation Russe	ERI/DPI/PBM	Salle IX	93
04/05	Colloque changement climatique	SHS/EST/ST	Salle XIII	50
04/05	Réunion de consultation avec les partenaires des ONG sur le thème des arts de la scène	CLT/DDD/CCS	Salle XV	20
09/05	Reunion Records Management and its Benefits	ERI/NCS/NGO	Salle XIV	30
10/05	Réunion professionnelle de l'assemblée générale	CI/INF	Salle XVI	20
10/05	Centre du patrimoine mondial, Dialogue entre les cultures	ERI/NCS/NGO	Salle XIII	30
10/05	Réunion Centre du patrimoine Droit de l'homme	ERI/NCS/NGO	Salle XVI	50
11/05	International Advisory and Liason Meeting (IALG)	CI/KSD/ICT	Salle XVI	30
14-16/05	Réunion de formation de l'ISU sur les nouveaux instruments de sondage relatifs aux médias	CI/FEM/IPDC	Salle XIII	30
14/05	Réunion du Comité d'approbation du Fonds pour l'élimination du dopage dans le sport	SHS/SRP/POL	Salle XIV	40
15/05	Perfectionnement des enseignants	ED/EO/ICP	Salle VII	25
15/05	Assemblée générale des participants de la Caisse d'Assurance Maladie (CAM)	Medical Benefits Fund (MBF)	Salle IV	200
16/05	Sixième cérémonie de remise du Prix UNESCO-Roi Hamad	ED/PDE/TED	Salle I	600
16/05	Réunion - HIV and AIDS	ED/PSD/HIV	Salle IV	90
16/05	Eradication de la pauvreté	ERI/NCS/NGO	Salle III	50
21-25/05	Semaine africaine 2012	AFR/CEO/CEM	Salles I, IV, Foyer salle I	1 000
21/05	Réunion sur "Patrimoine immatériel, patrimoine culinaire"	CLT/CEH/ITH	Salle XIV	20
21/05	Célébration de la journée mondiale de la biodiversité par le COI	SC/IOC/ADG	Salle XII	200
23/05	Célébration de la semaine internationale de la d'éducation artistique	CLT/DDD/CCS	Salles I et II	1 000
24/05	Hommage au Professeur Ki-Zerbo	AFR/CEO	Salle XI	300
25/05	The Global Partnership High Level Panel	DDG/SEC	Salle IV	300
25/05	Réunion Procter & Gamble	BSP/CFS/MLT	Salle VII	15
29-30/05	Conférence Chaires ORBICOM	CI/FEM/MAS	Salle XII	30
29/05	Remise du prix du Concours Promotion de	SHS/EST/BIO	Salle XII	150

	l'éthique professionnelle			
31/05	Réunion informelle du bureau du Comité pour la protection des biens culturels en cas de conflit armé	CLT/CEH/CHP	Salle XV	20
Total participation				4 673

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

8.1.2 External rentals

Date	Title	Organizer	Place	Public
09/05	Présentation de l'Université des Nations Unies à la communauté académique francophone	United Nations University	Salle IX	96
15/05	Réunion sur "Rio de Janeiro, Paysage Carioca entre la montagne et la mer"	Délégation permanente du Brésil	Salle IX	90
20/05	Paris International Model United Nations (PIMUN)	Paris International model United Nations (PIMUN)	Salle I et V	700
24/05	Réunion d'information sur les activités de la délégation ainsi que l'UNESCO avec la « Bahcelievler Youth Assembly »	Délégation permanente de Turquie	Salle XVI	40
29/05-01/06	Meeting of the "Committee on the Exercise of the Inalienable Rights of Palestinian People"	UNHQ	Salle XI	250
31/05	Colloque sur le dialogue interculturel entre Chine et Europe "Entre Ciel et Terre"	CICC	Salle IV	300
Total participation				1 476

8.1.3 Information Meetings for Member States

Date	Title	Organizer	Place	Public
07/05	Réunion d'information du Conseil Exécutif avec la Directrice Générale	GBS/DIR	Salles X et XI	75
15-16/05	World Heritage Convention -Reunion d'Information	CLT/WHC/PSM	Salle XI	200
Total participation				275

8.1.4 Electoral Groups Meetings

Date	Title	Organizer	Place	Public
02/05	Réunion du Groupe UE	Délégation permanente du Danemark	Salle XIII	50
03/05	Réunion de la délégation dans le cadre du Groupe Electoral II	Délégation permanente de la Fédération de Russie	Salle XV	15
04/05	Réunion des États Africains membres du Conseil Exécutif	Délégation permanente de Djibouti	Salle XVI	30
09/05	Réunion du Groupe Electoral I	Délégation permanente des Pays-Bas	Salle IX	40
10/05	Réunion du Groupe Arabe	Délégation permanente du Maroc	Salle VIII	50
14/05	Réunion du Groupe UE	Délégation permanente du Danemark	Salle VI	50
14/05	Réunion du Groupe Electoral II	Délégation permanente de Serbie	Salle XVI	40
18/05	Réunion Plénière du Groupe africain	Délégation permanente d'Ouganda	Salle XIII	60
22/05	Réunion Plénière du Groupe ASPAC	Délégation permanente des Philippines	Salle XVI	50
24/05	Réunion du Groupe de Genève	Délégation permanente de la République de Corée	Salle XIV	40
25/05	Réunions Plénières du groupe GRULAC (Latin American and Caribbean Group)	Délégation permanente du Panama	Salle XVI	50
29/05	Réunion du groupe Arabe	Délégation perm. du Maroc	Salle XV	30
30/05	Réunion du Groupe Electoral I	Délégation permanente des Pays-Bas	Salle XIV	50
Total participation				555

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

- o The May electronic calendar was sent to 4 188 subscribers (567 news subscribers – 3 unsubscriptions)
- o The paper version for May events was printed out in 2 500 copies (in French)
- o 10 events were organized, co-organized and/or promoted in May by DPI/SPE (Special Events Section)

8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
10-23/05/2012	Words of Slaves, Places of Memory - In the footsteps of the slave trade and slavery – by Philippe Monges	Culture Sector	Fontenoy Gallery	N/A
10-16/05/2012	My Heritage Portrait	Permanent Delegations of the Republic of Slovenia and the Russian Federation	Salle Pas Perdus	800
31/05-01/06/2012	Sky, Earth and Time - by Qu Qianmei	International Catholic Centre for Cooperation with UNESCO (CCIC)	Salle Pas Perdus	N/A

8.2.2 Shows, Screenings and Award ceremonies

Date	Title	Organizer	Place	Public*
10/05/2012	Portuguese Language Day	Permanent Delegation of Brazil	Room I	600

8.2.3 Conferences

Date	Title	Organizer	Place	Public*
21/05/2012	The Protectorate as Dispositif: Perspectives on the Misuses of Michel Foucault as Revolutionary	Social and Human Sciences Sector	Room XVI	N/A

8.2.4. Special Events

Date	Title	Organizer	Place	Public*
19/05/2012	European Night of Museums” at UNESCO	Works of Art and Special Projects Unit	-	1 300
20/05/2012	PIMUN – Paris International Model United Nations	Sciences Po and Panthéon-Sorbonne and Panthéon-Assas Universities	Room I	750
21-25/05/2012	Africa Week	Permanent Delegation of South Africa (coordination)	Rooms I, IV, XI, Miró, Salle des Pas Perdus and Foyer	
21-25/05/2012	Exhibition		Salle des Pas Perdus, Miró Room & Foyer	N/A
24/05/2012	Cultural evening		Room I	800
25/05/2012	Closing ceremony		Room I	400
21-25/05/2012	Screenings and conferences		Cf. 9.1 above	
23/05/2012	International Arts Education Week (21-27 May)		Culture Sector	Room I and II
	Symposium	Room II		150
	Cultural evening	Room I		950

*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

8.3. UNESCO Visits

The Visitors' Service organized a total of 69 visits for **1 086** visitors in May 2012.

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

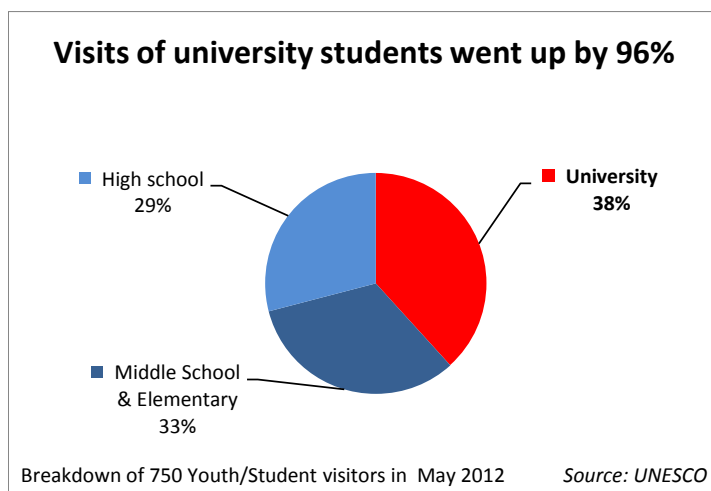
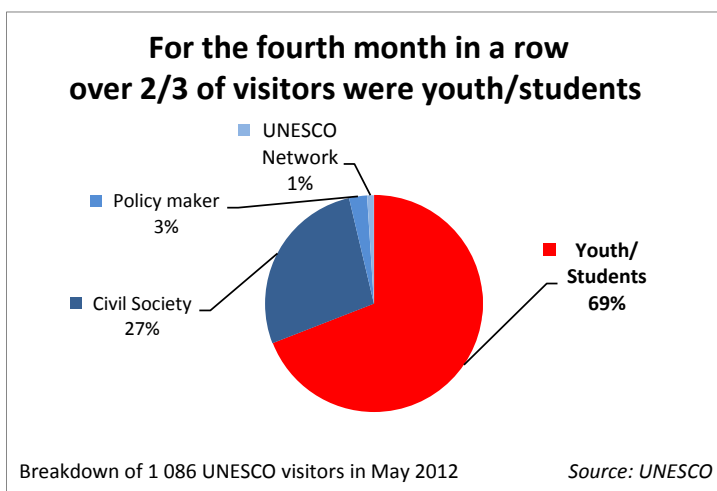
1. Requests	
Number of emails received	193
Number of requests received	84
Accepted requests	92%
Declined requests	8%

2. Languages		
Visits in English	23	33%
Visits in French	39	57%
Other	7	10%

3. Type of visits		
Individual Visits	6	9%
Group Visits	28	41%
Spontaneous Visits	29	42%
Thematic Conferences	6	9%

4. Origin		
Africa	25	2%
Arab States	2	0%
Europe and North America *	802	74%
Latin America and the Caribbean	89	8%
Asia and Pacific	168	15%

5. Profile of visitors



9. UNESCO logo exposure

9.1. 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 21 events which have been granted UNESCO's patronage took place in May 2012:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/05/2012	Spain	Publication of a book entitled "Cultura de Paz de Fácil Lectura" within the framework of the International Decade for a Culture of Peace and Non-Violence	Educators, civil society	BSP
02/05/2012	France	2e édition du Colloque International Francophone d'Energétique et Mécanique (CIFEM) au Burkina Faso	Scientists & researchers	SC
09/05/2012	France	Festival de la diversité culturelle dans le cadre de la Journée mondiale de la diversité culturelle pour le dialogue et le développement	Civil society	CLT
09/05/2012	Macedonia	Film festival in Paris to show Balkan civilization	Civil society	CLT
10/05/2012	Angola	Célébration de la Journée de la langue portugaise	UNESCO networks, perm. deleg. & civil society	ERI
10/05/2012	France	Festival Flamenco de Lyon	Artists & civil society	CLT
12/05/2012	Bulgaria	The 13 th World Triennial of Architecture	Specialists	CLT
12/05/2012	Belgium	Manifestation européenne "Ensemble pour l'Europe"	Policy-makers, development agencies	ERI
12/05/2012	France	Festival Philosophia	Civil society	CLT
13/05/2012	Bulgaria	"Interarch 2012" organized by the International Academy of Architecture	Specialists	CLT
15/05/2012	Republic of Korea	World Human Rights Forum	Policy-makers, specialists & educators	SHS
17/05/2012	Belgium	Celebration: « Procession of the Holy Blood in Bruges » - an item inscribed on the list of the UNESCO Convention for the Safeguarding of Intangible Heritage	Civil society	CLT
17/05/2012	Italy	Umbria Water Festival	Civil society	CLT
19/05/2012	France	La Nuit européenne des musées 2012	Civil society	CLT
20/05/2012	France	Conférence organisée par l'Association Paris Model United Nations pour débattre des grands sujets des Nations Unies	Students & educators	ERI
22/05/2012	France	13 ^e congrès de la Société Internationale d'Ethnobiologie (ISE)	Scientists & researchers	SC
24/05/2012	Spain	Biennial meeting on cultural heritage management	Policy-makers & specialists	CLT
24/05/2012	Switzerland	« Rencontre Orient-Occident » - Conférence centrée autour du dialogue interculturel	Policy-makers, educators, development agencies	CLT
25/02/2012	Italy	International Cultural Festival « Poiesis »	Civil society	CLT
27/05/2012	France	Concert en hommage à Léopold Sédar Senghor	UNESCO networks, civil society	ERI
31/05/2012	France	Exposition "Ciel - Terre - Temps" pour promouvoir le dialogue interculturel avec l'Asie	UNESCO networks, civil society	CLT

10. 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.

10.1 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): **17 791 000 households in main Kanto region** = 1 percent of audience share corresponds to **177 910 households in main Kanto region**.

Estimate number of viewers in Japan (Video Research Inc): **40 596 000**

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**.

Special programmes

<i>Date</i>	<i>Subject</i>	<i>Title</i>	<i>Format</i>	<i>Audience Share</i>
2/05	Search and Go! Treasured World Heritage	"Heroes and Heroines"	1h 13 min	9.8 %

Average audience share per household in the Kanto region of Japan for: the "Search and Go! Treasured World Heritage": **9.8 percent = 1 743 518 households in Kanto region**

The total number of audience accessed to the programs in May was not communicated.

10.2. 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>
6/05	Ancient City of Sigiriya	30 minutes	5.5%
13/05	La Lonja de la Seda de Valencia	30 minutes	3.2%
20/05	Historic Centre of the Town of Olinda	30 minutes	3.5%
27/05	West Lake Cultural Landscape of Hangzhou	30 minutes	4.2%

Average audience share in May: 4.1 percent (for the first broadcast)

Estimate number of viewers in Japan: 3 740 000 (for the first broadcast)

The total number of audience accessed to the program in May was estimated at **15 050 000**

10.3. 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	23
Arabic reports	10
Spanish reports	8
French reports	13
Russian reports	14
In May, a total of 68 reports were released on UNESCO through Xinhuanet.	

10.4. 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

Date	Title	Language	Page Views
03/05	Revered architect Oscar Niemeyer hospitalized in Rio	Russian	230
05/05	PG: Part of Peterhof's fountains unattended and dilapidating	Russian	1 274
05/05	"Peterhof" ready to account for fountains water supply system	Russian	602
05/05	Yelabouga – two-day meeting the millennial history	Russian	76
06/05	Militants destroyed mausoleum in Timbuktu from World heritage list	Russian	3 611
10/05	Tatarstan to spend 800 M Roubles for excavations	Russian	119
10/05	Experts to assess UNESCO nature heritage objects in Altai	Russian	86
11/05	Tatar national holiday Sabantui to take place in Kazan on June 23	Russian	854
12/05	Ukok plateau may be in UNESCO objects list	Russian	84
13/05	"Altai" gas pipeline may not be laid via Ukok plateau – UNESCO experts	Russian	708
13/05	Altai monuments and guttural singing to add UNESCO heritage	Russian	377
16/05	"Altai" gas pipeline route bypassing snow leopard area	Russian	116
18/05	Warming reducing glaciers in Katunsky reserve	Russian	124
18/05	Admittance to Kronotsky reserve to be restricted	Russian	96
21/05	International music festival "Guitar World" starting in Kaluga	Russian	85
22/05	About 30 best Moscow plays to be broadcast by city channels	Russian	163
23/05	Italians collecting money for earthquake survivors	Russian	709
23/05	Russian Culture Minister seeking contractor to restore Troitse-Sergieva Lavra	Russian	110
24/05	Baikal national park restricted admittance	Russian	125
28/05	WWF and Greenpeace addressed UNESCO over Caucasus reserve	Russian	114
29/05	First visit of UNESCO Head to Kazakhstan	Russian	103
29/05	Syrian ambassador to France may stay in as UNESCO envoy	Russian	339
30/05	Caucasus reserve pressing border troopers to relocate buildings	Russian	63
30/05	UNESCO not satisfied with "Rio+20" issues status	Russian	44
31/05	Stolen Egyptian treasures found in desert	Russian	211
31/05	Palestinians ask UNESCO to protect Battir village from Israeli wall	Russian	27
Total reports on UNESCO in Russian: 26		Total page views: 10 450	

22/05	Prix Benois de la Danse 2012: les lauréats annoncés	French	3
29/05	L'ambassadrice de Syrie resterait à Paris comme déléguée auprès de l'UNESCO	French	5
29/05	Ambassadeurs syriens expulsés de l'UE: mesure peu efficace selon Moscou	French	6
29/05	Tuerie de Houla: la Suisse expulse l'ambassadrice syrienne	French	5
31/05	Mur israélo-palestinien: les Palestiniens se tournent vers l'UNESCO	French	6
Total reports on UNESCO in French: 5		Total page views: 25	

06/05	PA Leader Abbas Stands for Freedom of Speech via Internet	English	3
21/05	Georgia, Azerbaijan Agree to Settle Border Issue	English	8
31/05	Palestinians Seek Heritage Status for 'Endangered Village'	English	2
Total reports on UNESCO in English: 3		Total page views: 13	
TOTAL REPORTS: 34		TOTAL page views in May: 10 488	

10.5 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 May 2012: **Viewers Treasures of the World – Heritage of mankind**

▪ 3sat – cultural channel (Germany / Austria / Switzerland)

Day/time	Nb of films	Audience share	Viewers
Sunday 7.45 pm	1	0.6	140 000/film ; 140 000/total
Monday 12.45 pm	3	0.9	70 000/film ; 210 000/total
Tuesday 9.45 pm	1	1.1	310 000/film ; 310 000/total
Extra shows, different times	2	1.4	180 000/film ; 360 000/total
Total	7 films	-	1 020 000 estimated viewers

▪ Phoenix – documentary channel (Germany)

Day/time	Nb of films	Audience share	Viewers
Different days and times	6	1.6	158 333/film ; 950 000/total
Total	6 films	-	950 000 estimated viewers

▪ SWR Fernsehen – regional channel of ARD (South West of Germany)

Day/time	Nb of films	Audience share	Viewers
Saturday 6 am	4	3.9	27 500/film ; 110 000/total
Saturday 10.45 am	4	1.6	32 500/film ; 130 000/total
Monday 10.45 am	3	2.1	46 667/film ; 140 000/total
Extra shows, different times	4	4.0	50 000/film ; 200 000/total
Total	15 films	-	580 000 estimated viewers