



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2013/PIPMR/35

Monthly Report on the Use of UNESCO Public Information Products

November 2013

Table of Contents

Executive Summary	2
Major Events	4
1. Website	9
2. Media Services	12
3. Social Media Channels	15
4. Photobank	21
5. Documents (UNESDOC), Multimedia archives and Library	22
6. Publications	25
7. Calendar of Events	28
8. Headquarters	29
9. Logo exposure.....	34
10. Media Partnerships	35

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Executive Summary

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

Media and Major Events

November was a huge month for press coverage about UNESCO. Events at the General Conference dominated news coverage for most of the month of November, but archeological discoveries at Lumbini, a World Heritage site in Nepal, and a report on ocean acidification also did spectacularly well in the press.

The top story at the General Conference was the loss of US voting rights, which generated an avalanche of articles around the world. The story was published in top tier media in every region. The vast majority of these news outlets published multiple stories, first announcing the voting loss, and then reporting on the US State Department's declaration of regret, and the tweet by White House National Security Advisor Susan Rice saying "Shameful that US has lost its vote at #Unesco. Congress needs to fix this. Current law doesn't punish the Palestinians; it handicaps the US."

The re-election of the Director-General was also widely reported by international media, while in China, the election of Hao Ping as president of the General Conference also received huge coverage.

The launches of the World Social Science Report and the Creative Economy Report resulted in only sporadic coverage in different world regions. Of the two, the Social Science Report drew the most media interest, with the focus of stories on the link between social science and climate change.

As is usually the case, national media in Member States also gave significant coverage to the interventions at the General Conference by their respective representatives.

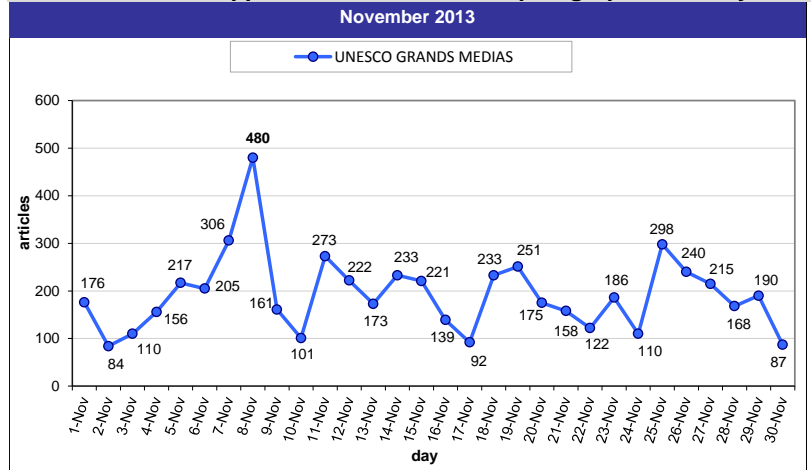
Outside of the General Conference, the announcement in late November of archeological discoveries at the Lumbini World Heritage site that shed new light on the birth date of the Buddha, was spectacularly covered globally. Thousands of articles related the story, all of which mentioned that Lumbini is a UNESCO World Heritage site, and that the archaeological project was carried out under UNESCO's auspices.

The report on Ocean Acidification, based on a UNESCO conference on the same theme, also did exceptionally well in the media, with several reports in top tier international such as CNN and the BBC, and exhaustive coverage throughout Latin America.

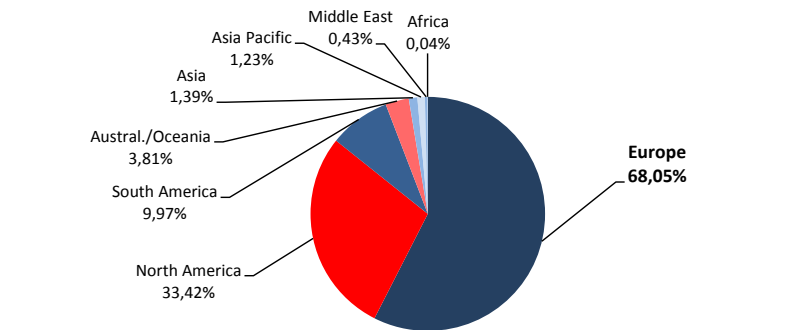
The following events are highlighted in the Major Events pages:

- **General Conference – 37th Session (5-20/11)**
- **Launch of the United Nations Creative Economy Report 2013, Special Edition (14/11)**
- **Launch of "World Social Science Report 2013 - Changing Global Environments (15/11)**
- **World Philosophy Day 2013: "Inclusive Societies, Sustainable Planet" (21/11)**
- **World Science Forum 2013 (24-27/11)**

Articles published daily in top 1,000 national and int'l on-line media in which "UNESCO" appears in the title or first paragraph of a story



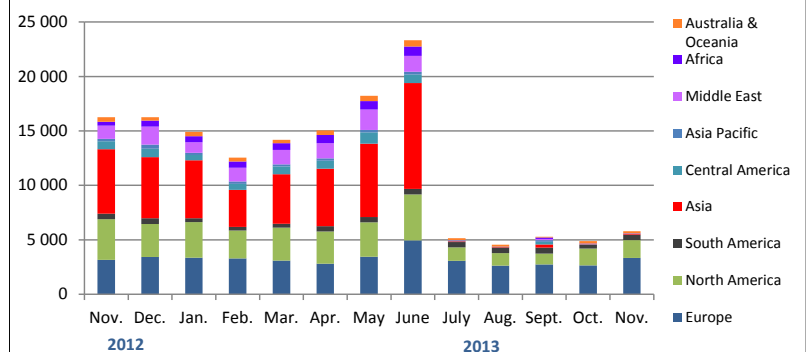
**Media coverage in top 1,000 online news sites increased by 18%
Almost 70% of articles were monitored in European sites**



Breakdown by region of 5,782 articles published in the top 1,000 online news sites in November 2013

Source: Meltwater News

**Evolution of the number of articles monitored in the media
Data from July 2013 consider only top 1,000 online sites**



Breakdown by region of media coverage in leading national and int'l media where UNESCO is mentioned in title or first para. in Nov. 2013 (new monitoring from July'13)

Source :

Meltwater News

UNESCO Website and Social Media Channels

Usually we notice in November a drop in visits typical of this period of the year. However, this month, the loss in visits has been partially compensated by the high number visitors to the General Conference website, which has been the 4th most visited UNESCO site of the month, after unesco.org, World Heritage and Careers.

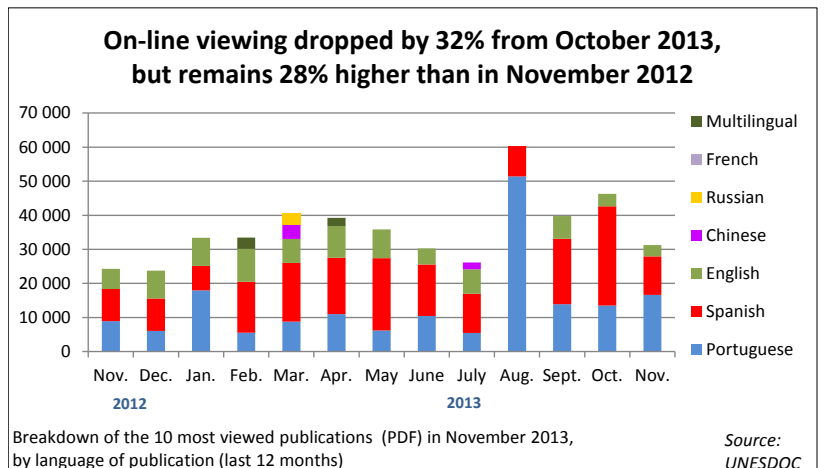
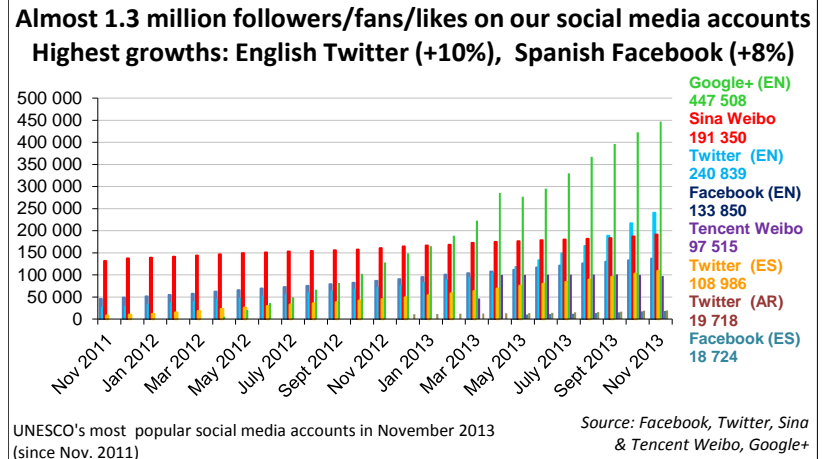
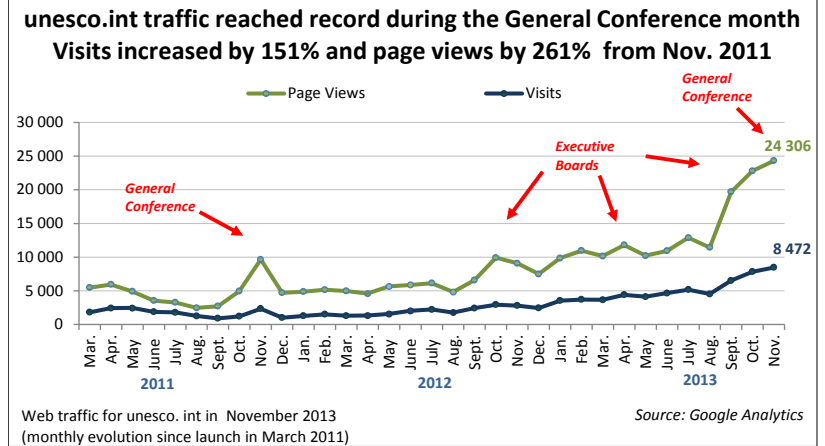
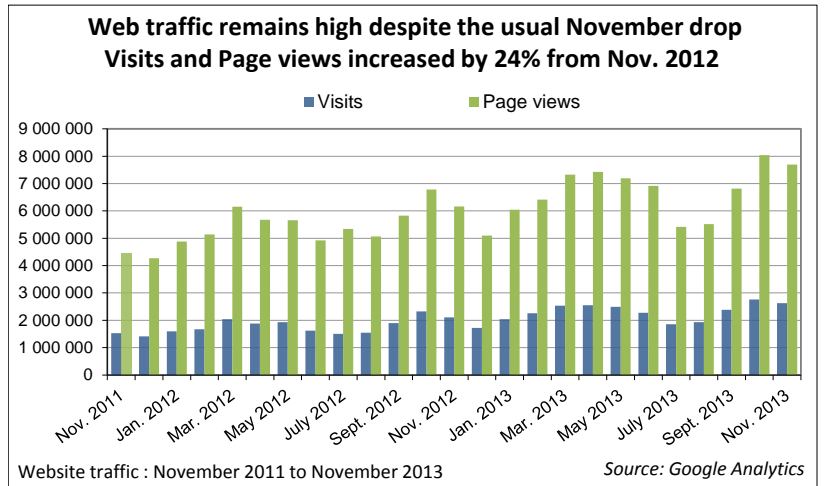
As expected with holding of the General Conference, visits to unesco.int increased again and for the third month in a row. With an 8% growth this month, the number of visits has more than tripled from same month last year and from November 2011 (previous General Conference).

Starting from this month, Unescommunity's performances could be measured and compared with last year's traffic (from Jan. to Aug. 2013 a different measurement algorithm was used, more information can be provided upon demand). At a first glance, the number of visits is slightly higher than in November 2012 (+14%), but the number of page views dropped dramatically (-40%). The fact that users spend an average time of 3:30 min per page and the very low "bounce rate" may mean that the decrease in page views is linked to the limited production of English content on the platform.

Audiences continue to grow in all languages on UNESCO's social media channels. Messages that generated substantial interest and traffic were on the loss of US voting rights (where our 10 messages were shared on average 40 times each); the importance of tolerance (the RT average ranged between 50-80); as well as efforts to dispel rumors of a UNESCO lottery (with 400 RT, the Spanish Tweet on the subject was the Top1 Twitter of the month).

UNESCO Publications

Online viewing of UNESCO top ten publications in November has dropped substantially by 32% but still remains higher than the same month in 2012. The only English title that has retained its place in the top 10 views over the last few months is the *World Water Development Report 4*. Complete figures for UNESCO Publications on Google Books are not available for this month and will be published hopefully in December's Monthly Report. Education titles dominated bookshop sales but for on-line sales one particular title on Climate Change (SC) come out largely ahead of all the other titles.



Major events:

I. General Conference – 37th Session (5-20 November 2013)

The 37th session of the General Conference opened with the election of its President, H.E. Mr Hao Ping (China), and the admission of Anguilla as an Associate Member.

The representatives of UNESCO's 195 Member States were also called to appoint the Director-General. Ms Irina Bokova, nominated by the Executive Board on 4 October 2013, was elected for a second term with an overwhelming majority of 92%.

The function of the General Conference is to determine the policies, the main lines of action and the budget of the Organization. Setting the direction for UNESCO's work over the next eight years: the new Medium Term Strategy (2014-2021) positions UNESCO to play a leadership role in defining the development objectives that will replace the Millennium Development Goals (MDGs) in the areas of education, science, culture, communication and information.



Africa and gender equality will continue as the Organization's highest global priorities and peace and sustainable development are the overarching objectives that will guide all of the Organization's activities. Youth will stay at the top of UNESCO's agenda. Member States also stressed that priority will be given to achieving Education For All goals, and committed themselves to a new development goal for education based on access, equity and quality and lifelong learning.

The 37th session mobilized more than 3,000 participants. Laura Chinchilla, President of Costa Rica, Moncef Marzuki, President of Tunisia and Algirdas Butkevicius, Prime Minister of Lithuania, participated in the Leaders' Forum at the opening of the Session (6 November 2013). President Rafael Correa (Ecuador) addressed a plenary session and Idriss Deby Itno, President of Chad, presented UNESCO with a replica of the Toumai fossil cranium, the oldest hominine remains found to date. The Conference was also addressed by Princess Marie of Denmark and the Prince and Grand Master of the Sovereign Order of Malta, Matthew Festing.

During the General Conference, two major UNESCO reports were launched: the *Creative Economy Report 2013: Widening local development pathways*, and the *World Social Science Report 2013 - Changing Global Environments* and significant meetings on Education and Sciences were held.

The smooth running was ensured by over 700 permanent and temporary staff seconded to work for the most important Governing Body of the Organization. Inspired by the move towards a PaperSmart UN System and in order to reduce the Organization's costs and carbon footprint, this year the information on the General Conference was (and is) still available in various digital formats: this facilitated access to information also for the public wishing to follow the General Conference away from Paris.

Participants: More than 3,000 participants

Audience: Members from 195 Member states and nine Associate Members, as well as 4 Heads of State, one Head of Government, and more than 140 government ministers.

Communication materials and activities:

- 11 Press releases ([04/11](#), [07/11](#), [12/11](#), [20/11](#),...)
- [Web release](#) (18/11/2013)
- Dedicated webpage ([En](#)/[Fr](#))
- [E-Journal](#)
- Live audio transmission of debates
- [Photo galleries](#)
- [Video archives](#)
- [Interview of the President of the General Conference](#)

Website statistics: On dedicated webpage: 31,260 visits/202,931 page views in total (En: 24,518 visits/157,742 page views; Fr: 6,742 visits / 45,189 page views). Press releases: 04/11: 194 visits/1,641 page views, 07/11: 234 visits/754 page views, 12/11: 538 visits/2,998 page views, 20/11 264 visits/1,903 page views. Photo galleries: 279 visits/2,796 page views. Video archives: 318 visits/3,104 page views. Interview of the President of the GC: 6 visits/37 page views.

Press coverage: The Media section accredited 407 journalists for the General Conference. All of the top news agencies were resent, including AP, APTN, AFP, AP, EFE, and Xinhua. Visiting Heads of State brought them own press teams with them. The media relations section issued 11 press releases on events and decisions taken at the Conference; briefed scores of journalists by telephone on the proceedings; organized numerous interviews between journalists, delegates and programme specialists, along with three press conferences.

Most press coverage was focused on the loss of US voting rights, which was clearly the top news story of the Conference, and generated a veritable avalanche of articles and commentaries in leading press around the world. The coverage was further fuelled by reaction from the US Government, regretting the move, and a tweet from National Security Adviser Susan Rice saying the laws preventing the US from paying its dues should change.

The re-election of the Director-General also generated significant coverage. A press conference with the Director-General immediately after the election was attended by journalists from AP, AFP, Itar-Tass, EFE and Xinhua, along with several representatives of the African media. The resulting dispatches were relayed in several languages by media around the world.

Social media: Two bits of news got strong traction on social media, especially Twitter – the DG's reelection (66 RTs & 303 likes on FB – much higher than usual for institutional news), and the loss of US voting rights (119 RTs).

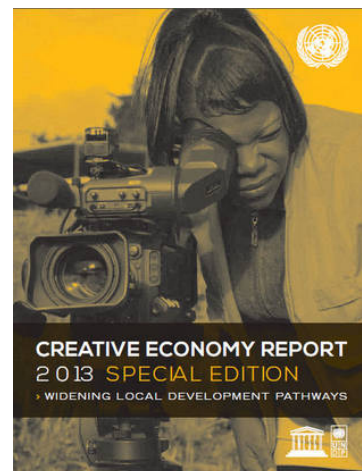
II. Launch of the United Nations Creative Economy Report 2013, Special Edition (14 November 2013)

The Special Edition of the 2013 Creative Economy Report: *Widening Local Development Pathways*, was launched on 14 November 2013, at UNESCO Headquarters during the General Conference, by the Director-General, together with a panel of high level representatives from UN agencies, the principal investigator of the Report and UNESCO Artists for peace, and moderated by the ADG/CLT.

This Special Edition, co-published by UNESCO and the United Nations Development Programme (UNDP) through the UN Office for South-South Cooperation, is composed of a research-based Report and a web documentary. For the first time, it showcases the creative economy at the local level in developing countries, and features numerous case studies and best practices. It is a major step in UNESCO's global initiative to put culture at the top of the international agenda and should nourish the implementation of the Culture Programme in the forthcoming quadrennial period.

The results of the Report will inform international debates on the post-2015 UN development agenda and the role of culture in sustainable development. It speaks to decision-makers, demonstrating some of the key factors and criteria that make creative economy initiatives successful on the ground. It also includes ten recommendations.

During the launch event, speakers highlighted the dual nature of creative economy as an economic driver that generates employment and income, and at the same time, a source of social cohesion, identity and dignity. Owing to this dual nature, the creative economy encompasses the social, economic and environmental dimensions of development, which enable it to be truly sustainable.



Participants: Some 300.

Audience: Representatives of Member States, NGOs and civil society, press, and UNESCO staff.

Communication materials and activities:

- [Press Release](#) (14/11/2013)
- [Director-General's speech](#)
- Dedicated webpage ([En](#)/[Fr](#))
- Event announcement ([En](#)/[Fr](#))
- [Video message from Helen Clark, UNDP Administrator](#)
- [2013 Special Edition of the report](#)
- [2013 Special Edition web documentary](#)

Website statistics: On dedicated webpage: visits: 5,583/page views: 3,016 (En: 2,818 visits/4,968 page views; Fr: 198 visits/615 page views). Event announcement: 68 visits / 443 page views

Press coverage: Like the World Social Science Report, the Creative Economy Report, launched during the General Conference, received very light coverage overall. It was also accompanied by a detailed press release and excellent press package, including audiovisual elements and a statistical annex. However, there was no strong news story emerging from the report and very little fresh data, which meant that the mainstream media did not really pay it the attention it deserves.

Social media: 14 tweets and several Facebook/Google+ posts helped to publicize the launch of the report and its key findings. Using the hashtag #CreativeEconomy, the top performing messages include the call to "put culture and creativity at the heart of public policy and sustainable development" (284 likes on FB), and statistics on the growth of cultural industries worldwide (55 RTs). A series of attractive digital cards, displaying the vitality of creative economies, were created to increase the report's appeal via social media

III. Launch of the World Social Science Report 2013 - Changing Global Environments (15 Nov. 2013)

On 15 November, the Director-General, Irina Bokova launched the World Social Science Report 2013: Changing Global Environments at UNESCO Headquarters, at a special event during the SHS Commission of the 37th session of the General Conference.

“The social sciences have a critical contribution to make, in helping us understand, imagine, and craft a more sustainable future for all. This is the message of the World Social Science Report 2013” stated the Director-General.

Also in attendance were the Deputy Secretary-General of the Organisation for Economic Co-operation and Development (OECD), William Danvers and the Executive Director of the International Social Science Council (ISSC), Heide Hackmann, along with delegates from OECD and UNESCO member states.

This special event was translated simultaneously into the 6 working languages of UNESCO, and was webcast live.

The full report was made available free online for member states starting 15 November 2013.



Participants: Some 250 participants.

Audience: Representatives of Member States, UNESCO Staff.

Communication materials and activities:

- [Press release](#) (12/11/2013)
- [Web release](#) (15/11/2013)
- Dedicated webpage ([En/Fr/Es](#))
- Video interviews with [John Crowley](#) and [Heide Hackmann](#)
- [Full](#) Report readable version (OECDiLibrary)
- Executive Summary of the Report ([En/Fr/Es](#))
- [Video of the launch](#)
- Event announcement
- Live Webcast

Website statistics: Press release: 1,646 visits/ 2,993 page views. Web release: 53 visits/319 views. Dedicated webpage: 1,627 visits/3,810 page views; Event announcement: 68 visits/443 page views.

Press coverage: Media coverage of the World Social Science Report, launched during the General Conference was reasonable given the very specialized nature of the report. A detailed press release and comprehensive press package were distributed globally for the report, and key science journalists were contacted. There weren't many stories published, but those that were, appeared in quality science news outlets such as e!Science, SciDev.net, or general news sites such as AllAfrica.com. This was probably because the theme – climate change – was topical, and that there was a clear message or call for action associated with the report.

Social media: 3 tweets were published, all pitching the report through different angles. The top message “Climate change is about PEOPLE” has been one of the month's top tweets, with 119 retweets; its success was largely driven by the inclusion of a digital card, specifically designed for social media, which showed a woman holding crops affected by climate change. By contrast, messages using visuals that are included in the publication – such as cars stuck in a traffic jam – flopped. These numbers leave no doubt that, for the general public, it is critical to emphasize the human dimension in all of our work.

IV. World Philosophy Day 2013: “Inclusive Societies, Sustainable Planet” (21 November 2013)

On 21 November 2013, the 11th celebration of World Philosophy Day (WPD) was successfully launched at UNESCO's Headquarters in Paris. A round table discussion on the general topic of this year's WPD "Inclusive Societies, Sustainable Planet" was addressed by the UNESCO's Director-General, Ms Irina Bokova, who called UNESCO “a quintessentially optimistic institution” and defined its philosophy as 'realistic optimism', founded on the Organization's deep belief in the power of the intellectual and moral solidarity between nations and individuals to make a world a better place.

The Director-General underlined the indispensable role of philosophy in achieving the Organization's goal of preventing the recurrence of the horrors faced by humanity in the 20th century and building the defences of peace in the minds of men. Philosophy empowers human beings to critically think about what could go wrong, suggest positive alternatives and make them possible. The Director-General stated that the Organization must not be afraid to "ask difficult questions" in order to explore ways to prevent radically exclusive societies or a radically unsustainable planet. Philosophy and critical thinking constitute therefore an indispensable part of UNESCO's work and represent its realistic yet optimistic spirit.

Furthermore, the Director-General reflected on the idea of justice that underlines the main theme of this year's World Philosophy Day and its links with social cohesion, inclusion and tolerance in societies marked by growing urbanization, rising diversity, deepening inequalities. Justice today, said the Director-General, means that “no decent society can be shaped only by the interplay of formal rights and obligations”. Justice is a combination of rational and feeling; of a logical theory rights and "an emotional texture of solidarity". This view of justice is essential to what the Director-General called “social sustainability” which represents a key feature of the new humanism that has become a guiding principle for UNESCO's action.

The event was attended by approximately one hundred participants, including members of the different philosophy networks and the International Council for Philosophy and Humanistic Studies, as well as Member States representatives.

Over two days of the following week, on 26 and 27 November, UNESCO Headquarters also hosted a series of events which echoed the main themes of the 2013 WPD, including a round table on “Thinking the Anthropocene”, a contemporary art exhibition “Adapting in the Anthropocene”, the 13th International Meeting on New Philosophical Practices, and an international round table entitled "Paul Ricoeur: Ethical Knowledge". Some six hundred persons attended these events, which were appreciated by many of UNESCO's partners in the areas of social and human sciences.

Participants: Some 600 participants.

Audience: Representatives of academic circles, university professors, students, members of the International Council for Philosophy and Humanistic Studies, as well as of the New Philosophical Practices network, publishers of philosophy books, audience interested in teaching philosophy at schools, including school children and their parents, representatives of environmental protection civil society organizations, members of the COAL network, representatives of Member States at UNESCO, and UNESCO's staff.

Communication materials and activities:

- [Media Advisory](#) (18/11)
- [Message from the Director-General](#)
- [Address by the Director-General to the High-level Round Table](#)
- Dedicated webpage ([En](#), [Fr](#), [Es](#), [Ar](#), [Zh](#))
- [Programme at HQ](#) and [activities around the world](#)
- Registration by e-mail
- Round-tables, Workshops, Master classes
Philosophy Café

Website statistics: Media Advisory: 266 visits/399 page views. On dedicated webpage: 3,660 visits/6,134 page views in total (En: 2,760 visits/4,299 page views; Es: 298 visits/575 page views; Ar: 239 visits/366 page views; Fr: 218 visits/692 page views; Zh: 145 visits/202 page views).

Press coverage: World Philosophy Day was fairly well covered by specialized media, but also by The Nation (Pakistan), Times of India (India), Al Jazeera (Qatar).

Social media: The top performing message was on Twitter: “Critical thinking, foresight & ethical judgment = invaluable ingredients for a healthy society & peace #PhilosophyDay <http://ow.ly/rOUOe>” (73 RTs). As with last year, the general public appreciates our work here when the link with peace is made explicit.



V. World Science Forum 2013 (24-27 November 2013)

For the first time the World Science Forum (WSF) was held outside of Europe. The WSF is organized every two years and this year's Forum was held in Rio de Janeiro from 24 to 27 November 2013. The theme for the 6th forum was 'Science for Global Sustainable Development'. The Forum contributed to UNESCO's follow up on the outcomes of the Rio+20 process by strengthening the science, policy and society interface and connecting scientists, policy makers, representatives of the private sector and civil society to the issues, discussions and activities involved in the ongoing discussions on the Sustainable Development Goals (SDGs) and the design of the Post 2015 Development Agenda.



The plenary discussions of the forum explored issues concerning inequalities as barriers to global sustainability, science policy and science governance, scientific integrity, science education, the role of science in innovation and science for natural resources. A number of parallel sessions were also organized focusing on issues such as the science diplomacy, higher education, disaster risk reduction, ocean sciences, the Future Earth Programme and challenges and opportunities facing Young Scientists and Researchers. The forum ended with a parliamentary session to strengthen the role of parliaments in the governance of science by ensuring their linkage to national and global sustainability processes as well as the follow up of the forum.

The declaration of the forum commits participants to collectively and individually use science to address the global challenges faced by today's society.

The World Science Forum was established after the 1999 World Science Conference, organized by UNESCO and ICSU in Budapest. The 2013 Forum was organized by the Brazilian Academy of Sciences in partnership with the Hungarian Academy of Sciences, UNESCO, the International Council for Science Unions (ICSU), the European Academies Science Advisory Council (EASAC), and the American Association for the Advancement of Science (AAAS).

Participants: 1,000 with over 100 countries represented.

Audience: Scientists, researcher, policymakers, representatives from the private sector, the media and civil society

Communication materials and activities:

- [Media advisory](#) (20/11/2013)
- Press releases ([25/11/2013](#), [26/11/2013](#))
- [Address by the Director-General](#)
- [Web release](#) (25/11/2013)
- [Official website](#)
- [On UNESCO website: World Science Forum 2013 & In-focus](#)
- Photos
- Event announcement ([En](#)/[Fr](#))

Webcast/Live streaming connections:

Website statistics (by 19/12): Media advisory: 19 visits/141 page views; Press releases: 25/11: 115 visits/364 page views; 26/11: 93 visits / 260 page views. Web release: 45 visits/139 page views. Event announcement: 301 visits/606 page views

Press coverage: The 2013 Forum was very well covered by the national media with some 40 large articles monitored, but generated less media coverage in the international press (El Economista, on-line AllAfrica, Euroscientist, Global Voices).

Social media: Messaging focused on the hashtag #science4peace. Retweets averaged between 15 and 21.

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 v.pham@unesco.org).

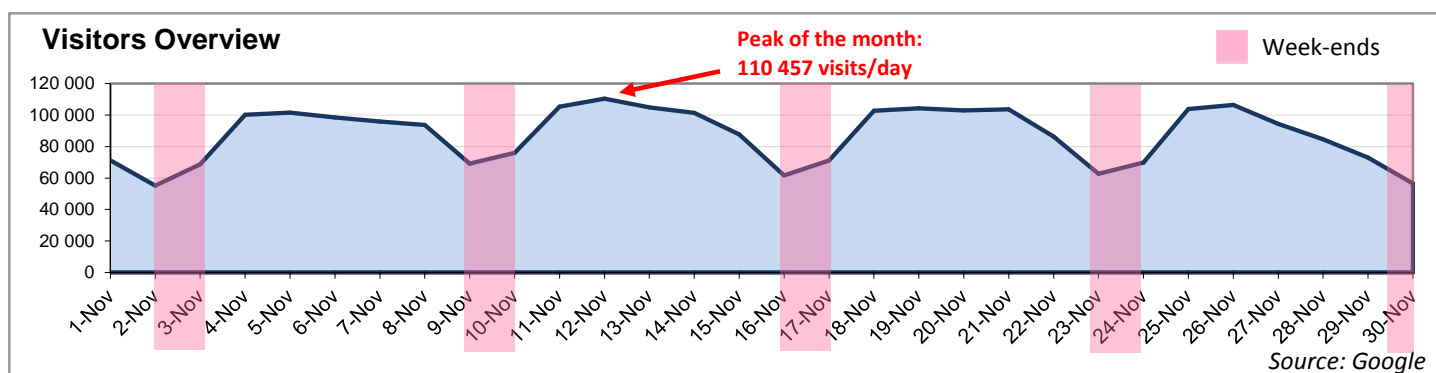
Usually we notice in November a drop in visits typical of this period of the year. However, this month, the loss in visits has been partially compensated by the high number visitors to the General Conference website, which has been the 4th most visited UNESCO site of the month, after unesco.org, World Heritage and Careers.

As expected with holding of the General Conference, visits to unesco.int increased again and for the third month in a row. With an 8% growth this month, the number of visits has more than tripled from same month last year and from November 2011 (previous General Conference).

Starting from this month, Unescommunity's performances could be measured and compared with last year's traffic (from Jan. to Aug. 2013 a different measurement algorithm was used, more information can be provided upon demand). At a first glance, the number of visits is slightly higher than in November 2012 (+14%), but the number of page views dropped dramatically (-40%). The fact that users spend an average time of 3:30 min per page and the very low "bounce rate" may mean that the decrease in page views is linked to the limited production of English content on the platform.

1.1. November 2013 Traffic

Daily Web Traffic Patterns



1.2. Monthly visits

	Page views ¹	Variation vs Y-1	Variation vs M-1	Visits ²	Variation vs Y-1	Variation vs M-1	Unique Visitors ³	Variation vs Y-1	Variation vs M-1
Nov. 2012	6 163 787	+38.47%	-9.09%	2 107 594	+37.58%	-9.27%	1 602 332	+34.30%	-9.93%
Dec. 2012	5 096 412	+19.29%	-17.32%	1 725 594	+22.40%	-18.12%	1 327 215	+21.96%	-17.17%
Jan. 2013	6 089 948	+24.81%	+19.49%	2 045 032	+27.76%	+18.51%	1 573 093	+25.88%	+18.53%
Feb. 2013	6 414 208	+24.75%	+5.32%	2 254 773	+34.80%	+10.26%	1 724 914	+36.09%	+9.65%
March 2013	7 327 488	+19.09%	+14.24%	2 537 586	+24.46%	+12.54%	1 914 579	+25.01%	+11.00%
April 2013	7 426 970	+30.77%	+1.36%	2 554 100	+35.47%	+0.65%	1 930 903	+34.83%	+0.85%
May 2013	7 192 348	+27.03%	-3.16%	2 495 688	+28.92%	-2.29%	1 901 816	+28.47%	-1.51%
June 2013	6 916 019	+40.60%	-3.84%	2 272 982	+39.83%	-8.92%	1 726 341	+39.15%	-9.23%
July 2013	5 416 438	+1.42%	-21.68%	1 854 215	+23.22%	-18.42%	1 421 448	+22.99%	-17.66%
Aug. 2013	5 518 793	+8.93%	+1.89%	1 931 105	+24.81%	+4.15%	1 499 047	+24.70%	+5.46%
Sept. 2013	6 811 946	+16.87%	+23.43%	2 383 880	+25.62%	+23.45%	1 866 997	+27.26%	+24.55%
Oct. 2013	8 039 105	+18.57%	+18.01%	2 758 024	+18.73%	+15.69%	2 172 606	+22.13%	+16.37%
Nov. 2013	7 697 000	+24.87%	-4.26%	2 624 633	+24.53%	-4.84%	2 055 039	+28.25%	-5.41%

1.3. Visits by Area of Interest in November 2013 (This data only covers tagged subsites)

Areas of interest	Visits ² in November 2013	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	2 624 633	+24.53%	-4.84%
Home & Central Service pages	285 138	+23.26%	-1.24%
Worldwide	29 824	+34.90%	+0.51%
Education for the 21st Century and ED Sector	217 073	+26.38%	-1.65%
One Planet, one Ocean & Science for a Sustainable Future and SC Sector	70 816	+14.52%	-9.34%
Learning to Live Together and SHS Sector	74 382	+52.27%	+2.95%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 205 928	+30.76%	-6.61%
World Heritage	1 041 963	+22.87%	-6.02%
Intangible Heritage	61 667	+18.40%	+5.36%
Culture Sector (excl. Intangible Heritage)	102 298	+37.83%	-13.18%
Fostering Freedom of Expression & Building Knowledge Societies and CI Sector	72 291	+12.01%	-1.69%
Field offices (only those tracked)	165 684	+34.63%	-6.86%
UIL*	20 884	+4.40%	-11.52%
IIEP*	168 843	-1.56%	-4.06%
UNEVOC*	32 279	-8.39%	-4.95%

* UIL, IIEP and UNEVOC statistics are tracked separately. ** Based on figures published in the Monthly Reports.

1.4. UNESCO Website Visitors

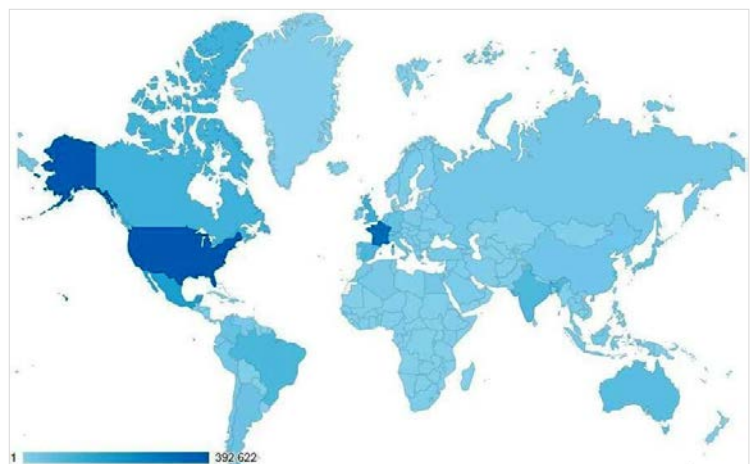
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	392 622	14.96%	-5.60%	2.65	00:02:20
France	333 394	12.70%	+6.16%	3.86	00:05:48
Mexico	174 790	6.66%	-16.13%	2.42	00:02:50
United Kingdom	107 942	4.11%	-2.84%	2.91	00:02:50
Canada	101 528	3.87%	-6.70%	3.81	00:04:02
Brazil	88 042	3.35%	-15.70%	2.04	00:02:40
Spain	84 231	3.21%	-2.28%	3.51	00:03:40
India	79 806	3.04%	-3.55%	2.56	00:02:45
Australia	63 405	2.42%	-23.14%	2.90	00:03:17
Japan	46 078	1.76%	+12.99%	3.31	00:03:30

Top 10 visitors' language

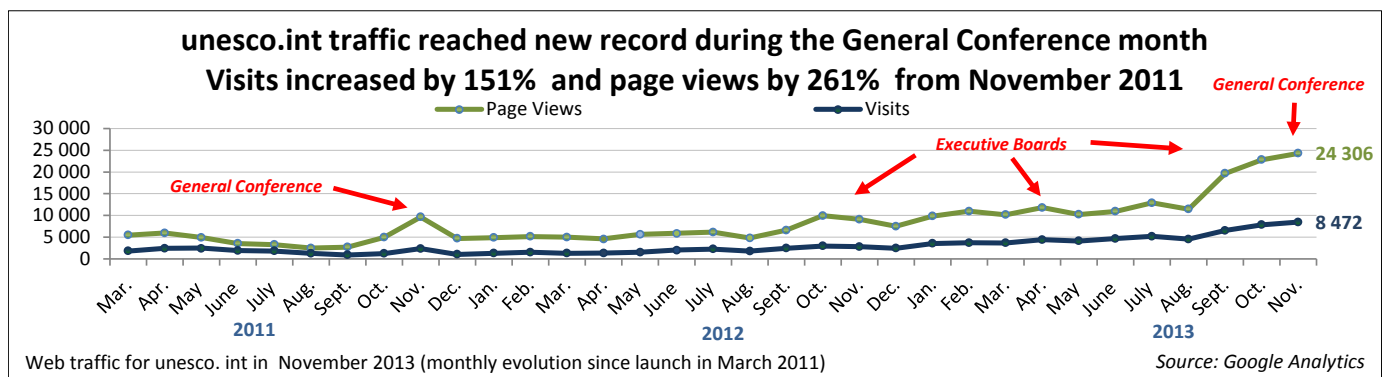
Language	Visits ²	% of Total visits	Variation vs M-1
English	1 288 298	49.08%	-5.81%
Spanish	446 035	16.99%	-11.33%
French	367 388	14.00%	+1.29%
Portuguese	98 632	3.76%	-14.26%
Chinese	48 657	1.85%	-4.73%
German	44 274	1.69%	+1.90%
Russian	43 180	1.65%	-10.26%
Japanese	41 782	1.59%	+15.99%
Italian	40 263	1.53%	+1.71%
Arabic	30 233	1.15%	+16.82%

Geographical origin of visits (source: Google Analytics)



1.5. UNESCO.int Website - <http://www.unesco.int>

	Month	Page views ¹	Variation vs Y-1*	Variation vs M-1	Visits ²	Variation vs Y-1*	Variation vs M-1	Pages/Visit	Variation vs M-1	Avg Visit duration
2012	November	9 093	-5.78%	-8.38%	2 815	+20.04%	-4.51%	2.89	-6.17%	00:03:28
	December	7 500	+59.27%	-17.52%	2 451	+138.66%	-12.93%	2.90	+0.35%	00:03:33
2013	January	9 846	+101.68%	+31.28%	3 552	+175.56%	+44.92%	2.90	0.00%	00:03:54
	February	10 964	+112.52%	+11.35%	3 714	+144.83%	+4.56%	2.77	-4.48%	00:03:57
	March	10 153	+103.55%	-7.40%	3 671	+182.82%	-1.16%	2.97	+7.22%	00:04:27
	April	11 806	+156.48%	+16.28%	4 417	+228.40%	+20.32%	2.96	-0.34%	00:04:11
	May	10 213	+80.51%	-13.49%	4 126	+163.81%	-6.59%	2.59	-12.50%	00:03:49
	June	10 933	+86.13%	+7.05%	4 669	+128.87%	+13.16%	2.58	-0.39%	00:03:20
	July	12 880	+109.77%	+17.81%	5 184	+131.22%	+11.03%	2.79	+8.14%	00:03:38
	August	11 434	+136.97%	-11.23%	4 524	+152.46%	-12.73%	2.65	-5.02%	00:03:21
	September	19 680	+198.59%	+72.12%	6 522	+167.95%	+44.16%	2.92	+10.19%	00:04:33
	October	22 800	+129.72%	+15.85%	7 843	+166.04%	+20.25%	3.17	+8.56%	00:05:26
	November	24 306	+167.30%	+6.61%	8 472	+200.96%	+8.02%	3.22	+1.58%	00:05:33



1.6. UNESCOCOMMUNITY - <https://en.unesco.org/unescommunity> and <https://fr.unesco.org/unescommunity>

	Month	Page views ¹	Variation vs M-1	Visits ²	Variation vs M-1
2012	November	18 948	-32.75%	3 393	+7.07%
	December	15 661	-17.35%	2 769	-18.39%
2013	January	29 536	+88.60%	10 350	+273.78%
	February	68 781	+132.87%	27 656	+167.21%
	March	66 416	-3.44%	28 064	+1.48%
	April	74 831	+12.67%	32 095	+14.36%
	May	39 738	-46.90%	16 323	-49.14%
	June	52 986	+33.34%	19 318	+18.35%
	July	61 358	+15.80%	18 994	-1.68%
	August	40 829	-33.46%	14 354	-24.43%
	September	24 531	-39.92%	9 138	-36.34%
	October	14 769	-39.79%	4 866	-46.75%
November	11 307	-23.44%	3 885	-20.16%	

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 Y-1*	Variation vs M-1*
Total	176 444	+62.96%	+24.26%
English (EN)	98 654	+80.12%	+25.99%
Spanish (ES)	35 766	+56.74%	+9.62%
French (FR)	23 423	+61.03%	+33.22%
Arabic (AR)	7 838	+19.50%	+34.24%
Russian (RU)	4 517	-29.98%	-0.55%
Chinese (ZH)	6 246	+99.55%	+101.29%

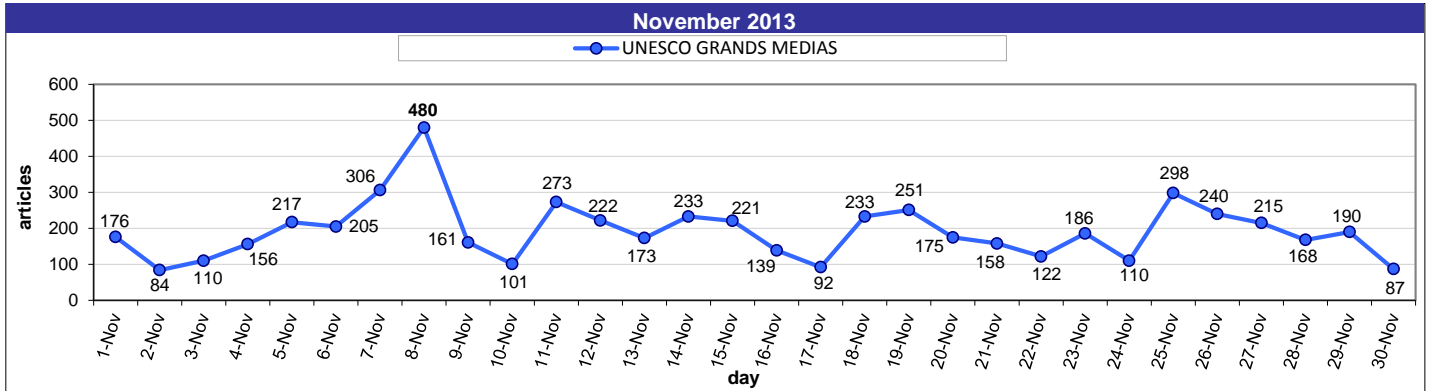
* Based on figures published in the Monthly Reports.

2.2. Press releases/Media advisories in November 2013

1.	03/11	UNESCO Director-General condemns murder of French journalists Ghislaine Dupont and Claude Verlon in Mali
2.	04/11	UNESCO to set direction for next eight years at the 37th General Conference, opening Tuesday
3.	07/11	Rafael Correa exhorts international community to vanquish poverty at UNESCO's General Conference
4.	11/11	President of Chad donates replica of Toumai skull to UNESCO
5.	12/11	Global warming is more about people than carbon emissions, argues 2013 World Social Science Report
6.	12/11	UNESCO General Conference elects Irina Bokova for second term as Director-General
7.	14/11	Creative industries boost economies and development, shows UN Report
8.	18/11	Ocean acidity is increasing at an unprecedented rate
9.	18/11	A'Salfo donates rights to new song to UNESCO's literacy projects
10.	18/11	World Philosophy Day 2013 For Inclusive Societies and a Sustainable Planet
11.	19/11	Schools in northern Mali are barely functioning, concludes mission by UNESCO and Government of Mali
12.	20/11	Twelve new members elected to World Heritage Committee
13.	20/11	37th session of General Conference sets the compass for UNESCO from 2014 to 2021
14.	20/11	Rio de Janeiro World Science Forum to focus on Science for Global Sustainable Development
15.	21/11	Enghien-les-Bains (France), Paducah (United States) and Sapporo (Japan), new members of UNESCO's Creative Cities Network
16.	25/11	Xiangyi Li (China) awarded 2013 UNESCO Kalinga Prize for the Popularization of Science
17.	25/11	Archaeological discoveries in Nepal confirm early date of Buddha's life
18.	26/11	Polish and South African bodies to receive 2013 UNESCO Sultan Qaboos Prize for Environment Preservation
19.	26/11	The Intangible Heritage Convention at ten years old New items to be added to Lists
20.	27/11	Search for Eyewitness Accounts and Historical Documents on 1945 Makran Tsunami
21.	29/11	Director-General voices grave concern for safety of media workers in Iraq after murder of cameraman Alaa Edwar
22.	29/11	UNESCO Director-General condemns destruction of Libya's Murad Agha Mausoleum and offers heritage preservation support

2.3. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in top 1,000 national and international on-line media, in which “UNESCO” appeared in the title or first paragraph of a story in November (Source: Meltwater News)



November was a huge month for press coverage about UNESCO. Events at the General Conference dominated news coverage for most of the month of November, but archeological discoveries at Lumbini, a World Heritage site in Nepal, and a report on ocean acidification also did spectacularly well in the press.

The top story at the General Conference was the loss of US voting rights, which generated an avalanche of articles around the world. The story was published in top tier media in every region. The vast majority of these news outlets published multiple stories, first announcing the voting loss, and then reporting on the US State Department's declaration of regret, and the tweet by White House National Security Advisor Susan Rice saying “Shameful that US has lost its vote at #Unesco. Congress needs to fix this. Current law doesn't punish the Palestinians; it handicaps the US.”

The re-election of the Director-General was also widely reported by international media, while in China, the election of Hao Ping as president of the General Conference also received huge coverage.

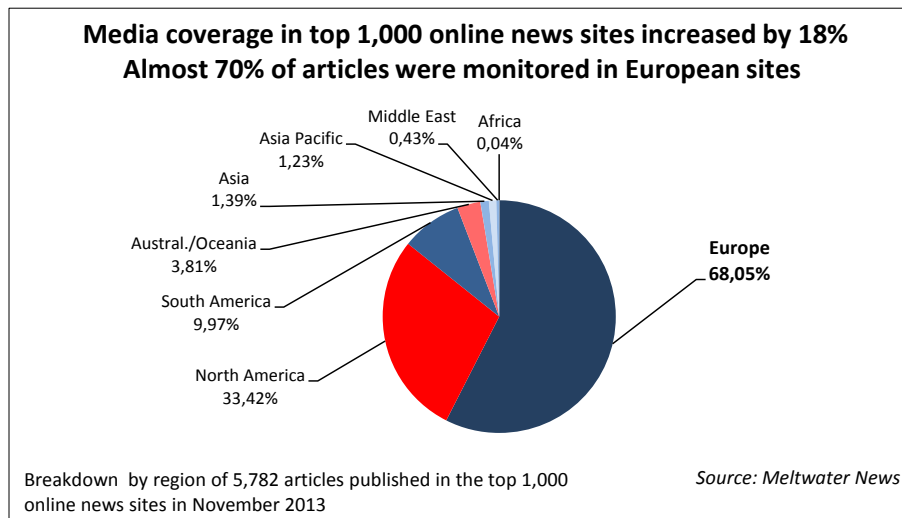
The launches of the World Social Science Report and the Creative Economy Report resulted in only sporadic coverage in different world regions. Of the two, the Social Science Report drew the most media interest, with the focus of stories on the link between social science and climate change.

As is usually the case, national media in Member States also gave significant coverage to the interventions at the General Conference by their respective representatives.

Outside of the General Conference, the announcement in late November of archeological discoveries at the Lumbini World Heritage site that shed new light on the birth date of the Buddha, was spectacularly covered globally. Thousands of articles related the story, all of which mentioned that Lumbini is a UNESCO World Heritage site, and that the archaeological project was carried out under UNESCO's auspices.

The report on Ocean Acidification, prepared by IOC-UNESCO, the Scientific Committee on Oceanic Research (SCOR) and the International Geosphere-Biosphere Programme (IGBP), and based on a UNESCO conference on the same theme, also did exceptionally well in the media, with several reports in top tier international such as CNN and the BBC, and exhaustive coverage throughout Latin America.

Regional breakdown of media coverage in top 1,000 national and international on-line media, in which “UNESCO” appeared in the title or first paragraph of a story in November (Source: Meltwater News)



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

No Op-Eds in November.

2.5. Interviews given (by subject and media)

Subject	Interviewee	Language	Media (press TV Radio)
Teacher shortage in Africa and Arab States	Edem Adubra	English	Euronews
Ocean acidification	Luis Valdes	Spanish	RFI (France)
Creative Economy Report	Francesco Bandarin	English	IPS
Creative Economy Report	Francesco Bandarin	French	A Tarde (Brazil)
World Heritage	Roni Amelan	English	The Daily Beast (USA)
World Heritage in Syria	Nada al Hasan	French	ARTE, France Culture (France)
World Heritage in the Democratic Republic of the Congo	Leila Maziz	English	The Independent (UK)
World Social Science Report 2013	Roni Amelan	French	La Recherche (France)
Malawi Museum Looting/restitution	Roni Amelan	English	The Daily Mail (UK)
World Heritage	Roni Amelan	English	The Korea Times (South Korea)
Education, UNESCO's reform and future, and UNESCO's relationship and activities with Nigeria.	Irina Bokova	English	The Guardian (Nigeria)
UNESCO's reform and future	Irina Bokova	English	Associated press
UNESCO's finances and reform	Qian Tang	English	The People's Daily (China).
Agreement for the creation of an International Centre dedicated to sciences in Lisbon	Nuno Crato - Minister of Education and Science (Portugal)	Portuguese	United Nations Radio
Intangible Heritage and Meeting in Baku	Cécile Duvelle	French	AFP (France)
Situation of schools in northern Mali	Lazare Eloundou	French	RFI (France)
Data concerning engineering graduates in Mexico and other countries in Latin America	Amy Otchet (UIS)	English	Bloomberg News (USA)
Ocean acidification	Wendy Watson Wright	English	CCTV-America
Convention on the Protection of the Underwater Cultural Heritage	Ulrike Guerin	English	ABC News (Australie)
International Day for the Elimination of Violence against Women	Jane Freedman	English	France 24

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).
42 B-rolls were downloaded in November.

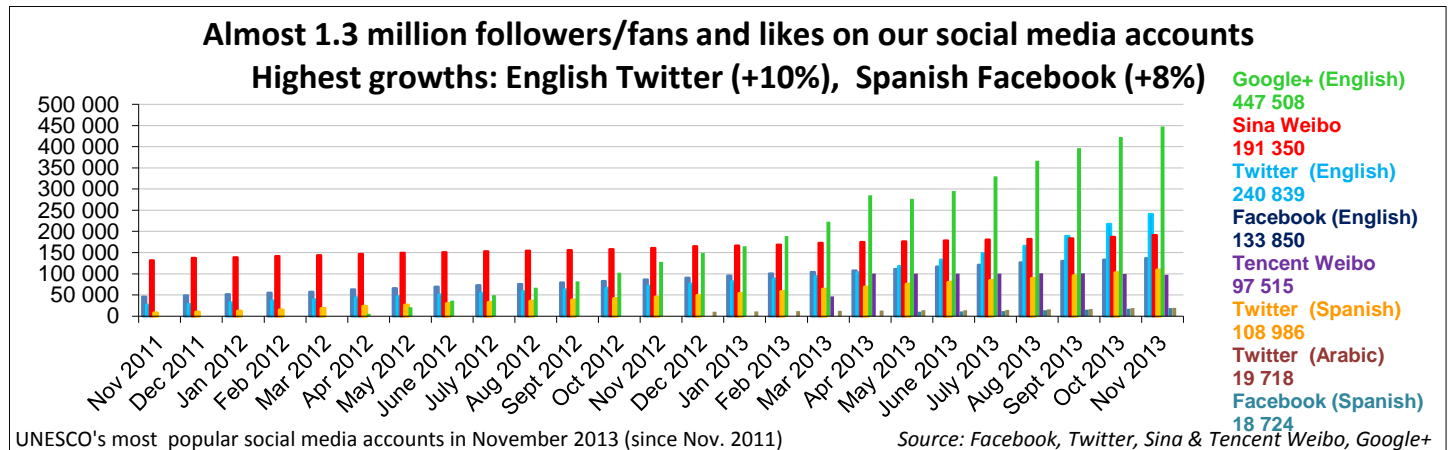
	Subject	Downloads	Media
1	Lumbini	10	Myanmar TV, NHK, NTV (Nippon TV), NNN (Nippon News TV)
2	UNESCO (UNESCO Priorities, HQ)	4	Amazonas TV
3	37 th General Conference (Opening, Leaders Forum, loss of US voting rights, President of Chad, Iran)	13	Al Jazeera, La Repubblica, CCTV, SABC (South Africa TV), CNN, NOS Nieuws, Newsbeat Social, CCTV Africa, Channel 11 (Mexico), Reuters TV, Eurovision
4	Education (GMR, Education in Africa)	2	Associated Press TV
5	Science (Water cooperation, L'Oréal, MAB)	3	Associated Press TV
6	CLT (Mali, Intangible Heritage)	10	Associated Press TV

2.7. Number of Photographs ordered by the Media (by subject)

Subject	Media	Purpose	Nb of Photos
CLT	BBC	Website	13

3. UNESCO Social Media Channels

Audiences continue to grow in all languages on UNESCO's social media channels. Messages that generated substantial interest and traffic were on the loss of US voting rights (where our 10 messages were shared on average 40 times each); the importance of tolerance (the RT average ranged between 50-80); as well as efforts to dispel rumors of a UNESCO lottery (with 400 RT, the Spanish Tweet on the subject was the Top1 Twitter of the month).



3.1. Social networking sites

Facebook - www.unesco.org/facebook/ VKontakte- <http://vk.com/unesco/> [Google+](https://plus.google.com/1089861971818724/)

Variation November 2013 vs October 2013

Likes/fans*		November 2013	October 2013	Variation vs October
Total likes/followers (all languages)		623 671	593 308	+5.12%
Facebook	English	136 850	133 360	+2.62%
	Spanish	18 724	17 322	+8.09%
	French	9 514	9 253	+2.82%
	Arabic	8 338	7 833	+6.45%
	Russian	1 515	1 488	+1.81%
Google+	English	447 508	422 908	+5.82%
VKontakte	Russian	1 222	1 144	+6.82%

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

Message	Posted	Likes
Our Director-General Irina Bokova has just been re-elected for a second term! Over the past four years, Irina Bokova has focused UNESCO's programme on two overarching objectives – forging a culture of peace and promoting sustainable development – along with two global priorities – Africa and gender equality. She spearheaded UNESCO's contribution to shaping the new post-2015 sustainable development agenda, highlighting the essential contribution of education, culture, the sciences, communication and information. The new agenda is currently being decided by the United Nations and the whole of the international community http://bitly.com/1brn800	12/11	303
Critical thinking, foresight & ethical judgment are invaluable ingredients for a healthy society & peace. Nov 21 is World #PhilosophyDay. Philosophy, the exercise of critical thought & freedom of expression, are vital in the collective search for lasting responses to the challenges of peace. Today let's rethink this question -- "What are the conditions for inclusive societies & a sustainable planet?"	20/11	292
Cada tercer jueves de noviembre celebramos el Día Mundial de la Filosofía. Este año, el Día Mundial de la Filosofía lleva por tema "Sociedades inclusivas, planeta sostenible". Este Día es una invitación a renovar la reflexión sobre las cond...iciones de la inclusión y la sostenibilidad en sociedades más diversificadas y más interconectadas entre sí y con el entorno. Visite nuestra página especial: http://bit.ly/1h51wuM Galería de fotos: http://on.fb.me/1h5gFw4 Además, comparte con nosotros tus citas filosóficas favoritas en los comentarios de esta imagen	21/11	293
Put culture & creativity at the heart of sustainable development & public policy! SHARE if you #supportcreativity	26/11	284
Did you know? UNESCO convened the United Nations' 1st ever intl consultation to address homophobic bullying in schools. Homophobic bullying is a violation of learner's and teacher's rights and	18/11	280

an obstacle to quality Education for All. http://ow.ly/qUzI2		
Organize, visit & share: Take action to make a positive difference for water http://ow.ly/qFwxH #watercooperation	10/11	256
An inspiring story: Malamine Koné moved to France at age 10, unable to read or write, and without speaking a word of French. He went on to earn a law degree, and launched the most popular brand of sports clothing in France, called "Ainess". In this interview, he offers advice for young people on achieving their dreams http://ow.ly/qFyVP http://ow.ly/qJkMD #YouthForum	12/11	209
Despite being diagnosed w/ cerebral palsy as a child, Shamla managed to obtain a Masters degree. Her example inspires us all http://ow.ly/qnCiJ	4/11	206
Do you believe your city should join our Creative Cities network? If so, ask your your city hall or mayor to apply! http://ow.ly/qtvZe	5/11	168
New! E-Learning tool promotes the central role of women in African history, via biographies, soundtracks, quizzes & comic strips. African women have distinguished themselves in diverse areas, such as environmental protection. Wangari Maathai won a Nobel Prize for her tireless advocacy here * CHECK OUT THE SITE! http://en.unesco.org/womeninafrica/ * LEARN MORE: http://ow.ly/qNB57 —	13/11	163
New #WorldHeritage Stamps! (6 photos) Stamps have a timeless power to raise awareness, and stir human hearts, with their exquisite messages of peace. We love these 2 UNESCO #WorldHeritage stamps, launched today by the French National Post Office. One stamp calls attention to th...e plight of the endangered red-crowned crane, and the need to protect this species, which can be spotted at #WorldHeritage Shiretoko (Japan). The other is dedicated to the Ancient City of Sigiriya (Sri Lanka) -- wind through ancient staircases and out through the mouth of a gigantic lion, at this unique site dating back to the civilization of Ceylon.	07/11	153

*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. Microblogs:

Twitter - <http://twitter.com/#!/unescoNOW> / **Sina Weibo** - <http://t.sina.com.cn/unesco>

Variation November 2013 vs October 2013

Followers/Fans		November 2013	October 2013	Variation vs October
Total (all languages)		669 871	636 406	+5.26%
Twitter	English	240 839	217 137	+10.92%
	Spanish	108 986	102 301	+6.53%
	Arabic	19 718	18 978	+3.90%
	French	9 910	9 499	+4.33%
	Russian	1 553	1 506	+3.12%
Sina Weibo	Chinese	191 350	187 080	+2.28%
Tencent Weibo	Chinese	97 515	99 895	-2.38%

Top 10 Twitter Posts in November

Message	Posted	Re-tweets
¡AVISO!¿Ha recibido un correo diciendo que ha ganado una "lotería UNESCO"?¡No responda,es una #estafa!Por favor,RT pic.twitter.com/YoLRxpRMni	04/11	406
#ViolenceAgainstWomen can prevent women&girls from exercising fully their human rights, esp. the right to #education pic.twitter.com/7Rb8gSOzhY	24/11	363
Necesitamos educar para disipar el miedo a lo desconocido y a otras personas, su cultura, sus opciones de vida y sus creencias. #TOLERANCIA	16/11	186
Why do you think it's important to foster global citizenship? #educationfirst pic.twitter.com/vlsvp9QR4P	28/11	128
Put culture & creativity at the heart of sustainable development & public policy! #supportcreativity pic.twitter.com/dcdCr1zk1B	26/11	120
La UNESCO cumple hoy 68 años.Nuestra misión:construir la #paz.Nuestras herramientas:la #educación,las #ciencias y la #cultura.Hoy y siempre	16/11	120
Education must foster respect for diversity as a source of strength. This calls for new skills of cultural literacy & more global curricula	04/11	119
OFFICIAL: UNESCO Director-General Irina Bokova regrets the loss of voting rights by the United States. Full speech http://ow.ly/qEkAM	09/11	119
SHARE if you believe in the power of volunteering! #letsvolunteer pic.twitter.com/wl6AUrsEdU	29/11	111
Without culture, there's no participation from the people & w/o this, there's no sustainable devpmt. Put culture at the heart of #post2015	15/11	101

Top 5 Sina Weibo Posts in November

Message	Posted	Re-tweets Comments
# Birth of the Buddha #Archaeological discoveries in Lumbini , Nepal, confirm early date of Buddha's life, http://t.cn/8klExtk Archaeologists working in Nepal have uncovered evidence of a structure at the birthplace of the Buddha dating back to the sixth century B.C. This is the first archaeological material linking the life of the Buddha — and thus the first flowering of Buddhism — to a specific century. Half a billion people around the world are Buddhists, and hundreds of thousands make a pilgrimage to Lumbini each year.	26/11	RT: 1274 C: 117
Member States that do not pay dues for two years lose their right to vote in UNESCO's General Conference. That rule came into effect for the United States yesterday. http://t.cn/z0suEa8	09/11	RT:914 C: 126
The 37th session of UNESCO General Conference will begin tomorrow (5 November) and will last 15 days. In addition to the examination of key issues related to the Organization, it will feature a new edition of the "Leaders Forum", "The first BRICS-UNESCO Ministerial Consultation Meeting on Education", etc. for more information : http://t.cn/zTTsMjK	04/11	RT:305 C: 8
The President of the 36th General Conference of UNESCO (Katalin Bogyay), the Chairman of the Executive Board (Alessandra Cummins), and the Director-General of UNESCO (Irina Bokova), are the three women who have led UNESCO.	12/11	RT:223 C: 20
#Stop violence against women! # Today is the International Day for the Elimination of Violence against Women. Violence against women and girls is one of the most pervasive violations of human rights today. Globally, as many as seven in ten women report having experienced physical and/or sexual violence at one point in their lives. Violence occurs in all countries, across all socio-economic groups. More information.	25/11	RT:106 C: 8

Top 3 Tencent Weibo Posts in November

Message	Posted	Re-tweets
# The 37th session of the UNESCO General Conference # Several Heads of State and some 150 ministers and delegates from all 195 Member States will gather in Paris over the next 15 days for the Conference. Highlights include the Leaders' Forum on 6 November and the first BRICS-UNESCO Ministerial Consultation Meeting on Education. Stay in tune. We will keep you informed.	04/11	298
# Climate Change # Published by UNESCO, the World Social Science Report, entitled Changing Global Environments, features articles by more than 150 leading experts from all over the world and represents the full gamut of social science subjects: anthropology, economics, development studies, geography, political science, psychology, and sociology. Worth reading. http://url.cn/OAI2B7	14/11	27
December 1st is the # World AIDS Day (WAD) #. http://url.cn/QkbGov UNESCO initiates programs to engage young people as leaders in HIV prevention. Don't forget to take protection measures. http://url.cn/RTAIVZ	24/11	18

3.3. Video Traffic

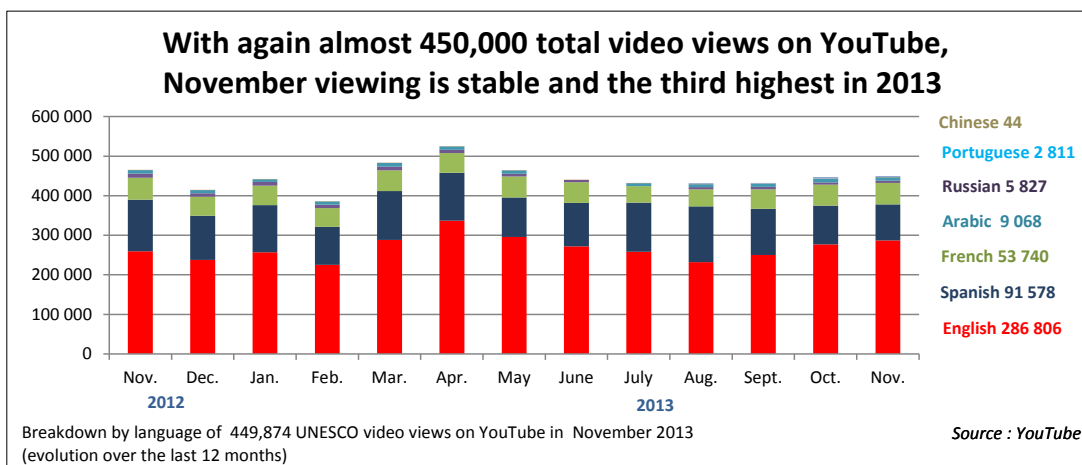
Video views are tracked on YouTube and Youku. UNESCO multimedia archives statistics are under 5.2.

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

Variation November 2013 vs October 2013

Video views	November 2013	October 2013	Variation vs Oct.
Total (all languages)	449 874	447 251	+0.59%
English	286 806	277 059	+3.52%
Spanish	91 578	98 220	-6.76%
French	53 740	52 519	+2.32%
Arabic	9 068	9 527	-4.82%
Russian	5 827	5 858	-0.53%
Portuguese	2 811	3 986	-29.48%
Chinese	44	82	-46.34%

Subscribers	November 2013	October 2013	Variation vs Oct.
Total (all languages)	1 014	986	+2.84%
English	641	595	+7.73%
Spanish	219	227	-3.52%
French	79	95	-16.84%
Arabic	32	23	+39.13%
Russian	17	12	+41.67%
Portuguese	23	27	-14.81%
Chinese	3	7	-57.14%



▪ Videos on UNESCO TV English Channel

286 806 views in November 2013		Subject	Total views
1	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	21 748
2	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	18 937
3	Kabuki Theatre	CLT/ITH	10 651
4	Tradición del día de muertos en México - Youth Bloggers Latin América UNESCO	CLT/ITH	7 769
5	Baul Songs	CLT/ITH	6 017
6	Opening of 37th General Conference	UNESCO	5 968
7	Georgian Polyphonic Singing	CLT/ITH	5 378
8	Lacemaking in Croatia	CLT/ITH	4 101
9	Taekkyeon, a traditional Korean martial art	CLT/ITH	3 587
10	Whistled language of the island of La Gomera (Canary Islands), the Silbo Gomero	CLT/ITH	3 560

▪ Top 10 videos on UNESCO TV Spanish Channel

91 578 views in November 2013		Subject	Total views
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	19 685
2	Aprender a Proteger la Biodiversidad	SC	5 444
3	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	4 830
4	Intervención del Presidente del Ecuador ante la Conferencia General de la UNESCO	UNESCO	4 567
5	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	4 181
6	Tradición del Día de muertos en México - Jóvenes blogueros de América Latina	CLT/ITH	1 846
7	Rafael Correa, Presidente de la República del Ecuador	UNESCO	1 661
8	Estados Unidos pierde el derecho a voto (subtitulado)	CLT/ITH	1 122
9	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	1 583
10	El Flamenco	CLT/ITH	1 496

▪ Top 10 videos on UNESCO TV French Channel

53 740 views in November 2013		Subject	Total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	6 810
2	Le Duduk et sa musique	CLT/ITH	3 106
3	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	2 418
4	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	2 383
5	Routes de l'Esclave: Une Vision Globale	CLT	2 220
6	Le repas gastronomique des Français	CLT/ITH	1 970
7	Le chant polyphonique géorgien	CLT/ITH	1 655
8	Une école maternelle à Paris: 24 heures par semaine a partir de 3 ans	ED	1 604
9	Le Maloya	CLT/ITH	1 601
10	L'isopolyphonie populaire albanaise	CLT/ITH	1 188

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

	9 068 views in November 2013	Subject	Total views
1	Reviving Earth Architecture in the Jordan Valley - Palestine	CLT	492
2	Petra	WHC	446
3	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	WHC	298
4	Palace and Park of Versailles	WHC	281
5	Venice and its Lagoon	WHC	243
6	Journeys to school	ED	239
7	Medina of Fez	WHC	218
8	Mausoleum of the Taj Mahal (Agra)	WHC	187
9	Historic Sanctuary of Machu Picchu	WHC	177
10	Angkor	WHC	165

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

	5 827 views in November 2013	Subject	Total views
1	Video 18 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	343
2	Mausoleum of the Taj Mahal (Agra)	WHC	236
3	UNESCO History	UNESCO	212
4	Ashur (Qal'at Sherqat)	WHC	178
5	Alsou Abramova UNESCO Artist for Peace	UNESCO	176
6	Prehistoric Sites and Decorated Caves of the Vézère Valley	WHC	172
7	Petra	WHC	163
8	Persepolis	WHC	141
9	Yellowstone National Park	WHC	140
10	Palace and Park of Versailles	WHC	125

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

	2 811 views in November 2013	Subject	Total views
1	Vídeo da UNESCO celebra 53 anos de Brasília	CLT/WHC	1 269
2	Serra da Capivara - Documentário	CLT/WHC	600
3	Ano Internacional de Cooperação pela Água	SC	445
4	Dia Nacional de Visibilidade Trans: 29 de janeiro.mp4	ED	81
5	UNESCO celebra Dia da Língua Portuguesa	ED	68
6	Dia Mundial de Luta contra a Aids	ED	64
7	Vídeos Vencedores Concurso "Professor, você tem uma nova mensagem"	ED	54
8	Dia Internacional das Pessoas com Deficiência	ED	52
9	UNESCO lança pesquisa inédita sobre exclusão nas escolas	ED	38
10	Eu quero preservar nosso oceano -- Campanha Green and Blue -- Rodrigo Santoro	SC	27

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

	44 views in November 2013	Subject	Total views
1	World Press Freedom	CI	8
2	Tribute to Malala	UNESCO	6
3	Ocean	SC	6
4	40 th Anniversary of the World Heritage Convention	WHC	6
5	Huang Nubo supports UNESCO	CLT	5
6	UNESCO History	UNESCO	3
7	DG message for Jazz Day 2013	UNESCO	3
8	Patrimônio	WHC	2
9	Video 27 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1
10	Video 12 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1

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

-Top 10 Videos

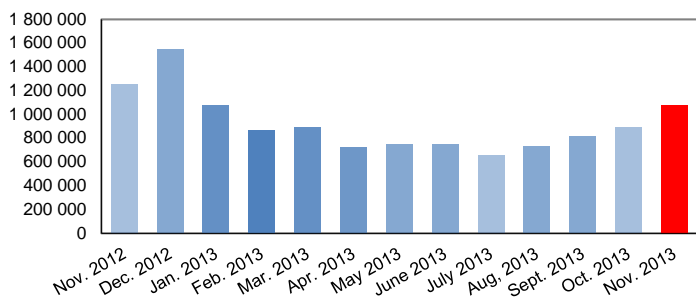
Video	Posted	Total Views
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	03/03/11	44 358
57 million out-of school children in the world	11/06/13	26 005
Intangible heritage traditional Chinese shadow play	11/12/11	19 072
International Year of Water Cooperation	12/02/13	18 499
History of UNESCO	19/07/13	17 470
Safeguarding community's living heritage	07/12/12	13 934
Intangible heritage Kunqu Opera-the Peony Pavilion by Jun Zhang	14/05/11	13 546
40 years of World Heritage Convention	22/06/12	11 178
UNESCO Hangzhou International Culture Congress	07/05/13	8 621
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	23/06/11	6 454

3.5. 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 2013	November 2013	Variation vs Y-1	Variation vs M-1
Downloads	511 370	82 977	-34.70%	+200.11%
Unique Visitors	1 274 789	204 975	-34.43%	+19.95%
Visits	9 233 207	1 079 320	-14.01%	+21.21%
Page views	221 777 231	24 574 488	-16.47%	+35.11%
Info pane with UNESCO logo & text	1 233 980	141 539	-37.51%	+79.82%
Open UNESCO page from Heritage	72 016	8 976	+4.87%	+68.85%
Distinct UNESCO WHC pages opened	353	330	-96.14%	+51.38%
Most viewed UNESCO page	Site of Palmyra	Site of Palmyra		

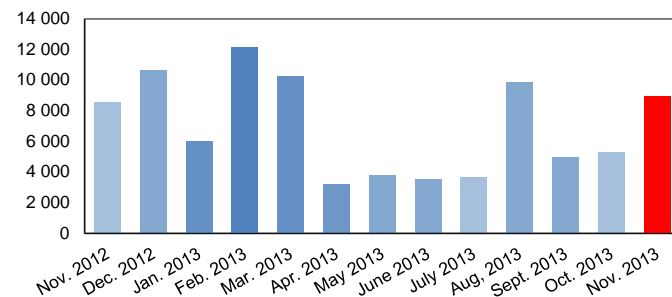
Fotopedia-Heritage "App" visits increased by 21% and show the best results of the year



Fotopedia/World Heritage iPhone/iPad "app" visits in November 2013 (last 12 months)

Source: Fotopedia

WHC pages opened from Fotopedia/World Heritage increased by 68% thanks to a new Apple featuring



CLT/WHC webpages opened from Fotopedia/World Heritage iPhone/iPad "app" in November 2013 (last 12 months)

Source: Fotopedia

4. UNESCO Photobank

The UNESCO online repository of photos offers over 25 000 photos for free download. Subject matter spans all areas of activity of the Organization, including events at Headquarters and in the different regions of the World. Separate photobanks in the sectors are not tracked but also get significant downloads.

4.1. Photos requested online:

Themes	Nb of photos	%
UNESCO	13	13%
Culture	4	21%
Education	2	11%
Natural Sciences	0	0%
Social and Human Sciences	0	0%
Communication and Information	0	0%
TOTAL	19	100%

Origin of request	Nb of requests	%
Media: Written and Audiovisual and Press	13	68%
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	6	32%
Education (Schools, Universities, teachers, researchers)	0	0%
Private sector	0	0%
Government	0	0%
Public sector (Museums, Bookshops)	0	0%
Others	0	0%
TOTAL	19	100%

Use of photos	Nb of photos	%
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	14	74%
Exhibitions	4	21%
Websites	1	5%
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	0	0%
Private use	0	0%
TOTAL	19	100%

4.2 Photo service

Number of photos

UNESCO photographers cover all events at Headquarters in which the Director-General participates, such as official visits and ceremonies organized at Headquarters (presentation of credentials, conferences, round tables, exhibition openings, etc.)

	November 2013	October 2013
Number of Events	203	35
Number of Photos	12 114	1 893

5. UNESCO Documents, Multimedia Archives 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.

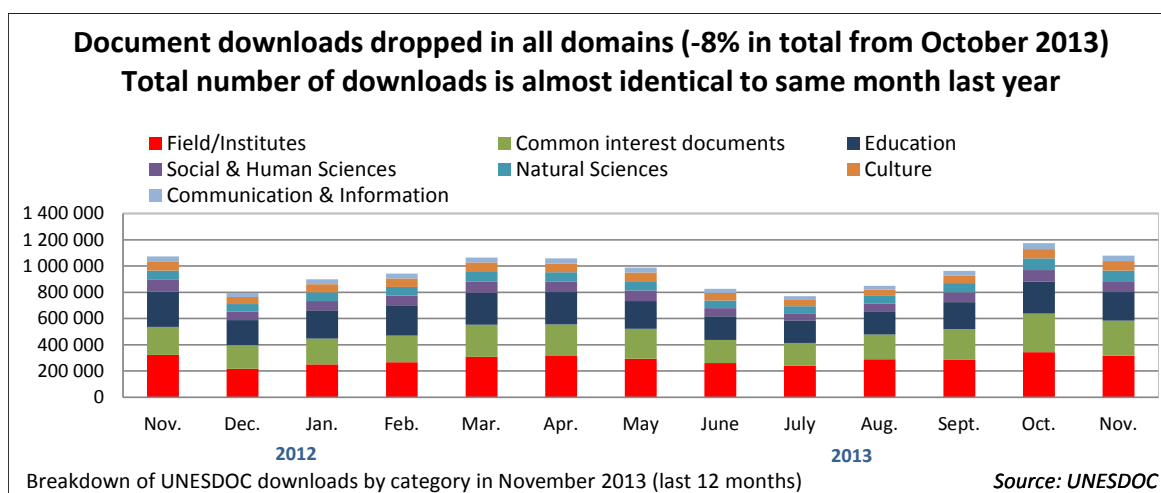
In November, there were 141 422 records available online in PDF format (**140 083** in October), including documents, publications, communication material and other working documents.

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 November	1079 170
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	9 766	216 444	-10.79%	22
Natural Sciences	9 761	81 326	-8.63%	8
Social and Human Sciences	5 734	83 626	-6.82%	14
Culture	3 561	71 661	-0.15%	20
Communication and Information	2 434	42 048	-4.83%	17
Field & Institutes	9 336	315 315	-8.15%	34
Common interest documents	NA	268 750	-8.41%	NA



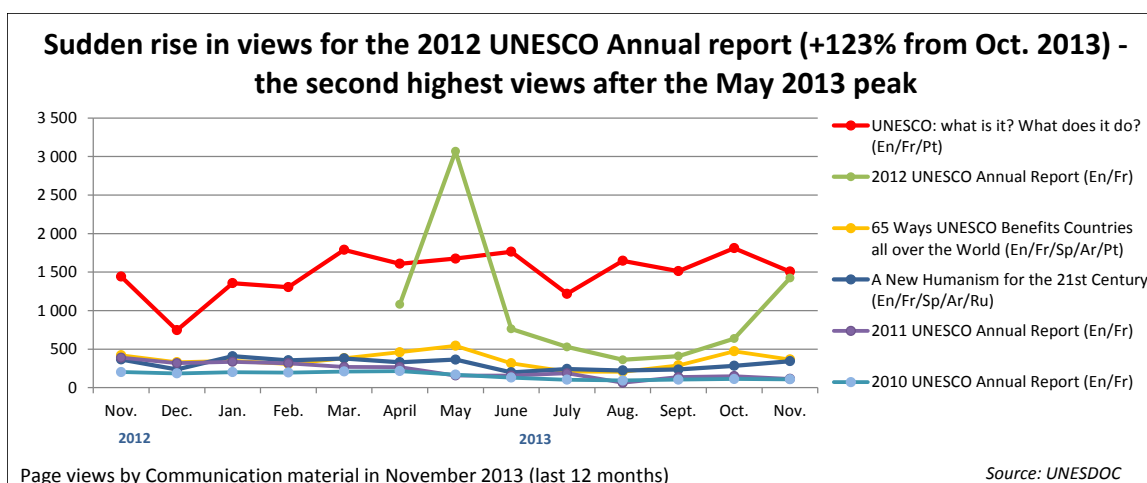
5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	126 439
2	France	63 782
3	Mexico	49 365
4	Brazil	45 257
5	United Kingdom of Great Britain and Northern Ireland	28 276
6	Spain	26 675
7	Netherlands	19 330
8	China	18 394
9	Colombia	17 212
10	Argentina	16 034

11	Canada	14 956
12	India	13 380
13	Peru	13 234
14	Venezuela (Bolivarian Republic of)	12 814
15	Germany	10 816

5.1.3 Printable Communication materials

Title	Total downloads in November							Total
	EN	FR	SP	RU	AR	ZH	POR	
UNESCO: what is it? What does it do?	1 016	340					151	1 507
2012 UNESCO Annual Report	1 298	124						1 422
65 Ways UNESCO Benefits Countries all over the World	175	41	76		1		72	365
A New Humanism for the 21st Century	121	97	89	51	7			365
2011 UNESCO Annual Report	84	30						114
2010 UNESCO Annual Report	93	15						108
TOTAL	2 787	647	165	51	8	-	223	3 881

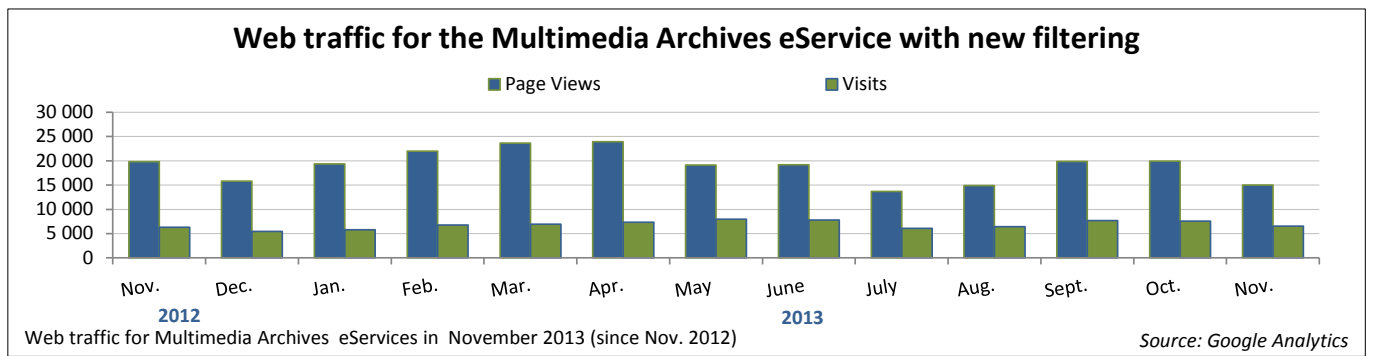


5.2. Multimedia Archives – www.unesco.org/archives/multimedia

The UNESCO Multimedia Archives make available to the public audio-visual material, such as documentaries, fiction, interviews, speeches and promotional material created by the Organization or related to its history and programme activities.

5.2.1 Statistics of consultation*

	Month	Page views	Variation vs M-1	Visits	Variation vs M-1
2013	January	19 344	+22.47%	5 813	+6.86%
	February	22 017	+13.82%	6 752	+16.15%
	March	23 668	+7.50%	6 973	+3.27%
	April	23 933	+1.12%	7 344	+5.32%
	May	19 149	-19.99%	7 988	+8.77%
	June	19 163	+0.07%	7 831	-1.97%
	July	13 720	-28.40%	6 100	-22.10%
	August	14 873	+8.40%	6 414	+5.15%
	September	19 882	+33.68%	7 716	+20.30%
	October	19 930	+0.24%	7 588	-1.66%
	November	15 010	-24.69%	6 527	-13.98%



*Starting from October 2013 the tracking code and the related filtering for the Multimedia Archives reporting has been harmonized to be in line with in-house instructions, and to measure accurately only the effective traffic of the Multimedia Archives eService website. To be consistent and measure more precisely the evolution of the site, the above 2013 figures have been revised using the same filter.

5.2.2 Top 10 in November**

	Title	Views
1	Sutatenza, Un mensaje de Paz	1 105
2	Aqissons pour la Paix - Laetitia Sagno, France	158
3	Education for all: six goals for 2015	153
4	Cultura Afro-brasileira: um novo sopro à história da África	121
5	Festac 77 - Lagos Festival	85
6	Creation of UNESCO	76
7	Economic, Social and Cultural Barriers Affecting People with Disabilities	68
8	A World for Inclusion	67
9	Enkipaata, Eunoto and Olngesherr: three male rites of passage of the Maasai community	67
10	Angkor Wat. Vishnu's heavenly palace	63

** iTunesU not included

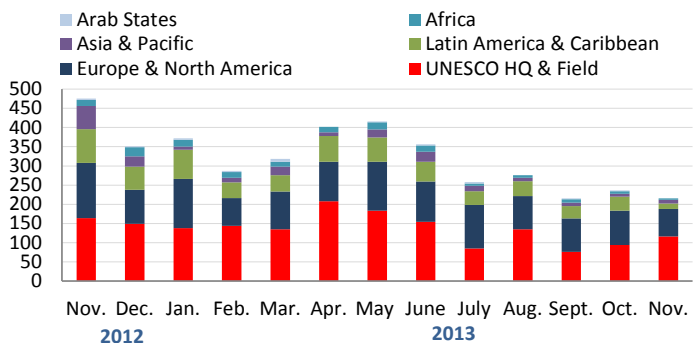
5.3. UNESCO Library - <http://www.unesco.org/library>

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).

5.3.1 Questions received by: library@unesco.org

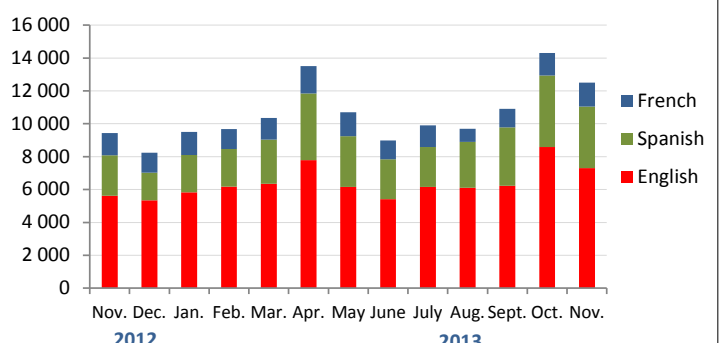
Number of questions received dropped by 54% from Nov. 2012; 53% emanated from UNESCO colleagues



Breakdown of 215 questions received by region and UNESCO HQ & Field in November 2013 (last 12 months)

5.3.2 Web page views:

Total library web page views are the third highest in 2013 - A 32% increase from November 2012



Breakdown of 12 513 Library web page views by language in November 2013 (last 12 months)

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

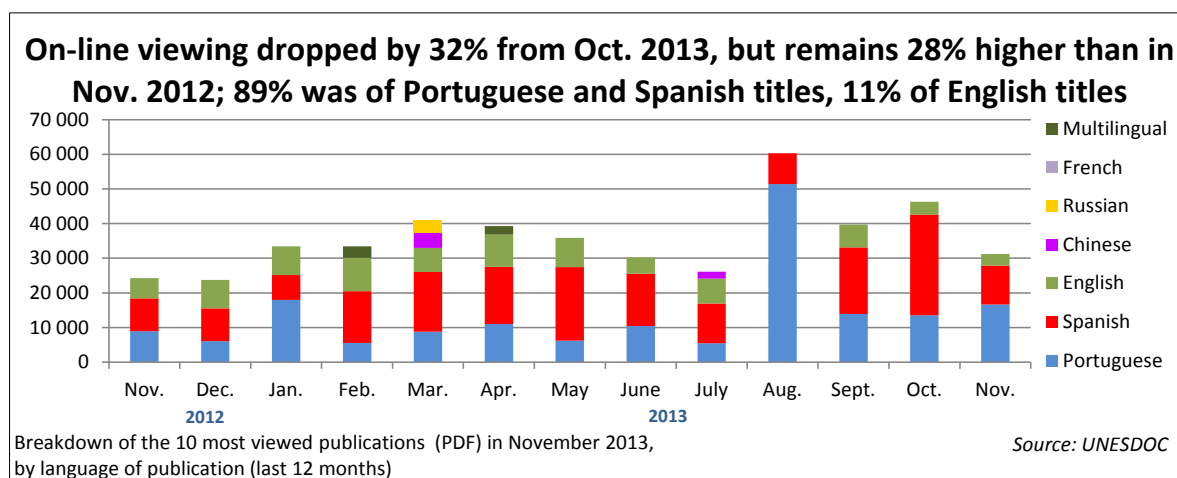
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical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

Online viewing of UNESCO top ten publications in November has dropped substantially by 32% but still remains higher than the same month in 2012. The only English title that has retained its place in the top 10 views over the last few months is the *World Water Development Report 4*. Complete figures for UNESCO Publications on Google Books are not available for this month and will be published hopefully in December's Monthly Report. Education titles dominated bookshop sales but for on-line sales one particular title on Climate Change (SC) come out largely ahead of all the other titles.

6.1. Top 10 most consulted PDFs (UNESDOC)

	Title	Sector	Language	Views	Published
1	Juventudes e sexualidade	ED	Portuguese	4 043	Brasilia, UNESCO Brasilia, 2004
2	Políticas sociais para o desenvolvimento: superar a pobreza e promover a inclusão; Simpósio Internacional sobre Desenvolvimento Social	SHS	Portuguese	3 440	Brasilia, UNESCO Brasilia/MDS, 2010
3	História geral da Africa, I: metodologia e pré-história da Africa (General history of Africa, I: Methodology and African prehistory)	CLT	Portuguese	3 419	Brazil, 2010
4	United Nations world water development report 4: managing water under uncertainty and risk	SC	English	3 334	Paris, 2012
5	Manual de gestión para directores de instituciones educativas	ED	Spanish	2 929	Lima, UNESCO Office Lima, 2011
6	A Criança descobrindo, interpretando e agindo sobre o mundo	ED	Portuguese	2 915	Brasilia, UNESCO /World Bank, 2005
7	Convivencia democrática, inclusión y cultura de paz: lecciones desde la práctica educativa innovadora en América Latina	ED	Spanish	2 897	Santiago, 2008
8	Mantenimiento de instalaciones eléctricas del establecimiento educacional	ED	Spanish	2 798	Santiago, 1998
9	Mais educação, menos violência: caminhos inovadores do programa de abertura das escolas públicas nos fins de semana	ED	Portuguese	2 795	Brasilia, UNESCO Brasilia, 2008
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)	all	Spanish	2 680	UNICEF, 1986

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



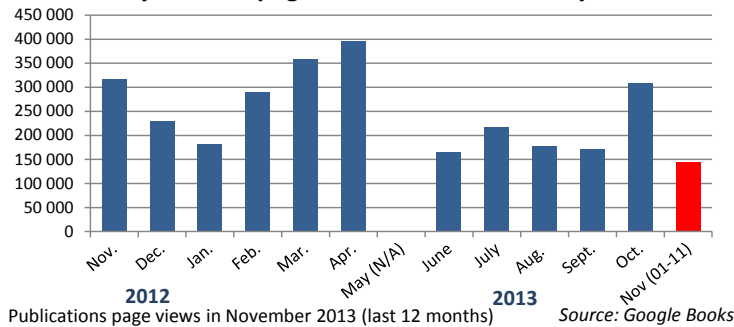
6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **370** 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
November 2013*	370	18 848*	145 704*	75*
November 2012	252	16 672	317 741	160

* Only partial results (01-11/11) were made available by Google Books for November 2013.

Available November statistics cover 11 days with nearly 150,000 page views , i.e. 13,245 daily views



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.

6.3. UNESCO Bookshop bestsellers*

Bookshop sales of UNESCO publications in November, top 5 (clickable covers)

Publication					
Copies sold	293	30	30	30	19
Sector	CLT	ED	ED	IIEP	CLT/WHC

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

Publication					
Copies sold	10	7	6	3	2
Publisher	Fondation Joseph Ki-Zerbo	Fondation Joseph Ki-Zerbo	Editions Gelbart	Odile Puren Adda-Branco	United Nations University Press

6.4. Online and international sales

Online and international sales of UNESCO Publications in November, top 5 (clickable covers)

Publication					
Copies sold	110	19	14	11	9
Sector	SC	CLT/WHC	CLT/WHC	ED	CLT/WHC

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

Bookshop sales of UNESCO publications, lowest sellers in November

Title	Copies sold	Sector
Revista Patrimonio Mundial N° 67 Patrimonio Mundial y buenas prácticas -	0	CLT/WHC
World Heritage Review N° 68 - World Heritage in Cambodia	0	CLT/WHC
IIEP n°97 – The Bologna Process : Its Impact in Europe and Beyond	0	IIEP
Museum International N° 251/252 Arts of the Arabian Peninsula - The United Arab Emirates' example -	0	CLT
Étude mondiale sur le respect de la vie privée sur l'Internet et la liberté d'expression	0	CI

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

Title	Copies sold	Sector
UNESCO Gran Atlas del Patrimonio Mundial	0	CLT
Global Education Digest 2012	0	UIS
Liberté de connexion - Liberté d'expression	0	CI
Pressing for freedom - 20 Years of World Press Freedom Day	0	CI
Rapport mondial de suivi sur l'EPT 2012 - Jeunes et compétences : L'éducation au travail	0	ED

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

6.6. Licensing and co-publishing agreements and amendments, November 2013

Contract No.	Title	Publisher	Language	Date signed
C.2013-020	Raconte-moi... L'artisanat	ICHCAP	Korean	14/11/2013
C.2013-021	Raconte-moi Le Patrimoine Vivant	ICHCAP	Korean	14/11/2013
C.2013-022	International Technical Guidance on Sexuality Education, Volume 1: The Rationale for Sexuality Education and Volume 2: Topics and Learning Objectives	AKASHI SHOTEN CO., LTD.	Japanese	20/11/2013

6.7. Permissions granted to use or translate UNESCO content, November 2013

No permissions were granted in November.

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
CLT	29	16	13	
ED	25	15	6	4
SC	25	16	9	
SHS	20	15	5	
CI	16	7	9	
ERI	8	8	-	
AFR	5	5		
GBS	3	3		
BSP	2	2		
ODG	1	1		
BFC	1	1		
UIS	1			1
Total	136	89	42	5

7.2 Events organized by Field Offices/ Institutes

Apia	2
Kathmandu	2
Nairobi	1
Venice	10
Beijing	1
Almaty	1
Amman	1
Bamako	1
Bangkok	2
Hanoi	1
Montevideo	4
Beirut	2
Brasilia	1
Havana	1
Jakarta	1
Kingston	1
Libreville	1
Moscow	3
Santiago de Chile	4
Rabat	1
IBE	1
IIEP	1
UIS	1
UIL	1
UNEVOC	1
Total	47

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	3	-
Category 3- Non-governmental conference	-	-
Category 4- International Congress	-	1
Category 5-Advisory Committee	-	-
Category 6-Expert Committee	-	2
Category 7-Seminars and Workshops	5	24
Category 8-Symposium	3	6
Event under patronage	-	2
Exhibition	4	6
Internal meeting	-	-
Headquarters Committee	1	-
Concert	1	-
Interagency Meeting	1	-
Consultative Meeting	1	4
Meeting by Member States or Institutions	-	3
General Conference	6	-
Film Projection	1	-
Special Event	46	9
Working group/Expert Meeting	-	5
Information meeting for Permanent Delegations	-	-
Executive Board	1	-
Prize Giving ceremony	-	1
Total	73	63

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
04/11	Réunion interrégionale des commissions nationales pour l'UNESCO à l'occasion de la 37 ^e session de la Conférence générale	ERI/NCS/NAC	Salle XI	200
04/11	Réunion générale avec les Directeurs des Bureaux hors-Siège de l'UNESCO	BFC	Salle IX	80
05/11	Les enjeux de l'éducation en Amérique latine à l'horizon 2015 et après 2015	UNESCO Santiago	Salle IX	60
05-20/11	37 ^e session de la Conférence générale de l'UNESCO	GBS	Toutes les salles	4 000
06/11	Consultation ministérielle UNESCO-BRICS sur l'éducation	ED	Salle XIII	35
06/11	Forum des Dirigeants	BSP	Salle I	800
07/11	Prévenir et combattre le harcèlement homophobe et transphobe : signature d'un accord avec les Pays-Bas	ED	Salle VII	30
07/11	Réunion avec les Chefs des délégations africaines sur la Priorité globale Afrique	AFR	Salle XI	200
08/11	Promouvoir l'éducation des filles et des femmes pour l'égalité des genres	ODG/GE, ED	Salle XI	200
08/11	Réunion d'information autour du projet de l'Histoire générale de l'Afrique	CLT	Salle XI	200
09/11	The CapEFA programme in the Arab States	ED	Salle VII	40
12/11	L'éducation et le renforcement des capacités dans le domaine de l'eau	SC (IHP)	Salle IX	75
12/11	Education Leadership Team Meeting	ED	Salle XIII	60
12/11 & 15/11	Rencontre des Chefs des Bureaux hors-Siège avec M. Ikounga, Commissaire des ressources humaines, science et technologie auprès de l'Union africaine	AFR	Salle IX	25
13/11	Panel de haut niveau : Impact du changement climatique sur les ressources en eau et les politiques d'adaptation dans les régions montagneuses	SC (IHP)	Salle IX	80
13/11	Lancement du projet « Les femmes dans l'histoire de l'Afrique : un outil d'e-formation »	CI	Salle XI	250
13/11	La COI de l'UNESCO : catalyseur de partenariats pour une société bleue et une meilleure connaissance de l'océan	COI	Salle II	400
14/11	Programme spécial portant sur l'Année internationale de la coopération dans le domaine de l'eau 2013 dans le cadre de la 37 ^e session de la Conférence générale	IHP	Salle II	200
14/11	Lancement du Rapport 2013 des Nations Unies sur l'économie créative, édition spéciale	CLT	Salle XII	200
14/11	Lancement des profils-pays en science, ingénierie, technologie et innovation (GO-SPIN)	SC/PCB/SPR	Salle IX	75
15/11	Lancement du « Rapport mondial sur les sciences sociales 2013 – Changements environnementaux globaux »	SHS	Salle XI	250
18/11	Les approches intégrées des sciences et de l'ingénierie pour le développement durable	SC	Salle IX	80
19/11	Élection du Bureau du Comité intergouvernemental de bioéthique (CIGB)	SHS	Salle IV	50
19/11	Election du Bureau du Conseil intergouvernemental du Programme pour la Gestion des transformations sociales (CIG MOST)	SHS (MOST)	Salle IV	150

19-21/11	19 ^e session de l'Assemblée générale des États parties à la Convention du patrimoine mondial	CLT/WHC	Salle XII	400
20-22/11	Sport, its Universal Values and anti-doping Curriculum Development	SHS	Salle XIII	50
22/11	193e Session du Conseil exécutif	GBS	Salle X	100
26/11	Comité du Siège	MSS	Salle XIII	80
Total participation				8 370

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

8.1.2 External rentals

Date	Title	Organizer	Place	Public
06/11	Programme de Renforcement des Capacités en Afrique de l'Est – un modèle de coopération régionale entre Com. Nat.	German and Uganda National Commission	Salle IX	96
06/11	Table ronde : L'éducation : un pont stratégique entre le Brésil et l'Afrique	Déleg. perm. d'Angola, du Brésil, du Cap Vert	Salle IV	300
08/11	Dixième réunion de coordination des Etats membres de l'ISESCO	ISESCO	Salle X	200
25-26/11	Symposium on Sustainable Buildings	UNEP	Salle XI	200
28-30/11	PAMUN	American School of Paris	Div. salles	1 000
Total participation				1 796

8.1.3 Electoral Groups Meetings

Date	Title	Organizer	Place	Public
04/11	Réunion du Groupe Commonwealth	Déleg. perm. du Royaume-Uni	Salle XIII	50
04/11	Réunion du Groupe de culture du GRULAC	Déleg. perm. de l'Argentine	Salle XVI	40
04/11	Réunion du Groupe Electoral I	Déleg. perm. du Canada	Salle VII	20
04/11	Réunion plénière du groupe ASPAC	Déleg. perm. de la Rép. pop. de Chine	Salle XIV	40
04-23/11	Réunions PICs	Déleg. perm. de l'Australie	Salle XVI	40
05-07/11	Réunions de la Déleg. perm. du Mexique	Déleg. perm. du Mexique	Salle VII	20
05/11	Groupe nordique	Déleg. perm. du Royaume de Suède	Salle XVI	40
05-15/11	Réunions du CARICOM	Déleg. perm. de Sainte Lucie	Salle VII	40
05-20/11	Réunions de coordination de l'Union Européenne	Déleg. perm. de la Lituanie	Salle IX	70
05-20/11	Réunions de la Dél. perm. de Tanzanie	Déleg. perm. de la République-Unie Tanzanie	Salle XIII	25
05-20/11	Réunions de la Dél. perm. de France	Déleg. perm. de la France	Salle VII	40
06/11	Réunion bilatérale	Déleg. perm. de la Rép. pop. de Chine	Salle VII	20
06/11	SIDS Committee	Déleg. perm. de Saint-Kitts-et-Nevis	Salle XVI	30
06/11	Meeting of the G77 & NAM	Groupe 77	Salle IV	120
06/11	Réunion du Groupe africain	Déleg. perm. de Zambie	Salle XI	200
07/11	Groupe nordique	Déleg. perm. du Royaume de Suède	Salle XVI	40
07/11	Réunion de la Déleg. perm. des Pays-Bas	Déleg. perm. des Pays-Bas	Salle VII	40
07/11	Coopération, éducation, science et culture, dans la mise en place des activités au sein de l'UNESCO	Déleg. perm. de la Rép. Arabe Syrienne	Salle XVI	10
07/11	Réunion ministérielle de l'ALBA	Déleg. perm. du Venezuela	Salle XVI	20
07/11	Réunion avec le Président du Groupe africain	Déleg. perm. de Vanuatu	Salle IX	5
07/11	Réunion bilatérale	Ambassade d'Andorre	Salle IX	40
08/11	Réunion bilatérale	Déleg. perm. de l'Allemagne	Salle VII	10
08/11	Réunion bilatérale	Déleg. perm. du Portugal	Salles IX, XIV	30
08/11	Réunion bilatérale	Déleg. perm. de l'Italie	Salle XIV	10
08/11	Réunion bilatérale	Déleg. perm. du Canada	Salle VII	6
11/11	Réunion du GRULAC	GRULAC	Salle IX	50
11/11	Réunion bilatérale	Déleg. perm. de la Rép. de Corée	Salle VII	20

11/11	Réunion bilatérale	Déleg. perm. de la Rép. de Zambie	Salle VII	20
12/11	Groupe nordique	Déleg. perm. du Royaume de Suède	Salle XVI	40
12/11	Réunion du Groupe arabe	Déleg. perm. des Emirats arabes unis	Salle VII	20
13/11	Réunion du GRULAC	Déleg. perm. de la Rép. Orientale de l'Uruguay	Salle VII	30
14/11	Groupe nordique	Déleg. perm. du Royaume de Suède	Salle XVI	40
15/11	Réunion du Groupe arabe	Déleg. perm. des Emirats arabes unis	Salle VII	6
15/11	Réunion bilatérale	Déleg. perm. de la Rép. de Zambie	Salle VII	20
18/11	Groupe électoral I	Déleg. perm. du Canada	Salle XVI	40
18/11	Réunion du GRULAC	Déleg. perm. de l'Argentine	Salle VII	20
18/11	Réunion du groupe ASPAC	Déleg. perm. de la Rép. pop. de Chine	Salle VII	20
19/11	Groupe nordique	Déleg. perm. du Royaume de Suède	Salle XVI	40
20/11	Réunion bilatérale	Ambassade d'Andorre	Salle XIV	8
20/11	Réunion du GRULAC	GRULAC	Salle IX	10
20/11	Réunion du Groupe africain	Déleg. perm. de la Rép. de Zambie	Salle VII	30
21/11	Groupe nordique	Déleg. perm. du Royaume de Suède	Salle XVI	40
27/11	Groupe de travail informel de la Convention de 1970	DP Mexique	Salle XVI	40
27/11	Plénière du Groupe africain	Déleg. perm. de la Rép. de Zambie	Salle XIII	60
27/11	Réunions du Groupe II	Déleg. perm. de l'Ukraine	Salle XIV	50
28/11	Groupe de travail informel de la Convention de 1970	Déleg. perm. du Mexique	Salle VII	40
28/11	Réunion du Groupe UE	Déleg. perm. de la Lituanie	Salle XIV	40
29/11	Réunion du Groupe Electoral I	Déleg. perm. du Canada	Salle XIV	50
29/11	Réunion plénière du groupe ASPAC	Déleg. perm. de la Rép. pop. de Chine	Salle XIII	40
Total participation				1 780

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

8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
04/11-20/12	Impacts du changement climatique sur les régions montagneuses à travers le monde	SC	Grilles autour du Siège	N/A
11/11	Cérémonie de donation du moulage du crâne de Toumaï à l'UNESCO par le Président de la République du Tchad	AFR	Hall Ségur	50**
Total participation				50

8.2.2 Shows, Screenings and Award ceremonies

Date	Title	Organizer	Place	Public*
22/11	Concert de Charbel Rouhana, dans le cadre de la Fête nationale du Liban	Déleg. perm. du Liban	Salle I	950
28/11	Avant-première du film "It happened to me" à l'occasion de la Journée mondiale de lutte contre le SIDA (01/12)	CLT	Salle IX	80
28/11	Projection du film « Enfance clandestine » (Infancia clandestina) de Benjamín Ávila	Déleg. perm. de l'Argentine	Salle IV	200

28/11	Journée internationale de solidarité avec le peuple palestinien : "hommage aux cinéastes palestiniennes"	ERI, Délég. perm. de la Palestine	Salle I	1 000
Total participation				2 230

8.2.3 Special Events

Date	Title	Organizer	Place	Public*
07/11	Lancement des nouveaux timbres UNESCO, en partenariat avec la Poste	ERI/DPI	Librairie-boutique	120
À partir du 14/11	Vente spéciale d'accessoires de mode et d'objets décoratifs créés par Bibi Russell. Présence de l'Artiste de l'UNESCO pour la paix le 14/11 de 12h à 13h30.	ERI/DPI	Librairie-boutique	100
21/11 et 26-29/11	Journée mondiale de la philosophie	SHS / Association Philolab / COAL (entres autres)	Salles II, VI, VII, VIII, IX	600
21/11	Cérémonie et table ronde « Des sociétés inclusives, une planète durable » thème de l'édition 2013	SHS/Association Philolab		
26-27/11	Plusieurs tables rondes dont : « Penser l'Anthropocène » « Paul Ricœur : Ethique des connaissances » 13es rencontres sur les nouvelles pratiques philosophiques (NPP) Cours de démonstrations de l'enseignement de la philosophie aux enfants	SHS/Association Philolab		
25-29/11	Exposition « S'adapter à l'anthropocène »	UNESCO COAL	Pas perdus et salles Miró	200**
22/11	Lancement du <i>Dictionnaire universel des créatrices</i> , édition des femmes Antoinette Fouque, à l'occasion de la Journée internationale pour l'élimination de la violence à l'égard des femmes (25/11)	Division pour l'égalité des genres	Salle IV	450
Total participation				1 470

* 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

** Estimated number of participants at the inauguration of the exhibition.

- o **7 events** were promoted in the November monthly calendar of cultural events printed out in 2 500 copies (in French), and its electronic version sent out to **25 168 subscribers (2 766 new subscribers)**.
- o **7 events** were organized, co-organized and/or promoted in November by DPI/PRP (Public Relations and Partnerships Section).

8.3. UNESCO Visits

The Visitors' Service organized a total of **14 visits** for **415 visitors in November 2013**. Most visitors came within the framework of group visit. The major part of the organized visits was conducted in French for a European and North American public.

1. Requests

Number of emails received	n/a
Number of requests received	n/a
Accepted requests	14
Declined requests	n/a

2. Languages

Visits in French	12	86%
Visits in English	2	14%
Other	0	0%

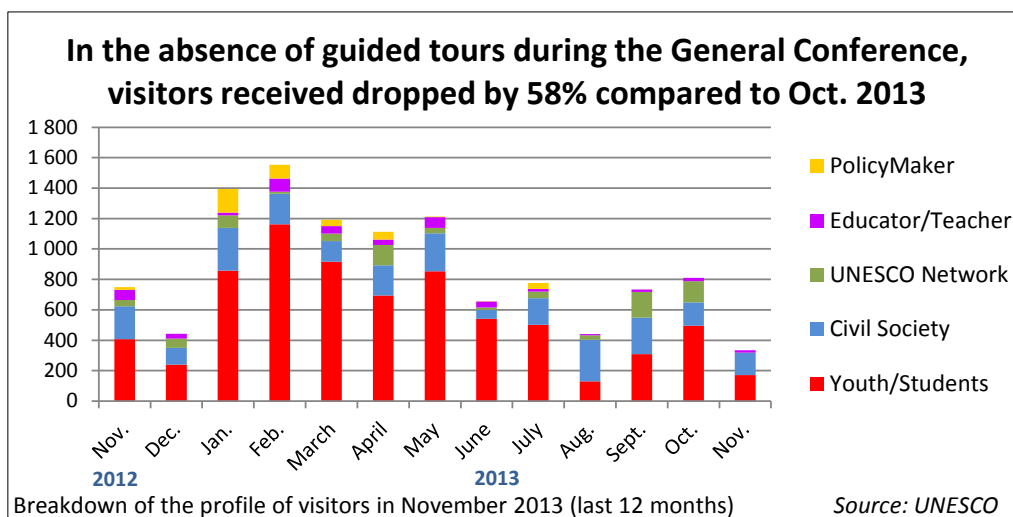
3. Type of visits

Group Visits	8	80%
Spontaneous Visits	0	0%
Individual Visits	1	10%
Incl. Thematic Conferences	1	10%

4. Origin

Europe and North America	353	85%
Asia and Pacific	30	7%
Latin America and the Caribbean	30	7%
Arab States	2	0%
Africa	0	0%

5. Profile of visitors



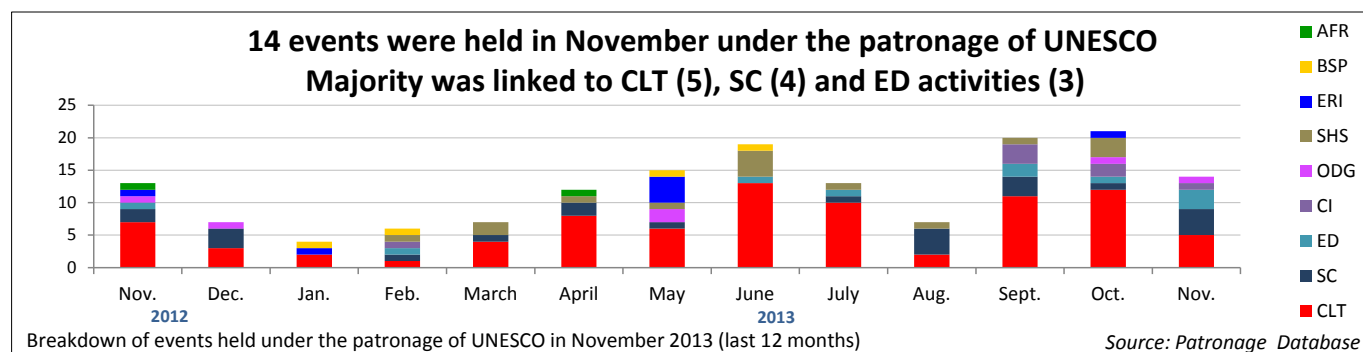
9. UNESCO logo exposure

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 14 events which have been granted UNESCO's patronage took place in November 2013:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/11	France	Publication : "Dictionnaire Universel des Créatrices"	The general public	ODG
04/11	Slovakia	International conference on Internet and Education	Educators & researchers	ED
05/11	Belgium	International Conference "Rethinking Education on Arts and Cultural Management"	Educators & researchers, & specialists	ED
05/11	France	"Les Olympiades d'Etude Solidaire" qui permettent aux jeunes de s'engager dans une action de solidarité, organisé par la Fondation d'Auteuil	Youth & students	ED
07/11	Germany	International Symposium on the role of symphony orchestra in contemporary music to be held in Freiburg	Musicians, specialists & educators	CLT
07/11	Japan	34th World Health Forum 2013 "Promotion of Self Health Creation in the World - Self Check for Best Life" in Nishinomiya	Health workers & civil society	SC
12/11	Spain	2e congrès international du Flamenco à Cordoba	Flamenco dancers and the public	CLT
14/11	Italy	16e édition de la "Borsa Mediterranea del Turismo Archeologico" - une rencontre qui regroupe visiteurs professionnels, scientifiques et média autour de la protection et du développement du patrimoine archéologique	Specialists	CLT
19/11	France	Colloque intitulé "L'Acheuléen en Europe - Nord/Sud Hominidés, comportements techniques, chronologie et contacts environnementaux" organisé par le Muséum d'histoire naturelle à Paris	Specialists & researchers	SC
19/11	Russian Federation	7th All-Russia Hydrological Congress in St. Petersburg organised by the Federal Service on Hydrometeorology and Environmental Monitoring	Scientists & specialists	SC
19/11	Mexico	The Human Variome Project Country Node Development Workshop in Mexico	Specialists	SC
20/11	France	« Ici et là-bas » - 6e manifestation artistique internationale à Biarritz	Young artists	CLT
27/11	Cameroun	Colloque international "La place de Njoya dans l'historiographie africaine et l'impact de sa contribution dans l'évolution de la civilisation africaine"	Academics & researchers	CLT
28/11	Austria	European Youth Award Festival to promote ICTs among young people	Youth & students	CI



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). 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, and November 2012

Duration: until December 2014

Explanation of partnership: http://www.nhk.or.jp/sekaiisan/info_unesco.html

Products: **1 series of TV programmes (5 minutes) + several special programs**

Logo use: **For every broadcast/rebroadcast (except for special programs). Exposure is 6 seconds (Series World Heritage 100 only)**

Reaction from audience: **10-20 calls per week, requesting rebroadcast, asking more info on the content etc.**

Regular programs in November (NHK General)

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): **889,550 households in main Kanto region.** Total number of viewers nationwide has not been surveyed.

<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

Special programs (Satellite channel): none in November.

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 Sunday; 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>
03/11	Redwood National and State Parks(America)	30 min	5.5%
10/11	Rio Abiseo National Park(Peru)	30 min	5.2%
17/11	Mount Etna(Italy)	30 min	6.8%
24/11	Brazilian Atlantic Islands(Brazil)	30 min	6.6%

Average audience share in November: **6.0 percent** (for the first broadcast)

Estimate number of viewers in Japan: **5,398,000** (for the first broadcast)

The total number of audience accessed to the program in November was estimated at **21,592,000.**

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

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

Partnership began: October 2010

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 media

Links to titles by language (other than Chinese)	Nb of reports
English	73
Spanish	32
French	23
Arabic	09
Russian	17
In November, a total of 154 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	Titles of Reports on UNESCO in Russian	Page views
01/11	Landfill eliminated near Lake Teletskoye in the Republic of Altai	283
01/11	Round table discussion on Christianity's place in the world	43
02/11	Komi Republic hosts a leg of the 2014 Sochi Olympic Torch Relay	393
05/11	Session of the UNESCO General Conference opens in Paris	140
07/11	Biography of Emomali Rakhmon	1 372
07/11	Russia may regain its status as a leading science power in the world – Livanov	2 004
07/11	From the mausoleum to a safari park: Property of Socialist-era leaders	804
08/11	Seven days in Havana: A week in Cuba	2 983
08/11	The United States loses UNESCO voting rights	4 699
08/11	The United States will not abandon cooperation with UNESCO despite its loss of voting rights	488
08/11	US Administration urges Congress to resume funding of UNESCO	573
09/11	The United States concerned over losing its influence in UNESCO	1 842
10/11	Science in Novosibirsk: Developments that can change the world	1 931
10/11	Russian science: Money and articles	966
10/11	Tokyo may ease visa requirements for those training in Japanese cuisine	511
10/11	A massive typhoon has not harmed Russian tourists in Vietnam	5 066
12/11	UNESCO to award fellowships to women in science at a ceremony in Moscow	155
12/11	Biography of Irina Bokova	85
12/11	Christian artifacts stolen from the Trinity Lavra of St. Sergius	4 095
12/11	Irina Bokova appointed to a second term as UNESCO General Director	120
12/11	Results of reforms at the Russian Academy of Sciences will be seen in six months – Fortov	2 701
12/11	Lavrov congratulates the UNESCO general director on a second term	372
13/11	Meeting of the Research Council under the UN Secretary General may take place in Russia in 2015	63
13/11	Mexico's military museums to open for tourists - Miguel Torruco Marqués	177
13/11	New composition of the UNESCO Executive Board elected in Paris	175
14/11	Samara Cultural Guide: Where to go on November 14-20	132
15/11	Stonehenge offers virtual tours	114
16/11	International Day for Tolerance	752
16/11	Education without borders, or the life of a "glass" child	1 916
16/11	Six people killed by a flood in Vietnam	381
16/11	Vietnam flood toll rises to 20 victims	487
17/11	Vietnam flood toll rises to 30 victims	2 149
18/11	Sechenov Moscow State Medical University	212
20/11	Researches track 2,000-km deer migration by satellite	100
20/11	Upbringing and education of young children will be discussed in Moscow	32
20/11	Yaroslavl architects appeal to UNESCO about construction near a church	37
21/11	Literature Council members discuss the establishment of an Integrated Literature Union	497
22/11	Ratings of Russian kindergartens to be discussed at an international conference	21
22/11	Tacos: Tears and sweat	5 510
23/11	Lake Baikal receives the 2014 Sochi Olympic Torch	478
25/11	We want to show a new Italy to Russian tourists - Emma Bonino	412
25/11	Primorye environmentalists to address UNESCO about the burial of nuclear materials	393

25/11	Rome is going to show Russian tourists a new Italy	1 097
25/11	International Day for the Elimination of Violence against Women	816
25/11	CIS Intergovernmental Foundation for Cultural Cooperation	116
25/11	International Ranking Expert Group IREG	77
26/11	Federal Anti-Monopoly Service asked to verify the legitimacy of installing a pavilion in Red Square	37 022
26/11	Civic Chamber wants to know who ordered the instillation of a huge suitcase near the Kremlin walls	8 318
26/11	Belgians want French fries to become their cultural heritage	98
26/11	State Duma deputy asks the Federal Anti-Monopoly Service to investigate the appearance of a huge suitcase near the Kremlin	2 842
26/11	The Kremlin exhibition is non-commercial – Louis Vuitton	53 940
27/11	Main Department Store officials ask for the suitcase pavilion to be removed from Red Square	73 332
27/11	Coriolis effect creates mesmerizing patterns on Turkish dervishes' skirts	420
27/11	Officials may dismantle the suitcase pavilion in Red Square	7 543
27/11	The Kremlin demands the Louis Vuitton pavilion in Red Square be dismantled	19 433
27/11	All-Russian Exhibition Center and Gorky Park ready to accommodate the Louis Vuitton suitcase pavilion	2 998
27/11	Gorky Park considers accommodating the suitcase pavilion	6 912
27/11	Primorye Environmental Council approves project for storing nuclear waste	1 437
27/11	My client is accredited as an Angolan diplomat – Gaidamak's lawyer	198
28/11	Krasnoyarsk Cultural Guide: Where to go on November 28-December 4	143
28/11	Tomsk Cultural Guide: Where to go on November 28-December 4	535
28/11	Region's largest shopping mall opens in the historical section of Yaroslavl	6 195
28/11	Gaidamak is not accredited in Russia as an Angolan diplomat – Russian Foreign Ministry	111
28/11	Federal Anti-Monopoly Service to verify the legitimacy of installing a pavilion in Red Square	105
29/11	Altai trans-border nature reserve may become a biosphere reserve	80
29/11	First international UNESCO site will appear in Altai - expert	117
28/11	UNESCO inspector mugged in Chile	29
Total reports in Russian: 67		Total page views: 269 578

Date	Titles of Reports on UNESCO in Spanish	Page views
08/11	EEUU pierde el derecho a voto en la UNESCO por deuda de financiación	8
22/11	Crece en Japón una isla nacida tras erupción de volcán submarino	22
27/11	El Kremlin exige retirar el cofre de Louis Vuitton de la Plaza Roja	13
Total reports in Spanish: 3		Total page views: 43

Date	Titles of Reports on UNESCO in English	Page views
26/11	Gargantuan Designer Suitcase on Red Square Riles Russians	16
27/11	Case Closed: Kremlin Sends Louis Vuitton Packing From Red Square	92
29/11	Louis Vuitton Faces Sanctions Over Giant Trunk on Red Square	10
Total reports in English: 3		Total page views: 118

Date	Titles of Reports on UNESCO in French	Page views
08/11	UNESCO: les Etats-Unis privés de droit de vote	9
09/11	UNESCO: les USA préoccupés par la chute de leur influence	14
27/11	Le Kremlin ordonne de démonter la "malle géante" de la Place Rouge	76
29/11	Place Rouge: Vuitton démonte sa malle de peur de froisser les sentiments des Russes	6
Total reports in French: 4		Total page views: 105

Date	Titles of Reports on UNESCO in German	Page views
08/11	UNESCO entzieht USA das Stimmrecht	16
08/11	USA werden trotz Verlusts des Stimmrechts bei UNESCO weiter mitwirken	22
Total reports in German: 2		Total page views: 38
TOTAL REPORTS: 79		TOTAL page views in November: 269 882