



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2014/PIPMR/47

Monthly Visibility Report

December 2014

Table of Contents

Executive Summary	2
Major events.....	4
Focus on UNESCO Office in Lima.....	6
1. UNESCO Website	7
2. UNESCO Media Services.....	10
3. UNESCO Social Media Channels	13
4. UNESCO Photobank	18
5. UNESCO Documents and Library.....	19
6. Publications.....	21
7. UNESCO Calendar of events.....	24
8. UNESCO Headquarters.....	25
9. UNESCO logo exposure	28
10. Media Partnerships	29

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

Culture and the protection of cultural heritage sites dominated media coverage concerning UNESCO during the month of December. The 28 new additions to UNESCO's creative cities network, announced on 1 December received exhaustive coverage, in all of the countries concerned, making it the top UNESCO news subject for the month in terms of media visibility. The announcement generated several thousand upbeat and celebratory stories, clearly indicating that this UNESCO recognition is seen as a source of pride for the cities that receive it.

The meeting on the threats to cultural heritage and cultural diversity in Iraq and Syria (3 Dec.) received coverage from print and broadcast media in all regions, but only in a few top tier news outlets. Most attention was focused on the Director-General's call for a halt to trafficking of cultural goods from the two countries, and the establishment of protected cultural zones.

Damage to the World Heritage sites of the Sundarbans in Bangladesh, which was seriously affected by an oil spill, and the Nazca Lines in Peru, which were damaged during a Greenpeace demonstration – drew huge media attention worldwide. UNESCO was referenced in most stories because of the World Heritage status of these sites, reaffirming the importance that people everywhere attach to this label.

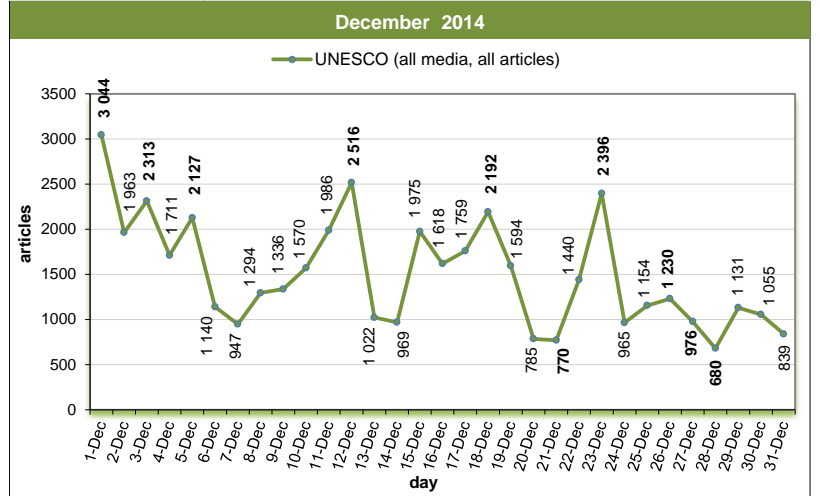
Similarly, the decision by the British Museum to lend a statue from the collection of Elgin Marbles to the Hermitage Museum in Russia, also drew scores of headlines in leading western news outlets such as The New York Times, CNN and the BBC. The mention of UNESCO in many of the stories related to the attempt to bring the UK and Greece to the mediating table, in a bid to resolve the issue, and Greek comments that they would continue to work through UNESCO for the return of the marbles (New York Times).

The other major story of the month related to the COP20 meeting in Lima (01-12 Dec.). UNESCO sent a significant delegation to the meeting, and ran a number of side events. This resulted in excellent visibility for the Organization, especially in Latin American media, including Peru's leading broadcaster RPP, the national daily La República, EFE, the Spanish news agency, El Spectador (Colombia), ABC (Spain and Paraguay), Associated Press Television news, and many others.

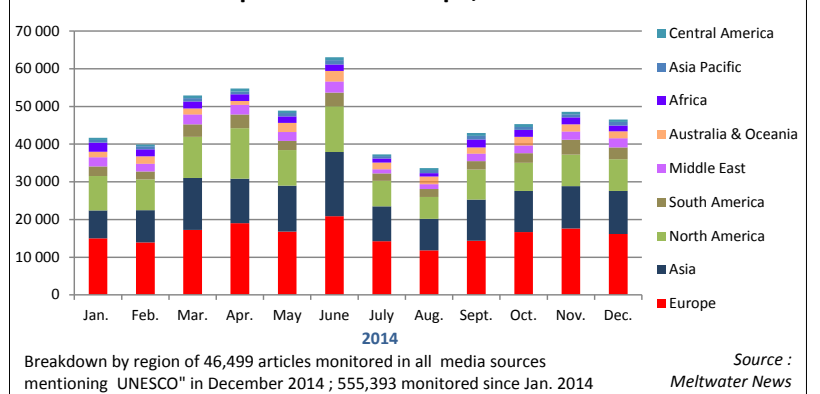
The following events are highlighted in the Major Events pages:

- **Participation in the United Nations Climate Change Conference (COP20) (01-12/12)**
- **Heritage and Cultural Diversity at Risk in Iraq and Syria (03/12)**

Articles monitored daily in all media sources in which "UNESCO" appears in a story



46,500 articles monitored worldwide in December alone
More than 76% published in Europe, Asia and North America



UNESCO Website and Social Media Channels

Every year the month of December is characterized by a typical drop in traffic due to the year-end holidays. December 2014 was no exception, but despite a 21% drop in visitors the traffic is comparable to last year during the same month. The already high organic search increased up to 67%, meaning that search engines are more used than bookmarks (-19%) to reach our pages.

The most searched words on the search engines leading to our website apart from "UNESCO", were "arabic language day" in Arabic and English, and "education". The most visited sites were Careers and WHC sections, while the best scoring themes were "Education for the XXI century" and "Protecting our heritage and fostering creativity". Traffic on UNESCO.int suffered as well from the holiday season, but shows a 15% increase in page views compared to the same period last year. On Unescommunity, page views increased by 26% and the most viewed article concerned the awarding of medals to the staff for their career.

December 2014 closed with 2.6 million followers on UNESCO's social media channels – which is almost double the number in December 2013. Growth continued in all language versions, particularly Arabic Twitter, and Portuguese & Spanish Facebook.

For the first time, Arabic tweets made it into the month's top 10 tweets, and in great style – the first and second most tweeted messages were for Arabic Language Day. The theme of this year's Day was Arabic Calligraphy, so it was only fitting that we develop visuals with word clouds stylized as Arabic script. Our success here reinforces the need to invest in in-house graphic design capacity, as social media increasingly relies on strong visual materials.



The phenomenal results on our Portuguese Facebook are due, in part, to its wonderful and prolific visuals, all with distinctively Brazilian flair! UNESCO Brasilia is perhaps the only field office to have invested in full-time graphic design. More details p.13.

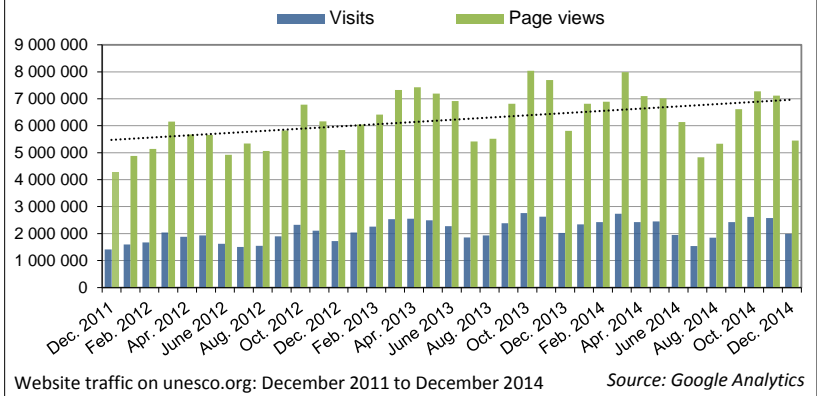
Publications

Online viewing has significantly decreased compared to November of this year but is more or less at the same level as in December 2013. The two main flagship reports of UNESCO, the *EFA Global Monitoring Report 2013-2014* and the *World Water Development Report 2014*, continue to fare well in the top ten downloads. December witnessed an important reduction in the percentage of Spanish and Portuguese giving way to English as the highest scorer in this category. Page views on Google Books have fallen for the first time in several months (-6%) but are still very high compared to the rest of the year and compared to December 2013 (+123%). Best-selling titles at the Bookshop were on culture themes and on-line sales were dominated by a bulk sale of Boubou and Zaza titles (Education).

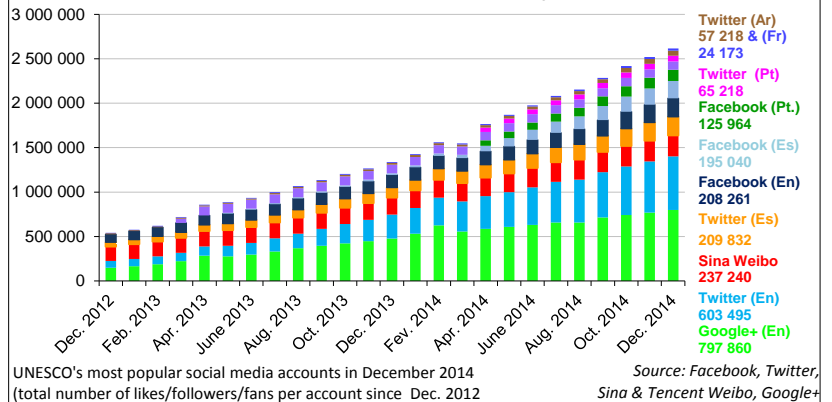
Focus on a Field Office

This topic aiming to highlight the outreach efforts in the Field focuses this month on our **Office in Lima** (see p.6).

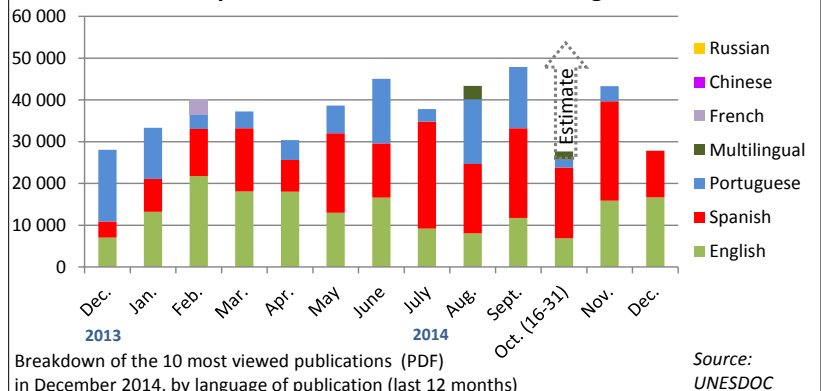
Steep decline in web traffic, as usually in December Visitors dropped by 21% but traffic is comparable to Dec. 2013



More than 2.6 million Followers/Fans/Likes on our social media channels this month; A 94% increase compared to Dec. 2013!

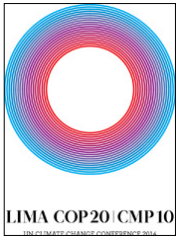


Views for Top 10 titles (PDFs) are the same as in Dec. 2013 despite a 35% drop; 59% of these views were for English titles



Major events:

I. Participation in the United Nations Climate Change Conference (COP20) (01-12 December 2014)



The 20th United Nations Climate Change Conference (COP20) took place in Lima, Peru, from 1 to 12 December 2014, and UNESCO and its Intergovernmental Oceanographic Commission (IOC) organized and participated at some of its events.

With the generous support of the Government of Flanders (Belgium), the UNESCO Man and Biosphere Programme (MAB) and the International Hydrological Programme (IHP) developed the outdoor exhibition “Climate change impacts on mountain regions of the world” which features satellite images of different mountain regions worldwide, and highlights the effects of climate change on mountain ecosystems, water resources and livelihoods. The exhibition was officially opened by the Head of UNESCO Office in Lima, the Vice-Minister of Environmental Management of Peru and the Major of Lima. At this event the IHP-MAB policy brief: ‘Our Global Water Towers: Ensuring Ecosystem Services from Mountains under Climate Change’ was also launched.



UNESCO-IHP also co-organized with several international partners two side events: ‘Watercourse Lessons for Mitigation and Adaptation: Towards a Climate Deal’ and ‘Wise Water Management – a fundament for climate mitigation and adaptation and key for successful implementation of the new climate deal’.

IOC was invited as key speaker in three side events where it presented its work on climate adaptation, Global Ocean Observations, ocean data collection and ocean acidification.

UNESCO Lima Office co-organized with different national partners the Forum ‘Voices of Youth and Children against Climate Change’. Children from different countries presented actions taken by youth- and children-led organizations to combat climate change issues and promote sustainability

Three ‘Climate Breakfast’ were co-organized by UNESCO Montevideo Office. The first one on ‘How to include scientific knowledge in public and private administration?’ aimed at establishing a dialogue on the relation between science, society and the policy process on climate change subjects; Attended by 90 people from Governments, academia, civil society and Media the participants recommended the need to strengthen and create new science-policy-society interfaces that can recognize the different timings, logics and complexities of knowledge generation and its professional management towards its inclusion into policies. The 2nd one Dialogue among Cities: Facing Climate Change and Disasters Risks ‘was attended by over 60 participants from several cities including Mayors and Deputy-Mayors, the ‘was a dynamic interchange of experiences in linking national policies and local planning strategies at local level. The event highlighted that Latin-American cities are building resilience in a higher speed than their national Governments. It was also proposed that City governments be more involved in negotiations as they have concrete actions plans that increase resilience at local level in an accelerated pace. The 3rd one on ‘Public Policies and innovative actions to answer climate change in Latin America and the Caribbean’, was attended by 40 public actors from different countries of the region, with the objective of deepening the exchange of experiences on public policies related to the new challenges brought by climate change. Scientific knowledge was considered relevant, and the participants agreed that it is not only important to renew the support for research, but also to find ways to include scientists in solution-finding processes to issues derived from policies.

UNESCO Brasilia Office also participated at COP20 by presenting in a side event on education the “Climate Change in the Classroom” initiative, which aims at training school teachers on didactic methodologies to teach climate change and environmental issues. The pilot case is taken place in the Santa Catarina region (Brazil), where around 1,000 teachers are being trained by UNESCO.

Audience: From decision-makers, politicians, the international community to school children and the general public.

Communication materials and activities:

- [UNESCO COP-20 website](#) & [IOC Events webpage](#)
- News ([04/12](#), [09/12](#))
- [SEÑAL+ Especial COP 20](#) (N°4, Dec. 2014)
- Press conference for side events
- Exhibition: “[Climate change impacts on mountain regions of the world](#)” & Virtual exhibition
- Launch of the policy brief “*Our Global Water Towers: Ensuring Ecosystem Services from Mountains under Climate Change*” ([English](#) & [Spanish](#))
- Videos: [Message from ADG/SC](#) and [Exhibition](#) (see also p.18)
- Exhibition catalogue ([English/Spanish](#)); ([English/French](#))

Website statistics: [UNESCO COP-20 website](#): 942 visits / 1,680 page views. News : [04/12](#): 36 visits/125 page views; [09/12](#): 173 visits/505 page views. [Exhibition webpage](#): 219 visits/551 page views. Policy brief: [EN](#): 224 views; [ES](#): 92 views. Exhibition catalogue: [EN/ES](#): 69 views; [EN/FR](#): 86 (535 total views in 2014). Videos: [Message from ADG/SC](#): 425 views ; [Exposición Cambio Climático - COP20](#): 216 views.

Press coverage: UNESCO’s participation at COP 20 was well covered in the Latin American and hispanophone media. UNESCO Peru’s representative, Magaly Robalino Campos, was interviewed by Radio Programas del Peru (RPP), Peru’s biggest and most influential broadcaster, on the UNESCO climate change exhibition at the event, along with MAB specialist Maria Rosa Cardenas.

The exhibition and other side events were also covered by Peru’s most important dailies, including La República, El Peruano and La Razón, and the widely read La Mula Blog site. EFE, the Spanish news agency, issued a number of dispatches to its hispanophone audiences around the world, and other leading dailies in neighbouring countries including El Espectador and El Tiempo (Colombia), Informarte (Uruguay), La Hora (Ecuador) and ABC (Paraguay) also published reports, as did ABC (Spain). The exhibition was also covered by Associated Press Television News (APTN).

Social media: Social media coverage of COP20 was restricted to the tweeting of news articles about our participation. Our messages were very institutional, and this is seen in the lukewarm average of 12 RTs per message.

II. Heritage and Cultural Diversity at Risk in Iraq and Syria (3 December 2014)

On 3 December 2014, UNESCO hosted an international Conference on “Heritage and Cultural Diversity at Risk in Iraq and Syria” at its Paris Headquarters.

Against the background of increasingly violent sectarian conflict and the intentional destruction of places of cultural significance, a process described by UNESCO’s Director-General Irina Bokova as *cultural cleansing*, UNESCO united stakeholders from a wide variety of sectors, including decision- and policy-makers, representatives from international and non-governmental organizations, law-enforcement agencies as well as museum and auction house professionals, in order to sensitize them on the critical role of culture within conflicts as well as on the need to better integrate the cultural dimension into security, conflict resolution, humanitarian aid and development policies.



© Xinhua, Damascus



© All rights reserved, Mosul

Three main concrete policy responses to the on-going processes of cultural cleansing devastating Iraq and Syria could be discerned from several of the interventions. First, the possibility of passing a ban on trade in cultural objects from Syria at the UN Security Council level was mentioned, echoing a similar measure taken for Iraq through UN SC Resolution 1483 (2003), that would allow for a disruption of the market for antiquities and a reduction of terrorist groups’ revenues from illicit trafficking in cultural artefacts. Second, it was suggested to create “protected cultural zones” around major heritage sites to prevent additional destruction to them as well as to permit their incremental reconstruction and rehabilitation. This must be seen as part of a larger strategy for peace aimed at demonstrating that it is possible to reduce violence through negotiated ‘freezes’ of the hostilities, starting from places of shared cultural value. Lastly, education was mentioned as the key to preventing further radicalization as well as to promoting respect for cultural diversity, pluralism and dialogue among different communities, as the foundation for viable and peaceful societies and sustainable development.



Participants: Some 450 participants.

Audience: General public, Members of Permanent Delegations, invitees from a wide variety of sectors, including decision- and policy-makers, representatives from international and non-governmental organizations, law-enforcement agencies as well as museum and auction house professionals.

Communication materials and activities:

- [Press release](#) (03/12)
- [Media advisory](#) (27/11)
- [News](#) (03/12)
- [Event announcement](#) and Invitation card
- [Post-event video summary](#)
- Programme [EN/FR](#)
- Background note [EN/FR/AR](#)
- Speakers’ profiles
- [Photo gallery](#) and [photos to be shared on social media channels](#)
- Report on interventions at the Conference (to be published soon)

Website statistics: [Press release](#): 493 visits/ 1,674 page views. [Media advisory](#): 531 visits/ 1,574 page views. [News](#): 10 visits/ 126 page views. [Event announcement](#): 66 visits/ 264 page views. [Post-event video](#): 380 views.

Press coverage: The call by the Director-General at this conference for a concerted effort to halt illicit traffic of cultural goods from Iraq and Syria, and her proposal for the establishment of protected cultural zones in the two countries, were the main headlines in media coverage of the event in all regions. Coverage was particularly good in the United States and Canada, throughout the hispanophone countries and in the Arab region. Most of it was based on the press release issued at the close of the event, relayed by the major news agencies, AP, AFP and EFE, along with WAM, FANA and SANA. In France Canal Plus broadcast a news item on the situation in Iraq and Syria, just ahead of the meeting, and the Director-General was interviewed by Europe 1, Le Figaro and TV5 Monde. Requests for interviews with UNESCO’s specialists were also received from France 2 and Al Jazeera.

Social media: For the first time since the 1970 Convention was established, UNESCO and the Louvre Museum engaged in a coordinated communications scheme, via Twitter. The Louvre did not want to publish any messages about illicit trafficking; it proposed however to RT a selection of our messages, and effectively shared two of them with its audiences. Two retweets seems inconsequential; yet for UNESCO it marks a new strategic communications effort to communicate with our closest partners, together as a coalitional force, and to advance our causes to the general public. Many of our partners have millions of followers on social media, so it is critical that UNESCO is positioned on their channels, and in their communities, which may not be familiar with our work. This experience helped us better understand what the communications needs of our partners were, and to tailor our communications to their needs.

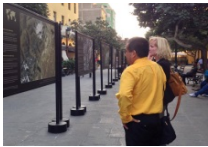
Focus on UNESCO Office in Lima

To highlight the outreach efforts of Field Offices, the report focuses each month since January 2014 on a different Field Office, and publishes the results of their public information activities. For further details, please contact directly the office concerned.

UNESCO Lima Office has set as its goal to strengthen the visibility of the Office and its activities through a sustained presence in both external and internal media and constant use of communication and dissemination tools such as: the web page, social media/Facebook, and the monthly newsletter.

The monthly newsletter and the constant updating of the Office web page and Facebook account have allowed us to reach different and varied audiences, generating interest in the topics developed by the different sectors, and increasing this way the number of visits to both platforms. The number of followers on Facebook rose by 50% since January 2014; to date, there are 3,847 registered. At the same time, the Office counted with indirect but important dissemination channels such as the virtual bulletins of Peru's International Cooperation Agency (APCI), National Council of education (CNE) and the Ministry of the Environment, entities with a large audience.

The major events in December were:



Opening and press conference of "Climate change impacts on mountain regions of the world" exhibition, activity carried out in the framework of COP20, in coordination with the Science Sector in HQ. The prepared Press kit included a press release, information material and photos. As a result of the public relations work with the media groups, interviews were conducted in Radio Programas del Perú, the country's main radio station, EFE's international news agency, Associated Press, T. V. agency, and La República newspaper (one of the country's leading newspaper).

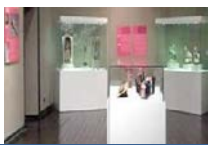


Conference "Voices from the Youth and Children against climate change promoting sustainable actions", organized by UNESCO Lima and carried out within the framework of "Voices for the Climate", space in the COP20 summit addressed to young people and public opinion to promote awareness activities. The event, announced by the Office web page, social media channel was attended by some 150 people, including children, young people and adults.

International Seminar "Training, development and schooltraining evaluation: An integral look to teaching good performance". This seminar gathered Chilean, Colombian, Uruguayan and Peruvian specialists, who from different perspectives analyzed strategies for the advancement of good teaching practices. A media advisory and a press release were prepared, and interviews with attending specialists were set up with El Peruano, the government's official newspaper. Coverage of the event also featured on two web pages, specialized in education, Entorno Inteligente and Educación en Red.

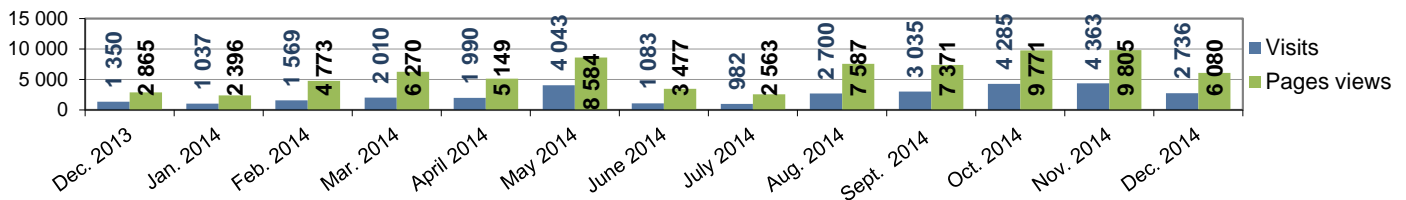


Delivery of UNESCO's Peruvian indicators for Culture for Development, an activity organized in close collaboration with the Ministry of Culture and HQ's Culture Sector. Launching activity was attended by the Ministry of Culture and UNESCO Representative in Peru. The event received coverage on a main local TV station which also conducted a live interview with the General Director of Arts and Cultural Industries of the Ministry of Culture as well as UNESCO Representative in Peru.



Opening of UNESCO's Exposition Room at the Arts and Popular Traditions Museum, located in Lima downtown (historic center). It houses the exhibition of Peruvian handicrafts that won the UNESCO Excellency Recognition for Handicrafts in the Andean Region. The exposition shall be opened to visitors until April 2015.

Website Traffic: <http://www.unesco.org/new/es/lima>



Lima Office web traffic from December 2013 to December 2014

Source: Google Analytics

Media

[The decrease of glaciers, one of the most serious effects of global warming](#) – EFE (4 Dec. 2014)

[Climate change threatens archaeological sites](#), La Republica newspaper (6 Dec. 2014)

AP TV [Interview: UNESCO Specialist Anil Mishra](#) at COP20 venue "Climate change impacts on regions of the world" exhibition and Policy Brief (3 Dec. 2014)

Social Media

[Video Conference](#) "Voices from the Youth and Children against climate change promoting sustainable actions" posted on Facebook was viewed by 462 people.

[Photo gallery](#) (Facebook) on Opening of UNESCO's Exposition Room at the Arts and Popular Traditions Museum posted on Facebook account was viewed by 271 people.

[Video](#) Revaluation of the teaching profession, prepared jointly with the Ministry of Education in the framework of the Strengthening Teachers Development Programme implemented by UNESCO Peru.

Latest Publication

[Boletín de actividades Diciembre 2014](#)



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).

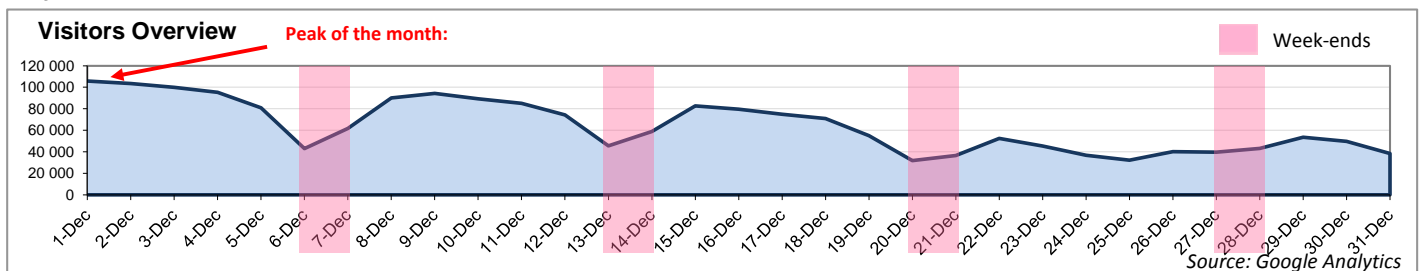
Every year the month of December is characterized by a typical drop in traffic due to the year-end holidays. December 2014 was no exception, but despite a 21% drop in visitors the traffic is comparable to last year during the same month. The already high organic search increased up to 67%, meaning that search engines are more used than bookmarks (-19%) to reach our pages.

The most searched words on the search engines leading to our website apart from "UNESCO", were "arabic language day" in Arabic and English, and "education". The most visited sites were Careers and WHC sections, while the best scoring themes were "Education for the XXI century" and "Protecting our heritage and fostering creativity".

Traffic on UNESCO.int suffered as well from the holiday season, but shows a 15% increase in page views compared to the same period last year. On Unescommunity, page views increased by 26% and the most viewed article concerned the awarding of medals to the staff for their career.

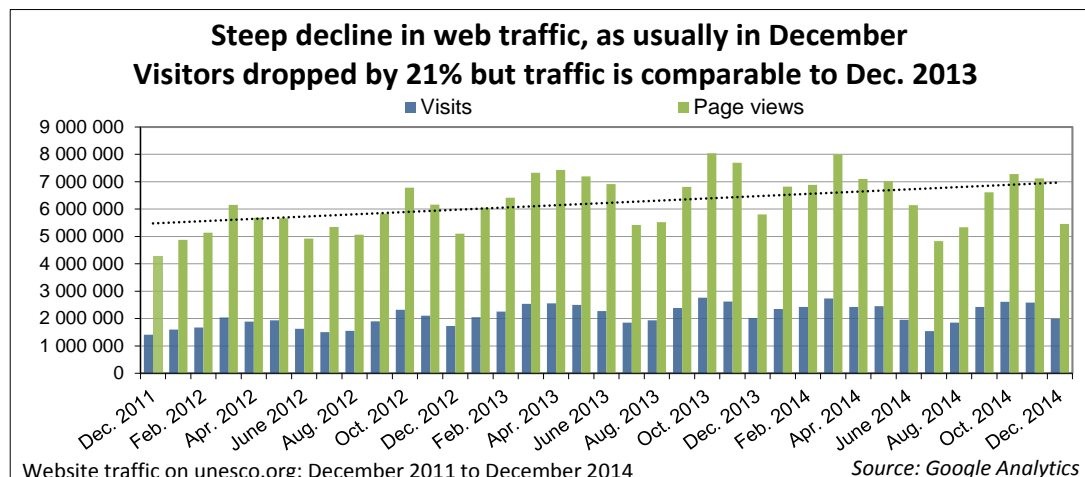
1.1. December 2014 Traffic

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
Dec. 2013	5 809 160	+13.99%	-24.53%	2 021 049	+17.12%	-23.00%	1 605 614	+20.98%	-21.87%
Jan. 2014	6 818 120	+11.96%	+17.37%	2 346 342	+14.73%	+16.10%	1 858 451	+18.14%	+15.75%
Feb. 2014	6 886 875	+7.37%	+1.01%	2 427 056	+7.64%	+3.44%	1 927 962	+11.77%	+3.74%
March 2014	7 989 912	+9.04%	+16.02%	2 737 332	+7.87%	+12.78%	2 121 680	+10.82%	+10.05%
April 2014	7 102 844	-4.36%	-11.10%	2 424 151	-5.09%	-11.44%	1 875 292	-2.88%	-11.61%
May 2014	7 018 100	-2.42%	-1.19%	2 448 173	-1.90%	+0.99%	1 894 841	-0.37%	+1.04%
June 2014	6 140 465	-11.21%	-12.51%	1 952 754	-14.09%	-20.24%	1 491 853	-13.58%	-21.27%
July 2014	4 826 807	-10.89%	-21.39%	1 540 348	-16.93%	-21.12%	1 179 042	-17.05%	-20.97%
Aug. 2014	5 332 615	-3.37%	+10.48%	1 849 771	-4.21%	+20.09%	1 452 139	-3.13%	+23.16%
Sept. 2014	6 613 378	-2.91%	+24.02%	2 425 768	+1.76%	+31.14%	1 904 998	+2.04%	+31.19%
Oct. 2014	7 279 843	-9.44%	+10.08%	2 615 387	-5.17%	+7.82%	2 005 482	-7.69%	+5.27%
Nov. 2014	7 117 727	-7.53%	-2.23%	2 580 313	-1.69%	-1.34%	1 973 591	-3.96%	-1.59%
Dec. 2014	5 452 657	-6.14%	-23.39%	1 990 436	-1.51%	-22.86%	1 540 810	-4.04%	-21.93%



1.3. Visits by Area of Interest in December 2014 (This data only covers tagged subsites)

Areas of interest	Visits ²	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	1 990 436	-1.51%	-22.86%
Home & Central Service pages	127 019	-41.30%	-38.21%
Worldwide	14 491	-29.17%	-13.82%
Education for the 21st Century and ED Sector	139 229	-7.43%	-34.27%
One Planet, One Ocean & Science for a Sustainable Future and SC Sector	49 973	-6.80%	-22.76%
Learning to Live Together and SHS Sector	47 702	-6.14%	-28.50%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 014 600	-1.84%	-17.72%
World Heritage	869 311	-1.83%	-15.99%
Intangible Heritage	65 975	-8.96%	-37.93%
Culture Sector (excl. Intangible Heritage)	79 314	+10.86%	-13.85%
Fostering Freedom of Expression & Building Knowledge Societies and CI Sector	45 421	-19.14%	-27.44%
Field offices (only those tracked)	122 388	+10.53%	-32.47%
UIL*	18 489	+5.08%	-15.94%
IIEP*	N/A	-	-
UNEVOC*	51 974	+89.12%	+7.02%

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

1.4. UNESCO Website Visitors

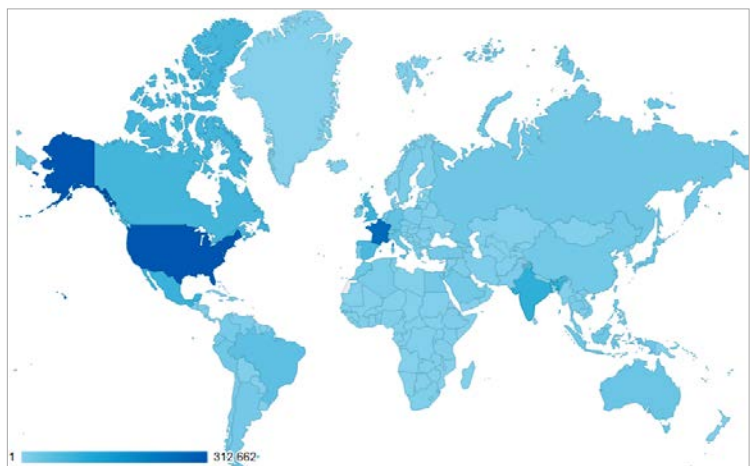
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	312 662	15.71%	-12.94%	2.52	00:02:17
France	262 301	13.18%	-14.61%	3.14	00:04:07
India	96 492	4.85%	-5.49%	2.21	00:02:18
Mexico	87 238	4.38%	-46.37%	2.22	00:02:26
United Kingdom	85 132	4.28%	-26.81%	2.67	00:02:19
Canada	75 476	3.79%	-21.02%	3.64	00:03:54
Spain	66 043	3.32%	-28.02%	3.23	00:03:13
Brazil	45 053	2.26%	-44.18%	2.16	00:02:30
Germany	39 677	1.99%	-12.67%	3.31	00:03:14
Italy	36 793	1.85%	-19.52%	3.37	00:03:21

Top 10 visitors' language

Language	Visits ²	% of Total visits	Variation vs M-1
English	992 244	49.85%	-19.94%
French	334 685	16.81%	-12.45%
Spanish	253 634	12.74%	-42.15%
Portuguese	53 138	2.67%	-44.15%
Russian	41 403	2.08%	-15.78%
Arabic	39 015	1.96%	+6.01%
German	38 355	1.93%	-17.09%
Chinese	37 900	1.90%	-7.89%
Italian	33 056	1.66%	-19.90%
Japanese	30 683	1.54%	-34.15%

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
2013	December	16 879	+125.05%	-30.56%	6 423	+162.06%	-24.19%	2.92	-9.32%	00:05:14
2014	January	21 556	+118.93%	+27.71%	7 836	+120.61%	+22.00%	2.84	-2.76%	00:05:13
	February	22 600	+106.13%	+4.84%	8 433	+127.06%	+7.62%	2.86	+0.70%	00:05:08
	March	23 763	+134.05%	+5.15%	8 416	+129.26%	-0.20%	2.93	+2.45%	00:05:21
	April	22 059	+86.85%	-7.17%	7 735	+75.12%	-8.09%	2.92	-0.34%	00:05:12
	May	19 827	+94.13%	-10.12%	7 725	+87.23%	-0.13%	2.58	-11.64%	00:04:13
	June	16 511	+51.02%	-16.72%	5 787	+23.95%	-25.09%	2.91	+12.79%	00:05:24
	July	12 920	+0.31%	-21.75%	4 271	-17.61%	-26.20%	2.76	-5.15%	00:04:58
	August	12 038	+5.28%	-6.83%	4 598	+1.64%	+7.66%	2.49	-9.78%	00:04:27
	September	21 225	+7.85%	+76.32%	7 684	+17.82%	+67.12%	2.74	+10.04%	00:04:42
	October	36 614	+60.59%	+72.50%	8 663	+10.46%	+12.74%	2.87	+4.74%	00:05:01
	November	42 930	+76.62%	+17.25%	8 499	+0.32%	-1.89%	3.08	+7.31%	00:05:05
	December	19 445	+15.20%	-54.71%	6 166	-4.00%	-27.45%	2.92	-5.19%	00:04:43

1.6. UNESCOMMUNITY - <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
2013	December	7 004	-38.06%	2 071	-46.69%
2014	January	14 234	+103.23%	3 619	+74.75%
	February	12 853	-9.70%	3 789	+4.70%
	March	12 651	-1.57%	4 114	+8.58%
	April	13 238	+4.64%	4 507	+9.55%
	May	8 408	-36.49%	2 573	-42.91%
	June	12 632	+50.24%	3 741	+45.39%
	July	11 623	-7.99%	3 893	+4.06%
	August	6 941	-40.28%	1 764	-54.69%
	September*	47 900	+590.10%	11 736	+565.31%
	October	99 496	+107.72%	31 835	+171.26%
	November	63 813	-35.86%	22 104	-30.57%
	December	80 731	+26.51%	20 438	-7.54%

* New infrastructure implemented in early September.

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.

1.7. WEBCASTS - Live streaming connections

Event	Date	Simultaneous connections		
		External	Internal	Total
Information meeting on climate change and sustainable development	09/12	<ul style="list-style-type: none"> • EN - 2 • FR - 1 	<ul style="list-style-type: none"> • EN - 12 • FR - 8 	23
Eighth session of the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions	09/12	<ul style="list-style-type: none"> • FLOOR - 1 • EN - 3 • FR - 1 	<ul style="list-style-type: none"> • FLOOR - 3 • EN - 5 • FR - 3 	16
9th meeting of the Committee on the Protection of Cultural Heritage in the event of armed conflict	18-19/12	<ul style="list-style-type: none"> • EN - 12 • ES - 0 • FR - 3 	<ul style="list-style-type: none"> • EN - 5 • ES - 0 • FR - 4 	24

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	115 626	-11.65%	-18.37%
English (EN)	58 951	-11.39%	-13.77%
Arabic (AR)	17 398	-5.31%	+115.38%
Spanish (ES)	17 345	-13.66%	-51.26%
French (FR)	14 769	-5.46%	-14.82%
Russian (RU)	5 678	+22.93%	-46.23%
Chinese (ZH)	1 485	-73.68%	-13.71%

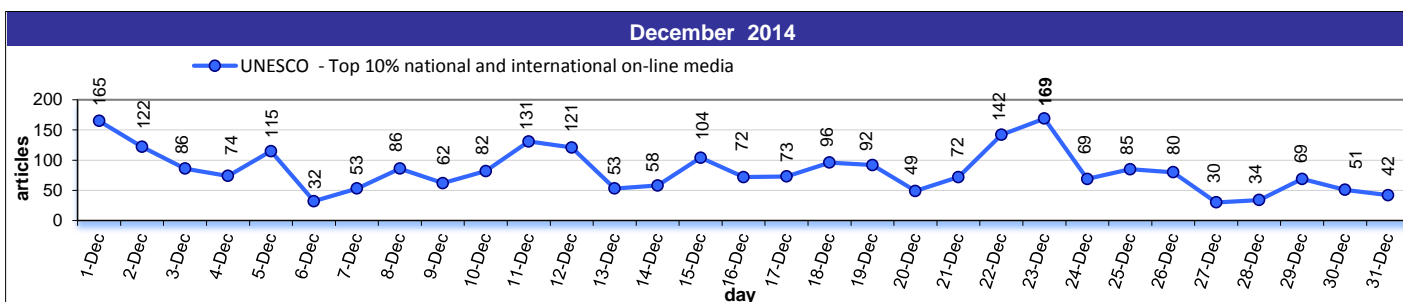
* Based on figures published in the Monthly Reports.

2.2. Press releases/Media advisories

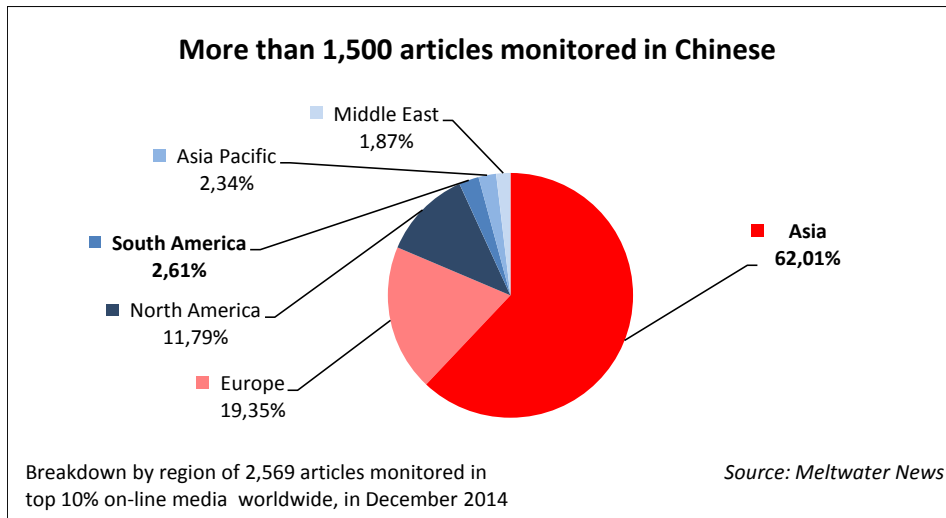
1.	03/12/2014	UNESCO Conference calls for protected cultural zones to be established in Syria and Iraq
2.	15/12/2014	Director-General deplores killing of US journalist Luke Somers in Yemen
3.	15/12/2014	Director-General denounces killing of three Syrian media professionals
4.	16/12/2014	Republic of Congo and UNESCO sign agreement to boost research and innovation
5.	21/12/2014	Reinforce the immunity of our common heritage under threat
6.	22/12/2014	Ten years after the 2004 tsunami, the Indian Ocean is better prepared to avert disaster
7.	23/12/2014	Director-General urges investigation into murder of television owner and broadcaster Reynaldo Paz Mayes in Honduras

2.3. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in top 10% national and international on-line media, in which "UNESCO" appeared in the title or first paragraph of a story (Source: Meltwater News)



Regional breakdown of articles in top 10% national and international on-line media, in which “UNESCO” appeared in the title or first paragraph of a story



Culture and the protection of cultural heritage sites dominated media coverage concerning UNESCO during the month of December. The 28 new additions to UNESCO’s creative cities network, announced on 1 December received exhaustive coverage, in all of the countries concerned, making it the top UNESCO news subject for the month in terms of media visibility. The announcement generated several thousand upbeat and celebratory stories, clearly indicating that this UNESCO recognition is seen as a source of pride for the cities that receive it.

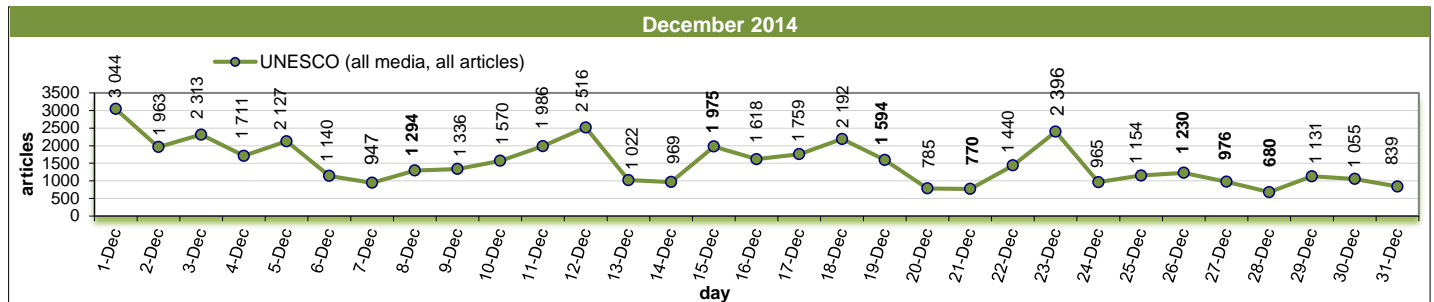
The meeting on the threats to cultural heritage and cultural diversity in Iraq and Syria (3 Dec.) received coverage from print and broadcast media in all regions, but only in a few top tier news outlets. Most attention was focused on the Director-General’s call for a halt to trafficking of cultural goods from the two countries, and the establishment of protected cultural zones.

Damage to the World Heritage sites of the Sundarbans in Bangladesh, which was seriously affected by an oil spill, and the Nazca Lines in Peru, which were damaged during a Greenpeace demonstration – drew huge media attention worldwide. UNESCO was referenced in most stories because of the World Heritage status of these sites, reaffirming the importance that people everywhere attach to this label.

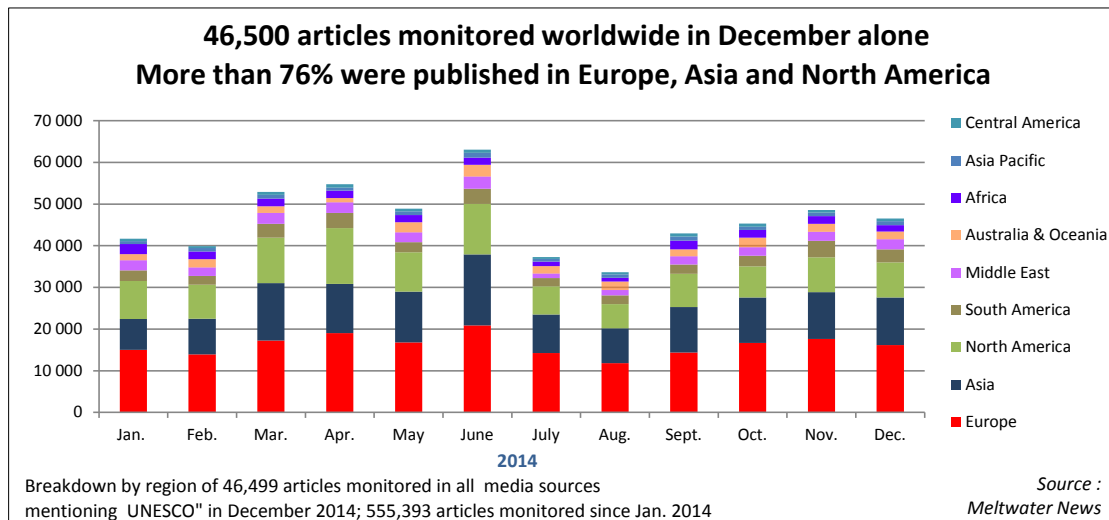
Similarly, the decision by the British Museum to lend a statue from the collection of Elgin Marbles to the Hermitage Museum in Russia, also drew scores of headlines in leading western news outlets such as The New York Times, CNN and the BBC. The mention of UNESCO in many of the stories related to the attempt to bring the UK and Greece to the mediating table, in a bid to resolve the issue, and Greek comments that they would continue to work through UNESCO for the return of the marbles (New York Times).

The other major story of the month related to the COP20 meeting in Lima (01-12 Dec.). UNESCO sent a significant delegation to the meeting, and ran a number of side events. This resulted in excellent visibility for the Organization, especially in Latin American media, including Peru’s leading broadcaster RPP, the national daily La República, EFE, the Spanish news agency, El Spectador (Colombia), ABC (Spain and Paraguay), Associated Press Television news, and many others.

This graph shows the number of articles monitored in all media sources, in which “UNESCO” appeared in the story (Source: Meltwater News)



Regional breakdown of articles in 2014, from all media sources, in which “UNESCO” appeared in a story



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

Date	Subject / Title	Language	Media
03/12/2014	Saving Culture Is Essential for Building Peace	English	The Huffington Post

2.5. Interviews given (by subject and media)

Subject	Interviewee	Language	Media (press TV Radio)
Nobel Peace Prize	Irina Bokova	English	Swedish National Radio
World Library of Science	Pilar Alvarez-Laso	Spanish	Scidev.net (GB)
World Library of Science	Lucia Iglesias Kuntz	Spanish	Scidev.net (GB)
Illicit trafficking of Syrian cultural property	Maria Miñana	Spanish	RFI (Spanish desk)
Looting in Syria and Iraq	Edouard Planche	French	France 2, M6 (66 minutes) (France)
Indian Ocean Tsunami Warning System	Tony Elliott	English	Financial Times (UK)
Santa Maria wreck	Ulrika Guerin	English	Israeli Geographical magazine
Award of the Nobel Peace Prize to Malala Yousafzaï et Kailash Satyarthi	Florence Migeon	French	France 24
Award of the Nobel Peace Prize to Malala Yousafzaï et Kailash Satyarthi	Maki Hayashikawa	English	France 24
Protection of manuscripts in Timbuktu	Lazare Eloundou Assamo	French	Radio télévision suisse (RTS)
Indian Ocean Tsunami Warning System	Mochammad Riyadi (Head Earthquake and Tsunami Centre - BMKG)	Indonesian	TF1 (France)
World Heritage	Roni Amelan	English	El País (Spain), Rolling Stone (US)
World Heritage – in Syria and Iraq	Edouard Planche/ Nada El Hassan	French	Francetv info
World Heritage (Bangladesh, The Sundarbans)	Roni Amelan	French	Radio France
World Heritage	Roni Amelan	English	CNN (US)

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).

19 B-rolls were downloaded in December. To be noted: Server was down from 15 Dec. 2014 to 8 Jan. 2015.

	Subject	Downloads	Media
1	World Heritage	11	CNN
2	Intangible Heritage	6	
3	UNESCO	2	

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

N/A for December

3. UNESCO Social Media Channels

December 2014 closed with 2.6 million followers on UNESCO's social media channels – which is almost double the number in December 2013. Growth continued in all language versions, particularly Arabic Twitter, and Portuguese & Spanish Facebook.

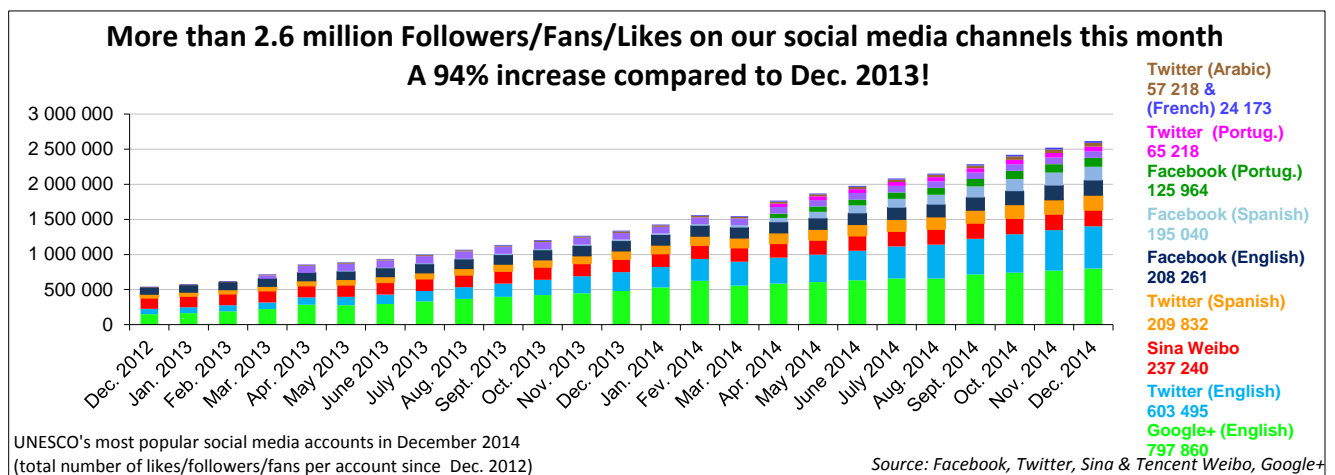
For the first time, Arabic tweets made it into the month's top 10 tweets, and in great style – the first and second most tweeted messages were for Arabic Language Day. The theme of this year's Day was Arabic Calligraphy, so it was only fitting that we develop visuals with word clouds stylized as Arabic script. Our success here reinforces the need to invest in in-house graphic design capacity, as social media increasingly relies on strong visual materials.



The phenomenal results on our Portuguese Facebook are due, in part, to its wonderful and prolific visuals, all with distinctively Brazilian flair! UNESCO Brasilia is perhaps the only field office to have invested in full-time graphic design.

An exceptionally robust network of Public Information Officers based in Latin America drives a high level of media coverage of UNESCO, which translates into greater public awareness of UNESCO, reflected particularly via social media.

This month was also the first where a field office's tweet – in particular, from Bangkok - made it to the top 10: "Why is it that making tanks is so easy, but building schools is so hard?" #Malala Yousafzai in her Nobel speech (292 RT). This clever post was picked up by Headquarters, and immediately translated into all languages. In Portuguese and Spanish Facebook, it had particular resonance with 18K and 29K shares, respectively.



3.1. Social networking sites

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

Variation December 2014 vs November 2014

Likes/Followers		December 2014	November 2014	Variation vs November
Total likes/followers (all languages)		1 362 349	1 308 316	+4.13%
Facebook	English	208 261	200 633	+3.80%
	Spanish	195 040	183 608	+6.23%
	Portuguese	125 964	121 192	+3.94%
	Arabic	16 917	16 036	+5.49%
	French	14 090	13 803	+2.08%
	Russian	2 129	1 998	+6.56%
Google+	English	797 860	769 015	+3.75%
VKontakte	Russian	2 088	2031	+2.81%

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

Message	Posted	Likes/ Shares
Con el equivalente de seis días de presupuesto militar mundial se podría financiar el gasto necesario en educación para permitir que todos los niños en el mundo pudiesen ir a la escuela. La reducción del gasto militar en un 10% podría llevar a las aulas a 9,5 millones más de niños. La herramienta más poderosa que tenemos para cambiar el mundo es la #educación, no las pistolas ni los tanques. Estadísticas e información en la página del Informe de Seguimiento de la Educación para Todos en el Mundo/UNESCO http://bit.ly/vSaaP1	14/12	L: 8 627 S: 30 019

From UNESCO na rede-Brasilia Office: "Por que distribuir armas é tão fácil e distribuir livros é tão difícil? Por que construir tanques é tão fácil e construir escolas é tão difícil ? », Malala Yousafzai in her Nobel Peace Prize speech.	12/12	L: 3 975 S: 18 556
Hoy se cumple un año de la muerte de Nelson Mandela . El expresidente sudrafricano es un ejemplo de toda una vida comprometida con los ideales de #libertad , #paz y #reconciliación . Hoy es una ocasión para honrar su memoria, recordar su lucha y sacrificios y reflexionar sobre lo mucho que nos queda para lograr construir por fin ese mundo ideal que #Mandela soñó y que todos queremos convertir en una realidad. No es una utopía, es una posibilidad que tenemos a nuestro alcance. Mandela nos enseñó el camino. Ahora es nuestro deber recorrerlo hasta el final. Más información - Visita la página que dedicamos a la memoria de Nelson Mandela hoy hace un año.	05/12	L: 3 707 S: 5 049
From UNESCO na rede, Brasilia Office: Ensinar as crianças a ler e a escrever não é suficiente. A educação precisa criar uma cultura universal de paz. www.unesco.org/brasilia	24/12	L: 2 377 S: 4 248
El 10 de diciembre es el Día de los Derechos Humanos. Promover los #DerechosHumanos es una tarea fundamental, no sólo hoy, sino todos los días del año. Tenemos que sacar el máximo provecho de la gran diversidad de la humanidad respetando al mismo tiempo los derechos humanos y las libertades fundamentales. Mediante el respeto mutuo, el diálogo y la aceptación del derecho a ser diferente podremos construir sociedades multiculturales pacíficas. La diferencia no debería de ser una fuente de división sino de fuerza y unión. Visita nuestra página dedicada al Día de los Derechos Humanos http://bit.ly/1x2coIN #DDHH365días #rights365	10/12	L: 2 032 S: 1 766
¡Hazte voluntario para el #PatrimonioMundial ! Convocatoria abierta para presentar proyectos que promuevan la #biodiversidad y el desarrollo sostenible. Para saber más: http://bit.ly/1wlgS3X (información disponible en inglés y francés)	11/12	L: 1 900 S: 1 268
From UNESCO na rede-Brasilia Office: "Não há maior violência do que negar os sonhos das crianças", Kailash Satyarthi in his Nobel Peace Prize speech.	12/12	L: 1 804 S: 2 170
From UNESCO na rede, Brasilia Office: Irina Bokova, diretora-geral da UNESCO, com Malala Yousafzai e Kailash Satyarthi, na cerimônia de entrega do Prêmio Nobel. Honramos esses ardentes defensores do direito à #educacao . Prestamos homenagem à determinação de todos os defensores dos direitos humanos que, como eles, têm coragem para falar e agir por todos nós, muitas vezes correndo grande risco pessoal http://ow.ly/FHsYj #rights365	11/12	L: 1 763 S: 898
From UNESCO na rede, Brasilia Office: "Eu tenho um sonho. O sonho de ver meus filhos julgados por sua personalidade, não pela cor de sua pele". Quotation from Martin Luther King	26/12	L: 1 637 S: 735
Los idiomas contribuyen a la belleza del mundo porque cada idioma enriquece y añade matices a los objetos y conceptos que define y denomina. El 18 de diciembre celebramos la inmensa contribución del #árabe a la #cultura universal. Además, ¿sabías que el árabe es el segundo idioma que más influencia ha tenido en el léxico de la lengua española después del latín? Por estas y más razones, celebremos hoy el Día Mundial de la Lengua Árabe. Para saber más visita nuestra página especial	18/12	L: 1 151 S: 695

*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 December 2014 vs November 2014

Followers/Fans		December 2014	November 2014	Variation vs November
Total (all languages)		1 292 823	1 251 459	+3.31%
Twitter	English	603 495	576 120	+4.75%
	Spanish	209 832	203 364	+3.18%
	Portuguese	65 218	63 429	+2.82%
	Arabic	57 218	53 708	+6.54%
	French	24 173	23 097	+4.66%
	Russian	2 756	2 667	+3.34%
Sina Weibo	Chinese	237 240	236 098	+0.48%
Tencent Weibo	Chinese	92 891	92 976	-

Top 10 Twitter Posts in December

Message	Posted	Re-tweets
انعم اولفت حيا " اهي ناعم ودقة امتادرفم بكثره امتاوخ اتقاف يتلا لغلا لكت 2014 عيبرعلا_عغلا_يملاعلا_موياب# ("That language that exceeded her sister's vocabulary and accurate sense". Celebrate with us # Baleom_alaalmi_lgh_arabh)	18/12	878
Dec 18 is #ArabicDay, celebrating the Arabic language's immense contribution to global culture http://ow.ly/G4AMC	18/12	709
ةيبرعلا_عغلا_يملاعلا_موياب#؟ةيبرعلاب"بح"ملاك ينعم 38 كانه نأ ملعت له http://on.fb.me/1v3MQix (Did you know that there are 38 meanings to the word "love" in Arabic ?)	19/12	679
We must make the most of humanity's great diversity w/full respect for human rights http://on.fb.me/1GgleLd #rights365	10/12	450
"¿Pq es tan fácil fabricar tanques pero tan difícil construir escuelas?" Malala http://on.fb.me/1wxqw3B #MásEducación	15/12	377
From the Field: UNESCO Asia-Pacific @UNESCO_AsiaPac "Why is it that making tanks is so easy, but building schools is so hard?" #Malala Yousafzai in her Nobel speech	12/12	298
Museums are essential spaces for dialogue & understanding. Happy 250th anniv @state_hermitage http://on.fb.me/1yt4ugK	07/12	226
Museums are essential spaces for dialogue & understanding. Happy 250th anniv @state_hermitage http://on.fb.me/1yt4ugK	07/12	226
Culture is much more than stones and monuments - culture is who we are, it is what brings us together as a single community	22/12	220
Multilingualism is a force for mutual understanding & building "salaam" - #Arabic for peace http://ow.ly/G4zok	18/12	220

3.3. Video Traffic

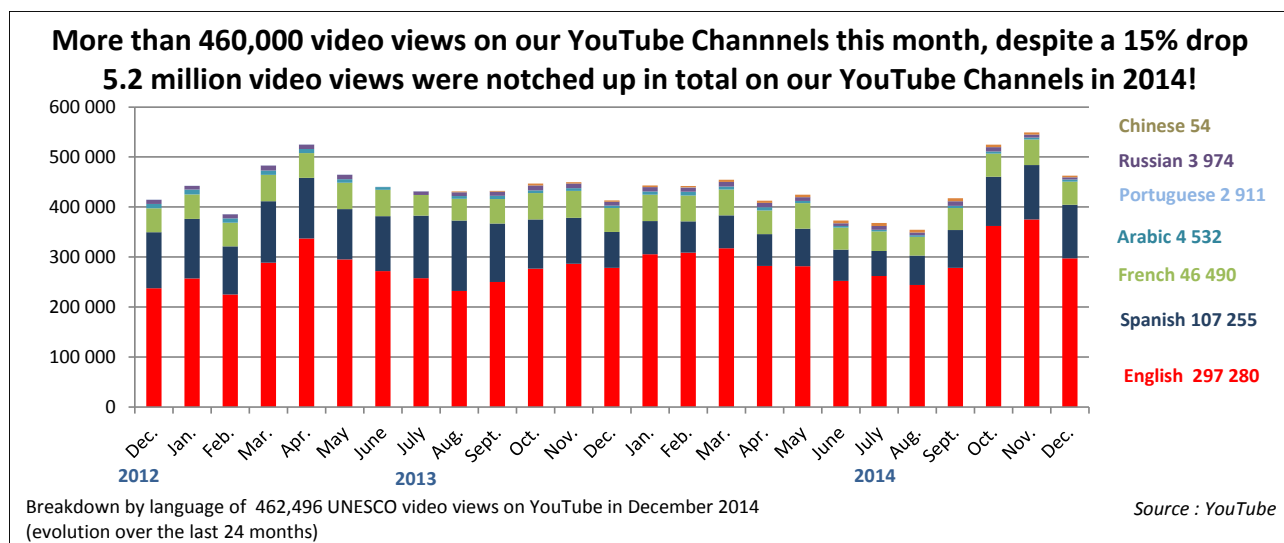
Video views are tracked on YouTube.

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

Variation December 2014 vs November 2014

Video views	December 2014	November 2014	Variation vs November
Total (all languages)	462 496	549 371	-15.81%
English	297 280	375 114	-20.75%
Spanish	107 255	108 805	-1.42%
French	46 490	50 948	-8.75%
Arabic	4 532	5 548	-18.31%
Russian	3 974	4 239	-6.25%
Portuguese	2 911	4 630	-37.13%
Chinese	54	87	-37.93%

Subscribers	December 2014	November 2014	Variation vs November
Total (all languages)	1 259	1 491	-15.56%
English	759	1 030	-26.31%
Spanish	322	260	+23.85%
French	101	105	-3.81%
Arabic	32	32	0.00%
Portuguese	28	43	-34.88%
Chinese	11	10	+10.00%
Russian	6	11	-45.45%



▪ Top 10 videos on UNESCO TV English Channel

	Title	Subject	Views
1.	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	29 860
2.	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	24 781
3.	Georgian Polyphonic Singing	CLT/ITH	10 216
4.	Kabuki Theatre	CLT/ITH	8 942
5.	Baul Songs	CLT/ITH	5 748
6.	Daemokjang, traditional wooden architecture	CLT/ITH	5 571
7.	Rites and craftsmanship associated with the wedding costume tradition of Tlemcen	CLT/ITH	5 556
8.	The Mongolian traditional art of Khöömei	CLT/ITH	5 334
9.	Shrimp fishing on horseback in Oostduinkerke	CLT/ITH	5 243
10.	Al-Bar'ah, music and dance of Oman Dhofari valleys	CLT/ITH	5 240

▪ Top 10 videos on UNESCO TV Spanish Channel

	Title	Subject	Views
1.	Las expresiones orales y gráficas de los wajapi	CLT/ITH	51 236
2.	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	6 524
3.	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	5 475
4.	El canto de la Sibila de Mallorca	CLT/ITH	3 209
5.	La huaconada, danza ritual de Mito	CLT/ITH	2 351
6.	Aprender a Proteger la Biodiversidad	ED	1 912
7.	El patrimonio oral y las manifestaciones culturales del pueblo zápara	CLT/ITH	1 641
8.	El Kankurang, rito de iniciación mandinga	CLT/ITH	1 537
9.	La pirekua, canto tradicional de los p'urhépechas	CLT/ITH	1 072
10.	Los conocimientos tradicionales de los chamanes jaqueres de Yuruparí	CLT/ITH	991

▪ Top 10 videos on UNESCO TV French Channel

	Title	Subject	Views
1.	La pêche aux crevettes à cheval à Oostduinkerke	CLT/ITH	3 479
2.	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	2 736
3.	Le Maloya	CLT/ITH	2 180
4.	Le repas gastronomique des Français	CLT/ITH	2 162
5.	Le chant polyphonique géorgien	CLT/ITH	1 839
6.	Bouba & Zaza - le dessin animé pour la jeunesse	ED	1 763
7.	Routes de l'Esclave : Une Vision Globale	CLT	1 658
8.	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	1 197
9.	Le savoir-faire de la dentelle au point d'Alençon	CLT/ITH	1 128
10.	Bouba et Zaza protègent la terre	ED	1 117

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

	Title	Subject	Views
1.	Manufacture of clay bricks in the hill of Jaber refugee camp-Jericho	CLT/WHC	698
2.	Lynes and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	410
3.	Petra	CLT/WHC	355
4.	Preparing for Tsunamis in the Mediterranean	SC	311
5.	UNESCO History	UNESCO	266
6.	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	201
7.	UNESCO Sig Project, MAKING PETRA SAFER FOR ALL!	CLT/WHC	111
8.	Medina of Fez	CLT/WHC	109
9.	Taj Mahal	CLT/WHC	90
10.	Palace and Park of Versailles	CLT/WHC	79

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

	Title	Subject	Views
1.	Alsou Abramova - Singer, UNESCO Artist for Peace	UNESCO	232
2.	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	186
3.	Mausoleum of the First Qin Emperor	CLT/WHC	169
4.	Taj Mahal	CLT/WHC	156
5.	UNESCO History	CLT/WHC	155
6.	Memphis and its Necropolis – the Pyramid Fields from Giza to Dahshur	CLT/WHC	125
7.	Interview with Alsou Abramova, UNESCO Artist for Peace	UNESCO	125
8.	Mountain Railways of India	CLT/WHC	103
9.	Lake Malawi National Park	CLT/WHC	99
10.	Persepolis	CLT/WHC	90

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

	Title	Subject	Views
1.	Serra Capivara	CLT/WHC	1 120
2.	Vídeo da UNESCO celebra 53 anos de Brasília	UNESCO	732
3.	Boas práticas do Programa Mais Educação	ED	422
4.	Mundança climática	ED	108
5.	Dia Mundial da Filosofia 2014	SHS	93
6.	UNESCO celebra Dia da Língua Portuguesa	ED	61
7.	UNESCO analisa mudanças e desafios da nova Lei Geral de Acesso à Informação do Brasil	CI	47
8.	Dia Nacional de Visibilidade Trans: 29 de janeiro.mp4	ED	43
9.	Serra da Capivara National Park	CLT/WHC	42
10.	Boas práticas no combate ao bullying homofóbico nas escolas	ED	28

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

	Title	Subject	Views
1.	UNESCO History	UNESCO	8
2.	Gao Shijun, Director of European HQ of China Radio International	CI	8
3.	Aowen Jin, Chinese artist and social commentator	CI	8
4.	Interview of Zhang Jun - UNESCO Artist for Peace	UNESCO	7
5.	40th anniversary of the World Heritage Convention	CLT/WHC	6
6.	Cheng Yizhong, laureate of the 2005 UNESCO/Guillermo Cano World Press Freedom Prize	CI	3
7.	Património 9	CLT/WHC	3
8.	Tribute to Malala Yousafzai	ED	3
9.	Irina Bokova: "Jazz is the music of freedom"	CLT	2
10.	Global Partnership for Oceans	SC	1

▪ Videos posted this month on YouTube (by number of views)

Top	Title	Length	Posted	Views as at 22/01/2015
1.	¡¡Gracias maestras y maestros!! #Actualizateprofe	1'33"	05/12	856
2.	Strengthening Education for All in Burundi	3'39"	11/12	599
3.	Fight against illicit trafficking in Syrian cultural property	0'39"	09/12	588
4.	Looting heritage hurts societies - Iraq	0'39"	02/12	432
5.	Mensaje de la subdirectora general de ciencias de la UNESCO para la inauguración de la Expo COP20	3'44"	01/12	425
6.	Heritage and Cultural Diversity at Risk in Iraq and Syria*	6'58"	19/12	383
7.	Irina Bokova message on the Decade for People of African Descent*	2'47"	12/12	365
8.	Forum Panafricain « La jeunesse africaine et le défi de la promotion d'une culture de la paix »	14'21"	18/12	346
9.	Looking Back – Retrospective NAGOYA	2'37"	04/12	326
10.	Tunisie : Un groupe de conseil et d'expertise sur la jeunesse mis en place par l'UNESCO	4'51"	23/12	301
11.	"El Almanaque": registro de 4646 días de prisión durante la dictadura uruguaya	7'47"	19/12	250
12.	UNEP Executive Director's video message for the opening of the 2014 World Conference on ESD	5'09"	05/12	238
13.	The World Library of Science Launch Ceremony	2'33"	17/12	221
14.	Exposición Cambio Climático - COP20	2'41"	02/12	215
15.	IFAP Review 2008-2013	3'15"	16/12	204
16.	Cape Town Carnival Trust	3'27"	19/12	202
17.	UNESCO's Marine World Heritage - Fanny Douvere Interview*	3'57"	12/12	200
18.	Article 2: Non-discrimination*	0'50"	04/12	197
19.	Mundança climática	5'34"	16/12	161
20.	COP 20 - Comprender el CC: "El conocimiento científico fue el que nos trajo hasta aquí"	2'39"	31/12	135
21.	COP20: 6 actividades, 60 segundos... más de 1000 personas	1'23"	30/12	92
22.	Programme du PIPT: Rapport 2008-2013	3'24"	17/12	57
23.	Cambio Climático y Sector Ganadero: Estamos de acuerdo. ¿Estamos de acuerdo?	6'22"	18/12	56
24.	COP 20 - Testimonios: Bioética latinoamericana para el mundo	2'38"	29/12	49
25.	COP 20 - Testimonios - Tarcila Rivera Zea, Presidenta CHIRAPAQ (Perú)	2'04"	29/12	46
26.	UIS staff day 2014 introduction to African rhythms	0'42"	12/12	44
27.	Entrevista al Presidente del CIG UNESCO IHP, David Korenfeld	7'01"	17/12	44
28.	ALADI y UNESCO: Socios en la cooperación	1'56"	19/12	35

* Produced by UNESCO Studio

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

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

5. UNESCO Documents and Library

5.1. UNESCO Documents - <http://www.unesco.org/new/en/unesco/resources/publications/unescodoc-database/>

The **UNESDOC database** - managed by KMI/MSA Knowledge-Sharing & Open Access Unit - 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.

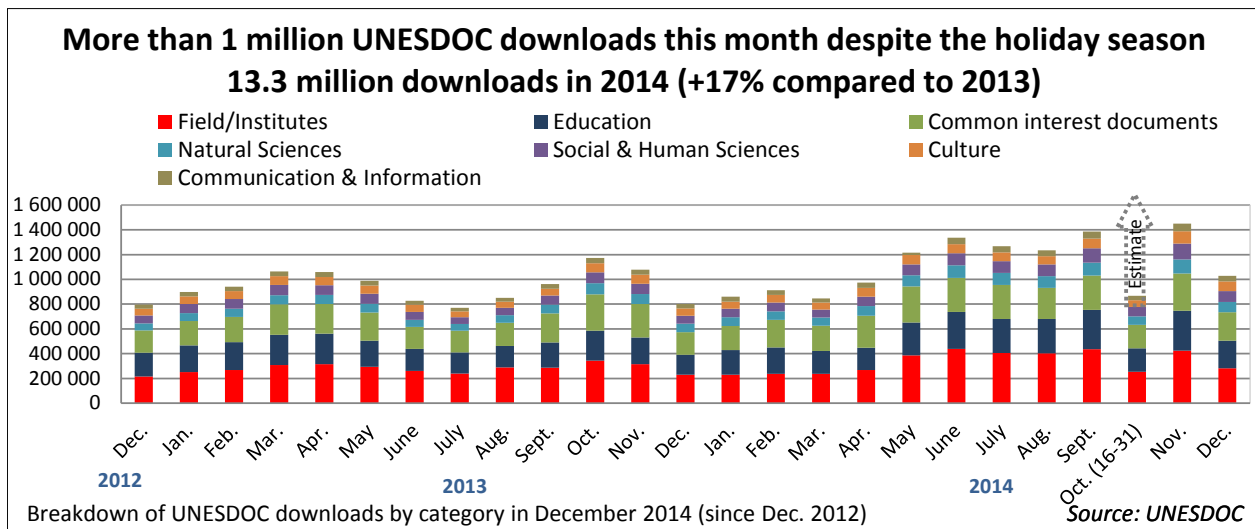
In December, **146,482** records were available online in PDF format (146,240 in November), including documents, publications, communication material and other working documents.

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 December	1 028 823
--	------------------

Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	9 925	224 656	-30.53%	22
Natural Sciences	9 913	84 540	-25.93%	8
Social and Human Sciences	5 800	86 372	-31.87%	15
Culture	37 45	78 932	-20.29%	21
Communication and Information	2 737	44 582	-28.01%	16
Field & Institutes	9 815	281486	-33.52%	28
Common interest documents	NA	228 255	-24.26%	NA



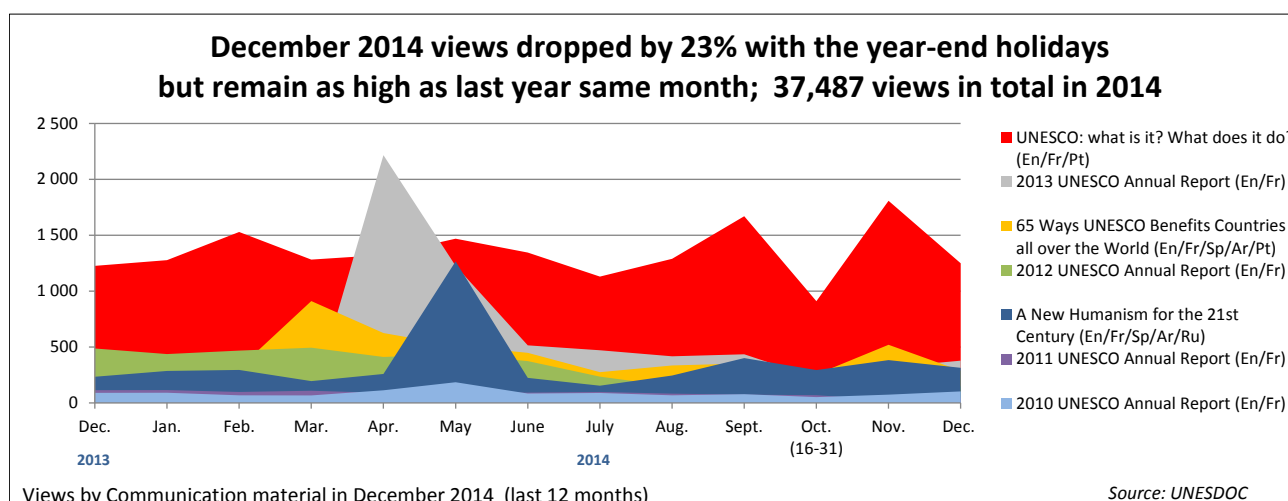
5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	118 294
2	Germany	89 913
3	France	49 088
4	China	33 954
5	Mexico	33 845
6	United Kingdom of Great Britain and Northern Ireland	23 689
7	Brazil	22 483
8	Spain	21 751
9	India	19 539
10	Canada	14 507
11	Philippines	13 493

12	Nigeria	12 235
13	Peru	10 298
14	Japan	9 349
15	Ukraine	8 479

5.1.3 Printable Communication materials

Title	Total downloads in December							
	EN	FR	SP	RU	AR	ZH	POR	Total
UNESCO: what is it? What does it do?	892	254					103	1 249
2013 UNESCO Annual Report	312	66						378
A New Humanism for the 21st Century	79	116	74	39	6			314
65 Ways UNESCO Benefits Countries all over the World	151	49	58		5		25	288
2012 UNESCO Annual Report	106	43						149
2010 UNESCO Annual Report	96	7						103
2011 UNESCO Annual Report	43	13						56
TOTAL	1 679	548	132	39	11	0	128	2 537



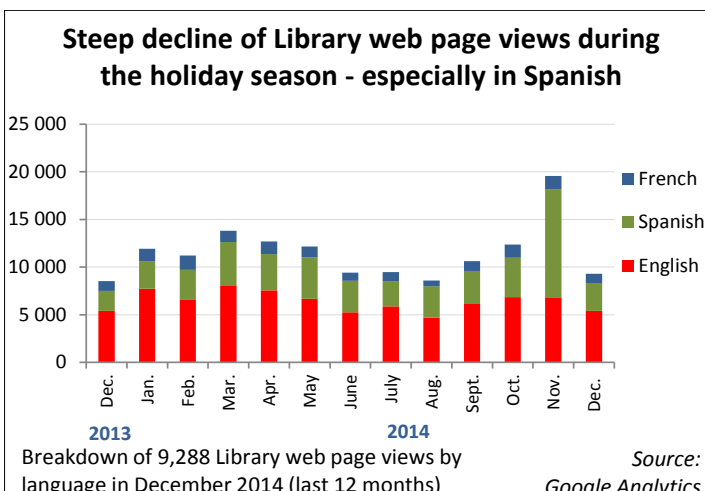
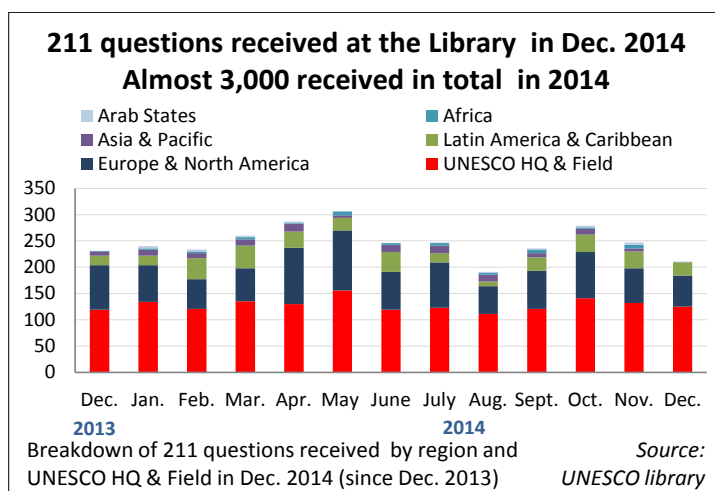
5.2. UNESCO Library - <http://www.unesco.org/library>

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

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

5.2.1 Questions received by: library@unesco.org

5.2.2 Web page views:



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

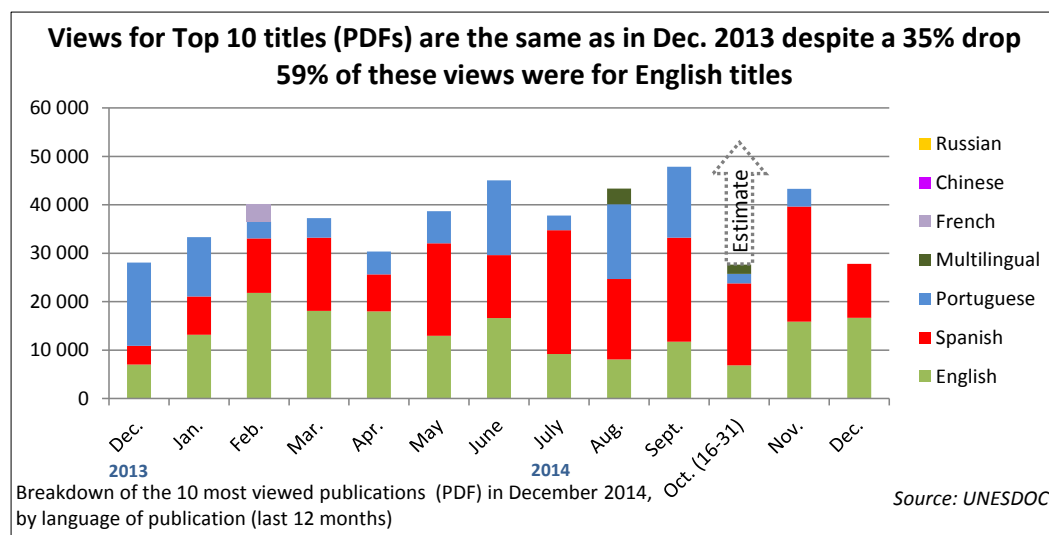
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical 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 has significantly decreased compared to November of this year but is more or less at the same level as in December 2013. The two main flagship reports of UNESCO, the *EFA Global Monitoring Report 2013-2014* and the *World Water Development Report 2014*, continue to fare well in the top ten downloads. December witnessed an important reduction in the percentage of Spanish and Portuguese giving way to English as the highest scorer in this category. Page views on Google Books have fallen for the first time in several months (-6%) but are still very high compared to the rest of the year and compared to December 2013 (+123%). Best-selling titles at the Bookshop were on culture themes and on-line sales were dominated by a bulk sale of Bouba and Zaza titles (Education).

6.1. Top 10 most consulted PDFs* (UNESDOC)

	Title	Sector	Language	Views*	Published
1.	The United Nations world water development report 2014	SC	English	3 502	Paris, UNESCO, 2014
2.	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	3 493	Paris, 2005
3.	Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	3 439	UNESCO, 1999
4.	Teaching and learning: achieving quality for all: EFA global monitoring report, 2013-2014	ED	English	3 326	Paris, UNESCO, 2014
5.	Learning to be: a holistic and integrated approach to values education for human development; core values and the valuing process for developing innovative practices for values education toward international understanding and a culture of peace	ED	English	2 792	Bangkok, UNESCO Asia and Pacific Regional Bureau for Education, 2002
6.	Mass media: the image, role and social conditions of women; a collection and analysis of research materials	CI	English	2 742	Paris, 1979
7.	Manual de gestión para directores de instituciones educativas	ED	Spanish	2 497	Lima, UNESCO Office Lima, 2011
8.	Development administration: obstacles, theories and implications for planning; IIEP Occasional Papers N°2	ED	English	2 150	Paris, 1968
9.	The Contribution of early childhood education to a sustainable society	ED	English	2 150	Paris, UNESCO, 2008
10.	El impacto de las TIC en educación: relatoria de la Conferencia Internacional	ED	Spanish	1 751	Santiago de Chile, OREALC, 2010

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

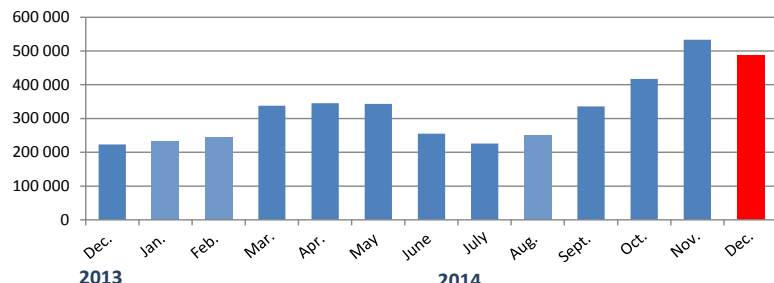


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **476 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
December 2014	476	51 682	499 284	262
December 2013	375	22 596	223 270	157

December publications page views on Google Books are the 2nd best in 2014 and have more than doubled compared to Dec. 2013



Publications page views in December 2014 (last 12 months)

Source: Google Books

Book visits: A book visit is registered each time a user views a book.

Page views: The number of individual pages a user views in a session (counted as a 24-hour period). Regardless of the number of times a user views a particular page, it is only registered once per session.

Book visits with buy clicks: This is registered each time a user clicks on a "Buy" link.

6.3. UNESCO Bookshop bestsellers*

Bookshop sales of UNESCO publications top 5 (clickable covers)

Publication	Copies sold	Sector
	32	CLT/WHC
	24	CLT/WHC
	15	CLT
	14	ERI/DPI
	11	ED

Bookshop sales of non-UNESCO publications, top 5

Publication	Copies sold	Publisher
	33	Panasonic
	12	Ouest-France
	9	Editions GELBART
	7	Prisme Editions
	3	Editions du Patrimoine Centre des monuments nationaux

6.4. Online and international sales

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

Publication	Copies sold	Sector
	2 004	ED
	2 004	ED
	2 004	ED
	2 000	ED
	1 004	ED

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

Bookshop sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Rapport sur l'économie créative – Édition spéciale 2013	0	CLT
Fondements et philosophie de l'éducation des adultes en Afrique	0	ED
Socio-psychologie de l'éducation des adultes en Afrique	0	ED
Patrimonio Mundial N° 73 - Patrimonio Mundial y nuestro planeta protegido	0	CLT/WHC
Witnesses to History: Documents and writings on the return of cultural objects	0	CLT

Online and international sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Achieving transparency in pro-poor education incentives	0	ED
Higher Education in Asia: Expanding Out, Expanding Up	0	ED
Patrimoine mondial I: Bénéfices au-delà des frontières	0	CLT
EFA global monitoring report, 2013-2014 - Teaching and learning: achieving quality for all	0	ED
The Sacred Garden of Lumbini: Perceptions of Buddha's birthplace	0	CLT

* 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, December 2014

Contract No.	Title	Publisher	Language	Date signed
J.2014-019	Impact of Urban Flooding on Water Quality	UNESCO/Cambridge University Press	English	12/12/2014

6.7. Permissions granted to use or translate UNESCO content, December 2014

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Gallimard en tant que coéditeur	Roman de Graciliano Ramos <i>São Bernardo</i> , traduit du portugais par Geneviève Leibrich, paru dans la collection Du monde entier en 1986.	Rédition dans la collection « L'imaginaire », à paraître en mars 2015 pour un tirage de 3 000 exemplaires.	Les Editions Gallimard reverseront un droit d'auteur de 3% sur le prix H.T. de chaque exemplaire vendu.	11/12/2014
Gallimard en tant que coéditeur	Reproduction de 11 poèmes extraits de l' <i>Anthologie de la poésie japonaise classique</i> , dans la traduction de G. Renondeau (« Plus vite », « Qui connaît », « Au printemps », « Quoique le vent d'automne », « Quand souffle le vent », « A la dixième lune », « Sur mes manches de blanche étoffe », « Au fond des flots », « Le vent de ma maison », « Notre corps est une poussière », « Dans la brise du soir »).	Pour inclusion dans un livre d'artiste intitulé <i>Le vent</i> , composé de 14 poèmes japonais et de 9 peintures d'Irène Boisaubert. Format à l'italienne 26x33 cm. Présenté sous forme d'un Leporello de 11 pages, sous jaquette et dans un emboîtement. Tirage de 24 exemplaires dont 4 hors-commerce. Prix de vente par exemplaire, 360 euros.	Somme forfaitaire de 330 euros H.T. à partager avec Gallimard	16/12/2014

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

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

7.1. Number of events by “Major Programmes”

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
CI	7	1	6	0
CLT	10	6	4	0
ED	16	3	12	1
ERI	11	10	1	0
SC	10	6	4	0
SHS	4	2	2	0
AFR	1	1	0	0
BSP	1	1	0	0
GBS	1	1	0	0
Total	61	31	29	1

7.2. Events organized by Field Offices/ Institutes

Abuja	1
Amman	1
Baghdad	4
Beirut	1
Brasilia	2
Jakarta	1
Kathmandu	9
Nairobi	2
Rabat	2
San Jose	1
Santiago de Chile	1
Tashkent	1
Venice	3
IIEP	1
Total	30

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

Type of Events taking place	at HQS	away from HQS
Category 2 - Intergovernmental meeting	2	-
Category 3 - Non-governmental conference	1	-
Category 4 - International Congress	-	-
Category 5 - Advisory Committee	-	-
Category 6 - Expert Committee	-	1
Category 7 - Seminars and Workshops	3	19
Category 8 - Symposium	-	3
Press Conference	-	-
Exhibition	4	3
Headquarters Committee	-	-
Event under Patronage	-	-
Concert	3	-
Show	-	-
Consultative Meeting	2	1
Meeting by Member States or Institutions	-	4
Interagency meeting	-	2
Film Projection	-	1
Special Event	2	4
Working group/Expert Meeting	1	4
Information meeting for Permanent Delegations	-	-
Executive Board	1	-
Prize-giving Ceremony	-	-
Total	19	42

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 Organization's mandate. Cultural events, exhibitions, shows, and screenings, organized in cooperation with Member States and other partners contribute to the promotion of cultural diversity. All events open to the public at large and to UNESCO communities, are promoted on the [Calendar of Events](#), unesco.int, and the dynamic screens. Cultural and intellectual events for this public are announced on the monthly electronic Calendar of events sent to its subscribers, and made available at the Reception desk, the Book/Gift Shop, the Library, and the Visitor's service.

8.1. Conferences and Meetings

8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
01/12	Réunion du Sous-comité du Registre Mémoire du monde	CI/KSD/UAP	Salle V	20
03/12	Conférence internationale de haut niveau sur le patrimoine et la diversité culturelle en péril en Iraq et en Syrie	CLT/CCS	Salle II	100
09-11/12	8e session du Comité intergouvernemental pour la protection et la promotion de la diversité des expressions culturelles	CLT/WHC/PCM	Salle II	350
09-10/12	Les TICs dans le développement des indicateurs de l'éducation	CI/KSD/ICT	Salle VII	30
10/12	Séminaire : Tourisme et diversification économique dans les sites du patrimoine mondial	CLT/HER/WHC/LAC	Salle XI	120
15-17/12	Conférence internationale des organisations non gouvernementales	ERI/NCS/NGO	Salle IV	300
16/12	SESAME	SC/PCB	Salle XII	60
18-19/12	9e réunion du Comité pour la protection des biens culturels en cas de conflit armé	CLT/WHC/PCM	Salle XI	400
Total participation				1 380

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

8.1.2 Electoral Groups Meetings

Date	Title*	Organizer	Place	Public
08/12	Réunion plénière de l'ASPAC	Déleg. perm. de la Rép. dém. féd. du Népal	Salle XVI	40
12/12	Réunion plénière du GRULAC	Déleg. perm. d'El Salvador	Salle XIII	40
15/12	Réunion plénière du GRULAC	GRULAC	Salle XIII	50
Total participation				130

8.1.3 External rentals

Date	Title	Organizer	Place	Public
01/12	Congrès international de l'association Paroles d'Enfants	Association Paroles d'Enfants	Salle II	350
04/12	Colloque "Prospective et handicap"	CCAH	Salle I	500
04/12	PAMUN	American School of Paris	Diverses salles	1 200
08/12	70e anniversaire de Secours populaire français	Secours populaire français	Salle Pas Perdus	500
11/12	20e Congrès de l'Association PEDIADOL	Association PEDIADOL	Salle I	1 000
11/12	Commémoration de la première guerre mondiale	Déleg. perm de l'Inde	Salle IV	300
11/12	Conférence de presse de l'artiste ivoirien Cissé Moussa	Déleg. perm de Côte d'Ivoire	Salle IX	50
11/12	Hommage à Gabriel Garcia Márquez	Déleg. perm. de la Colombie	Salle IV	200

12/12	Cérémonie de remise de diplômes de l'Ecole centrale Paris	Ecole Centrale Paris	Salles I, V (+ Foyer 1), Salle des Actes, Salle Pas Perdus	1 800
12/12	Premières rencontres franco-sénégalaises sur l'observation du tout petit dans différents contextes culturels	Délég. Perm. du Sénégal	Salle IV	200
17/12	Preparatory Committee Meeting of the 7th World Water Forum in Korea	Délég. perm. de la République de Corée	Salle III	30
18/12	Célébration de la Journée mondiale de la langue arabe	Délég. perm. du Royaume d'Arabie Saoudite	Salle II	300
18/12	Conférence de presse avec la NASA	ESA – European Space Agency	Salle IX	45
18/12	Cérémonie de remise de diplômes de l'Institut d'études des relations internationales	ILERI- Institut d'études des relations internationales	Salle Pas Perdus + Salle IV	300
Total participation				6 775

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

8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
01-05/12	« August Macke : une vie, une œuvre », à l'occasion du 100 ^e anniversaire de la mort du peintre allemand August Macke	Délég. perm. de l'Allemagne	Salle Pas Perdus	150 (inauguration)
10-19/12	« + Exposition évolutive » pour le rapprochement des cultures, à l'occasion de la Journée des droits de l'Homme et dans le cadre de la Décennie internationale du rapprochement des cultures	SHS	Hall Ségur	100 (inauguration)

8.2.2 Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
03/12	Conférence internationale de haut niveau « Le patrimoine et la diversité culturelle en péril en Iraq et en Syrie ».	CLT/CCS	Salle II	100
03/12	Concert de Jane Constance et Luan Pommier, à l'occasion de la Journée internationale des personnes handicapées	Délég. perm. de la République de Maurice	Salle I	300
09/12	Concert de l'Orchestre pour la paix Salam-Shalom, sous la direction de Nader Abbassi, à l'occasion de la Journée des droits de l'Homme	Délég. perm. de l'Argentine	Salle I	1 000
15/12	Concert « Dombra kuï, mélodie éternelle »	Délég. perm. de la Rép. du Kazakhstan	Salle I	400
18/12	Célébration de la Journée de la langue arabe sur le thème de l'alphabet arabe : conférence, exposition et soirée musicale	Délég. perm. du Royaume d'Arabie Saoudite	Salle II et Foyer salle I	300

* 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: 1,368 seats

- **7 events** were promoted in the December monthly *Calendar of cultural events* printed out in 3,000 copies (in French), and its electronic version sent out to **26,445 subscribers**.
- **7 events** were organized, co-organized and/or promoted in December by DPI/PRP (Public Relations and Partnerships Section).

8.3. UNESCO Visits

A total of **18 visits for 421 visitors** and **1 presentation focusing on Education for 30 visitors** were organized in December 2014. All visitors came within the framework of a 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	17
Declined requests	n/a

2. Languages

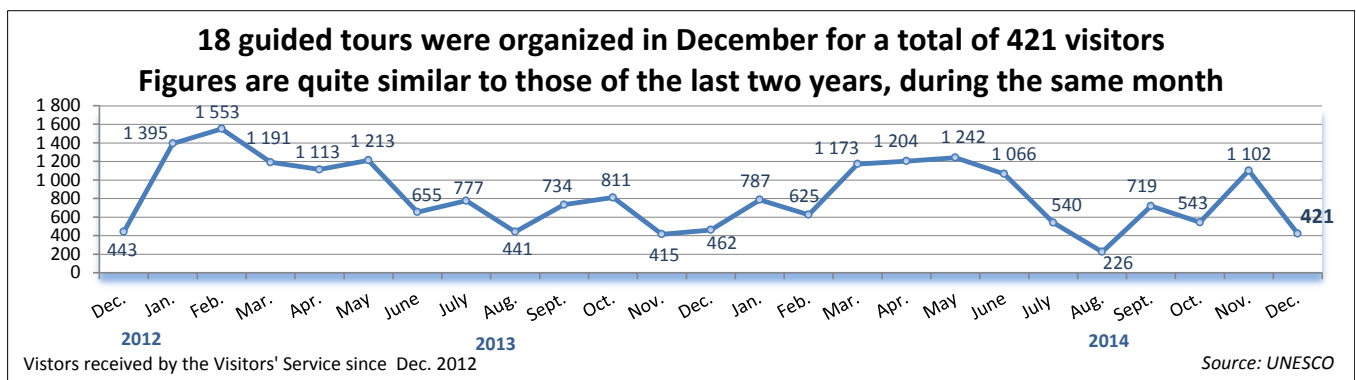
Visits/Present. in French	14	78%
Visits/Present. In English	4	22%
Other	0	0%

3. Type of visits

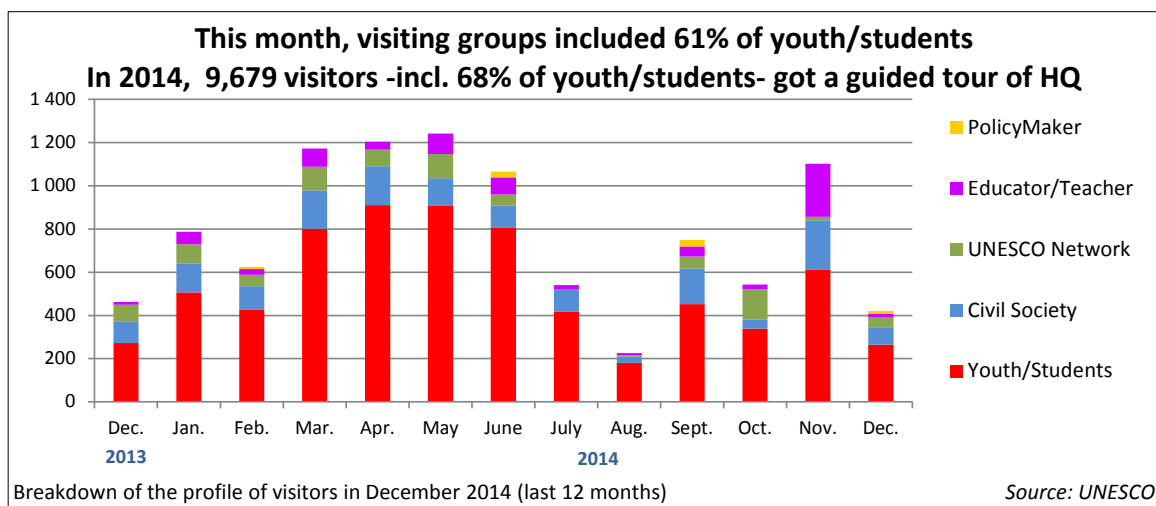
Group Visits	18	100%
Spontaneous Visits	0	0%
Individual Visits	0	0%
Incl. Thematic Conference	1	6%

4. Origin

Europe and North America	391	92.9%
Asia and Pacific	30	7.1%
Africa	0	0%
Latin America and the Caribbean	0	0%
Arab States	0	0%



5. Profile of visitors



9. UNESCO logo exposure

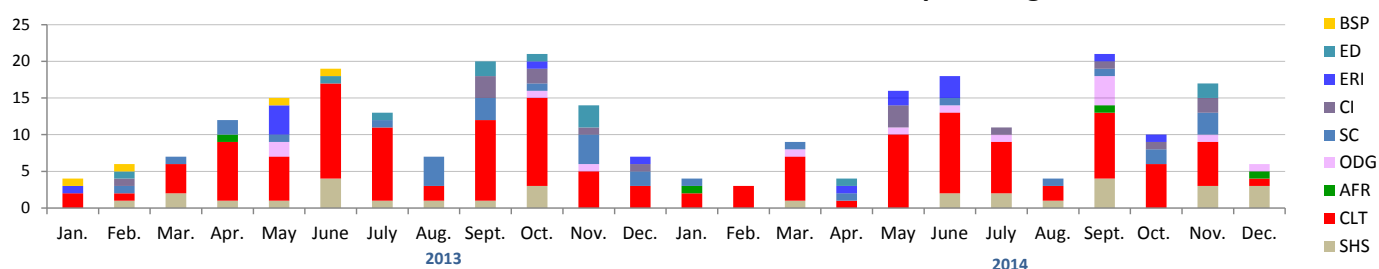
9.1. Patronage

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.

- 6 events which have been granted UNESCO's patronage took place in December 2014:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
03/12	Belgium	6e conférence internationale de l'Observatoire international de Justice juvénile (OIJJ)	Social workers & youth workers	SHS
04/12	Italy	5th International Conference of Herity entitled « Services à la Culture : une visite de qualité »	Professionals in the culture and heritage protection and promotion	CLT
08/12	France	Trois manifestations liées au 70 ^e anniversaire du Secours populaire français	Youth workers & civil society	SHS
08/12	France	European Data Governance Forum: "Privacy, Innovation, Surveillance: which ethical framework for Europe ? "	Data and information technology professionals	ODG
10/12	Spain	Conference entitled "Great Migrations: Settlements of Europe" organized by the Kazakhstan Government in partnership with the University of Granada	Researchers	SHS
17/12	UNESCO HQ	Charity dinner to raise awareness and funds to fight against Ebola outbreak in Liberia, organized by the Liberian Permanent Delegation	Network of Liberian Permanent Delegation	AFR

Events held under UNESCO patronages fell sharply in December - out of 6, 3 were linked to SHS activities In 2014, 123 events were held under UNESCO patronage



Breakdown of events held under the patronage of UNESCO in December 2014 (since Jan. 2013)

Source: Patronage Database

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 programmes**

Logo use: **For every broadcast/rebroadcast (except for special programmes). 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 programmes in December (NHK General)

Title of the Programme: **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 programmes (Satellite Channel): None in December

10.2. TBS (Japan)

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

Partnership began: 1996

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>
07/12	Great Smoky Mountains National Park (USA)	30 min.	5.5%
14/12	Palace and Park of Fontainebleau (France)	30 min.	4.1%
21/12	Best Shot 2014 (Compilation)	30 min.	6.4%
28/12	No broadcast		

Average audience share in December: **5.3 percent** (for the first broadcast)

Estimate number of viewers in Japan: **4,794,000** (for the first broadcast)

The total number of audience accessed to the programme in December was estimated at **14,382,000**.

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	35
Spanish	11
French	10
Russian	5
Arabic	2
In December, a total of 63 reports were released on UNESCO through Xinhuanet	

10.4. RIA Novosti

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

Partnership began: September 2010

Products: **News and interviews**

Output: **RIA Novosti website** (<http://en.rian.ru/>) in Russian, German, French, Spanish

Network: partnership with more than 100 foreign news media

Date	Titles of Reports on UNESCO in Russian	Page views
01/12	World AIDS Day	371
03/12	Konstantin and Viktor Melnikov Museum to open in Moscow	355
03/12	Sochi to host international folk culture festival	120
04/12	UN special envoy: Aleppo to become 'laboratory of hope'	204
05/12	Greece slams 'defiant' UK decision to 'lend out' Parthenon marble	1 971
06/12	Russia voices principled stance on Lebanon's sovereignty	3 486
08/12	Putin: Russia set to support UNESCO efforts	947
09/12	Mikhail Piotrovsky: a biography	486
09/12	UNESCO responds to letters about pressure on Russian journalists	10 545
09/12	Thermal power facilities pollute Lake Baikal	359
09/12	Natural Resources Ministry to relax Baikal protection law	247
10/12	Human Rights Day	280
11/12	Peru protests Greenpeace damage to delicate Nasca lines	900
11/12	Photo archive on life of Chinghiz Aitmatov unveiled in Brussels	454
15/12	Palestine to submit draft resolution at UN Security Council on December 17	382
15/12	Sydney Opera House evacuated after suspicious object is found	154
15/12	Remembrance Day of Journalists Killed in the Line of Duty	330
15/12	Poet Yevtushenko flown to Moscow for treatment	2 239
15/12	Rostov airport curtails operations due to pea-soup fog	547
16/12	Special Federal Medical Biological Agency plane flies poet Yevtushenko to Moscow	808
16/12	Lavrov: draft resolution on Palestine statehood is legitimate	122
16/12	Russian Healthcare Ministry: Special Federal Medical Biological Agency plane with poet Yevtushenko onboard arrives in Moscow	561
17/12	One tourist killed, nine wounded in Turkish balloon crash	2 029
17/12	Palestinian National Authority to submit draft resolution to UN Security Council after consultations with Paris	232
17/12	Traveler Fyodor Konyukhov writes book about his adventures	1 415
18/12	Israeli Foreign Minister calls Palestine appeal to UN Security Council 'an act of aggression'	1 884
18/12	Doctors tell poet Yevtushenko to stay in bed	222
18/12	Festival of Whirling Dervishes ends in Turkey	495
19/12	News conference on Andrei Stenin photo journalism contest	33
19/12	Poet Yevtushenko transferred to general intensive care ward of Central Clinical Hospital of Russian Presidential Administrative Directorate	680
20/12	Gennady Gatilov: Russia wants UN to celebrate 70th Victory in Europe Day anniversary	2 874
20/12	Gennady Gatilov: society alarmed by growing racist trends	87
22/12	Rossiya Segodnya holds Andrei Stenin photo journalism contest	643
23/12	UNITAR: Over 100 cultural landmarks damaged in Syria	80
25/12	Sochi to host UNESCO-sponsored Parallels Festival	201
25/12	Riches of the Russian North – unique landmarks and pristine nature	593
25/12	Scuba divers install video camera on Lake Baikal bottom, video	2 017
25/12	Governor: Baikal to become mainstay of Irkutsk tourism promotion project	94
26/12	Destructive earthquake and tsunami in Southeast Asia (2004)	197
29/12	Kremlin's No. 14 administrative building to be dismantled starting mid-January 2015	1 806
29/12	5,000-year-old underground town discovered in Cappadocia	37 707
Total reports in Russian: 41		Total page views: 79 157