



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2017/PIPMR/73/REV

Monthly Visibility Report

April 2017

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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

- 56,877 articles mentioning UNESCO were monitored this month in news outlets worldwide.
- At Headquarters and abroad, UNESCO events were responsible for focusing significant additional attention on the Organization. The three featured events this month, the 201st session of the Executive Board, World Book and Copyright Day and International Jazz Day - all in the second half of April - clearly provided impetus for coverage that brought several peaks to a period of increased coverage (see graph to the right). The Executive Board was a key factor and largely responsible for the two main peaks of activity in April. In particular, two issues were driving press interest: the Draft Decision on Occupied Palestine and the interviews for the post of Director-General. Additionally, World Book and Copyright Day brought another peak of reporting on the Organization on 24 April. International Jazz Day coverage was the third element in this trio of events that, when taken together, were responsible for keeping media interest high in UNESCO.

The following events are highlighted in the Major Events pages:

- 201st session of the Executive Board (19 April – 5 May)
- World Book and Copyright Day 2017 (23 April)
- International Jazz Day 2017 (30 April)

UNESCO Website and Social Media Channels

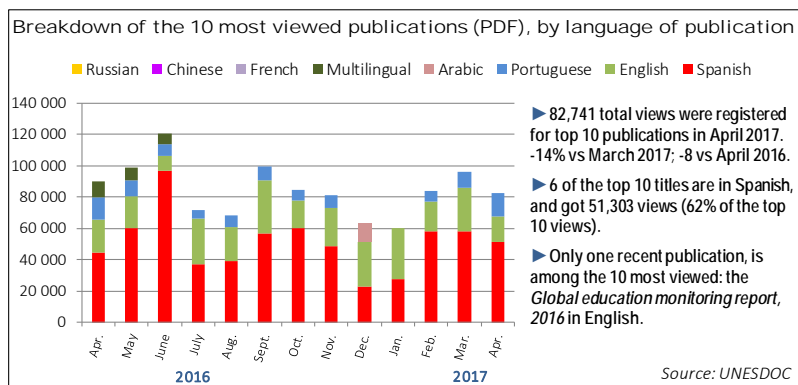
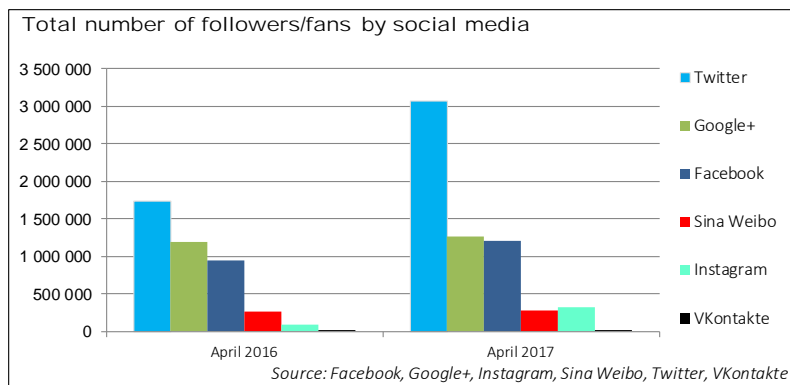
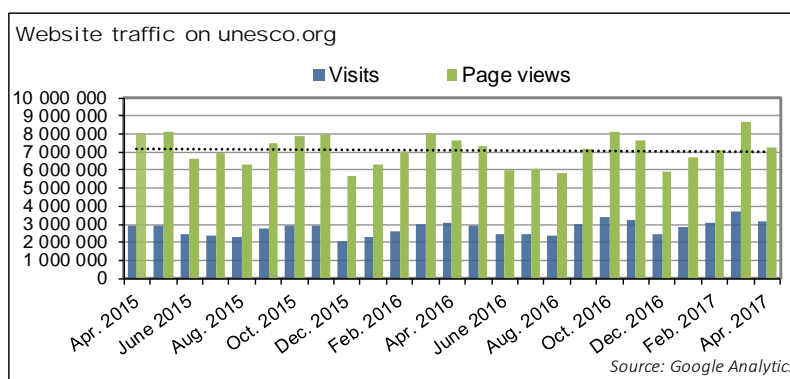
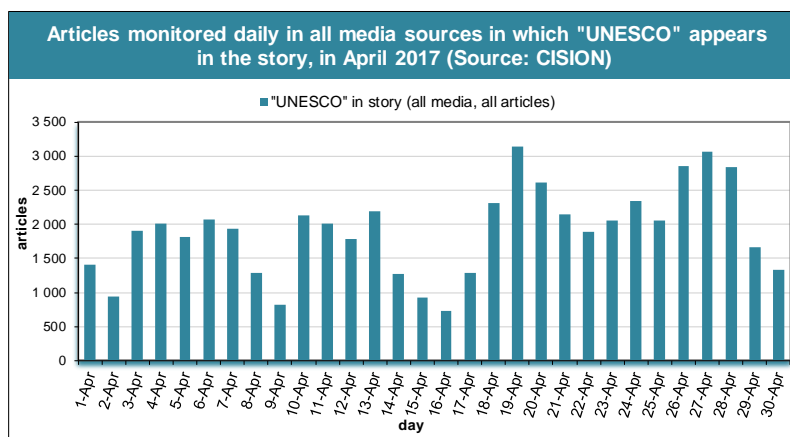
- April 2017 traffic on our public website dropped by 16% after having reached an all-time high in March (see 2nd graph to the right). Details on the traffic were not communicated.
- This month, a few landmarks were achieved on social media: 1. Instagram accounts in Spanish and Russian, Vkontakte, and Twitter in Arabic and Russian have been officially verified; 2. the total number of followers on our Twitter accounts topped 3 million (see graph to the right).
- Coverage of World Book and Copyright Day and International Jazz Day generated once again huge interest. #DíaDelLibro, hashtag for World Book and Copyright Day was world trending topic for most part of the day, and messages for this celebration in Spanish were the most retweeted and the most liked & shared this month on Facebook and Twitter (see details page 14).

Publications

- Top 10 online viewing dropped in April for the first time this year (-14%) and is lower than last year same month (-8%). Spanish titles dominate again in this list (62% of downloads). The only English titles that remain very prominent this month are flagship reports: [Engineering: issues, challenges and opportunities for development; UNESCO report](#) and the main [GEM Report, 2016](#). In Spanish, [Hacia las sociedades del conocimiento: informe mundial de la UNESCO](#) (Towards knowledge societies: UNESCO world report) is number two in the Top 10 list with more than 10,000 downloads.
- Views on Google Books are stable with more than 780,000 pages viewed for the second month in a row.

Focus on a Field Office

This topic aiming to highlight the outreach efforts in the field focuses this month on our Office in Dakar.



Major events:

I. 201st session of the Executive Board (19 April – 5 May 2017)



The highlights of the 201st session of the Executive Board included the Interviews with the nine candidates for the post of Director-General of UNESCO, proposed by Azerbaijan, China, Egypt, France, Guatemala, Iraq, Lebanon, Qatar and Viet Nam, on 26 and 27 April 2017. For the very first time, the interviews were webcast live, with a total of 26,120 external connections registered during the two days. Videos and relevant information were posted on UNESCO website.

Another highlight was the adoption on 2 May of a new decision regarding Jerusalem under item 30 "Occupied Palestine", which was covered in the media worldwide, before and after its adoption. Some 1,700 articles reported on the decision worldwide, including more than 1,000 in Arabic media.

Communication materials and activities:

- [Media advisory](#) (24/04)
- [Dedicated website](#)
- [Event announcement](#)
- Live webcast for the interviews for the post of Director-General
- [Speeches during the 201st session of the Executive Board](#)
- [Photo galleries](#)

Webcast/Live streaming connections: Opening of the 201st session of the Executive Board: 335 connections.

Interviews for the post of Director-General: External connections: on 26 April: 11,689; on 27 April: 14,432.

Internal connections: Peaks over the two days: Floor (339), English (259), French (173), Spanish (28), Russian (4), Arabic (14), Chinese (0). See details page 10.

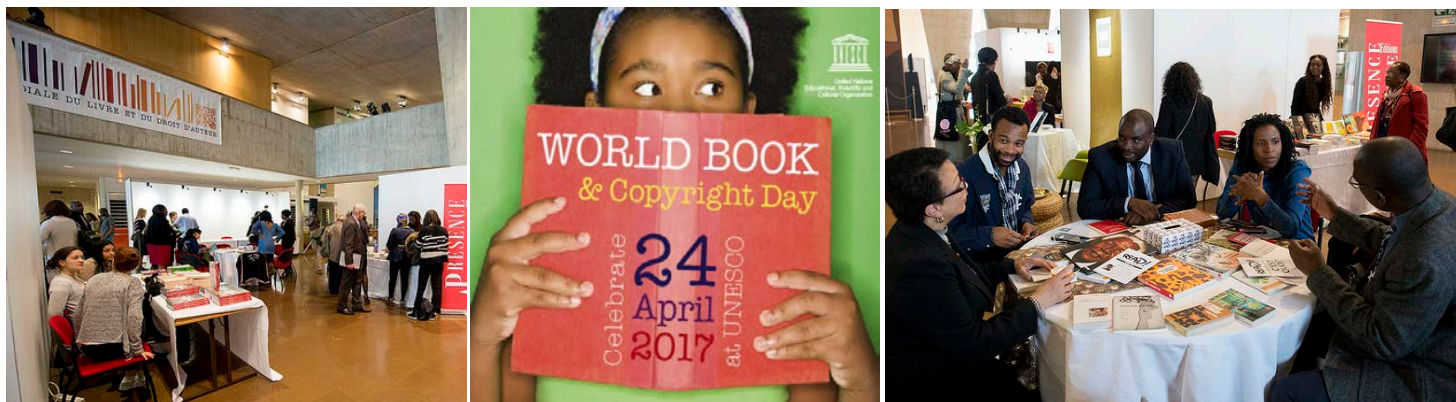
Website statistics (10/04-12/05): [Media advisory](#): 1,909 page views (En: 1,084, Fr: 377, Es: 101, Ru: 78, Ar: 232, Zh: 37). [Dedicated website](#): 55,210 page views. [Event announcement](#): 460 page views. [Speeches during the 201st session of the Executive Board](#): 2,739 page views. [Photo galleries](#): 977 page views.

Press coverage: More than 1,700 articles covered the decision on Jerusalem worldwide as at 6 May 2017. Some 1,060 news were monitored in Arab speaking media, with the highest number in Egypt (34%), Saudi Arabia (18%), Palestine (7%). More than 650 articles were published in other languages, incl. 280 in the US, 72 in Israel (in English), 21 in the UK, Germany and France. 23 journalists were accredited for the interviews for the post of Director-General. Less than 500 articles covered these interviews.

Social media: In coordination with the Executive Board team, it was agreed to publish only 2 tweets announcing the webcast of the interviews. Those messages were published on the English and French accounts on the morning of 26 and 27 April and were retweeted on the Chairman's account.

| UNESCO Twitter | Impressions | Engagement |
|----------------|-------------|------------|
| English | 46,986 | 1,068 |
| French | 22,241 | 598 |
| Spanish | 2,665 | 37 |

II. World Book and Copyright Day 2017 (23 April 2017) / Journée mondiale du livre et du droit d'auteur (23 avril 2017)



La [Journée mondiale du livre et du droit d'auteur](#) (23 avril) était consacrée cette année aux personnes aveugles ou souffrant d'une déficience visuelle. C'est dans ce cadre que l'UNESCO a organisé à son Siège, lundi 24 avril, en partenariat avec l'[Asfored](#) (Association nationale pour la formation et le perfectionnement professionnels dans les métiers de l'édition) une conférence d'une matinée sur le thème *Accessibilité : quels enjeux pour l'édition ?*

Le 23 avril a également marqué le début du mandat (2017-2018) de Conakry (République de Guinée), ville nommée [Capitale mondiale du livre 2017](#). La ville de Conakry et le continent africain étaient de fait à l'honneur, dans la deuxième partie de la journée, pour la promotion de la littérature africaine avec l'évènement « Lire l'Afrique ! ». Deux tables rondes *Regards croisés sur l'Afrique littéraire d'aujourd'hui* et *Femme africaine, source d'inspiration littéraire* ont permis au public d'échanger avec onze auteurs africains : Christian Abegan, Sophia Ammad, Kidi Bebey, Sonia Houenoude, Jussy Kiyindou, Mohamed Mbougar Sarr, Hemley Boum, Selma Guettaf, Yves Berthrand Nguyen Matoko, Fathia Radjabou, Michelle Tanon-Lora, en présence des modérateurs Dominique Loubao, Directrice du Prix Senghor et Réassi Ouabonzi, blogueur « Chez Gangoueus ». Plusieurs maisons d'édition ont présenté leur collection : Editions A dos d'âne, Editions Dagan, Editions Nubia, L'Harmattan Guinée, Librairie-Galerie Congo, Michel Lafon Editions, Présence Africaine.

De multiples animations et ateliers ont rythmé cette après-midi : club de lecture, initiation à cinq langues africaines, découverte d'un magazine dédié au design africain, personnalisation de livres en tissu wax, typique de l'Afrique. Trois spectacles contés et chantés au son d'instruments africains ont complété le programme.

Participants: Conférence : 160 participants. Lire l'Afrique ! : 250 participants.

Audience: Grand public adulte, personnel de l'UNESCO, Délégations permanentes et professionnels de l'édition.

Communication materials and activities:

- [Media advisory](#) (14/04)
- [News](#) (20/04)
- [Message from the Director-General](#)
- [Dedicated webpage](#)
- [Event announcement](#) (NICE)
- Brochure, posters, kakemonos
- [Photo gallery](#)
- [Ceremony in Conakry to celebrate World Book Capital 2017](#)
- Video: [Presentation Conakry World Book Capital City](#)

Website statistics: [Media advisory](#): 1,757 page views. [News](#): 209 page views. [Message from the Director-General](#): 1,834 views. [Dedicated webpage](#): 14,031 page views. [Photo gallery](#): 70 views. Video (by Conakry Capitale Mondiale du Livre 2017): [Presentation Conakry World Book Capital City](#): 1,818 views.

Press coverage: World Book and Copyright Day was widely covered. More than 630 articles - in the 6 official UN languages - associated the day to UNESCO. New sites based in Spain published most stories (147 articles monitored), followed by the US (74 articles), Mexico (49), Egypt (33), France (31), Saudi Arabia (24), China (21). Ten journalists were accredited for the event at Headquarters.

Social media: World Book Day proved again to be a big success on social media despite of falling this year on a Sunday. Once more, it was especially successful in Spanish, where the hashtag #DíaDelLibro was trending topic worldwide most of the day. Messages on the French accounts included a focus on the promotion of the event taking place at Headquarters on 24 April.

| UNESCO Facebook | Reach | Reactions, Comments & Shares |
|-----------------|---------|------------------------------|
| Spanish | 703,404 | 26,939 |
| English | 152,591 | 3,953 |
| French | 55,178 | 1,771 |

| UNESCO Twitter | Impressions | Engagement |
|----------------|-------------|------------|
| English | 1,031,595 | 17,382 |
| Spanish | 368,689 | 16,211 |
| French | 80,896 | 1,714 |

III. International Jazz Day 2017 (30 April 2017)



1. All-Star Global Concert 2017©UNESCO. 2. World Jazz figures and young talents at Guanabacoa Amphitheatre, Havana ©UNESCO Havana/J.González

International Jazz Day was celebrated on 30 April in 196 Member States. The global venue of this sixth edition was Havana, Cuba, a land of rich musical tradition with important contributions to the development of jazz.

Together with the Thelonious Monk Institute of Jazz, the Cuban Institute of Music and the Ministry of Culture of Cuba, a week-long programme of activities was organised which closed with the All-Star Global Concert, broadcast to Cuba and the world from the emblematic Alicia Alonso Grand Theatre of Havana.

Jam sessions, concerts in parks and theatres, workshops in arts schools and photographic exhibitions were some of the educational activities on the programme, which also included the broadcasting of a documentary on the history of jazz to more than 11,000 schools across the country and the screening of the documentary *Keep on Keepin' on*, hosted by the Director-General, Irina Bokova and the legendary Quincy Jones.

World renowned artists, such as UNESCO Goodwill Ambassador Herbie Hancock, Marcus Miller, Chucho Valdés, Bobby Carcassés and Esperanza Spalding, among others, participated in several activities of the programme, including the Global Concert, and exchanged with both established and up-and-coming national jazz artists.

The Director-General and the President of the Union of Writers and Artists of Cuba, Dr Miguel Barnet, brought the celebration to a close within the framework of the Global Concert, which featured stars from 14 countries under the artistic direction of Herbie Hancock and Chucho Valdés, with U.S. actor Will Smith as host and Quincy Jones as special guest.

For the first time in 2017, UNESCO Brussels with Flagey culture house and visit.Brussels joined efforts to jazz up Brussels with concerts, workshops and exhibitions for International Jazz Day. The week-end events included a concert of Afro-Cuban jazz organized with the Cuban Embassy attended by European Union partners and Embassies and more than 20 concerts across town to celebrate jazz. The event received attention from over 10 media outlets and 100,000 impressions on social media.

Participants: Some 15,000 in Havana, Cuba. **Audience:** Students, artists, intellectuals, young people, and public at large.

Communication materials and activities:

- [Media advisory](#) (10 April)
- News: [20/04](#), [21/04](#), [24/04](#), [25/04](#), [26/04](#) (1), [26/04](#) (2), [27/04](#), [28/04](#) (1), [28/04](#), [29/04](#), [30/04](#), [01/05](#)
- [Message from the Director-General for the Day](#).
- [Event announcement](#) (NICE)
- [Toolkits for the promotion of Int'l Jazz Day 2017](#)
- [Dedicated webpage](#)
- [Official website](#), incl on-line registration of events
- [Celebrations map](#)
- [Programme of Educational Activities in Havana](#)
- Video (by 'International Jazz Day'): [International Jazz Day All-Star Global Concert From Havana Cuba](#)

Note: Due to technical difficulties in the TYPO3 CMS, the UNESCO Havana website could not be updated with the information on the celebration of IJD in Cuba. As a result, the event was covered through the [Portal of Culture of Latin America and the Caribbean](#).

Website statistics (10/04-10/05): [Media advisory](#): 4,960 page views. News: [28/04](#): 229 page views, [30/04](#): 271 page views, [01/05](#): 474 page views. [Message from the DG for the Day](#): 757 views. [Dedicated webpage](#): 7,202 page views, with a peak on 30/04 (1,753 page views). [Portal of Culture of Latin America and the Caribbean](#): 68,835 page views. Video: [International Jazz Day All-Star Global Concert From Havana Cuba](#): 521,955 views.

Press coverage: International Jazz Day 2017 was widely covered. More than 1,000 articles were monitored in April 2017, and some additional 200 in early May. More than 450 articles were published in the US, followed by Italy (105), Cuba (55), Russia (54), Canada, Mexico (52), Spain (49). 700 articles mentioned the All Stars concert in Havana; 135 journalists were accredited for the event in Havana.

Social media: On 'International Jazz Day' Facebook account, the video [International Jazz Day Global All-Star Concert](#) got 505 K views. As of 8 May, the Thelonious Monk Institute has received 1,871,221,390 media impressions about International Jazz Day, out of these, 1,163,817,321 include mentions of Havana being the Global Host City.

| UNESCO Facebook | Reach | Reactions, Comments & Shares |
|-----------------|---------|------------------------------|
| English | 290,968 | 6,516 |
| Spanish | 203,103 | 9,005 |
| French | 15,028 | 404 |

| UNESCO Twitter | Impressions | Engagement |
|----------------|-------------|------------|
| English | 474,958 | 9,099 |
| Spanish | 61,439 | 1,845 |
| French | 15,594 | 217 |

Focus on UNESCO Office in Dakar / Focus sur le Bureau de l'UNESCO à Dakar

Afin de souligner les efforts de sensibilisation des Bureaux hors-Siège, ce rapport met chaque mois depuis 2014 l'un d'eux en lumière, et publie leurs résultats d'activités d'information du public. Pour plus de détails, veuillez contacter directement le Bureau concerné.

Le Bureau régional multisectoriel de l'UNESCO pour l'Afrique de l'Ouest (Sahel) à Dakar couvre tous les secteurs de programme : éducation, sciences naturelles, sciences sociales et humaines, culture et communication et information. Le bureau couvre sept pays : le Burkina Faso, le Cabo Verde, la Gambie, la Guinée-Bissau, le Mali, le Niger et le Sénégal. Outre la couverture représentationnelle et programmatique des pays de l'Afrique de l'Ouest, le bureau assure la coordination de certaines thématiques du programme d'éducation pour l'ensemble de l'Afrique subsaharienne. Il a aussi en charge l'appui des activités liées à la santé et au bien-être à l'école pour l'Afrique de l'Ouest et du Centre. L'UNESCO Dakar est particulièrement actif pour contribuer à l'opérationnalisation des objectifs de développement durable (ODD), notamment celui portant sur l'éducation (ODD4) « Education 2030 ». En outre, le bureau a œuvré à appuyer la réalisation de l'Agenda 2063 de l'Union Africaine, pour « une Afrique intégrée, prospère et pacifique, conduite par ses propres citoyens et représentant une force dynamique sur la scène mondiale » en soutenant, de manière efficace, les États membres dans son champ d'action.

Événements majeurs en avril 2017



[L'UNESCO, devient le nouveau chef de file des partenaires techniques et financiers de l'éducation au Sénégal](#)

Depuis le 1er avril 2017, l'UNESCO succède à l'UNICEF comme chef de file des partenaires techniques et financiers (PTF) de l'éducation pour un mandat de deux ans.



[Groupe régional de coordination sur l'ODD4-Education 2030 : des engagements aux actions](#)

La 5e réunion plénière du Groupe régional de coordination sur l'ODD4-Éducation 2030 pour l'Afrique de l'Ouest et du Centre (GRC4-AOC), qui s'est tenue le 6 avril 2017 au Bureau de Dakar, a permis de dresser le bilan des activités conduites par le groupe plénier et ses équipes de travail, de discuter du plan de travail à venir et de prendre des décisions pour sa mise en œuvre.



[Rencontre du groupe de travail sur la bioéthique avec le ministre de l'Agriculture, Pape Abdoulaye Seck](#)

Dans le cadre de la mise en place du Comité National d'Ethique et de Bioéthique (CNEB), le Groupe de travail a rencontré le ministre de l'Agriculture, Pape Abdoulaye Seck, le 10 avril 2017 pour une réunion d'information relative au portage du dossier.



[Les jeunes et la technologie au service du patrimoine sénégalais](#)

À l'occasion de l'installation dans les jardins du Musée Théodore Monod d'art africain de l'exposition itinérante « Patrimoine mondial au Sénégal : sept sites exceptionnels », du 13 avril au 13 mai 2017, en partenariat avec la Direction du Patrimoine Culturel et l'IFAN, l'UNESCO a lancé sa nouvelle application mobile, [VUE d'Afrique](#).



[L'UNESCO valorise la place des femmes dans les TIC au New African Woman Forum](#)

Le 13 avril 2017, l'UNESCO a participé au New African Woman Forum à Dakar afin de souligner l'importance de promouvoir le leadership des femmes et des jeunes dans le secteur de la technologie en Afrique. L'événement a réuni plus de 250 leaders d'entreprises, du milieu universitaire, de la société civile, et des décideurs clés.



[L'Assemblée nationale en visite au Bureau de l'UNESCO à Dakar](#)

Cette rencontre du mardi 18 avril dans les locaux de l'UNESCO à Ngor, et présidée par le Directeur de l'UNESCO, a été l'occasion pour les secteurs de la Culture et de la Communication et de l'Information, de présenter leur programme et actions dans la sous-région, mais aussi et surtout, de poser les bases d'une toute nouvelle collaboration entre l'UNESCO et l'Assemblée Nationale.



[Le Burkina Faso présente son deuxième rapport périodique sur la mise en œuvre de la Convention de 2005](#)

Après une réunion de consultation tenue le 30 novembre 2016 à Ouagadougou, et un atelier de formation à Bobo Dioulasso entre le 24 et le 26 janvier 2017, un atelier de restitution s'est tenu le 25 avril 2017 à la Mairie Centrale de Ouagadougou, en présence notamment de l'équipe nationale chargée de la rédaction du rapport périodique.

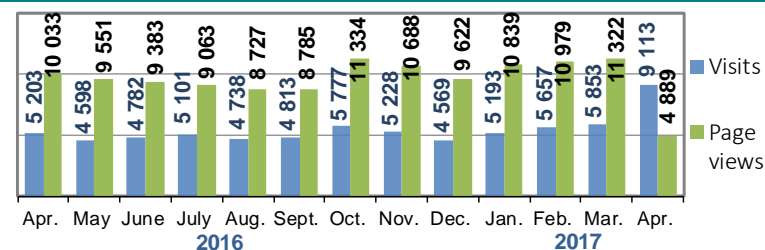
Événements majeurs à venir

- 3 mai : Célébration de la Journée mondiale de la liberté de la presse (Bamako, Mali).
- 4 et 5 mai : Journée du patrimoine mondial africain - Séminaire "Le patrimoine mondial africain, réfléchir sur l'avenir" (Loropéni, Burkina Faso).
- 9 au 11 mai : Atelier régional sur le thème 'Jeunesse, paix et solidarité régionale : Exemple de l'Afrique' (Banjul, Gambie).
- 8 au 12 mai : Atelier de formation sur l'acquisition et la gestion des données sur l'eau (Ouagadougou, Burkina Faso).
- 9 au 11 mai : Atelier régional de renforcement des capacités sur la prévention de l'extrémisme violent par l'éducation en Afrique de l'Ouest et dans le Sahel (Dakar, Sénégal).

Website traffic: <http://www.unesco.org/new/fr/dakar>

Application Mobile VUE d'Afrique

[VUE d'Afrique](#) propose des centaines de belles images en libre accès et à des fins non commerciales, pour leur utilisation en fond d'écran mobile ou encore sur ordinateur. Cette application mobile Android a été conçue en partenariat avec des jeunes développeurs photographes et vidéastes sénégalais engagés dans la promotion du patrimoine de leur pays. 139 téléchargements ont été enregistrés en avril 2017.



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

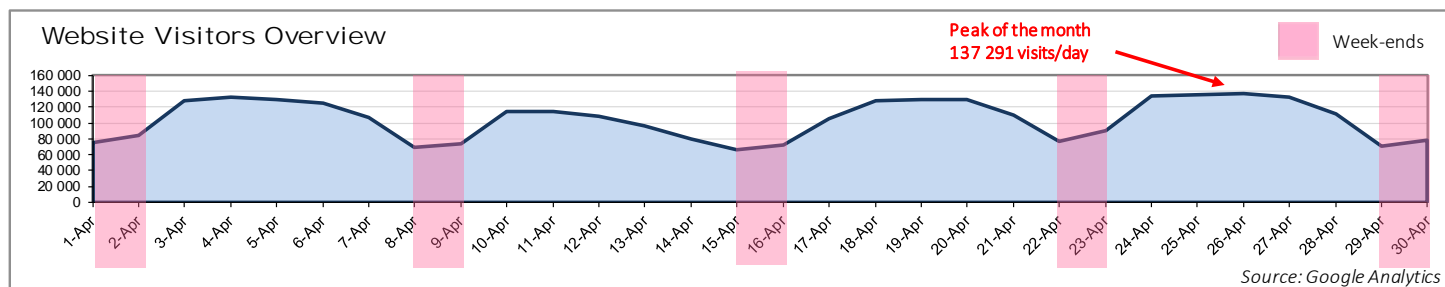
Both a communication and a knowledge management tool, UNESCO's websites are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in all 6 UN languages (with some subportals 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).

April 2017 traffic on our public website dropped by 16% after having reached an all-time high in March.

Detailed analysis for April 2017 was not communicated.

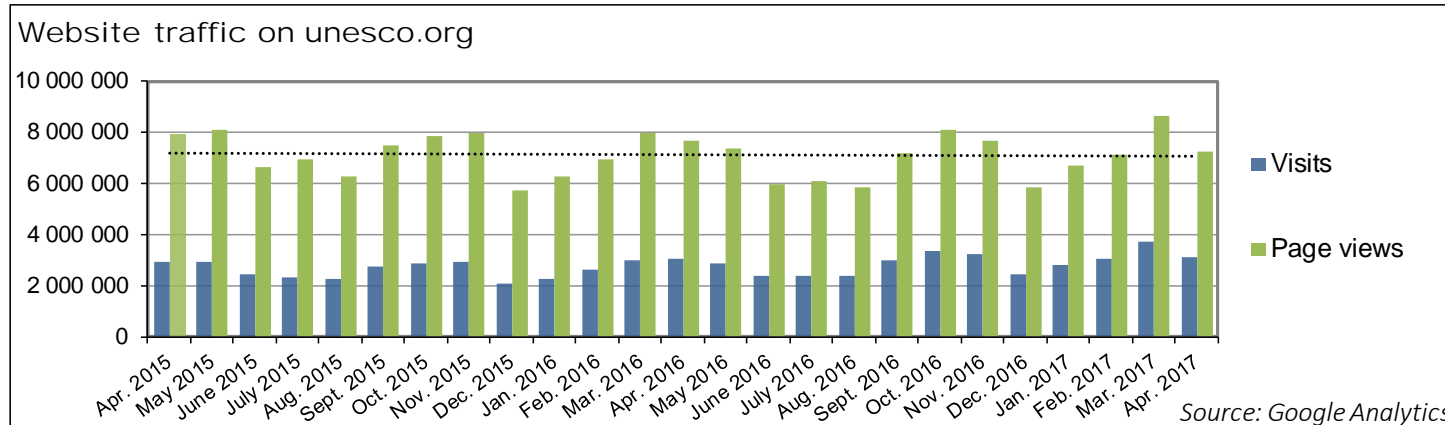
1.1. April 2017 Traffic

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 |
|------------|-------------------------|------------------|------------------|---------------------|------------------|------------------|------------------------------|------------------|------------------|
| April 2017 | 7 228 092 | -5.90% | -16.51% | 3 145 704 | +3.10% | -15.90% | 2 175 626 | +4.09% | -16.11% |
| April 2016 | 7 681 073 | -3.17% | -4.13% | 3 050 976 | +4.79% | +0.81% | 2 090 152 | -5.00% | +1.51% |



1.3. Visits by Area of Interest in April 2017 (This data only covers tagged subsites)

| Areas of interest | Visits ² | Variation vs Y-1** | Variation vs M-1** |
|--|---------------------|--------------------|--------------------|
| UNESCO.ORG | 3 145 704 | +3.10% | -15.90% |
| Education for the 21st Century and ED Sector | 180 024 | -7.12% | -14.62% |
| One Planet. One Ocean & Science for a Sustainable Future and SC Sector | 93 166 | +38.38% | -37.44% |
| Learning to Live Together and SHS Sector | 90 894 | +23.20% | -18.11% |
| Protecting our Heritage and Fostering Creativity and CLT Sector | 1 342 818 | -2.93% | -13.25% |
| World Heritage | 1 114 693 | -7.94% | -13.49% |
| Intangible Heritage | 138 188 | +25.10% | -10.34% |
| Culture Sector (excl. Intangible Heritage) | 89 937 | +44.82% | -14.53% |

| | | | |
|---|----------------|----------------|----------------|
| Fostering Freedom of Expression & Building Knowledge Societies and CI Sector | 60 999 | +13.94% | -19.07% |
| Field offices (only those tracked) | 234 624 | +7.82% | -13.85% |
| IBE* | 20 404 | -12.41% | -15.13% |
| UIL* | 44 377 | +42.87% | +0.99% |
| UNEVOC* | 49 652 | +10.12% | -7.30% |

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

1.4. UNESCO Website Visitors

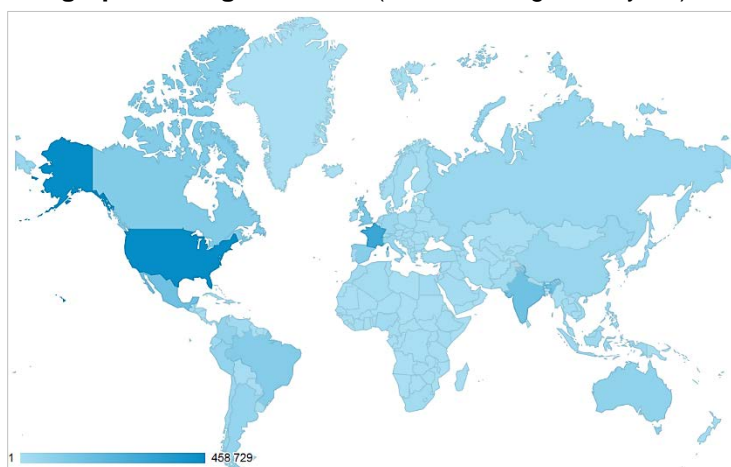
Top 10 domains/countries

| Country | Visits ² | % of Total visits | Variation vs M-1 | Pages/Visit | Average visit duration |
|----------------|---------------------|-------------------|------------------|-------------|------------------------|
| United States | 458 729 | 14.58% | -12.48% | 2.31 | 00:02:10 |
| France | 311 839 | 9.91% | -20.55% | 2.61 | 00:03:19 |
| Mexico | 165 172 | 5.25% | -40.33% | 2.01 | 00:02:14 |
| India | 160 720 | 5.11% | -1.15% | 2.00 | 00:02:02 |
| United Kingdom | 119 980 | 3.81% | -16.41% | 2.38 | 00:02:14 |
| Canada | 108 128 | 3.44% | -11.06% | 3.06 | 00:03:17 |
| Brazil | 103 513 | 3.29% | -12.75% | 1.91 | 00:01:49 |
| Spain | 95 239 | 3.03% | -19.61% | 2.44 | 00:02:16 |
| Australia | 68 143 | 2.17% | -45.87% | 2.56 | 00:03:10 |
| Colombia | 68 025 | 2.16% | -25.51% | 1.82 | 00:01:54 |

Top 10 visitors' language

| Language | Visits ² | % of Total visits | Variation vs M-1 |
|------------|---------------------|-------------------|------------------|
| English | 1 571 465 | 49.96% | -14.09% |
| Spanish | 584 294 | 18.57% | -24.20% |
| French | 412 966 | 13.13% | -18.09% |
| Portuguese | 92 912 | 2.95% | -17.45% |
| Russian | 72 835 | 2.32% | -0.62% |
| Chinese | 63 951 | 2.03% | -8.25% |
| German | 41 204 | 1.31% | -17.07% |
| Italian | 40 372 | 1.28% | -16.10% |
| Arabic | 30 870 | 0.98% | -9.18% |
| Japanese | 27 169 | 0.86% | -12.78% |

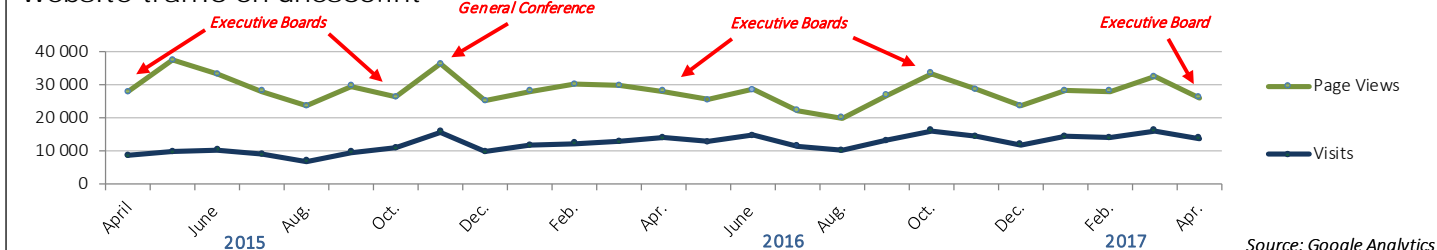
Geographical origin of visits (source: Google Analytics)



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

| | 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 |
|-------------------|-------------------------|------------------|------------------|---------------------|------------------|------------------|-------------|------------------|--------------------|
| April 2017 | 26 282 | -6.77% | -19.07% | 13 795 | -1.49% | -14.57% | 2.42 | -2.02% | 00:03:03 |
| April 2016 | 28 190 | +1.07% | -5.86% | 14 004 | +61.69% | +8.42% | 2.52 | -15.71% | 00:02:47 |

Website traffic on unesco.int



Source: Google Analytics

UNESCO Transparency Portal - <https://opendata.unesco.org/>

| | Page views ¹ | Variation vs M-1 | Visits ² | Variation vs M-1 | Pages/Visit | Variation vs M-1 | Avg Visit duration |
|-------------------|-------------------------|------------------|---------------------|------------------|--------------|------------------|--------------------|
| April 2017 | 14 915* | -12.62% | 3 097* | -4.38% | 4.81* | -8.73% | 00:02:39* |

* Figures are tracked by KMI.

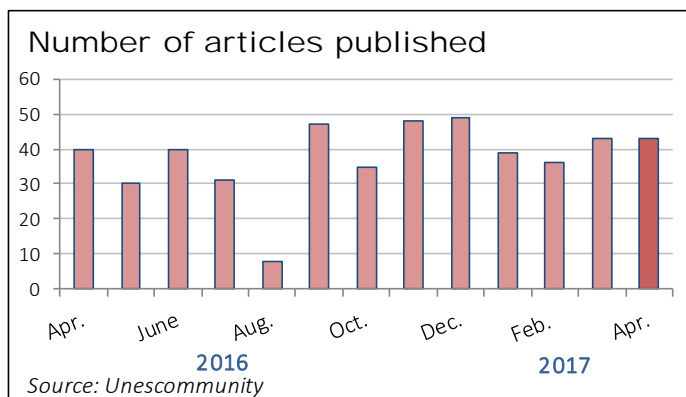
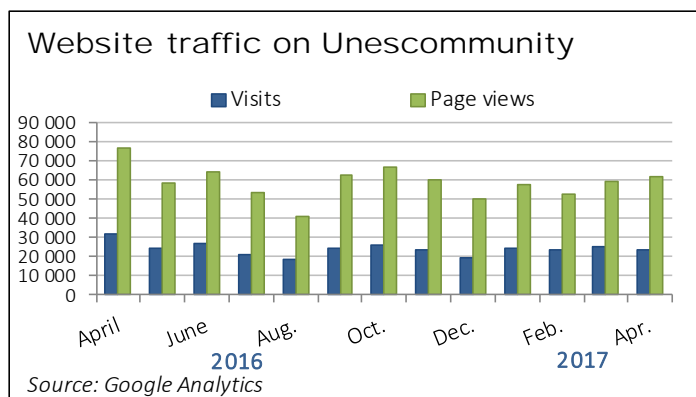
1.6. UNESCO Field Offices Websites/Webpages

Traffic for Field Offices websites, and Field Offices webpages on <http://en.unesco.org/countries> (blue background) for those having no dedicated website.

| Field Office | Page views ¹ | Variation vs M-1 | Visits ² | Variation vs M-1 |
|-----------------------------------|-------------------------|------------------|---------------------|------------------|
| Abidjan | 319 | -11.39% | 163 | -5.23% |
| Abuja | 294 | -36.09% | 128 | -18.47% |
| Accra | 188 | -20.00% | 104 | -16.13% |
| Addis Ababa | 1 052 | -21.20% | 504 | -5.62% |
| Almaty* | 7 185 | -4.34% | 3 357 | -19.38% |
| Amman | 5 197 | -30.61% | 2 758 | -20.40% |
| Apia | 2 563 | -17.24% | 1 073 | -11.76% |
| Bamako | 270 | -29.87% | 132 | -27.47% |
| Bangkok* | 35 339 | -15.34% | 19 148 | -20.67% |
| Beijing | 802 | -5.31% | 403 | -8.41% |
| Beirut | 6 169 | -19.25% | 3 048 | -19.45% |
| Brasilia | 131 433 | -13.73% | 80 907 | -12.58% |
| Brazzaville | 117 | -12.03% | 48 | -22.58% |
| Brussels | 1 594 | -19.94% | 667 | -15.78% |
| Bujumbura | 66 | -31.25% | 26 | -10.34% |
| Cairo | 7 003 | -20.74% | 3 408 | -16.43% |
| Dakar | 9 113 | -19.51% | 4 889 | -16.47% |
| Dar es-Salaam* | 7 055 | -67.15% | 3 838 | -35.83% |
| Dhaka | 2 048 | -4.83% | 669 | -11.97% |
| Doha | 2 844 | -24.78% | 1 184 | -22.51% |
| Geneva | 2 069 | +10.29% | 990 | -3.98% |
| Guatemala* | N/A | N/A | N/A | N/A |
| Hanoi | 1 962 | -7.63% | 791 | -2.35% |
| Harare | 3 905 | -16.06% | 1 767 | -9.80% |
| Havana | 5 821 | -22.38% | 3 454 | -23.72% |
| Iraq (Office for) | 8 247 | -17.59% | 4 587 | -13.76% |
| Islamabad* | N/A | N/A | N/A | N/A |
| Jakarta | 10 504 | -12.66% | 4 899 | -8.84% |
| Juba | 672 | -15.37% | 352 | -3.83% |
| Kabul | 3 057 | -15.15% | 1 822 | -2.46% |
| Kathmandu | 5 741 | +2.10% | 2 754 | -0.54% |
| Khartoum | 166 | -37.59% | 64 | -31.18% |
| Kingston | 533 | -36.24% | 229 | -27.53% |
| Kinshasa | 264 | -29.60% | 121 | -30.46% |
| Libreville | 1 024 | -25.36% | 401 | -18.66% |
| Lima | 16 145 | +32.71% | 8 222 | +29.58% |
| Maputo | 153 | -34.05% | 94 | -27.13% |
| Montevideo | 31 724 | -27.40% | 20 467 | -25.34% |
| Mexico | 33 414 | -31.48% | 20 006 | -29.49% |
| Nairobi | 4 727 | +8.57% | 2 157 | +12.52% |
| New Delhi | 9 944 | -8.64% | 5 584 | -1.34% |
| New York | 2 841 | -7.19% | 1 417 | +9.17% |
| Phnom Penh | 2 917 | -21.31% | 1 686 | -17.76% |
| Port au Prince | 644 | -38.61% | 284 | -36.47% |
| Quito | 14 840 | -19.28% | 10 200 | -16.17% |
| Rabat | 6 374 | +68.71% | 2 883 | +70.29% |
| Ramallah | 1 240 | -6.56% | 572 | -17.58% |
| San José | 3 103 | -61.18% | 1 826 | -65.28% |
| Santiago | 49 929 | -2.10% | 26 629 | +0.66% |
| Tashkent | 3 050 | +12.42% | 1 228 | +30.78% |
| Tehran | 1 755 | -18.60% | 849 | -11.75% |
| Venice | 7 997 | -14.99% | 3 449 | -14.23% |
| Winhoek | 181 | -35.36% | 74 | -30.19% |
| Yaounde | 3 500 | -14.97% | 1 725 | -15.77% |

*Almaty, Bangkok, Dar es-Salaam, Guatemala and Islamabad Offices websites statistics are tracked separately.

1.7. UNESCOMMUNITY- <https://en.unesco.org/unesccommunity> and <https://fr.unesco.org/unesccommunity>



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 (or sessions):** 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.

1.8. WEBCASTS - Live streaming connections

| Event | Date | Connections | | |
|---|--------|---|--|--|
| | | External* | Internal | Total |
| Conference de l'ANSSI "Construire la paix et la sécurité internationales de la société numérique" (External rental) | 6-7/04 | <ul style="list-style-type: none"> English: 337 French: 267 | For external audience only. | <ul style="list-style-type: none"> 604 |
| Transforming the future: presentation of UNESCO's work on Futures Literacy in Member States | 13/04 | <ul style="list-style-type: none"> Floor: 4 | <ul style="list-style-type: none"> Floor: 1 | <ul style="list-style-type: none"> 5 |
| Concert de l'Ensemble multinational de l'Université de l'Amitié des Peuples Russes | 13/04 | <ul style="list-style-type: none"> Floor : 94 | <ul style="list-style-type: none"> Floor : 2 | <ul style="list-style-type: none"> 96 |
| 201st session of the Executive Board: Opening | 24/04 | <ul style="list-style-type: none"> Floor: 5 English: 7 French: 1 Spanish: 0 Russian: 0 Arabic: 0 Chinese: 0 | <ul style="list-style-type: none"> Floor: 90 English: 163 French: 57 Spanish: 8 Russian: 1 Arabic: 0 Chinese: 3 | <ul style="list-style-type: none"> 335 |
| Netexplo Forum | 25/04 | <ul style="list-style-type: none"> N/A | <ul style="list-style-type: none"> N/A | <ul style="list-style-type: none"> N/A |
| 201st session of the Executive Board – Interviews of the candidates for the post of Director-General of UNESCO | 26/04 | <ul style="list-style-type: none"> Floor: 1 581 + 1* English: 8 020 French: 1 209 + 1* Spanish: 242 Russian: 187 Arabic: 297 Chinese: 151 | Audience peak over the two days**: | <ul style="list-style-type: none"> External: 11 689 |
| | 27/04 | <ul style="list-style-type: none"> Floor: 1 379 + 14* English: 11 633 + 11* French: 714 + 10* Spanish: 78 + 3* Russian: 251 + 1* Arabic: 210 + 0 Chinese: 126 + 2* | | <ul style="list-style-type: none"> Floor: 339 English: 259 French: 173 Spanish: 28 Russian: 4 Arabic: 14 Chinese: 0 |

* Incl. connections from some Field Offices who cannot use internal links. ** Only peak audience is available for the two days.

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

UNESCO products for written and audiovisual media are:

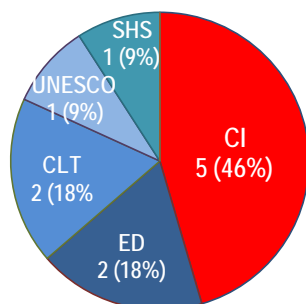
- Save the dates
- Media advisories
- Press releases
- Opinion editorial (Op-Eds)
- Video News Releases (VNR)
- Background Footage (B-Rolls).

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. Press releases/Media advisories

| | | |
|-----|-------|--|
| 1. | 10/04 | International Jazz Day 2017 to take place April 30th worldwide and in 2017 Global Host City Havana, Cuba |
| 2. | 14/04 | World Book and Copyright Day 2017 celebrated at UNESCO |
| 3. | 19/04 | Giuseppina Nicolini, Mayor of Lampedusa, and SOS Méditerranée to be awarded Félix Houphouët-Boigny Peace Prize |
| 4. | 19/04 | Director-General calls on Mexican authorities to investigate killing of journalist Maximino Rodríguez Palacios |
| 5. | 20/04 | UNESCO paper shows governments not keeping pace with growing demand for higher education |
| 6. | 24/04 | Director-General urges Russian authorities to investigate the death of journalist Nikolay Andrushchenko in St Petersburg |
| 7. | 24/04 | Director-General condemns the murder of broadcaster Famous Giobaro in Nigeria |
| 8. | 24/04 | Candidates for post of Director-General to be interviewed on Wednesday and Thursday |
| 9. | 25/04 | Director-General launches first-ever policy guide on Education about the Holocaust and Preventing Genocide at World Jewish Congress Assembly |
| 10. | 26/04 | Director-General condemns the murder of blogger Yameen Rasheed in the Maldives |
| 11. | 28/04 | World Press Freedom Day to highlight the contribution of journalism to sustainable development |

Press releases/Media advisories, by Sector

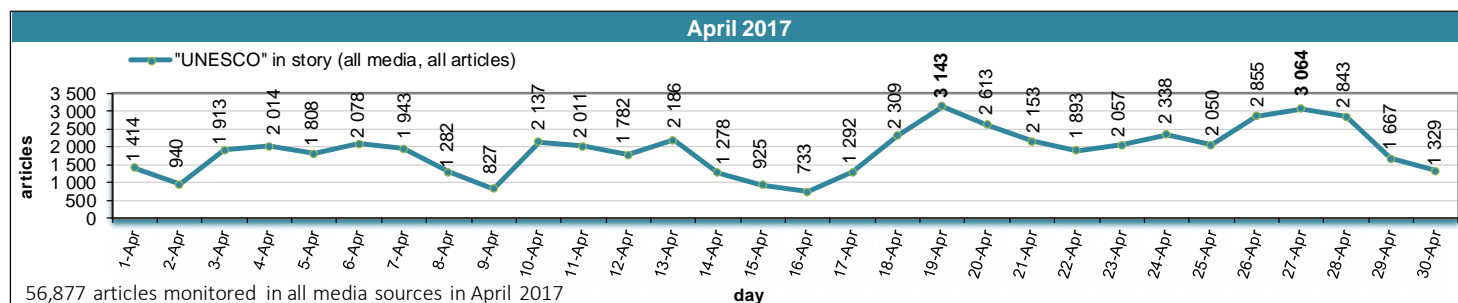


- ▶ 8 Press releases and 3 Media advisories published in April 2017.
- ▶ Almost half of these issues were linked to CI activities

Source: Media Services webpage

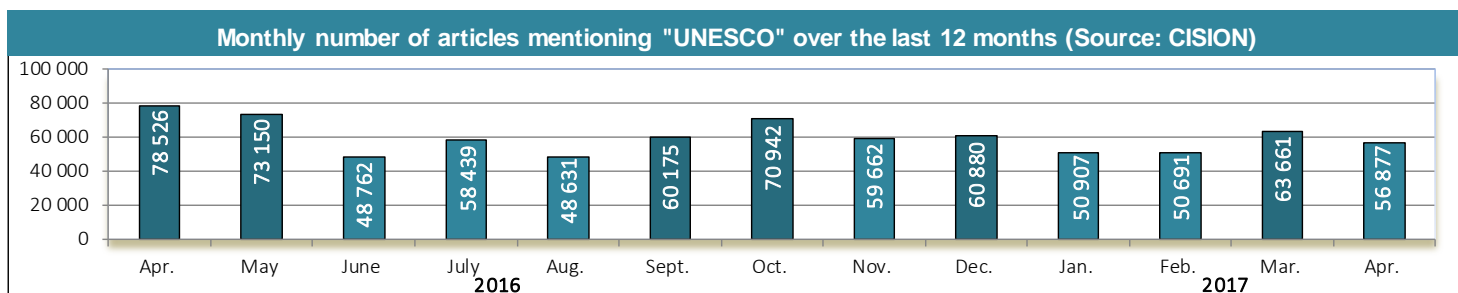
2.2. Statistics on articles referring to UNESCO

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



At Headquarters and abroad, UNESCO events were responsible for focusing significant additional attention on the Organization. The three featured events this month, the 201st Session of the Executive Board, World Book and Copyright Day and International Jazz Day, were all in the second half of April and clearly provided impetus for coverage that brought several peaks to a period of increased coverage. The Executive Board was a key factor and largely responsible for the two main peaks of activity in April. In particular, two issues were driving press interest: the Draft Decision on Occupied Palestine and the interviews for the post of Director-General. Additionally, World Book and Copyright Day brought another peak of reporting on the Organization on 24 April. International Jazz Day coverage was the third element in this trio of events that, when taken together, were responsible for keeping media interest high in UNESCO.

This graph shows the number of articles monitored in all media sources per month, over the last 12 months, in which “UNESCO” appeared in the story (Source: CISION)



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

No Opinion Editorials published in April 2017.

2.4. Background Footage (B-roll) downloads - <http://www.unesco.org/new/en/unesco/resources/multimedia/>

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

406 B-rolls downloads were registered in April.

| | Subject | Downloads | Media |
|----|---|-----------|---|
| 1. | World Heritage | 192 | RTVE, Ikono TV |
| 2. | Intangible Cultural Heritage | 188 | RTVE, Ikono TV |
| 3. | UNESCO Priorities for the 21 st Century | 8 | |
| 4. | Global Education Monitoring Report | 6 | Associated Press |
| 5. | United Nations World Water Development Report | 5 | Associated Press, TV channel Glas, Odessa (Ukraine) |
| 6. | Mali: Launch of the reconstruction of World Heritage Mausoleums in Timbuktu | 4 | |
| 7. | Cultural Heritage in Iraq | 3 | RTVE |

3. UNESCO Social Media Channels

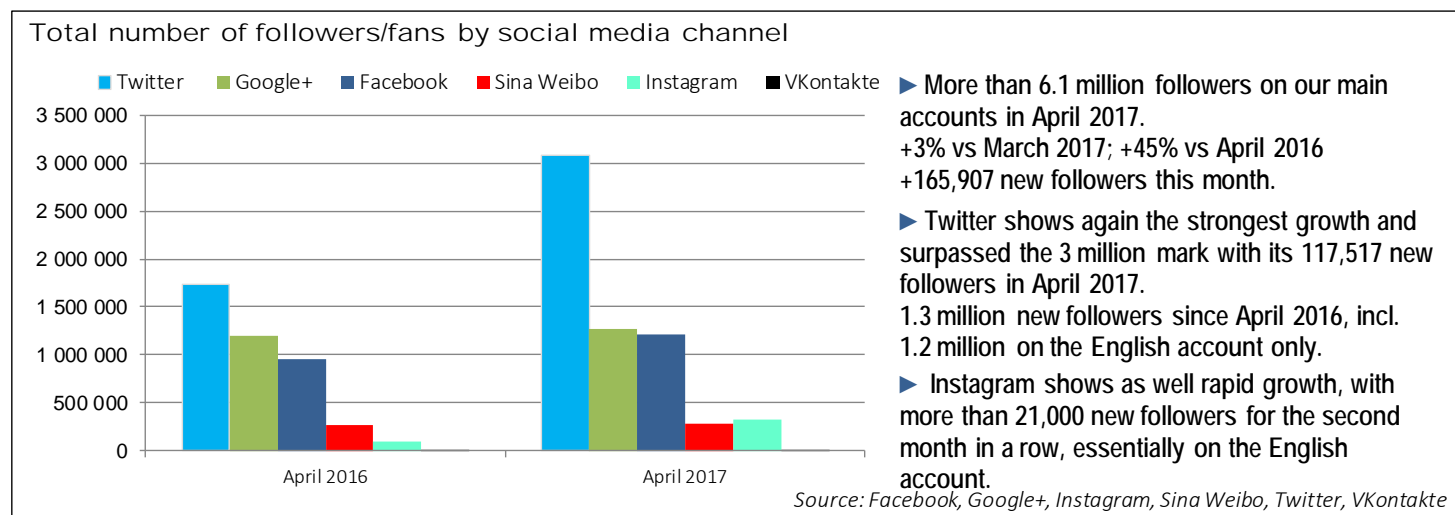
In April 2017, UNESCO has achieved a few landmarks on Social Media. To begin with, several accounts have been officially verified. These include Instagram in Spanish and Russian, Vkontakte, and Twitter in Arabic and Russian. Finally, the total number of followers on UNESCO's Twitter accounts topped 3 million.

April has been marked by two major events on Social Media, World Book and Copyright Day and International Jazz Day. This year, one of the difficulties was that both celebrations fell on a Sunday, a fact that always plays against the popularity of these events on social media. Nonetheless, #DíaDelLibro, hashtag in Spanish for Book Day, was world trending topic for most part of the day. Actually, the most retweeted message and the most liked and shared post in April has been precisely about World Book and Copyright Day in Spanish (see details page 14). In addition, we asked our audiences about the book they were reading. This type of post aims specifically at increasing the audiences' engagement. The exercise worked particularly well in Spanish and in English.



For Int'l Jazz Day, the main lead was taken by 'International Jazz Day' account. However, UNESCO published a number of messages using quotes from famous jazz artists, which proved to be quite successful as they made it to the top 10 messages on both Twitter and Facebook accounts in English and Spanish.

Finally, this month UNESCO also started a 3 weeks long campaign focused on Press Freedom and the celebration of World Press Freedom Day (3 May). The full results of this coordinated effort with the CI sector will be fully analyzed in the May 2017 Visibility Report.



3.1. Social networking sites and Microblogs

Facebook - www.facebook.com/unesco Google+ plus.google.com/+UNESCO VKontakte - vk.com/unesco

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

Variation April 2017 vs March 2017



| Likes/Followers | | April 2017 | March 2017 | Variation vs March |
|---------------------------------------|------------|------------|------------|--------------------|
| Total likes/followers (all languages) | | 5 848 846 | 5 704 669 | +2.53% |
| Facebook | English | 523 089 | 514 691 | +1.63% |
| | Spanish | 404 558 | 399 210 | +1.34% |
| | Portuguese | 211 388 | 210 489 | +0.43% |
| | Arabic | 32 184 | 31 448 | +2.34% |
| | French | 25 966 | 24 596 | +5.57% |
| | Russian | 10 934 | 10 851 | +0.76% |
| Google+ | English | 1 269 547 | 1 269 944 | -0.03% |
| VKontakte | Russian | 4 749 | 4 175 | +13.75% |
| Twitter | English | 2 310 138 | 2 208 442 | +4.60% |
| | Spanish | 345 170 | 342 691 | +0.72% |
| | Arabic | 187 314 | 182 980 | +2.37% |
| | Portuguese | 123 976 | 117 101 | +5.87% |
| | French | 84 347 | 82 105 | +2.73% |
| | Russian | 27 636 | 27 745 | -0.39% |
| Sina Weibo | Chinese | 287 850 | 278 201 | +3.47% |

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

| Subject | Language | Posted | Likes* | Shares |
|---|----------|--------|--------|--------|
| World Book and Copyright Day (23/04) + quotation by Miguel de Cervantes Saavedra – Don Quixote | Spanish | 23/04 | 2 802 | 5 549 |
| Tribute to Martin Luther King Jr, on the 49th anniversary of this death (4 April 1968) + quotation by Martin Luther King Jr | Spanish | 04/04 | 1 654 | 2 173 |
| Congratulations to Malala Yousafzai named UN Messenger of Peace focused on Girls' Education + quotation by Malala Yousafzai | Spanish | 14/04 | 1 428 | 1 474 |
| International Jazz Day + quotation by Nina Simone | Spanish | 30/04 | 979 | 647 |
| Congratulations to Malala Yousafzai named UN Messenger of Peace focused on Girls' Education + quotation by Malala Yousafzai | English | 12/04 | 936 | 241 |
| World Book and Copyright Day (23 April) -What are you currently reading? | Spanish | 23/04 | 876 | 581 |
| International Day of Sport for Development and Peace + quotation by Nelson Mandela | Spanish | 06/04 | 854 | 1 103 |
| Tribute to the Uruguayan author Eduardo Galeano, on the anniversary of his death (13 April 2015), incl. link to an interview in the UNESCO Courier + quotation by Eduardo Galeano | Spanish | 13/04 | 847 | 938 |
| World Book and Copyright Day (23/04) + quotation by Malala Yousafzai | Spanish | 23/04 | 819 | 731 |
| International Jazz Day + quotation by Nina Simone | English | 30/04 | 776 | 212 |

*Facebook users subscribe to the UNESCO Facebook page by “liking” it. Once this is done, they receive updates in their news feed when we post new content to our page.

Top 10 Twitter posts (ranked by highest number of re-tweets)

| Message | Language | Posted | Re-tweets | Likes |
|---|----------|--------|-----------|-------|
| Hoy es 23 de abril, #DíaDelLibro. ¡Celebremos el poder de los libros para fomentar sociedades abiertas e inclusivas! http://on.unesco.org/2pQLJL6 - Link | Spanish | 23/04 | 1 469 | 1 265 |
| Journalists are the voice of the people. On May 3, stand up for #Pressfreedom! http://on.unesco.org/2oLpxiC #WPF2017 - Link | English | 29/04 | 716 | 687 |
| Un libro es un vínculo entre el pasado y el futuro, un puente entre generaciones y culturas http://on.unesco.org/2pQLJL6 #DíaDelLibro  - Link | Spanish | 23/04 | 596 | 590 |
| Happy World #BookDay  ! Let's highlight today the power of books to promote open & inclusive knowledge societies http://on.unesco.org/2poqalk - Link | English | 23/04 | 530 | 534 |
| "Sport has the power to change the world". Happy International Day of Sport for Development & Peace! http://on.unesco.org/1UET5ed #IDSDP2017 - Link | English | 06/04 | 391 | 445 |
| Happy International #JazzDay! Let's celebrate today #jazz's power to promote dialogue among cultures http://on.unesco.org/2pfWUd6 - Link | English | 30/04 | 393 | 563 |
| Los libros, la lectura y la escritura son herramientas clave para acabar con la pobreza y crear la paz http://on.unesco.org/2pQLJL6 #DíaDelLibro  - Link | English | 23/04 | 388 | 360 |
| Dos años sin Eduardo Galeano, una voz contra la corriente. http://on.unesco.org/1Hk2D68 - Link | Spanish | 13/04 | 347 | 388 |
| We must redouble efforts to promote the book in order to fight illiteracy & poverty & to strengthen peace http://on.unesco.org/2poqalk #BookDay  - Link | English | 23/04 | 309 | 345 |
| Congratulations to Malala Yousafzai, new @UN Messenger of #Peace focused on #GirlsEducation. An inspiring example to the world - Link | English | 12/04 | 303 | 487 |




3.2. Social Apps

3.2.1 Instagram - <http://instagram.com/unesco/>

Variation April 2017 vs March 2017

| | Publications | | Subscribers | |
|-----------------------|--------------|------------------|-------------|------------------|
| | April 2017 | Variation vs M-1 | April 2017 | Variation vs M-1 |
| Total (all languages) | 948 | +3.72% | 324 644 | +7.17% |
| English | 473 | +2.83% | 317 698 | +7.15% |
| Spanish | 261 | +4.40% | 5 736 | +8.86% |
| Russian | 214 | +4.90% | 1 210 | +5.40% |

▪ Top 3 most 'liked' photos (clickable images)

| | | |
|---|--|---|
|  |  |  |
| Malala Yousafzai, new UN Messenger of #Peace focused on #GirlsEducation English account - 12 April | World Book and Copyright Day (23/04) English account - 23 April | International Jazz Day (30/04) English account -14 April |

3.3. Video Traffic

Video views are tracked on YouTube, Facebook and Instagram. A unique channel is about to be created on YouTube, in the transition period, new videos are posted on the English Channel.

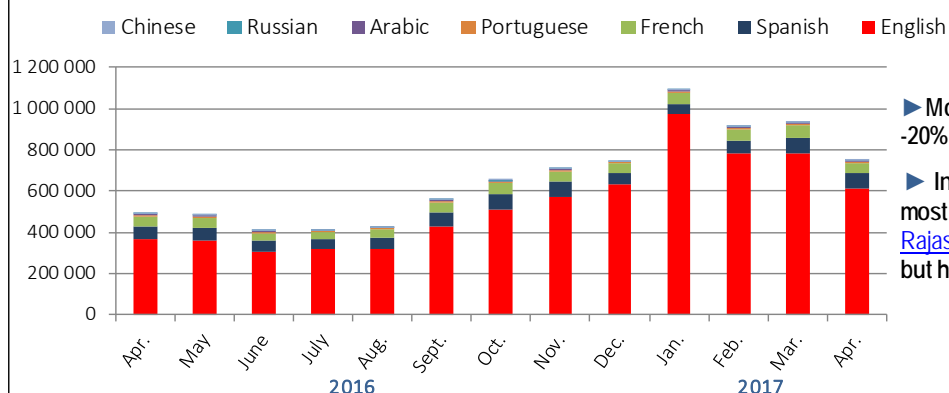
3.3.1 UNESCO Channels on YouTube - <http://www.youtube.com/unesco>

Variation April 2017 vs March 2017

| Video views | April 2017 | Variation vs M-1 |
|-----------------------|------------|------------------|
| Total (all languages) | 751 787 | -19.69% |
| English | 613 676 | -21.75% |
| Spanish | 71 394 | -4.99% |
| French | 50 068 | -11.80% |
| Portuguese | 8 024 | -11.37% |
| Arabic | 5 567 | -16.92% |
| Russian | 3 002 | -27.63% |
| Chinese | 56 | -43.43% |

| Subscribers Ratio Diff. between gained & lost | April 2017 | Variation vs M-1 |
|--|------------|------------------|
| Total (all languages) | 2 403 | -13.47% |
| English | 1 832 | -14.87% |
| Spanish | 302 | -3.82% |
| French | 136 | -21.39% |
| Portuguese | 73 | -10.98% |
| Arabic | 38 | +8.57% |
| Russian | 12 | +20.00% |
| Chinese | 10 | -9.09% |

Breakdown of views by UNESCO Channel on YouTube



▪ **Top 5 videos on UNESCO TV English Channel**

| | Title | Subject | Total views |
|---|---|---------|-------------|
| 1 | Kalbelia folk songs and dances of Rajasthan | CLT/ITH | 112 858 |
| 2 | Traditional brass and copper craft of utensil making among the Thatheras of Jandiala Guru | CLT/ITH | 82 004 |
| 3 | The Polyphonic Singing of the Aka Pygmies of Central Africa | CLT/ITH | 56 898 |
| 4 | Baul Songs | CLT/ITH | 31 417 |
| 5 | Shrimp fishing on horseback in Oostduinkerke | CLT/ITH | 17 074 |

▪ **Top 5 videos on UNESCO TV Spanish Channel**

| | Title | Subject | Total views |
|---|---|---------|-------------|
| 1 | Los Objetivos de Desarrollo Sostenible - qué son y cómo alcanzarlos | SDG's | 8 931 |
| 2 | Aprender a Proteger la Biodiversidad | ED | 6 841 |
| 3 | Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas | UNESCO | 4 504 |
| 4 | Las procesiones de Semana Santa de Popayán | CLT/ITH | 3 615 |
| 5 | Los cantos polifónicos de los pigmeos aka de Centroáfrica | CLT/ITH | 3 613 |

▪ **Top 5 videos on UNESCO TV French Channel**

| | Title | Subject | Total views |
|---|--|---------|-------------|
| 1 | Bouba & Zaza - le dessin animé pour la jeunesse | ED | 6 569 |
| 2 | Bouba et Zaza protègent la terre | ED | 5 403 |
| 3 | Les chants polyphoniques des pygmées Aka de Centrafrique | CLT/ITH | 2 491 |
| 4 | La pêche aux crevettes à cheval à Oostduinkerke | CLT/ITH | 1 973 |
| 5 | Le Maloya | CLT/ITH | 1 926 |

▪ **Top 5 videos on UNESCO TV Portuguese Channel**

| | Title | Subject | Total views |
|---|---|---------|-------------|
| 1 | Serra Capivara | CLT/WHC | 3 562 |
| 2 | Boas práticas do Programa Mais Educação | ED | 2 477 |
| 3 | Museu de Imagens do Inconsciente | CLT | 681 |
| 4 | Vídeo da UNESCO celebra 53 anos de Brasília | CLT/WHC | 370 |
| 5 | Museu Afro Brasil | CLT | 71 |

▪ **Top 5 videos on UNESCO TV Arabic Channel**

| | Title | Subject | Total views |
|---|--|---------|-------------|
| 1 | Manufacture of clay bricks in the hill of Jaber refugee camp-Jericho | CLT | 2 044 |
| 2 | UNESCO Siq Project, MAKING PETRA SAFER FOR ALL! | CLT/WHC | 364 |
| 3 | UNESCO History* | UNESCO | 344 |
| 4 | Archaeological Ruins at Moenjodaro | CLT/WHC | 247 |
| 5 | Lines and Geoglyphs of Nasca and Palpa | CLT/WHC | 159 |

▪ **Top 5 videos on UNESCO TV Russian Channel**

| | Title | Subject | Total views |
|---|--|---------|-------------|
| 1 | UNESCO History* | UNESCO | 277 |
| 2 | Prehistoric Sites and Decorated Caves of the Vézère Valley | CLT/WHC | 232 |
| 3 | Taj Mahal | CLT/WHC | 168 |
| 4 | Petra | CLT/WHC | 164 |
| 5 | Yellowstone National Park | CLT/WHC | 160 |

▪ **Top 5 videos on UNESCO TV Chinese Channel**

| | Title | Subject | Total views |
|---|---|---------|-------------|
| 1 | UNESCO History* | UNESCO | 21 |
| 2 | Video 24 | CLT | 12 |
| 3 | Aowen Jin, Chinese artist and social commentator | CI | 4 |
| 4 | 40th anniversary of the World Heritage Convention | CLT/WHC | 3 |
| 5 | Languages matter! | ED | 3 |

▪ Videos posted in April on UNESCO YouTube Channels (by number of views):

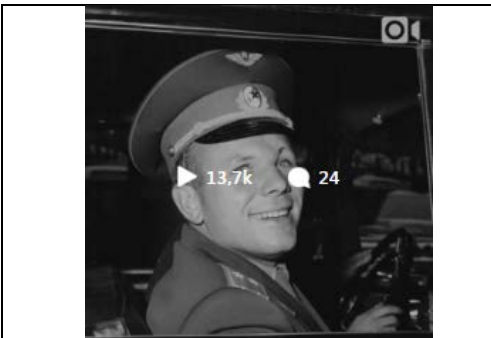
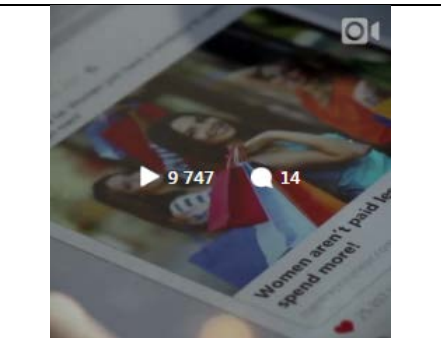

| Top | Title | Length | Posted | Channel | Views as at 10/05/2017 |
|-----|--|---------|--------|------------|------------------------|
| 1. | Message by António Guterres on the occasion of World Press Freedom Day 2017 | 0:45 | 28/04 | English | 2 546 |
| 2. | UNESCO proposes a Decade of Ocean Science for Sustainable Development | 4:08 | 07/04 | English | 841 |
| 3. | Education transforms lives | 1:28 | 19/04 | English | 612 |
| 4. | Education transforms lives (long version) | 3:38 | 19/04 | English | 437 |
| 5. | If I were... a Changemaker | 1:03 | 25/04 | English | 418 |
| 6. | If I were ... an Indigenous Filipino | 1:00 | 25/04 | English | 353 |
| 7. | An InFinite World | 2:36 | 27/04 | English | 305 |
| 8. | If I were ... A handful of soil | 1:00 | 25/04 | English | 290 |
| 9. | Message from Irina Bokova, Director-General of UNESCO, for 2017 Global Action Week for Education* | 2:14 | 21/04 | English | 286 |
| 10. | Opening Video Message of Irina Bokova, UNESCO Director-General* | 2:43 | 25/04 | English | 270 |
| 11. | Panel 3 - Maria Ressa, Executive editor and CEO, Rappler, Philippines | 9:29 | 04/04 | English | 269 |
| 12. | If I were... a helper | 1:01 | 25/04 | English | 234 |
| 13. | Winning the UNESCO-Japan ESD Prize means... | 1:05 | 19/04 | English | 229 |
| 14. | eL Seed, UNESCO Sharjah Prize for Arab Culture 2016 co-laureate* | 1:22 | 13/04 | English | 202 |
| 15. | Food Security – Empowering Future Generations: Communication for Development in Myanmar | 1:02 | 25/04 | English | 202 |
| 16. | UNESCO Webinar on Transversal Competencies & their Assessment: Perspectives from Asia-Pacific | 1:35:49 | 21/04 | English | 142 |
| 17. | Panel 3 - Verashni Pillay, Editor in Chief, Huffington Post, South Africa | 8:45 | 04/04 | English | 137 |
| 18. | Bahia Shehab, UNESCO Sharjah Prize for Arab Culture 2016 co-laureate* | 0:58 | 18/04 | English | 135 |
| 19. | UNESCO Assistance in the Protection of the Underwater Cultural Heritage | 1:57 | 25/04 | English | 127 |
| 20. | Is journalism in crisis? Interview with Al Bawsala founder and human rights advocate, Amira Yahaoui | 1:34 | 04/04 | English | 126 |
| 21. | L'éducation transforme la vie (version longue) | 3:39 | 19/04 | English | 126 |
| 22. | Is journalism in crisis? Interview with Rappler's Executive Editor, Maria Ressa | 1:40 | 04/04 | English | 124 |
| 23. | Video message by David Kaye - UNESCO Colloquium Journalism Under Fire: Challenges of our times | 7:59 | 05/04 | English | 101 |
| 24. | 1 año después del terremoto en Ecuador #16A | 7:06 | 21/04 | Spanish | 95 |
| 25. | Pensar una política de la biodiversidad en América Latina | 23:30 | 20/04 | Spanish | 94 |
| 26. | Jean-Paul Marthoz: Dealing with sensitive issues when covering terrorism | 1:10 | 13/04 | English | 91 |
| 27. | L'éducation transforme la vie | 1:28 | 19/04 | English | 90 |
| 28. | Introduction by Frank La Rue, Assistant Director General, UNESCO | 14:01 | 04/04 | English | 88 |
| 29. | Panel 3- Evangelina de Bourgoing, Director of Programmes, Global Editors Network | 4:59 | 04/04 | English | 87 |
| 30. | Opening address by Ms Irina Bokova - UNESCO Colloquium Journalism Under Fire | 9:41 | 21/04 | English | 86 |
| 31. | Rencontre avec Jean-Paul Marthoz, auteur de la publication « Les médias face au terrorisme » | 2:00 | 14/04 | French | 83 |
| 32. | Presentación del Día de la filosofía y el programa De Filosofía y Humanidades de UNESCO (Montevideo) | 11:38 | 20/04 | Spanish | 78 |
| 33. | Is journalism in crisis? Interview with Founder and CEO of Liberty TV, Andrius Tapinas | 1:33 | 04/04 | English | 77 |
| 34. | Panel 3 - Samuel Laurent, Head, Les décodeurs, Le Monde, France | 4:12 | 04/04 | English | 74 |
| 35. | Patrimônio Mundial no Brasil e o Desenvolvimento Sustentável | 2:03 | 11/04 | Portuguese | 72 |
| 36. | Coalizão Latino-americana e Caribenha de Cidades contra o Racismo | 1:04 | 20/04 | Portuguese | 63 |
| 37. | Is journalism in crisis? Interview with Founder and Director of El Faro, Carlos Dada | 1:41 | 04/04 | English | 62 |
| 38. | Is journalism in crisis? Interview with Pulitzer Prize winning journalist Serge Schmemmann | 1:53 | 04/04 | English | 62 |
| 39. | Le journalisme est-il en crise? Interview avec la Directrice exécutive de Rappler, Maria Ressa | 1:40 | 04/04 | English | 60 |

| | | | | | |
|-----|---|-------|-------|---------|----|
| 40. | Panel 3 - Serge Schmemmann, The New York Times, USA | 6:00 | 04/04 | English | 60 |
| 41. | Jean-Paul Marthoz: Censorship and safety of journalists | 1:55 | 13/04 | English | 59 |
| 42. | Panel 3 - Espen Egil Hansen, Editor in Chief, Aftenposten, Norway | 6:55 | 04/04 | English | 54 |
| 43. | Panel 3 - Ginna Lindberg, Head, Foreign News, Swedish Broadcasting, Sweden | 6:27 | 04/04 | English | 52 |
| 44. | Jean-Paul Marthoz: Advice for journalists covering terrorism | 1:18 | 13/04 | English | 51 |
| 45. | Le journalisme est-il en crise? Interview avec la défenseur des droits de l'homme, Amira Yahaoui | 1:34 | 04/04 | English | 49 |
| 46. | Jean-Paul Marthoz: Involving specialised and non-specialised journalists in coverage of terrorism | 1:05 | 13/04 | English | 48 |
| 47. | Jean-Paul Marthoz: Media coverage of terrorism and choice of words | 1:17 | 13/04 | English | 43 |
| 48. | Panel 3 - Richard Allan, Director of Policy in Europe, Facebook | 8:40 | 04/04 | English | 40 |
| 49. | Gobernanza de los recursos hídricos transfronterizos - el caso de Trifinio 1/5 | 8:50 | 25/04 | Spanish | 38 |
| 50. | Le journalisme est-il en crise? Interview avec le fondateur et PDG de Liberty TV, Andrius Tapinas | 1:33 | 04/04 | English | 34 |
| 51. | Le journalisme est-il en crise? Serge Schmemmann, journaliste lauréat d'un prix Pulitzer | 1 :53 | 04/04 | English | 34 |
| 52. | Gobernanza de los recursos hídricos transfronterizos - el caso de Trifinio 3/5 | 9:43 | 25/04 | Spanish | 30 |
| 53. | Gobernanza de los recursos hídricos transfronterizos - el caso de Trifinio 2/5 | 8:07 | 25/04 | Spanish | 27 |
| 54. | Le journalisme est-il en crise? Interview avec le fondateur et directeur de El Faro, Carlos Dada | 1:41 | 04/04 | English | 22 |
| 55. | Gobernanza de los recursos hídricos transfronterizos - el caso de Trifinio 4/5 | 10:20 | 25/04 | Spanish | 19 |
| 56. | Gobernanza de los recursos hídricos transfronterizos - el caso de Trifinio 5/5 | 8:29 | 25/04 | Spanish | 18 |

3.3.2 Top 3 most viewed videos posted this month on Facebook (clickable images)


| | | |
|---|---|--|
|  |  |  |
| Benefits of Quality Physical Education (QPE) –English account – 7 April | Values Education through Sport English account – 6 April | International Jazz Day 2017 English account – 29 April |
| 10,880 views, 166 likes/2 com. /91 shares | 10,332 views, 238 likes/3 com. /158 shares | 9,125 views, 218 likes/8 com./199 shares |

3.3.3 Top 3 most viewed videos posted this month on Instagram (clickable images)

| | | |
|---|--|---|
|  |  |  |
| 56 years ago, Yuri Gagarin made the 1st human space flight* English account - 12 April | World Press Freedom Day (03/05) English account - 26 April | Exhibition "Us and Them – From Prejudice to Racism", under UNESCO patronage at the Musée de l'Homme* English account - 1 April |

*Produced by UNESCO Studio.

3.3.4 Top 3 most viewed Live broadcasts (clickable images)

| | | |
|--|---|---|
|  | | |
| <p>1st edition of #Unite4Heritage Talks! International Day for Monuments & Sites (18/04) – Facebook English account -18 April</p> | <p>Only one live streaming this month</p> | <p>Only one live streaming this month</p> |
| <p>10,518 views, 281 likes/ 60 com. / 90 shares</p> | <p>-</p> | <p>-</p> |

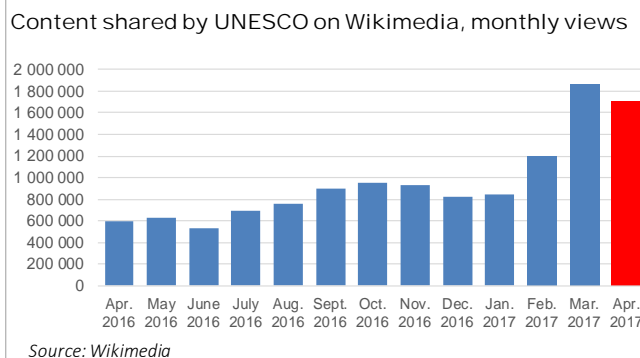
3.4. Content shared by UNESCO on Wikimedia

Wikipedia and other Wikimedia projects receive some 15 billion page views per month from 500 million visitors in 285 languages. The websites are created by tens of thousands of volunteers working together with the aim of bringing free educational content to the world. As part of UNESCO's [Open Access Policy](#) it began to share content on Wikimedia projects in December 2014 to increase UNESCO's visibility and share educational content. UNESCO has uploaded around 1,000 media files to Wikimedia including photographs, videos and illustrations and made them available under a Creative Commons Attribution ShareAlike IGO 3.0 license. The number of Wikipedia articles using UNESCO content has been growing over the past year and are now being used on 40 different language Wikipedias.

In April 2017 UNESCO media content (mainly images) received more than 1.7 million page views, showing a slight drop compared to March 2017 (-8%), but still a 185% increase compared to April 2016. This increase is due to the initial stages of work to import Open Access graphics from UNESCO publications into Wikimedia.

Since April 2016 UNESCO media content received over 12.4 million page views on Wikipedia. It is expected the usage and viewing figures of UNESCO content on Wikimedia projects will increase significantly as larger volumes of content will be added in the coming months.

In addition, the 2,700 images created as part of Wiki Loves Earth Biosphere Reserves received over 720,000 page views across 23 different language versions of Wikipedia in April 2017. Wiki Loves Earth Biosphere Reserves is a photography competition run by MAB as part of the international Wiki Loves Earth photography contest in May and June 2016.



To know more, please check the [information on the UNESCO Open Access images](#) and the [Guide for reusing Open Access images](#) available on Wikimedia Commons.

Open Access text

Text from UNESCO Open Access publications and web pages has been used to create and improve Wikipedia articles. In total Wikipedia pages including UNESCO text have been used on 156 pages which received over 2 million page views in April 2017; this includes articles created using the [UNESCO Science Report](#), [The United Nations World Water Development Report 2016](#), [Rethinking Education. Towards a Global Common Good?](#) and the [World Network of Biosphere Reserve description pages](#). [More information](#) on using UNESCO Open Access text on Wikipedia.

4. UNESCO Photobank (under construction, N/A for April)

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

5. UNESCO Documents and Library

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

The **UNESDOC database** - managed by 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 April 2017, there were **156 173** records available online in PDF format (**155 806** in March 2017), including documents, publications, communication material and other working documents.

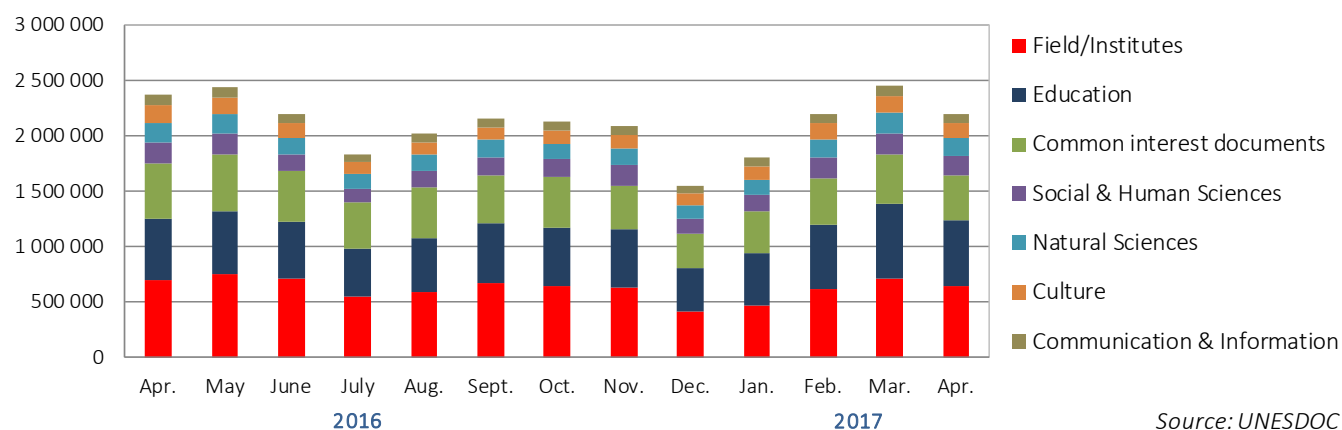
Note: PDF downloads measured by UNESDOC represent only hits and do not reflect necessarily successful downloads. Statistics may therefore show too high figures.

5.1.1 Statistics of consultation

| | |
|---|------------------|
| Total number of downloads in April | 2 203 189 |
|---|------------------|

| Sectors/Field/Institutes | Number of PDF | Number of downloads | Variation vs M-1 | Average nb of downloads per PDF |
|-------------------------------|---------------|---------------------|------------------|---------------------------------|
| Education | 10 312 | 592 232 | -11.51% | 57 |
| Natural Sciences | 10 161 | 161 303 | -12.18% | 16 |
| Social and Human Sciences | 6 113 | 171 184 | -14.07% | 28 |
| Culture | 4 426 | 134 951 | -8.67% | 30 |
| Communication and Information | 2 924 | 85 624 | -11.53% | 29 |
| Field & Institutes | 10 838 | 643 428 | -10.25% | 59 |
| Common interest documents | NA | 414 467 | -6.42% | NA |

UNESDOC downloads by category



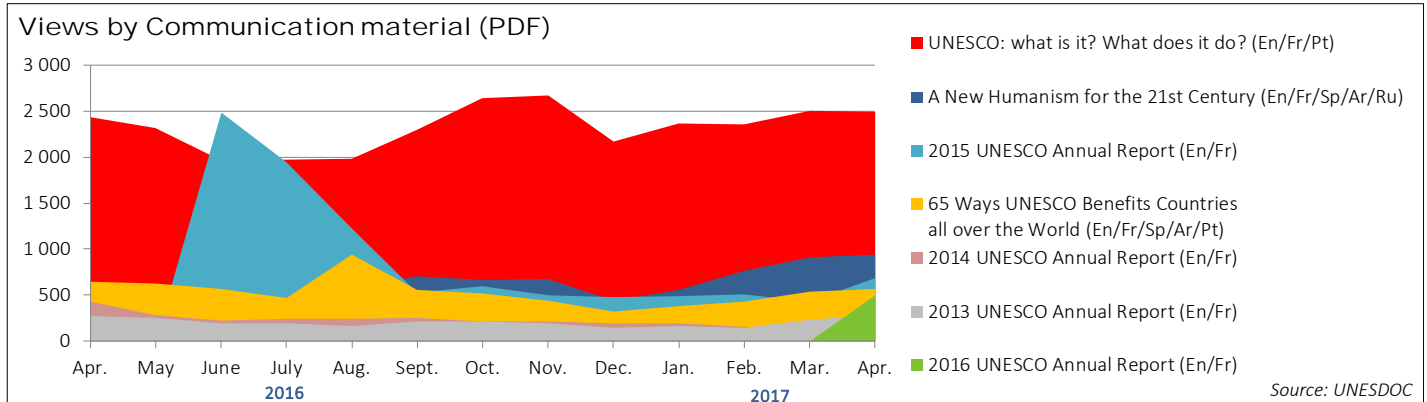
5.1.2 Top 15 Country Origin

| | Country | Downloads |
|----|--|-----------|
| 1 | United States of America | 218 333 |
| 2 | Mexico | 88 396 |
| 3 | France | 69 322 |
| 4 | United Kingdom of Great Britain and Northern Ireland | 48 790 |
| 5 | Canada | 47 657 |
| 6 | Brazil | 39 836 |
| 7 | China | 37 904 |
| 8 | Spain | 35 721 |
| 9 | Colombia | 34 453 |
| 10 | Peru | 33 815 |
| 11 | Philippines | 30 898 |

| | | |
|----|----------------------------------|--------|
| 12 | Germany | 29 747 |
| 13 | South of Africa | 29 718 |
| 14 | Argentina | 29 665 |
| 15 | Venezuela (Bolivian Republic of) | 26 425 |

5.1.3 Printable Communication materials

| Title | Total downloads in April | | | | | | | Total |
|--|--------------------------|------------|------------|-----------|----------|----------|------------|--------------|
| | EN | FR | SP | RU | AR | ZH | POR | |
| UNESCO: what is it? What does it do? | 1 970 | 465 | | | | | 59 | 2 494 |
| A New Humanism for the 21st Century | 447 | 103 | 335 | 46 | 7 | | | 938 |
| 2015 UNESCO Annual Report | 657 | 31 | | | | | | 688 |
| 65 Ways UNESCO Benefits Countries all over the World | 252 | 123 | 133 | | 2 | | 61 | 571 |
| 2016 UNESCO Annual Report | 360 | 142 | | | | | | 502 |
| 2013 UNESCO Annual Report | 266 | 15 | | | | | | 281 |
| 2014 UNESCO Annual Report | 64 | 33 | | | | | | 97 |
| TOTAL | 4 016 | 912 | 468 | 46 | 9 | 0 | 120 | 5 571 |

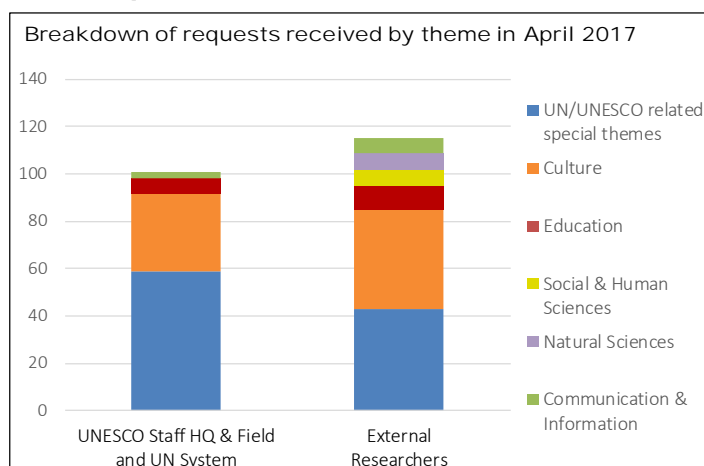


5.2. UNESCO Library - <http://www.unesco.org/library>

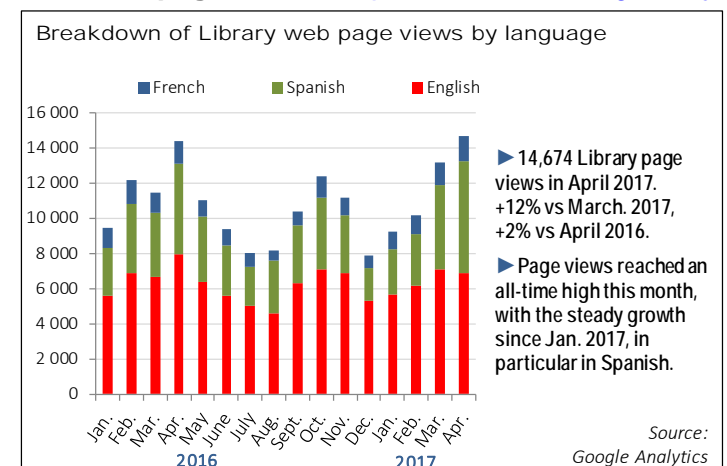
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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 (library@unesco.org) and *in person* via the reference desk in the Library reading room (at Headquarters).

5.2.1 Requests received



5.2.2 Web page views - <http://www.unesco.org/library>



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

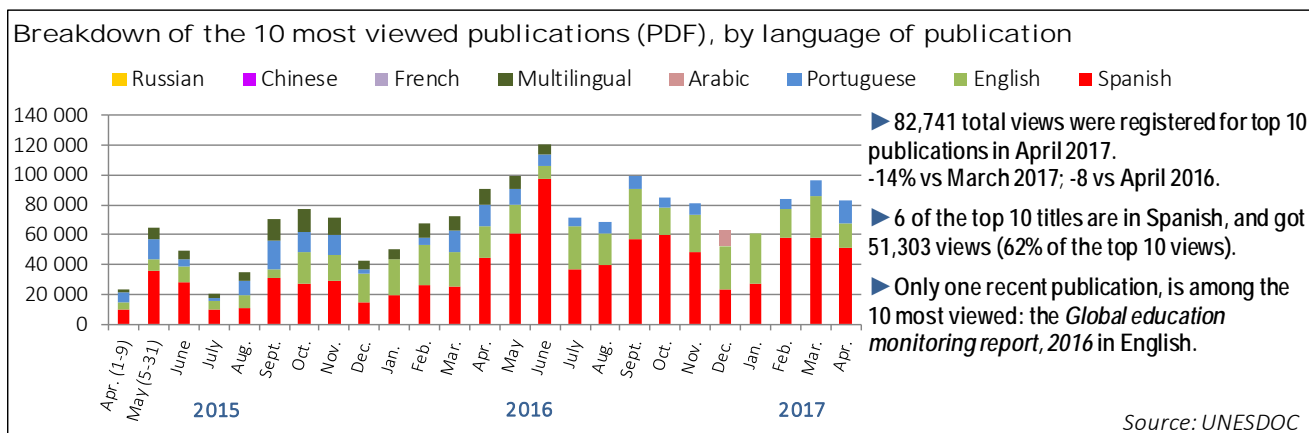
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical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

After a steady growth in Top 10 viewing between January and March this year, April shows a slight decline. Views dropped this month by 14% and are 8% lower than last year same month. Spanish titles dominate again with 62% of downloads in this Top 10 list. The only English titles that remain very prominent this month are flagship reports, one previous, [Engineering: issues, challenges and opportunities for development; UNESCO report](#) and one more recent, the main [GEM Report, 2016](#). In Spanish [Hacia las sociedades del conocimiento: informe mundial de la UNESCO](#) (Towards knowledge societies: UNESCO world report) is number two in the Top 10 list with more than 10,000 downloads. The publications page views on Google Books show a small increase this month, +1% compared with March this year and +5% compared to the same period last year. In the bookshop no one sector or theme stood out but online the [Bouba and Zaza](#) series and the [General History of Africa](#) collection (in French) both did well.

6.1. Top 10 most consulted PDFs* (UNESDOC)

| | Title | Sector | Language | Views* | Published |
|-----|---|--------|------------|--------|--|
| 1. | Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future) | ED | Spanish | 10 463 | UNESCO, 1999 |
| 2. | Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report) | all | Spanish | 10 230 | Paris, UNESCO, 2005 |
| 3. | Declaração Universal dos Direitos Humanos | SHS | Portuguese | 8 429 | Brasilia, UNESCO Brasilia, 1998 |
| 4. | Education for people and planet: creating sustainable futures for all, Global education monitoring report, 2016 | ED | English | 8 261 | Paris, UNESCO, 2016 |
| 5. | Cuadernos de ejercicios para la enseñanza de los derechos humanos | ED | Spanish | 8 113 | Santiago, OREALC/UNESCO Santiago, 2004 |
| 6. | El Niño y su desarrollo desde el nacimiento hasta los seis años: conocerlo mejor para ayudarlo mejor (The Child from birth to 6 years old; better understanding for better child-rearing) | ED | Spanish | 8 087 | UNESCO, 1976 |
| 7. | Engineering: issues, challenges and opportunities for development; UNESCO report | SC | English | 7 897 | Paris, UNESCO, 2010 |
| 8. | Actividades de educación ambiental para las escuelas primarias: sugerencias para confeccionar y usar equipo de bajo costo (Environmental education activities for primary schools: suggestions for making and using low cost equipment) | ED | Spanish | 7 437 | Santiago, 1997 |
| 9. | Manual de gestión para directores de instituciones educativas | ED | Spanish | 6 973 | Lima, UNESCO Office Lima, 2011 |
| 10. | Declaração Mundial sobre Educação para Todos: Satisfação das Necessidades Básicas de Aprendizagem, Jomtien, 1990 (World Conference on Education for All; Jomtien, Thailand; 1990) | ED | Portuguese | 6 851 | UNESCO Brasilia, 1998 |

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

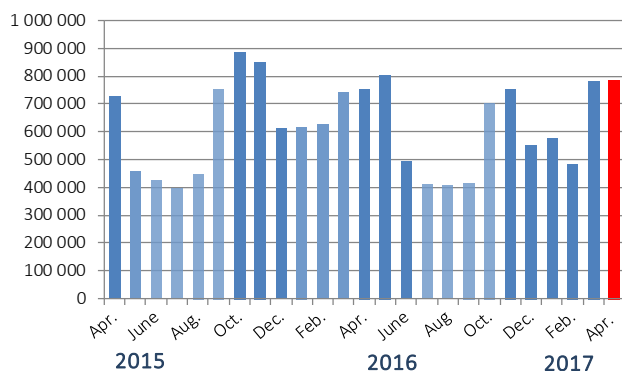


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **774** UNESCO publications (mainly recent titles) are available on the service, which allows readers to search for and browse these books online.

| Month | Publications on Google Books | Book visits | Pages viewed | Book visits with buy clicks |
|------------|------------------------------|-------------|--------------|-----------------------------|
| April 2017 | 774 | 91 742 | 786 885 | 431 |
| April 2016 | 658 | 74 043 | 752 746 | 403 |

Publications page views



- ▶ 786,885 publications page views in April 2017. +1% vs March 2017; +5% vs April 2016.
- ▶ April 2017 page views are stable after the strong growth in March 2017.

Source: Google Books

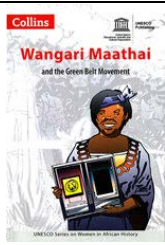

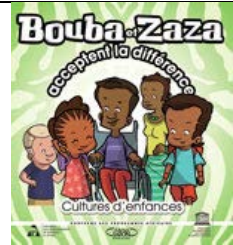
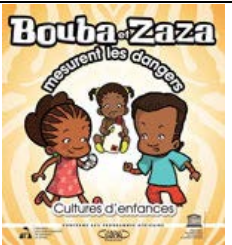
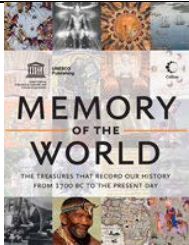
Book visits: A book visit is registered each time a user views a book.

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.

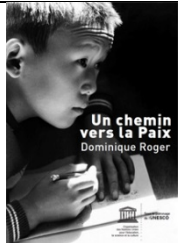
Book visits with buy clicks: This is registered each time a user clicks on a "Buy" link.

6.3. UNESCO Bookshop bestsellers

Bookshop sales of UNESCO publications top 5 (clickable covers)

| Publication | Copies sold | Sector |
|--|-------------|---------|
|  | 12 | CI |
|  | 9 | ERI/DPI |
|  | 7 | ED |
|  | 6 | ED |
|  | 5 | CI |

Bookshop sales of non-UNESCO publications, top 5

| Publication | Copies sold | Publisher |
|---|-------------|-------------------|
|  | 1 | Alamo Consultants |
| | - | - |
| | - | - |
| | - | - |
| | - | - |

6.4. Online and international sales

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

| Publication | Copies sold | Sector |
|---|-------------|--------|
|  | 23 | ED |
|  | 16 | ED |
|  | 16 | CLT |
|  | 15 | CLT |
|  | 13 | CLT |

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

Bookshop sales of UNESCO publications, lowest sellers

| Title | Copies sold | Sector |
|---|-------------|---------|
| Patrimoine Mondial N° 82 - Patrimoine africain y su desarrollo sostenible | 0 | CLT/WHC |
| Rapport de l'UNESCO sur la science - Vers 2030 | 0 | SC |
| Patrimoine mondial N° 81 - Patrimoine mondial et patrimoine urbain | 0 | CLT/WHC |
| World Heritage N° 80 - World Heritage in Turkey | 0 | CLT/WHC |
| Couleur ? Quelle couleur ? Rapport sur la lutte contre la discrimination et le racisme dans le football | 0 | SHS |

Online and international sales of UNESCO publications, lowest sellers

| Title | Copies sold | Sector |
|--|-------------|---------|
| Colour? What Colour? Report on the fight against discrimination and racism in football | 0 | SHS |
| The United Nations World Water Development Report 2016 - Water and Jobs | 0 | SC |
| Le Grand Atlas UNESCO patrimoine mondial | 0 | CLT/WHC |
| Global Education Monitoring Report 2016 | 0 | ED |
| The Different Aspects of Islamic Culture - Volume VI, Part I | 0 | SHS |

* 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, April

| Contract No. | Title | Publisher | Language | Date signed |
|--------------|--|---|----------------------------|-------------|
| J.2017-005 | Measuring Early Learning Quality and Outcomes (MELQO) Initiative | The United Nations Children's Fund (UNICEF), Center for Universal Education at the Brookings Institution, and the International Bank for Reconstruction and Development / International Development Association | English / French / Spanish | 25/04/2017 |

6.7 UNESCO Courier - <http://en.unesco.org/courier>

Since its creation in 1948, *The UNESCO Courier*, the Organization's flagship periodical has changed a great deal over the years, both in content and in form. After five years of absence, The Courier has been relaunched in April 2017 through the generous support of the People's Republic of China. It pursues its original mission: promote UNESCO's ideals, maintain a platform for the dialogue between cultures and provide a forum for international debate.

Presently, it is a quarterly 80 pages magazine published in the 6 official languages and in Portuguese. The PDF is available on [The UNESCO Courier webpage](#).



By the end of April 2017, the April-June 2017 issue **Agenda 2030: Challenges for us all**, was available in English, French and Chinese.

A launch event took place at Headquarters during the Executive Board, on 27 April 2017.

In addition to an 'In Focus' published on our website, social media channels were used for the promotion of the April-June 2017 issue, notably with a short video and animated covers:

| | |
|---|------------------------------------|
| ▪ Facebook post incl animated cover 7 lang. (27/04) | 6.9 K views, 228 likes, 172 shares |
| ▪ Facebook Flashback Courier (27/04) | 3.3 K views, 176 likes, 84 shares |
| ▪ Twitter (tweets incl. Flashback Courier , animated cover 7 lang , animated cover (En) (27/04) | 100 retweets, 156 likes |
| ▪ Instagram: incl. animated cover 7 lang. (28/04) | 7,239 views |

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

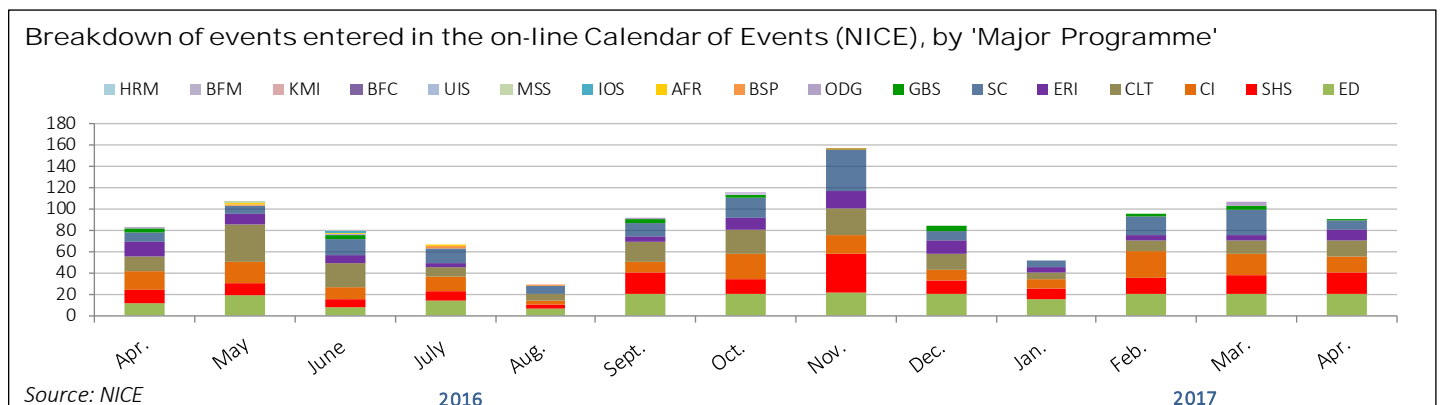
Launched in January 2010, the New Integrated Calendar of Events (NICE) available on Internet and Intranet should reflect all Events organized by UNESCO Headquarters, Field Offices, Permanent Delegations, and/or in which UNESCO is implicated. The tables below reflect only the events entered respectively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

7.1. Number of events by “Major Programmes”

| Major Programme | Total | Organized by | | |
|-----------------|-----------|--------------|---------------|------------|
| | | Headquarters | Field Offices | Institutes |
| CI | 16 | 5 | 11 | |
| CLT | 14 | 3 | 11 | |
| ED | 21 | 3 | 16 | 2 |
| ERI | 10 | 10 | 0 | |
| SC | 9 | 4 | 5 | |
| SHS | 19 | 11 | 8 | |
| GBS | 1 | 1 | 0 | |
| Total | 90 | 37 | 51 | 2 |

7.2. Events organized by Field Offices/ Institutes

| | |
|-------------------|-----------|
| Apia | 1 |
| Almaty | 3 |
| Beijing | 5 |
| Kathmandu | 3 |
| Brussels | 1 |
| Venice | 2 |
| Jakarta | 3 |
| Kingston | 1 |
| San Jose | 5 |
| Nairobi | 4 |
| Dakar | 3 |
| Tashkent | 4 |
| Libreville | 6 |
| Beirut | 2 |
| Doha | 2 |
| Harare | 1 |
| Maputo | 1 |
| Montevideo | 1 |
| Santiago de Chile | 3 |
| UIL | 2 |
| Total | 53 |



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 organized 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 |
|---------------------|---|-------------|------------------|--------------|
| 03/04 | Meeting on Project Management Convention 2005 | CLT/CRE/DCE | Salle VII | 20 |
| 03/04 | Consultation régionale pour les Amériques en préparation du 2e Congrès mondial sur les Ressources Educatives Libres (REL) | SC/EES/NBC | Salle XI | 150 |
| 03-07/04 | Réunion sur les science et la technologie des ingénieurs | SC/PSD | Salles XIV - XVI | 40 |
| 03/04 | 38th Session of the World Climate Research Programme (WCRP) Joint Scientific Committee | IOC/OOS | Salles VIII - IX | 80 |
| 07/04 | 3e bureau de la COP 5 | SHS/YSS | Salle VI | 10 |
| 07/04 | Visite pour des lycéens d'Yvetot (Lycée Jean XXIII) | ERI/DPI/PBM | Salle IV | 44 |
| 13-14/04 | Expert meeting on "Transforming the Future: Anticipation in the 21st Century" | SHS/RPF | Salles IX, XV | 60 |
| 18-19/04 | 16e réunion du Comité inter-institutions des Nations Unies sur la bioéthique | SHS/YES/BIO | Salle VIII bis | 15 |
| 18/04 | Cérémonie du Prix UNESCO-Sharjah | SHS/TSD/HMD | Salle IV | 300 |
| 19-20/04 | Dissemination Meeting for the closing of the Project on "Improving Teacher Support and Participation in Local Education Groups" | ED/ESC/TED | Salle IX | 85 |
| 20-21/04 | 1st meeting on Ocean Gliders | IOC/OOS | Salle III | 20 |
| 24/04 | Célébration de la Journée mondiale du livre et du droit d'auteur | ERI/DPI/PBM | Salles II, IV | 410 |
| 25-28/04 | Réunion annuelle du Comité exécutif du Réseau mondial d'observation de l'acidification de l'océan | IOC/OSS | Salle XV | 20 |
| 26-27/04 | 10e Forum Netexplo | CI/KSD/ICT | Divers | 1 000 |
| 26/04 | Visite pour des étudiants de Sciences Po | ERI/DPI/PBM | Salle IV | 45 |
| 27-28/04 | Réunion des Commissions nationales à l'occasion de la 201e session du Conseil exécutif | ERI/MSP/DIR | Salle IV | 106 |
| Total participation | | | | 2 405 |

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

8.1.2 Meetings of Governing Bodies

| Date | Title | Organizer | Place | Public |
|-------------|----------------------------------|-----------|--------------------------|--------|
| 19/04-05/05 | 201e session du Conseil exécutif | GBS/DIR | Salles X, X bis, XI, XII | 150 |

8.1.3 Information Meetings for Permanent Delegations

| Date | Title | Organizer | Place | Public |
|---------------------|--|-----------|----------|------------|
| 05/04 | Réunion d'information sur le Projet de programme et de budget pour 2018-2021 (39 C/5) | BSP/DIR | Salle XI | 150 |
| 06/04 | Réunion d'information sur le programme sur le sport | SHS/YSS | Salle XI | 250 |
| 07/04 | Réunion d'information sur la Conférence de l'ONU sur l'océan (New York, 5-9 juin 2017) | IOC/EXS | Salle XI | 200 |
| 12/04 | Réunion d'information sur les activités du service d'évaluation et d'audit de l'UNESCO | IOS/DIR | Salle XI | 150 |
| Total participation | | | | 750 |

8.1.4 Electoral Groups Meetings (Plenaries)

| Date | Title | Organizer | Place | Public |
|---------------------|--|---------------------------|------------|------------|
| 06/04 | Réunion plénière de l'ASPAC | Déleg. perm. du Japon | Salle XIII | 60 |
| 07/04 | Réunion plénière du Groupe africain | Déleg. perm. du Zimbabwe | Salle IX | 60 |
| 11/04 | Réunion plénière du Groupe des 77 + la Chine | Groupe 77 | Salle XI | 100 |
| 11/04 | Réunion plénière du Groupe francophone | Groupe francophone | Salle XIII | 40 |
| 12/04 | Réunion plénière du GRULAC | Déleg. perm. du Nicaragua | Salle XVI | 40 |
| Total participation | | | | 300 |

8.1.5 External rentals

| Date | Title | Organizer | Place | Public |
|---------------------|--|--------------------------------------|----------|--------------|
| 05/04 | Forum "Bonjour Brand" | Futurallia | Salle II | 200 |
| 06-07/04 | Conférence « Construire la paix et la sécurité internationales de la société numérique », organisée par l'Agence nationale de la sécurité des systèmes d'information (ANSSI) | ANSSI | Salle I | 1 300 |
| 11-12/04 | 83rd session of the Administrative Board of the International Association of Universities (IAU) | IAU | Salle XV | 36 |
| 28/04 | Conférence sur la prévention de la violence | Déleg. perm. du Royaume des Pays-Bas | Salle IX | 80 |
| Total participation | | | | 1 616 |

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

8.2.1 Exhibitions, Shows, Screenings and Conferences

| Date | Title | Organizer | Place | Public* |
|-------------|---|---|-------------------------------|---------|
| 01-05/04 | Exposition « Le royaume d'autre monde », œuvres de Silvia Rodriguez Rivero | Déleg. perm. de Cuba | Salles Miró | N/A |
| 03/04 | Cérémonie de signature du partenariat UNESCO-INRIA pour la préservation et le partage du patrimoine logiciel | CI/KSD/ICT | Salles III, IV, Foyer Salle I | 450 |
| 04-20/04 | Exposition « Par la main et les mots » par Artemis Antoniou | Déleg. perm. de Chypre | Hall Ségur | N/A |
| 05-11/04 | Exposition « Rencontres, croisements, connaissances dans le cadre des relations ottomano-françaises de la moitié du XIXe siècle », à travers la collection de photographies du Palais de Yıldiz | Déleg. perm. de la Turquie | Salle des Pas Perdus | N/A |
| 06-13/04 | Exposition : "The Power of Sports Values" | SHS/YES/YSS | Couloir X-XI | N/A |
| 11-20/04 | Exposition : « Nous sommes tous ensemble », œuvres des lauréats du 10e festival d'art décoratif des jeunes handicapés | Déleg. perm. de la Fédération de Russie | Salle des Actes | N/A |
| 13/04 | Spectacle « Découvrir le monde dans une université » de l'Ensemble multinational de l'Université de l'amitié des peuples de Moscou | Déleg. perm. de la Fédération de Russie | Salle I | 1 000 |
| 17-21/04 | Exposition « Le cubiste des pyramides », peintures de Omar El Nagdi | Déleg. perm. de la Rép. arabe d'Egypte | Salles Miró | N/A |
| 17-21/04 | Exposition « Remontant le cours du temps - Documentation et reconstruction du patrimoine mondial : expérience polonaise » | Déleg. perm. de la Rép. de Pologne | Salle des Pas Perdus | N/A |
| 18/04 | Cérémonie de remise du Prix UNESCO-Sharjah pour la culture arabe | SHS | Salle IV | 300 |
| 18/04-01/05 | Exposition « Amérindiens : les traditions et les savoirs » de l'ONG Traditions pour demain | SC/PCB/SII | Grilles Suffren | N/A |
| 19/04 | Cérémonie de signature d'un commun accord Pologne-UNESCO sur l'organisation de la 41e session du Comité du patrimoine mondial à Cracovie | CLT/CCS | Salle V | 30 |

| | | | | |
|-------|---|---------|------------------------|-----|
| 24/04 | Célébration de la Journée mondiale du livre et du droit d'auteur. Rencontres avec des maisons d'édition et des auteurs, animations, deux tables rondes et trois sessions de conte. | ERI/DPI | Salles IV, II et Foyer | 410 |
|-------|---|---------|------------------------|-----|

* Source: the number of participants for the rooms is estimated by ERI/DPI/PRP and MSS/CLD. Neither means nor tools are available to monitor exhibitions visitors.

- o **9 events** were promoted in the April 2017 monthly *Calendar of cultural events in electronic version*, sent out to 29,171 subscribers, and on <http://on.unesco.org/cultural-events>.
- o **9 events** were organized, co-organized and/or promoted in April 2017 by DPI/PRP (Public Relations and Partnerships Section).

8.3 UNESCO Visits

In the absence of staff for public visits, only VIPs, delegations, associated schools and specific UNESCO related groups can, since late March 2017, benefit from the Visitors' Service.

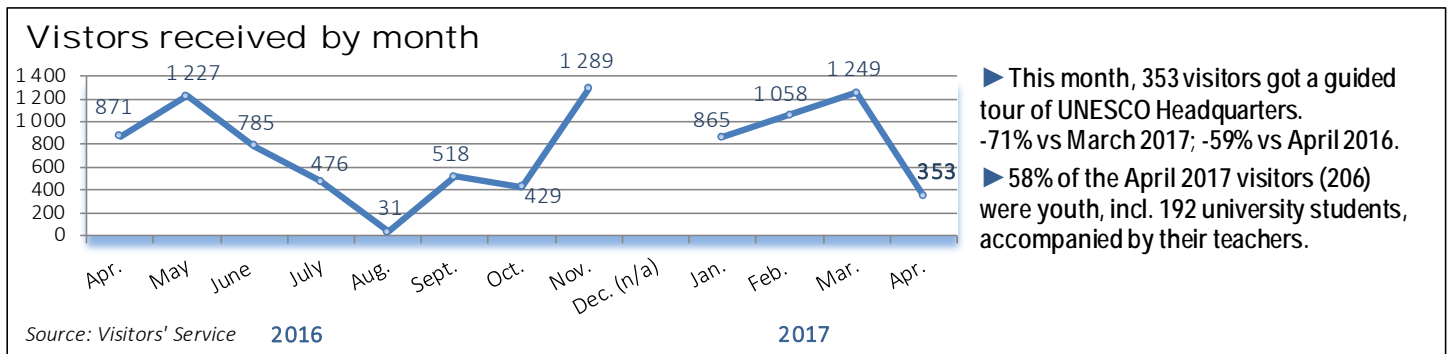
16 guided tours of Headquarters for 353 visitors were organized in April 2017. 14 of these visits/presentations were conducted equally in French and English, and a large majority of the visitors came from Europe and North America.

| 1. Requests | | |
|-----------------------------|--|-----|
| Number of emails received | | n/a |
| Number of requests received | | n/a |
| Accepted requests | | 16 |

| 3. Type of visits | | |
|------------------------|----|------|
| Group Visits | 16 | 100% |
| Individual Visits | 0 | 0% |
| Thematic Presentations | 0 | 0% |

| 2. Languages | | |
|--------------------------------|---|-----|
| Visits/Presentation in French | 7 | 44% |
| Visits/Presentation in English | 7 | 44% |
| Other | 2 | 12% |

| 4. Origin | | |
|---------------------------------|-----|-----|
| Europe and North America | 255 | 72% |
| Asia and Pacific | 84 | 24% |
| Latin America and the Caribbean | 14 | 4% |
| Africa | 0 | 0% |
| Arab States | 0 | 0% |



9. UNESCO logo exposure

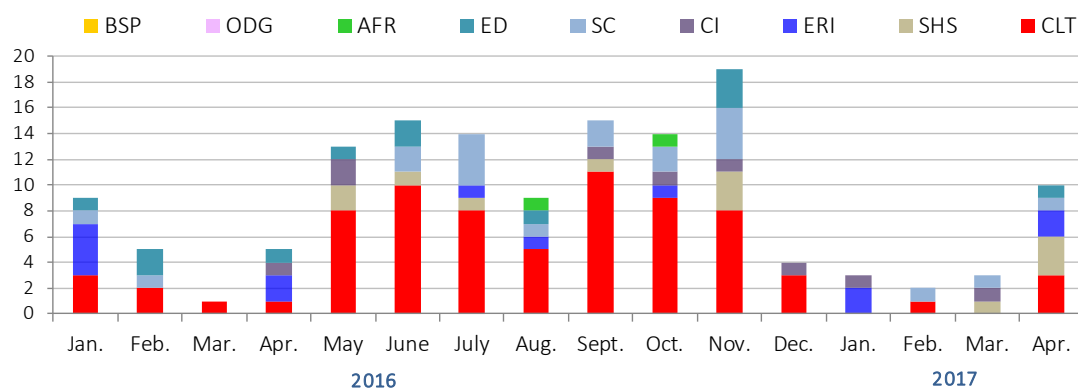
9.1. Patronage

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.

▪ 10 events which have been granted UNESCO's patronage took place in April 2017:

| Start Date | Country of Activity | Name of Activity | Target Audience | Sector |
|------------|--|--|--|--------|
| 01/04 | Spain | Five specialized conferences on the occasion of 2017 as the International Year of Sustainable Tourism for Development, organised by the Institute of Responsible Tourism and local governments | Tourist industry | CLT |
| 01/04 | Poland, China, Kyrgyzstan, Uzbekistan, Russia, Belarus | International expedition "2017 New Silk Roads" along the historic route that covers UNESCO World Heritage sites in China, Kyrgyzstan, Uzbekistan, Russia, Belarus and Poland, organised by the Palkiewicz Foundation of Warsaw | General public | SHS |
| 01/04 | Czech Republic | Touring exhibition entitled "The Ride of the Kings in Slovacko" from 1 April 2017 to 31 December 2020 | General public | CLT |
| 05/04 | USA | Global Day of Engineering | Engineers | SHS |
| 06/04 | Russian Federation | The 3rd Pan-European Festival Marathon entitled "From the Atlantic to the Pacific" | General public | SHS |
| 06/04 | Jordan | International conference entitled "Urbicide II: Urban Killing and Post War Reconstruction" | International & regional experts in architecture, art and urban planning | CLT |
| 07/04 | Italy | The 39th ordinary assembly of the Italian Federation of Clubs and Centres for UNESCO entitled "1947 - 2017: 70 years of UNESCO Clubs" | Members of Italian clubs | ERI |
| 07/04 | Mozambique | Educational and cultural activities to celebrate International Jazz Day in Maputo | Musicians & young people | ERI |
| 10/04 | France | Le premier Congrès de traductologie à l'Université de Paris-Nanterre organisé par la Société française de traductologie | Professionals in the field of translation | ED |
| 30/04 | Canada | 5 th edition of the Airbus Diversity Award. Winning projects will be announced at the Global Engineering Deans Council in Niagara Falls in October 2017. | Schools and institutes of engineering | SC |

Number of events held under UNESCO patronage, by month



- ▶ 10 events took place in April 2017 under the patronage of UNESCO.
- ▶ Since early 2017, 18 events were held under UNESCO patronage, almost as many as last year during the same period (20).

Source: Patronage database

10. Media and Communication 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 (TBS / Japan). Memoranda of Understanding have been signed with major press agencies (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. Institutional partnerships

10.1.1 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: CANON Inc.

| Date | Subject | Format | Audience share |
|-------|---|--------|----------------|
| 02/04 | Sangay National Park1 (Ecuador) | 30 min | 4.4% |
| 09/04 | Sangay National Park2 (Ecuador) | 30 min | 4.8% |
| 16/04 | Whale Sanctuary of El Vizcaino (Mexico) | 30 min | 4.2% |
| 23/04 | Shrines and Temples of Nikko (Japan) | 30 min | 4.1% |

Average audience share in April: **4.4%** (for the first broadcast). Estimate number of viewers in Japan: **3,997,000** (for the first broadcast). The total audience for the programmes in April was estimated at **15,988,000** viewers.

10.1.2 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 in Chinese, English, Spanish, French, Russian, Arabic, 20 newspapers, and a 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 | 21 |
| Spanish | 17 |
| French | 11 |
| Arabic | 5 |
| Russian | 1 |
| In April a total of 55 reports were released on UNESCO through Xinhuanet | |

10.2. Ad Hoc Communication partnerships

| Event/Activity | Partners | Benefits |
|--|--|---|
| Presentation and launch of the first hydrogen-powered catamaran Energy Observer in Saint Malo ahead of a trip around the world to raise awareness of environmental issues (7-14 April 2017). | Partnership signed in Oct. 2016 <ul style="list-style-type: none"> ▪ UNESCO (SC) ▪ Energy Observer | Some 100 articles were monitored in all media sources mentioning the partnership with UNESCO. |
| Rfi Challenge App Afrique (27 April – 30 June 2017) Competition aiming at developing innovative mobile solutions in the field of girls' education in Africa through the <i>7 milliards de voisins</i> programme | See rfi website <ul style="list-style-type: none"> ▪ UNESCO (ED) ▪ Rfi | 1 UNESCO staff in the Jury Visibility on rfi website, FB & Twitter Funding of finalists' projects UNESCO present at the finale (Abidjan) |

10.3. Media partnerships

No particular information this month.