



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2011/PIPMR/06/REV

Monthly Report on the Use of UNESCO Public Information Products

March 2011

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Executive Summary

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

Major events:

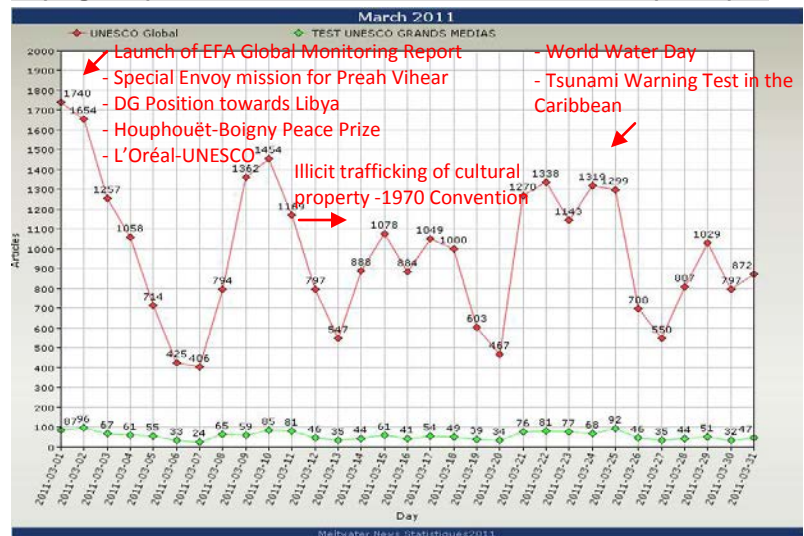
This month has been punctuated by several major events:

- The worldwide launch of the EFA Global Monitoring report in New York on 1 March;
- The UNESCO-L'Oréal International Fellowships for Women in Science (2 March) and L'Oréal-UNESCO For Women in Science Awards (3 March)
- 40th Anniversary of the 1970 Convention (15 and 16 March)
- World Water Day (22 March 2011)
- Houphouët-Boigny Peace Prize (3 March)
- Tsunami Warning Test in the Caribbean (23 March)

The red line in the graphic to the right shows total media coverage. The peaks relate to most of the above events.

More detailed information is provided in the first section of this report.

Articles published in major national and international titles (in green) and in all other monitored media outlets (in red)

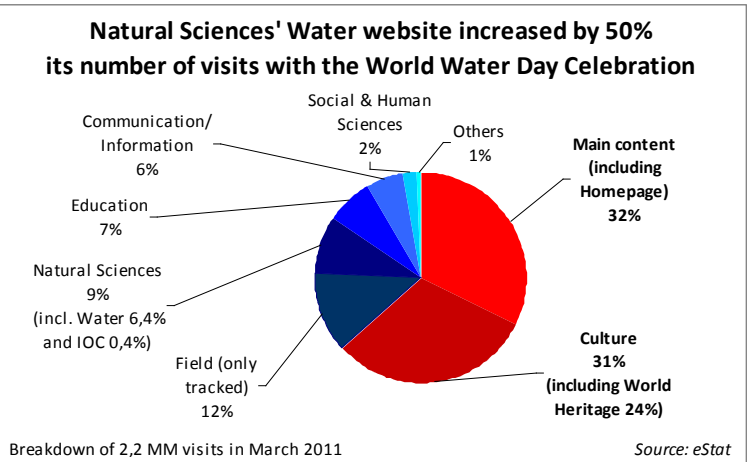


UNESCO Website

Visits exceeded 2.2 million visits this month (+19.21% versus February - Benchmark 2010: 1.9 million/month), with a peak of 326 300 page views on 22 March. This may be attributed to the high number of events over the month, but also in particular to World Water Day.

The increase is particularly significant for the Water website (+165% versus February), and consequently the Natural Sciences website accounts for 9% of the visits, versus 5% over the last two months.

The geographic origin of the visits evolved also radically. The following increases are to be noted: Oceania (+57,16%), South America (+66%), Africa (+12,9%).

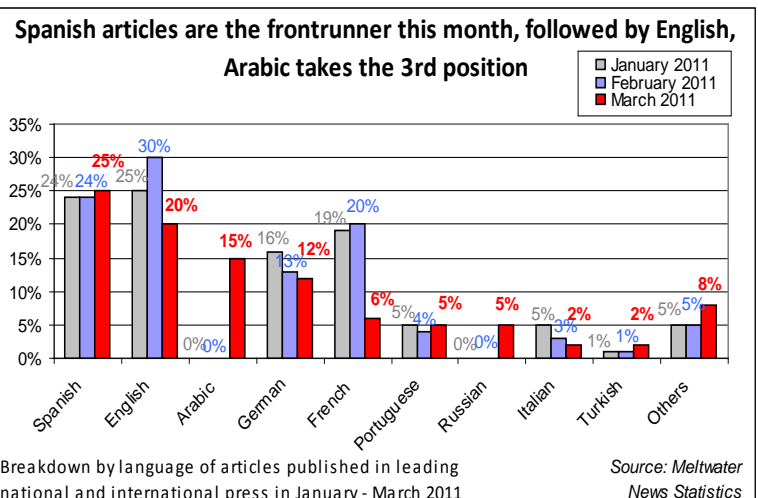


Media

The graph to the right shows the importance of regional media coverage this month.

As is usually the case, Europe accounts for most coverage. However we see more extensive coverage in the Middle East, due to the various statements issued by the Director-General on events in Tunisia, Egypt and Libya.

Coverage in the hispanophone media also peaked this month, boosted by the announcement of the Houphouët-Boigny Peace Prize winners (The Grandmothers of the Plaza de Mayo) in Argentina, and the tsunami warning system test in the Caribbean.



UNESCO's Social Media Channels

After YouTube, Facebook, Twitter, and Sina Weibo, Youku a Chinese video sharing site, became this month the latest official UNESCO social media channel.

The number of people following UNESCO on Twitter increased by a whopping 33% in March, and the volume of Tweets represent 41% of the total Tweets sent out since the page was started in September 2010.

Joint campaigns involving other UN agencies or UNESCO partners continue to have the biggest impact on Twitter. The most popular joint campaign was with the UN Office for Drugs and Crime on the illicit traffic of cultural property which in turn was picked up by the UN News Centre and resulted in a "Top Tweet" (Tweets that lots of people are interacting with and sharing via retweets, replies and more, according to Twitter).

The video 'Put Racism Offside' produced by FC Barcelona in the framework of their agreement with UNESCO, received considerable attention on UNESCO's social media channels. The video was viewed 6911 times in English, 2165 in Spanish and 662 times in French on UNESCO's YouTube channel. In addition, the video uploaded by FC Barcelona was viewed 88 864 times in Spanish, 71 833 in English.

Quotes by the star players, Piqué, Messi and Keita, taken from the video were Tweeted via UNESCO's Twitter account and FC Barcelona. Two of the Tweets were ranked Top Tweets by Twitter.

The fan base on UNESCO's Facebook page pursues its growth by 13.7 % this month.

Video consultations on UNESCO TV Channels on YouTube show an increase this month, compared to February: English (+26,68%), French (+143,86%), Spanish (+9,02%).

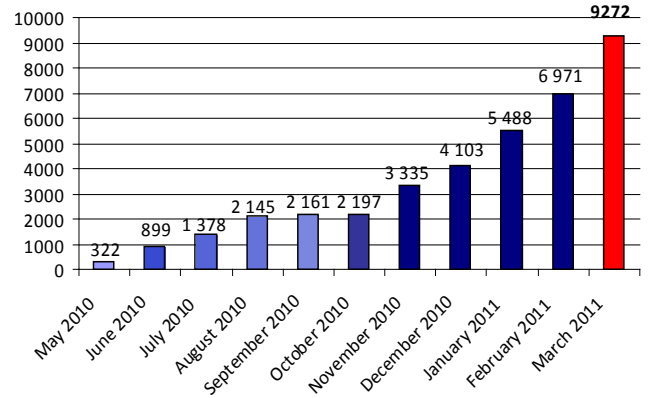
UNESCO Publications

The *General History of Africa* in Portuguese still occupies the first place on the Top 10 most consulted PDF list in March, with nearly the same amount of downloads as in February.

Among the titles that attract the interest of readers all over the world, two types of publications stand out. UNESCO reports, be they the *Global Monitoring Report* (always very much in demand) or the thematic Reports on Science, Social Sciences, Culture and Engineering are regularly consulted, as are older "classic" reports such as *Towards Knowledge Societies* (2005) or *Seven Complex Lessons in Education for the Future* (1999), which still remain very high on the list, and in several languages. The second type of frequently consulted publications includes practical guides such as manuals or case studies, which continue to be very popular.

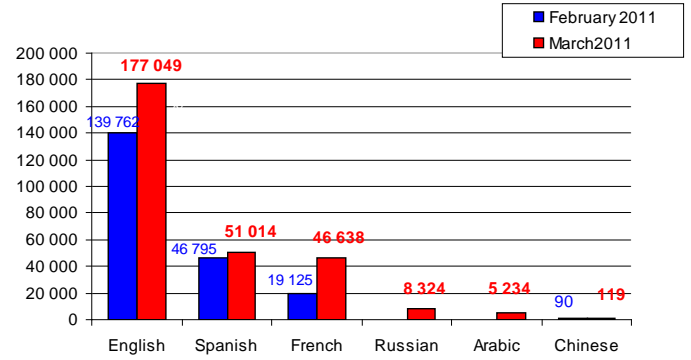
Languages of the documents and publications consulted are also revealing: from the first 50 downloads, 20 are in English, 18 in Spanish, 12 in Portuguese. French only start appearing at the 68th place.

Joint campaigns involving UN agencies and partners increased by 33% number of Twitter followers this month



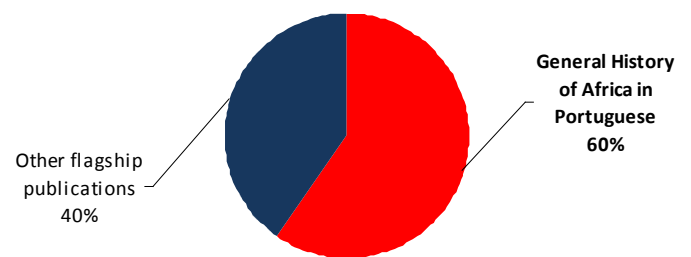
Monthly evolution of Twitter followers from May 2010 to March 2011 Source: Twitter

Videos are still most consulted on UNESCO TV English Channel French and Spanish channels regain comparable viewing levels



Breakdown by language of UNESCO video views on YouTube in March 2011 Source: YouTube

The eight volumes of the *General History of Africa* in Portuguese still represent 60% of the consultations



Breakdown of 60 450 PDF consultations of 2010 Flagship UNESCO publications in March 2011 Source: UNESDOC

Major events:

I. Launches of the EFA Global Monitoring Report 2011 - The hidden crisis: Armed conflict and education

The publication of each new edition of the EFA Global Monitoring Report is the occasion for taking stock about progress made - or not made - and generating renewed interest for moving the EFA agenda forward. Official launchings and related events have been planned in different parts of the world throughout the year. Their objective is to draw attention to important issues and help to get the message across to different audiences.

The main international launch of the EFA Global Monitoring Report 2011 took place in New York on 1 March 2011 at Columbia University. On the same day the Report was launched in London (UK), Nairobi (Kenya), Beijing (China), Santiago (Chile), Dhaka (Bangladesh), Dakar (Senegal), Beirut (Lebanon), Abuja (Nigeria), Ramallah (occupied Palestinian territory), Moscow (Russia), Havana (Cuba), New Delhi (India). Other launches planned in April: Afghanistan, Spain, Sudan, Jordan.

Follow-up launches: 2 March: Washington DC (USA) and Yakutia (Russian Federation); 3 March: Guatemala City (Guatemala), San José (Costa Rica); 7 March: Ottawa (Canada); 8 March: Paris (France); 9 March: Stockholm (Sweden); 10 March: The Hague (The Netherlands); 17-18 March: Oslo (Norway); 22 March: Geneva (Switzerland); 22-24 March: Jomtien (Thailand); 31 March: Bonn (Germany).

Particular involvements:

- UNESCO Field Offices and National Commissions for the organization of launches on 1 March with Guidelines developed and timely shipment of reports, which doubled the 2010 number of simultaneous launch events.
- The Director-General, ADG/AFR, ADG/ED and ADG/ERI, as well as Directors from HQ and Field offices and members of the GMR team for different launches.
- Close work with other UN partners, including UNIC who also helped with the distribution of press materials, and NGO's such as Save the Children who relayed information about the Report via their networks.

Main launch in New York on 1 March 2011:

The panel included: Irina Bokova, UNESCO's Director-General, Michelle Bachelet, the head of UN Women, Michaëlle Jean, UNESCO's Special Envoy for Haiti, Mary Robinson, Former President of Ireland and Jeffrey Sachs, Director, The Earth Institute, Columbia University.

Participants: over 500 people

Audience: Governments, non-government organizations, academics.

Communication materials and activities:

- Guidelines for the launch of the Report
- Summary and Regional Overviews in various languages
- 1 international Press release, 6 regional and 6 thematic releases (in 6 UN languages)
- B-roll in French, Spanish, Arabic and Chinese
- Video of international launch in New York
- Video of presentation interview by Kevin Atkins (English); Nicole Bella, (French); Marisol Sanjines (Spanish), Gabriel El Khili (Arabic); Qian Tang (Chinese)
- Video message from Graça Machel and Anthony Lake, Head of UNICEF
- Photo gallery containing 30 photos right-free for the press
- Powerpoint presentation
- Postcards and posters
- Results of the February and March Public Consultation on the 2011 Report posted on the GMR website

Webcast/Live streaming connections:

- Live streaming on the Website of Columbia University and the GMR's homepage
- Live streaming of the Regional launch in Santiago, Chile organized by UNESCO Santiago

Website statistics

This month showed an impressive growth of the traffic of the GMR website with 28 958 visits or +78.62% versus February 2011.

Press coverage:

Media coverage of the report included major pieces in newspapers, news agencies on-line, sites and blogs ranging from Le Monde to El Pais and The Guardian in Europe, to Al Jazeera, Voice of America and media across Asia, Africa and Latin America.

Social media:

The GMR team and DPI, invested heavily in new media. For the first time this year the activity was dramatically increased via the World Education Blog and EFA Twitter account, both managed by the GMR Team. Some 15 blog posts on the World Education Blog in the lead up to and immediate follow up of the launch (in English, French, Spanish and Arabic), many of which were relayed by other blogs and partner websites. Close to 50 tweets were sent via the EFA account and 30 via the main UNESCO account. Several of these Tweets were translated into French, Spanish, Arabic and Russian. The [#edureport](#) hash tag was registered which enabled over 380 Twitter users around the world to participate in the discussions around the launch. Numerous other organizations from the United Nations system and non-governmental organizations also relayed information about the launch via websites and social media.

II. UNESCO- L'Oréal International Fellowships for Women in Science (2 March) and L'Oréal-UNESCO "For Women in Science" Awards (3 March)

The 13th L'Oréal-UNESCO "For Women in Science" Awards ceremony took place at Headquarters on March 3rd. Five exceptional women scientists, one from each continent, received the 2011 L'Oréal-UNESCO "For Women in Science Awards", recognizing work that addresses major challenges in modern science.

On 2 March, 15 women post-doctoral researchers – three from each continent - were presented with the UNESCO-L'Oréal International Fellows for Women in Science.

Participants: 1 200 in Room I

Audience: Executives from L'Oréal and L'Oréal guests, UNESCO Permanent Delegates, UNESCO Senior staff and guests, scientists, journalists

Communication materials and activities:

- Media advisory
- Press kit in English and French
- Organization of a press meeting in Paris on March 2nd, 2011- 5 Round Tables with the participation of the Laureates and the Fellows
- Advertisements in newspapers
- Exposure of the photos of the Laureates in the Paris airports from February 25th till April 22nd, 2011
- Numerous interviews of the Laureates for radios, TV; Interviews of the President of the Jury, Professor Ahmed Zewail, (1999 Nobel Prize in Chemistry)

Social Media

A video produced by DPI's Chinese editor of the Chinese Laureate Vivian Wing-Wah YAM was the second most popular post on Youku (Chinese video sharing site). A gallery of the L'Oréal-UNESCO "For Women in Science Awards" was posted on Facebook which received 93 likes. Ten Tweets were prepared for both the Awards and Fellowships. All the Tweets were translated into French and two were translated into Spanish and Arabic.

Press coverage

Media coverage included 62 articles over the two days of the event, mainly in Mexico, the United States of America, the UK and France. Coverage continued throughout the month on the Laureates in the national media of their respective countries.

III. 40th Anniversary of the 1970 Convention (15 and 16 March)

The 40th Anniversary of the 1970 Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property was held at Headquarters on 15 and 16 March. On this occasion, UNESCO organized a round table open to the public and the press on the fight against the illicit trafficking of cultural property (moderated by the journalist Louis Laforge), a press conference and a forum of reflection, intended for UNESCO Member States and leading experts on the 1970 Convention and the illicit trafficking of the archaeological property.

During the anniversary, UNESCO revisited the history of the Convention, and took stock of its accomplishments, its strengths and its weaknesses, and examined the main challenges. The event was a success both in terms of the outcome of the discussions held during the debates and the number of people attending. UNESCO Member States, representatives of the art market, IGOs and NGOs, observers and journalists as well as the general public expressed their satisfaction with the meeting, which was a unique occasion for gathering the different actors involved in the fight against the illicit trafficking of cultural property.

Participants:

- 450 participants

Audience: UNESCO Member States, Permanent Observer Missions to UNESCO, Intergovernmental Organizations, Non-governmental Organizations, Experts, Academics, Journalists and members of the UNESCO Secretariat.

Communication materials and activities:

- A public debate, broadcast on UNESCO's website was attended by 450 people. Some sequences of the public debate were integrated in a documentary on the fight against the illicit trafficking of cultural goods produced by DEV.TV. The documentary, which highlights the role of the 1970 UNESCO Convention, was broadcast on the BBC World News on March 26.
- A 4-minute clip was produced by the ERI/MEDIA team and broadcast at the beginning of the public debate. The clip provided an introduction to the topic of discussion.
- Over 500 copies of a Press Kit in English and French were distributed among the participants.
- The French version of the Compendium "Témoins de l'histoire: recueil de textes et documents relatifs au retour des objets culturels" ('Witnesses to History: Documents and Writings on the Return of Cultural Objects') was launched on the occasion of the Anniversary.
- 2 Video clips (2-3 min.) aimed at raising awareness among local communities and the general public about the dangers of illicit trafficking were also presented during the Anniversary. The clips will be distributed in travel areas (train stations, airports), World Heritage Sites and embassies of the concerned countries.
- A link to the UNESCO 18-minute documentary "To fight illicit traffic of cultural objects", produced in 2010, was reintegrated on UNESCO's Website.

Social Media:

On the occasion of the 40th Anniversary of the Convention, two special posts were created on UNESCO's Facebook profile. A four-minute video clip produced by UNESCO received 72 likes on Facebook. While a photo essay about stolen art works received 93 Likes. A multilingual (En, Fr, Sp & Ar) Twitter campaign consisting of 25 Tweets was launched in collaboration with United Nations Office for Drugs and Crime.

Webcast/Live streaming connections:

- Live streaming on UNESCO's Website.

Press coverage

The Anniversary received significant media coverage in newspapers, radio, on-line news agencies, and other media supports, including for example: Les Echos, Le Figaro, Le Monde, El Pais, Al-Masry Al-Youm English edition and Daily News & Economic Review in Europe; allAfrica.com, Jeune Afrique and Hebdo Al-Ahram in Africa.

IV. World Water Day (22 March 2011)

In 1993, the UN General Assembly adopted a resolution declaring 22 March of each year the World Water Day—the international day dedicated to water—to be marked starting from 1993, as recommended by the UN Conference on Environment and Development in Rio in 1992. Since then, the World Water Day has been observed annually on 22 March.

Each year, World Water Day highlights a specific aspect of freshwater. The objective of World Water Day 2011 under the theme “Water and Urbanization” has been to focus international attention on the impact of rapid urban population growth, industrialization and uncertainties caused by climate change, conflicts and natural disasters on urban water systems.

The UN Official Event on World Water Day 2011 convened in Cape Town, South Africa, on 20-22 March 2011, under the theme “Water for Cities: Responding to the Urban Challenge.” This main event attracted high-level participants such as His Royal Highness Willem-Alexander, Prince of Orange and Chair of the UN Secretary-General’s Advisory Board on Water and Sanitation, Mrs Edna Molewa, Minister of Water and Environmental Affairs, South Africa, and Mr Joan Clos, Under-Secretary General and Executive Director of UN-HABITAT. It included also thematic sessions and side-events, organized by UN agencies and international, regional and national organizations.

On the occasion of this year’s World Water Day, UNESCO’s International Hydrological Programme took active participation in the global celebration of the day in Cape Town with activities focused on promoting knowledge and awareness on issues related to water in cities. UNESCO-IHP activities on WWD 2011 in Cape Town include:

- UNESCO thematic session on “Groundwater Management in Urban Areas”;
- Launch of UNESCO-IHP Urban Water Series
- Screening of UNESCO short film “Water in Cities”
- Screening of video “Water - A Chemical Solution”, in the framework of the Global Water Experiment of IYC

The UNESCO book series launching and film screening events were among the highlights of this official UN celebration of this year’s World Water Day in Cape Town.

UNESCO also hosted a stand at the UN Pavilion at WWD 2011 Exhibition and Fair. The stand displayed selected UNESCO-IHP books, technical reports, publications and audiovisual materials on urban water, as well as general water-related publications, both for display and for free distribution. The UNESCO short film “Water in Cities” was screened continuously at the UNESCO stand.

Participants: UN Official event on WWD 2011 in Cape Town: 500 people on site
Global participation through live connection with the US Secretary of State H. Clinton in Washington DC and the World Bank, and in events taking place at different places globally

Audience: Governments, academic institutions, international and regional organizations, non-government organizations, general public

Communication materials and activities:

- [Message from the DG](#)
- Video: Water in Cities ([DVD/Brochure](#))
- Photo gallery
- [Brochure of the UNESCO-IHP Urban Water Series](#)

Social Media:

Two UNESCO produced videos, Water in Cities and Water a Chemical Solution were posted on Facebook and received modest feedback, 61 and 47 Likes respectively. Water in Cities, especially produced for World Water Day received 7 764 views on YouTube.

Website statistics

- Video: Water in Cities – 7 700 views in 3 weeks (since uploaded on UNESCO YouTube channel on 09 March)

Press coverage

Press coverage was not as exhaustive as for previous years, mainly because of the many other major international events occurring at the same time. Nonetheless, a number of articles appeared in important titles including The Times of India, The Jakarta Post and The Huffington Post, as well as in Voice of America.

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

UNESCO publishes a wide array of web content. Although the majority is today available primarily in English and French, content is increasingly available in the six official languages of the Organization, as well as in certain subportals in Portuguese, Vietnamese, and others. Today over 5.75 million unesco.org pages are referenced in search engines.

UNESCO's website traffic is measured today through tags embedded in pages. With these, **page views**, **visits**, and **visitors** are tracked. It must be noted that the totals do not cover all UNESCO traffic as not all content is yet tagged, and some UNESCO content is currently published in non unesco.org sites (eg Google docs, Facebook, Twitter, certain institute and field office websites, etc.). Thus traffic totals may be lower than in reality. Year-to-year trends are however an accurate reflection for the majority of content, as the pages tagged have been consistent for several years. In turn, certain other statistics, such as publication downloads (which are measured through our UNESDOC tool) may be far too high since we can only currently measure hits on a document rather than successful downloads.

Traffic indicators explained:

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).

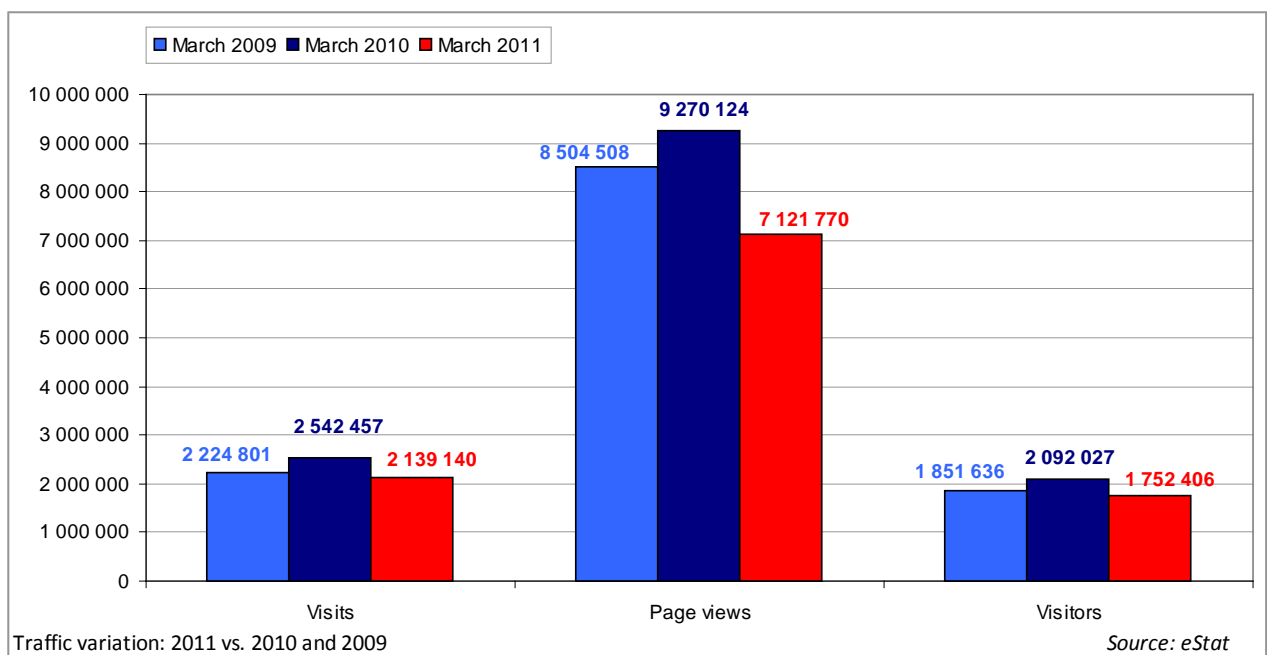
Visits: A visit is defined as a series of page requests from the same uniquely identified client with a time of no more than 30 minutes between each page request.

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.

2010 Traffic Benchmarks:

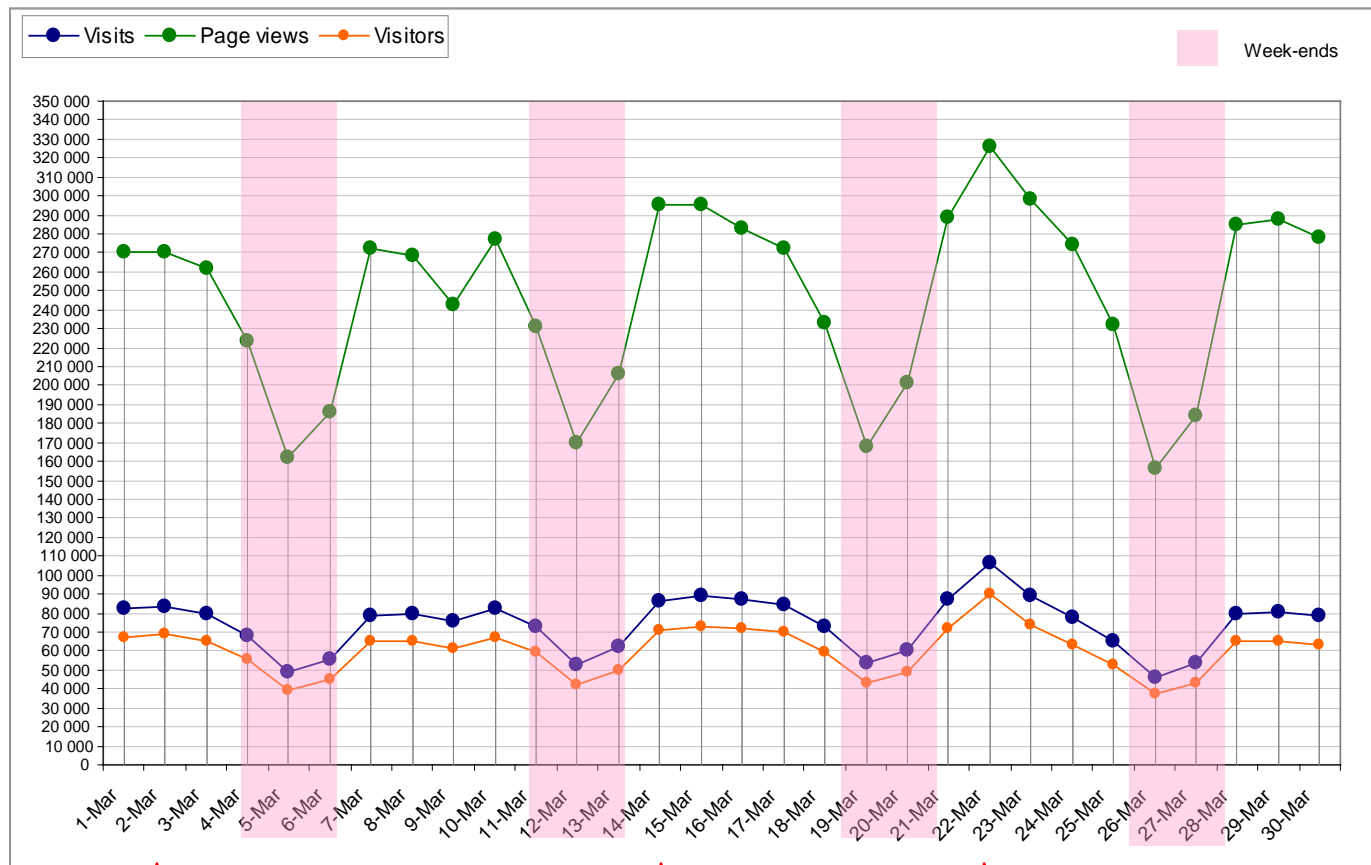
- **7.2 million average page views per month**
- **1.9 million average visits per month**
- **Highest Traffic Day:** 2nd August: all time record of pages views: **578 734** (World Heritage Committee - New World Heritage sites announced)
- **Highest Traffic Week** 2-8 August: **2 244 884** (World Heritage Committee)
- **Highest traffic month:** march (**2,5 MM visits** and **6,9 MM pages views** – L'Oréal prizes, Water day and Women's day)

1.1 Traffic Variation: March 2011 (1-30) vs. March 2010 and 2009



1.2 March (1-30) 2011 Traffic

Daily Web Traffic Patterns



- EFA Global Monitoring Report
- Special Envoy for Preah Vihear
- DG position towards Libya
- Houphouët-Boigny Peace Prize
- L'ORÉAL

- Illicit trafficking of cultural property, 1970 convention

- World Water Day
- Tsunami warning test in the Caribbean

1.3 Monthly evolution 2011

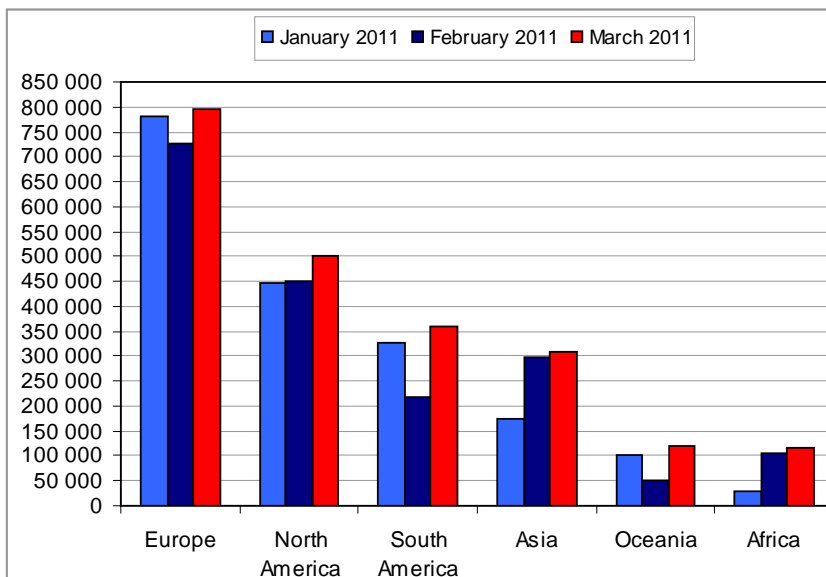
	Page views	Variation	Visits	Variation	Visitors	Variation
January	6 263 270	+16,89%	1 870 346	+15,17%	1 538 184	+15,19%
February	6 219 935	-0,69%	1 860 104	-0,55%	1 524 610	-0,88%
March (1-30)	7 121 770	+14,50%	2 217 512	+19,21%	1 752 406	+14,94%

Visits exceeded 2.2 million visits this month (+19.21% versus February - Benchmark 2010: 1.9 million/month), with a peak of 326 300 page views on 22 March. This may be attributed to the high number of events over the month, but also in particular to World Water Day.

The increase is particularly significant for the Water website (+165% versus February), and consequently the Natural Sciences website accounts for 9% of the visits, versus 5% over the last two months. .

The geographic origin of the visits evolved also radically. The following increases are to be noted: Oceania (+57,16%), South America (+66%), Africa (+12,9%).

Geographical origin of visits in March



Geographical origin (visits) in March (1-30) 2011

General increase of visits, particularly significant for Oceania +57,16 % and South America +66 %.
(Africa +12,9 %, North America +12 %, Europe +9,1 % and Asia +3,5 %).

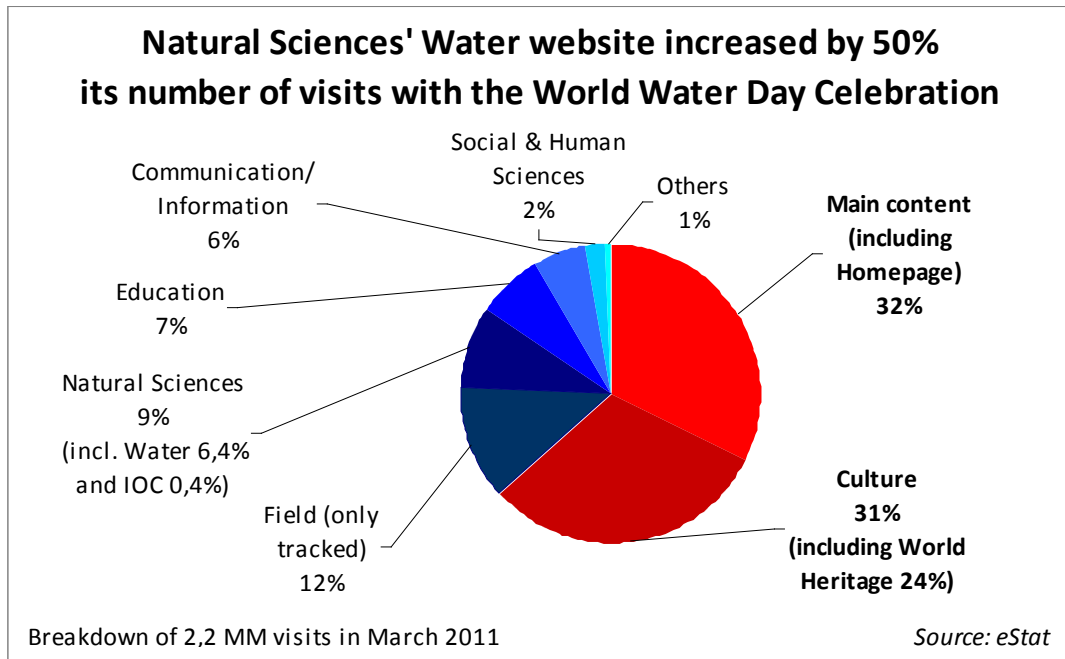
Nevertheless, the overall distribution of visits by geographic origin remains the same: Europe accounts for 39 % for the visits in March North America 24 %, Asia 16 %, South America 12 %, Africa 6 % and Oceania 3 %.

Source: eStat geographical distribution

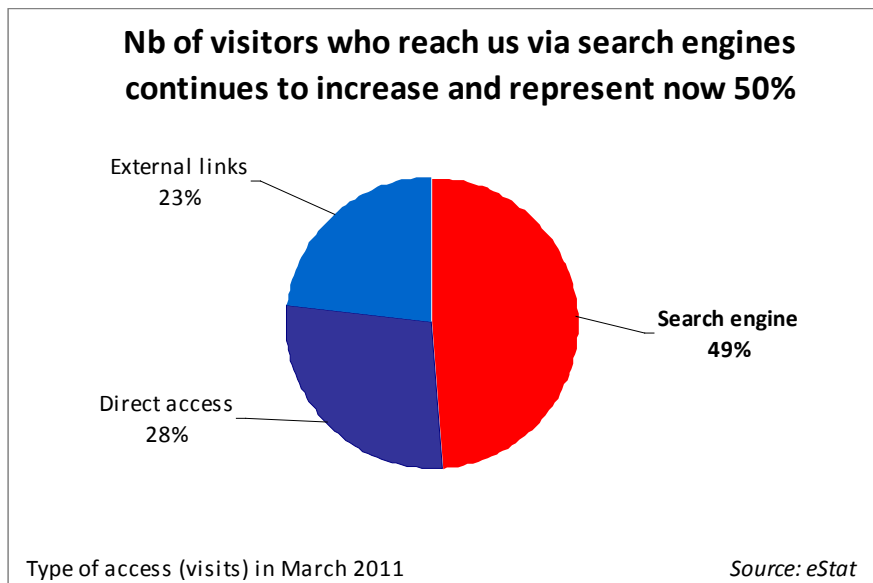
1.4 Visits by Area of Interest for March (1-30) 2011 (This data only covers tagged subsites)

Areas of interest	Visits in March (not deduplicated)	Variation vs. February	Rate of significant visits in <u>March</u> (More than 1 page viewed)	Rate of significant visits in <u>February</u> (More than 1 page viewed)
UNESCO.ORG	2 217 512	+19,21%	42,80%	42,52%
Central services and homes pages	937 875	14,74%		
Central pages (Central services websites, DG, Governing Bodies, About UNESCO, Media Services, etc.)	515 081	+14,02%	39,62%	39,54%
unesco.org homes pages	368 524	+19,55%	29,31%	28,27%
Worldwide	45 184	+14,16%	54,60%	54,43%
The UNESCO Courier	9 086	-48,95%	33,09%	33,34%
Major Programmes				
Culture Sector	906 919	+11,48%		
World heritage	684 500	+12,88%	47,50%	44,75%
Culture	222 419	+7,38%	41,23%	41,12%
Education Sector	212 916	+23,01%		
Education Sector	183 931	+17,26%	36,69%	36,73%
Global Monitoring Report	28 985	+78,62%	45,98%	47,30%
Communication and Information Sector	161 255	+6,77%	26,21%	26,35%
Natural Sciences Sector	259 423	+98,37%		
Water	187 102	+165,05%	29,97%	32,02%
Natural Sciences	61 389	+19,19%	37,51%	38,73%
IOC	10 932	+25,90%	22,36%	21,61%
Social and Human Sciences Sector	62 664	+14,55%	32,31%	32,05%
Field (only tracked)				
Field offices *	141 733	+30,03%	39,52%	41,29%
UIS	84 382	+27,40%	41,55%	44,08%
IIEP**	122 190	+ 6,20%		
Miscellaneous	17 221			

- * Amman, Apia, Beirut, Brazil, Doha, Geneva, Harare, Iraq, Islamabad, Jakarta, Kathmandu, Kingston, Moscow, New Delhi, Phnom Penh, Quito, San Jose, Santiago, Tehran, Windhoek, Yaounde.
- ** IIEP Statistics are tracked separately.



Type of access



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

UNESCO products for written and audiovisual media are:

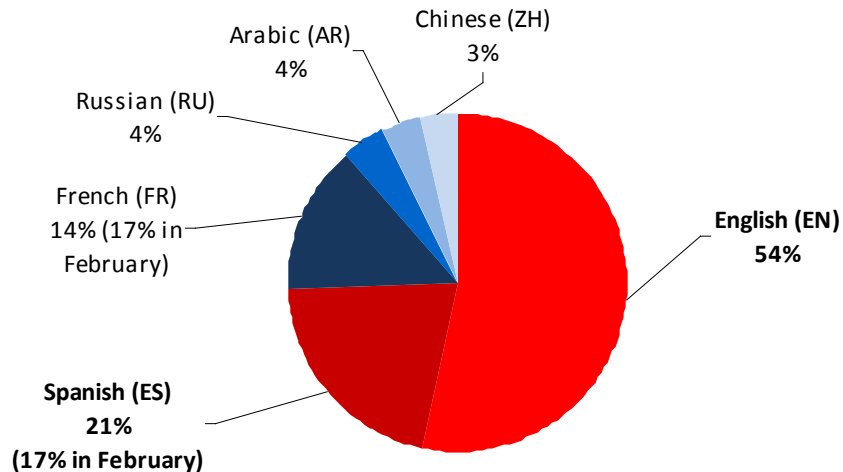
- Save the dates
- Media advisories
- Press releases
- Opinion editorial (Op-Eds)
- Video News Releases (VNR)
- Background Footage (B-Rolls).

Most of these products are distributed widely to the media and are available through the Media Services webpage. In order to improve our promotion and distribution of video images, all subjects/reportages and Background Footages are systematically sent to UNifeed and European Broadcasting Union (EBU), and made available to TV networks and online news sources via UNESCO's Multimedia webpage.

2.1. Media Service webpage - <http://www.unesco.org/new/en/media-services>

Languages	Page views	Variation vs. M-1	Visits*	Variation vs. M-1
*Total non deduplicated	85 265	35%	51 598	39%
English (EN)	46 301	29%	27 478	33%
French (FR)	12 072	15%	7 295	13%
Spanish (ES)	17 403	65%	10 921	77%
Russian (RU)	3 696	26%	2 240	24%
Arabic (AR)	3 019	56%	1 862	55%
Chinese (ZH)	2 774	150%	1 802	167%

English media continue to be the most consulted, followed this month by Spanish, and leaving French in 3rd position



Visits by language in March 2011

Source: eStat

2.2. Top 10 Press releases/Media advisories (in English) in March (1-30)

	Date	Language / Subject	Page views
1	11.03.2011	Pacific-wide tsunami warning in effect	2 526
2	25.02.2011	Outstanding women scientists to receive 2011 L'Oréal-UNESCO Awards (3 March) and Fellowships (2 March)	1 417
3	16.03.2011	UNESCO mobilizes experts and civil society partners to safeguard heritage in Tunisia, Egypt and Libya	873
4	01.03.2011	Conflict is robbing 28 million children of a future, UNESCO report warns	854
5	11.03.2011	UNESCO Director-General expresses shock and distress following massive earthquake and tsunami in the Pacific	778
6	07.03.2011	UNESCO celebrates International Women's Day	778
7	11.03.2011	40 years of fighting the illicit trafficking of cultural goods	725
8	28.02.2011	Ten years on - remembering the tragic destruction of the giant Buddha statues of Bamiyan (Afghanistan)	635
9	18.03.2011	UNESCO and FC Barcelona put racism offside to mark International Day for the Elimination of Racial Discrimination	603
10	23.03.2011	Director-General urges military forces engaged in Libya to refrain from endangering cultural heritage	598

2.3. Press releases/Media advisories/Web Releases issued in March

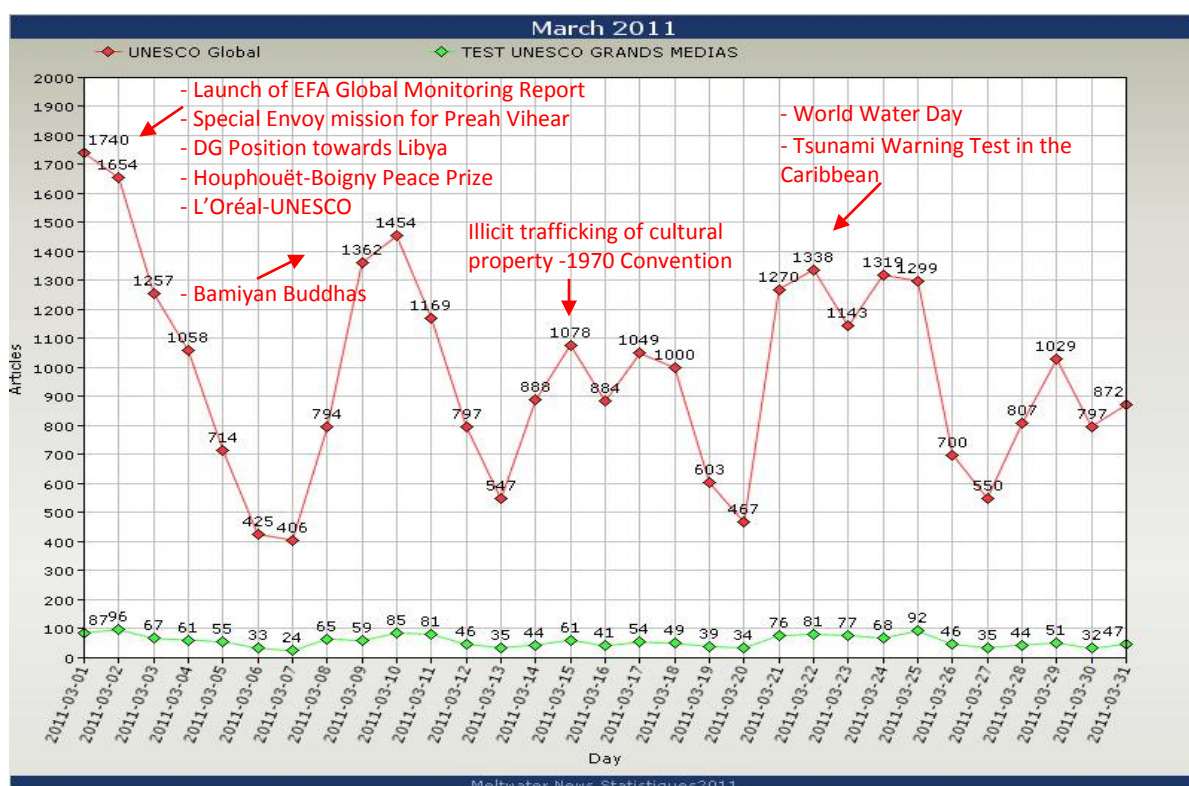
Press releases are translated in the 6 official languages most of the time.

	Date	Titles
1.	01.03.2011	Conflict is robbing 28 million children of a future, UNESCO report warns
2.	02.03.2011	UNESCO Special Envoy for Preah Vihear meets Thai and Cambodian leaders
3.	02.03.2011	Director-General of UNESCO halts all cooperation with Libya
4.	03.03.2011	UNESCO and Israel reinforce cooperation on Holocaust education
5.	03.03.2011	Grandmothers of the Plaza de Mayo receive Felix Houphouët-Boigny Peace Prize
6.	04.03.2011	UNESCO and European Athletics strengthen collaboration
7.	07.03.2011	UNESCO celebrates International Women's Day
8.	09.03.2011	Experts outline plans for preservation of Bamiyan Buddhas World Heritage site
9.	10.03.2011	Director-General condemns killing of Iraqi journalist Hilal al-Ahmadi
10.	10.03.2011	40 years of fighting the illicit trafficking of cultural goods
11.	11.03.2011	Leading personalities from all over the world reflect on reconciliation to promote peace and dialogue among cultures
12.	11.03.2011	Cambodian and Thai authorities to meet at UNESCO on 25 May to discuss Preah Vihear
13.	11.03.2011	Pacific-wide tsunami warning in effect
14.	11.03.2011	UNESCO Director-General expresses shock and distress following massive earthquake and tsunami in the Pacific
15.	14.03.2011	High Level Group to stress urgency of achieving Education for All by 2015

16.	16.03.2011	Director-General condemns violence and intimidation of journalists in Libya
17.	16.03.2011	UNESCO mobilizes experts and civil society partners to safeguard heritage in Tunisia, Egypt and Libya
18.	17.03.2011	Full-scale simulated tsunami alert in Caribbean
19.	17.03.2011	Director-General voices grave concern for human life and human rights in Libya
20.	17.03.2011	35th session of the World Heritage Committee to meet in Paris in June 2011
21.	18.03.2011	The "Big Splash" global school experiment on water quality to be launched on World Water Day
22.	18.03.2011	World Water Day: focus on cities
23.	18.03.2011	Director-General welcomes suspension of oil prospection at Virunga National Park (Democratic Republic of the Congo)
24.	18.03.2011	UNESCO and FC Barcelona put racism offside to mark International Day for the Elimination of Racial Discrimination
25.	23.03.2011	High Level Group 2011: Director-General calls for restored urgency to reach Education for All
26.	23.03.2011	Director-General urges military forces engaged in Libya to refrain from endangering cultural heritage
27.	24.03.2011	Education Ministers commit to achieve Education for All
28.	25.03.2011	UNESCO Director-General condemns killing of Libyan journalist Mohammed al-Nabbous and calls for freeing of detained media workers
29.	25.03.2011	Director-General deplors killing of Yemeni journalist Jamal Ahmed al-Sharabi in Sanaa protests
30.	25.03.2011	Caribbean test highlights need to improve tsunami warning system
31.	31.03.2011	Director-General condemns killing of Philippines journalist Marlina "Len" Flores-Sumera

2.4. Statistics on articles referring to UNESCO

Number of articles published in major national and international titles (in green) and in all other monitored media outlets (red line: includes regional, local, dailies, magazines, online news aggregators and other sites). (Source: Meltwater News Statistics)



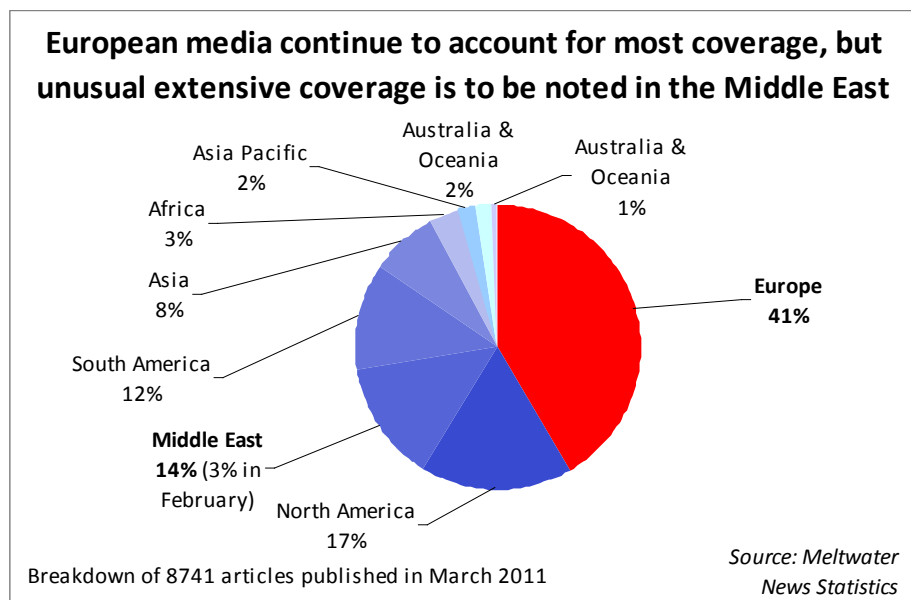
The peak at the beginning of the month is due to several events that all occurred within a few days of each other: the launch of the EFA Global Monitoring Report (1 March), the mission to Cambodia and Thailand of UNESCO's Special Envoy for Preah Vihear (2 March), the Director-General's statement on relations with the Libyan authorities (2 March), the announcement of the winner of the UNESCO-Houphouët-Boigny Peace Prize (3 March) and the L'Oréal awards ceremony (3 March).

The second peak on 9 and 10 March mainly reflects coverage of the anniversary of the destruction of the Bamiyan Buddhas and International Women's Day (8 March).

Between 15 and 17 March, the increase is due to stories concerning the 40th anniversary of the convention on the illicit traffic of cultural goods.

World Water Day accounts for the new high on 22 March. And the test run for the tsunami warning system in the Caribbean is responsible for the peak in coverage on 25 March.

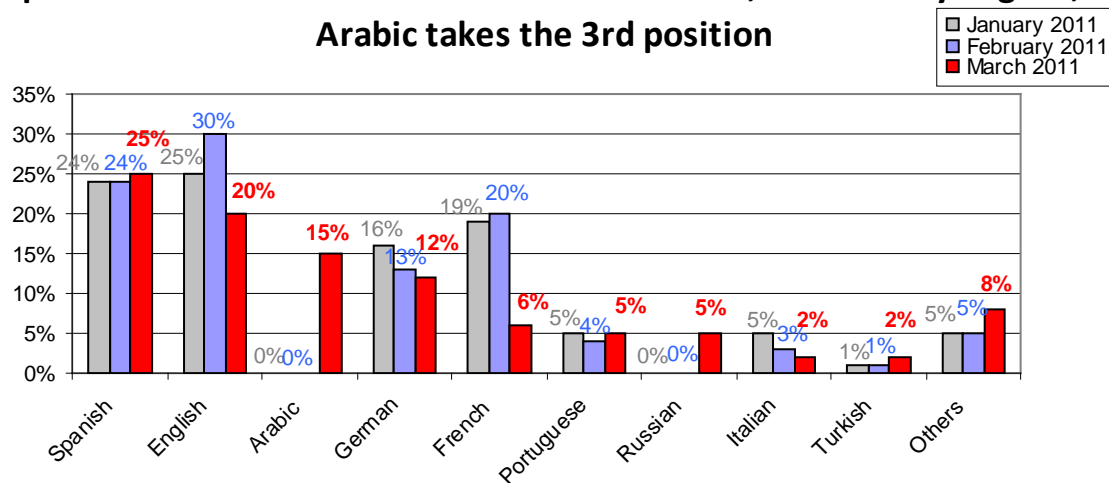
Regional breakdown of media coverage in leading national and international newspapers and online news sites around the world in March, in which UNESCO features in the title of the story, or in the sub-heading.



As is usually the case, Europe accounts for most coverage. More unusually this time, is the extensive coverage in the Middle East, which is accounted for the various statements issued by the Director-General on events in Tunisia, Egypt and Libya.

Breakdown by language of articles published during the month of March in leading national and international press

Spanish articles are the frontrunner this month, followed by English, Arabic takes the 3rd position



Breakdown by language of articles published in leading national and international press in January - March 2011

Source: Meltwater
News Statistics

Coverage in the hispanophone media, also peaked this month, boosted by the announcement of the Houphouët-Boigny Peace Prize winners in Argentina, and the tsunami warning system test in the Caribbean.

As with the graph above, there is much greater coverage than usual in the Arabic language this month because of the events in Tunisia, Egypt and Libya.

These figures are not exhaustive, but rather provide an overall trend for the month.

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

Date	Subject / Title	Languages	Media
02/03	"Education and security"	English French	'Dawn', Pakistan; 'Next', Nigeria; La Croix, France; El Tiempo, Colombia; and on Lebanon's Assafir Newspaper
15/03	Combating Illicit Trafficking of Cultural Objects" –	French Arabic	'Le Figaro', France and 'Al Hayat', pan-Arab newspaper
18/03	Jomtien +20: focus on education capital"	English	'Bangkok Post', Thailand

2.6. Interviews given (by subject and media)

	Subject	Interviewee	Languages	Media (press TV Radio)
1.	Atlas of the World's Languages in Danger	Anahit Minasyan	English	NHK
2.	Bamiyan	Philippe Marquis, DAFA	French	TV5 Monde
3.	Tsunami test	Bernardo Aliaga	Spanish	Radio des Nations Unies
4.	Tsunami test	Bernardo Aliaga	English	AP
5.	Tsunami test	Bernardo Aliaga	Spanish	Radio Aragon
6.	Tsunami test	Bernardo Aliaga	French	CCTV
7.	Tsunami test	Lorna Innis	English	BBC "The World"
8.	GMR	Vincent Defourny	Portuguese	Agnecia Brasil
9.	GMR	Vincent Defourny	Portuguese	Jornal o Globo
10.	GMR	Vincent Defourny	Portuguese	Folha de S.Paulo
11.	GMR	Vincent Defourny	Portuguese	Correio Braziliense
12.	GMR	Vincent Defourny	Portuguese	Radio Nacional
13.	GMR	Vincent Defourny	Portuguese	UN Radio in Portuguese
14.	GMR	Vincent Defourny	Portuguese	Radio BandNews
15.	GMR	Vincent Defourny	Portuguese	Portal Aprendiz
16.	GMR	Vincent Defourny	Portuguese	Radio Cultura
17.	GMR	François Leclercq	French	La Libre Belgique

18.	GMR	François Leclercq	French	Le Monde
19.	GMR	François Lerclercq	French	RCF, Radio chrétienne
20.	GMR	François Leclercq	French	LUSA
21.	GMR	Marisol Sanjines	Spanish	Radio Nacional d'España
22.	GMR	Jorge Sequeira	Spanish	RFI Amérique latine
23.	GMR	François Leclercq	French	Fenêtre sur cour (Portail Web)
24.	World Water Day	Alberto Tejada-Guibert	Spanish	La Razon
25.	Libya	Lucia Iglesias	Spanish	Radio W (Colombie)
26.	Mont Saint-Michel	Lucia Iglesias	Spanish	Radio Cope
27.	Intangible Heritage	Cécile Duvelle	French	Radio Bleue
28.	Illicit trafficking	Lyndel Prott	French	France Culture
29.	Illicit trafficking	Interviews for B-roll		Eurovision
30.	Illicit trafficking	Lyndel Prott	French	RFI
31.	Illicit trafficking	Irina Bokova	French	RFI
32.	Illicit trafficking	Francesco Bandarin	French	RFI
33.	Illicit trafficking	Cecilia Bakula	Spanish	Prensa Latina
34.	Illicit trafficking	Gihan Zaki	French	RFI
35.	Illicit trafficking	Lyndel Prott	French	BBC Afrique
36.	Illicit trafficking	Panel of interviewees	French	Canal+ - "investigation"
37.	Illicit trafficking	Irina Bokova	English	BBC - The World Programme
38.	Illicit trafficking	Samuel Sidibé	French	UN Radio - French Desk
39.	Illicit trafficking	Francesco Bandarin	Spanish	UN Radio - Spanish desk
40.	Illicit trafficking	Edouard Planche	French	MEDI 1 Internationale
41.	Illicit trafficking	Edouard Planche	French	AFP- Pascale Mollart
42.	Tsunami	Rouhban Badaoui	French	France Info
43.	Tsunami	Rouhban Badaoui	Arabic	MTV Maghreb
44.	Tsunami	Rouhban Badaoui	French	France 24
45.	Tsunami	Wendy Watson-Wright	English	Die Welt
46.	Tsunami	Wendy Watson-Wright	English	CNN
47.	Tsunami	Wendy Watson-Wright	English	Daily Telegraph
48.	Tsunami	Wendy Watson-Wright	English	BBC x 2
49.	Tsunami	François Schindele	French	BFM TV
50.	Tsunami	François Schindele	French	CBC Montreal
51.	Tsunami	François Schindele	French	RFI Sciences
52.	Tsunami	François Schindele	French	TF1
53.	Tsunami	François Schindele	French	i>Télé
54.	Tsunami	François Schindele	French	BBC Afrique
55.	Egyptian cultural heritage	Christian Manhart	English	BBC
56.	Egyptian cultural heritage	Christian Manhart	French	AFP
57.	Egyptian cultural heritage	Christian Manhart	English	New York Times
58.	Libya, Hague Convention	Francesco Bandarin	French	France Culture
59.	Swiftlet houses, Penang	Jing Feng	English	Financial Times
60.	Illicit trafficking	Lyndel Prott	French	France Culture
61.	Illicit trafficking	Irina Bokova	Russian	Ria Novosti
62.	Illicit trafficking	Francesco Bandarin	French	Le Monde
63.	Illicit trafficking	Lyndel Prott	French	Le Monde
64.	GMR	Kevin Watkins	English	Associated Press
65.	GMR	Kevin Watkins	English	RFI
66.	GMR	Nicole Bella	French	RFI
67.	GMR	François Leclercq	French	Le Monde

2.7. Background Footage (B-roll) downloads from Multimedia

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

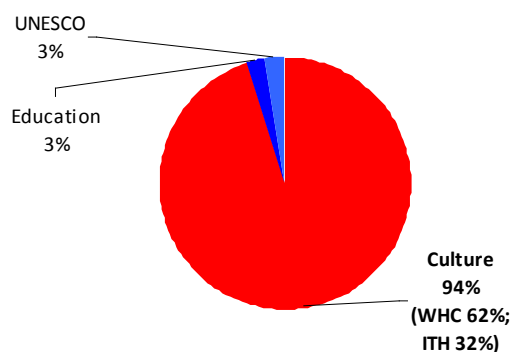
The Background footages are used and downloaded by the audiovisual media (TV agencies, TV, Radio).

	Subject	Downloads	Media
1	EFA Global Monitoring Report 2011	14	N/A
2	UNESCO's Priorities for the XXI Century	13	N/A
3	UNESCO Headquarters stockshots	6	N/A
4	2011 L'Oréal-UNESCO Awards for Women in Science	4	RFI
5	Pacific-wide tsunami warning in effect	3	N/A
6	International Year of Chemistry 2011	2	N/A
7	9th Bamiyan Expert Working Group Meeting at UNESCO	2	N/A

2.8. Number of photographs ordered by the Media (by subject)

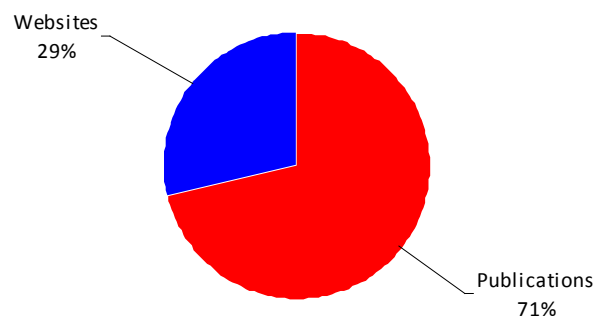
Subject	Media	Purpose	Date	Nb of Photos
UNESCO	TV News Agency Rome Reports / Vatican	Publication	24/03	12
UNESCO	Oriental Daily News / China	Publication	08/03	2
Education	Television Record / www.r7.com / Brazil	Website	01/03	1
Education	Cerezo Comunicaciones / Spain	Publication	01/03	1
Culture/WHC	Young Galileo Magazine / Israel	Publication	01/03	10
Culture/WHC	Revista g+c / Spain	Publication	01/03	1
Culture/WHC	TMG News Magazine del Mundo / Mexico	Website	04/03	9
Culture/WHC	Timing Producciones / Mexico	Website	08/03	6
Culture/WHC	Al-Bia Wal-Tanmia Magazine / Lebanon	Publication	16/03	11
Culture/WHC	Le Point.fr / France	Website	24/03	10
Culture/WHC	German Life Magazine / USA	Publication	19/03	2
Culture/ICH	Tokyo News / Magazine AZUR / Japan	Publication	02/03	12
Culture/ICH	Vacations Magazine / USA	Publication	02/03	14

Media ordered mainly images related to culture and in particular World Heritage



Breakdown by subject of 91 images ordered by the Media in March 2011 Source: UNESCO

Over 2/3 of photos ordered by the media were requested for Publications



Breakdown by purpose of 91 images ordered by the Media in March 2011 Source: UNESCO

3. UNESCO's Social Media Channels

UNESCO has been utilizing social media since September 2009 after signing a strategic partnership with YouTube to promote UNESCO video content in the six official languages of the Organization. Facebook became an official UNESCO communication channel in September 2010, as did Twitter, the microblogging website. UNESCO registered a page on Sina Weibo, the most popular form of social media in China, similar to Twitter (which is not accessible in China) in February this year. On 16 March, Youku, a Chinese video sharing site, became the latest official UNESCO social media channel.

The fanbase on UNESCO's Facebook page has grown by 13 % this month. Photo galleries are proving to be by far the most popular items. Fans of UNESCO's Facebook page are particularly keen on photos of places rarely seen by the outside world such as World Heritage sites and Biosphere Reserves.

The number of people following UNESCO on Twitter increased by a whopping 33% in March alone, and the volume of Tweets represent 41% of the total Tweets sent out since the page was started in September 2010. Joint campaigns involving other UN agencies or UNESCO partners continue to have the biggest impact on Twitter. The most popular joint campaign was with the UN Office for Drugs and Crime on the illicit traffic of cultural property which in turn was picked up by the UN News Centre and resulted in a "Top Tweet" (Tweets that lots of people are interacting with and sharing via retweets, replies and more, according to Twitter).

The video 'Put Racism Offside' produced by FC Barcelona in the framework of their agreement with UNESCO, received considerable attention on UNESCO's You Tube channel. The video was viewed 6911 times in English, 2165 in Spanish and 662 times in French. In addition, the video uploaded by FC Barcelona on to their You Tube Channel was viewed 88 864 times in Spanish, 71 833 in English. Quotes by the star players, Piqué, Messi and Keita, taken from the video were Tweeted via UNESCO's Twitter account and FC Barcelona. Two of the Tweets were ranked Top Tweets by Twitter.

UNESCO's Sina Weibo page has gained 36 569 fans in 42 days, and it ranks the second among a dozen UN offices and Agencies, including UN News Center.

So far 12 videos have been uploaded on Youku since its inception, which have received thousands of hits. A one-minute video of the L'Oréal Laureate, Vivian Wing-Wah YAM was custom made for Sina Weibo in which Ms. Yam greeted UNESCO's Sina Weibo followers in Chinese. The video received 291 hits and ranks the second among 12 clips.

To compare UNESCO social media with other UN agencies, as a late-comer it ranks quite low in terms of followers and fans on Facebook and Twitter. On Facebook UNICEF has over 800 000 fans, UNDP 75 000 and UNEP has a little under 19 000. In terms of Twitter followers, UNICEF has over 350 000, UNDP has just under 30 000 and UNEP a little over 25 000.

3.1. Facebook - www.unesco.org/facebook

Variation March 2011 vs February 2011

	March 2011	February 2011	Variation Vs M-1
Total likes/fans*	23 077	20 407	+13,08%

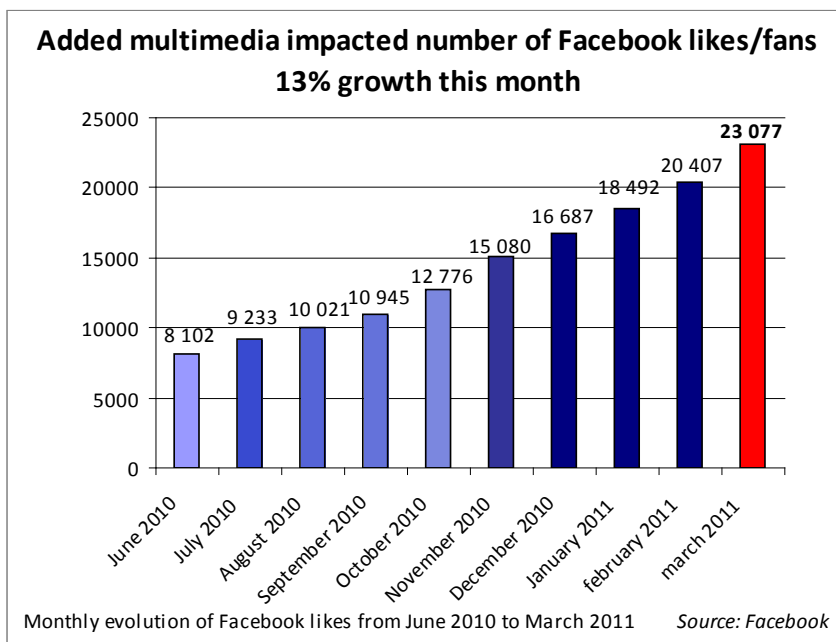
*Facebook users subscribe to the UNESCO Facebook page by "liking" it. Once this is done, they receive updates in their news feed when we post new content to our page.

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

Message	Posted	Impressions*	Multimedia
Libya's World Heritage sites	March 28 at 16:30	351	Photo essay
10 years on – remembering the giant Buddhas of Bamiyan	March 6 at 12:56	139	Photo essay
The UN's leading ladies	March 8 at 16:27	123	Photo gallery
International Day for the Elimination of Racial Discrimination	March 21 at 13:11	111	Photo gallery

UK World Heritage sites	March 29 at 9:16	104	Photo gallery
40 years of fighting illicit traffic of cultural property	March 13 at 19:16	93	Photo essay
L'Oréal – UNESCO Laureates	March 3 at 12:55	84	Photo essay
Women around the world celebrate at UNESCO	March 31 at 17:37	81	Photo gallery
40 years of combating illicit traffic of cultural goods	March 14 at 9:57	72	Video
Digital literacy of Atacama women	March 8 at 18:06	62	Video

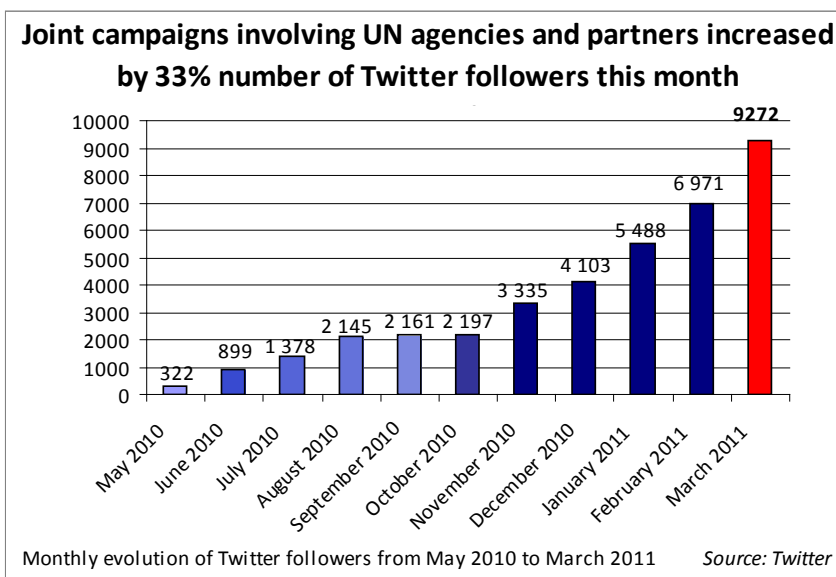
* Impressions are the raw number of times a post has been seen on your wall and in the news feed of your fans



3.2. Twitter - www.twitter.com/unescoNOW

Variation March 2011 vs February 2011

	March 2011	February 2011	Variation Vs M-1
Followers	9 272	6 971	+32,99
Following	273	267	+2,25
Listed	592	462	+28,14
Mentions	1 456	1 378	+5,66
Retweets	1 792	1 613	+11,10
Tweets to date	753	532	+41,54



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

	March 2011
Nb of Fans	36 569
Nb of Posts	285
Nb of Posts/day	6,8
Nb of Mentions	2 877
Nb of Mentions/day	68,5

Top 10 Posts

Message	Posted	Re-tweeted	Comments
33 countries participate in full-scale simulated tsunami alert in the Caribbean	March 18	272	41
DG condemns killing of Libyan journalist	March 25	83	21
DG urges military forces engaged in Libya to refrain from endangering cultural heritage	March 23	72	17
Art works at UNESCO HQ-Picasso	March 3	58	8
Ten years on – remembering the tragic destruction of the giant Buddha statues of Bamiyan	March 2	45	15
Call for questions for the launch of GMR	March 1	45	36
UNESCO halts all cooperation with Libya	March 3	41	6
40 years of fighting the illicit trafficking of cultural goods	March 11	36	19
Interview of DG by Xinhua News Agency	March 9	34	6
World Water day video	March 23	31	4

3.4 UNESCO Channel on You Tube - <http://www.youtube.com/unesco>

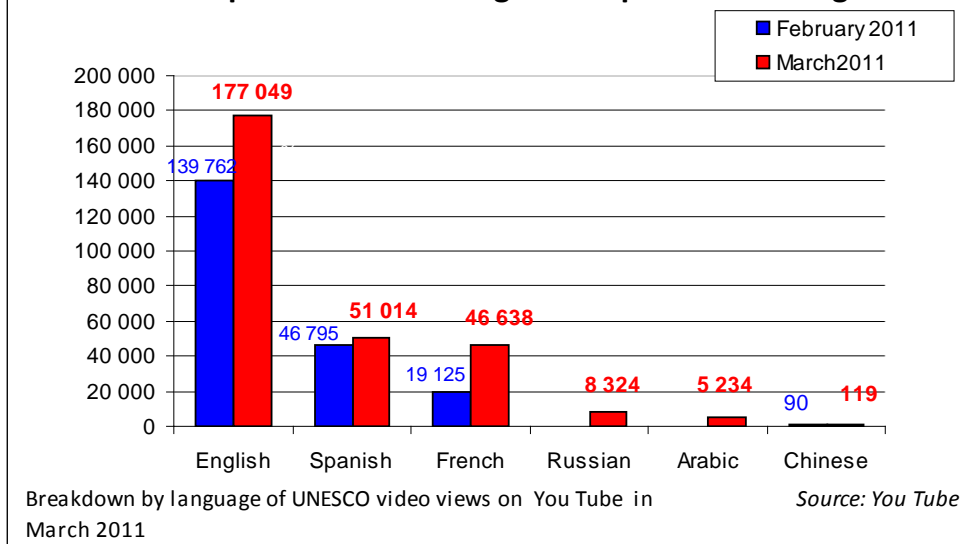
This month, UNESCO TV on You Tube has its Chinese Channel with already 3 videos.

Variation March 2011 vs February 2011

Video views	March 2011	February 2011	Variation Vs M-1
English	177 049	139 762	+26,68%
French	46 638	19 125	+143,86
Spanish	51 014	46 795	+9,02
Russian	8 324	n/a	n/a
Arabic	5 234	n/a	n/a
Chinese	119	90	+32,22%

New Subscribers	March 2011	February 2011	Variation Vs M-1
English	242	197	+22,84%
French	51	52	-1,92%
Spanish	50	61	-18,03%
Russian	5	n/a	n/a
Arabic	5	n/a	n/a
Chinese	2	3	-33,33%

**Videos are still most consulted on UNESCO TV English Channel
French and Spanish channels regain comparable viewing levels**



• **Top 10 videos on UNESCO TV English Channel**

	177 049 views in March 2011	Subject	% of total views
1	Kabuki Theatre	CLT/ITH	5,7%
2	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	5,7%
3	Water in Cities	SC/HYD	4,1%
4	Put Racism Offside (6 037 views since March, 17)	SHS	3,4%
5	Gagaku	CLT/ITH	2,8%
6	The hidden crisis: armed conflict and education	ED	2,3%
7	Georgian Polyphonic Singing	CLT/ITH	1,7%
8	UNESCO's Priorities for the XXI Century	UNESCO	1,7%
9	Lacemaking in Croatia	CLT/ITH	1,6%
10	Kalbela folk songs and dances of Rajasthan	CLT/ITH	1,6%

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

	46 638 views in March 2011	Subject	% of total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	7,7%
2	Le chant polyphonique géorgien	CLT/ITH	6,0%
3	Le Maloya	CLT/ITH	5,7%
4	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	3,3%
5	Chemins de Saint-Jacques-de-Compostelle en France	CLT/WHC	2,0%
6	Le Kankurang, rite d'initiation mandingue	CLT/ITH	2,2%
7	Le Canto a tenore, chant pastoral sarde	CLT/ITH	1,9%
8	Le repas gastronomique des Français	CLT/ITH	1,9%
9	Une école maternelle à Paris: 24 heures par semaine a partir de 3 ans	ED	1,7%
10	L'isopolyphonie populaire albanaise	CLT/ITH	1,7%

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

	51 014 views in March 2011	Subject	% of total views
1	El carnaval de Barranquilla	CLT/ITH	9,2%
2	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	4,5%
3	Las expresiones orales y gráficas de los wajapi	CLT/ITH	4,3%
4	El teatro Kabuki	CLT/ITH	3,0%

5	Las procesiones de Semana Santa de Popayán	CLT/ITH	3,0%
6	La UNESCO y el FC Barcelona ponen el racismo fuera de juego	SHS	2,7%
7	¡Los idiomas sí que cuentan!	CLT	2,5%
8	La huaconada, danza ritual de Mito	CLT/ITH	2,2%
9	Los parachicos en la fiesta tradicional de enero de Chiapa de Corzo	CLT/ITH	1,9%
10	La ceremonia ritual de los Voladores	CLT/ITH	1,7%

▪ **Top 3 videos on UNESCO TV Russian Channel**

	8 324 views in March 2011	Subject	% of total views
1	Historic centre of Rome, the properties of the Holy See	CLT/WHC	8,9%
2	Historic areas of Istanbul	CLT/WHC	4,7%
3	Petra (Jordan)	CLT/WHC	3,0%

▪ **Top 4 videos on UNESCO TV Arabic Channel**

	5 234 views in March 2011	Subject	% of total views
1	Venice and its Lagoon	CLT/WHC	10,2%
2	Versailles	CLT/WHC	5,1%
3	Taj Mahal	CLT/WHC	4,8%
4	Put Racism Offside	SHS	3,5%

▪ **Top 3 videos on UNESCO TV Chinese Channel**

	119 views in March 2011	Subject	% of total views
1	Education for all	ED	66,7%
2	UNESCO History	UNESCO	17,4%
3	Cities on the edge	SC	7,2%

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

Top 3 Videos

Video	Posted	Views	Quoted*
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	Mar.3	4129	34,818
L'Oréal-UNESCO Awards Laureate Dr. Vivian Wing-Wah YAM greeting UNESCO Sina Weibo fans	Mar.4	165	126
Interview of ADG Tang, Qian on GMR	Mar.1	139	67

*Views of the video from other websites, which the link has been embedded other than Youku, such as Sina Weibo, blogs etc.

4. UNESCO Photobank - <http://photobank.unesco.org/>

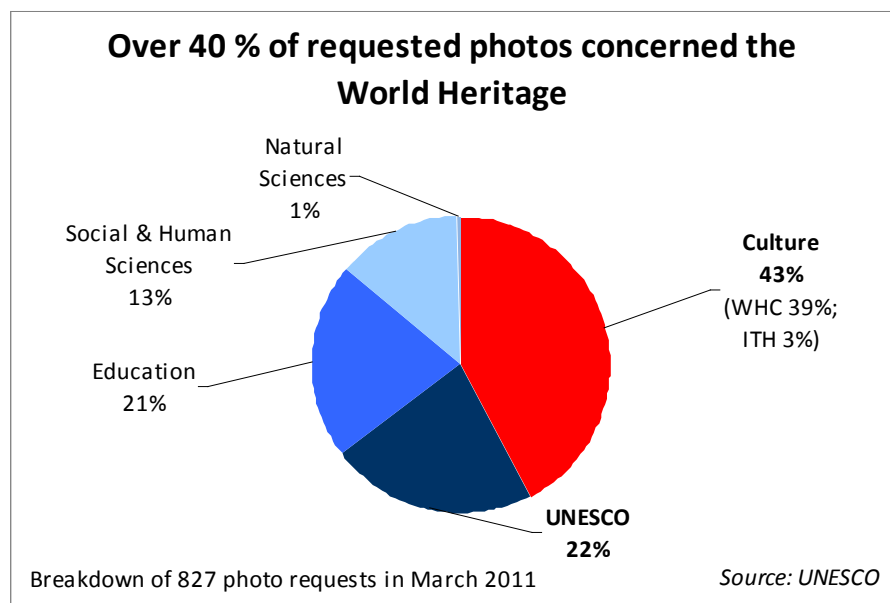
The UNESCO online repository of photos offers over 25 000 photos for free download. Subject matter spans all areas of activity of the Organization, including events at Headquarters and in the different regions of the World.

4.1. Photos requested online

Themes

Comparison: **March 2011** and **March 2010**

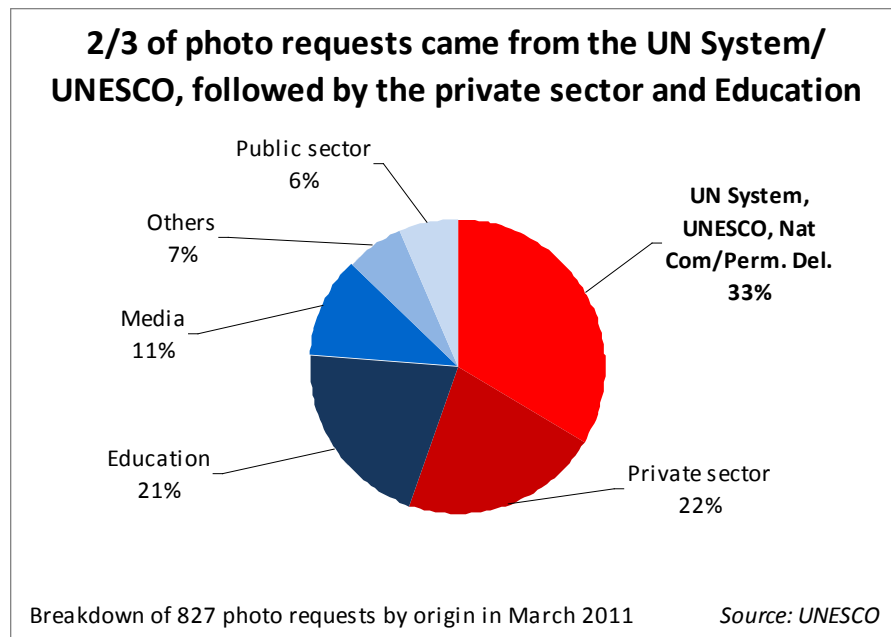
Themes	March 2011	March 2010
UNESCO	185	410
Education	176	405
Natural Sciences	5	6
Social and Human Sciences	110	11
Culture	349 (322 WHC + 27 ICH)	170 (132 WHC + 38 ICH)
Communication and Information	2	1
TOTAL	827	1 003



Origin of requests

Comparison: **March 2011** and **March 2010**

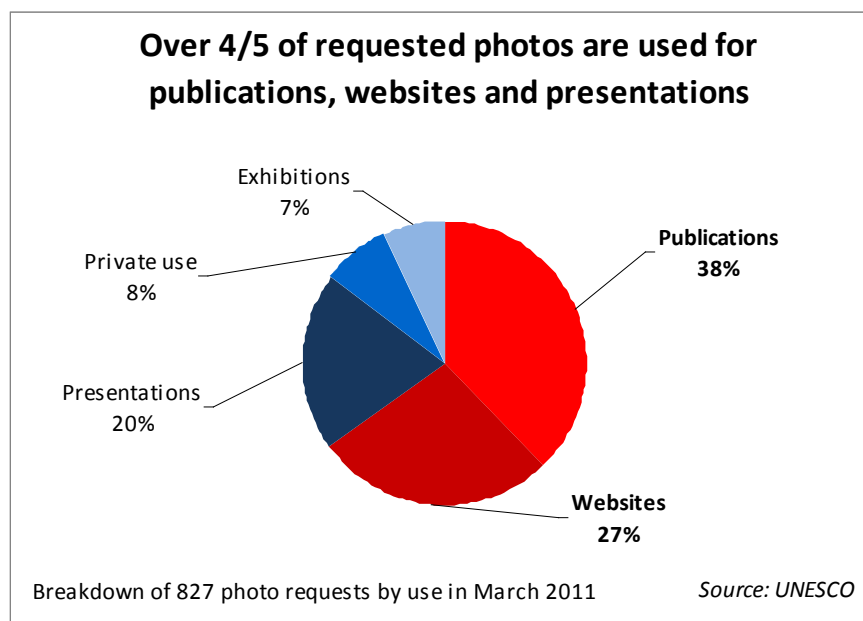
Origin of request	March 2011	March 2010
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	277	442
Media: Written and Audiovisual and Press	91	47
Publishers	11	21
Education (Schools, Universities, teachers, researchers)	172	73
Public sector (Museums, Bookshops)	52	149
Private sector	181	9
International Organizations (not UN)	20	73
Associations	0	93
Government (national, local)	9	1
Individuals	14	95
TOTAL	827	1 003



Use of photos

Comparison: **March 2011** and **March 2010**

Use of photos	March 2011	March 2010
Websites	225	179
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	313	567
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	168	64
Exhibitions	57	42
Private use	64	151
TOTAL	827	1 003



4.2. Photo service

Number of photos

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

	March 2011	March 2010
Number of Events	45	41
Number of Photos	1003	855

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

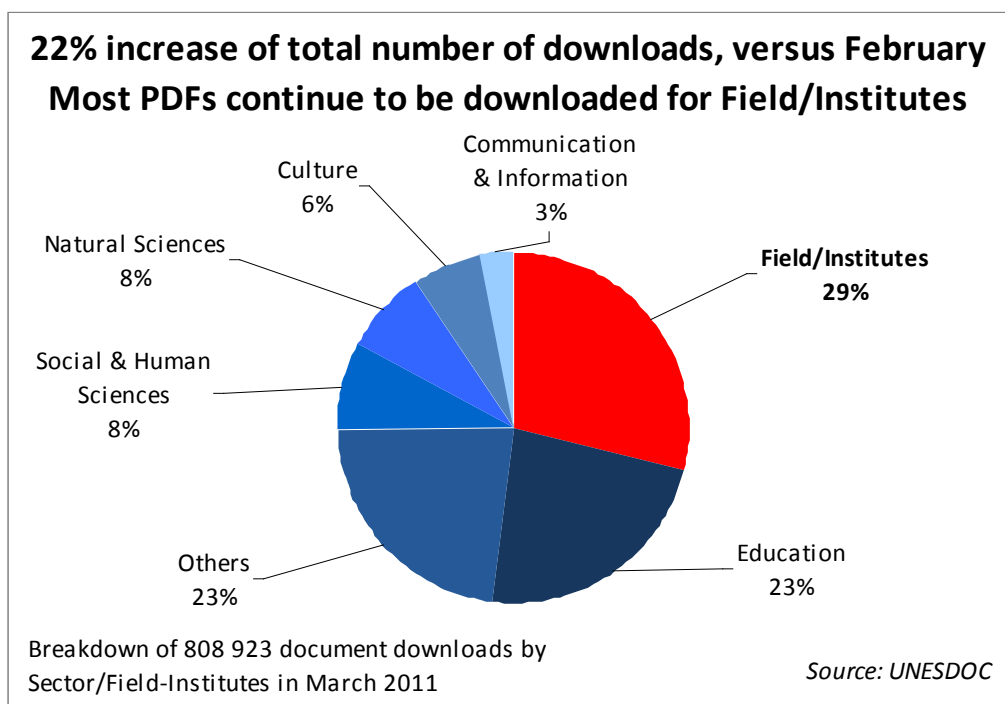
In March, there were **125 982** records available online in PDF format, including documents, publications, communication material and other working documents.

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 March: **808 923**

Sectors/Field/Institutes	Number of PDF	Number of downloads	Average nb of downloads per PDF
Education	9 447	186 294	5
Natural Sciences	9 384	60 999	15
Social and Human Sciences	5 537	66 691	8
Culture	3 088	52 137	6
Communication and Information	2 295	25 301	9
Fields & Institutes	7 744	234 141	3
Others	N/A	183 360	N/A



5.1.2 Top 50 Country Origin

	Country	Downloads
1	United States of America	64 039
2	Brazil	58 096
3	France	55 405
4	Mexico	44 753
5	United Kingdom of Great Britain and Northern Ireland	25 469
6	India	24 721
7	Spain	23 414
8	Colombia	19 066
9	Canada	17 697
10	Philippines	14 705
11	China	12 353
12	Australia	11 991
13	Peru	11 861
14	Venezuela (Bolivarian Republic of)	11 677
15	Argentina	11 445
16	Japan	10 954
17	Germany	10 136
18	Republic of Korea	9 608
19	Chile	9 564
20	Nigeria	9 289
21	Morocco	8 191
22	Portugal	7 516
23	Algeria	6 937
24	Malaysia	6 895
25	Indonesia	5 812
26	Switzerland	5 450
27	Belgium	5 393
28	South Africa	5 305
29	Kenya	5 108
30	Italy	4 859
31	Pakistan	4 684
32	Russian Federation	4 127
33	Guatemala	3 909
34	Netherlands	3 541
35	Tunisia	3 509
36	Cameroun	3 277
37	Bolivia	3 203
38	Senegal	3 159
39	Ecuador	3 048
40	Ethiopia	2 944
41	Egypt	2 893
42	Turkey	2 771
43	Costa Rica	2 502
44	Ghana	2 279
45	Uruguay	2 275
46	Uganda	2 238
47	Dominican Republic	2 204
48	Iran (Islamic Republic of)	1 967
49	Mozambique	1 945
50	Sweden	1 931

5.1.3 Printable Communication materials

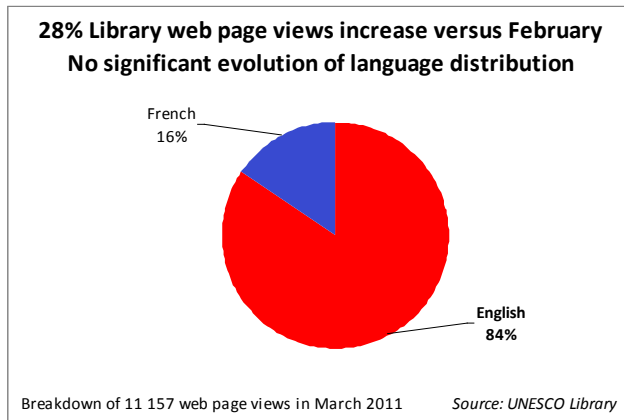
Title	Total downloads in March						
	EN	FR	SP	RU	AR	ZH	Total
UNESCO brochure	1 566	537	-	-	-	-	2 103
65 Ways UNESCO Benefits Countries all over the World	374	91	120	-	115	-	700
A New Humanism for the 21 st Century	72	52	21	15	10	-	170

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

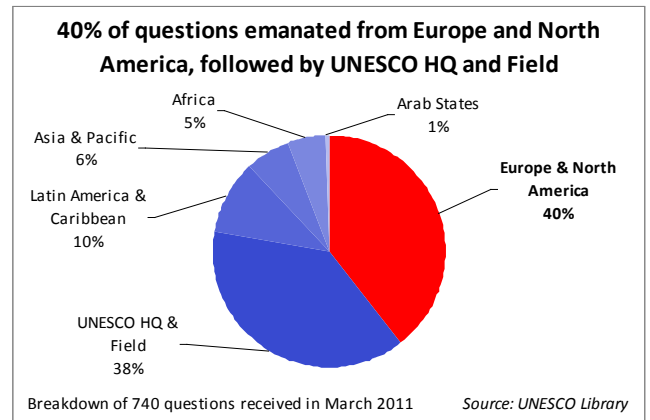
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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

5.2.1 Web page views



5.2.2 Questions received by e-mail to: library@unesco.org



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

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

The *General History of Africa* in Portuguese still occupies the first place on the Top 10 most consulted PDF list in March, with nearly the same amount of downloads as in February. Among the titles that attract the interest of readers all over the world, two types of publications stand out. UNESCO reports, be they the *Global Monitoring Report* (always very much in demand) or the thematic Reports on Science, Social Sciences, Culture and Engineering are regularly consulted, as are older "classic" reports such as *Towards Knowledge Societies* (2005) or *Seven Complex Lessons in Education for the Future* (1999), which still remain very high on the list, and in several languages. The second type of frequently consulted publications includes practical guides such as manuals or case studies, which continue to be very popular.

Languages of the documents and publications consulted are also revealing: from the first 50 downloads, 20 are in English, 18 in Spanish, 12 in Portuguese, French documents only start appearing at the 68th place.

Google consultations for March indicate a progression. They show a clear interest for the UNESCO General and Regional Histories, in all languages.

Online and international sales show an interest for children books whereas sales in the UNESCO bookshop seem to be occasional purchases: diary, illustrated book or literature. They are also highly related to the conferences and meetings held in UNESCO, and prove the interest towards UNESCO books over publications from outside sources.

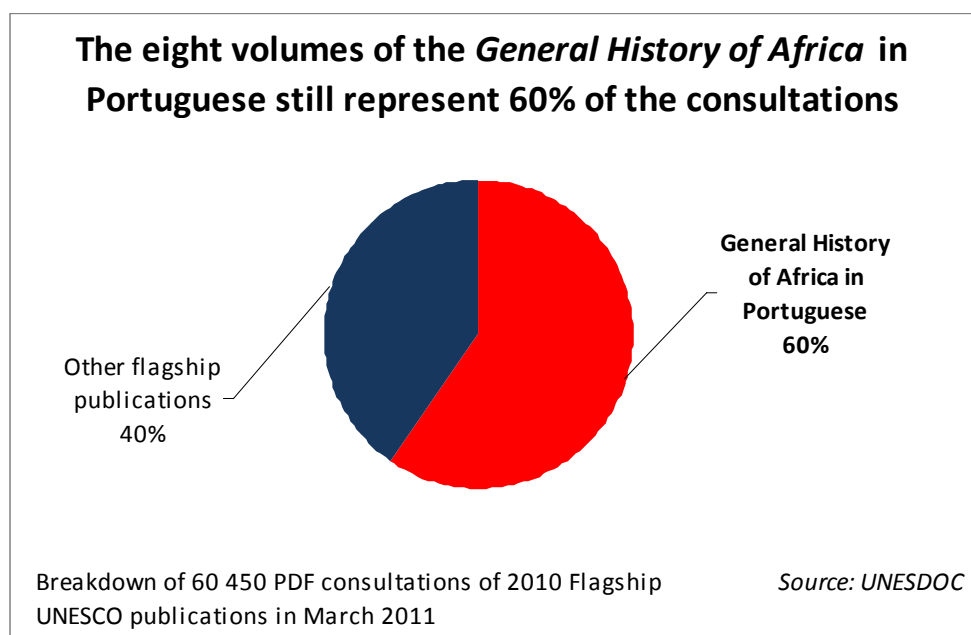
6.1. Top 10 most consulted PDFs in March (UNESDOC)

	Title	Sector	Language	PDF consulted	Publisher, year
1	História geral da Africa, I, II, III, IV, V, VI, VII, VIII	CLT	Portuguese	36 033	Brasilia, 2010
2	Hacia las sociedades del conocimiento: informe mundial de la UNESCO		Spanish	5 407	Paris, 2005
3	EFA Global Monitoring Report 2011: The Hidden crisis – armed conflict and education	ED	English	5 168	Paris, 2011
4	Case study on the effects of tourism on culture and the environment: Nepal; Chitwan-Sauraha and Pokhara-Ghandruk	CLT	English	3 899	Bangkok, 1995
5	UNESCO Science Report, 2010: the current status of science around the world	SC	English	2 823	Paris, 2010
6	Seven Complex Lessons in Education for the Future	ED	Spanish	2 739	Paris, 1999
7	World Social Sciences Report 2010: Knowledge divides	SHS	English	2 325	Paris, 2010
8	Information and communication technologies in teacher education: a planning guide	ED	Spanish	2 002	Paris, 2004
9	Reaching the marginalized: EFA Global Monitoring Report, 2010	ED	English	1 852	Paris, 2010
10	Convivencia democrática, inclusión y cultura de paz: lecciones desde la practica educativa innovadora en América Latina	ED	Spanish	1 644	Santiago, 2008

6.2. PDF consultation of 2010 Flagship UNESCO publications, in March

March 2011 ranking	Title	Language	PDF consulted March 2011	PDF consulted Jan-Dec. 2010
1	História geral da Africa, I, II, III, IV, V, VI, VII, VIII	Portuguese	36 033	Publ. Dec 2010
2	Hacia las sociedades del conocimiento: informe mundial de la UNESCO	Spanish	5 407	38 906
3	EFA Global Monitoring Report 2011: The Hidden crisis – armed conflict and education	English	5 168	Publ. Feb. 2011
4	UNESCO Science Report, 2010: the current status of science around the world	English	2 823	Publ. Nov 2010
5	Seven complex lessons in education for the future	Spanish	2 739	17 417
6	World Social Science Report, 2010: knowledge divides	English	2 325	Publ. June 2010
7	Reaching the marginalized: EFA global monitoring report, 2010	English	1 852	47 638
8	Water: a shared responsibility; the United Nations world water development report 2	English	1 495	15 219
9	Engineering: issues, challenges and opportunities for development; UNESCO report	English	1 404	Publ. Oct. 2010
10	Towards knowledge societies: UNESCO Report	English	986	5 151
11	Seven complex lessons in education for the future	French	709	7 890
12	EFA Global Monitoring Report 2006: Literacy for all	English	684	12 547
13	Investing in cultural diversity and intercultural dialogue: UNESCO world report	English	677	13 473

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



6.3. Statistics from Google

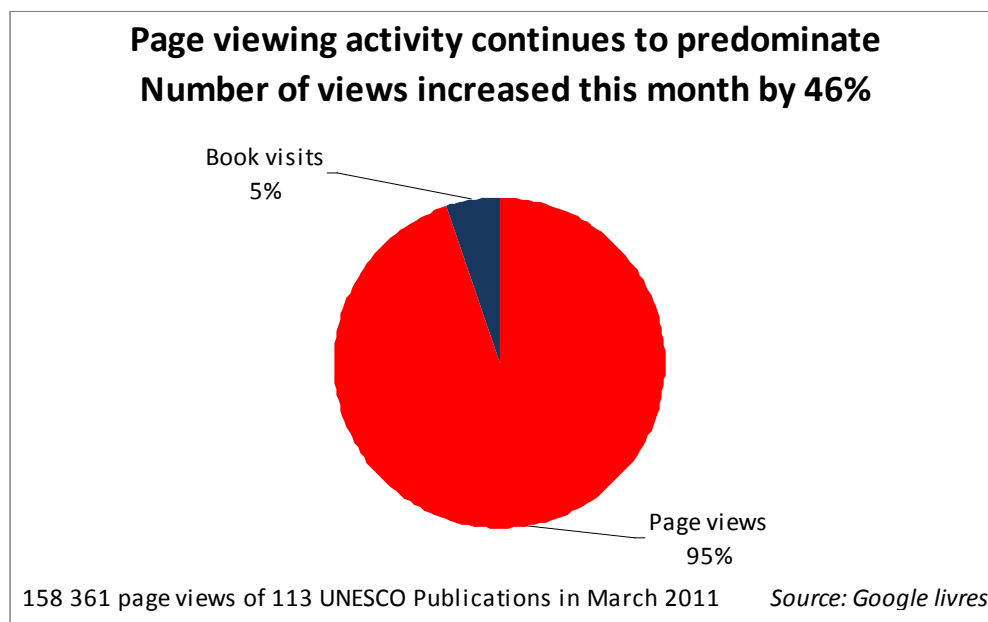
UNESCO started working with Google Books in June 2010 with a small selection of titles. 110 books (mainly new titles) are now available on this service that allows readers to search and browse UNESCO publications online.

Month	Publications available on Google	Pages viewed	Book visits	Book visits with buy clicks
March 2011	113	158 361	8 846	96

Page views: The number of unique pages a user views in a given session (counted as a 24 hour period). Regardless of the number of times that a unique user views a page, it can only be registered once.

Book visits: A Book visit is registered each time a unique user views your book. This statistic includes non-content page views (such as the 'About this book' page) as well as full content page views.

Book visits with buy clicks: Each time a user clicks on a Buy Link, a "Book visit with buy click" is registered.



6.4. Top 5 sales UNESCO bookshop*

UNESCO Publications top 5 sales bookshop: March 2011

	Title	Number of copies sold	Sector
1	Cinq villes – Istanbul, Bursa, Konya, Erzurum, Ankara. By Ahmet Hamdi Tanpınar	25	CLT/REP
2	The World's Heritage: a complete guide to the most extraordinary places	23	CLT/WHC
3	Cultural Property in War: improvement in Protection	20	CLT
4	UNESCO/World Heritage Desk Diary 2011	13	CLT/WHC
5	Standard setting in UNESCO Vol 1 : Normative Act I	11	LA

Non UNESCO Publications top 5 sales bookshop: March 2011

	Title	Number of copies sold	Publisher
1	Patrimoine mondial de L'UNESCO guide complet (FR)	12	Ouest-France
2	Places of Wonder and Discovery	9	Our Place
3	Charte des Nations Unies	7	UN
4	Dis-moi des chansons d'Haïti	7	Kanjil
5	Universal Declaration of Human Rights	5	UN

6.5. UNESCO top 5 sales 2011 online and international*

UNESCO Publications top 5 sales 2011 online and international: March 2011

	Title	Number of copies sold	Sectors
1.	Explaining Biosphere Reserves	147	ERI/DPI - SC
2.	Tell me about ... The Slave Trade	101	ERI/DPI - CLT
3.	Tell me about ... Crafts	100	ERI/DPI - CLT
4.	Tell me about ... Living Heritage	100	ERI/DPI - CLT
5.	Explaining ... The Climate	100	ERI/DPI - SC

6.6 UNESCO less sold Publications (published over last 12 months)*

Sold over last 2 months: Bookshop

	Title	Number of copies sold	Sector
1	Water and Peace for the People (Arabic)	0	SC/IHP
2	Migrating Alone	0	SHS
3	Witnesses to History (Chinese)	0	CLT
4	Recueil de données mondiales sur l'éducation 2010	0	UIS
5	Prospects N. 155	0	BIE

Sold over last 2 months: online and international

	Title	Number of copies sold	Sector
1	Informe de seguimiento de la educación para todos en el mundo 2009	0	ED
2	Ética ambiental y políticas internacionales	0	SHS
3	Advanced simulation and modelling for urban groundwater management: UGROW	0	SC/IHP
4	Développement durable de la région arctique face au changement climatique	1	SC
5	Invertir en la diversidad cultural y el dialogo intercultural	1	CLT

* The numbers indicated do not include sales of publications by co-publishers and partners or, in the case of IIEP, sold by the Institute itself.

6.7 Licensing and co-publishing agreements signed in February-March

Contract No.	Title	Publisher	Language	Date of signature
C.2011-004	Guide to the Collective Administration of author's rights, the administration society and the service of authors and users	AKKA/LAA	Latvian	18/02/2011
C.2011-005	Confronting the Shadow Education System: What government for what private tutoring?	Wolters Kluwer Poland	Polish	26/02/2011
C.2011-006	Human Rights, Questions and Answers	Bookscope	Korean	21/02/2011
C.2011-007	Knowledge for Sustainable Development: an insight into the Encyclopaedia of Life Support Systems	Mongolian Academy of Sciences	Mongolian	21/02/2011
C.2011-008	IIEP Fundamentals No. 69 – Reviewing quantitative research to inform Educational Policy processes	Regional Centre for Education Planning (UAE)	Arabic	9/03/2011
C.2011-009	IIEP Fundamentals No. 74 – Education Privatization: Causes, Consequences	Regional Centre for Education Planning (UAE)	Arabic	9/03/2011

	and planning implications			
C.2011-010	IIEP Fundamentals No. 81 – Monitoring educational achievement	Regional Centre for Education Planning (UAE)	Arabic	9/03/2011
J.2011-005	World Heritage Review (Nos. 59-60-61-62)	Publishing for Development Ltd.	English/French/Spanish	15/02/2011
J.2011-006	Migration and Climate Change	Cambridge University Press	English	2/03/2011
Amendment No.1 to J.2008-001	Museum International	Blackwell Publishing Limited	English	14/03/2011
Amendment No.1 to J.2008-002	Museum International	Blackwell Publishing Limited	French	14/03/2011

6.8 Permissions granted to use or translate UNESCO contents

Who requests	UNESCO Content	To be reproduced in	Conditions	Date of agreement
International Association of Educating Cities, Spain	Biography and Epilogue by Koichiro Matsuura © UNESCO 2008	Inclusion in the Portuguese edition of “Education and Urban Life: 20 years of Educating Cities”, March 2011, 3000 copies, free of charge	due acknowledgment of UNESCO; free of charge	14/02/2011
Professor Kenneth V. Iserson, USA	7 figures from <i>UNESCO Source Book for Science Teaching</i> © UNESCO 1956, 1973	Inclusion in the work “Improvised medicine” to be published by Mc Graw-Hill, October 2011, 5000 copies priced at US\$ 59	due acknowledgment of UNESCO; free of charge	14/02/2011
Pearson Education, USA	4-page extract from <i>Genghis Khan: the History of the World-Conqueror</i> by Juvaini Ata Malik © UNESCO 1958	Inclusion in the work entitled “Documents in History”, February 2011, 10000 copies priced at US\$ 51	due acknowledgment of UNESCO; fee = US\$ 200	17/02/2011
Editions Magnard, France	<i>Couverture de l’Atlas des Langues en danger dans le monde</i> © UNESCO 1996, 2010	Inclusion comme illustration dans le manuel scolaire pour classes de 4ème “Histoire-Géographie”, mai 2011, 60000 exemplaires, 22,50 €	due acknowledgment of UNESCO; free of charge	25/02/2011
Department of Culture, Guangxi Zhuang Autonomous Region, P.R. China	Translate into Chinese the brochure <i>Understanding Creative Industries – Cultural Statistics for public-policy making</i> © UNESCO 2006	Inclusion in the “Guangxi Culture Magazine”, 200 copies, free of charge	due acknowledgment of UNESCO; free of charge, provision of the native files	28/02/2011
Association ASTS Nord Pas-de-Calais	Couverture de l’ouvrage <i>Les Réserves de biosphère</i> © UNESCO / Nane Editions 2004	Inclusion comme illustration dans un catalogue critique publié dans le cadre du Festival « Sciences métisses », dont le thème est la biodiversité, avril 2011, 400 exemplaires, 3 €	Mention du copyright, à titre gracieux	24/03/2011
UNESCO Venice Office and the Italian Foundation OASIS	Ernst Kitzinger, <i>Mosaici bizantini in Israele</i> © UNESCO 1965 & A.H.S. Migaw, <i>Cipro, mosaici e affreschi bizantini</i> © UNESCO 1963	Quotation of these titles in a research on the role of mosaics in intercultural dialogue, coordinated by Professor Ennio Concina, April 2011, In the next-six monthly Journal “OASIS”	due acknowledgment of UNESCO; free of charge	23/03/2011

7. UNESCO Courier - <http://www.unesco.org/courier/>

“Speaking for the voiceless: five women in action”, an excerpt of the April-June issue, dedicated to gender, has been published this month in English and French. Content: interviews with Michaëlle Jean (Canada), Aminetou Mint El Moctar (Mauritania), SultanaKamal (Bangladesh), Mónica González Mujica (Chile) and an article by Sana Ben Achour (Tunisia).

1,000 copies were distributed at UNESCO HQ on March 8th, Women’s international day. Since then, the PDF has been made available on the UNESCO portal.

Despite the fact that this excerpt hasn’t been sent to the subscribers by e-mail, it figures at the 4th (English), and 5th (French) place of the 10 most consulted PDFs in March. Its presence on the UNESCO home page and on two different pages of the French website “aufeminin.com” has certainly contributed to its success.

The January-March issue, “Chemistry and life”, is still the most consulted one. Besides the targeted general public, it has been appreciated by the scientific readership: the Chemistry Institute of Oslo, Norway, expressed the wish to buy 500 printed copies in English.

As no new issue has been published in Arabic, Chinese, Portuguese and Russian, the statistics are low for these versions. Nevertheless, even if it is also the case for Spanish, this language version of *The Courier* has this time the highest number of PDF downloads (“Chemistry and life”): 6 734.

7.1. Number of page views, PDF downloads, subscribers, printed copies in March 2011

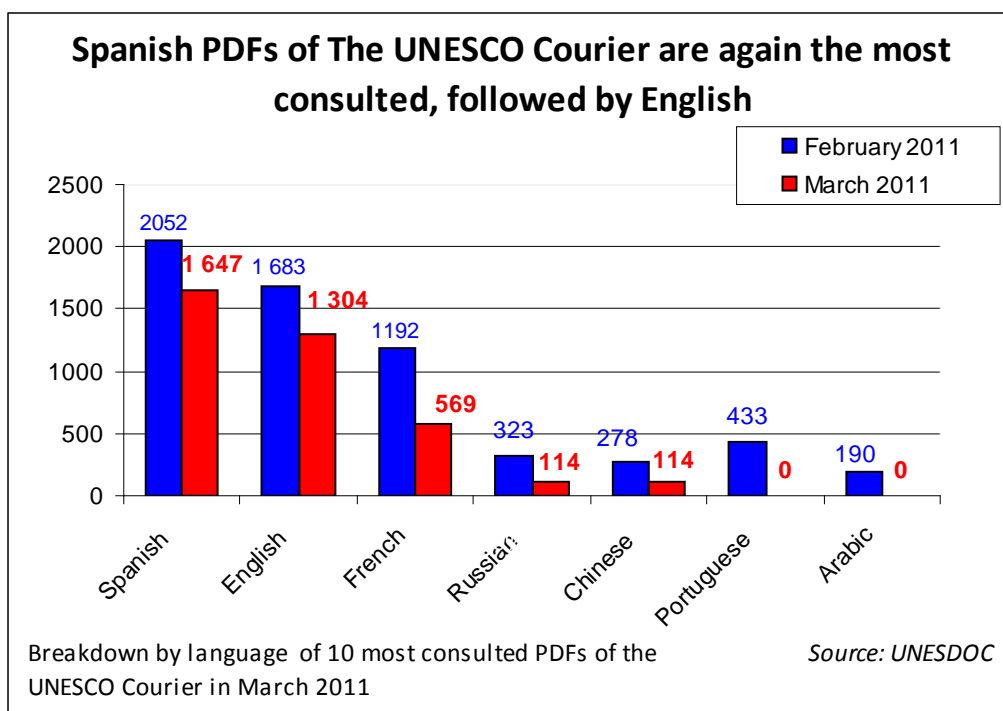
Language	Page views	PDF downloads	Variation vs M-1	New subscribers	Total subscribers	Variation vs M-1	Printed copies
English	6 731	5 124	-54,55%	95	29 471	+0,32%	500
French	3 313	4 306	-58,46%	88	14 376	+0,62%	500
Spanish	4 704	6 734	-43,88%	215	11 842	+1,85%	0
Russian	1 037	141	-68,10%	18	1 655	+1,10%	0
Arabic	794	76	-61,85%	8	2 459	+0,33%	0
Chinese	440	138	-56,74%	5	2 397	+0,21%	0
Portuguese	526	68	-84,30%	9	2 126	+0,43%	0
TOTAL	17 545	16 587	-52,74%	438	64 326	+0,69%	1 000

Variation Number of Page views in March 2011 vs February 2011 (by language)

Language	March 2011	February 2011	Variation Vs M-1
English	6 731	12 059	-44,18%
French	3 313	6 030	-45,06%
Spanish	4 704	8 077	-41,76%
Russian	1 037	2 635	-60,65%
Arabic	794	2 081	-61,85%
Chinese	440	1 285	-65,76%
Portuguese	526	1 150	-54,26%
Total	17 545	33 317	-47,34%

7.2. Top 10 most consulted PDFs in March (UNESDOC)

	Title	Language	PDF consulted	Published
1	Chemistry and life	Spanish	1532	January 2011
2	Chemistry and life	English	751	January 2011
3	Chemistry and life	French	420	January 2011
4	Speaking for the voiceless: five women in action	English	328	March 2011
5	Speaking for the voiceless: five women in action	French	149	March 2011
6	The Huichol Indians: a pre-Columbian culture in Mexico today	English	118	February 1979
7	Great trade routes	Spanish	115	June 1984
8	Chemistry and life	Chinese	114	January 2011
9	Chemistry and life	Russian	114	January 2011
10	Unesco collection of representative works: treasures of world literature	English	107	January 1986



Since 1948, *The Courier* is the UNESCO flagship periodical. The magazine has changed a great deal over the years, both in content and in form, but it pursues its original mission: promote UNESCO's ideals, maintain a platform for the dialogue between cultures and provide a forum for international debate.

Presently, it is a quarterly 56 pages magazine published in the 6 official languages. The PDF is available on *The UNESCO Courier* web site, and sent by e-mail to the subscribers. The printed version is sent to the Member states/Partners mailing list.

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

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

8.1. Number of events by “Major Programmes”

<i>Major Programme</i>	<i>Total</i>	<i>Organized by</i>		
		<i>Headquarters</i>	<i>Field Offices</i>	<i>Institutes</i>
CI	8	5	3	
CLT	17	7	10	
ED	4	4		
ERI	10	10		
ODG	8	8		
SC	17	16	1	
SHS	11	6	5	
ADM	1	1		
IOS	2	2		
BSP	1	1		
Total	79	60	19	-

8.2. Events organized by Field Offices/Institutes

Apia	1
Venice	5
Windhoek	1
Bangkok	2
New Delhi	2
Kingston	1
Mexico	1
Montevideo	2
Moscow	2
Rabat	1
San José	1
Total	19

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

<i>Type of Events taking place</i>	<i>at HQS</i>	<i>away from HQS</i>
Category 2-Intergovernmental meeting	3	-
Category 4- International Congress	2	1
Category 5- Advisory Committee	-	1
Category 6-Expert Committee	1	3
Category 7-Seminars and Workshops	6	9
Category 8-Symposium	-	5
Concert	4	-
DG Meeting with Staff	-	-
Exhibition	3	2
Event under UNESCO Patronage		
Film Projection	3	-
Information Meeting with Permanent Delegations	6	-
Press conference	1	-
Interagency Meeting	2	-
Intersectorial Meeting	-	-
Meeting by Member States or Institutions	-	1
Prize-giving ceremony	-	-
Show	1	-
Special Event	11	6
Working group/Expert Meeting	2	6
Executive Board	-	-
Headquarters Committee	-	-
Total	45	34

9. UNESCO Headquarters

Due to its position in Paris, its architectural value, well-known works of art and facilities, the UNESCO Headquarters building offers excellent communication and visibility opportunities. Therefore its meeting rooms as well as external and internal spaces are used for UNESCO related activities organised by the Secretariat and other institutions Secretariat's purposes but also for external rentals.

Conferences and meetings, organized by sectors, constitute an integral part of programme implementation and thus contribute to the achievements of the Organization's goals and objectives. UNESCO also hosts conferences and meetings organized by its Member States, through their delegations, as well as by other educational, scientific and cultural entities which share the Organizations' mandate. Cultural events, exhibitions, shows, and screenings, organized in cooperation with Member States and other partners contribute to the promotion of cultural diversity.

9.1. Conferences and Meetings

Programme Meetings

Date	Title*	Organizer	Place	Public
01-04/03	Séminaire interrégional d'information pour nouveaux Secrétaires généraux de commissions nationales pour l'UNESCO	Secteur des relations extérieures et de l'information du public, Division des relations avec les États membres et les commissions nationales	Salles VIII, XII	50
01/03	Formation sur l'éthique pour le Secteur des sciences exactes et naturelles	Secteur des sciences exactes et naturelles, Bureau exécutif	Salle XVI	30
02-03/03	L'Oréal-UNESCO for Women in Science Awards and Fellowships	Secteur des sciences exactes et naturelles, Division des sciences fondamentales et des sciences de l'ingénieur	Salles I, II	1800
02-04/03	9th Expert Working Group Meeting for the Preservation of the Bamiyan site	Secteur de la culture, Centre du patrimoine mondial	Salles VI, X	120
03/03	Working Group of the Executive Board	Services centraux, Secrétariat de la Conférence générale	Salle X	50
07-09/03	Réunion de revue de projets avec les donateurs japonais	Bureau de la planification stratégique, Section des sources de financement gouvernementales bilatérales	Salle VI	30
07/03	Formation sur l'éthique BFM	Bureau de la gestion financière	Salle VII	30
08/03	International Women's Day – Conference: Girls' and Women's Education, and launch of the French version of the Global Monitoring Report (GMR)	Cabinet de la Directrice générale, Division pour l'égalité des genres	Salle II	300
08-09/03	21st Meeting of High Level Committee on Management (spring session)	Secrétariat du Directeur général adjoint	Salle X	170
09/03	International Women's Day round table: Women's Empowerment - Social, Educational and Cultural Leadership	Cabinet de la Directrice générale, Division pour l'égalité des genres	Salle IV	200
09/03	Réunion de la Commission formation et développement	Bureau de la gestion des ressources humaines, Section de la formation et du développement de carrière	Salle V	20
10/03	International Women's Day round table: Women at work, women's lives	Cabinet de la Directrice générale, Division pour l'égalité des genres	Salle IV	150
11/03	International Women's Day round table: Patriarchal Societies around the World	Cabinet de la Directrice générale, Division pour l'égalité des genres	Salle IV	250
11/03	Conseil de gestion de la Caisse d'assurance maladie (CAM)	Bureau de la gestion des ressources humaines, Section des pensions et des assurances	Salle VII	20
11/03	Réunion stratégique 'Flow Regimes from International Experimental and Network Data' (FRIEND)	Secteur des sciences exactes et naturelles, Section des systèmes hydrologiques et du changement planétaire	Salle XIV	10
14-	10e Session du Conseil intergouvernemental	Secteur des sciences sociales et	Salles VI,	200

16/03	du Programme pour la Gestion des transformations sociales (MOST)	humaines, Section Politiques et coopération en sciences sociales	VII, XI	
14-15/03	40e anniversaire de la Convention de 1970	Secteur de la culture, Section des musées et des objets culturels	Salles I, II, IX	600
14/03	Réunion du Comité de la coopération Sud-Sud en Education	Secteur de l'éducation, Unité de programmation, suivi et coordination	Salle IX	30
15/03	Réunion technique d'urgence sur la protection du patrimoine culturel en Egypte, Tunisie et Libye	Secteur de la culture, Section des musées et des objets culturels	Salle VII	40
15/03	Programme de réforme pour la science, la technologie et l'innovation (STI) en Tanzanie	Secteur des sciences exactes et naturelles, Section de la réforme et des politiques scientifiques	Salle XIII	60
15/03	Formation sur l'éthique pour le Secteur des sciences exactes et naturelles	Secteur des sciences exactes et naturelles, Bureau exécutif	Salle XVI	30
16/03	Towards the Establishment of a Higher Educational Research and Advocacy Network (HERANA)	Secteur des sciences exactes et naturelles, Division des politiques scientifiques et du développement durable	Salle XIII	50
17-19/03	Formation des Formateurs Assurance Qualité	Secteur de l'éducation, Section de l'enseignement supérieur	Salle III, VI	35
17/03	Réunion du groupe d'experts sur les réformes	Bureau de la planification stratégique, Section de la prospective	Salle VIII	25
17/03	Les satellites et le changement climatique	Secteur des sciences exactes et naturelles, Division des sciences écologiques et des sciences de la terre	Salle XV	20
18/03	Réunion avec le comité d'experts scientifiques allemands	Bureau de la Sous-Directrice générale pour les sciences exactes et naturelles	Salle XIII	
18/03	Formation sur l'éthique pour le Secteur des sciences exactes et naturelles	Secteur des sciences exactes et naturelles, Bureau exécutif	Salle XVI	30
21/03	Célébration de la Journée internationale pour l'élimination de la discrimination raciale	Secteur des sciences sociales et humaines, Section droits de l'homme, égalité des genres et élimination de la discrimination raciale	Salles V, VI, VII, XI, XII	200
21/03	Formation - module Secteur privé	Bureau de la planification stratégique, Section des sources de financement multilatérales et privées	Salle VIII	25
21-25/03	Réunion du <i>United Nations Evaluation Group</i> (UNEG)	Service d'évaluation et d'audit	Salle IX	100
21/03	Working Group of the Executive Board	Services centraux, Secrétariat de la Conférence générale	Salle X	80
21-22/03	4th meeting of the working group on tsunamis and other hazards related to Sea Level Warning and Mitigation Systems	Commission océanographique intergouvernementale, Unité des tsunamis	Salle XVI	20
22/03	Débats thématiques du secteur de la culture : "Contrepoints"	Secteur de la culture, Communication, information et publications	Salle II	250
22-23/03	Séminaire pour les membres de la Plateforme Afrique	Département Afrique, Section de la coordination et de la promotion des activités intersectorielles	Salles V, VI, VIII	45
22/03	Vivre et travailler dans l'espace : un après-midi avec les astronautes	Secteur des sciences exactes et naturelles, Section Observation globale de la terre	Salle IV	250
22-24/03	55e réunion du Bureau du Conseil intergouvernemental du Programme international pour le développement de la communication (PIDC)	Secteur de la communication et de l'information, Division du développement de la communication	Salle XIV	50
24-25/03	Réserve de Biosphère et sécurité alimentaire	Secteur des sciences exactes et naturelles, Section Observation globale de la terre	Salle III	20
28-30/03	Formation de Gestion Axée sur les Résultats (GAR)	Bureau de la planification stratégique, Gestion des connaissances, les réseaux et SISTER	Salle VI	25

28-29/03	7th Meeting of the International Basic Sciences Programme (IBSP) Scientific Board	Secteur des sciences exactes et naturelles, Division des sciences fondamentales et des sciences de l'ingénieur	Salle XIV	50
30/03	Séminaire du mercredi	Secteur de l'éducation, Services de gestion des savoirs	Salle IX	45
Total participation				2 280

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

External rentals

Date	Title	Organizer	Place	Public
07/03	Présentation du livre Hojas Volantes Œuvre collective (la connaissance de la dramaturgie bolivienne et espagnole)	Délégation permanente de la Bolivie	Salle IX	90
11/03	Remise des prix ESTP	L'Ecole Spéciale des Travaux Publics	Salle I	1300
15/03	Conférence sur le patrimoine des cultures immatérielles en méditerranée	Agence de l'Oriental	Salle IV	300
22/03	60e anniversaire de la FIA	Fédération Internationale d'Astronautique	Salle I	700
23-24/03	International Network for Water, Environment and Health	The United Nations University	Salle XV	12
24/03	Fondation Du Parvis Des Gentils Et Refondation De L'Humanisme: De L'Altérite Et De L'universel	Mission permanente d'observation du St Siège	Salle XI	220
Total participation				2 622

Information Meetings for Member States

Date	Title	Organizer	Place	Public
01/03	Consultation Meeting with Member States on UNESCO and the Internet	Secteur de la communication et de l'information, Unité de coordination et d'évaluation	Salle XI	150
17/03	One Planet - one Ocean: The IOC within Unesco	Secteur des sciences exactes et naturelles, Commission océanographique intergouvernementale	Salle XI	150
24/03	UNESCO Geopark activities	Secteur des sciences exactes et naturelles, Section Observation globale de la terre	Salle IV	150
29/03	Séminaire d'orientation des nouveaux Ambassadeurs, Délégués permanents auprès de l'UNESCO	Secteur des relations extérieures et de l'information du public, Division des relations avec les États membres et les commissions nationales	Salle VIII	20
31/03	UNESCO Capital Master Plan for Headquarters	Bureau de la Sous-Directrice générale pour l'administration	Salle XI	150
Total participation				620

Electoral Groups Meetings

Date	Title	Organizer	Place	Public
01/03	Réunion du bureau du Groupe 77	Groupe 77	Salle XV	22
02/03	Réunion du Groupe Africain	Délégation permanente de la République-Unie de Tanzanie	Salle XIV	20
02/03	Groupe de Travail de Sciences naturelles du Groupe 77 + la Chine	Délégation permanente de la république bolivarienne du Venezuela	Salle XVI	50
03/03	Réunion du Groupe arabe	ALECSO	Salle XIV	50
04/03	Réunion de l'assemblée générale du Groupe Francophone	Délégation permanente du Tchad	Salle XIII	60
04/03	Réunion du Geneva Group	Délégation permanente du Japon	Salle XIV	40
04/03	Réunion du Groupe du GRULAC avec la participation de Mr. Bandarin	Délégation permanente de la république bolivarienne du Venezuela	Salle XVI	50
07/03	Réunion Plénière du Groupe 77	Groupe 77	Salle XIII	50
07/03	Réunion Groupe Electoral I	Délégation permanente de Norvège	Salle XIII	50

07/03	Réunion du Groupe Electoral II	Délégation permanente de la Croatie	Salle XIV	50
08/03	Réunions du Groupe UE	Délégation permanente de Hongrie	Salle XIII	40
10/03	Réunion Groupe africain	Délégation permanente de la République-Unie de Tanzanie	Salle XIII	40
11/03	Réunion plénière du Groupe Africain	Délégation permanente du Kenya	Salle XIII	60
11/03	Réunion du Groupe Electoral II	Délégation permanente de la Croatie	Salle XVI	50
11/03	Asean Group Meeting	Délégation permanente du Vietnam	Salle XVI	50
14/03	Réunion du GENEVA Group avec la DG	Délégation permanente du Japon	Salle IX	50
15/03	Réunions du Groupe ASPAC	Délégation permanente de la République islamique d'Iran	Salle VII	40
17/03	Réunion Groupe UE	Délégation permanente de Hongrie	Salle XIII	25
17/03	Réunion du Groupe Africain pour la préparation du conseil exécutif	Délégation permanente de Côte d'Ivoire	Salle XIV	50
18/03	Réunion Groupe africain	Délégation permanente de la République-Unie de Tanzanie	Salle XVI	40
22/03	Réunions du Groupe UE	Délégation permanente de Hongrie	Salle XIII	40
23/03	Réunion pour le Groupe des états membres	Délégation permanente du Danemark	Salle XIV	40
24/03	Réunion du Groupe Culture du GRULAC avec la participation de M. Bandarin	Délégation permanente de la république bolivarienne du Venezuela	Salle XIII	50
28/03	Réunion du Groupe GRULAC	Secteur des relations extérieures et de l'information du public, Section Amérique latine et Caraïbe	Salle XVI	45
29/03	Réunion du Groupe UE	Délégation permanente de Hongrie	Salle XIII	45
29/03	Meeting of Africa Group ad hoc working group on the reforms of the field network.	Délégation permanente de la République-Unie de Tanzanie	Salle XVI	40
30/03	Réunion du Groupe arabe	ALECSO	Salle XIV	40
30/03	Réunion du Groupe de Communication du Groupe du Mouvement des Pays Non Alignés (NAM – MNOAL)	Délégation permanente de la république bolivarienne du Venezuela	Salle XV	20
31/03	ASPA-UNESCO, Contact Group Meeting.	Délégation permanente du Brésil	Salle XVI	50
Total participation				1257

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

- The March electronic calendar was sent to 3 523 subscribers.
- The Paper version of the monthly calendar is printed out in 2 500 copies (1 500 in French and 1 000 in English)
- 21 events have been organized and/or promoted in March: 8 exhibitions, 5 shows, 3 screenings, 4 conferences/round tables and 1 special event.

9.2.1. Exhibitions

Date	Title	Organizer	Place	Public*
4-10/03/2011	Women of Kyrgyzstan for peace and tolerance	UNESCO Office in Almaty and the Bureau of Field Coordination	7 th floor	N/A
28/03-15/04/2011	Expression of Fado	Permanent Delegation of Portugal	Hall Ségur	N/A
29/03-8/04/2011	Images and scents of Cyprus	Permanent Delegation of Cyprus	Salle des Pas Perdus	N/A

9.2.2. Shows and Screenings

Date	Title	Organizer	Place	Public*
7/03/2011	Shoah Screening and round table	Aladdin Project Association	Room II	350

17/03/2011	Cagliari, Sardinia, Music in the heart of the Mediterranean	Permanent Delegation of Italy and the International Music Academy of Cagliari	Room I	1300
21/03/2011	Celebration of Novruz	Permanent Delegation of Azerbaijan	Room I	1 300
23/03/2011	Celebration of the World Theatre Day	International Theatre Institute	Room I	350
29/03/2011	Journey in Greece	Permanent Delegation of Greece	Room I	600
31/03/2011	Les ailes du soleil by Henri de Gerlache	Natural Sciences Sector and GEDEON Programmes	Room I	1 300
Total participation				5 200

9.2.3. Special Events

Date	Title	Organizer	Place	Public*
2-3/03/2011	L'Oréal-UNESCO Prize for Women in Science	Natural Sciences Sector and the L'Oréal Corporate Foundation	For meeting and round tables organized in collaboration with ERI/DPI/SPE and CLD see under 9.1.	
8-23/03/2011	International Women's day	Gender Equality Section		
Concerts				
08/03/2011	Kareyce Fosto and Geta Burlacu	Gender Equality Section in cooperation with OIF	Room I	700
09/03/2011	Missa Johnouchi UNESCO Artist for Peace	Gender Equality Section and Torch-Run Concert Association with the support of the Permanent Delegation of Japan	Room I	300
Exhibitions				
9-23/03/2011	Women at work, women's lives Collective photographic exhibition	Gender Equality Section with the support of the Permanent Delegation of the United States of America	Salle des Pas Perdus	N/A
	Emotions by Reem Saad	Gender Equality Section with the support of the Permanent Delegation of the Egypt	Miro I and II	N/A
	Focus on women by Lucia Mamos-Moreaux	Gender Equality Section with the support of the Permanent Delegation of Brazil	Miro I and II	N/A
	The forgotten goddesses and princesses of Phoenicia by Diana Kahil	Gender Equality Section with the support of the Permanent Delegation of Lebanon	Hall Ségur	N/A
	Lights from Gabon by Maguy Mokosso	Gender Equality Section with the support of the Permanent Delegation of Gabon	Hall Ségur	N/A
	On Being Female – Images from around the world by Savitri Suwansathit and Ajchara Petpuang	Gender Equality Section with the support of the Permanent Delegation of Thailand	Hall Ségur	N/A

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

9.3. UNESCO Visits

The Visitors' Service organized a total of 27 visits for 513 visitors in March 2011.

In March, most visitors came within the framework of group visits. The major part of the organized visits was conducted in French for a French public.

1. Requests

Number of emails received	197
Number of requests received	67
Accepted requests	64%
Declined requests	36%

2. Languages

Visits in English	5	19%
Visits in French	19	70%
Other	3	11%

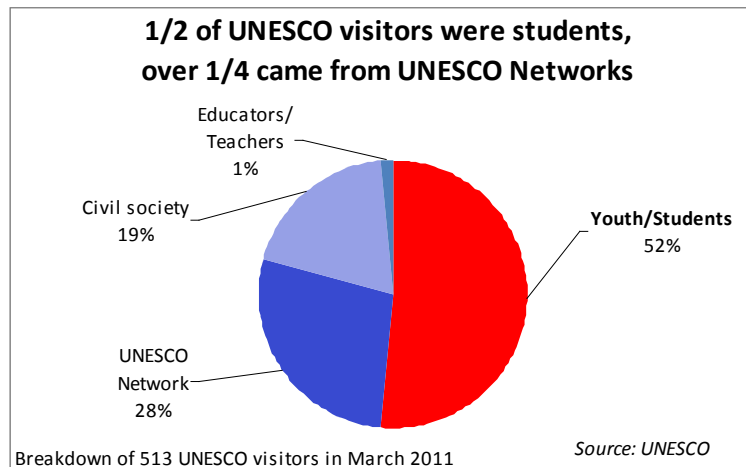
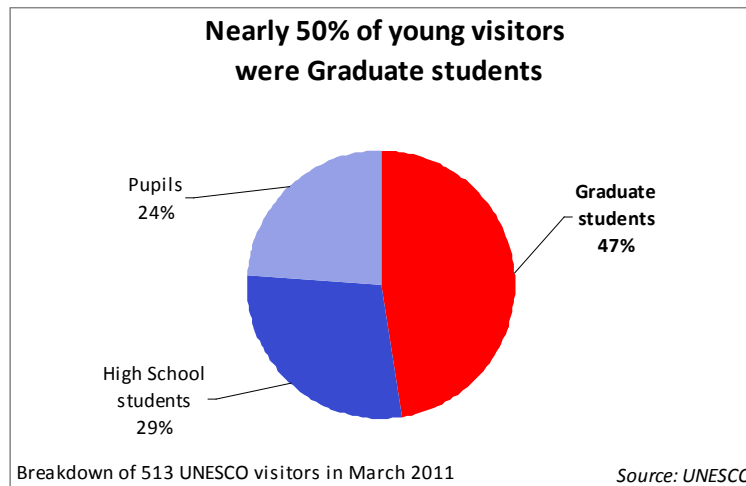
3. Type of visits

Individual Visits	5	19%
Group Visits	22	81%
Thematic Conferences	0	0%

4. Origin

Africa	1	4%
Arab States	0	0%
Europe and North America (of which 55% of local requests)	23	85%
Latin America and the Caribbean	0	0%
Asia and Pacific	3	11%

5. Audience



10. UNESCO logo exposure

10.1. Patronage

Patronage is UNESCO's most prestigious form of **moral support**. It is granted to demonstrate UNESCO's endorsement of an activity organized under the responsibility of an external organization. UNESCO's patronage is granted to a range of activities, such as cinematographic and audiovisual productions, publications, meetings, conferences and cultural performances, award ceremonies, as well as a range of other events of regional and international scale. Information on patronage requests and their follow-up is recorded in a central database managed by ERI/DPI/PBM. The database is updated daily and shared with the focal points for UNESCO name and logo use of each Sector.

Eleven events were granted UNESCO's patronage in March 2011.

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/03 2011	Monaco	L'édition 2011 des rencontres internationales Monaco et la Méditerranée	Development agencies, scientists & researchers & academia, policy makers	CLT
03/03/2011	Switzerland	Remise du prix : Umsicht-Regards-Sguardi récompensant des projets qui contribuent au développement durable	Scientists & researchers, development agencies, policy makers	SC
10/03/2011	Belgium	Colloque international « Que soit !, L'idée de création comme don à la pensée »	Educators & teachers & trainers, youth & students	SHS
15/03/2011	Morocco	Colloque « Patrimoines immatériels et matériels, de développement régional » au siège de l'UNESCO	Policy makers, civil society	CLT
16/03/2011	Japan	A series of symposium for the promotion of women in science	Scientists & researchers & academia, educators & teachers	SC
17/03/2011	Italy	Manifestation culturelle "Cagliari, la Sardaigne, la musique au Cœur de la Méditerranée »	Civil society	CLT
19/03/2011	Russia	Two expositions on "World Heritage in Arab Countries and Arabic Books, and the Publication of the Catalogue "Arabic Printing in Russia 1787 – 1917: Books from the Collection of the Russian State Library" in Moscow	Civil society	CLT
21/03/2011	Azerbaijan	Cultural events devoted to Nowruz organized at UNESCO Headquarters	Civil society	CLT
24/03/2011	Holy See	Le lancement de la manifestation intitulée « Parvis des Gentils : pour un nouveau dialogue entre croyant et non croyant » au siège de l'UNESCO	Civil society	CLT
30/03/2011	France	Ceremony for Global Award for Sustainable Architecture 2011	Youth & students, civil society	CLT
30/03/2011	Serbia	« No Borders Orchestra » - a project to develop understanding in former Yugoslavia countries through collaborative work of cultural institutions	Civil society	CLT

10.2. Logo production

Wherever possible, the UNESCO logo should be accompanied by a text or a secondary logo placed on the right side of the dotted line, specifying the entity concerned and/or the nature of its association with UNESCO.

In March 2011, **53 new logos** have been elaborated for internal and external audiences. 55% for the Secretariat, 19% for Intergovernmental Programme Members, 11% for Network Members, 7% for Member States, 6% for UNESCO Partners.

11. Media Partnerships

UNESCO has partnership agreements with the media, such as newspaper companies (Asahi Shimbun / Japan, Dong-A Daily and The Chosun Ilbo / Korea) and TV networks (NHK and TBS / Japan, SWR / Germany). Memoranda of Understanding have been recently signed with major press agencies (RIA Novosti / Russia, Xinhua News Agency / People's Republic of China, Al Jazeera / Qatar).

The general purpose of these partnerships is to enhance public awareness of our message and activities through written and audiovisual products where the name and logo of UNESCO is present. The results of these partnerships are measurable according to the area of collaboration (e.g. intangible cultural heritage) in terms of UNESCO name and logo exposure to the Media audience (statistical data) and comments by the readers/audience if any.

11.1. NHK (Japan)

Area of collaboration: **Tangible and Intangible Cultural Heritage**

Partnership began: August 2004, renewed in August 2009

Duration: until December 2012

Products: **2 series of TV programmes (5 and 30 minutes) + several special programmes**

Title of the Program: **Series World Heritage 100, Invitation to the World Heritage**

Area of broadcast: **Japan and Worldwide**

Average audience share in Japan: **5 percent** (for the first broadcast)

Estimate number of household as viewers in Japan: **879 050 household nationwide in main Kanto region**

Estimate of total number of viewers in Japan: **2 197 625 (household x 2.5)**

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

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

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

<i>Date</i>	<i>Subject</i>	<i>Format</i>
Every Day in Japan	Series World Heritage 100	5 minutes
Almost every day worldwide by satellite	Series World Heritage 100	5 minutes
Once a week in Japan, Worldwide by satellite (twice a week including re-run)	Invitation to the World Heritage	30 minutes

The total number of audience accessed to the program in February in Japan was estimated at **61 533 500** (for the first broadcast).

11.2. TBS (Japan)

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

Partnership began: 1994

Product: **A series of TV programmes (30 minutes)**

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

Countries and regions of broadcast: **Japan**

Average audience share in March: **4,4 percent** (for the first broadcast)

Estimate number of viewers in Japan: **4 030 000** (for the first broadcast)

Estimate number of viewers for rebroadcast: **1 000 000** (for the rebroadcast)

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

Sponsorship: **SONY**

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience Share</i>
06/03	Historic Villages of Shirakawa-go and Gokayama http://www.tbs.co.jp/heritage/archive/20110306.html	30 minutes	5.3
13/03	Cancelled due to the Tohoku Earthquake		
20/03	Historic Monuments of Dengfeng in "The Centre of Heaven and Earth" http://www.tbs.co.jp/heritage/archive/20110320.html	30 minutes	3.6
27/03	Pyrénées - Mont Perdu http://www.tbs.co.jp/heritage/archive/20110327.html	30 minutes	4.3

The total number of audience accessed to the program in March was estimated at **15 090 000**.

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

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

Partnership began: October 2010

Duration: until December 2012

Products: **News and interviews**

Output: **Xinhua website (www://xinhua.org) in Chinese, English, Spanish, French, Russian, Arabic and 20 newspapers and dozen magazines in Chinese**

Website Page views: **100 000 000 per day** (100 000 000 hits)

Network: partnership with more than 100 foreign news media

<i>Title & site on web</i>	<i>Language</i>
http://search.news.cn/language/search.jsps?page=2&id=en&t2s=&t2e=&rp=20&n1=%55%4e%45%53%43%4f&n2=&n3=&ct=&np=content&ss=-PubTime&t1=0&t=1 There are 33 reports released	English
http://search.news.cn/language/search.jsps?id=fr&t=1&t1=0&ss=&ct=&n1=UNESCO&button=ok There are 17 reports released	French
http://news.xinhuanet.com/world/2011-01/21/c_121006593.htm No details can be found.	Chinese

11.4. RIA Novosti

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

Partnership began: September 2010

Duration: until December 2013

Products: **News and interviews**

Output: **RIA Novosti website (http://en.rian.ru) in Russian, English, German, French, Arabic, Persian, Spanish, Japanese, Chinese**

Website Page views:

Network: partnership with more than 100 foreign news media

<i>Date</i>	<i>Title</i>	<i>Language</i>	<i>Page views</i>
01/03	Old icons from Solovki exposed at Moscow exhibition http://rian.ru/culture/20110301/340907826.html	Russian	23
04/03	Art as female triumph http://rian.ru/cinema/20110304/342204868.html	Russian	37
05/03	Festival "Traditions and Modern Times" to show puppets, paintings and tapestry http://rian.ru/culture/20110305/342401158.html	Russian	14
05/03	Restoration of the Bolshoi hasn't caused any UNESCO complaints - Resin http://rian.ru/culture/20110305/342612599.html	Russian	10
09/03	Varganists congress to be held in Sakha in June http://rian.ru/culture/20110309/344150989.html	Russian	3
11/03	Garan feels honored to be on ISS in 50 th anniversary of Gagarin's mission http://rian.ru/science/20110311/344876532.html	Russian	19
11/03	Earthquake in Japan: more than 1000 victims are estimated http://rian.ru/jpquake_analytics/20110311/345434307.html	Russian	1044
13/03	US aircraft carrier started humanitarian mission in Japan http://rian.ru/jpquake_help/20110313/351544309.html	Russian	87
16/03	Afghani National museum to relocate to new building http://rian.ru/culture/20110316/354413786.html	Russian	46
16/03	UNESCO condemns intimidation and violence towards journalists in Libya http://rian.ru/arab_ly/20110316/354528801.html	Russian	21
17/03	UNESCO thinks Campagna's Mediterranean diet worth keeping http://rian.ru/world/20110317/355046601.html	Russian	69
18/03	Humanitarian disaster in Japan and "blazing" Middle East http://rian.ru/resume/20110318/355378096.html	Russian	120
22/03	Story about Shabolovskaya TV-tower growing from litter bin	Russian	280

	http://rian.ru/video/20110322/356364830.html		
23/03	Russian-Syrian friendship society founded in Moscow http://rian.ru/society/20110323/356970415.html	Russian	19
23/03	UNESCO ask Gaddafi and coalition to preserve cultural monuments in Libya http://rian.ru/arab_war/20110323/357067205.html	Russian	31
25/03	Poet's voice sounds noiselessly in mute desert http://rian.ru/analytics/20110325/357656207.html	Russian	40
29/03	UNESCO appeals to Egypt to assign militaries to guard monuments http://rian.ru/arab_eg/20110329/358935379.html	Russian	24
30/03	Libyans and foreign workers flee from Libya to Egypt http://www.rian.ru/arab_effect/20110330/359316359.html	Russian	101
31/03	Russian show biz stars and ballet going to Abu-Dhabi http://www.rian.ru/culture/20110331/359767619.html	Russian	55
10/03	Gazprom may build Okhta tower in northern St. Petersburg http://en.rian.ru/russia/20110310/162944767.html	English	382
21/03	The Clash Over Libya http://russiaprofile.org/international/33857.html	English	270
17/03	Las amenazas ocultas del terremoto de Japón http://sp.rian.ru/opinion_analysis/20110317/148538137.html	Spanish	2414
01/03	Weltkulturerbe Bikini-Atoll: Japan begeht Jahrestag der Wasserstoffbombe http://de.rian.ru/politics/20110301/258465636.html	German	375
16/03	俄科学家早在1997年就预言日本会发生毁灭性地震 http://rusnews.cn/eguoxinwen/eluosi_keji/20110316/43008076.html	Chinese	1188

Total number of Page views of UNESCO related articles in multi-languages on the RIA Novosti site in March: 6672

11.5. Südwestrundfunk (SWR)

Area of collaboration: **production and broadcasting of World Heritage documentaries**

Partnership began: 1995

Products: **Documentary films – 388 films produces to date**

Output: **3 sat** (Cultural channel for Germany, Switzerland and Austria), **Phoenix** (Documentary channel for Germany), **SWR Fernsehen** (Regional channel of ARD) and **Südwestrundfunk website**

<http://www.swr.de/schaetze-der-welt/>

Films shown on World Heritage in March 2011:

• 3sat – cultural channel

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers</i>
Sunday 7.45 pm	1	0,4%	120 000
Monday 12.45 pm	4	0,5%	42 500 / film 170 000 / 4 films
Tuesday 9.45 pm	4	0,8%	232 500 / film 930 000 / 4 films
Extra films, different times	3	0,7 %	70 000 / film 210 000 / 3 films
Total	12	-	1 430 000 /12 films

The total number of viewers who accessed to the films on 3sat in March was estimated at 1 430.000 for 12 films (119.167 viewers / film).

- **Phoenix – documentary channel**

Day/time	Nb of films	Audience share	Viewers
Different days and times	7	2%	118 571 / film 830 000 / 7 films

- **SWR Fernsehen – regional channel of ARD**

Day/time	Nb of films	Audience share	Viewers
Saturday 6 am	4	3,3%	35 000 / film 140 000 / 4 films
Saturday 1.50 pm	2	3,2%	40 000 / film 80 000 / 2 films

The total number of viewers who accessed to the films on SWR Television was estimated in March at 220 000 for 6 films.