



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2012/PIPMR/23

Monthly Report on the Use of UNESCO Public Information Products

October 2012

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Executive Summary

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

Media and Major Events

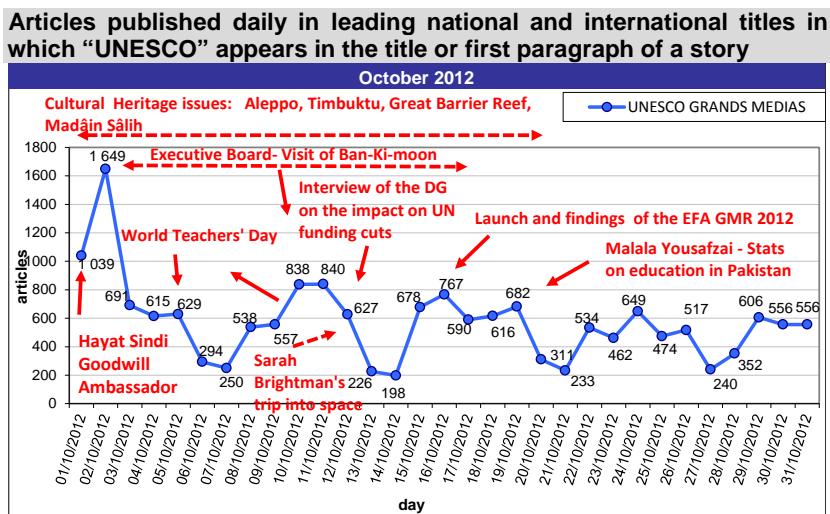
News coverage of UNESCO during October was dominated by two events: the destruction of the Aleppo souk in the battle for the Syrian city; and the shooting of 14-year-old Malala Yousafzai in Pakistan. UNESCO proved an important reference for media covering both stories, with scores of requests from journalists for comment and information on protecting world heritage in conflict zones, and the extensive use of UNESCO's education statistics on girls' education.

In terms of specific UNESCO events, the launch of the GMR generated thousands of articles in all. Most coverage of the report remained focused on the main theme (Youth skills). The analysis has yet to be completed, but indications are that this edition has received record coverage.

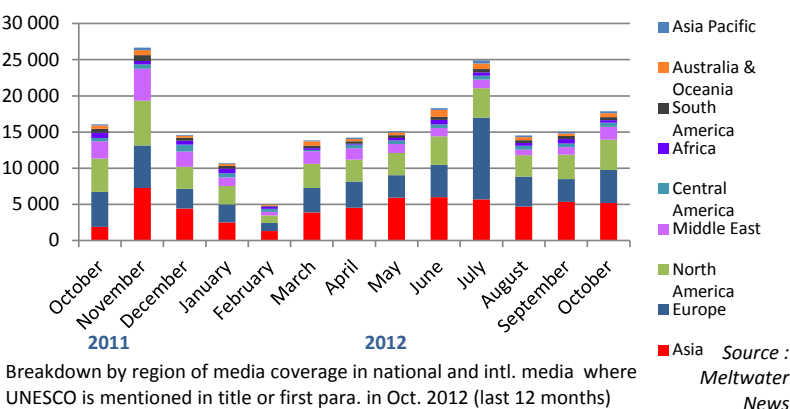
The New York Times interview with the Director-General on UNESCO's financial situation, and comments on this subject made to a group of Anglo-American journalists in Paris, also created a media buzz, with headline stories in many regions of the world.

The following events are highlighted in the Major Events pages:

- **Executive Board (3-18 October 2012)**
- **World Teachers' Day (5 October 2012)**
- **Launch of the 2012 Education for all Global Monitoring Report (16 October 2012)**
- **Open UNESCO on the occasion of United Nations Day (24 October 2012)**



Global coverage went up by 20% from September 2012, and more specifically by 70% in the Middle East



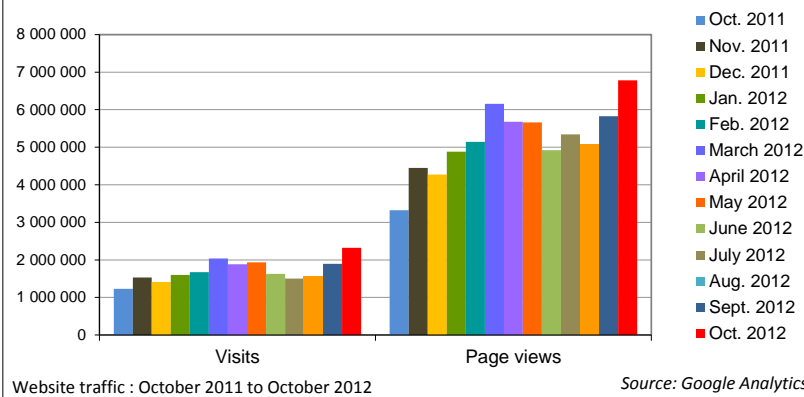
UNESCO Website and Social Media Channels

Starting from this month we have new information to share about the new born UNESCOMMUNITY. Active from 2 October UNESCOMMUNITY is the UNESCO's staff communication tool. It counts on an average daily use of almost 150 colleagues with an average visit duration of 15 minutes and a very low bounce rate.

Web traffic continues to grow for the fourth month in a row. With a 22% increase in visits it reaches the highest traffic of the year with more than 2.3 million monthly visits.

For the whole website the analysis of the general trend of research of "unesco", provided by Google Trends and Alexa.com, present a constant increment in term search since last year in the same period. This is justified by the continuous effort the organisation is putting in the optimization of Social Media and Search Terms strategies.

Highest traffic of the year is reached this month with more than 2.3 million visits and 6.7 million page views



October was a strong month for social media. The Google Plus account (plus.ly/unesco) hit 100K followers. Though the page was created shortly after the official launch of Google Plus pages in early 2012, the number of followers started to jump only as of May 2012, after social media asked Google's marketing team for some promotional help, and also to optimize the page's indexation in natural search (SEO).

Thanks to help from CI, a new template for feature articles was created. Filled with photos and with prominent buttons at the top of the page directing to UNESCO's social media sites, it is an attractive support for the new generation of feature articles that DPI/WEB has started rolling out. These feature stories are essential for spurring social media growth. Unlike most other editorial content that addresses professional audiences, these features target the general public with an accessible and advocacy-driven take on UNESCO activities.

UNESCO's 2nd infographic -on the global teacher shortage- proved to be a major hit, picked up by professional educational media, such as Education Week and Harvard, and relayed by partners such as MSN.

Growth on all social media sites has been especially promising in Spanish and Arabic: 60% growth on Facebook and +10% on Twitter for Spanish. Strong editorial content -adapted for the region or originally written in Spanish-, as well as the collaboration of UNESCO's offices in the region, and the popularity of UNESCO's work in Latin America, contributed to increase traffic and interest. UNESCO was a trending topic in Spain this month, after Spanish media giants – including RTVE and El País – tweeted findings from the UNESCO EFA Global Monitoring Report.

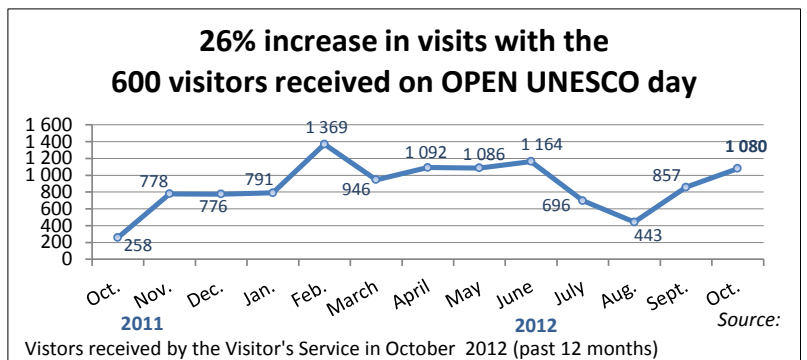
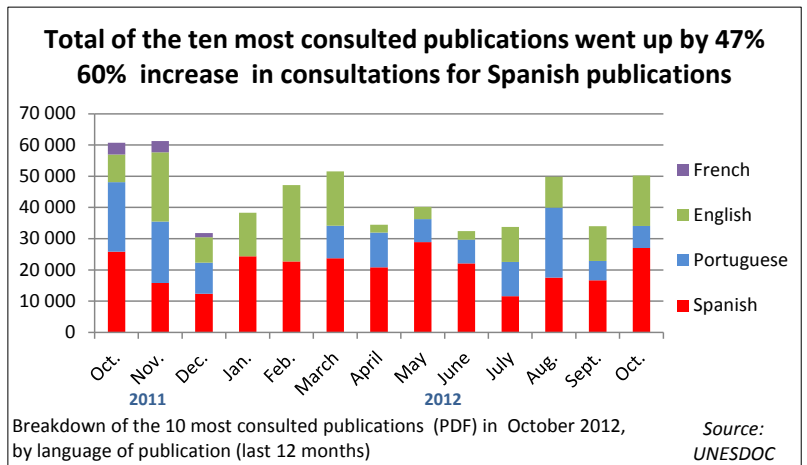
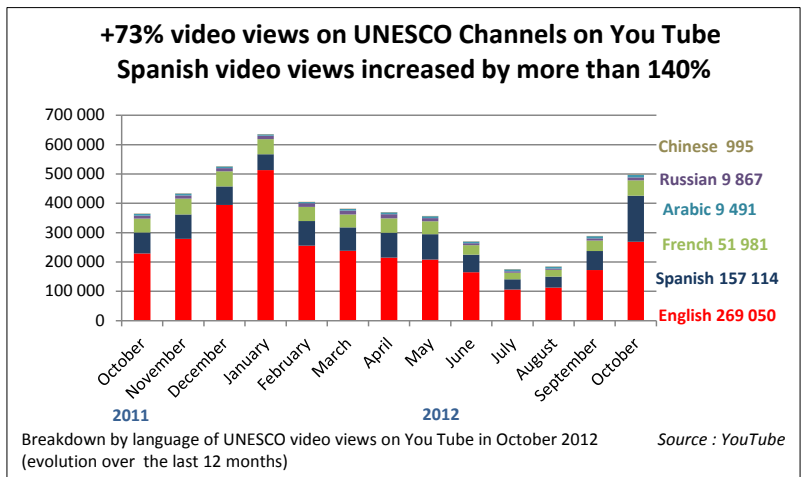
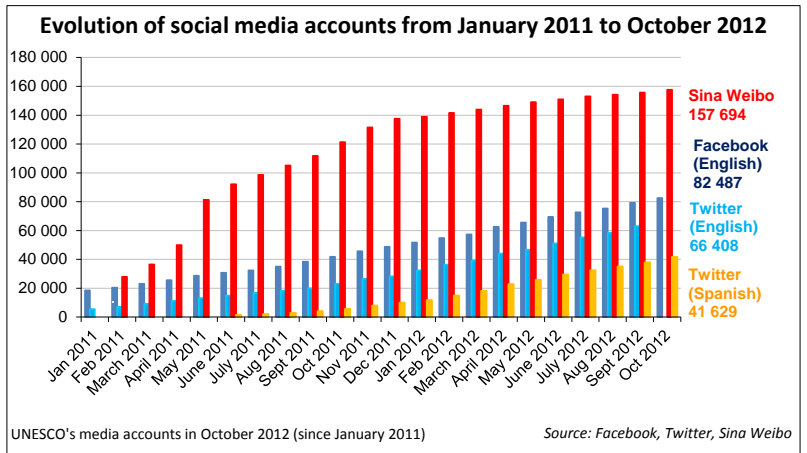
UNESCO Publications

October saw an increase in on-line consultations for the top ten viewed publications compared to September 2012 but remains below the level of October 2011. The top 10 best online views are still mainly Spanish titles but overall English titles have improved consultations thanks to the launch of the EFA Global Monitoring Report and the continued standing of the World Water Development Report 4 and the Engineering Report. Views of UNESCO publications on Google were much better than in September and for the same month in 2011.

Bookshop and online sales were dominated as usual by World Heritage publications but with good sales of EFA Global Monitoring Report and the Memory of the World publications, both launched in October.

UNESCO Visits

Thanks to the success of the very first Open UNESCO day held on the occasion of the United Nations Day (24 October), more than thousand visitors were received by the visitor's service over the month. On that single day, with the commitment of staff from all Sectors, a record 24 visits were organised for a total of 600 visitors (see details pp. 7 and 32).



Major events:

I. Executive Board (3-18 October 2012)

The 190th session of the Board was a heavy one, with nearly 50 items on its agenda. The Organization's current financial situation, the follow-up to the Independent External Evaluation, a UN Joint Inspection Unit Report on the management and administration of UNESCO, the Director-General's preliminary proposals for the next Medium-Term Strategy (2014-2017) and the Programme and Budget for 2014-2017, were all major items requiring extensive discussion and finally concluded with consensus decisions. On the programme strategy proposals, the Director-General's search for focus and efficiency was praised, while at the same time underlining the importance in particular of social inclusion and freedom of expression programmes. Also reviewed in-depth were several possible future standard-setting activities (ethics of climate change, protection and promotion of museums and collections, heritage protection and sustainable tourism, or the Memory of the World programme), the future directions of Education for Sustainable Development beyond the current Decade (2014) and of Education for All post-2015, as well as new orientations for technical and vocational education. The Board also gave the go-ahead for two new agreements with international organizations and for a new International Year of Light in 2015 and a World Arabic Language Day. The Board was honoured with the visit of the UN Secretary-General, Mr Ban Ki-Moon, who spoke in a special plenary meeting and emphasized his new initiatives, including "Education First". Board Members also paid tribute to the young Pakistani schoolgirl, Malala Yousafzai, and her struggle for the right to go to school.

Communication materials and activities:

- 2 Press releases ([Ban Ki-moon's address](#) and [tribute to Malala Yousafzai](#))
- Dedicated website
- Live transmission of debates
- Photos

Website statistics: 5 916 visits / 38 390 page views

Press coverage:

Executive Board Sessions are not usually covered by the press. However this time, debates on educational and cultural institutions in the occupied Arab territories and the proposed proclamation by the UN of 2015 as an International Year of light drew media interest in the Middle East. The major news photo agencies also covered the tribute to Malala Yousafzai by the Executive Board on 18 October 2012. The visit of UN Secretary-General, Ban Ki-moon, who presented a natural sciences textbook printed by UNESCO in 1956 and distributed to school children, himself among them, in post-war Korea, did not draw media attention. This was mainly due to the fact that he had held a press conference earlier in the day with the French president.

Social media:

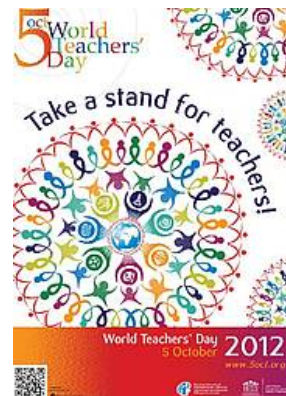
The only event to receive major coverage on social media was the photo moment on 18 October when the Director-General asked all Member States to stand up, and to hold Malala's picture. A series of photos were posted on Facebook with this advocacy message: "We are all Malala. The attack against Malala is an attack against all girls -- their right to learn & make the most out of life. It's unacceptable. Education is a human right".

Brasilia Office: Facebook: 1 post / 75 likes / 78 shares / 1 457 people reached; Twitter: 1 Tweet / 7 retweets

II. World Teachers' Day (5 October 2012)

This year's World Teachers' Day (WTD), celebrated at UNESCO Headquarters on 5 October 2012, brought together teachers, government representatives, policy makers, experts on teacher issues, trade unions, students and international partners to take a stand for teachers. It was a testimony to the key role that teachers play in society.

The Director-General and the Assistant Director-General for Education welcomed speakers and guests including Minister Maker Mwangu Famba, Democratic Republic of Congo's Minister for Primary, Secondary and Professional Education, Dr Kouroma Ibrahima, Guinea's Minister for Pre-University Instruction and Civic Education, and Princess Margaret of Lichtenstein, among others. Videos from the Directors-General of ILO and UNICEF, as well as the General Secretary of Education International, were presented. The Joint Message from UNESCO, ILO, UNICEF, UNDP and Education International was disseminated and a special WTD message from the UN Secretary-General, Ban Ki-moon was published online and distributed during the day.



Two high-level panels on “Attracting and retaining the best teachers” and “Improving the status of teachers” stimulated discussions on topics such as teachers’ rights and responsibilities, salaries and how this impacts the image of the teacher in society, advertising campaigns to attract candidates to teaching, innovations by governments and teacher training institutions to entice students to teaching, and the importance of elevating the teaching profession.

The new strategy on teachers, focusing on enhancing teachers’ professional development, was officially launched while the UNESCO Institute of Statistics also released the latest projections on the teacher gap. Parallel activities at Headquarters included a poster exhibition of the six laureates of the UNESCO-Hamdan bin Rashid Al-Maktoum Prize for outstanding practice and performance in enhancing the effectiveness of teachers. Exhibition stands of Dyslexia International, the International Task Force for Education for All, UNESCO Natural Sciences Sector and Intel’s Microscience Experiments offered an interesting complement to the event. WTD celebrations all over the world were shared and monitored through the online “celebrations map” which contained links to videos, images and articles on activities simultaneously taking place during the day.

As an example of activity in the Field, the Brasilia Office launched a short campaign to celebrate WTD in Brazil, and to raise a discussion and engagement about the topic on the social channels. Fans were asked to send a 30 sec. video message where they could honor their teachers. The best videos – out of the 48 received- were published on UNESCO TV Portuguese and UBO website, and the laureates were as well rewarded with a publication kit. The campaign was publicized through Facebook, Twitter, and e-mail marketing. Many education blogs also helped broadcast the campaign.

Participants: Close to 400 participants attended the two panel discussions (morning and afternoon)

Public: Students in Education, teachers, National Commissions, Permanent Delegations, general public, and Partner organizations: Education International, UNICEF, ILO, Hamdan Awards Foundation (UAE), Intel, Dyslexia, Microsoft.

Communication materials and activities:

- Video messages by UNESCO DG, Education International General Secretary, ILO Director-General, UNICEF Executive Director
- Joint message from the Heads of UNESCO, UNDP, UNICEF, ILO and Education International
- Message from UN Secretary-General
- Dedicated webpage
- World Teachers’ Day celebrations map
- Infographic on teacher shortage in 3 languages
- Poster in 6 official languages
- Exhibition of the UNESCO-Hamdan Prize laureates on UNESCO fences

Website statistics: On dedicated website in October: 30 939 visits (peak on 05/10: 12 274 visits) / 42 476 page views (peak on 05/10: 16 461 page views); Celebrations map: 77 validated submissions.

Press coverage: Thousands of articles have been published around the world on the World Teacher’s Day. As every year, the UNESCO statistics on teachers are referenced. The joint message from the Heads of UNESCO, UNDP, UNICEF, ILO and Education International on the occasion of World Teacher’s Day was also reported in the press.

Social media: UIS and DPI/WEB produced a new infographic on teacher shortage, available in all 6 UN languages, which, all combined, have been viewed 6K times on UNESCO’s infographic platform, Visual.ly (English version here: visual.ly/global-teacher-shortage). It was liked 175 times and even more impressively shared 315 times on our Facebook and promoted on social media pages of several UN agencies and even many educational organizations, like teachers’ associations. For all WTD conferences on 5 October, the infographic was shown on stage as the main background image, with a message encouraging all event participants - education professionals - to help spread the infographic for advocacy purposes in their networks.

Brasilia Office: Facebook: 2 posts/ 151 likes / 378 shares / 3 454 people reached; Twitter: 2 tweets / 29 retweets.

III. Launch of the 2012 Education for all Global Monitoring Report (16 October 2012)

The official global launch event for the 2012 Global Monitoring Report 'Youth and skills: Putting education to work' took place in Paris at UNESCO Headquarters on 16 October. The master of ceremony was A'Salfo, UNESCO's recently appointed Goodwill Ambassador. He gave the floor to the Director-General, Irina Bokova. The keynote speakers included Gordon Brown, the recently appointed UN Special Envoy for Education, Anne Cotton, President of Camfed, Pauline Rose, Director of the GMR, Mr Blade Nzimande, Minister of Higher Education and Training, South Africa, George Pau-Langevin, Minister Delegate for Educational Success, attached to the Minister of National Education, France, Ms Lubna Sadek, a representative from the editorial team working on the youth version of GMR2012, Irene Pritzker, President of Innovation, Development, Progress (IDP) Foundation and Andreas Schleicher, OECD Deputy Director for Education and Special Advisor on Education Policy to the OECD's Secretary-General. The event included speeches from each of the panelists, and a short video on Education for All created by Gordon Brown's office.

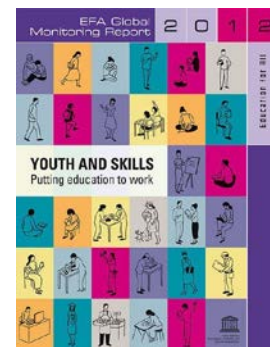
The launch of the 2012 Global Monitoring Report had a larger outreach than any of its predecessors in terms of its media coverage, page views on the website, and reach on Twitter and Facebook.

Participants: Global launch in Paris: 900 people; Regional launches: 150 people in Chile, 500 in South Africa, and 24 national launches (in October). There are a further 26 events planned in 2012, and 2 in 2013.

Public: In Paris: Permanent Delegations, Goodwill Ambassadors, Ministers, IIEP Youth Forum participants, journalists, and the general public.

Communication materials and activities:

- 9 Press releases
- 3-minute video package
- 2 1-minute videos by GMR team for the website
- 6 videos for young people
- B-roll from Egypt
- Press Breakfast (10 October)
- TweetChat
- Facebook poll
- Op-Eds sourced and pitched
- Case Studies from NGO partners
- Photos (including from NGO partners)



Website statistics: On EFA Global Monitoring Report website: 34 071 visits / 103 413 page views with a peak on the day of the launch (16/10): 4 303 visits / 15 887 page views a 92% increase in page views from the day of launch of the GMR 2011; Over the month, the PDF of the English report got 8 687 downloads, while the 2011 Report got only 6 066 during the first month after its launch. The blog had 1 935 views.

Press coverage: The launch of the Global Monitoring Report on EFA is one of the main education events of the year. This 10th edition, entitled Putting Education to Work was particularly well received by the general and specialized press. The negative figures published in the report on developed countries received particular interest from European and American media. The attempted assassination of Malala Yousufzai in Pakistan, and the global emotion that produced gave new impetus to coverage of the report, particularly the statistics on girls' education and Pakistan's poor track record in this area.

Detailed results of the Meltwater News tracking: 856 written articles, 81 blogs, and 74 Facebook posts. The articles reached at least 74 countries, with the key languages being Spanish, English and French (in order). This is well over triple the 241 articles which were published over the month of the launch of the GMR 2011. Opinion pieces were sourced in the names of the Director-General of UNESCO, Director of the GMR, Olusegun Obasanjo, Qian Tang and the Chief Executive Officer of BRAC and printed in the Korean Herald, Shanghai Daily, China Daily, Huffington Post, Vanguard (Nigeria), Ghana Chronicle, Le Devoir (Canada), South China Morning Post, All Africa, Al Jazeera, ABC (Paraguay), FT This is Africa, La Diaria (Uruguay), the Guardian online and the Osun Defender.

Broadcast coverage included feature length packages on Al Jazeera English, BBC Persia, and DeutscheWelle TV. Interviews with GMR staff were broadcast on VOA, BBC Focus on Africa, BBC Afrique, BBC WS News Bulletins, United Christian Broadcasts, Radio NZ, DeutschlandFunk, Radio News Australia, China Radio, Radio Colombia, Deutsche Welle Radio and TV, Radio Maroc, Radio Turkmen and national radio in Chile, Guatemala and Cuba.

Social media: DPI/WEB worked closely with the EFA team to coordinate social media messaging, since EFA has separate social media channels. Because of the potentially polemical nature of some EFA content, DPI/WEB was careful to limiting its role to amplifying a selection of EFA messages (live chats & infographics) & provided its own advocacy stance on several issues. Most of the 20 tweets rolled out for the report release were retweeted under 20 times; EFA infographics averaged 120 likes, which is less than DPI/WEB infographics.

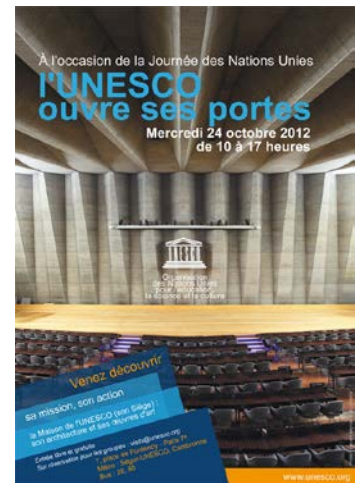
Brasilia Office: Facebook: 2 posts / 65 likes/ 119 shares / 2 784 people reached; Twitter: 4 tweets / 33 retweets.

On GMR's independent social media account: On just the day of the launch itself, thanks to a tweetchat, 963 987 accounts were reached, 41 518 people saw the updates in their Facebook feed, and key messages were retweeted almost 500 times. Over the entire month, 306 new Twitter followers were gained (double the number of new followers obtained in any previous months) / 960 retweets; on Facebook: 428 new likes.

IV. Open UNESCO on the occasion of United Nations Day (24 October 2012)

UNESCO decided to take benefit from the United Nations Day, to open its doors to the young public to make UNESCO and the UN System better known. This Open Door initiative was organized for the very first time and took place on 24 October 2012 at UNESCO Headquarters (from 10 am to 5 pm). A strong communication campaign was made in just a couple of weeks before the event, targeting a largely student audience and large public. The information was relayed via several contacted entities and media (see list below), and with the support of new visibility partners, such as the Office de Tourisme de Paris.

Thanks to the commitment of staff from all sectors, some leading the United Nations / UNESCO presentations, others offering a cultural visit of the Headquarters, 598 people having subscribed online were welcomed, including school groups, with 24 organized visits (10 group visits / 14 spontaneous visits) within 7 hours. The gift-bookshop doubled its daily income, and overall the event has been a great success in terms of visibility with almost no funding.



This event showed how well the public and students in particular react when UNESCO opens its doors, as well as the potential of the visitor's service.

As a result, the initiative should be renewed in the future.

Entities which relayed the announcement: International schools; Associated Schools France/French National Commission, Permanent Delegations, cultural centres; Mairie du 5, 6, 7, 15e arrdt.; Maison de l'architecture, ESA/La Villette/Ivry; Sciences Po, ILERI, CROUS, EHESS, ESCP, Cité U Internationale, UTL, Rectorat; OCDE, World Bank, UNEP, ESA; CNAM, CIDJ, CNED; Office de tourisme de Paris, and the media: Télématin, France 3 IDF, Metro, Agenda culturels JDD, Sortir à Paris, A nous Paris (RATP), Pariscope, Figaroscope, evene.fr, L'Obs Paris, sortiraparis.com, Cityvox, 20 minutes, le parisien.fr

Participants: 598 visitors were welcomed.

Public: General public including school groups

Communication materials and activities:

- Dedicated webpage
- Poster
- Postcards
- Information spreading through partners' network and city halls

Press coverage: None.

Social media: The link to a video of Ban Ki Moon leaving an old UNESCO-published textbook from his childhood for the Open UNESCO exhibit generated only 6 retweets.

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

Both a communication and a knowledge management tool, UNESCO's websites, with over 2.7 million pages of content, are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in all 6 UN languages (with some subportals also in Portuguese, Vietnamese, et al).

Web traffic shown here (page views, visits, visitors, country and language of visit, etc) has been measured since September 2011 with the free Google Analytics toolset via tags embedded in pages. More detailed statistics on specific programmes can be made available to the responsible officers upon request (contact v.pham@unesco.org).

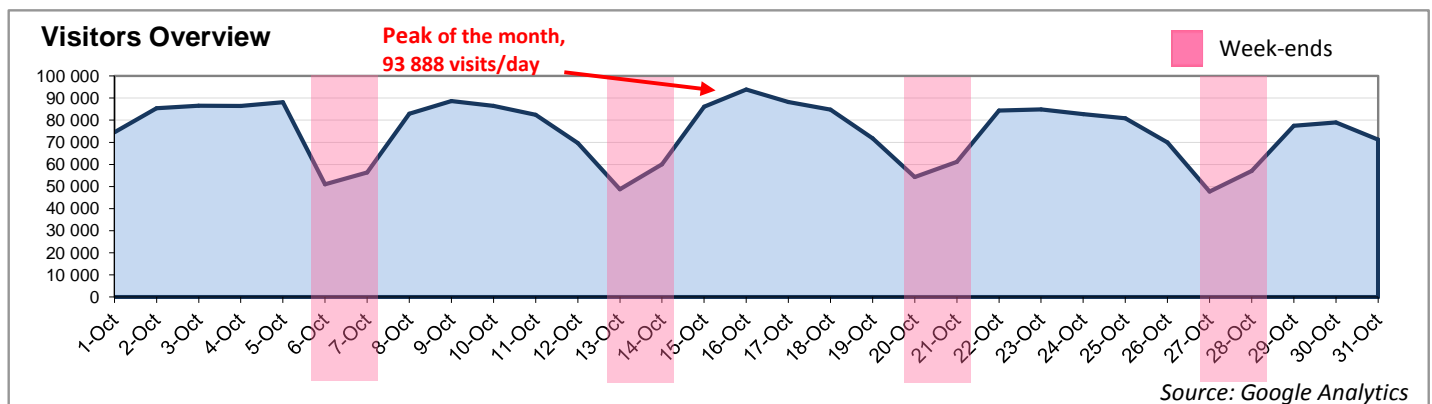
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1.1 October2012 Traffic

Daily Web Traffic Patterns



- Hayat Sindi Goodwill Ambassador (1/10)
- Executive Board (3-18/10)
- World Teachers' Day (5/10)
- UNESCO Global Microscience Experiment (5/10)

- Celebration 20th Alma-Ata Declaration (8-9/10)

- Launch of the EFA GMR 2012 (16/10)
- Launch of the publication "Memory of the World" (17/10)
- EFA Regional Forum (Lebanon) (17-19/10)

- Open UNESCO on UN Day (24/10)
- 4th Int Conf. on Remote Sensing in Archaeology (24-26/10)
- 8th Ministerial. Conf. on CH in South-East Europe (24-25/10)

1.2 Monthly visits

	Page views ¹	Monthly variation	Visits ²	Monthly variation	Unique Visitors ³	Monthly variation	New Visitor ³	Returning Visitor
October 2011	3 324 305	+35.18%	1 231 096	+29.57%	969 111	+30.29%	76.14%	23.86%
November 2011	4 451 328	+33.90%	1 531 854	+24.43%	1 193 084	+23.30%	74.79%	25.21%
December 2011	4 272 263	-4.02%	1 409 812	-7.97%	1 088 249	-23.11%	73.33%	26.67%
January 2012	4 879 520	+14.21%	1 600 669	+13.54%	1 249 665	+14.83%	73.77%	26.23%
February 2012	5 141 458	+5.37%	1 672 704	+4.50%	1 267 472	+1.42%	71.44%	28.56%
March 2012	6 153 053	+19.68%	2 038 889	+21.89%	1 531 570	+20.84%	70.64%	29.36%
April 2012	5 679 268	-7.70%	1 885 416	-7.53%	1 432 113	-6.49%	70.83%	29.17%
May 2012	5 661 874	-0.31%	1 935 768	+2.67%	1 480 386	+3.37%	71.14%	28.86%
June 2012	4 919 067	-13.12%	1 625 556	-16.03%	1 240 665	-16.19%	70.76%	29.24%
July 2012	5 340 675	+8.57%	1 504 831	-7.43%	1 155 703	-6.85%	71.12%	28.88%
August 2012	5 066 334	-5.14%	1 547 197	+2.82%	1 202 114	+4.02%	72.37%	27.63%
September 2012	5 828 526	+15.04%	1 897 640	+22.65%	1 467 108	+22.04%	72.36%	27.64%
October 2012	6 780 090	+16.33%	2 322 957	+22.41%	1 778 958	+21.26%	71.72%	28.28%

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

Areas of interest	Visits ² in October 2012	Variation vs M-1
UNESCO.ORG	2 322 957	+22.41%
Home & Central Service pages	295 432	+30.29%
Worldwide	26 596	+17.05%
Education Sector	184 110	+20.01%
Natural Sciences Sector	66 782	+24.57%
Social and Human Sciences Sector	40 607	+33.82%
Culture Sector	1 025 073	+16.51%
World Heritage	927 986	+16.19%
Culture Sector (excluding legacy content)	97 087	+19.73%
Communication and Information Sector	72 910	+25.86%
Field offices (only those tracked)	124 956	+22.46%
UIL*	20 816	+17.50%
IIEP*	188 374	+15.10%
UNEVOC*	32 588	+23.27%

* UIL, IIEP and UNEVOC statistics are tracked separately.

1.4 UNESCO Website Visitors

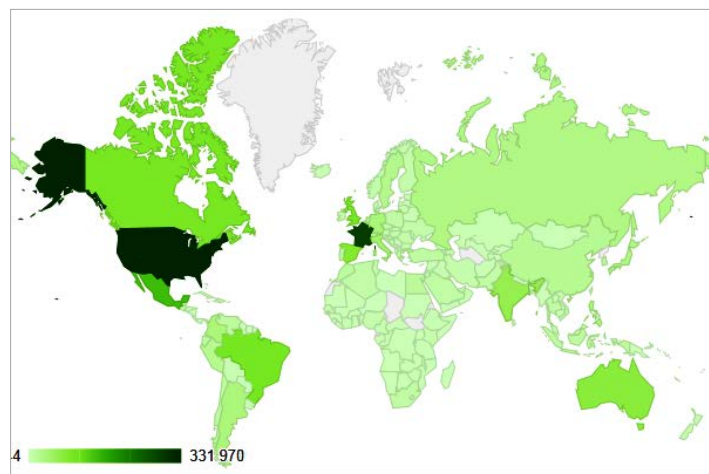
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	331 970	14.29%	+30.00%	2.92	00:02:58
France	289 157	12.45%	+37.46%	3.59	00:03:52
Mexico	149 535	6.44%	+8.62%	2.38	00:02:32
Brazil	97 608	4.20%	+17.44%	2.11	00:02:20
Canada	96 613	4.16%	+36.73%	3.51	00:03:31
United Kingdom	94 297	4.06%	+22.42%	2.94	00:02:42
Spain	83 154	3.58%	+56.27%	3.39	00:03:21
Australia	75 086	3.23%	-12.33%	3.31	00:04:09
India	62 418	2.69%	-2.04%	2.63	00:02:42
Italy	45 382	1.95%	+20.32%	3.58	00:03:18

Top 10 visitors' language

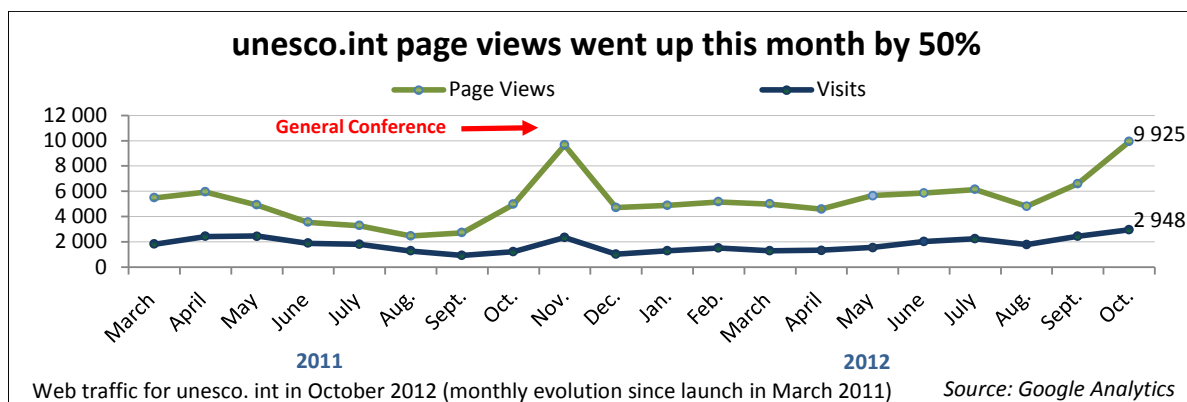
Language	Visits ²	% of Total visits	Variation vs M-1
English	1 125 101	48.43%	+20.30%
Spanish	395 023	17.01%	+18.88%
French	336 957	14.51%	+36.61%
Portuguese	108 942	4.69%	+20.96%
Russian	47 707	2.05%	+32.74%
Italian	39 938	1.72%	+23.07%
German	39 019	1.68%	+13.67%
Chinese	36 462	1.57%	+16.25%
Japanese	28 777	1.24%	+16.84%
Dutch	22 822	0.98%	+26.47%

Geographical origin of visits (source: Google Analytics)



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

2012	Page views	Monthly variation	Visits	Monthly variation	Pages/ Visit	Monthly variation	Avg Visit duration	New visitor	Returning Visitor
January	4 882	+3.67%	1 289	+25.51%	3.31	-14.69%	00:04:26	39.02%	60.98%
February	5 159	+5.67%	1 517	+17.69%	3.28	-0.91%	00:04:49	36.91%	63.09%
March	4 988	-3.31%	1 298	-14.44%	3.47	+6.71%	00:04:34	45.92%	54.08%
April	4 603	-7.72%	1 345	+6.24%	2.87	-18.00%	00:03:39	46.84%	53.16%
May	5 658	+22.92%	1 564	+16.28%	3.28	+14.29%	00:03:39	51.47%	51.15%
June	5 874	+3.82%	2 040	+30.43%	2.87	-12.50%	00:03:50	44.07%	55.93%
July	6 140	+4.53%	2 242	+9.90%	2.93	+2.09%	00:03:26	43.76%	56.24%
August	4 825	-21.42%	1 792	-20.07%	2.71	-7.51%	00:02:47	51.73%	48.27%
September	6 591	+36.60%	2 434	+35.83%	2.86	+5.54%	00:03:21	50.21%	49.79%
October	9 925	+50.58%	2 948	+21.12%	3.08	+7.69%	00:03:56	48.44%	52.56%



1.6 UNESCOMMUNITY - <https://en.unesco.org/unescocommunity> and <https://fr.unesco.org/unescocommunity>

2012	Page views	Monthly variation	Visits	Monthly variation
October	28 175	-	3 169	-

Traffic indicators explained:

¹ **Page views:** The page view is the most widely used indicator to reflect the level of traffic to a website. A page view is counted when the page requested by the user is loaded into the internet browser. Note: Page views are very different from the outdated concept of 'hits'. A 'hit' is counted for each of the many elements in a Web page (i.e. image, animation or video are all counted as separate 'hits', while a page view counts all elements on a page as one page view).

² **Visits:** A visit is defined as a series of page requests from the same uniquely identified client with a time of no more than 30 minutes between each page request.

³ **Visitors:** A Visitor counts once within the timescale of 30 minutes. A visitor can make multiple visits. Identification is made to the visitor's computer, not the person, usually via cookie and/or IP+User Agent. Thus the same person visiting from two different computers will count as two Visitors.

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

UNESCO products for written and audiovisual media are:

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

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

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

Languages	Page views	Variation vs M-1
Total	124 573	+31.01%
English (EN)	64 275	+27.43%
Spanish (ES)	27 091	+21.69%
French (FR)	16 480	+39.25%
Russian (RU)	7 804	+49.82%
Arabic (AR)	6 054	+69.15%
Chinese (ZH)	2 869	+63.10%

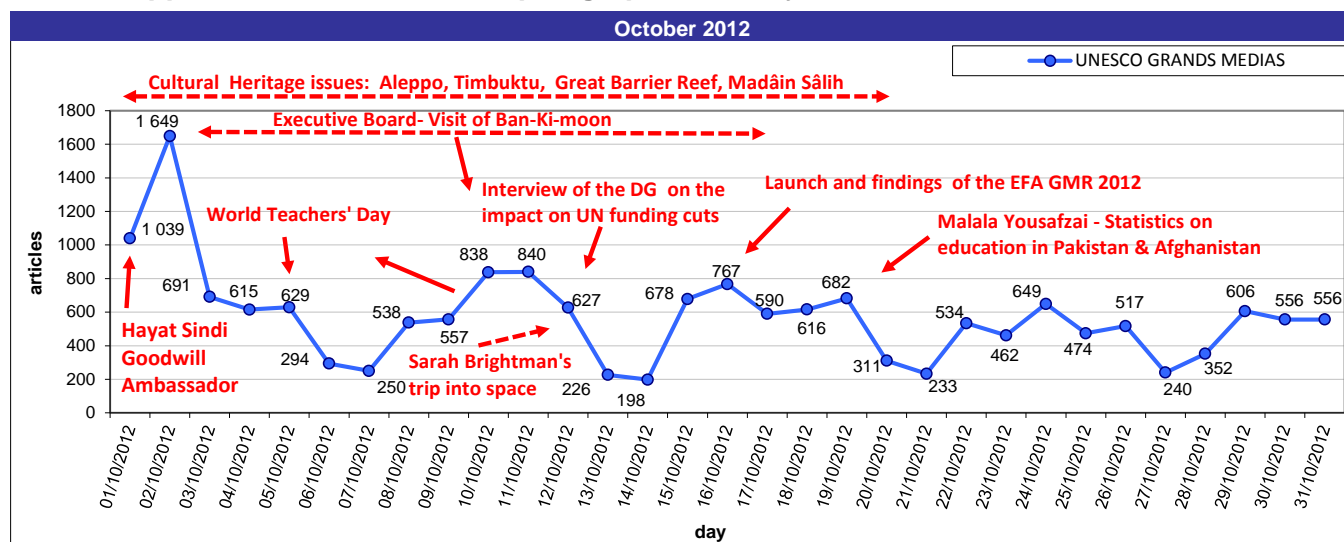
2.2 Press releases/Media advisories/Web releases in October 2012

1.	01/10	Saudi Arabian woman researcher Hayat Sindi to be appointed UNESCO Goodwill Ambassador
2.	08/10	Norway to contribute some US\$20 million to UNESCO and host debate on women's issues
3.	09/10	At UNESCO, UN Secretary-General Ban Ki moon highlights Organization's role in fostering education-based development
4.	09/10	Six UNESCO Medals awarded to nanotechnology and nanoscience specialists
5.	10/10	Director-General denounces killing of Indian journalist Chaitali Santra
6.	10/10	Director-General denounces shooting of Pakistani schoolgirl Malala Yousafzai
7.	11/10	EFA Crowdsourcing Challenge Prize winners
8.	12/10	UNESCO Director-General deplores the increasing threats and possible damage on the Umayyad Mosque in Aleppo, Syria
9.	16/10	Twenty percent of young people in developing countries fail to complete primary school and lack skills for work
10.	16/10	One in twelve young people in Latin America and the Caribbean fail to complete primary school and lack skills for work
11.	16/10	Twenty percent of young people in the Arab States fail to complete primary school and lack skills for work
12.	16/10	Director-General designates Professor Nasser D. Khalili as a UNESCO Goodwill Ambassador
13.	16/10	One in twelve of young people in East Asia and the Pacific fail to complete primary school and lack skills for work
14.	16/10	Almost four million young people in Central Asia and Central and Eastern Europe fail to complete primary
15.	17/10	One dollar invested in youth skills can pay back fifteen-fold in economic growth
16.	17/10	Twenty percent of young New Yorkers out of school and out of work
17.	17/10	Over one quarter of young people in South and West Asia fail to complete primary school and lack skills for work

18.	17/10	One third of young people in Sub-Saharan Africa fail to complete primary school and lack skills for work
19.	18/10	UNESCO Executive Board pays tribute to Pakistani school girl Malala Yousafzai
20.	19/10	Director-General urges investigation into murder of Pakistani reporters Abdul Khaliq and Mushtaq Khand
21.	19/10	L'Oréal-UNESCO For Women in Science announces the Five Laureates of its 15th Annual Awards
22.	20/10	UNESCO Director-General condemns destruction of Sayyeda Manoubia mausoleum in Tunis
23.	24/10	Director-General condemns killing of Syrian TV cameraman Mohammed al-Ashram
24.	26/10	Meeting to seek ways of promoting tolerance and respect via the classroom
25.	30/10	Great apes on brink of extinction Great Apes Survival Partnership (GRASP) Council meeting
26.	31/10	Director-General calls for investigation into killing of Somali journalists Mohammed Mohamud Tuuryare and Ahmed Farah Ilyas

2.3. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in national and international media, in which “UNESCO” appeared in the title or first paragraph of a story in October (Source: Meltwater News)

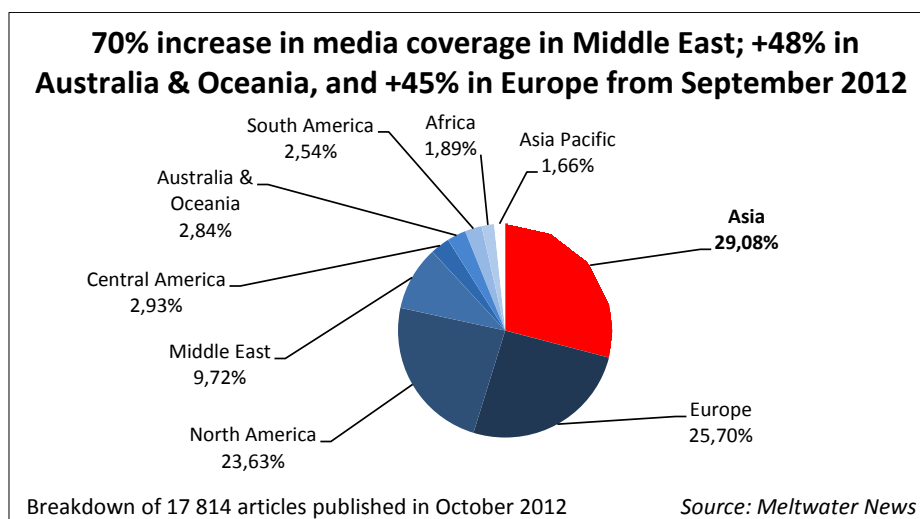


News coverage of UNESCO during October was dominated by two events: the destruction of the Aleppo souk in the battle for the Syrian city; and the shooting of 14-year-old Malala Yousafzai in Pakistan. UNESCO proved an important reference for media covering both stories, with scores of requests from journalists for comment and information on protecting world heritage in conflict zones, and the extensive use of UNESCO's education statistics on girls' education.

In terms of specific UNESCO events, the launch of the GMR generated thousands of articles in all. Most coverage of the report remained focused on the main theme (Youth skills). The analysis has yet to be completed, but indications are that this edition has received record coverage.

The New York Times interview with the Director-General on UNESCO's financial situation, and comments on this subject made to a group of Anglo-American journalists in Paris, also created a media buzz, with headline stories in many regions of the world.

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



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

Date	Subject / Title	Language	Media
16/10	Education and work, a winning formula	Spanish	La Diaria (Uruguay) and ABC Color (Paraguay)
17/10	Give the young the skills to thrive	English	South China Morning Post (PRC)
17/10	A lost generation in the making	French	Le Devoir (Canada) and La Croix (France)

2.5 Interviews given (by subject and media)

Subject	Interviewee	Language	Media (press TV Radio)
Goodwill Ambassadors	Susana Sam Vargas	French	Le Monde
UNESCO	Francesco Bandarin	French	France Ô, "Le Monde vu par..." / Daniel Picouly
WHC-Aleppo	Karim Hendili	Arabic	Radio Monte Carlo
WHC-Aleppo	Karim Hendili	English	RFI, CNN
WHC- Aleppo	Véronique Dauge	English	BBC World Service; SBS radio-Australia
WHC-Aleppo	Karim Hendili	Arabic/English	Al Jazeera
WHC-Aleppo	Véronique Dauge	French	France Inter
WHC-Aleppo	Kishore Rao	English	PBS; ANC/Christiane Amanpour
WHC-Timbuktu	Lazare Eloundou	French	France Ô
WHC-Natural parcs in Africa	Lazare Eloundou	French	France Afrique
Access to Education	David Atchoarena	French	Le Monde
GMR	Pauline Rose	English	RFE/RL, Turkmen Service Broadwaster; Zoomnews.es; El País
GMR	Marisol Sanjines	Spanish	Radio Nederland; UN Radio Spanish ; Radio Paraguay
GMR	Lucia Iglesias	Spanish	EsRadio; Radio Universidad Colombia
GMR	Jorge Sequeira (UNESCO Santiago)	Spanish	EFE
GMR	Atilio Pizarro (UNESCO Santiago)	Spanish	RFI
GMR	François Leclerc	French	Le Monde
UNESCO's financial situation and reform	Irina Bokova	English	The New York Times; Anglo-American Press Association

Kyoto Conference/UNESCO's financial situation and reform	Irina Bokova	English	NHK
UNESCO meeting on text books	Qian Tang	English	Fox News
Unauthorized ocean fertilization experiment off Canada's west coast	Wendy Watson Wright	English	Globe and Mail; Reuters; Vancouver Sun
UNESCO/Guillermo Cano World Press Freedom Prize	Guy Berger	English	Telemundo
Teaching and learning for sustainable future	Bernard Combes	English	Guardian Sustainable Business

2.6 Background Footage (B-roll) downloads from Multimedia

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

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

51 B-rolls were downloaded in October 2012.

	Subject	Downloads	Media
1	MAB	9	N/A
2	Tribute to Malala Yousafzai	2	Eurolink
3	Culture	19	International Herald Tribune, New York Times, ABC News
4	Education	8	Saudi TV, ABC News
5	Forest Whitaker	2	Saudi TV
6	Palestine	2	ABC News
7	UNESCO Headquarters	3	N/A
8	UNESCO Priorities	2	N/A
9	UN Secretary-General Ban Ki-moon	3	N/A
10	Tsunami	1	N/A

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

Subject	Media	Purpose	Date	Nb of Photos
CLT	Bereich Corporate Publishing	Article	01/10	1
CLT- Syria	Associated Press	Article	04/10	1
CLT-Syria	PBS	Video interview on Syria	17/10	17
CLT-Syria	ABC News	Video interview on Syria	17/10	14
CI	Pasifika Media Association (PasiMA)	Presentation	30/10	4

*In addition to photo galleries available on the website for the media.

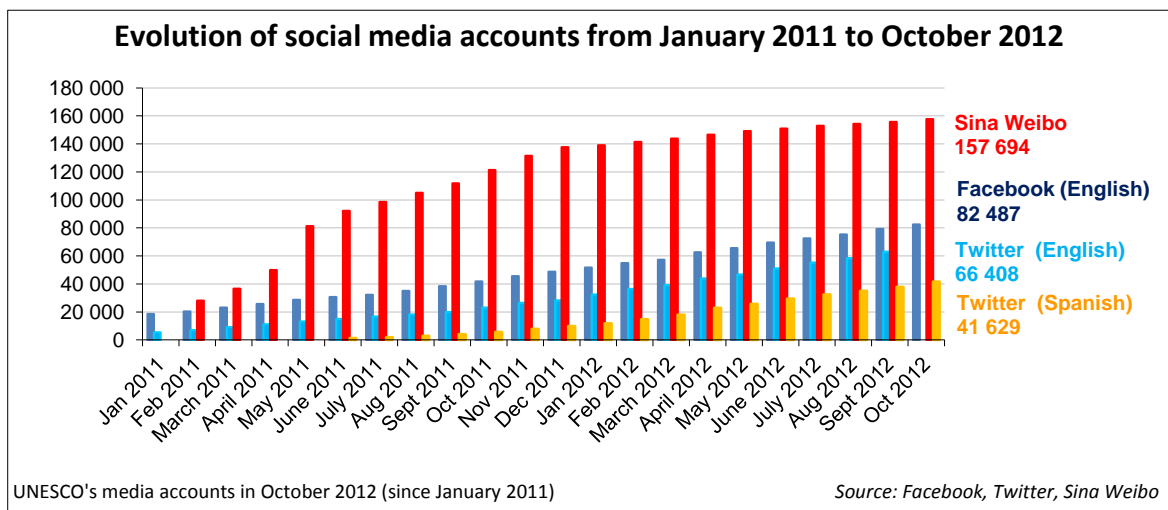
3. UNESCO Social Media Channels

October was a strong month for social media. The Google Plus account (plus.ly/unesco) hit 100K followers. Though the page was created shortly after the official launch of Google Plus pages in early 2012, the number of followers started to jump only as of May 2012, after social media asked Google's marketing team for some promotional help, and also to optimize the page's indexation in natural search (SEO).

Thanks to help from CI, a new template for feature articles was created. Filled with photos and with prominent buttons at the top of the page directing to UNESCO's social media sites, it is an attractive support for the new generation of feature articles that DPI/WEB has started rolling out. These feature stories are essential for spurring social media growth. Unlike most other editorial content that addresses professional audiences, these features target the general public with an accessible and advocacy-driven take on UNESCO activities.

UNESCO's 2nd infographic -on the global teacher shortage- proved to be a major hit, picked up by professional educational media, such as Education Week and Harvard, and relayed by partners such as MSN.

Growth on all social media sites has been especially promising in Spanish and Arabic: 60% growth on Facebook and +10% on Twitter for Spanish. Strong editorial content -adapted for the region or originally written in Spanish-, as well as the collaboration of UNESCO's offices in the region, and the popularity of UNESCO's work in Latin America, contributed to increase traffic and interest. UNESCO was a trending topic in Spain this month, after Spanish media giants – including RTVE and El País – tweeted findings from the UNESCO EFA Global Monitoring Report.



3.1. Social networking sites

Facebook - www.unesco.org/facebook / VKontakte- <http://vk.com/unesco>

Variation October 2012 vs September 2012

Likes/fans*		October 2012	September 2012	Variation vs September
Total likes/fans(all languages)		92 630	87 839	+5.45%
Facebook	English	82 487	79 317	+4.00%
	French	3 188	2 986	+6.76%
	Spanish*	2 884	1 800	+60.22%
	Arabic	2 795	2 527	+10.61%
	Russian	872	823	+4.06%
VKontakte	Russian	404	371	+8.89%

* Started on 24 July 2012

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

Message	Posted	Likes*	Multimedia /links
Biologists, archaeologists, historians, meteorologists & astrophysicists worked to piece together the catastrophic events that brought the pharaohs of ancient Egypt to their knees http://ow.ly/e8F6m Photo taken at the Pergamon Museum, part of the UNESCO World Heritage Site Museum Island in Berlin, Germany. Photo copyright: UNESCO	2/10	301	

Take a stand for cultural heritage under attack!	19/10	277	
Since the age of 12 Awa has fought gender stereotypes and parental resistance to her becoming a teacher. Today she is the first female teacher in her village http://ow.ly/ehyby	7/10	252	
We are all Malala. The attack against Malala is an attack against all girls - their right to learn & make the most out of life. It's unacceptable. Education is a human right	18/10	221	
Pathways to a Culture of Peace: Global Contest for Mutual Understanding is open to all young people around the world, from 14 to 25 years old. It invites youth to express its experience of how peace and non-violence are or should be produced and reproduced day after day in various environments, what has come to be termed everyday peace.	28/10	218	
In the Gulf Region underwater archaeological research is still developing. The discipline's potential is immense. Indeed, for 90% of human existence, sea levels have been lower than present by as much as 130 m. The current sea level was only established about 6,000 years ago. Submerged landscapes & ancient shipwrecks can finally come to surface http://ow.ly/euUM2	15/10	185	
INFOGRAPHIC: Why the global teacher shortage is a setback for all development efforts. Enrollment in primary schools is soaring, as a result of population rise & efforts to put more kids in school by 2015. But quality is compromised in many countries that can't get enough teachers into classrooms. http://visual.ly/global-teacher-shortage	3/10	175	
The demand for higher education is growing, especially in the developing world. Many students choose to go to Europe or the US to study, but a growing share are attracted to education hubs closer to home, like South Africa and Malaysia. Did you study abroad? Where did you go? http://i.mp/OWTITP	24/10	127	-
If you're in Paris on Oct 16, you're invited to UNESCO for the launch of our 2012 Global Monitoring Report on Education for All: "Youth and Skills - Putting Education to Work"	10/10	124	
Sarah Brightman, the UNESCO Artist for Peace and world-famous soprano, announced today that she will travel to the International Space Station after her next world tour – and use the opportunity to promote UNESCO's work! "I don't think of myself as a dreamer. Rather, I am a dream chaser," said Brightman. "I hope that I can encourage others to take inspiration from my journey both to chase down their own dreams and to help fulfill the important UNESCO mandate to promote peace and sustainable development on earth and from space." http://ow.ly/en4UJ	10/10	105	

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

3.2. Microblogs:

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

Variation October 2012 vs September 2012

Followers/Fans		October 2012	September 2012	Variation vs September
Total (all languages)		279 517	269 467	+3.73%
Twitter	English	66 408	62 996	+5.42%
	Spanish	41 629	37 840	+10.01%
	Arabic	9 120	8 610	+5.92%
	French	3 943	3 691	+6.83%
	Russian	723	670	+7.91%
Sina Weibo	Chinese	157 694	155 660	+1.31%

Top 10 Twitter Posts

Message	Posted	Re-tweets
Protecting a language is to protect a people http://ow.ly/eBOAM #unescoCULTURE	19/10	139
Learning languages must be a structural element of today's education. It encourages diversity & understanding of other cultures #unescoED	20/10	119
Education is not only a human right, but also what drives human dignity and sustainable development #EducationFirst @Unedufirst	1/10	106
No country can establish peace unless it builds mutual trust btw its citizens thru #education that promotes respect, tolerance & dialogue	26/10	100

Thru #education we can teach kids not to hate from an early age, raise tolerant leaders & create a lasting #CultureOfPeace	30/10	80
By putting #EducationFirst, we can teach children not to hate, raise tolerant leaders & establish a lasting culture of peace	3/10	68
How can we make teaching a profession of the future, valued, respected & supported by governments, parents & communities?	10/10	68
Poverty isn't merely abt minimum income. We must also combat educational, cultural & scientific poverty, the corollary of material poverty	16/10	67
More than 1b people live in extreme poverty today. It's a violation of basic human rights & an obstacle to developmen	17/10	67
On Oct 5, World Teachers' Day, we take a stand for teachers http://ow.ly/edDaS #WTD	5/10	65

Top 10 Sina Weibo Posts

Message	Posted	Re-tweets	Comments
Addressing Islamophobia: promoting tolerance and mutual respect through education. http://t.cn/zldclZp	31/10	358	95
The attack against Malala is an attack against all girls & their right to learn. It's unacceptable. The 14-year-old Pakistani girl was injured in an assassination attempt because of her advocacy for girls' education and her life is still in danger. Today, Members of UNESCO Executive Board paid tribute to Malala, by holding photographs of Malala in silence.	18/10	311	53
Please remember these two names: Abdul Khaliq and Mushtaq Khand, they are two Pakistani journalists who were killed recently. So far 8 Pakistani journalists are killed in this year.	23/10	310	40
[October 5th, World teacher's day] Understanding and Using the ILO/UNESCO Recommendation concerning the Status of Teachers (1966), about teacher's salaries: Teachers' salaries should reflect the importance to society of the teaching function and hence the importance of teachers as well as the responsibilities of all kinds which fall upon them from the time of their entry into service." http://t.cn/zOWPk7H	05/10	190	34
[October 5th, World teacher's day] happy World Teacher's Day to all teachers around the world and in Chinese speaking world. Take a stand for teachers! http://t.cn/zlbqTrv	05/10	158	49
[Education] The first choice of Iranian students for going abroad is Malaysia; Chinese students are the biggest foreign students' group, not only in US, UK and Germany but also in Iceland, Sweden and Thailand. Students of each country prefer which country for studying abroad? Where are all oversea students from in every country? Check on UNESCO Institute of Statistics the newest data for the answer. http://t.cn/zl3Hyqq	26/10	157	29
[language diversity] To learn a foreign language is to open a door to another culture. How many doors have you opened in this sense?	23/10	133	46
If we want to achieve universal primary education in 2015, 6 800 000 new teachers are needed.	06/10	75	35
[October 5th, World teacher's day]Message from the Heads of UNESCO, @UNICEF, @ UNDP, ILO and and Education International on the occasion of World Teachers' Day, 5 October 2012: Teachers are the keys to reaching the Education for All goals. They call for the creation of supportive teaching environments, adequate teacher training and safeguards for the rights of teachers. http://t.cn/zlafdm8	05/10	75	17
Happy Eid al-Adha, the feast of Sacrifice, to all Muslim friends. Give your best wishes to your Muslim friends around you!	26/10	65	14

3.4 Video Traffic

Video views are tracked on YouTube and Youku. Significant content of UNESCO archives is not part of the below statistics yet.

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

Variation October 2012 vs September 2012

Video views	October 2012	September 2012	Variation vs September
Total (all languages)	498 498	287 987	+73.10%
English	269 050	172 463	+56.00%
Spanish	157 114	64 914	+142.03%
French	51 981	35 967	+44.52%
Russian	9 867	6 931	+42.36%
Arabic	9 491	7 651	+24.05%
Chinese	995	61	+1 531.15%

Language	New subscribers	Variation vs September	Total Subscribers	Variation vs September
Total (all languages)	522	+149.76%	11 357	+4.82%
English	314	+92.64%	7 330	+4.48%
Spanish	143	+90.67%	2 429	+6.26%
French	42	+500.00%	1 123	+3.89%
Arabic	15	-266.67%	214	+7.54%
Russian	4	-136.36%	221	+1.84%
Chinese	4	-125.00%	40	+11.11%

• Top 10 videos on UNESCO TV English Channel

269 050 views in October 2012		Subject	Total views
1	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	27 820
2	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	22 175
3	Kabuki Theatre	CLT/ITH	10 266
4	Georgian Polyphonic Singing	CLT/ITH	5 740
5	Baul Songs	CLT/ITH	5 713
6	Lacemaking in Croatia	CLT/ITH	5 651
7	Tradición del día de muertos en México	CLT	4 788
8	Gagaku	CLT/ITH	4 525
9	Human Towers	CLT/ITH	4 199
10	Traditional Mexican cuisine - ancestral, ongoing community culture, the Michoacán paradigm	CLT/ITH	3 719

• Top 10 videos on UNESCO TV Spanish Channel

157 117 views in October 2012		Subject	Total views
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	80 129
2	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	10 325
3	Discurso de Ernesto 'Che' Guevara	UNESCO	6 309
4	El patrimonio oral y las manifestaciones culturales del pueblo zápara	CLT/ITH	2 681
5	Los dibujos en la arena de Vanuatu	CLT/ITH	2 271
6	Los "castells"	CLT/ITH	1 961
7	El Kankurang, rito de iniciación mandinga	CLT/ITH	1 808
8	El canto polifónico georgiano	CLT/ITH	1 652
9	Lugares de memoria y tradiciones vivas de los otomí-chichimecas de Tolimán	CLT/ITH	1 450
10	Día Internacional del Jazz - "On Broadway"	CLT	1 411

• Top 10 videos on UNESCO TV French Channel

51 981 views in October 2012		Subject	Total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	4 650

2	Le chant polyphonique géorgien	CLT/ITH	2 767
3	Le Maloya	CLT/ITH	2 560
4	Le Kankurang, rite d'initiation mandingue	CLT/ITH	1 999
5	Une école maternelle à Paris	ED	1 947
6	Routes de l'Esclave : Une Vision Globale	CLT	1 838
7	Le repas gastronomique des Français	CLT/ITH	1 523
8	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	1 403
9	Le Canto a tenore, chant pastoral sarde	CLT/ITH	1 165
10	Le Duduk et sa musique	CLT/ITH	1 100

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

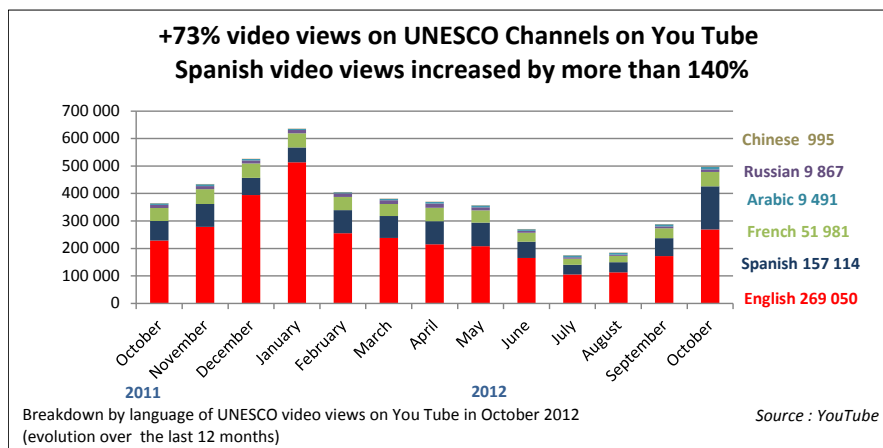
9 867 views in October 2012		Subject	Total views
1	Alsou Abramova UNESCO Artist for Peace	UNESCO	1 510
2	Mausoleum of the Taj Mahal (Agra)	WHC	395
3	Video 18 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	361
4	Valley Palace and Park of Versailles	WHC	353
5	Prehistoric Sites and Decorated Caves of the Vézère	WHC	319
6	UNESCO History	UNESCO	290
7	Historic Areas of Istanbul	WHC	253
8	Historic Centre of Rome	WHC	221
9	Historic Centre of Brugge	WHC	219
10	The ancient city of Petra	WHC	210

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

9 491 views in October 2012		Subject	Total views
1	Alsou Abramova UNESCO Artist for Peace	UNESCO	1 510
2	Mausoleum of the Taj Mahal (Agra)	WHC	395
3	Video 18 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	361
4	Valley Palace and Park of Versailles	WHC	353
5	Prehistoric Sites and Decorated Caves of the Vézère	WHC	319
6	UNESCO History	UNESCO	290
7	Historic Areas of Istanbul	WHC	253
8	Historic Centre of Rome	WHC	221
9	Historic Centre of Brugge	WHC	219
10	The ancient city of Petra	WHC	210

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

995 views in October 2012		Subject	Total views
1	Video n°30 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	801
2	Video n°13 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	36
3	Patrimoine 9	WHC	34
4	Culture of Lahore	CLT	23
5	UNESCO History	UNESCO	19
6	Our world heritage: UNESCO World Heritage Convention	WHC	15
7	Video 14 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	15
8	Ocean	IOC	12
9	Technical and Vocational Education for smart and green growth	ED	11
10	Tribute to Malala	UNESCO	9



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

• Top 10 Videos

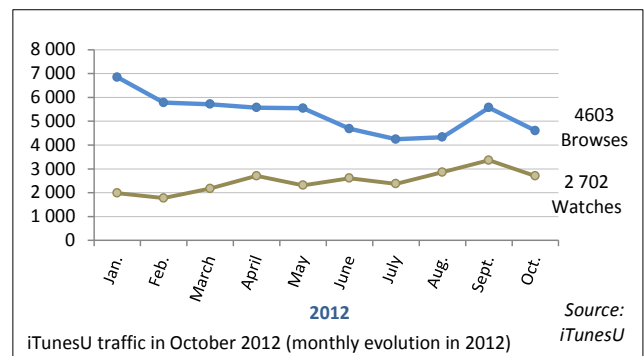
Video	Posted	Total Views	Quoted*
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	03/03/2011	44 196	4 645
#intangible heritage# Chinese shadow puppetry	01/12/2011	15 710	873
40 year anniversary of World heritage convention	22/06/2012	8 955	1 126
Intangible heritage Kunqu Opera-the Peony Pavilion Performed by UNESCO Artist for Peace Jun Zhang	15/04/2011	8 822	7 540
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	23/06/2011	6 221	5 940
International Jazz Day	23/04/2012	5 150	852
UNESCO Director-General's statement on US funding cut	03/11/2011	4 300	380
Word Teachers'Day: Interview of ADG Mr Qian Tang	05/10/2011	3 769	591
Youth Forum PSA	19/10/2011	3 544	1 517
Herbie Hancock UNESCO Goodwill Ambassador	20/07/2011	2 896	315

* Views of the video from other websites

3.6 UNESCO on iTunes U - <http://www.unesco.org/new/itunes/>

On 22 June 2011 UNESCO has joined iTunes U with a wealth of new educational material providing free access to UNESCO's rich multimedia content, via the iTunes Store, Apple's popular online music, video, and podcast service. Collections containing several hundred movies, podcasts, and documents are available in three languages (English, French and Spanish), ranging from training support materials, to policy reports and journals, and lectures, interviews and documentaries which can be downloaded for free to a computer, iPad, iPhone or iPod touch.

Metrics	TOTAL 2012	October 2012	Variation vs M-1
Watches (downloads /streams)	24 852	2 702	-19.61%
Browse	52 877	4 603	-17.35%



3.7 UNESCO Fotopedia iPhone/iPad “app”

The Fotopedia / World Heritage iPhone/iPad “app” was launched in August 2010. Installed on all demonstration machines at stores worldwide, it is ranked as a “favorite” by Apple.

Metrics	TOTAL 2012	October 2012	Variation vs M-1
Downloads	1 016 131	85 943	+94.96%
Unique Visitors	1 777 380	290 988	+8.83%
Visits	24 082 811	1 262 392	-27.12%
Page views	385 814 923	39 486 753	+24.39%
Info pane with UNESCO logo & text	1 751 957	176 150	+62.07%
Preview of Heritage viewed within other apps	43 638	N/A	-
Open UNESCO page from Heritage	64 914	6 172	+79.47%
Distinct UNESCO WHC pages opened	309	257	+107.26%
Most viewed UNESCO WHC page	Site of Palmyra	Site of Palmyra	

4. UNESCO Photobank

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

4.1. Photos requested online

Themes	Nb of photos	%
UNESCO	14	6%
Education	80	32%
Natural Sciences	21	8%
Social and Human Sciences	9	4%
Culture	120	48%
Communication and Information	4	2%
TOTAL	248	100%

Origin of request	Nb of requests	%
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	157	63%
Media: Written and Audiovisual and Press	64	26%
Government	7	3%
Education (Schools, Universities, teachers, researchers)	20	8%
Public sector (Museums, Bookshops)	0	0%
Private sector	0	0%
Others	0	0%
TOTAL	248	100%

Use of photos	Nb of photos	%
Websites	36	15%
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	153	62%
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	47	19%
Exhibitions	12	5%
Private use	0	0%
TOTAL	248	100%

4.2 Photo service

Number of photos

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

	October 2012
Number of Events	50
Number of Photos	1 737

5. UNESCO Documents and Library

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

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

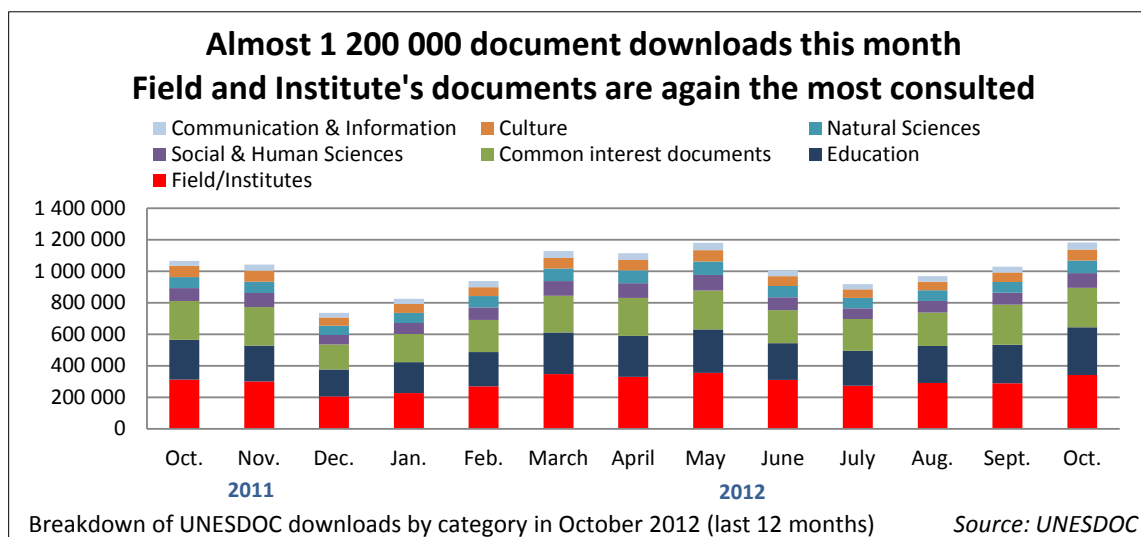
In October there were **133 902** records available online in PDF format (133 428 in September), including documents, publications, communication material and other working documents.

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 October	1 182 570
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	9 555	302 831	+23.51%	3
Natural Sciences	9 627	80 214	+16.16%	12
Social and Human Sciences	5 624	92 708	+22.20%	6
Culture	3 305	69 485	+15.61%	5
Communication and Information	2 350	44 429	+19.25%	5
Field & Institutes	8 272	340 989	+17.79%	2
Common interest documents	NA	251 914	-0.43%	NA



5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	102 514
2	France	90 224
3	Mexico	67 597
4	Brazil	48 142

5	Spain	30 546
6	India	28 345
7	Colombia	25 357
8	United Kingdom of Great Britain and Northern Ireland	24 971
9	Philippines	22 528
10	Argentina	22 209
11	Canada	18 874
12	Venezuela (Bolivarian Republic of)	17 222
13	Peru	15 749
14	Chile	12 799
15	Australia	12 648

5.1.3 Printable Communication materials

Title	Total downloads in October							Total
	EN	FR	SP	RU	AR	ZH	POR	
2011 UNESCO Annual Report	362	113						475
2010 UNESCO Annual Report	227	27						254
UNESCO brochure	843	420					158	1 421
65 Ways UNESCO Benefits Countries all over the World	233	89	132		6		69	529
A New Humanism for the 21 st Century	103	139	220	19	6			487
TOTAL	1 768	788	352	19	12	0	227	3 166

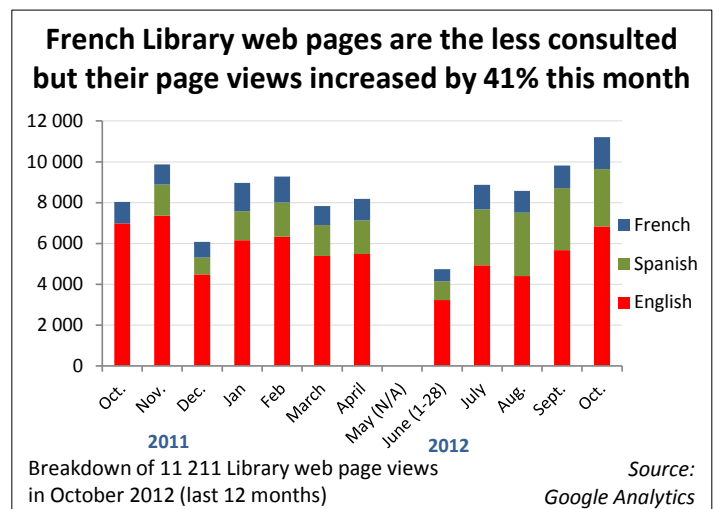
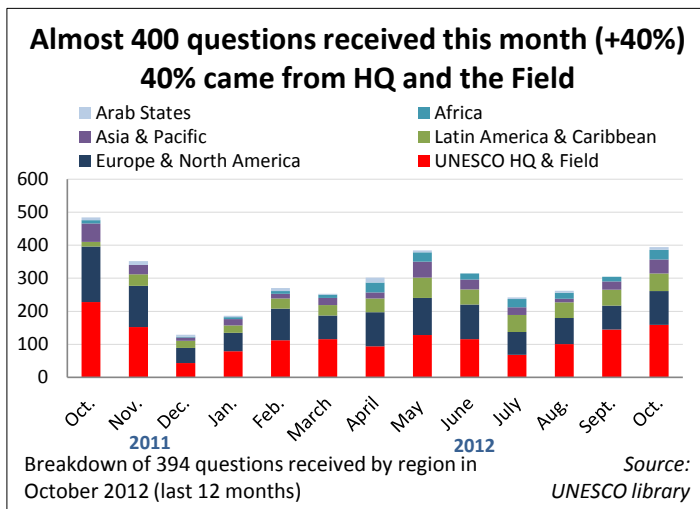
5.2. UNESCO Library - <http://www.unesco.org/library>

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

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

5.2.1 Questions received by: library@unesco.org

5.2.2 Web page views:



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

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

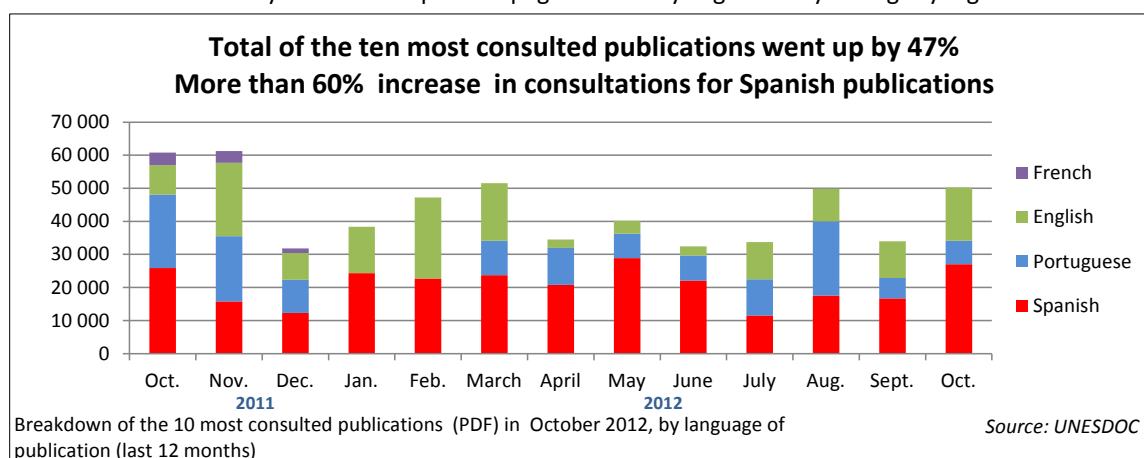
October saw an increase in on-line consultations for the top ten viewed publications compared to September 2012 but remains below the level of October 2011. The top 10 best online views are still mainly Spanish titles but overall English titles have improved consultations thanks to the launch of the EFA Global Monitoring Report and the continued standing of the World Water Development Report 4 and the Engineering Report. Views of UNESCO publications on Google were much better than in September and for the same month in 2011.

Bookshop and online sales were dominated as usual by World Heritage publications but with good sales of EFA Global Monitoring Report and the Memory of the World publications, both launched in October.

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

	Title	Sector	Language	Views	Published
1	Youth and skills: putting education to work, EFA global monitoring report, 2012	ED	English	8 687	Paris, UNESCO, 2012
2	Cultura de paz: da reflexão à ação; balanço da Década Internacional da Promoção da Cultura de Paz e Não Violência em Benefício das Crianças do Mundo	CLT	Portuguese	7 117	Brazil, 2010
3	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	6 981	Paris, 2005
4	Los Jóvenes y las competencias: trabajar con la educación, informe de seguimiento de la EPT en el mundo, 2012 (Youth and skills: putting education to work, EFA global monitoring report, 2012)	ED	Spanish	5 141	Paris, UNESCO, 2012
5	Actividades de educación ambiental para las escuelas primarias: sugerencias para confeccionar y usar equipo de bajo costo (Environmental education activities for primary schools: suggestions for making and using low cost equipment)	ED	Spanish	4 895	UNEP, 1992
6	Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	4 429	Buenos Aires, 2001
7	United Nations world water development report 4: managing water under uncertainty and risk	SC	English	4 017	Paris, 2012
8	Engineering: issues, challenges and opportunities for development; UNESCO report	SC	English	3 384	Paris, 2010
9	El Ramayana y el Mahabharata: dos grandes epopeyas del Asia (The Ramayana and the Mahabharata: two epics of Asia)	UNESCO Courier	Spanish	2 820	Paris, 1967
10	Diversidad cultural: materiales para la formación docente y el trabajo de aula; volumen 3	CLT	Spanish	2 729	Santiago, 2005

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



6.2 Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, 231 UNESCO publications (mainly recent titles) are available on the service, which allows readers to search for and browse these books online.

Month	Publications on Google Books	Book visits	Pages viewed	Book visits with buy clicks
October 2012	231	16 409	276 094	123
October 2011	147	16 889	259 064	67



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

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

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

6.3 UNESCO Bookshop bestsellers*

Bookshop sales of UNESCO publications in October, top 5

	Title	Copies sold	Sector
1	UNESCO World Heritage Desk Diary 2013	97	CLT/WHC
2	Memory of the World The Treasures That Record Our History from 1700 BC to the Present Day	43	CI
3	The World's Heritage – The Bestselling Guide to the Most Extraordinary Places - Edition 2012	39	CLT/WHC
4	Water and Peace for the People Possible solutions to water disputes in the Middle East	25	SC
5	Cultural Property in War: Improvement in Protection Commentary on the 1999 Second Protocol to the Hague Convention of 1954 for the Protection of Cultural Property in the Event of Armed Conflict	20	CLT

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

	Title	Copies sold	Publisher
1	Charte des Nations Unies et statut de la Cour Internationale de Justice	7	UN
2	Papa tu peux sauver la planète ! /Daddy you can save the planet! Colouring Book for kids who want to educate their parents	6	UN
3	Places of Wonder and Discovery	4	Our Place
4	Charter of the Unites Nations and statute of the International Court of Justice	4	UN
5	Réflexions sur le développement, Joseph Ki-Zerbo -	1	Fondation Joseph Ki-Zerbo

6.4 Online and international sales

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

	Title	Copies sold	Sector
1	2012 Education for All Global Monitoring Report	51	ED
2	UNESCO World Heritage Desk Diary 2012	41	CLT
3	Memory of the World	40	CI
4	Water Resources Systems Planning and Management	39	SC
5	Savoirs des femmes : médecine traditionnelle et nature	22	SC

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

Bookshop sales of UNESCO publications, lowest sellers in October

Title	Copies sold	Sector
Museum International n°249/250 - Les bénéfiques sociaux du patrimoine	0	CLT
Patrimoine Mondial Revista n°63 Patrimoine Mondial y Belleza natural paisajística	0	CLT/WHC
Liberté de connexion - Liberté d'expression Écologie dynamique des lois et règlements qui façonnent l'Internet	0	CI
Compendio mundial de la educación 2011 Comparación de las estadísticas de educación en el mundo	0	ED
Patrimoine Mondial – Revista N°62 - Patrimoine Mondial y Indigeneidad	0	CLT/WHC

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

Title	Copies sold	Sector
Rapport mondial sur les sciences sociales 2010	0	SHS
Atlas mondial de l'égalité des genres dans l'éducation	0	UIS
Recueil de données mondiales sur l'éducation 2011	0	UIS
Bouba and Zaza promote girl's education	0	ED
Bouba et Zaza encouragent l'éducation des filles	0	ED

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

6.6 Licensing and co-publishing agreements and amendments, October 2012

Contract No.	Title	Publisher	Language	Date of signature
J.2012-022	Amazing Africa	Edition Lammerhuber	English/ French/ German	26/10/2012
J.2012-023 (remplace J.2012-006 annulé)	Engineering: Issues, Challenges and Opportunities for Development	Institute of Education- Tsinghua University/China Central Compilation and Translation Press (CCTP)	Chinese	12/10/2012
J.2012-024	The United Nations World Water Development Report 4: Managing Water under Uncertainty and Risk	China Water & Power Press	Chinese	26/10/2012

6.7 Permissions granted to use or translate UNESCO content, October 2012

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Les Classiques Africains/Repro Plus Ltd	«Les droits de la femme expliqués à ma fille – Le cas de la Côte d'Ivoire », Heidi Wunram, Programme d'Orientation, de Conseil et de Développement de la Jeunesse pour l'Afrique, pp. 5, 7, 23, 25, 29, © UNESCO 2001	For inclusion in the work provisionally entitled <i>Je lis et j'écris – CM1</i> to be published in September 2013 by Les Classiques Africains/Repro Plus Ltd, for a total print run of 25,000 copies in print form to be sold at an estimated price of 4, 20 €	Non-exclusive rights for this edition only, for distribution on the territory of the Ivory Coast; due acknowledgement of UNESCO; free of charge.	18/10/2012

Nottingham Contemporary	«René Depestre : entre utopie et réalité», interview, in <i>The UNESCO Courier</i> , pp. 47-49, December 1997 © UNESCO 1997	For inclusion in the forthcoming work provisionally entitled <i>Kafou – Haiti, Art and Voodoo</i> , edited by Kathy Noble, to be published in November 2012 by Nottingham Contemporary for a total print run of 1,000 copies in print form, to be sold at an estimated price of GBP 20.	Non-exclusive world rights for this edition only, in the English language; fee = GBP 50; due acknowledgement of UNESCO.	19/10/2012
Alia Vox	<i>Les sept savoirs nécessaires à l'éducation du futur</i> , par Edgar Morin, chapitres 3, 4, 6, 7, © UNESCO 1999	Pour inclusion dans le livret du CD de M. Jordi Savall - Artiste pour la Paix et Ambassadeur de bonne volonté de l'UNESCO - provisoirement intitulé <i>Da Pacem</i> (textes, art et musiques pour la paix), dont la sortie est prévue pour décembre 2012 et qui sera tiré à 20 000 exemplaires pour un prix de vente unitaire de 27 €.	Droits non-exclusifs pour les langues française et anglaise, pour distribution dans le monde entier ; mention de la source, à titre gracieux.	23/10/2012
Gallimard, en tant que coéditeur	Extraits de textes de Tchouang-tseu tirés du recueil <i>Œuvre complète</i> : <ul style="list-style-type: none"> - « Ciel et terre » ; - « La voie du ciel » ; - « Joie suprême » ; - « Avoir une pleine compréhension de la vie » : - « Discours sur l'épée » ; - « Le vieux pêcheur » 	Pour inclusion dans la collection Folio 2 euros sous le titre <i>Joie suprême et autres textes</i> , à paraître en février 2013.	Selon les modalités prévues dans le contrat de coédition de 1967 et son avenant de 1985.	24/10/2012

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

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

7.1. Number of events by “Major Programmes”

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
CLT	16	6	10	
CI	15	7	8	
ED	15	11	2	2
SC	13	9	4	
ERI	9	9		
SHS	7	4	3	
ODG	4	4		
GBS	1	1		
BSP	1	1		
Total	81	52	27	2

7.2 Events organized by Field Offices/ Institutes

Almaty	1
Apia	2
Bangkok	1
Cairo	2
Havana	1
Montevideo	3
Nairobi	7
Quito	1
Rabat	1
Santiago	2
Venice	6
IIEP	1
UNEVOC	1
Total	29

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

Type of Events taking place	at HQS	away from HQS
Category 2-Intergovernmental meeting	-	-
Category 3- Non-governmental conference	1	-
Category 4- International Congress	-	3
Category 5-Advisory Committee	-	1
Category 6-Expert Committee	2	3
Category 7-Seminars and Workshops	-	16
Category 8-Symposium	2	2
Event under patronage	-	2
Exhibition	6	2
Film Projection	-	-
Headquarters Committee	-	-
Concert	1	-
Interagency Meeting	-	2
Consultative Meeting	3	1
Meeting by Member States or Institutions	-	10
Show	3	-
Secretariat meeting	-	-
Special Event	11	4
Working group/Expert Meeting	-	4
Information meeting for Permanent Delegations	-	-
Executive Board	1	-
Prize Giving Ceremony	1	-
Total	31	50

8. UNESCO Headquarters

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

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

8.1 Conferences and Meetings

8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
05/10	Réunion entre les organisations consultatives (ICOMOS-ICCRO-IUCN) et la Directrice générale	CLT/WHC/PSM	Salle VI	50
05/10	Projet des indicateurs de l'enseignant	ED/THE/TEFAS	Salle XIII	35
11/10	Réunion du Comité Consultatif pour les œuvres d'art de l'UNESCO	ADM/ADG/WAP	Salle IX	30
12/10	Le patrimoine et la crise économique	CLT/ADG	Salle IX	50
16/10	Lancement du Rapport mondial de suivi sur l'Education pour tous	ED/EO/MRT	Salle I	450
16-18 /10	IIEP Forum des Politiques	IIEP	Salle III	150
22-23 /10	Groupe de Travail Intergouvernemental ouvert sur l'étendue ou la portée adéquate d'un élément	CLT/CEH/ITH	Salle XI	150
22/10	Cornerstone Presentation	HRM/POL	Salle V	12
24/10	Réunion d'information des Membres du Comité intergouvernemental	CLT/CEH/ITH	Salle XI	50
24/10	Réunion du Bureau du Comité. Convention 2003	CLT/CEH/ITH	Salle XIV	50
24-26 /10	6e réunion de la Consultation collective des ONG sur l'éducation pour tous (CCONG/EPT)	ED/EFA	Salles VI-VIII et IV	150
27-29/10	IPBES conceptual framework expert meeting	SC/UBI	Salle VIII	35
Total participation				1 212

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

8.1.2 External rentals

Date	Title	Organizer	Place	Public
02/10	Réunion dans le cadre des préparations du Conseil exécutif	Délégation perm. de la Pologne	Salle XV	30
03/10	Assemblée générale de l'Association Nouvelle des Ingénieurs de la Radiodiffusion et de la Télévision (ANIRT)	Association Nouvelle des Ingénieurs de la Radiodiffusion et de la Télévision (ANIRT)	Salle IX	40
18/10	Cycle IHEPS 2012-2013 (Institut des Hautes Etudes de Protection Sociale)	IHEPS	Salle IX	55
23/10	Conférence de l'artiste slovène Marko Pogačnik	Délégation perm. de la Slovénie	Salle IV	200
24/10	Meeting on the upcoming presidential election in the United States	Perm. Delegation of the United States of America	Salle II	300
26/10	Colloque sur «La France et ses héros venus d'ailleurs»	Ambassade du Mali	Salle XI et Coul. X-XI	200
Total participation				825

8.1.3 Electoral Groups Meetings

Date	Title	Organizer	Place	Public
01/10	Réunion du Groupe électoral II	Délégation perm. de la République tchèque	Salle XVI	40
01/10	Réunion de l'Organisation de la coopération islamique (OCI)	Délégation perm. du Sénégal	Salle XVI	40
01/10	Réunion du groupe de travail du GRULAC	Délégation perm. du Venezuela	Salle XIV	40

02/10	Réunion du Groupe Electoral II	Délégation perm. de la Fédération de Russie	Salle XVI	40
02/10	Réunion du Groupe Africain	Délégation perm. de l'Ouganda	Salle XIV	50
02/10	Réunions du Groupe UE	Délégation perm. de Chypre	Salle XIII	50
02/10	Réunion plénière du GRULAC	Délégation perm. de la République du Pérou	Salle XIII	70
02/10	Réunion Plénière du Groupe 77	Groupe 77	Salle IX	80
03/10	Réunion l'Organisation de la coopération islamique (OCI)	Groupe OCI	Salle XVI	40
04/10	Réunion du groupe Arabe	Délégation perm. du Royaume d'Arabie Saoudite	Salle III	30
05/10	Réunion du Groupe africain	Délégation perm. de Djibouti	Salle XVI	30
11/10	Réunion interne à la Délégation	Délégation perm. du Royaume de Norvège	Salle III	40
23/10	Réunion du Mouvement des pays non alignés (NAM)	Délégation perm. de la République islamique d'Iran	Salle XIII	40
25/10	Réunion plénière de la région Asie-Pacifique (ASPAC)	Délégation perm. de la République des Philippines	Salle XIV	40
25/10	Réunion plénière du Groupe de l'Amérique latine et des Caraïbes (GRULAC)	Délégation perm. de la République du Pérou	Salle XIII	70
Total participation				700

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

- The October electronic calendar was sent to **4 452 subscribers** (85 new subscribers- 97 deleted email addresses after mailing list cleaning)
- The paper version for October events was printed out in **2 500 copies** (in French)
- **12 events** were organized, co-organized and/or promoted in October by DPI/SPE (Special Events Section)

8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
1-9/10/2012	Polotsk ancient Polotsk contemporary	Permanent Delegation of the Republic of Belarus to UNESCO	Salle des Pas Perdus	N/A
8-12/2012	Ukiyo-e Exhibition of Japanese prints	Culture Sector	Salle des Actes	N/A
12-26/2012	The Preservation of the World Heritage Koguryo Tombs and Mural Paintings	World Heritage Centre	Salle des Pas Perdus	N/A
15-26/12/2012	Cultural Heritage of Iraq	Permanent Delegation of Iraq	Miró Rooms I and II	N/A
16-26/2012	Saqqara, the cradle of Egyptian civilization: around Imhotep Museum	Permanent Delegation of the Arab Republic of Egypt	Miró Room III	N/A
Until December	Memory of the World	Communication and Information Sector	Railings around Hqs	N/A
30/10-9/11/2012	Nature and faces of Cyprus	Permanent Delegation of the Republic of Cyprus	Miró Rooms	N/A

8.2.2 Shows, Screenings and Award ceremonies

Date	Title	Organizer	Place	Public*
15/10/2012	Dementia – Musical show	Permanent Delegation of the Republic of Cyprus	Room I	800
22/10/2012	Banjaran Gatotkaca Traditional javanese opera	Permanent Delegation of the Republic of Indonesia	Room I	1 100
31/10/2012	Celestial Harmony A show on the theme of the "Book of The Path of Virtue" by Laozi	Permanent Delegation of the People's Republic of China	Room I	900

8.2.3 Special Events

Date	Title	Organizer	Place	Public*
5/10/2012	World Teachers' Day	Education Sector	-	400
24/10/2012	UNESCO Open Doors On the occasion of the United Nations Day, From 10 a.m. to 5 p.m.	External Relations and Public Information Sector	-	600

Source: the number of participants for the rooms is estimated by ERI/DPI/SPE and MSS/CLD. Neither means nor tools are available to monitor exhibitions visitors. Room I maximum capacity: 1 350 seats

8.3. UNESCO Visits

The Visitors' Service organized a total of 70 visits for **1 080** visitors in October 2012 (including 24 visits / 598 visitors on Open UNESCO day).

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

1. Requests*	
Number of emails received	N/A
Number of requests received	N/A
Accepted requests	-
Declined requests	-

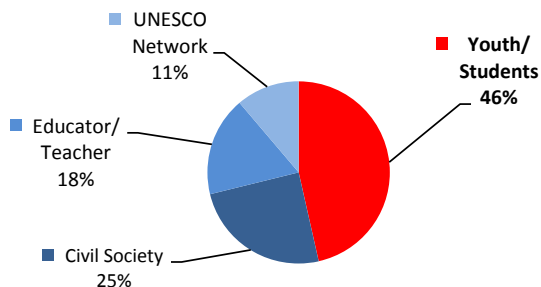
2. Languages*		
Visits in English	11	44%
Visits in French	11	44%
Other	3	12%

3. Type of visits*		
Individual Visits	3	18%
Group Visits	14	82%
Spontaneous Visits	N/A	-
Thematic Conferences	-	0%

4. Origin*		
Africa	20	4%
Arab States	0	0%
Europe and North America *	404	84%
Latin America and the Caribbean	0	0%
Asia and Pacific	58	12%

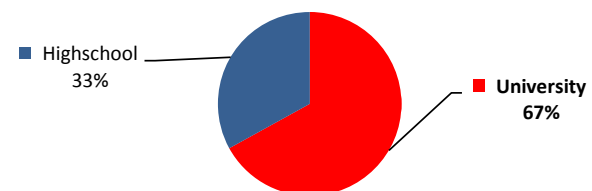
5. Profile of visitors*

85 teachers visited UNESCO this month



Breakdown of 482 UNESCO visitors in October 2012 Source: UNESCO

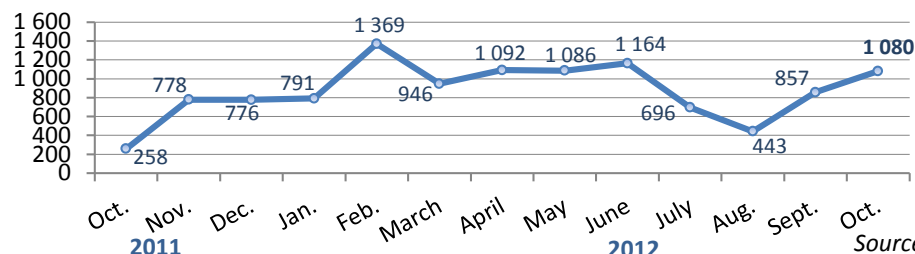
2/3 of young visitors were university students



Breakdown of 482 Youth/Student visitors in Oct. 2012 Source: UNESCO

* The statistics in tables/graphs 1 to 5 do not include the visits on OPEN UNESCO day.

26% increase in visits with the 600 visitors received on OPEN UNESCO day



Visitors received by the Visitor's Service in October 2012 (past 12 months) Source:

9. UNESCO logo exposure

9.1. Patronage

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

The following 10 events which have been granted UNESCO's patronage took place in October 2012:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/10/2012	Korean Republic	"CIOFF World Folkloriada Anseong 2012" organised by Conseil International des Organisations de Festivals de Folklore et d'Arts Traditionnels (CIOFF) and Anseong City of Korea	Civil society	CLT
07/10/2012	India	17th General Assembly of the World Crafts Council in Chennai	Crafts experts & civil society	CLT
11/10/2012	France	Ukiyo-e Commemorative Lectures "Time-slip to 200 years ago - a digital window for the World of Ukiyo-e" organised by the National Federation of UNESCO Associations in Japan (NFUAJ) at the Maison de la culture du Japon in Paris	Civil society	CLT
11/10/2012	France	"Nora's sisters" - an event on gender equality organised jointly by the Norwegian Perm. Delegation, OCDE, the Embassy of Norway to France in cooperation with the Institut du Monde Arabe which will take place at IMA	Civil society	ODG/GE
12/10/2012	Italy & France	Deux colloques internationaux intitulés "L'Europe philosophique et scientifique du Congrès de Bologne (1911) à la première guerre mondiale à Paris et à Bologne respectivement	Academia	SHS
13/10/2012	International	YMCA World Challenge event - 2012 Hoop Springs Eternal (YMCA will mobilize millions to celebrate life-changing stories in their communities)	Civil society	SHS
19/10/2012	France	Edition 2012 des Musicales du Cadre Noir	Civil society	CLT
22/10/2012	Canada	World Summit Award Winners' Event 2012 entitled "Young Digital Planet"	Students & young people	CI
22/10/2012	UNESCO HQ	The performance of "Banjaran Gatotkaca" by the Wayang Orang Indonesia Pusaka	UNESCO networks & civil society	CLT
29/10/2012	Cyprus	International conference on cultural heritage in Kimassol, entitled EuroMed 2012 that has also been supported by the European Commission	Experts working in cultural heritage	CLT

10. Media Partnerships

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

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

10.1 NHK (Japan)

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

Partnership began: August 2004, renewed in August 2009

Duration: until December 2014

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

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

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

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

Regular programmes (NHK General)

Title of the Program: **Series World Heritage 100**

Area of broadcast: **Japan and Worldwide**

Estimate number of households as viewers in Japan (Video Research Inc): **17 791 000 households in main Kanto region = 1 percent of audience share corresponds to 177 910 households in main Kanto region.**

Estimate number of viewers in Japan per episode (Video Research Inc): **889 550 households in main Kanto region.**

Total number of the viewers nationwide has not been surveyed.

<i>Date</i>	<i>Subject</i>	<i>Format</i>
Every day in Japan	Series World Heritage 100	5 minutes
Almost every day worldwide by satellite	Series World Heritage 100	5 minutes

Special programs (Satellite channel)

Estimate number of households as viewers in Japan per episode (Video Research Inc): **80 059** in main Kanto region.

Total number of viewers nationwide has not been surveyed.

<i>Date</i>	<i>Subject</i>	<i>Title</i>	<i>Format</i>	<i>Audience Share</i>
05/10	World Heritage : Journey Across Time	"Croatia – The family bond through toy-making "	59 minutes	0.3 %
19/10	World Heritage : Journey Across Time	"Oman – The mystic power of frankincense "	59 minutes	0.6%

10.2. TBS (Japan)

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

Partnership began: 1994

Product: **A series of TV programmes (30 minutes): The World Heritage** <http://www.tbs.co.jp/heritage/>

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

Countries and regions of broadcast: **Japan**

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

Sponsorship: **SONY**

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience Share</i>
07/10	Kakadu National Park (Australia)	30 minutes	6.3%
14/10	Volcanoes of Kamchatka 1 (Russia)	30 minutes	6.5%
21/10	Volcanoes of Kamchatka 2 (Russia)	30 minutes	6.6%
28/10	Uvs Nuur Basin (Mongol)	30 minutes	8.1%

Average audience share in October: **6.9 percent** (for the first broadcast)

Estimate number of viewers in Japan: **6 297 000** (for the first broadcast)

The total number of audience accessed to the program in October was estimated at **25 322 000**

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

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

Partnership began: October 2010

Duration: until December 2012

Products: **News and interviews**

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

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

Network: partnership with more than 100 foreign news

Links to titles by language (other than Chinese) & site on the web	Nb of reports
English	36
Spanish	8
French	13
Russian	14
Arabic	6
In October, a total of 77 reports were released on UNESCO through Xinhuanet.	

10.4. RIA Novosti

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

Partnership began: September 2010

Duration: until December 2013

Products: **News and interviews**

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

Network: partnership with more than 100 foreign news media

Date	Titles of Reports on UNESCO in Russian	Page Views
01/10	Fire destroys part of medieval market in Aleppo, Syria	387
01/10	French Foreign Ministry accuses Syrian authorities of destroying famous market	153
03/10	Dialog of Civilizations anniversary forum opens in Rhodes, Greece	336
04/10	Cervantino International Arts Festival opens in Mexico	84
04/10	The specifics of different civilizations in the world can no longer be ignored - Yakunin	148
04/10	National Museum of Bosnia-Herzegovina closes due to lack of funding	80
04/10	Rhodes Forum will help create polycentric world order - Lavrov	120
05/10	World Teachers' Day to be celebrated on Friday	1978
05/10	Medvedev congratulates teachers on Teachers' Day	1535
16/10	Lebanese Christian professor receives award from Russian Council of Muftis	68
18/10	Issue of building pipeline through Ukok must be solved through dialog - speaker	106
18/10	Roman Viktyuk Theater in Moscow to close for restoration on October 26	153
19/10	Ulyanovsk State Pedagogical University to open UNESCO faculty	62
19/10	Annual international museum conference opens in Yerevan	28
22/10	Oldest Auschwitz survivor dies in Poland aged 108	1001
23/10	Scientists try to discover how much water Belukha Glacier is losing each year	313
24/10	History, structure, aims and objectives of the United Nations Organization (UN)	229
26/10	Belt wrestling has entered the international sporting arena – Lyudmila Gainanova	172
26/10	Archaeologists discover 4th century BC winery in Sevastopol	822
27/10	World Day for Audiovisual Heritage	84
31/10	Alpine ski complex to be built on Lake Teletskoye for 0.5 billion rubles	130
31/10	Water quality in Lake Baikal deteriorated in 2011 due to BPPM discharges - report	38
31/10	Sturgeon numbers in Lake Baikal not rising because of poachers – Natural Resources Ministry	65
Total reports in Russian:23		Total page views: 8 092

Date	Titles of Reports on UNESCO in French	Page views
01/10	Destruction des souks d'Alep: Paris accuse le régime	French
02/10	Vincent Deraet	French
04/10	Les titres du 4 octobre 2012	French
09/10	Conflit palestinno-Israélien: Moscou appelle les parties à la retenue	French

22/10	France: un monument dédié aux pères de l'UE	French
22/10	Pologne: le doyen des rescapés d'Auschwitz mort à l'âge de 108 ans	French
26/10	Lavrov en tournée au Proche-Orient début novembre	French
31/10	Les titres du 31 octobre 2012	French
Total reports in French: 8		Total page views: 43

Date	Titles of Reports on UNESCO in Spanish	Page views
01/10	Un incendio provocado por hostilidades destruye gran parte del zoco medieval de Aleppo	Spanish
11/10	UNESCO condecora a cinco científicos rusos por el desarrollo de la nanotecnología	Spanish
22/10	El más anciano de los ex prisioneros del campo nazi de Oswiecim muere a los 108 años	Spanish
Total reports in Spanish: 3		Total page views: 28

Date	Titles of Reports on UNESCO in French	Page views
07/10	Russland finanziert Restaurierung orthodoxer Klöster und Kirchen im Kosovo	German
10/10	Jordanischer König ernennt neuen Premier	German
Total reports in German: 2		Total page views: 30
TOTAL REPORTS: 36		TOTAL page views in October: 8 193

10.5 Südwestrundfunk (SWR) - www.schaetze-der-welt.de

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

Partnership began: 1995

Products: **Documentary films – 399 films produced to date**

Output: **3 sat** (Cultural channel for Germany, Switzerland and Austria), **Phoenix** (Documentary channel for Germany),

SWR Fernsehen (Regional channel of ARD) and [Südwestrundfunk website](#)

Films shown on World Heritage in October 2012: **Treasures of the World – Heritage of mankind**

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

Day/time	Nb of films	Audience share	Viewers / film	Total viewers
Sunday 7.45 pm	4	0.3	75 000	300 000
Monday 12.45 pm	5	0.7	60 500	300 000
Tuesday 9.45 pm	0	-	-	-
Extra shows, different times	0	-	-	-
Total	9 films	-	135 000	600 000

▪ Phoenix – documentary channel (Germany)

Day/time	Nb of films	Audience share	Viewers / film	Total viewers
Different days and times	8	1.3	80.000	640.000
Total	8	-	80 000	640 000

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

Day/time	Nb of films	Audience share	Viewers / film	Total viewers
Saturday 6 am	4	3.3	30 000	120 000
Saturday 16.45 am	4	6.1	12 500	50 000
Extra shows, different times	0	-	0	0
Total	8	-	42 500	170 000