



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2012/PIPMR/24

Monthly Report on the Use of UNESCO Public Information Products

November 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

Media coverage of UNESCO was again above average for the month of November, with a total of 16,268 articles mentioning UNESCO monitored in leading media outlets around the world.

The peak in coverage at the end of the month was due to the vote for Palestinian membership by the UN General Assembly. UNESCO was mentioned almost systematically in the many thousands of articles on this subject, with journalists recalling the membership vote at UNESCO in 2011 and its consequences.

The nomination of three Goodwill Ambassadors - Plácido Domingo, Danilo Pérez and Juan Diego Flórez - was very well received, especially in the Latin American and Spanish media, which published hundreds of stories on the three men. The meeting on the UN Plan to improve safety of journalists also received good coverage in several regions. A number of op-eds were published on the subject in key news outlets, such as The Huffington Post.

The roll of education stories that started in October with the launch of the GMR and the shooting of Malala Yousafzai in Pakistan continued throughout November, fuelled by ongoing debate about the state of girls education - and education generally - in Pakistan and the Malala Day event with Gordon Brown on 10 November, as well as the WISE conference in Doha. UNESCO data was systematically cited in these stories, with the Organization being presented as a reliable and authoritative source on education issues and statistics.

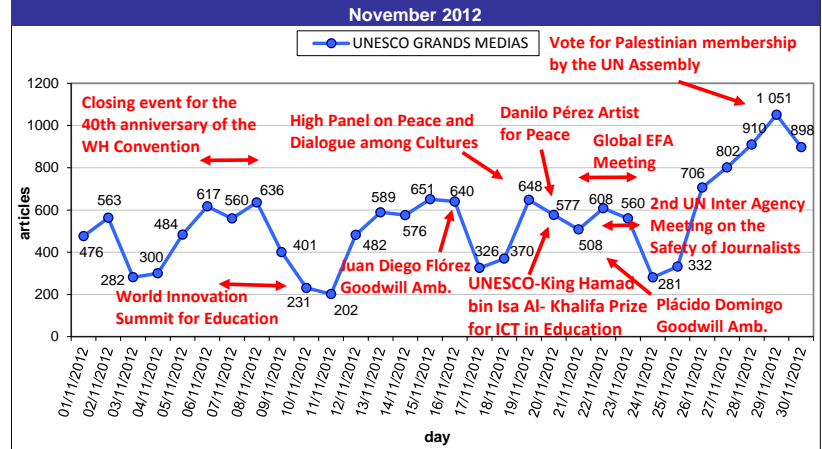
The following events are highlighted in the Major Events pages:

- **Closing Event of the Celebration of the 40th Anniversary of the World Heritage Convention (6-8 Nov.)**
- **High Panel on Peace and Dialogue among Cultures (19 Nov.)**
- **Juan Diego Flórez and Plácido Domingo designated UNESCO Goodwill Ambassadors (16 and 21 Nov.), and Danilo Pérez UNESCO Artist for Peace (20 Nov.)**
- **Global Education for All Meeting (21-23 Nov.)**
- **2nd UN Inter-Agency Meeting on the Safety of Journalists and the Issue of Impunity (22-23 Nov.)**

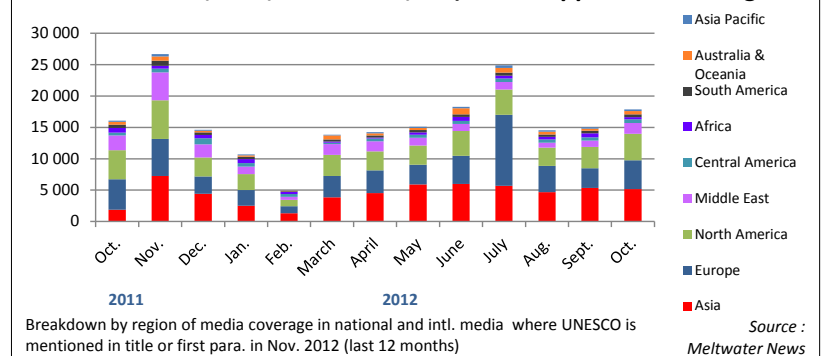
UNESCO Website and Social Media Channels

November continued the strong traffic trend of the last six months, with visits averaging 2 million, even despite the small inflection in comparison to October, a month rich in activities. World Philosophy Day and the Time Capsule events saw a 42% increase of traffic for Social and Human Sciences, as well as the nomination of Plácido Domingo.

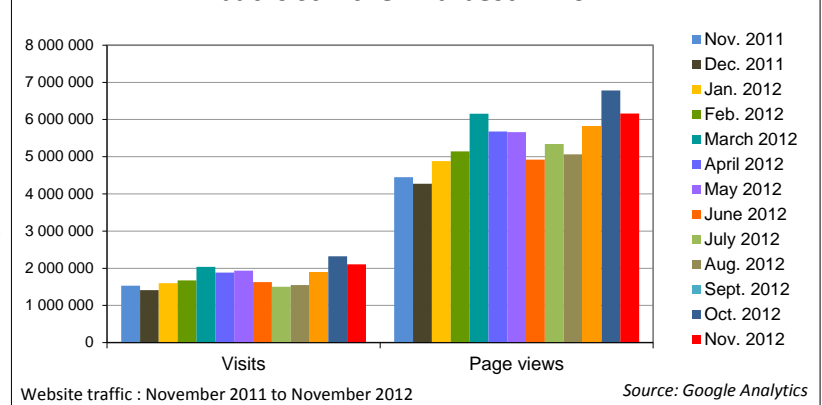
Articles published daily in leading national and international titles in which “UNESCO” appears in the title or first paragraph of a story



Media coverage increased in Central America (+39%), Asia (+15%), South America (+13%) and Africa (+3%), but dropped in other regions



Web traffic dropped by 9%, but is still the 2nd best in 2012



Since their new page layout format was optimized for social media in September, feature stories continue to gain strong momentum, driving traffic to both unesco.org and social media channels. Available in all 6 UNESCO languages and aimed at the general public, feature stories are enriched with multimedia content and links to UNESCO's wide range of online resources. As such, they provide the basis for helping non-expert audiences engage with UNESCO's work, as we see in this month's results (see Chapter 3). The development of infographics as a web communications tool has also gained strong traction. Prepared by UIS, the [Global Education Digest 2012 infographic](#) received 351 likes, and remarkably, 440 shares.

For World Philosophy Day, a social media campaign was launched to encourage civil society to leave their messages for future generations in the time capsule buried at UNESCO. About 300 messages were collected - a fairly low number considering that the main feature story, created specifically to pitch this campaign, was viewed 12K times. Better results could have been achieved if the official media partners who have a targeted audience interested in philosophy – such as *Philosophie Magazine*, which hosted the Day's Philosophy Café at Headquarters – had promoted our efforts on their web or social media. Even though this failure was signaled last year, negotiations to contractually ensure cross-promotions were forgotten again this year.

Google+ (the 2nd biggest Google+ account in the UN system, after the UN HQ account (740K followers)) is growing strong with almost 130K followers. Within a couple of months it is approaching the already high but stagnating number of Sina Weibo fans which reflects the platform's overall stagnation within China. New partners will be needed to reach new audiences.

UNESCO Publications

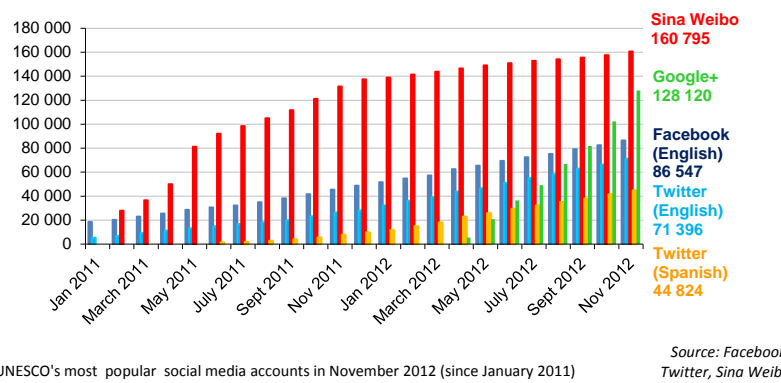
November saw an abnormal decrease in on-line consultations for the top ten viewed publications compared to October 2012 and November 2011. This could be due to accessibility problems with the UNESCO web site in general rather than a drop in interest for UNESCO Publications. The top 10 best online views are still mainly Spanish and Portuguese titles thanks to the General History of Africa and the summary of the EFA Global Monitoring report. In English the World Water Development Report 4 and the Engineering Report continue doing well. Views of UNESCO publications on Google were much better than in October and for the same month in 2011.

Bookshop and online sales were dominated as usual by World Heritage and the Memory of the World publications. Both the EFA Global Monitoring Report 2012 and the Global Education Digest 2012 continue to sell well.

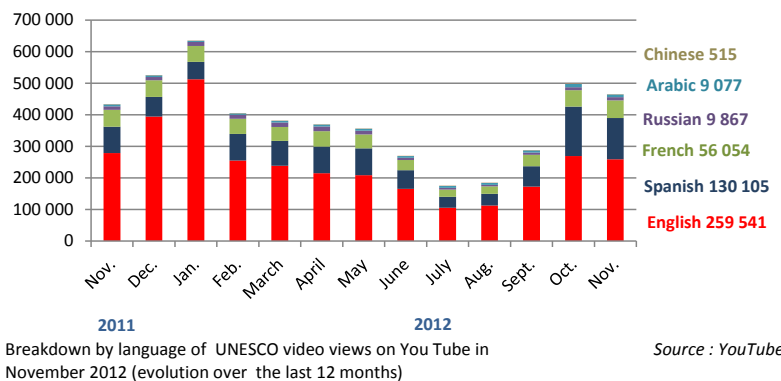
UNESCO Visits

Thanks to the volunteers who reinforced the currently one person visitor's service, the drop in visits has been limited to 30% and remains in line with same month last year (see graph to the right).

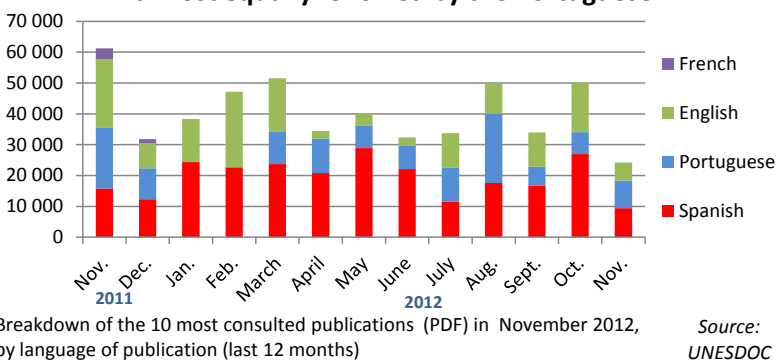
Evolution of social media accounts from January 2011 to November 2012



Video views on UNESCO Channels on YouTube dropped by 7%, but November remains the second best month in 2012



Consultations decreased by 50% from October 2012, and by 60% from November 2011 - Spanish titles are the frontrunner, almost equally followed by the Portuguese



Number of visitors received dropped by 30% after last month's OPEN UNESCO Day success



Major events:

I. Closing Event of the Celebration of the 40th Anniversary of the World Heritage Convention (6-8 November 2012)

The Closing Event of the Celebration of the 40th Anniversary of the World Heritage Convention was a three-day event of presentations and panel discussions related to pertinent issues of the World Heritage Convention, particularly in line with the theme for the year, World Heritage and Sustainable Development: the Role of Local Communities.

Communications activities for the Closing Event in Kyoto involved the preparation of news items and posting them with photographs on the World Heritage Centre website (and the UNESCO Culture website), live streaming of the event, and coordinating the press conferences held at the beginning and the end of the event. The sessions were streamed live on the World Heritage Centre website via UStream, without interpretation, and recorded extracts of the sessions can still be seen on the website as of 5 December 2012.

Almost all press present at the Closing Event were Japanese, with 20 media represented in total including 7 television stations, two press agencies, 8 newspapers, and 3 English-language journals. The press reported on the sessions with the experts and also on the pre- and post-events. One formal interview was given by the Director-General to Mainichi newspaper, which will appear in a special New Year's 2013 issue, with a special feature on natural sites of World Heritage. Media relations were coordinated with Mr Toshiaki Kadokura, Multilateral Cultural Cooperation Division, Japanese Ministry of Foreign Affairs.

Participants: 661 persons including 69 from 5 organizing institutions (UNESCO, Ministry of Foreign Affairs, Agency for Cultural Affairs, Ministry of the Environment and the Forestry Agency), from 61 countries.

Public: Heritage experts and conservationists from around the world; representatives of the Advisory Bodies to the Convention; delegations; Japanese dignitaries; NGOs; students; citizens.

Communication materials and activities:

- Media advisory
- [Dedicated webpage](#)
- [40th Anniversary brochure](#) (available in En/Fr/Es)
- 2012-2013 World Heritage maps (English and French)
- Programme in English, French and Japanese
- 40th anniversary pins
- Live streaming of the event
- Press conferences

Webcast/Live streaming connections: 4 217 connections (+ 1 520 views for videos on demand)

Website statistics: [Dedicated webpage](#): 70 visits / 137 page views; [Media advisory](#): 82 visits / 422 page views
Peak on the World Heritage Centre website on 6 November, with 1 968 page views (10 797 page views for the whole month - the most viewed was the page dedicated to the 40th anniversary (whc.unesco.org/en/40years) with 5 992 page views

Press coverage: Press conferences were held on the first and last days of the event. Most press were Japanese, with 7 television stations, two press agencies, 8 newspapers, and 3 English-language journals. The press reported on the sessions with the experts and also on the pre- and post-events.

Social media:

2 tweets, 1 Google Plus post (29 shares) and 1 Facebook post (298 likes), with very encouraging comments.
Brasilia Office: Facebook: 1 post / 48 likes / 55 shares / 1.569 people reached; Twitter: 1 tweet / 4 retweets

II. High Panel on Peace and Dialogue among Cultures – third meeting (19 November 2012)

The High Panel on Peace and Dialogue among Cultures took place on 19 November at UNESCO Headquarters. The theme of the debate was “Building Peace: UNESCO’s role in the next decade” – with special emphasis on engaging youth in building sustainable peace and societies.

The third meeting of the High Panel consisted of a private session (morning), chaired by the Director-General, Irina Bokova and a Public Forum (afternoon) moderated by two High Panel participants: Homi K. Bhabha and Attiya Inayatullah. The participants in the private session were: His Royal Highness Prince Turki Al Faisal Al Saud (Saudi Arabia), Nassir Abdulaziz Al-Nasser (Qatar), Akhtar A. Badshah (USA), Homi K. Bhabha (India), Vicente Fox (Mexico), Attiya Inayatullah (Pakistan), Nasser David Khalili (United Kingdom), Amin Maalouf (Lebanon), Luc Montagnier (France), Jean Ping (Gabon), Laetitia Yamon Sagnon (Guinea), Rabbi Arthur Schneier (USA), Vladimir Yakunin (Russian Federation).

During several hours of intensive debate, the High Panel participants exchanged on how to reach out to youth, involve youth, and make them a part of the search for responses to contemporary challenges. Young people today have grown up in a world characterized by flux and uncertainty, creating feelings of “disjointedness”. In this context, a growing number of young people are interested in resolving global issues and they willingly display and share their creative views, innovative agendas and dreams for the future. Their aspirations to civic engagement and economic empowerment must be taken seriously and new spaces of dialogue opened up for young people to become social agents and change-makers in their own right.

Participants: Private session (morning): 14 participants; Forum (afternoon): more than 400 people including the participants in the High Panel.

Public: Public Forum: Member States, the UNESCO Community at large, and the participants in the High Panel.

Communication materials and activities:

- Media advisory
- News
- Concept note (available in English and French)
- Programme (available in English and French)
- [Dedicated webpage](#)
- Photo gallery
- 6 video interviews

Website statistics: Dedicated webpage: 177 visits / 974 page views; Media advisory: News: 36 visits / 517 page views

Press coverage: This event did not generate any interest in the press.

Social media: A few tweets covering the main spirit of this panel were published, but feedback was very limited since the general public couldn’t participate in live panel discussions via social media. This interactive dimension should be systematically implemented in all such panels. Interviews with a selection of panelists were done for posting on iTunes.

III. Juan Diego Flórez and Plácido Domingo designated UNESCO Goodwill Ambassadors (16 and 21 Nov. 2012), and Danilo Pérez UNESCO Artist for Peace (20 November 2012)

Juan Diego Flórez, tenor from Lima, Peru was designated UNESCO Goodwill Ambassador 'in recognition of his dedication to initiatives related to social inclusion and education, especially in his capacity as President of the Foundation *Sistema de Orquestas Infantiles y Juveniles del Perú*, and for his dedication to the ideals and aims of the Organization.' The ceremony took place on 16 November, at UNESCO Headquarters (Hall Ségur) within the framework of the official visit of the President of Peru to UNESCO, who also delivered a speech.

Danilo Pérez, Panamanian musician, was designated UNESCO Artist for Peace in recognition of his efforts to provide outreach music programmes to children living in extreme poverty in Panama, his commitment to initiatives related to social inclusion and education, and his dedication to the ideals and aims of the Organization.' The ceremony took place at UNESCO Headquarters (Salle Miro I). It was followed by a concert by Danilo Pérez, his musicians and students from the Conservatoire de Paris.

Plácido Domingo, famous opera tenor and conductor, born in Madrid, Spain was designated UNESCO Goodwill Ambassador in recognition for his "exceptional artistic career, his inestimable support for young opera artists throughout the world and his dedication to the values and ideals of UNESCO." The ceremony took place at UNESCO Headquarters (Room I) and was followed by a musical performance by sopranos Angel Blue and Micaëla Oeste accompanied on the piano by Timothy End, and UNESCO Artist for Peace violinist Ino Mirkovic and pianist Ksenia Kogan.

In honour of Plácido Domingo, a charity gala dinner was organized at UNESCO's Restaurant, with the proceeds going to UNESCO's flagship Education For All (EFA) Programme and the Plácido Domingo-UNESCO Festival in Sevilla, Spain. The event proved a success and the guest list comprised of various personalities from the artistic, business and humanitarian fields.

Participants: J. D. Flórez: Around 300 people. D. Pérez: around 120 people. P. Domingo: around 1,200 people in Room I and 200 for the charity gala dinner.

Public: J. D. Flórez: mainly Permanent Delegations and Latin American UNESCO Staff;
D. Pérez: Permanent Delegations, Latin American UNESCO Staff, Students of the Conservatoire de Paris;
P. Domingo: In Room I : Permanent Delegations, 200 VIPs, UNESCO Staff, journalists, and the general public for more than half; For the charity gala dinner: Some delegates, UNESCO Staff, UNESCO Goodwill Ambassadors and Artists for Peace, VIPs, journalists, and half from the general public.

Communication materials and activities:

- One Press release for each designation
- Photo galleries for the 3 nominations
- 2 video interviews with Plácido Domingo (English/Spanish)
- Video clip of the ceremony and concert for Plácido Domingo
- Charity gala dinner
- B-roll, video clip (English/Spanish) and video interview with Danilo Pérez (Spanish)
- Video clip with Juan Diego Flórez

Website statistics: Plácido Domingo/Danilo Pérez [Web release](#) : 179 visits / 776 page views; Photo gallery: 70 visits / 191 page views. Press releases: Plácido Domingo: 352 visits / 947 page views; Juan Diego Flórez: 194 visits / 454 page views; Danilo Pérez: 160 visits / 496 page views.

Press coverage: Press coverage for these three nominations was global and enthusiastic. Most articles were published in Latin and Central America, with the press release issued by DPI used as the basis for dozens of stories in national and local news outlets in all countries of the region.

Social media: Social media and web attention to this topic was relatively scant. A feature article dedicated to the nomination of Plácido Domingo and Danilo Pérez had only 2,118 page views, all languages combined. Social media messages on this topic performed best on our Spanish language Facebook and Twitter account, but even there the interest was tepid. None of the 3 nominations had a much relevant impact on Spanish social media channels, from a "likes" or new followers point of view. The public did not react to the different tweets, post or videos in a manner that shows a special enthusiasm about these nominations. Possible reasons: Not Danilo, nor Juan Diego, have many followers on Facebook or Twitter. Plácido was the only one who had an important audience on social media (20,000 on Twitter, 59,000 on Facebook). However, Plácido did not retweet any of our messages, nor shared or liked our posts on Facebook or videos on YouTube. Danilo, on the other hand, did promote our messages, but given the small number of likes/followers he has, this wasn't enough to further spread our messages.

Brasilia Office: Facebook: 1 post / 15 likes / 13 shares / 921 people reached; Twitter: 2 tweets / 14 retweets.

IV. Global Education for All Meeting (21-23 November 2012)

The Global Education for all Meeting (GEM) hosted at UNESCO Headquarters on 21-23 November 2012 gathered 48 UNESCO Member States, the EFA convening agencies, the Global Partnership for Education, multilateral and bilateral agencies, regional organizations, the teaching profession, civil society organizations (CSOs), the private sector, research institutes and foundations. The meeting critically assessed progress towards EFA based on the 2012 Global Monitoring Report (GMR) and regional reports prepared by UNESCO regional bureaus, and agreed on tangible actions for follow-up, particular what is needed for a last big push to reach the EFA goals by 2015. The meeting also agreed on a timeline for starting national EFA reviews in the period up to 2015.

The three-day GEM entailed Senior Officials' Meetings on November 21 and 23, and a High-Level Ministerial Meeting and heads of other EFA constituencies on November 22.

On the evening of the 21st, the Director-General and Assistant Director-General for Education opened the High-Level Ministerial Meeting with speakers including Her Highness Sheikha Mozah Bint Nasser al Missned, UNESCO Special Envoy on Basic and Higher Education; Michaëlle Jean, UN Special Envoy for Haiti; Pascal Canfin, Minister responsible for Development at the French Ministry for Foreign Affairs; and Lubna Sadek (Egypt) and Romain Oria (France) who launched the Youth Version of the GMR. The opening ceremony was followed by a reception with the support of Intel and a designation ceremony of Mr Plácido Domingo as UNESCO Goodwill Ambassador. The evening closed with a gala fundraiser dinner.

During the meeting, UNESCO and EFA Partners organized seven side events at lunch hours. Issues discussed in an intimate setting were learning metrics, repetition and dropout, EFA and the MDGs, gender equality, early childhood education, teacher challenges, and the GMR findings. Partners included the UNESCO Institute for Statistics, the GMR team, UNGEI, UNICEF, OECD, Global Partnerships for Education, the Consultative Group on ECD and the International Task Force on Teachers for EFA.

The participant agreed on a Statement from the meeting.

Participants: About 300 participants, including 25 Ministers.

The nominated countries by UNESCO regional electoral groups to attend GEM 2012: *Group I (N. America/Europe):* Canada, Denmark, Finland, France, Germany, Greece, Norway, Switzerland, UK; *Group II (E. Europe):* Hungary, Latvia, Romania, Russia, Serbia, Slovakia, Ukraine; *Group III (GRULAC):* Brazil, Colombia, Cuba, Grenada, Mexico, Uruguay, Bolivarian Republic of Venezuela; *Group IV (ASPAC):* Afghanistan, China, India, Iran, Japan, Kiribati, Malaysia, Pakistan, Papua New Guinea, Republic of Korea, Thailand; *Group V(a) (Africa):* Congo, Democratic Republic of the Congo, Kenya, Lesotho, Mali, Nigeria, Uganda, Zambia; *Group V(b) (Arab States):* Egypt, Jordan, Libya, Oman, Palestine, Qatar, Saudi Arabia, Sudan

Public: Member States, EFA convening agencies, multilateral and bilateral agencies, regional organizations, the teaching profession, civil society organizations, the private sector, research institutes and foundations.

Communication materials and activities:

- Media advisory
- Welcome video message by UN Secretary-General, Ban Ki-moon
- [Dedicated webpage](#)
- GEM Final Statement adopted by the High-Level Ministerial Meeting
- Seven side events on 21-22/11
- Launch of two publications: [From Access to Equality: Empowering Girls and Women through Literacy and Secondary Education](#) and [Youth Version of the 2012 EFA Global Monitoring Report Be skilled, Be employed, Be the Change Generation](#)

Website statistics: 239 visits / 1 188 page views

Press coverage: This event generated only minor press interest.

Social media: Nothing was published specifically about the conference, as it was essentially an internal discussion between educational policy professionals, governments and NGOs about future directions to take to achieve EFA. During the 3 days of this conference, a higher-than-average number of messages about education as a human right, and the gaping educational disparities worldwide, went out. Most tweets averaged 40 RTs. Please note that messages about EFA go out, just about every day on social media channels, as an editorial fixture in UNESCO's social media communications calendar.

Brasilia Office: Facebook: 1 post / 22 likes / 29 shares / 1.148 people reached; Facebook: 1 post / 22 likes / 29 shares / 1.148 people reached.

V. 2nd UN Inter-Agency Meeting on the Safety of Journalists and the Issue of Impunity (22-23 November 2012)

The 2nd UN Inter-Agency Meeting on the Safety of Journalists and the Issue of Impunity, held at the United Nations Office in Vienna (UNOV) on 22-23 November 2012, was convened by UNESCO and co-hosted by the Office of the High Commissioner for Human Rights (OHCHR), the United Nations Office on Drugs and Crime (UNODC) and the United Nations Development Programme (UNDP).

Its purpose was to formulate a concrete implementation strategy at global and national levels by establishing partnerships with governmental, intergovernmental and other organizations and groups, and by outlining more than 100 areas of work by UN bodies and civil society groups to secure the safety of journalists including: helping governments to develop laws on safety and freedom of expression, awareness-raising for citizens, training in safety and e-safety, provision of health care, emergency responses mechanisms, conflict zones, decriminalization of defamation, and remuneration of journalists, among others. A statement was also issued by civil society delegates.

The meeting brought together representatives from 15 UN bodies and more than 40 non-governmental and intergovernmental organizations, independent experts, media groups and professional associations.

UNESCO's representatives included Jānis Kārklīņš, Assistant Director-General for Communication and Information, and staff from UNESCO offices in Kathmandu, Juba, Nairobi, Islamabad, Baghdad, Amman, Mexico, Montevideo, as a national experience is going to be launched in a selection of first-phase country, among which are Nepal, South Sudan, Pakistan, and Iraq as well as a Latin American country to be selected soon.

Participants pledged that all stakeholders work together and with relevant national authorities to ensure that the recommendations of the UN Plan of Action were applied at the country level.

This meeting follows the endorsement of the UN Plan of Action on The Safety of Journalists and the Issue of Impunity by the UN Chief Executives Board on 13 April 2012.

Participants: 130 people.

Public: UN organizations, intergovernmental and non-governmental organizations, experts and civil society groups.

Communication materials and activities:

- UN and UNESCO Press release
- Message by the Director-General
- UN Plan of Action on the Safety of Journalists and the Issue of Impunity - [Leaflet](#)
- Civil society Statement on the Plan of Action
- [Dedicated webpage](#)
- Powerpoint presentation
- Video message by ADG/CI
- Photo gallery

Website statistics: 1 406 visits / 3 748 page views

Press coverage: Media coverage of this event was not exhaustive. However, articles were published in several high quality media in several regions. The subject also prompted several op-eds, applauding the UN effort in this area and supporting the case for even more concerted action.

Social media: CI and social media teamed up to produce a [feature article](#), targeting the general public, about why everyone is concerned by journalist safety. Viewed 3 243 times in all 6 language versions, and optimized with interactive functions for social media, it represents a new generation of communications outreach materials that attempt to make UNESCO's work relevant, compelling and action-inspiring for non-expert audiences.

Promoted on Facebook and Google+, the article enjoyed higher-than-average success on Arabic, Chinese and Russian channels, but had a tepid performance on English, French and Spanish channels. However, vigorous networking efforts to get all conference participants to promote our advocacy efforts on Twitter resulted in a stunning 347 retweets of this tweet, the most successful ever for the CI sector in the history of our Twitter account: "2012 is the deadliest year for media since we started keeping records & we're only in November". The performance of this tweet is proof of what we have long suspected – that numerate communications for the topic of journalist safety is most effective for the general audience, and that developing infographics would help UNESCO better communicate on this topic.

A final, noteworthy development: In the live coverage of the UN Journalist Safety conference, the official Twitter @UNESCO account introduced audiences to UNESCO's Director for Freedom of Expression via @GuyBerger. He live-tweeted the entire event and represents one of the few UNESCO specialists who are contributing to live social media coverage of key events they are participating in. Efforts are under way to identify and groom such experts as an unofficial (but official) alternative to our institutional messages.

Brasilia Office: Facebook: 1 post / 47 likes / 109 shares / 1.373 people reached; Twitter: 3 tweets / 8 retweets

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

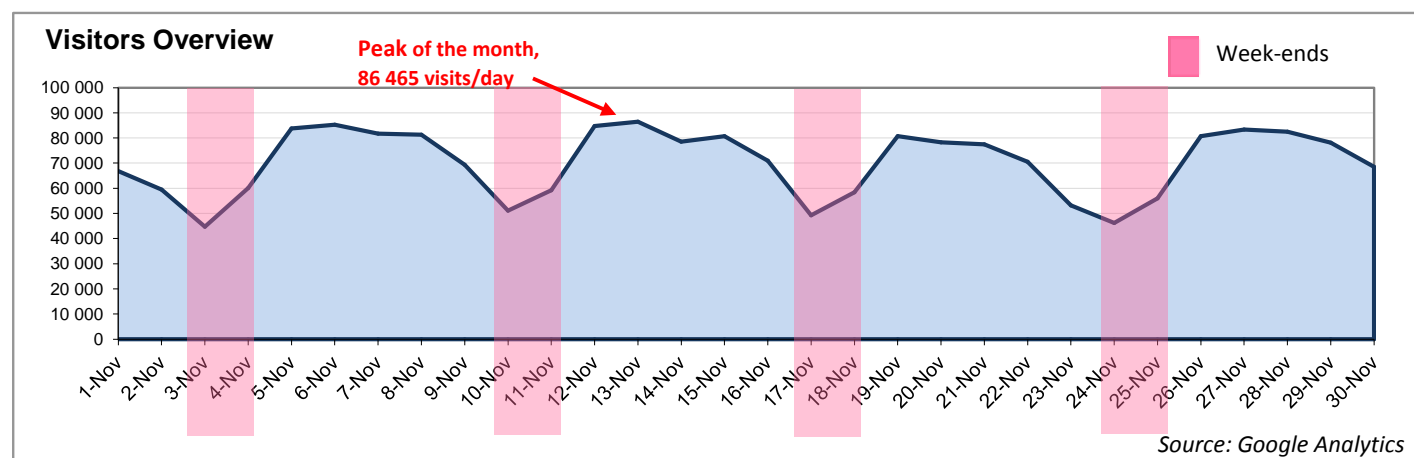
Both a communication and a knowledge management tool, UNESCO's websites, with over 2.7 million pages of content, are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in 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).

November continued the strong traffic trend of the last six months, with visits averaging 2 million, even despite the small inflection in comparison to October, a month rich in activities. World Philosophy Day and the Time Capsule events saw a 42% increase of traffic for Social and Human Sciences, as well as the nomination of Plácido Domingo. After the initial excitement around UNESCOCOMMUNITY the statistics around the new internal communication platform are stabilizing, which explain the drop in visits of about 32% compared to the previous month.

1.1 November 2012 Traffic

Daily Web Traffic Patterns



- Closing event for the 40th anniversary of the WH convention (6-8/11)
- CLACSO Conf. "The state of Social Sciences in Latin America and the Caribbean (6-10/11)
- World Innovation Summit for Education (7-9/11)
- World Science Day for Peace and Dev. (10/11)

- World Philosophy Day (15-16/11)
- Int. Day for Tolerance (16/11)

- High Panel on Peace and Dialogue among Cultures (19/11)
- Plácido Domingo Goodwill Amb. (21/11)
- Global EFA Meeting (21-23/11)
- 2nd UN Inter-Agency Meeting on the Safety of Journalists (22-23/11)

- 1st Tsunami exercise in the North-Eastern Atlantic, Mediterranean ... (27-28/11)

1.2 Monthly visits

	Page views ¹	Monthly variation	Visits ²	Monthly variation	Unique Visitors ³	Monthly variation	New Visitor ³	Returning Visitor
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%
November 2012	6 163 787	-9.09%	2 107 594	-9.27%	1 602 332	-9.93%	70.50%	29.50%

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

Areas of interest	Visits ² in November 2012	Variation vs M-1
UNESCO.ORG	2 107 594	-9.27%
Home & Central Service pages	231 323	-21.70%
Worldwide	22 108	-16.87%
Education Sector	171 759	-6.71%
Natural Sciences Sector	61 839	-7.40%
Social and Human Sciences Sector	48 849	+20.30%
Culture Sector	922 272	-10.03%
World Heritage	848 051	-8.61%
Culture Sector (excluding legacy content)	74 221	-23.55%
Communication and Information Sector	64 539	-11.48%
Field offices (only those tracked)	123 070	-1.51%
UIL*	20 004	-3.90%
IIEP*	171 521	-8.95%
UNEVOC*	35 234	+8.12%

* UIL, IIEP and UNEVOC statistics are tracked separately.

1.4 UNESCO Website Visitors

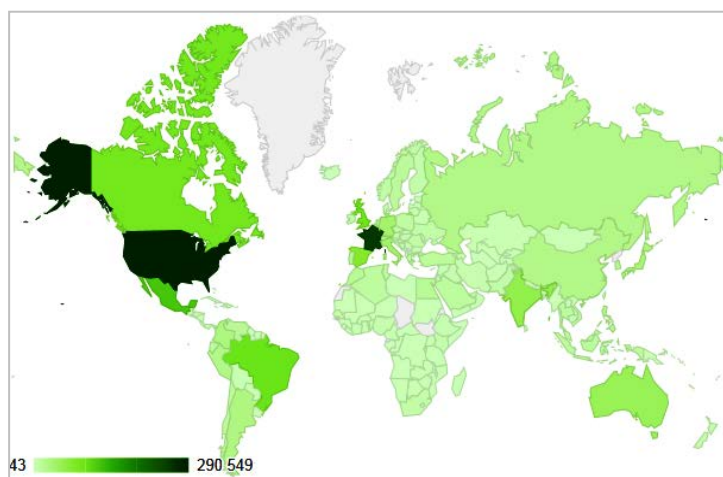
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	290 549	13.79%	-12.48%	2.68	00:02:24
France	256 235	12.16%	-11.39%	3.54	00:04:07
Mexico	122 575	5.82%	-18.03%	2.37	00:02:31
Brazil	96 269	4.57%	-1.37%	2.02	00:02:08
United Kingdom	92 313	4.38%	-2.10%	2.95	00:02:46
Canada	87 537	4.15%	-9.39%	3.86	00:03:55
Spain	71 651	3.40%	-13.83%	3.40	00:03:24
India	57 493	2.73%	-7.89%	2.59	00:02:43
Australia	50 432	2.39%	-32.79%	2.97	00:03:13
Italy	39 942	1.90%	-11.99%	3.58	00:03:12

Top 10 visitors' language

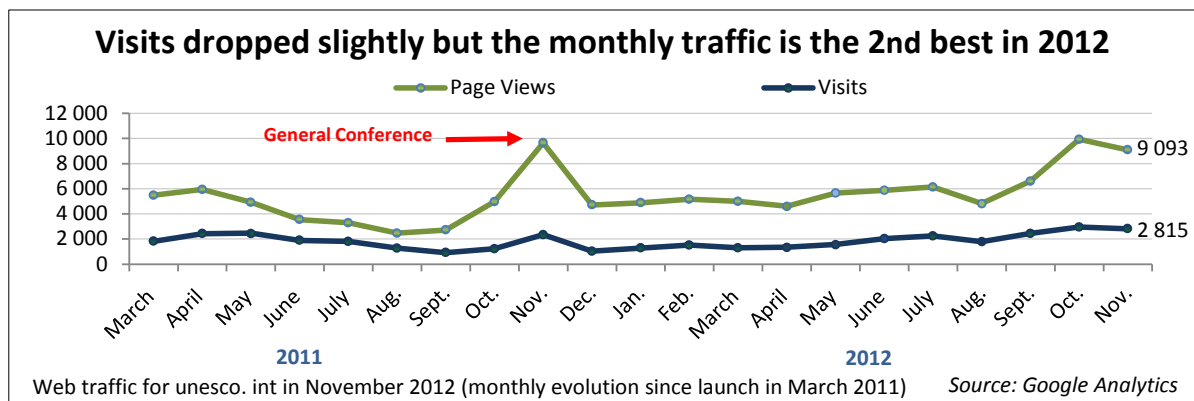
Language	Visits ²	% of Total visits	Variation vs M-1
English	990 816	42.65%	-11.94%
Spanish	336 919	14.50%	-14.71%
French	309 706	13.33%	-8.09%
Portuguese	111 854	4.82%	+2.67%
Russian	42 215	1.82%	-11.51%
German	41 149	1.77%	+5.46%
Chinese	39 862	1.72%	+9.32%
Italian	35 991	1.55%	-9.88%
Japanese	30 052	1.29%	+4.43%
Dutch	22 194	0.96%	-2.75%

Geographical origin of visits (source: Google Analytics)



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

2012	Page views ¹	Monthly variation	Visits ²	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%
November	9 093	-8.38%	2 815	-4.51%	2.89	-6.17%	00:03:28	45.65%	54.35%



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

2012	Page views	Monthly variation	Visits	Monthly variation
October	28 175	-	3 169	-
November	18 948	-32.75%	3 393	+7.07%

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>

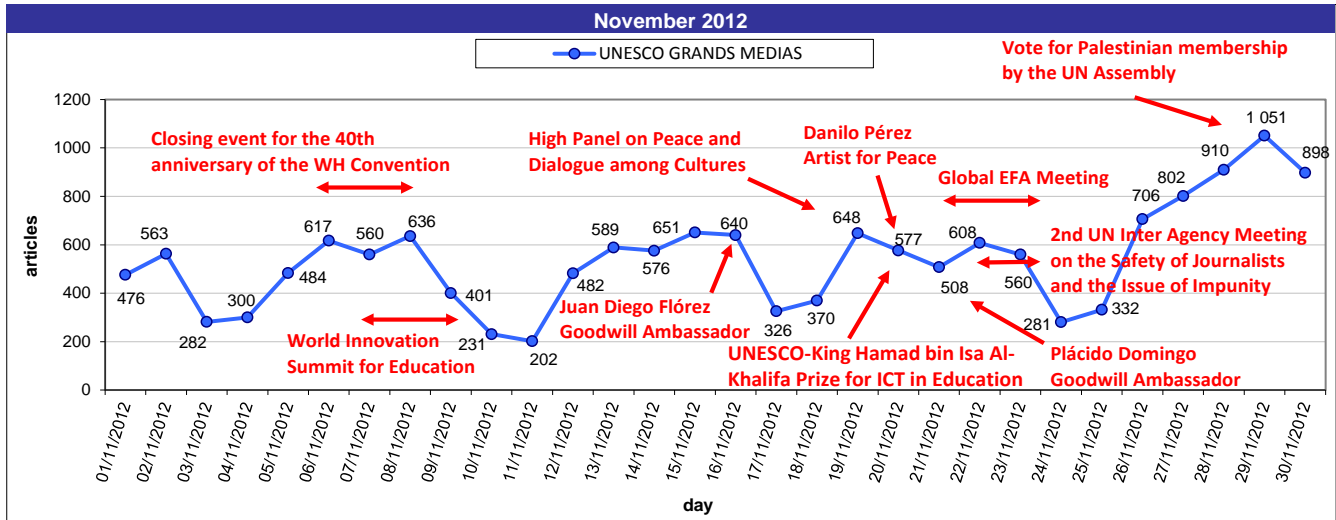
Languages	Page views	Variation vs M-1
Total	108 275	-13.08%
English (EN)	54 771	-14.79%
Spanish (ES)	22 818	-15.77%
French (FR)	14 546	-11.74%
Arabic (AR)	6 559	+8.34%
Russian (RU)	6 451	-17.34%
Chinese (ZH)	3 130	+9.10%

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

1.	05/11	Director-General deeply concerned about killing of Somali radio satirist Warsame Shire Awale
2.	05/11	Closing celebration of World Heritage Convention's 40th anniversary, Kyoto, 6 November
3.	06/11	Vienna meeting to launch implementation of UN Action Plan on the Safety of Journalists
4.	06/11	UNESCO and Pakistan stand up for Girls' right to education
5.	12/11	2011 UNESCO King Hamad Bin Isa Al-Khalifa Prize for Use of ICT in Education rewards projects from Germany and Republic of Korea
6.	14/11	Peruvian tenor Juan Diego Flórez to be named UNESCO Goodwill Ambassador
7.	14/11	Plácido Domingo to be named UNESCO Goodwill Ambassador
8.	14/11	Meeting of UNESCO's High Panel on Peace and Dialogue among Cultures
9.	15/11	Director-General urges investigation into the death in detention of Iranian blogger Sattar Beheshti
10.	19/11	North Atlantic and Mediterranean tsunami warning system put to the test
11.	19/11	Danilo Pérez to be named UNESCO Artist for Peace
12.	21/11	Director-General condemns murder of Mexican journalist Adrián Silva Moreno and his companion
13.	21/11	Director-General deploras attacks on media and schools in Gaza and southern Israel
14.	22/11	Director-General welcomes Ceasefire in Gaza Strip
15.	22/11	Stumbling blocks to universal primary education: Repetition rates decline but dropout rates remain high
16.	22/11	Global Education for All Meeting looks for ways to accelerate progress towards Education for All
17.	22/11	Finland to donate 2.5 million euros to UNESCO
18.	23/11	UN mobilizes to improve safety for journalists and fight impunity
19.	26/11	Intangible Heritage Committee to examine new inscriptions during forthcoming meeting in Paris
20.	28/11	Archbishop Desmond Tutu laureate of the 2012 UNESCO/Bilbao Prize for the Promotion of a Culture of Human Rights

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 November (Source: Meltwater News)



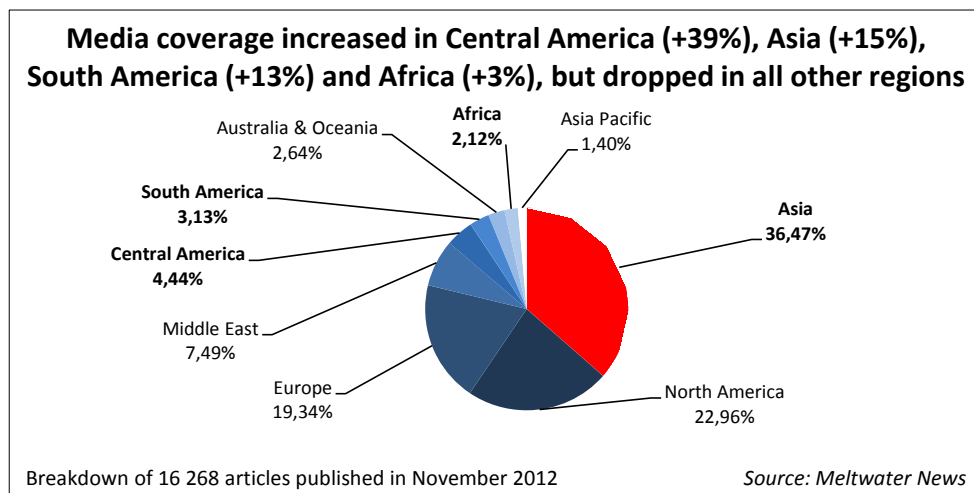
Media coverage of UNESCO was again above average for the month of November, with a total of 16,268 articles mentioning UNESCO monitored in leading media outlets around the world.

The peak in coverage at the end of the month was due to the vote for Palestinian membership by the UN General Assembly. UNESCO was mentioned almost systematically in the many thousands of articles on this subject, with journalists recalling the membership vote at UNESCO in 2011 and its consequences.

The nomination of three Goodwill Ambassadors - Plácido Domingo, Danilo Pérez and Juan Diego Flórez - was very well received, especially in the Latin American and Spanish media, which published hundreds of stories on the three men. The meeting on the UN Plan to improve safety of journalists also received good coverage in several regions. A number of op-eds were published on the subject in key news outlets, such as The Huffington Post.

The roll of education stories that started in October with the launch of the GMR and the shooting of Malala Yousafzai in Pakistan continued throughout November, fuelled by ongoing debate about the state of girls education - and education generally - in Pakistan and the Malala Day event with Gordon Brown on 10 November, as well as the WISE conference in Doha. UNESCO data was systematically cited in these stories, with the Organization being presented as a reliable and authoritative source on education issues and statistics.

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



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

Date	Subject / Title	Language	Media
13/11/2012	Putting Education First	Arabic	Al-Hayat (Saudi Arabia)
27/11/2012	Halting trafficking in cultural property	Turkish	Cumhuriyet (Turkey)

2.5 Interviews given (by subject and media)

Subject	Interviewee	Language	Media (press TV Radio)
Cultural diversity	Alain Godonou	French	Quotidien du peuple (PRC - Paris correspondant)
Diversity of marine species	Ward Appeltans	English	BBC Radio 5 Live (UK)
Pyramids of Giza	Véronique Dauge	English	The Independent (UK)
Impact of tourism on Venice	Peter Debrine	English	Deutsche Welle (Germany)
Cornwall and West Devon Mining Landscape	Roni Amelan	English	Tavistock Times (UK)
World Heritage	Roni Amelan	English	ITV (UK)
World Heritage – Pyramids	Véronique Dauge	English	Egypt Daily News
Autonomous University of Mexico World Heritage	Roni Amelan	English	The Art Newspaper (UK)
GRASP	Doug Cres	Spanish	RFI Spanish
Teaching and Learning for a Sustainable Future	Bernard Combes	English	The Guardian (UK)
Tsunami exercises in Mediterranean countries and North Atlantic	Francesca Santoro	English	International Business Times-London (UK)
Tsunami exercises in Mediterranean countries and North Atlantic	Francesca Santoro	French	Sipa Press (France)
Tsunami exercises in Mediterranean countries and North Atlantic	Francesca Santoro	Spanish	OurAmazingPlanet.com
Journalist safety	Silvia Chocarro	Spanish	Radio Cadena SER (Spain)
Trifinio Biosphere Reserve	Miguel Clüsener-Godt	Spanish	Prensa Latina
Qhapaq Nan	Nuria Sanz	Spanish	RFI Spanish
UNESCO 67th birthday	Lucia Iglesias	Spanish	Radio Universidad de Buenos Aires
Plácido Domingo- Goodwill Ambassador	Plácido Domingo	Spanish	EFE (Spain)
Plácido Domingo- Goodwill Ambassador	Plácido Domingo	Spanish	Reforma (Mexico)

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 November 2012.

	Subject	Downloads	Media
1	MAB	1	N/A
2	Tribute to Malala Yousafzai	1	Saudi TV
3	WHC	12	N/A
4	Intangible Heritage	5	N/A
5	Education	7	Associated Press
6	Palestine	1	Saudi TV
7	UNESCO Headquarters	4	N/A
8	UNESCO Priorities	5	N/A
9	FC Barcelona	1	N/A
10	Sciences	1	N/A

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

Subject	Media	Purpose	Date	Nb of Photos
UNESCO HQ	International Publishing Concepts	Article	06/11	3
CLT	AZ Medien	Publication	15/11	1
CLT	Newspaper Ruhr Nachrichten	Publication	15/11	1
DG	Nature	Article	30/11	1

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

3. UNESCO Social Media Channels

Since their new page layout format was optimized for social media in September, feature stories continue to gain strong momentum, driving traffic to both unesco.org and social media channels. Available in all 6 UNESCO languages and aimed at the general public, feature stories are enriched with multimedia content and links to UNESCO's wide range of online resources. As such, they provide the basis for helping non-expert audiences engage with UNESCO's work, as we see in this month's results.

- [World Philosophy Day](#): 12 000 page views, 185 likes on Facebook
- [Fighting Islamophobia in schools](#): 2 159 page views, 217 likes on Facebook
- [Malala Yousafzai, Symbolizing the right of girls to education](#): 7 532 page views, 396 likes on Facebook
- [Journalist Safety: Why you should care](#): 3 243 page views, 130 likes on Facebook
- [Music at the service of peace: Plácido Domingo & Danilo Pérez honored at UNESCO](#): 1 090 page views, 125 likes on Facebook

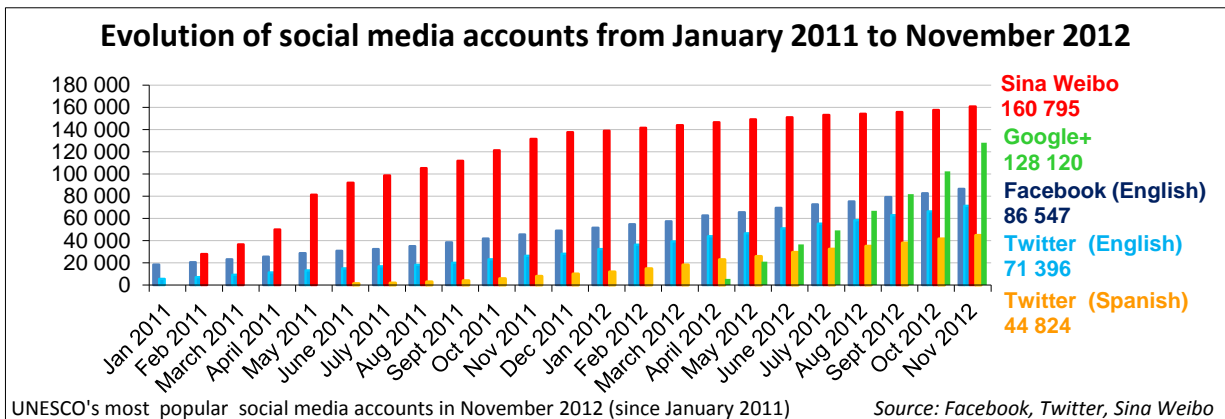
The development of infographics as a web communications tool has also gained strong traction. Prepared by UIS, the [Global Education Digest 2012 infographic](#) received 351 likes, and remarkably, 440 shares.

For World Philosophy Day, a social media campaign was launched to encourage civil society to leave their messages for future generations in the time capsule buried at UNESCO. About 300 messages were collected – a fairly low number considering that the main feature story, created specifically to pitch this campaign, was viewed 12K times. The low engagement rate could be explained by at least two factors that should be resolved with the switch to Drupal next year:

1. The inability of our present Typo-3 CMS to feature fully running, animated interactive rubrics directly on the page (ie: Twitter stream, Facebook “like” button or commentary section)
2. The fact that the page could not be stripped of unnecessary default rubrics. The result is that the page was overcharged & readers could not easily see where to go to participate.

But the most important reason is that official media partners who have a targeted audience interested in philosophy – such as *Philosophie Magazine*, which hosted the Day's Philosophy Café at Headquarters – did not promote our efforts on their web or social media. Even though this failure was signaled last year, negotiations to contractually ensure cross-promotions were forgotten again this year, thus handicapping outreach efforts to core audiences most concerned by the event.

Google+ (the 2nd biggest Google+ account in the UN system, after the UN HQ account (740K followers)) is growing strong with almost 130K followers. Within a couple of months it is approaching the already high but stagnating number of Sina Weibo fans which reflects the platform's overall stagnation within China. New partners will be needed to reach new audiences.



3.1. Social networking sites

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

Variation November 2012 vs October 2012

Likes/fans*		November 2012	October 2012	Variation vs October
Total likes/followers (all languages)		226 795	194 913	+16.36%
Facebook	English	86 547	82 487	+4.92%
	Spanish	3 997	2 884	+38.59%
	French	3 541	3 188	+11.07%
	Arabic	3 162	2 795	+13.13%
	Russian	953	872	+9.29%
Google+	English	128 120	102 283	+25.26%
VKontakte	Russian	475	404	+17.57%

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

Message	Posted	Likes*	Multimedia /links
Today, Nov 16, UNESCO marks its 67th birthday. In 1945, UNESCO was created in the firm belief of nations, forged by 2 World Wars in less than a generation, that political & economic agreements aren't enough to build lasting peace. Peace must be established on the basis of humanity's moral & intellectual solidarity. Hence our motto: "Building peace in the minds of men & women" http://ow.ly/fmjqr	16/11	604	
Infographic: For every 10 kids who start school, how many drop out in Latin America & Caribbean, Sub-Saharan Africa & Asia?	22/11	400	
"My purpose is to serve humanity," Malala Yousafzai once said in an interview, with a maturity well beyond her years. Like so many young people today, Malala is helping to change the world. Malala's passionate advocacy shows the power of aspirations for human rights to move history. UNESCO's upcoming event on 10 December draws strength from her example. There are no immovable barriers to gender equality and education for all. Her dream is ours. We are all Malala. http://ow.ly/f8QDP	09/11	394	
Nov 15 is World Philosophy Day. Here's our philosophical question for you today: Future generations don't yet exist. So how can we account for their rights & needs? What kind of life would you want for people living 50 years from now & what does this say about who are? LEARN ABOUT THE DAY: http://ow.ly/fi7ZR ; DISCOVER UNESCO PHILOSOPHY PUBLICATIONS: http://ow.ly/fiENb	15/11	317	
That "S" in UNESCO means Science: Better Science, Shared Science, to build international peace & development through shared Science collaboration between countries. Nov 10 is World Science Day http://ow.ly/faQsb	10/11	304	
Currently in the World Heritage Site of Ancient Kyoto (Japan), we're celebrating the closing ceremonies of the World Heritage Convention's 40th anniversary. If world heritage is the success it is today, it is because it is inspired by a simple but revolutionary idea that some places hold a value that is universal, that transcend the boundaries of history and culture, which we must protect together, as our common heritage. In the 1960s, in the desert of Egypt, UNESCO helped rebuild entire temples, stone by stone, because people across the world felt a sense of duty to protect them as if their own. At that time, many people thought they had to choose between culture and development, between flourishing crops and the traces of a glorious history. UNESCO has shown we can have both. All of us have carried this message for more than 40 years. The Convention has reached almost universal membership, and 962 sites have been inscribed. Joining all these dots paints a new map of the world, a map for peace and dialogue. Our greatest challenge is no longer only to save temples. It is to respond to the pressures of climate change, rapid urbanization and mass tourism, economic development and natural disasters, and also, in some cases, to the lack of appropriate capacities and funding to preserve cultural heritage. We have travelled a long way together, and our journey has been deeply rewarding. But 40 years is still young, and there is so much to be done. This is only the beginning.	07/11	299	
On Nov 15, World Philosophy Day, we buried a time capsule to be unearthed in 50ys. What messages & objects were placed inside for future generations to discover? DISCOVER THE OBJECTS: http://ow.ly/fkwVu	16/11	205	Video
New finding: Up to 2/3 of world's plant & animal species in the world's oceans may be undiscovered. The total number of species in the ocean is not likely over 1 million http://ow.ly/fmirY	19/11	150	
Over 600 journalists have been killed in the last 10 years. In other words, on average every week a journalist loses his life for bringing information to the public. Why should you care? What can you do to help? http://ow.ly/feqSP	12/11	132	
By 2050 the world will have 9 billion people to feed. What are the pros & cons of using today's biotechnology, that's being revolutionized by web technologies, to increase the productivity of plants & create artificial meat? In the process, biotechnology would revolutionize the very concept of life, as we know it. Tell us: Can life be seen as a technological project? Check out the debate & share your views http://ow.ly/fEjfb	28/11	128	

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

3.2. Microblogs:

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

Variation November 2012 vs October 2012

Followers/Fans		November 2012	October 2012	Variation vs October
Total (all languages)		291 990	279 517	+4.46%
Twitter	English	71 386	66 408	+7.50%
	Spanish	44 824	41 629	+7.67%
	Arabic	9 940	9 120	+8.99%
	French	4 264	3 943	+8.14%
	Russian	781	723	+8.02%
Sina Weibo	Chinese	160 795	157 694	+1.97%

Top 10 Twitter Posts

Message	Posted	Re-tweets
2012 is the deadliest year for media since we began keeping records on murders of journalists & we're only in November http://ow.ly/fvCjZ	23/11	343
Critical thinking, foresight & ethical judgment = invaluable ingredients for a healthy society & peace #PhilosophyDay http://ow.ly/fi7B4	15/11	273
In times of crisis, investing in education is the best bet for long-term, inclusive development #unescoED #WISE2012	14/11	123
Women = primary victims of sexual violence today. We need new models of masculinity/femininity & equal relationships http://ow.ly/fy3hu	25/11	112
Jazz is much more than music. As the soundtrack of struggles for dignity & civil rights, it's about human rights & fighting discrimination	22/11	97
#Tolerance isn't acceptance of all beliefs. It's a skill to be nurtured & taught. It's a commitment to be learned & renewed everyday	17/11	92
Human trafficking affects 2.4m victims p/year. 80% = women. Let's eliminate violence against women today http://ow.ly/fy3bM	25/11	84
School isn't a guarantee of literacy & numeracy. 250m kids can't read or count, whether they've spent 6y in school or not #unescoED	22/11	80
What's #Tolerance for you? #Tolerance is an act of humanity. It means recognizing the dignity of others as the basis for one's own	17/11	74
Homophobic bullying is an unacceptable infringement of basic human rights. Choose respect, not discrimination http://ow.ly/fGg82 #unescoED	29/11	70

Top 10 Sina Weibo Posts

Message	Posted	Re-tweets	Comments
# Time capsule # message to the future! The UNESCO is collecting the future Messages, and placed in a time capsule which is going to be buried in the Paris headquarters on 11.15 Philosophy Day. 50 years later, the future generation will open the treasure box. We will also take the messages here to put into the time capsule! http://t.cn/zlgnO2N	03/11	640	200
Warsame Shire Awale, please remember this name, the killing of media works has been outrageous, and so far Somalia has already 18 media workers killed in this year. Awale had recently received death threats related to comments he made about gunmen who kill civilians.	07/11	503	77
More than 600 journalists and media workers have been killed in the last ten years. In other words, on average every week a journalist loses his or her life for bringing news and information to the public. To end violence against journalists and to combat impunity, the United Nations Chief Executives Board approved the first ever UN Plan of Action on the Safety of Journalists and the Issue of Impunity, in April 2012, in a process spearheaded by UNESCO.	07/11	428	72
World Philosophy Day. UNESCO's time capsule will be opened 50 years later!	15/11	404	60
[video Plácido Domingo nominated UNESCO Goodwill Ambassador - 21 November.] Domingo expressed his wish to bring children of the world closer to the opera and classical music as UNESCO Goodwill Ambassador.	22/11	249	10
[Holocaust Education] Raoul Wallenberg would have turned 100 in 2012. A Swedish diplomat and humanitarian, he saved thousands of Jews in Budapest during the Holocaust. He issued	21/11	221	30

protective passes, provided safe houses and stopped trains going to extermination camps. Altogether, he saved the lives of nearly 100,000 Hungarian Jews. On this occasion, UNESCO is hosting a commemoration, organized by Hungarian and Swedish Permanent Delegations to UNESCO. Please join us in remembering the life-saving hero!			
UNESCO Director-General congratulates US President Barack Obama on re-election. Director-General has expressed her wish that the United States will remain fully engaged in the activities of the Organization. http://t.cn/zjyK4zp	08/11	204	35
According to BBC reports, 15-year-old Pakistani school girl Malala Yousafzai, who was the target of an assassination attempt by the Taliban, has the blessing of Kainat, her school friend who was injured by the assassination attempt : "Have a speedy recovery; I'd like to see you healthy again. So, head up and stay strong. Come back so we can go to school together." http://t.cn/zjZFUyD	10/11	159	26
"Violence against journalists in Mexico has reached an intolerable level."- Director-General condemns murder of Mexican journalist Adrián Silva Moreno and his companion	22/11	142	17
[World Philosophy Day] "philosophy is a discipline that encourages critical and independent thought and is capable of working towards a better understanding of the world and promoting tolerance and peace".	15/11	122	31

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 November 2012 vs October 2012

Video views	November 2012	October 2012	Variation vs October
Total (all languages)	465 371	498 498	-6.65%
English	259 541	269 050	-3.53%
Spanish	130 105	157 114	-17.19%
French	56 054	51 981	+7.84%
Russian	10 079	9 867	+2.15%
Arabic	9 077	9 491	-4.36%
Chinese	515	995	-48.24%

Language	New subscribers	Variation vs October	Total Subscribers	Variation vs October
Total (all languages)	526	+0.77%	11 883	+4.63%
English	313	-0.32%	7 643	+4.27%
Spanish	128	-10.49%	2 557	+5.27%
French	51	+21.43%	1 174	+4.54%
Arabic	13	-13.33%	227	+6.07%
Russian	14	+250.00%	235	+6.33%
Chinese	7	+75.00%	47	+17.50%

• Top 10 videos on UNESCO TV English Channel

	259 541 views in November 2012	Subject	Total views
1	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	29 195
2	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	20 858
3	Kabuki Theatre	CLT/ITH	9 919
4	Baul Songs	CLT/ITH	6 082
5	Georgian Polyphonic Singing	CLT/ITH	5 133
6	Lacemaking in Croatia	CLT/ITH	4 726
7	Gagaku	CLT/ITH	4 456
8	Traditional Mexican cuisine - ancestral, ongoing community culture, the Michoacán paradigm	CLT/ITH	4 298
9	Falconry, a living human heritage	CLT/ITH	3 993
10	Taekkyeon, a traditional Korean martial art	CLT/ITH	3 974

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

	130 105 views in November 2012	Subject	Total views
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	64 090
2	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	8 460
3	Discurso de Ernesto 'Che' Guevara	UNESCO	3 776
4	El patrimonio oral y las manifestaciones culturales del pueblo zápara	CLT/ITH	2 728
5	Tradición del Día de muertos en México - Jóvenes blogueros de América Latina	CLT	1 940
6	Los dibujos en la arena de Vanuatu	CLT/ITH	1 594
7	El canto polifónico georgiano	CLT/ITH	1 346
8	El Kankurang, rito de iniciación mandinga	CLT/ITH	1 275
9	Día Internacional del Jazz - "On Broadway"	CLT	1 215
10	Los parachicos en la fiesta tradicional de enero de Chiapa de Corzo	CLT/ITH	1 188

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

	56 054 views in November 2012	Subject	Total views
1	La tradition du tracé dans la charpente française	CLT/ITH	8 120
2	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	3 849
3	Le Maloya	CLT/ITH	2 502
4	Routes de l'Esclave: Une Vision Globale	CLT/ITH	1 986
5	Le repas gastronomique des Français	CLT/ITH	1 889
6	Une école maternelle à Paris	ED	1 881
7	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	1 769
8	Le chant polyphonique géorgien	CLT/ITH	1 644
9	Le Kankurang, rite d'initiation mandingue	CLT/ITH	1 414
10	Le Duduk et sa musique	CLT/ITH	1 322

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

	10 079 views in November 2012	Subject	Total views
1	Alsou Abramova UNESCO Artist for Peace	UNESCO	1 837
2	Video n°18 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	535
3	Mausoleum of the Taj Mahal (Agra)	WHC	336
4	UNESCO History	UNESCO	230
5	Historic Centre of Brugge	WHC	225
6	Palace and Park of Versailles	WHC	218
7	Prehistoric Sites and Decorated Caves of the Vézère Valley	WHC	213
8	Lake Malawi National Park	WHC	180
9	Ashur (Qal'at Sherqat)	WHC	178
10	Historic Areas of Istanbul	WHC	176

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

	9 077 views in November 2012	Subject	Total views
1	Venice and its Lagoon	WHC	751
2	Petra	WHC	406
3	Palace and Park of Versailles	WHC	340
4	Taj Mahal	WHC	261
5	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	WHC	219
6	Te Wahipounamu – South West New Zealand	WHC	206
7	Royal Botanic Gardens, Kew	WHC	205
8	Lines and Geoglyphs of Nasca and Pampas de Jumana	WHC	196
9	Historic Sanctuary of Machu Picchu	WHC	162
10	Historic City of Toledo	WHC	142

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

	515 views in November 2012	Subject	Total views
1	Video n°30 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	389
2	Tribute to Malala	UNESCO	35
3	Video n°13 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	15

4	Video n°14 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	14
5	Ocean	IOC	13
6	UNESCO History	UNESCO	11
7	Culture of Lahore	CLT	10
8	Património 9	WHC	8
9	Our World Heritage: UNESCO World Heritage Convention	WHC	7
10	Video n°12 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	5

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

- Top 10 Videos

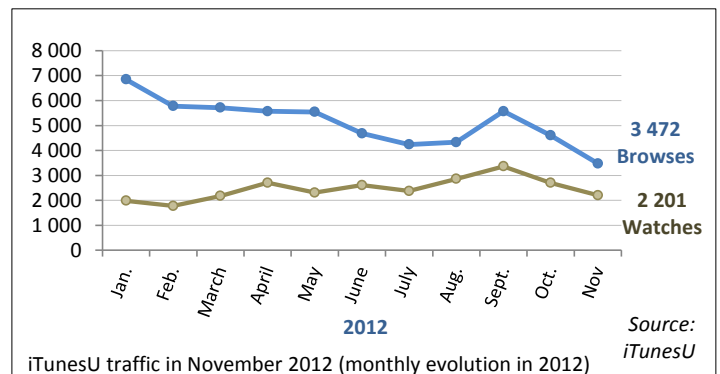
Video	Posted	Total Views	Quoted*
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	03/03/2011	44 176	4 637
#intangible heritage# Chinese shadow puppetry	01/12/2011	17 550	1 782
Intangible heritage Kunqu Opera-the Peony Pavilion Performed by UNESCO Artist for Peace Jun Zhang	15/04/2011	9 335	7 917
40th anniversary of the World Heritage Convention	22/06/2012	8 976	1 152
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	23/06/2011	6 273	5 979
Great apes on brink of extinction	06/11/2012	5 191	148
International Jazz Day	23/04/2012	5 000	852
UNESCO Director-General Statement on US funding cut	03/11/2011	4 302	384
Word Teachers' Day: Interview of ADG Mr Qian Tang	05/10/2011	3 771	599
Youth Forum PSA	19/10/2011	3 552	1 519

* 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	November 2012	Variation vs M-1
Watches (downloads /streams)	27 053	2 201	-18.54%
Browse	56 349	3 472	-24.57%



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	November 2012	Variation vs M-1
Downloads	1 143 208	127 077	+47.86%
Unique Visitors	1 944 875	312 593	+7.42%
Visits	25 338 006	1 255 195	-0.57%
Page views	415 236 631	29 421 708	-25.49%
Info pane with UNESCO logo & text	1 978 452	226 495	+28.58%
Open UNESCO page from Heritage	73 473	8 559	+38.67%
Distinct UNESCO WHC pages opened	421	311	+21.01%
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	6	8%
Education	42	56%
Natural Sciences	6	6%
Social and Human Sciences	2	3%
Culture	19	25%
Communication and Information	0	0%
TOTAL	75	100%

Origin of request	Nb of requests	%
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	41	55%
Media: Written and Audiovisual and Press	6	8%
Government	11	15%
Education (Schools, Universities, teachers, researchers)	2	3%
Public sector (Museums, Bookshops)	0	0%
Private sector	15	20%
Others	0	0%
TOTAL	75	100%

Use of photos	Nb of photos	%
Websites	18	24%
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	35	47%
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	22	29%
Exhibitions	0	0%
Private use	0	0%
TOTAL	75	100%

4.2 Photo service

Number of photos

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

	November 2012	October 2012	Variation vs M-1
Number of Events	32	50	-56.25%
Number of Photos	1 477	1 737	-17.60%

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.

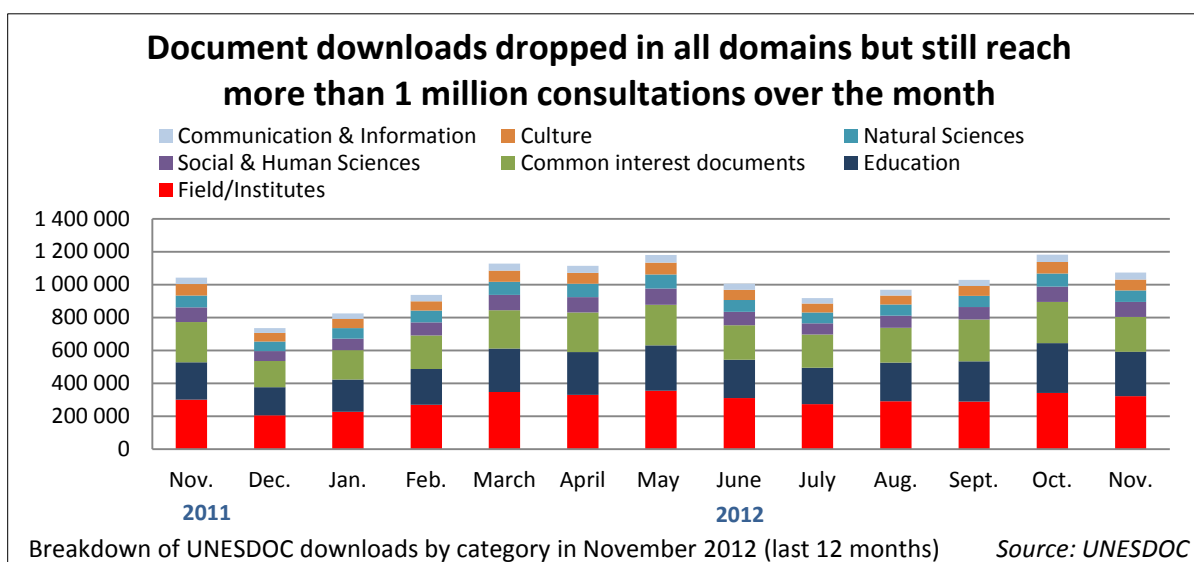
In November there were **134 160** records available online in PDF format (**133 902** in October), including documents, publications, communication material and other working documents.

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

5.1.1 Statistics of consultation

Total number of downloads in November	1 072 898
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	9 569	268 806	-11.24%	3
Natural Sciences	9 635	70 591	-12.00%	14
Social and Human Sciences	5 631	89 640	-3.31%	6
Culture	3 306	67 058	-3.49%	5
Communication and Information	2 351	40 994	-7.73%	6
Field & Institutes	8 331	322 404	-5.45%	2
Common interest documents	NA	213 405	-15.29%	NA



5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	92 782
2	France	75 347
3	Mexico	56 617
4	Brazil	48 247

5	Spain	29 499
6	United Kingdom of Great Britain and Northern Ireland	26 212
7	India	21541
8	Colombia	20 644
9	Venezuela (Bolivarian Republic of)	19 615
10	Canada	19 240
11	Argentina	19 152
12	Philippines	17 786
13	Peru	14 714
14	Japan	12 002
15	Chile	11 822

5.1.3 Printable Communication materials

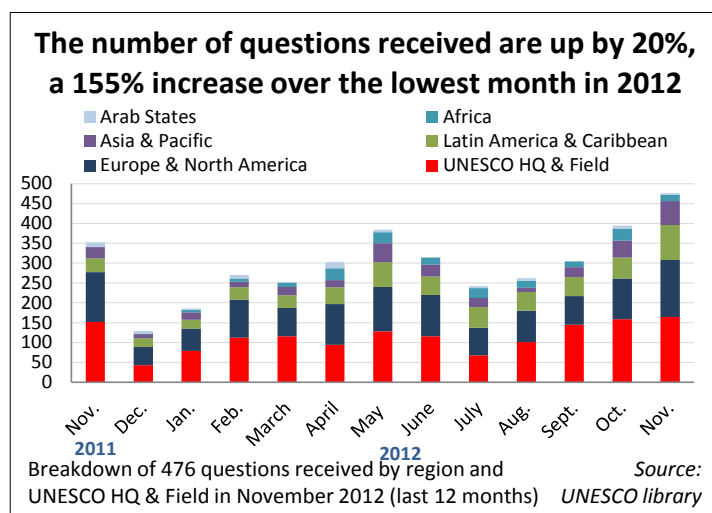
Title	Total downloads in November							Total
	EN	FR	SP	RU	AR	ZH	POR	
2011 UNESCO Annual Report	288	101	/	/	/	/	/	389
2010 UNESCO Annual Report	178	25	/	/	/	/	/	203
UNESCO brochure	910	388	/	/	/	/	144	1 442
65 Ways UNESCO Benefits Countries all over the World	198	66	102	/	2	/	52	420
A New Humanism for the 21 st Century	84	123	112	43	4	/	/	366
TOTAL	1 658	703	214	43	6		196	2 820

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.

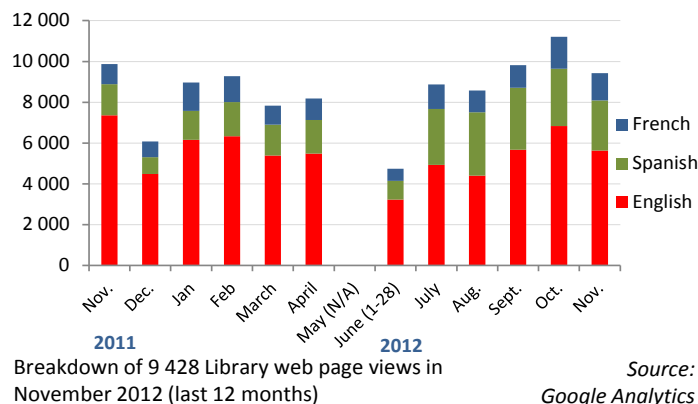
Search assistance, access to information, answers to questions from staff (Headquarters and field), Permanent Delegations as well as the general public are provided via *virtual* reference and information services and *in person* via the reference desk in the Library reading room (at Headquarters).

5.2.1 Questions received by: library@unesco.org



5.2.2 Web page views:

Library web page views dropped in all languages English -17%, Spanish -12%, French -14%



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.

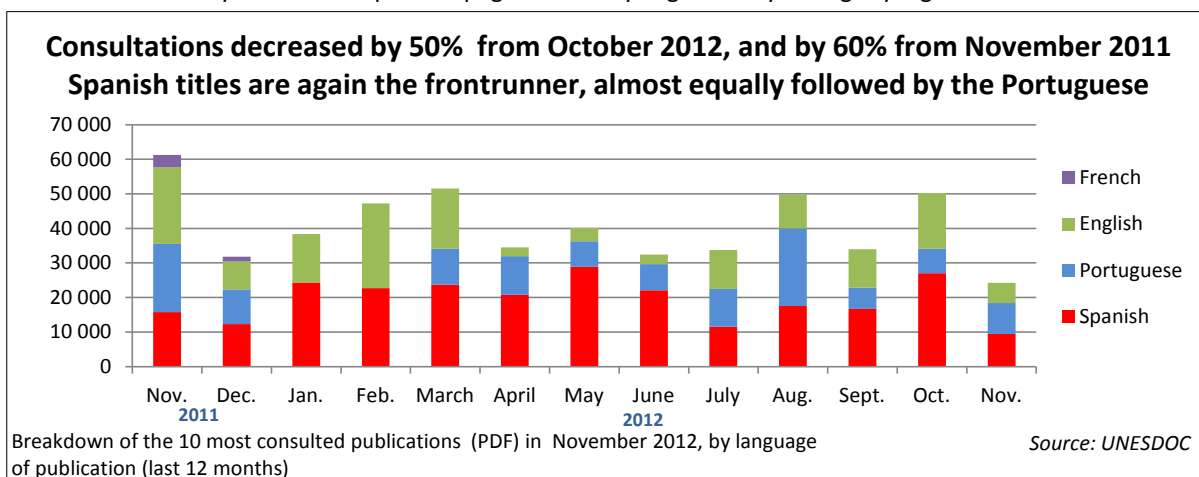
November saw an abnormal decrease in on-line consultations for the top ten viewed publications compared to October 2012 and November 2011. This could be due to accessibility problems with the UNESCO web site in general rather than a drop in interest for UNESCO Publications. The top 10 best online views are still mainly Spanish and Portuguese titles thanks to the General History of Africa and the summary of the EFA Global Monitoring report. In English the World Water Development Report 4 and the Engineering Report continue doing well. Views of UNESCO publications on Google were much better than in October and for the same month in 2011.

Bookshop and online sales were dominated as usual by World Heritage and the Memory of the World publications. Both the EFA Global Monitoring Report 2012 and the Global Education Digest 2012 continue to sell well.

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

	Title	Sector	Language	Views	Published
1	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	3 887	UNEP, 1992
2	United Nations world water development report 4: managing water under uncertainty and risk	SC	English	3 094	Paris, 2012
3	Engineering: issues, challenges and opportunities for development; UNESCO report	SC	English	2 763	Paris, 2010
4	História geral da África, VI: África do século XIX à década de 1880 (General history of Africa, VI: Africa in the nineteenth century until the 1880s)	CLT	Portuguese	2 591	Brazil, 2010
5	História geral da África, IV: África do século XII ao XVI (General history of Africa, IV: Africa from the twelfth to the sixteenth century)	CLT	Portuguese	2 264	Brazil, 2010
6	Los Jóvenes y las competencias: trabajar con la educación, informe de seguimiento de la EPT en el mundo, 2012, resumen (Youth and skills: putting education to work; EFA global monitoring report, 2012; summary)	ED	Spanish	2 249	Paris, UNESCO, 2012
7	História geral da África, II: África antiga (General history of Africa, II: Ancient civilizations of Africa)	CLT	Portuguese	2 223	Brazil, 2010
8	História geral da África, I: metodologia e pré-história da África (General history of Africa, I: Methodology and African prehistory)	CLT	Portuguese	1 857	Brazil, 2010
9	Mantenimiento de instalaciones eléctricas del establecimiento educacional	ED	Spanish	1 663	Santiago, 1998
10	UNESCO: o que é? O que faz? (UNESCO: what is it? What does it do?)	ERI	Spanish	1 650	Paris, 2007; 2008; 2009; 2010

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

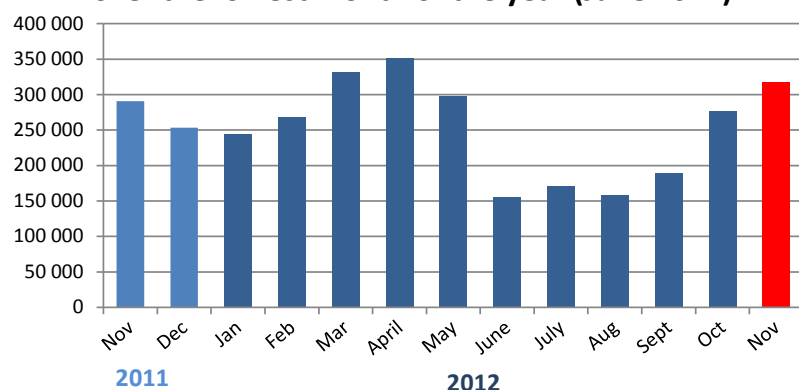


6.2 Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, 252 UNESCO publications (mainly recent titles) are available on the service, which allows readers to search for and browse these books online.

Month	Publications on Google Books	Book visits	Pages viewed	Book visits with buy clicks
November 2012	252	16 672	317 741	160
November 2011	176	19 969	296 062	174

Google Books page views are up by 15%, a 104% increase over the lowest month of the year (June 2012)



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.

Publications page views in November 2012 (last 12 months) Source: Google Books

6.3 UNESCO Bookshop bestsellers*

Bookshop sales of UNESCO publications in November, top 5

	Title	Copies sold	Sector
1	UNESCO World Heritage Desk Diary 2013	84	CLT/WHC
2	Memory of the World The Treasures That Record our History from 1700 BC to the Present Day	34	CI
3	The World's Heritage – The Bestselling Guide to the Most Extraordinary Places - Edition 2012	19	CLT/WHC
4	Urban Water Conflicts	11	SC
5	Bouba et Zaza sont attentifs aux autres	11	ED

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

	Title	Copies sold	Publisher
1	Papa tu peux sauver la planète ! / Daddy you can save the planet! Colouring Book for kids who want to educate their parents	5	UN
2	Réflexions sur le développement, Joseph Ki-Zerbo	3	Fondation Joseph Ki-Zerbo
3	Charter of the Unites Nations and statute of the International Court of Justice	2	UN
4	Les Nations Unies Aujourd'hui	2	UN
5	A propos de culture, Joseph Ki-Zerbo -	2	Fondation Joseph Ki-Zerbo

6.4 Online and international sales

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

	Title	Copies sold	Sector
1	UNESCO World Heritage Desk Diary 2013	183	CLT/WHC
2	UNESCO World Heritage Atlas	27	CLT/WHC
3	The World Heritage - The Bestselling Guide to the Most Extraordinary Places - Edition 2012	23	CLT/WHC
4	Global Education Digest 2012	22	UIS
5	Education for All 2012 Report	21	ED

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

Bookshop sales of UNESCO publications, lowest sellers in November

Title	Copies sold	Sector
Atlas mundial de la igualdad de género en la educación	0	ED
Rapport mondial sur les sciences sociales (2010) - Divisions dans les savoirs	0	SHS
World Heritage: Benefits Beyond Borders	0	CLT/WHC
IIEP n°95 – Marchandisation de l'enseignement supérieur: l'impact de l'Accord général sur le commerce des services (AGCS)	0	IIEP
World Heritage Review n°65 - World Heritage and sustainable development	0	CLT/WHC

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

Title	Copies sold	Sector
Trade in Higher Education: The role of the General Agreement on Trade in Services (GATS) - IIEP 95	0	IIEP
Compendio mundial de la educación 2011	0	UIS
Bouba et Zaza encouragent l'éducation des filles	0	ED
UNESCO Gran Atlas del Patrimonio Mundial	0	CLT/WHC
Liberté de connexion - Liberté d'expression	0	CI

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

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

Contract No.	Title	Publisher	Language	Date signed
C.2012-021	Bioethics Core Curriculum Section 2: Study Materials Ethics Education Programme	Tokyo Medical University, Department of Bioethics (Medical Ethics), Japanese Unit of the International Network of the UNESCO Chair in Bioethics	Japanese	7/11/2012
C.2012-022	Bioethics Core Curriculum Series n°1: Casebook on human dignity and human rights/Bioethics Core Curriculum Series n°2: Casebook on Benefit and Harm	Japan Society of Medical Education, Medical Ethics and Professionalism Education Committee	Japanese	12/11/2012
C.2012-023	Education for Sustainable Development Lens: a Policy and Practice Review Tool	Korean National Commission for UNESCO	Korean	30/11/2012
C.2012-024	Education for Sustainable Development: Sourcebook	Korean National Commission for UNESCO	Korean	30/11/2012
C.2012-025	Shaping the Education of Tomorrow: 2012 Full-length Report on the UN Decade of Education for Sustainable Development	Korean National Commission for UNESCO	Korean	30/11/2012
J.2012-025	Lumbini: Birthplace of Buddha	Alliance de protection du patrimoine culturel asiatique/Oriental Cultural Heritage Sites Protection Alliance	Multilingual : English/ French/ Chinese/ Nepali	12/11/2012
J.2012-026	Guidelines for Inclusive Early Childhood Care and Education for Roma Children	Council of Europe	English	22/11/2012

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

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Gallimard en tant que coéditeur	<i>L'Odyssée de LAO Ts'an</i> , de Lieou Ngo, traduit du chinois par Cheng Tchong et avant-propos de Jacques Reclus, Collection UNESCO d'œuvres représentatives, © Gallimard 1964	Pour inclusion dans une publication bilingue français/chinois en deux volumes par les éditions Chinese Market Press et dont le tirage sera de 1000 exemplaires vendus à un prix équivalant à 19 €, pour diffusion en Chine. Parution prévue en 2014.	Selon les modalités prévues dans le contrat.	7/11/2012

Gallimard en tant que coéditeur	<i>Chronique indiscreète des mandarins</i> , de Wou King-tseu, t.1 et 2, traduit du chinois par Tchang Fou-jouei, introduction par André Lévy, Collection UNESCO d'œuvres représentatives, © UNESCO 1976 pour la traduction française	Pour inclusion dans une publication en trois volumes par les éditions Chinese Market Press et dont le tirage sera de 1000 exemplaires vendus à un prix équivalant à 34 euros, pour diffusion en Chine. Parution prévue en 2014.	Selon les modalités prévues dans le contrat	7/11/2012
AQA (the Assessment and Qualifications Alliance)	Extract from " <i>Water in a Changing World: the United Nations World Water Development Report 3</i> ", Chapter 2, p.31, © UNESCO 2009	For inclusion in an examination paper and examination related publication, in print form and on the AQA website where it would be made available for three years on both a password protected site for registered centres and an open-access downloadable free internet site.	Free of charge; due acknowledgement of UNESCO	8/11/2012
Russell Sage Foundation	Map 5.2.1 "Women now a majority of tertiary level students in most countries", source: UNESCO Institute for Statistics, pp. 78-79 in <i>World Atlas of Gender Equality in Education</i> © UNESCO 2012	Inclusion in the forthcoming work provisionally entitled <i>The Rise of Women: The Growing Gender Gap in Education and What it Means for American Schools</i> by Thomas A DiPrete and Claudia Buchmann, to be published in January 2013 for a total print run of 750 copies in print form, to be sold at an estimated price of USD 35 (thirty-five US Dollars).	Non-exclusive world rights are granted for the above-mentioned version of this edition only, in the English language. Free of charge; due acknowledgement of UNESCO	15/11/2012
CNED	<i>Guías prácticas para la educación extraescolar-3</i> , 8-Las ilustraciones, p.66, ED.63/XIII.3/S, © UNESCO 1963	Inclusion par le CNED de Poitiers dans un fascicule papier faisant partie d'un module de spécialisation, de formation à distance, intitulé « Enseigner le français à des adultes peu ou pas scolarisés : outils et pratiques ». Ce fascicule sera également mis en ligne en format PDF sur le forum Cned avec identifiant et mot de passe pour les inscrits à la préparation. L'utilisation envisagée est de quatre ans à compter de janvier 2013. Le nombre d'inscrits envisagé pour ce module de spécialisation est de 200 personnes. Le coût de la formation complète (incluant six modules) est de 1339 €, et de 236 € par module.	Droit non-exclusif de reproduction pour cette édition seulement, en langue française, pour distribution dans le monde entier. A titre gracieux, mention de la source	20/11/2012
The National Heritage Board of Poland	Statement of Significance in <i>Historic Centre of Warsaw</i> , http://whc.unesco.org/en/list/30 , © UNESCO World Heritage Centre 1992-2012	In the context of the forthcoming exhibition entitled <i>UNESCO World Heritage in Poland</i> to be held at UNESCO's Headquarters in Paris on 17-21 December 2012 (and other venues in the future). Access to the exhibition will be free of charge. The extract will be reproduced on panels as well as in leaflets, for a print run of approximately 1,000 copies, which will be distributed for free to different institutions. The expected date of publication for the leaflets is 30 Nov. 2012.	Non-exclusive world rights are granted in the English and French languages in the context of the above-mentioned exhibition. Free of charge, due acknowledgement of UNESCO	23/11/2012
Gallimard en tant que coéditeur	Livre cinquième du <i>Pancatantra</i> , © 1965 Gallimard et © UNESCO 1965 pour l'introduction, Collection UNESCO d'œuvres représentatives	Pour publication dans la Collection Folio 2 euros, sous le titre « <i>Le Brâmhane et le pot de farine et autres contes édifiants du Pancatantra</i> », (Connaissance de l'Orient n°52) à paraître en mai 2013.	Selon les modalités du contrat	30/11/2012

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
AFR	2	2		
BSP	2	2		
CI	11	5	6	
CLT	12	3	9	
ED	17	10	2	5
ERI	11	11		
GBS	2	2		
ODG	5	5		
SC	15	11	4	
SHS	33	26	7	
Total	110	77	28	5

7.2 Events organized by Field Offices/ Institutes

Bangkok	2
Beijing	1
Beirut	2
Cairo	1
Dakar	2
Havana	3
Jakarta	2
Katmandu	3
Montevideo	2
Nairobi	3
New Delhi	1
Venice	6
IIEP	1
IITE	2
UNEVOC	2
Total	33

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

Type of Events taking place	at HQS	away from HQS
Category 2-Intergovernmental meeting	-	2
Category 3- Non-governmental conference	-	-
Category 4- International Congress	-	2
Category 5-Advisory Committee	3	1
Category 6-Expert Committee	2	-
Category 7-Seminars and Workshops	3	25
Category 8-Symposium	7	5
Event under patronage	-	-
Exhibition	8	3
Film Projection	3	-
Headquarters Committee	2	-
Concert	1	-
Interagency Meeting	2	-
Consultative Meeting	1	1
Meeting by Member States or Institutions	3	10
Show	3	-
Secretariat meeting	-	-
Special Event	9	5
Working group/Expert Meeting	-	4
Information meeting for Permanent Delegations	4	-
Executive Board	-	-
Prize Giving Ceremony	1	-
Total	52	58

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
05-08/11	Réunion du Conseil GRASP (Great Apes Survival Partnership)	SC/EES/BNC	Salle XI et Couloir X-XI	9
09/11/11	Journée mondiale de la science au service de la paix et du développement.	SC/PSD	Foyer Salle I	20
12/11	Colloque "Permanence du Yiddish"	CLT/EO/CKP	Salle II et Vestiaires A	18
12-16/11	Journée mondiale de la Philosophie	SHS/HPD/RAC	Salles VI, IX, XI-XII + Foyer Salle I	26
12-16/11	Réunion annuelle du Groupe consultatif sur l'éducation et le développement de la petite enfance	ED/BHL/BAS	Salle XVI	19
13/11	Colloque "Permanence du Yiddish"	CLT/EO/CKP	Salle II et Vestiaires A	18
13-14/11	Lutte contre le dopage	SHS/SRP/POL	Salle XIII	10
14/11	Atelier UNESCO "Futur de la création du savoir"	BSP/FOR	Salle VIII	25
14/11	Mock up Cornerstone	HRM/POL	Salle V	15
16/11	Helpdesk Tools Training	ADM/DIT/MIS	Salle VII	10
16/11	Présentation du Projet Qhapaq Ñan (chemin Inca) en Présence du Président du Pérou	CLT/WHC/PCM	Salles V, X	29
17-22/11	Global EFA Meeting (GEM) 2012	ED/EFA	Salles VI-VII, XII et Bureaux	26
19-20/11	Atelier "Futures Literacy" sur le patrimoine culturel	BSP/FOR	Salle VII et Bureau A.28	20
19-20/11	Retraite du Groupe du Comité de haut niveau des Nations Unies sur les programmes (HLCP) chargé de la prévention des catastrophes	SC/DIS	Salle XIV	9
19-20/11	Réunion du Conseil du Partenariat mondial pour l'éducation	ED/EFA	Salle X	9
20--22/11	Réunion du Comité de direction et Conseil des Représentants d'ICL (International Consortium on Landslides).	SC/BES/DRE	Salle XVI	19
21/11	Débat thématique sur la jeunesse	SHS/HPD/PHS	Salle X	29
26/11	Trafic de femmes	ODG/GE	Salle IV + Salle des Actes	9
29-30/11	Réunion de Stratégie - MedPartnership	SC/HYD/HGC	Salle XV	10
30/11	7e Session du Comité Convention 2003	CLT/WHC/PCM	Bureaux S	3
30/11	Conférence "Assises du vivant"	SHS/EST/ST	Salles III-VII, Foyer Salle I et Comptoir Monaco R.233	29
Total participation				362

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

8.1.2 External rentals

Date	Title	Organizer	Place	Public
04-09/11	Visite de Son Altesse Royale la Princesse Maha Chakri Sirindhorn	Délégation perm. du Royaume de Thaïlande	Comptoir Monaco R.233, Salle des Actes	2
07-12/11	Réunion UNEP	United Nations Environment Programme	Salle XII	9
08/11	50e anniversaire de la mort du scientifique George N. Papanicolaou (1883-1962)	Délégation perm. de la Grèce	Salle IX	30
09/11	Literacy Day	Délégation perm. de la République d'Indonésie	Salle IV	26
15/11	Cycle IHEPS 2012-2013	IHEPS	Salle XIV	14
17/11	Conférence sur "L'entreprenariat des jeunes angolais en Angola et dans la diaspora"	Délégation perm. d'Angola	Salle IV	29
20/11	International seminar on the contribution of Janusz Korozak to the children pedagogy+ ED	Délégation perm. de la République de Pologne	Salle XI	6
21/11	Projection du film "Good evening Mr Wallenberg"	Délégation perm. du Royaume de Suède	Salle IV	26
22/11	40 ^e anniversaire de l'Institut CEDIMES, Réseau Académique International Francophone	Institut CEDIMES	Salle XI	29
22/11	Congrès annuel	Association Paroles d'enfants	Salles I, II IV et Foyer Salle I	26
22/11	Colloque Sea, Space and Human	International Independent Institute for Space and Satellite Solutions	Salle IX	5
28/11	Discussion interactive avec J.P. Singh	Délégation perm. des Etats-Unis d'Amérique	Salle VIII	9
29/11-30/11	Colloque EN3S	Ecole Nationale Supérieure de Sécurité Sociale EN3S	Salle XI	18
29/11	Colloque sur le thème "Femmes et Développement"	UATI	Salle XIII	20
29/11	Conférence sur "les solutions d'accompagnement du maintien à domicile des personnes handicapées"	CCAH	Salles II, V et Pas Perdus	15
Total participation				264

8.1.3 Electoral Groups Meetings

Date	Title	Organizer	Place	Public
05/11	Réunion du Groupe arabe	Délégation perm. du Royaume du Maroc	Salle VIII	20
12/11	Réunion du Groupe du Commonwealth	Délégation perm. du Canada	Salle XIII	9
13/11	Réunion du Groupe électoral II	Délégation perm. de la République tchèque	Salle VII	9
14/11	Réunions du Groupe électoral I	Délégation perm. du Royaume des Pays-Bas	Salle VII	9
15/11	Réunions du Groupe UE	Délégation perm. de Chypre	Salle XV	19
19/11	Assemblée plénière du Groupe francophone	Délégation perm. du Congo	Salle XVI	19
22/11	Réunion de la Délégation permanente	Délégation perm. du Royaume de Thaïlande	Salle V	20
26/11	Réunion plénière du GRULAC	Délégation perm. de la République du Pérou	Salle XVI	10
27/11	9th ASPAC Plenary Meeting	Délégation perm. de la République des Philippines	Salle XVI	9
27/11	Réunion plénière du Groupe africain	Délégation perm. de l'Ouganda	Salle IV	20
27/11	Réunion plénière OCI	Organisation de la coopération Islamique	Salle XIV	9
27/11	Réunions du Groupe Union européenne	Délégation perm. de Chypre	Salle XIV	19
29/11	Plenary meeting of Group 77	Groupe 77	Salle IV	9
Total participation				181

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

- The November electronic calendar was sent to **4 524 subscribers** (72 new subscribers)
- The paper version for November events was printed out in **2 000 copies** (in French)
- **17 events** were organized, co-organized and/or promoted in November by DPI/SPE (Special Events Section)

8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
5-6/11/2012	Exhibition at the occasion of the Celebration of the 150th anniversary of the birth of Queen Sri Savarindira, Queen Grandmother of Thailand (1862-1955)	Permanent Delegation of the Kingdom of Thailand	Foyer	N/A
5-8/11/2012	Flower and Peace Festival - Tribute to the victims of the disaster of March 11, 2011	JTB France	Salle des Pas Perdus	N/A
Until 9/11/2012	Nature and faces of Cyprus	Permanent Delegation of Cyprus to UNESCO	Miró Rooms	N/A
20/11/2012	Exhibition on the UNESCO-King Hamad Bin Isa Al-Khalifa Prize	Permanent Delegation of the Kingdom of Bahrain	Foyer	N/A
21/11-7/12/2012	Show me who you are	Education Sector	Salle des Pas Perdus	N/A
Until 18/01/2013	Memory of the World	Communication and Information Sector	Railings around HQS	N/A

8.2.2 Shows, Screenings and Award ceremonies

Date	Title	Organizer	Place	Public*
5-6/11/2012	Two cultural show evenings on the occasion of the Celebration of the 150th anniversary of the birth of Queen Sri Savarindira, Queen Grandmother of Thailand (1862-1955)	Permanent Delegation of the Kingdom of Thailand	Room I	N/A
17/11/2012	We come to see you Traditional French dances show	Culture Sector	Room I	1 300
19/11/2012	Swimming beyond borders Film screening	Social & Human Sciences Sector	Room I	N/A
20/11/2012	Lili's Journey Film screening	Education Sector	Room I	1 000
24/11/2012	Kosmos	Kosmos Association	Room I	500
30/11/2012	Carole Samaha concert at the occasion of Lebanon' Independence Day	Permanent Delegation of Lebanon	Room I	1 100

8.2.3 Conferences

Date	Title	Organizer	Place	Public*
08/11/2012	George N. Papanicolaou, scientist, father of the modern cytology	Permanent Delegation of Greece to UNESCO	Room IX	N/A
19/11/2012	Built peace: UNESCO's role in the next decade	Bureau of Strategic Planning	Room II	N/A
20/11/2012	Children's Rights to Respect	Permanent Delegation of Poland	Room IX	N/A

8.2.4 Special Events

Date	Title	Organizer	Place	Public*
15/11/2012	World Philosophy Day	Social and Human Sciences Sector		
	Exhibition		Salle des Pas Perdus, Miró Rooms, Salle des Actes	N/A
	Circular Time – Jazz concert		Room I	75
21/11/2012	Tribute to Raoul Wallenberg	Permanent Delegations of Sweden and Hungary	Room IV	200
21/11/2012	Placido Domingo, UNESCO Goodwill Ambassador	Honorary and Goodwill Ambassadors Section		
	Ceremony of nomination		Room I	1 200
	Charity dinner		7 th floor	200
27-30/11	International Day of Solidarity with the Palestinian People	Permanent Delegation of Palestine and Bureau of Field Coordination		
27-30/11	Art against Arms Exhibition		Miró Rooms	N/A
29/11	Cultural evening under the theme of “The Refugees”		Room I	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 42 visits for **749** visitors in November 2012.

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	N/A
Declined requests	N/A

2. Languages

Visits in English	11	26%
Visits in French	28	67%
Other	3	7%

3. Type of visits

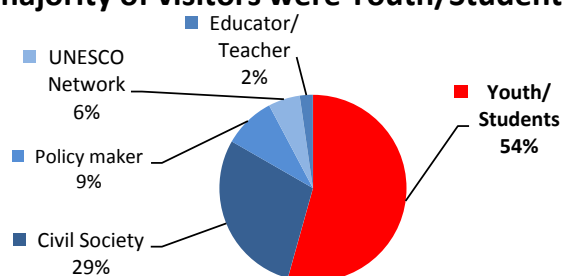
Individual Visits	12	28%
Group Visits	31	72%
Spontaneous Visits	0	0%
Thematic Conferences	0	0%

4. Origin

Africa	0	0%
Arab States	42	6%
Europe and North America	695	93%
Latin America and the Caribbean	10	1%
Asia and Pacific	2	0%

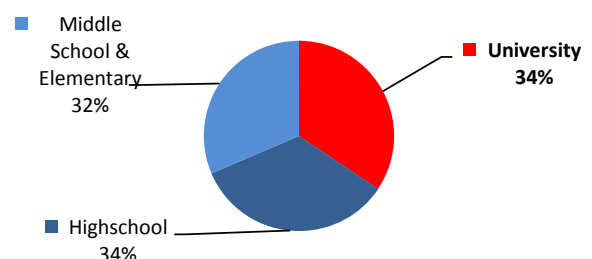
5. Profile of visitors

With large classes visiting UNESCO, majority of visitors were Youth/Students



Breakdown of 749 UNESCO visitors in November 2012 Source: UNESCO

Visits of middle and elementary school classes resulted in equitable youth/students visits



Breakdown of 407 Youth/Student visitors in November 2012

Source: UNESCO

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 13 events which have been granted UNESCO's patronage took place in November 2012:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/11/2012	France	Film documentaire "Cap sur Bassas da India" réalisé et produit par M. Karel Prokop pour promouvoir la protection du patrimoine culturel subaquatique	Civil society	CLT
05/11/2012	United Kingdom	5e Conférence internationale de l'Observatoire international de Justice Juvénile "Criminalité ou exclusion sociale: la justice des enfants dans un monde divisé" au Olympic Park de Londres	Policy-makers & youth workers	ED
06/11/2012	UNESCO HQ	Exposition internationale d'arts contemporains africains pour la paix	UNESCO networks, permanent delegations & civil society	AFR
08/11/2012	France	Congrès du Conseil International des Organisations de Festivals de Folklore et d'Arts Traditionnels (CIOFF) à Paris	Policy-makers, administrators & experts in folklore arts	CLT
11/12/2012	Belgium	Winter fair "Houtem Jaarmarkt" to promote intangible cultural heritage	Civil society	CLT
12/11/2012	UNESCO HQ	USA Symposium "Performance of Yiddish"	UNESCO networks, permanent delegations & civil society	ERI
15/11/2012	Italy	XV édition de la "Borsa Mediterranea del Turismo Archeologico" à Paestum	Specialists & policy-makers	CLT
20/11/2012	UNESCO HQ	1e Congrès mondial de l'accessibilité universelle	Development agencies & policy-makers	ODG
20/11/2012	Japan	The World Health Forum 2012 in Kobe entitled "Future of our global family - towards healthier ageing"	Health experts	SC
22/11/2012	Germany	Denkmal 2012: European Trade Fair for Conservation, Restoration and Old Building Renovation	Those who work in old building conservation and restoration	CLT
22/11/2012	Spain	Forum of the League of Cannanite, Phoenician and Punic Cities on Culture and History, Cultural Tourism and Handicrafts	Policy-makers & tangible and intangible culture experts	CLT
24/11/2012	Italy	Colloque "Les centre historiques aujourd'hui: fonction et conservation, à Padoue	Conservation experts	CLT
27/11/2012	Italy	The 5th Italian and Japanese bilateral seminar "Physical and Chemical Impacts on Marine Organisms : for the sustainable quality of human society dependent on marine environment"	Scientist & researchers	SC

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, and November 2012

Duration: until December 2014

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

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

Logo use: **For every broadcast/rebroadcast (except for special 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 (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 on average per programme (Video Research Inc): **501 706** 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>
2/11	World Heritage : Journey Across Time	"China: When the Dragon Wakes"	59 minutes	0.3%
9/11	World Heritage : Journey Across Time	"France: Pastoral Lives with Sheep"	59 minutes	0.5%
17/11	Search and Go! Treasured World Heritage sites	"World Heritage Mystery Tour"	73 minutes	11.5 %
23/11	World Heritage : Journey Across Time	"Jordan: the Moon Valley"	59 minutes	0.8%
30/11	World Heritage : Journey Across Time	"Uzbekistan: the Silk Road Merchants"	59 minutes	1%

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>
04/11	Surtsey (Republic of Iceland)	30 minutes	6.0%
11/11	Historic Monuments of Ancient Kyoto (Japan)	30 minutes	6.1%

18/11	Kluane / Wrangell-St. Elias / Glacier Bay / Tatshenshini-Alsek 1 (U.S.A and Canada)	30 minutes	6.8%
25/11	Kluane / Wrangell-St. Elias / Glacier Bay / Tatshenshini-Alsek 2 (U.S.A and Canada)	30 minutes	5.9%

Average audience share in November: **6.2 percent** (for the first broadcast)

Estimate number of viewers in Japan: **5 658 000** (for the first broadcast)

The total number of audience accessed to the program in October was estimated at **22 753 000**

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	28
Russian	17
French	15
Spanish	11
Arabic	2
In November, a total of 73 reports were released on UNESCO through Xinhuanet	

10.4. RIA Novosti

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

Partnership began: September 2010

Duration: until December 2013

Products: **News and interviews**

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

Network: partnership with more than 100 foreign news media

Date	Titles of Reports on UNESCO in Russian	Page Views
01/11	Scientists urge tightening oversight of Baikal waste water	55
01/11	Public spending on preservation of Baikal increased by 800% in 2011	41
01/11	Poverty prevents people from arranging their priorities, psychologists say	16 102
02/11	Latin Americans celebrated Day of the Dead	285
02/11	Australian harbor development threatens inhabitants of the Great Barrier Reef	181
04/11	The ten most significant archeological finds in the world	3 358
06/11	Medvedev proposes holding an interreligious dialogue in the Russian Federation	1 278
06/11	A wood grouse spends a week with villagers in the Altai wildlife reserve	357
09/11	Lady Gaga plays soccer with Brazilian favela kids	796
12/11	Breaches of heritage protection legislation are punishable by fines up to 60 million rubles	107
15/11	An electronic map of northern Lake Teletskoye has been developed for tourists	178
15/11	VIDEO I was here: an underground church and flights over the monastery at Sergiyev Posad	364
15/11	The project to restore St. Basil's Cathedral will require almost 15 million rubles in investment	98
16/11	International Day for Tolerance	485
16/11	VIDEO We came here to work, not to eat: a migrant street-cleaner on life in Moscow	11 520
16/11	A good man does not need to be tolerated, but to be tolerant of a bad one	252
21/11	The Russian Ministry of Foreign Affairs and the Republic of Sakha (Yakutia) sign a cooperation agreement	89
21/11	Russia asks France to put off consideration of the Orthodox Center issue	464

21/11	The Ropshinsky Palace will be handed over to Peterhof, says Medinsky	138
21/11	Kiosks will disappear from the historical center of Yaroslavl in 2013	544
21/11	Russia withdraws its request for approval to build a church in Paris	484
21/11	Russia to upgrade its application for the construction of a church in Paris	309
23/11	Yugra wins €35,000 for an environmental project	128
23/11	Scientists shoot a film studying Lake Baikal from space	848
24/11	Sri Lanka court fines Russians \$10,000 for orchid gathering	3 133
27/11	Moscow to host a rock concert in defense of Ukok Plateau in Altai	118
28/11	Defenders of Bobolovsky Park sent an open letter to the Ministry of Culture	138
28/11	Belgium abstains from the vote on raising the PNA's UN status	160
28/11	Snow leopards inhabit the potential gas pipeline zone in Ukok, Altai – WWF	221
29/11	Palestine expects to be granted UN observer-state status	909
29/11	The St. Petersburg Court of Arbitration puts off consideration of a construction project for Babolovsky Park	60
30/11	Biography of Eduard Artyemyev	304
30/11	The world is tired of the Palestinian uncertainty	207
30/11	Russian nuclear industry employees are compelled to hunt poachers	33
30/11	The Grand Canyon in the U.S. is from the same time as the dinosaurs, scientists say	374
Total reports in Russian: 35		Total page views: 44 118

Date	Titles of Reports on UNESCO in French	Page views
7/11	Congrès juif européen: le Russe Kantor réélu président	9
10/11	Haïti: une inondation fait au moins 16 morts (médias)	7
21/11	Centre religieux russe à Paris: Moscou veut réviser le projet	8
22/11	Les titres du 22 novembre 2012	4
22/11	Centre russe à Paris: Moscou retire sa demande de permis de construire	21
22/11	La Russie célébrera le 2000e anniversaire de la ville de Derbent en 2015	8
27/11	Le premier centre des nanotechnologies de Russie inauguré à Kazan	12
29/11	La Palestine en passe de devenir Etat observateur à l'Onu	3
30/11	Le monde est fatigué de l'inconnue palestinienne	3
30/11	Kamtchatka: une webcam installée près d'un volcan en éruption	4
Total reports in French: 10		Total page views: 79

Date	Titles of Reports on UNESCO in Spanish	Page views
6/11	Medvédev propone celebrar foro para diálogo entre diversas confesiones	1
15/11	Estrellas del flamenco enardecen al público moscovita	7
20/11	La obra de Salman Rushdie y la tolerancia	4
28/11	Prensa rusa al día	2
Total reports in Spanish: 4		Total page views: 14

Date	Titles of Reports on UNESCO in English	Page views
13/11	Abbas Confirms Palestinian UN Bid in November	8
22/11	Russian Press - Behind the Headlines, November 22	6
30/11	UN Upgrades Palestinian Status to Non-Member Observer State	27
Total reports in English: 3		Total page views: 41
TOTAL REPORTS: 52		TOTAL page views in November: 44 252

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 November 2012: **Treasures of the World – Heritage of mankind**

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

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers / film</i>	<i>Total viewers</i>
Sunday 7.45 pm	3	0.4	136 667	410 000
Monday 12.45 pm	4	0.5	45 000	180 000
Tuesday 9.45 pm	2	0.7	200 000	400 000
Extra shows, different times	2	1.0	290 000	580 000
Total	11	-	671 667	1 570 000

▪ Phoenix – documentary channel (Germany)

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers / film</i>	<i>Total viewers</i>
Different days and times	27	1.3	111 482	3 010 000
Total	27	1.3	111 482	3 010 000

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

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers / film</i>	<i>Total viewers</i>
Saturday 6 am	4	0.6	15 000	60 000
Saturday 16.45 am (only Saarland)	4	4.8	7 000	30 000
Extra shows, different times	5	3.4	56 000	280 000
Total	13	-	78 000	370 000