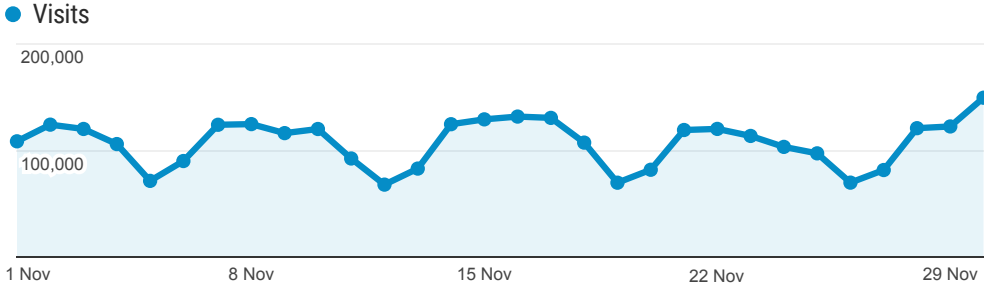


Website

Visits



Visits

3,222,606

% of Total: 100.00% (3,222,606)



Unique Visitors

2,235,118

% of Total: 100.00% (2,235,118)



Top 10 pages visited

Page	Visits
en.unesco.org/	190,552 (5.91%)
whc.unesco.org/en/list/	78,703 (2.44%)
es.unesco.org/	50,537 (1.57%)
whc.unesco.org/	39,666 (1.23%)
en.unesco.org/careers/	34,388 (1.07%)
fr.unesco.org/	29,161 (0.90%)
www.unesco.org/new/en/unesco/resources/online-materials/publications/unescodoc-database/	27,734 (0.86%)
www.unesco.org/new/es/unesco/themes/icts/	20,276 (0.63%)
whc.unesco.org/es/list/	17,062 (0.53%)
whc.unesco.org/fr/list/	16,976 (0.53%)

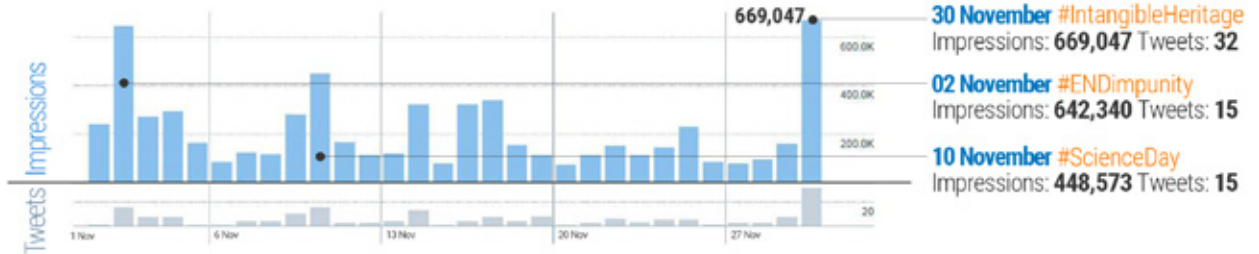
Social Media



@Unesco
1,87 M
followers

Main English
Account

6.3 million impressions over 30 days



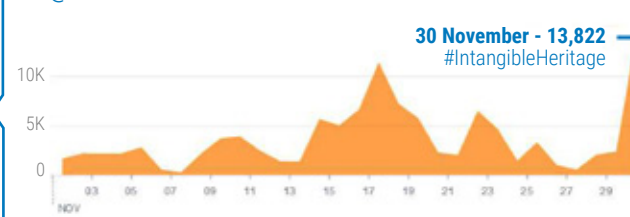
@UNESCO Facebook English account 459,852 likes



@UNESCOes Facebook Spanish account 377,240 likes



@UNESCOfr Facebook French account 21,949 likes



@UNESCOar Facebook Arabic account 28,952 likes



@UNESCOussian Facebook Russian account 10,634 likes



TOTAL REACH per account

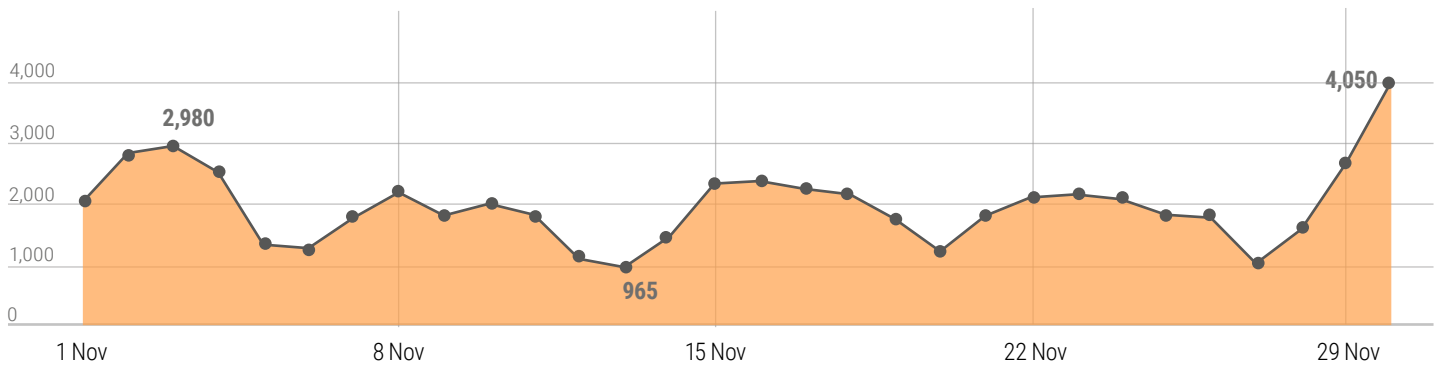
- @UNESCO
- @UNESCOes
- @UNESCOfr
- @UNESCOar
- @UNESCOussian

The **total Reach** is the number of people who were served **any activity from our Page** including our posts, posts to our Page by other people, Page like ads, mentions and checkins.

Media

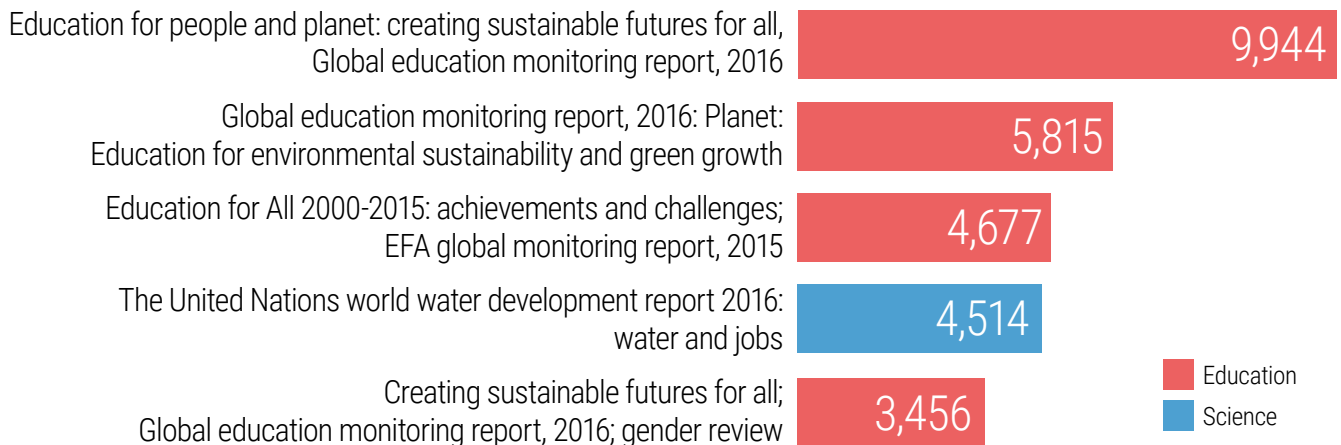
Number of articles in which "UNESCO" appeared

59,662 articles monitored in all media sources in November 2016. Source: Cision




Publications

Most consulted PDFs (UNESDOC) - Published after 2015



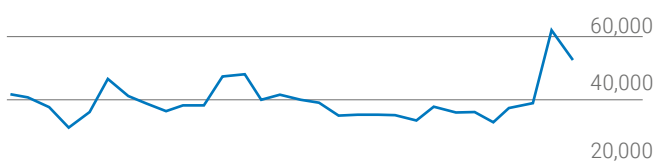
Videos on UNESCO YouTube Channel



UNESCO
46,419
subscribers

Main English
Account

Watch time in minutes



Total watch time
1,204,084 minutes

Total views
574,648

Top 5 most viewed

Videos	Views
Kalbela folk songs and dances of Rajasthan	175,731 (30%)
The Polyphonic Singing of the Aka Pygmies of Central Africa	16,234 (3%)
Traditional brass and copper craft of utensil making among the Thatheras of Jandiala Guru	13,412 (2%)
Shrimp fishing on horseback in Oostduinkerke	13,043 (2%)
Daemokjang, traditional wooden architecture	12,980 (2%)