



United Nations  
Educational, Scientific and  
Cultural Organization

Sector for  
External Relations and  
Public Information  
Division of Public Information

ERI/DPI/2013/PIPMR/25/REV

## Monthly Report on the Use of UNESCO Public Information Products

December 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

December was a particularly heavy month in terms of media coverage about UNESCO. Two major events contributed to this: the meeting of the Intangible Heritage Committee, which provoked an avalanche of articles in all regions of the world (although not as much as the world heritage committee meeting held during the summer, and less than last year's coverage); and the "Stand Up for Malala" event in favour of girls' education, which generated significant news coverage globally, and massive coverage in Pakistan. The presence of the French Prime Minister at the event ensured reasonable coverage by the French media, which had not previously shown much interest in the story.

The majority of this coverage was very positive for UNESCO. Countries that had items added to the intangible heritage list celebrated the announcement – especially in Latin America. The Malala event was also treated as a positive step forward for girls' education and a fitting tribute to the 14 year-old Pakistani girl, shot by the Taliban because of her defence of education for girls.

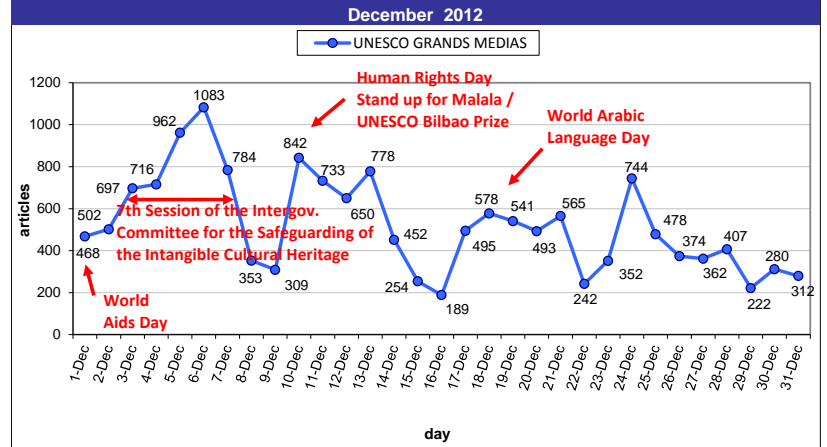
The following events are highlighted in the Major Events pages:

- **World AIDS Day (01 December)**
- **7th Session of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage (03-07 December)**
- **Human Rights Day 2012 (10 December)**
- **'Stand up for Malala – Girls' Education is a Right' and**
- **Award Ceremony of the UNESCO/Bilbao Prize for the Promotion of a Culture of Human Rights**
- **World Arabic Language Day (18 December)**

## UNESCO Website and Social Media Channels

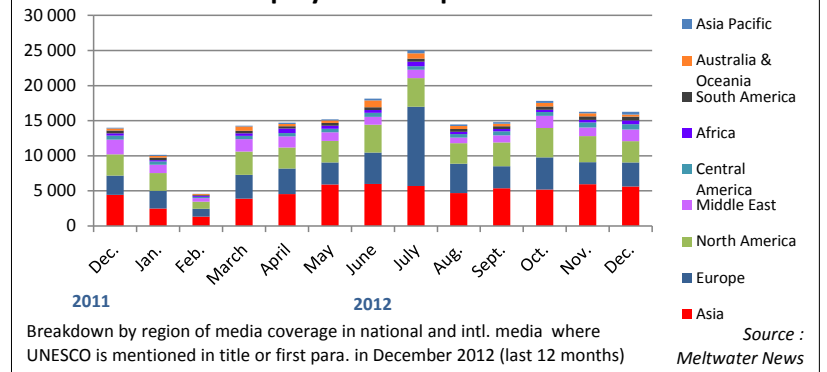
As in previous years, the December traffic dropped due to the end of the year holidays. Nevertheless, with 1.7 million visits the site scored higher than last year in the same period confirming the positive trend resulting from the renewed communication effort. Feature stories performed well in terms of visits on unesco.org as well as rebounds on social media, such as "Malala symbolizing the right of girls to education" with more than 4,000 visits. Traffic increased greatly for the "Culture" sector during the 7th session of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage. Visits to Arabic pages increased by 8.72% over the month, as a result of the World Arabic Language Day. On UNESCOMMUNITY single articles such as "UNESCO in Tripoli" and the "tribute to Oscar Niemeyer by Vincent Defourny" stories were very attractive. The good results are however not reflected in the total traffic of the month in

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

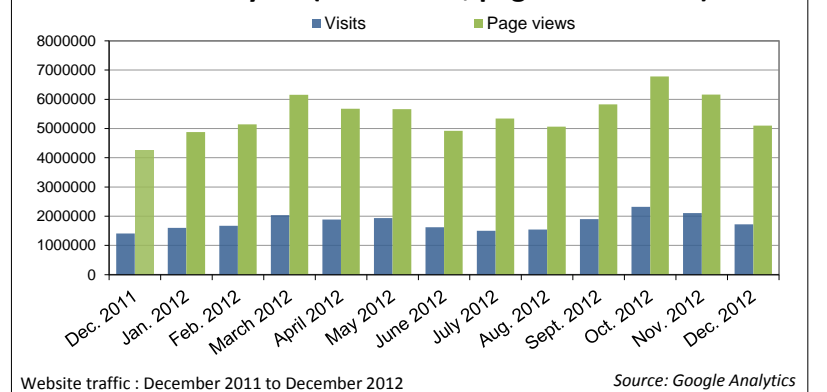


## Strong increase of media coverage in Asia Pacific (+65%), Africa (+57%), Middle East (+37%), and Europe (+9%)

Total of articles is up by 16% compared to same month in 2011



## Web traffic dropped again but remains higher than same month last year (visits +22%, page views +19%)



the absence of many colleagues during the last weeks of the month.

Despite getting a relatively late start on social media, UNESCO closes 2012 with the 3rd strongest Google+ and Weibo accounts in the UN system, as well as a top 3 standing for social media accounts in Arabic, French, Russian and Spanish. The English-language accounts stand at 8th or 9th in the UN system, and are poised to move to 6th or 7th place by March 2013.

Posts about languages and multilingualism are always top performers on UNESCO's social media channels, so the resounding success of World Arabic Day came as no surprise. Most of the 10 tweets posted on the topic had at least 70 retweets; 2 messages made it into the month's top 10 tweets. Among the comments received, many made reference to the possibility of celebrating other official languages as well. The posts about Oscar Niemeyer -from HQ and the Brasilia Office- scored the best with 299 and 314 likes respectively.

On the UNESCO Channel on YouTube, the number of new subscribers (800) is a first ever record, an increase of more than 54% from last month or December 2011 (see graph to the right). English, Spanish and French channels are in the forefront in terms of video views; the most consulted are on Intangible Heritage. Despite these new subscribers the total number of video views dropped for the second month in a row, but remains the fourth best in 2012 (see details pp. 18-20).

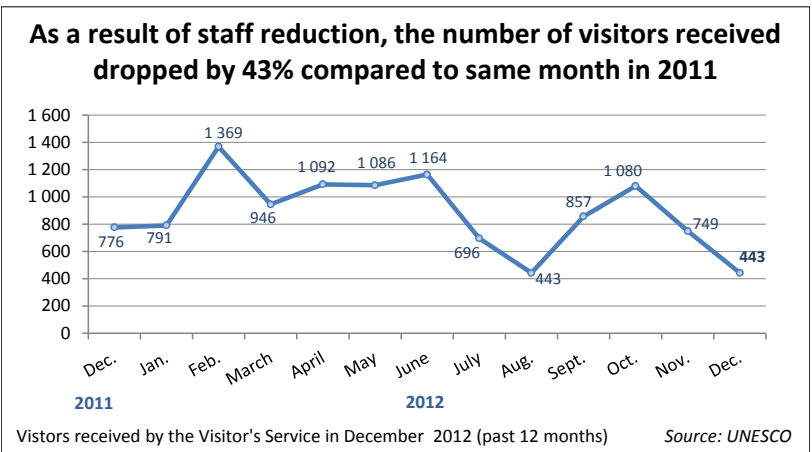
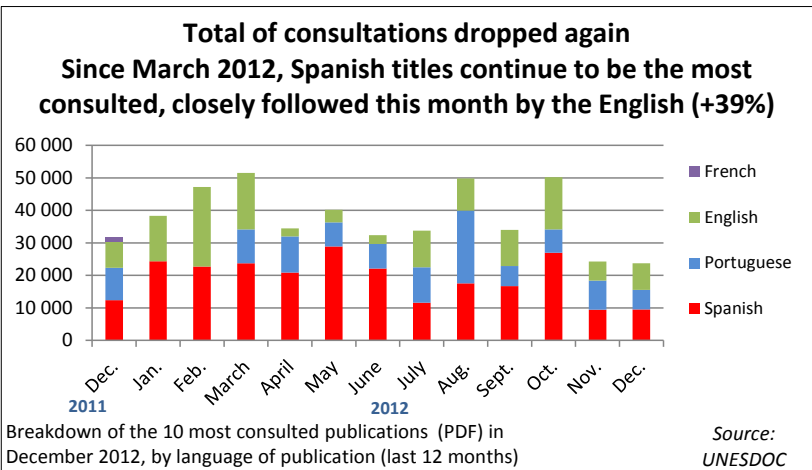
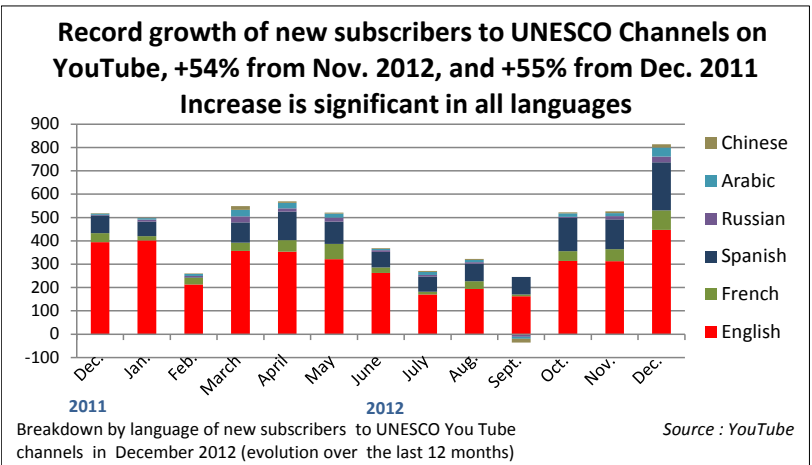
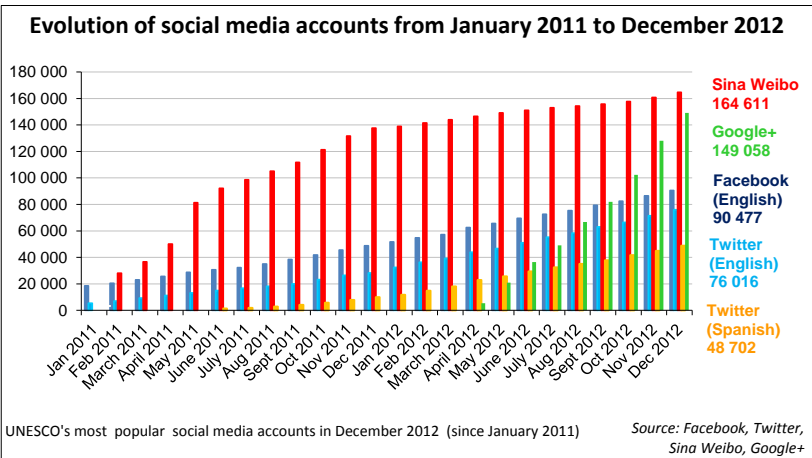
### UNESCO Publications

December saw a continued decrease in the total of on-line consultations for the top ten viewed publications compared to November 2012 and December 2011. The top 10 best online views are still mainly English, Spanish and Portuguese titles thanks to the General History of Africa, the summary of the EFA Global Monitoring report, the World Water Development Report 4 and the Engineering Report. Views of UNESCO publications on Google equally declined compared with November and with the same month in 2011.

Bookshop and online sales were heavily dominated by World Heritage and the Memory of the World publications.

### UNESCO Visits

The number of tours had to be limited due to staff reduction. As a result, the number of visitors received dropped for the second month in a row representing a decrease of 40% from last month, and of 43% from December 2011.



## Major events:

### I. World AIDS Day (01 December 2012)

World AIDS Day (WAD) - every year on 1 December - is the opportunity to reflect on the impact of HIV and AIDS, raise awareness, demonstrate solidarity, and evaluate progress after more than 30 years of addressing the epidemic.

The theme for this WAD, and all others until 2015, is “Getting to Zero: Zero new HIV infections, zero discrimination and zero AIDS-related deaths”. Along with other partners such as UN agencies, governments, ministries, schools, and civil society, UNESCO field offices organized, participated in and coordinated commemorative World AIDS Day events.



UNESCO Kinshasa event for learners and teachers  
© UNESCO/G.Nsakala

**Participants:** Thousands of people participated through commemorative events and around two million young people through line events.

**Public:** Development stakeholders, civil society, policy makers, youth, students, communities, individuals, general public, and UNESCO Staff

#### Communication materials and activities:

- [Message from the Director-General for World Aids Day \(WAD\) 2012](#)
- [Message from UNAIDS Executive Director](#) for WAD 2012
- [Dedicated webpage](#)
- [Updating of HIV portal – WAD webpage](#)
- [UN World AIDS Day webpage](#)
- [2012 WAD E-newsletter](#)
- WAD Banner and logo on [unesco.org](#)
- Spotlight on UNESCOMMUNITY
- Footnote message with the WAD theme on all emails generated by [unesco.org](#) accounts (period 29/11/2012-11/12/2012)
- [Video interview](#) with Brasilia Office ED coordinator (in Portuguese)

#### Field activities:

Meetings, celebrations, multimedia events, condom distribution, AIDS walks, road shows, candles light processions, commemorative services, radio programmes, seminars, workshops, conferences, meetings, sporting events and games etc. Activities are highlighted in the [2012 WAD E-Newsletter](#).

#### HQ activities - staff oriented:

- Placemats on HIV prevention on the trays at the UNESCO canteen
- Activity with HRM: Free distribution of HIV communication products (pins, red ribbon) and condoms at the Fontenoy-Ségur and Miollis-Bonvin entrances.

[A concert to raise funds](#) to benefit UNESCO's programming efforts to fight homophobia in educational institutions, performed by the Rainbow Symphony Orchestra, took place at UNESCO Headquarters on World AIDS Day.

**Website statistics:** On dedicated webpage: 1,771 visits / 2,463 page views; On HIV and AIDS portal: 2,170 visits / 4,556 page views, including WAD webpage: 2 visits / 31 page views.

**Press coverage:** UNESCO did not have any major news to announce this year, and consequently media coverage referencing UNESCO was minimal.

**Social media:** No new communications products were developed specifically for social media this year, while last year a Harvard EdCast was launched. Social media efforts were thus focused on delivering the key message that “Education is our weapon in the fight against #AIDS #HIV”, and driving traffic to the dedicated International Day Page that describes our efforts. These messages performed remarkably well, compared to last year, with one tweet achieving over 100 retweets (RT).

Brasilia Office: Facebook: 2 posts / 32 likes / 34 shares / 1.774 people reached. Facebook: 2 posts / 32 likes / 34 shares / 1.774 people reached. The video interview by the Brasilia Office got 206 views on YouTube and was also published on the UOL and TAL (Televisión América Latina) news websites.

## II. 7th Session of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage (03-07 December 2012)

The [seventh session of the Intergovernmental Committee](#) for the Safeguarding of the Intangible Cultural Heritage, held at UNESCO Headquarters from 3 to 7 Dec. 2012, completed its work, after five days of intensive debates and examinations of various reports. The opening session was attended by the Director-General, Irina Bokova, and chaired by Arley Gill of Grenada. Over 800 participants registered online, ranging from experts to practitioners and government officials. During the course of the week, the UNESCO Portal and the “Open UNESCO” exhibition featured non-stop videos of elements inscribed on the Lists, including selected interviews on the importance of the safeguarding the intangible cultural heritage for sustainable development. Similar interviews were also displayed at the entrance of room XII.

The Committee examined [sixteen new periodic reports](#) from States Parties, it also inscribed [four elements](#) on the List of Intangible Cultural Heritage in Need of Urgent Safeguarding and [twenty seven elements](#) on the Representative List of the Intangible Cultural Heritage of Humanity. And it selected [two safeguarding programmes](#) for the Register of Best Practices and granted four international assistance requests totaling US\$ 660,000.

Despite the absence of the video webcast, it is worth noting that two aspects of this session have contributed to a better visibility: (1) the fact of holding the meeting in Paris, a media hub played in our advantage for media coverage, (2) the inscription of elements were examined on working days, not the week-end as it was the case of the Bali session (2011). Following the invitation of the Government of Azerbaijan, the 8th session of the Intergovernmental Committee will be held in Baku (Azerbaijan) from 2 to 8 December 2013.

**Participants:** 820 participants (twice as much as last year’s Committee in Bali, Indonesia).

**Public:** Members of the Committee (180), States Parties to the Convention (300), UNESCO Member States not party to the Convention, NGOs (200), Category 2 Centers, experts, media, and general public.

### Communication materials and activities:

- Six Press releases, one media advisory
- Media Kit
- Media breakfast
- [Dedicated webpage](#)
- [Online registration](#)
- Live audiocast for the whole meeting
- Photo gallery and videos of the elements
- Videos of elements displayed on Open UNESCO screens
- 29 video interviews, mainly on “Intangible Heritage and Sustainable Development”
- Publications (new edition of Basic Texts, Lists of the Convention 2010-2011, and Leaflet of 2011 inscriptions)

**Audiocast/Live streaming connections:** While the fifth and sixth session of the Committee had been audio and videocasted, the seventh session has only been audiocasted because of budget constraints. With a total of 175 simultaneous connections, English (53), French (35), Spanish (87), as last year, the meeting has been followed more in Spanish than in the other languages.

**Website statistics:** On Intangible Heritage website: 54,478 visits / 199,981 page views, with a peak on 6/12 (6,450 visits / 24,608 page views). On dedicated web page: 1,807 visits / 8,445 page views.

**Press coverage:** In terms of press coverage, this was the biggest event of the month. Over 4,000 articles were generated by the meeting over the peak days when new items were added to the Intangible heritage list. Coverage was extremely positive and jubilatory, especially in those countries that had successfully submitted items. Nonetheless, and although a detailed analysis has not been done on this, coverage of event has fallen from last year and the year before. This is probably because there is no real element of surprise in the inscriptions, the recommendations for which are known publicly well beforehand. The fact that there were no really controversial or internationally renowned items this year probably influenced the fall-off in coverage as well.

**Social media:** A marked improvement in the promotional efforts of this year’s ICH inscriptions, compared to last year! As in 2011, Twitter was the main platform used to relay the latest inscriptions. But unlike 2011, we avoided tweeting the official, and often heavy, name of the traditions, and tried to seduce the audience’s imagination by spotlighting what was fun, remarkable, or unique about the tradition, or describing the traditions that aren’t well-known. Result: each inscription was retweeted at the very least 5 times, whereas last year a good number of ICH tweets had no retweets. As expected, 2 of the ICT tweets announcing the inscriptions of crowd-pleasers “the Toquilla Straw Hat” (Ecuador) and “Dancing Devils” (Venezuela) are in this month’s top 10 tweets. Each tweet was accompanied by a photo showing various facets of the inscribed tradition. Using photo collages is generally more effective than using photos showing only 1 image, as it allows audiences to have a fuller understanding of the traditions. Recaps of all ICH inscriptions were made available as photo galleries on Facebook at the end of each day, with strong but not exceptional results of 300 likes. It seems that the concept of ICH is still a bit unclear for our social media audiences, and requires more explaining.

Brasilia Office: 2 posts / 252 likes / 1,684 shares / 3,216 people reached. Twitter: 34 tweets / 143 retweets.

### III. Human Rights Day 2012 (10 December 2012)

#### ▪ 'Stand up for Malala – Girls' Education is a Right'

The high-level event was organized on Human Rights Day (10 December) by UNESCO and the Government of Pakistan at UNESCO Headquarters (Room I), as a tribute to Malala Yousafzai, a young girl from Pakistan, victim of an assassination attempt by extremists because of her efforts to promote the right to education and in support for all girls' right to education. It brought together some 20 eminent personalities from around the world that joined UNESCO's Director-General in making a collective commitment to end discrimination against girls and to ensure respect for their right to education. These included the President of Pakistan, the French Prime Minister, the United Arab Emirates Minister of Foreign Affairs, the former president of Finland, the Executive Director of UN Women, other ministers, religious leaders, UN officials and others.

A message on behalf of Malala was delivered together with video messages from the UN Secretary-General, the US Secretary of State, and the Vice-President of the European Commission. Students delivered messages in support of Malala and girls' right to education.

The event was moderated by Zeinab Badawi from BBC and it attracted significant international media coverage (see details below) while it was also featured in TV channels and social media. UNESCO and Pakistan signed a MoU and agreed to collaborate to promote education for girls. The Malala Fund for Girls' Right to Education was established with a pledged contribution of \$10 million from Pakistan. The Fund will ensure the implementation of concrete interventions in favour of girls' education in Pakistan and elsewhere. Discussions have been initiated in order to identify priority areas of intervention to promote and support the development of quality education opportunities for girls.

**Participants:** 900 participants

**Public:** Permanent Delegations, politicians, representatives of the UN agencies, international organizations, NGOs, the private sector, students, journalists and UNESCO Staff members.

#### **Communication materials and activities:**

- [Media advisory](#) (5 December 2012)
- Dedicated web pages: [ED](#) and [DPI](#) (in 6 languages)
- [Online registration](#)
- Announcement on the Calendar of events
- Invitations, [Flyer](#)
- [Programme](#)
- [Concept note](#)
- Live Webcast
- Poster
- Slideshow of girls portraits (SIPA) on Open UNESCO
- Giant portraits of girls on the screen
- Badges representing Malala Yousafzai
- Video of the event

**Webcast/Live streaming connections:** 86 simultaneous connections.

**Website statistics:** Dedicated webpages: [ED](#): 464 visits / 1,417 page views; [DPI](#): 1,717 visits / 5,723 page views

**Press coverage:** This event generated significant press coverage with over 500 articles monitored in 35 countries. Most coverage was positive and factual, focusing on the launch of the Malala Fund and the commitments made by the Pakistani president to improve girls' education. UNESCO was presented as the leading international moral authority on girls' education and a key partner to Pakistan in the quest to it accessible for all girls. With the sense of outrage over the attack on Malala still very evident in the media, the event was perceived as right and just.

Many articles quoted the Director-General, and included photos of the keynote speakers on the stage in Room I; several highlighted the video messages from Ban Ki-moon and Hillary Clinton. There were virtually no negative reactions to the event, and very few stories called Pakistan's education track record into account. UNESCO was very often in the story title or the lead paragraph.

**Social media:** Social media messaging for Human Rights Day focused on the "Stand up for Malala" advocacy event. The event was live-tweeted, using the #VoiceCount hashtag launched by UNHCR. Traffic was also driven to unesco.org feature story written by DPI/WEB in all 6 languages, which was viewed 4,105 times between Dec 6 and 12 for a total of 10,003 times since its publication in mid-November. These results are excellent, being 5 times higher than the average number of page views for most feature articles. The article was liked 407 times on Facebook and shared 32 times on Google+.

We also tried to differentiate our Human Rights Day message with an original UNESCO flavor by showing what human rights meant for the Organization. An example is "Human Rights Day is about the struggle for the kind of society we want to live in. Societies of dignity & rights, or of fear #VoiceCount". Human Rights Day messages were crowd-pleasers, averaging between 75 and 100 retweets.

Brasilia Office: Facebook: 1 post / 314 likes / 2,519 shares / 4,218 people reached. Twitter: 4 tweets / 29 retweets.

## ▪ **Award Ceremony of the UNESCO/Bilbao Prize for the Promotion of a Culture of Human Rights (10 December 2012)**

On the occasion of Human Rights Day 2012, UNESCO's Director-General awarded the UNESCO/Bilbao Prize to Archbishop Emeritus Desmond Tutu from South Africa in recognition of his exceptional contribution to building a universal culture of human rights at the national, regional and international levels.

The award ceremony was held at UNESCO Headquarters in Paris in the presence of the Deputy Mayor of the City of Bilbao and two members of the Jury. Archbishop Tutu was represented by his eldest daughter Ms Thandeka Tutu-Gxashe who received the diploma, the trophy and the monetary award of US\$ 30,000 on behalf of the laureate. Her address was followed by a video-acceptance speech of Archbishop Tutu and a concert of the Choir Invisible: The Desmond and Leah Tutu Choir for Peace (United Kingdom). 80 singers performed a capella compositions inspired by South African Gospel, soul music and lyrics by Archbishop Tutu. After the ceremony a vernissage of the works of the Japanese artist Toshimi Ishii (Toshi), creator of the UNESCO/Bilbao Prize Trophy, took place in the Salle des Pas Perdus.

Information about the 2012 award was also published in the message from the Director-General issued on the occasion of the 2012 Human Rights Day (HRD), in a UNESCO press release, on the dedicated webpages of the Prize and HRD, and in the UNESCO calendar of events. An interview with Stéphane Hessel, first laureate of the UNESCO/Bilbao Prize in 2008, in which he paid tribute to Desmond Tutu's role in the reconciliation process, was published online on 11 December 2012. The Archbishop's video-acceptance speech was posted on UNESCO's website.

**Participants:** Approximately 600 persons attended the award ceremony of the UNESCO/Bilbao Prize.

**Public:** Permanent Delegations, NGOs maintaining official relations with UNESCO, UNESCO staff members and the general public (300 entries registered).

### **Communication materials and activities:**

- [Press release](#) (28 November 2012)
- [Message from the Director-General on the occasion of Human Rights Day 2012](#) (HRD)
- [Updating of the Dedicated web page for the Prize](#)
- [Dedicated web page for the Human Rights Day](#) (HRD)
- Announcement on the Calendar of Cultural Events (exhibition and concert)
- [Interview with Stéphane Hessel](#), first laureate of the Prize in 2008 (11 December 2012)
- [Video acceptance speech of Archbishop Emeritus Desmond Tutu](#)
- UN Radio
- UN News

**Webcast/Live streaming connections:** 27 simultaneous connections.

**Website statistics:** On dedicated web pages: for HRD: 665 visits / 1,598 page views; for the UNESCO/Bilbao Prize: 258 visits / 722 page views.

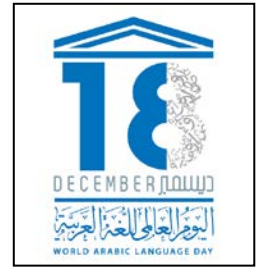
**Press coverage:** The information about the award of the 2012 UNESCO/Bilbao Prize was widely covered on the web by the UN news service. Stories on the award were published by leading media in France, South Africa, Spain, Holy See, as well as Angola, Brazil, Central African Republic, Congo, Haiti, Russian Federation, and others. Reports focused on the announcement of the winner. There was little coverage of the prize ceremony, which the laureate could not attend.

**Social media:** The award ceremony itself wasn't covered on social media, as the prize recipient Desmond Tutu did not attend. News of the event was tweeted with low interest (15 RT), though the interview with Stéphane Hessel featured on Facebook garnered a lower-than-average but still respectable 182 likes.

**Brasilia Office:** Facebook: 1 post/ 47 likes / 33 shares / 1,790 people reached.

#### IV. World Arabic Language Day (18 December 2012)

During its 190th session the UNESCO Executive Board adopted a decision to celebrate 18 December of every year as World Arabic Language Day. The first celebration was organized by the Arab States Group at UNESCO and took place at UNESCO Headquarters on 18 December 2012.



This celebration was inaugurated by the Director-General, Irina Bokova in the presence of many eminent persons including the Chair of the Arab Group and Ambassador, Permanent Delegate of Morocco, Zouhour Alaoui, the Vice-President of the Executive Board and Ambassador, Permanent Delegate of Saudi Arabia, Ziad Aldrees, the former Secretary General of the United Nations, Boutros Boutros-Ghali and the Director-General of ALECSO, Mohamed El Aziz Ben Achour.

A dedicated webpage was prepared for this day – available in Arabic, English, Spanish and Chinese- on the different aspects of the presence of the Arabic language at UNESCO, and its history in the Organization.

**Participants:** 200 persons

**Public:** Permanent Delegations, journalists, UNESCO staff members, general public.

**Communication materials and activities:**

- [Message from the Director-General for the Day](#)
- [Dedicated webpage in 4 languages](#)
- Invitation
- Programme
- Poster
- Postcards

**Website statistics:** On dedicated webpage: 3,875 visits / 6,399 page views.

**Social media:** As this was the first World Arabic Language Day, efforts were made to ensure that the initiative was promoted on the social media channels of the UN HQ. The lead tweet “Celebrating the huge contribution of Arabic-language writers, scientists & artists to universal culture #ArabicDay <http://ow.ly/gaktR>” received 216 RT, twice as high as what @UNESCO can generate alone without the help of @UN. As our audience has shown special interest in languages and multilingualism, our messages for the day performed well. “Did you know? The words algebra, average, chemistry derive from Arabic, which was vital in transmitting this knowledge #ArabicDay” received 150 RT, without RT assistance from @UN. The Facebook and Google+ posts received 262 likes and 32 shares, respectively, which are strong results for what we have come to expect on these channels.



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

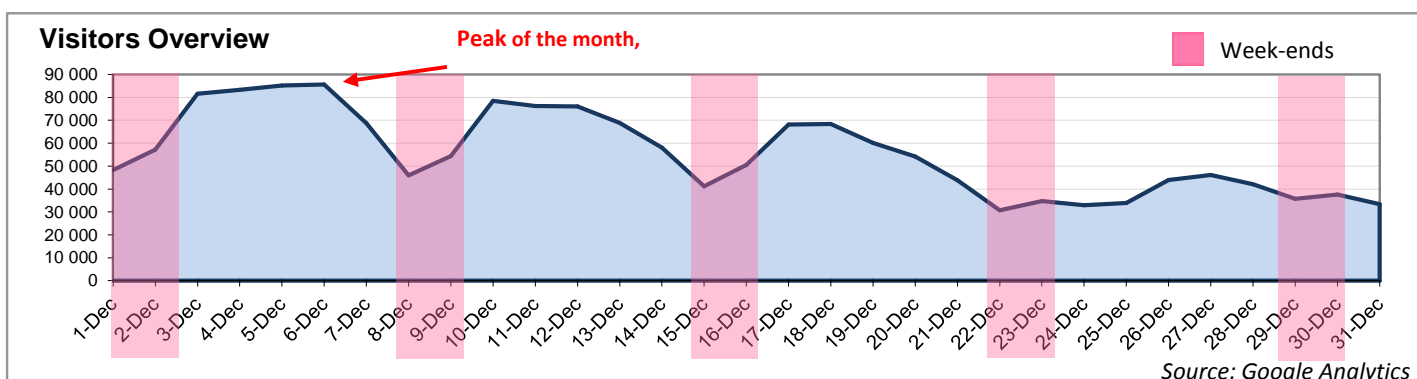
Both a communication and a knowledge management tool, UNESCO's websites, with over 2.7 million pages of content, are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in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

As in previous years, the December traffic dropped due to the end of the year holidays. Nevertheless, with 1.7 million visits the site scored higher than last year in the same period confirming the positive trend resulting from the renewed communication effort. Feature stories performed well in terms of visits on unesco.org as well as rebounds on social media, such as "Malala symbolizing the right of girls to education" with more than 4,000 visits. Traffic increased greatly for the "Culture" sector during the 7th session of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage. Visits to Arabic pages increased by 8.72% over the month, as a result of the World Arabic Language Day. On UNESCOMMUNITY single articles such as "UNESCO in Tripoli" and the "tribute to Oscar Niemeyer by Vincent Defourny" stories were very attractive. The good results are however not reflected in the total traffic of the month in the absence of many colleagues during the last weeks of the month.

## 1.1 December 2012 Traffic

### Daily Web Traffic Patterns



- World Aids Day (01/12)

- 7th Session of the Intergov. Com. for the Safeguarding of the Intangible Cultural Heritage (03-07/12)

-International Day of Persons with Disabilities (03/12)

- Human Rights Day (10/12):

- 'Stand up for Malala ...'
- UNESCO/Bilbao Prize

- Unlocking Opportunities : Governance of Culture for Development (10/12)

- 6th Sess. of the Intergov. Com. for the Protection and Promotion of the Diversity of Cultural Expressions (10-14/12)

- World Arabic Language Day (18/12)

- Metin Arditi Goodwill Ambassador (18/12)

## 1.2 Monthly visits

	Page views <sup>1</sup>	Monthly variation	Visits <sup>2</sup>	Monthly variation	Unique Visitors <sup>3</sup>	Monthly variation	New Visitor <sup>3</sup>	Returning Visitor
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%
<b>December 2012</b>	<b>5 096 412</b>	<b>-17.32%</b>	<b>1 725 594</b>	<b>-18.12%</b>	<b>1 327 215</b>	<b>-17.17%</b>	<b>70.80%</b>	<b>29.20%</b>

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

Areas of interest	Visits <sup>2</sup> in December 2012	Variation vs M-1
<b>UNESCO.ORG</b>	<b>1 725 594</b>	<b>-18.12%</b>
Home & Central Service pages	178 582	-22.80%
Worldwide	17 597	-20.40%
<b>Education Sector</b>	<b>114 406</b>	<b>-33.39%</b>
<b>Natural Sciences Sector</b>	<b>45 609</b>	<b>-47.98%</b>
<b>Social and Human Sciences Sector</b>	<b>32 167</b>	<b>-34.15%</b>
<b>Culture Sector</b>	<b>831 937</b>	<b>-9.79%</b>
World Heritage	778 616	-8.19%
Intangible Heritage	54 478	+4.75%
Culture Sector (excluding Intangible Heritage)	53 321	-28.16%
<b>Communication and Information Sector</b>	<b>46 938</b>	<b>-28.11%</b>
<b>Field offices (only those tracked)</b>	<b>75 068</b>	<b>-39.00%</b>
UIL*	15 615	-21.94%
IIEP*	129 023	-24.78%
UNEVOC*	26 266	-25.45%

\* UIL, IIEP and UNEVOC statistics are tracked separately.

### 1.4 UNESCO Website Visitors

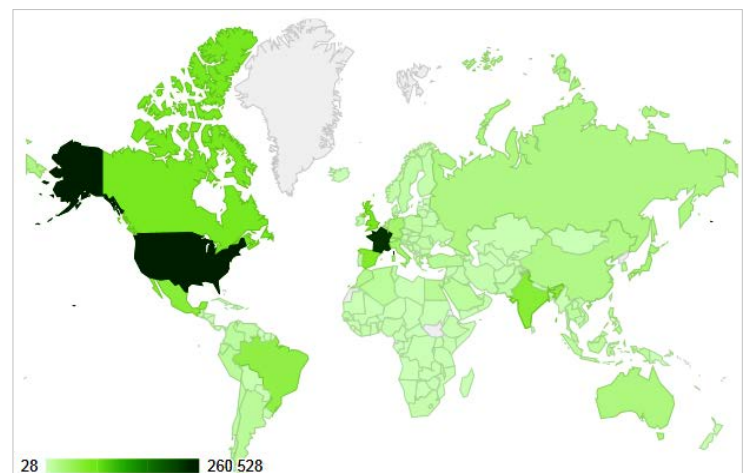
#### Top 10 domains/countries

Country	Visits <sup>2</sup>	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	260 528	15.10%	-10.33%	2.64	00:02:15
France	233 353	13.52%	-8.93%	3.40	00:03:47
Canada	74 859	4.34%	-14.48%	3.80	00:03:48
United Kingdom	74 162	4.30%	-19.66%	2.93	00:02:42
Spain	65 444	3.79%	-8.66%	3.23	00:03:00
Mexico	60 257	3.49%	-50.84%	2.46	00:02:37
India	59 878	3.47%	+4.15%	2.64	00:02:36
Brazil	53 669	3.11%	-44.25%	2.17	00:02:22
Germany	34 368	1.99%	-12.94%	3.21	00:02:48
Italy	33 948	1.97%	-15.01%	3.62	00:03:11

#### Top 10 visitors' language

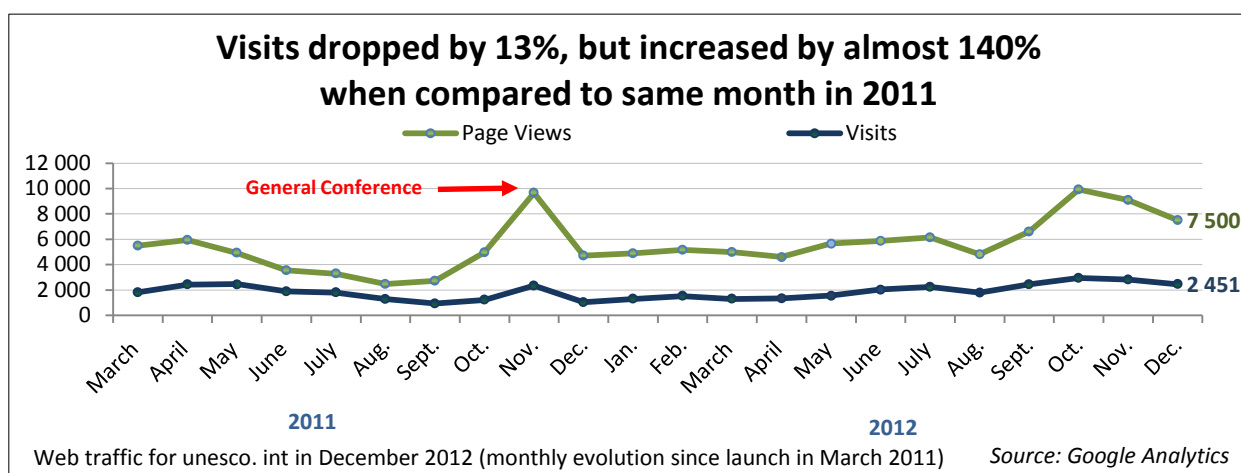
Language	Visits <sup>2</sup>	% of Total visits	Variation vs M-1
English	844 306	48.93%	-14.79%
French	291 979	16.92%	-5.73%
Spanish	201 784	11.69%	-40.11%
Portuguese	63 341	3.67%	-43.37%
Russian	42 260	2.45%	+0.11%
Chinese	37 073	2.15%	-7.00%
German	35 709	2.07%	-13.22%
Italian	30 416	1.76%	-15.49%
Japanese	28 610	1.66%	-4.80%
Dutch	20 336	1.18%	-8.36%

#### Geographical origin of visits (source: Google Analytics)



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

2012	Page views <sup>1</sup>	Monthly variation	Visits <sup>2</sup>	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%
December	7 500	-17.52%	2 451	-12.93%	2.90	+0.35%	00:03:33	43.90%	56.10%



## 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%
December	15 661	-17.35%	2 769	-18.39%

### Traffic indicators explained:

<sup>1</sup> **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).

<sup>2</sup> **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.

<sup>3</sup> **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
<b>Total</b>	<b>106 887</b>	<b>-1.28%</b>
English (EN)	52 350	-4.42%
Spanish (ES)	18 635	-18.33%
French (FR)	16 396	+12.72%
Arabic (AR)	10 491	+59.95%
Russian (RU)	5 667	-12.15%
Chinese (ZH)	3 348	+6.96%

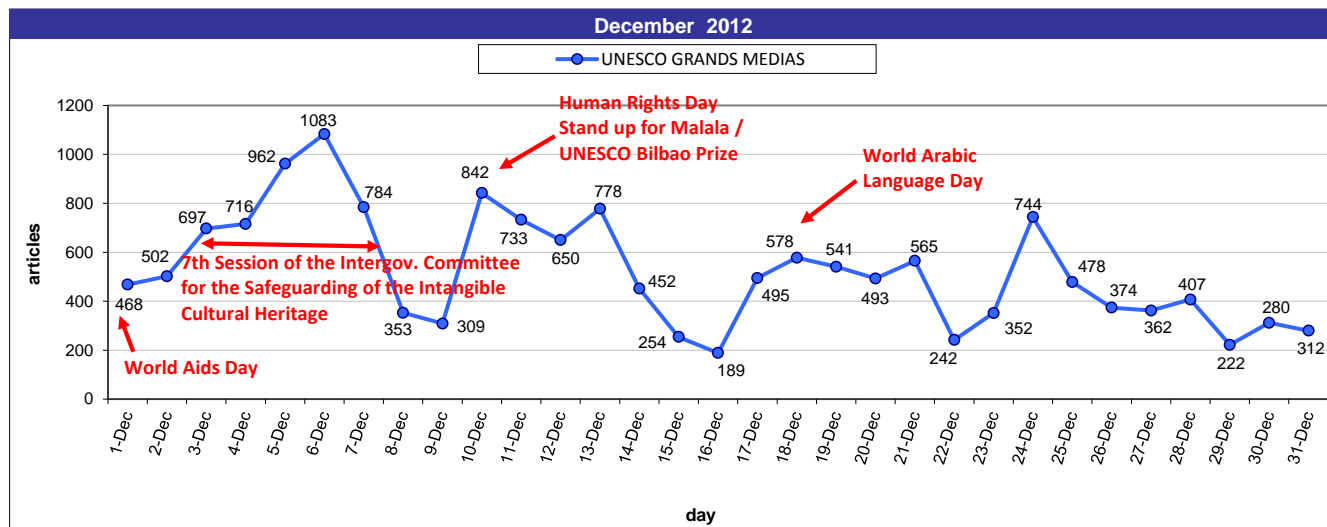
### 2.2 Press releases/Media advisories/Web releases in December 2012

1.	<a href="#">03/12</a>	<a href="#">Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage opens its session in Paris</a>
2.	<a href="#">04/12</a>	<a href="#">Elements from Botswana, Indonesia, Kyrgyzstan and Uganda inscribed on UNESCO List of Intangible Cultural Heritage in Need of Urgent Safeguarding</a>
3.	<a href="#">05/12</a>	<a href="#">Four new items inscribed on UNESCO's Representative List of the Intangible Cultural Heritage of Humanity</a>
4.	<a href="#">05/12</a>	<a href="#">Sixteen new elements inscribed on UNESCO's Representative List of the Intangible Cultural Heritage of Humanity</a>
5.	<a href="#">05/12</a>	<a href="#">Stand up for Malala – Girls' education is a right</a>
6.	<a href="#">06/12</a>	<a href="#">Seven new elements inscribed on UNESCO's Representative List of the Intangible Cultural Heritage of Humanity</a>
7.	<a href="#">06/12</a>	<a href="#">Director-General condemns continued killing of professional and citizen journalists in Syria</a>
8.	<a href="#">07/12</a>	<a href="#">Azerbaijan to host next year's meeting of the Intergovernmental Intangible Cultural Committee</a>
9.	<a href="#">10/12</a>	<a href="#">UNESCO and Pakistan launch Malala Fund for Girls' Education</a>
10.	<a href="#">10/12</a>	<a href="#">Irina Bokova, Michelle Bachelet and Tarja Halonen condemn murder of Women's Affairs leader in Afghanistan</a>
11.	<a href="#">11/12</a>	<a href="#">UNESCO Director-General deplores murder of Russian journalist Kazbek Gekkiyev</a>
12.	<a href="#">12/12</a>	<a href="#">Director-General urges improved safety for journalists following death of Pakistani reporter Saqib Khan</a>
13.	<a href="#">13/12</a>	<a href="#">Young Colombian social scientist wins 1st UNESCO/Juan Bosch Prize for research on youth violence</a>
14.	<a href="#">14/12</a>	<a href="#">Director-General calls for light to be shed on the death of Colombian journalist Guillermo Quiroz Delgado</a>
15.	<a href="#">14/12</a>	<a href="#">International experts meeting on earthen architecture: its preservation and potential for the future</a>
16.	<a href="#">17/12</a>	<a href="#">Metin Arditi to be named UNESCO Goodwill Ambassador</a>
17.	<a href="#">21/12</a>	<a href="#">Director-General calls for investigation into killing of South Sudanese journalist Isaiah Diing Abraham Chan Awol</a>

18.	25/12	<a href="#">UNESCO Director-General deplors new destruction of Timbuktu mausoleums</a>
19.	26/12	<a href="#">Director-General condemns shooting of Syrian TV cameraman Haidar al-Sumudi and calls for halt of violence against journalists</a>

### 2.3. Statistics on articles referring to UNESCO

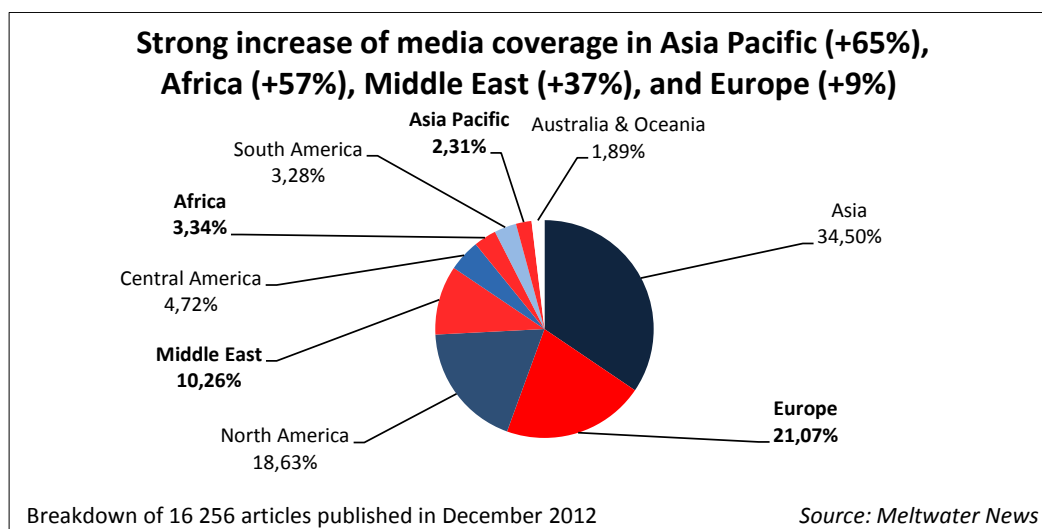
This graph shows the number of articles monitored in national and international media, in which “UNESCO” appeared in the title or first paragraph of a story in December (Source: Meltwater News)



December was a particularly heavy month in terms of media coverage about UNESCO. Two major events contributed to this: the meeting of the Intangible Heritage Committee, which provoked an avalanche of articles in all regions of the world (although not as much as the world heritage committee meeting held during the summer, and less than last year’s coverage); and the “Stand Up for Malala” event in favour of girls’ education, which generated significant news coverage globally, and massive coverage in Pakistan. The presence of the French Prime Minister at the event ensured reasonable coverage by the French media, which had not previously shown much interest in the story.

The majority of this coverage was very positive for UNESCO. Countries that had items added to the intangible heritage list celebrated the announcement – especially in Latin America. The Malala event was also treated as a positive step forward for girls’ education and a fitting tribute to the 14 year-old Pakistani girl, shot by the Taliban because of her defence of education for girls.

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



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

Date	Subject / Title	Language	Media
02/12/2012	Culture in the Cross Hairs	English	International Herald Tribune (USA)
18/12/2012	La culture pour sortir de la crise... oui mais comment ?	French	Le Monde (France)

## 2.5 Interviews given (by subject and media)

Subject	Interviewee	Language	Media (press TV Radio)
World Heritage in Danger	Véronique Dauge	French	France Culture
WHC-Mont-Saint-Michel and its Bay	Roni Amelan	French	Le Figaro

## 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).

	Subject	Downloads	Media
1	Stand up for Malala	2	Associated Press
2	Stock shots Headquarters	3	
3	UNESCO Priorities	2	
4	WHC	1	
5	ED	1	

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

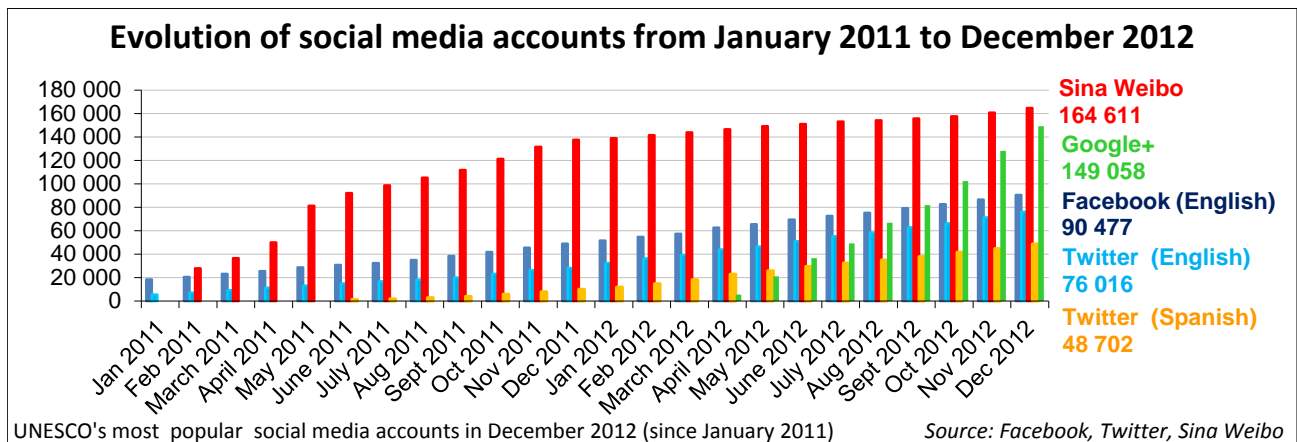
N/A for December 2012.

### 3. UNESCO Social Media Channels

Despite getting a relatively late start on social media, UNESCO closes 2012 with the 3rd strongest Google+ and Weibo accounts in the UN system, as well as a top 3 standing for social media accounts in Arabic, French, Russian and Spanish. The English-language accounts stand at 8th or 9th in the UN system, and are poised to move to 6th or 7th place by March 2013.

Posts about languages and multilingualism are always top performers on UNESCO's social media channels, so the resounding success of World Arabic Day came as no surprise. Most of the 10 tweets posted on the topic had at least 70 retweets; 2 messages made it into the month's top 10 tweets. Among the comments received, many made reference to the possibility of celebrating other official languages as well. The posts about Oscar Niemeyer -from HQ and the Brasilia Office- scored the best with 299 and 314 likes respectively.

On the UNESCO Channel on YouTube, the number of new subscribers (800) is a first ever record, an increase of more than 54% from last month or December 2011 (see graph to the right). English, Spanish and French channels are in the forefront in terms of video views; the most consulted are on Intangible Heritage. Despite these new subscribers the total number of video views dropped for the second month in a row, but remains the fourth best in 2012 (see details pp. 18-20).



#### 3.1. Social networking sites

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

##### Variation December 2012 vs November 2012

Likes/fans*		December 2012	November 2012	Variation vs November
Total likes/followers (all languages)		253 3718	226 795	+11.69%
Facebook	English	90 477	86 547	+4.54%
	Spanish	4 888	3 997	+22.29%
	French	3 882	3 541	+9.63%
	Arabic	3 486	3 162	+10.25%
	Russian	1 007	953	+5.67%
Google+	English	149 058	128 120	+16.34%
VKontakte	Russian	520	475	+9.47%

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

Message	Posted	Likes*
The inspirational architect, who passed away yesterday, gave UNESCO World Heritage site Brasília its flair. Oscar Niemeyer helped define the 20th century and lay the foundations for the 21st -- for all this, he deserves the title of universal artist. As a founder of modern architecture, he gave the cities he loved iconic buildings, hundreds of monuments, recognizable among all, in Paris, Sao Paulo, Rio & of course Brasilia. He was passionate about work and convinced that architecture, before becoming fine arts, had to contribute concretely to living better together in the city and must embody the values of inclusion, solidarity and cooperation. The United Nations is an emblem of these values, and he designed and built the Headquarters in New York. UNESCO salutes the memory of a great humanist who was so strongly committed to the concerns of the city and an advocate of humanity.	08/12	299
UNESCO looks back at 2012: <a href="http://ow.ly/gqRj4">http://ow.ly/gqRj4</a>	30/12	282
Do you speak Arabic? On Dec 18, we celebrate the Arabic Language, spoken by 422 million speakers	18/12	262

<p>in the Arab world &amp; used by over 1.5 billion Muslims. We acknowledge the tremendous contribution of its writers, scientists and artists to universal culture. These are the Arabic language authors who enabled the transmission of Greek knowledge to the Latin of medieval Europe, weaving indissoluble ties between cultures through time. The works of Averroës, Ibn Khaldun and Naguib Mahfouz are among the most profound of the human spirit and it is in Arabic that they deliver their full power.</p> <p><a href="http://ow.ly/gb1L7">http://ow.ly/gb1L7</a></p>		
<p>What are your favorite cultural traditions? Between December 3-7, UNESCO will decide which of the world's living traditions will be designated as "Intangible Heritage". Safeguarding living traditions helps to harness the power of cultural diversity for more cohesive societies and a more peaceful world. Intangible cultural heritage is our bridge from the past to the future. It is the way we understand the world and the means by which we shape it. It is a foundation of wisdom and knowledge upon which to build sustainable development for all.</p> <p>* LEARN ABOUT THE EVENT: <a href="http://ow.ly/fkVAn">http://ow.ly/fkVAn</a></p> <p>* DISCOVER THE WORLD'S INTANGIBLE HERITAGE: <a href="http://ow.ly/fkVPJ">http://ow.ly/fkVPJ</a></p>	02/12	250
<p>What are your favorite cultural traditions? Between December 3-7, UNESCO will decide which of the world's living traditions will be designated as "Intangible Heritage". Safeguarding living traditions helps to harness the power of cultural diversity for more cohesive societies and a more peaceful world.</p> <p>Intangible cultural heritage is our bridge from the past to the future. It is the way we understand the world and the means by which we shape it. It is a foundation of wisdom and knowledge upon which to build sustainable development for all.</p> <p>* LEARN ABOUT THE EVENT: <a href="http://ow.ly/fkVAn">http://ow.ly/fkVAn</a></p> <p>* DISCOVER THE WORLD'S INTANGIBLE HERITAGE: <a href="http://ow.ly/fkVPJ">http://ow.ly/fkVPJ</a></p>	02/12	250
<p>Nothing's more common than earth, mud &amp; dirt. About 1/3 of the world's population is believed to be living in structures that are at least in part made of earth. While earthen architecture is often produced by communities, the dissolution of traditional community structures due to social change &amp; massive urbanization makes it difficult to maintain such practices. How can we save &amp; develop the earthen architecture buildings, construction techniques &amp; the immense wealth of heritage they carry? <a href="http://ow.ly/gqQeo">http://ow.ly/gqQeo</a></p>	30/12	212
<p>Have you heard of the book "Silent Spring"? Published in 1962, it gave birth to the modern environmentalist movement.</p> <p>To celebrate the 50th anniversary of its publication, we pay tribute to its author, marine biologist Rachel Carson, who challenged the entire world to understand that humanity was a part of nature and responsible for its care.</p> <p>* LEARN ABOUT RACHEL CARSON: <a href="http://ow.ly/g5vvU">http://ow.ly/g5vvU</a></p> <p>* LIVE WEBCAST EXPLORES THE BOOK'S HISTORY, WOMEN IN ENVIRONMENTAL MOVEMENTS &amp; USE OF PESTICIDES: <a href="http://ow.ly/g5vKw">http://ow.ly/g5vKw</a> (9:30 am to 12:30pm &amp; 2-4pm Paris time, Friday Dec 14)</p>	14/12	194
<p>An interview with Stéphane Hessel, who helped write the Universal Declaration of Human Rights in 1948. He shares with us his thoughts on major trends in human rights today, the importance of reconciliation, and his appreciation of Archbishop Desmond Tutu, winner of this year's UNESCO-Bilbao Prize for promoting a culture of human rights <a href="http://ow.ly/g1qip">http://ow.ly/g1qip</a></p>	12/12	184
<p>Dec 10th is the UN Human Rights Day. Here's a look at 3 watershed documents in human rights history that are on the UNESCO "Memory of the World" Register. They include files from the Rivonia Trial that sent Nelson Mandela (our Goodwill Ambassador) to prison for protesting apartheid; photos from the Tuol Sleng Genocide Museum archives in Cambodia; and the original petition from the 1st ever Women's Suffrage movement in New Zealand. We have 25 FREE print copies of this 608 page book that we can ship to your home, anywhere in the world. Just leave us a comment here to this question: What would you ask Malala Yousafzai (read about her here: <a href="http://ow.ly/f8QDP">http://ow.ly/f8QDP</a>) about human rights if you could meet her today?</p>	08/12	169
<p>Illustrated with photos and stories from the field, a new book for young people examines the work of the UN in international peace and security, economic and social development, human rights, and humanitarian action.</p> <p>As a resource to students and teachers alike, additional features include definitions of frequently used terms, rich statistics, questions and answers, and the building blocks of international law. For anyone who wants to learn more about the world's foremost intergovernmental organization, The United Nations at a Glance is the perfect place to start. Details here: <a href="http://j.mp/S6CPhN">http://j.mp/S6CPhN</a></p>	20/12	83

\*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 December 2012 vs November 2012

Followers/Fans		December 2012	November 2012	Variation vs November
Total (all languages)		305 524	291 990	+4.64%
Twitter	English	76 016	71 386	+6.49%
	Spanish	48 702	44 824	+8.65%
	Arabic	10 767	9 940	+8.32%
	French	4 595	4 264	+7.76%
	Russian	833	781	+6.66%
Sina Weibo	Chinese	164 611	160 795	+2.37%
Tencent Weibo*	Chinese	1 200	-	-

\*Started on 7 November 2012 to reach more Chinese audiences.

#### Top 10 Twitter Posts

Message	Posted	Re-tweets
Celebrating the huge contribution of Arabic-language writers, scientists & artists to universal culture #ArabicDay <a href="http://ow.ly/gaktR">http://ow.ly/gaktR</a>	18/12	217
2012 = deadliest year for media workers since we started keeping records. Our 2013 prize for the defense of free press <a href="http://ow.ly/gqRPS">http://ow.ly/gqRPS</a>	30/12	216
Did you know? The words algebra, average, chemistry derive from Arabic, which was vital in transmitting this knowledge #ArabicDay	18/12	150
Dec 10 is Human Rights Day. How we fight for the human rights to education, water, gender equality, free speech & more <a href="http://ow.ly/fWhEk">http://ow.ly/fWhEk</a>	09/12	144
Dec 1 is World #AIDS Day. Education is our weapon in the fight against #AIDS #HIV <a href="http://ow.ly/flkfp">http://ow.ly/flkfp</a> #WAD2012 #unescoED	01/12	128
New #intangibleheritage: Venezuela's Dancing Devils of Corpus Christi <a href="http://ow.ly/fs25A">http://ow.ly/fs25A</a>	06/12	128
Cultural heritage is not a luxury. It's vital for sustainable development goals <a href="http://ow.ly/fMj6l">http://ow.ly/fMj6l</a> #intangibleheritage	03/12	101
A child whose mother knows how to read is 50% more likely to survive past the age of 5. Education is a human right @UNrightswire #VoiceCount	10/12	101
Human Rights Day is about the struggle for the kind of society we want to live in. Societies of dignity & rights, or of fear #VoiceCount	10/12	100
From Ecuador: The toquilla straw hat, woven from palm tree fibers, is now #intangibleheritage <a href="http://ow.ly/fQuIA">http://ow.ly/fQuIA</a> <a href="http://pic.twitter.com/BUWk1yA">pic.twitter.com/BUWk1yA</a>	05/12	96

#### Top 10 Sina Weibo Posts

Message	Posted	Re-tweets	Comments
[2012 Review, Press freedom] Up to December 5, the number of journalists and media workers killed in 2012 was 115! That is, every week there were two journalists killed. "The rights of journalists to carry out their professional duties without fearing for their lives are fundamental conditions for everyone to live in informed and peaceful societies." We hope that 115 are the final figures of the year!	14/12	572	65
#2012 review# Facing a year of an unprecedented financial situation, reform and challenges, it will remain for UNESCO a turning point year. Thanks to the support of Member States and others, the whole UNESCO team took on challenges by focusing on action and hard work to deliver the ideas of peace building.	26/12	471	77
[Join UNESCO]Interested to join us? Interested to work at Trieste, an Italian city? Find more: <a href="http://t.cn/zipBHJ7">http://t.cn/zipBHJ7</a>	22/12	322	79
Too many girls, in too many countries, are held back simply bc they're girls. 32m girls are out of primary school. Malala is the symbol : <a href="http://t.cn/zjhtlG3">http://t.cn/zjhtlG3</a>	10/12	172	28
[World Arabic language day]Do you know that Arabic is a language with more than 422 million	18/12	153	24

speakers in the Arab world and used by more than 1.5 billion Muslims? <a href="http://t.cn/zj9ggZ8">http://t.cn/zj9ggZ8</a>			
#2012 review # [March, World Water Report released] water is the spring of life: however, until 2012, pressure on the global fresh water supplies continued to grow; there were still nearly one billion people without access to safe drinking water; more than 80 per cent of the world's waste water was neither collected nor treated. Act together to save more water in 2013! <a href="http://t.cn/zjYSQt5">http://t.cn/zjYSQt5</a>	27/12	150	23
# 2012 review # [Video: the future I want ] <a href="http://t.cn/zWZiR8s">http://t.cn/zWZiR8s</a> the journey to our ideal may be full of hardships, but the reality lacking of perspectives is much more cruel. June 19-22, the Rio +20 Summit has shown us the future we want. <a href="http://t.cn/zipEYtY">http://t.cn/zipEYtY</a> . Let's continue in 2013, moving towards a better future!	21/12	137	33
[Latest news of ICH]Strategy for training coming generations of Fujian puppetry practitioners of China has been added to the Register of Best Safeguarding Practices, which reflect the best practices of the principals and objectives of ICH convention.	04/12	128	22
The 2012 International Day of Persons with Disabilities: what can we do for the people with disabilities? Many people have restricted access to the new IT achievements because of, e.g. sight disability. In China, only 12000 among 126million people with sight disabilities are able to use internet. With the support of UNESCO, China information accessibility Forum has held recently. Hopefully, more and more people with disabilities will be able to share the IT achievements soon.	03/12	108	32
Today is Human Rights Day. It's about the struggle for the kind of society we want to live in. Societies of dignity and rights, let's reread the Universal declaration of human rights: <a href="http://t.cn/hXQ85">http://t.cn/hXQ85</a>	10/12	86	25

### 3.3 Video Traffic

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

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

##### Variation December 2012 vs November 2012

Video views	December 2012	November 2012	Variation vs November
Total (all languages)	414 511	465 371	-10.93%
English	237 661	259 541	-8.43%
Spanish	111 851	130 105	-14.03%
French	47 975	56 054	-14.41%
Russian	8 860	10 079	-12.09%
Arabic	8 121	9 077	-10.53%
Chinese	43	515	-91.65%

Language	New subscribers	Variation vs November	Total Subscribers	Variation vs November
Total (all languages)	814	+54.75%	12 697	+6.85%
English	447	+42.81%	8 090	+5.85%
Spanish	206	+60.94%	2 763	+8.06%
French	84	+64.71%	1 258	+7.16%
Arabic	39	+200.00%	266	+17.18%
Russian	24	+71.43%	259	+10.21%
Chinese	14	+100.00%	61	+29.79%

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

	237 661 views in December 2012	Subject	Total views
1	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	25 534
2	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	23 755
3	Kabuki Theatre	CLT/ITH	8 720
4	Baul Songs	CLT/ITH	7 434

5	Falconry, a living human heritage	CLT/ITH	5 649
6	Rites and craftsmanship associated with the wedding costume tradition of Tlemcen	CLT/ITH	4 403
7	Georgian Polyphonic Singing	CLT/ITH	4 263
8	Taekkyeon, a traditional Korean martial art	CLT/ITH	4 004
9	Lacemaking in Croatia	CLT/ITH	3 955
10	Semah, Alevi-Bektaşî ritual	CLT/ITH	3 562

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

<b>111 851 views in December 2012</b>		<b>Subject</b>	<b>Total views</b>
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	49 780
2	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	7 075
3	La fiesta de los patios de Córdoba	CLT/ITH	6 715
4	El canto de la Sibila de Mallorca	CLT/ITH	4 135
5	Discurso de Ernesto 'Che' Guevara	UNESCO	3 026
6	El patrimonio oral y las manifestaciones culturales del pueblo zápara	CLT/ITH	2 244
7	Diablos Danzantes de Venezuela	CLT/ITH	1 423
8	La huaconada, danza ritual de Mito	CLT/ITH	1 217
9	Los dibujos en la arena de Vanuatu	CLT/ITH	1 089
10	Los parachicos en la fiesta tradicional de enero de Chiapa de Corzo	CLT/ITH	1 039

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

<b>47 975 views in December 2012</b>		<b>Subject</b>	<b>Total views</b>
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	3 377
2	Le Maloya	CLT/ITH	3 304
3	Routes de l'Esclave: Une Vision Globale	CLT/ITH	2 262
4	Le chant polyphonique géorgien	CLT/ITH	1 657
5	Le fest-noz	CLT/ITH	1 544
6	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	1 466
7	Une école maternelle à Paris	ED	1 423
8	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	1 358
9	Le repas gastronomique des Français	CLT/ITH	1 263
10	Le Duduk et sa musique	CLT/ITH	1 145

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

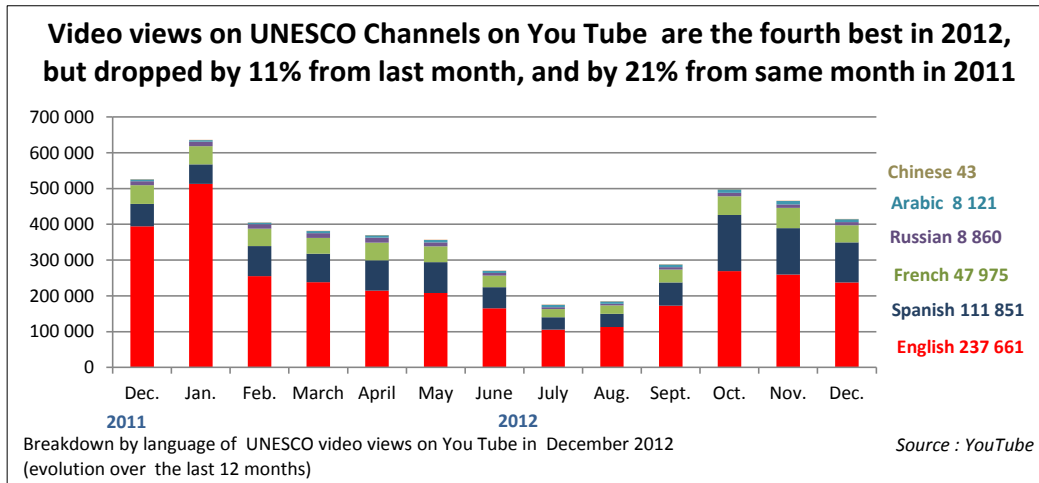
<b>8 860 views in December 2012</b>		<b>Subject</b>	<b>Total views</b>
1	Alsou Abramova UNESCO Artist for Peace	UNESCO	1 735
2	Video n°18 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	358
3	Mausoleum of the Taj Mahal (Agra)	WHC	338
4	Mausoleum of the First Qin Emperor	WHC	222
5	Ancient Maya City of Calakmul, Campeche	WHC	209
6	Historic Centre of Brugge	WHC	207
7	Prehistoric Sites and Decorated Caves of the Vézère Valley	WHC	205
8	Lake Malawi National Park	WHC	179
9	Petra	WHC	176
10	Yellowstone National Park	WHC	168

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

<b>8 121 views in December 2012</b>		<b>Subject</b>	<b>Total views</b>
1	Venice and its Lagoon	WHC	552
2	Petra	WHC	415
3	Mausoleum of the Taj Mahal (Agra)	WHC	258
4	Palace and Park of Versailles	WHC	255
5	Lines and Geoglyphs of Nasca and Pampas de Jumana	WHC	211
6	Te Wahipounamu – South West New Zealand	WHC	190
7	DG message on the occasion of World Science Day	SC	187
8	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	WHC	164
9	Historic Sanctuary of Machu Picchu	WHC	134
10	Mountain Railways of India	WHC	124

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

43 views in December 2012		Subject	Total views
1	Ocean	IOC	15
2	Malala	ED	5
3	UNESCO History	UNESCO	5
4	Our world heritage: UNESCO World Heritage Convention	WHC	4
5	Video n°30 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	3
6	Video n°13 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	2
7	Language matters	ED	2
8	Education for All	ED	2
9	Video n°27 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1
10	Video n°17 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1



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

▪ **Top 10 Videos**

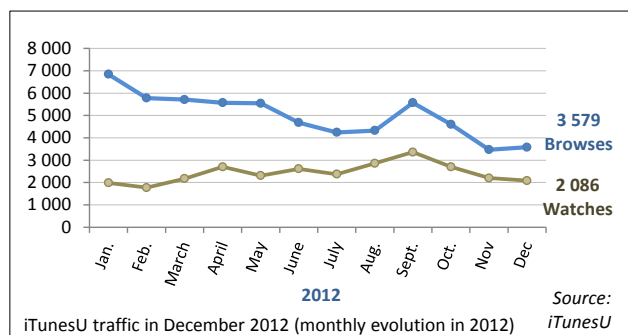
Video	Posted	Total Views	Quoted*
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	03/03/11	44 176	4 637
#intangible heritage# Chinese shadow puppetry	01/12/11	17 638	1 825
Intangible heritage Kunqu Opera-the Peony Pavilion performed by UNESCO Artist for Peace Jun Zhang	15/04/11	9 568	8 115
40 year anniversary of World heritage convention	22/06/12	8 999	1 170
Safeguarding community's living heritage	07/12/12	7 475	249
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	23/06/11	6 273	5 979
Great apes on brink of extinction	06/11/12	5 197	152
International Jazz Day	23/04/12	5 014	856
UNESCO Director-General statement on US funding cut	03/11/11	4 302	384
Word Teachers' Day: Interview of ADG Mr Qian Tang	05/10/11	3 771	599

\* Views of the video from other websites

**3.5 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.

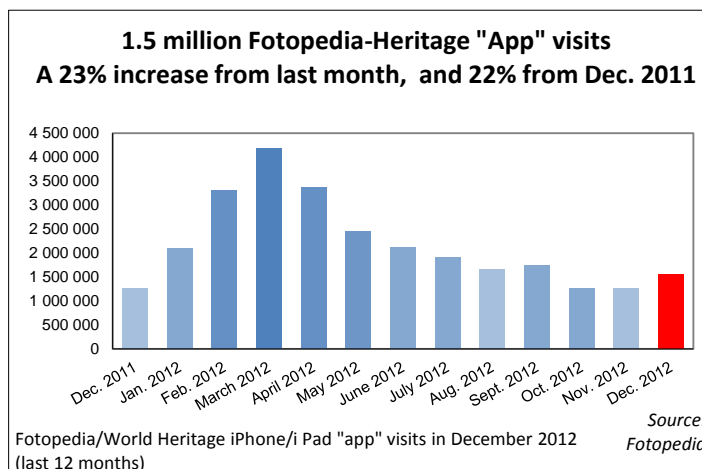
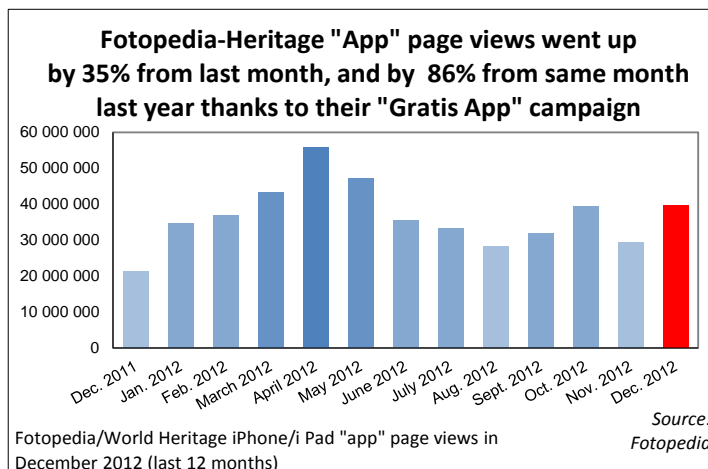
Metrics	TOTAL 2012	December 2012	Variation vs M-1
Watches (downloads /streams)	29 139	2 086	-5.22%
Browses	59 928	3 579	+3.08%



### 3.6 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	December 2012	Variation vs M-1
Downloads	1 392 394	<b>249 186</b>	+96.09%
Unique Visitors	2 231 723	<b>443 658</b>	+41.93%
Visits	26 889 364	<b>1 551 358</b>	+23.59%
Page views	454 879 839	<b>39 643 208</b>	+34.74%
Info pane with UNESCO logo & text	2 297 997	<b>319 545</b>	+41.08%
Open UNESCO page from Heritage	84 098	<b>10 625</b>	+24.14%
Distinct UNESCO WHC pages opened	421	<b>369</b>	+18.65%
Most viewed UNESCO WHC page	<a href="#">Site of Palmyra</a>	<a href="#">Cueva de las Manos, Río</a>	-



## 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: N/A for December 2012

### 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.)

	December 2012*	November 2012	Variation vs M-1
Number of Events	<b>10</b>	<b>32</b>	<b>-68.75%</b>
Number of Photos	<b>308</b>	<b>1 477</b>	<b>-79.14%</b>

\* From 6 to 18 December 2012

## 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.

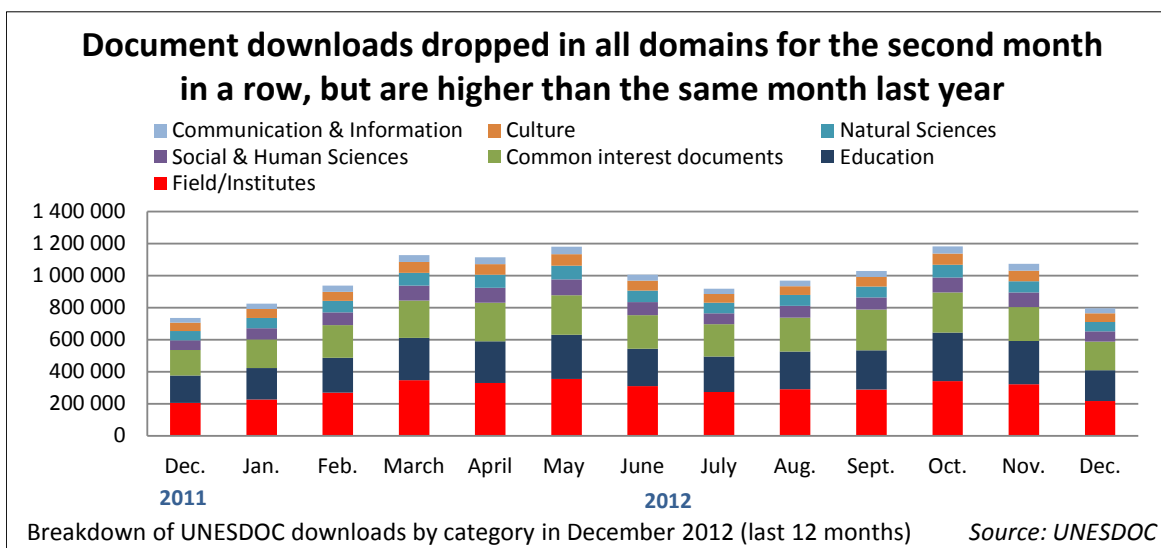
In December there were **134 358** records available online in PDF format (134 160 in November), including documents, publications, communication material and other working documents.

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

<b>Total number of downloads in December</b>	<b>795 949</b>
--	----------------

<b>Sectors/Field/Institutes</b>	<b>Number of PDF</b>	<b>Number of downloads</b>	<b>Variation vs M-1</b>	<b>Average nb of downloads per PDF</b>
Education	9 584	191 963	-28.59%	5
Natural Sciences	9 665	56 840	-19.48%	17
Social and Human Sciences	5 633	64 709	-27.81%	9
Culture	3 308	54 785	-18.30%	6
Communication and Information	2 353	31 503	-23.15%	7
Field & Institutes	8 380	216 806	-32.75%	4
Common interest documents	NA	179 343	-15.96%	NA



#### 5.1.2 Top 15 Country Origin

	<b>Country</b>	<b>Downloads</b>
1	United States of America	88 500
2	France	65 408
3	Mexico	28 488
4	Brazil	24 646

5	Spain	21 301
6	India	19 261
7	United Kingdom of Great Britain and Northern Ireland	18 004
8	Canada	13 389
9	China	11 984
10	Philippines	11 619
11	Algeria	11 583
12	Morocco	10 045
13	Peru	9 828
14	Argentina	8 902
15	Japan	8 386

### 5.1.3 Printable Communication materials

Title	Total downloads in December							Total
	EN	FR	SP	RU	AR	ZH	POR	
2011 UNESCO Annual Report	247	71	/	/	/	/	/	318
2010 UNESCO Annual Report	160	25	/	/	/	/	/	185
UNESCO brochure	728	271	/	/	/	/	58	1 057
65 Ways UNESCO Benefits Countries all over the World	176	78	42	/	4	/	30	330
A New Humanism for the 21 <sup>st</sup> Century	90	63	40	34	8	/	/	235
<b>TOTAL</b>	<b>1 401</b>	<b>508</b>	<b>82</b>	<b>34</b>	<b>12</b>	<b>-</b>	<b>88</b>	<b>2 125</b>

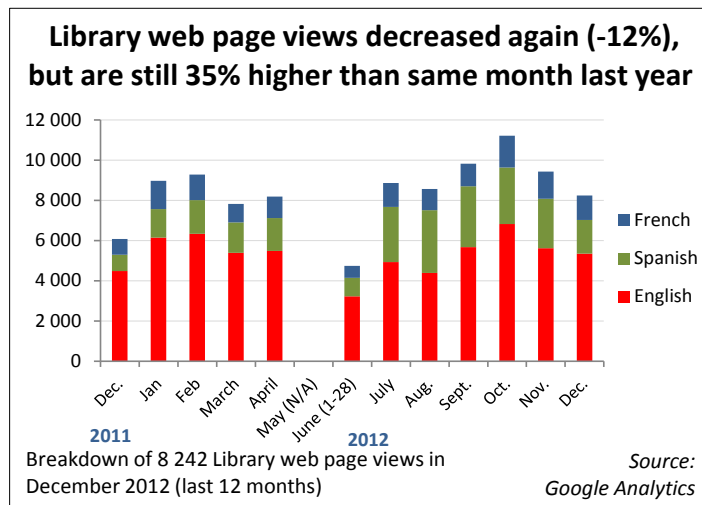
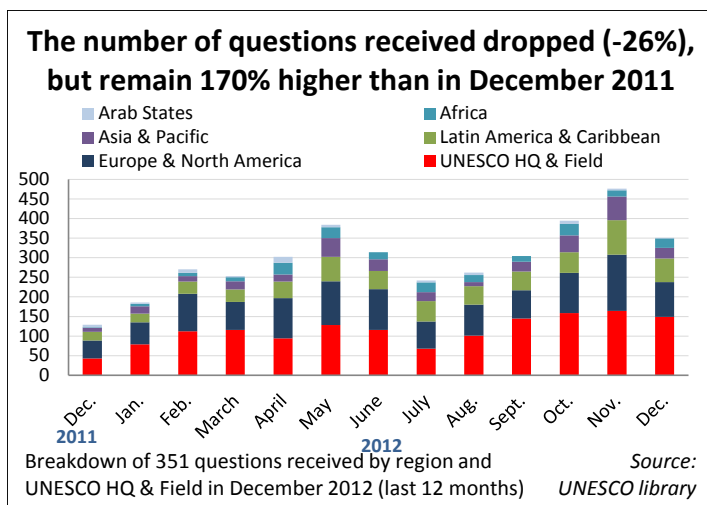
### 5.2. UNESCO Library - <http://www.unesco.org/library>

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](mailto:library@unesco.org)

#### 5.2.2 Web page views:



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

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

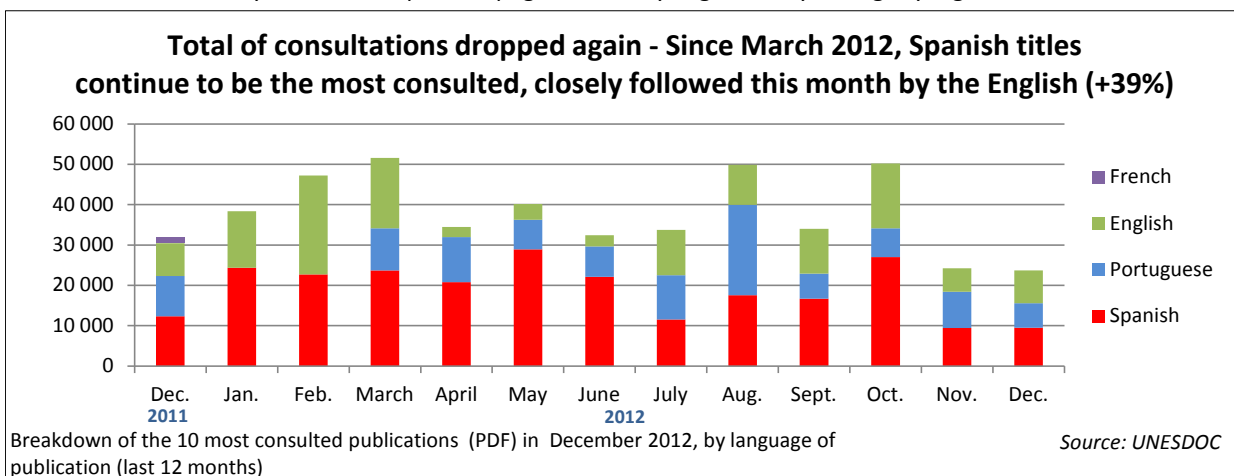
December saw a continued decrease in the total of on-line consultations for the top ten viewed publications compared to November 2012 and December 2011. The top 10 best online views are still mainly English, Spanish and Portuguese titles thanks to the General History of Africa, the summary of the EFA Global Monitoring report, the World Water Development Report 4 and the Engineering Report. Views of UNESCO publications on Google equally declined compared with November and with the same month in 2011.

Bookshop and online sales were heavily dominated by World Heritage and the Memory of the World publications.

### 6.1. Top 10 most consulted PDFs in December (UNESDOC)

	Title	Sector	Language	Views	Published
1	Youth and skills: putting education to work, EFA global monitoring report, 2012	ED	English	4 361	Paris, UNESCO, 2012
2	Los siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	2 750	Buenos Aires, 2001
3	Los Jóvenes y las competencias: trabajar con la educación, informe de seguimiento de la EPT en el mundo, 2012 (Youth and skills: putting education to work; EFA global monitoring report, 2012)	ED	Spanish	2 427	Paris, UNESCO, 2012
4	Cultura de paz: da reflexão à ação; balanço da Década Internacional da Promoção da Cultura de Paz e Não Violência em Benefício das Crianças do Mundo	CLT	Portuguese	2 359	Brazil, 2010
5	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	2 305	Paris, 2005
6	United Nations world water development report 4: managing water under uncertainty and risk	SC	English	2 096	Paris, 2012
7	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	2 041	UNEP, 1992
8	História geral da Africa, I: metodologia e pré-história da Africa (General history of Africa, I: Methodology and African prehistory)	CLT	Portuguese	2 010	Brazil, 2010
9	Engineering: issues, challenges and opportunities for development; UNESCO report	SC	English	1 710	Paris, 2010
10	História geral da Africa, VI: Africa do século XIX à década de 1880 (General history of Africa, VI: Africa in the nineteenth century until the 1880s)	CLT	Portuguese	1 655	Brazil, 2010

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



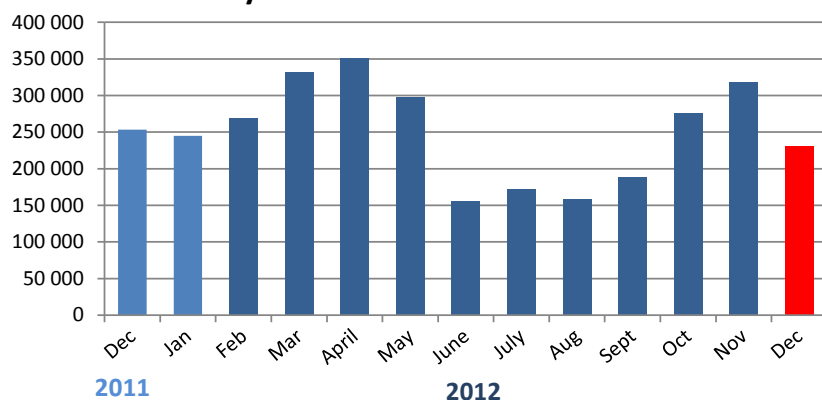


## 6.2 Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, 273 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
December 2012	273	13 098	230 441	118
December 2011	177	17 299	253 142	176

### Google Books page views dropped by 27% from Nov. 2012, and by 9% from same month in 2011



**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 December 2012 (last 12 months) Source: Google Books

## 6.3 UNESCO Bookshop bestsellers\*

### Bookshop sales of UNESCO publications in December, top 5

Title	Copies sold	Sector
1 UNESCO World Heritage Desk Diary 2013	219	CLT/WHC
2 Le Grand Atlas UNESCO patrimoine mondial	33	CLT/WHC
3 The World's Heritage - The Bestselling Guide to the Most Extraordinary Places - Edition 2012	29	CLT/WHC
4 Memory of the World The Treasures that Record our History from 1700 BC to the Present Day	19	CI
5 World Heritage: Benefits Beyond Borders	17	CLT/WHC

### Bookshop sales of non-UNESCO publications in December, top 5

Title	Copies sold	Publisher
1 The World Heritage 2013 Calendar	29	Panasonic
2 Guide du Patrimoine Mondial – 4 <sup>e</sup> édition 2012	12	Ouest-France
3 Charter of the United Nations and Statute of the International Court of Justice	8	UN
4 Les Nations Unies Aujourd'hui	6	UN
5 Qin Empire, The Unification of China	4	FloreSoleil

## 6.4 Online and international sales

### Online and international sales of UNESCO Publications in December, top 5\*

Title	Copies sold	Sector
1 UNESCO World Heritage Desk Diary 2013	177	CLT/WHC
2 Memory of the World The Treasures that Record our History from 1700 BC to the Present Day	55	CI
3 Male roles, masculinities and violence	18	SHS
4 UNESCO World Heritage Atlas	14	CLT/WHC
5 Water resources systems planning and management	14	SC

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

### Bookshop sales of UNESCO publications, lowest sellers in December

Title	Copies sold	Sector
IIEP n°96 – Les pays en développement à l'ère de l'e-learning	0	IIEP
Museum International N° 249/250 : Les bénéfiques sociaux du patrimoine	0	CLT
World Heritage Review n° 64 : World Heritage in the Russian Federation	0	CLT
Liberté de connexion - Liberté d'expression : Écologie dynamique des lois et règlements qui façonnent l'Internet	0	CI
From Space to Place: An Image Atlas of World Heritage Sites on the 'In Danger' List	0	SC

### Online and international sales of UNESCO publications, lowest sellers in December

Title	Copies sold	Sector
Planifier le développement des compétences techniques et professionnelles	0	IIEP
Rapport mondial sur les sciences sociales	0	SHS
Atlas mundial de la igualdad de género en la educación	0	ED
Bouba and Zaza confront illiteracy	0	ED
Global Education Digest 2012	0	UIS

\* 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, December 2012

Contract No.	Title	Publisher	Language	Date signed
C.2012-013	Confronting the shadow education system-What government policies for what private tutoring?	Centro de Investigación y Docencia Económicas (CIDE)	Spanish (Mexican)	26/12/2012
C.2012-026	Bioethics Core Curriculum, Section 1: Syllabus Ethics Education Programme	Department of Medical Humanities, Yamaguchi Graduate School of Medicine (Yamaguchi University)	Japanese	19/12/2012
C.2012-027	World Heritage Series No. 1: Managing Tourism at World Heritage Sites: A Practical Manual for World Heritage Site Managers	Asian Development Bank	Dzongkha	19/12/2012
C.2012-028	Corrupt schools, corrupt universities. What can be done?	Ministry of Higher Education	Arabic	26/12/2012

## 6.7 Permissions granted to use or translate UNESCO content, December 2012

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Maskew Miller Longman (Pty) Ltd	"The slave trade in the Caribbean and Latin America from the fifteenth to the nineteenth century", by Prof. José Luciano Franco, CC.77/WS/11, © UNESCO 1977	A project provisionally entitled <i>Platinum Social Science GR7</i> to be published in February 2013 in the English language, in printed book form for a print run of 40,000 copies to be sold at ZAR 124.95 per unit (one hundred twenty-four South African Rands and ninety-five cents), and in e-Book format for an estimated order of 10,000 copies to be sold at ZAR 99 (ninety-nine South African Rands per unit).	Non-exclusive world rights are granted in the English language for this edition only. Due acknowledgement of UNESCO. Fee: USD 200	19/12/2012

## 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
CI	8	5	3	
CLT	13	9	4	
ED	9	8		1
ERI	8	8		
SC	4	4		
SHS	15	6	9	
ODG	2	2		
GBS	1	1		
BSP	1	1		
AFR				
<b>Total</b>	<b>61</b>	<b>44</b>	<b>16</b>	<b>1</b>

### 7.2 Events organized by Field Offices/ Institutes

Apia	1
Bangkok	1
Beirut	2
Havana	2
Montevideo	1
Moscow	1
Nairobi	2
Venice	2
New Delhi	4
UIL	1
<b>Total</b>	<b>17</b>

### 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	3	-
Category 3- Non-governmental conference	-	-
Category 4- International Congress	-	-
Category 5-Advisory Committee	1	-
Category 6-Expert Committee	2	-
Category 7-Seminars and Workshops	3	7
Category 8-Symposium	2	2
Event under patronage	-	-
Exhibition	6	3
Film Projection	1	-
Headquarters Committee	1	-
Concert	3	-
Interagency Meeting	1	2
Consultative Meeting	4	-
Meeting by Member States or Institutions	2	7
Show	-	-
Secretariat meeting	-	-
Special Event	4	2
Working group/Expert Meeting		2
Information meeting for Permanent Delegations	1	-
Executive Board	-	-
Prize Giving Ceremony	1	1
<b>Total</b>	<b>35</b>	<b>26</b>

## 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
03 - 07/12	7e Session du Comité Convention 2003	CLT/CEH/ITH	Salles XII et X bis	800
03/12	Journée internationale des personnes handicapées	CI/INF	Salle IV	300
03 - 07/12	IndiSeas Working Group	SC/IOC/OSS	Salles XIII et XIV	50
04 - 07 /12	Climate Change in the Barents Sea (BarEcoRe Project)	SC/IOC/OSS	Salle XVI	20
10/12/	Prix UNESCO/Bilbao - Exposition de l'artiste Toshi	SHS/HPD/RAC	Salle I, Salle Pas Perdue + Foyer Salle I + Comptoir Monaco R.233	300
10 - 11/12	Réunion d'experts sur le développement de standards nationaux en termes de compétences en TIC pour les enseignants	ED/PDE/PAD	Salle VII	20
10 -14/12	6e session du Comité de la Convention 2005	CLT/CEH/DCE	Salles II, III, VI XI	200
11/12	Competency Assessment	HRM/POL	Salle V	20
12/12	PCPD Intersectoral Platform	BFC/CPO	Salle VIII	10
13/12	AM InfoMeet - Politiques des TICs	BFM/FPC	Salle III	30
13/12	WEB Development Retreat	ERI/DPI/DIR	Salle XIII	50
17 - 18/12	Chinese Project for Teachers' Meeting	ED/PDE/TED	Salle XIV	25
18/12	12e session ordinaire du Comité directeur pour le bureau de Venise	CLT/ADG	Salle VIII	5
18/12	Réunion de travail - 8e Forum des jeunes	SHS/HPD/PHS	Salle XVI	50
20 - 21/12	Septième réunion du Comité pour la protection des biens culturels en cas de conflit armé	CLT/CEH/CHP	Salle XI	200
Total participation				<b>2 080</b>

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

### 8.1.2 External rentals

Date	Title	Organizer	Place	Public
03 - 06/12	Conférence internationale Millennia 2015	Institut Destrée	Salles II, VII et IX	110
06/12	Conférence ATDE	ATDE	Salles I, V + Foyer Salle I + Comptoir Monaco R.233	1 000
06/12	Sauvegarde du Patrimoine libanais et la refondation nationale	Délégation perm. du Liban	Salle II	300
06 - 09/12	PAMUN	American School of Paris	Salles I –VIII, Salles VIII bis, IX et XI	1 000
11/12	Réunion de travail dans le cadre de la promotion du Programme des Nations Unies pour le Développement	Délégation perm. du Royaume d'Arabie Saoudite	Salle IV	150
14/12	Cérémonie de remise des diplômes	Ecole Centrale Paris	Salles I, V, et Pas Perdus, Foyer Salle I + Comptoir Monaco R.233	1300
14/12	Conférence thématique sur la culture précolombienne Mayo Chinchipe	Délégation perm. de l'Equateur	Salle XIII	50
18/12	Célébration de la "Journée Internationale de la langue arabe"	Délégation perm. du Royaume d'Arabie Saoudite	Salles IV-V	200
20/12	Cycle IHEPS 2012/2013	IHEPS	Salle IX	55
Total participation				<b>4 165</b>

### 8.1.3 Electoral Groups Meetings

Date	Title	Organizer	Place	Public
03/12	Réunion du Groupe « Union européenne »	Délégation perm. de Chypre	Salle IV	100
10/12	Réunion du Groupe « Union européenne »	Délégation perm. de Chypre	Salle VIII	45
11/12	Réunion du Groupe électoral I avec la DG	Délégation perm. du Royaume des Pays-Bas	Salle IX	50
12/12	Réunion du Groupe « Union européenne »	Délégation perm. de Chypre	Salle IX	100
12/12	Réunion du Groupe électoral II	Délégation perm. de la République Tchèque	Salles IX et XVI	40
12/12	Réunion du Groupe Union européenne (UE)	Délégation perm. de Chypre	Salle VIII	45
12/12	Réunion plénière OCI	Organisation de la coopération Islamique	Salle XVI	40
13/12	ASEAN UNESCO Committee Meeting (AUC)	Délégation permanente du Brunéi Darussalam	Salle XVI	40
18/12	Réunion plénière de l'ASPAC	Délégation perm. de la République des Philippines	Salle XVI	40
18/12	Réunion plénière du GRULAC	Délégation perm. du Pérou	Salle XIII	70
18/12	Réunion du Groupe « Union européenne »	Délégation perm. de Chypre	Salle XIII	50
20/12	8e session plénière du Groupe Africain	Délégation perm. de l'Ouganda	Salle XIII	40
Total participation				<b>660</b>

## 8.2. UNESCO Cultural Events / Exhibitions - [www.unesco.org/en/cultural-events](http://www.unesco.org/en/cultural-events)

- The December electronic calendar was sent to **4 662 subscribers** (138 new subscribers)
- The paper version for December events was printed out in **2 500 copies** (in French)
- **18 events** were organized, co-organized and/or promoted in December by DPI/SPE (Special Events Section)

### 8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
03-06/12	Dutch intangible Heritage	Permanent Delegation of the Kingdom of the Netherlands	Corridor rooms X-XI	N/A
03-07/12	Dancing Devils of Corpus Christi of Venezuela	Permanent Delegation of Venezuela	Salle des Actes	N/A
03-07/12	Jean-Paul Sartre and Simone de Beauvoir in the dunes of the Curonian Spit	Permanent Delegation of Lithuania	Miró rooms	N/A
Until 07/12	Show me who you are	Education Sector	Salle des Pas Perdus	N/A
10-19/12	Toshimi Ishii's works of art on the occasion of the UNESCO-Bilbao Prize ceremony	Social and Human Sciences	Salle des Pas Perdus	N/A
11-19/12	In the footsteps of Miranda	Permanent Delegation of Venezuela	Salle des Actes	N/A
17-21/12	Mining heritage and World Heritage properties in Poland	Permanent Delegation of Poland	Salle des Pas Perdus	N/A
Until 18/01/2013	Memory of the World	Communication and Information Sector	Railings around the Headquarters	N/A

### 8.2.2 Shows, Screenings and Award ceremonies

Date	Title	Organizer	Place	Public*
01/12	Rainbow Symphony Orchestra: Concert against homophobia	Education Sector	Room I	<b>1 250</b>
03/12	İtrî, poet, musician and composer (concert)	Permanent Delegation of Turkey	Room I	<b>1 000</b>
04/12	Porphyromata (musical show)	Permanent Delegation of Cyprus	Room I	<b>700</b>
10/12	UNESCO-Bilbao Prize ceremony	Social and Human Sciences	Room I	<b>1 000</b>
17/12	Grand Symphony Orchestra students of the National Conservatory of Saint-Petersburg (concert)	Permanent Delegation of the Russian Federation	Room I	<b>1 360</b>
18/12	Christmas Concert	Permanent Delegation of Palestine	Room I	<b>600</b>

### 8.2.3 Conferences

Date	Title	Organizer	Place	Public*
03-04/12	Millennia2015: Action plan for women empowerment	Gender Equality Division	Room II	<b>110</b>
06-07/12	Round tables: Heritage and creativity in Lebanon, status and future	Permanent Delegation of Lebanon	Room II	<b>300</b>

## 8.2.4 Special Events

Date	Title	Organizer	Place	Public*
10/12	Stand up for Malala – Girls' education is a right	Education Sector	Room I	900
14/12	Tribute to Rachel Carson on the occasion of the 50th anniversary of the publication of "Silent Spring": "The legacy of Rachel Carson's Silent Spring"	Natural Sciences Sector	Room IV	150

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 27 visits for 443 visitors in December 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	12	44%
Visits in French	15	56%
Other	0	0%

### 3. Type of visits

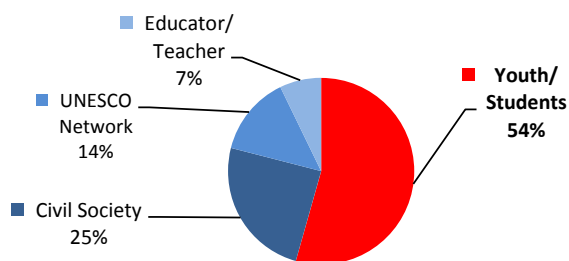
Individual Visits	8	30%
Group Visits	17	63%
Spontaneous Visits	2	7%
Thematic Conferences	0	0%

### 4. Origin

Africa	0	0%
Arab States	0	0%
Europe and North America	437	98.6%
Latin America and the Caribbean	2	0.5%
Asia and Pacific	4	0.9%

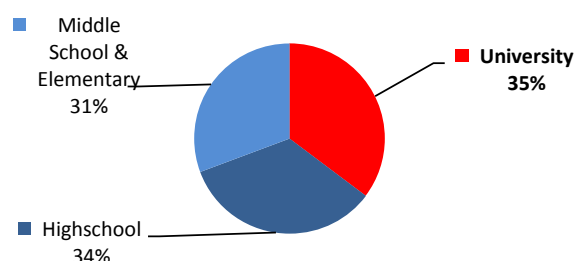
## 5. Profile of visitors

### Visits by Youth/Students dropped by 40% but represent still more than half of all visitors



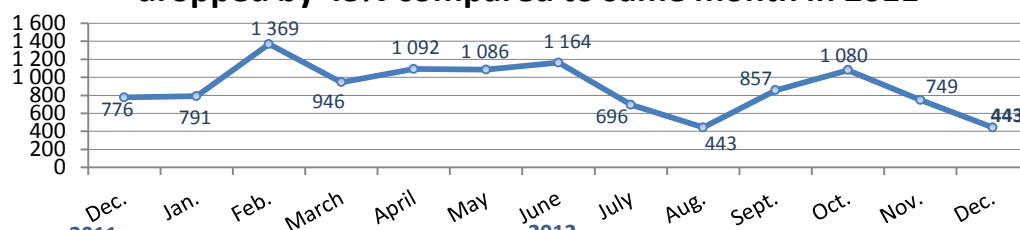
Breakdown of 443 UNESCO visitors in December 2012 Source: UNESCO

### As last month, youth/students of all ages benefited almost equally of a guided tour



Breakdown of 241 Youth/Student visitors in December 2012 Source: UNESCO

### As a result of staff reduction, the number of visitors received dropped by 43% compared to same month in 2011



Visitors received by the Visitor's Service in December 2012 (past 12 months)

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 7 events which have been granted UNESCO's patronage took place in December 2012:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/12/2012	France	"Zafimaniry et Vous" – exhibition and auction of works of 57 artists, with the proceeds going to good causes in a Zafimaniry village in Madagascar	General public	CLT
01/12/2012	Hungary	Folk dance and music competition "Folszallott a pava"	Civil society	CLT
01/12/2012	Spain	Expedition entitled "Intangible World Discovery Expedition" organized by UNESCO Goodwill Ambassador Kitín Muñoz	Youth & students	ODG
3/12/2012	Qatar	International Forum "Defying Disasters"(side event and exhibition) in Doha on the occasion of UN Climate Change Conference "COP 18" through which young citizens will have the opportunity to commit themselves "to act and save their future"	Youth & students	SC
10/12/2012	Cyprus	Conference entitled "Energy, Water and Climate Change - Building Bridges between Europe and MENA" organized by Deutsches Elektronen-Synchrotron (DESY)	Scientists, researchers & policy-makers	SC
15/12/2012	Lebanon	The Intel Science Competition in the Arab World (ISC-AW)	Students & young researchers	SC
17/12/2012	United Arab Emirates	The 3rd International Conference & Exhibition on Architectural Conservation in Dubai	Architectural specialists & policy makers	CLT



## 10. Media Partnerships

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

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

### 10.1 NHK (Japan)

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

Partnership began: August 2004, renewed in August 2009, and November 2012

Duration: until December 2014

Explanation of partnership: [http://www.nhk.or.jp/sekaiisan/info\\_unesco.html](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): **355,820** 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>
20/12	Search and Go! Treasured World Heritage sites	"Rediscovering Japan"	73 minutes	5.5 %
07/12	World Heritage: Journey Across Time *	"Seychelles: In Search of Eden"	59 minutes	0.8%
14/12	World Heritage: Journey Across Time*	"Iran: Nomadic Dreams on the Carpet"	59 minutes	0.8%
21/12	World Heritage: Journey Across Time*	"Australia: The 'Convicts' who Founded the Nation"	59 minutes	0.9%

### 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>
02/12	<a href="#">Morne Trois Pitons National Park (Dominican Republic)</a>	30 minutes	5.0%
09/12	<a href="#">Al-Hijr Archaeological Site(Madâin Sâlih) (Kingdom of Saudi Arabia)</a>	30 minutes	6.6%
16/12	<a href="#">Historic Centre of Naples(Italy)</a>	30 minutes	6.9%
23/12	<a href="#">Best Shots 2012(Compilation)</a>	30 minutes	6.0%

Average audience share in December: **6.1 percent** (for the first broadcast)

Estimate number of viewers in Japan: **5 567 000** (for the first broadcast)

The total number of audience accessed to the program in December was estimated at **22 386 000**

### 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 media

Links to titles by language (other than Chinese)	Nb of reports
<a href="#">English</a>	32
<a href="#">French</a>	23
<a href="#">Russian</a>	16
<a href="#">Spanish</a>	13
<a href="#">Arabic</a>	7
In December, a total of <b>91 reports</b> 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
01/12	<a href="#">A portion of a wall collapses at Pompeii after heavy rains</a>	192
01/12	<a href="#">World AIDS Day</a>	538
05/12	<a href="#">Israeli Prime Minister travels to Berlin for a difficult conversation with Angela Merkel</a>	348
05/12	<a href="#">Fighting poachers in Tanzania to cost the atomic agency up to \$1 million per year</a>	45
05/12	<a href="#">Tar playing added to the UNESCO cultural heritage list</a>	241
05/12	<a href="#">Russian-financed restoration of Serbian monasteries in Kosovo to be completed in 2013</a>	151
06/12	<a href="#">PHOTO, Oscar Niemeyer and his glass-and-concrete palaces</a>	4 781
06/12	<a href="#">Communist Oscar Niemeyer, builder of ideal cities</a>	763
06/12	<a href="#">Niemeyer has integrated utopia into life, says President of the Russian Union of Architects</a>	133
06/12	<a href="#">Moscow to host an international conference on preschool education</a>	98
06/12	<a href="#">Architect Eric van Egeraat: Niemeyer's works are like poetry</a>	197
06/12	<a href="#">The Patios of Cordoba inscribed on UNESCO's Representative List of Intangible Cultural Heritage of Humanity</a>	120
07/12	<a href="#">Brazil declares a one-week mourning period in connection with Oscar Niemeyer's death.</a>	2 609
07/12	<a href="#">Guest houses for tourists installed at the Wrangel Island Natural Reserve</a>	437
07/12	<a href="#">PHOTO, Niko Pirosmeni's path</a>	674
10/12	<a href="#">International Human Rights Day</a>	519
10/12	<a href="#">Reindeer population in Kamchatka halved because of the volcano</a>	153
10/12	<a href="#">The head of the Baikal National Park suspected of homicide</a>	734
10/12	<a href="#">Court recognizes legitimacy of the construction project at Babolovsky Park near St. Petersburg</a>	204
11/12	<a href="#">Seven more bat species discovered at Sayano-Shushensky Nature Reserve</a>	118
15/12	<a href="#">Union of Journalists to honor its fallen colleagues Saturday</a>	126
15/12	<a href="#">Day of Memory for journalists killed in the line of duty</a>	99
16/12	<a href="#">The façade of the Moscow Kremlin Museums complex to be restored by May 2013</a>	785
17/12	<a href="#">Ulyanovsk to host a UNESCO conference in 2013</a>	98
18/12	<a href="#">Rev. Yakovlev: Almost all wooden churches are close to death</a>	437

18/12	<a href="#">The world's largest Vasyuganskoye peatland is likely to be declared a natural reserve</a>	155
18/12	<a href="#">PHOTO, Sviyazhsk, Tatarstan's most popular tourist site</a>	514
18/12	<a href="#">PHOTO, salvaged wooden churches in the Russian North</a>	442
18/12	<a href="#">The Transfiguration Church on Kizhi Island to be restored by 2018</a>	126
18/12	<a href="#">Moydodyr ("Wash-'em-Clean"), a ballet for children, to premiere at the Bolshoy Theater</a>	333
19/12	<a href="#">Environmentalists hope for the closure of the Baikal paper-and-pulp mill</a>	138
22/12	<a href="#">Authorities to phase out the special economic zone in the Kaliningrad Region</a>	28 187
24/12	<a href="#">A ban to be imposed on unaccompanied tourist visits to specially protected lakes in Altai</a>	122
24/12	<a href="#">The Duduk King to record the soundtrack for Hollywood's "Doomsday"</a>	219
24/12	<a href="#">EU diplomacy chief shocked by the destruction of monuments in Mali</a>	103
24/12	<a href="#">The Ministry of Culture allocates 15 million rubles for a restoration project in the Novgorod Kremlin</a>	46
24/12	<a href="#">The Federal Targeted Program for Baikal to solve 80% of the region's environmental problems – Minister Donskoi</a>	131
27/12	<a href="#">Famine-struck moose and red deer are being saved in Buryatia</a>	115
29/12	<a href="#">Dmitry Medvedev approves an environmental program for 2012-2020</a>	469
29/12	<a href="#">Dmitry Medvedev establishes an environmental buffer zone around Wrangel Island</a>	292
Total reports in Russian: 40		Total page views: 45 992

Date	Titles of Reports on UNESCO in Spanish	Page views
06/12	<a href="#">Los palacios de cristal y hormigón de Oscar Niemeyer</a>	5
10/12	<a href="#">La Iglesia Ortodoxa Rusa censura la política de desplazamiento de los serbios de Kosovo</a>	7
Total reports in Spanish: 2		Total page views: 12

Date	Titles of Reports on UNESCO in English	Page views
06/12	<a href="#">Oscar Niemeyer's Glass-And-Concrete Palaces</a>	6
Total reports in English: 1		Total page views: 6

Date	Titles of Reports on UNESCO in French	Page views
06/12	<a href="#">Les palais de verre et d'acier d'Oscar Niemeyer</a>	3
Total reports in French: 1		Total page views: 3
<b>TOTAL REPORTS: 44</b>		<b>TOTAL page views in December: 46 013</b>

## 10.5 Südwestrundfunk (SWR) - [www.schaetze-der-welt.de](http://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 December 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	2	0.4	105 000	210 000
Monday 12.45 pm	2	1.0	80 000	160 000
Tuesday 9.45 pm	1	1.3	400 000	400 000
Extra shows, different times	1	1.5	200 000	200 000
In 24 hours round the world (Special 40 years of World Heritage)	25	2.3	251 600	6 290 000
<b>Total</b>	<b>31</b>	<b>-</b>	<b>1 036 600</b>	<b>7 260 000</b>

### ▪ 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	10	1.9	185 000	1 850 000
<b>Total</b>	<b>10</b>	<b>-</b>	<b>185 000</b>	<b>1 850 000</b>

### ▪ 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	3	3.2	20 000	60 000
Saturday 4.45 pm (only Saarland)	4	3.8	5 000	20 000
Extra shows, different times	3	5.0	253 333	760 000
<b>Total</b>	<b>10</b>	<b>-</b>	<b>278 333</b>	<b>840 000</b>