



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2017/PIPMR/70

Monthly Visibility Report

January 2017

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Executive Summary

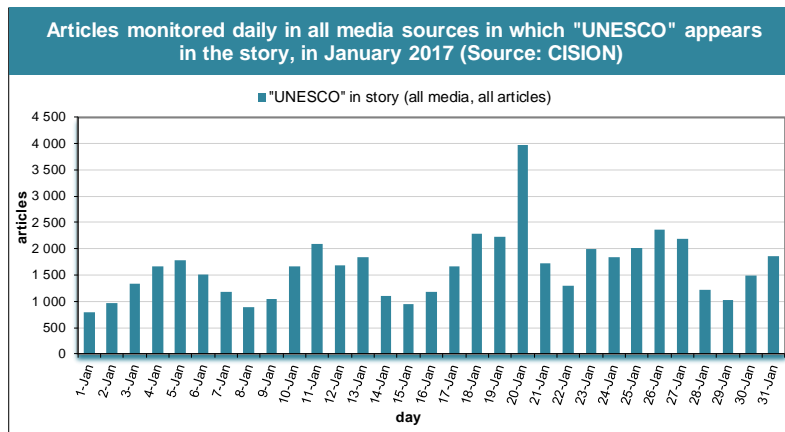
Disclaimer: The objective of the Executive Summary is to highlight salient issues and not to provide a comprehensive coverage of all topics discussed in the report.

Media and Major Events

- 50,907 articles mentioning UNESCO were monitored this month in news outlets worldwide (-16% vs Dec. 2016).
- A peak in coverage occurred on 20 January when the Director-General reported on UNESCO's emergency mission to Aleppo and condemned the destruction of Syria's cultural heritage (see graph to the right).

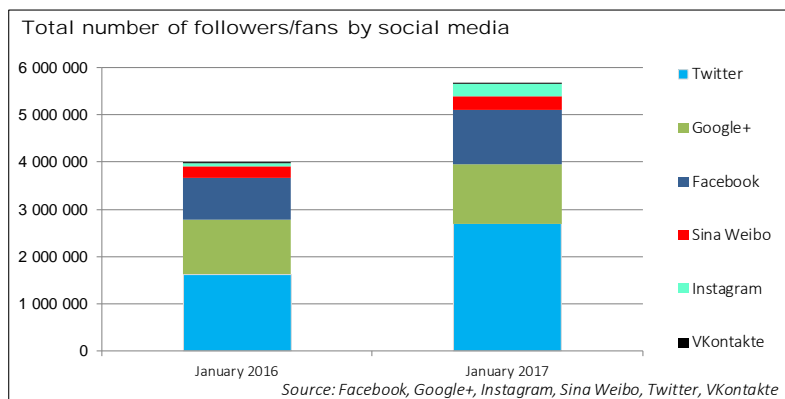
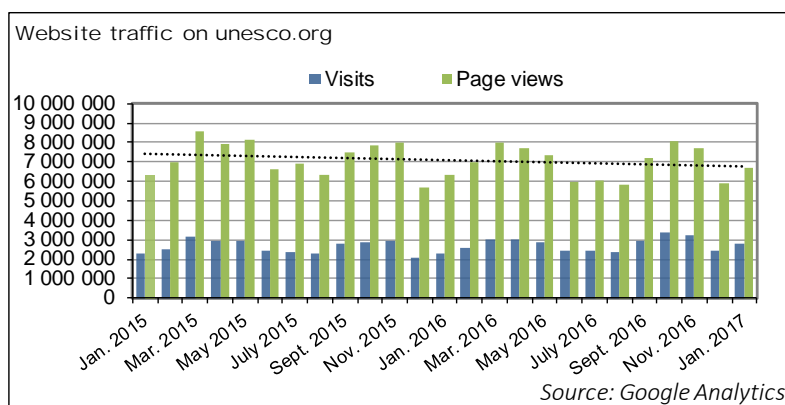
The following events are highlighted in the Major Events pages:

- International Symposium on School Violence and Bullying: From Evidence to Action (17-19 January)
- Launch of the campaign 'Sin respeto no hay juego' - No respect no game (24 January)
- International Day of Commemoration in Memory of the Victims of the Holocaust (27 January)



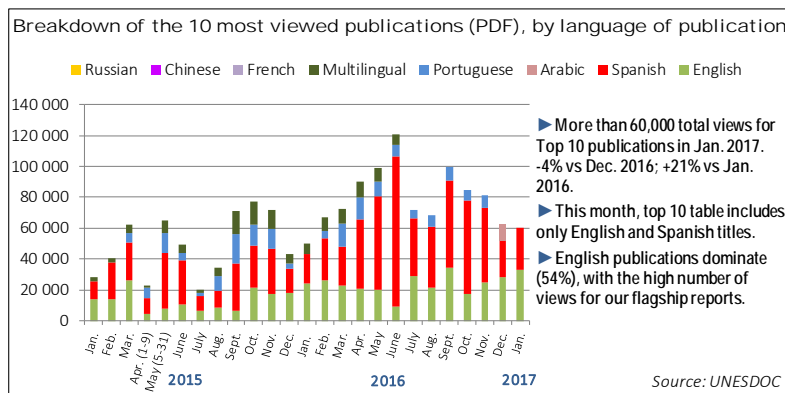
UNESCO Website and Social Media Channels

- UNESCO's website traffic shows an upward trend. 2.8 million visits were registered this month, +14% compared to the previous month, and +23% compared to Jan. 2016, meaning that the registration of UNESCO website as a news provider for Google News is producing the expected results. The most visited websites were again, World Heritage and Careers, including the newly introduced "Internship portal", while the most visited themes were "Education for the 21st century" and "Protecting our heritage and fostering creativity".
- In January 2017, UNESCO Social Media channels hit over 5.6 million followers. Messages paying tribute to defenders for peace and human rights were among the best performing. This month, social media efforts were massively dedicated to events around International Day of Commemoration in Memory of the Victims of the Holocaust (see p. 14). Overall, our hashtag #HolocaustRemembrance generated 32 million impressions with 13 million reach, placing us on the 2nd place after @UN Twitter account as most influential users by number of RT and likes.
- More than 1 million video views were registered this month on our YouTube channels, an all-time high; a 46% growth compared to Dec. 2016, and twice as many as in January 2016. The top 2 intangible cultural heritage videos from India got this month alone almost 600,000 views (see details pp 15-16).



Publications

- Figures for the Top 10 online viewing have fallen slightly since December (-4%), but remain higher than last year in the same period (+21%). English titles are the frontrunner, three of which are very recent. [Engineering: issues, challenges and opportunities for development; UNESCO report](#) is in number one position, followed by the just launched Report on [School violence and bullying](#), the GEM by-product on [Partnering for prosperity](#), and the main [GEM Report, 2016](#).
- The Publications page views on Google Books have increased slightly compared to December 2016 (+4%) but are lower than last year same period (-7%).



Focus on a Field Office

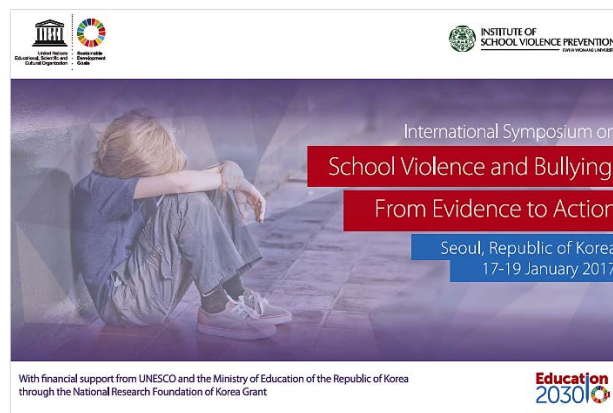
This topic aiming to highlight the outreach efforts in the field focuses this month on our **Regional Office for Southern Africa** in Harare.

Major events:

I. International Symposium on School Violence and Bullying: From Evidence to Action (17-19 January 2017)

The [International Symposium on School Violence and Bullying: From Evidence to Action](#), held in Seoul, Republic of Korea 17-19 January 2017, aimed to support global efforts to ensure that all children and young people benefit from the fundamental right to education in a safe learning environment. The event was co-organized by UNESCO and the Institute of School Violence Prevention at Ewha Womans University, with additional financial support from the Ministry of Education of the Republic of Korea through the National Research Foundation of Korea Grant.

More than 270 participants came together for the Symposium, representing more than 70 countries, including 40 at government level. Participants included teachers, learners, ministers and vice ministers of education, senior government policy officials, UN and bilateral agency representatives and other development partners including civil society, the private sector, and school communities. The unique mix of partners shared the common vision of safe and non-violent learning environments for all children and young people.



The Symposium represented a key opportunity for the international community to respond to the [UN Secretary General's report on protecting children from bullying and cyberbullying](#), presented to the UN General Assembly in October 2016. It contributed towards the measurement of progress in addressing school-related violence and bullying, as called for in Sustainable Development Goal (SDG) 4 and other SDG goals.

UNESCO and Ewha Womans University released a new report ([English](#), [French](#)) on school violence and bullying, highlighting the extent to which children and adolescents are impacted. The Report recommends priority actions to address school violence and bullying, notably strengthening leadership, promoting awareness, establishing partnerships and engaging children and adolescents, building education staff capacity, establishing reporting systems and improving the collection data and evidence.

Participants: 277. **Audience:** Teachers, learners, ministers and vice ministers of education, senior government policy officials, UN and bilateral agency representatives and other development partners, civil society, the private sector, and wider school communities

Communication materials and activities:

- Press release: 13/01 ([Media services page](#) + [In Focus](#))
- News: [10/01](#)
- Wide Angle: [Knocking out school violence and bullying](#)
- [Event announcement](#), Poster, Banner
- Global Status Report: EN: [School Violence and Bullying](#) & FR: [Violence et harcèlement à l'école](#)
- [UNICEF U-Report / Special Representative of the Secretary-General on Violence against Children. Ending the torment: Tackling bullying from the schoolyard to cyberspace](#),
- Other publications: [Out in the Open: Education sector responses to violence based on sexual orientation and gender identity/expressions](#), [Global Guidance on addressing school-related gender-based violence](#)

Website statistics: [Press release](#): Media services page: 152 page views + In Focus: 2,231 page views. [News](#): 1,239 page views. [Wide Angle](#): 255 page views. Publications: Global Status Report: [English](#): 6,843 views; [French](#): 714 views. [Out in the Open](#): 464 views. [Global Guidance on addressing school-related gender-based violence](#): 868 views.

Press coverage: More than 80 articles were published following the event in Seoul.

Various international outlets, including the UN Information Service, EBS News (Educational Broadcasting System), UN News in Spanish and Deutschlandfunk Radio, conducted media interviews with UNESCO staff, including Soo-Hyang Choi, Director of UNESCO's Division for Inclusion, Peace and Sustainable Development, Christopher Castle, Chief of UNESCO's Section for Health and Education ([UN Radio](#)), Christophe Cornu, Senior Programme Officer in UNESCO's Section for Health and Education ([UN Radio](#), [Deutschlandfunk](#)), and Tigran Yepoyan, Regional HIV and Health Education Advisor for Eastern Europe and Central Asia.

Ongoing work includes Christopher Castle taking part in an 'SDG series' at the request of the UN Information Service based in Geneva. The series features spokespeople who are involved in and who contribute to the success of the Sustainable Development Goals.

Social media: Coverage on social media ran from 17 to 19 January using the hashtags #schoolviolence and #bullying. Posts concentrated on the launch of the [Global Status Report: School Violence and Bullying](#). A social media pack was prepared with in-depth infographics in English and was widely disseminated on Facebook with 123.8K reach, and on Twitter with 182,723 impressions. Main contributors on social media included @UNESCO, @UN_News_Centre, @GEMReport, @UNWomenAsia, and @UNICEFeducation.

II. Launch of the Campaign 'Sin respeto no hay juego' - No respect no game (24 January 2017)

UNESCO and PRISA Radio presented the 'Sin respeto no hay juego' (No respect no game) campaign of Cadena SER, an initiative that aims to combat racism and discrimination in football, in Madrid (Spain) on 24 January 2017. Launched within the framework of the cooperation agreement between the Spanish PRISA communication group and UNESCO, the campaign builds on the conclusions and recommendations of UNESCO 2015 report "[Colour? What colour?](#)".

The presentation ceremony took place at the Museo del Traje and was attended by Juan Luis Cebrián, Executive Chairman of the PRISA Group, Nada Al-Nashif, UNESCO ADG for Social and Human Sciences, Andrea Agnelli, President of Juventus FC, Florentino Pérez, President of Real Madrid CF, and Josep Maria Bartomeu, President of FC Barcelona. The event was presented by Dani Garrido, journalist and Director of the PRISA Radio programme Carrusel Deportivo,



© Carrusel Deportivo

The purpose of the campaign, which will be carried out during the first half of 2017, is to send a clear and simple message to society: no respect no football.

The presentation of this campaign concluded with a round table moderated by Manu Carreño, Director of the radio program El Larguero, which gathered José Ramón Leta, President of the Spanish National Sports Council and Secretary of State for Sport; Luis Rubiales, President of the Association of Spanish Footballers (AFE); Lola Romero, Director of Atlético de Madrid Femenino; Vicente del Bosque, former Spanish coach; Michael Robinson, journalist and former football player; and, Marcos Senna, former player and current head of Institutional Relations at the Villarreal Football Club.

Participants: 130. **Audience:** Journalists, guests invited by PRISA Radio.

Communication materials and activities:

- News: [23/01](#), [24/01](#)
- [Event announcement](#)
- Publication: [Colour? What Colour?](#)
- [Facebook Live for the launch](#) on Carrusel Deportivo account/Cadena SER
- Video (Juventus): [Juventus and UNESCO: "Sin Respeto No Hay Juego"](#)

Website statistics (until 7 Feb.): News: [23/01](#): 143 page views, [24/01](#): 560 page views. [Event announcement](#): 78 page views.

Publication: [Colour? What Colour?](#): 579 views (EN: 219, ES: 182, FR: 161, IT: 17). Video (Juventus): [Juventus and UNESCO: "Sin Respeto No Hay Juego"](#): 8,909 views. [Facebook Live \(by Carrusel Deportivo\)](#): 48,798 views.

Press coverage: The launch of the Campaign was widely covered in Spain and Italy, with additional coverage in Mexico, Chile, Brazil and Argentina, plus TeleSur, the pan-Latin American TV network, which provided considerable TV coverage in Latin America. Some 210 articles were monitored in total, including 119 in Spain only, notably in sports newspapers, but also in El País, La Vanguardia and El Mundo, thanks in large part to the partner, PRISA Communication Group, parent company of El País and Cadena SER radio group.

Social media: @UNESCO social media channels mostly followed the Juventus social media channels, as the sharing of messages seemed most appropriate. The event was however extensively covered on UNESCO's social media channels in Spanish. The 6 tweets posted on UNESCO's account got a total of 165 retweets, 164 likes and 62,615 impressions. Also the hashtag #SinRespetoNoHayJuego was widely used by our partners, like PRISA Radio, Cadena SER, Carrusel Deportivo, and Juventus FC. On Facebook, 2 posts got a total reach of 15,551, and the shared Carrusel Deportivo Facebook Live of the event reached more than 48,000 views.

III. International Day of Commemoration in Memory of the Victims of the Holocaust (27 January 2017)

This year the International Day of Commemoration in Memory of the Victims of the Holocaust was placed under the theme “**Educating for a Better Future: the Role of Historical Sites and Museums in Holocaust Education**”, examining the fundamental role played by memorial sites in educating about the genocide of the Jewish people and other crimes perpetrated by the Nazi regime and its collaborators. Events at Headquarters took place ahead of the official Day (27 January). On 24 January in the evening, UNESCO hosted a premiere screening of the film “**The Maestro: In Search of the Last Music**” by Alexandre Valenti, in partnership with Les Bons Clients Productions and France Télévision.



On the morning of the 26th, a UNESCO Campus was held in partnership with the Shoah Memorial, examining the theme of “**How to Deconstruct Hate Speech?**”. 220 students were present for talks by Marcel Kabanda, President of IBUKA France, Iannis Roder and Hubert Strouk history teachers. Later in the day, the Director-General, Irina Bokova inaugurated the exhibition “**Archeologia**” presented in partnership with the Auschwitz-Birkenau State Museum (open until 10 February).

A roundtable debate followed, focusing on this year's theme, with speakers Jacques Fredj, Director of the Shoah Memorial, Serge Klarsfeld, UNESCO Honorary Ambassador and Special Envoy for Education about the Holocaust and the Prevention of Genocide, Dorit Novak, Director General of Yad Vashem and Agnes Sajaloli, Director of Rivesaltes Memorial. The round-table was moderated by Jean-Yves Potel, historian. The 10th official ceremony in Room II ended the day of commemoration. It included speeches by Ms Irina Bokova, Mr Eric de Rothschild President of the Shoah Memorial and H.E. Carmel Shama Hacoheh, Ambassador, Permanent Delegate of Israel to UNESCO, a testimony by Mr Raphael Esrail, President of the Union of Deportees to Auschwitz, prayers by Chief Rabbi Olivier Kaufmann, and a concert by renowned musicians Ms Martha Argerich, Mr Ivry Gitlis and narrator Anne-Catherine Dutoit.

Particular efforts were made this year to mobilize social media and foster media partnerships, and on using the day to highlight UNESCO's commitment to education about the Holocaust. This involved developing partnerships with organizations holding a heavy social media influence and outreach capacities, notably; the Auschwitz-Birkenau State Museum, the Shoah Memorial, the Holocaust and the United Nations Outreach Programme, Yad Vashem and the United States Holocaust Memorial Museum. It also involved the creation of targeted contents and visuals for dissemination through social media and partner networks.

A news was also released on 27 January announcing a partnership between UNESCO and the Azrieli Foundation for the distribution of the Foundation's Holocaust Survivors Memoirs to a number of ASPnet schools.

Participants: Round table: 350; Ceremony: 400; Film screening: 400. UNESCO Campus: 220. Exhibition Opening: 130.

Audience: Permanent delegations, members of Israeli government, university students, high-school students and their teachers, journalists and film-makers, Holocaust organizations' representatives, Jewish community organizations, Holocaust survivors and families.

Communication materials and activities:

- Media advisory: [17/01](#)
- News: [26/01](#), [27/01](#)
- [GEM Report, World Education Blog 23/01](#)
- Wide Angle: [Steven T. Katz](#), [Robert Badinter](#)
- [Message from the Director-General for the Int'l Day](#)
- [Dedicated webpage](#) + Banner on homepage
- Publications: [Why teach about the Holocaust?](#), [Holocaust Education in a Global Context](#), [The International Status of Education about the Holocaust](#)
- [Agenda](#)/Brochure (EN/FR)
- [Online registration](#)
- Premiere of the film *The Maestro: In Search of the Last Music*
- Exhibition at Hq : Archeologia (26/01-10/02/2017)
- Round table
- [UNESCO Campus](#)
- Ceremony
- Videos: [Interview with Alexandre Valenti and Francisco Lotoro](#), 2017 commemoration events (in preparation)

Website statistics (page views from 1 Jan. to 10 Feb.): Media advisory: 1,419. News: [26/01](#): 515, [27/01](#): 174. Wide Angle: [Steven T. Katz](#): 343, [Robert Badinter](#): 1,064. [Dedicated webpage](#): 11,262 (peak on 27/01 with 3,496 page views). [Message from the DG for the Int'l Day of Commemoration](#): 631 views. Publications: [Why teach about the Holocaust?](#): 1,596 views (ES: 546, EN: 408, RU: 141, FR: 102, AR: 20, Wolof: 18, ZH: 15, Dutch: 9), [Holocaust Education in a Global Context](#): 169 views, [The International Status of Education about the Holocaust](#): 651 views (EN: 288, ES: 115, RU: 114, FR: 98, ZH: 20, AR: 16). Videos: [Interview with Alexandre Valenti and Francisco Lotoro](#): 154 views.

Press coverage: Some 140 articles covered the UNESCO commemoration, with a majority in Spanish and US media. Six news organizations were accredited for the event; these included several major ones, such as RTVE (Spain), RTV2 (Israel), France 3 and Asahi Shimbun (Japan).

Social media: Major communication efforts were dedicated to International Day of Commemoration in Memory of the Victims of the Holocaust. A social media pack was prepared in French and English and shared with UNHOP and UN DPI. Our hashtag #HolocaustRemembrance generated 32,462,691 impressions with 13,924,664 reach, placing us on the 2nd place after @UN Twitter account as most influential users by number of retweets and likes. Many of our posts in English and Spanish are among our Top 10 posts of the month on Facebook and Twitter, see details, page 14. On our Instagram account, the photo posted for Holocaust Remembrance Day was the most 'liked' in January (see p. 15).

Focus on UNESCO Regional Office for Southern Africa in Harare

To highlight the outreach efforts of Field Offices/Institutes, the report focuses each month since January 2014 on one of them, and publishes the results of their public information activities. For further details, please contact directly the Office/Institute concerned.

The UNESCO Office in Harare was initially established in 1986 as a sub-regional office for education in Southern Africa. Since then, it has also played the role of cluster office, covering Botswana, Malawi, Zambia and Zimbabwe. In 2014, the Office was transformed into a Regional Office for Southern Africa (ROSA) covering: Botswana, Lesotho, Malawi, Mozambique, Namibia, South Africa, Swaziland, Zambia and Zimbabwe. ROSA also serves as UNESCO's focal point for cooperation with SADC and COMESA

The Office recently developed a Regional Support Strategy (2017-2021) to maximise programme delivery in terms of effectiveness, impact and visibility in the Southern African region. The Strategy has clear links with the Organization's Medium Term Strategy (37 C/4), Priority Africa, AU Agenda 2030, SDGs, SADC Revised Indicative Strategic Development Plan, UNDAFs and national development plans.

UNESCO ROSA is implementing several high-profile projects. These include the European Union-funded Skills and Technical Education Programme (STEP) in Malawi worth 9 million Euros; the Korean-funded Better Education for Africa's Rise (BEAR) project for US\$10 million; the SIDA and NORAD funded project on Strengthening sexual and reproductive health and HIV prevention among children and young people through promoting comprehensive sexuality education in Eastern and Southern Africa (over US\$10 million); South Korea funded project on ICTs in Education (about US\$3 million); the Chinese Funds-in-Trust project on enhancing teacher education and bridging the education quality gap in Africa targeting Zambia (US\$700 000); and the Flanders-funded project on Intangible Cultural Heritage for US\$250 000 among others. Major pipeline projects include the SADC-Integrated Water Resources Management Initiative (SADC-WIN); Young women and men as partners for development and peace in Southern Africa; Media Advocacy on SDGs; and Strengthening capacities in cultural statistics and implementing the 2005 Convention in Southern Africa.

Major Events – January 2017:



Disabled Persons Organizations meet with UN Agencies in Zimbabwe

UNESCO ROSA hosted a meeting with several Disabled Persons Organizations (DPOs) along with UNFPA, UNDP and the UN Resident Coordinator's Office on 12 January 2017 with the aim of promoting the Convention on the Rights of Persons with Disabilities (CRPD) in Zimbabwe. [Read the news](#) and listen to the recorded statement on [Soundcloud](#).



Regional Validation Workshop on "Sustainability Starts with Teachers" project

UNESCO ROSA and the Southern African Regional Universities Association (SARUA), Rhodes University and South Africa's Department of Basic Education organized a regional workshop on "Sustainability starts with Teachers" project in Johannesburg, South Africa from 26 to 28 January 2017. The workshop brought together 50 participants from Botswana, Lesotho, Malawi, Mauritius, Mozambique, Namibia, South Africa, Swaziland, Zambia and Zimbabwe. [Read the news](#).



Regional ESD Reference Group inputs to the "Sustainability Starts with Teachers" project

The Regional Education for Sustainable Development (ESD) Reference Group met on 28 January 2017 and gave expert input into the "Sustainability Starts with Teachers: An ESD Action Learning Programme for Secondary Teacher Educators" project. [Read the news](#).



Ambassador of the Republic of Korea to UNESCO visits Zimbabwe

The Ambassador of the Republic of Korea to UNESCO, Mr Byong-hyun Lee visited Zimbabwe from 26 to 29 January 2017 to examine progress of the UNESCO/Korea Funds-in-Trust (KFIT) project on transforming Zimbabwe into a knowledge-based society by strengthening quality education through integrating ICTs into teaching, learning, research and innovation. [Read the news](#).



Zimbabwe to host SADC's regional World Radio Day commemorations

The African Union of Broadcasters (AUB) announced that it has selected the Zimbabwe Broadcasting Corporation (ZBC) to host the 2017 World Radio Day Commemorations for the Southern African region covering 15 countries on 13 February 2017. [Read the news](#).

Major Upcoming Events

- Transforming Africa STEM4GIRLS, 11 February 2017, Bindura, Zimbabwe. [Read the news](#).
- MOST School on Sustainability Science Regional Training, 14-17 February 2017, Cape Town, South Africa. [Read more](#).

Media

ROSA engages mainstream media to cover its activities. Press releases and media kits are prepared and shared with journalists for all key events.

Publications (clickable covers)

- *Strengthening Comprehensive Sexuality Education for Young People in School Settings in Zambia: A Review and Documentation of the Scale-Up Process*



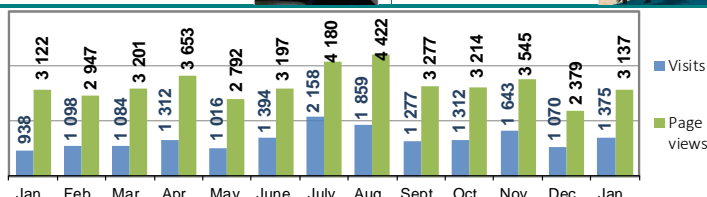
- *UNESCO Annual Progress Report 2016*



Website Traffic: <http://www.unesco.org/new/en/harare>

UNESCO ROSA posts regular news flashes on its website and will launch its *Quarterly e-newsletter* in March 2017.

The website will be revamped this year to become more attractive and interactive. The Office is also working with ERI/DPI to set up social media platforms (Facebook and Twitter) to reach out to more people



Source: Google Analytics

2016

2017

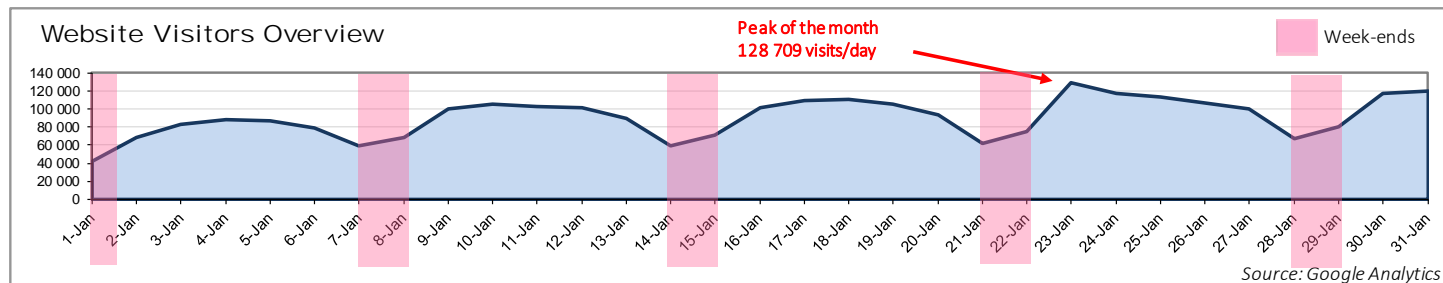
1. UNESCO Website - <http://www.unesco.org>

Both a communication and a knowledge management tool, UNESCO's websites 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).

UNESCO's website traffic shows an upward trend. 2.8 million visits were registered this month, an increase by 14% compared to the previous month, and by 23% compared to Jan. 2016, meaning that the registration of UNESCO website as a news provider for Google News is producing the expected results. The most visited websites were again, World Heritage and Careers, including the newly introduced "Internship portal", while the most visited themes were "Education for the 21st century" and "Protecting our heritage and fostering creativity". Unescommunity and the SilkRoad website performed also very well.

1.1. January 2017 Traffic

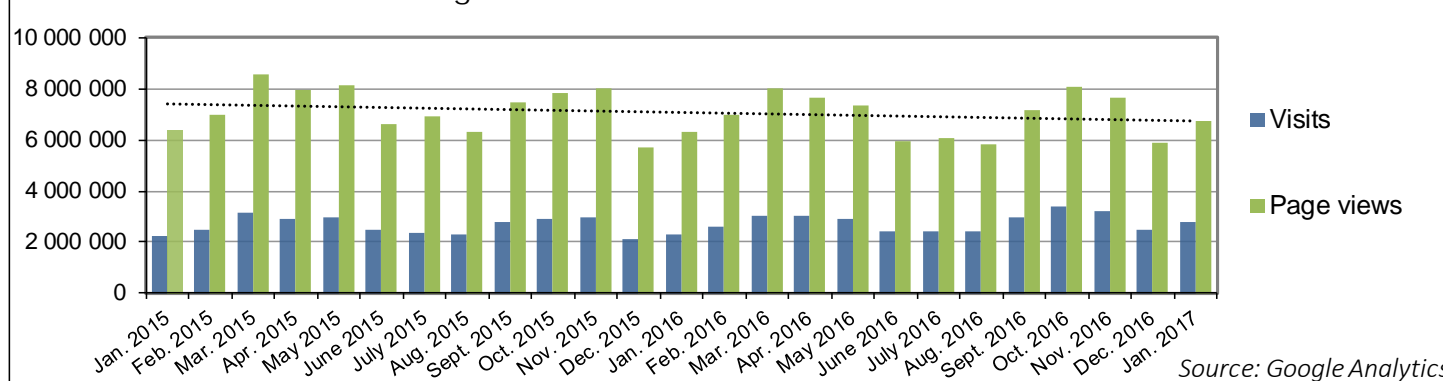
Daily Web Traffic Patterns



1.2. Monthly Visits

	Page views ¹	Variation vs Y-1	Variation vs M-1	Visits ²	Variation vs Y-1	Variation vs M-1	Unique Visitors ³	Variation vs Y-1	Variation vs M-1
Jan. 2017	6 716 308	+6.58%	+14.22%	2 815 771	+23.59%	+14.18%	1 980 022	+24.63%	+13.57%
Jan. 2016	6 301 408	-0.88%	+10.44%	2 278 399	+0.58%	+8.92%	1 588 676	-9.30%	+8.54%

Website traffic on unesco.org



1.3. Visits by Area of Interest in January 2017 (This data only covers tagged subsites)

Areas of interest	Visits ²	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	2 815 771	+23.59%	+14.18%
Education for the 21st Century and ED Sector	169 402	+60.60%	+15.91%
One Planet. One Ocean & Science for a Sustainable Future and SC Sector	78 988	+100.14%	+28.98%
Learning to Live Together and SHS Sector	87 386	+132.78%	+19.26%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 290 831	+3.99%	+11.95%
World Heritage	1 096 490	-1.32%	+18.14%
Intangible Heritage	118 880	+50.63%	-26.69%
Culture Sector (excl. Intangible Heritage)	75 461	+47.26%	+20.20%

Fostering Freedom of Expression & Building Knowledge Societies and CI Sector	56 771	+68.83%	+15.80%
Field offices (only those tracked)	194 589	+115.45%	+20.31%
IBE*	20 238	+47.59%	+18.98%
UIL*	49 829	+70.36%	+59.08%
UNEVOC*	50 237	+13.40%	+8.48%

* IBE, UIL and UNEVOC statistics are tracked separately. ** Based on figures published in the monthly reports.

1.4. UNESCO Website Visitors

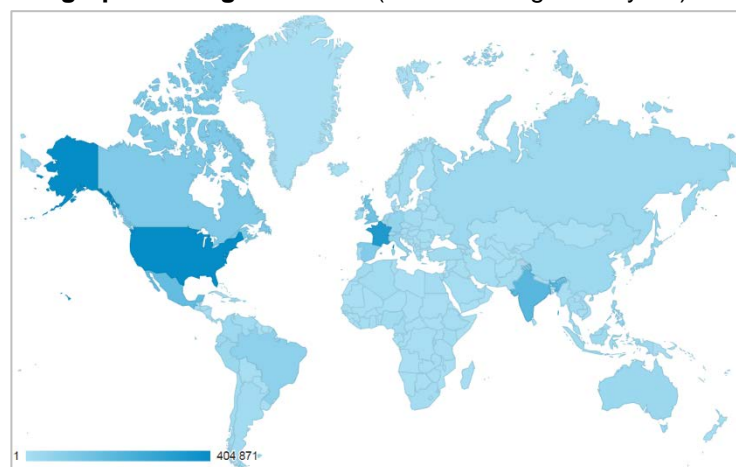
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	404 871	14.38%	+10.73%	2.40	00:02:14
France	338 794	12.03%	+18.45%	2.61	00:03:04
India	195 894	6.96%	+13.51%	1.99	00:01:50
Mexico	169 144	6.01%	+45.56%	2.02	00:02:13
United Kingdom	134 529	4.78%	+39.35%	2.47	00:02:20
Canada	104 021	3.69%	+18.49%	3.08	00:03:17
Spain	92 140	3.27%	+10.43%	2.57	00:02:19
Brazil	68 955	2.45%	+5.87%	1.87	00:01:29
Philippines	54 784	1.95%	+60.54%	1.91	00:02:36
Germany	52 563	1.87%	+21.19%	2.78	00:02:36

Top 10 visitors' language

Language	Visits ²	% of Total visits	Variation vs M-1
English	1 435 979	51.00%	+15.12%
French	437 300	15.53%	+17.97%
Spanish	434 108	15.42%	+24.01%
Portuguese	59 052	2.10%	+10.73%
Russian	53 824	1.91%	-10.59%
German	50 611	1.80%	+20.42%
Italian	47 912	1.70%	+42.41%
Chinese	45 821	1.63%	-22.06%
Japanese	33 779	1.20%	-3.89%
Dutch	23 317	0.83%	+16.54%

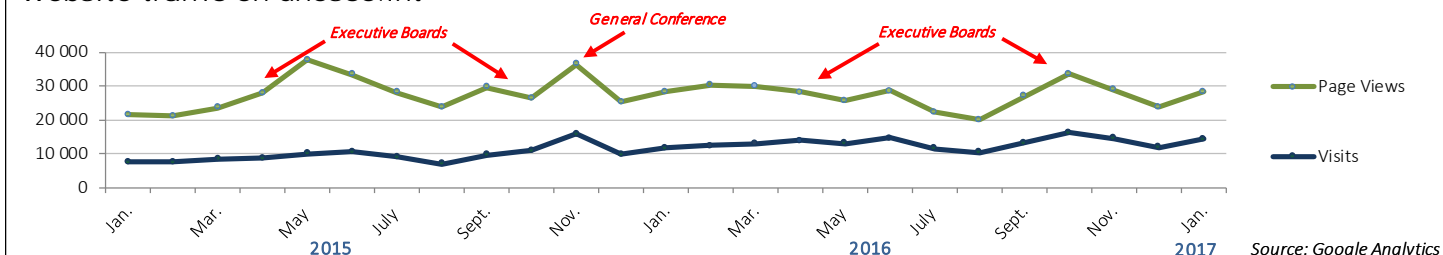
Geographical origin of visits (source: Google Analytics)



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

	Page views ¹	Variation vs Y-1	Variation vs M-1	Visits ²	Variation vs Y-1	Variation vs M-1	Pages/Visit	Variation vs M-1	Avg Visit duration
Jan. 2017	28 342	+0.64%	+19.27%	14 363	+23.09%	+20.21%	2.51	+1.21%	00:03:16
Jan. 2016	28 162	+31.73%	+11.99%	11 669	+54.19%	+19.34%	3.05	-7.29%	00:03:42

Website traffic on unesco.int



1.6. UNESCO Field Offices Websites/Webpages

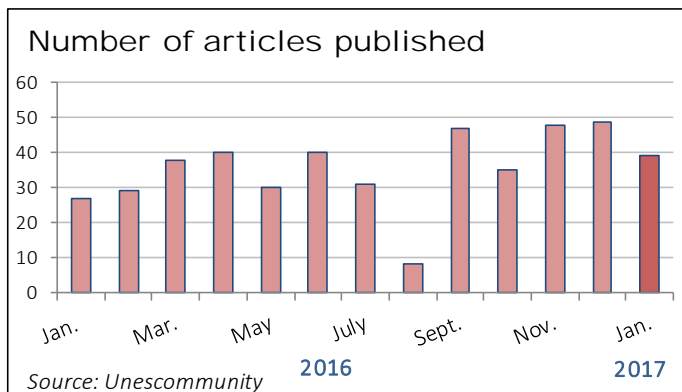
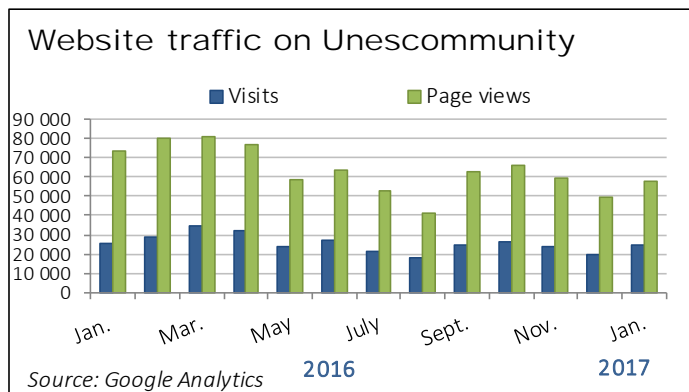
Traffic for Field Offices websites, and Field Offices webpages on <http://en.unesco.org/countries> (blue background) for those having no dedicated website.

Field Office	Page views ¹	Variation vs M-1	Visits ²	Variation vs M-1
Abidjan	329	+8.94%	180	+23.29%
Abuja	295	+18.00%	122	+24.49%
Accra	205	-4.65%	103	-20.16%
Addis Ababa	863	-25.15%	372	-31.11%
Almaty*	6 293	-41.62%	2 638	-37.32%
Amman	7 230	+19.33%	3 613	+13.97%
Apia	2 421	+48.98%	992	+36.08%
Bamako	407	+21.13%	181	+41.41%
Bangkok*	47 746	+13.51%	25 313	+12.04%
Beijing	659	+32.86%	343	+9.58%
Beirut	6 890	+12.07%	3 434	+12.37%
Brasilia	84 972	+8.41%	53 285	+2.08%
Brazzaville	137	+35.64%	62	+77.14%
Brussels	1 712	+1.84%	667	+3.73%
Bujumbura	106	+39.47%	25	+38.89%
Cairo	8 287	+31.00%	4 225	+38.16%
Dakar	10 839	+12.65%	5 193	+13.66%
Dar es-Salaam*	33 413	-47.71%	13 728	-21.10%
Dhaka	1 979	+14.53%	890	+28.06%
Doha	2 141	+22.83%	710	+9.74%
Geneva	1 551	+43.21%	873	+42.88%
Guatemala*	N/A	-	N/A	-
Hanoi	1 739	+8.21%	781	+7.87%
Harare	3 137	+31.86%	1 375	+28.50%
Havana	4 738	+25.38%	2 595	+20.42%
Iraq (Office for)	7 451	+8.06%	3 904	+5.26%
Islamabad*	N/A	-	N/A	-
Jakarta	10 753	+26.09%	5 061	+17.45%
Juba	544	+38.07%	229	+35.50%
Kabul	2 863	+15.35%	1 635	+17.88%
Kathmandu	4 576	-17.82%	2 295	-7.27%
Khartoum	249	+59.62%	69	+15.00%
Kingston	756	+33.81%	301	+7.50%
Kinshasa	291	+52.36%	118	+31.11%
Libreville	325	+11.30%	132	+3.13%
Lima	23 808	+35.03%	12 560	+59.51%
Maputo	167	+35.77%	79	+16.18%
Montevideo	17 646	+19.76%	11 207	+26.46%
Mexico	33 299	+48.48%	19 380	+46.80%
Nairobi	3 792	+33.33%	1 853	+40.17%
New Delhi	11 170	+31.06%	5 841	+30.67%
New York	2 523	+16.21%	1 230	+24.37%
Phnom Penh	3 555	+20.96%	1 826	+12.93%
Port au Prince	587	-3.14%	273	+11.43%
Quito	10 066	+19.90%	6 540	+13.46%
Rabat	3 416	+8.76%	1 462	+6.64%
Ramallah	892	-16.56%	408	-17.24%
San José	8 331	+70.19%	5 845	+74.32%
Santiago	43 026	+36.42%	20 435	+26.32%
Tashkent	1 554	-13.38%	652	-3.55%
Tehran	1 832	+4.63%	758	+12.97%
Venice	10 093	+44.25%	4 444	+48.23%
Winhoek	181	+45.97%	56	+1.82%
Yaounde	5 305	+104.43%	2 680	+111.86%

Website was hacked in Jan. 2017

*Almaty, Bangkok, Dar es-Salaam, Guatemala and Islamabad Offices websites statistics are tracked separately.

1.7. UNESCOMMUNITY- <https://en.unesco.org/unescommunity> and <https://fr.unesco.org/unescommunity>



Traffic indicators explained:

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

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

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

1.8. WEBCASTS - Live streaming connections

Event	Date	Simultaneous connections		
		External*	Internal	Total
HRM: Information Meeting MSH International	20/01 1 pm-2.30 pm 2.30 pm-4 pm	<ul style="list-style-type: none"> Floor: 54 Floor: 19 	<ul style="list-style-type: none"> Floor: 9 Floor: 12 	<ul style="list-style-type: none"> 94
Launch of the UNESCO-IHP Water Information Network System (WINS)	31/01	<ul style="list-style-type: none"> Floor: 9 English: 31 French: 3 	<ul style="list-style-type: none"> Floor: 7 English: 4 French: 2 	<ul style="list-style-type: none"> 56

* Includes connections from some Field Offices who cannot use internal links.

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

UNESCO products for written and audiovisual media are:

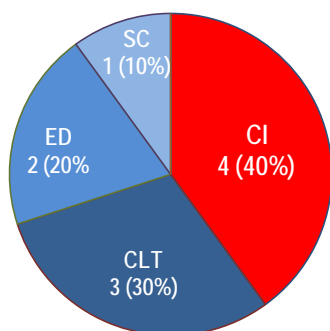
- Save the dates
- Media advisories
- Press releases
- Opinion editorial (Op-Eds)
- Video News Releases (VNR)
- Background Footage (B-Rolls).

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. Press releases/Media advisories

1.	04/01	Director-General condemns murder of TV journalist Hamilton Hernández Vásquez in Guatemala
2.	13/01	New UNESCO Report on School Violence and Bullying to be released at International Symposium on issue affecting millions worldwide
3.	17/01	Director-General urges investigation into the murder of journalist Muhammad Jan in Pakistan
4.	17/01	Director-General condemns deadly attack on the parliament of Afghanistan
5.	17/01	International Day of Commemoration of the Victims of the Holocaust to focus on education, sites and museums
6.	19/01	UNESCO reports on extensive damage in first emergency assessment mission to Aleppo
7.	20/01	UNESCO Director-General condemns destruction of the Tetracylon and severe damage to the Theatre in Palmyra, a UNESCO World Heritage site
8.	20/01	Director General condemns killing of TV journalist Igor Padilla in Honduras
9.	24/01	UNESCO Director-General receives the Mayor of Venice
10.	31/01	WINS: data about global water cycle a few clicks away

Press releases/Media advisories, by Sector

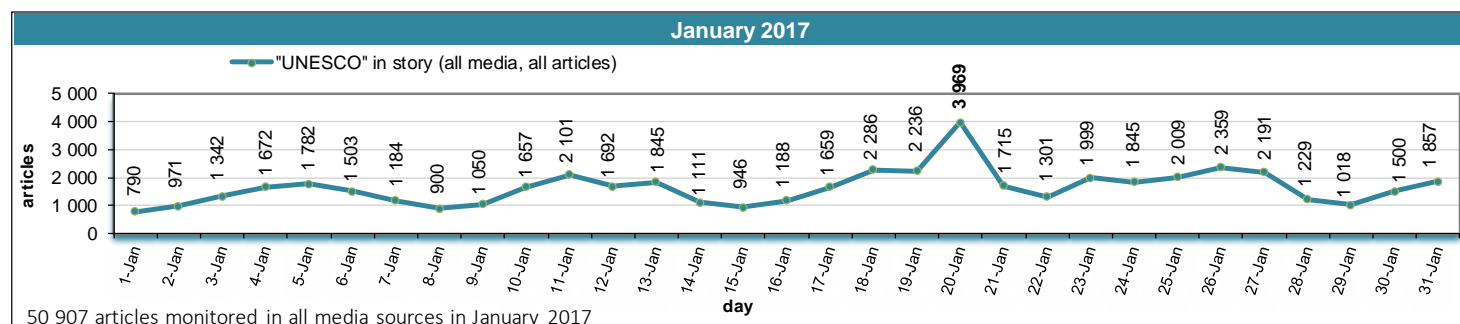


- ▶ 9 Press releases and 1 Media advisory published in January 2017.
- ▶ Almost half of these issues - 4 - were condemnations of the killing of journalists/media workers.

Source: Media Services webpage

2.2. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in all media sources, in which “UNESCO” appeared in the story in January (Source: CISION)



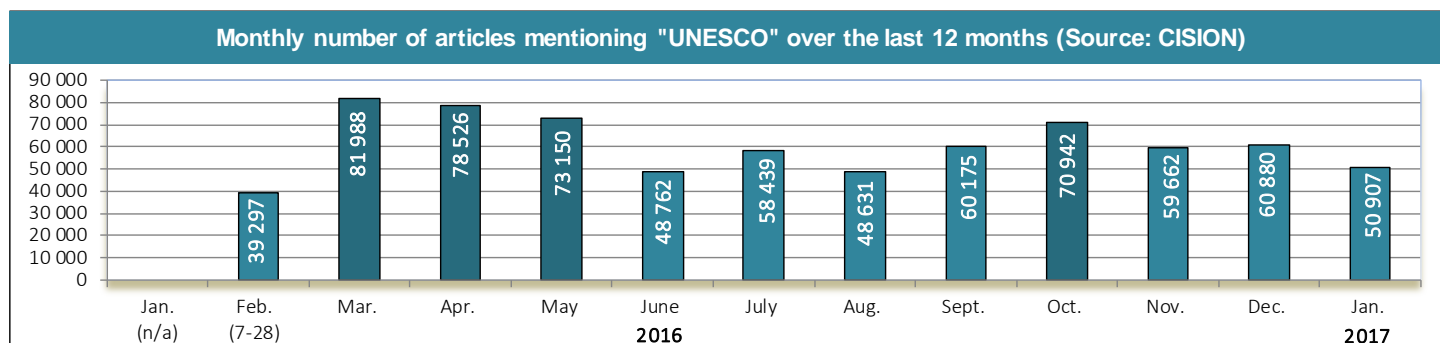
January was marked by a significant peak in coverage on the 20th, when the Director-General announced UNESCO's mission to assess damage to heritage in Aleppo. Additionally, there was a measurable increase in news coverage associated with the International Symposium on School Violence and Bullying.

The launch of the *Sin respeto no hay juego / No respect no game* campaign (24 January) was widely covered in Spain and Italy with additional coverage in Mexico, Chile, Brazil and Argentina, plus TeleSur, which provides considerable TV coverage in Latin America. UNESCO's partner, PRISA Communication Group, parent company of El País and Cadena SER radio group significantly contributed to the coverage of the story.

The International Day of Commemoration in Memory of the Victims of the Holocaust was observed ahead of the 27 January, with a full day of events on the 26, which coincides with a slight uptick in news coverage on the day and nearly sustained on the 27th.

Nearly 51,000 articles were published over the month of January, which represented a 16% drop from December, which is not surprising at the beginning of a new year.

This graph shows the number of articles monitored in all media sources per month, over the last 12 months, in which "UNESCO" appeared in the story (Source: CISION)



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

No Op-Eds this month.

2.4. Background Footage (B-roll) downloads - <http://www.unesco.org/new/en/unesco/resources/multimedia/>

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

26 B-rolls were downloaded in January.

	Subject	Downloads	Media
1.	Global Monitoring Report 2015	11	n/a
2.	Global Education Monitoring Report 2016	6	n/a
3.	UNESCO Priorities for the 21 st century	4	n/a
4.	UN World Water Development Report 2015	1	n/a
5.	Launch of the reconstruction of World Heritage Mausoleums in Timbuktu	1	n/a
6.	Archaeological site of Hatra (before destruction)	1	n/a
7.	Press Conference on the destruction of Heritage in Mosul	1	n/a
8.	Ojkanje singing (Croatia) - Intangible Heritage	1	n/a

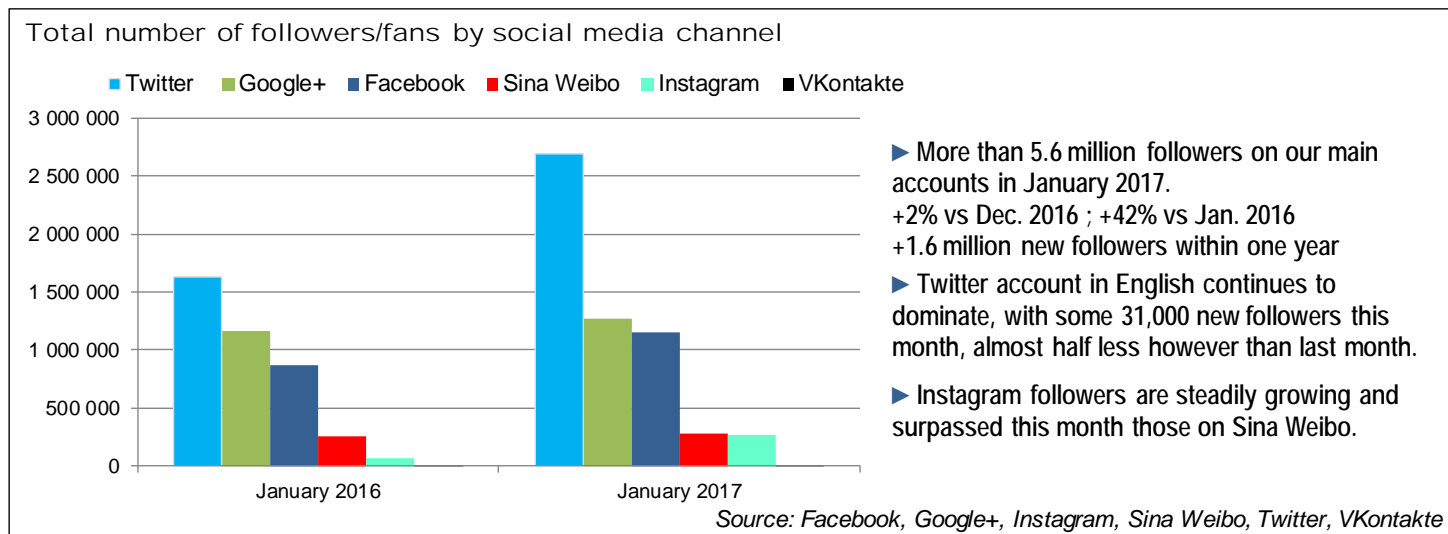
3. UNESCO Social Media Channels

In January 2017, UNESCO Social Media channels hit over 5.6 million followers. Messages paying tribute to defenders for peace and human rights were among the best performing.

This month, social media efforts were massively dedicated to events around International Day of Commemoration in Memory of the Victims of the Holocaust (27 Jan.). Overall, our hashtag #HolocaustRemembrance generated 32,462,691 impressions with 13,924,664 reach, placing us on the 2nd place after @UN Twitter account as most influential users by number of retweets and likes. Moreover, many of our posts on Holocaust Remembrance in English and Spanish are among our Top 10 posts of the month on Facebook and Twitter (see details next page).

Overall, from 23 to 29 January 1,497 users sent 1,683 posts, with 41 million potential impressions. Also, based on statistics, @UNESCO was positioned in influential conversations among experts and the general public. As a result, Twitter analysis ranked us 10th on its list of influencers via #HolocaustRemembrance.

On our YouTube Channels, more than 1 million video views were registered this month, an all-time high; a 46% growth compared to Dec. 2016, and twice as many as in January 2016. The top 2 intangible cultural heritage videos, *Traditional brass and copper craft of utensil making among the Thatheras of Jandiala Guru* and *Kalbelia folk songs and dances of Rajasthan* (India) got this month alone almost 600,000 views (see details pp 15-16).



3.1. Social networking sites and Microblogs

Facebook - www.facebook.com/unesco Google+ plus.google.com/+UNESCO VKontakte - vk.com/unesco

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

Variation January 2017 vs December 2016

Likes/Followers		January 2017	December 2016	Variation vs December
Total likes/followers (all languages)		5 389 130	5 321 459	+1.52%
Facebook	English	491 341	478 067	+2.78%
	Spanish	386 279	380 895	+1.41%
	Portuguese	208 524	207 722	+0.39%
	Arabic	29 736	29 539	+0.67%
	French	22 323	22 196	+0.57%
	Russian	10 717	10 683	+0.32%
Google+	English	1 266 334	1 262 794	+0.28%
VKontakte	Russian	4 073	3 985	+2.21%
Twitter	English	1 967 076	1 935 775	+1.62%
	Spanish	338 832	337 080	+0.52%
	Arabic	176 435	172 846	+2.08%
	Portuguese	105 765	101 191	+4.52%
	French	77 404	74 960	+3.26%
	Russian	27 469	27 405	+0.23%
Sina Weibo	Chinese	276 822	276 321	+0.18%

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

Subject	Language	Posted	Likes*	Shares
Simone de Beauvoir's birthday + quotation by Simone de Beauvoir	Spanish	09/01	3 357	3 967
Tribute to the memory of the victims of the Holocaust	Spanish	27/01	2 330	4 312
Anniversary of Gabriela Mistral's death + quotation by Gabriela Mistral	Spanish	10/01	1 647	2 772
A tribute to Zygmunt Bauman + quotation by Zygmunt Bauman	Spanish	09/01	1 208	1 938
The "E" in UNESCO = Education, the foundation of any lasting #peace. #WednesdayWisdom + quotation by John Dewey	English	11/01	1 108	625
International Holocaust Remembrance Day	English	27/01	723	448
69th birthday of Mahatma Gandhi's death + quotation by Mahatma Gandhi	Spanish	30/01	674	610
150th anniversary of Rubén Darío's birth + quotation by Rubén Darío	Spanish	18/01	660	501
International Holocaust Remembrance Day	Spanish	27/01	652	765
Martin Luther King 88th birthday observance + quotation by Martin Luther King	Spanish	16/01	583	548

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

Top 10 Twitter posts (ranked by highest number of re-tweets)

Message	Language	Posted	Re-tweets	Likes
Una triste noticia, ha muerto el filósofo Zygmunt Bauman. Homenaje a uno de los grandes pensadores de nuestra era http://on.unesco.org/2i6NBw5	Spanish	09/01	1 056	734
Homenaje a todas las víctimas del #Holocausto . Hay que #RecordarElHolocausto para que la historia no se repita jamás http://on.unesco.org/2kj6Mne	Spanish	27/01	597	400
#OnThisDay : 72 years ago today, Auschwitz was liberated. Never forget the #Holocaust! #HolocaustRemembrance http://on.unesco.org/HolocaustRemembrance2017...	English	27/01	569	501
Hoy rendimos tributo a la filósofa y escritora francesa Simone de Beauvoir, nacida #TalDíaComoHoy en 1908 http://on.unesco.org/2julYw0 #Filosofía	Spanish	09/01	541	513
Never forget the #Holocaust! Today is #Holocaust Remembrance Day , focusing on "Educating for a Better Future" http://on.unesco.org/HolocaustRemembrance2017...	English	27/01	478	461
Hoy se cumplen 72 años de la liberación de #Auschwitz . No olvidemos nunca el #Holocausto http://on.unesco.org/2kj6Mne #RecordarElHolocausto	Spanish	27/01	472	276
La desigualdad de #género nos afecta a todos. Para lograr la #IgualdadDeGénero hay que implicar a toda la sociedad http://on.unesco.org/2huCix3	Spanish	03/01	310	258
#TalDíaComoHoy , en 1948, era asesinado Mahatma Gandhi. Tributo a toda una vida dedicada a la #paz y la #tolerancia http://on.unesco.org/2jnteLD	Spanish	30/01	299	210
Never forget the #Holocaust : @UNESCO is the agency with mandate to promote Holocaust #Education worldwide #HolocaustRemembrance	English	26/01	260	264
Nuestro tributo a la memoria de la #escritora chilena Gabriela Mistral, fallecida #TalDíaComoHoy en 1957 http://on.unesco.org/2jeQCra	Spanish	10/01	253	206

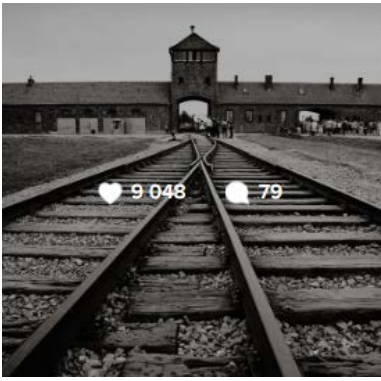
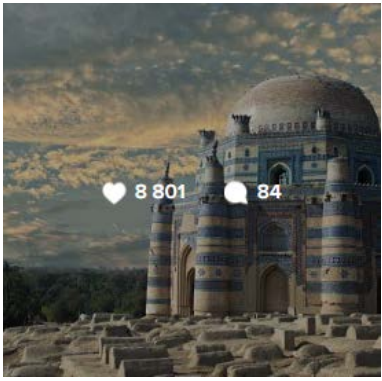
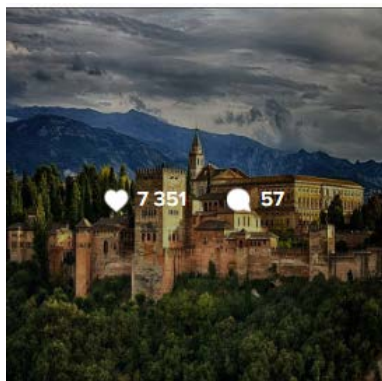
3.2. Social Apps

3.2.1 Instagram - <http://instagram.com/unesco/>

Variation January 2017 vs December 2016

	Publications		Subscribers	
	January 2017	Variation vs M-1	January 2017	Variation vs M-1
Total (all languages)	833	+5.18%	263 863	+6.93%
English	438	+1.86%	258 020	+6.92%
Spanish	220	+8.91%	4 755	+5.88%
Russian	175	+9.38%	1 088	+16.61%

▪ Top 3 most 'liked' photos (clickable images)

		
Auschwitz – Holocaust Remembrance Day	The Tomb of Bibi Jawindi in Uch Sharif, Punjab, Pakistan. This photo by Usamashahid433 won 8th place in Wiki Loves Monuments Contest 2016	World Heritage: The Alhambra, Granada, Spain

3.3. Video Traffic

Video views are tracked on YouTube, Facebook and Instagram. A unique channel is about to be created on YouTube, in the transition period, new videos are posted on the English Channel.

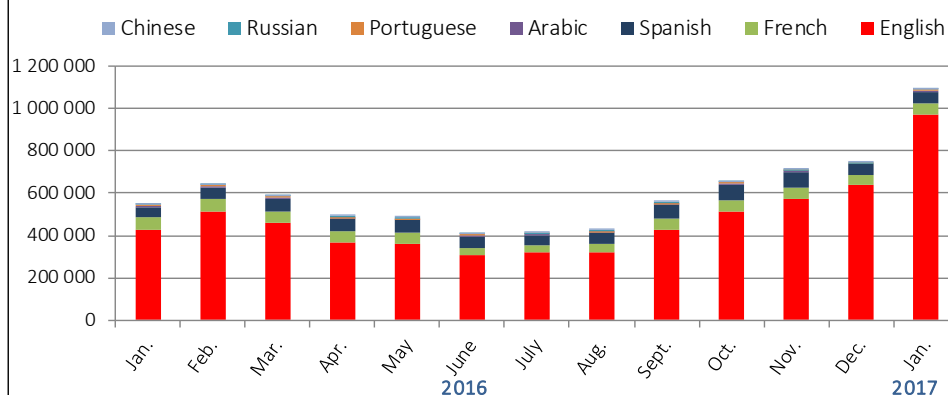
3.3.1 UNESCO Channels on YouTube - <http://www.youtube.com/unesco>

Variation January 2017 vs December 2016

Video views	January 2017	Variation vs M-1
Total (all languages)	1 091 107	+45.99%
English	972 306	+52.87%
French	54 660	+11.36%
Spanish	52 471	+1.25%
Arabic	5 354	+13.00%
Portuguese	3 289	+21.41%
Russian	2 975	+2.06%
Chinese	52	-10.34%

Subscribers Ratio Diff. between gained & lost	January 2017	Variation vs M-1
Total (all languages)	3 128	+37.01%
English	2 757	+43.44%
Spanish	188	+25.33%
French	123	-8.21%
Arabic	23	-28.13%
Portuguese	22	-26.67%
Russian	8	-20.00%
Chinese	7	+40.00%

Breakdown of views by UNESCO Channel on YouTube



► More than 1 million total video views in January 2017, a new all time high!
+46% vs Dec. 2016, +99% vs Jan. 2016.

► Intangible Heritage videos continue to be the most popular: Top 2 videos [Traditional brass and copper craft of utensil making among the Thatheras of Jandiala Guru](#) and [Kalbelia folk songs and dances of Rajasthan](#) (India) registered this month alone almost 600,000 views.

Source : YouTube

▪ **Top 5 videos on UNESCO TV English Channel**

	Title	Subject	Total views
1	Traditional brass and copper craft of utensil making among the Thatheras of Jandiala Guru	CLT/ITH	346 355
2	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	248 263
3	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	20 289
4	Kabuki Theatre	CLT/ITH	17 329
5	Baul Songs	CLT/ITH	15 684

▪ **Top 5 videos on UNESCO TV French Channel**

	Title	Subject	Total views
1	Bouba & Zaza - le dessin animé pour la jeunesse	ED	5 938
2	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	3 438
3	Bouba et Zaza protègent la terre	ED	3 178
4	Le Maloya	CLT/ITH	2 159
5	La pêche aux crevettes à cheval à Oostduinkerke	CLT/ITH	2 068

▪ **Top 5 videos on UNESCO TV Spanish Channel**

	Title	Subject	Total views
1	Aprender a Proteger la Biodiversidad	ED	4 553
2	La huaconada, danza ritual de Mito	CLT/ITH	4 147
3	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	3 378
4	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	3 113
5	Aprender a afrontar el cambio climático	ED	1 643

▪ **Top 5 videos on UNESCO TV Arabic Channel**

	Title	Subject	Total views
1	Manufacture of clay bricks in the hill of Jaber refugee camp-Jericho	CLT	2 157
2	Archeological site of Nimrud (Iraq) before destruction*	CLT	333
3	UNESCO Siq Project, MAKING PETRA SAFER FOR ALL!	CLT/WHC	255
4	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	253
5	UNESCO History*	UNESCO	239

▪ **Top 5 videos on UNESCO TV Portuguese Channel**

	Title	Subject	Total views
1	Serra Capivara	CLT/WHC	1 675
2	Boas práticas do Programa Mais Educação	ED	440
3	Museu de Imagens do Inconsciente	CLT	281
4	Vídeo da UNESCO celebra 53 anos de Brasília	CLT/WHC	228
5	Memória do Brasil: o olhar de Jesco	CI	57

▪ **Top 5 videos on UNESCO TV Russian Channel**

	Title	Subject	Total views
1	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	359
2	UNESCO History*	UNESCO	262
3	Taj Mahal	CLT/WHC	151
4	Petra	CLT/WHC	120
5	Lake Malawi National Park	CLT/WHC	108




▪ **Top 5 videos on UNESCO TV Chinese Channel**

	Title	Subject	Total views
1	Video 24	CLT	21
2	Interview of Zhang Jun - UNESCO Artist for Peace*	UNESCO	9
3	UNESCO History*	UNESCO	6
4	Languages matter!	ED	4
5	Património 9	CLT/WHC	4

▪ Videos posted in January on UNESCO YouTube Channels (by number of views):

Top	Title	Length	Posted	Channel	Views as at 10/02/2017
1.	Los Objetivos de Desarrollo Sostenible - qué son y cómo alcanzarlos	6:01	26/01	Spanish	2 947
2.	World Radio Day 2017	0:40	30/01	English	1 337
3.	Destruction of the Tetracylon and damage to the Theatre in Palmyra	0:29	23/01	English	660
4.	"Leral Thioissane": Repenser notre environnement à travers la créativité numérique	3:34	25/01	English	430
5.	Journée mondiale de la radio 2017	0:36	30/01	English	429
6.	Transforming the Future	8:03	18/01	English	385
7.	Los beneficios de la Educación Física de Calidad	1 :58	09/01	Spanish	365
8.	Local First approach accelerates environmental management and risk reduction for local community	1:52	18/01	English	279
9.	Passion Lagon (French version)	8:24	20/01	English	261
10.	Introduction to the Knowlab	8:01	18/01	English	204
11.	World Radio Day 2017 (Arabic)	0:44	30/01	English	204
12.	Passion Lagon (English version)	8:24	20/01	English	197
13.	Transforming the Future: Anticipation in the 21st Century	15:42	25/01	English	180
14.	Transformer le futur	8:03	18/01	English	174
15.	#HolocaustRemembrance: Interview with Alexandre Valenti and Francesco Lotoro*	1:41	24/01	English	146
16.	2月13日2017是世界无线电日 - 这一天是来庆祝无线电广播	0:40	30/01	English	143
17.	Descripción de los procesos de elaboración de sombreros de paja toquilla, Pile, Manabí, Ecuador	13:04	18/01	Spanish	139
18.	Transformer l'avenir: l'anticipation au XXle siècle	15:42	25/01	English	70

3.3.2 Top 3 most viewed videos posted this month on Facebook (clickable images)

		
Benefits of Quality Physical Education (QPE) – Spanish account (08/01)	Benefits of Quality Physical Education (QPE) – Spanish account (08/01)	Live Holocaust Remembrance Ceremony at HQ (26/01.)
8 703 views	5 843 views	5 763 views

3.3.3 Top 3 most viewed videos posted this month on Instagram (clickable images)

		
28th World Winter Universiade in Almaty Public Talks with Winners (21 Jan. 2017)	UNESCO Almaty Cluster Office for Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan	28th World Winter Universiade in Almaty

*Produced by UNESCO Studio.

3.4. Content shared by UNESCO on Wikimedia

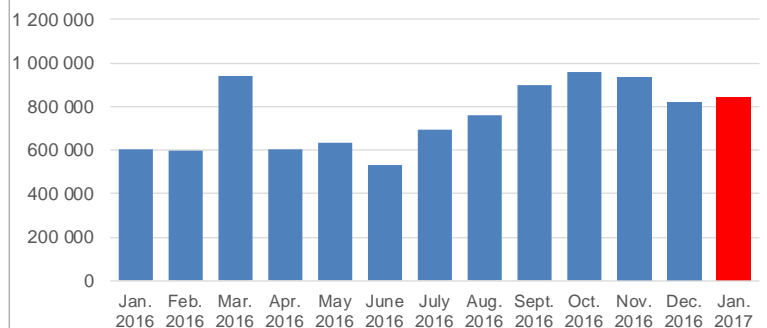
Wikipedia and other Wikimedia projects receive 15 to 20 billion page views per month from 500 million visitors in 285 languages. The websites are created by tens of thousands of volunteers working together with the aim of bringing free educational content to the world. As part of UNESCO's Open Access Policy it began to share content on Wikimedia projects in December 2014 to increase UNESCO's visibility and share educational content. UNESCO has uploaded around 1,000 media files to Wikimedia including photographs, videos and illustrations and made them available under a Creative Commons Attribution ShareAlike IGO 3.0 license. The number of Wikipedia articles using UNESCO content has been growing over the past year and are now being used on 40 different language Wikipedias.

In January 2017 UNESCO content received more than 843,500 page views, showing a slight increase compared to December 2016 (3%), and a 40% rise compared to January 2016. Since January 2016 UNESCO content received some 9.8 million page views on Wikipedia. It is expected the usage and viewing figures of UNESCO content on Wikimedia projects will increase significantly as larger volumes of content will be added in the coming months.

Descriptions of the MAB Biosphere Reserves - made available in June 2016 under the same Creative Commons Attribution ShareAlike IGO 3.0 license and used by Wikimedia volunteers to create 74 new Biosphere Reserve English Wikipedia pages - received this month over 6,500 page views.

The 2,700 images created as part of Wiki Loves Earth Biosphere Reserves received over 820,000 views across 23 different language versions of Wikipedia in January 2017. Wiki Loves Earth Biosphere Reserves is a photography competition run by MAB as part of the international Wiki Loves Earth photography contest in May and June 2016.

Content shared by UNESCO on Wikimedia, monthly views



Source: Wikimedia



In January 2017 Unite4Heritage promoted [Wiki Loves Africa](#), an intangible cultural heritage photography competition organized by Wikimedia volunteers from 1 Dec. 2016 to 31 Jan. 2017, and focusing this year on music and dance. Wiki Loves Africa supports the goals of Unite4Heritage through: encouraging people to explore intangible heritage and share their images online, supporting the creation of very high quality open access photographs that are free for everyone to reuse, and spreading the Unite4Heritage message to a larger audience through Wikimedia. Images above were received for the contest and used to encourage participation.

Social media promotion on UNESCO Facebook, Twitter and Instagram accounts used both #Unite4Heritage and #WikiLovesAfrica hash tags

Impact:

UNESCO messages were shared widely by Wikimedia groups and individuals on social media bringing Unite4Heritage to a new audience; UNESCO tweets received 67,257 impressions and 1,008 total engagements (retweets, likes and replies). On Instagram, posts received 178,900 impressions, reached 127,900 people and received 9,536 likes and comments. Facebook posts reached 44,785 people and received 768 reactions.

Competition outcomes:

For this 2016 competition, more than 7,900 open access photographs of music and dance in 51 countries were created. The winning photographs for each country will be announced in April 2017. Images entered into the competition can be explored [here](#). All images created by Wiki Loves Africa are available under open access; a guide is available [here](#) for reusing images from Wikimedia Commons.

4. UNESCO Photobank (under construction, N/A for January)

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.

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 KMI/MSA Knowledge-Sharing & Open Access Unit - 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.

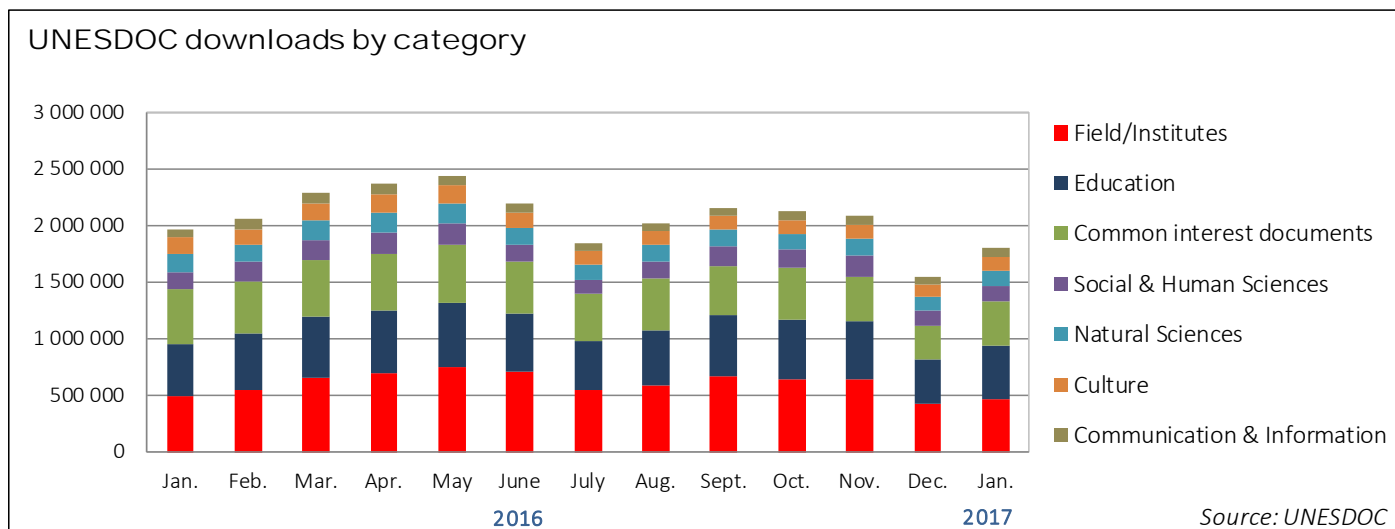
In January 2017, there were **155 196** records available online in PDF format (**160 584** in December 2016), including documents, publications, communication material and other working documents.

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

5.1.1 Statistics of consultation

Total number of downloads in January	1 801 269
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	10 271	468 697	+20.45%	45
Natural Sciences	10 115	136 125	+11.65%	13
Social and Human Sciences	6 069	144 128	+5.37%	24
Culture	4 389	123 673	+14.08%	28
Communication and Information	2 909	71 658	+11.44%	24
Field & Institutes	10 744	472 558	+11.47%	44
Common interest documents	NA	384 430	+25.60%	NA



5.1.2 Top 15 Country Origin

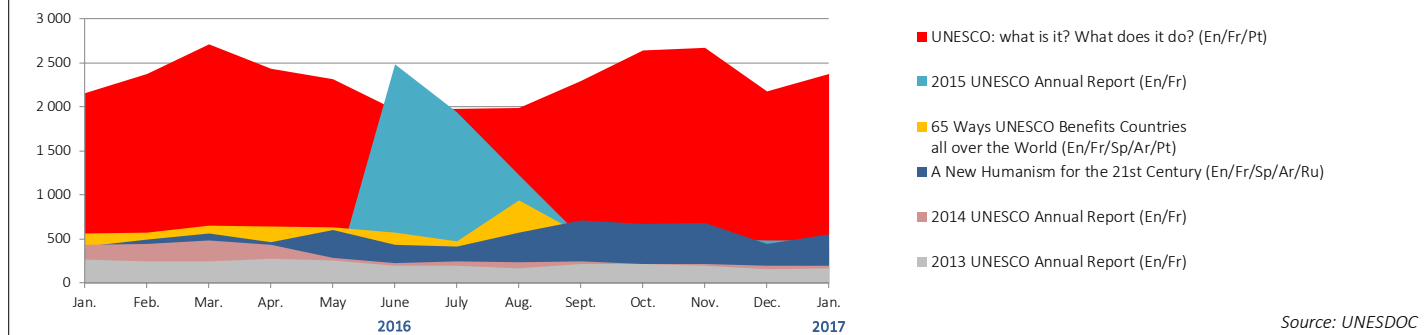
	Country	Downloads
1	United States of America	216 048
2	China	113 345
3	Mexico	86 115
4	France	74 858
5	United Kingdom of Great Britain and Northern Ireland	47 046
6	Germany	41 829
7	Philippines	40 702
8	Canada	34 751
9	Spain	32 555
10	Brazil	22 248
11	India	19 694

12	Japon	18 881
13	Venezuela (Bolivian Republic of)	18 039
14	South of Africa	17 083
15	Peru	16 515

5.1.3 Printable Communication materials

Title	Total downloads in January							Total
	EN	FR	SP	RU	AR	ZH	POR	
UNESCO: what is it? What does it do?	1 819	491					60	2 370
A New Humanism for the 21st Century	157	139	179	66	12			553
2015 UNESCO Annual Report	394	91						485
2012 UNESCO Annual Report	397	45						442
65 Ways UNESCO Benefits Countries all over the World	196	103	45		6		34	384
2014 UNESCO Annual Report	150	41						191
2013 UNESCO Annual Report	134	29						163
TOTAL	3 247	939	224	66	18	0	94	4 588

Views by Communication material (PDF)

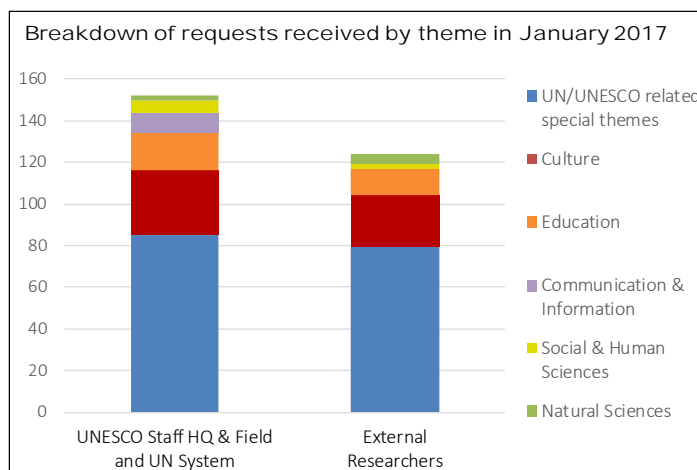


5.2. UNESCO Library - <http://www.unesco.org/library>

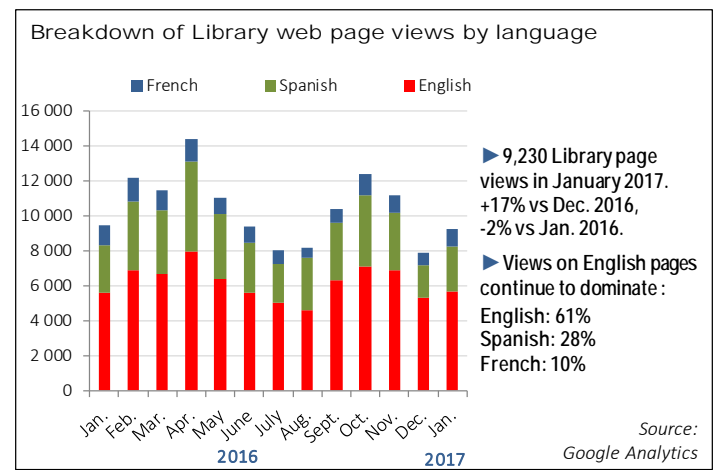
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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 (library@unesco.org) and *in person* via the reference desk in the Library reading room (at Headquarters).

5.2.1 Requests received



5.2.2 Web page views - <http://www.unesco.org/library>



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

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

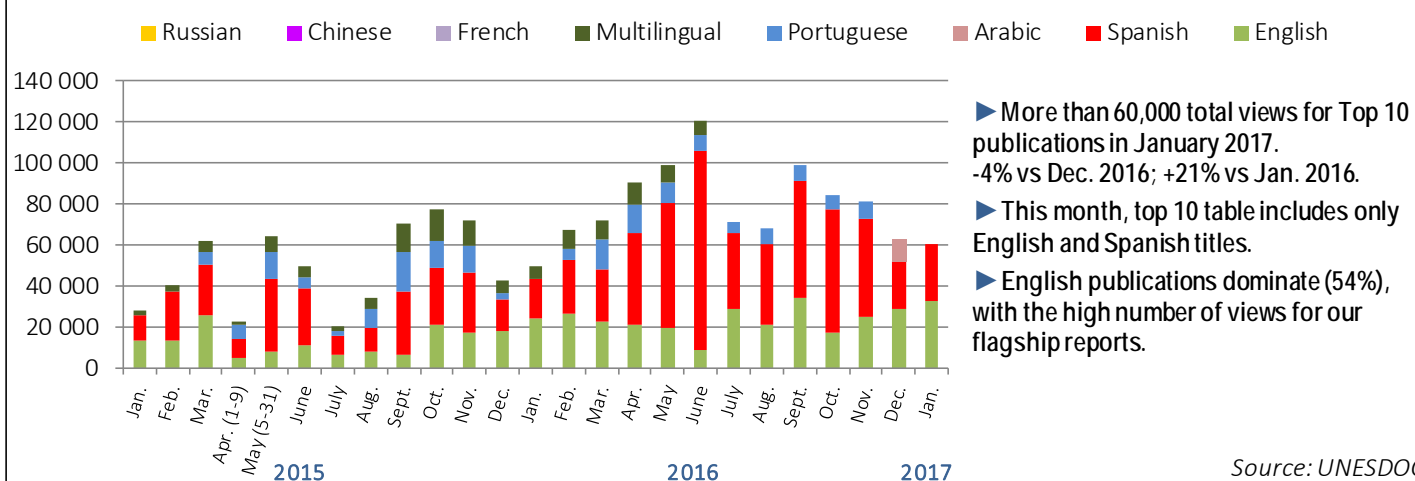
The January 2017 figures for the Top 10 online viewing have fallen slightly since December (-4%), but still remain superior to those in 2016 in the same period (+21%). English titles dominate this month with four English titles in the Top 5, three of which are very recent. A slightly older title [Engineering: issues, challenges and opportunities for development; UNESCO report](#) is in number one position, followed by the just launched Report on [School violence and bullying](#), the GEM by-product on [Partnering for prosperity](#), and the main [GEM Report, 2016](#). The Publications page views on Google Books have increased slightly compared with December 2016 (+4%) but are lower than last year same period (-7%). In the bookshop, no one sector publication stands out in particular but two 70th Anniversary titles are amongst the top five. While online and international sales were largely dominated by subscriptions to the *World Heritage Review* and four publications from the *Regional Histories* collection.

6.1. Top 10 most consulted PDFs* (UNESDOC)

	Title	Sector	Language	Views*	Published
1.	Engineering: issues, challenges and opportunities for development; UNESCO report	SC	English	7 620	Paris, 2010
2.	School violence and bullying: global status report	ED	English	6 843	Paris, UNESCO, 2017
3.	Partnering for prosperity: education for green and inclusive growth; Global education monitoring report, 2016; Summary	ED	English	6 612	Paris, UNESCO, 2017
4.	Education for people and planet: creating sustainable futures for all; Global education monitoring report, 2016	ED	English	6 388	Paris, UNESCO, 2016
5.	Manual de gestión para directores de instituciones educativas	ED	Spanish	6 381	Lima, UNESCO Office Lima, 2011
6.	Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	5 681	UNESCO, 1999
7.	Mahatma Gandhi and Martin Luther King Jr: the power of nonviolent action	SHS	English	5 576	Paris, UNESCO, 1999
8.	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	5 215	Paris, 2005
9.	Protagonismo docente en el cambio educativo (Teacher involvement in educational change)	ED	Spanish	5 090	UNESCO Office Santiago and Regional Bureau for Education in Latin America and the Caribbean, 2005
10.	Mantenimiento de instalaciones eléctricas del establecimiento educacional	ED	Spanish	5 004	Santiago, 1998

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

Breakdown of the 10 most viewed publications (PDF), by language of publication

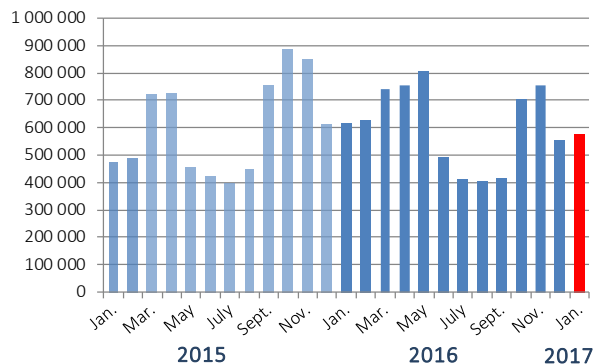


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **757** 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
Jan. 2017	757	77 987	576 154	327
Jan. 2016	633	63 361	618 293	378

Publications page views



► More than 576,000 publications page views in January 2017. +4% vs Dec. 2016.

► Despite the growing number of available publications (+124 since Jan. 2016), views are lower than last year same month (-7%), and below the 2016 monthly average (-5%).

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.

Source: Google Books

6.3. UNESCO Bookshop bestsellers

Bookshop sales of UNESCO publications top 5 (clickable covers)

Publication	Copies sold	Sector
	10	ERI/DPI
	5	CLT/WHC
	4	ED
	4	CI
	3	ERI/DPI

Bookshop sales of non-UNESCO publications, top 5

Publication	Copies sold	Publisher
	2	Editions Gelbart
	1	Metsio / Groupe Akanati International
	1	Editions du patrimoine
	1	Editions l'Infini
	1	Prisme Editions

6.4. Online and international sales

Online and international sales of Publications, top 5 (clickable covers)

Publication	Copies sold	Sector
	28	CLT/WHC
	22	SHS
	22	SHS
	12	SHS
	11	SHS

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

Bookshop sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
2016 UN World Water Development Report, Water and Jobs	0	SC
Patrimonio Mundial N° 80 -- Patrimonio Mundial en Turquía	0	CLT/WHC
The Different Aspects of Islamic Culture - Volume I: The Foundations of Islam	0	SHS
The Power of Sport Values	0	SHS
World Heritage N° 81 – Urban Heritage	0	CLT/WHC

Online and international sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Couleur ? Quelle couleur ? Rapport sur la lutte contre la discrimination et le racisme dans le football	0	SHS ERI
Le Patrimoine mondial en Europe aujourd'hui	0	CLT/WHC
Rapport de l'UNESCO sur la science 2015 - Vers 2030	0	SC
The Power of Sport Values / Le Pouvoir des Valeurs du Sport	0	SHS
The United Nations World Water Development Report 2016 - Water and Jobs	0	SC

* 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, January

Contract No.	Title	Publisher	Language	Date signed
J.2017-001	S'engager en ligne. Nouvelle forme de participation des jeunes en Méditerranée	Université Laval (Québec)	English, French, Arabic	30/01/2017

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

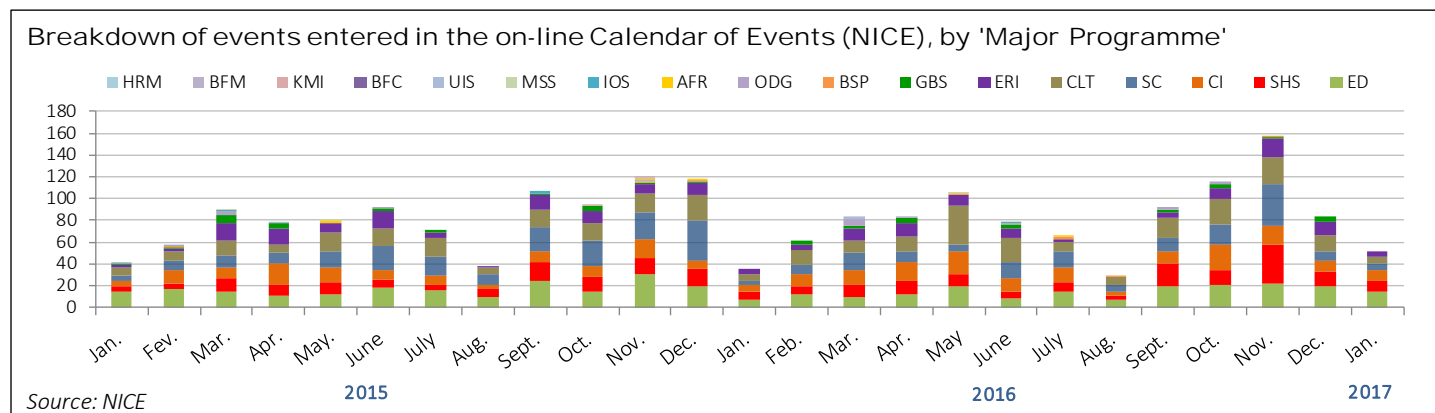
Launched in January 2010, the New Integrated Calendar of Events (NICE) available on Internet and Intranet should reflect all Events organized by UNESCO Headquarters, Field Offices, Permanent Delegations, and/or in which UNESCO is implicated. The tables below reflect only the events entered respectively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

7.1. Number of events by “Major Programmes”

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
CI	9	3	6	-
CLT	6	2	4	-
ED	15	5	9	1
ERI	5	5	-	-
SC	7	5	2	-
SHS	10	6	4	-
Total	52	26	25	1

7.2. Events organized by Field Offices/ Institutes

Almaty	3
Bangkok	1
Jakarta	1
Kathmandu	2
Libreville	7
Mexico	1
Nairobi	3
Phnom Penh	1
Ramallah	1
San Jose	1
Santiago de Chile	1
Tehran	1
Venice	2
UNEVOC	1
Total	26



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 organized 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 Organization's mandate. Cultural events, exhibitions, shows, and screenings, organized in cooperation with Member States and other partners contribute to the promotion of cultural diversity. All events open to the public at large and to UNESCO communities, are promoted on the Calendar of Events, unesco.int, and the dynamic screens. Cultural and intellectual events for this public are announced on the monthly electronic Calendar of events sent to its subscribers, and made available at the Reception desk, the Book/Gift Shop, the Library, and the Visitor's service.

8.1. Conferences and Meetings

8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
10/01	Visite guidée pour des professeurs et étudiants en relations internationales des Universités du Kazakhstan	ERI/DPI/PBM	Salle VI	20
10-11/01	Séance de brainstorming : étude sur le développement de l'Intelligence Émotionnelle dans le cadre du projet XPRIZE	FU/DAR	Salle VII	20
12/01	Visite guidée : Présentation du Programme Jeunesse aux étudiants de la California State University	SHS/YES/YSS	Salle VII	20
19-20/01	Réunion du Bureau de la Convention de Lisbonne	ED/PLS/HED	Salle VIII	20
23-26/01	Comité consultatif du MAB 2017	SC/EES/NBC	Salles VII, VIII bis	25
24/01	Conférence de Conseil scientifique de l'IBSP	SC/PCB/ICB	Salle VI	55
25/01	Visite d'étudiants et professeurs japonais	BSP/MGP	Salle VIII	30
25/01	Rencontre et ateliers : « Le sonore pour un nouvel urbanisme » dans le cadre de la 14e édition de la Semaine du Son	CI/ADG	Salle XI + Couloir X-XI	200
26/01	Campus UNESCO : « Déconstruire les discours de haine »	ERI/DPI/PRP	Salle XI	220
27/01	Visite guidée : UN Youth New Zealand	ERI/DPI/PBM	Salle III	30
27/01	« Engager la participation publique en science en Amérique Latine – l'expérience de RedPOP »	SC/PCB/SPP	Salle VII	40
27/01	Global communication strategy, kick off workshop	SC/EES/NBC	Salle XVI	50
31/01	Lancement du UNESCO-PHI WINS	SC/HYD/EQE	Salle XI	150
Total participation				895

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

8.1.2 Information Meetings for Permanent Delegations

Date	Title	Organizer	Place	Public
25/01	Réunion d'information avec les Membres du Conseil du PIDC	CI/FEM	Salle IX	50
Total participation				50

8.1.3 Electoral Groups Meetings (Plenaries)

Date	Title	Organizer	Place	Public
11/01	Réunion plénière de l'ASPAC	Délég. perm. de la Rép. des Palaos	Salle XVI	30
17/01	Réunion plénière du Groupe francophone	Groupe francophone	Salle XIII	60
18/01	Réunion plénière du Groupe I	Délég. perm. de la Suisse	Salle XIII	60
24/01	Réunion plénière du Groupe UE	Délég. perm. de la Rép. socialiste démocratique du Sri Lanka	Salle XVI	40
26/01	Réunion plénière du GRULAC	Délég. perm. du Mexique	Salle XVI	40
Total participation				230

8.1.4 External rentals

Date	Title	Organizer	Place	Public
09-10/01	Conférence internationale sur l'aide aux victimes	Délég. perm. de la France	Salles II, IV	400
16/01	Conférence « La culture de la paix » par Federico Mayor	AAFU	Salle IV	200
18-19/01	« La justice restaurative en action(s) » 1 ^e conférence internationale de l'IFJR	Institut Français pour la Justice Restaurative	Salle IV	300
24/01	Conférence de presse : lancement du Festival "N'zassa Mode de Treichville"	Délég. perm. de Côte d'Ivoire	Divers	300
26-27/01	Célébration du Centenaire de la Fédération des aveugles et handicapés visuels de France	Fédération des aveugles et handicapés visuels de France	Salles IV + Pas Perdus	280
27/01	60e Congrès annuel de l'Union nationale des directeurs de Conservatoire (UNDC)	UNDC	Salle IX	30
29/01	Conférence sur l'antisémitisme	Keren Kayemeth Leisraël	Salle IV	350
Total participation				1 860

8.2. UNESCO Events - www.unesco.org/fr/cultural-events

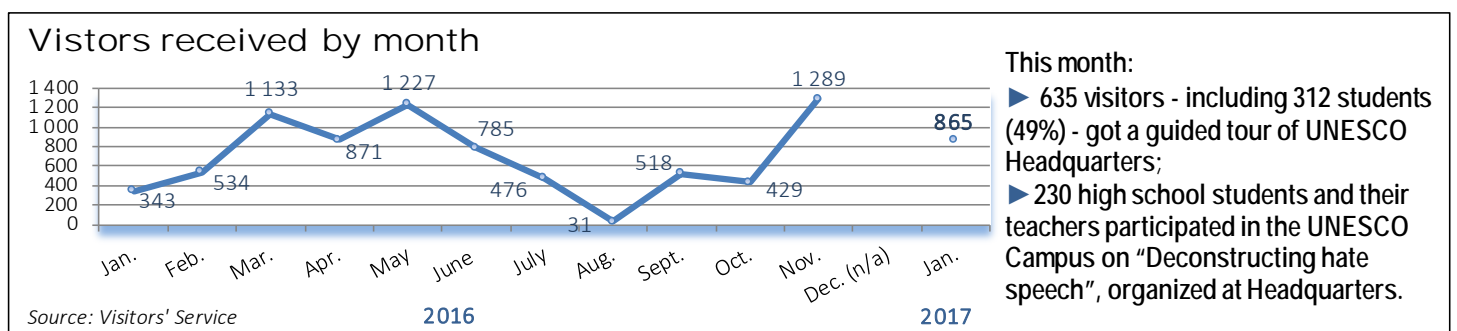
8.2.1 Exhibitions, Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
16-19/01	A l'occasion du 25 ^e anniversaire de l'Association des anciens fonctionnaires de l'UNESCO :			
16/01	▪ Conférence « La culture de la paix » par Federico Mayor, à l'occasion du 25 ^e anniversaire de l'Association des anciens fonctionnaires de l'UNESCO	AAFU	Salle IV	200
16-19/01	▪ Exposition photo « Un chemin vers la paix » de Dominique Roger, ancienne photographe de l'UNESCO, à l'occasion du 25 ^e anniversaire de l'Association des anciens fonctionnaires de l'UNESCO		Salle des actes	n/a
19/01	Concert « De tout chœur » du Chœur philharmonique international	AIPU	Salle II	500
19/01	Défilé Off White	Off White	Hall Ségur	400
24/01-10/02	A l'occasion de la Journée internationale en mémoire des victimes de l'Holocauste :			
24/01	▪ Projection en avant-première du documentaire « Le Maestro, à la recherche de la musique des camps »	ED/IPS/ESG	Salle II	400
	▪ Campus UNESCO : « Déconstruire les discours de haine »	ERI/DPI/PRP	Salle XI	220
26/01	▪ Table ronde « Éduquer pour un futur meilleur : le rôle des sites historiques et des musées dans l'enseignement de l'Holocauste »		Salle XI	350
	▪ 10 ^e cérémonie dédiée à la mémoire des victimes de l'Holocauste »	ED/IPS/ESG	Salle II	400
26/01-10/02	▪ Exposition « Archeologia » présentée par le Musée d'Etat d'Auschwitz-Birkenau.		Salles Miró	130 (Inauguration)

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

- **7 events** were promoted in the January 2017 monthly *Calendar of cultural events* printed out in 600 copies (in French) -with its electronic version sent out to 28,937 subscribers -, and on <http://on.unesco.org/cultural-events>.
- **7 events** were organized, co-organized and/or promoted in January 2017 by DPI/PRP (Public Relations and Partnerships Section).

8.3. UNESCO Visits



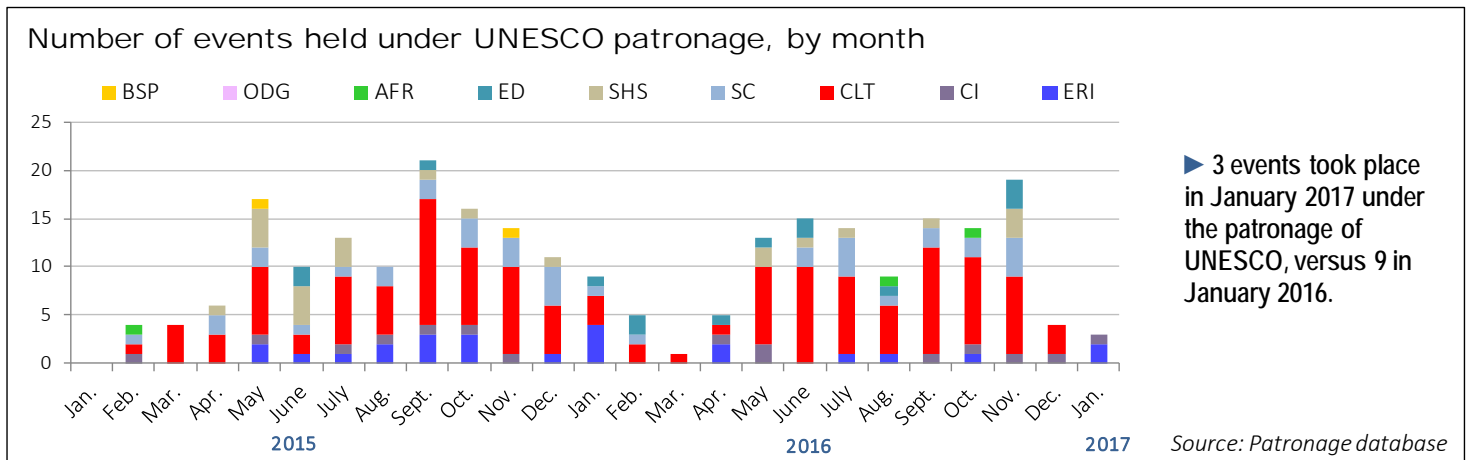
9. UNESCO logo exposure

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.

- 3 events which have been granted UNESCO's patronage took place in January 2017:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
09/01	France, UNESCO HQ	Conférence internationale pour l'aide aux victimes, deux ans après la marche républicaine et la mobilisation internationale en mémoire des victimes des attentats de janvier 2015.	Government officials and NGOs	ERI
23/01	France	La 14 ^e édition de la Semaine du Son	Specialists	CI
30/01	France	L'édition 2017 de la célébration de la Charte de Paris au Château de Versailles - mobilisation pour poursuivre le combat contre le cancer.	Specialists	ERI



10. Media and Communication 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 (TBS / Japan). Memoranda of Understanding have been signed with major press agencies (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. Institutional partnerships

10.1.1 TBS (Japan)

Area of collaboration: World Heritage (Cultural Heritage)

Partnership began: 1996

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: CANON Inc.

Date	Subject	Format	Audience share
08/01	Swiss Alps Jungfrau-Aletsch (Switzerland)	30 min	5.9%
15/01	Melaka and George Town, Historic Cities of the Straits of Malacca (Malaysia)	30 min	4.2%
22/01	Irrigation Systems of Oman (Oman)	30 min	4.2%
29/01	The world heritages in North and South America (Compilation)	30 min	5.0%

Average audience share in January: **4.8%** (for the first broadcast). Estimate number of viewers in Japan: **4,361,000** (for the first broadcast). The total audience for the programmes in January was estimated at **17,444,000** viewers.

10.1.2 Xinhua News Agency (People's Republic of China)

Area of collaboration: extensive coverage on UNESCO activities

Partnership began: October 2010

Products: News and interviews

Output: Xinhua website in Chinese, English, Spanish, French, Russian, Arabic, 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
English	31
Spanish	10
French	10
Arabic	6
Russian	5
In January a total of 62 reports were released on UNESCO through Xinhuanet	

10.2 Ad Hoc Communication partnerships

No particular information this month.

10.3. Media partnerships

No particular information this month.