MONTHLY VISIBILITY REPORT

Report Overview
April 2016

Website

Visits
- Visits
- 150,000 visits
- 75,000 visits

3,050,976 visits
% of Total: 100.00% (3,050,976)

Unique Visitors
- 2,090,152 visitors
- % of Total: 100.00% (2,090,152)

Top 10 pages visited

<table>
<thead>
<tr>
<th>Page</th>
<th>Visits</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>en.unesco.org/</td>
<td>185,979</td>
<td>(6.14%)</td>
</tr>
<tr>
<td>whc.unesco.org/en/list/</td>
<td>104,619</td>
<td>(3.45%)</td>
</tr>
<tr>
<td><a href="http://www.unesco.org/new/es">www.unesco.org/new/es</a></td>
<td>46,344</td>
<td>(1.53%)</td>
</tr>
<tr>
<td>whc.unesco.org/</td>
<td>45,554</td>
<td>(1.56%)</td>
</tr>
<tr>
<td>en.unesco.org/careers/</td>
<td>37,300</td>
<td>(1.23%)</td>
</tr>
<tr>
<td>fr.unesco.org/</td>
<td>29,175</td>
<td>(0.96%)</td>
</tr>
<tr>
<td>http/en.unesco.org/ifpc/content/apply-for-support/call-proposals</td>
<td>25,454</td>
<td>(0.84%)</td>
</tr>
<tr>
<td><a href="http://www.unesco.org/new/es/unesco/themes/icts/">www.unesco.org/new/es/unesco/themes/icts/</a></td>
<td>24,810</td>
<td>(0.82%)</td>
</tr>
<tr>
<td><a href="http://www.unesco.org/new/en/fellows/programmes/unescopeoplesrepublicofchina/thegreatwallconsor/dfellowshipsprogramme/">www.unesco.org/new/en/fellows/programmes/unescopeoplesrepublicofchina/thegreatwallconsor/dfellowshipsprogramme/</a></td>
<td>23,892</td>
<td>(0.79%)</td>
</tr>
<tr>
<td>whc.unesco.org/es/list/</td>
<td>16,395</td>
<td>(0.54%)</td>
</tr>
</tbody>
</table>

Social Media

@Unesco
1,08 M followers
Main English Account

UNESCO
360,715 likes
Main English Account

6.9 million impressions over 30 days

5 April
Conference on Zero
Impressions: 572,045 Tweets: 16

6 April
Idscpp2016
Impressions: 631,477 Tweets: 23

23 April
BookDay
Impressions: 698,447 Tweets: 18

30 April
JazzDay
Impressions: 443,251 Tweets: 17

6 April
Promote active learning and quality education...Sport provides e...

23 April
We must protect books & make their wealth available to all. April 23...

30 April
Join the JazzDay celebration Live from DuPont circle in DC on...
Number of articles in which “UNESCO” appeared

78,526 articles monitored in all media sources, from 1 to 30 April 2016. Source: Cision

### Most consulted PDFs (UNESDOC) - Published after 2015

- **Education for All 2000-2015: achievements and challenges; EFA global monitoring report, 2015** - 8,372 views
- **The United Nations world water development report 2016: water and jobs** - 4,382 views
- **Replantear la educación: ¿Hacia un bien común mundial?** - 4,224 views
- **The United Nations world water development report 2015: water for a sustainable world** - 3,961 views
- **Gestão do patrimônio mundial cultural** - 3,313 views

### Videos on UNESCO YouTube Channel

- **Total watch time**: 994,293 minutes
- **Total views**: 369,903
- **UNESCO 38,103 subscribers**

### Top 5 most viewed

<table>
<thead>
<tr>
<th>Videos</th>
<th>Views</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shrimp fishing on horseback in Oostduinkerke</td>
<td>58,713</td>
<td>15%</td>
</tr>
<tr>
<td>Kalbelia folk songs and dances of Rajasthan</td>
<td>34,190</td>
<td>9%</td>
</tr>
<tr>
<td>Kabuki Theatre</td>
<td>12,100</td>
<td>3%</td>
</tr>
<tr>
<td>The Polyphonic Singing of the Aka Pygmies of Central Africa</td>
<td>9,916</td>
<td>2%</td>
</tr>
<tr>
<td>Daemokiang, traditional wooden architecture</td>
<td>6,822</td>
<td>1%</td>
</tr>
</tbody>
</table>