Report Overview
December 2016

Website

Visits

- Visits

200,000

100,000

1 Dec 8 Dec 15 Dec 22 Dec 29 Dec

2,466,145

% of Total: 100.00% (2,466,145)

Unique Visitors

1,743,471

% of Total: 100.00% (1,743,471)

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>155,416</td>
<td>(6.30%)</td>
</tr>
<tr>
<td>whc.unesco.org/en/list/</td>
<td>61,799</td>
<td>(2.50%)</td>
</tr>
<tr>
<td>whc.unesco.org/</td>
<td>30,662</td>
<td>(1.24%)</td>
</tr>
<tr>
<td>en.unesco.org/careers/</td>
<td>28,371</td>
<td>(1.15%)</td>
</tr>
<tr>
<td>es.unesco.org/</td>
<td>25,897</td>
<td>(1.05%)</td>
</tr>
<tr>
<td>fr.unesco.org/</td>
<td>21,930</td>
<td>(0.89%)</td>
</tr>
<tr>
<td><a href="http://www.unesco.org/new/en/unesco/">www.unesco.org/new/en/unesco/</a></td>
<td>18,831</td>
<td>(0.76%)</td>
</tr>
<tr>
<td>resources/online-materials/</td>
<td></td>
<td></td>
</tr>
<tr>
<td>publications/unesdoc-database/</td>
<td></td>
<td></td>
</tr>
<tr>
<td>en.unesco.org/world-education-forum-2015/</td>
<td>17,323</td>
<td>(0.70%)</td>
</tr>
<tr>
<td>whc.unesco.org/en/list252</td>
<td>14,300</td>
<td>(0.58%)</td>
</tr>
<tr>
<td>whc.unesco.org/fr/list/</td>
<td>13,896</td>
<td>(0.56%)</td>
</tr>
</tbody>
</table>

Social Media

@Unesco 1,93 M followers

Main English Account

@UNESCO 669,047 impressions over 31 days

@UNESCO 1 December - 523,511

#IntangibleHeritage

@UNESCOfr 1 December - 17,651

#PatrimoineImmatériel

@UNESCOar 18-19 December - 20,901

#ArabicLanguageDay

@UNESCOes 10 December - 144,375

#derechosHumanos

@UNESCOfr 1 December - 523,511

#IntangibleHeritage

@UNESCOes 10 December - 144,375

#derechosHumanos

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

@UNESCO 6 December - 2,667

UNESCO Artist for Peace

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**Report Overview**

**MONTHLY VISIBILITY REPORT**

**December 2016**

### Media

#### Number of articles in which “UNESCO” appeared

60,880 articles monitored in all media sources in December 2016. Source: Cision

![Graph showing the number of articles per day](image)

### Publications

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

- **Global education monitoring report, 2016** - Education for people and planet: creating sustainable futures for all
  - 10,934

  - 7,665

- **Global guidance on addressing school-related gender-based violence**
  - 6,103

- **The United Nations world water development report 2016** - water and jobs
  - 4,824

- **Global education monitoring report, 2016** - Education for people and planet: creating sustainable futures for all
  - 3,546

### Videos on UNESCO YouTube Channel

**Watch time in minutes**

![Graph showing watch time in minutes](image)

- **Total watch time**: 1,428,576 minutes
- **Total views**: 636,044

**Top 5 most viewed**

<table>
<thead>
<tr>
<th>Videos</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kalbelia folk songs and dances of Rajasthan</td>
<td>193,960 (30%)</td>
</tr>
<tr>
<td>Traditional brass and copper craft of utensil making among the Thatheras of Jandiala Guru</td>
<td>89,119 (14%)</td>
</tr>
<tr>
<td>The Polyphonic Singing of the Aka Pygmies of Central Africa</td>
<td>22,346 (4%)</td>
</tr>
<tr>
<td>Baul Songs</td>
<td>12,130 (2%)</td>
</tr>
<tr>
<td>Shrimp fishing on horseback in Oostduinkerke</td>
<td>10,650 (2%)</td>
</tr>
</tbody>
</table>