MONTHLY VISIBILITY REPORT

December 2017

Website

Visits

<table>
<thead>
<tr>
<th>Visits</th>
<th>Unique Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,312,562</td>
<td>1,654,008</td>
</tr>
</tbody>
</table>

% du total: 100,00 % (2,312,562) | % du total: 100,00 % (1,654,008)

Top 10 pages visited

<table>
<thead>
<tr>
<th>Page</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>en.unesco.org/</td>
<td>125,173 (5.41%)</td>
</tr>
<tr>
<td>whc.unesco.org/en/list/</td>
<td>60,450 (2.62%)</td>
</tr>
<tr>
<td>es.unesco.org/</td>
<td>22,066 (0.95%)</td>
</tr>
<tr>
<td>whc.unesco.org/</td>
<td>21,629 (0.94%)</td>
</tr>
<tr>
<td>fr.unesco.org/</td>
<td>21,334 (0.92%)</td>
</tr>
<tr>
<td>en.unesco.org/careers/</td>
<td>19,907 (0.86%)</td>
</tr>
<tr>
<td>whc.unesco.org/fr/list/</td>
<td>12,029 (0.52%)</td>
</tr>
<tr>
<td>whc.unesco.org/en/list/1433</td>
<td>10,883 (0.47%)</td>
</tr>
<tr>
<td>whc.unesco.org/en/list/252</td>
<td>10,536 (0.46%)</td>
</tr>
<tr>
<td>en.unesco.org/silkroad/about-silk-road</td>
<td>9,838 (0.43%)</td>
</tr>
</tbody>
</table>

Social Media

@Unesco
2.90 M followers

@UNESCO
607,655 likes

@UNESCOfr
34,462 likes

@UNESCOar
38,567 likes

@UNESCOes
432,119 likes

@UNESCOrussian
11,436 likes

12 million impressions over 31 days

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.
Number of articles in which “UNESCO” appeared

71,303 articles monitored in all media sources in December 2017. Source: Cision

Most consulted PDFs (UNESDOC) - Published after 2016

- What makes a quality curriculum? - 4,857 views
- Youth and violent extremism on social media: mapping the research - 3,228 views

Videos on UNESCO YouTube Channel

- Total watch time: 2,347,421 minutes
- Total views: 1,185,657 views

Top 5 most viewed videos:

- Kalbelia folk songs and dances of Rajasthan - 276,502 views (23%)
- Traditional brass and copper craft of utensil making among the Thatheras of Jandiala Guru - 203,365 views (17%)
- The Polyphonic Singing of the Aka Pygmies of Central Africa - 150,619 views (13%)
- Baul Songs - 84,808 views (7%)
- The watertight-bulkhead technology of Chinese junks - 25,207 views (2%)