MONTHLY VISIBILITY REPORT

February 2017

Website

Visits

- Visits
  - 1 Feb: 100,000
  - 8 Feb: 100,000
  - 15 Feb: 200,000
  - 22 Feb: 200,000

Unique Visitors

- 2,172,832
  - % of Total: 100.00% (2,172,832)

Top 10 pages visited

<table>
<thead>
<tr>
<th>Page</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>en.unesco.org/</td>
<td>160,170</td>
</tr>
<tr>
<td>whc.unesco.org/en/list/</td>
<td>71,542</td>
</tr>
<tr>
<td>es.unesco.org/</td>
<td>39,342</td>
</tr>
<tr>
<td>en.unesco.org/careers/</td>
<td>33,330</td>
</tr>
<tr>
<td>whc.unesco.org/</td>
<td>30,076</td>
</tr>
<tr>
<td>fr.unesco.org/</td>
<td>24,164</td>
</tr>
<tr>
<td><a href="http://www.unesco.org/new/en/international-mother-language-day/">www.unesco.org/new/en/international-mother-language-day/</a></td>
<td>22,820</td>
</tr>
<tr>
<td>en.unesco.org/careers/young-professional</td>
<td>22,077</td>
</tr>
<tr>
<td>es.unesco.org/themes/education-21st-century</td>
<td>20,709</td>
</tr>
</tbody>
</table>

Social Media

@Unesco
2,02 M followers

@UNESCO
504,525 likes

@UNESCOfr
23,268 likes

@UNESCOes
389,536 likes

@UNESCOar
30,412 likes

@UNESCOes
389,536 likes

@UNESCOar
30,412 likes

@UNESCOfr
23,268 likes

@UNESCOes
389,536 likes

@UNESCOar
30,412 likes

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 check-ins.

TOTAL REACH per account

@UNESCO 10,768 likes
@UNESCOes 389,536 likes
@UNESCOfr 23,268 likes
@UNESCOar 30,412 likes
@UNESCO russian 10,768 likes
MONTHLY VISIBILITY REPORT

Report Overview
February 2017

United Nations Educational, Scientific and Cultural Organization

Media

Number of articles in which “UNESCO” appeared
50,691 articles monitored in all media sources in February 2017. Source: Cision

Publications

Most consulted PDFs (UNESDOC) - Published after 2016
- Education for people and planet: creating sustainable futures for all; Global education monitoring report, 2016: 9,586
- The United Nations world water development report 2016: water and jobs: 3,080
- Informe de las Naciones Unidas sobre el desarrollo de los recursos hídricos en el mundo 2016: agua y empleo: 2,553
- Creating sustainable futures for all; Global education monitoring report, 2016; gender review: 1,779
- Culture: urban future; global report on culture for sustainable urban development: 1,670

Videos on UNESCO YouTube Channel

Watch time in minutes
Total watch time 1,554,058 minutes
Total views 784,221

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>282,871  (36%)</td>
</tr>
<tr>
<td>Traditional brass and copper craft of utensil making among the Thatheras of Jandiatala Guru</td>
<td>113,061  (14%)</td>
</tr>
<tr>
<td>Kabuki Theatre</td>
<td>21,084   (3%)</td>
</tr>
<tr>
<td>The Polyphonic Singing of the Aka Pygmies of Central Africa</td>
<td>15,248   (2%)</td>
</tr>
<tr>
<td>Baul Songs</td>
<td>14,915   (2%)</td>
</tr>
</tbody>
</table>