**MONTHLY VISIBILITY REPORT**

**Report Overview**
January 2017

**Website**

**Visits**

- 150,000 visits

**Unique Visitors**

- 1,980,022 unique visitors

**Top 10 pages visited**

<table>
<thead>
<tr>
<th>Page</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>en.unesco.org/</td>
<td>174,123</td>
</tr>
<tr>
<td>whc.unesco.org/en/list/</td>
<td>73,245</td>
</tr>
<tr>
<td>whc.unesco.org/</td>
<td>36,103</td>
</tr>
<tr>
<td>en.unesco.org/careers/</td>
<td>35,413</td>
</tr>
<tr>
<td>es.unesco.org/</td>
<td>31,483</td>
</tr>
<tr>
<td>fr.unesco.org/</td>
<td>26,082</td>
</tr>
<tr>
<td><a href="http://www.unesco.org/new/en/unesco/resources/">www.unesco.org/new/en/unesco/resources/</a></td>
<td>20,065</td>
</tr>
<tr>
<td>whc.unesco.org/en/list/252</td>
<td>15,687</td>
</tr>
<tr>
<td>whc.unesco.org/fr/list/</td>
<td>15,361</td>
</tr>
<tr>
<td>whc.unesco.org/en/statesparties/</td>
<td>14,885</td>
</tr>
</tbody>
</table>

**Social Media**

**@Unesco**

- 1,96 M followers

**@UNESCO**

- 491,341 likes

**@UNESCOes**

- 386,279 likes

**@UNESCOfr**

- 22,323 likes

**@UNESCOar**

- 29,736 likes

**@UNESCOru**

- 10,717 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 checkins.
**Number of articles in which “UNESCO” appeared**

50,907 articles monitored in all media sources in January 2017. Source: Cision

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**Top 5 most viewed**

<table>
<thead>
<tr>
<th>Videos</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional brass and copper craft of utensil making among the Thatheras of Jandiala Guru</td>
<td>346,355 (35%)</td>
</tr>
<tr>
<td>Kalbelia folk songs and dances of Rajasthan</td>
<td>248,263 (25%)</td>
</tr>
<tr>
<td>The Polyphonic Singing of the Aka Pygmies of Central Africa</td>
<td>20,289 (2%)</td>
</tr>
<tr>
<td>Kabuki Theatre</td>
<td>17,329 (2%)</td>
</tr>
<tr>
<td>Baul Songs</td>
<td>15,684 (2%)</td>
</tr>
</tbody>
</table>