**Website**

**Visits**

- **March 2016**
- Total visits: 3,026,506
  - % of Total: 100.00% (3,026,506)

**Unique Visitors**

- **March 2016**
- Total visitors: 2,059,154
  - % of Total: 100.00% (2,059,154)

**Top 10 pages visited**

- **en.unesco.org/**
  - Visits: 188,350 (6.22%)
- **whc.unesco.org/en/list/**
  - Visits: 118,578 (3.92%)
- **whc.unesco.org/**
  - Visits: 50,636 (1.67%)
- **en.unesco.org/careers/**
  - Visits: 41,312 (1.37%)
- **fr.unesco.org/**
  - Visits: 31,311 (1.03%)
- **whc.unesco.org/en/list/23**
  - Visits: 18,257 (0.60%)
- **www.unesco.org/new/es/**
  - Visits: 16,100 (0.52%)
- **whc.unesco.org/es/list/**
  - Visits: 15,251 (0.50%)
- **www.unesco.org/new/es/naturalsciences/environment/water/worldwaterday/**
  - Visits: 15,642 (0.52%)
- **www.unesco.org/new/es/unesco/themes/icts/**
  - Visits: 15,251 (0.50%)

**Social Media**

- **@Unesco**
  - Followers: 1,05 M
- **UNESCO**
  - Likes: 352,197

**9.9 million impressions over 31 days**

- 8 March
  - Impressions: 1,412,436
  - Tweets: 60
- 21 March
  - Impressions: 725,934
  - Tweets: 16
- 30 March
  - Impressions: 523,321
  - Tweets: 27

8 March

- Out the balance right! Placing gender equality at the heart of all our efforts is the only way we will...

21 March

- Happy #Snowmz! Discover this age-old celebration of rebirth which carries a message of renewal in…
Number of articles in which “UNESCO” appeared
81,988 articles monitored in all media sources, from 1 to 31 March 2016. Source: Cision

<table>
<thead>
<tr>
<th>Date</th>
<th>Articles</th>
</tr>
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<tbody>
<tr>
<td>1 Mar</td>
<td>1,023</td>
</tr>
<tr>
<td>8 Mar</td>
<td>3,306</td>
</tr>
<tr>
<td>15 Mar</td>
<td>3,472</td>
</tr>
<tr>
<td>22 Mar</td>
<td>3,563</td>
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<tr>
<td>29 Mar</td>
<td>3,373</td>
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</tbody>
</table>

Most consulted PDFs (UNESDOC) - Published after 2015

- Education for All 2000-2015: achievements and challenges; EFA global monitoring report, 2015 - 7,099
- Education for All 2000-2015: achievements and challenges; EFA global monitoring report, 2015 - Gender summary - 5,736
- The United Nations world water development report 2015: water for a sustainable world - 5,370
- UNESCO science report: towards 2030 - 4,492
- Replantear la educación: ¿Hacia un bien común mundial? - 3,667

Videos on UNESCO YouTube Channel

Total watch time: 1,310,123 minutes
Total views: 458,227

Top 5 most viewed videos:

<table>
<thead>
<tr>
<th>Title</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shrimp fishing on horseback in Oostduinkerke</td>
<td>99,431 (22%)</td>
</tr>
<tr>
<td>Kalbelia folk songs and dances of Rajasthan</td>
<td>59,862 (13%)</td>
</tr>
<tr>
<td>Kabuki Theatre</td>
<td>14,368 (3%)</td>
</tr>
<tr>
<td>The Polyphonic Singing of the Aka Pygmies of Central Africa</td>
<td>13,145 (3%)</td>
</tr>
<tr>
<td>Watertight-bulkhead technology of Chinese junks</td>
<td>8,810 (2%)</td>
</tr>
</tbody>
</table>