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Agenda item 55

Questions relating to information

Letter dated 6 June 2014 from the Permanent Representative of Argentina to the United Nations addressed to the Secretary-General

I have the honour to write to you on behalf of the Group of Friends of Spanish at the United Nations to convey our recognition of the efforts made by the Department of Public Information to strengthen multilingualism and, in that context, to promote the necessary linguistic parity among the six official languages of the United Nations.

We particularly appreciate the report which the Department compiled at the request of the Group of Friends concerning statistics on the use of official languages on the websites and social networks of the Organization (see annex).

We believe that the valuable information contained therein will undoubtedly help to improve follow-up of the evolving use of the United Nations website, formulate joint actions and advance the work of the Department. I should therefore be grateful if you would have the present letter and its annex circulated as a document of the General Assembly under agenda item 55, "Questions relating to information", given that it cannot at this stage be circulated under the agenda item "Multilingualism", which is currently considered biennially.

(Signed) María Cristina **Perceval**
Ambassador
Permanent Representative

* Reissued for technical reasons on 25 July 2014.



Annex to the letter dated 6 June 2014 from the Permanent Representative of Argentina to the United Nations addressed to the Secretary-General

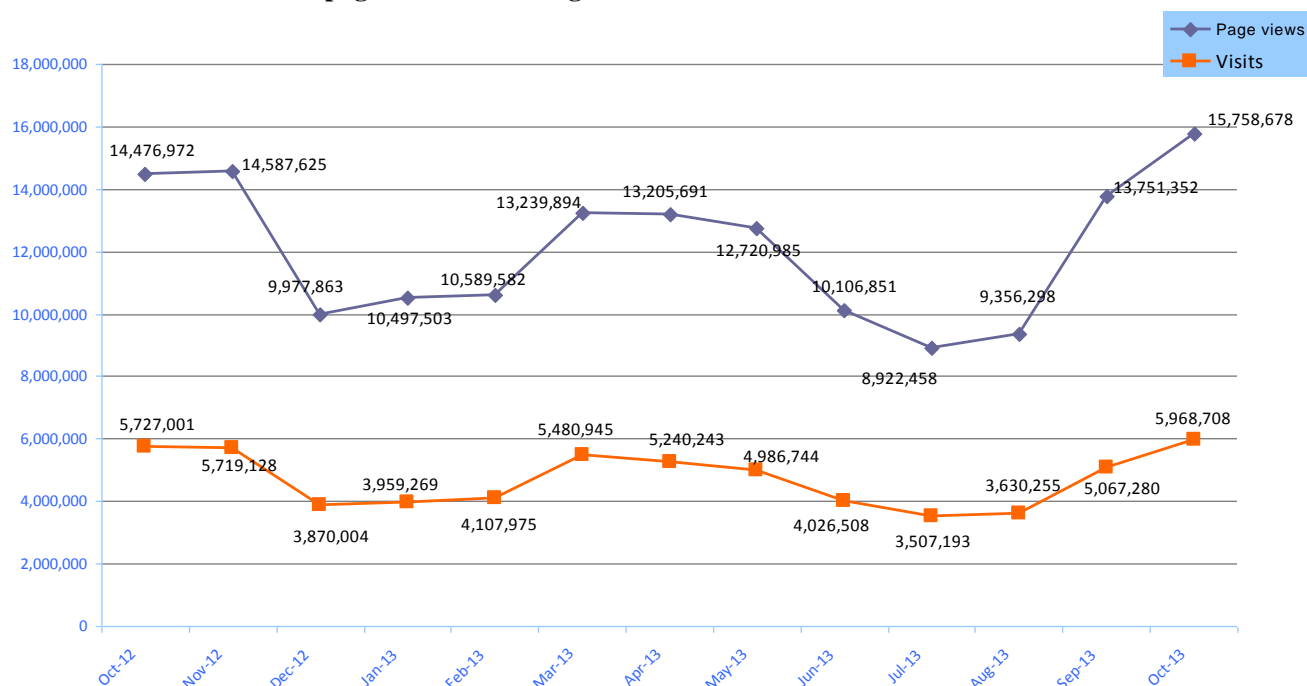
Report prepared by the Department of Public Information for the Group of Friends of Spanish relating to online products and services statistics

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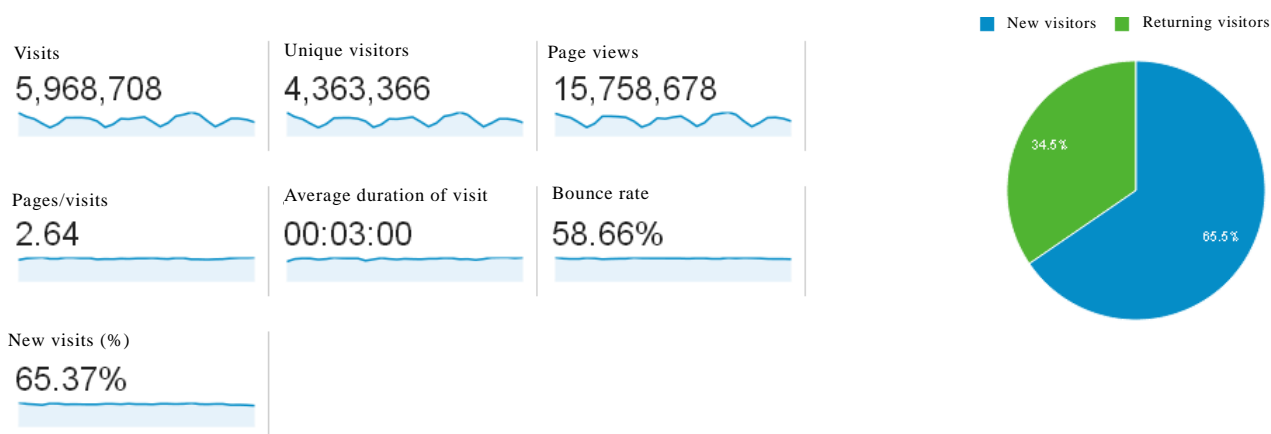
I. United Nations website

Total number of visits and page views for un.org



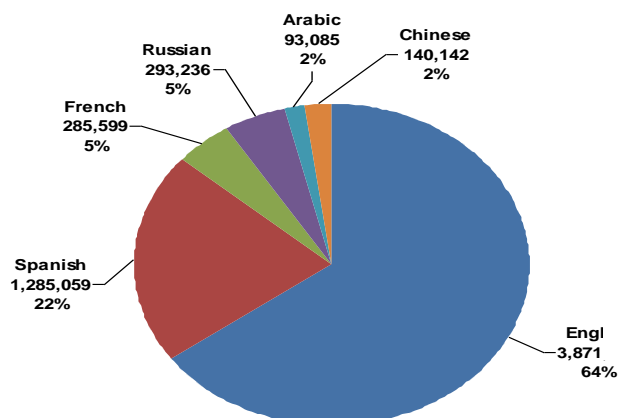
Note: A “page view” is an instance of a page being loaded by a browser. A “visit” is a unique session initiated by a visitor to a given page.

Additional usage information for October 2013

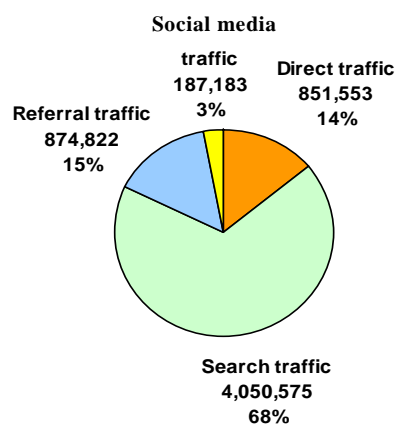


Note: The “bounce rate” or website “stickiness” reflects the percentage of visitors who enter the site and “bounce” (leave the site) rather than continue viewing other pages within the same site. The rule of thumb is that a bounce rate of 50 per cent is average and that a bounce rate of 60 per cent or more may mean users are not engaging.

Number of un.org visits per language in October 2013



How users get to un.org (traffic sources)



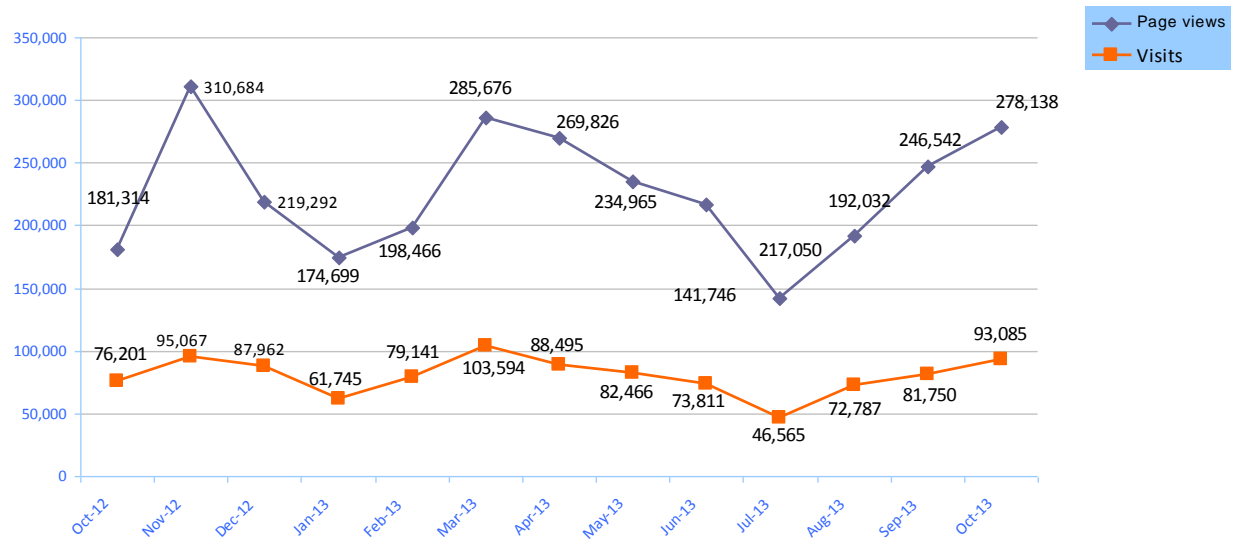
Note: “Direct traffic” refers to visitors that come to the site by typing the URL directly into their browser. “Search traffic” refers to visitors who arrive to the website through search engines, e.g. Google, Bing, Yahoo! or similar. “Referral traffic” refers to visitors that come from links on other websites rather than directly or through search engines. “Social media traffic” refers to visitors that come to the site through social media channels.

Number of visits through social media channels

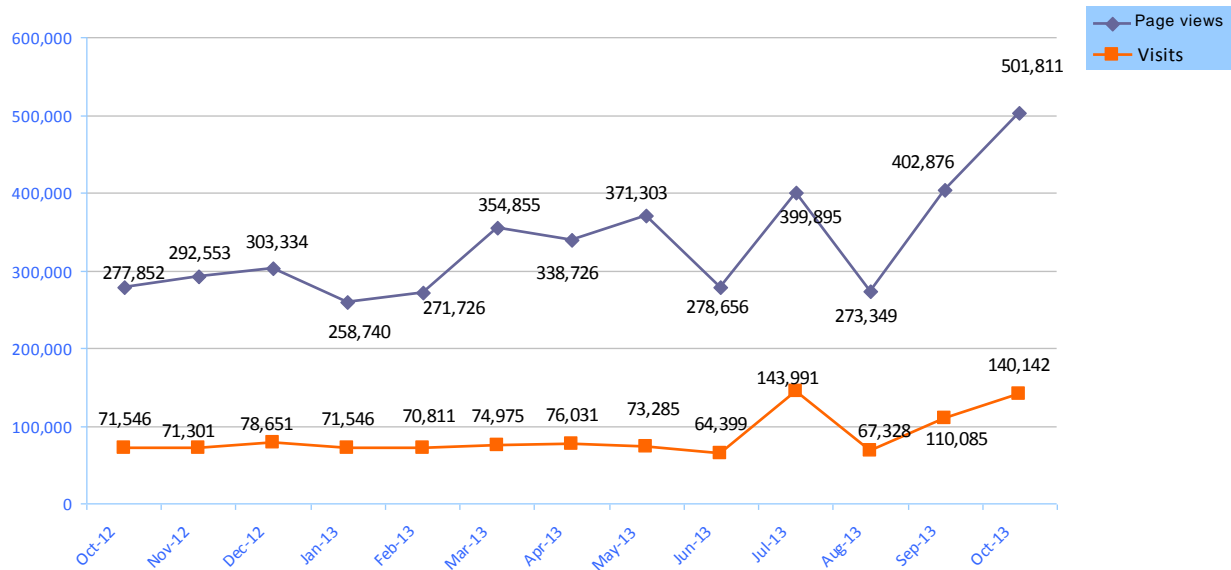
Social network	Visits
1. Facebook	76 762
2. Twitter	44 147
3. Sina Weibo	38 274
4. Blogger	5 008
5. Yahoo! Answers	3 655

Number of visits to un.org and page views per language

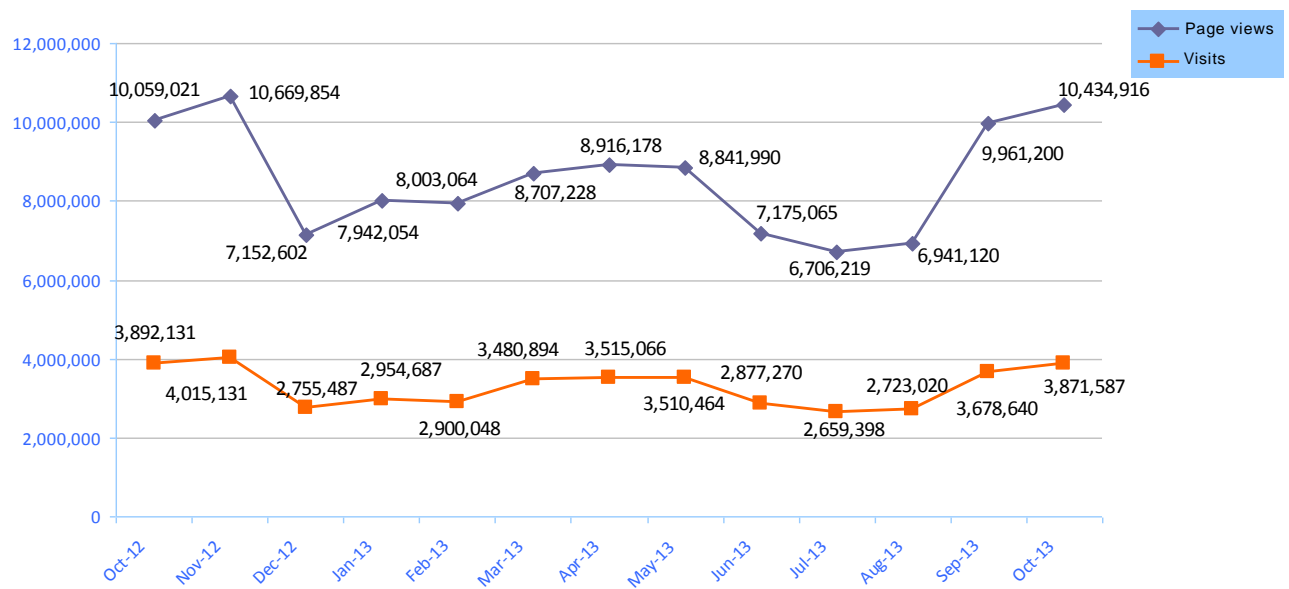
Arabic



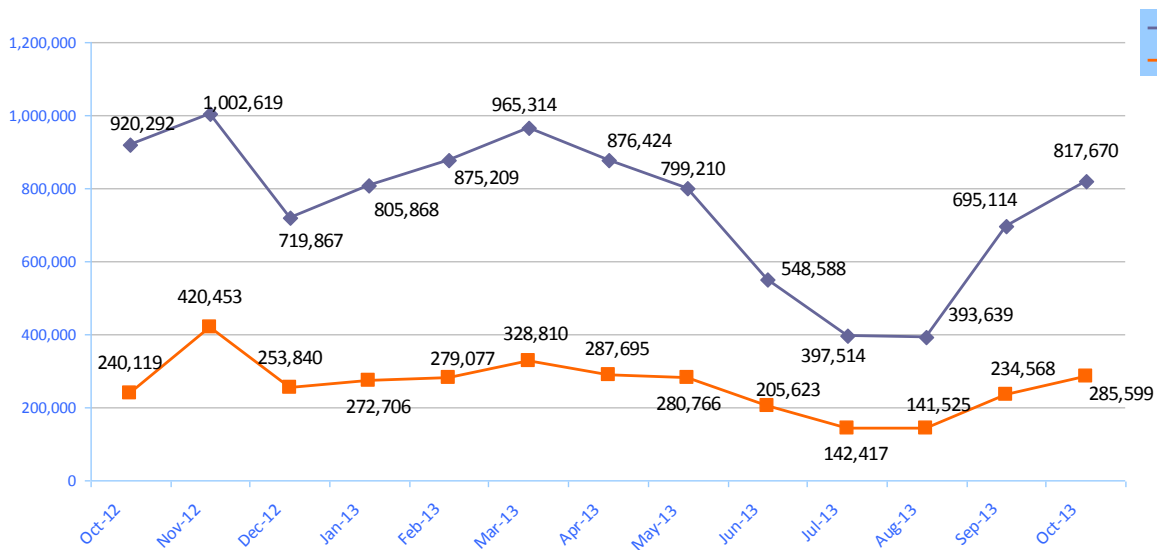
Chinese



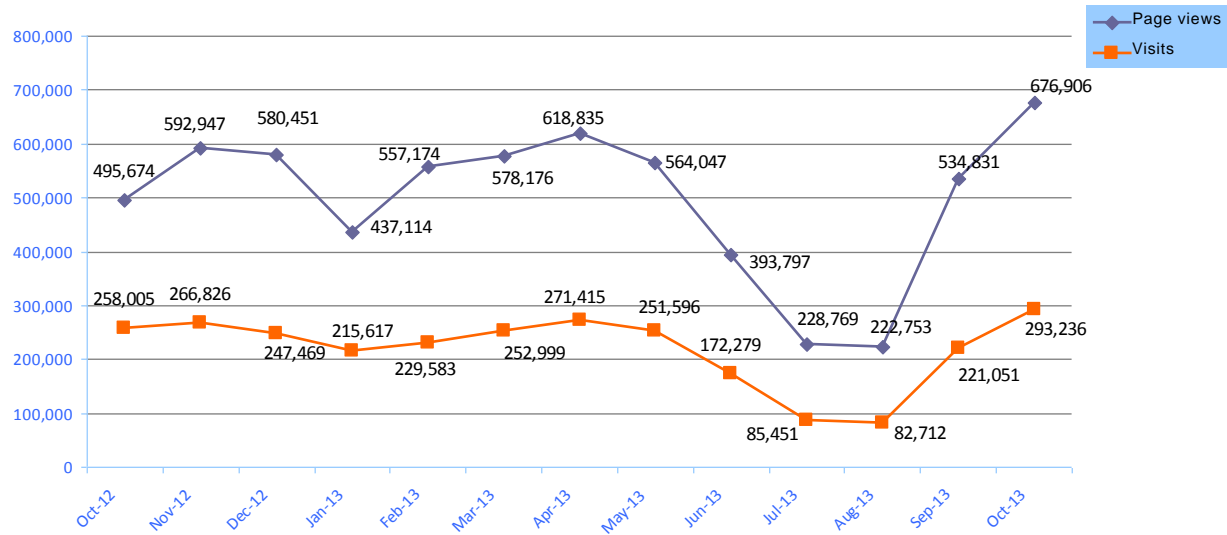
English



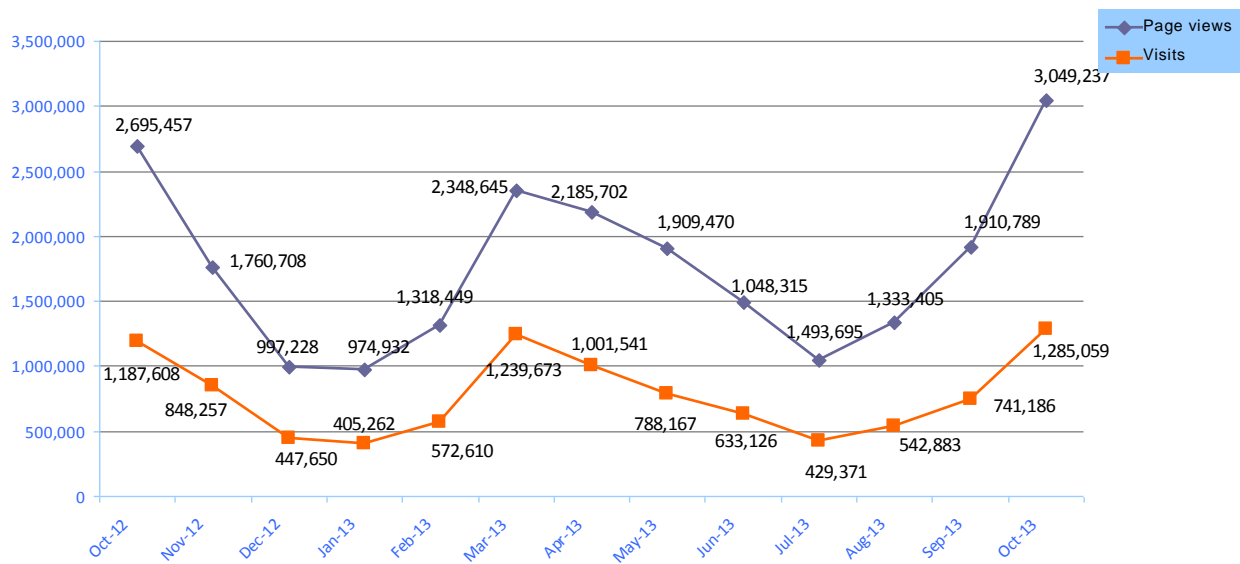
French



Russian

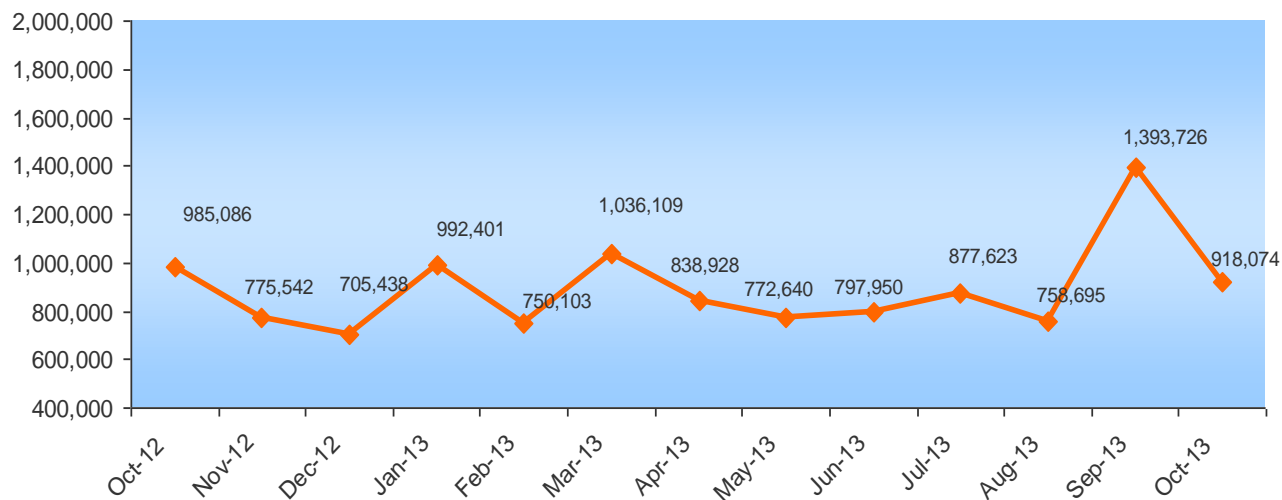


Spanish



II. United Nations webcast

Video views (live and on demand)



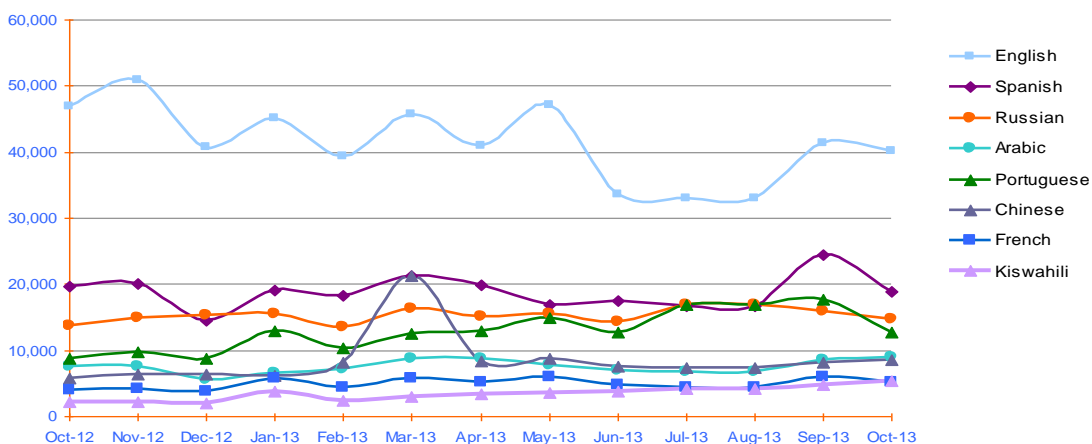
Note: In total, 918,074 United Nations webcast video views and 613 videos posted during the reporting period.

III. United Nations channel on YouTube

	Since the channel was launched on 7 July 2008	September 2013	October 2013	+/- from previous month (%)
Total views of all videos	8 188 463	207 047	239 226	+16%

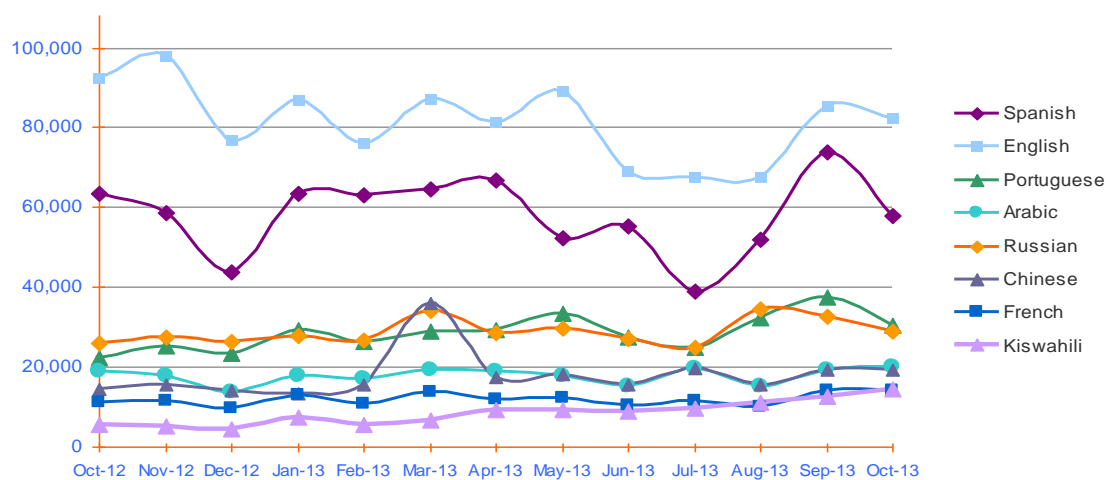
IV. United Nations Radio

United Nations Radio visits

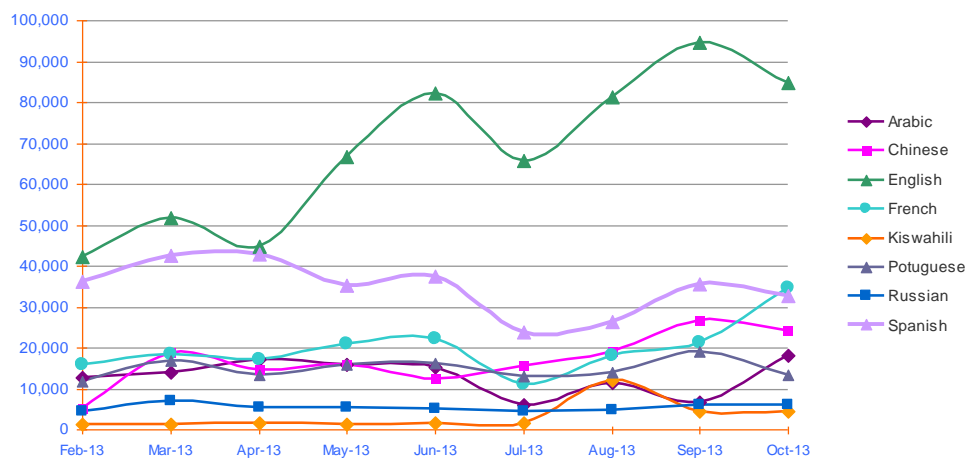


October 2013			
Visits		Page views	
Arabic	9 030	Arabic	20 061
Chinese	8 557	Chinese	19 462
English	40 201	English	82 568
French	5 255	French	14 096
Kiswahili	5 283	Kiswahili	14 528
Portuguese	12 641	Portuguese	30 513
Russian	14 654	Russian	28 841
Spanish	18 910	Spanish	57 958

United Nations Radio page views

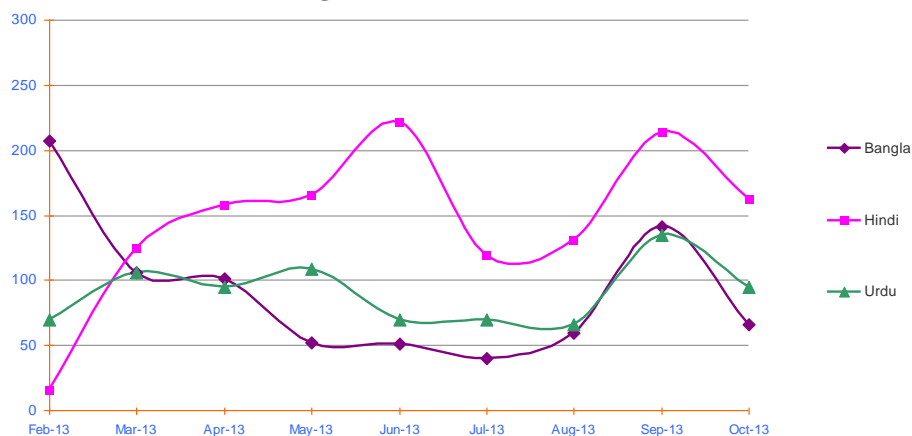


**United Nations Radio downloads
(in the official languages of the United Nations
and in Kiswahili and Portuguese)**



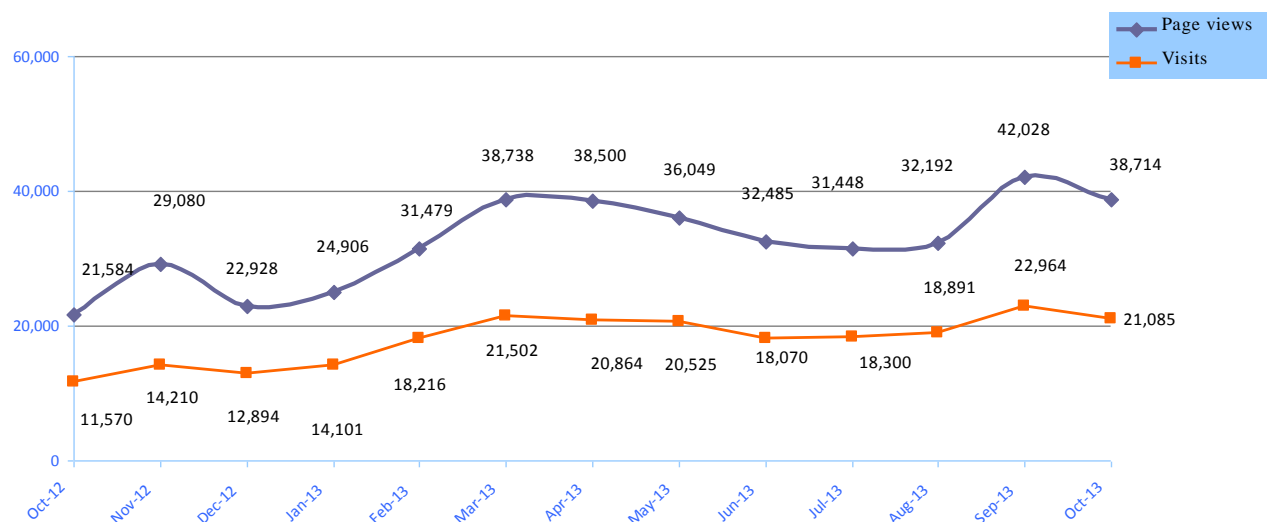
October 2013			
Arabic	18 076	Bangla	66
Chinese	23 974	Hindi	163
English	84 820	Urdu	95
French	34 594		
Kiswahili	4 433		
Portuguese	13 211		
Russian	6 066		
Spanish	32 658		

**United Nations Radio downloads
(in Bangla, Hindi and Urdu)**



V. United Nations News Centre

Arabic News Centre



Additional usage information for October 2013

Visits

21,085

Unique visitors

15,593

Page views

38,714

Pages/visits

1.84

Average duration of visit

00:02:07

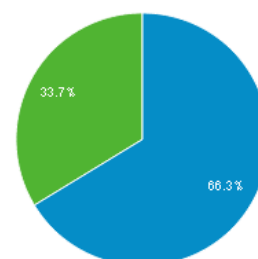
Bounce rate

67.76%

New visits (%)

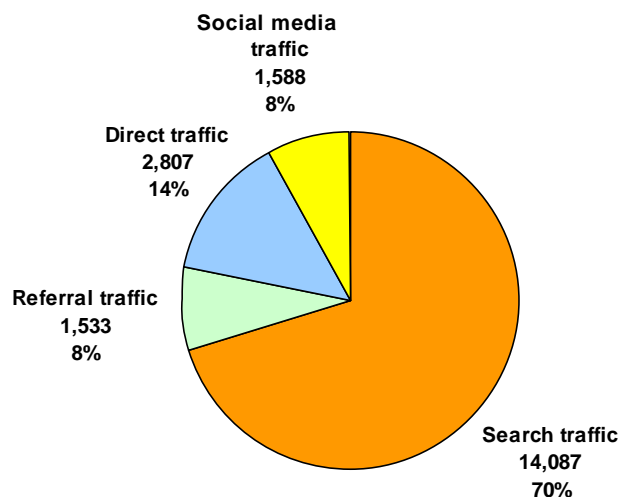
66.24%

■ New visitors ■ Returning visitors



Note: The “bounce rate” or website “stickiness” reflects the percentage of visitors who enter the site and “bounce” (leave the site) rather than continue viewing other pages within the same site. The rule of thumb is that a bounce rate of 50 per cent is average and that a bounce rate of 60 per cent or more may mean users are not engaging.

How users get to the Arabic United Nations News Centre page (traffic sources)



Note: “Direct traffic” refers to visitors that come to the site by typing the URL directly into their browser. “Search traffic” refers to visitors who arrive to the website through search engines, e.g. Google, Bing, Yahoo! or similar. “Referral traffic” refers to visitors that come from links on other websites rather than directly or from search engines. “Social media traffic” refers to visitors that come to the site through social media.

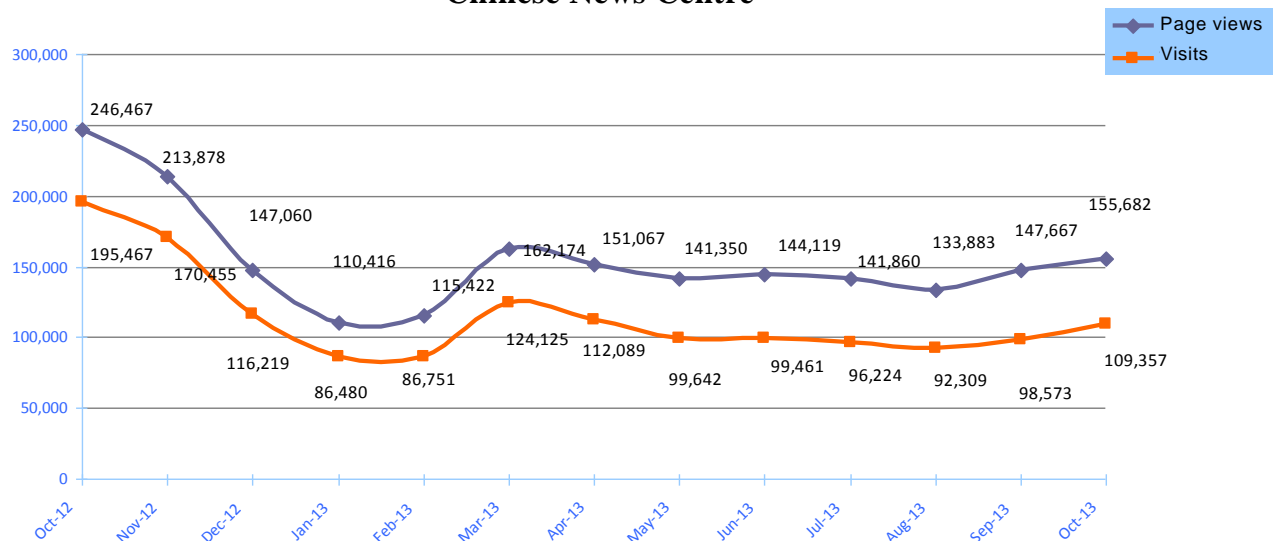
Number of visits through social media

Social network	Visits
1. Facebook	853
2. Twitter	170
3. VKontakte	35
4. Google+	19

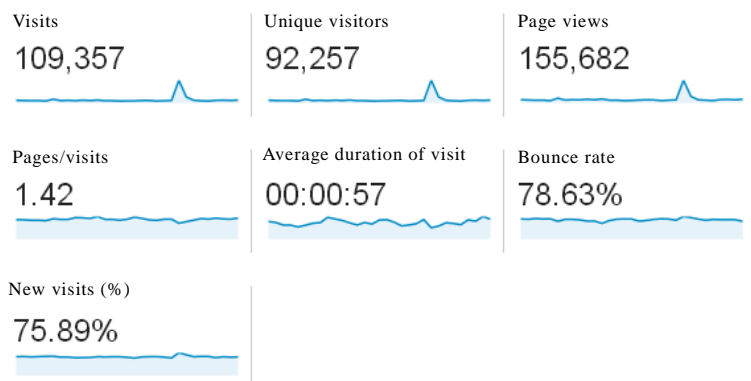
Top five stories viewed through social media

Story	Visits
1. United Nations expert: women’s unpaid work in the home is a major issue for human rights	236
2. Extension of the mandate of the United Nations mission in Western Sahara	188
3. Office of the United Nations High Commissioner for Human Rights expresses its concern for the trial of civilians from Western Sahara before a military court	118
4. United Nations welcomes the offer of Brazil to grant humanitarian visas for Syrians fleeing conflict	118
5. United Nations rights body adopts a historic text on women and conflict	111

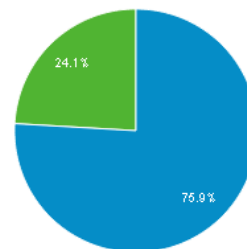
Chinese News Centre



Additional usage information for October 2013

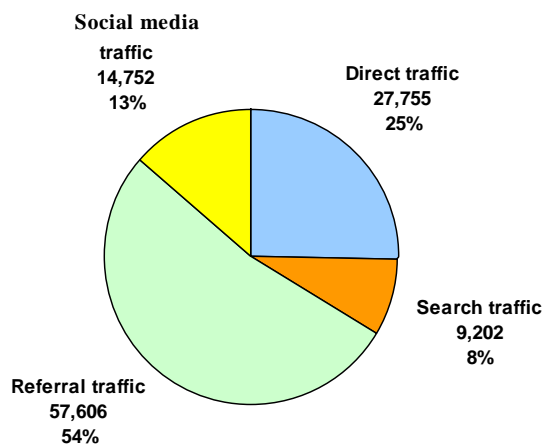


■ New visitors ■ Returning visitors



Note: The “bounce rate” or website “stickiness” reflects the percentage of visitors who enter the site and “bounce” (leave the site) rather than continue viewing other pages within the same site. The rule of thumb is that a bounce rate of 50 per cent is average and that a bounce rate of 60 per cent or more may mean users are not engaging.

How users get to the Chinese United Nations News Centre page (traffic sources)



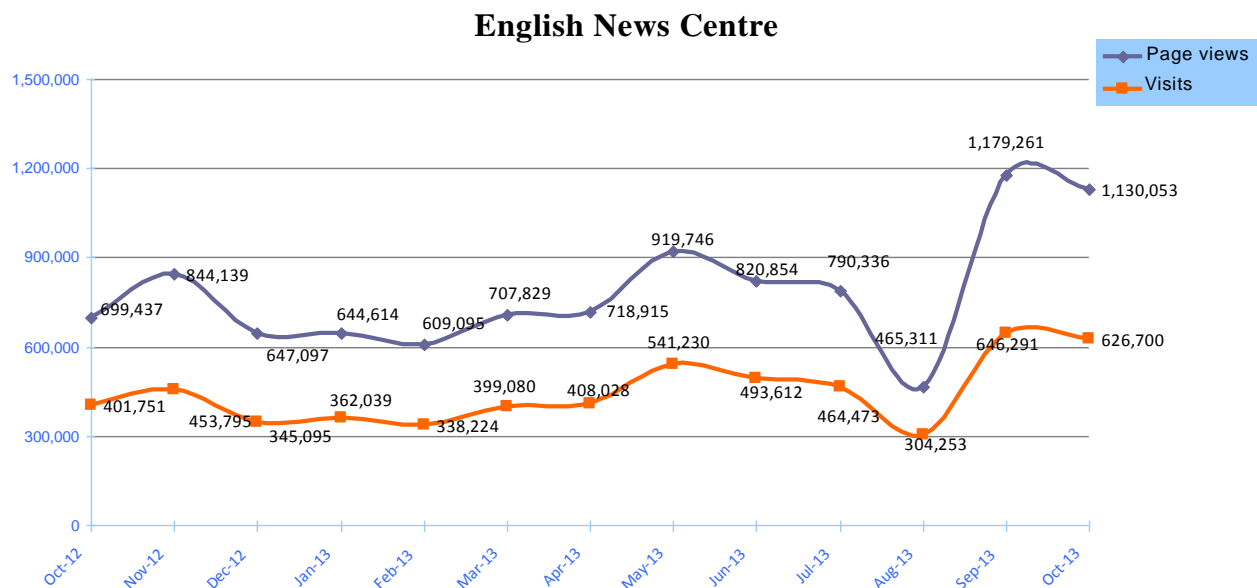
Note: “Direct traffic” refers to visitors that come to the site by typing the URL directly into their browser. “Search traffic” refers to visitors who arrive to the website through search engines, e.g. Google, Bing, Yahoo! or similar. “Referral traffic” refers to visitors that come from links on other websites rather than directly or from search engines. “Social media traffic” refers to visitors that come to the site through social media.

Number of visits through social media

Social network	Visits
1. Sina Weibo	14 320
2. Facebook	123
3. Renren	123
4. Twitter	82

Top five stories viewed through social media

Story	Visits
1. Human Rights Council on the human rights situation in China considers a second round of evaluations	11 490
2. International Telecommunication Union report: Republic of Korea for three consecutive years the king of the world in information and communications technology	247
3. Saudi Arabia “withdrawal”: Ban Ki-moon encouraged all Member States to participate actively in Security Council and other key United Nations agencies	175
4. International Labour Organization: China faces challenge of an ageing population	149
5. International Agency for Research on Cancer: outdoor air pollution is a main carcinogen	147



Additional usage information for October 2013

Visits

626,700

Unique visitors

403,935

Page views

1,130,053

Pages/visits

1.80

Average duration of visit

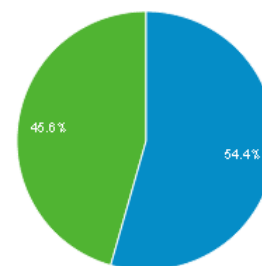
00:02:09

Bounce rate

71.95%

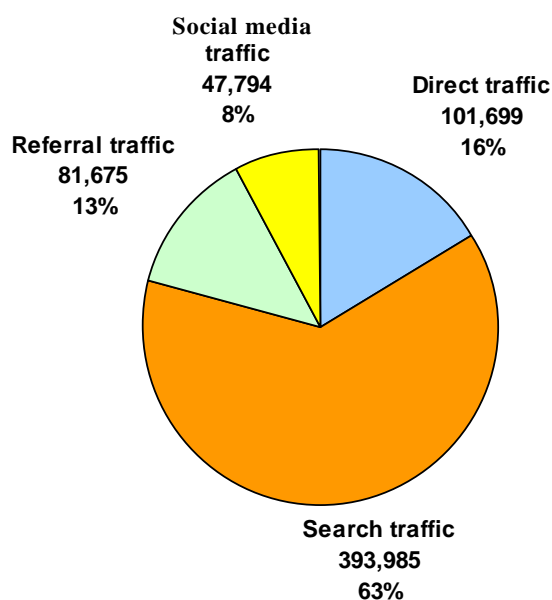
New visits (%)

54.37%

■ New visitors
 ■ Returning visitors


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How users get to the English United Nations News Centre page (traffic sources)



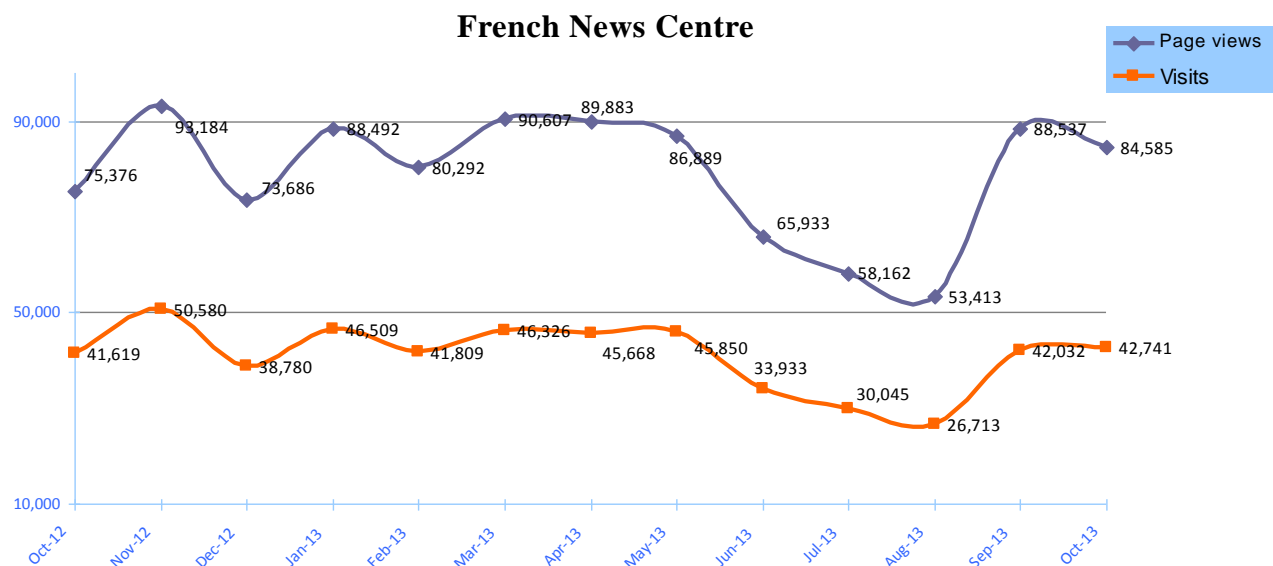
Note: “Direct traffic” refers to visitors that come to the site by typing the URL directly into their browser. “Search traffic” refers to visitors who arrive to the website through search engines, e.g. Google, Bing, Yahoo! or similar. “Referral traffic” refers to visitors that come from links on other websites rather than directly or from search engines. “Social media traffic” refers to visitors that come to the site through social media.

Number of visits through social media

Social network	Visits
1. Facebook	27 570
2. Twitter	14 395
3. StumbleUpon	1 115
4. LinkedIn	844

Top five stories viewed through social media

Story	Visits
1. After latest Lampedusa tragedy, Ban calls for action to protect human rights of migrants	2 407
2. Juggling a cacophony of tongues, United Nations interpreters avert linguistic disaster	2 341
3. United Nations refugee chief shocked as dozens of Africans die in boat tragedy off Italian coast	2 069
4. Chad, Chile, Lithuania, Nigeria and Saudi Arabia elected to serve on United Nations Security Council	1 659
5. “Many languages, one world”: United Nations launches essay contest to celebrate multilingualism	1 440



Additional usage information for October 2013

Visits

42,741

Unique visitors

28,485

Page views

84,585

Pages/visits

1.98

Average duration of visit

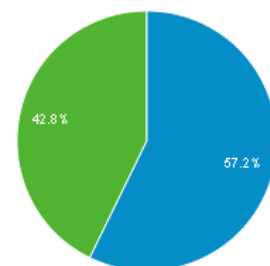
00:02:21

Bounce rate

67.46%

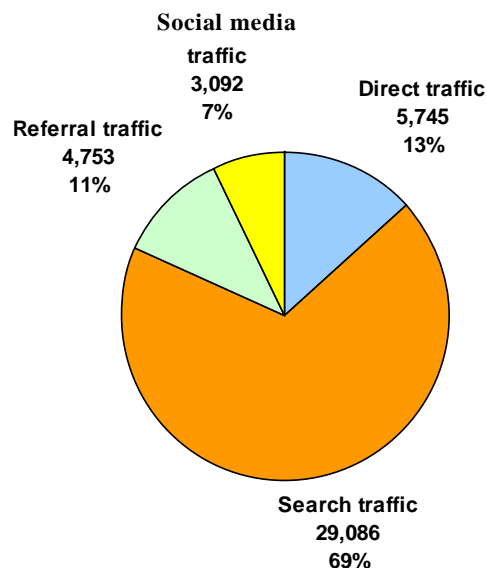
New visits (%)

57.22%

■ New visitors
 ■ Returning visitors


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How users get to the French United Nations News Centre page (traffic sources)



Note: “Direct traffic” refers to visitors that come to the site by typing the URL directly into their browser. “Search traffic” refers to visitors who arrive to the website through search engines, e.g. Google, Bing, Yahoo! or similar. “Referral traffic” refers to visitors that come from links on other websites rather than directly or from search engines. “Social media traffic” refers to visitors that come to the site through social media.

Number of visits through social media

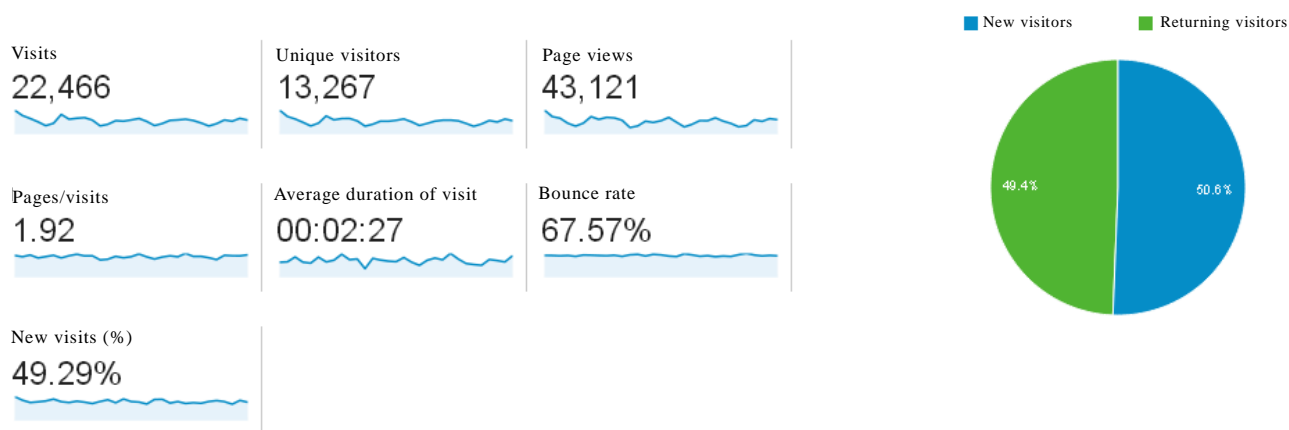
Social network	Visits
1. Facebook	1 653
2. Twitter	1 311
3. Blogger	39
4. Netvibes	36

Top five stories viewed through social media

Story	Visits
1. New economic policies are needed to emerge from crisis, says UNCTAD	801
2. OHCHR urges Dominican Republic to ensure citizens of Haitian descent do not lose nationality	395
3. UNESCO designates five new members to its Creative Cities Network	101
4. Mali: for the Head of MINUSMA, despite progress, the “real work” has just begun	83
5. “Many languages, one world”: UN launches essay contest to celebrate multilingualism	77

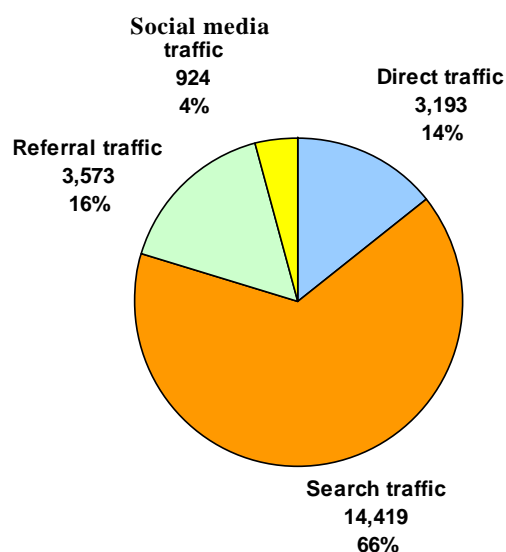


Additional usage information for October 2013



Note: The “bounce rate” or website “stickiness” reflects the percentage of visitors who enter the site and “bounce” (leave the site) rather than continue viewing other pages within the same site. The rule of thumb is that a bounce rate of 50 per cent is average and that a bounce rate of 60 per cent or more may mean users are not engaging.

How users get to the Russian United Nations News Centre page (traffic sources)



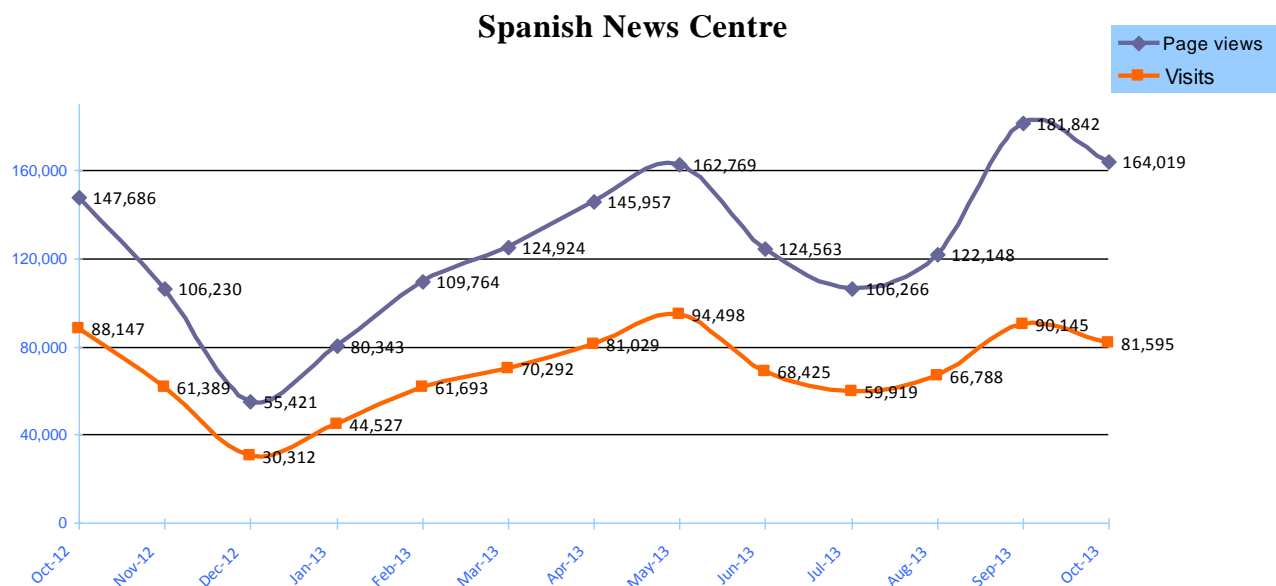
Note: “Direct traffic” refers to visitors that come to the site by typing the URL directly into their browser. “Search traffic” refers to visitors who arrive to the website through search engines, e.g. Google, Bing, Yahoo! or similar. “Referral traffic” refers to visitors that come from links on other websites rather than directly or from search engines. “Social media traffic” refers to visitors that come to the site through social media.

Number of visits through social media

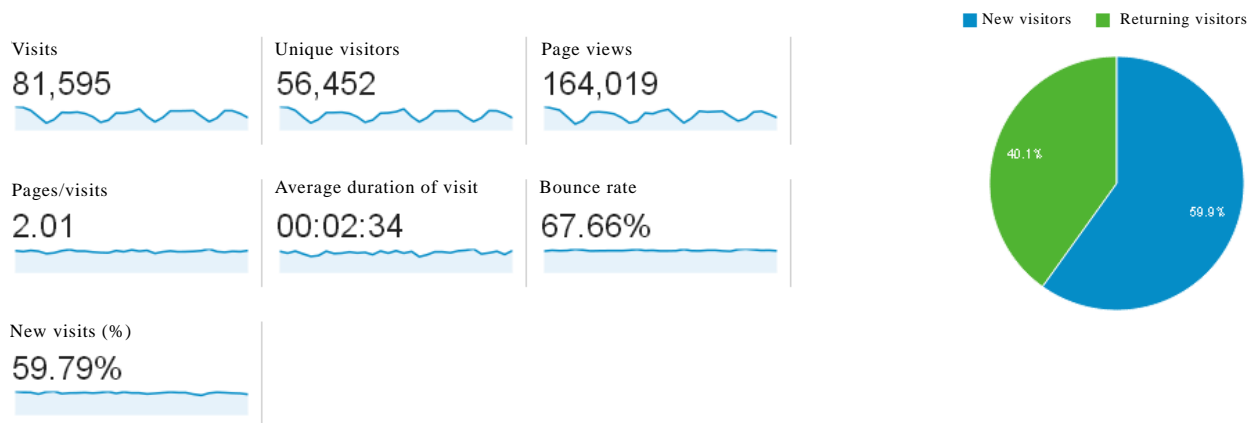
Social network	Visits
1. Odnoklassniki	246
2. LiveJournal	200
3. Facebook	189
4. VKontakte	166

Top five stories viewed through social media

Story	Visits
1. Chair of the General Assembly ended today summed up the general political debate	232
2. General Assembly approved a resolution on the Syrian Arab Republic	177
3. Every year, 7.3 million adolescent girls become mothers	22
4. United Nations today announced the launch of the global campaign “Free and equal” to combat homophobia	13
5. Security Council adopts a resolution on Afghanistan	12

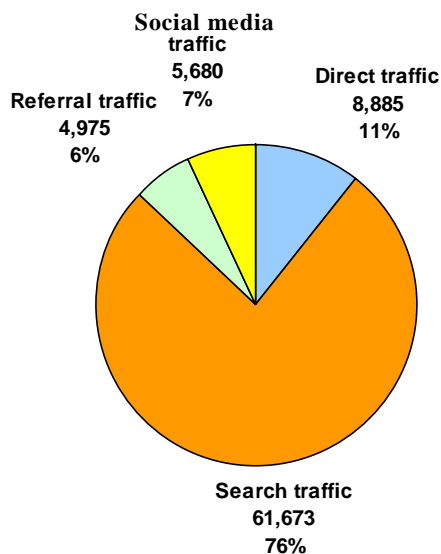


Additional usage information for October 2013



Note: The “bounce rate” or website “stickiness” reflects the percentage of visitors who enter the site and “bounce” (leave the site) rather than continue viewing other pages within the same site. The rule of thumb is that a bounce rate of 50 per cent is average and that a bounce rate of 60 per cent or more may mean users are not engaging.

How users get to the Spanish United Nations News Centre page (traffic sources)



Note: “Direct traffic” refers to visitors that come to the site by typing the URL directly into their browser. “Search traffic” refers to visitors who arrive to the website through search engines, e.g. Google, Bing, Yahoo! or similar. “Referral traffic” refers to visitors that come from links on other websites rather than directly or from search engines. “Social media traffic” refers to visitors that come to the site through social media.

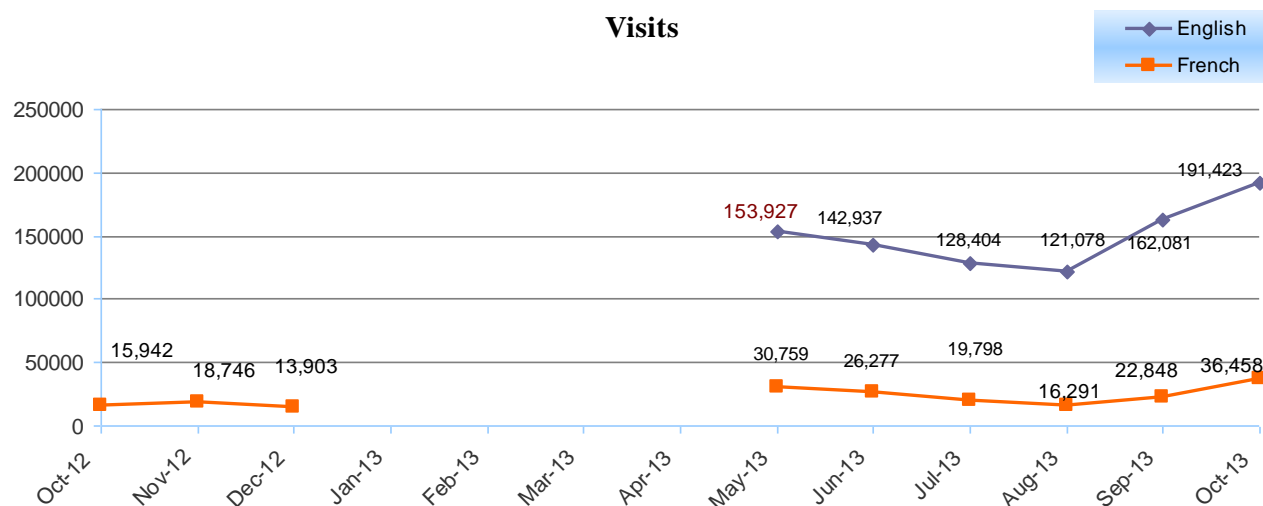
Information on number of visits through social media

Social network	Visits
1. Facebook	2 822
2. Twitter	2 603
3. Blogger	128
4. WordPress	47

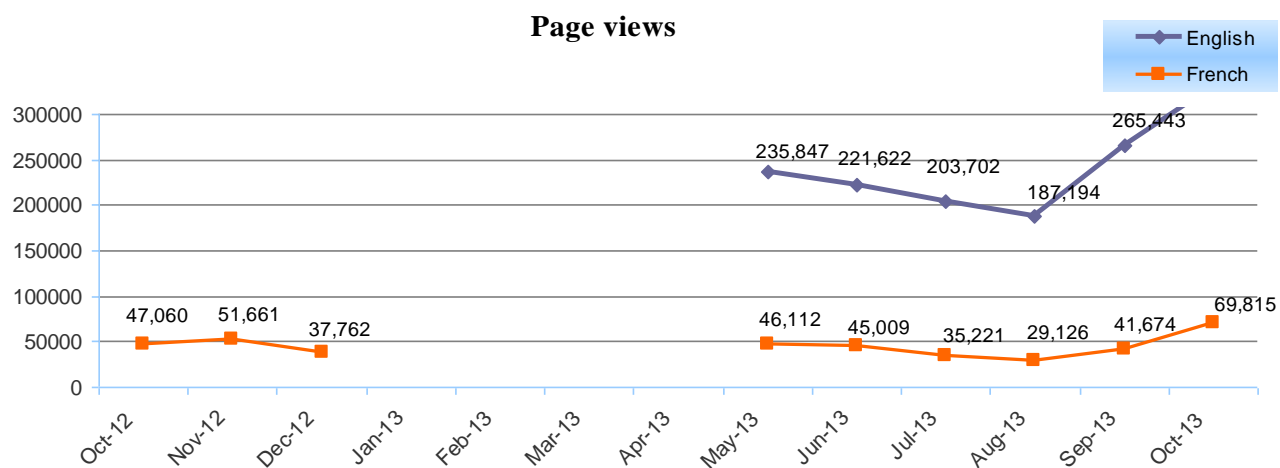
Top five stories viewed through social media

Story	Visits
1. UN raises concerns over ruling against Haitians in the Dominican Republic	255
2. High Commissioner warns of the potentially disastrous consequences of Dominican court decision	226
3. UNEP opens for signature convention to curb mercury use	209
4. Shortage of organs leading to increased human trafficking, warns expert	134
5. Expert claims that domestic work condemns women to poverty	117

VI. United Nations meetings coverage and press releases



Note: Reliable data are unavailable for the period October 2012-April 2013 for the English website and for the period January-April 2013 for the French website owing to technical reasons and thus are not reflected above.



Note: Reliable data are unavailable for the period October 2012-April 2013 for the English website and for the period January-April 2013 for the French website owing to technical reasons and thus are not reflected above.

VII. Department of Public Information social media statistics

Department of Public Information social media platform	Languages							
	Arabic	Chinese	English	French	Kiswahili	Portuguese	Russian	Spanish
Facebook likes	43 286	271	1 165 974	80 635	1 804	9 213	3 725	108 639
Twitter followers	31 009	5 564	2 467 807	23 082	289	17 562	3 292	176 746
YouTube views	1 750		8 264 008	294 875		418		296 474
Flickr views			5 092 313			4 104		
Google+ followers	483		1 503 247	23			492	
Pinterest followers			9 547	116				
Tumblr followers			25 783					
Vkontakte followers							2 443	
Weibo followers/fans		5 725 829						
Chinese video-sharing: Youku, Tudou and Sina — views		3 200 000						
Instagram followers						18	104	

Note: Figures as at November 2013.