



# General Assembly

Distr.: General  
13 February 2023

Original: English

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## Committee on Information

### Forty-fifth session

24 April–4 May 2023

Item 9 of the provisional agenda\*

### Consideration of reports submitted by the Secretary-General

## Activities of the Department of Global Communications: news services

### Report of the Secretary-General

#### *Summary*

The present report, prepared in accordance with General Assembly resolution [77/128](#) B, provides a summary of key advances made by the Department of Global Communications, from 1 July 2022 to 31 January 2023, in promoting the work of the United Nations to a global audience through its news services.

The news services subprogramme, one of three subprogrammes of the Department, is implemented by the News and Media Division, which covers the priorities and work of the United Nations through high-quality, relevant and timely information across multimedia platforms in multiple languages. The Division engages with media outlets and other partners to increase the geographical range and use of its news and information products and services. The Division also manages the website of the United Nations and the historic audiovisual and photo libraries of the Organization.

The activities under the other subprogrammes of the Department, namely campaigns and country operations services and outreach and knowledge services, are described in separate reports of the Secretary-General ([A/AC.198/2023/2](#) and [A/AC.198/2023/4](#), respectively).

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\* [A/AC.198/2023/1](#).



## I. Introduction

1. In its resolution [77/128](#) B, the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Global Communications submitted for consideration by the Committee on Information at its forty-fourth session ([A/AC.198/2022/2](#), [A/AC.198/2022/3](#) and [A/AC.198/2022/4](#)) and requested the Secretary-General to continue to report to the Committee on the activities of the Department.
2. The Department hereby submits the information requested on its news services.
3. The present report on the activities of the News and Media Division of the Department from 1 July 2022 to 31 January 2023 provides an overview of the provision of timely, accurate and balanced news and information products for global audiences and partners across mass media – including audio, print, television and digital platforms.
4. The report contains information on how the Department has implemented the priorities and guidance of the Committee on Information, including by conducting impact assessments and evaluations and producing multilingual material in order to reach diverse audiences and strengthen support for the Organization. Steady increases in audience numbers, audience engagement and media partners demonstrate the success of the Department in producing reliable and trusted multilingual content across various platforms.
5. During the reporting period, the Department pivoted towards producing shorter multimedia formats and featuring younger voices, including youth advocates, activists and influencers, as well as drafting inspiring reports originating in different regions and languages. The Department's efforts to create content and highlight themes that appeal to a younger and more diverse demographic has resonated with the 18–24 age group, which has become the single largest audience group on the multiple websites and multimedia platforms of the United Nations.

## II. Responding to the coronavirus disease pandemic

6. The coronavirus disease (COVID-19) pandemic and its fallout remained an important topic for audiences searching for authoritative, impartial and accurate information. For example, the audio story entitled “Impact of COVID-19 is likely to be with us for a decade, experts warn” was the top performing audio story across the United Nations platforms during the reporting period. Through its various platforms, the Department of Global Communications provided the latest updates on the pandemic and its continuing impact, highlighting the recovery of communities and countries from the crisis that has gripped the world for the past few years. Fact-based reporting and engaging multimedia content provided audiences with a trusted alternative to much of the misinformation and disinformation that has continued to swirl around the pandemic.
7. During the reporting period, stories about how the world was emerging from the pandemic were highlighted in news and multimedia. Coverage included first-person testimonies of people confronting health concerns, struggles with regard to inequity in vaccine availability and distribution in different countries and steps taken to rebuild economies and overcome supply-chain bottlenecks.

### III. Digital services

#### United Nations website

##### Measured performance of the website

8. Between 1 July and 15 November 2022, the United Nations main website ([www.un.org](http://www.un.org)) reached slightly over 43 million visitors in the six official languages of the United Nations – an increase of 4 per cent compared with the same period in 2021. During that time frame, audience engagement on the website resulted in 106 million page views, representing an increase of 1 per cent, or just over 1 million page views (see figure I). Visitors to [www.un.org](http://www.un.org) also remained on the site for slightly longer, with a total visit duration measuring 2.19 million hours, compared with 2.09 million hours during the same period in 2021 (see figure II).

Figure I

**Website reach and engagement as measured by visitors and page views, 1 July–15 November**

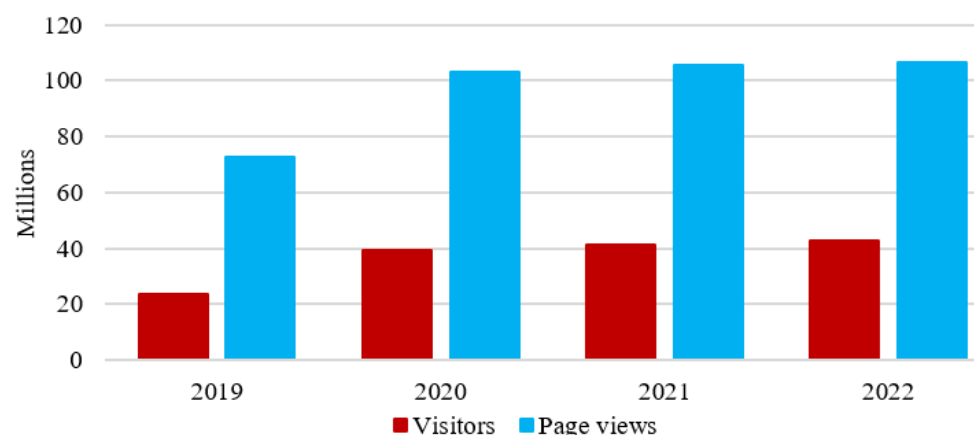
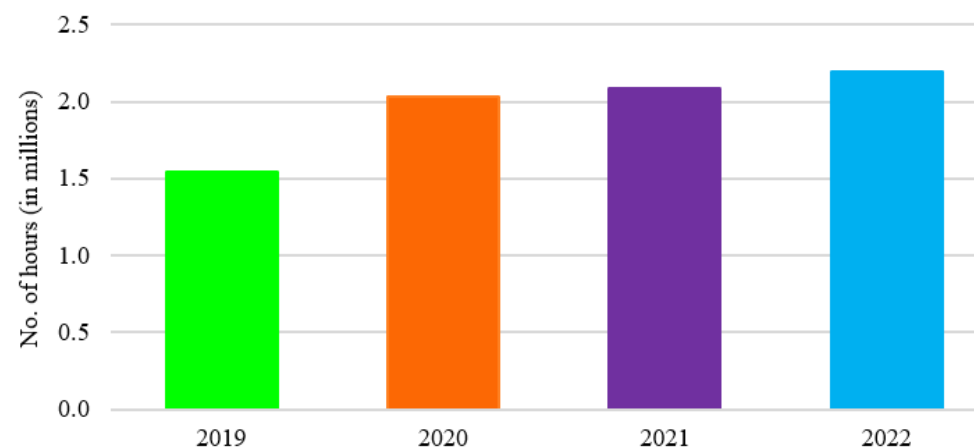


Figure II

**Website engagement as measured by visit duration, 1 July–15 November**



9. There was a dramatic increase in audiences to the United Nations climate action website between 1 July and 15 November 2022, reaching 3 million visitors – an increase of over 202 per cent compared with the same period in 2021. Engagement

increased significantly by 254.5 per cent, with 5.1 million page views. The largest audience groups were the 18 to 24 age group (36 per cent) and women (58 per cent), while the English-language site was by far the most visited.

10. The Sustainable Development Goals website continued to see steady growth, attracting 4.7 million visitors between 1 July and 15 November 2022, representing an increase of 5.5 per cent compared with the same period in 2021. Engagement also continued to grow, reaching 14.3 million page views – an increase of 3.7 per cent.

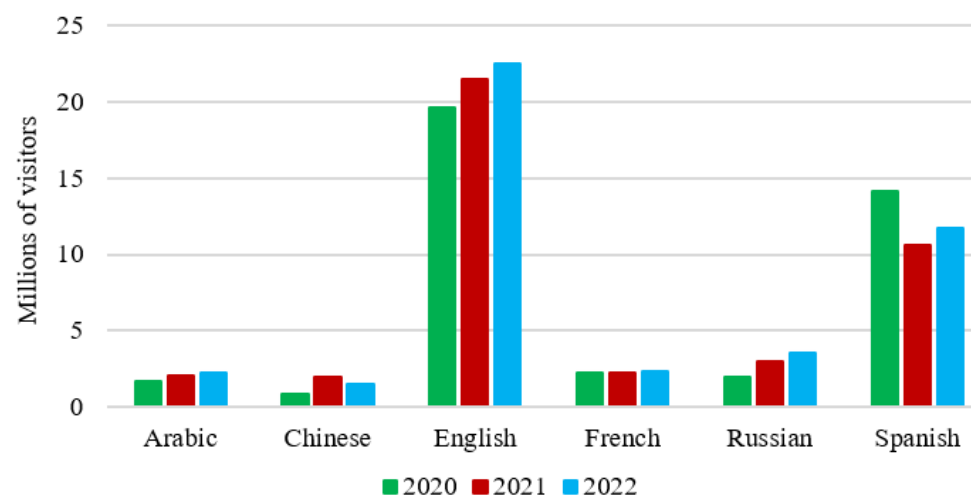
11. United Nations international observances websites also saw sustained growth, reaching over 4.1 million visitors between 1 July and 15 November 2022 – an increase of 13.3 per cent compared with the same period in 2021. Engagement on those sites also increased by 15.9 per cent, with over 7.8 million page views.

12. Audiences to the climate action website, the Sustainable Development Goals website and the United Nations international observances websites drew a combined audience share of over 27 per cent of the total reach of [un.org](https://un.org) between 1 July and 15 November 2022, increasing from 22 per cent in the same period in 2021. Engagement also increased from 20.6 per cent to over 25.5 per cent.

13. Between 1 July and 15 November 2022, audience visits to the English and Spanish [un.org](https://un.org) websites increased by an additional 1 million visitors each compared with the same period in 2021 (see figure III). There was a notable increase of over 500,000 visitors to the Russian website, equating to over 19 per cent growth, while the number of visits to the Arabic and French websites also rose.

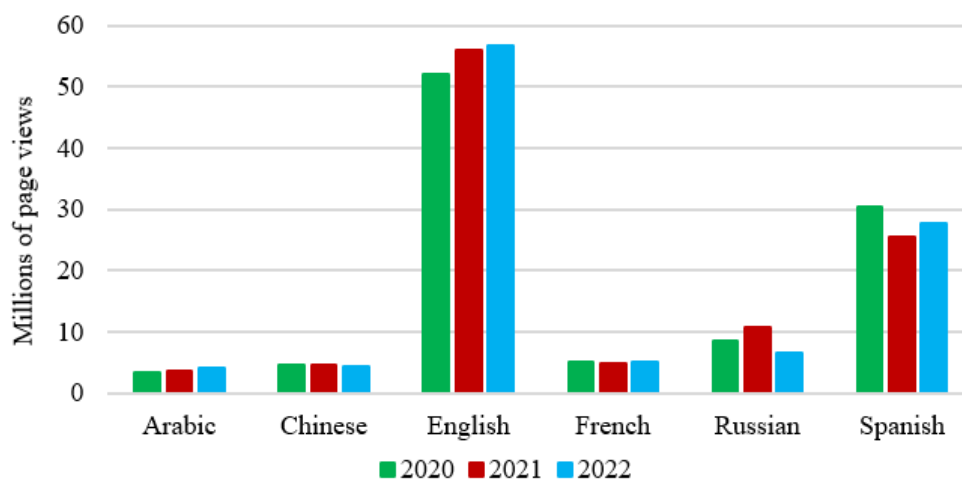
Figure III

**Website audience reach by language, 1 July–15 November**



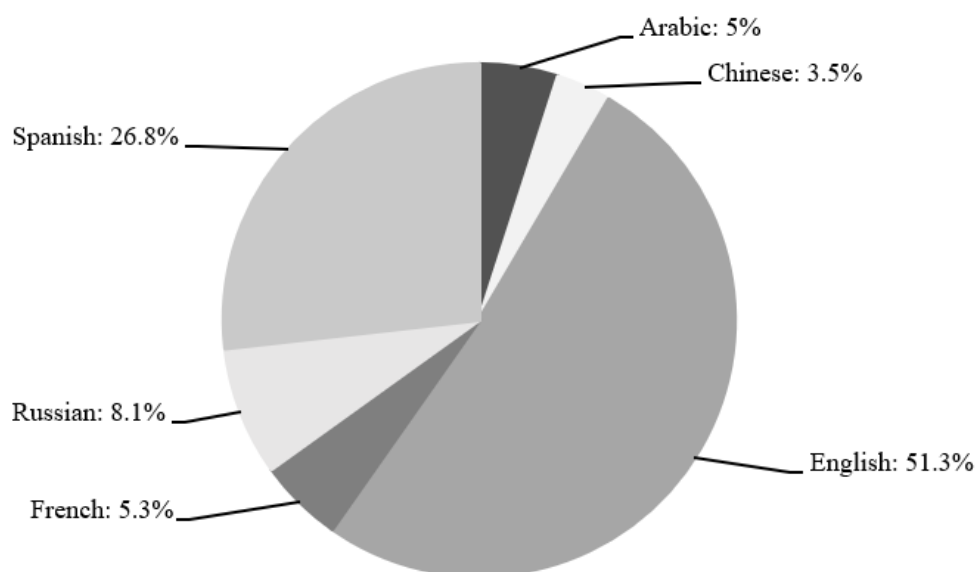
14. The highest growth in engagement as measured by page views was on the Spanish site, with more than 2 million additional page views between 1 July and 15 November 2022 – an increase of 8 per cent compared with the same period in 2021 (see figure IV). Engagement grew by over 12 per cent on the Arabic site and by more modest increments on the English and French sites.

Figure IV  
Website page views by language, 1 July–15 November



15. The English and Spanish sites continued to draw the largest share of the website audience between 1 July and 15 November 2022 (see figure V). Overall, there was minimal variation in percentage of audience share by language between 2021 and 2022.

Figure V  
Website audience share by language, 1 July–15 November 2022



#### Improvement and rationalization of the website

16. The Web Services Section of the Department of Global Communications continued to improve the [un.org](https://www.un.org) website to ensure compliance with the United Nations global communications strategy and website communications standards, in particular with regard to multilingualism, branding and accessibility. In addition, the Section reviewed all websites created by other United Nations Secretariat entities to be published under the [un.org](https://www.un.org) domain so as to assist those entities in achieving compliance with the website communications standards contained in the United Nations Secretariat-wide administrative instruction on website publishing ([ST/AI/2022/2](#)).

17. During the reporting period, the Section updated the website of the Committee on Information in the six official languages of the United Nations to meet the Organization's branding standards and migrated the United Nations peace and development trust fund website to [un.org](https://un.org), making it available in the six official languages. In a further rationalization of the Department's website portfolio, the Section redesigned and integrated into [un.org](https://un.org) the websites of the United Nations information centres in Canberra, Port of Spain and Washington, D.C.

18. The Department also launched versions of the United Nations #NoToHate campaign website on countering hate speech in the six official languages.

### Website developments

19. The Web Services Section launched a new website dedicated to the report of the Secretary-General entitled "Our Common Agenda" (A/75/982). Available in all six official languages of the United Nations, the website provides a comprehensive overview of the key points of the report and updates on implementation of the recommendations it contained.

20. In July 2022, the Secretary-General announced the establishment of the Joint Coordination Centre to assist in the implementation of the Initiative on the Safe Transportation of Grain and Foodstuffs from Ukrainian Ports (the Black Sea Grain Initiative). At the request of the Centre, the Section created a web portal containing detailed information on the Initiative, including data and statistics on the shipment of commodities from ports in Ukraine. The portal proved to be a reliable resource for accurate information on the Initiative, with some 218,039 views between 1 July and 15 November.

21. Also in July, the Section created a website in the six official languages for the United Nations-led campaign aimed at averting a potentially catastrophic oil spill from the *Safer* supertanker, a floating storage and offloading facility that is in an advanced state of decay and moored off the coast of Yemen. The website provided up-to-date data, documents, media resources and donor-orientated information in support of the United Nations crowdfunding campaign, which reached its initial funding goals to help to stave off the environmental threat.

22. In support of the seventy-seventh session of the General Assembly, the Section published the online press kit and a comprehensive website of the President of the General Assembly in the six official languages of the United Nations. For the general debate, the Section: created a comprehensive and consolidated web portal in the six official languages, with individual pages for each Member State; continually updated the portal with the daily list of speakers; livestreamed and published the text of the speeches; and provided a range of media resources. During the general debate, the web portal attracted 249,890 visitors – an increase of 180 per cent compared with the same period in 2021 – and achieved 659,739 page views – an increase of 344 per cent.

23. The Digital Support Unit of the Department worked with the Executive Office of the Secretary-General to produce a promotional website in the six official languages for the annual report of the Secretary-General on the work of the Organization (A/77/1). The website provides highlights of the key achievements of the United Nations, as outlined in the report.

24. For the Transforming Education Summit, held in September 2022, the Department developed a website in the six official languages providing background information on the Summit, along with resources for participants and stakeholders.

25. On the climate action website, the Department created a new section for the twenty-seventh session of the Conference of the Parties to the United Nations Framework Convention on Climate Change, held from 6 November to 20 November

2022 in Sharm el-Sheikh, Egypt. The Conference subsite, produced in the six official languages, provided background information, resources and the latest news. The Department also created a subsite in the six official languages devoted to the High-Level Expert Group on the Net-Zero Emissions Commitments of Non-State Entities established by the Secretary-General.

26. The Department supported the launch by the Secretary-General of his Action Agenda on Internal Displacement with a dedicated website that provides an overview of the key details. In addition, the Department supported the establishment of the new Office of the Special Adviser on Solutions to Internal Displacement by producing a website for the Office. The Department designed and built the websites in accordance with United Nations visual branding and accessibility standards.

27. The Department developed a web page for the trust fund in support of victims of sexual exploitation and abuse that included the annual report of the trust fund, with a specific layout and template for the report. The information is presented in an engaging manner and in accordance with United Nations accessibility standards.

28. Since 1966, the Security Council has established, under Chapter VII of the Charter of the United Nations, 30 sanctions regimes to maintain or restore international peace and security. During the reporting period, the Department continued to maintain the websites of the subsidiary organs of the Security Council and created a new website in the six official languages for the Security Council Committee established pursuant to resolution [2653 \(2022\)](#) concerning Haiti.

29. On 15 November 2022, the world marked an important milestone when the human population reached 8 billion. The Department of Global Communications developed a website in the six official languages to commemorate the event, describing it as an occasion for humanity to celebrate its diversity, advancements and shared responsibility for the planet. The website showcases important resources, such as a policy brief by the Department of Economic and Social Affairs containing recommendations on planning for changes in population size and composition while meeting the goals of the Paris Agreement on climate change, and the report of the Population Division entitled *Global Population Growth and Sustainable Development*.

30. The Digital Support Unit of the Department of Global Communications oversaw the migration of the United Nations News and United Nations meetings coverage and press releases websites to the Drupal 9 content management system software. The project was necessary to prevent website vulnerability, as the technology of those two websites would no longer be supported as of November 2023.

#### IV. News and multimedia services

31. The United Nations news and multimedia services continued to cover the work of the Organization in the six official languages, as well as in Hindi, Kiswahili and Portuguese. It also offered a round-up of highlights in Urdu.

32. In addition to providing information on the work of the United Nations, the Department addressed the pervasiveness of misinformation and disinformation on and denial of climate change by featuring first-person testimonies, in multiple languages and across platforms, on confronting natural disasters and climate events.

33. News and multimedia services highlighted examples of efforts across the United Nations system to tackle the interrelated shocks to food, energy and finance aggravated by the armed conflict in Ukraine. The Department was regularly called upon to provide real-time, on-the-ground multimedia coverage of travel by senior

United Nations officials, including the Secretary-General. Such coverage included the visit of the Secretary-General to Ukraine, in August 2022, where he travelled to one of the ports involved in the Black Sea Grain Initiative, about which the Department had created a portal providing detailed information (see para. 20 above). United Nations News language websites covered the signing of the agreement extensively, including through an explainer piece that was shared widely across the United Nations system.

## **A. Video and television**

### **Video production**

34. In accordance with the global communications strategy for the United Nations, in particular with regard to countering misinformation and disinformation and promoting reliable information, the Video Section of the Department of Global Communications produced solutions-focused and character-driven stories and explainers. The Section reached industry standards especially as measured through audience engagement and in keeping with the use of new formats, graphics, interactive approaches and algorithms.

35. During the reporting period, the Section produced popular videos on a wide range of issues of importance to the United Nations. These included explainer videos on United Nations peacekeeping and the United Nations #NoToHate campaign against hate speech and, in collaboration with the United Nations Alliance of Civilizations, a video series with young film-makers on intolerance, discrimination and xenophobia.

36. Ahead of the general debate of the seventy-seventh session of the General Assembly, the Video Section produced an explainer video to raise public awareness of the value of multilateralism and the work of the Assembly. The video, entitled “Can the United Nations stop a war?”, was used by offices across the United Nations system and multiple languages versions were created. Between 1 August and 15 November 2022, the English version alone received 500,000 views and engagements through posts on the United Nations channels on Instagram and YouTube. An explainer video on the monkeypox (mpox) virus topped performance on the United Nations Instagram channel, receiving some 2.1 million views and engagements in August alone.

37. In support of the global Spotlight Initiative of the United Nations and the European Union on the elimination of violence against women and girls, the Section produced a video entitled “What were you wearing?”, which featured contributions from survivors of sexual assault and senior United Nations officials. The video was linked to an exhibit, at United Nations Headquarters in New York, of outfits worn by survivors at the time of their attack, illustrating how blame is implicitly shifted from perpetrators to victims. The video generated 616,000 views and engagements on the United Nations channels on YouTube and social media between 1 July and 15 November 2022.

38. Ahead of the high-level segment of the seventy-seventh session of the General Assembly, the Section directed and produced videos of the annual interview of the Secretary-General with United Nations News, which, as at 15 November 2022, had garnered 343,022 views and engagements on United Nations social media platforms. During the high-level segment, the team produced a daily wrap video highlighting global issues; as at 15 November, the videos had generated 60,000 views and engagements on the United Nations Facebook, Twitter and YouTube channels. An interview in September with Nobel Peace Prize laureate Malala Yousafzai was also used in social media clips on the United Nations channels on Instagram, TikTok, Twitter and YouTube, resulting in some 408,074 views and engagements.



39. The Video Section also created a series of videos focused on solutions to the climate crisis, with a special focus on leadership and empowerment of women. The Section produced a storytelling animation that illustrated how millions of people around the world had been forcibly displaced by droughts, floods, wildfires and other natural disasters owing to climate change.

40. Significant audience attention was drawn to video content on what was at stake at the United Nations Climate Change Conference in Sharm el-Sheikh. During the two-week Conference, the Video Section team produced 16 features covering a range of areas, activities and key moments in multiple formats for different social media platforms. As of the end of November, the videos had generated nearly 1.7 million views and engagements on the United Nations YouTube and social media channels. Videos concerning the remarks and activities of the Secretary-General at the Conference registered the highest performance on social media, with those focused on youth drawing significant levels of engagement. For example, a video in which the Secretary-General addressed a group of young people generated 358,000 views and engagements on the United Nations channels on Instagram, TikTok and Twitter.

41. The Video Section team provided coverage of official travel by the Secretary-General, including to Pakistan, Suriname and the Sahel region, highlighting key issues and priorities through on-the-ground filming, editing, producing social media-format videos and creating video packages for news agencies and broadcasters. The team also produced video messages by the Secretary-General on occasions such as United Nations international days.

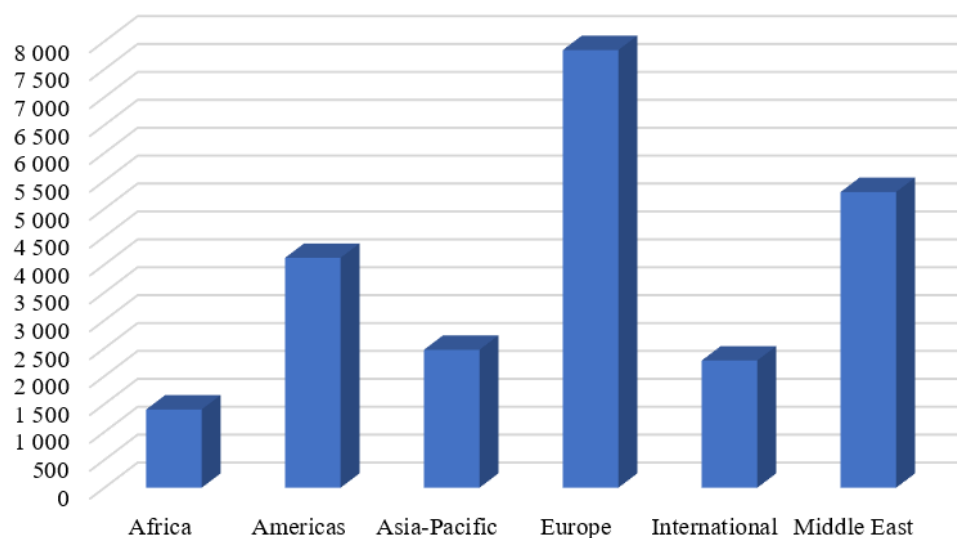
42. The Section also produced videos for the Service and Sacrifice communications campaign highlighting contributions made by United Nations peacekeepers and troop- and police-contributing countries. During the reporting period, the campaign focused on the contributions of the Gambia, Greece, Norway, Poland, Sierra Leone, Türkiye and Zimbabwe.

### **UNifeed**

43. During the reporting period, UNifeed – the syndicator of video news packages from 30 partners across the United Nations system – supplied broadcasters around the world with coverage of topics such as climate action, peacekeeping, human rights, development, economic and social conditions, and conflict situations, including in Ukraine.

44. Major international broadcasters regularly used UNifeed packages, which also served as an essential resource for journalists and media outlets with limited resources. From 1 July to 15 November 2022, UNifeed materials were aired 98,241 times, breaking UNifeed broadcast records (see figure VI).

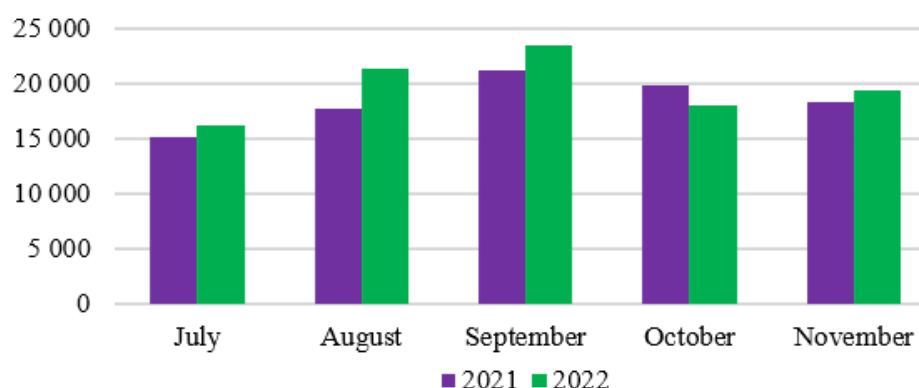
Figure VI  
Geographic distribution of broadcasts of UNifeed packages, September 2022



45. Broadcasts of UNifeed packages reached an all-time high in September, largely owing to the high-level segment of the seventy-seventh session of the General Assembly and the solidarity visit paid by the Secretary-General to Pakistan following the historic floods in that country. UNifeed packages were broadcast 23,418 times worldwide during that month, including nearly 800 broadcasts of the Secretary-General's visit (see figure VII). Using analytics from Teletrax, a provider of digital watermarking technology, the geographical breakdown of the broadcasts in September was as follows: Africa, 1,402 broadcasts; Americas, 4,120 broadcasts; Asia and the Pacific, 2,472 broadcasts; Europe, 7,844 broadcasts; Middle East, 5,300 broadcasts; and international, which included major broadcasters with international reach, 2,280 broadcasts.

46. Interest by major global television networks in UNifeed coverage of the United Nations Climate Change Conference in Sharm el-Sheikh was borne out by the fact that its content was broadcast worldwide more than 7,100 times. That figure was almost triple the 2,500 broadcasts of UNifeed coverage of the twenty-sixth session of the Conference of the Parties to the United Nations Framework Convention on Climate Change, held from 31 October to 13 November 2021 in Glasgow, United Kingdom of Great Britain and Northern Ireland.

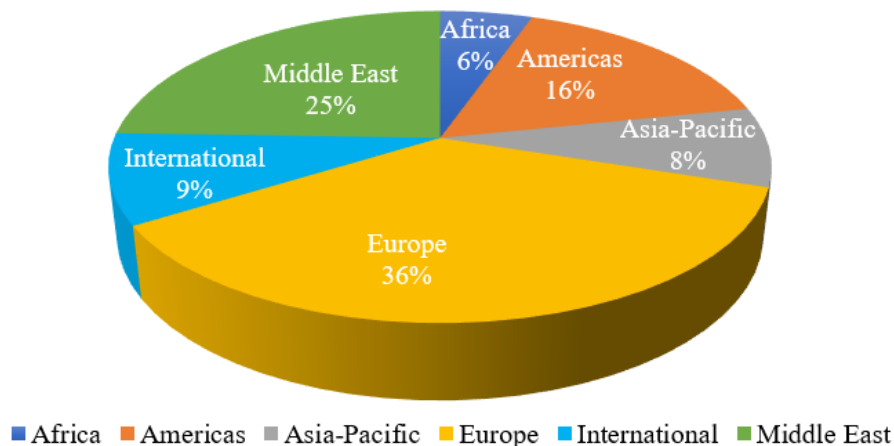
Figure VII  
Monthly broadcasts of UNifeed packages, 1 July–15 November



47. From 1 July to 15 November 2022, 61 per cent of all pickups of UNifeed packages were by broadcasters in Europe and the Middle East (see figure VIII).

Figure VIII

**Broadcasts of UNifeed by region, 1 July–15 November 2022**



**Webcast**

48. In an effort to reach a wider global audience, United Nations Web TV, the official video streaming platform of the Organization, managed by the Department of Global Communications, continued to expand its presence with new locations and new United Nations system partners. During 2022, multilingual live and on-demand streaming coverage of meetings and events held at the Food and Agriculture Organization of the United Nations in Rome, the International Labour Organization in Geneva and the United Nations Office at Vienna was added to the platform to accompany streaming coverage from United Nations Headquarters in New York, the United Nations Office at Geneva and the International Court of Justice in The Hague. As of the end of November, more than 123,000 videos were available on United Nations Web TV for on-demand global access through web and mobile devices.

49. In addition, the United Nations Web TV team provided live streaming coverage of United Nations conferences held around the world, including: the Ministerial Transport Conference of the Landlocked Developing Countries, held in Turkmenbashi, Turkmenistan, on 15 and 16 August 2022; a special meeting of the Security Council Committee established pursuant to resolution [1373 \(2001\)](#) concerning counter-terrorism, held in Mumbai and New Delhi, on 28 and 29 October 2022; and the ninth United Nations Alliance of Civilizations Forum, held in Fez, Morocco, on 23 and 24 November 2022. The Web TV team also provided live streaming coverage of the speeches and public statements made by the Secretary-General during his trips to Algeria, Austria, Cambodia, Canada, Egypt, Ethiopia, India, Japan, Mongolia, Morocco, Pakistan, Portugal, Sweden, Suriname, Türkiye, Ukraine and Viet Nam.

50. During the reporting period, a global audience in 236 countries and territories watched live and on-demand coverage of United Nations meetings and events on the United Nations Web TV website, its related Facebook and Twitter accounts and on the United Nations channel on YouTube, generating a combined 55.5 million views.

51. The United Nations Web TV website in English offers multilingual audio. The Department is working on a fully multilingual rendering of United Nations Web TV by developing websites in the other five official languages of the United Nations.

Those websites are expected to be launched in 2023, with each website containing its own videos and searchable language metadata.

#### **United Nations channel on YouTube**

52. The audience for the United Nations channel on YouTube continued to expand, growing from 2.1 million subscribers in 2021 to 2.6 million as at 15 November 2022, with the majority of the audience composed of people aged between 18 and 35 years.

#### **Live coverage, television broadcast and facilities**

53. United Nations Television continued to provide live coverage, broadcast and facilities, and conference logistics during the reporting period.

54. The United Nations Television team provided broadcast agencies and clients around the world with live coverage of in-person and hybrid meetings at United Nations meetings and conferences, including the plenary meetings of the General Assembly and meetings of the Security Council, as well as other high-level meetings, press briefings and photo opportunities of the Secretary-General. During the general debate of the seventy-seventh session of the Assembly, more than 1,700 hours of coverage was picked up by broadcasters, reaching pre-pandemic numbers.

55. Each week, the team recorded an average of 20 video messages and speeches by the Secretary-General, the Deputy Secretary-General, the President of the General Assembly and other senior United Nations officials for conferences and events. The Web TV team also responded to increasing demand for studio support to record podcasts, video podcasts and training videos for remote learning.

56. The new Sustainable Development Goals Studio facilitated 90 productions involving participants in the high-level segment of the seventy-seventh session of the General Assembly. The Studio also specialized in virtually linking participants at United Nations Headquarters in New York to live events around the globe. Such events included the launch of the flagship *Human Development Report 2021/2022* publication, with remote link-up and live reporting from the field highlighting facets of the human development index, and an hour-long interview with the Secretary-General on tackling climate change, on British Broadcasting Corporation (BBC) television. The technological capacity of the Studio also provided opportunity for experimentation, such as by virtually connecting climate experts and youth activists as part of an initiative with the Museum for the United Nations – UN Live and, in co-production with the International Labour Organization, recording hologram messages of United Nations officials for conferences abroad.

57. The United Nations Television team curated the 24/7 live programming of the New York-based Spectrum television channel, which was also streamed on the United Nations Web TV platform and the United Nations channel on YouTube. The programming included daily live coverage, rebroadcasts of important events and videos from the United Nations system.

### **B. United Nations News**

58. During the reporting period, United Nations News continued to enhance its standing as a trusted source for people seeking fact-based news and uplifting stories on a range of issues aimed at inspiring action in support of the goals of the United Nations. Between 1 July and 15 November 2022, there were approximately 14 million users of the nine United Nations News language platforms and almost 23 million page views (see figures IX and X). Compared with the same period in 2021, there was an increase in the reach of the United Nations News English, Russian and Spanish

websites, as measured by users, while engagement on the Chinese website, measured in page views, rose by about 30 per cent. Taking into account all nine United Nations News language websites, the share of the combined page views of the English and Spanish sites grew significantly, as did their share of engagement.

Figure IX

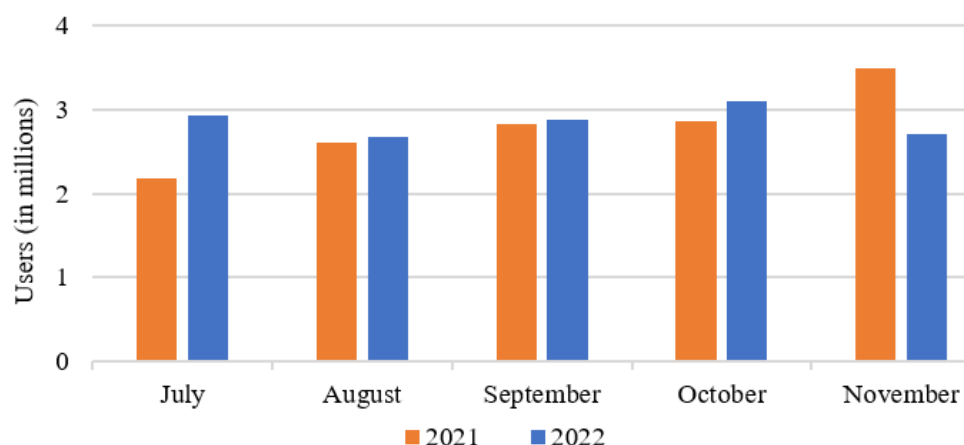
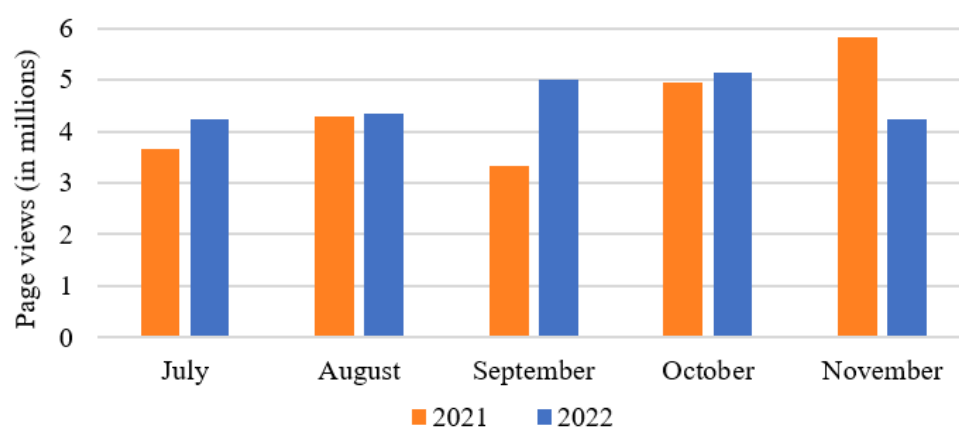
**United Nations News growth in users, 1 July–15 November**

Figure X

**United Nations News growth in page views, 1 July–15 November**

59. While the coronavirus disease (COVID-19) pandemic, climate change and conflict remained key areas of focus, United Nations News continued to shed a light on human rights, gender issues, sustainable development and other topics on the United Nations agenda.

60. The high-level segment of the seventy-seventh session of the General Assembly drew 2.2 million page views, up 33 per cent compared with the same period in 2021. As the first in-person session of the Assembly to be held since 2019, the coverage included over 800 news stories, 180 audio and video stories and 53 email blasts to 53,000 subscribers, yielding over half a million audio, video and social media interactions.

61. Coverage of the armed conflict in Ukraine and its impact on global food supplies received widespread attention. During the reporting period, more than 50 such stories were produced on almost a weekly basis, drawing some 2 million page views, a quarter of which were from Russian-speaking audiences. The multilingual “In focus”

page on Ukraine, which aggregates content ranging from official documents to first-person testimonies, was visited by almost 1 million people between 1 July and 15 November 2022; a quarter of those visits were to the Russian site. During the same time frame, an explainer story on mpox was viewed by close to 3 million people across all nine language websites, and a series of climate action features that focused on solutions ranging from the restoration of coral reef in Colombia to the role of journalism in climate reporting generated nearly 100,000 page views, with an average time-on-page of 4.5 minutes.

62. Coverage by United Nations News teams of conferences continued to be sought out, in particular with regard to a special meeting of the Security Council Committee established pursuant to resolution [1373 \(2001\)](#) concerning counter-terrorism, held in Mumbai and New Delhi, and the ninth United Nations Alliance of Civilizations Forum, held in Fez, Morocco. Many of those stories concerned efforts to counter hate speech, discrimination, xenophobia and violent extremism.

### **United Nations News language teams**

63. The United Nations News Arabic website continued to be an important resource for major Arabic media outlets and those seeking authoritative information about United Nations activities in conflict-affected areas in the Middle East and North Africa. Various media organizations from across the region drew on stories and videos created by the United Nations News Arabic team, including *Asharq al-Awsat*, *Al-Akhbar*, *Al-Sharq*, *Al-Rakoba*, Ardatalab, Elakhbar Gate, Pressbee, Jusoor Post and the Noursat television network. Between 1 July and 15 November 2022, the United Nations News Arabic website received 1,066,975 page views and an increase in users of 9 per cent, with visitors spending on average 2.5 minutes or more on the site. The United Nations News Arabic team's Twitter account had 858,824 followers as at 15 November 2022 – an increase of 16 per cent compared with the same period in 2021.

64. While a focus was maintained on the global recovery from the COVID-19 pandemic and the efforts of the United Nations to ensure an equitable distribution of vaccines, the bulk of the United Nations News Arabic team's coverage during the reporting period concerned conflict mediation and resolution by the United Nations. Some 350 stories were produced on Iraq, Libya, the Syrian Arab Republic, Ukraine and the Middle East peace process, among others. The team also produced more than 120 news stories, interviews and features on climate change, including on the United Nations Climate Change Conference in Sharm el-Sheikh. Two stories in particular resonated strongly with readers: the first, an explainer piece on the Conference, attracted more than 26,000 page views; while, the second, coverage of the launch in November of the World Meteorological Organization report entitled "Provisional State of the Global Climate 2022", garnered nearly 10,000 page views.

65. The United Nations News Chinese website experienced growth in page views of about 30 per cent between 1 July and 15 November 2022, compared with growth of 11 per cent during the same period in 2021. During the reporting period, the website provided comprehensive coverage of the armed conflict in Ukraine, including the political debates at the United Nations, humanitarian and human rights issues, nuclear safety, the ramifications for global food and energy security and the Black Sea Grain Initiative. The United Nations News Chinese team also continued to amplify the call of the Secretary-General for climate action, including through well-received coverage of his visit to flood-ravaged Pakistan and his advocacy of clean energy. The team also produced features on acute food insecurity and social upheavals in the Horn of Africa, as well as on the situations in Haiti and Sri Lanka.

66. In addition to a daily feature story focused on human-centred themes and solutions, the United Nations News Chinese team produced daily short videos enhanced through material gathered from the field by the Video Section and from United Nations offices worldwide. Some 115 short videos produced between 1 July and 15 November 2022 were viewed about 46 million times on the United Nations News account on Weibo and the United Nations corporate channels on Weibo and WeChat. A story covering the announcement by the Director General of the World Health Organization, in which he stated that the end of the COVID-19 pandemic was in sight, attracted some 1.67 million views on Weibo.

67. Between 1 July and 15 November 2022, the United Nations News English website attracted 6.5 million page views and reached 3.7 million users – around half a million more in both cases than for the same period in 2021. Buoyed by the high-level segment of the seventy-seventh session of the General Assembly, the English site registered 1.6 million page views in September alone. Audience attention and engagement were demonstrated across various analytics. For example, in September, readers spent an average of five minutes on a story on the right to a clean and healthy environment. Stories about peace and security challenges and related humanitarian consequences drew more than 1 million page views, with the conflicts in the Tigray region of Ethiopia and in Ukraine generating the most interest. The top-performing story during the reporting period was an explainer piece on mpox that had generated 221,000 page views as at 15 November 2022. United Nations News audio products had logged more than 230,000 downloads, shares and plays as at the same date.

68. The United Nations News English team produced a series of in-depth climate-related multimedia products covering the United Nations Climate Change Conference in Sharm el-Sheikh, including a newsletter series on climate action and the daily podcast series entitled *The Lid Is On*. For the first time, video versions of *The Lid Is On* were produced for United Nations Web TV and the United Nations channel on YouTube. As at 15 November 2022, stories and features on the activities at the Conference had garnered more than 120,560 views, and the number of subscribers to the newsletter had increased from 12,000 to 16,000 during the Conference. As of the end of November, the team was also producing two podcast series: one highlighting women musicians from around the world, entitled *amplifyHER*; the other to support the United Nations #NoToHate campaign to end hate speech, entitled *UNiting Against Hate*.

69. Between 1 July and 15 November 2022, the United Nations News French website registered over 1.07 million page views. An explainer piece on mpox attracted more than 43,500 page views, while a news story on the address by the Secretary-General to the seventy-seventh session of the General Assembly regarding his report on the work of the Organization ([A/77/1](#)) attracted 18,436 page views. United Nations News French stories were shared by influencers on social media, including by: officials of the Government of France; the Deputy Spokesperson for the President of the Democratic Republic of the Congo; parliamentarians from Belgium, Canada and France; the Twitter account in French of the Department of State of the United States of America; and various broadcast and online media outlets such as Ukrinform, L'Important, Radio France Internationale and Voice of America Afrique.

70. The United Nations News French team produced a monthly podcast on women and peace and security and engaged audiences with content on health, climate, the human cost of war and relief efforts in conflict-affected communities. During the high-level segment of the seventy-seventh session of the General Assembly, the team produced 15 video clips, including daily wraps, thematic videos and interviews. The team also created content for francophone audiences, giving attention to peace and security issues in the Central African Republic, the Democratic Republic of the Congo

and Mali – where the United Nations maintains peacekeeping operations – and to other countries particularly affected by instability.

71. The United Nations News Hindi team continued to collaborate with the United Nations country team in New Delhi on content creation from South Asia during the reporting period. When India reached the milestone of administering 2 billion doses of COVID-19 vaccine, the team interviewed the Resident Coordinator in the country on cooperation with government agencies. In October, the team covered the visit of the Secretary-General to the village of Modhera in the state of Gujarat, the first fully solar-powered village in India. Another feature story showcased the “ecofeminist” village of Piplantri in the state of Rajasthan.

72. The United Nations News Hindi team continued to build partnership agreements, including with TV Asia, the first 24/7 South Asian channel in North America of the Asian Broadcasting Network, Inc. With a view to expanding its reach among Hindi-speaking audiences, the team also entered into partnership agreements with Connect FM in Canada, Radio Chaska Oman and Rukus Avenue Radio in the United States.

73. During the reporting period, the United Nations News Kiswahili team continued to find innovative ways of engaging audiences across East Africa and the wider region through targeted content and collaborations with media outlets. Some 165 multimedia news products on the COVID-19 pandemic were produced, while another 175 stories were focused on the climate and 159 stories addressed conflicts, including in various parts of Africa and in Ukraine.

74. The United Nations News Kiswahili team worked with the Resident Coordinator Office in Rwanda with a view to establishing online radio and television platforms to amplify news from United Nations agencies in the country and from United Nations Headquarters in New York. In an effort to expand the audience for and increase the reach of United Nations multimedia content in Kiswahili, the team also collaborated with Mviwata FM and Pemba TV in the United Republic of Tanzania.

75. The United Nations News Portuguese team further expanded its reach among Portuguese-speaking countries by producing interviews and stories featuring high-profile personalities, musicians, government officials, youth and Indigenous people. Among those featured during the reporting period was Brazilian artist Eduardo Kobra, who created a mural on climate change, which was displayed at United Nations Headquarters in New York in September.

76. The United Nations News Portuguese team produced a short video clip of the Force Commander of the United Nations Organization Stabilization Mission in the Democratic Republic of the Congo speaking about the precarious security situation in eastern Democratic Republic of the Congo. It also produced a short video of the Chair of the Independent International Commission of Inquiry on the Syrian Arab Republic talking about the Commission’s mandate to investigate all alleged violations of international human rights law since March 2011 in the Syrian Arab Republic.

77. With regard to climate change, the United Nations News Portuguese team worked with the Resident Coordinator in Timor-Leste to provide extensive coverage of floods in the country, including by sourcing video footage. The team also interviewed the Resident Coordinators in Brazil and Sao Tome and Principe about climate challenges. During the United Nations Climate Change Conference in Sharm el-Sheikh, the team developed content for Portuguese-speaking countries, including interviews with youth and Indigenous activists such as Paloma Costa, a member of the Youth Advisory Group on Climate Change established by the Secretary-General; Taily Terena, a youth activist and member of the delegation of Brazil to the Conference; and Txai Suruí, a youth activist advocating the protection of the Amazon rainforest from deforestation.



78. Between 1 July and 15 November 2022, the United Nations News Russian website registered 2.3 million page views – a 10 per cent increase compared with the same period in 2021 – with Ukraine being the main topic of interest. The coverage of the armed conflict in Ukraine included stories about humanitarian relief and the diplomatic efforts of the United Nations. The Black Sea Grain Initiative was covered extensively, including through an explainer piece and relevant video footage. The United Nations News Russian team also reported on human rights issues. In October, it published interviews that attracted wide audience attention, including one with Alexander Cherkasov, Head of the human rights organization Memorial and recipient of the Nobel Peace Prize of 2022, and another with the Special Rapporteur on the promotion and protection of the right to freedom of opinion and expression.

79. Stories produced by the United Nations News Russian team were regularly republished by leading news agencies, including AZERTAC (the Azerbaijan State News Agency), BelTA (the Belarusian Telegraph Agency), CentralAsia.media, Forbes.kz, Interfax-Ukraine, Kazinform and Tajikistan 24.

80. Owing to sustained audience attention during the general debate of the seventy-seventh session of the General Assembly, the number of users of the United Nations News Russian website increased by 70 per cent compared with the same period in 2021. News and features on health care were popular among regional audiences, including interviews with World Health Organization officials about mpox, tuberculosis and diabetes. The Russian team also published an interview with the Russian singer and influencer Manizha, a Goodwill Ambassador for the Office of the United Nations High Commissioner for Refugees, aimed at raising awareness of refugees and victims of domestic violence.

81. For the third year in a row, the United Nations News Spanish website was the most visited of the United Nations News language websites, registering some 7 million page views and an average time-on-page of nearly five minutes between 1 July and 15 November 2022 – an increase in page views of 10.8 per cent compared with the same period in 2021. The number of users increased by 12.8 per cent to 4.2 million. The United Nations News Spanish website continued to be an authoritative source of information, especially on the COVID-19 pandemic and mpox. An explainer piece on mpox produced by the Spanish team in May had received over 2 million page views in Spanish alone by 15 November. Climate change and human rights were the most popular topics among by visitors to the Spanish website, along with the conflict in Ukraine, in particular its impact on the global and Latin American economies.

82. The United Nations News Spanish team worked closely with United Nations field offices to jointly produce original features and commission stories by local stringers on topics such as the integration of former combatants into the peace process in Colombia, combating discrimination against Indigenous Peoples in the region, breaking down male stereotypes to enable men to be better fathers and the struggles faced by Mexican journalists who risk their lives to preserve press freedom. Live tweets of speeches by representatives of Spanish-speaking countries during the general debate of the seventy-seventh session of the General Assembly were shared by the President of Chile, the President of Honduras and the Permanent Mission of Cuba to the United Nations, among others.

83. In November, the Department of Global Communications launched a United Nations website in Urdu, known as “UN Khabarnama” (United Nations Newsletter), in order to reach millions of people worldwide through selected news highlights. The site is helping audiences to gain access to information about the work of the United Nations on priority issues across its agenda, as well as issues of particular concern to Urdu-speaking audiences, such as the floods in Pakistan.

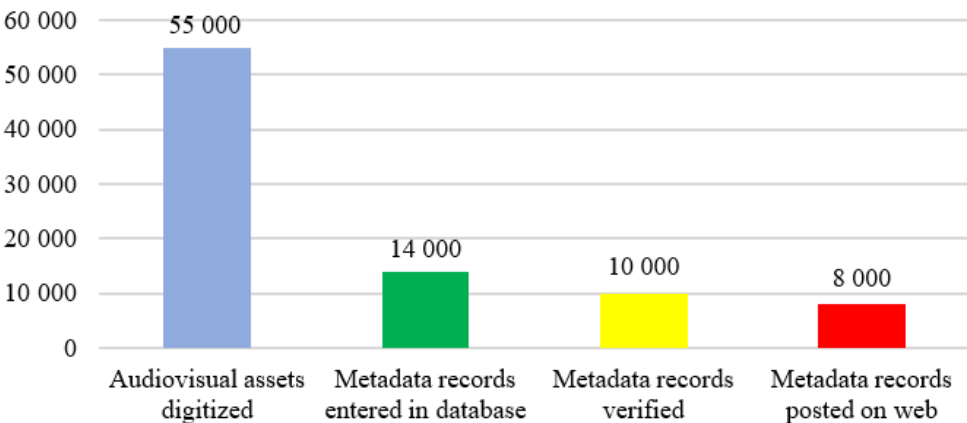
V. Other services

A. Photo and audiovisual archives

Digitization and the United Nations Audiovisual Library

84. The Department of Global Communications continued work to digitize the historic audiovisual collection of the United Nations, work that had been made possible following a donation by the Government of Oman. As at 15 November 2022, a total of 55,000 eligible audio, video and film items had been digitized, while 14,000 related metadata records had been entered into the digital database system, 10,000 of which had been verified by professional archivists. Among the archival materials processed, some 8,000 items had been selected for posting on the United Nations Audiovisual Library website (see figure XI). Items that had not been deemed eligible for digitization included production out-takes and raw footage.

Figure XI  
Cumulative audiovisual digitization project output, as at 15 November 2022



85. Rising costs, incomplete original metadata, interruptions related to the COVID-19 pandemic and technological limitations, such as the inability to process items in batches rather than individually, have disrupted the original five-year timeline and the projected digitization output. As at 15 November 2022, a specialized technician had digitized 8,200 of the over 15,000 legacy audio discs that had been salvaged by the Oman-funded project. Additional funds are needed to finalize that phase of the project and protect the priceless collection for posterity.

86. During the reporting period, the Audiovisual Library responded daily to requests for archival material available for viewing, retrieval and dissemination as a direct result of the project. As at 15 November 2022, the permanent and preserved digitized collection included a wealth of historical material, including footage of the League of Nations, the construction of the iconic United Nations Headquarters in New York and audio interviews of actors Marlon Brando, Rita Hayworth and Laurence Olivier, director Alfred Hitchcock and performer Eartha Kitt, to name but a few.

United Nations Photo and Photo Library

87. United Nations official photographers continued to cover the work of the Organization, including the meetings of the General Assembly and the Security Council, conferences and events in New York and abroad, the official travel of the Secretary-General and United Nations field operations.

88. Since the launch of the United Nations Photo digital asset management system in November 2020, the collection had grown to over 861,000 digital photo assets as at 15 November 2022. The scalable and flexible system, accessible worldwide via web browsers and mobile devices, has proven to be highly successful, facilitating access to and retrieval and downloading of photos in a timely and effective fashion. It also contributes to the long-term preservation of the rich and unique historic collection of United Nations Photo.

89. As at 15 November, the number of followers of the United Nations Photo account on Twitter had grown to 124,955, while the number of image views on the United Nations Photo account on Flickr continued to increase, with a total of 69,758,020 accumulated views since the account was created.

90. Between 1 July and 15 November 2022, more than 56,000 high-resolution images had been downloaded by clients from the United Nations Photo website. In addition, the United Nations Photo Library had responded to more than 1,480 requests and distributed a further 3,360 images, while processing more than 4,842 images, including establishing the relevant metadata and captions, so as to ensure that the Photo Library was searchable and that photos could be retrieved.

## **B. Meetings coverage**

91. The Meetings Coverage Section continued to provide accurate, timely and comprehensive coverage in English and French of intergovernmental proceedings at United Nations Headquarters in New York and abroad. Between 1 July and 15 November 2022, the Section published some 1,480 press releases totalling 9,350 pages – representing an increase in the number of press releases of 10.3 per cent and in the number of pages of 21.4 per cent compared with the same period in 2021.

92. During the reporting period, the meetings coverage and press releases websites in English and French were visited by viewers from 234 countries and territories, leading to significantly greater audience engagement. For example, there was an increase in page views per session of 18.5 per cent and in average session duration of 41 per cent compared with the same period in 2021.

## **C. Media accreditation and liaison**

93. While working within the guidelines of the occupational safety and health management system at United Nations Headquarters in New York, the Media Accreditation and Liaison Unit of the Department of Global Communications facilitated access for approximately 2,500 media persons to the first high-level segment of the General Assembly to be held in person since 2019. The Unit collaborated with Secretariat departments to provide a temporary media centre to cover in-person meetings, press conferences and photo opportunities. It also widely distributed reports, statements and press releases from across the United Nations system that provided context and background on key issues.

## **D. Partnerships**

94. During the reporting period, the Partnerships Unit of the Department of Global Communications further expanded its capacity to reach underserved audiences through content licensing agreements with new mass-media partners in Australia, India, Iraq, the Netherlands, Nigeria, Oman, the Philippines, Sweden, the United Republic of Tanzania and the United States. The new agreements on publishing and

distributing news and video content of the Organization were concluded with traditional broadcasters and online news platforms.

95. The Department also secured a content usage agreement with Dailymotion, a video-sharing platform serving more than 350 million monthly users in 183 languages that is particularly popular with audiences across Africa, Europe and the Middle East. The agreement allows the Department to post its videos on the Dailymotion platform.

96. In November, United Nations News launched a music podcast series entitled *amplifyHER*, in collaboration with its long-established media partner SoundCloud. The Department licensed the series in an effort to increase audience reach through several major podcast platforms, including Apple Podcasts, Castbox and Spotify.

## VI. Conclusion

97. During the reporting period, the news and media teams of the Department of Global Communications made determined efforts to create and share compelling content in multiple languages about the work of the Organization and its efforts to tackle complex global issues. The teams also strove to “inoculate” audiences against the epidemic of misinformation and disinformation by producing authoritative and balanced news, explainers and features. Audience engagement figures and media partnerships demonstrated ongoing interest and trust in the global communications of the United Nations. Innovative approaches and partnerships are increasingly becoming a means for the Department to expand its multilingual and multimedia global footprint, with the aim of reaching audiences on the platforms that they use and in the languages that they understand.

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