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Item 8 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 [73/102 B](#), provides a summary of key advances made by the Department of Global Communications from July 2018 to January 2019 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. Its objectives are to support the United Nations through high-quality, relevant and timely information products covering the Organization's work and priorities across multimedia platforms in multiple languages and to increase the geographic range and frequency of the use of its products by media outlets and other users. The Division also manages the United Nations website and the Organization's historic audiovisual and photo libraries and provides a range of information products and services.

The activities of the other subprogrammes of the Department, namely, strategic communications services and outreach and knowledge services, are described in separate reports of the Secretary-General ([A/AC.198/2019/2](#) and [A/AC.198/2019/4](#), respectively).

* [A/AC.198/2019/1](#).



I. Introduction

1. In its resolution 73/102 B, the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Public Information, renamed the Department of Global Communications as from 1 January 2019, submitted for consideration by the Committee on Information at its fortieth session (A/AC.198/2018/2, A/AC.198/2018/3 and A/AC.198/2018/4) 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 news services.

3. The present report covers the services provided by the News and Media Division of the Department of Global Communications, highlighting multilingual multimedia production and ongoing reforms that have resulted in increased outreach to larger audiences in more places. The Department is using multiple platforms to engage with youth, communicate the priority issues of the Organization and empower people to take action through information, including social media, Internet, video, photography, print, television and radio. It has also mainstreamed the use of multilingualism with respect to the websites managed by the Department and other content it creates, whether for digital or traditional media platforms.

II. Overview

4. The Department of Global Communications produces and distributes timely, accurate and balanced news and information products for global audiences and for partners across mass media, including audio, print, television and digital platforms, in the six official languages of the United Nations, as well as Kiswahili and Portuguese. In the management and delivery of its news services and products, the Department adheres to the priorities and guidance of the Committee on Information, including by engaging in regular impact assessment and evaluation, producing materials in formats that are suited to diverse audiences, and developing partnerships with media organizations and other amplifiers to strengthen support for the activities of the Organization, with the greatest transparency.

5. Over the past year, since the fortieth session of the Committee, the Department has maintained its strong commitment to multilingualism across its platforms and ensured that the use of new and emerging technologies did not overshadow that of traditional communication tools, including radio, television and video, in formats that support access by smaller broadcasters. The Department also increased its efforts to communicate with younger audiences by creating innovative content and distributing it using both traditional and new communication mediums.

III. Digital

A. United Nations website

6. During the reporting period, the Department continued to uphold the principle of multilingualism on the United Nations website (www.un.org) as a fundamental core operational requirement for the development of new sites, the creation of new content and key strategic communication campaigns and the redesign of established websites.

7. Given that evergreen content and campaign-related content generate some of the highest audience engagement on the United Nations website, the content development initiatives undertaken during the reporting period included taking multilingualism

into account at the planning phase. Examples include the new background features on United Nations international observance days and on treaties, conventions and agreements, and on three global issues (gender equality, poverty elimination and international migration). The website's home page was upgraded to allow the promotion of priorities in all six official languages, including on climate action, gender equality and the elimination of poverty. A new section was also launched in the six official languages to support campaigns, such as the 16 Days of Activism against Gender-Based Violence campaign (25 November–10 December).

8. During the reporting period, websites for five new United Nations international observance days were launched, in the six official languages: World Creativity and Innovation Day (21 April), World Bee Day (20 May), International Day of Parliamentarism (30 June), International Day of Sign Languages (23 September) and International Universal Health Coverage Day (12 December).

9. During the reporting period, the Department worked closely with different United Nations system entities to ensure that their online presence met multilingualism requirements. Notable projects included:

(a) Websites of the Security Council (www.un.org/en/sc) and for subsidiary organs of the Council (www.un.org/securitycouncil/content/committees-working-groups-and-ad-hoc-bodies);

(b) The website for the *Repertoire of the Practice of the Security Council* (www.un.org/securitycouncil/content/repertoire/structure);

(c) The website for the Office of Counter-Terrorism (www.un.org/en/counterterrorism/).

10. The Department launched a number of other multilingual sites during the reporting period, including a new site for United Nations peacebuilding activities (www.un.org/peacebuilding/), which provides information about the United Nations work in peacebuilding and incorporates information regarding the Peacebuilding Commission, the Peacebuilding Fund and the Peacebuilding Support Office on one site.

11. One of the United Nations macrowebsite's most popular landing points is the website dedicated to the Sustainable Development Goals (www.un.org/sustainabledevelopment). From 1 January to 30 November 2018, the total page views of the website reached 15 million. There was a 7.43 per cent increase in the "time on page" metric, indicating greater engagement with web users. The site was rebranded in adherence to the Organization's branding standards and relaunched in the six official languages.

12. A new site dedicated to climate action and the preparations for the Secretary-General's climate summit, to be held in September 2019, was launched in October 2018 in the six official languages (www.un.org/climatechange/), generating a total of 228,889 page views as at December 2018.

13. In cooperation with the Department for General Assembly and Conference Management, the United Nations Entity for Gender Equality and the Empowerment of Women (UN-Women) and the Office of Human Resources Management, a website was launched in the six official languages to provide guidance and practical toolkits for using gender-inclusive language (www.un.org/en/gender-inclusive-language/). The initiative is an important part of the United Nations system-wide strategy on gender parity, and the project was a finalist for the 2018 Secretary-General's Awards.

14. In order to ensure transparency and raise awareness of the Secretary-General's reform initiative, a website in all six official languages was launched in cooperation with the Department of Management Strategy, Policy and Compliance (formerly the Department of Management) and the Office of Information and Communications

Technology (<http://un.org/reform>). The website features background information, news and updates on the three pillars of United Nations reform.

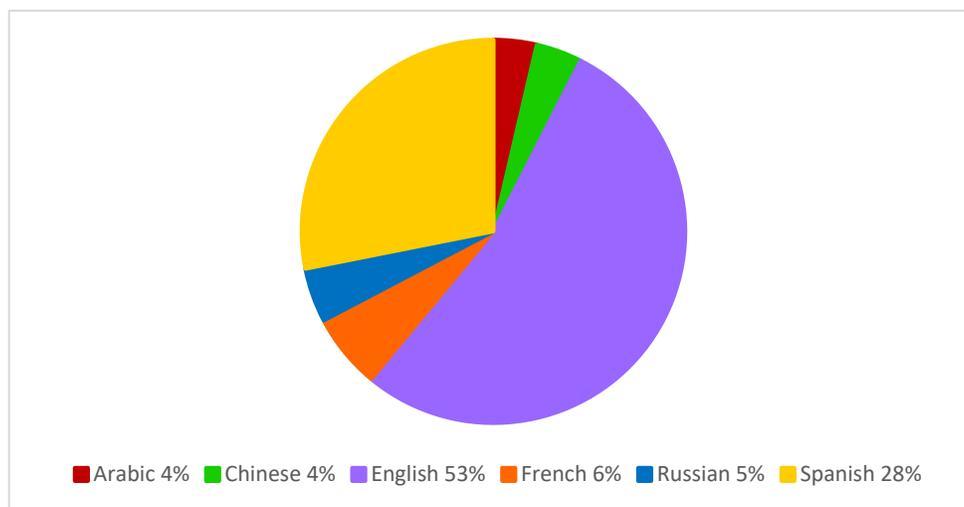
15. In collaboration with the Office of the Special Representative of the Secretary-General for International Migration, the Department developed a multilingual website dedicated to the Intergovernmental Conference to Adopt the Global Compact for Safe, Orderly and Regular Migration (www.un.org/en/conf/migration/), held in December 2018, in Marrakech, Morocco. The website was launched in August 2018 and contains information on the Conference and associated side events, as well as links and embedded content relating to video and audio coverage, news, press releases, photos and statements, and is also available in the Organization's six official languages. As at December 2018, the website had generated a total of 269,855 page views.

16. A completely redesigned and restructured website in all languages was launched for the Office of Administration of Justice (www.un.org/en/internaljustice/). The new website provides in-depth information on the system of internal justice at the United Nations, with media-rich resources for users.

17. The most visited proprietary United Nations digital platform is un.org, which serves as the multilingual gateway to the United Nations system globally. Audience measurements for the period 1 January to 30 November 2018 demonstrate growth, in terms of reach, of 2.9 per cent, to 43.7 million users, and growth in engagement of over 2 million page views, to 147 million page views, compared with the same period in 2017.

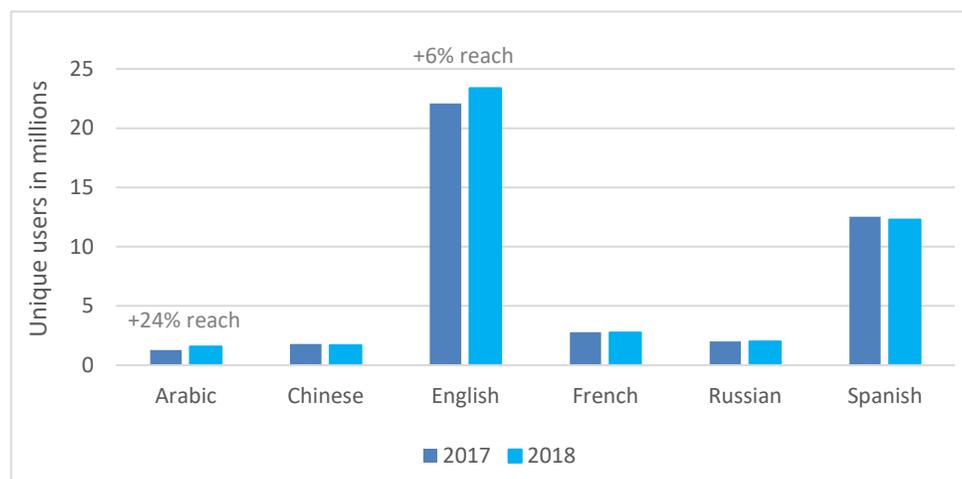
18. Audience share among language sites remained stable, with the un.org site in Arabic and English measuring marginal increases in share (see figure 1).

Figure 1
Audience share by language, 1 January–30 November 2018



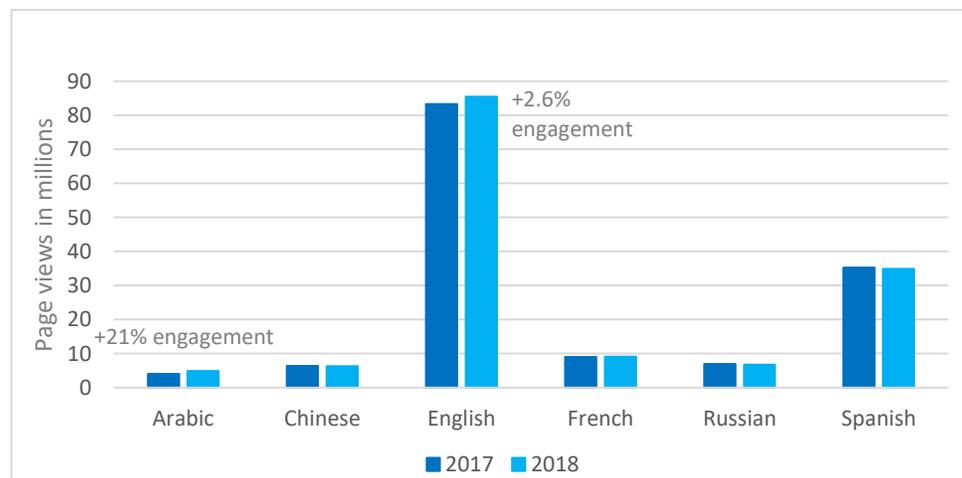
19. The un.org websites in Arabic and English performed the best in terms of growth in reach, with a 24 per cent increase for the Arabic site (see figure 2).

Figure 2
Total reach by language, 1 January–30 November 2018 (compared to the same period in 2017)



20. The Arabic and English websites also performed the best in terms of growth in engagement during the reporting period, with the Arabic website measuring a 21 per cent increase (see figure 3).

Figure 3
Engagement by language, 1 January–30 November 2018 (compared to the same period in 2017)



21. The un.org Arabic site had the largest increase for both reach and engagement, in percentage terms, of the six languages, which was attributable in part to its focused efforts in developing material of particular interest to the Arabic-speaking audience. The sustained growth in reach and engagement in Arabic on un.org is also reflected in the performance on other outlets, including social media.

22. The average session duration remains largely unchanged compared with the same period last year, with the average time spent on each page by each user remaining slightly below three minutes across all languages, indicating that the United Nations website continues to engage with its direct audiences in depth.

B. Social media

23. The Department's flagship social media accounts continued to build a strong multilingual presence across outlets. During the reporting period, the Department interacted with social media followers and provided timely updates in eight languages (the six official languages, Kiswahili and Portuguese) on the work and priorities of the Organization across the major global social media platforms. Steady audience growth has been achieved across influential and widely seen communications platforms, including Facebook, Flickr, Instagram, LinkedIn, Snapchat, Tumblr, Twitter, VK, WeChat, Sina Weibo and YouTube.

24. With a view to increasing efficiencies, the Department refined its overall multilingual social media strategy to adapt to the changing online landscape and to share lessons learned with colleagues across the Secretariat and at offices away from Headquarters. The Department plays a central role in helping shape the online components for digital communication about priority issues, including climate change, migration and the Organization's reform.

25. Among the most viewed multilingual social media posts during the reporting period were those focused on the Sustainable Development Goals; the Organization's responses to large scale movements of refugees and migrants; ending violence against women; responses to the Ebola crisis in the Democratic Republic of the Congo; and updates on the Central African Republic, Mali, Syrian Arab Republic and Yemen, as well as on the question of Palestine. Posts relating to the International Day of Peace and the seventieth anniversary of the Universal Declaration of Human Rights were also popular. An ongoing priority was raising awareness of the impact of Member States on, and their contributions to, United Nations peacekeeping operations.

26. In its outreach effort to engage younger audiences, the Department worked closely with the Office of the Secretary-General's Envoy on Youth to create special shareable digital image assets for the launch of the United Nations Youth Strategy. As at December 2018, these image assets, presented as gifs – or bitmap graphics – have been seen more than 25 million times on the United Nations Giphy channel. The Department's presence on Instagram, a platform popular with young people, keeps expanding. In addition to photo posts, the Department has been creating interactive stories on Instagram and on its video platform, IGTV. United Nations content on IGTV has been garnering views that are comparable with those of media organizations and other organizations using the platform, and in some cases outranking content put on IGTV by mainstream television outlets, reflecting a new way to reach young audiences by way of rapidly adapting to new technologies.

27. The total number of followers for the United Nations official social media accounts across all languages increased by 14 per cent between January and October 2018, amounting to almost 6 million new followers in 10 months. Growth in followers over that period has been measured across each language individually on the flagship accounts (see figures 4–12).

Figure 4
Social media followers (January–October 2018)

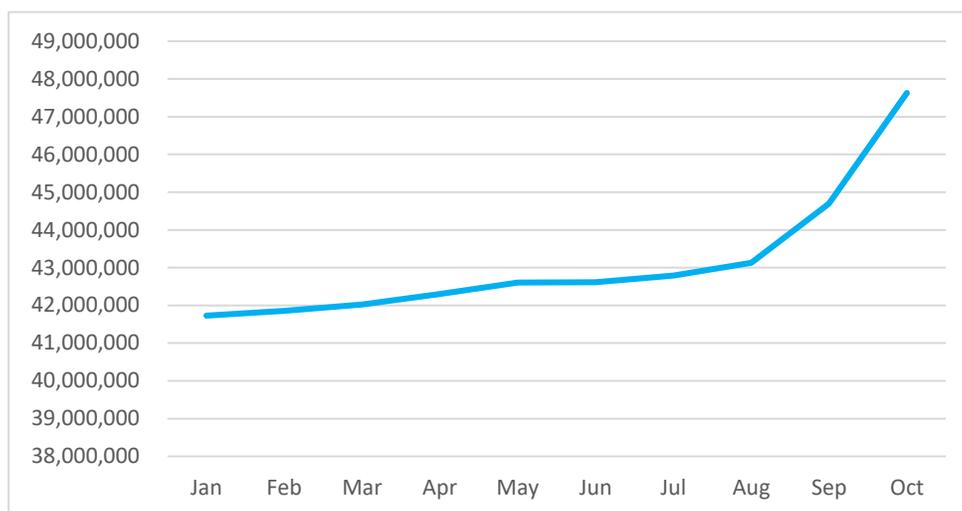


Figure 5
Social media followers on United Nations flagship accounts (Arabic)
(January–October 2018)

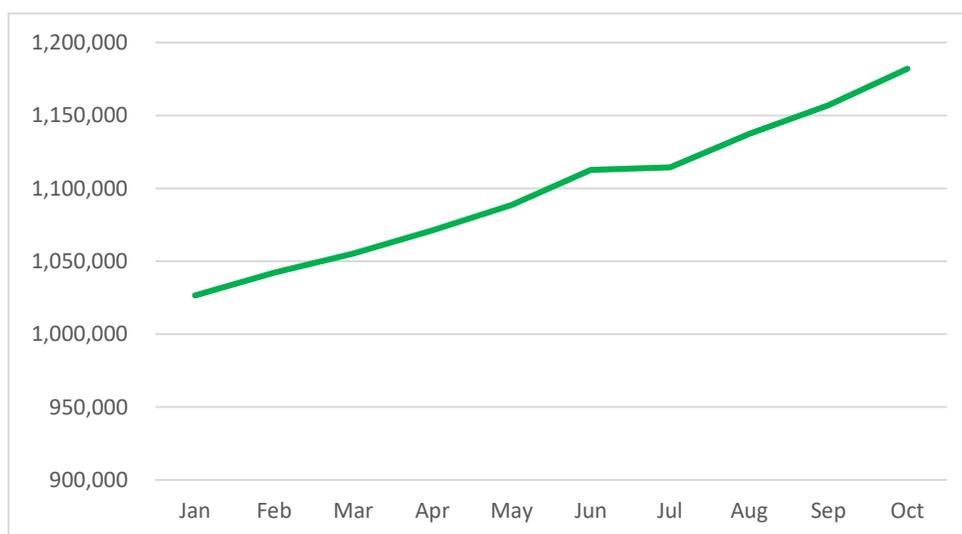


Figure 6
Social media followers on United Nations flagship accounts (Chinese)
(January–October 2018)

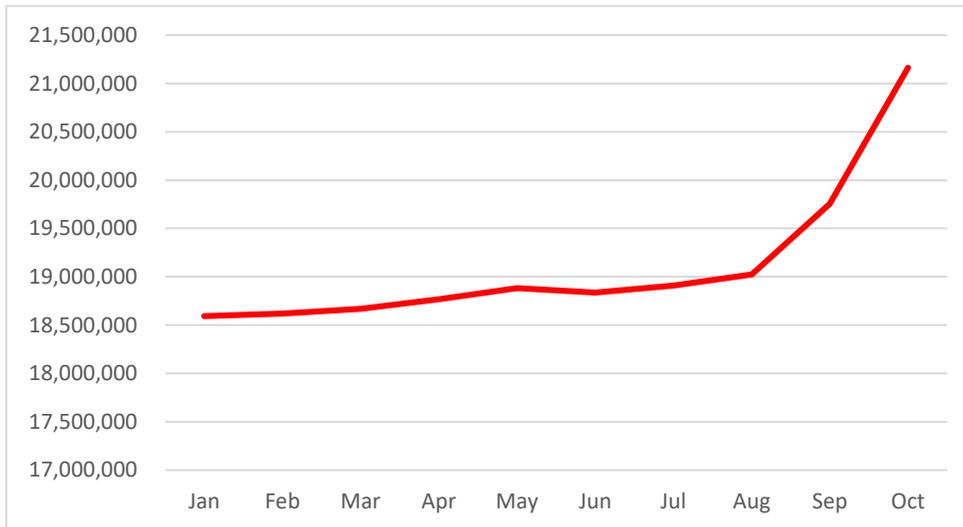


Figure 7
Social media followers on United Nations flagship accounts (English)
(January–October 2018)

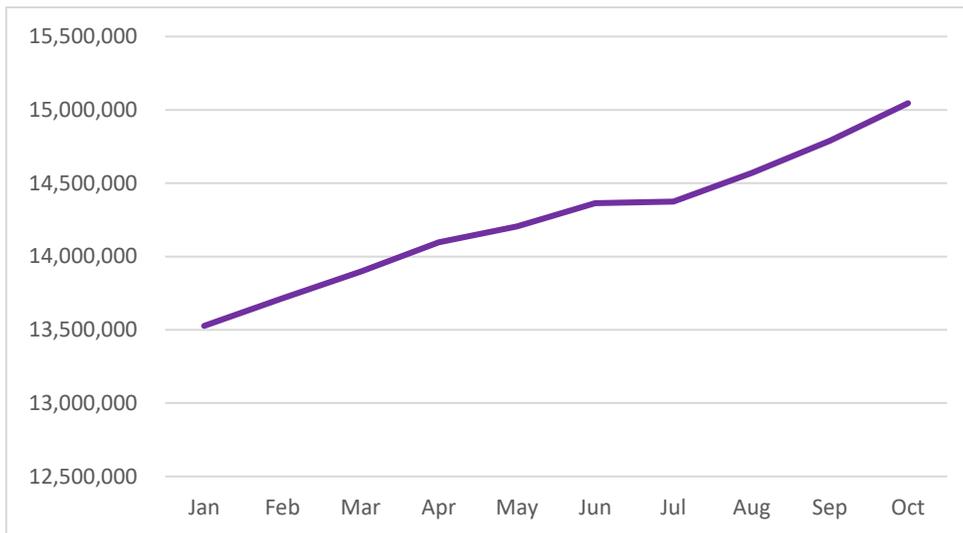


Figure 8
Social media followers on United Nations flagship accounts (French)
(January–October 2018)

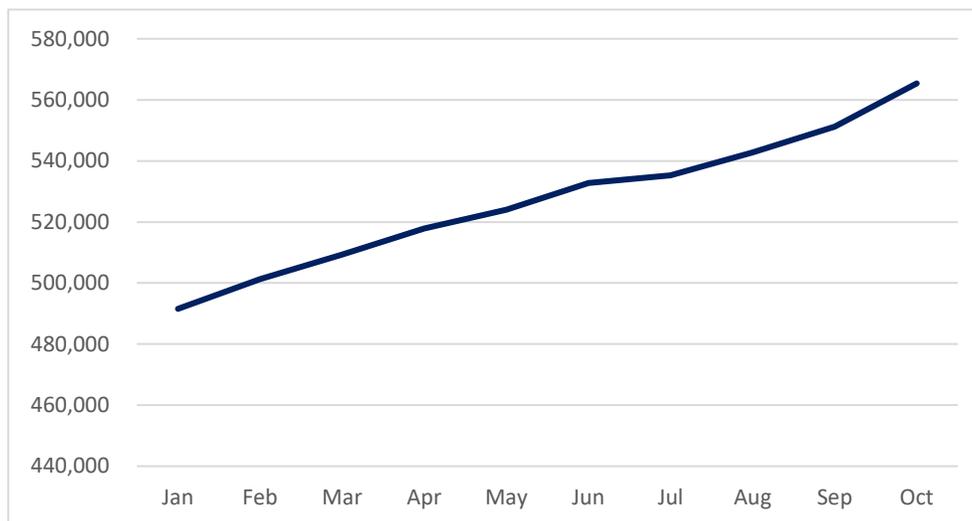


Figure 9
Social media followers on United Nations flagship accounts (Russian)
(January–October 2018)

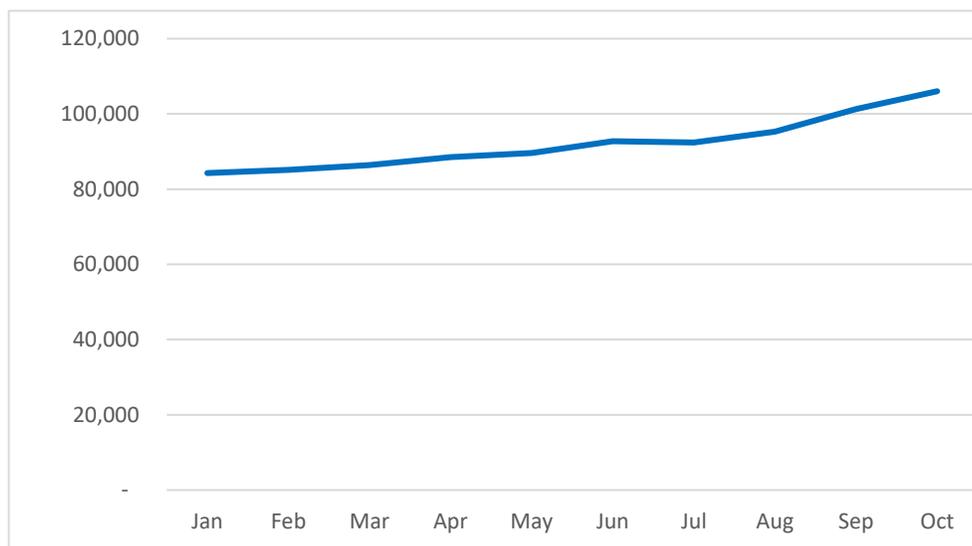


Figure 10
Social media followers on United Nations flagship accounts (Spanish)
(January–October 2018)

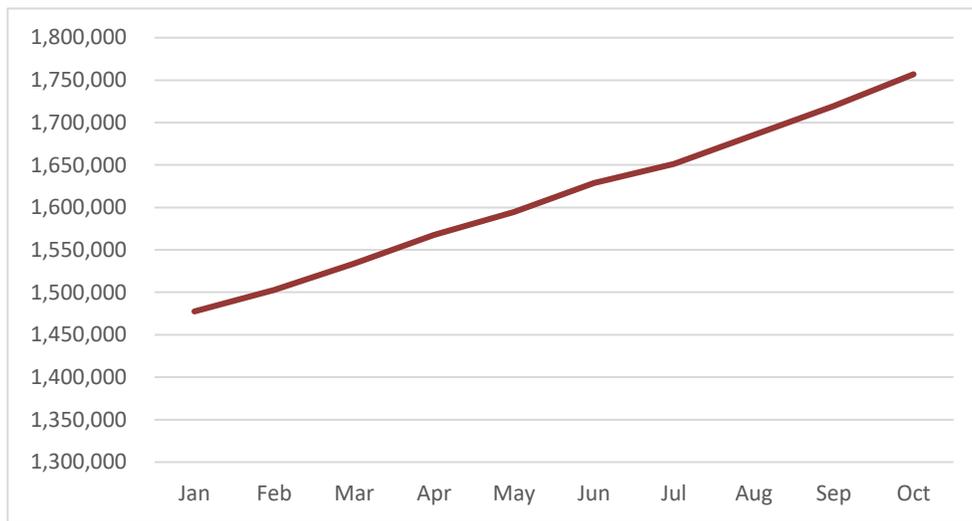


Figure 11
Social media followers on United Nations flagship accounts (Kiswahili)
(January–October 2018)

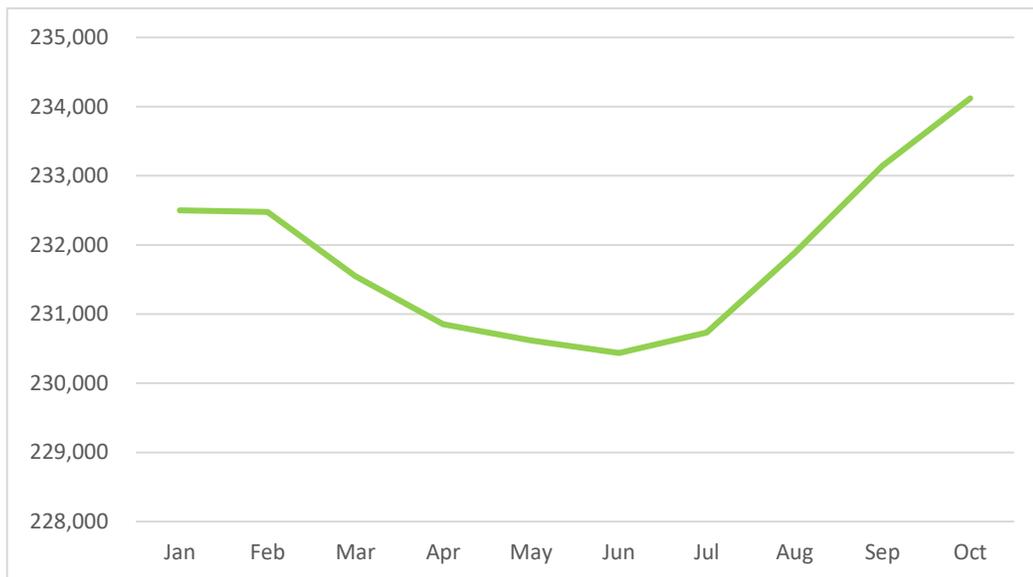
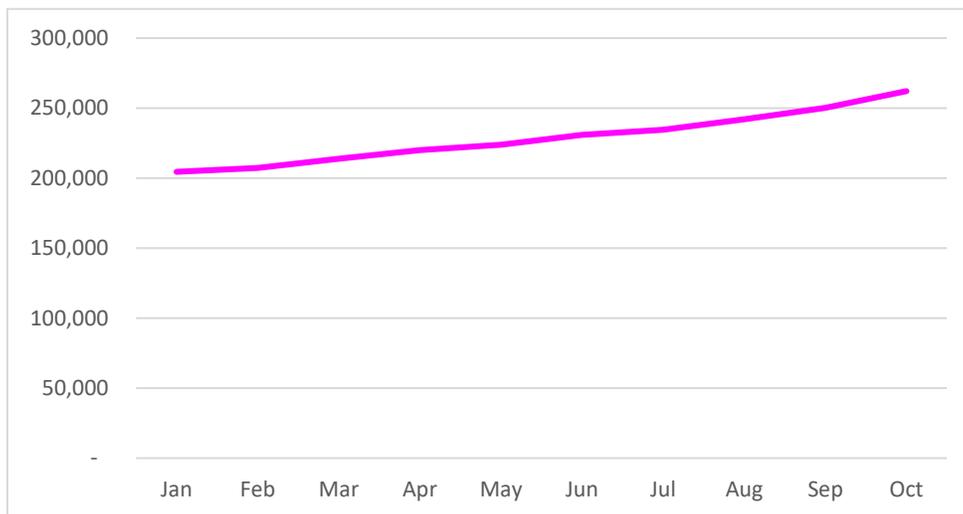


Figure 12
Social media followers on United Nations flagship accounts (Portuguese)
(January–October 2018)



28. The Department is in regular contact with representatives from Facebook, Instagram, Snapchat, Twitter, Sina Weibo and other platforms about cost-neutral ways to maximize its global outreach and impact. During the high-level period of the General Assembly, representatives from Facebook and Instagram helped manage the Department's social media space for high-level delegates, where world leaders and high-level participants created social media content for Facebook, Twitter and Instagram. More than 125 pieces of unique and multilingual content highlighting the priorities of the Organization, as well as those of the leaders attending, were created. Videos were created in eight languages at the Facebook Live studio, generating 240,409 engagements during the high-level period.

IV. News services

29. The Department produces multilingual and multimedia content on a daily basis, ensuring that audiences have access to timely, balanced and accurate information in both traditional and new media formats.

A. Video and television

Video production

30. The Department's Video Section has developed new formats for its news, social and broadcast products, and has been experimenting with formats such as augmented reality and virtual reality, mobile-responsive viewing and more.

31. Working closely with the Department's UN News and Web Services Sections, the Video Section has strived to increase its production of multilingual video content.

32. The Video Section is making efforts to reach a young audience through innovative platforms such as IGTV. Some recent short videos have presented topics such as reconciliation initiatives in Colombia and in Kosovo, efforts to combat child labour, initiatives to protect the Amazon rainforest, the experience of ex-combatants in the Democratic Republic of the Congo, the United Nations work on reproductive rights in Nepal and investing in agriculture to help lift farmers out of poverty in

Jordan. The Department has produced video content with the Young Leaders for the Sustainable Development Goals, appointed by the Secretary-General, and with the Office of the Secretary-General's Envoy on Youth.

33. The Department's news and video teams have increasingly coordinated efforts to produce multilingual content around thematic campaigns. In August, a video was produced to announce the Secretary-General's new initiative, Action for Peacekeeping. Similarly, a video was produced in the six official languages, Kiswahili and Portuguese, for the Intergovernmental Conference to Adopt the Global Compact for Safe, Orderly and Regular Migration. The Department also helped produce a video in the six official languages, Kiswahili and Portuguese, for the twenty-fourth session of the Conference of the Parties to the United Nations Framework Convention on Climate Change. In December, four videos were produced to promote the seventieth anniversary of the Universal Declaration of Human Rights. The videos featured Eleanor Roosevelt and her contribution to the Declaration; women from around the world who contributed to the creation of the Declaration; the "Add Your Voice!" video project; and a video with young YouTube Creators for Change reading the articles of the Declaration. The Video Section also produced an explainer video entitled "What is the Security Council?" which is featured on the redesigned Security Council website in the six official languages, Kiswahili and Portuguese.

34. Videos created for the Department's news platforms included an exit interview with the outgoing United Nations High Commissioner for Human Rights, Zeid Ra'ad Al-Hussein; interviews with human rights experts during their visits to Headquarters in New York to address the Third Committee of the General Assembly; and an interview with the incoming High Commissioner for Human Rights, Michelle Bachelet. Videos were created in response to the passing of former Secretary-General Kofi Annan, including a biographical video, coverage of the funeral and two tributes, one from Ghana and one from across the United Nations system. The video team also produced a video for the memorial ceremony held in New York.

35. The Section provided coverage of the Secretary-General's official travels. For example, the Section used footage sent from the field to provide video in a timely manner for United Nations News channels and social platforms of his visit to Bangladesh in July and his visit to India in October. The Section coordinated coverage of the Secretary-General's travels to Palu, Indonesia, in October, to survey the damage from the tsunami, dispatching a cameraperson and producing news stories using the footage received. The section also produces the Secretary-General's video messages and coverage of milestone speeches, including the launch of the High-level Panel on Digital Cooperation, in July, his call to action on Yemen, in November, and his address to the Paris Peace Forum, in November.

36. As part of the Department's multimedia multilingual coverage across platforms of the General Assembly's high-level period, daily news video wraps presenting highlights of the seventy-third session of the General Assembly in 73 seconds, were produced and promoted on social platforms, yielding significant results in terms of reach, drawing about 131,000 views and 170,000 tweet impressions. On Facebook, these videos totalled about 24,000 views.

37. A video producer shadowed the Deputy Secretary-General, Amina J. Mohammed, to create a series of social media videos showcasing behind-the-scenes footage of her involvement in major events during the high-level period. The footage was shared with the popular media platform NowThis, which produced a video on its site that garnered some 94,000 views.

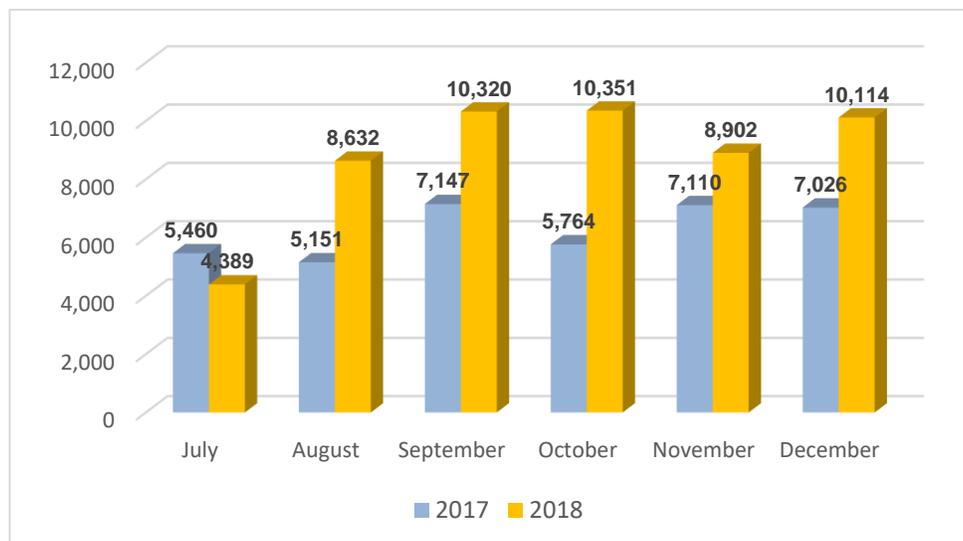
UNifeed

38. The Department's UNifeed operation, which delivers broadcast-quality video from Headquarters, field operations and some 40 partner agencies, funds and programmes to media outlets around the world, experienced spikes during the reporting period.

39. In September 2018, UNifeed material was aired by broadcasters around the world 10,320 times. Comparing the figures with the previous year, the number of broadcasts of UNifeed material increased 44.4 per cent for the month of September and 79.6 per cent for October (see figure 13).

Figure 13

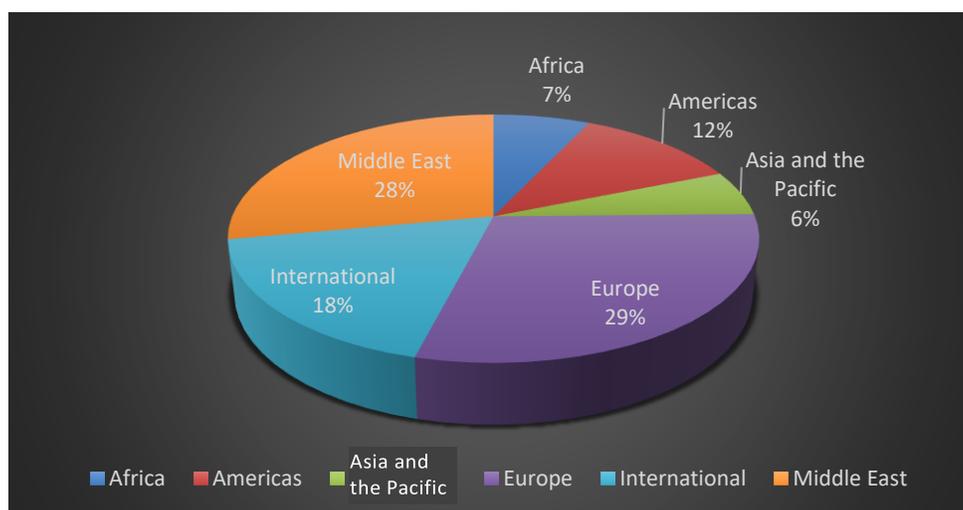
Change in UNifeed hits from 2017 to 2018 (July-December)



40. From July to December 2018, UNifeed footage was aired by broadcasters 52,708 times (referred to as "hits" in figure 13, above and figure 14, below). The majority of the hits were by broadcasters in Europe (29 per cent of the total) and the Middle East (28 per cent of the total) (see figure 14).

Figure 14

UNifeed hits by region, July–December 2018

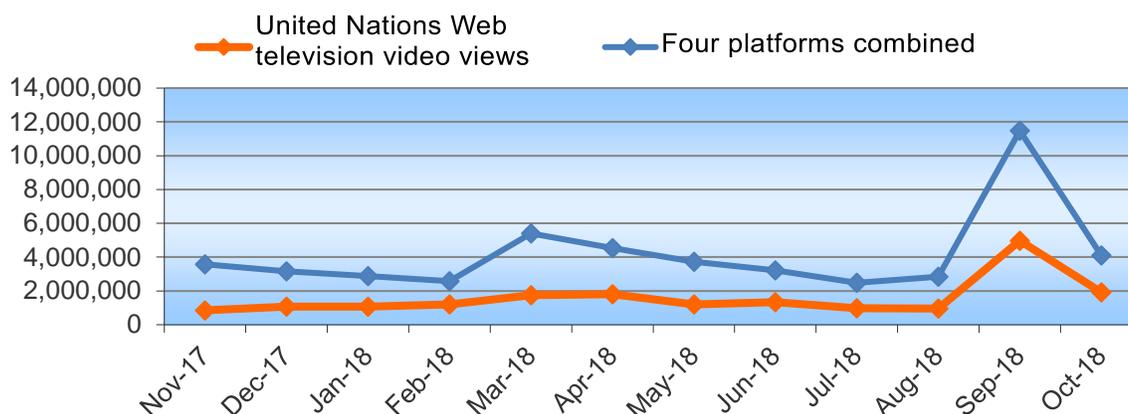


Note: International refers to broadcasters with international news stations.

Webcasting

41. The Department continued to seek to improve and expand the reach of its webcast services. Live streaming is now accessible to a global audience through four different platforms – the United Nations Web television website and the United Nations channels on YouTube, Facebook and Twitter – reaching about 50 million people in 218 countries and territories between November 2017 and October 2018 (see figure 15).

Figure 15
Live stream views (November 2017–October 2018)



United Nations channel on YouTube

42. The United Nations channel on YouTube increased its number of subscribers in 2018 by 118 per cent over the previous year, reaching 332,000 subscribers. The channel registered about 22 million views during the reporting period, a 61 per cent year on year increase. In addition to the growth in subscribers and number of views, people also spent more time watching United Nations videos on the channel, with an accumulated viewing time of about 67 million minutes, representing an 85 per cent increase from the previous year.

Live coverage, television broadcast and facilities

43. United Nations television has continued to provide live broadcast coverage of the plenary meetings of the General Assembly, meetings of the Security Council, all high-level meetings, special events and Secretary-General's photo opportunities to more than 480 broadcast clients.

B. Multimedia coverage

44. Early in 2018, the Department took a major step towards consolidating platforms to provide news and multimedia content through the coordinated and centralized UN News online portal, which features the work of the entire United Nations system and profiles beneficiaries, young people and influencers from around the world.

45. In keeping with the principle of multilingualism, UN News creates daily public-facing content in the six official languages, Kiswahili and Portuguese. The content is created in both traditional and digital formats so as to respond to the way news is

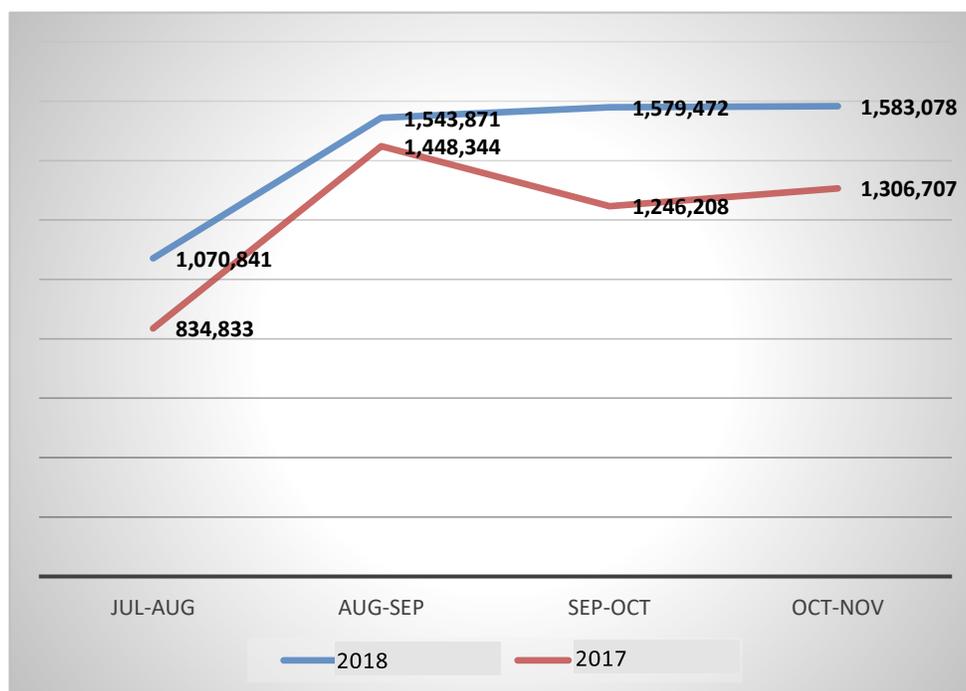
consumed by diverse audiences. Audio programming and podcasts are prepared and repurposed by UN News across all languages, as are multimedia stories and social media-friendly content aimed at younger audiences across different regions.

46. Responsiveness to audience needs and digital trends has been the hallmark of the many shifts in the approach to content production during the reporting period. This responsiveness has resulted in the creation of simple explainers to help audiences understand the intergovernmental process and the background to complex issues, including migration, how the General Assembly functions, the Human Rights Council and the importance of the Convention on the Prevention and Punishment of the Crime of Genocide. As part of its creative approach to explaining the importance of climate change, UN News has stepped up its thematic story production. Content is automatically distributed to many major websites. The newly redesigned Security Council website is the latest to incorporate multilingual content from United Nations News. United Nations News has also explored ways of tailoring content to improve performance through analytics and search engine optimization, as well as tracking through social media metrics.

47. The high-level period of the seventy-third General Assembly was the first to be covered by the integrated UN News platform, and the performance measures were impressive (see figure 16), with the highest growth measured by page views registered on UN News Arabic at 83 per cent, followed by the UN News Chinese at 47 per cent. In terms of viewers accessing content on their mobile devices, the highest percentage of mobile viewers was in the Arab region. Overall, viewers hailed from 193 Member States and other territories, while 25–34 year-olds were the largest segment of UN News audience, along with 18–25 year-olds (together accounting for more than 50 per cent of United Nations News audience). The breakdown of viewers indicated an almost even split between males and females, while the highest number of women were in lusophone countries.

Figure 16

Change in page views, all languages, from 2017 to 2018 (July to November)



48. UN News Arabic made a noteworthy and exemplary impact during this reporting period when the Arabic Language Unit's interview with the Special Envoy of the Secretary-General for Yemen, announcing the proposed start of political talks with all the parties, was widely shared by major media outlets in Arabic and English, including Al-Jazeera, Reuters, the Associated Press, The Guardian, The Independent, ABC (United States of America) and the BBC. UN News Arabic succeeded in expanding and increasing its cooperation with Member States, including with Permanent Missions from the Middle East and North Africa region.

49. On the United Nations Arabic-language YouTube channel, growth in views was exponential, with an increase of more than 1,000 per cent during the high-level period of the General Assembly, compared to August, and a 155 per cent increase in Twitter followers of the United Nations News account during the same period. Some of the news content that generated lively conversation was the address in Arabic by the Minister for Foreign Affairs of Austria to the General Assembly, a tweet on women's participation in the peace process in Yemen and the exit interview with the former High Commissioner for Human Rights, Zeid Ra'ad Al-Husseini, which was widely shared by several influencers and human rights activists in the Middle East and North Africa region; that video was watched tens of thousands of times.

50. The United Nations News Chinese has made efforts to expand partnerships with television and newspaper outlets to create greater impact among audiences. The linkup with China Global Television Network at the opening of the seventy-third session of the General Assembly explained the functions of the General Assembly and offered highlights to Chinese audiences. A video of the First Lady of China, Peng Liyuan, produced and posted on Sina Weibo during the high-level meeting of the General Assembly on the fight against tuberculosis, received 1.1 million views over a 24-hour period. The Chinese Language Unit continued to strengthen its effective partnerships with major Chinese radio stations, including live, primetime feeds to China National Radio, reaching millions in a timely manner. The Unit's partnership with the Shanghai Newspaper Group has helped secure photos, audio and video footage for coverage of United Nations activities in China, such as the Secretary-General's attendance at the Beijing Summit of the Forum on China-Africa Cooperation, in August 2018.

51. The Chinese Language Unit conducted a series of interviews on human rights, with the Special Rapporteurs of the Human Rights Council on the promotion and protection of the right to freedom of opinion and expression and on freedom of religion or belief. The Chinese Language Unit's interview with the Chair of Working Group I of the Intergovernmental Panel on Climate Change on the impact of global warming gave a powerful explanation of the grave situation facing the world. The Department's United Nations News and social media teams launched a photography exhibition during the twenty-fourth session of the Conference of the Parties to the United Nations Framework Convention on Climate Change, held in Katowice, Poland, in December 2018, where followers were asked to submit their photographs on the topic of climate change using the Sina Weibo social media platform. The two teams also collaborated during the high-level period of the General Assembly on social media, yielding significant audience page view figures.

52. UN News English experienced steady growth during the reporting period, with nearly 3.6 million page views between July and December 2018. Page views for the 10-day high-level period were up by 47 per cent for the top five stories, compared with 2017. The UN News English team produced daily multimedia news pieces, as well as in-depth features, interviews and explainers, on a wide range of topics. Of note were the special features around the general debate of the General Assembly, such as the history of the gavel used during the Assembly and the background pieces for the high-level events, which featured print and video components and were shared

on UN News social media channels with high pickup. Drawing on the webcast livestream on Facebook, UN News platforms embedded live broadcasts of high-level meetings in news stories, resulting in engagement by viewers, for example, the Security Council's debate on the Democratic People's Republic of Korea was viewed 11,000 times.

53. Other subjects of interest to audiences during the year were UN News coverage of climate change issues, including the report of the Intergovernmental Panel on Climate Change, in October, coverage of the Global Compact for Migration, and issues relating to human rights, and peace and security.

54. The social media accounts associated with UN News English also continued to grow, with an increase of 11 per cent on Twitter and 4 per cent on Facebook compared to the previous reporting period. UN News coverage of the launch of the United Nations Youth Strategy by the Secretary-General (September), the appointment of Michelle Bachelet as High Commissioner for Human Rights (August) and World Population Day (July) generated the Twitter account's highest number of impressions and were shared and retweeted by top opinion and policymakers. UN News English stories routinely appear as the most popular search items on Google for news related to a range of United Nations issues.

55. UN News French also witnessed steady growth during the reporting period, with an increase in page views of almost 26 per cent compared to the same period the previous year. During the general debate of the General Assembly, UN News French conducted interviews with Heads of State from the Comoros, Madagascar, Mali and Switzerland, as well as with the Ministers for Foreign Affairs of Belgium, Côte d'Ivoire and Monaco. These were also shared on the French News social media channels, with considerable engagement. Coverage continued of priority issues in Africa, in particular the situation in Burundi, the launch of the climate change strategy by the Secretary-General and peace and security topics.

56. Social media accounts associated with UN News French reported steady growth, with a 58 per cent increase in Twitter followers compared with a year before, and 27,000 followers on Facebook, an 87 per cent rise compared with 2017. Content on the Democratic Republic of the Congo and other peacekeeping missions in Africa received particular attention, having been shared and retweeted by senior policy and opinion makers. The French Language Unit is also engaged in highlighting the initiatives of the International Organization of la Francophonie (OIF), including a podcast on an event about mental health, a podcast about the winner of an award given by OIF, and an interview with its former Secretary-General of OIF, Michaëlle Jean.

57. UN News Kiswahili remains an important source of news and information for regional audiences in East Africa and the diaspora. The Kiswahili Language Unit also highlights the peacekeeping efforts of some East and Central African troop-contributing countries, including Kenya, Rwanda and the United Republic of Tanzania. On a weekly basis, different key topics are featured, for example, programming includes climate change and environment on Mondays; gender and women on Tuesdays; youth issues on Wednesdays; the Sustainable Development Goals on Thursdays; and cultural and indigenous issues on Fridays. As part of a series marking the seventieth anniversary of the Universal Declaration of Human Rights, the Unit produced key interviews, news stories and features profiling special rapporteurs, independent experts, human rights activists, lawyers, representatives from non-governmental organizations, victims of human rights abuses and lawmakers.

58. A total of 15 new partners were added in 2018, including traditional radio stations, television stations, blogs, online television outlets and online radio. The Kiswahili Language Unit's channel on YouTube attracted more than 2,000 new subscribers. The team is also working on creating a network partnership with 60

universities in the United States which offer degrees in the Kiswahili language, to explore collaboration in disseminating coverage of many key issues.

59. United Nations News Portuguese has been reaching out to new audiences in the Americas, lusophone Africa, Europe, Asia and the diaspora, especially across the United States. The Portuguese Language Unit's daily television news show, produced in cooperation with United Nations Television, called "Destaque ONU News", has featured topical interviews with several high-level officials, including the Under-Secretary-General for Peacekeeping Operations, lusophone ambassadors, and representatives from the Committee on the Rights of Persons with Disabilities. Other features included live events, such as the election of Angola to the Human Rights Council. For that event, viewers participated with comments and questions, using social media tools. The UN News YouTube channel in Portuguese featured short videos and special coverage, which led to a peak in the number of new followers, with 30 per cent more subscribers and 25 per cent more views than during the same period in the previous year.

60. UN News Portuguese established new partnerships with traditional and new media outlets, including Radiotelevisão Caboverdiana (RTC) in Cabo Verde, TV Zimbo in Angola, and Associação Nova Escola, Educativa FM, Globo Rural, Magazine and Rádio Justiça. The existing partnership with Brazil-based Globo International has resulted in more stories produced by the United Nations getting broadcast on that network. The Portuguese Language Unit continues to showcase the use of the Portuguese language and runs a popular weekly feature, *Quarta de Empregos*, which consolidates United Nations career vacancies advertised on Inspira or by United Nations agencies and funds and attracts the attention of hundreds of thousands of users.

61. UN News Russian produced diverse content to meet the needs of different segments of its target audiences, including news agencies, individual users, non-governmental organizations and academia. Stories produced by the Russian Language Unit have been picked up and rebroadcast or further disseminated by major news outlets, as well as by regional and local information agencies, for example, Russian Television International (television and Internet); Forbes (Kazakhstan); New Times (Russian Federation); Vesti (Russian Federation); and Obozrevatel (Russian Federation). These are in addition to RT, RIA-Novosti, ITAR-TASS, Interfax, Echo Moskvi (Russian Federation), Belta (Belarus) and CA-News (regional news platform for Central Asia).

62. One of the Russian Language Unit's most popular social media-based products was a video diary of the general debate of the General Assembly, with daily highlights in a Facebook Live format. As part of the Department of Peacekeeping Operations "Service and sacrifice" campaign, UN News Russian covered Ukrainian peacekeepers completing their mission in Liberia and the recent deployment of the Kazakhstan contingent to the United Nations Interim Force in Lebanon. The Russian Language Unit frequently interviews representatives from the region who come to Headquarters, as well as those participating in events organized by Eastern European and Central Asian countries at Headquarters in New York.

63. A successful joint project with the Permanent Mission of the Russian Federation for Russian Language Day involved several Russian-speaking ambassadors and high-level United Nations officials reciting their favourite poems by Alexander Pushkin. A video of the event was shown at a special presentation at the Pushkin Russian Language Institute in Moscow, as well as on Channel 1, the most popular television channel in the Russian Federation.

64. UN News Spanish registered steady growth in audiences, prompted by the shift to the new multimedia platform and boosted during the General Assembly period.

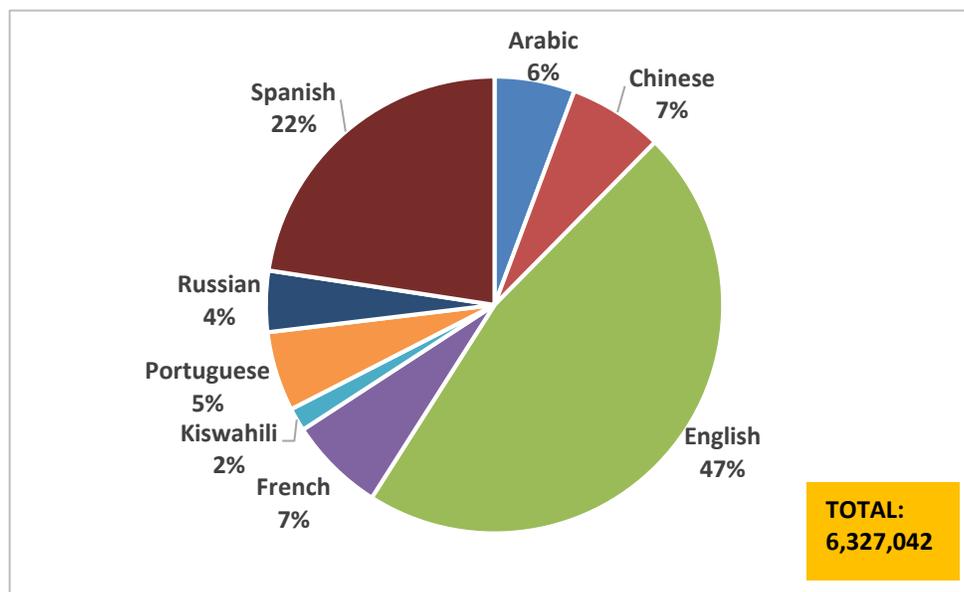
During the reporting period, the team produced daily multimedia news pieces as well as in-depth features. The features, and the new formats, are leading to increased audience engagement and interest, as reflected by steadily increasing average view time. The most popular news pieces on the UN News Spanish website relate to the Global Compact for Migration, the latest climate change report by the Intergovernmental Panel on Climate Change, the problem that plastics pose to the oceans, and the speech by the Secretary-General to the General Assembly, in September, in support of multilateralism.

65. UN News Spanish social media accounts performed strongly during the reporting period. The Twitter account surpassed 100,000 followers, a 17 per cent increase, and the number of page likes on Facebook increased by 15 per cent. A video concerning the Bolivarian Republic of Venezuela with the High Commissioner for Human Rights, Michelle Bachelet, got 125,000 views on the News Twitter platform, was quoted by Reuters, and was repurposed by several media outlets, including CNN en Español.

66. In all, the breakdown by language shows that the websites for United Nations News in English and Spanish maintain the highest numbers of page views (see figure 17).

Figure 17

UN News page views by language, July-December 2018



V. Other services

A. Photos and audiovisual archives

United Nations Photo and Photo Library

67. During the reporting period, the Photo Library responded to more than 4,500 requests from Member States, the media, publishers, the general public and from within the United Nations system, distributing more than 85,000 high-resolution photographs.

68. The Photo Library’s presence on Twitter continued to grow, reaching new audiences. It now has more than 101,000 followers.

69. The Organization’s Flickr account has 45 million accumulated views. The platform makes it easy to find and share curated content and to enjoy the extensive collection of photographs taken by photographers at Headquarters and around the world. One of the most popular albums is the yearly collection on the General Assembly high-level week, which includes “behind-the-scenes” images taken by United Nations photographers.

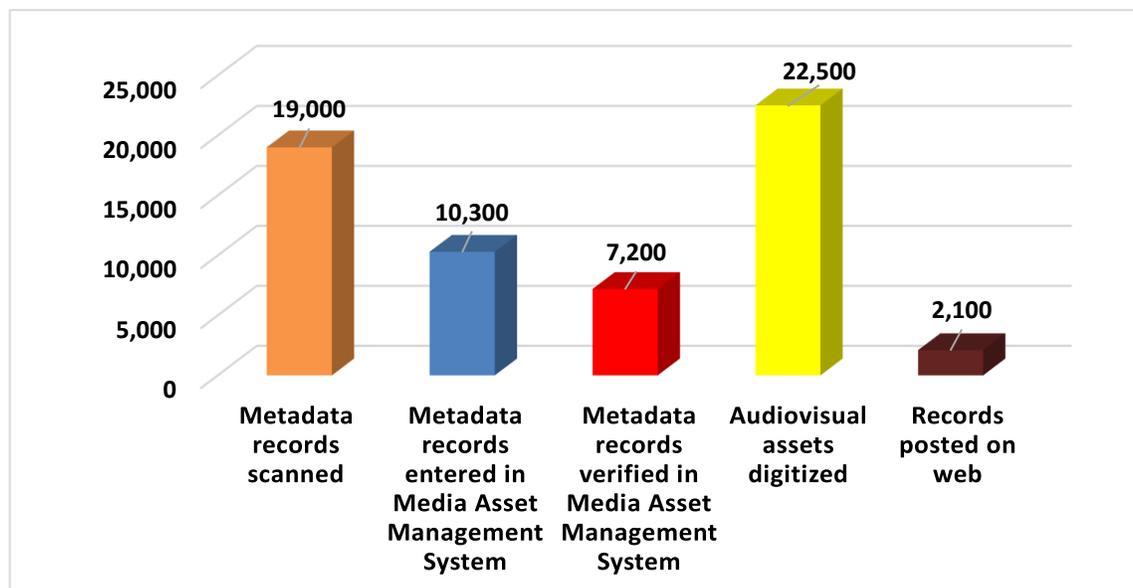
Audiovisual archives and library services

70. The Department continued its progress of digitizing the United Nations audiovisual archives, made possible by a generous donation by the Government of Oman. To date, about one third of total assets have been digitized, and 19,000 metadata records – including catalogue cards for photos and scripts for videos – have been scanned. These include: all available coverage of the major meetings of the Security Council, General Assembly and the Economic and Social Council from 1945 to the late 1960s; all available footage of the League of Nations from 1919 to 1945; footage of Secretaries-General from 1945 to the late 1960s; and thematic B-Roll footage from various peacekeeping operations and field offices.

71. Over 10,000 records have already been entered into the digital database system and 7,200 have been verified by professional archivists. Some 2,100 of these historical items have now been selected and made public on the Audiovisual Library website (see figure 18).

Figure 18

Digitization project output as at December 2018



72. During the reporting period, the Audiovisual Library unpacked an additional 37,000 audio recordings on discs, from the 1940s to the 1970s, that had been housed in different storage areas at Headquarters. The discs were reviewed and duplicates and damaged materials discarded. Some 16,000 discs were selected and deep-cleaned. Each disc was inventoried and classified for further appraisal, selection and digitization.

B. Meetings coverage

73. The Department's Meetings Coverage Section continued to provide fast, accurate and comprehensive coverage of all the open meetings of the principal organs of the United Nations and their key subsidiary bodies, along with select press conferences and briefings.

74. Between 1 July and 31 December 2018, the Section produced 1,979 press releases in English and French, for a total of 10,770 pages. That output comprised summaries of meetings (772), other press releases (971) and summaries and transcripts of press briefings and conferences (236). Of these, a total of 412 press releases related to the main part of the General Assembly session, including plenary meetings and the meetings of the six Main Committees, from mid-September to late December 2018.

75. A total of 467 press releases were related to the Security Council, including ministerial-level meetings on nuclear non-proliferation, climate change, the settlement of conflicts in the Middle East and combating the terrorist threat in the region, and women and peace and security. Substantive debates on the full range of items on the Council's agenda, including civilians and armed conflict, peace and security in Africa and the international criminal tribunals, were covered in speaker-by-speaker summaries. Security Council press statements were also included. Another 34 press releases were related to the Economic and Social Council, including the substantive session that was held during the reporting period. A further 743 press releases included statements, remarks and messages from the Secretary-General and the Deputy Secretary-General, as well as materials from other United Nations offices and departments.

76. Between 1 January and 30 November 2018, the Meetings Coverage and Press Releases websites (www.un.org/press/en and www.un.org/press/fr) saw overall increases in sessions, users and page views compared with the same period in 2017 for both English and French (see table).

Table

Change in number of sessions, users and page views from 2017 to 2018

<i>Comparative data</i>				
	<i>Date range</i>	<i>Sessions</i>	<i>Users</i>	<i>Page views</i>
English	1 January–30 November 2018	3 017 872	2 073 628	4 686 840
	1 January–30 November 2017	2 961 738	2 023 764	4 648 434
French	1 January–30 November 2018	501 591	360 994	766 297
	1 January–30 November 2017	479 624	354 045	738 056

C. Media services: media accreditation and liaison

77. Between 1 July and 31 December 2018, the Department processed some 5,000 requests for accreditation to cover events held at Headquarters. The Department also oversaw media accreditation for the Intergovernmental Conference to Adopt the Global Compact for Safe, Orderly and Regular Migration, held in Morocco in December 2018.

78. In advance of the general debate, the Department briefed representatives of the media and Member States on media arrangements. During the high-level week, staff

managed the media centre, located for the first time in a temporary tent on the North Lawn, ensuring journalists could fulfil their duties.

79. During the reporting period, the Department provided information and logistical assistance for some 300 press stakeouts and briefings that were attended by 3,500 journalists. It also facilitated media coverage of some 180 bilateral meetings, as well as photo opportunities with the Secretary-General.

80. The Media Accreditation and Liaison Unit kept journalists updated through its daily media alert, which lists key meetings, briefings and events, as well as through press releases, reports and statements posted online and distributed by email and through its Twitter account, which, as at December 2018, had more than 41,000 followers.

D. Partnerships

81. During the reporting period, the Department established partnerships with several universities, with the aim of providing translations of public information materials on a pro bono basis. In addition to the universities already providing translation services in Chinese and Spanish, the Department signed agreements with universities for translation services in Arabic (Université Abdelmalek Essaâdi, Morocco), in French (Institute of Intercultural Management and Communication, France), and in Russian (Lomonosov Moscow State University, Russian Federation).

82. Recognizing the importance and potential reach of traditional media, the Department has also been focusing on establishing partnerships with broadcasters in Africa and, during the reporting period, established seven new partnerships across the continent, including with three television partners that will rebroadcast United Nations in Action. One of the new television partners, African Independent Television, in Nigeria, broadcasts United Nations in Action every Monday and Wednesday. African Independent Television is the second most-watched television channel in Nigeria, available in 32 states and on satellite services in Europe and North America. According to GeoPoll media measurement, African Independent Television reaches an average national daily audience share of 13.9 per cent. The radio partners secured during the reporting period include Raypower FM in Nigeria (part of DAAR Communications), which now features United Nations News audio programming on its schedule. Raypower is the second most popular radio station in Nigeria, with GeoPoll indicating an average national daily audience share of 8 per cent.

83. During the reporting period, as part of its strategy to expand the potential audience of its media products and services, the Department also widened its outreach to industries that are not traditionally associated with media broadcast, screening or distribution. Department representatives attended the annual meeting of the Airline Passengers Experience Association in order to learn more about a relatively new market for its media content, to begin an industry-wide conversation in support of the United Nations and the Sustainable Development Goals campaign, and to make contact with representatives of multiple airlines. As a result, the Department is promoting its media content more systematically to individual airlines on a much wider scale. Current airline partners, including Air Canada, All Nippon Airways, Cathay Pacific, FinnAir, Royal Air Maroc and Xiamen Airlines, are already bringing content produced by, and about, the United Nations to large audiences. For example, Xiamen Airlines screened a public service announcement video promoting the General Assembly in all its aircraft following each flight's safety briefing, which was seen by 2.3 million passengers.

E. News monitoring

84. The Department monitored and analysed global media coverage of the United Nations and major international issues related to its mission. The reporting period was marked by increased social media monitoring and listening, using free and commercial monitoring tools.

85. The News Monitoring Unit's analysis of media coverage across the six official languages provided valuable input to the Department's news production and strategic communication efforts. In one such effort, the Unit's collaboration with United Nations information centres generated multilingual analysis (see figure 19) of the global media coverage of the lead up to the seventy-third session of the General Assembly and the high-level period (9 to 30 September 2018) (see figure 20).

Figure 19

Percentage of articles by language leading up to the seventy-third session of the General Assembly and the high-level period (9 to 30 September 2018)

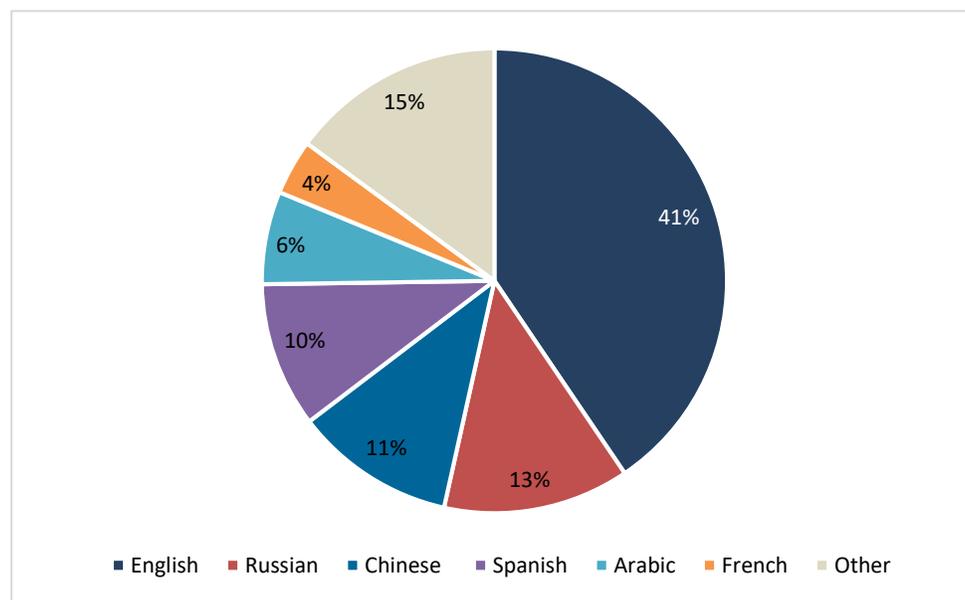
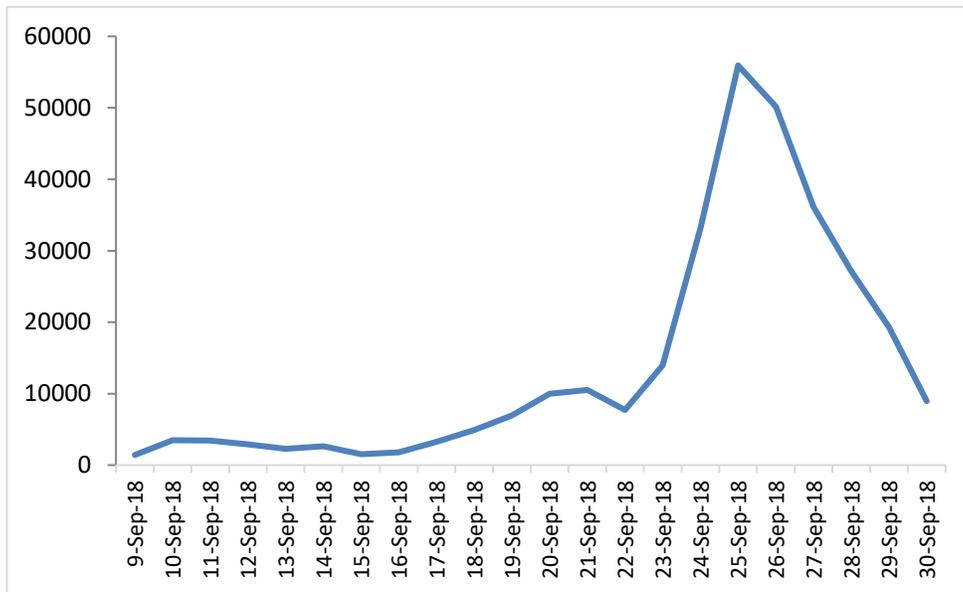


Figure 20
Number of articles leading up to the seventy-third session of the General Assembly and the high-level period (9 to 30 September 2018)



VI. Conclusion

86. The Department continues to find new ways to reach its target audiences. Its social media reach is going from strength to strength, with continuous growth in all languages and delivering simultaneously on the Department’s commitments to multilingualism and to embracing new communications technology.

87. At the same time, the Department continues its efforts to bridge the digital divide by producing content for traditional media, in order to serve places that do not have access to high bandwidth or third-party platforms, including content that is both social media-friendly and appealing to stakeholders in the developing world without connectivity.

88. By executing content licensing partnerships with both traditional media outlets and emerging digital media outlets, the Department has demonstrated its response to continuing trends for the media industry globally to absorb new dissemination technology while maintaining traditional infrastructure. In this way, the Department is serving markets where traditional media outlets continue to prevail as well as markets where content consumption has moved towards aggregated, streamed and on-demand sources.

89. During a year in which the development and launch of numerous new web presences was requested, to promote new international days of observance and new departmental sites, the Department has displayed its unwavering commitment to multilingualism through the production and launch of the new sites and microsites within the main web domain (un.org) in all six official languages.

90. The Department continues to deliver its mandated services to its clients, despite challenges old and new. Working with various departments and the Executive Office of the Secretary-General, a practical solution was found for housing the media centre serving thousands of journalists during the high-level week of the seventy-third session of the General Assembly. The Department will explore and work with other relevant Secretariat departments to seek a long-term solution and meet the

requirements of the press, whose coverage is essential to the work of the Organization and the Member States.

91. The Department has been adapting in a climate of rapidly changing in media technology, explored new methods of working and areas where reforms might be introduced, and invested in new systems and applications to help ensure that the Organization remains effective and efficient in delivering its messages to the public.
