Thank you

for being part of the 25 years of
the World Press Freedom Day celebration.
Let’s keep championing a free, plural, independent
and safe media, together.
International Conference in Accra, Ghana

- 900 participants from close to 90 countries
- 130 speakers
- 20 sessions
- 40 young journalists from all over the world taking part in the Youth Newsroom
- Academic Conference and a Policy Lab
- 2018 World Press Photo Exhibition
- 2018 UNESCO/Guillermo Cano World Press Freedom Prize

Around the world

- About 80 celebrations (conferences, exhibitions, training sessions, publication launches, rallies, etc)
Global Campaign

- “Read more. Listen more.” campaign
  - 724M media impressions
  - 72K page views in UNESCO website

- 10,829 media articles on WPFD

- Special coverage from media partners

- “Cartoons for Freedom of Expression” by UNESCO and Cartooning for Peace

- Twitter special emoji #WorldPressFreedomDay

- Commemorative videos for the 25th Anniversary of WPFD
Unprecedented campaign with coalition of international media

Read more. Listen more


<table>
<thead>
<tr>
<th># of earned media impressions</th>
<th>Advertising value</th>
</tr>
</thead>
<tbody>
<tr>
<td>724M</td>
<td>2.7M USD</td>
</tr>
</tbody>
</table>

Website statistics

- Page views: 72,784

Analysis period: April 23 - May 7 2018

Press coverage:
- Total number of 170 articles mentioning “Read More. Listen More” – USA Today Online, NYT, CNN Español among top 5 media

Online Media:
- Media coverage in top-tier publications including CNN Money, The Drum, AdWeek, and featured in WSJ and Quartz Daily Newsletters, to name a few.
- In addition to being included in UNESCO’s outreach efforts, Droga’s press release was disseminated over the wire on 5/3 at 9 AM ET, garnering 79.7M+ impressions as a result of 221 placements.

Social:
- As of May 4, the campaign hashtag #ReadMoreListenMore received 4k+ total mentions across social, news, blogs, etc. The social conversation earned 93% in positive sentiment.
- Content shared by Michael Barbaro (112k followers) host of NYT’s podcast The Daily, and Katie Couric (1.81M+ followers); Jaime King (1.1M followers)
### Website statistics

**Analysis period: 1 April - 15 May 2018**

<table>
<thead>
<tr>
<th>Pages</th>
<th>Page views</th>
</tr>
</thead>
<tbody>
<tr>
<td>World Press Freedom Day in English</td>
<td>56.199</td>
</tr>
<tr>
<td>World Press Freedom Day in French</td>
<td>6.007</td>
</tr>
<tr>
<td>World Press Freedom Day in Spanish</td>
<td>6.068</td>
</tr>
<tr>
<td>World Press Freedom Day in Arabic</td>
<td>1.198</td>
</tr>
<tr>
<td>World Press Freedom Day in Russian</td>
<td>532</td>
</tr>
<tr>
<td>World Press Freedom Day in Chinese</td>
<td>787</td>
</tr>
<tr>
<td>All News and Press Releases</td>
<td>11.334</td>
</tr>
<tr>
<td>Read more. Listen more campaign</td>
<td>72,784</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>154.909</strong></td>
</tr>
</tbody>
</table>

**Comparison with other UNESCO International Days events in 2018**

<table>
<thead>
<tr>
<th>Event</th>
<th>Page views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mother Language Day</td>
<td>50,147</td>
</tr>
<tr>
<td>Mobile Learning Week</td>
<td>10,000</td>
</tr>
</tbody>
</table>

A great number of views in a short time frame
Increase in media coverage and more attention from newspapers with large audiences

Press coverage

Analysis period: 23 April - 7 May 2018

Number of mentions in the news (in 6 UN languages):

<table>
<thead>
<tr>
<th></th>
<th># of articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>World Press Freedom Day</td>
<td>9,426</td>
</tr>
<tr>
<td>UNESCO/Guillermo Cano 2018 Laureate</td>
<td>1,403</td>
</tr>
</tbody>
</table>

Number of mentions in the news (in 6 UN languages): for:

<table>
<thead>
<tr>
<th># of articles</th>
<th>Total Press coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,829</td>
<td></td>
</tr>
</tbody>
</table>

Agence France-Presse Twitter feed sharing articles of UNESCO/Guillermo Cano Press Freedom Prize 2018
Hashtag performance

Analysis period: 27 April – 15 May 2018 (Facebook, Twitter, Instagram, YouTube)

#WorldPressFreedomDay

<table>
<thead>
<tr>
<th># of Posts</th>
<th>Estimated Reach</th>
<th>Interactions</th>
<th>Positive mentions</th>
<th>Negative mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,883</td>
<td>44M</td>
<td>175K</td>
<td>1,578</td>
<td>360</td>
</tr>
</tbody>
</table>

Most influential authors:
The Economist (Twitter)
Repubblica (Twitter)
Rappler (Facebook)
VOA (Facebook)
UNESCO (Twitter)

Most active locations:
USA
Italy
Indonesia
India
Nigeria
Ghana

#PressFreedom

<table>
<thead>
<tr>
<th># of Posts</th>
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<th>Negative mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,480</td>
<td>18M</td>
<td>81K</td>
<td>493</td>
<td>173</td>
</tr>
</tbody>
</table>

Most influential authors:
Nelson Mandela (Facebook)
UNESCO (twitter)
UN_Women (twitter)
UNESCO (Facebook)

Most active locations:
Italy
US
Ghana
Indonesia
Germany
India

Number of reach of #EndImpunity hashtag in 2017:

#EndImpunity
4M reached

Large audience outreach driven by influencers and renowned media outlets
Less reach within French and Spanish speaking audiences

Hashtag performance

Analysis period: 27 April – 15 May 2018 (Facebook, Twitter, Instagram, YouTube)

<table>
<thead>
<tr>
<th>Hashtag</th>
<th># of Posts</th>
<th>Estimated Reach</th>
<th>Interactions</th>
<th>Positive mentions</th>
<th>Negative mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>#DiaDeLaLibertadDePrensa</td>
<td>374</td>
<td>2.3M</td>
<td>21K</td>
<td>74</td>
<td>9</td>
</tr>
<tr>
<td>#JournéeDeLaLibertéDeLaPresse</td>
<td>49</td>
<td>59K</td>
<td>200</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Large media organizations promoting #WorldPressFreedomDay
### UNESCO accounts

**Analysis period: April 27 2018 - 15 May 2018**  (Facebook, Twitter, Instagram, YouTube)

<table>
<thead>
<tr>
<th># of Posts</th>
<th>Estimated Reach</th>
<th>Interactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>101</td>
<td>588K</td>
<td>46K</td>
</tr>
</tbody>
</table>

- Posts include the following WPFD2018 communications materials:
  - Imagine a world without press freedom ([English](#), [French](#), [Spanish](#), [Arabic](#))
  - **25 Seconds for #PressFreedom** (5.479 page views);
  - **Cartooning for Peace** (3.506 page views);
  - Press Freedom Quiz and Radio spots (Available in [English](#), [French](#) and [Spanish](#));
  - [UNSG](#) and [UNESCO DG](#) messages for World Press Freedom Day ([English](#), [French](#), [Spanish](#), [Arabic](#), [Russian](#) and [Chinese](#));
  - 6 Facebook Live interviews
An active and engaging partnership with Twitter

Twitter partnership

1. Special tweets from Twitter’s accounts: @Nonprofits, @TwitterGov, @Twitter account, @Policy and features that look at how various Twitter-owned accounts promoted the hashtag.

2. Twitter ran the campaign #IAmAJournalistBecause in support of Press Freedom.

3. Live interview with Christiane Amanpour promoted by @TwitterNews, @TwitterUK and @Policy.

4. Content shared by social media influencers such as: Jaime King (1.1M followers)
Media partnerships

Establishment of informal media partnerships and leverage of formal partnerships

Special coverage, including: Op-eds, feature articles, news stories related to press freedom, videos, promotion of hashtags.

Dissemination: Promotion of videos, banners, radio jingles and hashtags on social media and platforms in France 24 (EN, AR and FR) RFI, and Monte Carlo Douaiya (AR) with advertising value of 70,000 euros.