

	1959	1960	1961	1962	1963	1964	1965	1966	1967	1968	France Totals	Other Totals
NGO/IGO/International organization	- 3 (1½)	1 (½) 2 (1)	- -	- -	- 2 (1)	- -	- -	- 2 (1½)	1 (1) -	1 (½) 2 (2)	3 (2) *	* 11 (6½)
Congress organizer/centre/equipment	- 2 (1½)	2 (1) 1 (½)	1 (½) 1 (1)	2 (1½) 3 (2)	3 (1) 4 (3½)	3 (2) 5 (3¼)	3 (1½) 3 (2¼)	2 (1) 4 (3)	1 (1) 5 (4)	1 (½) 3 (2¼)	18 (10) *	* 31 (23¼)
Place/country/national tourist board	3 (2½) 5 (5)	6 (5) 2 (1)	1 (1) 2 (1½)	1 (1) 1 (1)	2 (1½) 1 (1)	2 (1½) 1 (1)	1 (1) -	- 1 (½)	1 (1) -	- 1 (½)	17 (14¼) *	* 14 (11½)
Travel agencies/hotels/airlines	11 (8) -	13 (8¼) -	9 (5½) -	10 (7½) 7 (2¼)	8 (7½) 1 (¼)	6 (5¼) 8 (3)	6 (5¼) 1 (¼)	6 (5¼) 5 (3¼)	4 (2½) 4 (2)	2 (2) 6 (4)	75 (52) *	* 35 (17¼)
Food/entertainment/visits/theatre	2 (1) -	3 (1) -	4 (1¼) -	2 (1) -	2 (1) 1 (¼)	3 (1) 1 (½)	4 (2) 1 (¼)	6 (2¼) -	4 (2) -	1 (¼) -	31 (12) *	* 3 (1)
Gifts/perfumes/furs/sweets/flowers/wine	5 (3) -	5 (3½) -	6 (2½) -	8 (4¼) -	9 (2) -	10 (2½) -	11 (4) -	8 (3) -	7 (3) -	10 (4) -	79 (32) *	* -
Other/paint/real estate/cars/special issue	1 (¼) -	1 (¼) -	- -	16 (14½) -	2 (1) -	- -	- -	1 (1) -	1 (1) -	- -	21 (18) -	* -
France totals	22 (15)	31 (19½)	21 (11)	39 (30)	26 (14)	24 (12¼)	25 (13½)	23 (12½)	19 (11½)	15 (7¼)	245 (147½)	*
Other totals	10 (8)	5 (2½)	10 (5)	6 (3½)	16 (9)	8 (5)	8 (5½)	11 (7)	11 (8)	9 (7)	*	94 (60½)
French language	26	29	28	42	36	28	28	25	26	16	284	
English language	1	5	2	2	5	4	5	9	4	8		45
Other language	5	2	1	1	1	-	-	-	-	-		10

- For each type of advertiser, the upper figure represents French based product or advertiser; the lower figure represents advertiser based in another country
- First figure is number of entries; bracketed figure is number of pages for all entries
- Analysis was based on January issue of the magazine in each year; all figures for one month

Summary: France based advertising or product - 72% of entries and 71% of pages  
 French language advertising - 84% of entries  
 English language advertising - 13% of entries

Exhibit 27

What Steps can be taken by NGOs and whom should they contact?

For those NGOs which are interested in exploring the possibility of electronic data processing, any of the following organizations can be of assistance:

- the different types of service bureau mentioned earlier, which would each be interested in discussing individual problems with a view to their solution on the equipment they have available
- independent programming service bureau which has no equipment but which will analyse the problem and prepare programs for use on the most suitable machine
- the UIA is planning to prepare a program specifically designed for the problems of NGOs and which could be used independently by such NGOs, or with the UIA in a 'pool' (This would lower the processing costs for the pool as a whole)
- independent computer/management consultant firms will investigate the problem for the benefit of individual NGOs

What we have tried to accomplish

In this note, and during the meeting for which it has been prepared, it is hoped that the various possibilities of employing sophisticated modern equipment by NGOs have been clarified. It is hoped that the way has been opened up for contacts between the computer world and the world of NGOs which will lead to:

- greater efficiency and effectiveness for each individual NGO
- a reduction of the time of valuable personnel spent on the day-to-day routine activities
- an increase in the volume of activity of individual NGOs without the necessity of employing more staff.