

## Will 2021 be the breakthrough year for digital technology in upstream oil and gas?

The past 10 years have been all about promise but not so much about delivery for digital technology in oil and gas. From 2009 to 2014 people talked a lot about digital technology, but at the end of the day, were making so much money no-one had time or inclination to implement anything. Then from 2014 to 2019, the industry suffered from the oil price crash and the long drawn rebound from the crash, as oil companies rebuilt their balance sheets and refused to spend anything.

But now the conditions are perfect. The industry has money to spend – and knows it needs to adjust to a different operating environment – with much more pressure on efficiency, safety, and all kinds of environmental monitoring, things which digital technology does well. And it is not too hard to predict a shortage of skilled manpower just around the corner, if it is not here already, so leading to even more reliance on digital technology to enable our existing skilled workers to maximise their contribution.

### ADVERTISING ENQUIRIES AND EVENT SPONSORSHIP

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The industry is evolved different to how it was predicted. The buzz around machine learning is thankfully declining, as people realise that the dream of computer decision making in our complex unstructured world is decades away, if that. But we are seeing far more use of data and analytics- the only restriction being the availability of skilled domain experts, data scientists and data engineers who can manipulate it and draw useful insights from it.

Just around the corner we may see better use of co-ordination tools – software which is not necessarily advanced technically, but which does the job of giving people the right information at the right time and handles the task of putting complex different information types together. And we will see more use of machine learning in specific applications, including spotting trends in sensor data and aligning well log data with seismic.

We are seeing big advances in use of satellite imagery in exploration and production, as well as advances in seismic technology, more use of HPC based seismic data processing, and big increase in the use of analytics on production and operations equipment. Much more use of sensors, analytics techniques and computer simulation.

This is the world Digital Energy Journal leads the industry through, with our bimonthly magazine, newsletter and events. And if you have products and services to sell to this sector, we offer you a great way to reach an engaged audience.

We don't promise enormous readership statistics – because, to be honest, working out the best way to use digital technology is not a subject everybody in the oil and gas industry is interested in. Also the people who are most interested are often not found in the IT department. But we do promise you an audience which cares deeply about where technology is going, and interested in hearing from companies with something new to say.

You can find out how in the pages of this Media Guide.



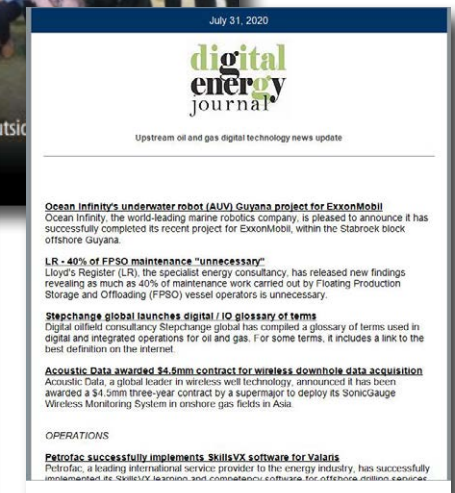
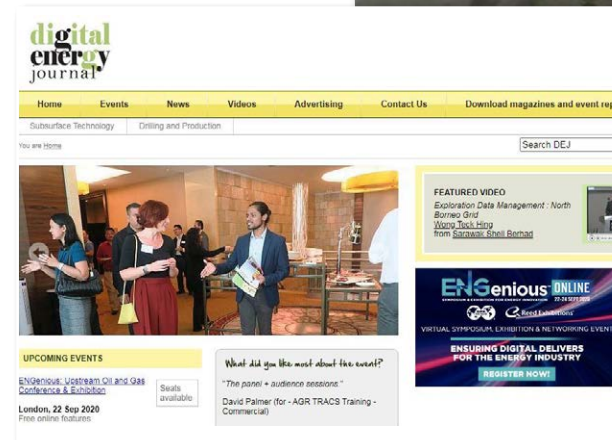
## Print advertising, banner advertising or event sponsorship? Here are the advantages of each marketing vehicle as we see it:

**Print / pdf advertising** - large printed (or pdf) page to demonstrate what your company offers in full colour. Clients are probably in a more relaxed and absorbing mindset when reading a magazine than reading email. Print advertising can have a long shelflife, if magazines are passed around a company, kept in a library, or people download pdfs long after initial publication.

**Banner advertising** - (on website or newsletter) fast results book an ad on Monday, it can go online on Monday, to our global audience.

**Event sponsorship** - get a physical connection with your customer, build on your promotional efforts with personal conversation, associate your brand with an exciting conference, gain additional marketing exposure from event publicity, know exactly who is in the room, choose an event which attracts an audience which closely matches your target customers, make product demonstrations at your stand, (in certain circumstances) present your company's services as part of a 30 minute speaker slot.

The next few pages will explain our offerings in more detail.

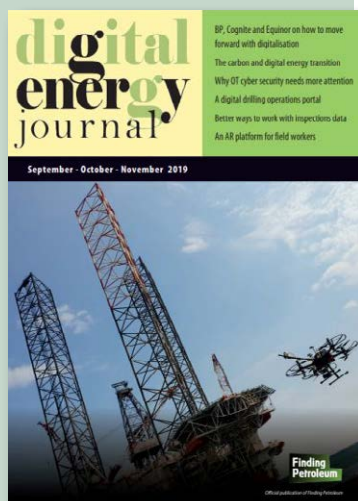




## Digital Energy Journal print / pdf magazine was founded in 2006, and covers digital technology in exploration, drilling, production and facilities operations.

The print + pdf circulation (print copies posted and pdf downloads) is usually about 4,000.

As a guide to our readership, here is a sample of some of the companies which have employees who have requested and who receive the magazine:



### Asia Pacific

Australia - Chevron, Petrosys, Woodside Energy

India - Cairn India, Essar Oil, Halliburton, Oil India, ONGC, Reliance Industries, Schlumberger, Suvira Energy

Indonesia - Pertamina EP, Petronas Carigali

Malaysia - Carigali PTTEPI, Halliburton, KAGEO Resources, Landmark, PETRONAS, SAS Institute

Pakistan - Pakistan Petroleum Limited, Pakistan State Oil

Thailand - PTT Exploration and Production

### Europe

Belgium - Honeywell

Denmark - Maersk Oil,

France - Schlumberger, Schneider Electric, Total SA

Germany - Wintershall Holding

Netherlands - Shell

Norway - ExxonMobil, LUKOIL Overseas North Shelf, Statoil ASA

UK - Amec Foster Wheeler, BP, Chevron, Endeavour Energy UK, Sasol Exploration and Production International, Schlumberger Gould Research, SeaEnergy, Senenergy, Shell, Spectrum, Taqa Bratani, Tata Consultancy Services

### Middle East

Brunei - Brunei National Petroleum Company

Qatar - Qatar Petroleum

Saudi Arabia - Saudi Aramco

United Arab Emirates (UAE) - ADCO, Mubadala Petroleum

### North America

United States - BHP Billiton, BP, Chevron, ConocoPhillips, Energistics, ExxonMobil, Halliburton, Microsoft

### Africa

Eritrea - Ministry of Energy and Mines

Nigeria - SEEPCO, Shell Nigeria

Sudan - SudaPak Petroleum Operating Company

## Calendar

### January 2021

- Developments with seismic modelling
- Managing well data
- Master subsurface data
- Value from analytics
- AI for offshore operations

*Ad copy deadline: Dec 18 2020*

*Publication date: Jan 09 2021*

### February - March 2021

- Optimising production
- Integrated engineering
- Developments with data science
- Developments with engineering data
- Big data

*Ad copy deadline: Jan 23 2021*

*Publication date: Feb 06 2021*

### April - May 2021

- Technology for seismic interpretation
- Supercomputing in oil and gas
- Developments in data management
- Optimising drilling with data
- Analytics and big data

*Ad copy deadline: Mar 11 2021*

*Publication date: Apr 01 2021*

### June - July 2021

- Technology in Aberdeen
- Advances in seismic recording
- Software for drilling
- Analytics for operations
- Big data in oil and gas

*Ad copy deadline: May 13 2021*

*Publication date: Jun 03 2021*

### August - September 2021

- Developments with automation and control systems
- Bimodal IT and oil and gas
- Developments with cybersecurity
- Making devices easier to integrate
- Improving corporate search
- Special distribution: Digital Energy Journal Kuala Lumpur conference

*Ad copy deadline: Aug 12 2021*

*Publication date: Sep 02 2021*

### November - December 2021

- Non-seismic exploration
- Data management for subsurface
- Remote well monitoring
- Collaboration systems
- Managing data in SAP
- Developments with energy logistics

*Ad copy deadline: Oct 14 2021*

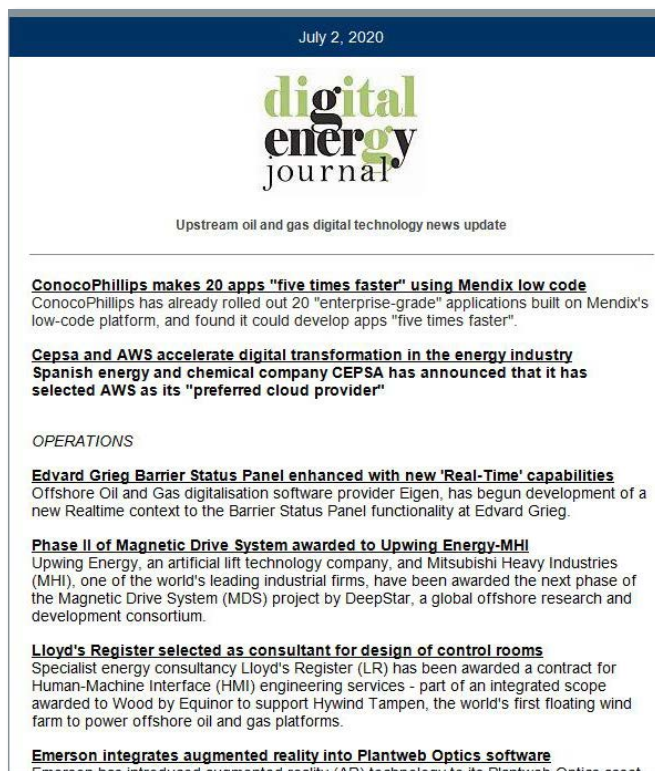
*Publication date: Nov 04 2021*

Additional distribution: the latest copy of Digital Energy Journal is distributed at all of our own events  
\* Dates are subject to change

## Digital Energy Journal has a bi-weekly e-mail newsletter and a website news service.

The website has average sessions per month of 3050 and average pages per session of 2. The top 10 countries are France (25%), UK (22%), US (16%), Malaysia (7%), India (6%), Norway (3%), Canada (2%), Australia (2%), Netherlands (1%), Germany (1%).

The e-mail newsletter is typically sent to about 5,500 people (calculated as sent minus bounces), with about 1050 "opens" (= people who download the images).



On the website, we offer a large leaderboard position (at the top of the page) 728 x 90 for £1950 per month and right hand side adverts 375 x 100 pixels, for £2,000 per month. These adverts appear on every website page.

On the newsletter, we offer a 375 x 100 pixel banner within the news for £2,000 per month (4 insertions).





## Digital Energy Journal runs events every year in Kuala Lumpur, Aberdeen, Stavanger and London (under our sister brand, Finding Petroleum).

We explore better ways that digital technology can support people who have jobs to do in the industry - in exploration, production and operations - and also explore the latest developments in analytics and machine learning.

The latest agenda is on our website ([www.d-e-j.com](http://www.d-e-j.com)) - see under "upcoming events" on the home page.

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Digital Energy Journal's Kuala Lumpur conference, to be held on the 9th time in October 2021, explores better ways to operate digital platforms (including data quality and data management), and better ways to support the workforce of the future, with analytics tools.

You can see the agendas, videos, presentations and delegate lists of our KL events on our website.

The events are designed to help service providers maximise engagement with your customers, with sponsored speaking slots, exhibition stands, reports of talks published in our magazine, along with videos of your talks published on our website for free download.



# Sample combination packages - events, print ads, online ads

## GOLD SPONSOR

- 30 Minute Presentation Slot
- Conference Sponsors for one event
- Exhibition Stand for one event
- 2 Roll Up Banners for one event
- 15 Delegate Passes for one event
- 1 Full Page Print Ad or 2 Months Banner Ad
- 1 Full Page Event Report Ad

## SILVER SPONSOR

- 30 Minute Presentation Slot for one event
- Conference Sponsors for one event
- 15 Delegate Passes for one event
- 1 Full Page Event Report Ad

David Jeffries our advertising sales manager on [djeffries@onlymedia.co.uk](mailto:djeffries@onlymedia.co.uk),  
Tel 44 208 1505293 to request a package relating to your specific interests.





## Companies which have sponsored a Finding Petroleum / Digital Energy Journal event between Sept 2016 and Sept 2020 include

ABB, Accenture, Adrok, Askelos, Austin Bridgeporth, Aveva, Azinor Catalyst, Bain, Bernstein, Cambridge Carbonates, CGG, Datum 360, DigitalGlobe, Draga, EMGS, ERC Equipoise, Evision, Fablabs, First Exchange Corporation, Flare Solution, Fortesa, Fox Geo, Geologix, Geoprovider, Geospatial Research, GGS Interica, Gulf Keystone, Halliburton, Hampton Data, Hurricane, Impact Oil and Gas, INOVA GEO, Intergraph, Kes Heffer, Kimmerdige Energy, KM Dastur, Kosmos Energy, Landmark, LGO Energy, Lymeby Consulting, Lynx Information Systems, Maxar, MDOIL Limited, Moveout Seismic, Neflex/Halliburton, OGCI, OFS Portal, P2, Petromall, Petrosync, PGITI, PGS, Polarcus, SASOL, Sharecat, Sierra, Silixa, Simudyne, Solo Oil, Spectrum, Subterranean, Teradata, Terrabotics, Terrasys, Tessella, TGS, Tridevi Capital, Trivedi Energy, Windward Exploration, Zolnai

