



Always an information powerhouse, AOGR's signature January issue reveals the road ahead, provides insights into today's business and financial strategies, and showcases the latest drilling, completion and production technologies from the best and brightest minds in the industry. For marketing executives who want to get a jump on better business, it's the perfect place to kick off a brighter new year!

January 2022 **AOGR**

Industry Outlook

Privately-owned operators continue to lead the industry's revival. Will public companies join in their enthusiasm for turning bits to the right to add new reserves? A growing number of analysts say the answer to the question is a resounding "Yes!" If there is one word that holds undeniable certainty, it's depletion. And there is only one way to offset it: drill and complete new wells. The Outlook reports look at how capital discipline is underlining the favorable outlook, and provide insights into the macro fundamentals supporting strong prices and OPEC's resolve to keep them there.

Tech Trends

Operators are taking a variety of paths as they jockey for success. Many savvy independents acquired producing acreage at bargain prices, and they're ready to exploit their new assets. Others joined forces. Coterra sees upside in teaming its Cimarex Permian and Anadarko assets with Cabot's rich Marcellus natural gas. Civitas, now a pure-play Niobrara giant, draws from executive and operational know-how from Bonanza Creek, Extraction and Highpoint. The common denominators are ESG best practices and best-of-breed technologies. All players are primed and ready for a new era in U.S. activity!

Unconventional Resource Science

Climbing the learning curve to boost EURs by optimizing wellbore spacing and hydraulic fracturing treatment designs requires rigorous science. AOGR's annual series opens with a detailed look at the insights Rockcliff Energy is gaining by installing wireline-deployed fiber optic cable to monitor in real time the production of a 99-stage horizontal well. The results are helping Rockcliff refine the ideal lateral length and perf cluster design for locations across its growing East Texas Haynesville acreage position.

Production Technology

Technology is transforming production operations. From new digital sensors to novel computing capabilities that can analyze and react to data in real time, it's all about bottom-line performance, while reducing completion and production emissions. The January issue features new-age asset monitoring and custody transfer systems, more efficient VRUs, high-pressure gas lift for higher-volume production, pairing reliable vortex meters with state-of-the-art valve actuators, and fit-for-purpose modular technology.

Press-ready ad files are due January 7.

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