

Shell - Media Analytics Report

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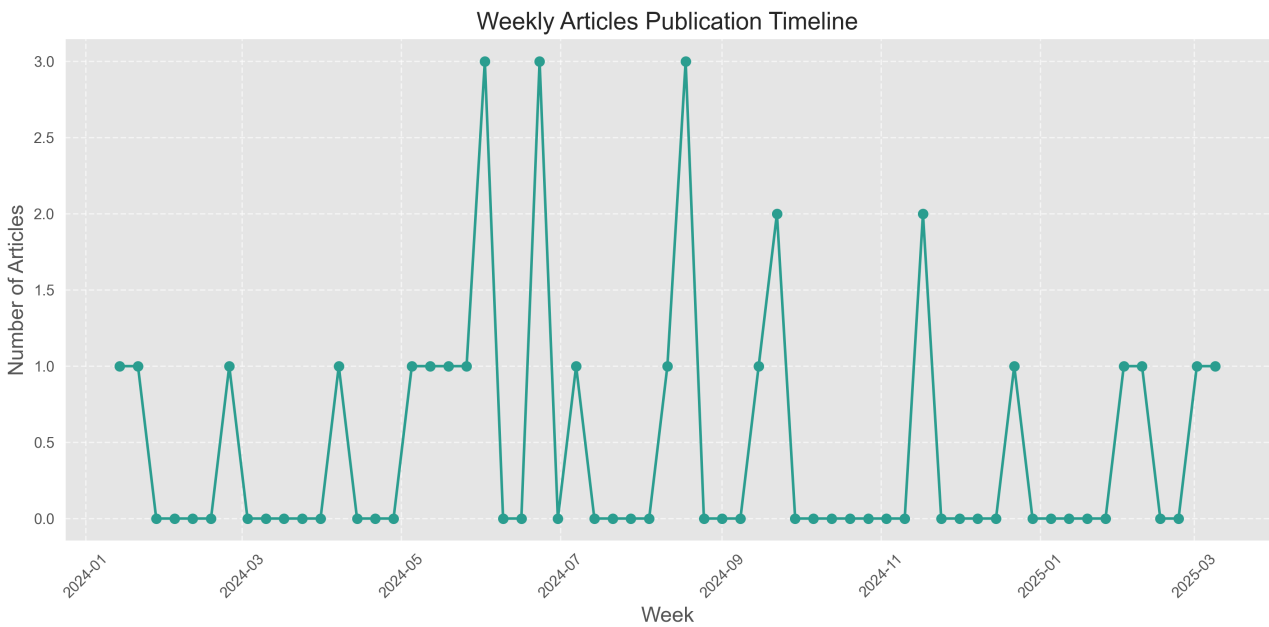
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Data Overview

- Total number of articles: 29
- Date range: from 08 Jan 2024 to 03 Mar 2025
- Average sentiment score: -0.66
- Median sentiment score: 0.00

Publication Timeline

The chart below illustrates when the articles were published on a weekly basis. This view helps identify periods with increased media coverage over broader time spans.



Analysis of Coverage Peaks

Week Ending 02 June 2024 (Articles: 3):

The spike in media coverage for Shell during the week ending June 2, 2024, appears to be driven by legal and financial issues related to the clean-up costs of the Northern Endeavour oil platform. According to the article excerpt, Shell has taken legal action against Woodside and Paladin Resources, arguing that it was unfairly burdened with an \$86.5 million clean-up bill. The case, which involves a dispute over tax assessment notices issued by the Australian Taxation Office in 2023 and 2024, has likely drawn media attention due to its

financial implications, the involvement of major resource companies, and the broader environmental and regulatory concerns surrounding decommissioning responsibilities in the oil and gas industry. The legal battle and the significant financial stakes involved likely contributed to the increased media focus on Shell during this period.

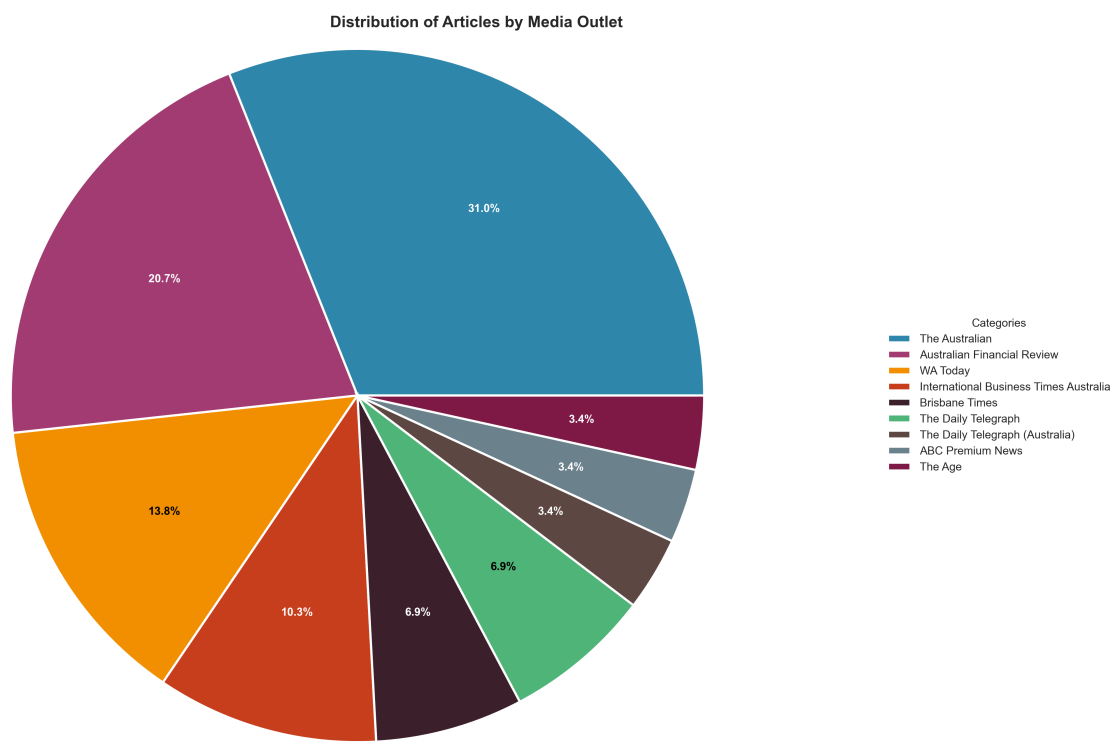
Week Ending 23 June 2024 (Articles: 3):

The spike in media coverage for Shell during the week ending June 23, 2024, appears to be driven by the company's public advocacy for regulatory reforms in Australia's energy sector. According to the article excerpt, Shell's country chair, Cecile Wake, spoke at *The Australian's* Energy Nation Forum, calling for a more streamlined and consistent regulatory framework across state and national energy regimes. Her comments highlighted concerns about regulatory bottlenecks and environmental planning delays that could slow down energy projects, including both traditional and renewable energy developments.

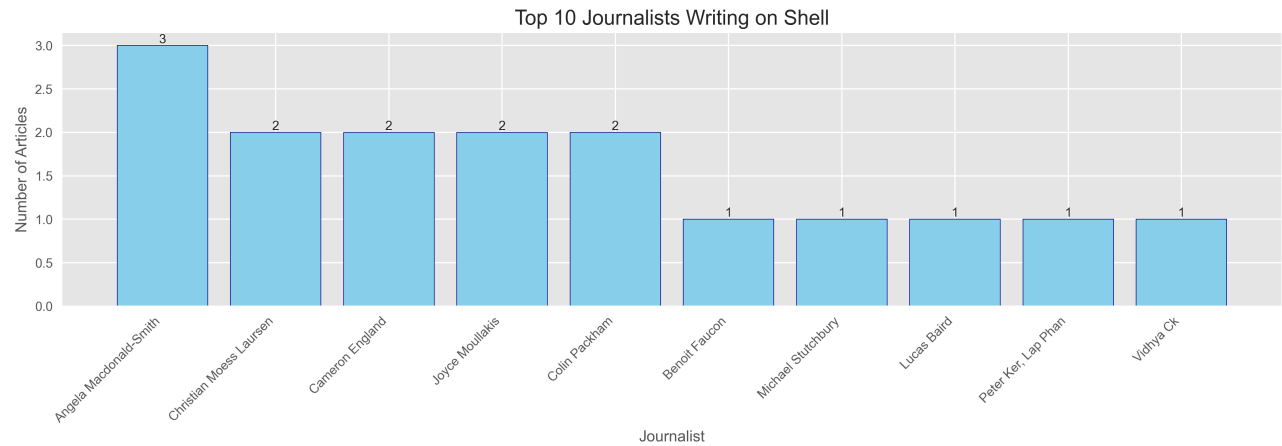
This public stance on energy policy, particularly from a major foreign investor like Shell, likely attracted media attention due to its implications for the broader energy industry, government policy, and investment in Australia. The discussion around regulatory efficiency and project approvals is a significant issue in the energy sector, and Shell's involvement in this debate would have contributed to the increased media focus during this period.

Proportion of Articles by Media Outlet

The pie chart below shows the distribution of articles across different media outlets.



Top Journalists



Top 10 Journalists and Their Media Outlets

Journalist	Media Outlet(s)	Number of Articles	Average Sentiment
Angela Macdonald-Smith	Australian Financial Review	3	0.33
Christian Moess Laursen	The Australian	2	-3.00
Cameron England	The Daily Telegraph (Australia), The Australian	2	0.00
Joyce Moullakis	The Daily Telegraph, The Australian	2	1.50
Colin Packham	The Daily Telegraph, The Australian	2	2.00
Benoit Faucon	The Australian	1	-2.00
Michael Stutchbury	Australian Financial Review	1	2.00
Lucas Baird	Australian Financial Review	1	-2.00
Peter Ker, Lap Phan	Australian Financial Review	1	1.00
Vidhya Ck	International Business Times Australia	1	2.00

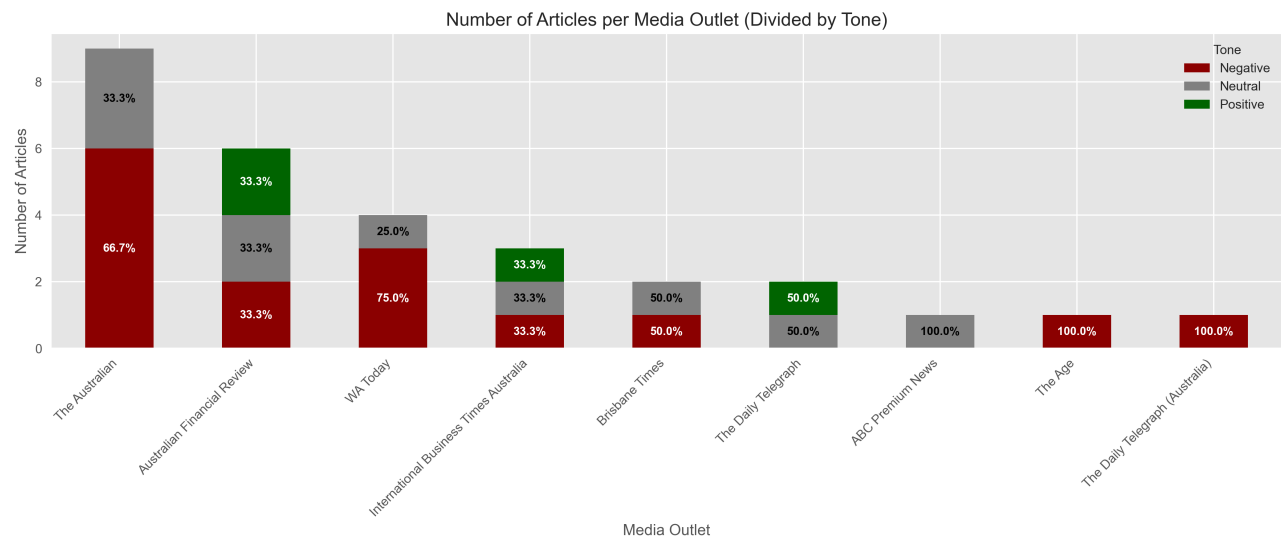
Analysis of Top Journalists' Coverage

Angela Macdonald-Smith's coverage of Shell is largely neutral to positive, focusing on the company's gas projects and regulatory challenges. Her reporting highlights Shell's role in addressing energy supply concerns in Australia, with a generally factual tone that acknowledges both industry optimism and environmental opposition. Christian Moess Laursen takes a more negative stance, emphasizing Shell's financial struggles, including impairments and market challenges, with a focus on declining profits and strategic setbacks. His articles present Shell as facing significant financial headwinds. Cameron England's reporting is also negative but more legalistic, centering on Shell's lawsuit over environmental cleanup costs. His coverage portrays Shell as embroiled in legal disputes over financial responsibility rather than focusing on its broader business strategy.

Among the most negative journalists, Stephen Bartholomeusz presents Shell as a company retreating from its renewable energy commitments due to financial pressures and shareholder dissatisfaction. His narrative emphasizes Shell's shift back to fossil fuel investments, portraying this as a failure of its green strategy and a capitulation to market forces. The article repeatedly highlights the financial underperformance of renewables compared to oil and gas, the pressure from US competitors, and the broader industry trend of scaling back sustainability goals. His tone is particularly critical of Shell's inability to balance financial returns with environmental commitments, making his coverage more negative than others. Emma Powell also adopts a critical stance, focusing on Shell's involvement in joint ventures that prioritize fossil fuel expansion over renewables. However, her coverage is slightly less negative as it presents Shell's actions within the broader industry trend rather than singling it out as aggressively as Bartholomeusz does.

Among the most positive journalists, Michael Stutchbury frames Shell as a key player in Australia’s energy development, particularly in historical contexts such as the North West Shelf project. His article highlights Shell’s role in securing energy exports and economic growth, portraying the company as a visionary force in the industry. This historical perspective, combined with a focus on Shell’s contributions to national economic policy, results in a more favorable sentiment. Colin Packham also presents Shell positively, emphasizing its role in expanding domestic gas supply through the Arrow Energy joint venture. His coverage highlights the economic and energy security benefits of Shell’s projects, portraying the company as a responsible and necessary player in addressing Australia’s energy needs. However, Stutchbury’s coverage is judged more positive because it ties Shell’s actions to broader economic progress and national development, whereas Packham’s reporting, while favorable, remains more focused on specific projects.

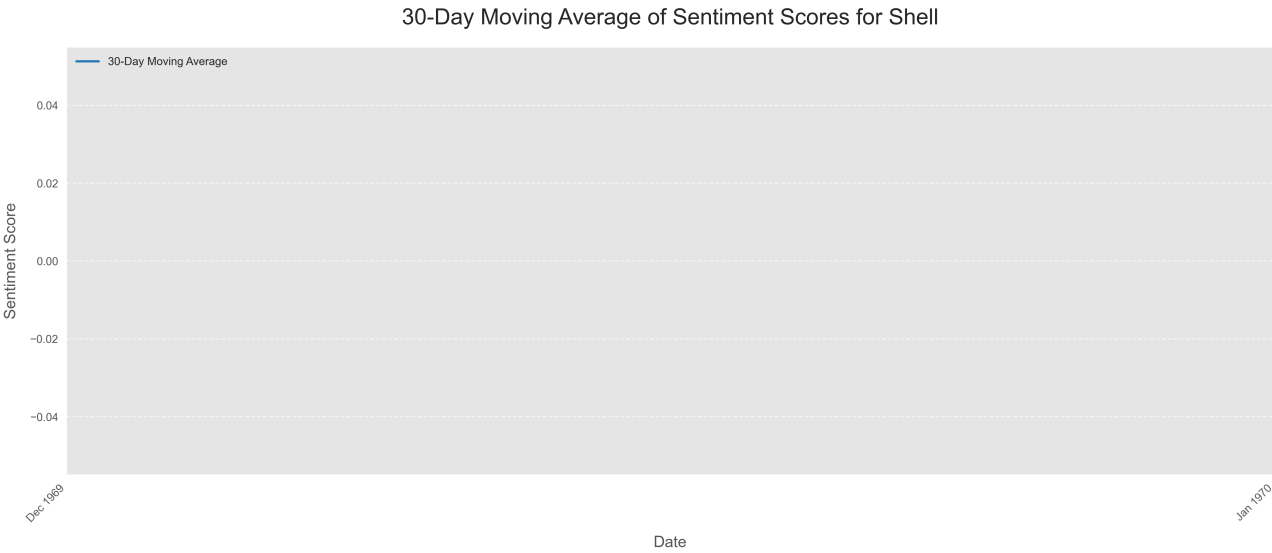
Articles per Media Outlet (Divided by Tone)



Media Outlet Statistics

Media Outlet	Number of Articles	Average Sentiment	Median Sentiment
The Australian	9	-1.00	-2.00
Australian Financial Review	6	0.33	0.50
WA Today	4	-2.75	-3.50
International Business Times Australia	3	0.33	2.00
Brisbane Times	2	-1.00	-1.00
The Daily Telegraph	2	1.50	1.50
The Daily Telegraph (Australia)	1	0.00	0.00
ABC Premium News	1	1.00	1.00
The Age	1	-4.00	-4.00

Sentiment Analysis



Sentiment Evolution Analysis

Key Sentiment Points

Peak Periods:

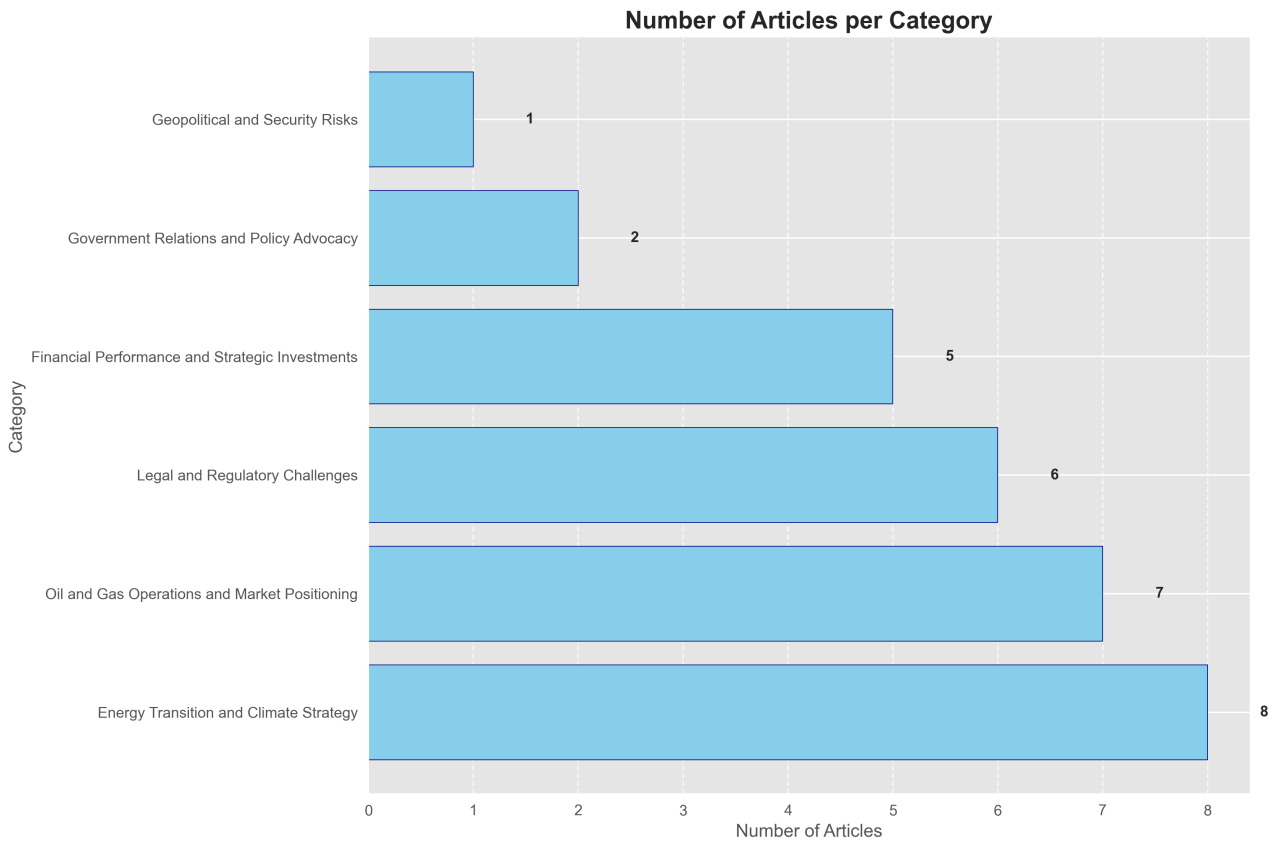
Dip Periods:

Overall Sentiment Trajectory

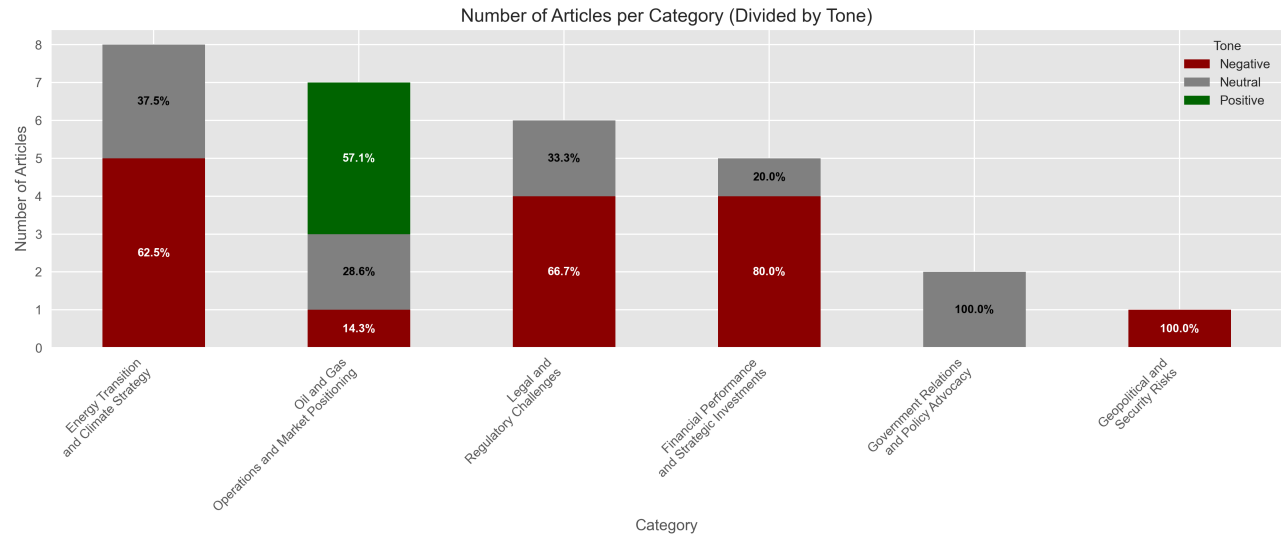
There are no period analyses provided. Please share the relevant data, and I will synthesize the overall sentiment trajectory for Shell.

Category Analysis

Number of Articles per Category



Articles per Category (Divided by Tone)

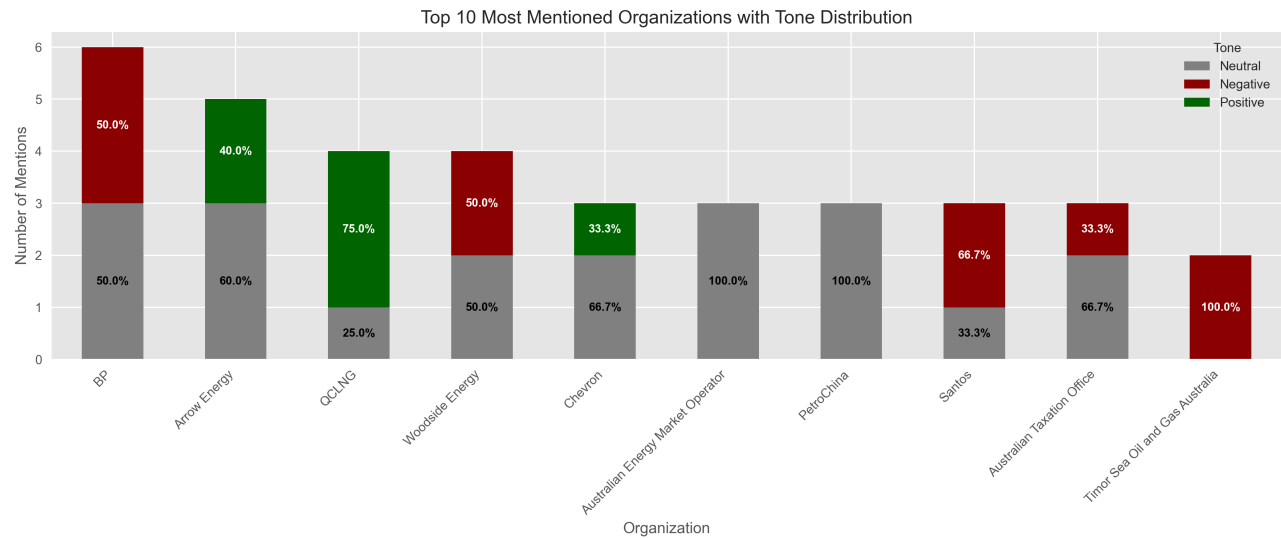


Sentiment Trends by Category



Analysis of Most Discussed Organizations

The following chart shows the top 10 most frequently mentioned organizations in the coverage, with their tone distribution:



Coverage Analysis of Key Organizations

Media coverage of BP is largely negative, focusing on its retreat from climate commitments, record profits, and strategic shifts, such as reconsidering its stock exchange listing. The company is portrayed as backtracking on its renewable energy ambitions, prioritizing profitability over sustainability. In contrast, Arrow Energy receives neutral to positive coverage, with emphasis on its role in expanding the Surat Gas Project to meet growing energy demand in Australia. The company is framed as a key player in securing domestic gas supply, though its expansion may face environmental opposition. QCLNG is portrayed positively, primarily as a critical infrastructure asset supporting Australia's energy needs. Coverage highlights its role in receiving gas from the Surat Gas Project and its significance in the broader energy market, with little controversy or criticism.

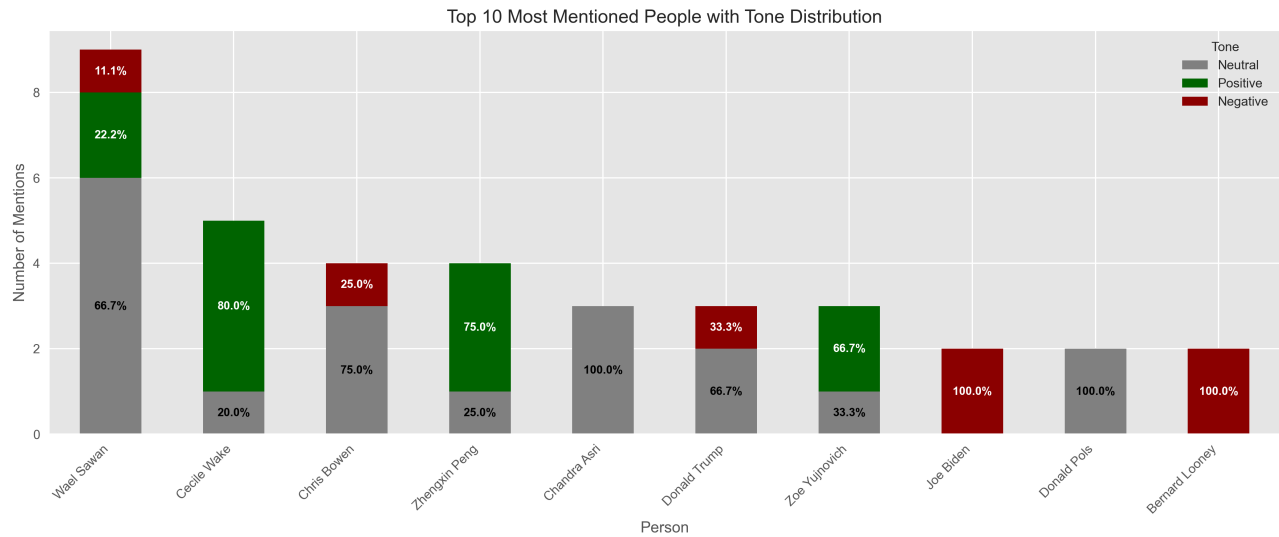
Chevron is portrayed with the most positive sentiment, highlighted for its strong market valuation, aggressive growth strategies, and commitment to maintaining oil and gas production despite global energy transition pressures. The Australian Energy Market Operator (AEMO) is depicted neutrally, primarily as a regulatory body issuing warnings about potential gas shortages and urging investment in new supply to stabilize the energy market. PetroChina, also portrayed neutrally, is consistently mentioned as a joint venture

partner in Arrow Energy’s Surat Gas Project expansion, with little independent focus on its role beyond its partnership with Shell. Overall, Chevron receives the most favorable coverage, emphasizing its financial strength and strategic positioning, while AEMO and PetroChina are framed more as functional entities within the broader energy landscape.

The media portrayal of **Timor Sea Oil and Gas Australia (TSOGA)** is overwhelmingly negative, primarily framing it as a failed junior operator that went into voluntary administration after acquiring the Northern Endeavour platform, leaving cleanup costs unresolved. **Santos** is depicted with a mix of negative and neutral sentiment, criticized for its involvement in carbon offset projects perceived as greenwashing and facing litigation over Indigenous consultation for the Barossa gas project. **Woodside Energy** is portrayed with a slightly less negative tone but is still embroiled in controversy, particularly as a co-defendant in Shell’s lawsuit over the Northern Endeavour cleanup, while also being linked to broader industry concerns about environmental responsibility and regulatory challenges. Overall, all three companies are associated with financial, environmental, and legal liabilities, reinforcing a narrative of corporate irresponsibility and regulatory scrutiny.

Analysis of Most Discussed People

The following chart shows the top 10 most frequently mentioned people in the coverage, with their tone distribution:



Coverage Analysis of Key People

Wael Sawan, CEO of Shell, is portrayed with a mixed sentiment, primarily neutral but with some positive and negative coverage. The media highlights his leadership in prioritizing profitability over aggressive climate targets, with criticism from environmental groups for backtracking on emissions reductions. His stance on the energy transition is framed as pragmatic but controversial. Cecile Wake, Shell Australia’s Country Chair, receives predominantly positive coverage, emphasizing her advocacy for streamlined energy regulations and her role in expanding gas projects that benefit local communities. She is depicted as a key voice in balancing economic and environmental concerns. Chris Bowen, the Minister, is mentioned in a largely neutral or negative light, often in the context of government energy policies and regulatory challenges. His criticism of nuclear energy and his role in emissions reduction targets are noted, but he is also portrayed as avoiding direct engagement in some debates. Overall, Sawan is seen as a strategic but contentious leader, Wake as a constructive industry advocate, and Bowen as a political figure navigating energy policy challenges.

Zhengxin Peng and Zoe Yujnovich are portrayed in the media with strong positive sentiment, primarily in the context of their leadership roles in expanding the Surat Gas Project. Peng is consistently framed as a key figure driving energy security and economic growth, with his statements reinforcing Arrow Energy’s commitment to gas production. Yujnovich is similarly depicted as a champion of Shell’s investment in domestic energy supply, emphasizing the project’s long-term benefits. Both are positioned as proactive leaders addressing Australia’s energy challenges. In contrast, Chandra Asri receives neutral coverage,

mentioned only in relation to a joint venture acquiring Shell's chemicals park in Singapore, without any emphasis on leadership or strategic vision.

The media portrays Bernard Looney negatively, emphasizing his leadership in BP's ambitious climate commitments only for the company to later backtrack on its green goals, leading to his unceremonious departure. Joe Biden is framed critically in relation to his administration's contradictory stance on fossil fuels—expanding oil and gas production while promoting renewable energy through the Inflation Reduction Act, with skepticism about the effectiveness of his policies. Donald Trump, while mentioned in a largely neutral tone, is associated with policies favoring fossil fuel expansion, with some negative sentiment regarding his expected impact on global climate efforts. Overall, the media critiques Looney and Biden for perceived inconsistencies in their energy policies, while Trump is primarily linked to a pro-oil agenda with mixed sentiment.