

The Role of the Seismic Contractor in the New Millennium

Steve Ludlow, Vice Chairman, Veritas DGC Inc.



The business model of the Seismic Contractor has changed significantly over the past few years primarily in response to many changes among our customer base. The simple facts are that there are fewer customers today due to consolidations and mergers and hence there is far less call for the volume of Seismic Data to be used for exploration purposes.

We will look at the various business models that have evolved over the past few years and will in conclusion project how Seismic Data may be used and paid for in the future.

Given that our industry has evolved from a **Service** business into an **Information** business today there are obvious changes in both the risks and rewards associated with doing business in this manner.

I believe the future involves the **Solutions** business that we will look at and discuss why it has become a viable business model for our industry.