



## £1 per Litre Petrol Drives Peak Oil on Mainstream TV

Posted by [Chris Vernon](#) on November 8, 2007 - 7:00pm in [The Oil Drum: Europe](#)

Topic: [Sociology/Psychology](#)

Tags: [a crude awakening](#), [david strahan](#), [iea](#), [peak oil](#), [petrol](#), [united kingdom](#) [[list all tags](#)]

On Wednesday 7th November 2007 the mainstream 10:30pm ITV news in the UK discusses the "peak oil" documentary [Crude Awakening](#), hears the IEA warning of much higher oil prices, shows how many countries have already peaked and speaks to David Strahan ([lastoilshock.com](http://lastoilshock.com)).

In the UK, today's coverage has been driven by the psychological £1 per litre being crossed for the first time ([BBC News](#)). Crossing the other threshold of \$100 oil, will likely drive further peak oil discussions in the mainstream.

Just yesterday Euan highlighted recent coverage of [Peak Oil in the Mainstream Business Press](#).

Also see: [A Tuppence Extra?](#) for more on the UK petrol pricing.



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