

Statement on Space-based Advertising

The Royal Astronomical Society notes with concern the proposed deployment of the Gagarinets satellite constellation by the Russian company Avant Space. Its operational model, based on creating sky adverts using LED lasers, would lead to extremely obtrusive light pollution and further compromise ground-based astronomy and the global heritage of an unfettered night sky.

The Royal Astronomical Society opposes all space-based advertising, recognising it as detrimental to the science of astronomy and to our shared heritage of the night sky.

There is no good reason to extend advertising into the night sky when a plethora of options to reach consumers exist on Earth. We urge Avant Space to reconsider this project, and to adhere to the principles set out in the Declaration in Defence of the Night Sky and the Right to Starlight agreed in La Palma in 2007¹.

Avant Space is currently subject to sanctions that prevent it working with UK clients. We nonetheless ask OfCom to consider restricting market access to UK consumers, in preparation for a time when those sanctions have come to an end. We also urge the UK delegation to the United Nations Committee on the Peaceful Uses of Outer Space to highlight these concerns in its ongoing discussion on dark and quiet skies.

¹ https://www.starlight2007.net/index_option_com_content_view_article_id_185_itemid_80_lang_en.html