

Lunar Commercial Communications Enabled by the International Lunar Observatory / ILO Association. S. M. Durst, W. W. Mendell, and M. Gonella.

Accomplishing the primary, science / astrophysics mission of the International Lunar Observatory -- to expand human knowledge of the Cosmos through observation from our Moon -- will result necessarily in a telecommunications capability. This capability will fulfill primary astrophysical observation mission requirements, with additional capacity available for commercial applications.

The ILOA is developing a market analysis of user demand for this lunar-based communications commodity. Beyond declaration of intended use of this capacity by affiliated Space Age Publishing Company's *Lunar Enterprise Daily*, a wide range of space -- and non-space -- enterprises, organizations and individuals may favor the global reach advantages of Cislunar broadcasting, advertising, publicity and transmission. Internet and e-mail .moon / .luna domains provide multiple applications and marketing opportunities.

Lunar surface transportation, construction, mining and research operators and vendors are expected to follow and will be able to contract services through this established facility, streamlining surface operation requirements. The pioneering Lunar Commercial Communications Workshops sponsored by Space Age in California's Silicon Valley last January and July marked significant advances in lunar commercial communications understanding, and may help catalyze an entire new industry, expanding the domain of the human commercial telecommunications network by a factor of 1,000.