



**Amazon, Think Tanks Come Together to Launch Alliance for Satellite Broadband**  
*New coalition dedicated to expanding satellite broadband access asks regulators at the World Radiocommunication Conference to update outdated power limit rules*

Washington, D.C. (October 31, 2023) — Today, Amazon, the International Center for Law & Economics, the Open Technology Institute at New America, and the Digital First Project announced the launch of the Alliance for Satellite Broadband. This alliance, dedicated to expanding access to satellite broadband, specifically asks delegations to the upcoming World Radiocommunication Conference (WRC-23) to update outdated power limit rules.

Non-GSO satellites have the potential to revolutionize broadband connectivity globally, but technical rules constrain this. The rules governing power limits in space — called equivalent power flux-density (epfd) limits — reduce the availability and increase the cost of broadband service provided by non-GSO satellite systems.

The Alliance for Satellite Broadband asks that delegations convening in Dubai for WRC-23 adopt a future agenda item (FAI) that would commit the members of the International Telecommunication Union (ITU) to studying and potentially updating the epfd rules.

“Epfd limits formulated nearly 25 years ago when non-GSO technology was new are outdated. Satellite technology and spectrum management principles have changed a lot since then, but the rules haven’t kept pace,” said Julie Zoller, Head of Global Regulatory Affairs, Project Kuiper at Amazon. “These outdated limits constrain non-GSO systems beyond what is necessary to protect GSO networks from interference, inhibiting capacity and affordability for customers. It’s time for the ITU to embrace a new generation of connectivity and support smart, updated regulations.”

“Nearly 2.7 billion people worldwide are still without internet access in this digital age, a huge barrier of economic mobility for those in the most rural, hard-to-reach parts of the world,” said Michael Calabrese, Director, Wireless Future Project at New America's Open Technology Institute. “LEO broadband has the potential to make a dent in the digital divide, but only if the right rules are in place.”

“Outdated regulations impose undue constraints on next-generation satellite technologies, limiting their capabilities and raising costs,” said Kristian Stout, Director of Innovation Policy at the International Center for Law & Economics. “Updating epfd limits to reflect modern technological capabilities would unlock the full potential of NGSO systems, enabling more competition and greatly benefiting consumers through expanded access and lower prices.”

Delegations from the Americas region have already submitted a proposal for an FAI to the WRC. Procedurally, to begin the process of changing epfd rules, delegates will need to agree to an FAI at this meeting, which will enable the ITU to study epfd limits and propose regulatory changes, depending on the results of those studies, at WRC-27.

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### **About the Alliance for Satellite Broadband**

The Alliance for Satellite Broadband is a coalition of companies, think tanks, and advocacy groups seeking to expand access to broadband connectivity by modernizing restrictive global regulations. The group specifically asks Member States of the International Telecommunication Union (ITU) to commit to studying the current rules around satellite power limits — called equivalent power flux-density (epfd) — at the 2023 World Radiocommunication Conference (WRC-23). Learn more at [allianceforsatellitebroadband.org](https://allianceforsatellitebroadband.org).