## POINTWISE ERGODIC THEOREMS FOR RADIAL AVERAGES ON SIMPLE LIE GROUPS I

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## 1. Introduction, definitions, and statements of results.

1.1. Measurable actions. Let us begin by recalling some well-known facts which are needed in order to establish the existence of the operators which are the subject of the present paper. Let G be a Hausdorff locally compact second countable (lcsc) group and denote by  $\mathscr{B}_G$  the  $\sigma$ -algebra of Borel subsets of G. Let  $(X, \mathscr{B}, \lambda)$  be a standard Borel space, by which we mean that  $\mathscr{B}$  is a countably generated and countably separated  $\sigma$ -algebra, and  $\lambda$  a  $\sigma$ -finite measure on  $\mathscr{B}$ . G is said to have a Borel measurable action on X, if there is a map  $f: G \times X \to X$ , satisfying  $f(g_1g_2, x) = f(g_1, g_2x)$ , f(e, x) = x for each  $g \in G$  and  $x \in X$ , such that f is a measurable map from  $(G \times X, \mathscr{B}_G \times \mathscr{B})$  to  $(X, \mathscr{B})$ . The G-action, which will be denoted f(g, x) = gx will be called measure preserving if  $\lambda(gE) = \lambda(E)$  for each  $g \in G$  and  $E \in \mathscr{B}$ . In the sequel, by an action of G we mean a Borel-measurable measurable relative to the  $\sigma$ -algebra obtained as the completion of  $\mathscr{B}$  with respect to  $\lambda$ , and we do not insist that it be a Borel function. We refer to Appendix A for further discussion.

There is a natural representation of G associated with an action, by isometric automorphisms of  $L^p(X)$ ,  $1 \le p \le \infty$ , which is given by  $(\pi(g)f)(x) = f(g^{-1}x)$ . As is well known, the representation  $\pi$  is (strongly) continuous; namely, for each  $f \in L^p(X)$ ,  $1 \le p < \infty$ , the map  $g \mapsto \pi(g)f$  is a continuous map from G to  $L^p(X)$ , where we take the norm topology on  $L^p(X)$ . The action is called ergodic if every G-invariant set has measure zero, or its complement has measure zero. If the measure  $\lambda$  is finite, ergodicity is equivalent to the absence of G-invariant functions in  $L^2(X)$ , other that the constant functions.

To each complex bounded Borel measure  $\mu$  on G, there corresponds an operator  $\pi(\mu)$ , with norm bounded by  $\|\mu\|_1$  in every  $L^p(X)$ ,  $1 \le p \le \infty$ , given by:

$$\pi(\mu)f(x) = \int_G f(g^{-1}x) d\mu(g).$$

The last equation should be interpreted as follows: Given  $f \in L^p(X)$  and  $f' \in L^q(X)$ , where (1/p) + (1/q) = 1, consider the measurable function  $(g, x) \mapsto f(g^{-1}x)f'(x)$ 

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