Project Loon – ~~Commercializing~~ Commercialising Poverty?

Abstract

Google~~'s~~ designed Project Loon ~~designed to bringing~~to bring internet services to ~~those poor~~underprivileged people living in the ~~worlds~~world's most remote regions ~~by using~~with a network of stratospheric balloons that use the wind ~~to go a long way~~for propulsion. These balloons use the Long-Term Evolution (LTE) services of local ~~telcos~~telecoms to ~~beam~~broadcast internet access to areas currently ~~not served by~~without a network infrastructure. This project will help ~~to firmly~~close the digital divide between the technology-rich and those ~~who~~lacking even the most basic ~~Internet~~internet services. Google is promoting ~~their~~Project ~~loon~~Loon as an ~~kindness~~altruistic endeavour, but the company stands to profit from the ~~create~~addition of millions ~~more~~of users ~~of~~to ~~their~~its services ~~and this will mean lots more money~~enhance their profits.

~~Intro~~Introduction

Project Loon is a Google ~~development~~venture designed to bring the internet to remote areas ~~that currently~~lacking network infrastructure. The project launches ~~by launching~~balloons that float in the stratosphere, ~~and link up~~communicate with each other, and ~~make use of winds~~use the wind to ~~go up or down and~~change elevation and location. Their ~~tightly sealed~~tightly sealed plastic ~~composition~~construction ensures that the balloons stay aloft despite extreme temperature fluctuations. ~~Each balloon~~The balloons can be launched at a rate of four ~~an~~per hour using two ~~or~~to three people and an automated crane~~,~~ with a lifespan of ~~roughly~~approximately 190 days (~~L.~~Kelion, 2015). ~~Initially~~First launched in New Zealand in 2013, Project Loon is expected to create a $~~10 000 000 000~~10 billion ~~,000,000,000~~market (D'Onfro, 2015), bringing internet services through existing ~~telcos~~telecoms to the world's poorest and most disadvantaged (Deloitte, 2014). This ~~work presents an~~overview of the financial implications to ~~investigates~~investigate whether ~~Google's~~Google ~~is~~can ~~right~~ly ~~in claiming~~to claim that ~~that~~Project Loon ~~to be~~is~~as~~is altruistic in nature.

The ~~digital divide~~Digital Divide

~~Nowadays~~Currently, ~~in t~~The developed world considers~~,~~ internet access ~~is considered to be~~a fundamental right~~,~~. ~~:~~yet in 2014, ~~there were~~4.2 billion people ~~–~~, 57% of the world's ~~poplation~~population – remained ~~,~~without internet access (UN Broadband Commission, 2015). By ~~More~~However, recent figures ~~from~~June 2016, this number had risen to ~~indicate that are smaller~~lower, with ~~just over 50%~~now having ~~have~~access to online services ~~in June~~

~~2016~~. Much of this increase comes from Africa, with a 7,448.8% increase in online usage between 2000 and 2016~~., and Also, the~~ The ~~ME~~Middle East~~, which~~ shows a 4,207.4% increase over the same period. ~~yet~~However, only 28.7-% and 57.4%, respectively, of ~~the these~~ populations ~~of these areas~~ are served~~, respectively~~ (Internet Usage Statistics, 2016~~.~~). Although the number of people accessing the internet ~~are showing getting bigger~~is increasing, the ~~rate of growth~~growth rate is slowing. ~~Between~~From 2005 to 2008, growth was around 15%~~ per cent~~percent, but ~~between~~ this ~~the rate slowed to 10.4% between~~ 2009 and 2013, the rate slowed to 10.4% ~~to 10.4 percent~~ (McKinsey, 2014).

The benefits ~~for~~of shrinking the digital divide are clear. Freelance software developers in the US currently earn an average of $172 ~~ph~~ per hour. By comparison, ~~compared to~~ freelancers in India, earn ~~whose average rate is~~closer to $52 ~~ph~~per hour (Mezak, 2013). This advantage gives ~~western~~Western companies a ~~big~~substantial incentive to ~~move~~outsource their operations~~ to outsourcing~~. Outsourcing not only drives down ~~Not only does this~~prices but also ~~drive down end prices, but it~~ brings much-needed skilled jobs to ~~budding~~new businesses in less developed parts of the world, albeit at the cost of less work for businesses and individuals based in the West. ~~. However, the consequence is less fewer jobs for Western companies and individuals as work moves out.~~

The Benefits for Google

~~Googles~~Google's motivation for Project Loon is under scrutiny. At first glance, ~~it would appear that~~ Google appears to be ~~is~~committed to altruism~~, to~~ by bringing the ~~Internet~~internet to remote areas with ~~nothing~~no network access ~~and helping to~~to help close the digital divide ~~gap~~. However, closer examination shows that Google ~~stand~~stands to reap a ~~hefty~~significant return on ~~its~~ investment~~ (ROI)~~. Statista (2016) observed that ~~the~~worldwide digital advertising expenditure in 2012 ~~was~~stood at $104.58 billion. In 2013, ~~and this~~ expense ~~which~~the figure ~~leaped~~leapt to $121.47 billion~~ in 2013~~. This trend ~~is set to continue as no internet people halves~~will continue as the number of people without internet access ~~divides in half~~is halved each year.

Not only will Google benefit from the increase in ~~advertizing~~advertising as companies target new users, but the balloons will give Google a virtual monopoly. By linking ~~in~~with existing ~~telecos~~telecom companies ~~who~~that already have a ~~grasp~~hold on these customers who are learning to use technology, Google has ~~made sure of~~ensured complete ~~co-operation~~cooperation from local businesses. This arrangement benefits the local~~ tele-communications~~

telecommunications companies as they gain access to new markets without ~~having to outlay~~outlaying ~~for~~their own capital for infrastructure, such as cell towers (D'Onfro, 2015). ~~and~~Further, Google is prepared to share new customers' revenues with ~~those companys~~companies that provide the LTE spectrum. It also ensures that connected devices receive a reasonable speed of around 10 -megabits ~~p/s~~per second. (~~L.~~Kelion, 2015).

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The temptation to lock new customers into ~~Googles~~Google's services must be strong, just as Microsoft did when it bundled ~~it's~~its Internet Explorer with its ~~windows~~Windows offerings (Phillips, 1998). Lead developer Mike Cassidy ~~slams criticised~~dismissed claims that Google will ~~be restricting users or force forcing~~restrict users or force them to use Google services, reiterating~~, reiterating and he reiterated their~~the company's commitment ~~towards~~to net neutrality. In this way, Google hopes to avoid the backlash faced by Facebook's Free Basic ~~Service'~~Service, which provided access only to specific sites, including ~~–~~, unsurprisingly ~~–~~, Facebook (Shu, 2016). Even so, there is no denying that Google will be the ~~main~~primary beneficiary.~~,~~ ~~if~~If only 5% of the unconnected pay $5 for internet services, ~~that it~~ still amounts to tens of billions a year in revenue (Popper, 2015).

Conclusion

~~There's no doubt that~~~~No doubt~~Undoubtedly, bringing the internet to the millions ~~who~~ currently lack~~ing~~ access to even the most basic technology services will ~~bring provide a more~~ level the playing field ~~to~~for global users. What does ~~it~~this mean for the ~~west~~West? ~~Maybe~~ ~~w~~Wages ~~will lower~~may decrease, ~~a lowering of wages~~and services ~~will~~could be outsourced ~~the outsourcing of services~~to new, ~~and~~cheaper providers in ~~poor~~poorer countries. Through Project Loon, Google will bring the internet to billions of new customers, ~~customers who can then be targetted by~~whom will be targeted by ~~Google's their~~advertisers ~~who will target and~~ gladly pay~~ing~~ Google for the access. By working with existing ~~telecos~~telecoms companies and sharing ~~a little~~some of the revenue, Google has bought the loyalty of local consumers and ensured that there is little opposition to their project ~~by sharing a little of the revenue~~. ~~There is~~~~are huge significant benefits in~~ Project Loon has significant benefits for those currently lacking internet services, but Google will~~, at the end of the day,~~ ultimately be the biggest ~~beneficiaries~~beneficiary.

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