nbu
NEXT BILLION USERS

Google for the Next Billion

"... to organize the world's information and make it universally accessible and useful."

... are
largely
located here
Satellite
Traffic
Greenland
Iceland
Norwegian Sea
Sweden
Finland
Norway
Russia
United Kingdom
Ireland
Denmark
Poland
Belarus
Germany
Ukraine
France
Austria
Romania
Italy
Spain
Portugal
Greece
Turkey
Kazakhstan
Mongolia
Uzbekistan
Kyrgyzstan
Turkmenistan
China
Japan
South Korea
Afghanistan
Pakistan
Iraq
Iran
Syria
Saudi Arabia
Oman
Yemen
Egypt
Libya
Algeria
Morocco
Tunisia
Western Sahara
Mauritania
Mali
Niger
Chad
Sudan
Nigeria
Guinea
Ghana
Burkina Faso
South Sudan
Ethiopia
Somalia
Kenya
Gabon
DR Congo
Tanzania
Angola
Zambia
Mozambique
Namibia
Zimbabwe
Botswana
Madagascar
South Africa
India
Nepal
Myanmar (Burma)
Thailand
Vietnam
Philippines
Malaysia
Indonesia
Cuba
Puerto Rico
Caribbean Sea
Nicaragua
Venezuela
Guyana
Suriname
Colombia
Ecuador
Peru
Brazil
Bolivia
Paraguay
Chile
Uruguay
Argentina
North Atlantic Ocean
South Atlantic Ocean
Indian Ocean
Arabian Sea
Bay of Bengal
Andaman Sea
Laccadive Sea
Gulf of Aden
Gulf of Guinea
Gulf of Thailand
Mediterranean Sea
Bay of Biscay
Sea of Okhotsk
Sea of Japan
East China Sea
South China Sea
Banda Sea
Arafura Sea
Coral Sea
Solomon Sea
Papua New Guinea
Australia
1000 mi
2000 km

... are
mobile
first, and
mostly,
mobile
only

… and they face similar serious challenges

Low spec phones

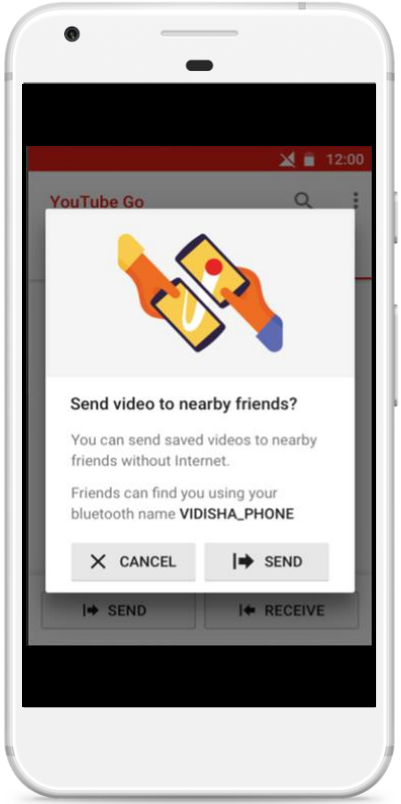
Connectivity

Localized content

Products for the Next Billion Users

Android Go

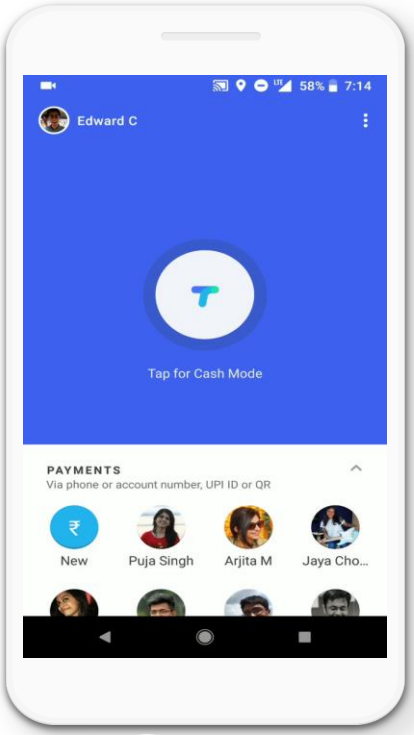
Google Go



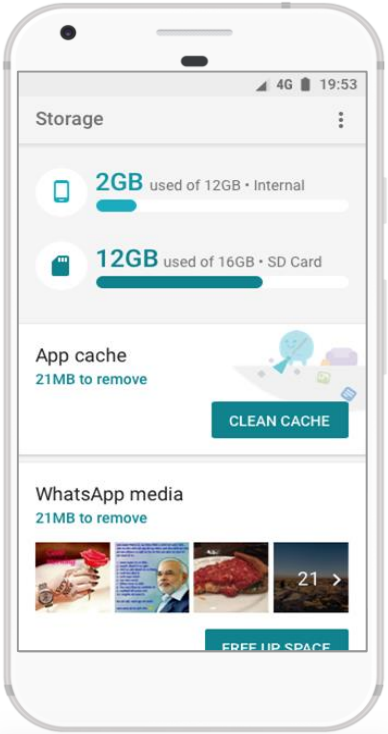
YouTube Go

Google Assistant

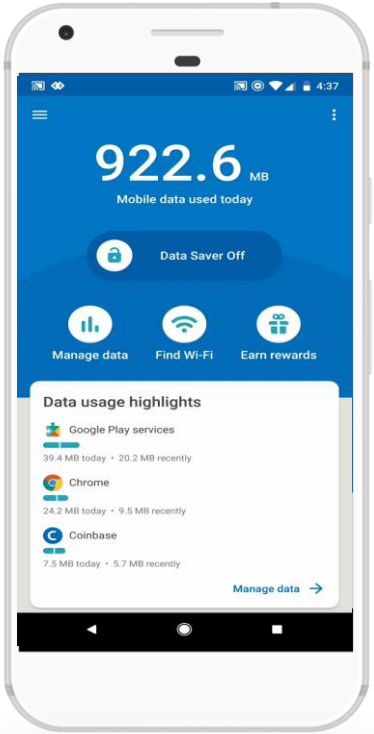
Products for the Next Billion Users



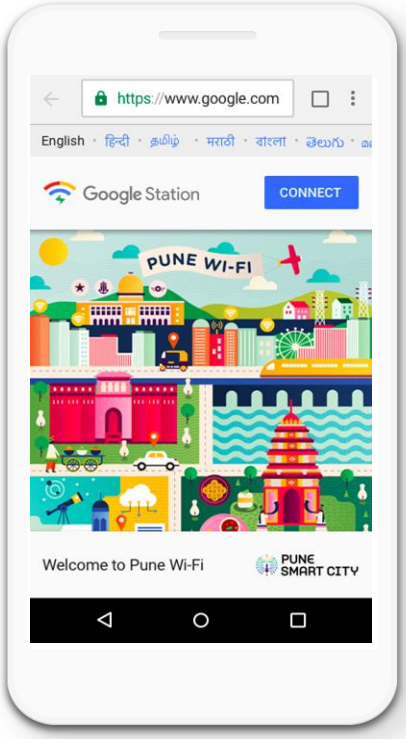
Tez



Files Go



Datally



Google Station

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Confidential + Proprietary

Google Station in India

Public Wi-Fi hotspots increase connectivity but are challenging to deploy

Core Challenges:

User Experience

For users, Wi-Fi can be an unreliable and inconsistent experience. No uniform onboarding experience across hotspots.

Operational Complexity

For ISPs and Venues, networks are operationally complex. It can be difficult to set-up and operate the network at scale.

Financially Unsustainable

For providers, public Wi-Fi is expensive to provide and and hard to monetize. Few generate enough revenue to cover operational costs.

Google Station - a simple, cost-effective, & scalable way for partners to offer free & fast Wi-Fi

For **users**, Google Station means

- **Fast:** high-quality internet for more HD videos and less buffering
- **Safe:** can trust that their data is safe and protected on our network
- **Easy, consistent experience:** simple log-on flow, developed and enhanced through custom UXR

For **partners**, Google Station means

- **More revenue:** scalable, sustainable ads-based monetization driven by Google's world-class sales teams
- **Lower operational cost:** Station architecture simplifies integration and can lower ongoing costs
- **Simple to operate:** cloud-based; network monitored and maintained by Google

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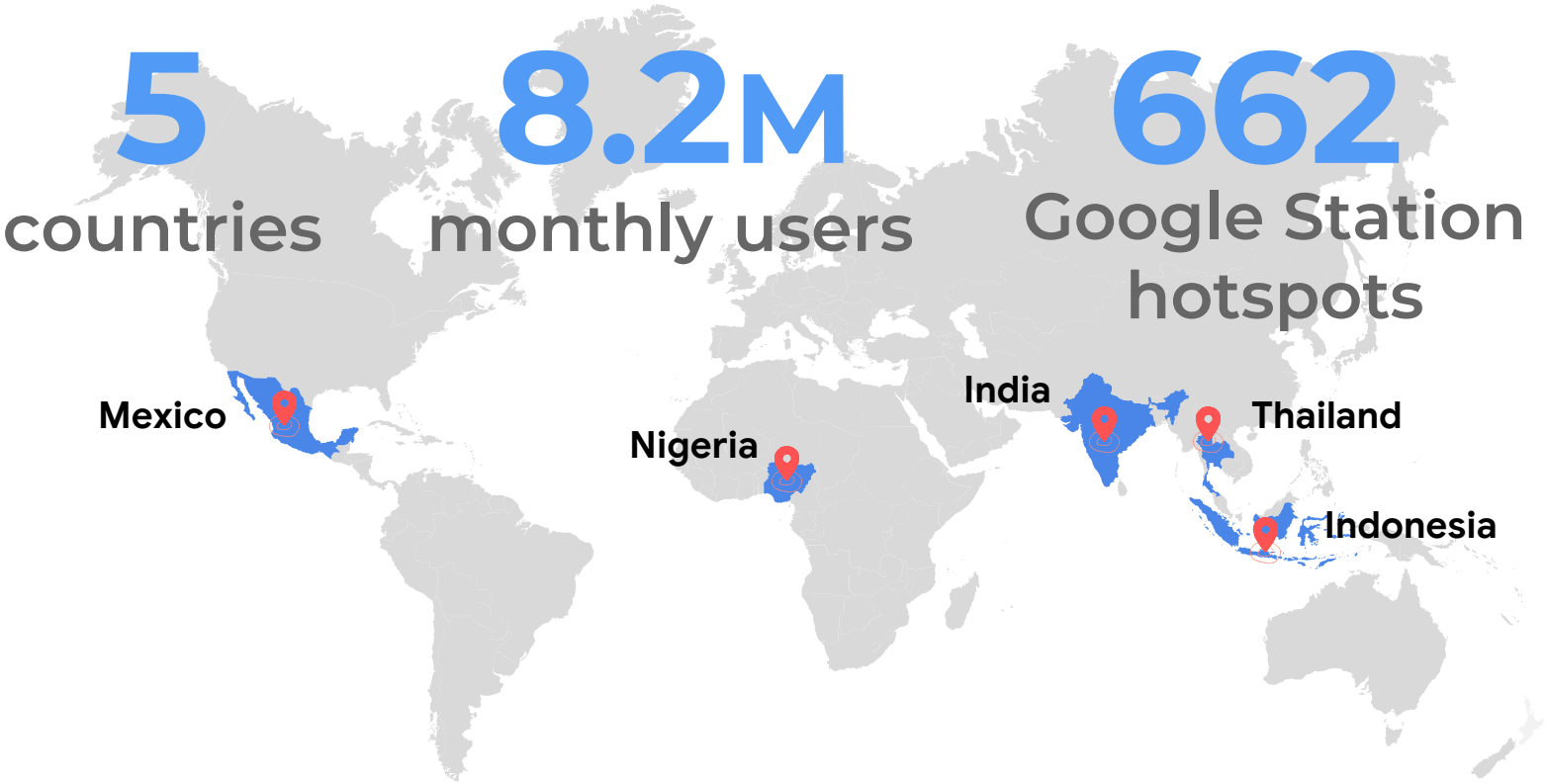
Google Station today

5
countries

8.2M
monthly users

662
Google Station hotspots



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Thank you!