Is Google's Project Link the first nail in the African telcos' coffin?

Google recently announced its first infrastructural project in Africa, called Project Link. This initiative, through the building of a fibre-optic network in Kampala (Uganda), enables internet service providers (ISPs) and mobile operators to provide faster connections to their users than ever before. This announcement, which has not really been picked up by the African tech media so far, can be a real game changer for the African digital space.

Kampala is nothing but a test market

There is no single reason why Kampala would be the best African candidate for this project, unless this initiative is simply considered as a test market by Google.

In order to maximise the return on investment (ROI), Google could have pursued areas with a much higher GDP per capita or a much larger population, but it did not. Why? Because this investment was not about maximising ROI, it was purely about testing a business concept and measuring how an infrastructural boost could impact a developing market like Uganda and more importantly how Google can play in the African telecom space.

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