

Introducing Google's Accelerated Mobile Pages Project



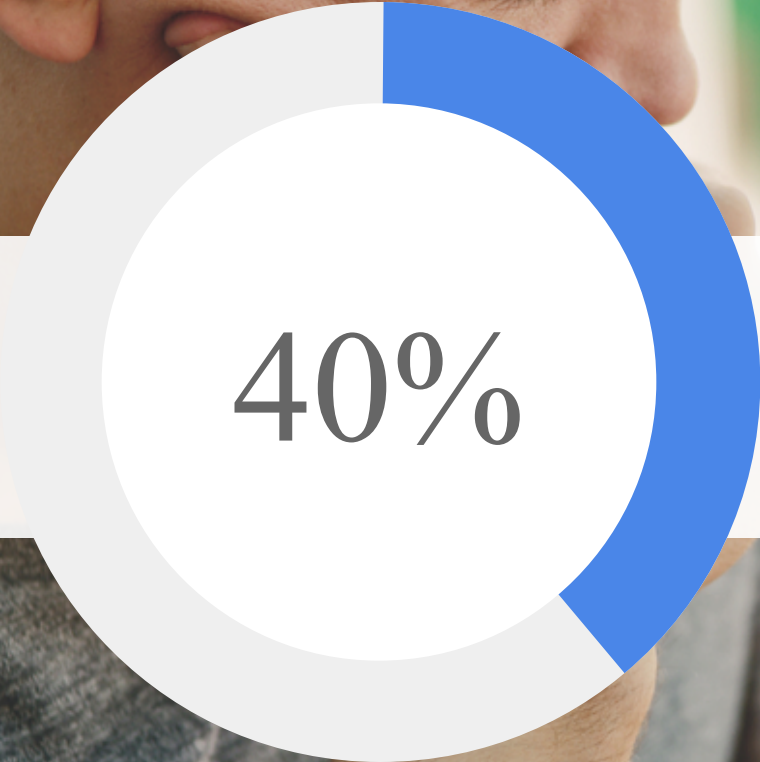
SOFIA
VADACHKORIA

Global Product Partnerships
Google

Faster Content + Open Distribution

Accelerated Mobile Pages

Performance



40%

of people abandon a website that takes more than 3 seconds to load

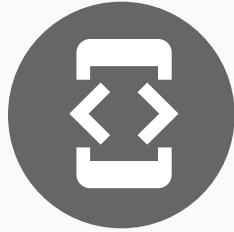
A photograph of three young adults, two women and one man, looking at a smartphone together. The man is on the left, holding the phone. The woman in the middle is looking down at the screen. The woman on the right is looking over her shoulder at the phone. They are all smiling and appear to be enjoying the content. The image has a dark, moody overlay.

With the shift to mobile, the way we
consume content has changed

So we need a solution that's...



Fast



Easy to implement



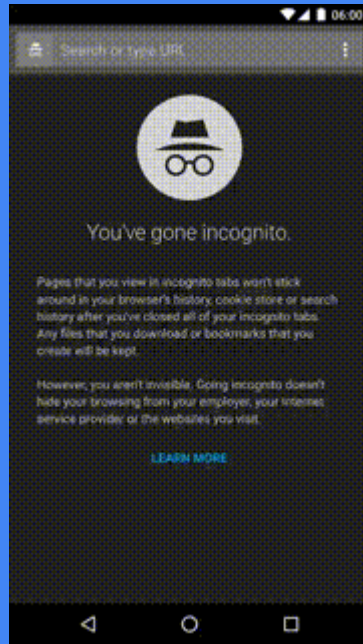
Mobile
Friendly



Embrace the open
web



Gives strong
Incentives



g.co/ampdemo

Introducing Accelerated Mobile Pages

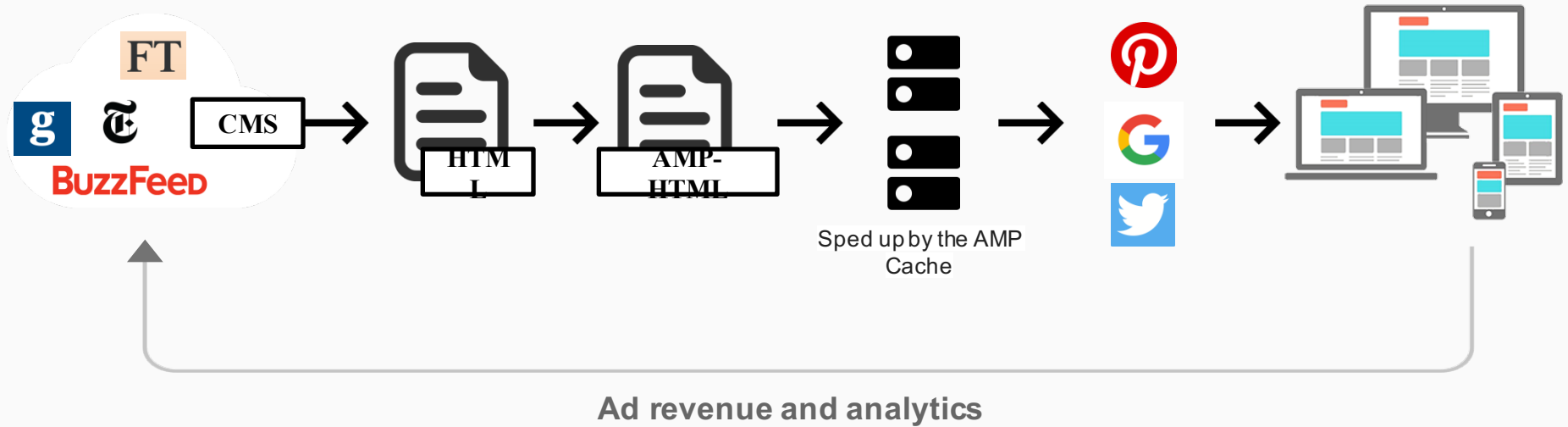


Web pages, today



Accelerated Mobile Pages

How does it work?



Smart content prioritization

- Prefetching the elements

- No layout

- Asynchronous load

Responsive design

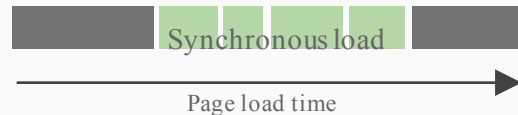
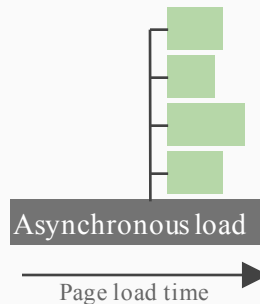
- Always get the best image for your screen (full srcset support)

Limited by design

- No custom Javascript **except in amp-iframe**

- No scrolling elements on the page

- Max 50kB inline stylesheet



Reading Experience using AMP-HTML

Articles are cached and load
instantly

Publishers have control over
visual design and business model

Supports ads

Open source

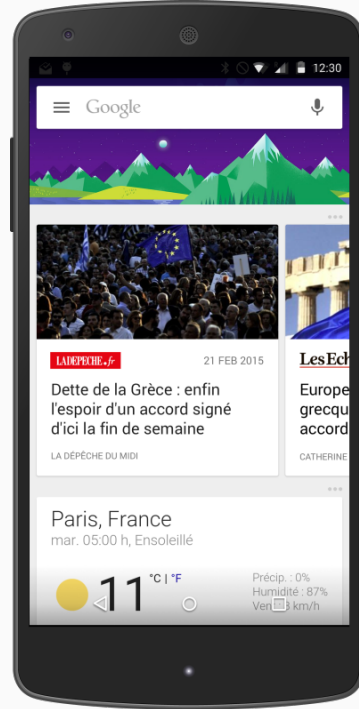
No contracts or financial terms
needed



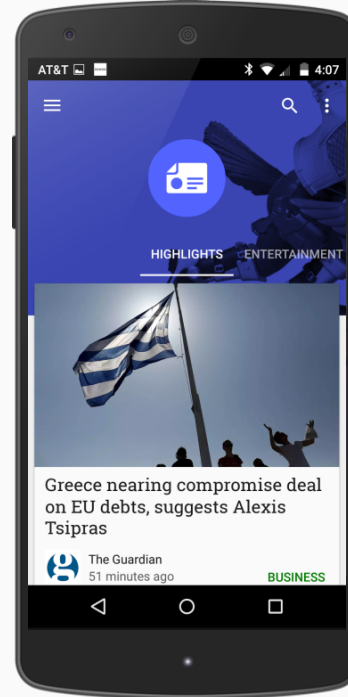
Google News



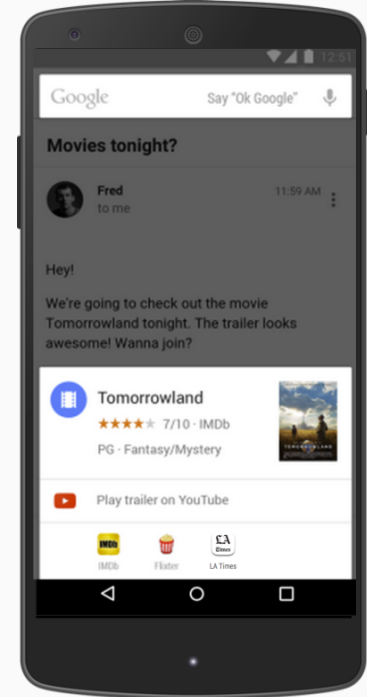
Google Now



Play Newsstand



Now On Tap



.....and ultimately across multiple Google surfaces in 2016.

Roadmap

Ready

Framework Availability

Tech exploration on GitHub

In progress

New Features & Functionality

Focusing on building support
for ads, analytics, subscriptions,
and more

H1 2016

Launch in Search

As well as other Google
platforms, as soon as we can
provide a great experience on
each

Join the AMP initiative!

Connect with the AMP engineering community on

GitHub: <https://github.com/ampproject/amphtml>

StackOverflow: <http://stackoverflow.com/questions/tagged/amphtml>