A URI IS NO LONGER A URI

- <u>Unique</u> Resource Identifier?
- https://www.bbc.co.uk/news/health-44107940
- https://www.bbc.co.uk/news/amp/health-44107940
- https://www.google.co.uk/amp/s/www.bbc.co.uk/news/amp/health-44107940

A URI IS NO LONGER A URI

- <u>Unique</u> Resource Identifier?
- https://www.bbc.co.uk/news/health-44107940
- https://www.bbc.co.uk/news/amp/health-44107940
- https://www.google.co.uk/amp/s/www.bbc.co.uk/news/amp/health-44107940
- And that's just AMP. Consider native apps, Facebook Instant Articles, Apple News...