

WE'RE BASICALLY A PIZZA PLACE

- ▶ It's up to the consumer which 'flavour' of content it wants
- ▶ They all have largely the same ingredients, but are all spruced up in slightly different ways

SINGLE SAUCE SOURCE OF TRUTH



MULTIPLE 'FLAVOURS' OF OUTPUT



LIST OF WRAPPERS

- ▶ Embed
- ▶ Standalone
- ▶ News App
- ▶ AMP
- ▶ Syndicated
- ▶ Core
- ▶ Envelope
- ▶ Facebook Instant Articles
- ▶ Apple News (coming soon!)