

THE INCREASING FRAGMENTATION OF THE WEB

---

**SOMETHING'S GOT TO GIVE**

## A URI IS NO LONGER A URI

- ▶ Unique 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>