

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>
- ▶ **And that's just AMP. Consider native apps, Facebook Instant Articles, Apple News...**

THE WEB IS BECOMING LESS OPEN

- ▶ News stories now curated by your friends, and whatever looks algorithmically “engaging” to social media companies.
- ▶ Current technological solutions lock users into their platforms.
- ▶ Not every company has the resources to invest in all of these platforms.
- ▶ More and more platforms threaten to fragment the web even further. (Voice assistants, VR, AR, etc)