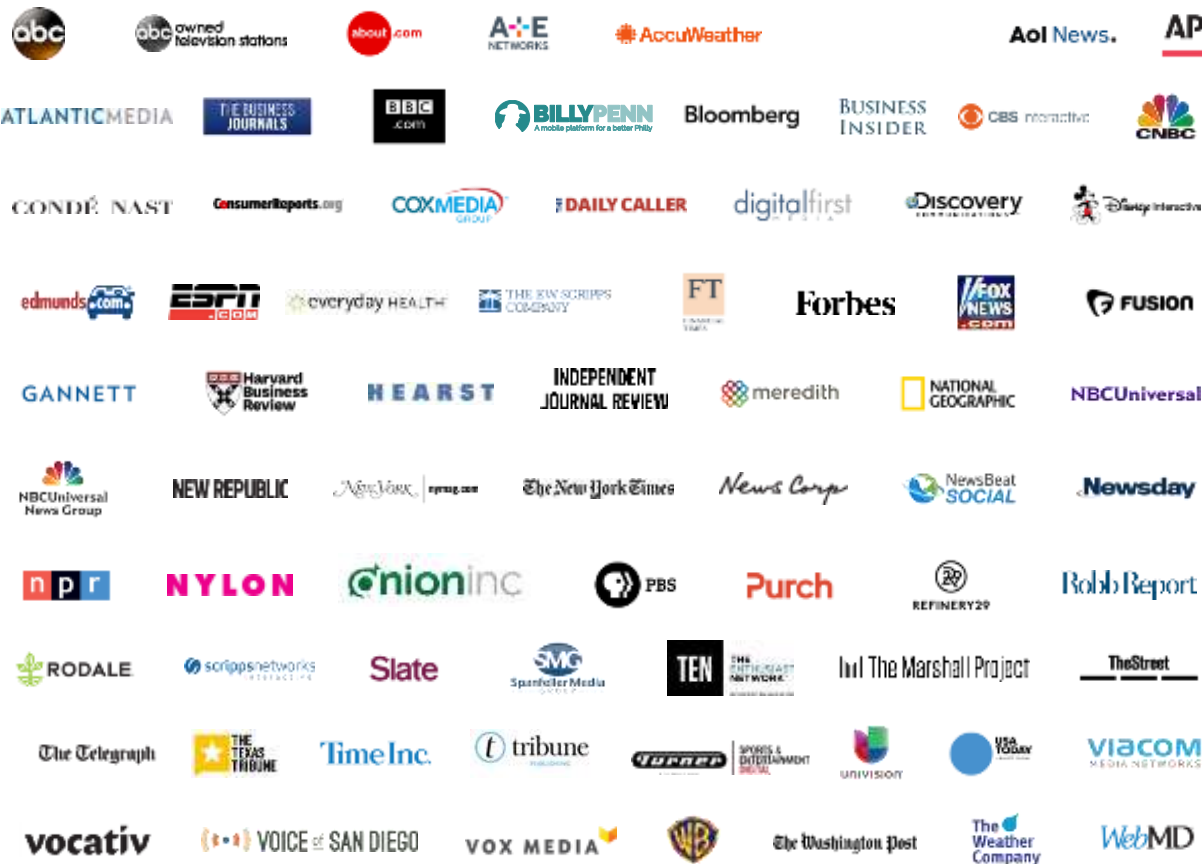




**DIGITAL CONTENT NEXT**

# Advancing the Future of Trusted Content



# 4 Observations about AMP

---

- fits DCN principles
- “open”
- Google
- ad blocking

*Follow DCN at @dcnorg*

# 5 Key Questions about AMP

---

- path to true open source?
- publisher and **consumer** balance?
- better world?
- how do we avoid messing up?
- Intersection with ad blocking and IA?

*Follow DCN at @dcnorg*

# Special Thank You to our Supporters

---



**Integral**  
Ad Science

**Yieldmo<sup>®</sup>**