

Is AMP Good for Publishers?

The Washington Post

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Rainbow

BUSINESS DAY

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The Cost of Mobile Ads on 50 News Websites

By GREGOR AISCH, WILSON ANDREWS and JOSH KELLER OCT. 1, 2015

Ad blockers, which Apple first allowed on the iPhone in September, promise to conserve data and make websites load faster. But how much of your mobile data comes from advertising? We measured the mix of **advertising** and **editorial** on the mobile home pages of the top 50 news websites – including ours – and found that **more than half of all data came from ads** and other content filtered by ad blockers. Not all of the news websites were equal. [RELATED ARTICLE](#)

Estimated load time
on a 4G LTE network

Data usage
to load mobile home page

Cost per page
on a typical data plan



Accelerated Mobile Pages

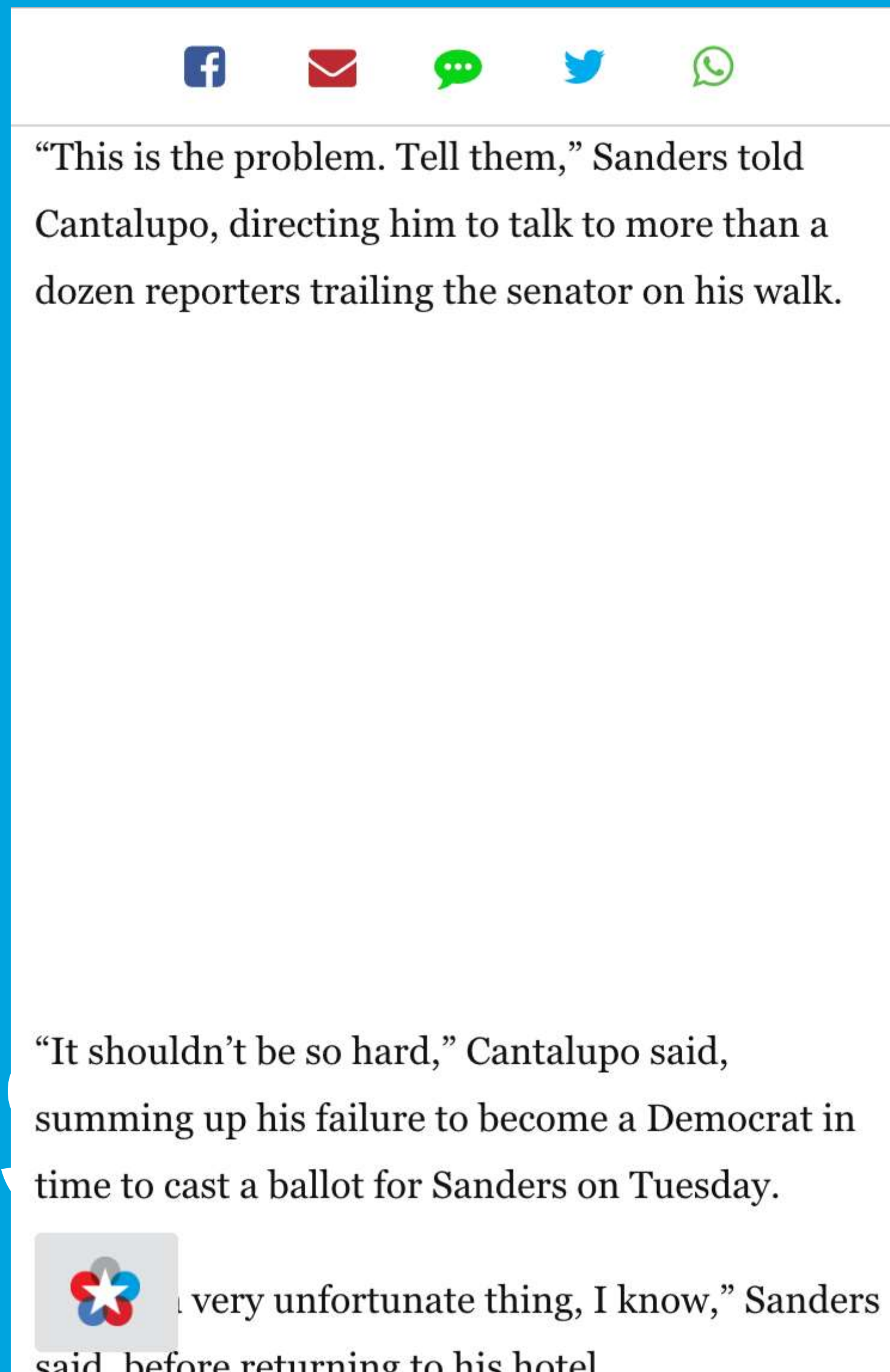
Defined

AMP

The Good

Its FAST!

Page Load Time



86%

CTR



+50%

Viewability

+10%

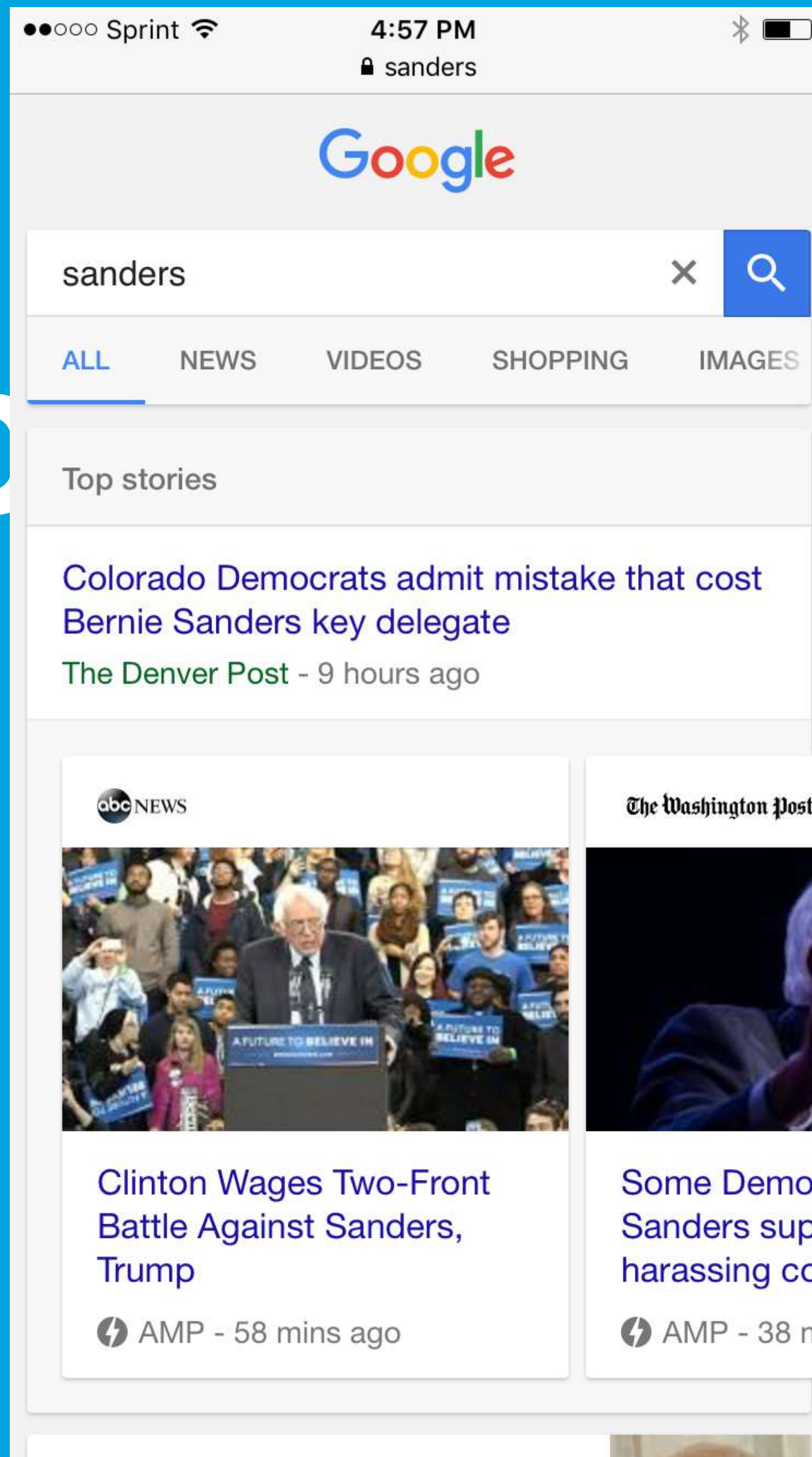
**Programmatic
Revenue
Not Impacted**

AMP

The Bad

Less Analytics

Organic Search Lift



? %



Clinton Wage Battle Against Trump



AMP - 58 mins ago

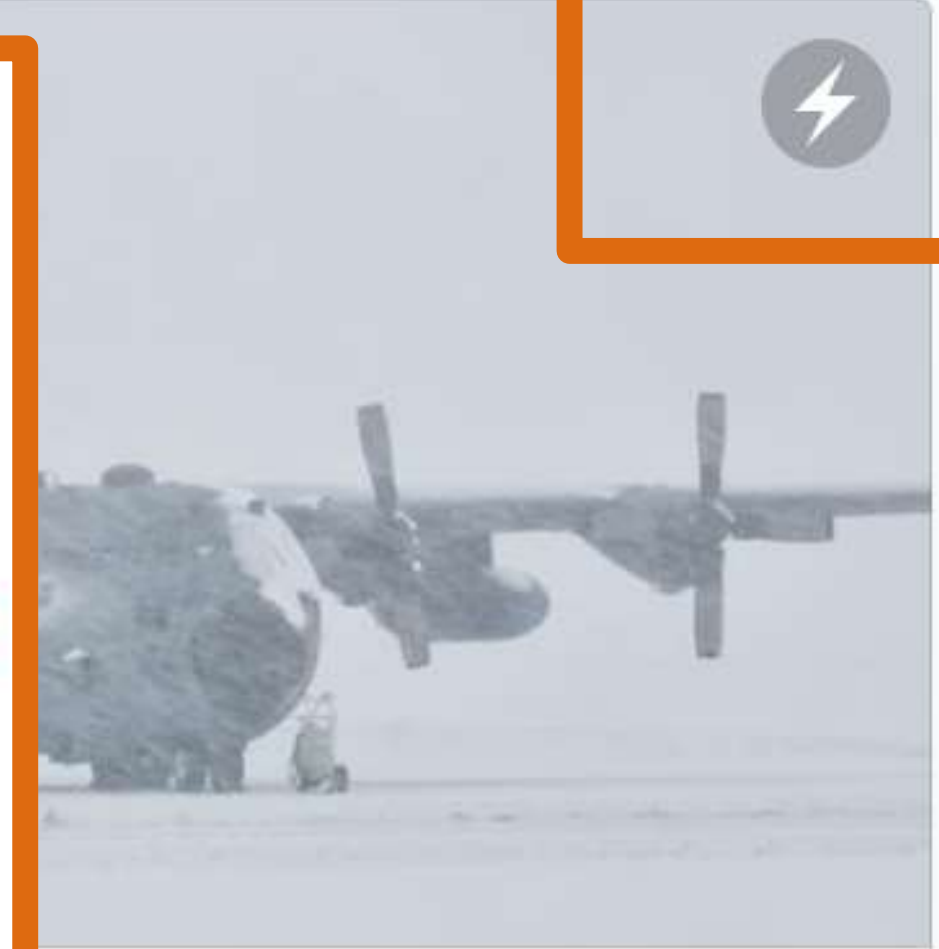
twitter



Washington Post

1 hr · 🌐

The Taliban had claimed credit for the crash, saying it shot down the aircraft.



cause of plane crash
ays



131

20 Comments 35 Shares



Like



Comment



Share

AMP

The Ugly

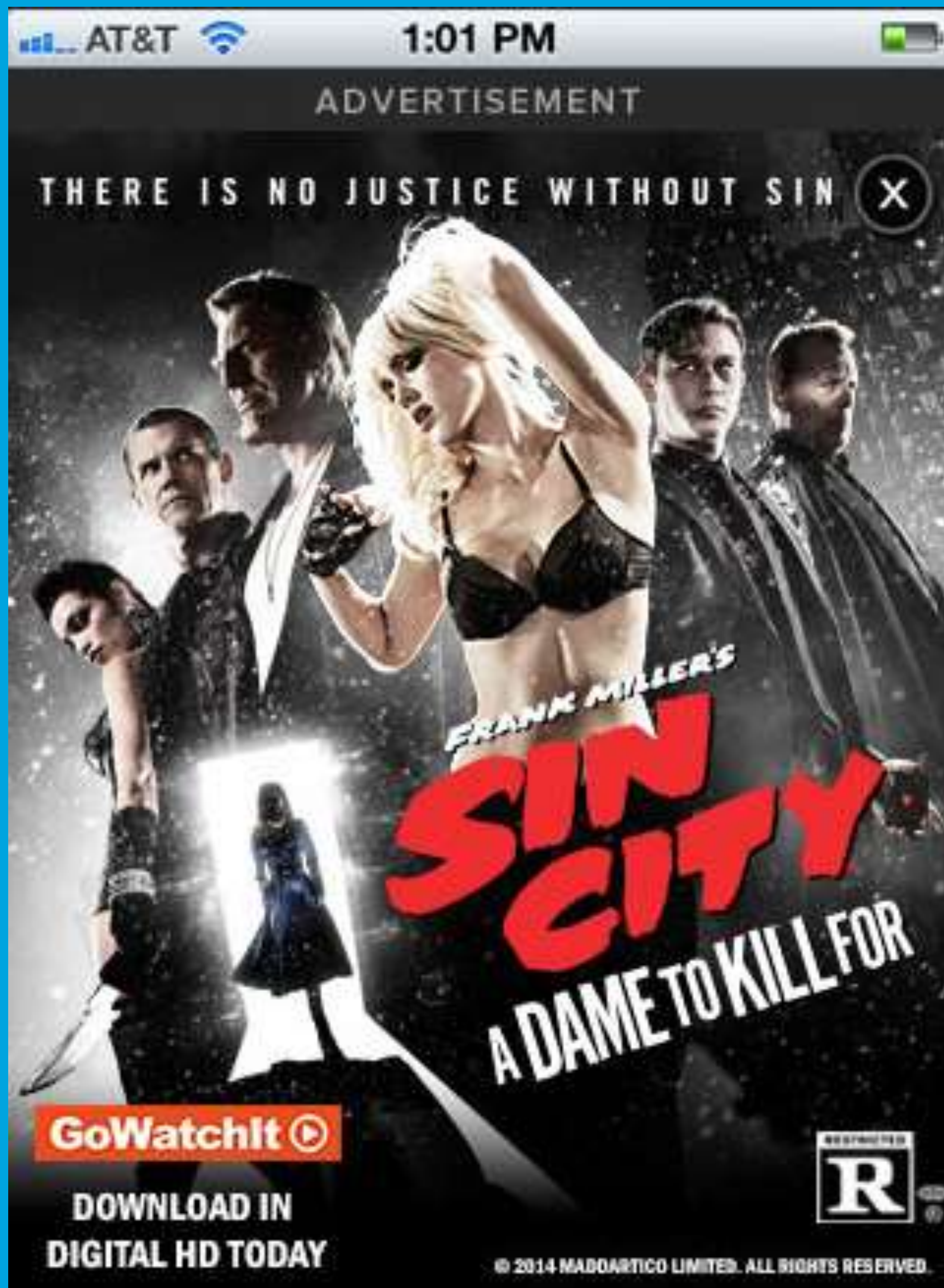
Building a Completely New Site

Functionality Impact

- Recirculation Traffic is down
- No A/B Testing of page elements
Limits experimentation

.....and the big one

Loss Of Ad Inventory



Sprint LTE 1:05 PM forbes.com

Forbes

Ted Cruz Gets Away With Blatant Nonsense On Abortion As Scientists Keep Quiet

APR 18, 2016 @ 01:48 PM 74,963 VIEWS

Arthur Caplan
CONTRIBUTOR
I am head of medical ethics at NYU Langone Medical Center.

FULL BIO

“This generation of young people is the most pro-life generation of young people we have seen in modern times, and I think that’s because science is making more and more clear that unborn children are people who can feel pain, who can feel suffering, and we ought to be protecting them.”

—Ted Cruz speaking at MSNBC Town Hall, April 14

COMCAST BUSINESS B4B BUILT FOR BUSINESS

AD INVENTORY



WELCOME TO CASINO DEL RIO - Microsoft Internet Explorer

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seconds)

So is AMP Good for Pubs?

Today

Positive

- Load Time
- CTR
- Viewability

Neutral

- Ad Blocking
- Search

Negative

- Analytics
- Functionality
- Costs
- Ad Inventory

Future

Positive

- Load Time
- CTR
- Viewability
- Search

Neutral

- Ad Blocking
- Analytics
- Costs

Negative

- Functionality
- Ad Inventory

AD INVENTORY



Is AMP Good For the Consumer?



Thank You

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