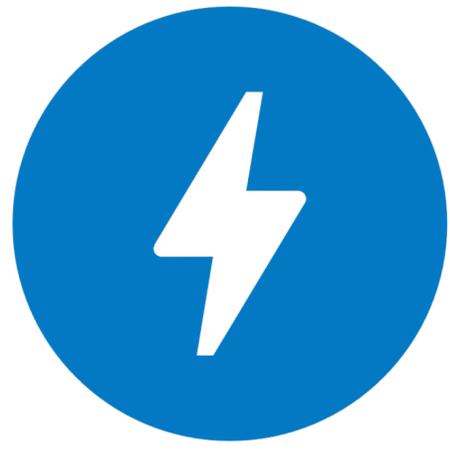
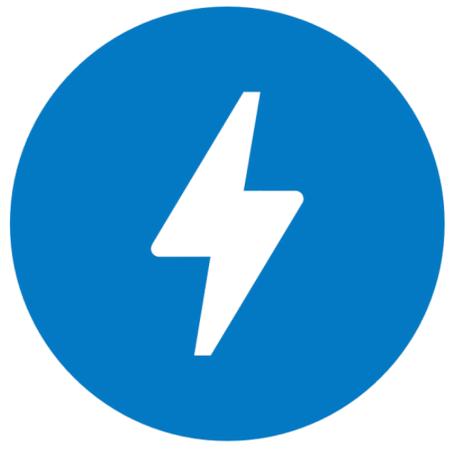
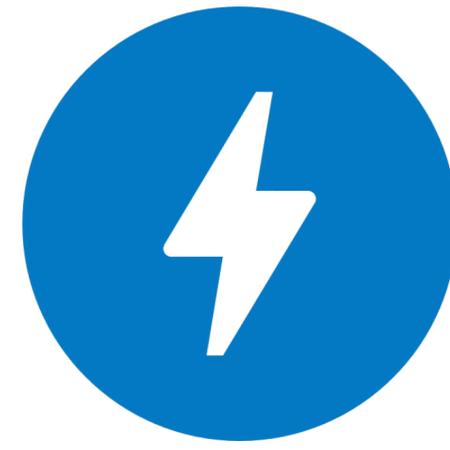
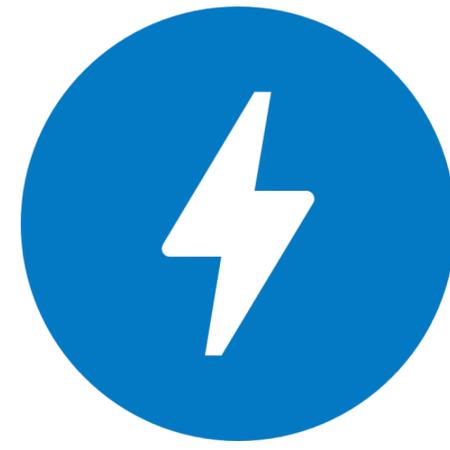
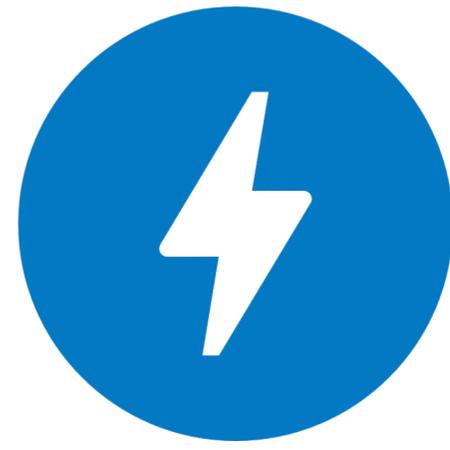
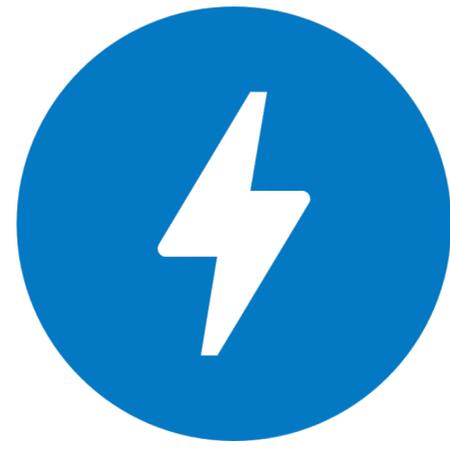
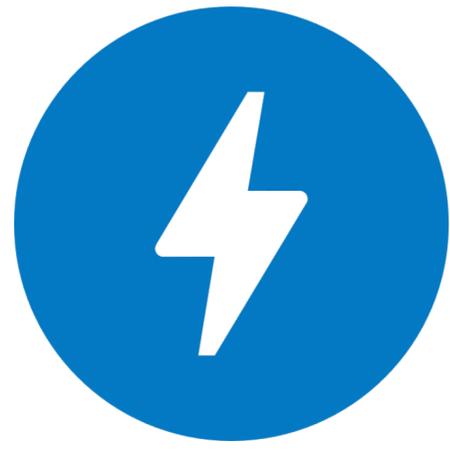
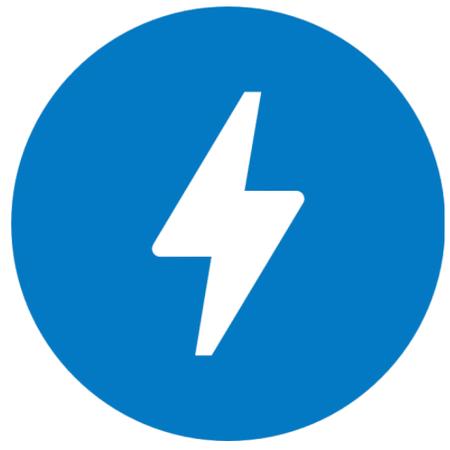
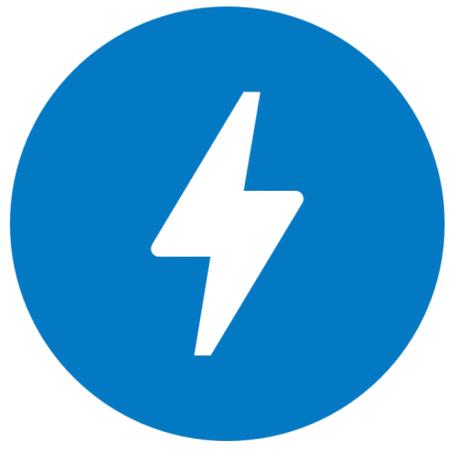
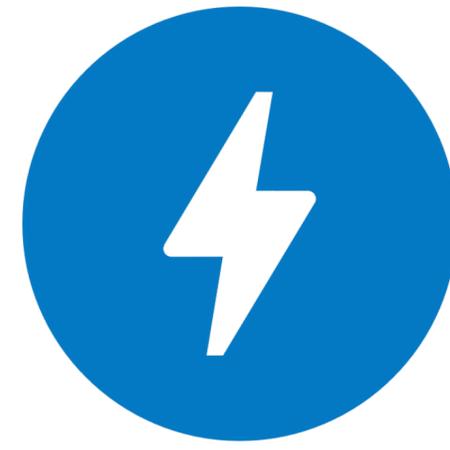
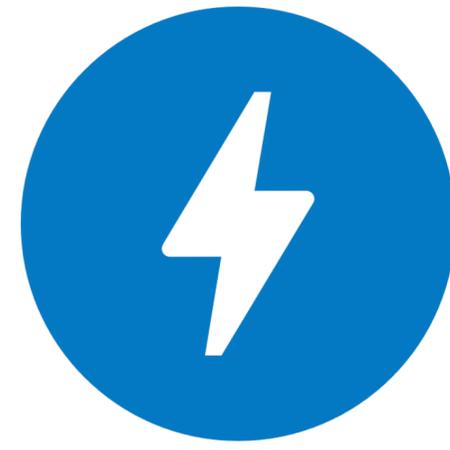
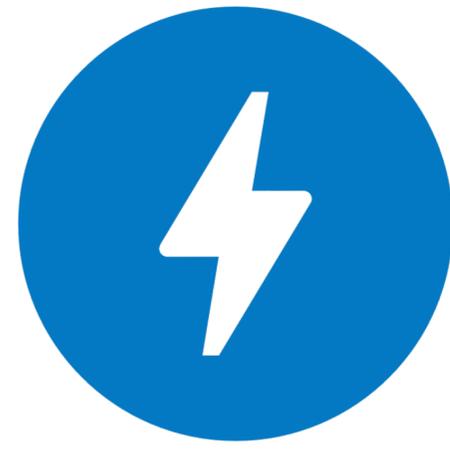
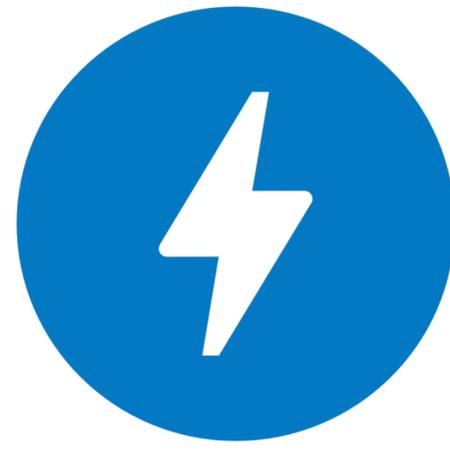


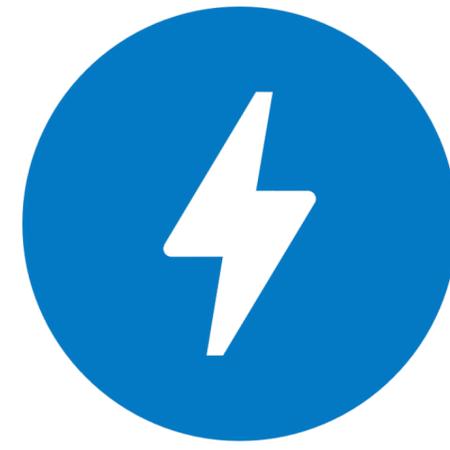
15 months



of



AMP





✔ Page load performance is fast ▾

Users notice if sites and apps don't perform well. These top-level metrics capture the most important perceived performance concerns.

100 First meaningful paint: **543.2ms** (target: 1,600ms) ⓘ

99 Perceptual Speed Index: **943** (target: 1,250) ⓘ

First Visual Change: **429ms**

Last Visual Change: **1505ms**

99 Estimated Input Latency: **36.8ms** (target: 50ms) ⓘ

100 Time To Interactive (alpha): **1022.5ms** (target: 5,000ms) ⓘ

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! Page load performance is fast ▾

Users notice if sites and apps don't perform well. These top-level metrics capture the most important perceived performance concerns.

27 First meaningful paint: **5448.0ms** (target: 1,600ms) ⓘ

48 Perceptual Speed Index: **5678** (target: 1,250) ⓘ

First Visual Change: **5613ms**

Last Visual Change: **7082ms**

70 Estimated Input Latency: **80ms** (target: 50ms) ⓘ

44 Time To Interactive (alpha): **5473.8ms** (target: 5,000ms) ⓘ

TechCrunch



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Sleek, intuitive, and powerful mobile first front-end framework for faster and easier web development.

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[Expo](#)



HTML  AMP \subset HTML5

`<html  >`

banned ``, `<video>`, `<script>*`,...

inlined CSS < 50 kB



AMP runtime

```
<script async src="https://cdn.ampproject.org/amp-v0.js"></script>
```

AMP Components

```
<amp-img>  
<amp-carousel>  
<amp-analytics>  
<amp-social-share type="twitter">
```



AMP cache @ Google

<https://www.google.cz/amp/s/robinpokorny.github.io/git3moji/>

git3moji — A simple three-letter (or less) emoji standard for expressive commit ...
<https://robinpokorny.github.io> › git3moji

 AMP - git3moji v0.2.0. [git-three- moh-jee] is a simple three-letter (or less) emoji standard for expressive commit messages.
 You visited this page on 5/2/17.



robinpokorny.github.io  

git3moji v0.3.0

[git-three-moh-jee] is a simple three-letter (or less) emoji standard for expressive commit messages.

Warning: Pre-release version. It exists to record the ideas and promote discussion.

[Summary](#) - [Introduction](#) - [List](#) - [FAQ](#) - [About](#)

Summary

Prepend one of the five emojis to describe the intention of your git commit.



Static layout system

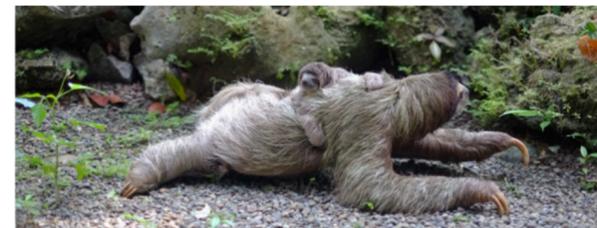
RELATED ARTICLE

Sloths on the move

Duis nisl sem, gravida sed sapien sed, ultrices varius sem. Aliquam venenatis aliquam lobortis. Nam et euismod eros. Nunc gravida egestas arcu, sed laoreet nunc rutrum ultrices. Nunc fermentum consequat laoreet.

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[READ MORE](#)



1st year

1.7 B AMP pages published

870 K domains

The New York Times

WIRED

 WORDPRESS



Huge development – but where?



Web Components

```
<script async src="https://cdn.ampproject.org/v0/amp-carousel-0.1.js"></script>
```

```
<amp-carousel width=300 height=400>  
  <amp-img src="my-img1.png" width=300 height=400></amp-img>  
  <amp-img src="my-img2.png" width=300 height=400></amp-img>  
  <amp-img src="my-img3.png" width=300 height=400></amp-img>  
</amp-carousel>
```

<amp-youtube>, <amp-iframe>, <amp-sidebar>, <amp-font>, ...



Dynamic data

```
<amp-list src="https://...">  
  <template type="amp-mustache">  
    <div>  
      {{title}}  
    </div>  
  </template>  
</amp-list>
```

```
<form method="post" action-xhr="https://...">  
  <input type="email" name="email">  
  <input type="submit" value="Subscribe">  
  <div submit-success>  
    <template type="amp-mustache">  
      Thanks {{email}} for subscribing!  
    </template>  
  </div>  
  <div submit-error>  
    <template type="amp-mustache">  
      Oops! {{message}}.  
    </template>  
  </div>  
</form>
```



amp-experiment

```
<amp-experiment>
```

```
  <script type="application/json">{
```

```
    "button-color": {
```

```
      "variants": { "A": 50, "B": 50 }
```

```
    }
```

```
  }</script>
```

```
</amp-experiment>
```

```
body[amp-x-button-color="A"] .button {
```

```
  background-color: red;
```

```
}
```



Breaking the web?

AMP isn't encouraging better performance on the web; AMP is encouraging the use of their specific tool to build a version of a web page.

The good news is that it's open source and the project owners seem receptive to feedback.

Personally, I dream of future, still-to-be-invented web standards that would allow us to get there — to move beyond cache models

Tim Kadlec

<https://timkadlec.com/2015/10/amp-and-incentives/>

Jeremy Keith

<https://medium.com/@adactio/amped-up-4e000e4b4886>

Paul Bakaus, AMP Developer Advocate

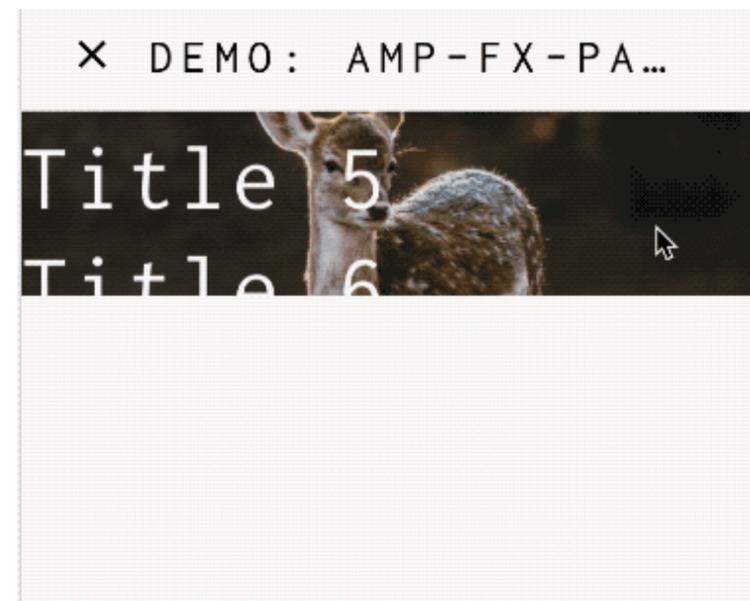
<https://medium.com/@pbakaus/why-amp-caches-exist>



AMP Conf

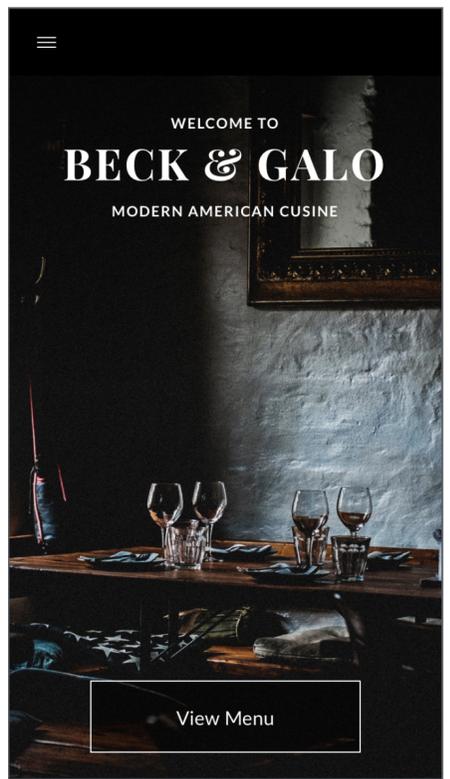
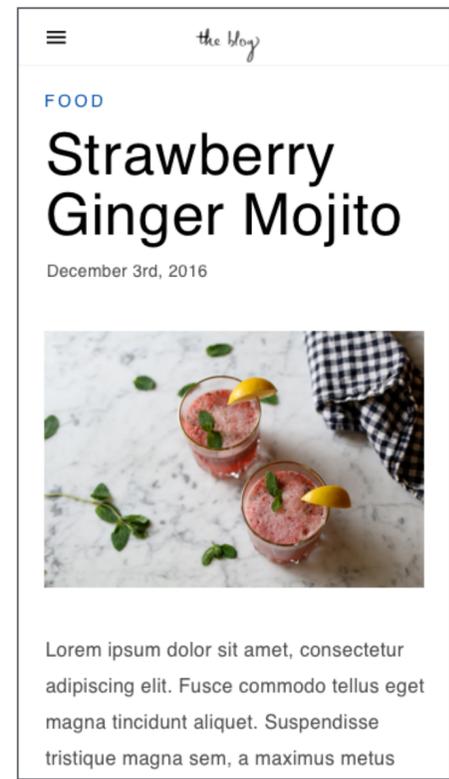
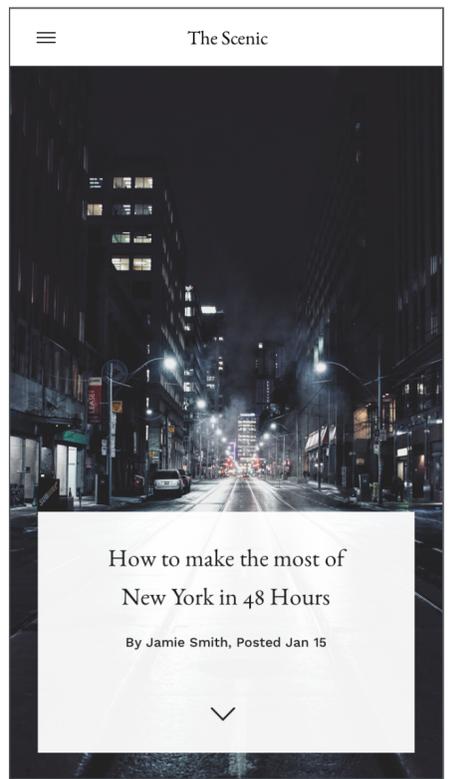
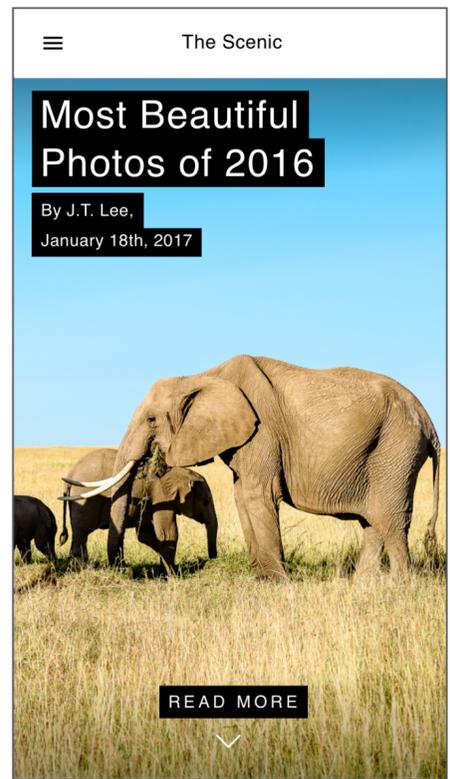
amp-parallax

<https://ampbyexample.com/components/amp-fx-parallax/preview/>



AMP Start

<https://ampstart.com/>





amp-bind

```
<p  
  [text]=" 'Hello ' + foo"  
  [class]="products[currentProduct].class"  
>Hello you</p>
```

```
<button on="tap:AMP.setState({  
  foo: 'Frontendisti',  
  currentProduct: 'pj68'  
})">
```



AMP

Instant delivery

Optimized discovery

No user scripts

Static content

PWA

Advanced platform features

Highly dynamic

Slower first delivery

Not easily embedded



AMP + PWA

AMP with PWA features

`manifest.json`

AMP as entry point into PWA

`<amp-install-serviceworker>`

AMP as data source for PWA

Shadow AMP API: `AMP.attachShadowDoc(container, doc, url)`



For whom?

The New York Times

WIRED

 WORDPRESS

ebay[™]



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AMP

@robinpokorny