Google Accelerated Mobile Pages

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Accelerated Mobile Pages (AMP) is a project by Google designed to make it easy for publishers to create mobile-friendly content and load it faster. AMPs are based on the principle of creating a quick and better website experience while at the same time they look good for mobiles. AMPs are also designed to be easy to implement, enable monetisation, and embrace the open-source web.

One of the key objectives of AMPs is "to break the display of advertising," as Luca Forlin, head of strategic partnerships Google, explained. He elaborated that the goal is to make the ads in the web become an enjoyable and interactive experience as they should be. According to Forlin, ads in the mobile space nowadays are very slow and clunky and this is why AMPs have been designed - to bring speed and a lighter approach in the world of ads.

Forlin also explained that AMPs can be used with any kind of content – from news to e-commerce websites, and there is more to come in the future.

Watch my whole interview with Luca Forlin here:
https://www.youtube.com/watch?v=gNIWhmRPtTE

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