From: **Madison Miner** Madison@wompmobile.com
Subject: [Escape-workshop-pc] Statement of Support for Web Packaging
Date: 4 June 2019 at 3:58 am
To: escape-workshop-pc@iab.org

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May 31, 2019

Dear Internet Architecture Board of the Internet Engineering Task Force,

I'm writing on behalf of WompMobile, a SAAS platform that I founded in 2010 dedicated to improving experiences across the mobile web.

Over the years, we've seen technologies come and go promising to solve for the performance gaps of the mobile. But a more fundamental shift was required, as the web was not built for small screens, battery-powered CPUs and intermittent network connections. In order to increase performance across the mobile ecosystem, a fundamental shift in how we build and structure sites was required. And the advent of Accelerated Mobile Pages (AMP) provides a framework that breaks the limitations of the mobile web, guarantees performance and comes at a critical time. We know this, as WompMobile manages more than 30-million AMP pages each day and is trusted by notable brands that stretch from retailers and healthcare providers to publishers.

As an open-source initiative, AMP has evolved over the years – making changes along the way to improve functionality, ease of use and to ensure AMP delivers feature parity. We believe that the latest effort with Web Packaging – a way to shore up delivery and in a secure manner – is a necessary and beneficial next step. A standardized and decentralized delivery mechanism – that can leverage caches – provides a framework to maintain performance, while retaining brand attribution to the origin URL. We think Web Packaging benefits the entire web community and support the broad effort.

As a platform, we've already started using Web Packaging and familiar with how the delivery technology works. I'd be happy to provide further insights or answer any questions that arise from the workshop.

Sincerely,

Madison Miner
CEO of WompMobile

Madison Miner | WompMobile
Founder
p: 360.329.2653 | w: wompmobile.com
1117 Ellis Street | Bellingham, WA 98225

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Escape-workshop-pc mailing list
Escape-workshop-pc@iab.org
https://www.iab.org/mailman/listinfo/escape-workshop-pc