

MEDIA/PUBLISHING

## Google's AMP changes bring Snapchat-like Stories feature to search

February 14, 2018



*Google's AMP Stories are heavily inspired by Snapchat and Instagram. Image credit: Google*

By DANNY PARISI

The "Stories" format that originated in Snapchat and was further popularized in Instagram is now coming to Google search, giving brands yet another opportunity to make use of the slideshow-style storytelling.

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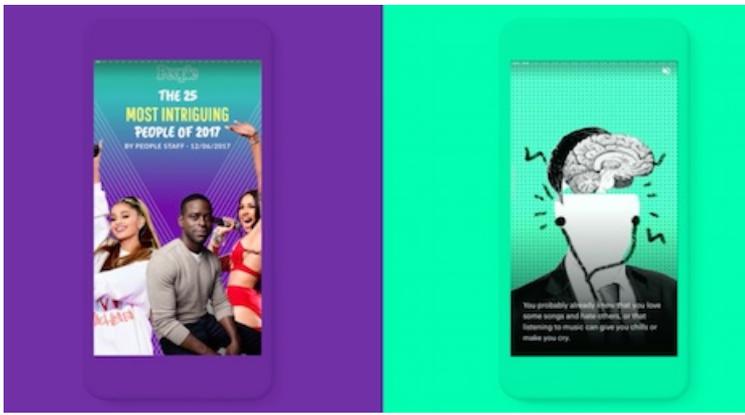
Called AMP Stories, the project will allow Google search users to see a carousel-style slideshow of content from some of the partner publishers for this product, including Meredith, Cond Nast and the Wall Street Journal. The step marks the continued transformation of how content is consumed on phones, with Stories becoming a major player across all of the big digital platforms.

"AMP Stories have extraordinary potential to enhance how we create mobile content. Our team can easily create beautiful, media-rich stories that our users can now access quickly across the web," said Doug Parker, vice president of digital design at **Meredith**, Des Moines, IA. "We continue to be focused on creating the best content for every platform, and the creative possibilities on AMP Stories are endless."

### Seeing Stories

The publishing industry has gone through a number of ground-shaking changes over the last few years, not the least of which is Google and Facebook collectively taking up massive amounts of traffic that used to go to publications' Web sites.

Google's AMP, which stands for accelerated mobile pages, has been one of the bigger changes in that regard. AMP allows mobile users who search for AMP-supported articles through Google to access AMP versions of those articles, which load instantly within Google instead of loading a new Web page on the publication's site.



*AMP Stories will be full-screen, mobile-first content. Image credit: Google*

AMP is understandably controversial as it takes even more of the traffic that would normally go to Web sites and puts it in Google's hands.

Now Google and its various publisher partners will be able to push these AMP articles in the Stories format, using full-screen images and text on mobile that users can swipe through, similar to Snapchat Stories or Instagram Stories.

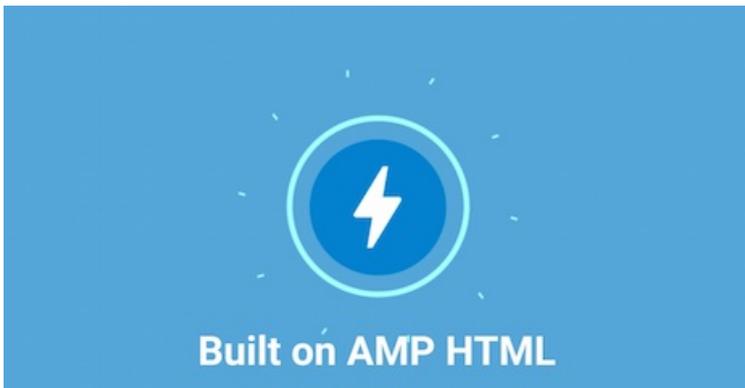
Meredith is one of the first big publishers to begin working with Google on AMP Stories, along with others such as Vox Media and Cond Nast. While *People* is the only Meredith brand currently announced to work with AMP Stories, the publisher will likely bring in some of the luxury publications added to its stable from its acquisition of Time, Inc.

#### Media landscape

Apple, Google and Facebook have increasingly come to dictate the entire media and publishing world as media companies are forced to work with the platforms where the vast majority of their readers interact with their content.

Advertising tracking and retargeting are powerful tools for luxury marketers, but recent changes to Apple and Google's ad restrictions are presenting new challenges to brands looking to follow through on their advertising data.

Both Apple's Safari and Google Chrome, the two biggest Web browsers with the largest share of mobile traffic, have recently introduced anti-tracking measures that will hamper brands' abilities to target customers. But rather than see this as a loss, brands and retailers should take this opportunity to improve their ad tech to work within the new parameters ([see story](#)).



*AMP Stories use Google's fast-loading mobile code. Image credit: Google*

Some publishers have already begun integrating with some of the newer and unexpected tech platforms for media, such as Cond Nast titles *GQ* and *Vogue* streamlining select content to Amazon's Echo Look.

Later this month, the Alexa-powered Echo Look, which includes a camera unlike other Amazon virtual assistant devices, will start to feature magazine content from *GQ* and *Vogue*. Found on the home screen of the Echo mobile application, the magazines' content will refresh weekly and be curated by Amazon and Cond Nast ([see story](#)).

As new forms of content delivery and media platforms are developed, tested and thrown out or embraced, publishers are increasingly beholden to the whim of platforms. AMP Stories represents the latest attempt from Google to shape the conversation about how media is presented to readers.

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