Progressive Web Apps for Media

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The mobile web has always been great at distribution.
But engagement is low when compared to apps

Top 1,000 mobile apps vs. top 1,000 mobile web properties

Monthly unique visitors (MM):
- Apps: 4.0
- Mobile web: 11.4

Average minutes per visitor:
- Apps: 188.6
- Mobile web: 9.3

Source: comScore Mobile Metrix, U.S., Age 18+, June 2016
Housing.com: Lower User Acquisition Costs

Real Estate Start-up in India
housing.com

$3.75

Android App

Mobile Web

$0.07
We’re adding capabilities for high engagement on mobile web

[Diagram showing engagement and discovery with apps and mobile web]
Elements missing on the web to drive engagement

- Add to Homescreen
- Reliable Performance
- Push Notifications
Introducing Progressive Web Apps...

“... takes advantage of the latest technologies to combine the best of web and mobile apps. Think of it as a website built using web technologies but that acts and feels like an app.”

- Smashing Magazine
User Experience
Anatomy of a great video experience

- Fast Playback
- Watch Anywhere
- Great UX
- Full Screen
Amazing cat time lapse!

Nov 10, 2016
Seattle, WA

My cats over the course of an hour (time lapse)
Service workers enable faster video plays

Service worker
Client side proxy written in JavaScript

Web server

Cache
Preload manifest
Preload first video segment
Reduce buffer delay
Better Fullscreen UX
if ('orientation' in screen) {
    screen.orientation.addEventListener('change', function() {
        // Let's request fullscreen if user switches device in landscape mode.
        if (screen.orientation.type.startsWith('landscape')) {
            requestFullscreenVideo();
        } else if (document.fullscreenElement) {
            document.exitFullscreen();
        }
    });
}
Anyone can access the target page, no install required. Increases social engagement, installation gets a network effect.
Many approaches to building a Progressive Web App

- Build from the ground up
- Enhance existing site
- Start with a beta
HTTP is on a deprecation path. **HTTPS is required.**

Browsers prohibit use of **existing technologies**
- Geolocation
- Auto-Fill for Forms
- Camera

and **new technologies**
- Progressive Web Apps
- Push Notifications
- Caching
- Physical Web, Web BT & USB*
Success with Progressive Web Apps
-80% Faster page load times
-19% Bounce rate
-86% Data transfer for repeat visitors
+77%  Conversions from visitors to video viewers
+39%  Session time per user
+15%  Average daily video views per user
Lyft: PWA Download Size <1MB

https://ride.lyft.com/
Thank You