Subject:	The Implication of Signed Exchanges on E-Commerce
From:	Sumantro Das, AMP Advisory Committee and The Mobile Roundtable
To:	Mark Nottingham, Internet Architecture Board
Date:	4 June, 2019

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To Mark and the IAB Team,

On behalf of the Mobile Product Retailer's Roundtable I bring to your attention the need to support e-commerce transactions on proprietary and open-source content formats such as AMP.

Web Packaging complements a browsing experience that loads content faster by enabling first-party ownership of the content that resides on the emerging caches and servers (i.e. AMP, Instant Articles, etc.). These outcomes not only enable fundamental ownership of content but provide a number of critical benefits, including the following:

1. Facilitation of commerce via wallets relying on domain ownership i.e.Apple Pay
2. Ability to utilize password-less sign in technologies such as "Magic Link"
3. Cleaner analytics attribution

Items 1 and 2 in the above list are only available once a developer or organization proves direct ownership and immediate control of content served on the cached and/or proprietary content format paradigms.

Enabling commerce-related outcomes will broaden the use case of platforms such as AMP and open new opportunities for organizations of all sorts (retail, non-profits, government, etc.).

If you have any questions please feel free to reach out to me - my contact information is below.

Sincerely,

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