

# Glimta Technical Whitepaper

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## Introduction

Glimta has developed something called Glimta Superlinks. In its simplicity, a special code is added to a newspaper article URL to open up the paywall for non-subscribers.

As an example, this news article requires the reader to be a subscriber:

<https://www.di.se/artiklar/1899/12/30/overreaktion-i-volvo-och-scania-efter-man-uttalande/>

This prevents the PR department at Volvo from sending out the article URL to shareholders and press.

Using Glimta PTS (Pay-To-Share), Volvo can purchase the right to share this article to non-subscribers.

When this is done, Glimta adds a special code at the end of the URL.

This code is used by the newspaper to validate the opening of the article to non-subscribers.

...and the link would look like this (try it yourself, it is a working link):

<https://www.di.se/artiklar/1899/12/30/overreaktion-i-volvo-och-scania-efter-man-uttalande/?glimta=KTCCiU>

This is called the Glimta Superlink technology and can currently be used in these services:

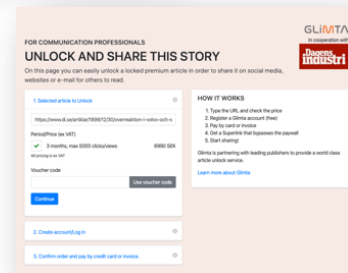
- Glimta PTS (Pay-To-Share)
- Glimta PTR (Pay-To-Read)
- Glimta Bulk

## User scenario

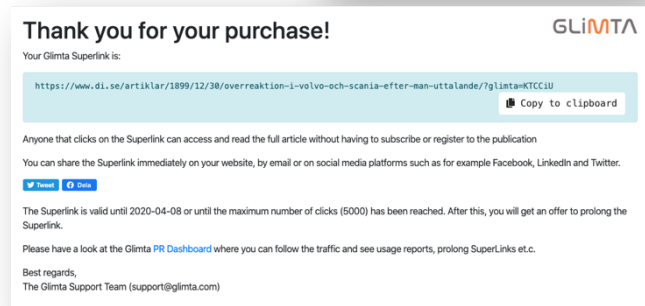
1. The Newspaper writes an article about Company X.
2. Since the article is good reading for Company X customers and prospects, the CEO wants to remove the need to be a subscriber to access the article.
3. The CEO clicks on the Glimta button.



4. ...and pays a fee to share the article for 3 months or 5000 clicks/reads<sup>1</sup>.



5. After the purchase (credit card or invoice) the resulting Glimta Superlink is displayed. This link can be shared by email, web page, Facebook, Twitter or any other way.



<sup>1</sup> Whatever comes first.

## Technical implementation (for newspapers)

### Create a Glimta Account and a Site

The easiest way to get going is to visit <https://glimta.com/start> and create test site.

After this, you can visit <https://glimta.com/publisher> to manage your settings.

### Test mode

Until the switch "Enable this Site" is enabled, your site will be in Test mode.

Test mode works exactly as in production, but with the following limitations:

- Only logged in users listed under the User menu will be able to paste your article URLs into <https://glimta.com> and get the (test) pricing. No one else will be able to see that your site is testing Glimta.
- You can make test purchases using a test credit card with the number 4242424242.... (keep typing 42 on every field).
- You cannot use the option "Pay by invoice", only "Pay by credit card".

### Paywall

You need to implement some code to remove your site paywall if/when the Glimta-token is present and valid.  
(The most common method is to treat valid requests the same as requests from subscribers.)

The unlock token will be added to the page's URL as a query string parameter named "glimta".  
For example: some-locked-news-article?glimta=ABC123

You need to add code to your servers backend that looks for this parameter, and if found, executes a query towards Glimtas REST-endpoint "<https://service.glimta.com/uss/<token>>" to check if the unlock is valid or not.

For example: <https://service.glimta.com/uss/ABC123>

You shall include the actual URL being queried for in the ordinary HTTP-referrer header.

If you want to exclude bot's from retrieving content behind the paywall, simply forward the requesting users "User-Agent" header string with your call to the Glimta endpoint and we will filter out requests coming from Googlebot, TwitterBot etc.

A simple (and naive) pseudo-implementation in Python might look something like below:

```
import requests

...

# Your Server's GET requests endpoint
def get(request):

    # get Glimta unlock token from querystring
    glimta_token = request.args.get("glimta")

    if glimta_token:

        # call GLIMTA REST-api to check if unlock is valid
        headers = {
            "Referer": request.url,
            "User-Agent": request.headers.get("User-Agent")
        }

        r = requests.get("https://service.glimta.com/uss/" + glimta_token,
headers=headers)

        if r.status_code == 200:

            # TODO:

            # 1 ADD CODE TO REMOVE THE PAYWALL

            # 2 INCLUDE THE SCRIPT "https://glimta.com/script.js" IN THE PAGE HTML
```

The responses to this call are:

```
# VALID
status: HTTP_200
body:
{
    "status": true
}

# EXPIRED
status: HTTP_402
body:
{
    "status": false,
    "expired": true,
    "expired_date": "yyyy-mm-dd"    // can be null
    "expired_total": 0..nn        // can be null
}

# BOT
status: HTTP_403
body:
{
    "status": false,
    "is_bot": true
}

# NOT FOUND (i.e. non-existent token)
status: HTTP_404
body: Null
```


If the check above succeeds, You need to run code on your server that removes the paywall for this request and also insert a client side script "<https://glimta.com/script.js>".

This script measures the reading time and is used together with the number of clicks to provide feedback to the customer of how much the Superlink is used.

## The Glimta Button

There are currently 3 ways to start purchasing a Glimta Superlink:

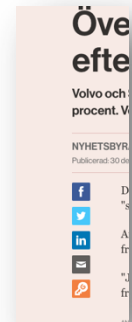
- By pasting the article URL into the box at <https://glimta.com>
- By clicking on the Glimta button next to the article.
- By clicking on a link in a 3<sup>rd</sup> party vendor system.

In order to make things super easy for customers, the Glimta button  is by far the best option.

You can find the Glimta artwork [here](#).

Link the button according to this example:

<https://glimta.com/unlock?link=https://www.di.se/artiklar/1899/12/30/overreaktion-i-volvo-och-scania-efter-man-uttalande/>



## Testing your site using TamperMonkey®

It can be a bit scary to implement a new button on a newspaper site, just to be able to play around with Glimta...

One way to solve this is to install the [Tampermonkey extension for Google Chrome](#).

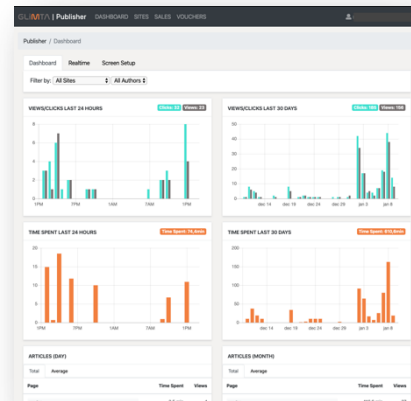
And then add some button code.

Here is a [code sample](#) that implements the Glimta button on <https://di.se>

## Site Settings

At <https://glimta.com/publisher> you can manage your settings (logo, CSS, pricing etc.).

The Glimta Publisher Dashboard shows the traffic from the sold Superlinks.  
If you have implemented the Glimta naming conventions in your article templates, additional data like Authors can be used for sorting.



In the Site-general menu, you can change the basics of your settings.

Here you can also upload your logo. This will be displayed at the purchase pages when someone purchases a Superlink for one of your articles. If you would like to customize the purchase page further, you can add CSS code.

Please note that if you check the “Enable this site”, visitors to <https://glimta.com> will be able to purchase Superlinks to your articles.

**So, do not do this until you are ready...**

The screenshot shows the Glimta Publisher Site Settings form for 'Mikes test site'. The form includes the following fields and options:

- Navigation:** Publisher / Sites / Mikes test site. Tabs: General, Economics, Paywall Settings, Users.
- Site Name:** Mikes test site
- Site URL:** <https://mikestest.com>
- Logo:** Upload Image button
- Custom CSS:** A large text area for entering CSS code.
- Enable this Site:** A checkbox with the text "Check this when you are ready to go live".
- Buttons:** Save, Cancel, and Remove.

## Economics

The rules for your pricing can be found under the Economics tab.

Please note that your newspaper have full control of the pricing, the default pricing is just a suggestion to make it easier to start experimenting with Glimta.

To start, add your details to the Contact Information.

Then, select your currency. This is the currency that is going to be presented to the customers. Normally, this is the currency of your country.

At the moment, there are 3 Glimta services available. Each have their own rule set for the pricing.

To enable a service, add a price rule.

To remove a service, delete all the service price rules.

The screenshot shows the Glimta Publisher dashboard with the 'Economics' tab selected. The page title is 'Publisher / Sites / Micketestsite'. The navigation menu includes 'General', 'Economics', 'Paywall Settings', and 'Users'. The 'Economics' section is divided into three main areas:

- PUBLISHER CONTACT INFORMATION:** Fields for Publisher Name (Mikael Runhem), Publisher Email (m@pergite.com), Address, Zipcode, and City.
- SETTINGS:** A dropdown menu for Currency, currently set to SEK.
- BULK UNLOCK RULES:** A table with columns 'Url' and 'Country', and an 'Add Rule' button.
- PAY-TO-SHARE URL RULES:** A table with columns 'Url' and 'Country', containing one rule with 'Url' 'https://karlroudd.com\*' and 'Country' '()'. It includes an 'Add Rule' button and a delete icon (x).
- PAY-TO-READ URL RULES:** A table with columns 'Url' and 'Country', containing one rule with 'Url' 'https://karlroudd.com\*' and 'Country' '()'. It includes an 'Add Rule' button and a delete icon (x).

At the bottom, there are 'Save' and 'Cancel' buttons.



## Glimta PTS, Pay-to-Share

This is the classic Glimta social sharing service. The customer pays a fee to get an article superlink that can be distributed freely (by email, Facebook, Twitter etc).

The superlink is limited by either time, clicks/reads or both (=whatever happens first).

You can add several purchase options if you like.

The Renewal price is only available to customers that has purchased a superlink that is about to expire.

The EDU pricing is for newspapers that like to offer a discounted pricing for schools, universities etc.

Note that different parts of your newspaper can be priced differently. You can do this by adding more rules.

You can even add a rule that only covers a certain article URL.

The rules are parsed from the top of the list. You can move rules up and down as you like.

CREATE A NEW URL RULE

List

Examples  
 \*also.com/articles/\*  
 \*also.com/articles/very-specific-article

Value	Unit	Max Views	Price SEK excl VAT	EDU
1	months	1000	995	<input type="checkbox"/>
3	months	5000	1995	<input type="checkbox"/>
6	months		4995	<input type="checkbox"/>

Add Another

Renewal Prices

Value	Unit	Max Views	Price SEK excl VAT	EDU
				<input type="checkbox"/>

Add Another

Limit these offers to users from the following country

Notes

Internal notes

Cancel Save

## Glimta PTR (Pay-to-Read)

This is an experimental service that provides newspapers with the ability to offer micro payments to access paywalled content. When a customer clicks on the Glimta button next to the closed article, the Glimta page will present a “pay to read this article” message.

The customer can choose to just pay for this article reading (credit card only, no invoice option is available)

...or add a larger amount to a Glimta reading account and deduct the payment for this article.

## Glimta Bulk

This option is for newspapers that are participating in the Beta tests for 3<sup>rd</sup> party content access.

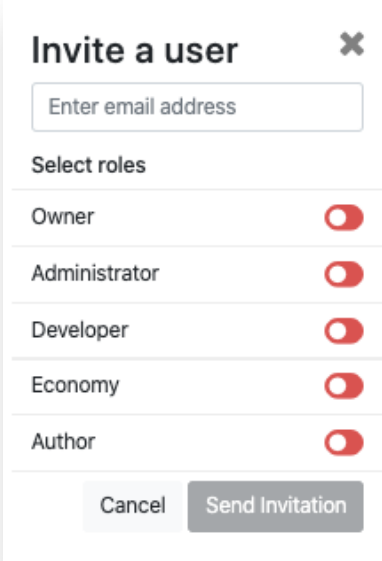
For more information, please contact Glimta (contact details at the end of this document)

## User Management

The staff members of your newspaper can be invited at the Users menu.

When inviting a user, you can select which roles to connect the user with.

Right now the roles are a bit under constant change but the main idea is that "Economy" users will get financial reports, the "Owner" and "Administrator" will have the right to change the site pricing rules etc.



**Invite a user** ✕

Enter email address

Select roles

Owner	<input checked="" type="checkbox"/>
Administrator	<input checked="" type="checkbox"/>
Developer	<input checked="" type="checkbox"/>
Economy	<input checked="" type="checkbox"/>
Author	<input checked="" type="checkbox"/>

Cancel Send Invitation

**Glimta Sales Partner implementation.**

Glimta partners that would like to offer Glimta PTS/PTR to their customers can easily add a Glimta button/link.

Example:

A media monitoring company can add the Glimta PTS offer by creating a special partner link that contains the partner ID.

<https://glimta.com/unlock?p=5bc96604c64dde49e5bbc7dd&link=https%3A%2F%2Fwww.di.se%2Fartiklar%2F1899%2F12%2F30%2Foverreaktion-i-volvo-och-scania-efter-man-uttalande%2F>

This will open up the purchase page, branded with the partner CSS.

Any purchase made through the use of this link will be tagged with the partner ID and used for the Partner Sales Revenue report.

To become a Glimta Sales Partner, please use our [contact form](#).

**Partner agreements**

In order to go live with commercial Glimta Superlinks, a signed partner agreement needs to be in place.

Please use our [Publisher Contact form](#) to apply for a partner agreement.

Please contact Mikael Runhem, [m@glimta.com](mailto:m@glimta.com), +46708558899, skype: mrunhem for more details.