# **PayPal Setup for Media Platform**

This document offers guidance on integrating PayPal for Digital Goods – Express Checkout on the Media Platform

This guide provides an overview of the processes for:

- Signing up
- Setting up API Access
- Setting up IPN

## 1. Signing Up

You must have a Business account with PayPal to use PayPal for Digital Goods – Express Checkout. If you use Express Checkout now, then you already have a Business account set up.

If you do not have a Business account, you will need to create one. If you have a Premier or Personal account with PayPal, you'll need to upgrade to a Business account.

To create a PayPal Business account, you'll need to know:

- Account/business owner's name, address, and email
- Business name and address
- Customer service email address
- Typical transaction information
- Business type (industry/sub-industry)

### **Creating a New PayPal Business Account**

- Go to www.paypal.com/digitalgoods and click Sign Up For a Business Account
- Choose **Select Standard** for your business solution
- Fill in all required information for the business and the business owner

### **Upgrading to a PayPal Business Account**

To upgrade from a Personal account:

- Log in and click on Upgrade to a Business account under the More about your account section on the left
- Follow instructions to complete the upgrade

## 2. Setting up API Access

Once you have created your PayPal Business Account, you need to allow API access to Streaming Media Hosting's Media Platform.

- Log in to your PayPal account and click Profile on the top menu, then click on Profile and settings
- Select My settings tools
- Click Update next to API access.
- Click View API Signature under the NVP/SOAP API integration section
- Copy your API Username, API Password, and Signature into the PayPal Setup fields in the Media Platform (See Figure 1)
- Click **Save Changes** on the Media Platform to complete the integration

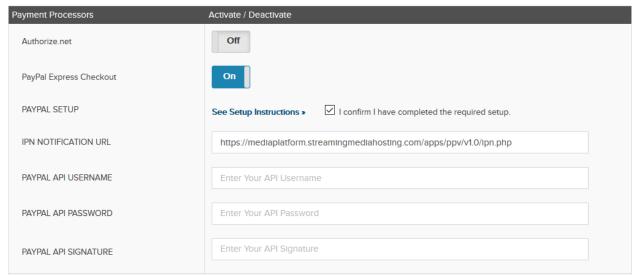


Figure 1

## 3. Setting up IPN

Instant Payment Notification (IPN) is a PayPal feature that sends messages about payments directly from PayPal to Streaming Media Hosting's Media Platform.

- Log in to your PayPal account and click Profile on the top menu, then click on Profile and settings
- Select My settings tools
- Click Update next to Instant payment notifications.
- Click Choose IPN Settings (See Figure 2)





Instant Payment Notification (IPN) is a PayPal feature that sends messages about payments (and other transactional events) directly from PayPal to your website(s)' back-end systems. You can view up to 28 days worth of messages. You can also:

- · Resend messages not received by your website(s)' back-end systems
- · Temporarily stop receiving messages (useful when performing maintenance on your back-end systems)

Messages are generated but stored at PayPal until you start receiving them again.

Use the IPN feature in these situations:

- Your service provider, cart provider or website developer has asked you to
- You have back-end systems that require IPN messages to automate business processes, such as creating shipping notifications and inputs to accounting applications.

Learn more about the IPN feature.

To start or stop receiving IPN messages and to decide where to send them, click the Choose IPN Settings button.

Choose IPN Settings

- Under **Notification URL**, enter the following line:
  - https://mediaplatform.streamingmediahosting.com/apps/ppv/v1.0/ipn.php
- Select Receive IPN messages (Enabled) and click Save (See Figure 6)

#### **Instant Payment Notification (IPN)**

Back to My Profile

You have turned on the IPN feature. You can view your IPNs on the IPN History page. If necessary, you can resend IPN messages from that page. For more information on using and troubleshooting this feature, read more about Instant Payment Notification (IPN).

To stop receiving IPNs permanently, click Turn Off IPN.

#### **Current settings**

Notification URL https://mediaplatform.streamingmediahosting.com/apps/ppv/v1.0/ipn.php

Message delivery Enabled

Edit settings Turn Off IPN

Figure 6