



MAGENTO

Integration with

NETFLIX

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Introduction

Adobe's Magento Commerce is a leading digital commerce platform that exceeds the expectations of demanding consumers. The innovative assortment of features it offers includes a user-friendly interface and seamless integration with mobile, in-store and social platforms.

This all-in-one commerce solution enables businesses to create engaging shopping experiences that guarantee an edge over competition in the market.

One of the highlights of Magento Commerce is the elaborate suite of extensions and integrations it facilitates. Magento integrations are effective in leveraging the benefits of external services in your store. This helps immensely in improving the overall shopping experience of customers.

Business Use Case of Magento Integration with Netflix

Netflix is the global leader in entertainment services with subscriptions in over 190 countries. Offering a wide range of movies, TV series and documentaries, the growth of the platform is an interesting case study for understanding how technology helps in brand building. The evolution of Netflix also underlines the importance of emphasizing on customer experience for building loyalty.

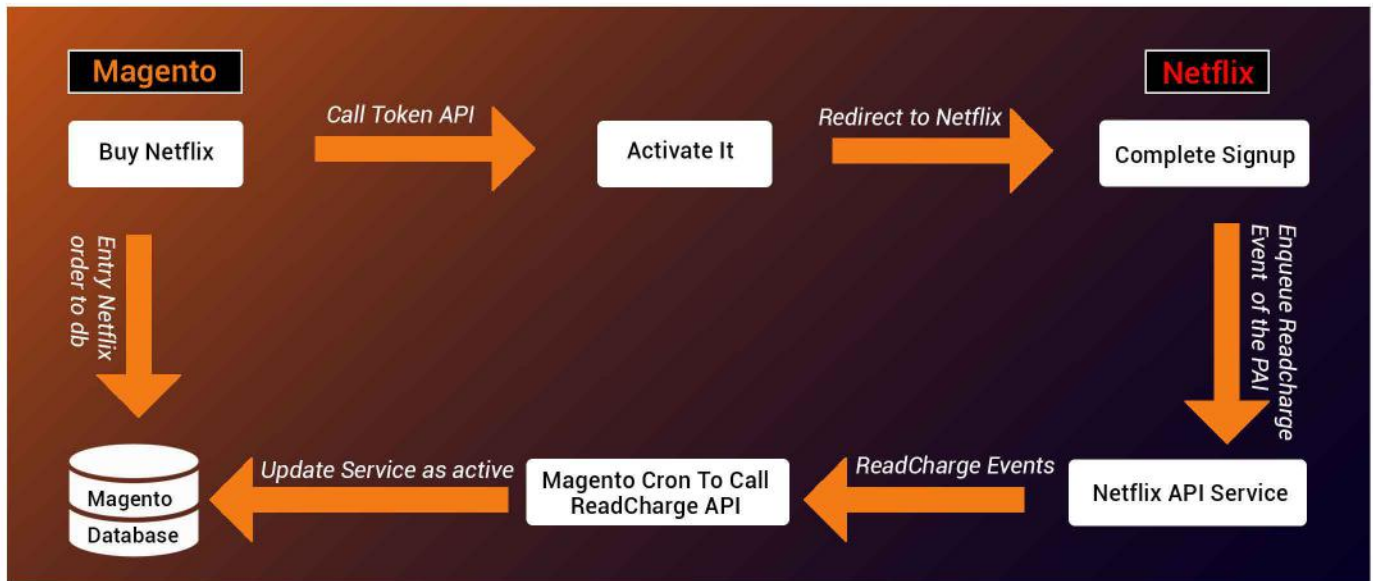
It is possible to implement Magento integration with Netflix through APIs and custom modules. This can be useful for online electronics retailers who have partnered with the entertainment services giant for mutually beneficial promotions. Telecom providers and banking institutions may also find this integration to be an ideal lever for improving customer experience to achieve business growth.

In India, Vodafone and Airtel have integrated Netflix with their apps for business growth and improved customer satisfaction. Bajaj Finserv has incorporated Netflix with their ecommerce platform to provide value-add services to customers.

In this white paper, we explain the process of integrating the Netflix API with a merchant's Magento ecommerce store.

Netflix and Magento Integration

When Netflix is integrated with a Magento store, the workflow will be as follows:



Magento merchants (who will be referred to as partners henceforth) can provide Netflix streaming services to their customers through two different configurations:

1. Prepaid Promotions Program

- a. The partner and Netflix enter into a business agreement, and the partner purchases Netflix subscription (Netflix promoids) for its customers.
- b. Netflix reviews and approves the customer journey at the partner website. Once approved, the partner develops a backend integration (Magento module) for the promoid redemption.

- c. The customer then qualifies for prepaid promotion at the partner website and receive an SMS and email with Netflix activation link.
- d. On clicking the activation link, the customer is redirected to the Netflix website with a token. He/she has to complete the signup process to start streaming videos.
- e. This offer is available only for a limited period; hence customers are expected to complete the activation process within that timeframe. The timeframe for the activation is mutually decided between the partner and Netflix.
- f. Once the promotion period expires, the partner will charge the customer for further Netflix services. This phase is referred to as the Payment Integration Program.

2. Payment Integration Program

The partner receives payment from the customer for the Netflix services availed by them and sends the charge details to Netflix. This is facilitated by the Partner Backend Module on Magento.

Magento Partner Payments

For Netflix Partner Payment, there are four main APIs on Magento:

1. Token API – The customer activates Netflix through the Token API.

End Point- <https://api.sandbox.netflix.com/mvdpapi/v4/subscription/token>

Request Header :

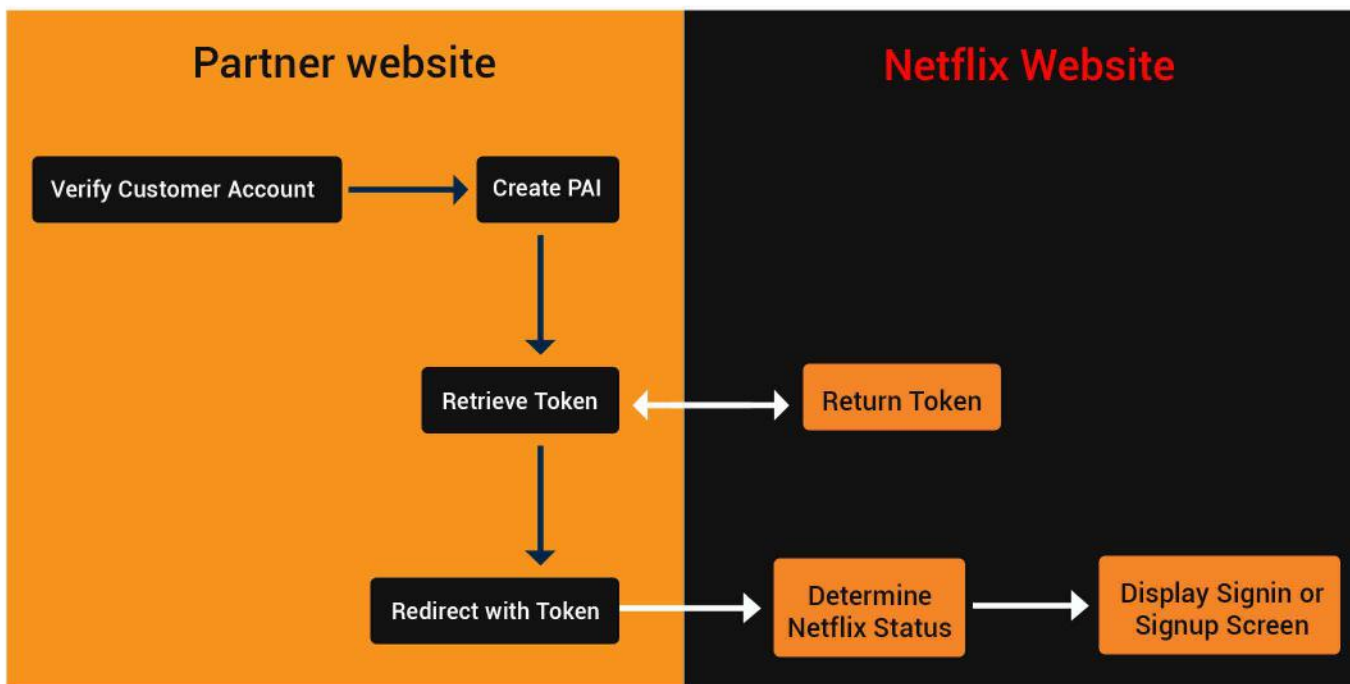
- X-Netflix-AuthorizationTime
- X-Netflix-PartnerCustomerId - This is a unique identifier for a customer, similar to the Magento Customer ID

Request Attributes:

- type – Required, Values can be IntPay Or Promo
- Channel - Required, Values can be Web, Store, Mobile, Broadband and others
- PromotionID - Optional, Pass Promoid if it is prepaid promotion
- PartnerChargeCountry – Required, Values can be IN, US, etc.
- TokenErrorURL - Required and if token is invalid, customer will land on this page with an error message

ValidityDurationInSeconds - Token validation

The token diagram is as depicted below:



2. Status Subscription API – This API is used to check whether the customer has active or inactive services. End Point - <https://api.sandbox.netflix.com/mvdpapi/v5/subscription>

Request Header:

- X-Netflix-AuthorizationTime
- X-Netflix-PartnerCustomerIdentifier

Response Attributes:

- ServiceInfo - Returns only if the customer has active service. It has the following child attributes:
 - . PlanType, PaidthroughDate, PlanPriceAmount, PlanPriceCurrency
 - . Promotions - It returns promoid redeemed by the customer through Partner Account Identifier (PAI)

3. ReadCharge Event API - This is the primary API. For each Netflix transaction, there is a charge based on the plan type and free services that can be availed. If the service is free, this API would return 0 as the amount.

EndPoint - <https://api.sandbox.netflix.com/mvdpapi/v5/event/charge/>

Request Header:

- X-Netflix-AuthorizationTime
- X-Netflix-Header-Authorization

Response Attributes:

Events - It returns an array with the following child attributes:

- Amount - The amount to be charged to the customer for their current billing
- Currency – INR/USD
- PlanType - Mobile/basic/standard/premium
- PaidThroughDate - Next payment day
- PeriodStartDate - Service start date
- DisplayInvoiceID - Partner invoice ID
- ServiceActivated – Y/N
- PartnerCustomerID – Customer ID
- NetflixTransactionID - Netflix transaction ID

Response Headers:

Netflix-NextCallInSeconds is returned to indicate the waiting time for next ReadCharge API call

independent of one another. End Point -

4. SendCharge Result API - Every charge event posted to the read charge queue should be responded to. Charge results and charge events are independent of one another.

End Point - <http://api.sandbox.netflix.com/mvdpdapi/v5/event/charge/> and POST method

Request Header:

- X-Netflix-AuthorizationTime
- X-Netflix-Header-Authorization

Request Attributes:

Results - Array with the following child attributes:

- ChargeStatus - Approved, Declined or BadRequest
- DeclineReason - CustomerRequestedCancel, PaymentInstrumentFailure, NoPaymentInstrument
- PartnerCustomerID - Partner Account Identifier, PAI
- PartnerReferenceID - Partner Payment ID for the charge
- NetflixTransactionID

Response Attribute:

RejectedEvents - Array with the following child attribute:

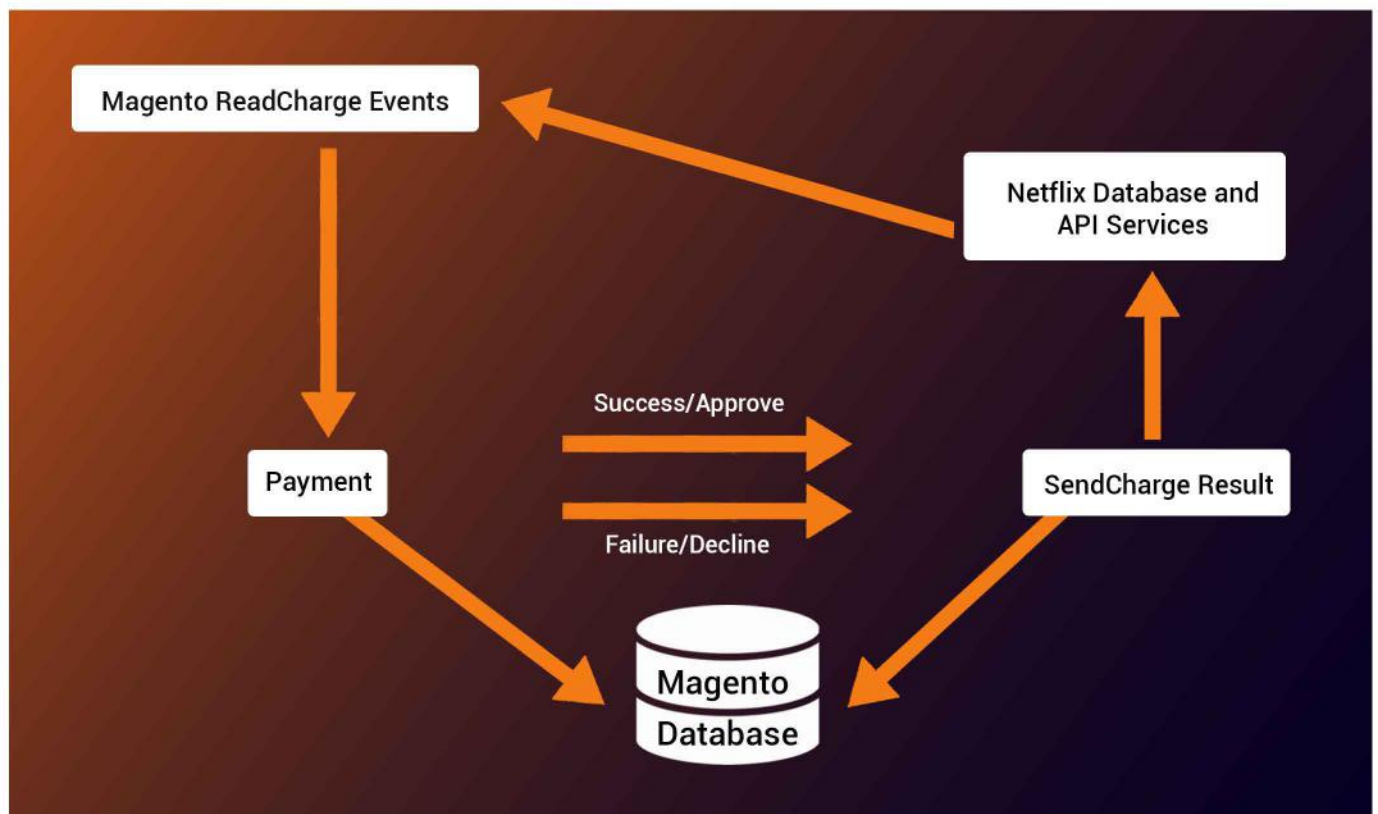
- PartnerReferenceID - If a charge event was rejected, it cannot be recharged again

Execution of monthly partner payment:

Netflix generates the payment with amount, plantype and transactionid every month for each partner, i.e., for unique PAI. These are called charge events. These charge events are enqueued through ReadCharge Event API. The partner should have the background process to call this API and fetch payment details.

According to payment amount and PAI, the partner authorizes and captures the payment through their payment method, i.e., credit card, EMI card, wallet, etc. Based on the payment status, the partner replies to Netflix through the SendCharge Result API.

SendCharge Result API informs Netflix whether the partner linked to the PAI would be able to stream the services further.



Code Snippet Sample(php):

```
$dt = new DateTime();
$dt->setTimezone(new DateTimeZone('GMT+0530'));
$date = $dt->format('Ymd\THis+\0\5\3\0');
$pai = '1234567' ;// unique customer id
$netFlix_key
"AQEBNQABASC6HvntvGYPRK6efPGnI7TcFyNMo6kWauOGQnmrHwYfuNB";
$secret = base64_decode($netFlix_key);
/ Header and Body Signature
$header = "x-netflix-authorizationtime=$date,x-netflix-partnercustomeridentifier=$pai";
$signHeader = base64_encode(hash_hmac('sha256', $header , $key, true));
$body =
"{\"PartnerChargeCountry\": \"IN\", \"Channel\": \"Website\", \"TokenErrorURL\": \"http://www.partner.com/error\", \"Type\": \"IntPay\"}";
$signBody = base64_encode(hash_hmac('sha256', $header , $key, true));

// Curl Call
$curl = curl_init("https://api.sandbox.netflix.com/mvdpapi/v4/subscription/token");
curl_setopt_array($curl, array(
CURLOPT_POST => 1,
CURLOPT_POSTFIELDS => $body,
CURLOPT_HTTPHEADER => array(
"Content-Type: application/json",
"X-netflix-authorizationTime:$date",
"X-netflix-partnerCustomerId:$pai",
"X-netflix-header-authorization: nflxv1 Credential=$credential,Signature=$signHeader",
"X-netflix-payload-authorization: nflxv1 Credential=$credential,Signature=$signBody"
),
));
$response = curl_exec($curl);
```


Summary

Magento integration with Netflix can offer merchants a host of benefits as far as customer satisfaction and brand loyalty are concerned. It is advisable to leverage the power of Magento integrations for delivering superior shopping experiences to users.

About the Author

Bratati Dolai is a Senior Magento Developer at Embitel. She leverages her experience of 8+ years in Magento Commerce development to assist a team of experts in crafting omnichannel retail experiences for global customers.

Embitel Technologies



Our Service Portfolio

