

Glimta launches unique unlocking service with Dagens Industri

Dagens Industri, Sweden's leading business newspaper, is partnering with Glimta to launch a new digital service for companies that want to be able to distribute relevant web articles to customers, employees or other stakeholders.

The service gives companies a unique opportunity to unlock a specific article in order to share it on social media, in newsletters or on their own web site.

"We know that many communication and marketing departments are frustrated that they cannot share a published CEO interview, a new analysis of the company's stock or other company-specific news because we have a paywall. With Glimta we can finally offer a smart and flexible solution. In this way we become more sophisticated in our digital solutions", says Peter Fellman, editor-in-chief of Di and head of Di-Gruppen.

Both purchase and delivery are done digitally and only takes a few minutes. After payment by card or invoice, the customer receives a so-called superlink that bypasses Di's paywall. The superlink can be shared with anyone and the article can then be read without a subscription.

"Business media have for a long time sold re-prints of articles in the printed paper to companies. With Glimta, we make that product digital, automated and lightning fast, just as it should be online", says Martin Mellgren, Marketing Manager at Di.

The price for unlocking a premium article on Di depends, among other things, on how long time the superlink is valid and the actual number of people reading the unlocked article. Di will soon present an introduction offer to all corporate customers.

Glimta Technology is the innovator behind the unlocking service. Glimta is a Swedish startup founded by Mikael Runhem and Thomas Peterssohn. Their ambition is to create a marketplace for premium content where publishers and companies can connect.

"Di is a front runner and shows the way to the future, but we think Glimta works for all subscription based news sites. We are in talks with other publishers in Sweden and Europe. Ultimately, Glimta is about creating new revenue to support journalism", says Thomas Peterssohn, CEO of Glimta.

CONTACT

Peter Fellman, Editor-in-Chief, Dagens Industri, peter.fellman@di.se

Thomas Peterssohn, CEO, Glimta Technology, thomas.peterssohn@glimta.com

MORE INFORMATION

Glimta Technology (glimta.com) is a startup in the media industry focusing on technology and platform development. We offer publishers innovative, user-friendly and scalable business opportunities in the Subscription Economy. Our team is based in Kista, Stockholm.

Dagens Industri (di.se) is the Nordic region's leading business newspaper with Sweden's largest financial newsroom. The pink printed newspaper reaches just over 300,000 readers a day, while the news site di.se has about 1 million unique visitors per week. Dagens Industri is part of Bonnier News.