

SSP

URL: <https://docs.grassfish.com/docs/ssp>

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The SSP concept is common in the online world and becoming more important in the digital out of home (DOOH) world. Simply put, a supply-side platform (SSP) is a programmatic advertisement platform that allows you to play spots. Usually, SSPs work with demand-side platforms (DSPs) to distribute advertisement spots to advertisement spaces.

Grassfish provides a solution for playing both DOOH and SSP content. Our DOOH and SSP module provides a controlled and transparent interface to programmatic advertisement platforms, allowing the network owner to define rules and control media playback.

[Read more about the module on our website.](#)