

# Starting an Implementation

This section focuses on [Release Deliveries](#). However, its concepts apply to implementing all other DDEX message standards.

This section provides an introduction to the digital supply chain integration process between a content provider and a digital service provider (DSP) utilising the Digital Data Exchange (DDEX) standards, i.e.:

*Technical Information Gathering*

*Choosing a Delivery Choreography*

*Metadata "Conformance"*

*Choreography "Conformance"*

