

igolgi ATSC Newsletter Vol. 1

NAB 2025 Wrap-up and More!

Hello from igolgi!

We at igolgi have a new goal this year: to keep our users informed and up to date with innovations in the field, and how we can improve their encoding experience — with newsletters on a quarterly basis. As part of our commitment to keeping you informed and ahead of the curve, we're excited to share some key updates and clear up a common myth we've been hearing from the field. With this being the first newsletter, we also have some catch up to do, so this one will be a little longer!

A Quick Summary and Thoughts on NAB

- **Artificial Intelligence** - Everyone wants to get their hands on AI, thankfully, it can't climb towers. At igolgi, we've been using Nvidia GPUs in several product lines for the past 5 years, and now we are incorporating GPU's into our ATSC encoders. Nvidia GPU's enable our Encoders with much higher compute capability which we use for increased video compression performance and picture quality, higher channel density, and further lays the groundwork for some future AI features we will be adding in the years to come.
- **FAST Channels and Over The Top (OTT) Content** - Bringing content to streaming services continues to be the largest point of interest. If you have content or live channels and have some interest pushing it to the internet, give us a call. igolgi provides turnkey Content Creation Services from our datacenter in Chicago. Check out our web site for more details.
- **ATSC3.0 vs 5G** - The market transition to ATSC 3.0 after 10 years is still slow, with HD lighthouses and only high end TV set support. 5G broadcast has had growing interest in the last 2 NABs, including for Datacasting services. ATSC1 will continue to be the main vehicle for consumer OTA channels for the foreseeable future. Whichever way the market goes, igolgi encoders are upgradable to either ATSC3 or 5G. We support all 3 standards.

New Features and Fixes You'll Want to Know About

- **Enhanced Encoding Performance with H.264** – Improve your quality or channel density with mixed-mode H.264 (AVC) encoding. Potentially double your channels!
- **Let us build your NOC (iBeam)** – Have multiple stations? We can help centralize and manage all of your encoders in one place to create a single place of distribution, saving you a lot on management resources.

- **New Ad Insertion For Statmux** – Give your Statmux the ability to do ad insertion, and earn extra revenue! With a software upgrade, you can enable your encoder to insert ads on as many channels as you want. No need for new hardware or filesystems.
- **New HLS Input Support** – Our Input Splitter can now accept HLS inputs as a new way to bring in IP streams.
- **New SRT CBR Mode** – We've added the ability to split off streams and null pad up to a set bitrate. This improves compatibility with devices that can't handle VBR.
- **New Nielsen Watermarking Feature (as of Q3 2024)** – We are now certified by Nielsen to apply watermarking across all Statmux channels. No extra equipment needed when you use our encoders
- **Improved Input Selection for SDI vs. IP (as of Q1 2024)** – You can now choose between IP or SDI in your Statmux configurations without needing to request support. This will make channel lineup changes much easier.
- **Various Long-Term Stability Improvements** – We've updated our SRT module with improved error feedback and other resiliency improvements.
- **PSIP Integration** – Dynamic Guide Insertion is better than ever with enhancements to long-term PSIP stability. Get the latest software updates to make sure your encoder is running stable!

For our full list of products and features, visit [igolgi.com](https://www.igolgi.com).

Setting the Record Straight: Can TVs View H.264?

Short answer: Yes, they absolutely can.

We've seen some confusion around H.264 (AVC) compatibility with TVs, especially in broadcast and LPTV circles. In reality, **H.264 is the most widely supported codec** across all media devices—from smart TVs and set-top boxes to smartphones and streaming devices. Beginning in 2012, nearly all TV manufacturers included H.264 in their sets after the FCC approved it for ATSC1.0 in 2010. Making H.264 work in ATSC1 requires some careful engineering of the bitstream to be sure as many TV brands work properly. Different TV brands look for certain characteristics in the OTA feed.igolgi has fine tuned our solution for maximum TV brand support and proven it in over 100 stations on air in the USA.

If you've seen that an H.264 output isn't displaying correctly, **it's usually an encoder issue — not a codec limitation**. With over 100 stations deployed using our mixed-mode MPEG2/H.264, we can count the number of related complaints on two hands. You can feel comfortable switching over to H.264 with igolgi encoders knowing you will **retain 99.99% of your viewer base**.

Let's Keep the Conversation Going

Have questions or want a deeper dive on any of the new features? We've recently created a forum for users to ask questions, discuss issues, and find solutions together! **You can visit our forum at www.igolgi.com/forum**

As always, feel free to reach out by emailing live.support@igolgi.com or visit us at igolgi.com to learn more.

Thanks for being part of the igolgi community — we're excited about what's coming next!

- Jeff Zhu & The igolgi Team