

Ad Insertion, A Fresh Statmux UI, and VisionAir Stream Monitor | igolgi Quarterly

igolgi ATSC Newsletter Vol. 2

Hello from igolgi!

We're excited to share 2 new available features —and a powerful diagnostic tool—in this edition of the newsletter. These improvements are designed to help you monetize your channels effectively and manage your workflows with greater clarity.

Our goal is to continue to make the iLux ATSC encoder a true “station-in-a-box” solution with additional features that help stations operate smoothly. These features are driven by customer requests, so please reach out if there is something you would like to see in the product.

Introducing igolgi Ad Insertion

Our newest product is built to help you unlock smarter ad monetization across live streams—without overhauling your infrastructure. Simply put, we just add it into your statmux.

Ad revenue is no longer a “nice-to-have”—it’s a core business driver. Our Ad Insertion solution empowers you to dynamically monetize ads, while maintaining the same high-quality viewing experience. Whether you’re looking to expand your local ad reach or explore new programmatic revenue streams, igolgi has you covered.

Key Features:

- **SCTE-35 and DTMF Cue Detection & Insertion** – Accurate, real-time triggering with low latency.
- **Flexible Workflow Integration** – Upload Ads into the encoder database, and/or interface to third party ad vendors. Schedule Ads on any or all channels straight from the Encoder!
- **Upgrade for Existing Encoders** - update your existing iLux ATSC Encoder and start inserting ads immediately.
- **Live Performance Metrics** – Stay in control with real-time reporting.
- **Simplified Ad Reporting** – Easily export a report of ads run over a selected time period

Whether you're adding new revenue streams or optimizing existing ones, igolgi Ad Insertion delivers the reliability and control you need.

Statmux Gets a Visual Refresh

We've rolled out a **fresh interface** for statmux management—designed to make configuration, monitoring, and updates easier than ever.

What's New:

- Clean, modern layout.
- Simplified configuration management (less scrolling!)
- SDI and IP input toggling.
- Backward compatible with your existing Encoders, therefore no changes to configuration files needed.

If you haven't seen the new interface yet, reach out to request an update to your current statmux. And don't worry—this is only **part one** of our interface refresh. More UI improvements are coming later this year as we integrate **ad insertion controls and other monetization tools** currently in development.

Real-Time Transport Stream Monitoring with VisionAir

Need better visibility into your streams? Our **VisionAir Transport Stream Monitoring Tool** gives you a live, browser-based look into your sources, multiplexes, and encoder outputs.

Capabilities include:

- Packet-by-packet analysis of live TS streams.
- Over 100 transport, video, audio, metadata real time stream checks
- Frozen video, video artifacts, audio problems, CALM monitoring and much more
- Programmable triggers for event types
- Setup email or text alerts for events you care about
- Service info breakdown (PMT/PAT, program tables) and Video/Audio Monitor
- Error detection with visual alerts.

This is a purpose built ATSC monitor that can scale for 1 station or 500.

As your video footprint grows with more ads, OTT services, and new market launches, finding the root cause of video issues gets harder. VisionAir helps you identify and resolve problems fast—**before your viewers even notice**.

If you're troubleshooting, validating outputs, or optimizing muxes, **this is the tool for you**.

Let's Keep the Conversation Going

Want to schedule a demo, ask questions, or see how these updates can help your setup?

 Email us at live.support@igolgi.com

 Or visit igolgi.com to explore more.

Thanks for being part of the igolgi community. We look forward to helping you innovate further in 2025!

– Jeff Zhu & The igolgi Team