

# Wolf Games' genAI-backed Public Eye aims to shake up daily gaming

## Article

**The news:** Move over **Wordle**, a new daily game is coming to town—startup **Wolf Games** announced that its flagship title, **Public Eye**, is set for a summer release.

**The game, aimed at true-crime fans, lets users play detective and solve daily whodunits. It uses generative AI (genAI), including [Google's Gemini](#), to create storylines, video clips of interviews, and still images.**

**Elliot Wolf**, executive producer of **Amazon Prime Video's "On Call"** (and son of TV megaproducer **Dick Wolf**), along with co-founders **Andrew Adashek** (CEO) and **Noah Rosenberg** (CTO), raised \$4 million in the startup's seed funding round.

**Capitalizing on mobile:** While Hollywood has been vocal in its [opposition to AI](#), a TV producer expanding into the world of games seems like a natural shift, combining the creativity of TV shows with the ubiquity of mobile gaming.

It's a large market, too—**69% of US gamers use mobile phones or tablets for gaming**, per Attest, and mobile games stand to be more lucrative for startups than console-based or VR games.

**The pros and cons:** AI in gaming can take the place of developers, artists, and voice actors, which will make room for funding expensive genAI compute power. But because Public Eye is free and includes in-game purchases, it might be a challenge for Wolf Games to see a return on its investment.

**Our take:** **Wolf Games is breaking new ground with Public Eye.** Combining role-playing games (RPG) with new storylines every day will attract users who are looking for more instant gratification than long-form titles offer.

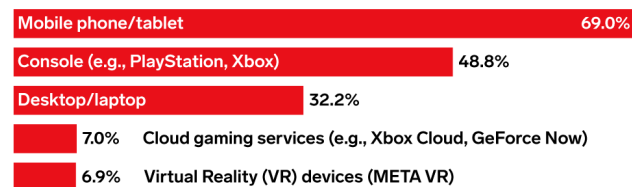
However, it's not likely to take the place of short daily puzzles like **The New York Times' Wordle** or **Connections** because of the attention required to watch and listen. Those users likely won't have time to solve a game while waiting for their next task to hit their inboxes—but it could attract nighttime doomscrollers who are looking for something (moderately) lighter on their screens.

**Dive deeper:** Read our [Worldwide Digital Gamers Forecast](#).

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### Gaming Platforms US Gamers Use Most Often, Jan 2025

% of respondents



Note: n=1,000 ages 18+ who play video games at least a few times per month; numbers may not add up to 100% due to rounding

Source: Attest, "Gaming in 2025: What Brands Need to Know," Feb 3, 2025

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