**AI x Gaming**

**Week of November 11th, 2024**

# **Top 3-5 Key News Items**

**Key News Item #1:**  Reforged Labs bets AI can get your attention with mobile ad creatives ([Link](https://venturebeat.com/games/reforged-labs-launches-ai-ad-creation-service-for-mobile-games-in-open-beta/))

* Trained on successful ads to reduce guesswork in a creative field with unpredictable trends but may lag behind them.
* Provides up-to-date templates for potential fast trend adaptation.
* Generates animations, SFX, TTS voiceovers, transitions, and human-like avatars within 24 hours, combining multiple tools in one.
* Supports localization in various languages, though some local trends may warrant different templates.
* Designed for mobile games, helping smaller studios focus on other UA aspects, though overuse could limit originality.
* **Why does this matter to AI x Gaming:** In mobile F2P UA, quickly producing trend-mimicking creative assets gives developers a scaling advantage. Reforged Labs’ AI-driven solution provides this speed, making it valuable. However, as AI-driven tools become standard, long-term success will hinge on creative uniqueness rather than production speed.

**Key News Item #2:** Is Basejump jumping the shark with AI no-code social games on blockchain? ([Link](https://venturebeat.com/games/basejump-will-launch-social-gaming-platform-with-ai-powered-game-creator/))

* A Web3 social game platform combining metaverse trends, Roblox-style game creation, and AI-powered no-code tools, set to launch no earlier than 2025.
* Promises avatar and asset interoperability across games, a common goal in Web3 metaverse projects.
* Uses blockchain via Arweave for storing user-generated content and Community Labs AO’s distributed GPU network for computing—a yet unproven approach in gaming.
* Business model remains unclear, with high costs and effort required, even as Roblox struggles with a simpler version.
* **Why does this matter to AI x Gaming:** Basejump faces long odds, with an ambitious tech stack and vision built on Web3 concepts that fell short during their peak years (2019–2021). Much remains unproven before any predictions can be made. However, using AI for no-code game creation is a solid idea to improve accessibility for UGC creators. If Basejump succeeds, it could accelerate AI adoption in gaming, especially with major players like Roblox exploring similar approaches.

**Key News Item 3:** The SAG-AFTRA strike is giving game actors a voice against AI exploitation ([Link](https://www.inverse.com/gaming/sag-aftra-game-strike-explainer))

* SAG-AFTRA launched a strike against video game publishers on July 26, 2024, over concerns about generative AI replicating actors' voices without consent.
* After 18 months of failed negotiations, the union demanded publishers secure consent and provide fair compensation for AI-generated voice use.
* Over 130 games have signed interim agreements with SAG-AFTRA, but publishers' shift toward non-union voice actors has already sparked action, such as the striking action against Formosa Interactive, which handles post audio for League of Legends. Smaller violations due to budget and time constraints may go unnoticed.
* Strikes could pressure companies to replace actors with AI entirely, though regions like Asia, where voice actors enjoy celebrity status (especially in Japan), are less likely to adopt AI-driven replacements.
* **Why does this matter to AI x Gaming:** The clash between AI and game talent is just beginning, with AAA games' demand for voice recordings accelerating the conflict. While voice actors are the first affected, a long-term balance will likely emerge between developers prioritizing profits and those valuing authenticity.

**Key News Item 4:** CEO Matthew Bromberg sees a bright future for AI in Unity, with an unclear vision ([Link](https://venturebeat.com/games/unity-ceo-matthew-bromberg-is-a-gaming-and-ai-optimist-the-deanbeat/))

* Seven months into his role, Unity CEO Matthew Bromberg expressed optimism about AI's potential in game development and Unity's ecosystem at GamesBeat Next 2024.
* While his vision for AI in Unity is vague, successful integration could make developers more reliant on the engine, as switching engines after pre-production is rare.
* AI integration in engines like Unity and Unreal is a natural evolution, given their central role in production pipelines and multi-platform releases.
* Following Unity's runtime fee policy misstep, which Bromberg reversed, quickly moving on releasing highly valuable AI-driven features could help regain ground lost to competitors like Unreal and Godot.
* Generative AI tools in Unity risk oversaturating the market with low-quality games, a trend already driven by the Asset Store’s low-cost, rapid production model.
* **Why does this matter to AI x Gaming:** Unity holds ~50% of the game engine market share across platforms, and >75% share on mobile specifically. It is easy to imagine the scale and speed of AI in gaming adoption Unity will enable should they decide to invest heavily into building out their AI-driven game engine capabilities and other AI-driven products and services.

**Key News Item 5:** Learning AI for Game Development gets a kick start towards its Goal State ([Link](https://www.aiandgames.com/p/goal-state-live-on-kickstarter-now))

* 'Goal State' is an initiative by "AI and Games" to create comprehensive online courses on AI for game development.
* A Kickstarter campaign launched on November 15, 2024, aims to fund the initial 'Game AI 101' course, with stretch goals for courses on machine learning, procedural content generation, and more.
* Structured courses can provide valuable guidance in the emerging field of AI in game development.
* Success of these courses will depend on frequent updates to match rapid advancements in the field.
* With many vendors entering the AI education space, this is likely just one of many such courses.
* **Why does this matter to AI x Gaming:** To advance AI game development pipelines, more developers need to explore the field, aided by cutting-edge educational resources. Ideally, these courses should be integrated into traditional game schools, which train much of the next generation of talent.

# **Other News Items**

1. **ESPN Testing an AI Avatar to explain Complex Analytics to Human Fans** ([Link](https://www.thewrap.com/espn-sec-nation-generative-ai-avatar-facts/)): ESPN is experimenting with 'FACTS,' an AI avatar built on NVIDIA Omniverse, Azure OpenAI and ElevenLabs tech. Definite potential to work into games and esports.
2. **Developers still debugging AI tools for software testing** ([Link](https://www.itpro.com/software/development/ai-tools-arent-helping-developers-save-time-on-software-testing)): A recent survey indicates that developers are struggling to get an edge using AI to assist with test writing and maintenance. Smaller, more agile teams have found more success.