

CALLED IT

The party game where you **bet on your friends.**

A couchplay original concept for Netflix TV Games · 2 to 10 players + audience · phones are the controllers

Joel Panchevre · San Antonio, TX · joelmpanchevre@gmail.com

Everyone has a friend who is always, loudly,
confidently sure.

MAKE THEM PROVE IT.

Called It turns the room's running jokes into the game. Trivia skill optional. Knowing your friends is the whole game.

THE ONE-LINER

WITS & WAGERS MEETS QUIPLASH, ON THE **BIGGEST SCREEN IN THE HOUSE.**

Called It is a phone-as-controller party game for the TV. Everyone answers a prompt on their phones; then, **before the reveal, the whole room stakes chips on who nailed it and who blew it.** Your friends become the content.

- 2 to 10 players, plus audience play

- QR join · no download, no login for guests

- 20-minute sessions, round-based

- Trivia · sketches · polls · predictions

- Play chips only · zero gambling, family safe

- Filtered free-text + curated prompt decks

"For party games, I believe we can give instant fun, using the phone controller as a very innovative controller." **Alain Tascan, President of Netflix Games**, March 2025. And his stated fun test: if a game isn't fun in 30 seconds, he deletes it. Called It's QR-to-first-laugh loop is built for that clock.

THE CORE LOOP

ANSWER. OPEN THE BOOK. REVEAL.

- 1 THE TV ASKS**
"What year did the Berlin Wall fall?" "Draw a llama in 20 seconds." **"Which movie made Dad cry?"**
- 2 EVERYONE ANSWERS**
Quietly, on their phones. No pressure yet.
- 3 THE BOOK OPENS**
Fifteen seconds. Odds appear beside every name. The room stakes chips: **who nailed it, who choked.**
- 4 THE REVEAL**
Answers and bets land together. Chips fly. Somebody stands up and screams **"CALLED IT."**


THE BOOK IS OPEN

Round 4 of 8 · Which movie made Dad cry?

0:12

M	Mom	3 : 1	12
D	Dave	7 : 1	41
P	Priya	2 : 1	8

The room is betting on Dave. The room is usually right.
Play chips only. No cash, ever.



YOUR ANSWER

Field of Dreams...

LOCK IT IN

PLACE YOUR BET

Dave nails it · 7 : 1

● ● ● 25 chips

CALLED IT.

You read Dave like a book.

+175

POSITIONING

NETFLIX BUILT THE PARTY SHELF. ONE LANE IS EMPTY.

PARTY MECHANIC	ON NETFLIX TV GAMES TODAY	STATUS
Drawing	Pictionary: Game Night · Drawful 2	Covered ✓
Words & trivia bluffing	Boggle Party · Fibbage 4 · Quiplash 3	Covered ✓
Social deduction	Party Crashers · Dead Man's Party (Knives Out)	Covered ✓
Minigames & co-op	LEGO Party! · Overcooked · Tetris Time Warp	Covered ✓
Live broadcast trivia	Best Guess Live, about 80,000 players nightly	Covered ✓
Betting on your friends	Nothing. Not on Netflix, not on Amazon Luna, not on Samsung Gaming Hub.	OPEN LANE

The wager mechanic sold 3 million board games. It has never had a living-room video game.
Called It takes the empty lane.

PROOF OF DEMAND

PEOPLE ALREADY LOVE BETTING ON PEOPLE. EVERY FORMAT THAT TRIED IT WORKED.

3M+

Wits & Wagers copies sold

"The most award-winning party game in history." Betting on friends' answers is its entire loop. Licensed by Mattel. (North Star Games, publisher-reported)

6 DECADES

Predict-your-person on TV

The Newlywed Game, Card Sharks, Golden Balls: guessing and staking on people carried primetime for generations.

826M

Jackbox Party Pack joins since Dec 2022

The phone-as-controller party format at scale. (Jackbox Games, May 2026)

140M

Kahoot home sessions

300M+ players in its home consumer segment. Group prompt-play is a habit, not a fad. (Kahoot press kit, Dec 2024)

2020

Twitch Predictions

Launched 2020; staking points on someone else's outcome became one of Twitch's best-adopted features ever. Same psychology, no party game attached.

0

Products in the lane

No game anywhere combines TV + phone controllers + wagering on friends. Verified white space, July 2026.

"In games, we're focusing on four categories: narrative, **party & puzzle**, mainstream, and kids games."

Netflix Q1 2026 shareholder letter · April 2026

1/3

of members can already play TV games

Greg Peters, Q4 2025 earnings call

10%

**of eligible members reached by party titles
within months**

"Really strong uptake." Peters, Jan 2026

\$150B

games market Netflix is chasing

Consumer spend ex-China/Russia. Peters, Q1 2026 call

THE NETFLIX-ONLY SUPERPOWER

ILLUSTRATIVE · NOT LICENSED

EVERY SHOW BECOMES A CONTENT PACK.

The image displays four content packs, each with a unique icon and a large number (01-04). Pack 01 (Squid Game) features a circle, triangle, and square icon. Pack 02 (Bridgerton) features a diamond icon. Pack 03 (Stranger Things) features a triangle with three dots. Pack 04 (Love is Blind) features two overlapping circles. Each pack includes a title and a brief description of the interactive experience.

Icon	Number	Pack Name	Description
○ △ □	01	PACK 01 SQUID GAME	Sudden-death wager rounds. Lose the bet, lose your chips.
◇	02	PACK 02 BRIDGERTON	Who in this room would survive the ton? The room decides the odds.
▽ ● ● ●	03	PACK 03 STRANGER THINGS	80s trivia, draw the Demogorgon, bet on who's secretly the superfan.
○ ○	04	PACK 04 LOVE IS BLIND	Prediction rounds built for watch parties. Call the couples before the pods do.

Illustrative concepts, not licensed: these packs exist only to show how the engine works with IP Netflix already owns and controls. "Delivering a fan of a film or series an interactive experience in that same universe not only extends the audience's engagement, but it also creates the synergy that reinforces both medium." (Greg Peters, Q1 2026 earnings call.) New season, new pack, the room comes back. Live formats die fast without fresh content and ops discipline; HQ Trivia proved it. **Netflix is the only platform where the content engine already exists.**

ONE MECHANIC, **THREE SIZES.**

SIZE 1

THE LIVING ROOM

2 to 10 players, any night.

Evergreen packs plus show packs. The weekly game-night ritual, attached to a Netflix subscription.



SIZE 2

THE LIVE EVENT

Called It Live: national bet-on-the-outcome nights. Netflix already runs live at both scales: Best Guess Live draws about 80,000 nightly players, and live sports have posted single-day sign-up spikes of 430,000 (NFL Christmas 2025).



SIZE 3

THE SHOW

The mechanic is format-shaped. Netflix already turned a game into television: Squid Game: The Challenge drew 265M views. No promises here; the same loop reads on camera, and keeping that door open costs nothing.

Netflix is the only company on earth operating at all three scales. A wager party game is the rare format that travels the whole ladder.

WHAT IT DOES FOR NETFLIX

Netflix's own words: series, films, and games exist so members "stick around longer (**retention**), recommend Netflix to others (**acquisition**), and place a higher value on our service."

Netflix Q4 2025 shareholder letter · January 2026

RETENTION.

Game night is the last thing families still schedule. Called It makes it **a weekly ritual that lives inside the subscription**, and show packs tie play to the release calendar.

ACQUISITION.

Every session seats 2 to 9 guests in front of Netflix's UI. **The QR code on the TV is a sign-up funnel** with pizza and friends attached.

VALUE.

Co-experience demand is real and unowned: Teleparty alone shows 10M+ installs bolting togetherness onto streamers. **Called It makes Netflix the thing people gather around.**

MOST STUDIOS RENT PLAYTESTERS. WE POUR THEM MARGARITAS.

Joel Panchevre is a San Antonio builder with 10+ shipped titles across iOS and web, including live App Store games (TamaThirsty, ThirstyEmpire) and real-time multiplayer (ThirstyBound). None are hits; all shipped end to end, solo: store review, multiplayer backends, live ops. What you get is cadence without overhead.

Our family also runs venues across San Antonio: **a frozen-drink bar on the River Walk, an ice bar, restaurants.** That means live crowds, seven nights a week, who will playtest every round type while we watch what actually makes a room laugh, stall, or go completely silent.

THE LAB

Round prototypes go on the bar TVs. Real groups, real noise, real drop-off data. Rounds that survive a Saturday night at a bar will survive any living room. Playtest capacity: nightly, at zero cost.

- 10+ shipped titles, solo, end to end

- Live venues for playtests, 7 nights a week

- Web-first stack, demos over any video call

- Built for handoff: full docs, Netflix-side producer welcome

WE'RE NOT ASKING YOU TO IMAGINE IT. WE'RE BUILDING IT.



NOW

Design locked

Mechanic, round types, and this deck.
White-space and catalog audit done.

8

WEEK 8

Playable web prototype

TV screen + QR join + 5 round types. Runs
in any browser, demos over a video call.

16

WEEK 16

Venue playtest season

Live-crowd data from our San Antonio
venues, plus a 60-second gameplay film
from a real bar table.

24

WEEK 24

Vertical slice

Polished build shaped for Netflix's cloud
TV stack and controller app, ready for
evaluation.

THE ASK

Thirty minutes with the party games team. We'll bring the playable prototype, the playtest data, and a pack roadmap. Deal shape: milestone development deal or license under Netflix Games publishing, flexible on structure. No ads, no in-app purchases, exactly how the platform already works.

CALLED IT

Game night is the last thing families still schedule.

Put it on Netflix.

Joel Panchevre · joelmpanchevre@gmail.com · San Antonio, TX
Thanks for reading. The prototype will be more fun than the PDF.