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Best ROI Media reveals Borough, an urban action adventure across New York's five boroughs

A Staten Island kid raised inside a criminal crew takes the city's rackets apart one borough at a time; the game is in development, with platforms, release date and price to be announced.

HOUSTON, TX, November 17, 2026 — Best ROI Media today revealed Borough, an urban action adventure in development, set in a fictionalized present-day New York City. Borough is being rebuilt after a first version for iPhone, iPad and Android; platforms, a release date and a price for the game have not been announced.

"Borough started with a script about a Staten Island kid who knows how a crew works from the inside, because that kid once helped run one," said Mitchell Clay, founder of Best ROI Media. "I wanted Rook to enjoy putting crooks on the floor and to talk trash doing it, not to give speeches. The story, the crews and the city all carry over into the rebuild."

The hero, known on the street as Rook, was pulled into a criminal crew as a child and grew up to become its best operative. Free of that life, Rook works through Staten Island, Brooklyn, Queens, the Bronx and Manhattan, crew by crew: the Tollkeepers and their forged tolls, the Sparks and their stolen utility gear, the Eyes and their trade in surveillance and rumours, the Crown and its laundered money. Above all of them sits the Ledger, run by Victor Sloane. Wherever a borough is taken back, a chalk sign called the Mark goes up. The story is written by Mitchell Clay of Best ROI Media.

Work on the game began on November 4, 2026, as a top-down pixel-art action adventure for phones and tablets. That version became playable from the opening warehouse to the finale in development builds: 13 maps, about 70 painted rooms, a character creator, a crew hideout in each borough with a lieutenant, a boss and a gadget that opens new routes back across the city, and 17 music tracks. On November 13 the studio set the mobile version aside and began rebuilding the game; the script, the cast and the city carry over. The screenshots in the press kit come from the mobile version's development builds and do not show the rebuilt game.

KEY FEATURES

- **Five boroughs:** Staten Island, Brooklyn, Queens, the Bronx and Manhattan, then back to Staten Island for the finale.
- **Six bosses:** from Rook's old crew captain Gio "Anchor" Ferraro to Ada "Switch" Kim, Darius "Current" Bell, Celeste "Madam Glass" Roy, Malcolm "Marble" Price and Victor Sloane, head of the Ledger.
- **A hero the player builds:** in the mobile version, 8 skin tones and 6 hair styles, with outfits unlocked as the story moves on.

- **Hideouts and gadgets:** one crew hideout per borough, each with a lieutenant, a boss and a gadget that opens routes back across the city.
- **A city with its own hours:** day and night, rain and neon, a favour to do in every borough and hidden heart pieces for players who go back.

AT A GLANCE

- **Title:** Borough (working title; the script is titled Five Boroughs: The Mark)
- **Developer:** Best ROI Media
- **Genre:** Urban action adventure
- **Platforms:** To be announced
- **Status:** In development (being rebuilt after a first version for iPhone, iPad and Android)
- **Release date:** To be announced
- **Price:** To be announced
- **Website:** https://bestroi.media/games/borough
- **Press kit:** https://bestroi.media/press/borough

ABOUT BEST ROI MEDIA

Best ROI Media is an independent studio founded in October 2025 and based in Houston, Texas, making games and software for iPhone, iPad, Android and the web. Website: https://bestroi.media

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