
SPLYCE
WINTER 2018
twitch
SPLYCE



Call of Duty player Accuracy shows off a cream hoodie from the new Splyce Winter Collection, bringing urban lifestyle vibes to Splyce merchandise. **Page 10**

SPLYCE



4 THE YEAR IN REVIEW

From the highs we've achieved to the positioning we've set for the future, 2018 was absolutely awesomesauce.

6 OVERWATCH

With the launch of the Toronto Defiant brand with OverActive Media, Splyce is ready to take on the OWL.

8 OVERACTIVE

OverActive Media Group acquires Splyce to form leading esports brand.

10 MERCH

Preview upcoming merchandise in Splyce's new Winter Collection.

12 STUDIO

Splyce's content studio - Emberlore - has created a wealth of video and streaming media in its first six months of life.

14 ROSTER

Status updates across Splyce's teams and key management staff.

Above: *Halo player Eco during Dreamhack Atlanta, where Splyce's new player track jackets premiered.*

On the cover: *Cyno from the World Championship-winning Smite team.*

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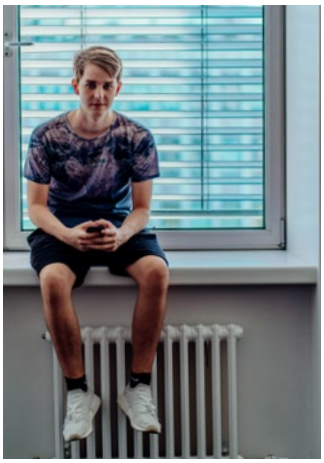
The editor of our magazine asked me to put my thoughts about this year into words. With such a tall order in front of me, it was hard to use any word other than "awesomesauce" to describe my feelings about Splyce's 2018.

From becoming world champions in yet another game to partnering with a legendary sports brand in the Boston Celtics, to being acquired and launching our first official franchise in the Overwatch League, it's been a year full of historic moments for us. I couldn't be prouder of all that we accomplished, as well as all that's yet to come.

Aside from the incredible photos our content team has taken to capture these great moments, I'll tell you a few of the things that have absolutely humbled me throughout this journey:

- I'll never forget the first time I saw a video of our League of Legends players walking into Foot Locker, treated like true professional athletes. As a kid who grew up asking his mom to go to the mall just so I could wander through Foot Locker and dream about getting the pair of Reebok Pumps I was saving up for, the idea that our brand commanded the kind of attention to be Foot Locker's first esports partner was incredible.
- I had the pleasure of attending the brand unveiling party of our new Overwatch League franchise - the Toronto Defiant. The building was beautiful, the setup was immaculate and the social coverage was top notch, but what really got me excited was the line outside. I spoke to fans out front that had lined up two to three hours before doors opened because they were so excited to come in. Many of them drove from hours away to be there with us, their team. It was truly inspiring to be a part of history with the fans that day.
- Shortly after we completed our latest investment round and brought OverActive Media and First Serve Partners in as our two newest investment groups, I was asked to take a call with an investor from First Serve. This wasn't just any investor, but rather a Super Bowl Champion and multi-time Pro Bowl player from the Saints, Roman Harper. I still remember walking around my block while we spoke







Left and middle: *Splyce's League of Legends players had a blast at the Berlin Footlocker, producing a store-visit video and a "vote for the best shoes" Instagram promotion.*

Right: *Held in Seattle, Washington this past April, the Halo World Championships saw Splyce's team take home the trophy and the title of World Champions.*

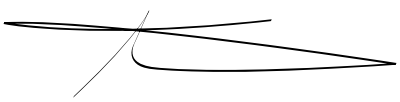
for almost an hour about everything that was and is Splyce and esports. He was truly interested and excited about what we were building and how he could support it. This was someone who had already achieved absolute competitive excellence on the world stage, and here I was talking to him on my cell phone in my neighborhood. Wow.

• So we did a lot of businessy cool stuff and grew the company, but let's be real — the best part of esports is the competition. 2018 brought another incredible year of victories across multiple titles for us, but none quite so mind-blowing as our Halo team's run over the last year or so. Watching this young team perform, led by a 16 year old phenom in Shottzy, was something truly wonderful to behold. Each event was a more powerful victory than the last. It became astounding to witness as they won repeatedly and couldn't be stopped, eventually culminating in the World Championship title. Every day I get to look up at my mantle and see the trophies up there, and that 2018 Halo trophy sits squarely in the middle to remind me of the peaks of greatness we are capable of: absolute and utter domination.

"THE PEAKS OF GREATNESS WE ARE CAPABLE OF: ABSOLUTE AND UTTER DOMINATION."

As we approach the end of the year and the beginning of a whole new season of competition, I'm brimming with excitement for all the new stuff that 2019 holds: a brand new, world class Call of Duty roster filled with players who have tons of championship experience; an Overwatch League team that's ready to compete for titles right out of the gate; a Rocket League team that has been promoted into the RLCS after completely dominating the Rival Series the last few months; and the launch of so many fan initiatives across our region to provide more chances to connect with our brand in a personal way.

2018 was awesomesauce, but I can't wait to think of a word that's on an even higher level after we see all the results 2019 brings.



Marty Strenczewilk
marty@splyce.gg



Toronto Defiant General Manager Jae (left) and Head Coach Bishop (right) at the Brand Launch Event in October.

OVERWATCH

WE ARE DEFIANT

Splyce and OverActive Media enter the OWL for 2019.

by Josh Olin | *Director, Marketing*

In 2018, the Overwatch League (OWL) hosted its Season 1 finals at Barclays Center in front of a sold-out crowd of 20,000, and 10.8 million viewers tuned in online around the globe. That was the OWL introduction to much of the world, and Blizzard (the League's creator) has shown no signs of slowing down.

For the 2019 season, the OWL is welcoming 8 new expansion franchise teams, including one in Toronto - Splyce's backyard to the North. Combining strengths and resources, Splyce joined forces with OverActive Media of Toronto and were successful at closing that Canadian team slot.

Within weeks of closing that deal, Splyce's leadership across player management, brand development and marketing were seated around a table with OverActive Media executives to tackle the branding process, identifying what our team stands for and, crucially, what the heck do we call ourselves?

Over the next several hours, days, and weeks, we began to boil down the great city of Toronto into a few core values that would unify not just Torontonians, but the rest of Canada and the Northeast of the United States in the process. What we came away with was as follows:

> ***Our Mantra:*** We are true to ourselves and rise above the challenge. We understand that our differences are the things that make us stronger. We are a city of many united with one calling — to defy the odds. It's our time. We're here now. ***We are the Toronto Defiant.***

We're building a championship-caliber Overwatch team in Toronto Defiant, and creating a practice and competitive regimen that is nothing short of world-class. On the marketing and branding side of the business, we are putting in all the work and rigor required in establishing a truly preeminent global sports brand. And at the helm of it all is Chris Overholt as President and CEO. Formerly the CEO at the Canadian Olympic Committee, and a former executive of both the Miami Dolphins and Toronto Raptors, Chris is a juggernaut of sports industry and brings those decades of experience to Toronto Defiant.

Chris made it clear early on in this process that he has a lot to learn about esports and Overwatch. That's where Splyce comes in. Through this budding partnership, Chris has remained committed to the tenets we established in our first meeting together. He's relied on Splyce to fill in those gaps of experience just as much as Splyce has relied on the sage guidance and leadership he's amassed over a long and accomplished career in sports. We're all so excited to work together on such a powerful new sports brand and we can't wait to compete in OWL 2019!

TORONTO DEFIANT

What DEFIANT means

- It's about never giving up.
- Being true to yourself & others.
- Challenging convention.
- The beloved underdog.

What it doesn't mean

- Resistance / revolution.
- Fighting against the system.
- Hate or unsportsmanlike aggression.
- Bringing down others.

Going big *and* going home.

by Marty Strenczewilk

Any smart person can tell you that sports team ownership is not a destination, but rather a journey. Owning the sports team is simply the beginning, and that's where the work to grow a league alongside other intelligent folks who have aligned goals starts.

This summer we began our biggest journey to date when we became the proud co-founders of the Defiant, Toronto's team in the Overwatch League (OWL). It's a whole different animal to work on a league with the audacity and vision of the OWL compared to any other game we've been involved with before. Localization, a true world league, a young game: these are a few of the major challenges we're tackling alongside our fellow owners in the league. Conquer them and the industry will never be the same.

As loud proponents of activations in the northeast to reach our regional fans, we see the most potential in localization. There is scaleable opportunity to reach fans in person through localized events and the OWL has created a strong anchor for

CONTINUES, PAGE 9 ◢

2019 TEAM ROSTER

IVY YAKPUNG ENVY NEKO AID STELLAR ROKY ASHER



OVERACTIVE ACTIVATES

OverActive Media Group acquires Splyce to form leading esports brand.

by Paulo Senra | *VP, Communications and Content Platforms*

On November 21 OverActive Media Group Inc. (OAM), announced that it entered into an Agreement in Principle to acquire global esports stalwart, Splyce. The deal sees OAM take ownership of more than seven international esports teams including the newly-awarded franchise in the League of Legends European Championship (LEC) and over 40 team operations, marketing and content staff. The acquisition will eventually merge the shareholder base under OAM to form one of the most powerful and diverse ownership groups in esports, as an integrated company delivering esports and video game entertainment. OAM is combining team ownership with audience engagement to better connect with fans, franchise partners and corporate sponsors around the world.

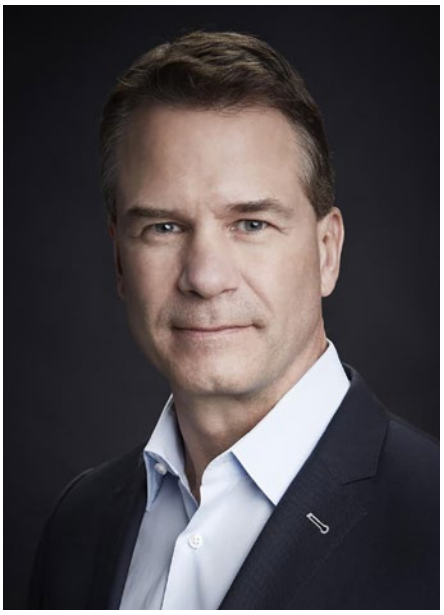
The addition of Splyce and the LEC franchise alongside ownership of the Toronto Defiant of the Overwatch League and leading team organizations across Call of Duty, Rocket League, Smite, Paladins, Halo and Starcraft II consolidates OAM into a leading global esports brand joining Cloud9, Optic Gaming and Misfits as the only esports organizations in the world with permanent slots in both League of Legends and the Overwatch League.



"Today is a game-changer for our two organizations, as together, we grow into one of the most dynamic and influential esports organizations in the world," said Chris Overholt, President and CEO of OverActive Media on the day of the announcement. "We believe that this step gives our business scope and scale that allows us to grow our enterprise on a global level."

Splyce was formed in 2015, and quickly established a reputation as one of the most successful organizations in the world winning the Smite World Championship (2018), Halo World Championship (2018), Marvel vs. Capcom World Championship (2017), Call of Duty World League Stage 1 Championship (2017), World of Warcraft Championship (2016) along with the most Championship Titles of any Starcraft II organization (2017) and runner up in the Global Starcraft II Championships (2018). The global success of Splyce has attracted an international fan base and corporate brands seeking to align themselves with Splyce's audience, including: Pepsico, Foot Locker, Columbia Records, Boston Celtics, and Turtle Wax, among other leading companies.

"Esports is growing to the next level of a global sustainable digital sports business and it will require expertise from a diverse background of entertainment professionals," added Marty Strenczewilk, CEO of Splyce. "Overactive is building a world-class organization with staff from the traditional sports world that will supplement Splyce perfectly. We are thrilled to mix our strengths into one unified leading esports organization."



Above: *Chris Overholt, OverActive Media President and CEO.*

Splyce will become a wholly owned subsidiary of OAM and will have primary responsibility for team operations under the combined ownership group. The senior management and staff of Splyce will be retained with Splyce co-founders Marty Strenczewilk and Vincent Garguilo reporting to OAM President & CEO Chris Overholt, who will head the consolidated operations. Splyce will retain its headquarters in Rochester, NY with the global headquarters of OAM located in Toronto, Ontario, Canada.

For a timeline of some of Splyce's milestones, visit **bit.ly/OAM-SLY**

Overwatch: going big

◣ *CONTINUED FROM PAGE 7*

our efforts. In October, we held a launch event for the Defiant brand and saw hundreds of fans come from hours away to line up hours in advance. These fans were hungry to be a part of history. They took ownership of the team and we saw right away the power that localization will have to our future.

Creating an actual world league in esports is a daring move. Time zones become a major hurdle for scheduling, travel is long and difficult to manage, and cultures have different ideas of what they want from their league. However, there lies the opportunity. Unlike leagues like the NBA or the NFL, our efforts to reach other continents don't come as marketing activations but instead as full-blown members of our league. Fans who live in other countries aren't a secondary market, but part of the truly global nature of the game. Done right, this could become the standard for esports leagues in the future.

2018 begins our journey within the Overwatch League and we are incredibly excited to be a part of it. Years from now we cannot wait to see the Toronto Defiant become a household name around the Lake Ontario region. Esports of today is not what esports of tomorrow will look like and we are ready to be a catalyst for that shift toward the future.





Above: *The Splyce x Defiant Afterparty at BlizzCon in November provided an opportunity for fans outside of Toronto to interact with the Defiant brand for the first time beyond social media.*

Left: *OverActive Media CEO Chris Overholt (left) greets fans as they wait in line to enter the Defiant Brand Launch event in October.*

MERCH | WINTER COLLECTION

Combining the passion and dedication of the esports community with the urban-driven innovation of lifestyle fashion, Splyce's Winter Collection is a new take on the Splyce brand. This December, the Winter Collection's premier items will offer fans a new way to represent their devotion, continuing Splyce's desire to innovate, take chances and support their fans in a variety of new avenues. Available online early 2019.

Splyce merchandise at store.splyce.gg | ***Toronto Defiant merchandise at*** torontodefiant.store

Below: *Call of Duty player Aqua in the new cream hoodie.*





Above: *Call of Duty player Jurd in the Split Snake Tee.*





STUDIO | *EMBERLORE*

FLAME & TALE

Splyce's content studio delves deep into the stories that drive esports.

Emberlore spun out of the production unit at Splyce as we continued to create fan-inspired, esports-focused content. We continue to identify that gamers are hungry for story-driven original content, so we built Emberlore to unite the vast gaming audience with brands that have an authentic approach.

It's exciting to launch a studio and build it from the ground up. Our small but talented in-house team boasts years of experience in multiple entertainment disciplines from film, television, and commercial production. One of the key players at Emberlore is Tyler Prigionieri, our Studio Producer, whose history in traditional daytime broadcast is directly applied to our Twitch strategy, continuously growing Splyce's cumulative streaming hours week over week. Additional staff includes Codey Dingfield, an award-winning filmmaker and stunning cinematographer, and our new Producer, Christine Mackey, who comes from the commercial world of film.

Emberlore's creative crew comes to the table each day with a spectrum of ideas and a passion for storytelling that makes the work seem easy. But it's important to scale properly, so we continue to work with freelance and future candidates who are talented and like-minded to join our team. Immersing those creatives in the world of esports first, before adding them to to the team, is the best approach to help build our clients' brands through Emberlore.

Over the past few months since launch, our team has been incredibly busy developing ideas for both live and packaged content. Starting with the debut of "Gameday", a twice-a-week, pre-match show focused around our League of Legends team and our EU LEC community. It was followed by the laid-back series "Couch Co-Op", where our hosts Shidosha and Danielle "Panser" Clemens play

Opposite, left: *Codey Dingfield and Shidosha in the Emberlore studio.*

Opposite, right: *Tyler Prigionieri and Christine Mackey on location.*

random games twice a week, discuss hot topics from the community and generally have fun! Shidoha also personally hosts the series "Kickback with Shidosha," where fans can chill and hang on stream with Shidosha while he shares his views on life and gaming. Marty Strenczewilk also hosts "The Assembly," a biweekly town hall where he can share Splyce updates,openly discuss pressing topics and field questions for the Splyce community.

With all of these projects happening in studio, our field team still travels and covers tons of events including Rift Rivals, PAX West, HCS London, Blizzcon, Dreamhack Atlanta and the upcoming CWL Vegas. Besides the events and conventions, the production team also develops amazing promotional assets for our teams and serial content that explores our players, games and partners, revealing true grind and lifestyle of esports. The Emberlore team is also thrilled to currently be working with the newly announced Toronto Defiant Overwatch team and is busy building video content with our partners for the upcoming 2019 Overwatch League season.

Emberlore is focused on creating content that connects with our community, including competitive and casual gaming audiences. With this approach, the quality of content will attract brands that truly care about the gaming audience and connect them together. Driven by the fans, Emberlore crafts a space for the gaming community to feel welcomed and entertained no matter the game.

Selected Projects



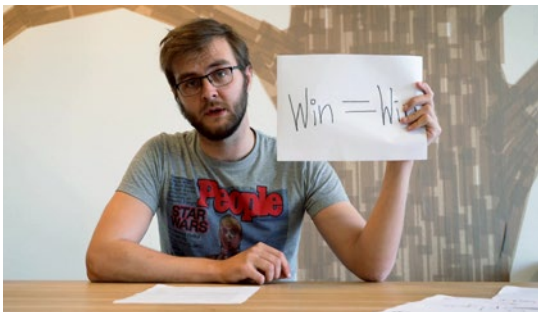
Thirst For Life: *An insight into what drives our professional gamers in the world of esports. Where they come from, how they got there and who has inspired them.*



Couch Co-Op: *A casual gameplay stream, where Shidosha and Panser play newly released, retro, and trending games on our yellow Splyce couch.*



Gameday: *A fan-based, pre-match show leading up to our LEC matches to get our fans excited for Splyce to take the stage.*

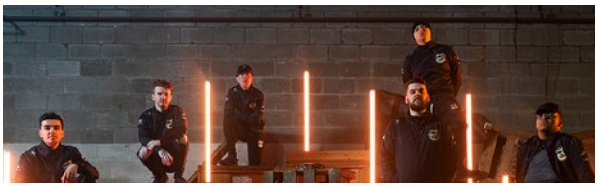


Coach's Corner: *A comedic look into what the Coaches have planned for that week's upcoming LEC matches.*

See more at **youtube.com/splyce** *and* **twitch.tv/splycegg**

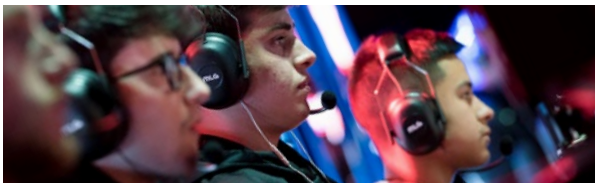
CALL OF DUTY

With a new team for 2019 — including returning player Jurd — the five-man roster is ready to start the new season with a bang. Additionally, the Splyce Challenger team is a second Call of Duty roster that will compete through open brackets at CoD events.



HALO

With a total of four championship titles in less than a year, our Halo team solidified themselves as a dynasty in the history of competitive Halo. The team's youngest player and captain, Shotzzy, is just at the beginning of his esports career.



LEAGUE OF LEGENDS

Splyce is excited to join the newly-branded League of Legends European Championship league. Our starting roster is a mix of both new players and returning veterans, under the leadership of our returning coaching staff



PALADINS

The Splyce Paladins team competed in the Paladins Pro League. After competing throughout the 2018 season, Splyce is exiting PPL just ahead of 2019. Thank you to our players, fans and Hi-Rez for the memories.



ROCKET LEAGUE

Built around the leadership of the team captain Karma, the Splyce Rocket League team spent 2017 competing in the Rocket League Rivals Series, steadily improving until they qualified for the Championship Series in November. Now Karma is the only female professional player in the RLCS.



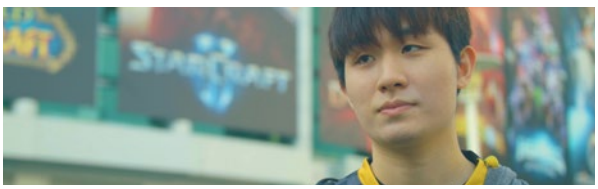
SMITE

Finishing off the summer season with a 7-game winning streak, the team was hot going into the Smite World Championship, where they took first place. In the span of less than a year, the team rocketed from last place in spring to winning the world championship.



STARCRAFT II

2018 held silver medals for both Stats and TY at multiple GSLs (Stats and TY), GSL vs. the World (Stats) and the World Championship at Blizzcon (TY). Stats also took home the first GSL Super Tournament of 2018 over Dark.



Chris Overholt
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Adam Adamou
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Deidra Hayward
Sr. Manager, Operations

Grant Rousseau
Business Dev. & Operations

Sarah Van Hoesen
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Melvin Fontanez
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Devon Johnson
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Codey Dingfield
Shooter/Editor, NA

Matt DeTurck
Graphic Designer, NA

LEC CONTENT

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Shidosha Hodges
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Hosts

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Mark Bryceland
Call of Duty Coach

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Director, Marketing

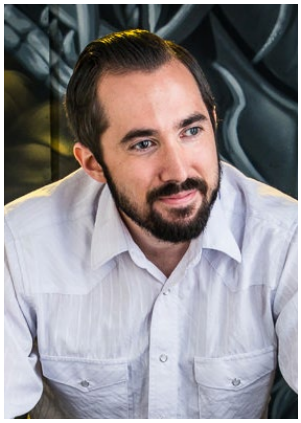
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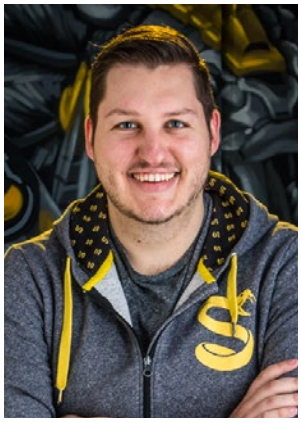
Josh "JD_2020" Olin is a veteran of the video game industry. He's worked with companies like Treyarch Studios and Riot Games to foster fanbases for some of the hottest titles on the market including Call of Duty 4: Modern Warfare and League of Legends. In the summer of 2018, Josh joined Splyce as the company's new Marketing Director. Since then, he's led new major marketing initiatives and on-site activations at events like Rift Rivals, the Call of Duty World League Championships and a co-branded Splyce and Toronto Defiant afterparty at BlizzCon 2018.



CHARLIE CARTER

Senior Manager, Content Production

In the spring of 2018, Splyce took serious measures to transition from a start-up into a full-fledged company. As the company's Production Manager, Charlier Carter utilizes his years of project and entertainment management experience to organize all the processes and discrete departments at Splyce. Charlie's hard work over the year has improved the efficiency of the company as a whole. His project leadership skills continue to make new ventures, like on-site fan activations, easier to manage, which creates a better product for fans to enjoy.



GRANT ROUSSEAU

Business Development & Operations

While Grant "Grievance" Rousseau came to Splyce as the manager of the League of Legends team, Grant's aspirations were to be more directly involved with the organizational side of the company. In March of 2018, Grant became the Director of Operations, where he can apply his expertise to the logistics of the company. Grant is another major piece in leveling up Splyce and continuing to aid the company's growth away from its start-up roots.



SPLYCE

SPLYCE.GG

CORSAIR Foot Locker TURTLE BEACH twitch SCUF GAMING