

The Scoggins Report
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June 2014
Spec Market Scorecard

What a difference two months makes.

The 2014 spec market got off to the 2nd strongest start since the WGA strike in January/February; then the March/April numbers came in and dragged us down to the 2nd *weakest* opening since the strike; and now May/June's dismal numbers have dropped us into the cellar. **It'll take 7 spec sales over the course of the next week to keep 2014 from having the worst first six months since the strike.**

A core problem remains the remarkably low number of new specs hitting the market each month this year. As you'll see from the first grid on the next page, we're on track to end up 20% off of last year's total.

But here's the thing: It ain't over 'til it's over. (*Exhibit A: This afternoon's thrilling finish to the World Cup match between the US and Portugal.*) Here's what's keeping us sane when we look at the year-to-date spec sale numbers:

- The studios have collectively bought about half of what they bought last year, which is good, since **6 studios that bought specs in each of the last 2 years have yet to break out their checkbooks in 2014 (Disney, Fox 2000, New Line, Paramount, Paramount Insurge and Relativity).**
- There are also 12 non-studio buyers in that same category, including last year's big buyers **Thunder Road** and **Voltage** and the deep pocketed **Legendary** and **Skydance**.
- A couple of high-profile new buyers are on the horizon: Tom Rothman's resurrected **TriStar** label is starting to ramp up, and Jeff Robinov's new vehicle is reportedly in the offing as well.

We'll have complete first half numbers and analysis next month. Enjoy the grids, Hollywood, and the start of summer.

2014 Overall Numbers

Of 2014's 35 spec sales, 4 were of scripts that originally went out prior to 2014. Here are the spec market numbers through June 21...

	J	F	M	A	M	J	J	A	S	O	N	D	Total
New Specs	16	19	19	22	16	13							105
Spec Sales	9	8	6	6	2	4							35
<i>2013</i>	<i>8</i>	<i>8</i>	<i>10</i>	<i>15</i>	<i>9</i>	<i>10</i>	<i>11</i>	<i>6</i>	<i>9</i>	<i>15</i>	<i>10</i>	<i>13</i>	124
<i>2012</i>	<i>12</i>	<i>13</i>	<i>14</i>	<i>12</i>	<i>12</i>	<i>15</i>	<i>5</i>	<i>13</i>	<i>9</i>	<i>13</i>	<i>7</i>	<i>7</i>	132
<i>2011</i>	<i>3</i>	<i>13</i>	<i>15</i>	<i>9</i>	<i>7</i>	<i>12</i>	<i>10</i>	<i>5</i>	<i>7</i>	<i>20</i>	<i>8</i>	<i>10</i>	132*
<i>2010</i>	<i>1</i>	<i>10</i>	<i>7</i>	<i>13</i>	<i>4</i>	<i>7</i>	<i>0</i>	<i>1</i>	<i>6</i>	<i>7</i>	<i>5</i>	<i>1</i>	65*
<i>2009</i>	<i>3</i>	<i>12</i>	<i>10</i>	<i>9</i>	<i>10</i>	<i>6</i>	<i>5</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>4</i>	<i>1</i>	72

* For 2010 and 2011, sales of scripts that originally went to market in years prior are not distributed monthly in the above table but have been added to the year-end totals.

...and here are **combined total** spec and pitch sales numbers through June 21, with year over year monthly comparisons.

	J	F	M	A	M	J	J	A	S	O	N	D	Total	2013	2012	2011
Specs	9	8	6	6	2	4							35	124	132	132
Pitches	3	6	6	3	5	1							24	85	81	106
Totals	12	14	12	9	8	5							59	209	213	238
<i>2013 Totals</i>	<i>11</i>	<i>18</i>	<i>18</i>	<i>25</i>	<i>15</i>	<i>15</i>	<i>19</i>	<i>10</i>	<i>14</i>	<i>26</i>	<i>18</i>	<i>20</i>				
<i>2012 Totals</i>	<i>20</i>	<i>20</i>	<i>22</i>	<i>26</i>	<i>16</i>	<i>22</i>	<i>13</i>	<i>16</i>	<i>13</i>	<i>19</i>	<i>10</i>	<i>15</i>				
<i>2011 Totals</i>	<i>7</i>	<i>21</i>	<i>28</i>	<i>16</i>	<i>15</i>	<i>28</i>	<i>20</i>	<i>9</i>	<i>12</i>	<i>30</i>	<i>16</i>	<i>24</i>				

Spec Sales By Genre

	J	F	M	A	M	J	J	A	S	O	N	D	Total	'13	'12	'11	'10	'09
Action/Adventure	3	2	1	2	1	2							11	32	29	20	16	15
Comedy		2	1	1									4	17	28	28	17	23
Drama	1	1	1	1	1								5	10	10	14	7	7
Horror	2	1											3	9	13	8	0	0
Sci-Fi	2	1	2	2		2							9	20	15	15	5	7
Thriller	1	1	1										3	34	36	37	17	21

Spec Sales By Buyer - Studios

	J	F	M	A	M	J	J	A	S	O	N	D	Total	'13	'12	'11	'10	'09
Columbia		3	1	1		2							7	2	8	7	1	5
Disney													0	1	2	2	2	2
Dreamworks													0	0	1	2	1	4
Focus Features					1								1	2	0	0	0	0
Fox			2			1							3	5	6	8	2	3
Fox 2000													0	1	1	1	2	0
Fox International	1												1	0	0	0	0	0
Lionsgate/Summit			1										1	4	4	2	1	3
New Line													0	1	1	4	0	0
New Regency													0	0	3	0	2	2
Paramount													0	3	11	5	4	5
Paramount Insurge													0	3	2	0	0	0
Relativity													0	3	1	2	6	3
Universal	1	2											3	6	9	5	2	6
Warner Bros.				1									1	5	7	14	9	6
Totals	2	5	4	2	1	3							17	36	56	52	32	39

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SpecScout.com -- The Spec Market, Quantified

Here are the combined pitch and spec purchase numbers for last year's biggest Studio Buyers so far in 2014:

	Pitches	Specs	Total	2013	2012	2011
Columbia	3	7	10	5	16	16
Disney	2		2	3	12	11
Fox	8	3	11	14	12	16
Lionsgate/Summit	1	1	2	10	5	6
Paramount	1		1	6	20	17
Universal	2	3	5	17	20	19
Warner Bros.	2	1	3	13	18	30

Spec Sales By Buyer - Other Buyers

	J	F	M	A	M	J	J	A	S	O	N	D	Total	'13	'12	'11	'10	'09
26 Films					1								1					
Benaroya	1												1					
Black Label Media				1									1					
Centropolis				1									1					
COTA Films	1												1					
Envisions Media	1												1	1				
FilmNation			1										1					
FlickBag	1												1					
Gold Circle				1									1	1		4	2	1
Maiden Voyage	1												1					
Millennium	1												1	4	7	3		
OddLot		1											1					
Original Film		1											1					
QED International				1									1	1	4		1	
Route One			1										1					
The Exchange	1												1	2				

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	J	F	M	A	M	J	J	A	S	O	N	D	Total	'13	'12	'11	'10	'09
The Solution						1							1					
Vertigo	1												1					
Witness Protection		1											1					
Totals	8	3	2	4	1	1							19	8	12	7	3	1

None of the above buyers have purchased a pitch yet this year.

Each of the following production companies has been attached to produce at least one of this year's spec sales.

21 Laps

Audax Films

Benderspink (3)

Brillstein Entertainment Partners

Broken Road Productions

Chris Morgan Productions

COTA Films

Court 13

DCM Productions

Energy Entertainment

Gary Sanchez Productions

Good Lap Productions

Good Universe

Imagine Entertainment

Le Grisbi Productions

Marc Platt Productions

Misher Films

Original Film (2)

Point Grey Pictures

Quadrant Pictures

Roth Films

Scott Free

TideRock Media

Tolmach Productions

Treehouse Films

Turtle Bear Productions

Vertigo Entertainment

Vinson Films

Winkler Films

Spec Sales by Seller - Agencies

	J	F	M	A	M	J	J	A	S	O	N	D	Total	'13	'12	'11	'10	'09
Above The Line	1												1					
APA						1							1	11	10	8	4	2
CAA		3	1	2		1							7	18	16	26	11	14
ICM		1		1	1								3	3	8	13	4	10
Gersh		1											1	6	8	8	1	3
Original Artists	1												1	4	6	4	3	4
Paradigm			1										1	5	9	10	2	1
Resolution	1												1	4				
UTA			1	1									2	27	24	17	7	10
Verve	1												1	4	5	4	1	
WME	2	2	2	2	1	2							11	16	35	22	10	
Totals	6	7	5	6	2	4							30	98	121	112	43	44

Here are the combined pitch and spec sales numbers for agencies that have sold at least one of each in 2014:

	Pitches	Specs	Total	2013	2012	2011
CAA	4	7	11	36	32	50
ICM	2	3	5	8	15	27
Paradigm	2	1	3	10	15	14
UTA	7	2	9	40	34	30
Verve	4	1	5	5	9	9
WME	8	11	19	43	61	50

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The following 40 agents have been involved with at least one spec sale so far this year.

Four:

Mike Esola (WME) Frank Wuliger (Gersh)

Greg Hodes (WME)

Greg Pedicin (Gersh)

Two:

Charlie Ferraro (UTA)

Harley Copen (ICM)

Cliff Roberts (WME)

Ida Ziniti (CAA)

David Boxerbaum (Paradigm)

Jon Cassir (CAA)

JP Evans (CAA)

Kathleen Remington (ICM)

Rich Cook (WME)

Jason Spitz (WME)

Solco Schuit (WME)

Maha Dakhil (CAA)

Matt Martin (CAA)

One:

Matthew Rosen (CAA)

Adam Levine (Verve)

Marnie Podos (United)

Alexandra Trustman (CAA)

Martin Spencer (Resolution)

Bryan Besser (Verve)

Max Michael (UTA)

Chris Sablan (Original)

Pamela Goldstein (Resolution)

Christopher Smith (Paradigm)

Peter Dodd (UTA)

Cori Wellins (WME)

Rima Greer (ATL)

Craig Gering (CAA)

Risa Gertner (CAA)

Craig Kestel (WME)

Roger Green (WME)

Daniel Cohan (WME)

Tanya Cohen (Verve)

David Saunders (APA)

Todd Feldman (CAA)

Doug Johnson (ICM)

Tom Wellington (WME)

Spec Sales by Seller - Management Companies

	J	F	M	A	M	J	J	A	S	O	N	D	Total	'13	'12	'11	'10	'09
Andrew Kersey Mgmt			1										1					
Anonymous						1							1	1	8	2	3	1
Art/Work						1							1	1	1			1
Benderspink	2	1											3	8	5	5	2	5
Brillstein		1											1		1	1	1	1
Caliber	1												1	3	3	2	2	
Energy	1		2	1	1	1							6	14	9	7	2	2
Gotham Group			1	1									2		3	3	2	1
Industry		1											1	5	4	3	1	1
Luber Roklin	1												1	2	1			2
Madhouse				1									1	4	6	2	2	1
Management 360		1											1	4	2	1	2	2
Mindframe				1									1		1			
Mosaic		1											1	3	5		1	1
New Wave		1	1										2	3	8	7		
One Entertainment				1									1					
Rain Mgmt Group					1								1		1			1
Thruline				1									1					
Zero Gravity	1												1	2	1	1	1	
Totals	6	6	5	6	2	3							28	50	59	34	19	19

Here are the combined pitch and spec sales for management companies that have sold at least one of each in 2014.

	Pitches	Specs	Total	2013	2012	2011
Anonymous	1	1	2	8	11	9
Benderspink	2	3	5	11	9	6
Brillstein	1	1	2	2	2	3

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	Pitches	Specs	Total	2013	2012	2011
Energy	1	6	7	20	15	7
Management 360	1	1	2	10	7	6
Mosaic	3	1	4	6	10	5

The following 25 managers have been involved with at least one spec sale so far in 2014. (We know it looks a little weird, since no one with a first name that starts with a letter lower than “M” in the alphabet is on the list, but we triple-checked.)

Six:

Brooklyn Weaver (Energy) Daniel Vang (Benderspink)

Three:

Jake Wagner (Benderspink) David McIlvain (Brillstein)

One:

Adam Kolbrenner (Madhouse) Eric Robinson (Gotham)

Adam S.-Marshall (Caliber) **Greg Weiss** (One)

Alex Goldstone (Anonymous) Guymon Cassidy (Mgmt 360)

Andrew Kersey (Kersey) Jeff Belkin (Zero Gravity)

Anne Damato (RMG) JC Spink (Benderspink)

Ava Jamshidi (Industry) **Jonathan Baruch** (RMG)

Bryan Brucks (Luber RockIn) Josh Adler (New Wave)

Chris Henze (Thruline) **Julie Bloom** (Art/Work)

Dallas Sonnier (Caliber) Langley Perer (Mosaic)

About The Scoggins Report:

[The Scoggins Report](#) is a terribly unscientific analysis of the feature film development business based on information assembled from a variety of public and non-public sources. The numbers in the reports are by no means official statistics.

Caveat emptor.

Molòn labé: Check out The Scoggins Report on SpecScout.com.