

**The Scoggins Report**  
**by Jason Scoggins & Landon Rohwedder**  
**July 2, 2014**

**June 2014**  
**Pitch Sales Scorecard**

The word of the day is: **Ouch.**

We thought May's spec sales tally (2) would be the low point of 2014's Spring selling season, but we were wrong. As you can see in the below grid, June's pitch sales tally is the lowest single month total since we started tracking in 2011, punctuating the worst first half of the year for pitch sales since then as well.

If we could explain the dramatic drop from years past, we would. (In case you're curious, here's the math: -31% from 2013; -40% from 2012; and -47% from 2011.) We'd bet that the spec market pattern (steadily declining numbers of new projects on the market year-over-year) is repeating here, but it could simply be a case of the buyers keeping their powder dry.

Regardless, our fingers are crossed that the summer break will end the slump. In the meantime, we'll be back next week with the June Spec Market Roundup. Enjoy your long weekend, Hollywood.

**Overall Pitch Numbers**

Here are basic pitch sales numbers through June 30 on their own, with year-over-year monthly comparisons...

	J	F	M	A	M	J	J	A	S	O	N	D	Total
<b>2014</b>	<b>3</b>	<b>6</b>	<b>6</b>	<b>8</b>	<b>5</b>	<b>1</b>							<b>29</b>
<i>2013</i>	<i>3</i>	<i>10</i>	<i>8</i>	<i>10</i>	<i>6</i>	<i>5</i>	<i>8</i>	<i>4</i>	<i>5</i>	<i>11</i>	<i>8</i>	<i>7</i>	<b>85</b>
<i>2012</i>	<i>8</i>	<i>7</i>	<i>8</i>	<i>14</i>	<i>4</i>	<i>7</i>	<i>8</i>	<i>3</i>	<i>4</i>	<i>6</i>	<i>3</i>	<i>9</i>	<b>81</b>
<i>2011</i>	<i>4</i>	<i>8</i>	<i>13</i>	<i>7</i>	<i>8</i>	<i>15</i>	<i>10</i>	<i>4</i>	<i>5</i>	<i>10</i>	<i>8</i>	<i>14</i>	<b>132</b>

...and here are **combined total** spec and pitch sales numbers through June 30, with year over year monthly comparisons.

	J	F	M	A	M	J	J	A	S	O	N	D	Total	2013	2012	2011
<b>Specs</b>	9	8	6	6	2	5							<b>36</b>	124	132	132
<b>Pitches</b>	3	6	6	8	5	1							<b>29</b>	85	81	106
<b>Totals</b>	<b>12</b>	<b>14</b>	<b>12</b>	<b>14</b>	<b>7</b>	<b>6</b>							<b>65</b>	209	213	238
<i>2013 Totals</i>	11	18	18	25	15	15	19	10	14	26	18	20				
<i>2012 Totals</i>	20	20	22	26	16	22	13	16	13	19	10	15				
<i>2011 Totals</i>	7	21	28	16	15	28	20	9	12	30	16	24				

## Pitch Sales By Genre

	J	F	M	A	M	J	J	A	S	O	N	D	Total	2013	2012	2011
Action/Adventure	3	2	1	2									<b>8</b>	21	17	14
Comedy		1	4	2	4								<b>11</b>	25	31	37
Drama		2											<b>2</b>	11	6	14
Horror		1		1									<b>2</b>	3	2	1
Sci-Fi			1	2									<b>3</b>	16	14	13
Thriller				1	1	1							<b>3</b>	8	11	17

## Pitch Sales By Buyer - Studios

	J	F	M	A	M	J	J	A	S	O	N	D	Total	2013	2012	2011
CBS Films		1											1	0	0	1
Columbia			1		2								3	3	7	9
Dimension		1		1									2	0	0	2
Disney	1			1									2	2	9	9
Fox	1	3	2	1		1							8	9	6	8
Lionsgate/Summit			1										1	6	1	2
<b>New Line</b>					1								1	7	5	4
New Regency				1									1	0	2	2
Paramount			1										1	3	9	12
TriStar				1									1	0	0	0
Universal			1		1								2	11	11	12
Warner Bros.				1	1								2	6	11	13
<b>Totals</b>	2	5	6	6	5	1							25	47	61	74

Here are **combined pitch and spec purchases** for 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

## Pitch Purchases by Genre - Studios

	Action	Comedy	Drama	Horror	Sci-Fi	Thriller	Total	'13	'12	'11
CBS Films			1				1	0	0	1
Columbia		2				1	3	3	7	9
Dimension				2			2	0	0	2
Disney	1	1					2	2	9	9
Fox	3	2	1		1	1	8	9	6	8
Lionsgate/Summit		1					1	6	1	2
<b>New Line</b>						1	1	7	5	4
New Regency						1	1	0	2	2
Paramount	1						1	3	9	12
TriStar		1					1	0	0	0
Universal		2					2	11	11	12
Warner Bros.	1				1		2	6	11	13
<b>Totals</b>	6	9	2	2	1	2	25	47	61	74

## Pitch Purchases By Month - Other Buyers

	J	F	M	A	M	J	J	A	S	O	N	D	Total	2013	2012	2011
Chernin	1												1	0	0	3
OddLot				1									1	0	0	0
StudioCanal				1									1	0	0	0
Vetted Media		1											1	0	0	0
<b>Totals</b>	1	1	0	2	0	0							4	0	0	3

## Pitch Purchases By Genre - Other Buyers

	Action	Comedy	Drama	Horror	Sci-Fi	Thriller	Total	'13	'12	'11
Chernin	1						1	0	0	3
<b>OddLot</b>		1					1	0	0	0
<b>StudioCanal</b>	1						1	0	0	0
Vetted Media	1						1	0	0	0
<b>Totals</b>	3	1					4	0	0	3

**No non-studio buyers have bought both a spec and a pitch yet this year.**

Each of the following production companies has been attached to at least one pitch sale so far this year.

### **21 Laps (2)**

34th Street Films

Anonymous Content

### **Broken Road Productions**

Chernin Entertainment (2)

Cold Mountain

Denver & Delilah

Escape Artists

Feigco Entertainment

Gary Sanchez

Genre Films

GrandElectric Entertainment

Hutch Parker Entertainment

### **Iron Horse**

Mandeville

Mosaic

Plan B

Platinum Dunes

RatPac Entertainment

R&G Productions

### **Red Hour Films**

### **Storyline**

### **Team Downey**

Vertigo Entertainment

### **Will Packer Productions**

## Pitch Sales by Seller - Agencies

	J	F	M	A	M	J	J	A	S	O	N	D	Total	'13	'12	'11
CAA		2	1		1								4	18	16	25
ICM	1			1									2	5	7	14
Original Artists		1											1	0	0	0
Paradigm	1				1								2	5	6	4
UTA		1	1	3	1								6	13	10	13
Verve	1	1	1		1								4	1	4	5
WME			3	4		1							8	27	27	28
<b>Totals</b>	3	5	6	8	4	1							27	69	70	89

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	6	2	8	40	34	30
Verve	4	1	5	5	9	9
WME	8	11	19	43	61	50

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[SpecScout.com](http://SpecScout.com) -- **The Spec Market, Quantified**

The following 33 agents have been involved with one pitch sale so far this year.

**Two:**

Bryan Diperstein	(ICM)	Cori Wellins	(WME)
<b>David Boxerbaum</b>	<b>(Paradigm)</b>	Dan Erlij	(UTA)
David Karp	(WME)	David Lubliner	(WME)
<b>Emerson Davis</b>	<b>(UTA)</b>	Jay Sures	(UTA)
Jason Burns	(UTA)	Jordan Bayer	(Original)
<b>Jon Huddle</b>	<b>(UTA)</b>	<b>JP Evans</b>	<b>(CAA)</b>
Josh Hornstock	(UTA)	Lars Theriot	(ICM)
Rich Cook	(WME)	Matt Martin	(CAA)

**One:**

<b>Adam Weinstein</b>	<b>(Verve)</b>	Michael Sheresky	(UTA)
Ann Blanchard	(CAA)	Mike Esola	(WME)
Bryan Besser	(Verve)	Philip Raskind	(WME)
Chelsea Reed	(CAA)	Ramses IsHak	(UTA)
Chris Noriega	(Verve)	Rob Herting	(Verve)
Chris Sablan	(Original)	<b>Sarah Self</b>	<b>(WME)</b>
Cliff Roberts	(WME)	Simon Faber	(WME)
		Solco Schuit	(WME)
		Tanya Cohen	(Verve)

## Pitch Sales by Seller - Management Companies

	J	F	M	A	M	J	J	A	S	O	N	D	Total	'13	'12	'11
3 Arts				1	1								2	4	3	6
Anonymous		1											1	7	3	7
Benderspink		1			1								2	3	4	1
Brillstein				1									1	2	1	1
DMG			1										1	1	1	0
Energy				1									1	6	6	0
<b>Exile</b>						1							1	0	0	1
Fourth Floor				1									1	2	1	0
Generate			1										1	0	1	1
Kaplan/Perrone	1												1	1	3	5
Management 360	1												1	6	5	5
Mosaic		1		2									3	3	5	5
MXN			1										1	0	0	2
Principato Young			1	1	2								4	3	5	2
<b>Totals</b>	2	3	4	7	4	1							21	38	38	36

Here are the combined pitch and spec sales numbers 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
Energy	1	6	7	20	15	7
Management 360	1	1	2	10	7	6
Mosaic	3	1	4	6	10	5



The following 26 managers have been involved with one pitch sale so far this year.

**Two:**

<b>Allen Fischer</b>	<b>(PYE)</b>	Jeffrey Silver	(Fourth Floor)
<b>Jake Wagner</b>	<b>(Benderspink)</b>	Jill McElroy	(Mgmt 360)
<b>Tucker Voorhees</b>	<b>(PYE)</b>	Josh Rudnick	(Mosaic)

**One:**

Aleen Keshishian	(Brillstein)	Justin Letter	(Mosaic)
Brooklyn Weaver	(Energy)	Langley Perer	(Mosaic)
Chris Fenton	(DMG)	Margaret Riley	(Brillstein)
Chris Pollack	(Generate)	Mason Novick	(MXN)
<b>David Gardner</b>	<b>(PYE)</b>	Michael Lasker	(Mosaic)
Dawn Saltzman	(Mosaic)	Michelle Knudsen	(MXN)
Evan Cavic	(PYE)	Nicole Romano	(Anonymous)
<b>Gary Ungar</b>	<b>(Exile)</b>	<b>Peter Principato</b>	<b>(PYE)</b>
<b>Greg Walter</b>	<b>(3 Arts)</b>	Scott Wexler	(Brillstein)
		Sean Perrone	(K/P)
		Tom Lassally	(3 Arts)

**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.*

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