

The Scoggins Report
by Jason Scoggins & Landon Rohwedder
December 18, 2014

December 2014
Spec Market Scorecard

As usual, we're going to wait to do a full-blown year-end wrap up and analysis of 2014's spec market until next month, once we officially close the books on the year's numbers. That said, we hustled to get this week's Black List scripts into our grids and thought you might appreciate a general sense of how the year's ending before you head out for holiday parties, not to mention warmer and colder climes.

For what it's worth, our New Year's resolution is going to be a return to a steady publishing schedule for the Scoggins Report, and to have its redesigned page on SpecScout.com up and running by the time we all get back from the winter break. In the meantime, enjoy the grids, happy holidays, and be careful out there, Hollywood.

2014 Overall Numbers

Of 2014's 87 spec sales, 4 were of scripts that originally went out prior to 2014.
Here are the spec market numbers through December 17...

	J	F	M	A	M	J	J	A	S	O	N	D	Total
New Specs	24	31	36	41	35	38	30	19	24	41	30	21	370
Spec Sales	10	8	9	8	3	5	5	3	8	9	11	8	87
<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.

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...and here are **combined total** spec and pitch sales numbers through December 17, with year over year monthly comparisons.

	J	F	M	A	M	J	J	A	S	O	N	D	Total	2013	2012	2011
Specs	10	8	9	8	3	5	5	3	8	9	11	8	87	124	132	132
Pitches	3	6	6	8	5	3	3	5	4	8	4	3	58	85	81	106
Totals	13	14	15	16	8	8	8	8	12	17	15	11	145	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				

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	2	3	1	2	1		1	1	4	1	21	32	29	20	16	15
Comedy		2	1	1			1	2		3	1	1	12	17	28	28	17	23
Drama	2	1	1	1	1	1	2		1	1	1	4	16	10	10	14	7	7
Horror	2	1			1					1	1	1	7	9	13	8	0	0
Sci-Fi/Fantasy	2	1	3	2		2		1	3				14	20	15	15	5	7
Thriller	1	1	2	1			1		3	3	4	1	17	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			2				9	2	8	7	1	5
Disney									1			1	2	1	2	2	2	2
<i>Dreamworks</i>													0	0	1	2	1	4
Focus Features					1							1	2	2	0	0	0	0
Fox			3			1	1			1	2		8	5	6	8	2	3
<i>Fox 2000</i>													0	1	1	1	2	0
Fox International	1												1	0	0	0	0	0
Fox Searchlight											1		1	0	0	1	1	1
Lionsgate/Summit			1					1	1				3	4	4	2	1	3
New Line									2	3			5	1	1	4	0	0
<i>New Regency</i>													0	0	3	0	2	2
Paramount												2	2	3	11	5	4	5
<i>Paramount Insurge</i>													0	3	2	0	0	0
Relativity			1				1						2	3	1	2	6	3
Universal	1	2					3						6	6	9	5	2	6
Universal Cable P.												1	1	0	0	0	0	0
Warner Bros.				1						1			2	5	7	14	9	6
Weinstein Co.										1	1		2	0	0	0	0	0
Totals	2	5	6	2	1	3	5	1	6	6	7	2	46	36	56	53	33	40

Here are the combined pitch and spec purchase numbers for Studio Buyers in 2014:

	Pitches	Specs	Total	2013	2012	2011
Columbia	5	9	14	5	16	16
Disney	2	2	4	3	12	11
Fox	11	8	19	14	12	16
Lionsgate/Summit	3	3	6	10	5	6
New Line	1	5	6	8	6	8
Paramount	3	2	5	6	20	17
Universal	4	6	10	17	20	19
Warner Bros.	3	2	5	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					
Amazon Studios											1		1	2	2			
Atlas Independent											1		1	1	1			
Audax								1					1					
Benaroya	1												1					
Black Label Media				1									1					
Blumhouse					1								1	1				
Centropolis				1									1					
Cold Iron Pictures	1								1				2					
COTA Films	1												1					
De Line								1					1					
Envisions Media	1												1	1				
Filmatics			1										1					
FilmNation			1									1	2					
FlickBag	1												1					
Gold Circle				1									1	1		4	2	1
IM Global				1									1		1	1		
Leef												1	1					
Maiden Voyage	1												1					
Millennium	1												1	4	7	3		
Night & Day Pics			1										1					
OddLot		1											1					
Original Film		1											1					
QED International				1									1	1	4		1	
R.D. Ladner					1								1					
Radar										1			1	1		1	2	
Route One			1										1					
The Exchange	1												1	2				
The Picture Co.										1			1					
The Solution						1							1					
Treehouse											1		1	1				
Vandal										1			1					
Vertigo	1												1					
Voltage									1			2	3	4	4	3		
Waypoint												1	1					
Witness Protection		1											1					
Wonderland											1	1	2					
Totals	9	3	4	5	2	2	0	2	2	3	4	6	42	18	20	12	5	1

Of the above, only OddLot also purchased a pitch this year.

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

21 Laps (2)	Marc Platt Productions
42	Material Pictures (2)
Audax Films	Misher Films
Automatik	MXN
Benderspink (3)	Olive Bridge
Black Box	Original Film (2)
Bluegrass Films	Playtone
Brillstein Entertainment Partners	Point Grey Pictures
Broken Road Productions	Principato Young Entertainment
Caviar	Quadrant Pictures
Chernin Entertainment	Red Wagon
Chris Morgan Productions (2)	Romark Entertainment
Circle of Confusion	Roth Films
COTA Films	Secret Machine
Court 13	Scott Free
DCM Productions	The Combine
Energy Entertainment	The Mark Gordon Co.
Film Nation	The Picture Company
FlynnPictureCo. (2)	TideRock Media
Gary Sanchez Productions (2)	Tolmach Productions
Good Lap Productions	Treehouse Films
Good Universe	Turtle Bear Productions
Haven Entertainment	Vertigo Entertainment
Hutch Parker Productions (2)	Vinson Films
Imagine Entertainment	Weimaraner Republic Pictures
Le Grisbi Productions	Will Packer Productions (2)
Lost City	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	1	1				1	1	1	7	11	10	8	4	2
CAA		3	1	2		1	2	1	3	1	4	2	20	18	16	26	11	14
Gersh		1					1	1			1		4	6	8	8	1	3
ICM		1		2	1								4	3	8	13	4	10
Original Artists	1										3		4	4	6	4	3	4
Paradigm			1				1	1	2	1	1		7	5	9	10	2	1
Resolution	1								2	1			4	4	4			
UTA	1		1	1						2	1	3	9	27	24	17	7	10
Verve	1											1	2	4	5	4	1	
WME	2	2	2	2	1	2	1			2			14	16	35	22	10	
Totals	7	7	6	8	3	4	5	3	7	8	11	7	76	98	125	112	43	44

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

	Pitches	Specs	Total	2013	2012	2011
APA	1	7	8	15	9	11
CAA	7	20	27	36	32	50
Gersh	1	4	5	12	11	14
ICM	4	4	8	8	15	27
Original	2	4	6	4	6	4
Paradigm	4	7	11	10	15	14
UTA	10	9	19	40	34	30
Verve	4	2	6	5	9	9
WME	14	14	28	43	61	50

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The following 89 agents have been involved with at least one spec sale so far this year.

Five:

Mike Esola (WME)
 David Boxerbaum (Paradigm)

Four:

Ida Ziniti (CAA)

Three:

Charlie Ferraro (UTA)
 Jay Baker (CAA)
 John Garvey (CAA)
 Matt Martin (CAA)

Two:

Adam Perry (APA)
 Adrian Garcia (Par/Res)
 Chris Ridenhour (APA)
 Chris Sablan (Original)
 Cliff Roberts (WME)
 Daniel Cohan (WME)
 David Saunders (APA)
 Greg Hodes (WME)
 Harley Copen (ICM)
 Jenny Maryasis (UTA)
 Jon Cassir (CAA)
 JP Evans (CAA)
 Mark Ross (Paradigm)
 Pamela Goldstein (Resolution)
 Peter Dodd (UTA)
 Rich Cook (WME)
 Solco Schuit (WME)
 Tanya Cohen (Verve)
 Todd Feldman (CAA)
 Valerie Phillips (Paradigm)

One:

Adam Berkowitz (CAA)
 Adam Levine (Verve)
 Alexandra Trustman (CAA)
 Barry Kotler (CAA)
 Bayard Maybank (Gersh)
 Bill Weinstein (Verve)
 Bill Zotti (CAA)
 Blair Kohan (UTA)
 Bob Hohman (Gersh)
 Bryan Besser (Verve)
 Bryan Diperstein (ICM)
 Carolyn Sivitz (UTA)
 Christopher Smith (Paradigm)
 Cori Wellins (WME)
 Craig Gering (CAA)
 Craig Kestel (WME)
 Dan Rabinow (CAA)
 Danielle Schoenberg (Gersh)
 David Kopple (CAA)
 Debbie Deuble (APA)
 Doug Fronk (Paradigm)
 Doug Johnson (ICM)
 Emerson Davis (UTA)
 Eric Garfinkel (Gersh)
 Frank Wuliger (Gersh)
 Grant Kessman (CAA)
 Greg Cavic (CAA)
 Greg Iserson (UTA)
 Greg McKnight (CAA)
 Greg Pedicin (Gersh)
 Jacqueline Sacerio (CAA)
 Jason Burns (UTA)
 Jason Spitz (WME)
 Jeff Greenberg (Gersh)
 Jeff Portnoy (Resolution)
 Jennifer Good (Resolution)

One (con't)

Jon Huddle	(UTA)
Jordan Bayer	(Original)
JR Satery	(Gersh)
Kathleen Remington	(ICM)
Keya Khayatian	(UTA)
Kevin Herrera	(Gersh)
Maha Dakhil	(CAA)
Marnie Podos	(United)
Martin Spencer	(Resolution)
Matt Leipzig	(Original)
Matthew Rosen	(CAA)
Max Michael	(UTA)
Melissa Orton	(ICM)
Nate Steadman	(Gersh)
Rich Green	(Resolution)
Rima Greer	(ATL)
Risa Gertner	(CAA)
Robert Lazar	(Resolution)
Roger Green	(WME)
Roy Ashton	(Gersh)
Sheryl Petersen	(APA)
Steve Rabineau	(UTA)
Tiffany Ward	(CAA)
Tom Wellington	(WME)
Varun Monga	(Resolution)
Will Watkins	(Resolution)

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			2	1	8	2	3	1
Apostle			1					1					2	2	1			
Art/Work						1							1	1	1			1
Benderspink	2	1									1	2	6	8	5	5	2	5
Black Box												1	1					
Brillstein		1											1		1	1	1	1
Caliber	1									1			2	3	3	2	2	
Circle of Confusion							1	2			2		5	6	5	5	4	3
DMG							1						1		2	7	4	2
Dobre										1			1					
Energy	1		2	1	1	1					1		7	14	9	7	2	2
Gotham Group			2	1							1		4		3	3	2	1
Grade A											1		1					
Industry		1					1					1	3	5	4	3	1	1
Jeff Ross Ent.						1							1	3				
Kaplan/Perrone				1				1	1	1	1	1	6	4	5	4	2	4
Luber Roklin	1												1	2	1			2
Madhouse				1							2		3	4	6	2	2	1
Management 360		1										1	2	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					
Parallax			1							1			2		1			
Principato Young										1			1	3	1	2	1	3
Rain Mgmt Group					1								1		1			1
Silent R												1	1		1	1		
Stone Canyon									1				1					
The Cartel								1					1					
Thruline				1									1					
Underground										1			1		1	1		2
Unified								1					1					
Zero Gravity	1												1	2	1	1	1	
Totals	6	6	8	7	2	4	3	3	5	7	9	7	67	68	76	54	30	33

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

	Pitches	Specs	Total	2013	2012	2011
Anonymous	1	2	3	8	11	9
Art/Work	1	1	2	1	1	
Benderspink	3	6	9	11	9	6
Brillstein	1	1	2	2	2	3
DMG	2	1	3		3	7
Energy	2	7	9	20	15	7
Industry	1	3	4	7	5	3
Kaplan/Perrone	1	6	7	5	9	10
Madhouse	2	3	5	7	6	2
Management 360	3	2	5	10	7	6
Mosaic	3	1	4	6	10	5
Principato Young	5	1	6	6	6	4
Unified	1	1	2			

The following 52 managers were involved with at least one spec sale in 2014.

Seven:

Brooklyn Weaver (Energy)

Two:

Aaron Kaplan (K/P)
 Adam Kolbrenner (Madhouse)

Five:

Jake Wagner (Benderspink)

Ashley Burns (Circle)
 Ava Jamshidi (Industry)
 Daniel Vang (Benderspink)
 George Heller (Apostle)
 JC Spink (Benderspink)

Three:

Josh Goldenberg (K/P)
 Tobin Babst (K/P)

Jim Wedaa (Parallax)
 Julian Rosenberg (Circle)
 Lawrence Mattis (Circle)
 Lindsay Williams (Gotham)

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One:

Adam Riback	(Mgmt 360)	Jewel Ross	(Silent R)
Adam S.-Marshall	(Caliber)	Joel Zadak	(PYE)
Alex Goldstone	(Anonymous)	Jonathan Baruch	(RMG)
Andrew Kersey	(Kersey)	Josh Adler	(New Wave)
Anne Damato	(RMG)	Julie Bloom	(Art/Work)
Bryan Brucks	(Luber RockIn)	Langley Perer	(Mosaic)
Candace Lake	(Stone Canyn)	Lowell Shapiro	(Black Box)
Chris Cowles	(DMG)	Matt Ochacher	(New Wave)
Chris Fenton	(DMG)	Michael Klatzker	(Industry)
Chris Henze	(Thruline)	Michael Klein	(Dobre)
Dallas Sonnier	(Caliber)	Michael Pelmont	(New Wave)
David McIlvain	(Brillstein)	Mike Dill	(Black Box)
Ellen Goldsmith-Vein	(Gotham)	Nicole Romano	(Anonymous)
Eric Robinson	(Gotham)	Ryan Cunningham	(Madhouse)
Greg Weiss	(One)	Ryan Lewis	(Stone Canyn)
Guymon Cassidy	(Mgmt 360)	Stan Spry	(The Cartel)
Jeff Belkin	(Zero Gravity)	Stephen Crawford	(Industry)
Jessica Moresco	(Unified)	Trevor Engelson	(Underground)
		Will Rowbotham	(Caliber)

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.