

Spec Market Roundup for July 2011

As [we hoped](#), July ended up extending the streak of strong monthly spec sales numbers that started in February this year. The month's six sales match April's and May's numbers, blowing away July 2010's tally and even besting July 2009, as you can see from the below grid.

Speaking of streaks, here are three more worth highlighting:

- [Warner Bros.](#) continued its buying spree, picking up three specs in July, the most in a single month since it bought four in September 2010. **The studio has bought nine specs so far this year, for a total of 16 in the past 12 months.** [Columbia](#) remains strong in second place with 7 spec buys, well ahead of third place [Paramount](#).
- [CAA's](#) five spec sales in the past two months (3 in June, 2 in July) jumped the agency into a tie for first place with [UTA](#) and [WME](#), with 9 sales each.
- Selling one spec per month for two months may not exactly be a streak, but lit managers [Josh Adler](#) and [Mike Goldberg](#) are in fine form since joining [New Wave](#) at the end of May. If you include the projects they set up earlier this year at [ROAR](#), they're second only to [Benderspink](#) in spec sales in 2011.

Here are July's numbers:

	July 2011	July 2010	July 2010
New Specs	20	16	16
Number Sold ¹	6	2	5
Percent Sold ²	30%	0%	31%
Genres Sold	1 Comedy 1 Drama 2 Horror 1 Sci-Fi 1 Thriller	1 Action/ Adventure 1 Sci-Fi	1 Action/ Adventure 1 Comedy 2 Thriller

¹ This number is a tally of every script that sold in June.

² Only counts scripts that came out and sold in the month. In July 2010, 2 scripts sold from previous months.

Weekly Activity Breakdown

Week of July 4 (Independence Day):

- 1 script hit the tracking boards but hasn't sold

Week of July 11:

- 5 scripts hit the boards, none of which sold
- 1 additional sale was reported ("[Haunted](#)")

Week of July 18:

- 7 scripts hit the boards, none of which sold
- 3 additional sales were reported ("[A Thousand Words or Less](#)," "[Hellfest](#)" and "[Second Sun](#)")

Week of July 25:

- 1 script hit the tracking boards and hasn't yet sold
- 2 additional sales were reported ("[Rockabye Baby](#)" and "[The Outsider](#)")

Genre Breakdown*

<u>Genre</u>	<u>Total</u>	<u>Sold</u>	<u>% Sold</u>
Comedy	7	1	14.2%
Drama	2	1	50%
Horror	2	2	100%
Sci-Fi	2	1	50%
Thriller	5	1	20%
Unknown	2	0	0%

Spec Sales (alphabetical by title)

A Thousand Words or Less

Writer: Bert Royal

Reps: **Paradigm** (Trevor Astbury, Valarie Phillips) and **R.E.D. Entertainment** (Dana Jackson)

Buyer: **Fox Searchlight**

Genre: Comedy

Attachments: Royal is attached to direct. Michelle Manning will produce through her **MM Productions** along with R.E.D.'s Jackson.

Haunted

Writer: Eric Kripke

Reps: **WME** (Jason Spitz) and **Principato-Young**

Buyer: **Warner Bros.**

Genre: Horror

Attachments: Greg Berlanti and Kevin McCormick will produce through their respective **Berlanti Productions** and **Langley Park Pictures** banners.

Hellfest

Writer: William Penick & Chris Sey

Reps: **APA** (David Saunders)

Buyer: **CBS Films**

Genre: Horror

Attachments: Gale Anne Hurd will produce and Ben Roberts will executive produce through Hurd's **Valhalla Entertainment**.

Notes: Mark Ross and Alex Ginno will oversee for CBS Films.

The Outsider

Writer: Andrew Baldwin

Reps: **CAA** (Jay Baker)

Buyer: **Warner Bros.**

Genre: Thriller

Attachments: **Linson Entertainment's** Art and John Linson will produce.

Notes: Sarah Schechter and Chris Gary will oversee for Warner Bros.

Rockabye Baby

Writer: Christopher Baldi

Reps: **CAA** (Bill Zotti) and **New Wave** (Josh Adler, Mike Goldberg)

Buyers: **Paramount** and **The Montecito Picture Company**

Genre: Drama (Dramedy)

Attachments: Montecito's Tom Pollock, Joe Medjuck, and Ivan Reitman are attached to produce.

Second Sun

Writers: Justin Rhodes

Reps: **ICM** and **Kevin Donahue Literary Management** (Kevin Donahue)

Buyer: **Warner Bros.**

Genre: Sci-Fi/Adventure

Attachments: Scott Aversano will produce through his **Aversano Films**.

Notes: Chris Gary and Sarah Schechter will oversee for Warner Bros.

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. Archive editions of The Scoggins Report can be found at The Business of Show Institute (<http://bit.ly/2HRZ67>) and in their beautiful new home on www.thewrap.com.

Details on every person, project and company covered by the Report can also be found at www.ItsontheGrid.com, the only place mere mortals can find listings of Hollywood's active open writing and directing assignments, not to mention comprehensive spec market data and active film development information.

The IOTG Blog has a new home on the site: www.ItsontheGrid.com/news It includes daily highlights of recent database updates and individual posts on every spec that hits the market. You'll find buttons to subscribe to the blog's feed right where you'd expect them, and you can follow the site's Twitter feed here: <http://twitter.com/itsonthegrid>.