

2011 Spec Market Scorecard as of September 17

The Fall selling season is finally in top gear -- nine new specs hit the market this week after a slow first half of September, as you can see from the first grid, below. There hasn't been a ton of sales activity since [the last edition of The Scoggins Report](#), but here are the highlights:

- Buyers have been snapping up Thrillers at an unusual pace this year: **They now make up over 41% of spec sales in 2011**, well ahead of comedies (27%) and action/adventure (18%). In each of the last two years, thrillers and comedies ran neck and neck.
- The agency rankings have shuffled in the past month. Previously, [CAA](#) was tied for 2nd with [UTA](#) (9 sales each) behind [WME](#) (10). As you'll see from the sellers' grids, below, **CAA has edged into the lead, and ICM's three sales in the past month have put it back in the hunt as well.**

Speaking of rankings, earlier this week we gave a sneak peak of our long-awaited PowerGrid project to attendees of TheGrill, TheWrap's annual media conference. Here's a link to TheWrap's coverage of [the presentation](#). The PowerGrid will debut as an invite-only beta site in a couple of weeks. Scoggins Report subscribers will get first crack, naturally.

Talk to you in a couple of weeks. And happy new year, everyone.

2011 Overall Spec Numbers (through Sept 17) ^{1,2:}

All Specs	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Specs	16	37	33	39	31	40	20	15	8				239
Sales	2	9	15	6	6	10	6	5	1				60
Percent	12.5	24.3	45.5	15.3	19.3	25	30	33.3	12.5				25.1

¹ Tallies sales of scripts in the month they originally went out. All other grids in this report are straight tallies of each month's sales.

² Feb, Apr, July and Aug numbers do not include the sale of a script that went out prior to 2011. March numbers do not include two sold specs that originally went out prior to 2011.

Spec Sales By Genre (sold/total):

Genre (sales)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of 2011 Spec Sales
Action/Adventure	0/2	1/4	1/5	2/9	1/5	2/8	0/0	2/3	1/2				10/38	18.3%
Comedy	0/5	1/12	6/9	1/11	2/12	4/13	2/8	0/1	0/2				16/73	26.6%
Drama	0/0	0/3	0/1	2/6	1/2	0/2	1/2	1/2	0/1				5/19	8.3%
Fantasy	0/0	0/0	0/2	0/1	0/0	0/1	0/0	0/0	0/0				0/4	0%
Horror	0/1	2/4	0/0	1/1	0/0	0/2	2/2	0/0	0/0				5/10	8.3%
Western	0/0	0/0	0/0	1/1	0/0	0/0	0/0	0/0	0/0				1/1	1.6%
Sci-Fi	0/2	1/3	2/4	1/2	1/3	3/3	1/2	1/2	0/0				10/21	16.6%
Thriller	1/5	5/10	8/16	1/12	2/9	3/9	1/5	3/9	1/2				25/77	41.6%

Spec Sales By Buyer - Studios:

Buyers (Studios)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	2010	2009
CBS Films					1		1						2	0	2
Columbia		1	4			2							7	1	5
Dimension				1									1	0	1
Disney		1											1	2	2
DreamWorks		1	1										2	1	4
Fox			2	1	1								4	2	3
Fox Searchlight							1						1	1	1
New Line				1									1	0	0
Paramount					1	2	1						4	4	5
Relativity				1	1								2	6	3
Summit			1										1	3	2
Universal			2	1									3	2	6
Warner Bros.		2		1	1	2	3						9	9	6

Spec Sales By Buyer - Other Buyers:

Buyers (Other)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	2010	2009
1984 Films				1									1	0	0
After Dark							1						1	0	0
Alcon									1				1	0	1
Animation Picture Co.		1											1	0	0
Bold Films	1												1	1	0
Caliber Media			1										1	1	0
Crime Scene Pictures					1				1				2	0	0
Dark Castle		1						1					2	1	0
Davis								1					1	0	0
Gold Circle							1						1	2	1
Gracie Films			1										1	0	0
FilmNation								1					1	0	0
IM Global			1										1	0	0
Inferno								1					1	0	0
Intrepid								1					1	0	3
Mandate			1			1							2	2	1
Millennium/Nu Image								1					1	0	0
Montecito			1										1	0	0
Motts 9								1					1	0	0
MPCA						1							1	0	0
Nasser Ent.			1										1	1	0
Radar						1							1	2	0
RCR		1											1	0	0
Route One		1											1	1	0
Sidney Kimmel						1							1	0	1
Skydance					1								1	0	0
Stone Village Pictures				1									1	0	0

Buyers (Other)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	2010	2009
Ten Thirty-One			1										1	0	0
Valhalla			1										1	0	0
Wendy Finerman Prods				1									1	0	0

Each of the following production companies has been attached to at least one spec sale so far this year. Companies in bold are new since the last scorecard.

1st Degree Productions

21 Laps
Anonymous Content
Aversano Films
After Dark
Appian Way
Alliance Films
Automatik Entertainment
Big Kid Pictures
Benderspink
Berlanti Productions
Chernin Entertainment
Contrafilm
Davis Entertainment
Disruption Entertainment (2)
EMJAG
Escape Artists
IDW
FilmEngine
Furst Films
Genre Films
Hollywood Gang (2)
Ixtlan
Josephson Entertainment

Katsmith Productions
Langley Park (2)
LBI Entertainment (fka Unnamed Yorn Company)
Leverage Management
Linson Entertainment
Marc Platt Productions
Mandeville Films
Matt Tolmach Productions
Michael De Luca Productions
Montecito (2)
Original Film
Panay Films
Pearl Street
Platinum Dunes
Nick Wechsler Productions
Radar Pictures
Silver Pictures
Stuber Pictures
Temple Hill
Top Cow
Wigram Productions
Valhalla
WideAwake

Spec Sales by Seller - Agencies (sold/total):

Sellers - Agents	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Overall Efficiency
APA	1/4	0/4	0/1	1/3	0/1	0/0	1/3	0/0	0/0				3/16 19%
CAA	0/1	3/6 ¹	2/1 ¹	1/3	1/4	3/6 ¹	2/3	2/2	0/2				11/28 39%
Gersh	0/0	3/5	1/1	0/0	0/0	0/3	0/0	0/1	0/1				4/11 36%
ICM	0/2	0/1	3/4	1/4	0/3	1/4	1/1	1/0	2/2				8/21 38%
Innovative	0/0	0/0	0/0	1/2	0/0	0/0	0/0	0/0	0/0				1/2 50%
Paradigm	0/2	1/2	1/2	2/3	0/0	1/1	1/2	0/1	0/0				6/13 46%
The Agency	0/0	0/0	1/1	0/0	0/0	0/0	0/0	0/0	0/0				1/1 100%
UTA	0/0	0/2	5/6	1/3 ¹	2/3	2/4	1/3 ¹	0/0	0/0				9/21 43%
Verve	0/2	0/0	0/0	0/1	1/1	1/3	0/0	0/0	0/0				2/7 29%
WME	0/0	2/4	2/5	2/2 ¹	3/4	1/4	1/4	0/0	0/0				10/23 43%

¹ Includes a script not counted toward the company's 2011 efficiency rating because it originally went out prior to 2011.

Spec Sales by Seller - Management Companies (sold/total):

Sellers - Managers	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Overall Efficiency
Baumgarten	0/0	0/0	0/0	1/1	0/0	0/0	0/0	0/0	0/0				1/1 100%
Benderspink	0/0	0/0	1/1	0/1	1/2	3/3	0/1	0/0	0/0				5/8 63%
Brillstein	0/0	0/0	0/0	1/1 ¹	0/1	0/0	0/0	0/0	0/0				0/2 0%
Brucks	0/0	0/0	0/1	0/0	0/0	0/1	0/0	1/1	0/0				1/3 33%
Caliber	0/0	0/0	1/1	0/0	0/0	0/1	0/0	1/1	0/0				2/3 66%
Circle of Confusion	0/0	2/5 ¹	0/1	0/1	1/5	0/3	0/2	0/0	0/0				2/16 13%
Energy	0/0	0/0	0/0	2/3 ¹	0/0	0/0	1/1 ¹	0/0	0/0				1/3 33%
Evolution	0/0	0/0	0/0	1/1	0/0	0/0	0/0	0/0	0/0				1/1 100%
Field Ent.	0/0	0/0	0/0	0/0	0/0	0/0	0/0	0/0	1/1				1/1 100%
FilmEngine	1/1	0/1	0/0	0/0	0/0	0/0	0/0	0/0	0/0				1/2 50%
Generate	0/0	1/1	0/0	0/0	0/0	0/0	0/0	0/0	0/0				1/1 100%
Gotham	0/1	0/0	0/0	1/0 ¹	0/1	1/1	0/0	1/1	0/0				2/4 50%
H2F	0/0	0/0	2/4	0/1	0/1	1/1	0/0	0/1	0/0				3/8 38%
Industry	0/0	0/0	1/2	0/0	2/2	0/0	0/0	0/1	0/0				3/5 60%

Sellers - Managers	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Overall Efficiency
Kaplan/Perrone	0/0	0/0	1/1	0/1	0/1	0/2	0/1	0/0	0/1				1/7 14%
Kevin Donahue	0/0	0/0	0/0	0/0	0/0	0/0	1/1	0/0	0/0				1/1 100%
Mad Hatter	0/0	1/1	0/0	1/1	0/0	0/0	0/0	0/0	0/0				2/2 100%
Manage-ment	0/0	0/0	0/0	0/1	0/0	0/0	0/0	1/0 ¹	0/0				0/1 0%
MXN	0/1	0/0	0/0	0/0	0/0	1/1	0/0	0/0	0/0				1/2 50%
New Wave	0/0	0/0	0/0	0/0	0/0	1/2	1/2	0/0	0/0				2/4 50%
Principato/Young	0/0	0/0	0/0	0/0	0/1	1/1	1/1	0/0	0/0				2/3 67%
Realm	0/0	0/0	0/0	0/0	0/0	1/1	0/0	0/0	0/0				1/1 100%
R.E.D.	0/0	0/0	0/0	0/0	0/0	1/1	0/0	0/0	0/0				1/1 100%
ROAR	0/0	1/2	2/1 ¹	0/0	0/0	0/0	0/0	0/0	0/0				2/3 67%
Silent R	0/0	0/1	0/0	0/0	1/1	0/0	0/0	0/0	0/0				1/2 50%
Smart Ent.	0/0	0/0	0/0	1/2	0/0	0/0	0/0	0/0	0/0				1/2 50%
Underground	0/0	1/1	0/0	0/0	0/0	0/0	0/0	0/0	0/0				1/1 100%
Wirehouse	0/0	0/0	1/1	0/0	0/0	0/0	0/0	0/0	0/0				1/1 100%

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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. Past editions of The Scoggins Report can be found in the archives of The Business of Show Institute (<http://bit.ly/2HRZ67>) and now have a 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, a proud division of The Wrap News, Inc. IOTG is the only place mere mortals can find listings of Hollywood's active open writing and directing assignments, not to mention comprehensive spec market data; active film development information and relevant credits for released movies going back to 1988.

The IOTG Blog has a new home on the site, by the way: 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/itsongrid>.