

Spec Market Roundup for August 2011

We know you're completely preoccupied by the announcements coming out of Toronto and still getting up to speed post-Labor Day, so we'll keep the intro short and sweet this week. Here are the highlights of August's spec market activity:

- **August continued 2011's unbroken string of strong monthly spec sales**, finishing nearly on par with July's (and April's and May's, for that matter) unseasonably strong 6.
- None of the major studios broke out their checkbooks last month (the first time that's happened since January), but four new buyers got on the board for the first time in 2011: **Davis Entertainment, FilmNation, Inferno** and **Millennium/Nu Image**.
- Two sets of unrepped writers sold specs last month, the first time that's happened since we began tracking the market in 2009.

In case you were on vacation, riding out earthquakes or battening down the hatches in preparation for a hurricane when we we last published, here's a link to [the previous edition of the Scoggins Report](#). And now on to August's numbers:

	August 2011	August 2010	August 2009
New Specs	13	11	8
Number Sold ¹	5	2	5
Percent Sold ²	23%	9%	38%
Genres Sold	2 Action 1 Sci-Fi 2 Thrillers	1 Action/ Adventure 1 Sci-Fi	1 Action/ Adventure 3 Comedy

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

² Only counts scripts that came out and sold in August.

Weekly Activity Breakdown

Week of August 1:

- 5 scripts hit the tracking boards, none of which sold
- 2 additional sales were reported ("[Autobahn](#)" and "[Non-Stop](#)")

Week of August 8:

- 2 scripts hit the boards, neither of which sold

Week of August 15:

- 1 script hit the boards and didn't sell

Week of August 22:

- 1 script hit the tracking boards and didn't sell
- 2 additional sales were reported ("[In the Event of a Moon Disaster](#)" and "[Untitled Supernatural Action Project](#)")

Week of August 29 (week before Labor Day):

- 1 script hit the boards and hasn't yet sold
- 1 additional sale was reported ("[Seven Days Waiting](#)")

Genre Breakdown *

<u>Genre</u>	<u>Total</u>	<u>Sold</u>	<u>% Sold</u>
Action/ Adventure	2	1 ⁺	50%
Comedy	1	0	0%
Drama	1	0	0%
Sci-Fi	1	0 ⁺	0%
Thriller	8	2	25%

* August's numbers only

Spec Sales (alphabetical by title)

Autobahn

Writer: Greg Russo

Reps: **ICM** and **Manage-ment** (Dan Halsted)

Buyer: **Inferno**

Genre: Action, Thriller

Attachments: **Mark Steven Johnson** ("[Ghost Rider](#)," "[Daredevil](#)") is attached to direct.

Notes: Originally went out in September 2010. Project was previously titled "I-95."

In The Event of a Moon Disaster

Writer: Mike Jones

Reps: **CAA** (David Kopple)

Buyer: **FilmNation**

Genre: Action, Sci-Fi

Attachments: Aaron Ryder will produce through FilmNation.

Notes: Glen Basner will oversee for FilmNation. Script hit the market in May.

Non-Stop

Writers: John Richardson & Chris Roach

Reps: Not applicable

Buyer: **Dark Castle**

Genre: Thriller

Attachments: Jeff Wadlow ("Never Back Down") is attached to direct. Joel Silver, Andrew Rona, and Alex Heineman to produce through Dark Castle.

Seven Days Waiting

Writers: Jeff Bacon, Jordan Capell & Joe Davidson

Reps: Not applicable

Buyer: **Davis Entertainment**

Genre: Thriller

Attachments: **Benderspink** is attached to produce alongside Brad Jensen and Davis's John Davis and Derek Dauchy.

Untitled Supernatural Action Project

Writer: Paul Sloan

Reps: **Brucks Entertainment** (Bryan Brucks)

Buyer: **Millennium/Nu Image**

Genre: Sci-Fi, Adventure

Attachments: Frank Demartini and Richard Salvatore are attached to produce.

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>.