

Success in the management of crowdfunding projects in the creative industries

Article

Supplemental Material

Appendix 1

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Appendix 1.
Overview of Successful Campaigns

Campaign Name	Total Raised (\$)	Campaign Goal (\$)	Backers	No. Rewards	Reward Quality	Updates	Campaign Length	Pitch Quality	Facebook Friends	Direct Network Size	Search Results	Facebook Shares	No. Campaigners
<i>Mario Warfare - Lets Finish This</i>	38,647	20,000	834	19	5.0	8	30	5.0		17,304	18,600	1960	5
<i>Don't Move</i>	5,000	4,000	71	11	5.0	3	30	5.0	238	8,584	2,300	85	2
<i>The Caretaker</i>	2,759	2,500	52	8	4.0	1	30	5.0	858	1203	44	175	2
<i>A Foundation Workshop Documentary</i>	2,400	2,000	34	8	4.0	3	30	4.0	488	1,581	48	221	4
<i>Rostdam in Wonderland</i>	10,259	10,000	130	5	3.0	6	60	3.0	729	10,142	883	2	2
<i>Making Magic</i>	7,061	6,000	79	7	4.0	1	30	3.0	879	2,569	73	796	3
<i>Zero to 100</i>	26,301	25,000	153	11	5.0	8	35	4.0	2128	17805	10,400	362	2
<i>Clouds</i>	34,123	25,000	765	12	5.0	3	41	5.0	737	3082	51,000	2070	2
<i>Lives in Transit</i>	35,126	25,000	379	10	4.0	7	33	4.5	1906	5,220	30,400	1623	2
<i>3.11: Surviving Japan</i>	1,379	1,000	26	13	3.0	3	21	2.5	1540	2,739	94	468	1
<i>Immediately Afterlife</i>	53,253	50,000	430	18	5.0	4	54	4.0		1,670,732	1,090	2205	4
<i>Impulse</i>	6,848	6,400	82	7	3.0	4	40	4.5	561	839	105	233	7
<i>Becoming Ricardo</i>	7,517	7,000	63	7	4.0	2	60	4.0		2,437	244	853	4
<i>Holding on to the Barre</i>	20,328	20,000	69	11	4.0	0	32	5.0		2,300	1,510	482	6
<i>The Meter Man of Le Moutrechon</i>	5,636	4,000	39	4	4.0	0	30	4.5	209	9,098	39	37	2
<i>Girl's Blood</i>	4,258	4,000	80	9	4.0	9	30	4.5	962	5314	124	426	1
<i>Last in the Meadow</i>	1,810	1,500	40	10	4.0	2	45	5.0		425	4,500	327	1
<i>The Horizon Project</i>	11,521	10,110	85	17	5.0	7	31	5.0	643	3,633	242	574	3
<i>Ruthless</i>	801.6	400	10	5	3.0	0	31	2.0	469	1039	52	52	2
<i>Treasure Trapped</i>	8862.4	8000	116	16	5.0	6	30	4.5	247	2319	476	581	3
<i>This Is Congo</i>	30,518	30,000	184	11	5.0	8	31	5.0	1200	8529	749	2314	7
<i>The Sneaky Boa Brothers</i>	7415	4500	152	8	5.0	5	31	5.0	761	2915	90	1089	2
<i>Star Wars meets Dragon Ball Z</i>	205	200	2	6	3.0	0	14	1.0	590	926	61	18	1
<i>My Big Bad Wolf</i>	5550	5500	107	10	3.0	11	35	4.5		2605	1,250	1203	1
<i>IRIS</i>	2,500	2,500	29	10	4.0	0	21	3.0		2162	54	116	4

<i>NOW WHAT? A Webseries</i>	16,047	11,000	106	6	4.0	0	21	5.0		738	20	128	2
<i>Delicacy</i>	1068	819	18	11	4.0	0	21	5.0	281	895	56	97	2
<i>Namour</i>	26,275	25,000	327	11	5.0	2	28	5.0	478	1258	1,350	1298	1
<i>Bali Life Orphanage Documentary</i>	5,655	5,000	20	10	4.0	2	30	5.0	577	2069	48	133	2
<i>With The Homies</i>	590	400	22	3	1.0	0	51	2.0		300	10	42	1
<i>Mommy's Box</i>	25,526	25,000	89	18	5.0	10	30	5.0	512	9149	110	1055	10
<i>Mystic Mountain</i>	30,344	30,000	72	10	5.0	2	30	4.0	164	283	46	665	1
<i>Teddy</i>	1,500	1,500	23	7	3.0	0	30	2.0		392	8	70	2
<i>Silencing The Thunder</i>	2,104	2,000	38	8	4.0	0	30	4.0	391	391	70	847	1
<i>Waterfalls</i>	1,901	1,000	73	8	4.0	4	8	4.5		17293	261	275	2
<i>Remain Unseen</i>	1,258	1,200	24	9	4.0	3	14	4.0	831	2746	61	239	3
<i>Right Side / Blind Side</i>	10,103	10,000	176	25	5.0	1	30	4.0	1504	5350	497	837	10
<i>Freeze! Try Again</i>	5,924	5,000	79	18	5.0	10	24	4.5	427	1163	80	152	2
<i>Pier Kids</i>	43,050	30,000	751	13	4.0	9	30	5.0	1300	5532	7670	2713	3
<i>Family Owned and Operated</i>	6,470	4,600	58	9	4.0	3	30	5.0		3154	48	208	7
<i>This is Where we Live</i>	17,985	15,000	100	11	4.0	0	25	4.0		2337	636	528	3
<i>Neuro.tv</i>	27,135	25,000	174	13	5.0	2	30	4.5	503	19090	740	539	2
<i>A rock and a hard place</i>	25,275	20,000	173	15	4.0	6	30	3.0	379	2132	123	2144	7
<i>On Set</i>	3,150	3,000	35	6	2.0	2	25	1.0	312	348	29	250	1
<i>Buck's Rock Documentary</i>	17,311	5,000	201	10	4.0	4	30	3.0	651	969	43	596	1
<i>The Cockups</i>	1,501	1,500	21	5	3.0	11	30	4.0		2316	61	87	8
<i>Lusaka Markets</i>	3,558	3,194	31	5	1.0	6	20	3.5	401	12423	298	204	4
<i>Marza</i>	5,176	5,000	47	8	3.0	7	24	4.0	1806	2285	914	903	1
<i>Catwoman Fan Film</i>	2,075	1,500	62	8	3.0	0	29	4.0		9030	2060	146	4
<i>Sailing on a shoestring</i>	6133	2000	71	7	3.0	5	58	5.0	803	902	1510	325	1

