

Success in the management of crowdfunding projects in the creative industries

Article

Supplemental Material

Appendix 1

Hobbs, J., Grigore, G. and Molesworth, M. (2016) Success in the management of crowdfunding projects in the creative industries. *Internet Research*, 26 (1). pp. 146-166. ISSN 1066-2243 doi: <https://doi.org/10.1108/IntR-08-2014-0202> Available at <https://centaur.reading.ac.uk/75559/>

It is advisable to refer to the publisher's version if you intend to cite from the work. See [Guidance on citing](#).

To link to this article DOI: <http://dx.doi.org/10.1108/IntR-08-2014-0202>

Publisher: Emerald

All outputs in CentAUR are protected by Intellectual Property Rights law, including copyright law. Copyright and IPR is retained by the creators or other copyright holders. Terms and conditions for use of this material are defined in the [End User Agreement](#).

www.reading.ac.uk/centaur

CentAUR

Central Archive at the University of Reading

Reading's research outputs online

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

