

# *Success in the management of crowdfunding projects in the creative industries*

Article

Supplemental Material

Table 1

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**Table 1.**  
**Reward Analysis Ratings**

<b>Rating</b>	<b>Definition</b>
<i>1</i>	Few rewards offered providing limited options for the backer
<i>2</i>	Small range of rewards, yet those rewards offered lacked any tangible value to the backer (a simple thank you, digital downloads/access and film credits).
<i>3</i>	Good range of rewards offered, including a number of tangible gifts. For example physical DVDs or Film Posters.
<i>4</i>	Good range of rewards offered including a number of tangible gifts. For example physical DVDs or Film Posters. In addition to this a number of unique rewards were offered such as cast roles or props from the film.
<i>5</i>	Excellent range of awards offered, with items available, which provided tangible value, such as DVD's or film posters. In addition to this a number of unique rewards were offered such as cast roles or props from the film.