

Success in the management of crowdfunding projects in the creative industries

Article

Supplemental Material

Table 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 <http://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

Table 1.
Reward Analysis Ratings

Rating	Definition
<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.