

Technology tops Kickstarter in 2014 for dollars pledged

January 6 2015, by Tracey Lien, Los Angeles Times

The technology category came in first for number of dollars pledged on Kickstarter in 2014, the crowd-funding platform revealed on Monday.

Last year, \$529 million was pledged to Kickstarter projects, \$125 million of which went to <u>technology</u>-related projects. Design came in second with \$96.7 million, followed by games with \$89.1 million.

While the technology category didn't do as well in the number of projects successfully funded (music took the top spot with 4,009 projects successfully funded, followed by film and video with 3,846 projects), technology projects that were successfully funded raised on average more money than projects in other categories. The successfully funded project to resurrect a lost Aphex Twin record, for example, raised \$67,424, while the Sense sleep tracker raised \$2,410,741.

A total of 22,252 projects were successfully funded on the platform in 2014. Some of the most popular projects were the revival of "Reading Rainbow," an all-in-one cooler that includes a blender and waterproof Bluetooth speaker and the video game "Kingdom Come: Deliverance."

©2015 Los Angeles Times
Distributed by Tribune Content Agency, LLC

Citation: Technology tops Kickstarter in 2014 for dollars pledged (2015, January 6) retrieved 25 April 2024 from https://phys.org/news/2015-01-technology-tops-kickstarter-dollars-pledged.html



This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.