



Kickstarter

---

KICKSTARTER

# Table of Contents

# Table of Contents

## 01 Company metrics

Kickstarter: key crowdfunding projects and dollars overview 2019	<a href="#">02</a>
Kickstarter: total amount of funding pledged 2012-2019	<a href="#">03</a>
Kickstarter: distribution of unsuccessfully funded projects 2019	<a href="#">04</a>
Kickstarter: number of total and repeat project backers 2019	<a href="#">05</a>

## 02 Projects

Most funded Kickstarter projects 2019	<a href="#">07</a>
Distribution of Kickstarter funding amounts raised 2019	<a href="#">08</a>
Kickstarter project funding success rate as of December 2019	<a href="#">09</a>
Kickstarter: most-backed projects 2019	<a href="#">10</a>
Kickstarter: number of successful projects per category 2019	<a href="#">11</a>
Kickstarter: amount of funding pledged by project category 2019	<a href="#">12</a>

## 03 Gaming projects

# Table of Contents

Kickstarter: most funded gaming projects as of July 2019	<a href="#">14</a>
Successful dollars pledged towards games on Kickstarter 2011-2017	<a href="#">15</a>
Successful dollars pledged towards mobile games on Kickstarter 2014-2018	<a href="#">16</a>
Successful dollars pledged towards video games on Kickstarter 2011-2018	<a href="#">17</a>
Successful dollars pledged towards gaming hardware on Kickstarter 2012-2018	<a href="#">18</a>

KICKSTARTER

# Company metrics

# Overview of projects and dollars on crowdfunding platform Kickstarter as of July 2019

Kickstarter: key crowdfunding projects and dollars overview 2019

## Projects and dollars

	Projects, million U.S. dollars, success rate in percent
Launched projects	461,628
Total dollars pledged (billion U.S. dollars)	4.56
Successful dollars (billion U.S. dollars)	4.07
Unsuccessful dollars (million U.S. dollars)	447
Live dollars (million U.S. dollars)	41
Live projects	3,872
Success rate (%)	37.3

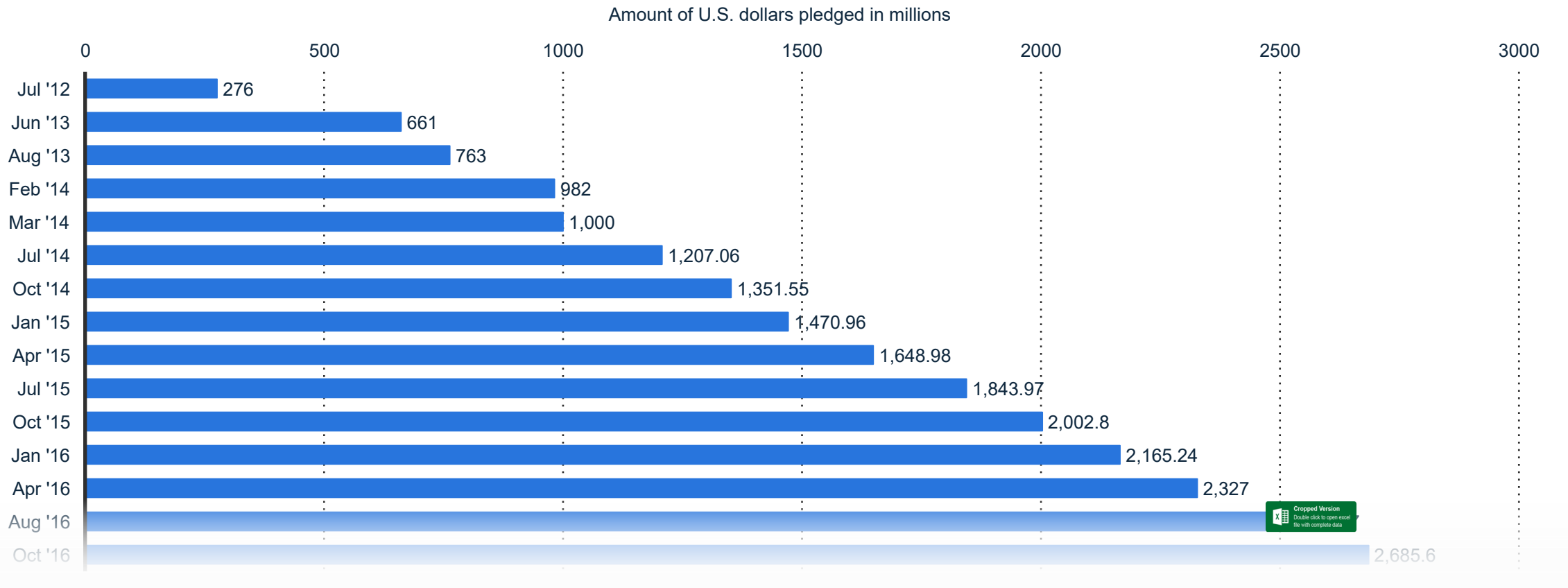
**Note:** Worldwide; October 2, 2019

Further information regarding this statistic can be found on [page 20](#).

**Source(s):** Kickstarter; [ID 251727](#)

# Cumulative amount of funding pledged to Kickstarter projects as of October 2019 (in million U.S. dollars)

Kickstarter: total amount of funding pledged 2012-2019



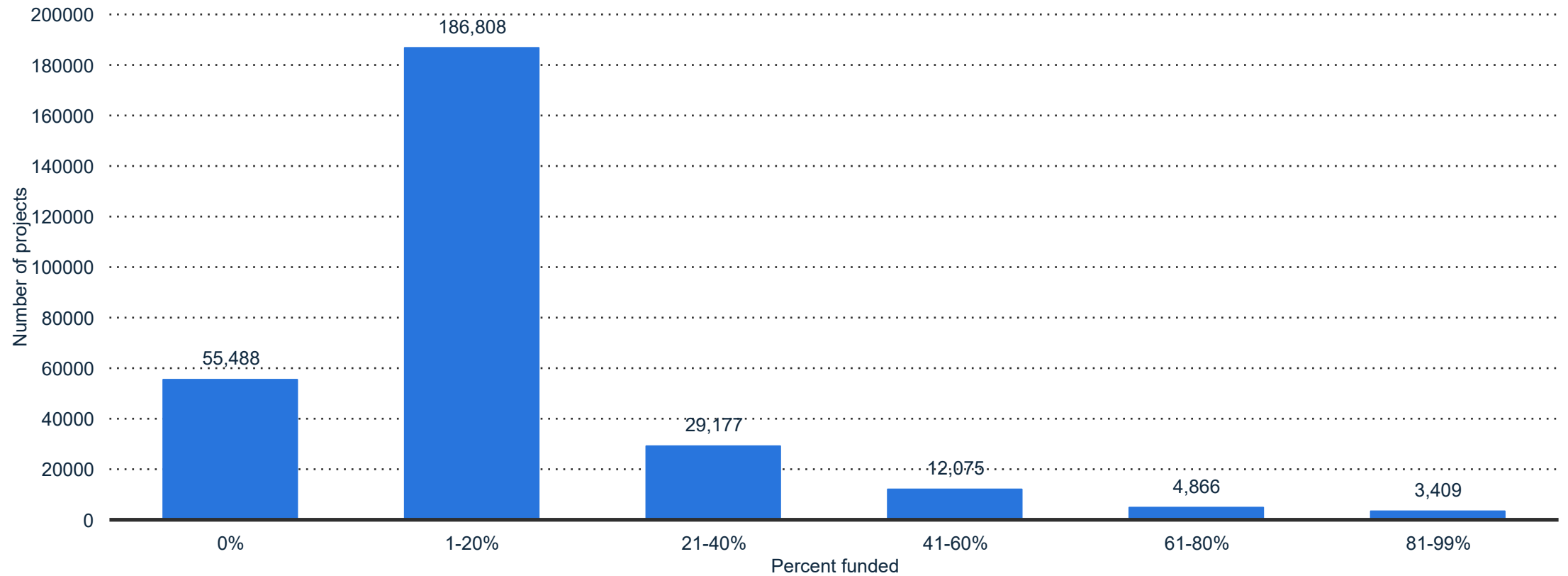
Note: Worldwide; July 2012 to October 2019

Further information regarding this statistic can be found on [page 21](#).

Source(s): Kickstarter; [ID 310218](#)

# Distribution of unsuccessfully funded projects on crowdfunding platform Kickstarter as of September 2019, by share of funding reached

Kickstarter: distribution of unsuccessfully funded projects 2019



Note: Worldwide; December 11, 2019

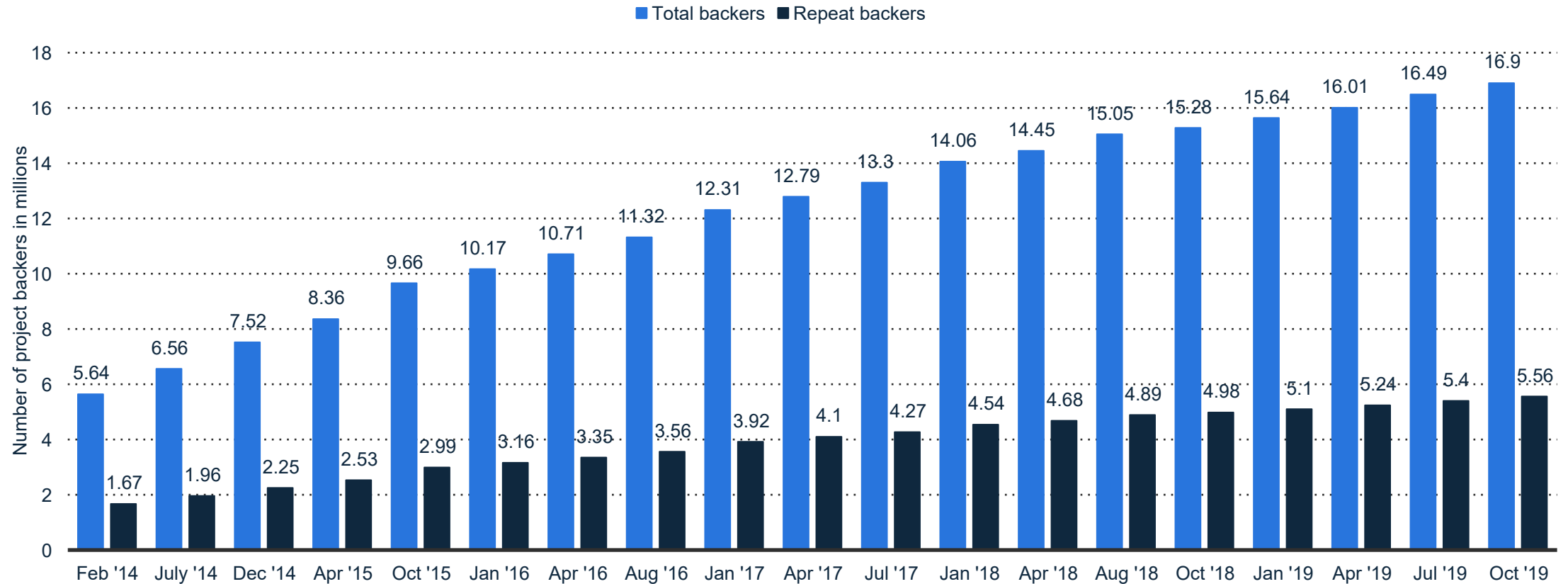
Further information regarding this statistic can be found on [page 22](#).

Source(s): Kickstarter; [ID 251732](#)



# Number of total and repeat Kickstarter project backers as of October 2019 (in millions)

Kickstarter: number of total and repeat project backers 2019



Note: Worldwide; as of October 2, 2019

Further information regarding this statistic can be found on [page 23](#).

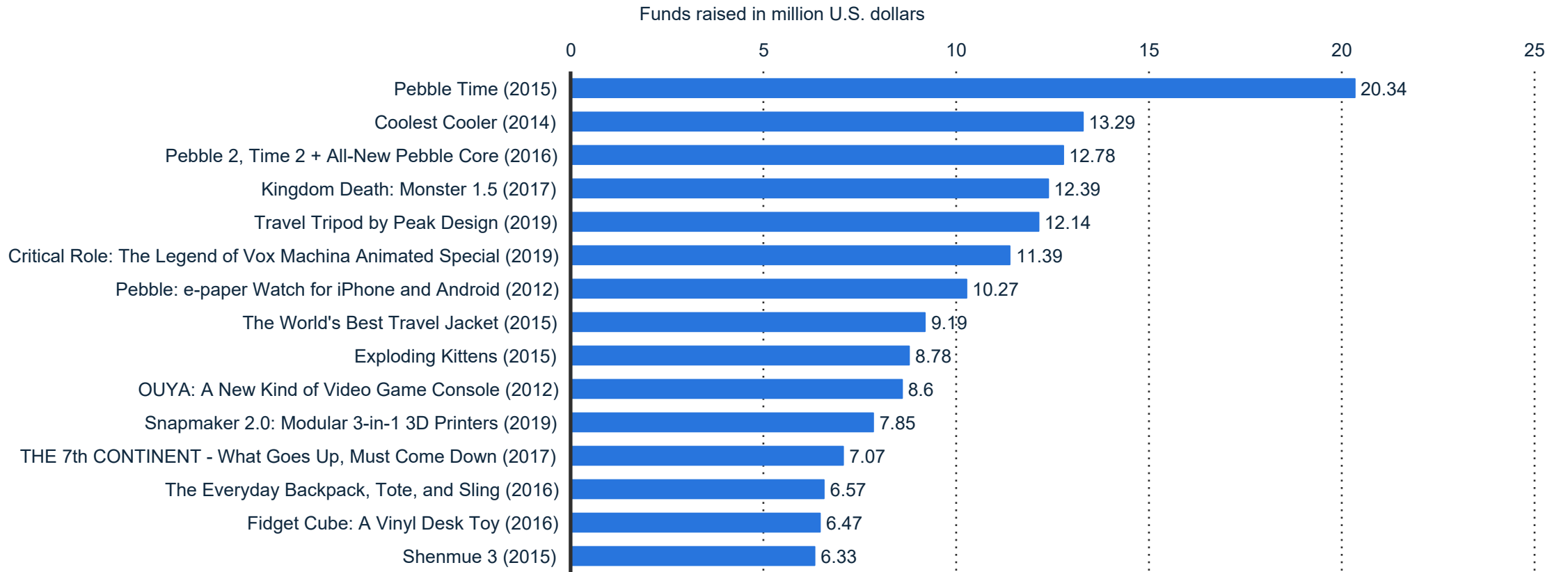
Source(s): Kickstarter; [ID 288345](#)

KICKSTARTER

# Projects

# Most successfully completed Kickstarter projects as of January 2019, based on amount of total funds raised (in million U.S. dollars)

Most funded Kickstarter projects 2019



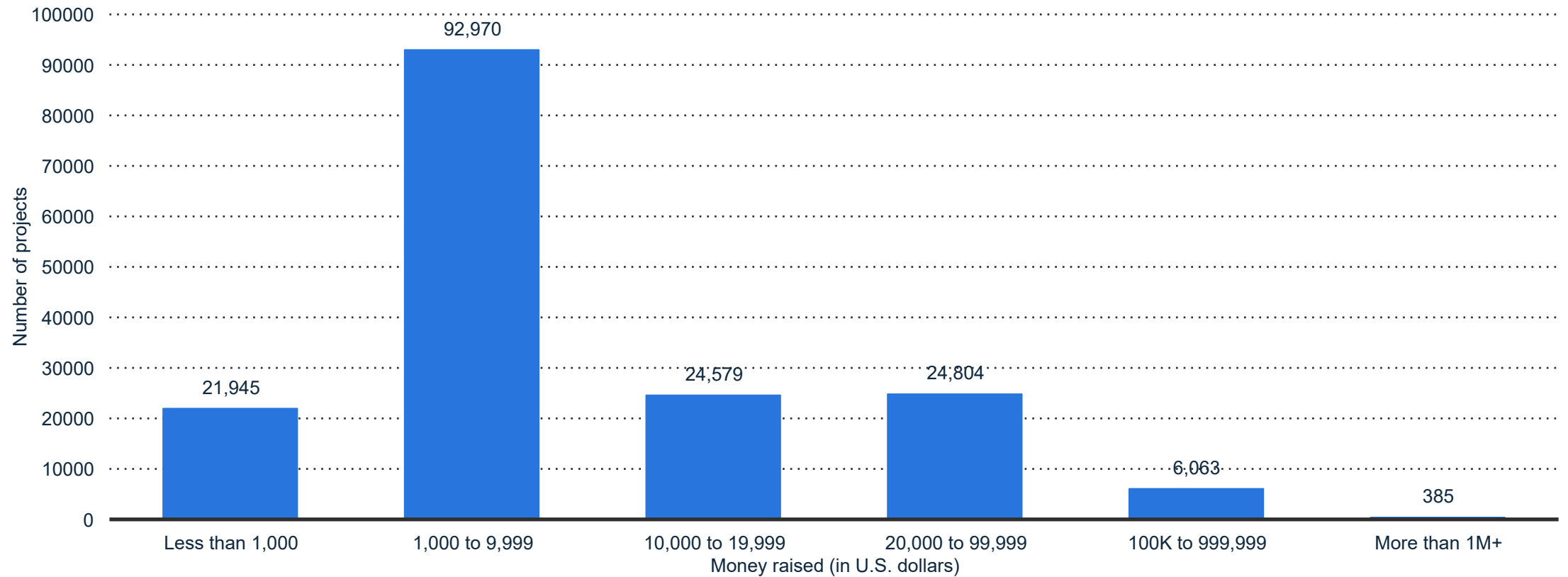
Note: Worldwide; January 2, 2019

Further information regarding this statistic can be found on [page 24](#).

Source(s): Kickstarter; [ID 222489](#)

# Number of successfully funded projects on Kickstarter as of October 2019, by amount of money raised (in U.S. dollars)

Distribution of Kickstarter funding amounts raised 2019



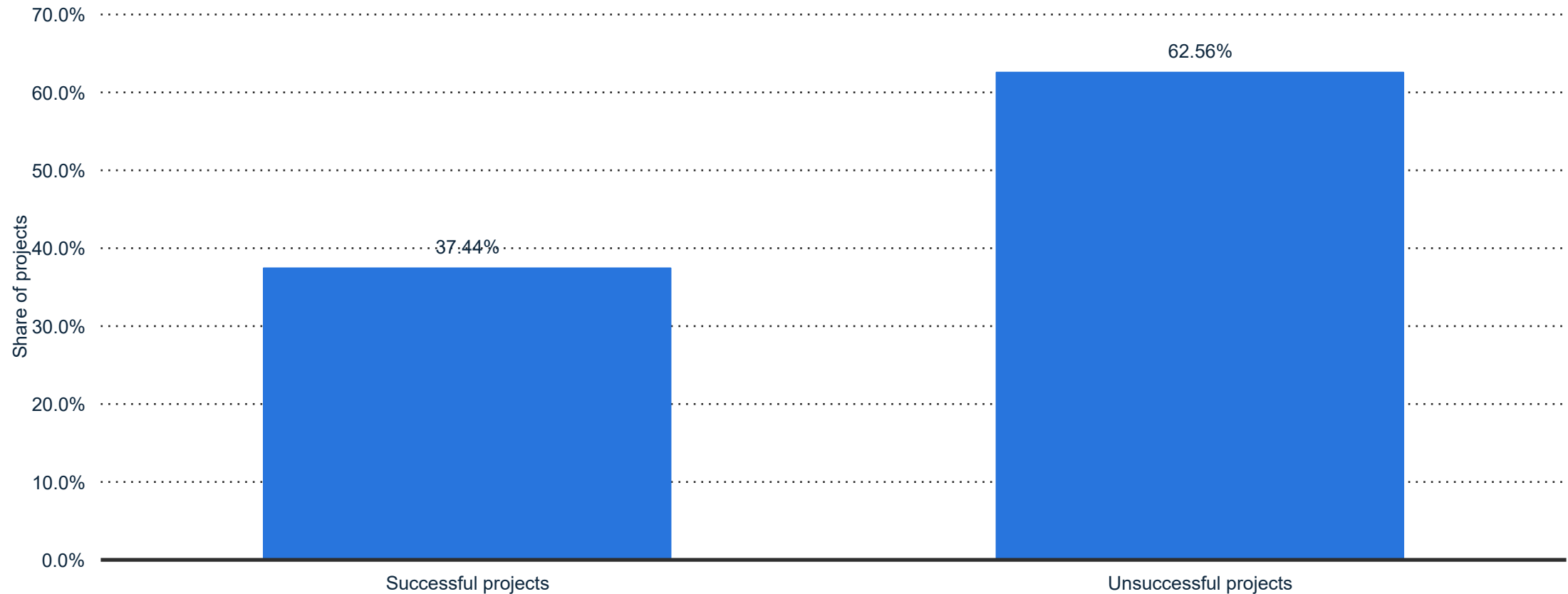
Note: Worldwide; October 2, 2019

Further information regarding this statistic can be found on [page 25](#).

Source(s): Kickstarter; [ID 235397](#)

# Percentage of successfully funded Kickstarter projects as of December 2019

Kickstarter project funding success rate as of December 2019



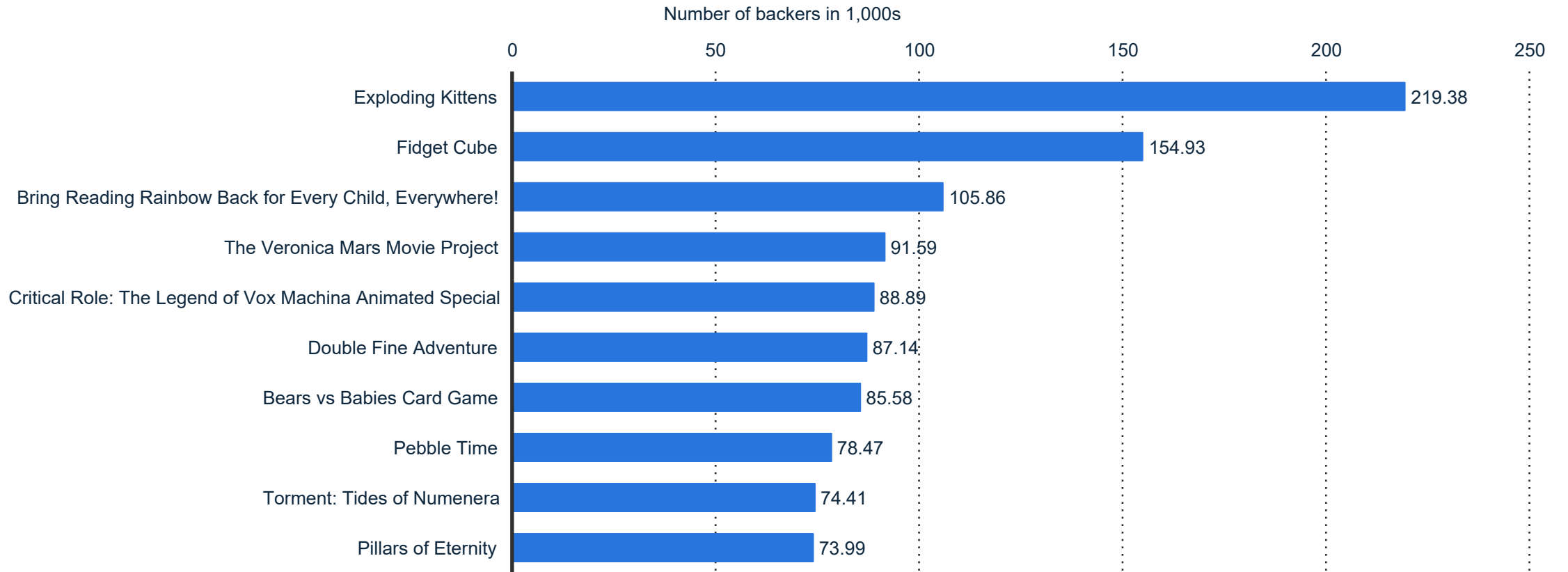
**Note:** Worldwide; December 2, 2019

Further information regarding this statistic can be found on [page 26](#).

**Source(s):** Kickstarter; [ID 235405](#)

# Most popular Kickstarter projects as of July 2019, by number of backers (in 1,000s)

Kickstarter: most-backed projects 2019



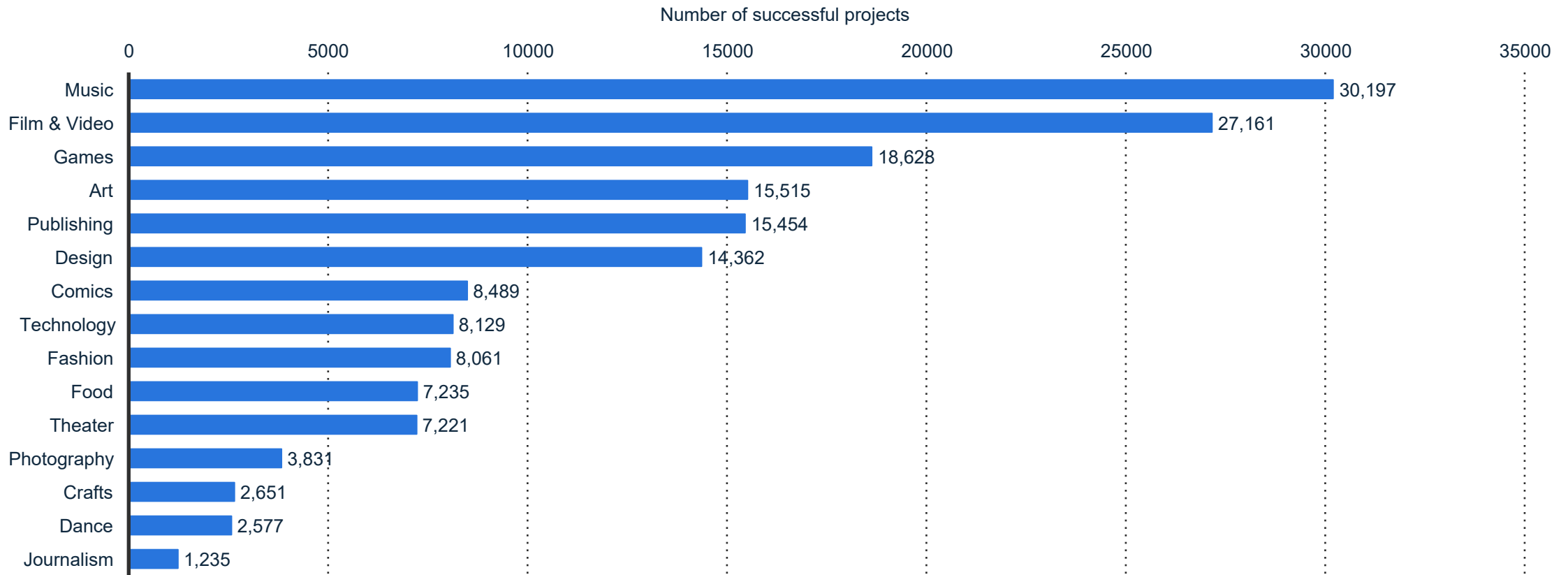
Note: Worldwide; July 1, 2019

Further information regarding this statistic can be found on [page 27](#).

Source(s): Kickstarter; [ID 378054](#)

# Number of successfully funded projects on Kickstarter.com as of October 2019, by project category

Kickstarter: number of successful projects per category 2019



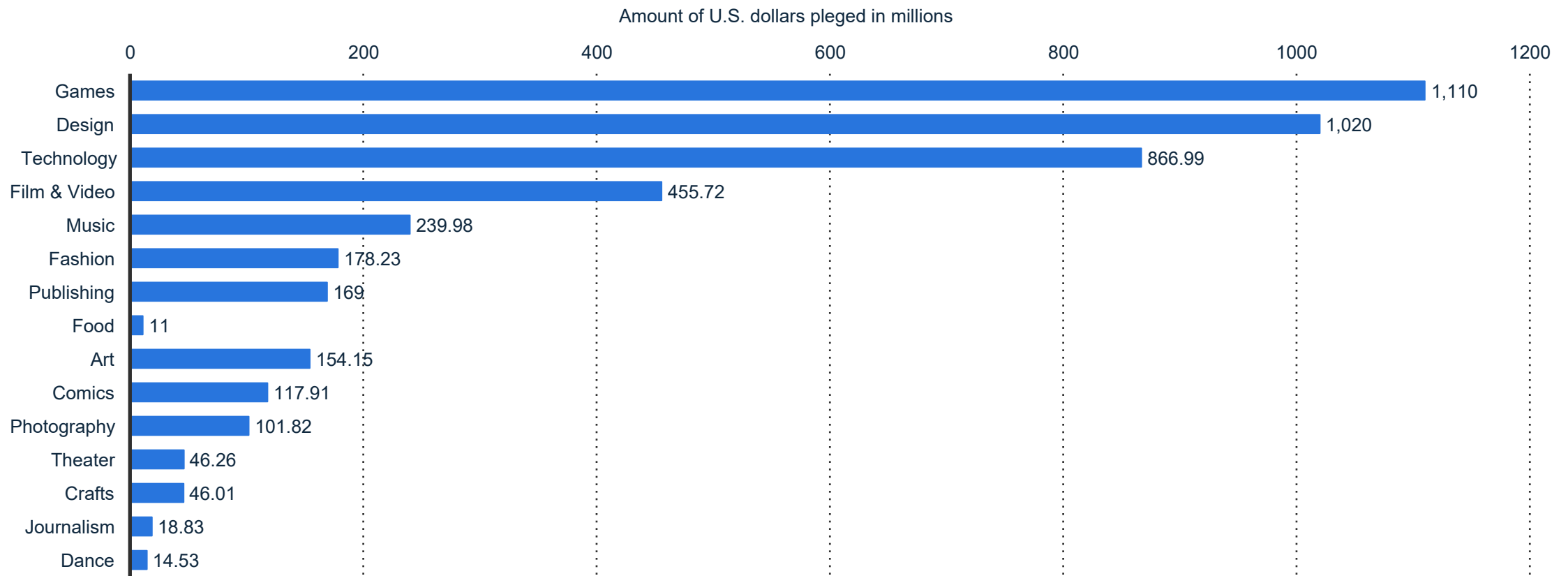
Note: Worldwide; October 2, 2019

Further information regarding this statistic can be found on [page 28](#).

Source(s): Kickstarter; [ID 222460](#)

# Amount of funding pledged for projects on Kickstarter.com as of October 2019, by project category (in million U.S. dollars)

Kickstarter: amount of funding pledged by project category 2019



Note: Worldwide; October 2, 2019; cumulative successful and unsuccessful dollars

Further information regarding this statistic can be found on [page 29](#).

Source(s): Kickstarter; [ID 222455](#)

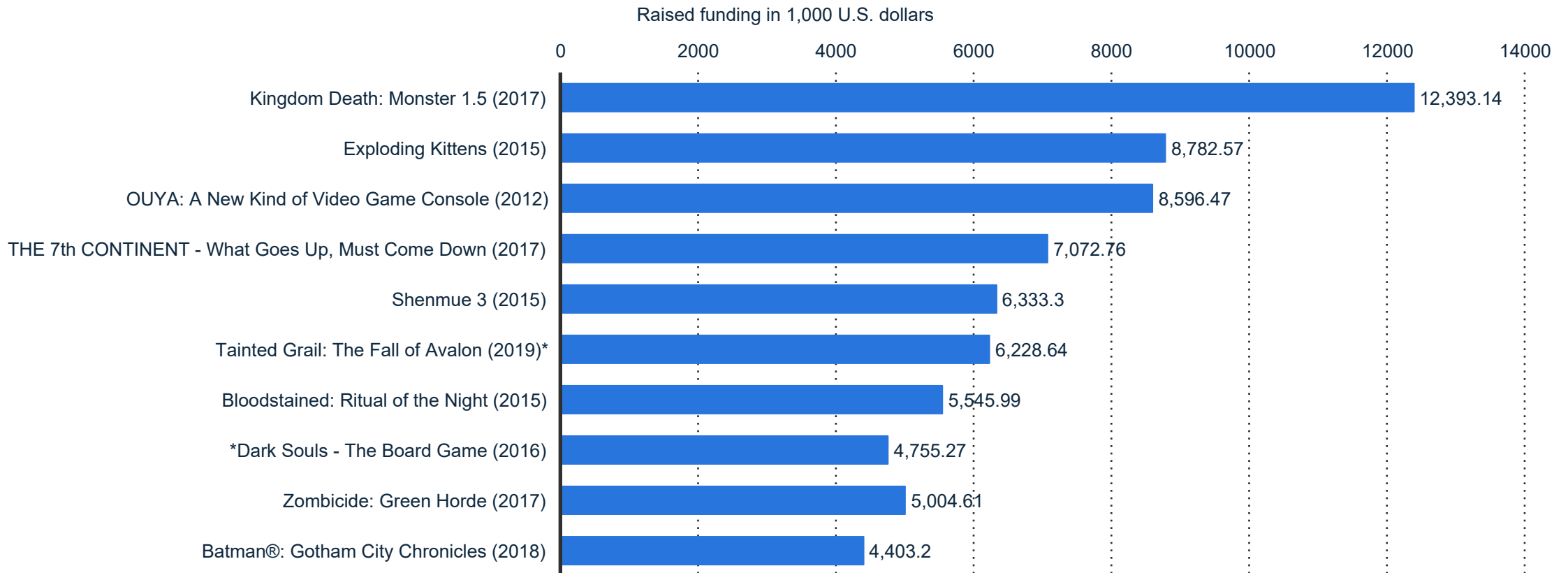


KICKSTARTER

# Gaming projects

# Most popular funded gaming projects on Kickstarter as of July 2019

Kickstarter: most funded gaming projects as of July 2019



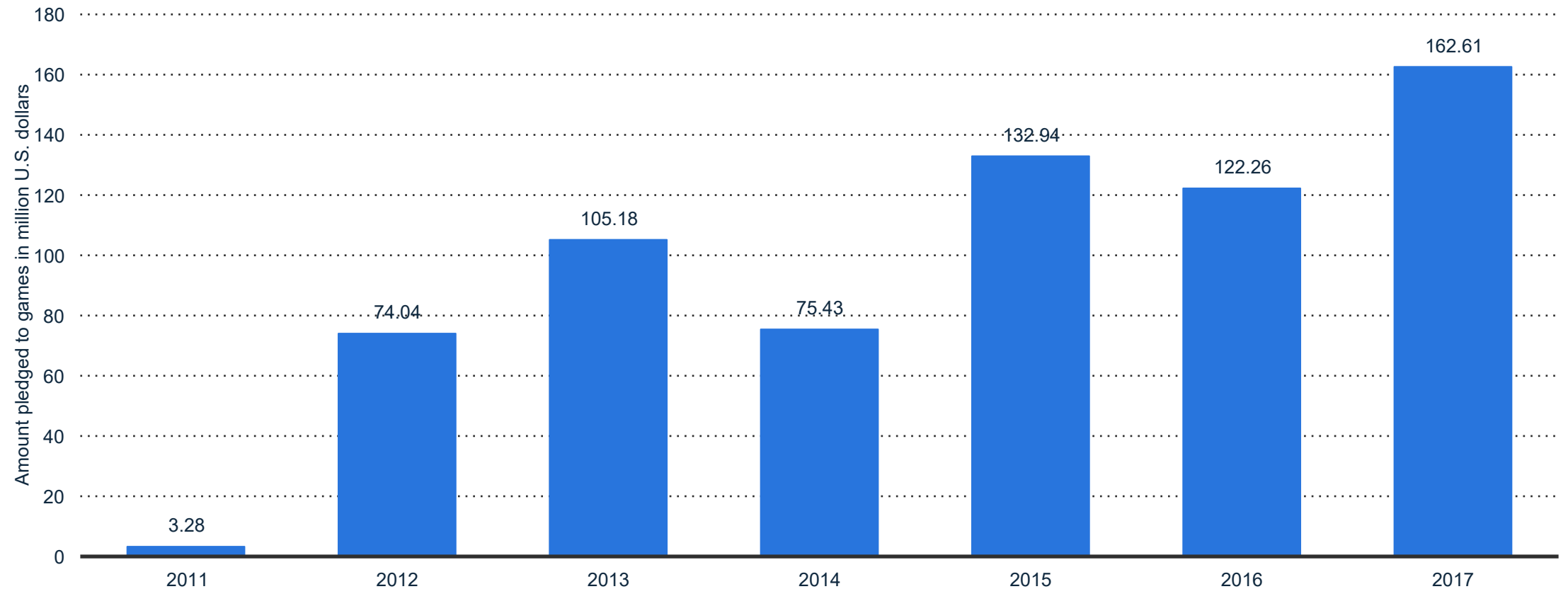
Note: Worldwide; July 1, 2019

Further information regarding this statistic can be found on [page 30](#).

Source(s): Kickstarter; [ID 283843](#)

# Annual amount of funding pledged towards successfully funded gaming projects on Kickstarter from 2011 to 2017 (in million U.S. dollars)

Successful dollars pledged towards games on Kickstarter 2011-2017



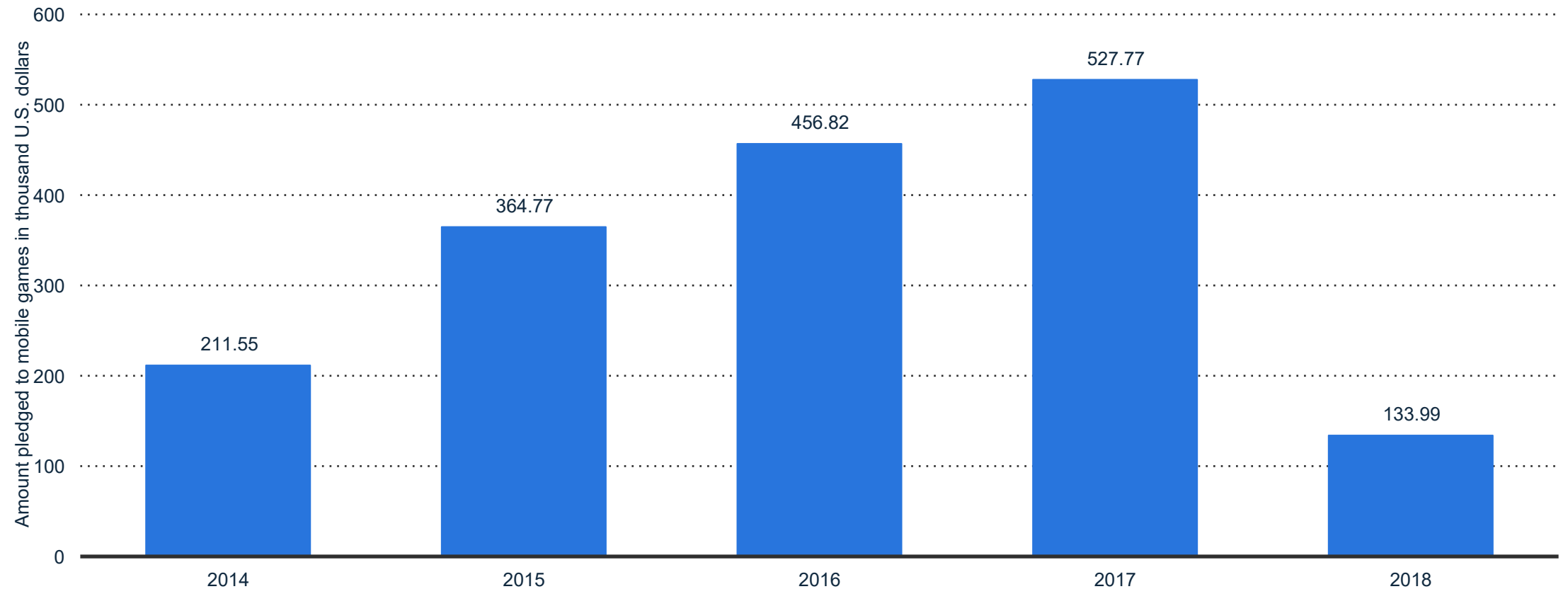
**Note:** Worldwide; 2011 to 2017; games projects include: gaming hardware, live games, mobile games, playing cards, puzzles, tabletop games, video games

Further information regarding this statistic can be found on [page 31](#).

**Source(s):** Kickstarter; ICO Partners; [ID 260126](#)

# Annual amount of funding pledged towards successfully funded mobile gaming projects on Kickstarter from 2014 to 2018 (in 1,000 U.S. dollars)

Successful dollars pledged towards mobile games on Kickstarter 2014-2018



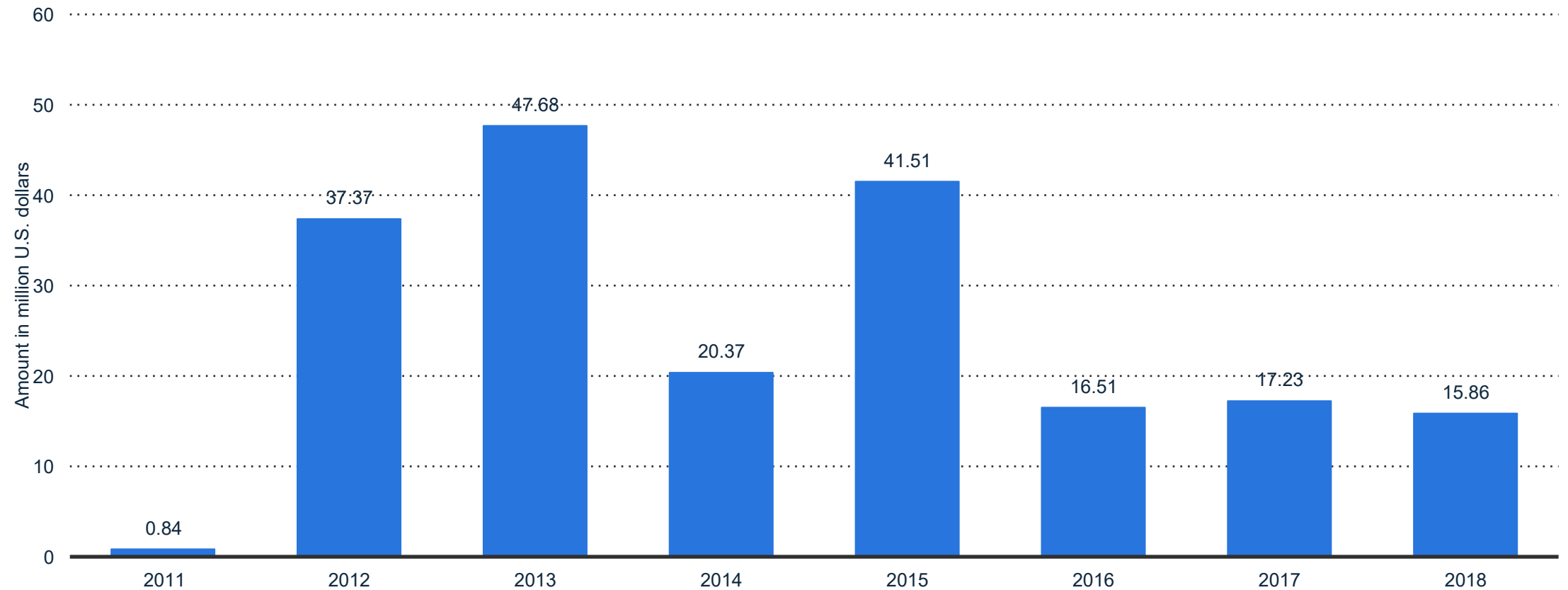
Note: Worldwide; 2014 to 2018

Further information regarding this statistic can be found on [page 32](#).

Source(s): Kickstarter; ICO Partners; [ID 722874](#)

# Annual amount of funding pledged towards successfully funded video gaming projects on Kickstarter from 2011 to 2018 (in million U.S. dollars)

Successful dollars pledged towards video games on Kickstarter 2011-2018



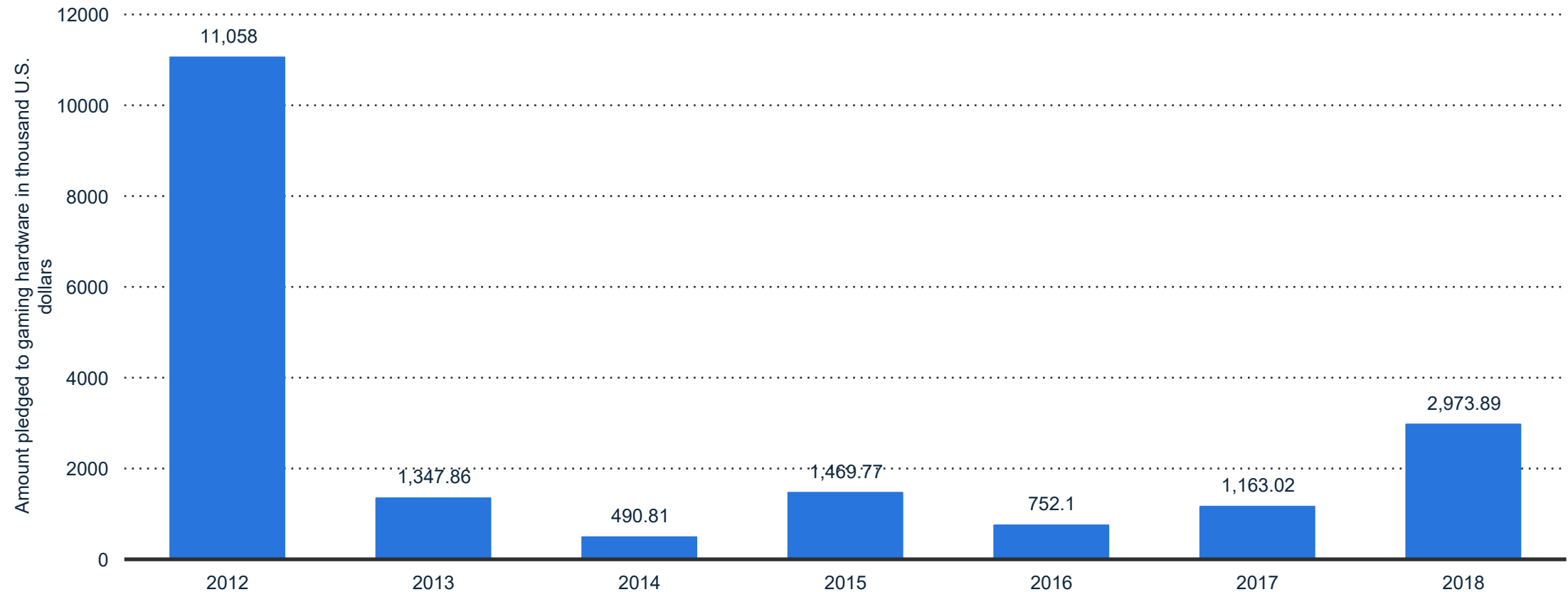
Note: Worldwide; 2011 to 2018

Further information regarding this statistic can be found on [page 33](#).

Source(s): Kickstarter; ICO Partners; gamesindustry.biz; [ID 722885](#)

# Annual amount of funding pledged towards successfully funded gaming hardware projects on Kickstarter from 2012 to 2018 (in 1,000 U.S. dollars)

Successful dollars pledged towards gaming hardware on Kickstarter 2012-2018



Note: Worldwide; 2012 to 2018

Further information regarding this statistic can be found on [page 34](#).

Source(s): Kickstarter; ICO Partners; [ID 722897](#)

KICKSTARTER

# References

# Overview of projects and dollars on crowdfunding platform Kickstarter as of July 2019

Kickstarter: key crowdfunding projects and dollars overview 2019

## Source and methodology information

Source(s)	Kickstarter
Conducted by	Kickstarter
Survey period	October 2, 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Kickstarter
Publication date	October 2019
Original source	kickstarter.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

[Back to statistic](#)



# Cumulative amount of funding pledged to Kickstarter projects as of October 2019 (in million U.S. dollars)

Kickstarter: total amount of funding pledged 2012-2019

## Source and methodology information

Source(s)	Kickstarter
Conducted by	Kickstarter
Survey period	July 2012 to October 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Kickstarter
Publication date	October 2019
Original source	kickstarter.com
Website URL	<a href="#">visit the website</a>

## Notes:

Every Kickstarter project must be fully funded before its time expires or no money changes hands. A project on Kickstarter is counted as successful when the funding goal has been reached within the time limit. Figures have been rounded.

[Back to statistic](#)

# Distribution of unsuccessfully funded projects on crowdfunding platform Kickstarter as of September 2019, by share of funding reached

Kickstarter: distribution of unsuccessfully funded projects 2019

## Source and methodology information

Source(s)	Kickstarter
Conducted by	Kickstarter
Survey period	December 11, 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Kickstarter
Publication date	December 2019
Original source	kickstarter.com
Website URL	<a href="#">visit the website</a>

## Notes:

Every Kickstarter project must be fully funded before its time expires or no money changes hands. A project on Kickstarter is counted as successful when the funding goal has been reached within the given time limit.

[Back to statistic](#)

# Number of total and repeat Kickstarter project backers as of October 2019 (in millions)

Kickstarter: number of total and repeat project backers 2019

## Source and methodology information

Source(s)	Kickstarter
Conducted by	Kickstarter
Survey period	as of October 2, 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Kickstarter
Publication date	October 2019
Original source	kickstarter.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

[Back to statistic](#)

# Most successfully completed Kickstarter projects as of January 2019, based on amount of total funds raised (in million U.S. dollars)

## Most funded Kickstarter projects 2019

### Source and methodology information

Source(s)	Kickstarter
Conducted by	Kickstarter
Survey period	January 2, 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Kickstarter
Publication date	July 2019
Original source	kickstarter.com
Website URL	<a href="#">visit the website</a>

### Notes:

Every Kickstarter project must be fully funded before its time expires or no money changes hands. A project on Kickstarter is counted as successful when the funding goal has been reached within the given time limit. \*Tainted Grail: The Fall of Avalon raised £4,940,030, equivalent to 6.25 U.S. dollars at the time it was added.

[Back to statistic](#)

# Number of successfully funded projects on Kickstarter as of October 2019, by amount of money raised (in U.S. dollars)

Distribution of Kickstarter funding amounts raised 2019

## Source and methodology information

Source(s)	Kickstarter
Conducted by	Kickstarter
Survey period	October 2, 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Kickstarter
Publication date	October 2019
Original source	kickstarter.com
Website URL	<a href="#">visit the website</a>

## Notes:

Every Kickstarter project must be fully funded before its time expires or no money changes hands. A project on Kickstarter is counted as successful when the funding goal has been reached within the given time limit. Project creators have to be permanent U.S. residents to be eligible to start a Kickstarter project but projects can be backed from outside the United States. For these metrics, pledges not made in US dollars are converted using the exchange rate in effect when the project was live.

[Back to statistic](#)

# Percentage of successfully funded Kickstarter projects as of December 2019

Kickstarter project funding success rate as of December 2019

## Source and methodology information

Source(s)	Kickstarter
Conducted by	Kickstarter
Survey period	December 2, 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Kickstarter
Publication date	December 2019
Original source	<a href="https://kickstarter.com">kickstarter.com</a>
Website URL	<a href="#">visit the website</a>

## Notes:

Every Kickstarter project must be fully funded before its time expires or no money changes hands. A project on Kickstarter is counted as successful when the funding goal has been reached within the given time limit. Project creators have to be permanent U.S. residents to be eligible to start a Kickstarter project but projects can be backed from outside the United States.

[Back to statistic](#)

# Most popular Kickstarter projects as of July 2019, by number of backers (in 1,000s)

Kickstarter: most-backed projects 2019

## Source and methodology information

Source(s)	Kickstarter
Conducted by	Kickstarter
Survey period	July 1, 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Kickstarter
Publication date	July 2019
Original source	kickstarter.com
Website URL	<a href="#">visit the website</a>

## Notes:

Every Kickstarter project must be fully funded before its time expires or no money changes hands. A project on Kickstarter is counted as successful when the funding goal has been reached within the given time limit.

[Back to statistic](#)

# Number of successfully funded projects on Kickstarter.com as of October 2019, by project category

Kickstarter: number of successful projects per category 2019

## Source and methodology information

Source(s)	Kickstarter
Conducted by	Kickstarter
Survey period	October 2, 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Kickstarter
Publication date	October 2019
Original source	kickstarter.com
Website URL	<a href="#">visit the website</a>

## Notes:

Every Kickstarter project must be fully funded before its time expires or no money changes hands. A project on Kickstarter is counted as successful when the funding goal has been reached within the time limit.

[Back to statistic](#)



# Amount of funding pledged for projects on Kickstarter.com as of October 2019, by project category (in million U.S. dollars)

Kickstarter: amount of funding pledged by project category 2019

## Source and methodology information

Source(s)	Kickstarter
Conducted by	Kickstarter
Survey period	October 2, 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	cumulative successful and unsuccessful dollars
Published by	Kickstarter
Publication date	October 2019
Original source	kickstarter.com
Website URL	<a href="#">visit the website</a>

## Notes:

Every Kickstarter project must be fully funded before its time expires or no money changes hands. A project on Kickstarter is counted as successful when the funding goal has been reached within the time limit.

[Back to statistic](#)

# Most popular funded gaming projects on Kickstarter as of July 2019

Kickstarter: most funded gaming projects as of July 2019

## Source and methodology information

Source(s)	Kickstarter
Conducted by	Kickstarter
Survey period	July 1, 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Kickstarter
Publication date	July 2019
Original source	kickstarter.com
Website URL	<a href="#">visit the website</a>

## Notes:

\*Converted from British Pounds using the USD GBP exchange rate of January 2, 2019. Every Kickstarter project must be fully funded before its time expires or no money changes hands. A project on Kickstarter is counted as successful when the funding goal has been reached within the given time limit.

[Back to statistic](#)

# Annual amount of funding pledged towards successfully funded gaming projects on Kickstarter from 2011 to 2017 (in million U.S. dollars)

Successful dollars pledged towards games on Kickstarter 2011-2017

## Source and methodology information

Source(s)	Kickstarter; ICO Partners
Conducted by	Kickstarter
Survey period	2011 to 2017
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	games projects include: gaming hardware, live games, mobile games, playing cards, puzzles, tabletop games, video games
Published by	ICO Partners
Publication date	February 2017
Original source	2017 for Games on Kickstarter
Website URL	<a href="#">visit the website</a>

## Notes:

Successfully funded projects only, not category total.

[Back to statistic](#)

# Annual amount of funding pledged towards successfully funded mobile gaming projects on Kickstarter from 2014 to 2018 (in 1,000 U.S. dollars)

Successful dollars pledged towards mobile games on Kickstarter 2014-2018

## Source and methodology information

Source(s)	Kickstarter; ICO Partners
Conducted by	Kickstarter
Survey period	2014 to 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	ICO Partners
Publication date	January 2019
Original source	<a href="http://icopartners.com/">icopartners.com/</a>
Website URL	<a href="#">visit the website</a>

## Notes:

Successfully funded projects only, not category total.

[Back to statistic](#)

# Annual amount of funding pledged towards successfully funded video gaming projects on Kickstarter from 2011 to 2018 (in million U.S. dollars)

Successful dollars pledged towards video games on Kickstarter 2011-2018

## Source and methodology information

Source(s)	Kickstarter; ICO Partners; gamesindustry.biz
Conducted by	Kickstarter
Survey period	2011 to 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	gamesindustry.biz
Publication date	January 2019
Original source	gamesindustry.biz
Website URL	<a href="#">visit the website</a>

## Notes:

Successfully funded projects only, not category total.

[Back to statistic](#)

# Annual amount of funding pledged towards successfully funded gaming hardware projects on Kickstarter from 2012 to 2018 (in 1,000 U.S. dollars)

Successful dollars pledged towards gaming hardware on Kickstarter 2012-2018

## Source and methodology information

Source(s)	Kickstarter; ICO Partners
Conducted by	Kickstarter
Survey period	2012 to 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	ICO Partners
Publication date	January 2019
Original source	icopartners.com
Website URL	<a href="#">visit the website</a>

## Notes:

Successfully funded projects only, not category total.

[Back to statistic](#)