

音樂創作者的救贖？ 群眾募資實證研究

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摘要

群眾募資成為音樂創作者取得資金的新管道，臺灣最大的群眾募資平台 flyingV 經常可見募資舉辦音樂祭、專輯製作、專場巡演。透過群眾募資平台，音樂創作者享有不受干預的空間，以多種選項的回饋直接訴諸群眾獲得贊助。本研究以 flyingV 音樂類別募資案為標的，將募資案之「目標金額設定」、「贊助人數之眾數與其對應金額之交乘項」、「贊助選項數目」以及「贊助總人數」等變數，實證音樂類別募資案之提案設計對最終募資總額的作用，並對照其他類別產業。結果一致顯示，募資案之目標金額設定、主力贊助選項、多級距贊助選項均能有效提升募資案之成功率。因此，募資提案須設計多級距選項並掌握主力贊助選項，訂定適切募資目標，群眾募資必將成為音樂創作者實現作品的首選。

關鍵詞：群眾募資、flyingV、音樂創作者、多級距選項、主力選項

*本篇文章為社會學領域，採用 APA 格式。

Will Crowdfunding Save Composers in Taiwan? An Empirical Study on Online Fundraising Strategy

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Abstract

Crowdfunding is one of the most popular fundraising strategies for independent musicians in Taiwan. FlyingV, the largest crowdfunding platform in Taiwan, often hosts campaigns for music festivals, production of new albums, and concert tours. Because the platform offers multiple reward options to donors, composers can appeal directly to the interested audience and encourage online donation without having their creative space interfered or compromised. This paper examines the musical fundraising projects on flyingV by studying the correlations between key variation factors, namely the amount to be raised, number of sponsors and the options of sponsorship as independent variables, sponsorship options, and the total number of sponsors as dependent variable. Besides investigating the musical project presentation and its impact on funding result, this study also compares similar projects in different industries. The research shows that effective planning on the amount to be raised, main donation options, and multiple level options can greatly enhance the success of the crowdfunding projects. Therefore, musicians interested to raise fund via online platforms should strengthen the correlations between main donation options and the general project goals so that crowdfunding can be the primary means for composers to fund and realize their works.

Keywords: crowdfunding, flyingV, composer, multiple level options, main donation option

* This article, written on the subject of sociology, uses APA format.

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