

Chick-fil-A is reportedly launching a streaming service for some reason

The streaming space has become so crowded that it's hard to imagine why any company would want to break in now, but that is apparently what Chick-fil-A (yes, the fast food chain) is planning to do.

Deadline reports that Chick-fil-A is working with a number of production companies and traditional studios to create multiple original shows for a streaming platform debuting sometime later this year. Initially, the restaurant is said to be focused on family-friendly unscripted programming, including a game show produced by Glassman Media and Sugar23. But down the line, the currently unnamed service could also feature original scripted series, animation, and content that's either licensed or acquired from other entertainment outfits.

On its face, the idea of the company launching an entire streaming service filled with feel-good stories just to sell chicken is a bit odd. But it feels important to bear in mind that Chick-fil-A is owned by the Cathy family, whose independently managed trust was instrumental in the foundation of Trilith Studios – the Atlanta studio most well known for its frequent work for Marvel. Chick-fil-A's corporate ties to the entertainment industry make this kind of move somewhat easy to wrap your mind around, to a certain extent, but it's much harder to imagine people actually wanting to sign up for yet another platform that's probably going to be filled with commercials.

<https://www.theverge.com/2024/8/21/24225507/chick-fil-a-streaming-service>