

Former Crackle Chief Preps New Free, Ad-Supported Streamer for Kids

Eric Berger, who oversaw Sony's Crackle streaming platform prior to its 2019 sale, is getting back into the AVOD business.

For his first project since leaving Sony this summer to become CEO of Common Sense Networks, Berger will be launching Sensical—a free, ad-supported streaming platform for kids 2-12—early next year.

The platform will roll out with 15,000 short-form videos, all of which will have been vetted by people trained in child development to ensure that the content is consistent with parent company Common Sense Media's guidelines. Thousands more videos will be added each month.

Sensical's ad load will be less than seven-minutes-per-hour, with ad pods capped at two minutes. There will be content and category exclusions, and Common Sense Networks will be implementing practices on sponsored content, so as not to confuse children about the blending of ads and content.

"Sensical's mission is to ignite kids' passions, fuel curiosity, build bridges between children and their parents and make everyone part of the learning journey. As a free platform offering only age-appropriate fare, we remove every obstacle to accessing a comprehensive, trusted resource for entertaining short-form video from the best possible content creators. Every family can afford to add Sensical to their personal bundle, and we couldn't be more excited to create a

distinctive alternative for parents and partner with them in their goal to raise good humans,” said Berger in a statement.

The streamer will debut early next year on “all major OTT platforms,” said the company. The content slate will include shows like The Wiggles, The Aquabats and Sesame Workshop’s Pinky Dinky Doo.

Last summer, Berger left Sony Pictures Television—where he was most recently chief digital officer, head of direct to consumer—to become CEO of Common Sense Networks. That company is a for-profit affiliate of Common Sense Media and is focused on creating and distributing quality media experiences for kids.

At Sony, Berger oversaw the Crackle AVOD platform until March 2019, when the company sold a majority stake in the streamer to Chicken Soup for the Soul Entertainment.

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