Sony Crackle Keeps ‘Chugging Along’ While Looking for a Potential Partner

Sony Crackle has a new name—formerly known as Crackle before its rebrand—and now the free, ad-supported streaming service is looking to bring on a potential partner that could help it become more competitive in the burgeoning OTT marketplace. But as the process kicked off last week, it’s business as usual at Sony Crackle. “It’s really… https://www.adweek.com/tv-video/sony-crackle-keeps-chugging-along-while-looking-for-a-potential-partner/