

Netflix plays to children with Sony animated films

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Netflix on Tuesday announced a deal with Sony Pictures Television to stream "Cloudy with a Chance of Meatballs 2" and other animated films in the United States.

The move by the popular online television and film service was seen as a move intended to ramp up its appeal to children considered prime viewers of Sony's hit animation line-up.

"Netflix and Sony Pictures Television have reached a multi-year agreement to bring Sony Pictures Animation feature films in the first pay TV window to Netflix members in the US," Netflix said in an email response to an AFP inquiry.

Financial terms of the arrangement were not disclosed.

Sony animated works "Cloudy with a Chance of Meatballs 2" and "The Smurfs 2" will be available for online viewing at Netflix in the United States later this year.

US cable television channel Starz has a deal to be the exclusive pay TV venue for feature titles from Sony Pictures Entertainment through the year 2021.

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