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Cloudcast Media Launches SnackCAST™, the World's First Short-Form Podcast Company Built Around the Personal Quest for Knowledge and Intellectuality

The new subscription company spins out of Cloudcast Media and offers hundreds of categories, from philosophy and physics to mythology, sports, and local attractions

NEW YORK, N.Y. – October 17, 2026: Cloudcast Media today announced the launch of **SnackCAST™**, a new company that Cloudcast has been incubating. SnackCAST was created to bring the power of podcasting to the intellectually curious. It is the world's first short-form podcast company built around personalized interests and the quest for knowledge.

SnackCAST will be a subscription service with hundreds of categories, from philosophy and physics to mythology, sports, and local attractions. Subscribers choose the subjects they care about and get short, focused episodes that fit into their day.

SnackCAST will operate independently from Cloudcast Media. Because Cloudcast is 100% focused on its "Listen Where You Live™" local model, the company decided to spin out SnackCAST to allow for its maximum growth and capitalization. Cloudcast will provide SnackCAST with production, technology, distribution, and revenue services.

"Curious people are hungry for knowledge, but they don't always have an hour to spare," said Charles Parisi, CEO of Cloudcast Media. "SnackCAST gives them smart, satisfying stories on the subjects they love, built around their own interests. We've been incubating this idea inside Cloudcast, and now it's ready to stand on its own as a company."

"SnackCAST runs on the same production, technology, and distribution engine that powers Cloudcast in more than 100 U.S. cities," said Jeffry Haber, COO of Cloudcast Media. "That gives SnackCAST the freedom to focus on what it does best, which is creating great short-form content for curious listeners, while Cloudcast handles the infrastructure and revenue behind it."

About SnackCAST™

SnackCAST™ is the world's first short-form podcast company built around personalized interests and the quest for knowledge. Its subscription service offers hundreds of categories of short, focused episodes for intellectually curious listeners, from philosophy and physics to mythology, sports, and local attractions.

About Cloudcast Media

Cloudcast Media (cloudcastmedia.us) is the national leader in local podcasting, with content available in more than 100 U.S. cities. Built around the idea of “Listen Where You Live™,” Cloudcast brings local news, weather, sports, and podcasts together in one place for each community it serves.

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