ToolGPA

NOVEMBER 2026

Supporting Cast

The Insider’s Guide

Podcast subscriptions delivered through listeners' own apps

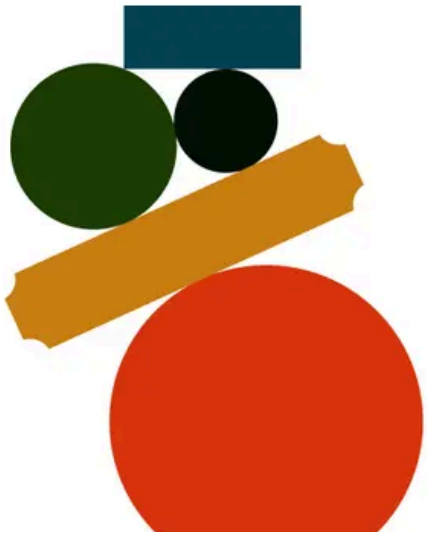


Every plan, grade, refund rule and rival among tools for selling digital products, read from Supporting Cast’s own pages.

Made by Supporting Cast · checked Nov 13, 2026 · toolgpa.com

1.6
GPA

Supporting Cast



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Supporting Cast's own pages, its app-store listings and our grades. Every fact in it is on Supporting Cast's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.6

GPA, above 0 of the 50 other tools for selling digital products we grade

Supporting Cast sells and delivers podcast subscriptions, audiobooks, newsletters and other members-only benefits. Subscribers add a private feed to the podcast app they already use, including Apple and Spotify. Publishers keep their own branding, and pricing is arranged through a demo.

To get you started, here are **7 things to know about Supporting Cast**, taken from its own pages and our grades.

> "
>
> **It publishes no prices and sends you to a demo, so you can't judge the cost until you talk to sales.**
>
> From our report card of Supporting Cast

1 **Best for paid podcast feeds that work in listeners' own apps**

Supporting Cast sells podcast subscriptions through private feeds that play in the listener's own podcast app.

2 **It runs on Web**

Web.

3 **Private feeds in existing apps**

Listeners subscribe in two taps and use their current podcast app, with Apple Pay and Google Pay for mobile payments.

4 **Flexible membership setups**

Single shows or multi-show bundles, monthly or annual pricing, tiered benefits, pay-what-you-want and one-time payments.

5 **Branding and site integration**

Branded landing pages, no Supporting Cast logo in the member experience, a WordPress plugin and an API.

6 **A 1.6 GPA, above 0 of 50**

That is against the other tools for selling digital products we grade, on value, the free plan, features, ease of use and platforms.

7 **Keep it**

The plain part of Supporting Cast you could make: paid newsletters and reports. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

Supporting Cast at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Supporting Cast	CATEGORY Selling Digital Products
OUR GRADE 1.6 GPA, weak	

The report card

Best for paid podcast feeds that work in listeners' own apps

Supporting Cast sells podcast subscriptions through private feeds that play in the listener's own podcast app. It publishes no prices and sends you to a demo, so you can't judge the cost until you talk to sales.

TOOLGPA REPORT CARD	Supporting Cast	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published and the site sends you to a demo. C is where no price is published.
Free plan and trial	F	Nothing free is listed: no plan and no trial, only a request for a demo.
Features	C	Private feeds in existing apps, membership setups, branding, piracy protection, reporting and promo codes. It does that one job fully, which is a smaller job than a general store.
Ease of use	C	No store rating on record, and getting started means a demo and setting up membership tiers and feeds.
Platforms and integrations	C	Web setup, with listener access through their existing podcast apps and three listed integrations. No other apps are listed.

Grade point average — Weak, out of 4.0 **1.6**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Supporting Cast is for

- ✓ Fits if you make a podcast and want paid feeds in Apple Podcasts or Spotify-style apps
- ✓ Makes sense if you already have a host and want to keep it

Who it is not for

- ✗ Skip it if you want a price up front, because none is published and you request a demo
- ✗ Tight if you want to try it first, as no free plan or trial is listed
- ✗ Watch out: subscriber support is handled by Supporting Cast only if the publisher wants that
- ✗ Too light for anything but podcasts, as it is built for audio shows

Good to know

Good for

- ✓ Podcast networks and independent shows selling premium feeds
- ✓ Publishers that want listeners to stay in Apple or Spotify podcast apps
- ✓ Companies that also need internal podcasts

Worth knowing

- ⓘ No prices are published; the site directs visitors to request a demo, so pricing is recorded as unverified.
- ⓘ The site says the platform can host premium content, or publishers can keep their current host.
- ⓘ The site says it is part of Graham Holdings and that subscribers can take their card relationships and data if they leave.
- ⓘ Support for subscribers is handled by Supporting Cast only if the publisher wants that.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

Supporting Cast's current pricing could not be confirmed from its own site.

> **No price is published and the site sends you to a demo.**
>
> From our grade for value for money

We could not confirm Supporting Cast's current prices from its own site, so this guide lists no plans. supportingcast.fm has them.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Podcast subscriptions delivered through listeners' own apps. Here is what it does, as its own site describes it, and what it covers: public API, reports, paid newsletters.

> **Private feeds in existing apps, membership setups, branding, piracy protection, reporting and promo codes.**
>
> From our grade for features

Private feeds in existing apps

Listeners subscribe in two taps and use their current podcast app, with Apple Pay and Google Pay for mobile payments.

Flexible membership setups

Single shows or multi-show bundles, monthly or annual pricing, tiered benefits, pay-what-you-want and one-time payments.

Branding and site integration

Branded landing pages, no Supporting Cast logo in the member experience, a WordPress plugin and an API.

Piracy protection

Sharing thresholds flag members for review or disable access automatically.

Reporting

Growth, revenue and engagement reports, with CSV export or a data pipeline.

Promo codes and localized currencies

Promo codes and discounts, localized currencies, bulk user invites and single sign-on with two-factor authentication.

Where it runs

Web

What it works with

Apple Podcasts

Spotify

WordPress

Supporting Cast is made by Supporting Cast.

Where it stands

Its grades against its category, and whether to keep it or make your own

0/50

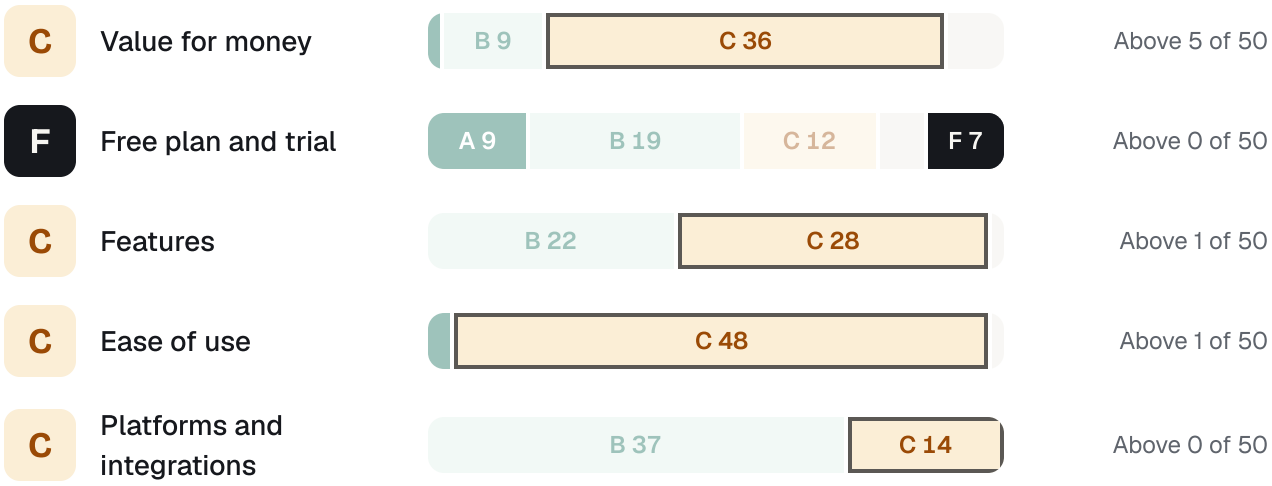
Other tools for selling digital products it is graded above

Supporting Cast's GPA of 1.6 is higher than 0 of the 50 other tools for selling digital products we grade, and level with 2.

It stands best on value for money (C, above 5 of 50) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 51 tools for selling digital products we grade, cut by the letter each got. Supporting Cast's own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

The plain part of Supporting Cast you could make: paid newsletters and reports. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 48 of the 50 other tools for selling digital products grade higher.

What you could make

- Paid newsletters and reports: an app builder makes these well.

What you could not

- It plugs into other products, Apple Podcasts, Spotify and WordPress among them, and has an API.
- What a company asks for before it lets staff use something: single sign-on.
- Sharing with other people, which means accounts and invitations.

What this rests on. Supporting Cast's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Memberful, Patreon, Leaky Paywall, Buy Me a Coffee and Ko-fi

The 5 tools Supporting Cast is most often weighed against, with where each one differs from it.

2.0 GPA

Memberful

Free trial · from $49/mo

Membership platform for paid newsletters, podcasts and communities.

- Supporting Cast also covers reports.
- Memberful also covers online courses, community and digital downloads.

Supporting Cast and Memberful compared in full

3.0 GPA

Patreon

Free

Paid memberships, a shop and community for creators and their fans.

- Patreon has a free plan. Supporting Cast does not.
- Only Patreon lists iOS and Android apps.
- Supporting Cast also covers reports.

Supporting Cast and Patreon compared in full



2.4
GPA

Leaky Paywall

Free plan

WordPress paywall and subscription plugin for publishers.

- Leaky Paywall has a free plan. Supporting Cast does not.
- Leaky Paywall also covers community.

Supporting Cast and Leaky Paywall compared in full



2.6
GPA

Buy Me a Coffee

Free

Creator page for tips, memberships and a simple shop.

- Buy Me a Coffee has a free plan. Supporting Cast does not.
- Only Buy Me a Coffee lists iOS and Android apps.
- Supporting Cast also covers reports.

Supporting Cast and Buy Me a Coffee compared in full



2.6
GPA

Ko-fi

Free plan

Creator page for tips, memberships, a shop and paid commissions.

- Ko-fi has a free plan. Supporting Cast does not.
- Supporting Cast also covers reports and paid newsletters.
- Ko-fi also covers online store and digital downloads.

Supporting Cast and Ko-fi compared in full

Quick answers

The questions people ask about it, each answered in a line or two

11

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Supporting Cast free?

No. Supporting Cast is a paid product.

What platforms does Supporting Cast work on?

Supporting Cast is available on Web.

Does Supporting Cast have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Supporting Cast is listed for Web.

Does Supporting Cast have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Supporting Cast is listed for Web.

Is Supporting Cast open source?

Supporting Cast is not described as open source on its own site, as read on Nov 13, 2026.

Does Supporting Cast have an API?

Yes. Supporting Cast offers a public API, according to its own site.

What does Supporting Cast integrate with?

Supporting Cast's listing names Apple Podcasts, Spotify and WordPress.

Who makes Supporting Cast?

Supporting Cast is made by a company of the same name.

What are the alternatives to Supporting Cast?

The closest alternatives to Supporting Cast in our directory are Memberful, Patreon, Leaky Paywall, Buy Me a Coffee and Ko-fi.

How does Supporting Cast compare with other tools for selling digital products?

Supporting Cast's GPA of 1.6 is higher than 0 of the 50 other tools for selling digital products we grade, and level with 2.

Could I make my own version of Supporting Cast?

The plain part of Supporting Cast you could make: paid newsletters and reports.

Where this guide comes from

The prices, plans, platforms and features were read from Supporting Cast's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Supporting Cast's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Supporting Cast. Prices change, so check supportingcast.fm before you buy.

supportingcast.fm

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Supporting Cast, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/supporting-cast

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Supporting Cast: The Insider's
Guide", checked Nov 13, 2026.
https://toolgpa.com/tools/supporting-cast
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Know someone choosing between tools for selling digital products?

Send them this guide: toolgpa.com/tools/supporting-cast/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded tools for selling digital products after Supporting Cast, each with an Insider's Guide of its own.

Selling Digital Products Insider's Guide

Every one of the 51 tools for selling digital products we grade, compared

Whop Insider's Guide

Storefront, checkout and payouts for paid communities and products

3.4 GPA

itch.io Insider's Guide

Open marketplace for indie games, assets and tools, pay what you want

3.2 GPA

Patreon Insider's Guide

Paid memberships, a shop and community for creators and their fans

3.0 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Supporting Cast's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Supporting Cast is a trademark of its owner, and this guide is not made, paid for or approved by Supporting Cast. Prices and plans change: check supportingcast.fm before you buy.