

April 2022 Netherlands Podcast Report

TOP NETWORKS

Based on Average Weekly Downloads in the Netherlands

RAN..	PODCAST NETWORK	SALES NETWORK	# OF ACTIVE PODCASTS	AVERAGE WEEKLY DOWNLOADS	AVERAGE WEEKLY USERS	RANK CHANGE
1	NPO	Ster	390	2,143,133	724,597	-
2	FD Mediagroep	FD Mediagroep	114	868,857	288,638	-
3	DPG Media	DPG Media	102	785,949	373,047	-
4	NRC Media	NRC Media	12	607,838	240,770	-
5	Talpa Network	Talpa Network	66	455,204	239,927	-
6	Stitcher Media	SXM Media	144	206,377	81,892	-
7	Audioboom	Audioboom	195	159,337	73,624	-
8	Wondery Brand Partnerships	Wondery Brand Partnerships	116	92,657	31,679	-
9	Kast Media	Kast Media	31	29,391	12,899	-
10	All Things Comedy	All Things Comedy	13	13,334	6,124	-

Access the web ranker here: <https://tritonrankers.com/reports/nl/podcasts/>



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TOP 100 PODCASTS

Based on Average Weekly Downloads in the Netherlands

RANK	PODCAST	NETWORK	# OF NEW EPISODES	AVERAGE WEEKLY DOWNLOADS	AVERAGE WEEKLY USERS	CATEGORY	RANK CHANGE
1	NRC Vandaag	NRC Media	19	425,970	163,719	News	-
2	Boekestijn en de Wijk	FD Mediagroep	27	301,915	128,769	News	↑ 1
3	De Dag	Ster	20	220,166	82,483	News	↓ 1
4	NOS Met het Oog op Morgen	Ster	32	149,736	36,895	News	-
5	Eerst dit	Ster	34	134,760	48,906	Religion & Spirituality	↑ 1
6	NU.nl nieuws	DPG Media	73	132,384	62,439	News	↓ 1
7	De kamer van Klok	DPG Media	27	102,432	42,940	News	↑ 4
8	Nooit meer slapen	Ster	20	86,646	21,119	Society & Culture	↑ 2
9	De Jortcast	Ster	10	83,551	37,823	Society & Culture	-
10	De Stemming van Vullings en Van der Wulp	Ster	3	80,563	55,132	News	↓ 2
11	AD Voetbal podcast	DPG Media	23	79,186	38,296	Sports	↑ 3
12	NRC Onbehaarde Apen	NRC Media	4	74,027	45,709	Science	↑ 1
13	Hart van Nederland	Talpa Network	6	72,366	56,600	True Crime,News	↑ 14
14	Lang verhaal kort	Ster	20	72,219	37,724	News	↓ 2
15	F1 aan Tafel	Grand Prix Radio / Talpa Network	6	70,736	55,689	Sports	↓ 8
16	In Het Wiel	DPG Media	11	61,385	32,187	Sports	↑ 6
17	Vandaag Inside	Talpa Network	19	58,700	35,957	Sports	↑ 13
18	Het HLN-nieuws	DPG Media	5	58,002	27,083	Sports,News	↓ 3
19	538 Nieuws	Talpa Network	672	56,457	24,422	News	↓ 3
20	Kunststof	Ster	14	50,645	13,408	Society & Culture	↑ 4
21	Kees de Kort	FD Mediagroep	21	50,050	17,163	Business,News	↓ 1
22	NRC Haagse Zaken	NRC Media	4	42,428	28,153	News	↓ 4
23	30 MINUTEN RAUW door Ruud de Wild	Ster	3	38,865	19,894	Music	-
24	Argos	Ster	8	37,614	14,365	Society & Culture	↑ 5
25	De Taghi Podcast	DPG Media	1	36,314	18,563	True Crime	↑ 7

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26	AD Media Podcast	DPG Media	7	34,767	28,414	TV & Film	↑ 9
27	Zakendoen	FD Mediagroep	22	33,866	3,514	Business,News	↓ 2
28	Cryptocast	FD Mediagroep	13	32,600	13,137	Business & Technology	↑ 6
29	BNR's Big Five	FD Mediagroep	18	31,473	7,223	Business,News	↓ 8
30	Met Groenteman in de kast	DPG Media	3	31,231	18,309	Arts	↑ 9
31	Europa draait door	Ster	4	31,181	22,360	News	↑ 5
32	NOS Voetbalpodcast	Ster	4	31,135	22,082	Sports	↓ 6
33	De Krokante Leesmap	Ster	2	30,341	18,010	Comedy	↑ 5
34	BNR De Wereld	FD Mediagroep	4	29,467	17,179	News	↓ 6
35	Cocaïnekoorts	NRC Media	0	27,269	14,178	True Crime	↓ 16
36	OVT Fragmenten podcast	Ster	25	26,945	4,006	History	↓ 5
37	Hitlers geheime tunnel	DPG Media	3	25,879	15,363	History	↑ 5
38	DOCS	Ster	4	25,696	13,057	Society & Culture	↑ 7
39	Amerika Podcast	FD Mediagroep	7	23,999	13,623	Business,News	↑ 10
40	OVT	Ster	8	22,932	7,314	History	↑ 3
41	Wetenschap Vandaag	FD Mediagroep	25	22,843	5,049	News,Science	↑ 9
42	Crime Junkie	SXM Media	4	22,821	10,886	True Crime	↑ 5
43	De Ongelooflijke Podcast	Ster	4	22,343	14,601	Religion & Spirituality	↑ 5
44	De Nieuwsdag	FD Mediagroep	15	21,195	6,932	Business	-
45	NOS Formule 1-Podcast	Ster	2	21,117	16,132	Sports	↓ 8
46	FD Dagkoers	FD Mediagroep	20	20,972	10,647	News	↑ 12
47	De zwarte dag van Hans	DPG Media	0	20,629	9,121	True Crime	↓ 30
48	Tech Update	FD Mediagroep	35	20,410	4,819	Business,News	↓ 7
49	No Such Thing As A Fish	Audioboom	4	18,917	7,842	Comedy	↑ 13
50	Spijkers met Koppen	Ster	4	18,827	12,699	Comedy	↑ 5

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51	Zimmerman in Space	Ster	4	18,622	5,202	Science	↑ 8
52	De Technoloog	FD Mediagroep	4	18,125	7,872	News, Technology	↑ 5
53	De Ben Tiggelaar Podcast	FD Mediagroep	4	18,047	9,012	Business & Technology	↑ 12
54	De Leeuw Lult Verder	Ster	4	17,999	11,868	Comedy	-
55	On Purpose with Jay Shetty	SXM Media	8	16,924	6,974	Health & Fitness	↑ 6
56	NUsport – De boordradio	DPG Media	4	16,771	12,756	Sports	↓ 10
57	Parel Radio	Ster	1	16,558	7,867	Society & Culture	↓ 4
58	De onbekende Crujff	Ster	5	16,007	7,828	Sports	Debut
59	dr Kelder en Co	Ster	5	15,693	10,315	Science	↑ 10
60	Een soort god	DPG Media	0	15,536	8,167	True Crime, News	↑ 22
61	De liefde van nu	DPG Media	3	15,296	8,879	Society & Culture	↑ 5
62	Kalm met Klassiek	Ster	20	14,710	3,709	Health & Fitness	↑ 2
63	Blauwe M&M's	Ster	3	14,579	9,842	Music	Debut
64	Flikken de Podcast	Ster	3	14,568	9,778	TV & Film	↓ 12
65	Pitstop	DPG Media	5	14,281	10,802	Sports	↑ 28
66	NRC Tussen de regels	NRC Media	4	13,178	11,201	Arts	↑ 6
67	Op z'n Kop!	Ster	4	13,154	10,321	News	↑ 16
68	99% Invisible	SXM Media	4	13,117	6,929	Arts	↑ 2
69	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	Wondery Brand Partnerships	6	13,073	4,772	True Crime	↑ 9
70	Dit is de Bijbel	Ster	2	13,031	8,736	Religion & Spirituality	↓ 7
71	NOS Jeugdjournaal	Ster	4	12,606	5,012	Kids & Family	↑ 8
72	De Kopgroep wielerpodcast	Ster	3	12,319	7,200	Sports	Return
73	Ochtendnieuws BNR	FD Mediagroep	18	12,267	7,972	News	↓ 5
74	Tweakers Podcast	DPG Media	4	12,250	8,515	Technology	↑ 2
75	Freakonomics Radio	SXM Media	4	12,151	5,620	Society & Culture	↑ 9

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76	Onze man in Deventer	Ster	2	12,096	6,493	Society & Culture	↓ 20
77	Conan O'Brien Needs A Friend	SXM Media	8	11,893	5,169	Comedy	↑ 11
78	F1: Beyond The Grid	Audioboom	5	11,762	7,145	Sports	↑ 14
79	Het Mediaforum	Ster	20	11,695	4,260	TV & Film	↑ 1
80	Super Soul	SXM Media	4	11,610	4,007	Society & Culture	↓ 6
81	De Nationale Autoshow	FD Mediagroep	4	11,497	5,453	Business,Leisure	↓ 8
82	De moord op de duivenmelker	DPG Media	0	11,151	4,721	True Crime	↓ 49
83	Op1	Ster	20	11,149	4,045	News	↓ 2
84	Newsroom Den Haag	FD Mediagroep	14	11,097	5,451	Business,News	↓ 7
85	Daders	Ster	0	10,723	5,568	True Crime	-
86	Het Klokhuis	Ster	1	10,591	4,827	Kids & Family	↑ 8
87	Bureau Sport Radio	Ster	4	10,219	6,702	Sports	↑ 9
88	Hidden Brain	SXM Media	5	10,156	4,673	Science	↓ 2
89	Atlas	Ster	4	10,063	6,447	Science	Return
90	Tegenlicht Podcast	Ster	2	9,995	5,882	Society & Culture	Return
91	BNR Perestrojkast	FD Mediagroep	7	9,931	7,184	Business,News	Debut
92	Mangiare!	Ster	4	9,917	4,931	Arts	Return
93	NRC Het geheim van Rijswijk	NRC Media	0	9,865	4,706	True Crime	↓ 18
94	The Mindset Mentor	Kast Media	18	9,690	3,505	Health & Fitness	↓ 5
95	Morbid: A True Crime Podcast	Audioboom	9	9,585	4,034	Comedy	Return
96	Dit Dus	Ster	4	9,362	7,850	Religion & Spirituality	Debut
97	Grijs gebied	DPG Media	0	9,250	4,387	True Crime	↓ 37
98	How I Built This with Guy Raz	Wondery Brand Partnerships	7	9,018	2,747	Business	Debut
99	MISCHA!	Ster	12	8,956	4,102	Society & Culture	Debut
100	Digitaal	FD Mediagroep	4	8,880	3,680	Business,News	↓ 3

The podcast and audio on demand market is developing rapidly. This standard is not intended to be complete for all podcast and audio on demand titles. The purpose of this standard is to publish comparable figures. All podcast companies aimed at the Dutch listener are cordially invited to join.

POWERED BY TRITON DIGITAL'S PODCAST METRICS

Triton Digital's Podcast Metrics measurement service is certified by the IAB Tech Lab as complying with Version 2.1 of the IAB Podcast Measurement Technical Guidelines.

ABOUT THE NETHERLANDS NETWORK REPORT

The Netherlands Network Report lists the Top Podcast Networks in the Netherlands, as measured by Podcast Metrics. The entities listed are ranked by Average Weekly Downloads.

ABOUT THE NEDERLANDS PODCAST REPORT

The Netherlands Podcast Report lists the Top 100 Podcasts consumed by users who are located in the Netherlands. The entities listed are ranked by Average Weekly Downloads.

ABOUT THE METHODOLOGY

The Netherlands Podcast Report is based on 4 or 5 week reporting periods (Monday to Sunday) that align closely with a calendar month. The reporting calendar, using Average Weekly Download and User metrics, improves trendability by minimizing the impact of the varying length of calendar months and other factors that can impact media consumption. Participating entities that opt-in for measurement are included. Downloads and Users are measured in accordance with the latest IAB Podcast Technical Measurement Guidelines.

METRIC DEFINITIONS

Downloads - Unique file requests that were downloaded. This includes complete file downloads, progressive downloads, as well as partial downloads in accordance with the IAB Podcast Measurement Technical Guidelines v2.1 filtering rules (e.g., spiders and bots, data centers, one-minute of content minimum download, etc.). "Unique" file requests filters multiple requests from the same IP address, user agent, episode, and date.

Users - A user is an individual who downloads content for either immediate or delayed consumption. Users are identified by a combination of IP address and user agent in accordance with the IAB filtering rules described in the IAB Podcast Measurement Technical Guidelines v2.1. Note that Users do not necessarily listen to all downloaded content. For this reason, we have chosen to use the term "User" instead of "Listener" in this context to avoid confusion.

Number of Active Podcasts - A count of all podcast titles which had at least one qualified download during the reporting period

Number of New Episodes - The number of new episodes released during the reporting period

Rank Change - "Debut" in the Rank Change column indicates that the show is new to the report, making its debut for the first time in the last 13 months. "Return" indicates that the show has returned to the Top 100 after having not appeared in the previous reporting period(s).

CONTACT US

Any podcast network with an audience in the Netherlands is eligible to participate in both the Top Network and Top Podcast Reports.

Questions, comments, or requests for additional information as it relates to our Podcast Reports? Contact Metrics@TritonDigital.com.

To receive our Podcast Reports via email, visit <https://www.tritondigital.com/pmsignup>

