

December 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	430	2,316,288	763,508	-
2	FD Mediagroep	FD Mediagroep	116	1,020,621	356,019	-
3	DPG Media	DPG Media	136	968,463	440,263	-
4	Talpa Network	Talpa Network	88	522,267	277,764	-
5	Mediahuis NRC	Mediahuis NRC	12	449,584	176,676	-
6	Stitcher Media	SXM Media	156	221,990	87,432	-
7	Mediahuis NL	Audiohuis Podcast Netwerk	31	183,075	110,065	Debut
8	Audioboom	Audioboom	216	134,066	65,429	↓ 1
9	Wondery Brand Partnerships	Wondery Brand Partnerships	114	97,768	33,188	↓ 1
10	Kast Media	Kast Media	32	25,575	12,359	↓ 1
11	Studio71	Studio71	61	21,528	11,810	↓ 1
12	All Things Comedy	All Things Comedy	15	10,540	4,779	↓ 1



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



December 2022 Netherlands Podcast Report

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	Boekestijn en de Wijk	FD Mediagroep	30	423,228	176,157	News	-
2	NRC Vandaag	Mediahuis NRC	24	321,124	117,961	News	-
3	De Dag	NPO Radio 1	25	220,439	71,287	News	-
4	NU.nl nieuws	DPG Media	85	154,278	64,010	News	↑ 2
5	de Volkskrant Elke Dag	DPG Media	30	131,279	53,101	News	↑ 2
6	NOS Met het Oog op Morgen	NPO Radio 1	40	120,551	34,911	News	↑ 4
7	Eerst dit	NPO Radio 5	25	119,186	46,277	Religion & Spirituality	↑ 2
8	AD Voetbal podcast	DPG Media	29	116,540	64,001	Sports	-
9	De Jortcast	NPO Radio 1	17	100,932	43,577	Society & Culture	↑ 2
10	NOS Voetbalpodcast	NPO Radio 1	15	97,065	50,534	Sports	↑ 8
11	De Oranjewinter	Talpa Network	21	92,116	55,503	Sports	↑ 16
12	Lang verhaal kort	NPO 3FM	31	91,418	43,671	News	↑ 2
13	De Stemming van Vullings en Van der Wulp	NPO Radio 1	5	87,973	62,310	News	-
14	TV-TALK	Talpa Network	20	84,135	78,685	News	↓ 9
15	Parool Misdaadpodcast	DPG Media	7	81,719	45,074	True Crime	-
16	De Butlermoord	NPO Radio 1	7	76,959	34,004	True Crime	Debut
17	Nooit meer slapen	NPO Radio 1	25	69,723	18,234	Society & Culture	↓ 1
18	Het HLN-nieuws	DPG Media	95	63,531	28,365	Sports,News	↑ 3
19	Alledaagse Vragen	NPO Radio 1	24	59,562	36,068	Society & Culture	↑ 1
20	538 Nieuws	Talpa Network	840	58,414	24,230	News	↑ 2
21	In de ban van Rian	DPG Media	1	57,880	30,296	True Crime	↑ 11
22	Eefke, in rook opgegaan	DPG Media	5	55,060	24,996	True Crime	Debut
23	NRC Onbehaarde Apen	Mediahuis NRC	5	54,282	29,327	Science	↑ 3
24	BNR De Wereld	FD Mediagroep	15	54,229	29,121	News	↓ 1
25	Kick-off met Valentijn Driessen	Audiohuis Podcastnetwerk	14	53,611	29,540	Sports	Debut

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26	F1 aan Tafel	Talpa Network	6	49,586	36,781	Sports	↓ 7
27	Kunststof	NPO Radio 1	19	45,844	11,847	Society & Culture	↑ 1
28	Het Sinterklaasjournaal: De Podcast	NPO Zapp	0	45,810	16,297	Kids & Family	↓ 24
29	FD Dagkoers	FD Mediagroep	20	44,267	22,831	News	↓ 5
30	NRC Haagse Zaken	Mediahuis NRC	5	42,535	30,099	News	-
31	Met Groenteman in de kast	DPG Media	6	40,253	22,900	Arts	-
32	Strikt Privé	Audiohuis Podcastnetwerk	28	39,383	29,734	News	Debut
33	Europa draait door	NPO Radio 1	4	38,797	28,773	News	↓ 4
34	FD Achter Gesloten Deuren	FD Mediagroep	1	37,523	20,210	News	↑ 7
35	Amerika Podcast	FD Mediagroep	9	31,411	19,063	Business,News	↓ 10
36	Parel Radio	NPO Radio 1	13	29,602	10,150	Society & Culture	↑ 23
37	Argos	NPO Radio 1	6	29,331	13,282	Society & Culture	↓ 4
38	BNR's Big Five	FD Mediagroep	29	28,788	10,567	Business,News	↑ 12
39	Bureau Buitenland	NPO Radio 1	25	28,425	10,872	News	↑ 9
40	Wetenschap Vandaag	FD Mediagroep	46	28,249	5,547	News,Science	↑ 5
41	Cryptocast	FD Mediagroep	15	27,949	11,921	Business & Technology	↓ 2
42	In Het Wiel	DPG Media	6	27,641	11,733	Sports	↑ 45
43	AD Media Podcast	DPG Media	6	26,600	20,840	TV & Film	↓ 6
44	Eerst dit Avondgebed	NPO Radio 5	35	26,311	9,691	Religion & Spirituality	↓ 2
45	Macro met Boot en Mujagić	FD Mediagroep	24	25,465	9,531	Business,News	↓ 1
46	Crime Junkie	SXM Media	9	25,299	11,437	True Crime	↑ 1
47	30 MINUTEN RAUW door Ruud de Wild	NPO Radio 2	1	25,237	11,446	Music	↓ 11
48	DOCS	NPO Radio 1	5	25,117	12,640	Society & Culture	↓ 5
49	Dit kan geen toeval zijn	DPG Media	0	23,795	11,718	News	↓ 32
50	Moord in de Spirituele Winkel	Talpa Network	1	23,591	18,819	True Crime	↓ 15

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51	De liefde van nu	DPG Media	6	21,348	11,393	Society & Culture	↑ 22
52	Tech Update	FD Mediagroep	44	21,344	5,548	Business,News	-
53	De Ongelooflijke Podcast	NPO Radio 1	5	20,715	13,105	Religion & Spirituality	↓ 4
54	Ochtendnieuws	FD Mediagroep	24	20,373	13,543	News	↑ 1
55	Top 2000 a gogo	NPO Radio 2	6	19,490	9,663	Music	↑ 98
56	Onze man in Deventer	NPO Radio 1	4	19,054	10,615	Society & Culture	↑ 1
57	De zaak ontleed	Audiohuis Podcastnetwerk	3	18,813	10,727	True Crime,News	Debut
58	On Purpose with Jay Shetty	SXM Media	10	18,693	7,928	Health & Fitness	↓ 7
59	Het Land van Wierd Duk	Audiohuis Podcastnetwerk	5	18,416	13,501	News	Debut
60	De Ben Tiggelaar Podcast	FD Mediagroep	10	17,696	7,476	Business & Technology	↓ 14
61	De Technoloog	FD Mediagroep	5	17,148	9,169	News,Technology	-
62	Spijkers met Koppen	NPO Radio 2	4	16,935	11,886	Comedy	↓ 4
63	Sven op 1	NPO Radio 1	24	16,399	7,830	News	↑ 1
64	Zin in Zappelin	NPO Zappelin	10	16,347	3,873	Kids & Family	↑ 26
65	Kalm met Klassiek	NPO Radio 4	25	16,311	4,365	Health & Fitness	↑ 3
66	NOS Jeugdjournaal	NPO Zapp	4	16,069	5,287	Kids & Family	↑ 17
67	OVT	NPO Radio 1	9	15,482	6,608	History	↑ 3
68	De Schrik van Roden	DPG Media	0	15,344	6,883	History	↑ 205
69	Afhameren met Wouter de Winther	Audiohuis Podcastnetwerk	4	14,718	11,642	News	Debut
70	Moderne Profeten: Ware Woorden	NPO Radio 5	7	14,363	10,475	Religion & Spirituality	↓ 3
71	No Such Thing As A Fish	Audioboom	5	14,343	6,944	Comedy	-
72	OVT Fragmenten podcast	NPO Radio 1	32	14,106	3,573	History	↑ 21
73	Zimmerman in Space	NPO Radio 2	3	13,748	3,219	Science	↓ 10
74	dr Kelder en Co	NPO Radio 1	5	13,699	9,097	Science	↑ 4
75	Newsroom Den Haag	FD Mediagroep	24	13,590	6,580	Business,News	↓ 1

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76	De Nationale Autoshow	FD Mediagroep	13	13,329	6,609	Business,Leisure	↑ 18
77	Tweakers Podcast	DPG Media	6	13,114	9,471	Technology	↑ 7
78	Cocainekeorts	Mediahuis NRC	0	12,670	6,387	True Crime	↓ 13
79	De Boterhamshow Podcast	NPO Zappelin	0	12,385	4,614	Kids & Family	↓ 39
80	Dit is de Bijbel	NPO Radio 5	3	12,282	7,888	Religion & Spirituality	↓ 14
81	Conan O'Brien Needs A Friend	SXM Media	10	12,164	5,622	Comedy	↓ 5
82	Appie	DPG Media	0	12,081	5,704	True Crime	↓ 26
83	Zakendoen	FD Mediagroep	24	12,037	2,925	Business,News	↓ 4
84	Het Klokhuis	NPO Zapp	1	11,900	5,312	Kids & Family	↑ 40
85	Freakonomics Radio	SXM Media	6	11,634	5,809	Society & Culture	↓ 3
86	MISCHA!	NPO Radio 1	20	11,465	4,612	Society & Culture	↑ 6
87	Atlas	NPO Radio 1	4	11,414	6,386	Science	↑ 16
88	Over de Liefde	DPG Media	5	11,285	7,784	Society & Culture	↓ 11
89	F1: Beyond The Grid	Audioboom	4	11,071	6,763	Sports	↓ 3
90	The School of Greatness	SXM Media	18	10,782	2,579	Health & Fitness	↑ 22
91	Morbid	Wondery Brand Partnerships	16	10,714	4,396	Comedy	↑ 4
92	99% Invisible	SXM Media	4	10,454	5,270	Arts	↓ 7
93	Op1	NPO 1	20	10,167	3,843	News	↓ 4
94	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	Wondery Brand Partnerships	11	10,117	3,880	True Crime	↑ 4
95	Daders	NPO Radio 1	0	10,099	5,073	True Crime	↑ 4
96	Het Mediaforum	NPO Radio 1	23	9,660	3,760	TV & Film	-
97	Hidden Brain	SXM Media	5	9,460	4,508	Science	↑ 5
98	The Mindset Mentor	Kast Media	20	9,149	3,260	Health & Fitness	↓ 1
99	De Zaak Ramadan	NPO Radio 1	0	8,979	4,461	Society & Culture	Debut
100	Nothing much happens; bedtime stories to help you sleep	SXM Media	5	8,962	3,294	Health & Fitness	↑ 8

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.

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