

July 2022 Netherlands Podcast Report

TOP NETWORKS

Based on Average Weekly Downloads in the Netherlands

RANK	PODCAST NETWORK	SALES NETWORK	# OF ACTIVE PODCASTS	AVERAGE WEEKLY DOWNLOADS	AVERAGE WEEKLY USERS	RANK CHANGE
1	NPO	Ster	383	2,162,901	694,260	-
2	DPG Media	DPG Media	111	985,165	418,309	↑ 1
3	FD Mediagroep	FD Mediagroep	107	800,055	266,183	↓ 1
4	Audiohuis Podcastnetwerk	Audiohuis Podcastnetwerk	12	566,143	222,632	-
5	Talpa Network	Talpa Network	65	368,999	180,121	-
6	Stitcher Media	SXM Media	155	203,913	80,958	-
7	Audioboom	Audioboom	184	146,003	68,255	-
8	Wondery Brand Partnerships	Wondery Brand Partnerships	120	115,526	40,005	-
9	Kast Media	Kast Media	35	30,163	13,195	-
10	Studio71	Studio71	43	25,394	12,483	-
11	All Things Comedy	All Things Comedy	14	13,386	6,153	-

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



July 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	NRC Vandaag	Audiohuis Podcastnetwerk	20	393,578	150,237	News	-
2	In Het Wiel	DPG Media	60	307,530	107,557	Sports	↑ 14
3	Bokestijn en de Wijk	FD Mediagroep	25	289,176	116,217	News	-
4	De Dag	NPO Radio 1	20	282,514	82,010	News	↓ 2
5	NU.nl nieuws	DPG Media	72	127,455	60,087	News	↓ 1
6	NOS Met het Oog op Morgen	NPO Radio 1	31	124,794	33,799	News	↓ 1
7	Eerst dit	NPO Radio 5	20	109,517	41,209	Religion & Spirituality	↓ 1
8	De Jortcast	NPO Radio 1	12	101,161	39,833	Society & Culture	↑ 1
9	De kamer van Klok	DPG Media	19	92,380	35,670	News	↓ 2
10	De Taghi Podcast	DPG Media	2	88,463	43,890	True Crime	↑ 2
11	Nooit meer slapen	NPO Radio 1	24	86,786	19,989	Society & Culture	↑ 4
12	De Kopgroep wielerpodcast	NPO Radio 1	24	72,053	32,052	Sports	↑ 61
13	Lang verhaal kort	NPO 3FM	20	70,448	33,466	News	↓ 2
14	F1 aan Tafel	Talpa Network	4	65,711	50,521	Sports	↓ 1
15	In de ban van Rian	DPG Media	6	65,591	35,981	True Crime	Debut
16	De Stemming van Vullings en Van der Wulp	NPO Radio 1	2	56,269	36,807	News	↓ 8
17	Het HLN-nieuws	DPG Media	76	54,252	25,301	Sports,News	↑ 2
18	NRC Haagse Zaken	Audiohuis Podcastnetwerk	3	51,847	36,292	News	-
19	538 Nieuws	Talpa Network	672	50,691	22,091	News	↑ 1
20	Kunststof	NPO Radio 1	16	49,983	12,254	Society & Culture	↑ 1
21	30 MINUTEN RAUW door Ruud de Wild	NPO Radio 2	1	47,945	20,906	Music	↓ 11
22	NRC Onbehaarde Apen	Audiohuis Podcastnetwerk	2	47,265	26,218	Science	↓ 5
23	Wat Goéééd - De positieve podcast met Martien en Erica Renkema	Talpa Network	7	44,885	29,183	News	↑ 6
24	Alledaagse Vragen	NPO Radio 1	20	36,198	23,211	Society & Culture	↑ 282
25	NUsport – De boordradio	DPG Media	6	32,154	23,950	Sports	↑ 7

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26	Europa draait door	NPO Radio 1	5	32,097	21,818	News	↑ 1
27	Kees de Kort	FD Mediagroep	21	31,128	10,103	Business,News	↓ 4
28	BNR De Wereld	FD Mediagroep	9	31,086	18,859	News	↑ 14
29	DOCS	NPO Radio 1	4	29,845	14,200	Society & Culture	↑ 10
30	Amerika Podcast	FD Mediagroep	7	28,379	15,677	Business,News	↑ 10
31	Biblebelt	DPG Media	3	28,024	20,183	Society & Culture	Debut
32	NOS Formule 1-Podcast	NPO Radio 1	3	27,973	21,645	Sports	↓ 4
33	Cryptocast	FD Mediagroep	14	27,287	11,650	Business & Technology	↓ 8
34	FD Dagkoers	FD Mediagroep	15	26,154	13,374	News	↓ 8
35	Cocainekeorts	Audiohuis Podcastnetwerk	1	24,879	14,562	True Crime	↑ 17
36	Eerst dit Avondgebed	NPO Radio 5	28	24,322	10,005	Religion & Spirituality	Debut
37	Wetenschap Vandaag	FD Mediagroep	34	24,241	5,005	News,Science	↓ 3
38	NOS Jeugdjournaal	NPO Zapp	2	23,793	6,920	Kids & Family	↑ 22
39	Weer.nl	Talpa Network	28	22,622	19,164	News	↓ 2
40	Crime Junkie	SXM Media	4	22,302	9,973	True Crime	↓ 2
41	NOS Voetbalpodcast	NPO Radio 1	4	20,768	12,972	Sports	↓ 19
42	Tech Update	FD Mediagroep	37	20,266	5,009	Business,News	↑ 1
43	Parel Radio	NPO Radio 1	2	20,088	10,099	Society & Culture	↑ 13
44	BNR's Big Five	FD Mediagroep	10	19,829	6,765	Business,News	↓ 13
45	Met Groenteman in de kast	DPG Media	1	19,710	10,031	Arts	↓ 10
46	Zakendoen	FD Mediagroep	22	18,915	3,526	Business,News	↓ 10
47	OVT	NPO Radio 1	8	18,409	6,828	History	↑ 2
48	Het Klokhuis	NPO Zapp	1	18,358	7,527	Kids & Family	↑ 52
49	De Ongelooflijke Podcast	NPO Radio 1	2	18,058	10,962	Religion & Spirituality	↓ 4
50	Hoge Bomen	FD Mediagroep	5	17,776	10,115	News	Debut

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51	Bureau Buitenland	NPO Radio 1	20	17,700	7,678	News	↓ 7
52	Zimmerman in Space	NPO Radio 2	5	16,651	4,871	Science	↑ 3
53	De Technoloog	FD Mediagroep	5	16,625	8,393	News, Technology	↓ 2
54	Pitstop	DPG Media	4	16,418	12,845	Sports	↓ 4
55	No Such Thing As A Fish	Audioboom	4	15,680	7,057	Comedy	↓ 8
56	De Nieuwsdag	FD Mediagroep	16	15,522	5,717	Business	↑ 1
57	On Purpose with Jay Shetty	SXM Media	8	15,513	6,267	Health & Fitness	↑ 1
58	NRC Tussen de regels	Audiohuis Podcastnetwerk	4	14,783	12,631	Arts	↑ 10
59	Argos	NPO Radio 1	1	14,645	5,560	Society & Culture	↓ 35
60	Ochtendnieuws	FD Mediagroep	23	14,301	9,172	News	↑ 4
61	dr Kelder en Co	NPO Radio 1	4	14,185	9,141	Science	↑ 9
62	Terug naar de Oerknal	FD Mediagroep	5	14,181	6,527	News	Debut
63	De zwarte dag van Hans	DPG Media	0	14,040	5,769	True Crime	↓ 9
64	OVT Fragmenten podcast	NPO Radio 1	12	14,025	3,941	History	↓ 16
65	WTF1 Podcast	Audioboom	18	13,941	7,098	Sports	↑ 10
66	AD Voetbal podcast	DPG Media	4	13,896	6,425	Sports	↓ 3
67	Tweakers Podcast	DPG Media	5	13,678	9,441	Technology	↑ 4
68	Daders	NPO Radio 1	0	13,426	6,926	True Crime	↓ 6
69	Kalm met Klassiek	NPO Radio 4	20	13,326	3,228	Health & Fitness	↓ 4
70	Freakonomics Radio	SXM Media	4	13,261	6,136	Society & Culture	↑ 4
71	99% Invisible	SXM Media	4	13,069	6,271	Arts	↑ 1
72	De Ben Tiggelaar Podcast	FD Mediagroep	3	12,908	6,614	Business & Technology	↓ 11
73	NRC Het geheim van Rijswijk	Audiohuis Podcastnetwerk	1	12,758	7,074	True Crime	↑ 26
74	De Kroongetuigen	DPG Media	2	12,706	6,865	True Crime	↓ 7
75	De liefde van nu	DPG Media	1	12,377	6,786	Society & Culture	↑ 15

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76	Tegenlicht Podcast	NPO 2	2	11,805	7,505	Society & Culture	↑ 5
77	Sven op 1	NPO Radio 1	21	11,798	5,846	News	-
78	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	Wondery Brand Partnerships	8	11,701	4,009	True Crime	↓ 25
79	Atlas	NPO Radio 1	5	11,651	6,408	Science	↑ 19
80	Conan O'Brien Needs A Friend	SXM Media	8	11,631	5,501	Comedy	↓ 14
81	AD Media Podcast	DPG Media	2	11,224	7,957	TV & Film	↓ 51
82	Onze man in Deventer	NPO Radio 1	0	10,943	5,201	Society & Culture	↓ 36
83	Het Mediaforum	NPO Radio 1	20	10,480	3,736	TV & Film	↓ 7
84	Op1	NPO 1	19	10,451	3,891	News	↓ 4
85	Sara's Mysteries	NPO Zapp	3	10,210	3,702	Kids & Family	↑ 88
86	Spijkers met Koppen	NPO Radio 2	3	10,196	6,273	Comedy	↓ 27
87	Morbid	Audioboom	12	10,137	4,081	Comedy	↑ 9
88	The School of Greatness	Wondery Brand Partnerships	13	9,813	2,522	Health & Fitness	↓ 1
89	NRC Future Affairs	Audiohuis Podcastnetwerk	0	9,807	5,576	Science	↓ 56
90	The Mindset Mentor	Kast Media	17	9,658	3,235	Health & Fitness	↑ 5
91	De Krokante Leesmap	NPO 3FM	0	9,632	3,303	Comedy	↓ 7
92	Brugklas - De Podcast	NPO Zapp	0	9,491	2,253	Kids & Family	↓ 4
93	Super Soul	SXM Media	4	9,476	3,427	Society & Culture	↓ 2
94	De Nationale Autoshow	FD Mediagroep	4	9,243	4,986	Business,Leisure	↓ 15
95	How I Built This with Guy Raz	Wondery Brand Partnerships	8	8,841	2,522	Business	↓ 17
96	Een soort god	DPG Media	0	8,727	3,933	True Crime,News	↑ 28
97	Mangiare!	NPO Radio 1	4	8,720	4,422	Arts	↓ 5
98	Hidden Brain	SXM Media	4	8,490	4,134	Science	↓ 12
99	De AEX Factor	FD Mediagroep	4	8,472	5,471	News	↓ 5
100	Ondertussen in de kosmos	DPG Media	2	8,454	4,777	Science	↑ 19

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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