

May 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 | 400 | 2,445,837 | 732,160 | - |
| 2 | FD Mediagroep | FD Mediagroep | 113 | 914,379 | 312,588 | - |
| 3 | DPG Media | DPG Media | 97 | 903,027 | 415,400 | - |
| 4 | NRC Media | NRC Media | 12 | 585,220 | 228,538 | - |
| 5 | Talpa Network | Talpa Network | 71 | 391,823 | 189,596 | - |
| 6 | Stitcher Media | SXM Media | 161 | 228,163 | 89,601 | - |
| 7 | Audioboom | Audioboom | 187 | 165,458 | 79,196 | - |
| 8 | Wondery Brand Partnerships | Wondery Brand Partnerships | 112 | 119,611 | 37,729 | - |
| 9 | Kast Media | Kast Media | 34 | 29,619 | 13,143 | - |
| 10 | All Things Comedy | All Things Comedy | 13 | 12,834 | 6,310 | - |

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



May 2022 Netherlands Podcast Report

TOP 100 PODCASTS

Based on Average Weekly Downloads in the Netherlands

| Rank | Podcast | Network | Publisher | # of New Episodes | Average Weekly Downloads | Average Weekly Users | Category | Rank Change |
|------|--|--------------------------|------------------|-------------------|--------------------------|----------------------|-------------------------|-------------|
| 1 | NRC Vandaag | Audiohuis Podcastnetwerk | NRC Media | 20 | 410,253 | 156,975 | News | - |
| 2 | De Dag | NPO Radio 1 | NOS | 20 | 341,192 | 83,717 | News | ↑ 1 |
| 3 | Boekestijn en de Wijk | FD Mediagroep | BNR Nieuwsradio | 29 | 335,342 | 134,996 | News | ↓ 1 |
| 4 | In Het Wiel | DPG Media | AD | 35 | 152,617 | 64,669 | Sports | ↑ 12 |
| 5 | NOS Met het Oog op Morgen | NPO Radio 1 | NOS | 31 | 145,972 | 35,161 | News | ↓ 1 |
| 6 | Eerst dit | NPO Radio 5 | EO / IZB | 37 | 143,735 | 49,090 | Religion & Spirituality | ↓ 1 |
| 7 | NU.nl nieuws | DPG Media | NU | 72 | 133,055 | 62,995 | News | ↓ 1 |
| 8 | De kamer van Klok | DPG Media | Volkscrant | 24 | 107,931 | 43,641 | News | ↓ 1 |
| 9 | De Jortcast | NPO Radio 1 | AVROTROS | 13 | 95,024 | 41,482 | Society & Culture | - |
| 10 | AD Voetbal podcast | DPG Media | AD | 24 | 88,024 | 43,697 | Sports | ↑ 1 |
| 11 | Nooit meer slapen | NPO Radio 1 | VPRO | 21 | 77,006 | 19,040 | Society & Culture | ↓ 3 |
| 12 | Lang verhaal kort | NPO 3FM | NOS op 3 | 20 | 75,669 | 39,066 | News | ↑ 2 |
| 13 | F1 aan Tafel | Talpa Network | Grand Prix Radio | 4 | 71,555 | 54,732 | Sports | 2 |
| 14 | De Stemming van Vullings en Van der Wulp | NPO Radio 1 | NOS / EenVandaag | 3 | 71,539 | 48,543 | News | ↓ 4 |
| 15 | NRC Onbehaarde Apen | Audiohuis Podcastnetwerk | NRC Media | 4 | 62,282 | 36,941 | Science | ↓ 3 |
| 16 | Het HLN-nieuws | DPG Media | HLN | 5 | 53,938 | 25,716 | Sports,News | ↑ 2 |
| 17 | 538 Nieuws | Talpa Network | 538 | 672 | 51,799 | 22,809 | News | ↑ 2 |
| 18 | De Taghi Podcast | DPG Media | Het Parool | 3 | 49,379 | 25,421 | True Crime | ↑ 7 |
| 19 | NRC Haagse Zaken | Audiohuis Podcastnetwerk | NRC Media | 3 | 47,082 | 29,586 | News | ↑ 3 |
| 20 | Kees de Kort | FD Mediagroep | BNR Nieuwsradio | 20 | 45,745 | 15,960 | Business,News | ↑ 1 |
| 21 | 30 MINUTEN RAUW door Ruud de Wild | NPO Radio 2 | KRO-NCRV | 4 | 45,646 | 24,598 | Music | ↑ 2 |
| 22 | Kunststof | NPO Radio 1 | NTR | 15 | 44,633 | 11,393 | Society & Culture | ↓ 2 |
| 23 | NOS Voetbalpodcast | NPO Radio 1 | NOS | 6 | 39,407 | 26,965 | Sports | ↑ 9 |
| 24 | Vandaag Inside | Talpa Network | SBS6 | 12 | 38,418 | 23,910 | Sports | ↓ 7 |
| 25 | Argos | NPO Radio 1 | HUMAN / VPRO | 8 | 38,208 | 14,755 | Society & Culture | ↓ 1 |

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|------|---|--------------------------|----------------------------|-------------------|--------------------------|----------------------|-------------------------|-------------|
| 26 | Cryptocast | FD Mediagroep | BNR Nieuwsradio | 12 | 36,043 | 14,735 | Business & Technology | ↑ 2 |
| 27 | AD Media Podcast | DPG Media | AD | 8 | 33,603 | 25,765 | TV & Film | ↓ 1 |
| 28 | Zakendoen | FD Mediagroep | BNR Nieuwsradio | 22 | 33,092 | 4,088 | Business,News | ↓ 1 |
| 29 | Met Groenteman in de kast | DPG Media | Volkskrant | 3 | 31,015 | 18,333 | Arts | ↑ 1 |
| 30 | BNR's Big Five | FD Mediagroep | BNR Nieuwsradio | 19 | 31,014 | 7,631 | Business,News | ↓ 1 |
| 31 | Europa draait door | NPO Radio 1 | EO | 4 | 29,485 | 21,598 | News | - |
| 32 | FD Achter Gesloten Deuren | FD Mediagroep | Het Financieele Dagblad | 1 | 28,910 | 16,241 | News | Debut |
| 33 | FD Dagkoers | FD Mediagroep | Het Financieele Dagblad | 20 | 28,565 | 14,728 | News | ↑ 13 |
| 34 | BNR De Wereld | FD Mediagroep | BNR Nieuwsradio | 5 | 27,150 | 17,609 | News | - |
| 35 | Crime Junkie | SXM Media | audiochuck, AdLarge/cabana | 7 | 25,837 | 11,640 | True Crime | ↑ 7 |
| 36 | NUsport – De boordradio | DPG Media | NU | 5 | 25,661 | 19,839 | Sports | ↑ 20 |
| 37 | OVT Fragmenten podcast | NPO Radio 1 | VPRO | 26 | 25,652 | 3,656 | History | ↓ 1 |
| 38 | Weer.nl | Talpa Network | Weer.nl | 28 | 25,542 | 21,245 | News | ↑ 72 |
| 39 | NOS Formule 1-Podcast | NPO Radio 1 | NOS | 2 | 25,012 | 19,148 | Sports | ↑ 6 |
| 40 | DOCS | NPO Radio 1 | NTR | 4 | 24,510 | 11,973 | Society & Culture | ↓ 2 |
| 41 | Cocainekeorts | Audiohuis Podcastnetwerk | NRC Media | 0 | 24,037 | 12,278 | True Crime | ↓ 6 |
| 42 | Bureau Buitenland | NPO Radio 1 | VPRO | 20 | 23,493 | 9,496 | News | ↑ 73 |
| 43 | De Onbekende Kinderen van Kamp Westerbork | NPO Radio 1 | NOS | 0 | 23,313 | 10,317 | History | Debut |
| 44 | Tech Update | FD Mediagroep | BNR Nieuwsradio | 37 | 22,331 | 5,657 | Business,News | ↑ 4 |
| 45 | Amerika Podcast | FD Mediagroep | BNR Nieuwsradio | 8 | 22,030 | 12,797 | Business,News | ↓ 6 |
| 46 | Wetenschap Vandaag | FD Mediagroep | BNR Nieuwsradio | 25 | 21,429 | 4,604 | News,Science | ↓ 5 |
| 47 | De Ongelooflijke Podcast | NPO Radio 1 | EO | 4 | 20,728 | 13,301 | Religion & Spirituality | ↓ 4 |
| 48 | De Technoloog | FD Mediagroep | BNR Nieuwsradio | 4 | 19,930 | 8,939 | News,Technology | ↑ 4 |
| 49 | De Nieuwsdag | FD Mediagroep | BNR Nieuwsradio | 16 | 19,922 | 6,591 | Business | ↓ 5 |
| 50 | No Such Thing As A Fish | Audioboom | Audioboom | 4 | 19,565 | 8,077 | Comedy | ↓ 1 |

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|------|---|----------------------------|-----------------|-------------------|--------------------------|----------------------|-----------------------|-------------|
| 51 | Blauwe M&M's | NPO 3FM | VPRO | 4 | 19,520 | 12,669 | Music | ↑12 |
| 52 | Spijkers met Koppen | NPO Radio 2 | BNNVARA | 4 | 19,087 | 13,044 | Comedy | ↓ 2 |
| 53 | OVT | NPO Radio 1 | VPRO | 8 | 18,632 | 6,182 | History | ↓13 |
| 54 | De Kopgroep wilerpodcast | NPO Radio 1 | AVROTROS | 8 | 18,469 | 11,198 | Sports | ↑18 |
| 55 | Parel Radio | NPO Radio 1 | VPRO | 2 | 17,667 | 9,148 | Society & Culture | ↑ 2 |
| 56 | De Leeuw Lult Verder | NPO Radio 5 | BNNVARA | 4 | 17,338 | 11,491 | Comedy | ↓ 2 |
| 57 | De liefde van nu | DPG Media | Volkskrant | 4 | 17,107 | 9,801 | Society & Culture | ↑ 4 |
| 58 | On Purpose with Jay Shetty | SXM Media | Stitcher Media | 8 | 17,040 | 7,130 | Health & Fitness | ↓ 3 |
| 59 | Zimmerman in Space | NPO Radio 2 | NTR | 4 | 16,575 | 4,773 | Science | ↓ 8 |
| 60 | De zwarte dag van Hans | DPG Media | AD | 0 | 16,526 | 7,122 | True Crime | ↓13 |
| 61 | De Ben Tiggelaar Podcast | FD Mediagroep | BNR Nieuwsradio | 3 | 16,080 | 7,836 | Business & Technology | ↓ 8 |
| 62 | Radio 10 Gemist | Talpa Network | Radio 10 | 101 | 15,305 | 11,239 | News,Music | ↑198 |
| 63 | Op z'n Kop! | NPO Radio 2 | PowNed | 4 | 15,296 | 11,712 | News | ↑ 4 |
| 64 | De Krokante Leesmap | NPO 3FM | BNNVARA | 0 | 14,757 | 5,967 | Comedy | ↓31 |
| 65 | dr Kelder en Co | NPO Radio 1 | AVROTROS | 4 | 14,524 | 9,544 | Science | ↓ 6 |
| 66 | 99% Invisible | SXM Media | Stitcher Media | 5 | 14,386 | 7,453 | Arts | ↑ 2 |
| 67 | Kalm met Klassiek | NPO Radio 4 | AVROTROS | 20 | 14,246 | 3,397 | Health & Fitness | ↓ 5 |
| 68 | Pitstop | DPG Media | AD | 3 | 14,198 | 11,345 | Sports | ↓ 3 |
| 69 | NOS Jeugdjournaal | NPO Zapp | NOS | 4 | 13,721 | 5,440 | Kids & Family | ↑ 2 |
| 70 | Ochtendnieuws BNR | FD Mediagroep | BNR Nieuwsradio | 20 | 13,233 | 8,752 | News | ↑ 3 |
| 71 | My Favorite Murder with Karen Kilgariff and Georgia Hardstark | Wondery Brand Partnerships | Stitcher Media | 8 | 12,677 | 4,475 | True Crime | ↓ 2 |
| 72 | Onze man in Deventer | NPO Radio 1 | BNNVARA | 2 | 12,547 | 6,850 | Society & Culture | ↑ 4 |
| 73 | Op1 | NPO 1 | WNL | 20 | 12,279 | 4,052 | News | ↑10 |
| 74 | Het Mediaforum | NPO Radio 1 | KRO-NCRV | 20 | 12,243 | 4,163 | TV & Film | ↑ 5 |
| 75 | De onbekende Crujff | NPO Radio 1 | NOS / NTR | 0 | 12,164 | 6,652 | Sports | ↓17 |

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|------|-------------------------------|----------------------------|-----------------|-------------------|--------------------------|----------------------|-------------------|-------------|
| 76 | Tweakers Podcast | DPG Media | Tweakers | 4 | 12,118 | 8,767 | Technology | ↓ 2 |
| 77 | De Nationale Autoshow | FD Mediagroep | BNR Nieuwsradio | 4 | 11,973 | 5,889 | Business,Leisure | ↑ 4 |
| 78 | Conan O'Brien Needs A Friend | SXM Media | Stitcher Media | 9 | 11,899 | 5,405 | Comedy | ↓ 1 |
| 79 | Atlas | NPO Radio 1 | NTR | 4 | 11,613 | 6,107 | Science | ↑ 10 |
| 80 | F1: Beyond The Grid | Audioboom | Audioboom | 4 | 11,567 | 6,029 | Sports | ↓ 2 |
| 81 | NRC Future Affairs | Audiohuis Podcastnetwerk | NRC Media | 2 | 11,555 | 8,659 | Science | ↑ 153 |
| 82 | Politiek Dichtbij | DPG Media | AD | 4 | 11,497 | 10,466 | News | ↑ 73 |
| 83 | NRC Tussen de regels | Audiohuis Podcastnetwerk | NRC Media | 4 | 11,430 | 9,628 | Arts | ↓ 17 |
| 84 | Bureau Sport Radio | NPO Radio 1 | BNNVARA | 4 | 11,201 | 7,331 | Sports | ↑ 3 |
| 85 | Daders | NPO Radio 1 | AVROTROS | 0 | 11,103 | 5,764 | True Crime | - |
| 86 | Freakonomics Radio | SXM Media | Stitcher Media | 4 | 11,099 | 5,443 | Society & Culture | ↓ 11 |
| 87 | Super Soul | SXM Media | Stitcher Media | 4 | 10,981 | 3,981 | Society & Culture | ↓ 7 |
| 88 | MISCHA! | NPO Radio 1 | AVROTROS | 16 | 10,767 | 4,733 | Society & Culture | ↑ 11 |
| 89 | How I Built This with Guy Raz | Wondery Brand Partnerships | Wondery | 9 | 10,664 | 3,162 | Business | ↑ 9 |
| 90 | Een soort god | DPG Media | Volkskrant | 0 | 10,622 | 5,209 | True Crime,News | ↓ 30 |
| 91 | Hitlers geheime tunnel | DPG Media | AD | 1 | 10,603 | 5,381 | History | ↓ 54 |
| 92 | Mangiare! | NPO Radio 1 | NTR | 4 | 10,327 | 5,102 | Arts | - |
| 93 | Het Klokhuis | NPO Zapp | NTR | 0 | 10,178 | 4,602 | Kids & Family | ↓ 7 |
| 94 | De moord op de duivenmelker | DPG Media | AD | 1 | 10,136 | 4,842 | True Crime | ↓ 12 |
| 95 | The School of Greatness | Wondery Brand Partnerships | Wondery | 12 | 9,810 | 2,319 | Health & Fitness | ↑ 12 |
| 96 | Branie | DPG Media | Het Parool | 5 | 9,662 | 7,768 | News | ↑ 23 |
| 97 | The Mindset Mentor | Kast Media | Kast Media | 18 | 9,574 | 3,544 | Health & Fitness | ↓ 3 |
| 98 | Hidden Brain | SXM Media | Stitcher Media | 4 | 9,568 | 4,266 | Science | ↓ 10 |
| 99 | NRC Het geheim van Rijswijk | Audiohuis Podcastnetwerk | NRC Media | 0 | 9,512 | 4,488 | True Crime | ↓ 6 |
| 100 | Sven op 1 | NPO Radio 1 | WNL | 20 | 9,467 | 4,602 | News | ↑ 40 |

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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