

December 2021 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	413	2,369,622	692,515	-
2	DPG Media	DPG Media	100	659,956	343,446	-
3	NRC Media	NRC Media	13	612,648	244,472	-
4	FD Mediagroep	FD Mediagroep	116	473,259	166,037	-
5	Talpa Network	Talpa Network	71	306,300	124,156	-
6	Stitcher Media	SXM Media	137	176,767	62,128	-
7	Audioboom	Audioboom	184	125,280	59,463	-
8	Wondery Brand Partnerships	Wondery Brand Partnerships	79	55,473	19,529	-
9	Next Day Media	Next Day Media	5	46,652	33,150	-
10	Kast Media	Kast Media	32	27,314	12,120	↑ 1
11	All Things Comedy	All Things Comedy	12	7,726	3,537	↑ 1

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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	26	359,532	134,518	News	-
2	De Dag	NPO Radio 1 / NOS	26	176,377	50,106	News	↑ 1
3	NOS Met het Oog op Morgen	NPO Radio 1 / NOS	40	152,822	33,419	News	↑ 1
4	Eerst dit	NPO Radio 5 / EO / IZB	25	131,046	52,071	Religion & Spirituality	↑ 1
5	OVT Fragmenten podcast	NPO Radio 1 / VPRO	23	124,862	4,069	Society & Culture	↑ 3
6	NU.nl nieuws	DPG Media	124	120,507	50,654	News	↑ 1
7	OVT	NPO Radio 1 / VPRO	10	103,399	7,748	History	↑ 4
8	Nooit meer slapen	NPO Radio 1 / VPRO	27	83,161	15,369	Society & Culture	↓ 2
9	De Stemming van Vullings en Van der Wulp	NPO Radio 1 / NOS / EenVandaag	4	80,123	53,944	News	-
10	NRC Het geheim van Rijswijk	NRC Media	5	79,599	49,612	True Crime	↑ 7
11	Argos	NPO Radio 1 / HUMAN / VPRO	10	69,626	17,006	Society & Culture	↑ 3
12	De Jortcast	NPO Radio 1 / AVROTROS	12	69,083	29,886	Society & Culture	-
13	AD Voetbal podcast	DPG Media	38	66,624	31,169	Sports	↓ 3
14	Lang verhaal kort	NPO 3FM / NOS op 3	31	58,238	31,570	News	↓ 1
15	NRC Onbehaarde Apen	NRC Media	5	58,207	32,611	Science	-
16	NRC Haagse Zaken	NRC Media	5	57,664	39,829	News	↑ 2
17	HLN	DPG Media	9	57,470	27,236	Sports,News	↑ 2
18	F1 aan Tafel	Grand Prix Radio / Talpa Network	8	55,790	38,838	Sports	↑ 5
19	NU.nl Dit wordt het nieuws	DPG Media	26	53,336	27,693	News	↑ 2
20	Het Sinterklaasjournaal: De Podcast	NPO Zapp / NTR	0	50,082	18,373	Kids & Family	↓ 18
21	NUsport – De boordradio	DPG Media	5	48,838	42,721	Sports	↑ 13
22	Kunststof	NPO Radio 1 / NTR	18	46,118	10,252	Society & Culture	↓ 2
23	Kees de Kort	FD Mediagroep	34	42,591	15,307	Business	↑ 1
24	De Taghi Podcast	DPG Media	1	41,478	20,709	True Crime	↑ 6
25	Crime Junkie	Stitcher Media / SXM Media	6	38,019	12,599	True Crime	↑ 8

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26	Boekestijn en de Wijk	FD Mediagroep	5	33,128	21,219	News,News & Politics	↑ 1
27	538 Nieuws	Talpa Network	67	32,782	16,920	News	↓ 11
28	De Krokante Leesmap	NPO 3FM / BNNVARA	3	31,181	17,546	Comedy	↑ 1
29	Een soort god	DPG Media	1	28,360	16,056	True Crime	↓ 7
30	AD Media Podcast	DPG Media	8	27,188	22,277	TV & Film	↑ 16
31	Met Groenteman in de kast	DPG Media	2	27,161	13,030	Arts	↓ 3
32	NOS Formule 1-Podcast	NPO Radio 1 / NOS	2	26,662	20,376	Sports	↓ 1
33	NOS Voetbalpodcast	NPO Radio 1 / NOS	4	24,561	17,239	Sports	↓ 8
34	Focus Wetenschap	NPO Radio 1 / NTR	9	24,364	3,895	Science	↓ 8
35	Amerika Podcast	FD Mediagroep	10	24,007	13,437	Business,News & Politics	↑ 3
36	De Wie is de Mol? Podcast	NPO 1 / AVROTROS	12	22,956	8,128	TV & Film	Return
37	In Het Wiel	DPG Media	3	21,976	9,494	Sports	↑ 6
38	Top 2000 a gogo	NPO Radio 2 / NTR	7	21,665	10,152	Music	Return
39	Wetenschap Vandaag	FD Mediagroep	47	21,379	4,450	News,Science & Medicine	↓ 4
40	De kamer van Klok	DPG Media	5	20,296	14,797	News	-
41	DOCS	NPO Radio 1 / NTR	5	19,942	9,451	Society & Culture	↑ 1
42	De Nieuwsdag	FD Mediagroep	30	19,561	6,845	Business,News & Politics	↑ 6
43	Pak Schaal Podcast	Next Day Media	4	19,522	15,816	Sports	↓ 6
44	Dick Voormekaar Podcast	Next Day Media	6	18,993	13,535	Sports	↓ 8
45	Cryptocast BNR	FD Mediagroep	10	18,446	9,128	Technology	↓ 13
46	Parel Radio	NPO Radio 1 / VPRO	3	18,054	9,096	Society & Culture	↑ 8
47	Pitstop	DPG Media	11	18,028	15,167	Sports	↑ 50
48	Europa draait door	NPO Radio 1 / EO	4	17,787	12,244	News	↓ 4
49	Bureau Buitenland	NPO Radio 1 / VPRO	18	17,647	5,630	News	-
50	BNR's Big Five	FD Mediagroep	27	17,613	6,251	News & Politics	↓ 11

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51	My Favorite Murder with Karen Kilgariff and G..	Stitcher Media / SXM Media	15	16,657	4,911	True Crime	↑ 15
52	Onze man in Deventer	NPO Radio 1 / BNNVARA	5	16,186	8,185	Society & Culture	↓ 1
53	BNR De Wereld	FD Mediagroep	7	16,181	10,380	News	↓ 3
54	Zimmerman in Space	NPO Radio 1 / NTR	5	15,989	3,777	Science	↓ 1
55	Het Spoor Terug	NPO Radio 1 / VPRO	5	15,592	4,296	Society & Culture	↑ 44
56	De Technoloog	FD Mediagroep	6	15,052	7,840	News,Technology	↓ 11
57	Super Soul	Stitcher Media / SXM Media	6	14,983	4,147	Society & Culture	↑ 1
58	No Such Thing As A Fish	Audioboom	5	14,256	6,020	Comedy	↓ 1
59	On Purpose with Jay Shetty	Stitcher Media / SXM Media	10	14,119	5,677	Health & Fitness	-
60	Daders	NPO Radio 1 / AVROTROS	0	13,754	6,920	True Crime	↓ 13
61	Dit is de Bijbel	NPO Radio 5 / EO	4	13,718	9,759	Religion & Spirituality	↓ 6
62	Het Mediaforum	NPO Radio 1 / KRO-NCRV	24	13,713	3,701	TV & Film	↑ 24
63	Het Geheim van Colonel Parker	NPO Radio 5 / AVROTROS	4	13,615	6,613	Music	Debut
64	dr Kelder en Co	NPO Radio 1 / AVROTROS	5	13,554	8,706	Science	↓ 3
65	BNR Europa	FD Mediagroep	20	13,515	3,423	Business,News & Politics	Return
66	Spijkers met Koppen	NPO Radio 2 / BNNVARA	3	13,430	8,646	Comedy	↓ 14
67	Mats van der Graaf, Bjorn Smid, Yaron Beren..	Talpa Network	10	13,288	4,529	News,Comedy	Debut
68	NRC Onder de streep	NRC Media	5	13,242	10,688	News	↑ 15
69	De Ongelooflijke Podcast	NPO Radio 1 / EO	3	12,761	8,245	Religion & Spirituality	↓ 13
70	De liefde van nu	DPG Media	2	12,595	7,507	Society & Culture	↓ 3
71	Freakonomics Radio	Stitcher Media / SXM Media	5	12,474	5,201	Society & Culture	↓ 6
72	De Ben Tiggelaar Podcast	FD Mediagroep	5	12,348	6,178	Business & Technology	↓ 31
73	Het Marathoninterview	NPO Radio 1 / VPRO	6	12,288	3,732	Society & Culture	Return
74	Zakendoen	FD Mediagroep	37	12,152	3,230	Business,News	↑ 3
75	Moderne Profeten	NPO Radio 5 / EO	3	12,128	9,699	Religion & Spirituality	↑ 6

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76	De Laatste Dagen Van... John Lennon	NPO Radio 5 / AVROTROS	2	11,862	5,873	Music	↑ 8
77	Tech Update	FD Mediagroep	34	11,832	3,571	Business & Technology	↓ 15
78	99% Invisible	Stitcher Media / SXM Media	4	11,712	5,931	Arts	↓ 9
79	Het Ronde Huis	DPG Media	6	11,482	4,772	Arts	Debut
80	NRC Future Affairs	NRC Media	3	11,226	8,464	Science	↓ 6
81	Tweakers Podcast	DPG Media	6	11,195	7,817	Technology	↓ 9
82	De Deventer Mediazaak	NPO Radio 1 / HUMAN / VPRO	0	10,981	5,340	True Crime	↓ 22
83	NRC Tussen de regels	NRC Media	5	10,921	8,790	Arts	Return
84	Hidden Brain	Stitcher Media / SXM Media	7	10,729	4,253	Science	↓ 5
85	F1: Beyond The Grid	Audioboom	3	10,511	6,003	Sports	↓ 9
86	The Mindset Mentor	Kast Media	25	10,283	3,362	Health & Fitness	↓ 6
87	Cocainekoorts	NRC Media	1	10,256	5,665	True Crime	Return
88	Kalm met Klassiek	NPO Radio 4 / AVROTROS	0	10,180	3,774	Health & Fitness	↓ 13
89	Conan O'Brien Needs A Friend	Stitcher Media / SXM Media	11	9,928	4,476	Comedy	↓ 1
90	The School of Greatness	Wondery Brand Partnerships	15	9,758	1,992	Health & Fitness	↑ 6
91	Newsroom Den Haag	FD Mediagroep	19	9,668	4,213	Business,News & Politics	↓ 20
92	Miss Podcast	NPO Radio 1 / AVROTROS	14	9,667	2,955	Society & Culture	↓ 14
93	Geen Kleine Man	NPO Radio 1 / VPRO	0	9,545	6,047	Health & Fitness	↓ 23
94	Nothing much happens; bedtime stories to hel..	Stitcher Media / SXM Media	5	9,539	3,484	Health & Fitness	↓ 4
95	Mangiare!	NPO Radio 1 / NTR	5	9,418	4,146	Arts	↓ 10
96	De Nationale Autoshow	FD Mediagroep	7	9,251	5,185	Business,Leisure,Games & ..	↓ 7
97	Rode Oortjes Radio	NPO 3FM / BNNVARA	0	9,138	4,451	Fiction	↑ 3
98	Nieuwsweekend	NPO Radio 1 / Omroep MAX	5	9,066	6,157	News	↓ 11
99	Vraag het Gommers	FD Mediagroep	6	9,049	6,605	Business,Health	↓ 1
100	Vroege Vogels	NPO Radio 1 / BNNVARA	5	8,825	4,565	Science	↓ 5

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 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 NETHERLANDS 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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