

November 2021 Netherlands Podcast Report

TOP 12 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	393	2,551,703	788,062	-
2	DPG Media	DPG Media	80	650,066	344,198	-
3	NRC Media	NRC Media	13	595,928	255,584	-
4	FD Mediagroep	FD Mediagroep	116	493,680	179,614	-
5	Talpa Network	Talpa Network	65	287,079	118,466	-
6	Stitcher Media	SXM Media	123	179,910	67,793	-
7	Audioboom	Audioboom	170	137,709	65,954	-
8	Wondery Brand Partnerships	Wondery Brand Partnerships	77	59,564	22,153	-
9	Next Day Media	Next Day Media	5	55,218	39,040	-
10	AdLarge/cabana	AdLarge/cabana	25	41,392	17,502	-
11	Kast Media	Kast Media	28	29,510	13,359	-
12	All Things Comedy	All Things Comedy	9	7,979	3,798	-

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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	20	381,299	157,874	News	-
2	Het Sinterklaasjournaal: De Podcast	NPO Zapp / NTR	0	192,266	73,064	Kids & Family	↑ 59
3	De Dag	NPO Radio 1 / NOS	20	172,393	47,249	News	-
4	NOS Met het Oog op Morgen	NPO Radio 1 / NOS	32	159,490	32,429	News	↓ 2
5	Eerst dit	NPO Radio 5 / EO / IZB	22	156,116	62,185	Religion & Spirituality	↓ 1
6	Nooit meer slapen	NPO Radio 1 / VPRO	32	132,244	17,064	Society & Culture	-
7	NU.nl nieuws	DPG Media	97	131,611	63,739	News	↓ 2
8	OVT Fragmenten podcast	NPO Radio 1 / VPRO	27	86,582	4,386	Society & Culture	↑ 6
9	De Stemming van Vullings en Van der Wulp	NPO Radio 1 / NOS / EenVandaag	4	83,116	56,116	News	↓ 2
10	AD Voetbal podcast	DPG Media	26	77,868	38,076	Sports	↓ 2
11	OVT	NPO Radio 1 / VPRO	8	76,495	7,809	History	↑ 5
12	De Jortcast	NPO Radio 1 / AVROTROS	8	74,094	32,796	Society & Culture	↓ 3
13	Lang verhaal kort	NPO 3FM / NOS op 3	20	61,106	34,905	News	↓ 2
14	Argos	NPO Radio 1 / HUMAN / VPRO	6	57,005	18,754	Society & Culture	↑ 3
15	NRC Onbehaarde Apen	NRC Media	4	53,316	29,644	Science	↓ 3
16	538 Nieuws	Talpa Network	672	52,945	22,622	News	↑ 4
17	NRC Het geheim van Rijswijk	NRC Media	5	50,999	37,528	True Crime	Debut
18	NRC Haagse Zaken	NRC Media	4	50,512	36,265	News	↑ 11
19	HLN	DPG Media	5	50,054	25,213	Sports,News	↑ 4
20	Kunststof	NPO Radio 1 / NTR	14	49,337	11,192	Society & Culture	↓ 5
21	NU.nl Dit wordt het nieuws	DPG Media	19	49,113	24,284	News	↓ 11
22	Een soort god	DPG Media	3	49,062	30,814	True Crime	↑ 11
23	F1 aan Tafel	Grand Prix Radio / Talpa Network	7	48,546	33,880	Sports	↓ 2
24	Kees de Kort	FD Mediagroep	23	44,284	16,280	Business	↓ 5
25	NOS Voetbalpodcast	NPO Radio 1 / NOS	7	40,507	26,149	Sports	↓ 7

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26	Focus Wetenschap	NPO Radio 1 / NTR	13	39,078	5,317	Science	↓ 4
27	Boekestijn en de Wijk	FD Mediagroep	4	34,517	22,301	News & Politics	↓ 1
28	Met Groenteman in de kast	DPG Media	2	32,914	16,889	Arts	↓ 3
29	De Krokante Leesmap	NPO Radio 1 / BNNVARA	2	31,420	17,612	Comedy	↓ 1
30	De Taghi Podcast	DPG Media	0	31,195	13,158	True Crime	↓ 17
31	NOS Formule 1-Podcast	NPO Radio 1 / NOS	3	30,098	22,546	Sports	↑ 3
32	Cryptocast BNR	FD Mediagroep	8	27,909	14,772	Technology	↓ 2
33	Crime Junkie	audiochuck, AdLarge/cabana	5	26,245	12,126	True Crime	↓ 2
34	NUsport – De boordradio	DPG Media	4	26,105	21,991	Sports	↑ 33
35	Wetenschap Vandaag	FD Mediagroep	40	25,155	5,295	News,Science & Medicine	↑ 25
36	Dick Voormekaar Podcast	Next Day Media	16	24,005	16,063	Sports	↑ 35
37	Pak Schaal Podcast	Next Day Media	7	23,330	19,397	Sports	↓ 5
38	Amerika Podcast	FD Mediagroep	5	23,050	13,861	News & Politics	↓ 1
39	BNR's Big Five	FD Mediagroep	44	22,902	8,651	News & Politics	↑ 8
40	De kamer van Klok	DPG Media	4	22,859	17,241	News	↑ 5
41	De Ben Tiggelaar Podcast	FD Mediagroep	4	21,834	8,860	Business & Technology	↑ 28
42	DOCS	NPO Radio 1 / NTR	4	21,741	10,505	Society & Culture	↓ 7
43	In Het Wiel	DPG Media	3	21,363	9,133	Sports	↑ 6
44	Europa draait door	NPO Radio 1 / EO	4	19,424	13,511	News	↓ 3
45	De Technoloog	FD Mediagroep	4	19,083	10,174	News,Technology	↑ 5
46	AD Media Podcast	DPG Media	6	18,604	14,652	TV & Film	-
47	Daders	NPO Radio 1 / AVROTROS	0	18,443	9,527	True Crime	↓ 9
48	Newsroom	FD Mediagroep	21	18,085	7,338	Business,News & Politics	↓ 4
49	Bureau Buitenland	NPO Radio 1 / VPRO	15	17,358	5,599	News	↓ 10
50	BNR De Wereld	FD Mediagroep	7	17,054	11,379	News,News & Politics	↓ 8

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51	Onze man in Deventer	NPO Radio 1 / BNNVARA	5	16,892	7,047	Society & Culture	↑ 48
52	Spijkers met Koppen	NPO Radio 2 / BNNVARA	4	16,779	10,266	Comedy	↓ 9
53	Zimmerman in Space	NPO Radio 1 / NTR	4	15,915	3,771	Science	↓ 5
54	Parel Radio	NPO Radio 1 / VPRO	1	15,599	7,404	Society & Culture	↓ 14
55	Dit is de Bijbel	NPO Radio 5 / EO	4	15,149	10,703	Religion & Spirituality	Return
56	De Ongelooflijke Podcast	NPO Radio 1 / EO	2	15,108	9,792	Religion & Spirituality	-
57	No Such Thing As A Fish	Audioboom	4	15,066	6,780	Comedy	↓ 6
58	Super Soul	Stitcher Media / SXM Media	5	14,742	4,838	Society & Culture	↓ 6
59	On Purpose with Jay Shetty	Stitcher Media / SXM Media	9	14,658	5,813	Health & Fitness	↓ 4
60	De Deventer Mediazaak	NPO Radio 1 / HUMAN / VPRO	0	14,654	7,298	True Crime	↓ 24
61	dr Kelder en Co	NPO Radio 1 / AVROTROS	4	14,434	9,017	Science	↓ 8
62	Tech Update	FD Mediagroep	24	14,299	4,197	Business & Technology	↑ 4
63	1 op 1	NPO Radio 1 / KRO-NCRV	20	14,288	7,530	News	↓ 9
64	Baba	NPO Radio 1 / NTR	4	14,161	6,624	History	Debut
65	Freakonomics Radio	Stitcher Media / SXM Media	5	13,840	6,055	Society & Culture	-
66	My Favorite Murder with Karen Kilgariff and G..	Stitcher Media / SXM Media	12	13,766	5,109	True Crime	↓ 8
67	De liefde van nu	DPG Media	2	13,672	8,432	Society & Culture	↓ 10
68	Politiek Dichtbij	DPG Media	5	13,329	12,420	News	Return
69	99% Invisible	Stitcher Media / SXM Media	4	13,084	7,095	Arts	↓ 6
70	Geen Kleine Man	NPO Radio 1 / VPRO	6	12,996	7,181	Health & Fitness	Debut
71	Newsroom Den Haag	FD Mediagroep	20	12,401	5,672	Business,News & Politics	↑ 24
72	Tweakers Podcast	DPG Media	5	12,153	8,703	Technology	↓ 10
73	De Leeuw Lult Verder	NPO Radio 5 / BNNVARA	5	12,138	7,654	Comedy	↑ 16
74	NRC Future Affairs	NRC Media	3	11,734	9,644	Science	Return
75	Kalm met Klassiek	NPO Radio 4 / AVROTROS	0	11,522	3,906	Health & Fitness	↑ 2

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76	F1: Beyond The Grid	Audioboom	4	11,499	6,793	Sports	↓ 4
77	Zakendoen	FD Mediagroep	42	11,254	3,416	Business,News	↓ 2
78	Miss Podcast	NPO Radio 1 / AVROTROS	15	11,238	3,811	Society & Culture	↓ 4
79	Hidden Brain	Stitcher Media / SXM Media	10	11,168	4,732	Science	↑ 4
80	The Mindset Mentor	Kast Media	18	10,979	3,714	Health & Fitness	↑ 11
81	Moderne Profeten	NPO Radio 5 / EO	4	10,730	8,520	Religion & Spirituality	Debut
82	De Schaduw van Dutroux	NRC Media	0	10,678	5,623	True Crime	Debut
83	NRC Onder de streep	NRC Media	4	10,599	8,627	News	↓ 15
84	De Laatste Dagen Van... John Lennon	NPO Radio 5 / AVROTROS	4	10,555	5,619	Music	↓ 84
85	Mangiare!	NPO Radio 1 / NTR	4	10,522	4,538	Arts	↓ 9
86	Het Mediaforum	NPO Radio 1 / KRO-NCRV	20	10,408	3,478	TV & Film	↓ 7
87	Nieuwsweekend	NPO Radio 1 / Omroep MAX	4	10,388	6,569	News	↓ 2
88	Conan O'Brien Needs A Friend	Stitcher Media / SXM Media	10	10,339	4,871	Comedy	↓ 15
89	De Nationale Autoshow	FD Mediagroep	7	10,065	5,565	Business,Leisure,Games & ...	↓ 19
90	Nothing much happens; bedtime stories to hel..	Stitcher Media / SXM Media	4	9,728	3,511	Health & Fitness	↓ 9
91	Op1	NPO 1 / WNL	20	9,708	2,962	News	↓ 5
92	Op z'n Kop!	NPO Radio 2 / PowNed	3	9,708	7,265	News	↓ 28
93	Future Shock	NPO 2 / VPRO	1	9,484	6,307	Society & Culture	↓ 11
94	De Spindoctors	NPO Radio 1 / EO	4	9,233	6,784	News	↓ 2
95	Vroege Vogels	NPO Radio 1 / BNNVARA	4	8,961	4,862	Science	↑ 2
96	The School of Greatness	Wondery Brand Partnerships	12	8,939	2,174	Health & Fitness	↑ 4
97	Pitstop	DPG Media	3	8,915	7,362	Sports	Return
98	Vraag het Gommers	FD Mediagroep	4	8,294	6,139	Business,Health	Return
99	Het Spoor Terug	NPO Radio 1 / VPRO	1	8,284	2,493	Society & Culture	Return
100	Rode Oortjes Radio	NPO 3FM / BNNVARA	1	8,174	3,498	Fiction	Return

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 12 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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