

August 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	371	1,589,168	534,395	-
2	DPG Media	DPG Media	76	506,115	262,709	-
3	NRC Media	NRC Media	10	432,302	183,857	-
4	FD Mediagroep	FD Mediagroep	104	357,535	136,211	-
5	Talpa Network	Talpa Network	55	207,648	84,833	-
6	Stitcher Media	SXM Media	110	133,386	55,383	↑ 1
7	Audioboom	Audioboom	143	109,875	54,023	↓ 1
8	Wondery Brand Partnerships	Wondery Brand Partnerships	79	47,405	18,903	-
9	AdLarge/cabana	AdLarge/cabana	23	38,874	15,692	-
10	Next Day Media	Next Day Media	5	33,040	25,003	↑ 1
11	Kast Media	Kast Media	27	26,986	13,775	↓ 1
12	All Things Comedy	All Things Comedy	11	9,226	4,344	-

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TOP 100 PODCASTS

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RANK	PODCAST	NETWORK	# OF NEW EPISODES	AVERAGE WEEKLY DOWNLOADS	AVERAGE WEEKLY USERS	CATEGORY	RANK CHANGE
1	NRC Vandaag	NRC Media	20	272,365	110,089	News	-
2	NOS Met het Oog op Morgen	NPO Radio 1 / NOS	31	133,929	36,473	News	↑ 1
3	NU.nl Dit wordt het nieuws	DPG Media	31	119,434	82,906	News	↑ 2
4	Eerst dit	NPO Radio 5 / EO / IZB	20	112,961	43,725	Religion & Spirituality	-
5	De Dag	NPO Radio 1 / NOS	20	96,641	29,550	News	↑ 1
6	De Jortcast	NPO Radio 1 / AVROTROS	8	73,265	37,132	Society & Culture	↑ 2
7	De Taghi Podcast	DPG Media	2	63,380	26,563	True Crime	-
8	NRC Onbehaarde Apen	NRC Media	4	59,609	33,871	Science	↑ 1
9	In Het Wiel	DPG Media	18	59,004	18,146	Sports	↓ 7
10	NRC Haagse Zaken	NRC Media	4	47,415	34,312	News	↑ 3
11	Nooit meer slapen	NPO Radio 1 / VPRO	20	46,582	13,243	Society & Culture	-
12	Met Groenteman in de kast	DPG Media	3	43,136	18,174	Arts	↑ 2
13	538 Nieuws	Talpa Network	672	40,203	18,097	News	↓ 1
14	AD Voetbal podcast	DPG Media	16	36,990	20,025	Sports	↑ 1
15	Kees de Kort	FD Mediagroep	22	34,744	12,802	Business	↑ 6
16	Daders	NPO Radio 1 / AVROTROS	0	34,121	17,362	True Crime	↑ 2
17	Kunststof	NPO Radio 1 / NTR	15	33,908	10,321	Society & Culture	↑ 3
18	F1 Aan Tafel	Grand Prix Radio / Talpa Network	5	32,685	22,734	Sports	↓ 1
19	HLN	DPG Media	4	31,489	16,792	Sports,News	↓ 3
20	Boekestijn en De Wijk	FD Mediagroep	4	26,403	16,682	News & Politics	↑ 3
21	Lang verhaal kort	NPO 3FM / NOS op 3	20	24,239	8,151	News	↑ 6
22	Ti-Ta-Tokio	DPG Media	20	22,889	12,336	Sports	↑ 3
23	Crime Junkie	audiochuck, AdLarge/cabana	4	22,543	10,395	True Crime	↑ 3
24	Cocaïnekoorts	NRC Media	0	22,188	11,890	True Crime	↓ 5
25	Argos	NPO Radio 1 / HUMAN / VPRO	3	20,853	11,290	Society & Culture	↑ 22

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26	De Deventer Mediazaak	NPO Radio 1 / HUMAN / VPRO	0	20,589	9,934	True Crime	↑ 7
27	Onze man in Deventer	NPO Radio 1 / BNNVARA	4	19,211	10,626	Society & Culture	↑ 16
28	Cryptocast BNR	FD Mediagroep	5	17,668	12,137	Technology	↑ 4
29	BNR De Wereld	FD Mediagroep	7	17,247	11,942	News, News & Politics	↑ 5
30	OVT	NPO Radio 1 / VPRO	6	16,989	6,181	History	↓ 1
31	Zimmerman in Space	NPO Radio 1 / NTR	5	16,520	4,140	Science	↑ 8
32	De Kopgroep wielervedcast	NPO Radio 1 / AVROTROS	6	16,483	8,523	Sports	↓ 22
33	Newsroom	FD Mediagroep	20	16,432	7,869	News & Politics	↑ 4
34	Amerika Podcast	FD Mediagroep	4	16,341	11,700	News & Politics	↑ 2
35	NRC Tussen de regels	NRC Media	4	16,338	14,187	Arts	↑ 23
36	NOS Voetbalpodcast	NPO Radio 1 / NOS	2	15,892	11,875	Sports	↓ 14
37	Bureau Buitenland	NPO Radio 1 / VPRO	18	15,063	5,766	News	↑ 9
38	Wetenschap Vandaag	FD Mediagroep	21	14,926	4,384	Science & Medicine	↑ 3
39	Kalm met Klassiek	NPO Radio 4 / AVROTROS	20	14,764	3,918	Health & Fitness	↑ 3
40	Pak Schaal Podcast	Next Day Media	3	13,645	11,684	Sports	Return
41	No Such Thing As A Fish	Audioboom	4	13,608	6,358	Comedy	↓ 10
42	Moderne Liefde	DPG Media	2	13,602	8,807	Society & Culture	↑ 15
43	VPRO Zomergasten	NPO 2 / VPRO	4	13,404	9,309	Society & Culture	↑ 48
44	Parel Radio	NPO Radio 1 / VPRO	1	13,365	6,754	Society & Culture	↓ 6
45	De Krokante Leesmap	NPO Radio 1 / BNNVARA	0	13,110	4,687	Comedy	↓ 1
46	De Technoloog	FD Mediagroep	4	13,040	8,037	Technology	↓ 1
47	On Purpose with Jay Shetty	Stitcher Media / SXM Media	9	11,986	5,286	Health & Fitness	↑ 18
48	OVT Fragmenten podcast	NPO Radio 1 / VPRO	11	11,438	5,930	Society & Culture	↑ 22
49	30 MINUTEN RAUW door Ruud de Wild	NPO Radio 2 / KRO-NCRV	0	11,299	4,149	Music	↓ 14
50	Spijkers met Koppen	NPO Radio 2 / BNNVARA	4	11,298	7,383	Comedy	↑ 17

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51	Freakonomics Radio	Stitcher Media / SXM Media	5	11,198	4,887	Society & Culture	↑ 8
52	Tweakers Podcast	DPG Media	6	11,115	7,792	Null	↓ 2
53	My Favorite Murder with Karen Kilgariff and G..	Stitcher Media / SXM Media	8	10,987	3,698	True Crime	↑ 11
54	NOS Formule 1-Podcast	NPO Radio 1 / NOS	1	10,891	8,270	Sports	↓ 30
55	99% Invisible	Stitcher Media / SXM Media	3	10,662	5,712	Arts	↓ 2
56	De Brand in het Landhuis	NPO Radio 1 / NTR	0	10,073	4,865	Society & Culture	↑ 16
57	Super Soul	Stitcher Media / SXM Media	4	9,827	4,336	Society & Culture	↑ 4
58	Tech Update	FD Mediagroep	23	9,822	3,140	Technology	↓ 4
59	dr Kelder en Co	NPO Radio 1 / AVROTROS	3	9,755	6,418	Science	↓ 10
60	De kamer van Klok	DPG Media	2	9,471	7,534	News	↑ 3
61	Conan O'Brien Needs A Friend	Stitcher Media / SXM Media	11	9,427	4,561	Comedy	↓ 1
62	Op z'n Kop!	NPO Radio 2 / PowNed	4	9,297	6,955	News	↑ 16
63	Rode Oortjes Radio	NPO 3FM / BNNVARA	0	9,225	4,083	Fiction	Debut
64	Mangiare!	NPO Radio 1 / NTR	4	9,204	4,643	Arts	↑ 22
65	Dick Voormekaar Podcast	Next Day Media	3	9,012	7,104	Sports	Return
66	De Ben Tiggelaar Podcast	FD Mediagroep	7	8,863	4,747	Business & Technology	↑ 5
67	De Ongelooflijke Podcast	NPO Radio 1 / EO	1	8,670	5,424	Religion & Spirituality	↓ 5
68	The Mindset Mentor	Kast Media	23	8,520	3,552	Health & Fitness	↑ 8
69	Het Klokhuis	NPO Zapp / NTR	0	8,267	3,797	Kids & Family	↑ 10
70	Sorry voor mijn broertje	NPO 3FM / KRO-NCRV	0	8,245	3,345	Society & Culture	↓ 15
71	De Nationale Autoshow	FD Mediagroep	5	8,148	4,672	Business,Games & Hobbies	↑ 3
72	BNR's Big Five	FD Mediagroep	13	8,144	3,832	News & Politics	↑ 10
73	Focus Wetenschap	NPO Radio 1 / NTR	20	7,844	811	Science	↓ 33
74	De Spindoctors	NPO Radio 1 / EO	2	7,817	5,948	News	Return
75	Zakendoen	FD Mediagroep	37	7,641	3,069	Business,News	Return

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76	Petrolheads	FD Mediagroep	4	7,406	4,154	Games & Hobbies	↑ 14
77	Brugklas - De Podcast	NPO Zapp / AVROTROS	0	7,399	2,677	Kids & Family	↑ 17
78	F1: Beyond The Grid	Audioboom	4	7,271	4,476	Sports	↓ 12
79	VINK: De podcastgids van Nederland	NPO Radio 1 / AVROTROS	3	7,260	3,970	Society & Culture	↑ 10
80	1 op 1	NPO Radio 1 / KRO-NCRV	15	7,180	3,584	News	↓ 12
81	De plantage van onze voorouders	NPO Radio 1 / VPRO	0	7,051	3,423	Society & Culture	↓ 8
82	Het Mediaforum	NPO Radio 1 / KRO-NCRV	15	6,855	2,758	TV & Film	↓ 2
83	DOCS	NPO Radio 1 / NTR	5	6,828	2,152	Society & Culture	↓ 35
84	NRC Onder de streep	NRC Media	3	6,697	5,713	News	↓ 33
85	Monday Morning Podcast	All Things Comedy	13	6,653	3,189	Comedy	Debut
86	Het Sinterklaasjournaal: De Podcast	NPO Zapp / NTR	0	6,581	2,349	Kids & Family	Debut
87	Kwaad Bloed	NPO Radio 1 / VPRO	0	6,578	3,115	Society & Culture	↑ 11
88	Buiten de Muren	NPO Radio 1 / NTR	0	6,467	3,311	True Crime	↑ 4
89	Morbid: A True Crime Podcast	Audioboom	9	6,459	2,784	Comedy	↑ 7
90	De Vagina Dialogen	DPG Media	3	6,416	3,849	Health & Fitness	Debut
91	AEX Factor	FD Mediagroep	4	6,311	4,406	Business	Debut
92	Bureau Buitenland fragmenten	NPO Radio 1 / VPRO	17	6,309	2,787	News	↓ 7
93	Radio Bergeijk	NPO Radio 1 / VPRO	0	6,299	1,526	Comedy	Debut
94	Op1	NPO 1 / WNL	19	6,213	2,476	News	Return
95	NOS op 3 Tech Podcast	NPO Radio 1 / NOS	3	6,189	3,723	News	↓ 14
96	Het Bureau (deel 1 van 2)	NPO Radio 1 / NTR	0	6,079	1,058	Society & Culture	↑ 4
97	Vraag het Gommers	FD Mediagroep	3	6,042	4,418	Health	Return
98	Hidden Brain	Stitcher Media / SXM Media	8	6,025	3,539	Science	↓ 3
99	Skiete Willy Podcast	Next Day Media	7	5,907	4,772	Sports	Debut
100	Nieuwsweekend	NPO Radio 1 / Omroep MAX	3	5,863	4,376	News	↓ 7

NOTE: The deployment of Apple iOS 14.6 introduced a decrease in the reporting of some downloads, which has impacted a number of podcasts this reporting period.

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

To receive our Podcast Reports via email, visit <https://www.tritondigital.com/pmsignup>

