

NETHERLANDS PODCAST REPORT

TOP 12 NETWORKS

Based on Average Weekly Downloads in the Netherlands
Reporting Period: July 2021 (June 28 - August 1)

RANK	PODCAST NETWORK	SALES NETWORK	# OF ACTIVE PODCASTS	AVERAGE WEEKLY DOWNLOADS	AVERAGE WEEKLY USERS	RANK CHANGE
1	NPO	Ster	385	1,683,887	580,259	-
2	DPG Media	DPG Media	81	690,475	339,039	↑ 2
3	NRC Media	NRC Media	10	450,899	192,791	↓ 1
4	FD Mediagroep	FD Mediagroep	110	349,214	142,321	↓ 1
5	Talpa Network	Talpa Network	65	238,328	97,649	-
6	Audioboom	Audioboom	146	138,899	70,097	-
7	Stitcher Media	SXM Media	121	121,839	53,972	-
8	Wondery Brand Partnerships	Wondery Brand Partnerships	81	41,312	16,639	-
9	AdLarge/cabana	AdLarge/cabana	25	37,266	15,079	-
10	Kast Media	Kast Media	29	27,901	14,438	-
11	Next Day Media	Next Day Media	5	18,526	12,499	-
12	All Things Comedy	All Things Comedy	12	8,242	4,385	-

NETHERLANDS PODCAST REPORT

TOP 100 PODCASTS BY DOWNLOADS

Podcasts Ranked by Average Weekly Downloads in the Netherlands
Reporting Period: July 2021 (June 28 - August 1)

RANK	PODCAST	NETWORK	# OF NEW EPISODES	AVERAGE WEEKLY DOWNLOADS	AVERAGE WEEKLY USERS	CATEGORY	RANK CHANGE
1	NRC Vandaag	NRC Media	25	287,017	123,854	News	-
2	In Het Wiel	DPG Media	72	199,393	67,796	Sports	↑ 9
3	NOS Met het Oog op Morgen	NPO Radio 1 / NOS	43	127,976	36,715	News	↑ 1
4	Eerst dit	NPO Radio 5 / EO / IZB	26	118,617	45,681	Religion & Spirituality	↓ 1
5	NU.nl Dit wordt het nieuws	DPG Media	49	115,035	76,460	News	Debut
6	De Dag	NPO Radio 1 / NOS	24	108,774	38,700	News	↓ 4
7	De Taghi Podcast	DPG Media	4	87,749	34,960	True Crime	↑30
8	De Jortcast	NPO Radio 1 / AVROTROS	10	67,541	35,759	Society & Culture	↓ 1
9	NRC Onbehaarde Apen	NRC Media	5	58,293	34,592	Science	↓ 1
10	De Kopgroep wielerpodcast	NPO Radio 1 / AVROTROS	23	55,149	22,989	Sports	↑84
11	Nooit meer slapen	NPO Radio 1 / VPRO	30	45,509	13,647	Society & Culture	↑ 1
12	538 Nieuws	Talpa Network	840	44,965	19,146	News	↑ 1
13	NRC Haagse Zaken	NRC Media	5	44,671	32,537	News	↓ 3
14	Met Groenteman in de kast	DPG Media	6	43,794	25,999	Arts	↑ 3
15	AD Voetbal podcast	DPG Media	19	43,619	22,895	Sports	↓10
16	HLN	DPG Media	7	39,697	18,334	Sports,News	↓ 1
17	F1 Aan Tafel	Grand Prix Radio / Talpa Network	19	37,045	25,161	Sports	↑ 2
18	Daders	NPO Radio 1 / AVROTROS	0	33,760	17,619	True Crime	↓ 4
19	Cocaïnekoorts	NRC Media	0	32,982	17,537	True Crime	↑ 7
20	Kunststof	NPO Radio 1 / NTR	20	32,455	10,179	Society & Culture	↓ 4
21	Kees de Kort	FD Mediagroep	27	31,423	12,073	Business	↓ 3
22	NOS Voetbalpodcast	NPO Radio 1 / NOS	6	31,085	20,627	Sports	↓13
23	Boekestijn en De Wijk	FD Mediagroep	5	27,712	18,436	News & Politics	↓ 2
24	NOS Formule 1-Podcast	NPO Radio 1 / NOS	3	26,201	20,776	Sports	↓ 1
25	Ti-Ta-Tokio	DPG Media	23	23,116	14,749	Sports	Debut
26	Crime Junkie	audiochuck, AdLarge/cabana	8	22,896	10,488	True Crime	↓ 1
27	Lang verhaal kort	NPO 3FM / NOS op 3	25	21,365	7,865	News	↑ 6
28	De Stemming van Vullings en Van der Wulp	NPO Radio 1 / NOS / EenVandaag	3	17,669	8,553	News	↓22
29	OVT	NPO Radio 1 / VPRO	7	17,282	7,184	History	↓ 5
30	NUsport – De boordradio	DPG Media	3	16,252	15,011	Sports	Debut

RANK	PODCAST	NETWORK	# OF NEW EPISODES	AVERAGE WEEKLY DOWNLOADS	AVERAGE WEEKLY USERS	CATEGORY	RANK CHANGE
31	No Such Thing As A Fish	Audioboom	5	16,004	6,709	Comedy	↑ 22
32	Cryptocast BNR	FD Mediagroep	5	15,906	11,662	Technology	-
33	De Deventer Mediazaak	NPO Radio 1 / HUMAN / VPRO	0	15,899	7,791	True Crime	↓ 4
34	BNR De Wereld	FD Mediagroep	6	15,413	10,793	News, News & Politics	↑ 2
35	30 MINUTEN RAUW door Ruud de Wild	NPO Radio 2 / KRO-NCRV	0	14,988	6,325	Music	↑ 33
36	Amerika Podcast	FD Mediagroep	5	14,968	11,106	News & Politics	↑ 7
37	Newsroom	FD Mediagroep	27	14,840	7,137	News & Politics	↓ 2
38	Parel Radio	NPO Radio 1 / VPRO	2	14,837	7,797	Society & Culture	↑ 1
39	Zimmerman in Space	NPO Radio 1 / NTR	6	14,218	3,756	Science	↑ 12
40	Focus Wetenschap	NPO Radio 1 / NTR	22	14,189	2,742	Science	↓ 20
41	Wetenschap Vandaag	FD Mediagroep	21	13,963	4,256	Science & Medicine	↑ 7
42	Kalm met Klassiek	NPO Radio 4 / AVROTROS	25	13,090	3,513	Health & Fitness	↑ 8
43	Onze man in Deventer	NPO Radio 1 / BNNVARA	4	12,594	7,341	Society & Culture	↑ 38
44	De Krokante Leesmap	NPO Radio 1 / BNNVARA	0	12,352	4,663	Comedy	↓ 3
45	De Technoloog	FD Mediagroep	5	12,113	7,867	Technology	↑ 2
46	Bureau Buitenland	NPO Radio 1 / VPRO	23	11,602	4,896	News	↓ 8
47	Argos	NPO Radio 1 / HUMAN / VPRO	0	11,302	5,143	Society & Culture	↓ 25
48	DOCS	NPO Radio 1 / NTR	5	10,929	4,761	Society & Culture	↓ 17
49	dr Kelder en Co	NPO Radio 1 / AVROTROS	3	10,891	7,632	Science	↑ 6
50	Tweakers Podcast	DPG Media	5	10,812	8,249	Technology	↑ 14
51	NRC Onder de streep	NRC Media	5	10,689	9,270	News	↓ 5
52	Who's your daddy?	NPO 3FM / EO	4	10,645	6,496	Society & Culture	Debut
53	99% Invisible	Stitcher Media / SXM Media	4	10,463	5,883	Arts	↑ 1
54	Tech Update	FD Mediagroep	26	10,374	3,543	Technology	↑ 16
55	Sorry voor mijn broertje	NPO 3FM / KRO-NCRV	0	10,337	4,135	Society & Culture	↑ 4
56	Opsporing Verzocht - Cold Case	NPO 1 / AVROTROS	1	10,181	5,795	True Crime	Debut
57	Moderne Liefde	DPG Media	2	10,065	7,411	Society & Culture	↑ 33
58	NRC Tussen de regels	NRC Media	5	10,023	8,769	Arts	↓ 9
59	Freakonomics Radio	Stitcher Media / SXM Media	10	9,814	5,113	Society & Culture	↑ 10
60	Conan O'Brien Needs A Friend	Stitcher Media / SXM Media	13	9,796	5,186	Comedy	↑ 17
61	Super Soul	Stitcher Media / SXM Media	6	9,742	4,508	Society & Culture	↓ 1
62	De Ongelooflijke Podcast	NPO Radio 1 / EO	2	9,684	6,123	Religion & Spirituality	-
63	De kamer van Klok	DPG Media	2	9,647	7,405	News	↓ 36
64	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	Stitcher Media / SXM Media	13	9,633	3,736	True Crime	↓ 1
65	On Purpose with Jay Shetty	Stitcher Media / SXM Media	11	9,460	4,401	Health & Fitness	↑ 2

RANK	PODCAST	NETWORK	# OF NEW EPISODES	AVERAGE WEEKLY DOWNLOADS	AVERAGE WEEKLY USERS	CATEGORY	RANK CHANGE
66	F1: Beyond The Grid	Audioboom	5	9,427	6,135	Sports	Debut
67	Spijkers met Koppen	NPO Radio 2 / BNNVARA	4	9,295	6,418	Comedy	↓15
68	1 op 1	NPO Radio 1 / KRO-NCRV	20	9,243	4,856	News	↓10
69	Miss Podcast	NPO Radio 1 / AVROTROS	18	9,197	3,606	Society & Culture	↓4
70	OVT Fragmenten podcast	NPO Radio 1 / VPRO	18	9,121	3,695	Society & Culture	↓13
71	De Ben Tiggelaar Podcast	FD Mediagroep	10	9,075	5,371	Business & Technology	↑4
72	De Brand in het Landhuis	NPO Radio 1 / NTR	0	8,927	4,296	Society & Culture	↑12
73	De plantage van onze voorouders	NPO Radio 1 / VPRO	0	8,731	4,347	Society & Culture	Debut
74	De Nationale Autoshow	FD Mediagroep	5	8,348	5,127	Games & Hobbies	↓3
75	Het Nieuwe Geld BNR	FD Mediagroep	2	8,345	4,529	Business	↓19
76	The Mindset Mentor	Kast Media	27	8,329	3,599	Health & Fitness	↑7
77	AD Media Podcast	DPG Media	4	8,293	7,065	TV & Film	↓5
78	Op z'n Kop!	NPO Radio 2 / PowNed	5	8,150	6,369	News	↓17
79	Het Klokhuis	NPO Zapp / NTR	0	8,103	3,318	Kids & Family	Debut
80	Het Mediaforum	NPO Radio 1 / KRO-NCRV	21	7,999	3,033	TV & Film	↓7
81	NOS op 3 Tech Podcast	NPO Radio 1 / NOS	5	7,709	4,866	News	↑12
82	BNR's Big Five	FD Mediagroep	18	7,703	3,722	News & Politics	↓40
83	Mattie & Marieke	DPG Media	0	7,699	4,056	Music	Debut
84	Pitstop	DPG Media	5	7,503	6,694	Sports	↓10
85	Bureau Buitenland fragmenten	NPO Radio 1 / VPRO	19	7,472	3,661	News	Debut
86	Mangiare!	NPO Radio 1 / NTR	4	7,354	3,984	Arts	↓6
87	Scorebordjournalistiek	Next Day Media	10	7,311	4,066	Sports	↓47
88	538 Ochtendshow Let's Go Tokyo	Talpa Network	21	7,142	3,649	Sports, News & Arts	Debut
89	VINK: De podcastgids van Nederland	NPO Radio 1 / AVROTROS	5	7,122	4,487	Society & Culture	↑3
90	Petrolheads	FD Mediagroep	5	6,904	4,070	Games & Hobbies	↑7
91	VPRO Zomergasten	NPO 2 / VPRO	5	6,860	4,367	Society & Culture	Debut
92	Buiten de Muren	NPO Radio 1 / NTR	0	6,731	3,546	True Crime	↓64
93	Nieuwsweekend	NPO Radio 1 / Omroep MAX	3	6,515	4,789	News	↓14
94	Brugklas - De Podcast	NPO Zapp / AVROTROS	0	6,483	2,379	Kids & Family	Debut
95	Hidden Brain	Stitcher Media / SXM Media	9	6,414	3,569	Science	↓9
96	Morbid: A True Crime Podcast	Audioboom	12	6,399	2,670	Comedy	Debut
97	Vroege Vogels	NPO Radio 1 / BNNVARA	3	6,329	4,015	Science	↓10
98	Kwaad Bloed	NPO Radio 1 / VPRO	0	6,200	2,943	Society & Culture	↑1
99	NOS Olympische podcast	NPO Radio 1 / NOS	2	6,064	3,830	Sports	Debut
100	Het Bureau (deel 1 van 2)	NPO Radio 1 / NTR	0	6,040	974	Society & Culture	↓5

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>