

# NETHERLANDS PODCAST REPORT

## TOP 10 NETWORKS

Based on Average Weekly Downloads in the Netherlands  
Reporting Period: May 2021 (May 3 - May 30)

RANK	PODCAST NETWORK	SALES NETWORK	# OF ACTIVE PODCASTS	AVERAGE WEEKLY DOWNLOADS	AVERAGE WEEKLY USERS	RANK CHANGE
1	NPO	Ster	327	2,154,623	686,504	-
2	NRC Media	NRC Media	10	491,142	191,864	-
3	FD Mediagroep	FD Mediagroep	108	416,764	157,584	-
4	DPG Media	DPG Media	85	309,507	176,059	-
5	Talpa Network	Talpa Network	52	243,031	103,687	-
6	Audioboom	Audioboom	140	156,777	80,820	-
7	Stitcher Media	SXM Media	116	136,802	51,158	-
8	Wondery	Wondery Brand Partnerships	75	52,032	18,984	-
9	AdLarge/cabana	AdLarge/cabana	27	46,071	17,258	-
10	Digital Network	Digital Network	5	41,534	30,879	-

# NETHERLANDS PODCAST REPORT

## TOP 100 PODCASTS BY DOWNLOADS

Podcasts Ranked by Average Weekly Downloads in the Netherlands  
Reporting Period: May 2021 (May 3 - May 30)

RANK	PODCAST	NETWORK	# OF NEW EPISODES	AVERAGE WEEKLY DOWNLOADS	AVERAGE WEEKLY USERS	CATEGORY	RANK CHANGE
1	NRC Vandaag	NRC Media	18	305,778	114,999	News	-
2	De Dag	NPO Radio 1   Ster	19	150,214	41,372	News	-
3	Eerst dit	NPO Radio 5 / EO / IZB   Ster	28	137,059	47,047	Religion & Spirituality	-
4	NOS Met het Oog op Morgen	NPO Radio 1 / NOS   Ster	27	134,657	33,903	News	-
5	De Jortcast	NPO Radio 1 / AVROTROS   Ster	8	86,140	38,004	Society & Culture	-
6	NRC Onbehaarde Apen	NRC Media	4	71,184	36,460	Science	-
7	De Stemming van Vullings en Van der Wulp	NPO Radio 1 / NOS / EenVandaag   Ster	3	68,209	44,214	News	-
8	Nooit meer slapen	NPO Radio 1 / VPRO   Ster	20	53,963	14,413	Society & Culture	-
9	Daders	NPO Radio 1 / AVROTROS   Ster	1	53,379	28,981	True Crime	-
10	NRC Haagse Zaken	NRC Media	4	51,565	34,584	News	-
11	In Het Wiel	DPG Media	9	48,880	28,991	Sports	-
12	Kunststof	NPO Radio 1 / NTR   Ster	15	43,791	10,459	Society & Culture	-
13	538 Nieuws	Talpa Network	672	42,723	18,409	News	-
14	HLN	DPG Media	532	42,369	20,398	Sports, News	-
15	Met Groenteman in de kast	DPG Media	4	41,937	22,483	Arts	-
16	Focus Wetenschap	NPO Radio 1 / NTR   Ster	19	38,322	6,160	Science	-
17	Argos	NPO Radio 1 / HUMAN / VPRO   Ster	7	38,066	16,244	Society & Culture	-
18	Kees de Kort	FD Mediagroep	16	34,693	12,656	Business	-
19	Boekestijn en De Wijk	FD Mediagroep	4	31,237	20,046	News & Politics	-
20	NOS Voetbalpodcast	NPO Radio 1 / NOS   Ster	4	28,416	16,088	Sports	-
21	AD Voetbal podcast	DPG Media	10	28,002	17,879	Sports	-
22	De Krokante Leesmap	NPO Radio 1 / BNNVARA   Ster	2	27,855	14,798	Comedy	-
23	DOCS	NPO Radio 1 / NTR   Ster	4	25,333	11,678	Society & Culture	-
24	Radio 10 Gemist	Talpa Network	57	24,662	16,614	Entertainment	-
25	NOS Formule 1-Podcast	NPO Radio 1 / NOS   Ster	3	24,454	17,474	Sports	-
26	Cryptocast	FD Mediagroep	4	24,305	17,583	Technology	-
27	Parel Radio	NPO Radio 1 / VPRO   Ster	2	23,741	9,807	Society & Culture	-
28	OVT	NPO Radio 1 / VPRO   Ster	8	23,067	8,620	History	-
29	Crime Junkie	audiochuck, AdLarge/cabana	4	21,396	10,460	True Crime	-
30	Cocaïnekoorts	NRC Media	0	20,763	11,261	True Crime	-

RANK	PODCAST	NETWORK	# OF NEW EPISODES	AVERAGE WEEKLY DOWNLOADS	AVERAGE WEEKLY USERS	CATEGORY	RANK CHANGE
31	De Kopgroep wilerpodcast	NPO Radio 1 / AVROTROS   Ster	9	20,515	9,101	Sports	-
32	Europa draait door	NPO Radio 1 / EO   Ster	4	19,788	12,792	News	-
33	Bureau Buitenland	NPO Radio 1 / VPRO   Ster	17	18,798	6,075	News	-
34	Shownieuws	Talpa Network	4	18,523	14,994	News	-
35	De Wereld	FD Mediagroep	4	18,326	11,732	News & Politics	-
36	De Technoloog	FD Mediagroep	4	18,060	8,914	Technology	-
37	NRC Tussen de regels	NRC Media	4	18,026	15,696	Arts	-
38	Pak Schaal Podcast	Digital Network	3	17,181	14,511	Sports	-
39	OVT Fragmenten podcast	NPO Radio 1 / VPRO   Ster	24	17,080	6,455	Society & Culture	-
40	Newsroom	FD Mediagroep	18	16,651	7,146	News & Politics	-
41	Amerika Podcast	FD Mediagroep	4	16,535	12,280	News & Politics	-
42	Spijkers met Koppen	NPO Radio 2 / BNNVARA   Ster	4	16,458	10,566	Comedy	-
43	Onze man in Deventer	NPO Radio 1 / BNNVARA   Ster	5	16,285	8,657	Society & Culture	-
44	Miss Podcast	NPO Radio 1 / AVROTROS   Ster	16	16,181	5,683	Society & Culture	-
45	Super Soul	Stitcher Media / SXM Media	5	15,839	5,446	Society & Culture	-
46	De kamer van Klok	DPG Media	3	14,834	11,960	News	-
47	Wetenschap Vandaag	FD Mediagroep	12	14,680	4,325	Science & Medicine	-
48	Tech Update	FD Mediagroep	22	14,503	3,793	Technology	-
49	dr Kelder en Co	NPO Radio 1 / AVROTROS   Ster	5	14,267	8,320	Science	-
50	No Such Thing As A Fish	Audioboom	4	14,183	6,553	Comedy	-
51	BNR'S BIG FIVE	FD Mediagroep	18	13,761	5,464	News & Politics	-
52	Dick Voormekaar Podcast	Digital Network	4	13,562	10,343	Sports	-
53	Zimmerman in Space	NPO Radio 1 / NTR   Ster	4	13,230	3,444	Science	-
54	Freakonomics Radio	Stitcher Media / SXM Media	4	13,174	5,009	Society & Culture	-
55	NOS op 3 Tech Podcast	NPO Radio 1 / NOS   Ster	4	12,902	4,499	News	-
56	De Ongelooflijke Podcast	NPO Radio 1 / EO   Ster	2	12,626	8,035	Religion & Spirituality	-
57	NRC Onder de streep	NRC Media	4	12,536	10,793	News	-
58	Het Mediaforum	NPO Radio 1 / KRO-NCRV   Ster	20	12,485	2,974	TV & Film	-
59	Tweakers Podcast	DPG Media	4	12,224	8,504	Technology	-
60	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	Stitcher Media / SXM Media	12	12,001	4,468	True Crime	-
61	De Nationale Autoshow	FD Mediagroep	6	11,991	5,813	Games & Hobbies	-
62	On Purpose with Jay Shetty	Stitcher Media / SXM Media	9	11,621	4,336	Health & Fitness	-
63	CounterClock	audiochuck, AdLarge/cabana	0	11,327	2,751	True Crime	-
64	1 op 1	NPO Radio 1 / KRO-NCRV   Ster	20	11,255	5,636	News	-
65	Kalm met Klassiek	NPO Radio 4 / AVROTROS   Ster	21	11,255	2,799	Health & Fitness	-

RANK	PODCAST	NETWORK	# OF NEW EPISODES	AVERAGE WEEKLY DOWNLOADS	AVERAGE WEEKLY USERS	CATEGORY	RANK CHANGE
66	De Ben Tiggelaar Podcast	FD Mediagroep	8	11,205	6,332	Business & Technology	-
67	Virusfeiten	NPO Radio 1 / EO   Ster	4	10,224	7,475	Health & Fitness	-
68	AD Media Podcast	DPG Media	4	10,191	8,557	TV & Film	-
69	De Taghi Podcast	DPG Media	0	10,048	4,160	True Crime	-
70	Mangiare!	NPO Radio 1 / NTR   Ster	4	9,931	4,596	Arts	-
71	30 MINUTEN RAUW door Ruud de Wild	NPO Radio 2 / KRO-NCRV   Ster	0	9,720	3,428	Music	-
72	Bach van de Dag	NPO Radio 4 / KRO-NCRV   Ster	6	9,456	1,874	Music	-
73	Nieuwsweekend	NPO Radio 1 / Omroep MAX   Ster	4	9,449	6,286	News	-
74	Future Shock	NPO 2 / VPRO   Ster	2	9,353	5,321	Society & Culture	-
75	Hidden Brain	Stitcher Media / SXM Media	8	9,317	4,063	Science	-
76	Conan O'Brien Needs A Friend	Stitcher Media / SXM Media	8	9,158	4,413	Comedy	-
77	Zakendoen	FD Mediagroep	16	9,072	3,120	Business	-
78	The Mindset Mentor	Kast Media	30	8,761	3,533	Health & Fitness	-
79	VINK: De podcastgids van Nederland	NPO Radio 1 / AVROTROS   Ster	4	8,705	5,050	Society & Culture	-
80	Vroege Vogels	NPO Radio 1 / BNNVARA   Ster	4	8,584	5,065	Science	-
81	Crypto Update   BNR	FD Mediagroep	4	8,459	5,672	Technology	-
82	Het Bureau (deel 1 van 2)	NPO Radio 1 / NTR   Ster	0	8,369	1,104	Society & Culture	-
83	Vraag het Gommers	FD Mediagroep	4	8,353	6,094	Health	-
84	NOS Langs de Lijn Sportforum	NPO Radio 1 / NOS   Ster	4	8,292	4,393	Sports	-
85	Echte Oogappels	NPO 1 / BNNVARA   Ster	3	8,287	4,744	Kids & Family	-
86	The School of Greatness	Wondery Brand Partnerships	12	8,184	2,299	Health & Fitness	-
87	Digitaal	FD Mediagroep	4	8,113	4,090	Technology	-
88	NRC Future Affairs	NRC Media	2	8,106	7,012	Science	-
89	F1: Beyond The Grid	Audioboom	4	7,938	4,689	Sports	-
90	De Brand in het Landhuis	NPO Radio 1 / NTR   Ster	0	7,711	3,755	Society & Culture	-
91	BOBcast	NPO Radio 1 / VPRO   Ster	2	7,502	4,138	Music	-
92	Andermans Veren	NPO Radio 5 / AVROTROS   Ster	8	7,433	1,847	Music	-
93	Bureau Buitenland fragmenten	NPO Radio 1 / VPRO   Ster	46	7,421	3,207	News	-
94	Pitstop	DPG Media	3	7,386	6,072	Sports	-
95	Petrolheads	FD Mediagroep	4	7,384	4,213	Games & Hobbies	-
96	Andere Tijden	NPO Radio 1 / NTR   Ster	4	7,321	3,914	History	-
97	Het Nieuwe Geld   BNR	FD Mediagroep	4	7,117	4,358	Business	-
98	StarTalk Radio	Stitcher Media / SXM Media	7	6,675	2,309	Science	-
99	Op1	NPO 1 / WNL   Ster	20	6,653	2,112	News	-
100	Nachtzuster	NPO Radio 1 / Omroep MAX   Ster	4	6,635	3,204	Society & Culture	-

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. DPG Media is part of this standard but has not yet been able to connect all titles. 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 10 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](mailto:Metrics@tritondigital.com)

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