

October 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	380	2,339,096	773,880	-
2	DPG Media	DPG Media	80	641,791	363,119	-
3	NRC Media	NRC Media	10	451,928	193,276	-
4	FD Mediagroep	FD Mediagroep	117	442,494	166,980	-
5	Talpa Network	Talpa Network	58	251,309	100,554	-
6	Stitcher Media	SXM Media	132	187,236	69,877	-
7	Audioboom	Audioboom	164	135,430	65,053	-
8	Wondery Brand Partnerships	Wondery Brand Partnerships	77	55,997	21,841	-
9	Next Day Media	Next Day Media	4	53,231	37,934	-
10	AdLarge/cabana	AdLarge/cabana	26	45,532	18,481	-
11	Kast Media	Kast Media	29	27,756	13,892	-
12	All Things Comedy	All Things Comedy	9	8,865	4,094	-

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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	21	319,739	134,511	News	-
2	NOS Met het Oog op Morgen	NPO Radio 1 / NOS	32	170,975	37,336	News	-
3	De Dag	NPO Radio 1 / NOS	20	167,180	50,977	News	-
4	Eerst dit	NPO Radio 5 / EO / IZB	24	150,645	57,498	Religion & Spirituality	-
5	NU.nl nieuws	DPG Media	98	143,040	99,616	News	Debut
6	Nooit meer slapen	NPO Radio 1 / VPRO	21	115,199	17,527	Society & Culture	↓ 1
7	De Stemming van Vullings en Van der Wulp	NPO Radio 1 / NOS / EenVandaag	4	92,487	60,277	News	↑ 56
8	AD Voetbal podcast	DPG Media	27	81,508	39,953	Sports	-
9	De Jortcast	NPO Radio 1 / AVROTROS	8	74,158	34,735	Society & Culture	↓ 2
10	NU.nl Dit wordt het nieuws	DPG Media	28	66,566	36,144	News	↓ 4
11	Lang verhaal kort	NPO 3FM / NOS op 3	20	63,562	39,901	News	↑ 19
12	NRC Onbehaarde Apen	NRC Media	6	61,652	33,614	Science	↓ 2
13	De Taghi Podcast	DPG Media	2	60,359	29,377	True Crime	↓ 4
14	OVT Fragmenten podcast	NPO Radio 1 / VPRO	34	52,611	2,859	Society & Culture	↑ 18
15	Kunststof	NPO Radio 1 / NTR	16	51,038	12,171	Society & Culture	-
16	OVT	NPO Radio 1 / VPRO	8	49,920	7,493	History	↑ 13
17	Argos	NPO Radio 1 / HUMAN / VPRO	5	48,034	19,317	Society & Culture	↑ 3
18	NOS Voetbalpodcast	NPO Radio 1 / NOS	7	45,880	30,047	Sports	↓ 6
19	Kees de Kort	FD Mediagroep	22	45,430	17,042	Business	↓ 3
20	538 Nieuws	Talpa Network	672	44,745	18,900	News	↓ 3
21	F1 Aan Tafel	Grand Prix Radio / Talpa Network	4	44,417	30,363	Sports	↓ 7
22	Focus Wetenschap	NPO Radio 1 / NTR	27	43,248	5,893	Science	↑ 45
23	HLN	DPG Media	4	42,303	20,365	Sports,News	↓ 5
24	Gefixt	NPO Radio 1 / NOS	1	35,647	19,224	Sports	Debut
25	Met Groenteman in de kast	DPG Media	2	32,844	17,303	Arts	↓ 6

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26	Boekestijn en de Wijk	FD Mediagroep	4	32,514	21,343	News & Politics	↓ 3
27	De Tumor Tapes	NPO 3FM / BNNVARA	2	31,081	20,433	Society & Culture	Debut
28	De Krokante Leesmap	NPO Radio 1 / BNNVARA	2	30,550	17,666	Comedy	↑ 10
29	NRC Haagse Zaken	NRC Media	3	30,197	20,949	News	↓ 16
30	Cryptocast BNR	FD Mediagroep	8	27,795	14,983	Technology	↓ 2
31	Crime Junkie	audiochuck, AdLarge/cabana	5	27,053	12,740	True Crime	↓ 6
32	Pak Schaal Podcast	Next Day Media	5	26,484	20,879	Sports	↓ 1
33	Een soort god	DPG Media	3	25,097	18,200	True Crime	Debut
34	NOS Formule 1-Podcast	NPO Radio 1 / NOS	2	24,572	18,492	Sports	↓ 13
35	DOCS	NPO Radio 1 / NTR	5	23,576	11,926	Society & Culture	↑ 64
36	De Deventer Mediazaak	NPO Radio 1 / HUMAN / VPRO	0	23,015	11,421	True Crime	↓ 12
37	Amerika Podcast	FD Mediagroep	6	22,979	14,760	News & Politics	-
38	Daders	NPO Radio 1 / AVROTROS	0	22,777	11,845	True Crime	↓ 12
39	Bureau Buitenland	NPO Radio 1 / VPRO	20	20,545	6,472	News	-
40	Parel Radio	NPO Radio 1 / VPRO	4	19,937	10,681	Society & Culture	↑ 4
41	Europa draait door	NPO Radio 1 / EO	4	18,534	13,294	News	Return
42	BNR De Wereld	FD Mediagroep	7	17,996	11,550	News, News & Politics	↓ 6
43	Spijkers met Koppen	NPO Radio 2 / BNNVARA	4	17,929	11,349	Comedy	-
44	Newsroom	FD Mediagroep	20	17,865	7,674	News & Politics	↓ 9
45	De kamer van Klok	DPG Media	5	17,843	13,168	News	↓ 23
46	AD Media Podcast	DPG Media	7	17,703	14,115	TV & Film	↑ 5
47	BNR's Big Five	FD Mediagroep	41	17,347	6,258	News & Politics	↓ 6
48	Zimmerman in Space	NPO Radio 1 / NTR	5	16,994	4,334	Science	↓ 6
49	In Het Wiel	DPG Media	0	16,886	5,507	Sports	↓ 38
50	De Technoloog	FD Mediagroep	4	16,093	8,902	News, Technology	↓ 4

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51	No Such Thing As A Fish	Audioboom	4	15,358	6,870	Comedy	↓ 2
52	Super Soul	Stitcher Media / SXM Media	4	15,015	4,877	Society & Culture	↓ 2
53	dr Kelder en Co	NPO Radio 1 / AVROTROS	4	14,884	9,649	Science	↓ 1
54	1 op 1	NPO Radio 1 / KRO-NCRV	20	14,867	7,496	News	↑ 8
55	On Purpose with Jay Shetty	Stitcher Media / SXM Media	8	14,541	5,927	Health & Fitness	↓ 21
56	De Ongelooflijke Podcast	NPO Radio 1 / EO	3	14,374	9,475	Religion & Spirituality	↓ 8
57	De liefde van nu	DPG Media	2	14,211	8,817	Society & Culture	↓ 10
58	My Favorite Murder with Karen Kilgariff and G..	Stitcher Media / SXM Media	8	13,549	5,162	True Crime	↓ 2
59	Dr. Bones	NPO	0	13,547	7,545	True Crime	Debut
60	Wetenschap Vandaag	FD Mediagroep	19	13,503	3,837	Science & Medicine	↓ 7
61	Het Sinterklaasjournaal: De Podcast	NPO Zapp / NTR	0	12,922	4,364	Kids & Family	Return
62	Tweakers Podcast	DPG Media	7	12,914	9,031	Technology	↓ 2
63	99% Invisible	Stitcher Media / SXM Media	4	12,865	7,099	Arts	↓ 9
64	Op z'n Kop!	NPO Radio 2 / PowNed	5	12,751	9,212	News	↑ 15
65	Freakonomics Radio	Stitcher Media / SXM Media	4	12,469	5,983	Society & Culture	↓ 25
66	Tech Update	FD Mediagroep	23	12,220	3,624	Technology	↓ 8
67	NUsport – De boordradio	DPG Media	2	12,178	10,083	Sports	↓ 40
68	NRC Onder de streep	NRC Media	5	12,154	10,178	News	↓ 4
69	De Ben Tiggelaar Podcast	FD Mediagroep	4	11,922	6,230	Business & Technology	↑ 4
70	De Nationale Autoshow	FD Mediagroep	7	11,392	6,116	Business,Games & Hobbies	↓ 4
71	Dick Voormekaar Podcast	Next Day Media	4	11,391	8,931	Sports	↓ 14
72	F1: Beyond The Grid	Audioboom	4	10,897	6,363	Sports	↓ 11
73	Conan O'Brien Needs A Friend	Stitcher Media / SXM Media	10	10,803	5,093	Comedy	↓ 18
74	Miss Podcast	NPO Radio 1 / AVROTROS	14	10,684	3,138	Society & Culture	↑ 8
75	Zakendoen	FD Mediagroep	35	10,664	3,382	Business,News	↑ 3

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76	Mangiare!	NPO Radio 1 / NTR	4	10,453	5,034	Arts	↓ 6
77	Kalm met Klassiek	NPO Radio 4 / AVROTROS	0	10,285	2,988	Health & Fitness	↓ 5
78	NOS op 3 Tech Podcast	NPO Radio 1 / NOS	4	10,147	4,786	News	↑ 5
79	Het Mediaforum	NPO Radio 1 / KRO-NCRV	19	9,855	3,738	TV & Film	↓ 8
80	Vroege Vogels en andere dieren	NPO Radio 1 / BNNVARA	4	9,640	5,732	Education	↑ 4
81	Nothing much happens; bedtime stories to hel..	Stitcher Media / SXM Media	4	9,611	3,587	Health & Fitness	↓ 5
82	Future Shock	NPO 2 / VPRO	3	9,584	6,471	Society & Culture	↑ 5
83	Hidden Brain	Stitcher Media / SXM Media	8	9,385	4,459	Science	↑ 6
84	NOS Jeugdjournaal	NPO Zapp / NOS	4	9,304	4,020	Kids & Family	Debut
85	Nieuwsweekend	NPO Radio 1 / Omroep MAX	4	9,277	6,418	News	↓ 4
86	Op1	NPO 1 / WNL	20	9,227	2,924	News	-
87	Ondertussen in de kosmos	DPG Media	7	9,173	5,973	Science	Return
88	Cocaineoorts	NRC Media	0	9,169	4,987	True Crime	↓ 29
89	De Leeuw Lult Verder	NPO Radio 5 / BNNVARA	8	9,150	5,928	Comedy	Debut
90	Skiete Willy Podcast	Next Day Media	7	9,129	6,952	Sports	↓ 2
91	The Mindset Mentor	Kast Media	17	8,977	3,660	Health & Fitness	↓ 17
92	De Spindoctors	NPO Radio 1 / EO	3	8,961	6,660	News	↓ 23
93	De Brand in het Landhuis	NPO Radio 1 / NTR	0	8,919	4,403	Society & Culture	↓ 16
94	30 MINUTEN RAUW door Ruud de Wild	NPO Radio 2 / KRO-NCRV	0	8,849	3,294	Music	↓ 29
95	Newsroom Den Haag	FD Mediagroep	17	8,725	4,032	News & Politics	Debut
96	Weird Hit Wonder	NPO Radio 2 / 3 voor 12	4	8,604	5,594	Music	Debut
97	Vroege Vogels	NPO Radio 1 / BNNVARA	4	8,584	4,784	Science	↓ 12
98	Hardlooppodcast De Pacer	DPG Media	5	8,391	5,546	Sports	Debut
99	Onze man in Deventer	NPO Radio 1 / BNNVARA	0	8,344	3,816	Society & Culture	↓ 66
100	The School of Greatness	Wondery Brand Partnerships	12	8,277	2,294	Health & Fitness	↓ 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. Nederlandse Publieke Omroep (NPO) is part of this standard but until last month's report, some of their titles were not being fully measured. Those are now being fully measured starting with the current October 2021 report.

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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