

September 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	390	2,080,013	681,563	-
2	DPG Media	DPG Media	83	554,227	292,684	-
3	NRC Media	NRC Media	10	485,928	197,034	-
4	FD Mediagroep	FD Mediagroep	120	408,869	155,497	-
5	Talpa Network	Talpa Network	60	239,540	100,326	-
6	Stitcher Media	SXM Media	129	186,177	69,808	-
7	Audioboom	Audioboom	168	133,161	61,788	-
8	Wondery Brand Partnerships	Wondery Brand Partnerships	88	56,445	22,050	-
9	Next Day Media	Next Day Media	5	45,917	34,534	↑ 1
10	AdLarge/cabana	AdLarge/cabana	30	45,711	17,956	↓ 1
11	Kast Media	Kast Media	33	29,495	14,258	-
12	All Things Comedy	All Things Comedy	11	9,013	4,478	-



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RANK	PODCAST	NETWORK	# OF NEW EPISODES	AVERAGE WEEKLY DOWNLOADS	AVERAGE WEEKLY USERS	CATEGORY	RANK CHANGE
1	NRC Vandaag	NRC Media	27	325,380	122,837	News	-
2	NOS Met het Oog op Morgen	NPO Radio 1 / NOS	40	160,105	36,994	News	-
3	De Dag	NPO Radio 1 / NOS	25	158,794	50,037	News	↑ 2
4	Eerst dit	NPO Radio 5 / EO / IZB	25	132,920	53,045	Religion & Spirituality	-
5	Nooit meer slapen	NPO Radio 1 / VPRO	42	90,051	16,262	Society & Culture	↑ 6
6	NU.nl Dit wordt het nieuws	DPG Media	29	74,706	45,133	News	↓ 3
7	De Jortcast	NPO Radio 1 / AVROTROS	10	74,650	34,396	Society & Culture	↓ 1
8	AD Voetbal podcast	DPG Media	33	71,395	36,524	Sports	↑ 6
9	De Taghi Podcast	DPG Media	4	59,792	28,225	True Crime	↓ 2
10	NRC Onbehaarde Apen	NRC Media	5	59,695	33,800	Science	↓ 2
11	In Het Wiel	DPG Media	13	56,672	25,485	Sports	↓ 2
12	NOS Voetbalpodcast	NPO Radio 1 / NOS	11	55,151	34,250	Sports	↑ 24
13	NRC Haagse Zaken	NRC Media	5	53,037	38,561	News	↓ 3
14	F1 Aan Tafel	Grand Prix Radio / Talpa Network	6	45,066	30,841	Sports	↑ 4
15	Kunststof	NPO Radio 1 / NTR	19	42,595	11,248	Society & Culture	↑ 2
16	Kees de Kort	FD Mediagroep	29	41,984	15,123	Business	↓ 1
17	538 Nieuws	Talpa Network	840	40,873	17,728	News	↓ 4
18	HLN	DPG Media	5	38,508	18,413	Sports,News	↑ 1
19	Met Groenteman in de kast	DPG Media	3	35,875	18,531	Arts	↓ 7
20	Argos	NPO Radio 1 / HUMAN / VPRO	7	35,850	16,889	Society & Culture	↑ 5
21	NOS Formule 1-Podcast	NPO Radio 1 / NOS	4	33,394	25,896	Sports	↑ 33
22	De kamer van Klok	DPG Media	9	32,003	22,094	News	↑ 38
23	Boekestijn en De Wijk	FD Mediagroep	5	31,671	20,707	News & Politics	↓ 3
24	De Deventer Mediazaak	NPO Radio 1 / HUMAN / VPRO	0	31,530	15,014	True Crime	↑ 2
25	Crime Junkie	audiochuck, AdLarge/cabana	6	27,278	11,897	True Crime	↓ 2

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26	Daders	NPO Radio 1 / AVROTROS	0	26,872	13,949	True Crime	↓ 10
27	NUsport – De boordradio	DPG Media	5	26,491	23,108	Sports	Return
28	Cryptocast BNR	FD Mediagroep	10	25,236	14,192	Technology	-
29	OVT	NPO Radio 1 / VPRO	10	25,019	7,084	History	↑ 1
30	Lang verhaal kort	NPO 3FM / NOS op 3	25	23,707	8,098	News	↓ 9
31	Pak Schaal Podcast	Next Day Media	9	23,163	19,166	Sports	↑ 9
32	OVT Fragmenten podcast	NPO Radio 1 / VPRO	38	20,336	4,271	Society & Culture	↑ 16
33	Onze man in Deventer	NPO Radio 1 / BNNVARA	4	18,608	10,640	Society & Culture	↓ 6
34	On Purpose with Jay Shetty	Stitcher Media / SXM Media	12	18,572	6,805	Health & Fitness	↑ 13
35	Newsroom	FD Mediagroep	26	17,713	8,050	News & Politics	↓ 2
36	BNR De Wereld	FD Mediagroep	7	17,624	11,997	News, News & Politics	↓ 7
37	Amerika Podcast	FD Mediagroep	5	17,445	12,366	News & Politics	↓ 3
38	De Krokante Leesmap	NPO Radio 1 / BNNVARA	1	16,924	7,834	Comedy	↑ 7
39	Bureau Buitenland	NPO Radio 1 / VPRO	21	16,756	5,913	News	↓ 2
40	Freakonomics Radio	Stitcher Media / SXM Media	13	16,654	6,254	Society & Culture	↑ 11
41	BNR's Big Five	FD Mediagroep	55	16,218	6,504	News & Politics	↑ 31
42	Zimmerman in Space	NPO Radio 1 / NTR	5	16,184	4,010	Science	↓ 11
43	Spijkers met Koppen	NPO Radio 2 / BNNVARA	5	16,075	10,218	Comedy	↑ 7
44	Parel Radio	NPO Radio 1 / VPRO	2	16,063	8,112	Society & Culture	-
45	Pitstop	DPG Media	14	15,252	10,104	Sports	Return
46	De Technoloog	FD Mediagroep	5	14,971	8,706	Technology	-
47	Moderne Liefde	DPG Media	3	14,878	9,481	Society & Culture	↓ 5
48	De Ongelooflijke Podcast	NPO Radio 1 / EO	3	14,724	10,026	Religion & Spirituality	↑ 19
49	No Such Thing As A Fish	Audioboom	5	14,636	6,767	Comedy	↓ 8
50	Super Soul	Stitcher Media / SXM Media	6	14,438	5,268	Society & Culture	↑ 7

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51	AD Media Podcast	DPG Media	8	14,233	11,525	TV & Film	Return
52	dr Kelder en Co	NPO Radio 1 / AVROTROS	5	13,915	9,082	Science	↑ 7
53	Wetenschap Vandaag	FD Mediagroep	22	13,737	3,890	Science & Medicine	↓ 15
54	99% Invisible	Stitcher Media / SXM Media	5	13,553	7,196	Arts	↑ 1
55	Conan O'Brien Needs A Friend	Stitcher Media / SXM Media	16	13,459	5,815	Comedy	↑ 6
56	My Favorite Murder with Karen Kilgariff and G..	Stitcher Media / SXM Media	11	12,809	4,567	True Crime	↓ 3
57	Dick Voormekaar Podcast	Next Day Media	7	12,358	9,779	Sports	↑ 8
58	Tech Update	FD Mediagroep	28	12,260	3,501	Technology	-
59	Cocaineoorts	NRC Media	0	12,159	6,617	True Crime	↓ 35
60	Tweakers Podcast	DPG Media	8	12,118	8,480	Null	↓ 8
61	F1: Beyond The Grid	Audioboom	5	11,856	5,845	Sports	↑ 17
62	1 op 1	NPO Radio 1 / KRO-NCRV	25	11,213	5,579	News	↑ 18
63	De Stemming van Vullings en Van der Wulp	NPO Radio 1 / NOS / EenVandaag	5	11,021	3,917	News	Return
64	NRC Onder de streep	NRC Media	5	10,944	9,488	News	↑ 20
65	30 MINUTEN RAUW door Ruud de Wild	NPO Radio 2 / KRO-NCRV	0	10,796	3,907	Music	↓ 16
66	De Nationale Autoshow	FD Mediagroep	10	10,790	5,613	Business,Games & Hobbies	↑ 5
67	Focus Wetenschap	NPO Radio 1 / NTR	35	10,724	858	Science	↑ 6
68	NRC Tussen de regels	NRC Media	5	10,617	9,203	Arts	↓ 33
69	De Spindoctors	NPO Radio 1 / EO	5	10,389	7,835	News	↑ 5
70	Mangiare!	NPO Radio 1 / NTR	5	10,332	4,856	Arts	↓ 6
71	Het Mediaforum	NPO Radio 1 / KRO-NCRV	25	10,234	3,793	TV & Film	↑ 11
72	Kalm met Klassiek	NPO Radio 4 / AVROTROS	2	10,162	2,709	Health & Fitness	↓ 33
73	De Ben Tiggelaar Podcast	FD Mediagroep	5	9,876	5,130	Business & Technology	↓ 7
74	The Mindset Mentor	Kast Media	26	9,634	3,688	Health & Fitness	↓ 6
75	NRC Future Affairs	NRC Media	3	9,625	7,967	Science	Return

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76	Nothing much happens; bedtime stories to hel..	Stitcher Media / SXM Media	4	9,491	3,359	Health & Fitness	Debut
77	De Brand in het Landhuis	NPO Radio 1 / NTR	0	9,431	4,577	Society & Culture	↓ 21
78	Zakendoen	FD Mediagroep	43	9,377	3,173	Business,News	↓ 3
79	Op z'n Kop!	NPO Radio 2 / PowNed	5	9,161	6,840	News	↓ 17
80	De Kopgroep wilerpodcast	NPO Radio 1 / AVROTROS	3	9,147	4,696	Sports	↓ 48
81	Nieuwsweekend	NPO Radio 1 / Omroep MAX	5	9,021	6,477	News	↑ 19
82	Miss Podcast	NPO Radio 1 / AVROTROS	15	8,959	3,006	Society & Culture	Return
83	NOS op 3 Tech Podcast	NPO Radio 1 / NOS	5	8,955	4,678	News	↑ 12
84	Vroege Vogels en andere dieren	NPO Radio 1 / BNNVARA	5	8,624	5,270	Education	Debut
85	Vroege Vogels	NPO Radio 1 / BNNVARA	5	8,365	4,717	Science	Return
86	Op1	NPO 1 / WNL	24	8,211	2,934	News	↑ 8
87	Future Shock	NPO 2 / VPRO	2	7,989	5,554	Society & Culture	Return
88	Skiete Willy Podcast	Next Day Media	9	7,856	6,332	Sports	↑ 11
89	Hidden Brain	Stitcher Media / SXM Media	8	7,844	4,105	Science	↑ 9
90	NOS Langs de Lijn Sportforum	NPO Radio 1 / NOS	5	7,753	5,222	Sports	Return
91	Petrolheads	FD Mediagroep	5	7,472	4,294	Games & Hobbies	↓ 15
92	Bureau Sport Radio	NPO Radio 1 / BNNVARA	6	7,455	4,578	Sports	Return
93	Morbid: A True Crime Podcast	Audioboom	9	7,367	3,164	Comedy	↓ 4
94	Nachtzuster	NPO Radio 1 / Omroep MAX	5	7,197	3,375	Society & Culture	Return
95	The School of Greatness	Wondery Brand Partnerships	15	6,980	2,268	Health & Fitness	Return
96	Digitaal	FD Mediagroep	6	6,968	3,999	Technology	Return
97	Not Another D&D Podcast	Headgum	9	6,951	1,675	Comedy	Debut
98	AEX Factor	FD Mediagroep	5	6,944	4,695	Business	↓ 7
99	DOCS	NPO Radio 1 / NTR	5	6,843	1,967	Society & Culture	↓ 16
100	StarTalk Radio	Stitcher Media / SXM Media	11	6,746	2,916	Science	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

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

