

# February 2022 Netherlands Podcast Report

## TOP 10 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	1,781,535	610,718	-
2	DPG Media	DPG Media	92	943,749	463,856	-
3	FD Mediagroep	FD Mediagroep	120	823,854	208,073	↑ 1
4	NRC Media	NRC Media	13	768,377	319,548	↓ 1
5	Talpa Network	Talpa Network	66	334,335	130,159	-
6	Stitcher Media	SXM Media	147	227,841	86,519	-
7	Audioboom	Audioboom	172	134,112	62,017	-
8	Wondery Brand Partnerships	Wondery Brand Partnerships	91	61,590	21,246	-
9	Kast Media	Kast Media	32	31,650	14,108	-
10	All Things Comedy	All Things Comedy	15	11,386	5,631	-



# February 2022 Netherlands Podcast Report

## 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	20	412,573	154,583	News	-
2	De Dag	NPO Radio 1 / NOS	20	142,596	46,952	News	↑ 1
3	Cocaïnekoorts	NRC Media	4	136,187	84,893	True Crime	↑ 34
4	NU.nl nieuws	DPG Media / NU	95	127,763	63,017	News	↓ 2
5	NOS Met het Oog op Morgen	NPO Radio 1 / NOS	29	120,981	30,770	News	-
6	In Het Wiel	DPG Media / AD	40	96,926	29,933	Sports	↑ 55
7	NRC Onbehaarde Apen	NRC Media	5	93,183	59,400	Science	-
8	Eerst dit	NPO Radio 5 / EO / IZB	20	89,521	36,589	Religion & Spirituality	-
9	AD Voetbal podcast	DPG Media / AD	25	83,239	41,245	Sports	↓ 3
10	Boekestijn en de Wijk	FD Mediagroep	8	79,184	37,890	News	↑ 15
11	De Stemming van Vullings en Van der Wulp	NPO Radio 1 / NOS / EenVandaag	4	76,158	53,009	News	↑ 5
12	Nooit meer slapen	NPO Radio 1 / VPRO	20	71,025	17,431	Society & Culture	↓ 3
13	De zwarte dag van Hans	DPG Media / AD	6	68,030	41,053	True Crime	Debut
14	Kees de Kort	FD Mediagroep	27	66,784	16,307	Business,News	↑ 9
15	HLN	DPG Media / HLN	6	65,919	30,156	Sports,News	↓ 3
16	NU.nl Dit wordt het nieuws	DPG Media / NU	22	64,180	39,190	News	↓ 2
17	NRC Haagse Zaken	NRC Media	5	62,085	41,158	News	↓ 2
18	Zakendoen	FD Mediagroep	27	60,453	3,110	Business,News	↑ 25
19	538 Nieuws	Talpa Network	672	60,034	24,773	News	↓ 2
20	De Jortcast	NPO Radio 1 / AVROTROS	8	59,970	28,073	Science	↓ 1
21	Lang verhaal kort	NPO 3FM / NOS op 3	20	59,806	32,610	News	↑ 1
22	Grijs gebied	DPG Media / Volkskrant	3	59,579	36,370	True Crime	↑ 4
23	BNR's Big Five	FD Mediagroep	22	50,511	8,363	Business,News	↑ 17
24	F1 aan Tafel	Grand Prix Radio / Talpa Network	4	47,846	34,467	Sports	-
25	OVT Fragmenten podcast	NPO Radio 1 / VPRO	14	44,262	3,936	History	↓ 21

# February 2022 Netherlands Podcast Report

## 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
26	De Taghi Podcast	DPG Media / Het Parool	0	42,288	18,568	True Crime	↓ 8
27	Hallo Peking	DPG Media / AD	39	41,424	23,646	Sports	Return
28	Amerika Podcast	FD Mediagroep	11	39,415	15,705	Business,News	↑ 7
29	Wetenschap Vandaag	FD Mediagroep	34	38,351	4,888	News,Science	↑ 7
30	Argos	NPO Radio 1 / HUMAN / VPRO	4	38,067	13,067	Society & Culture	↓ 17
31	AD Media Podcast	DPG Media / AD	4	36,571	30,500	TV & Film	↓ 11
32	BNR De Wereld	FD Mediagroep	8	35,781	14,359	News	↓ 2
33	Cryptocast	FD Mediagroep	13	35,677	12,378	Technology	↓ 4
34	Kunststof	NPO Radio 1 / NTR	14	35,428	9,128	Society & Culture	↓ 7
35	Met Groenteman in de kast	DPG Media / Volkskrant	2	34,370	18,078	Arts	↓ 4
36	OVT	NPO Radio 1 / VPRO	7	30,701	6,654	History	↓ 25
37	Europa draait door	NPO Radio 1 / EO	4	26,665	19,316	News	↑ 1
38	De Nieuwsdag	FD Mediagroep	19	26,403	5,351	Business	↑ 19
39	Crime Junkie	audiochuck, AdLarge/cabana	6	26,401	11,516	True Crime	↓ 5
40	De Krokante Leesmap	NPO 3FM / BNNVARA	2	25,542	14,761	Comedy	↓ 8
41	De Technoloog	FD Mediagroep	4	23,882	9,049	News	↑ 10
42	De kamer van Klok	DPG Media / Volkskrant	5	23,445	17,389	News	↓ 3
43	NOS Voetbalpodcast	NPO Radio 1 / NOS	4	23,444	16,996	Sports	↑ 20
44	NRC Het geheim van Rijswijk	NRC Media	0	23,179	11,419	True Crime	↓ 23
45	Tech Update	FD Mediagroep	27	23,155	4,081	Business,News	↑ 17
46	De Ben Tiggelaar Podcast	FD Mediagroep	5	22,176	9,035	Business & Technology	↑ 10
47	De moord op de duivenmelker	DPG Media / AD	6	21,988	13,333	True Crime	Debut
48	De Nationale Autoshow	FD Mediagroep	6	21,729	5,887	Business,Leisure	↑ 39
49	Bureau Buitenland	NPO Radio 1 / VPRO	14	20,990	7,866	News	↓ 16
50	De Schrik van Roden	DPG Media / Trouw	0	19,690	9,551	History	↓ 40

# February 2022 Netherlands Podcast Report

## 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
51	DOCS	NPO Radio 1 / NTR	4	18,483	9,240	Society & Culture	↓ 7
52	On Purpose with Jay Shetty	Stitcher Media / SXM Media	8	17,669	6,939	Health & Fitness	↓ 10
53	De Ongelooflijke Podcast	NPO Radio 1 / EO	5	17,222	11,573	Religion & Spirituality	↑ 24
54	Vandaag Inside	Talpa Network	22	16,489	9,734	Entertainment	↑ 52
55	Newsroom Den Haag	FD Mediagroep	17	16,364	5,550	Business,News	↑ 33
56	NRC Onder de streep	NRC Media	4	15,827	12,991	News	↓ 9
57	Spijkers met Koppen	NPO Radio 2 / BNNVARA	4	15,109	9,864	Comedy	↑ 18
58	No Such Thing As A Fish	Audioboom	4	15,044	6,738	Comedy	↓ 4
59	Onze man in Deventer	NPO Radio 1 / BNNVARA	4	14,765	8,210	Society & Culture	↑ 7
60	Zimmerman in Space	NPO Radio 2 / NTR	4	14,585	3,894	Science	↓ 14
61	De liefde van nu	DPG Media / Volkskrant	2	14,216	8,299	Society & Culture	↓ 11
62	Bro Code de Podcast	Talpa Network	8	14,068	7,285	News,Comedy	↑ 16
63	Het Geheim van Wijsman	NPO Radio 1 / NTR	1	13,978	6,919	True Crime	↓ 14
64	BNR Breekt	FD Mediagroep	24	13,883	1,822	Business,News	↑ 33
65	Op z'n Kop!	NPO Radio 2 / PowNed	4	13,864	11,320	News	↑ 60
66	Vraag het Gommers	FD Mediagroep	9	13,559	8,044	Business,Health & Fitness	↑ 5
67	99% Invisible	Stitcher Media / SXM Media	4	13,410	7,448	Arts	↑ 1
68	Super Soul	Stitcher Media / SXM Media	4	13,173	4,303	Society & Culture	↓ 16
69	BNR Europa	FD Mediagroep	15	13,127	4,096	Business,News	↑ 4
70	Sleutel tot Succes	DPG Media / de Ondernemer	4	13,028	9,359	Business	↑ 92
71	Bloody Sunday in Roermond	NPO Radio 1 / VPRO	0	12,987	6,551	True Crime	↓ 43
72	Digitaal	FD Mediagroep	6	12,261	4,010	Business,News	↑ 37
73	Freakonomics Radio	Stitcher Media / SXM Media	4	12,205	5,494	Society & Culture	↓ 3
74	Dit is de Bijbel	NPO Radio 5 / EO	4	12,154	8,293	Religion & Spirituality	↑ 39
75	Parel Radio	NPO Radio 1 / VPRO	1	12,137	5,574	Society & Culture	↓ 20

# February 2022 Netherlands Podcast Report

## 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
76	Tweakers Podcast	DPG Media / Tweakers	6	11,875	8,343	Technology	↓ 4
77	Kalm met Klassiek	NPO Radio 4 / AVROTROS	20	11,824	3,816	Health & Fitness	↓ 19
78	The Friday Move	FD Mediagroep	4	11,687	4,494	Business,News	↑ 51
79	NRC Tussen de regels	NRC Media	4	11,557	9,224	Arts	↓ 26
80	Tegenlicht Podcast	NPO 2 / VPRO	2	11,551	7,692	Society & Culture	↑ 60
81	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	Stitcher Media / SXM Media	8	11,363	4,338	True Crime	↓ 14
82	Het verhaal van Nederland met Diederik van Vleuten	NPO 1 / NTR	11	11,359	5,243	History	Debut
83	The Mindset Mentor	Kast Media	18	11,313	4,037	Health & Fitness	↓ 18
84	Conan O'Brien Needs A Friend	Stitcher Media / SXM Media	10	11,058	4,885	Comedy	↓ 2
85	De Leeuw Lult Verder	NPO Radio 5 / BNNVARA	4	11,049	7,611	Comedy	↑ 41
86	Petrolheads	FD Mediagroep	5	10,925	4,596	Business,Leisure	↑ 17
87	Branie	DPG Media / Het Parool	12	10,740	8,931	News	↑ 82
88	Daders	NPO Radio 1 / AVROTROS	0	10,641	5,509	True Crime	↓ 40
89	Politiek Dichtbij	DPG Media / AD	4	10,591	9,783	News	↑ 19
90	Nothing much happens; bedtime stories to help you sleep	Stitcher Media / SXM Media	4	10,380	3,946	Health & Fitness	↓ 5
91	Flikken de Podcast	NPO 1 / AVROTROS	3	10,312	8,589	TV & Film	Debut
92	Ochtendnieuws   BNR	FD Mediagroep	25	10,198	6,535	News	↓ 3
93	De AEX Factor	FD Mediagroep	4	10,146	5,228	News	↑ 3
94	Vroege Vogels	NPO Radio 1 / BNNVARA	4	10,018	4,949	Science	↓ 4
95	dr Kelder en Co	NPO Radio 1 / AVROTROS	3	9,892	6,761	Science	↓ 9
96	IJzige Tongen	FD Mediagroep	17	9,858	3,773	Business	↑ 183
97	De Kroongetuigen	DPG Media / HLN	4	9,829	5,891	True Crime	↑ 138
98	Last Podcast On The Left	Stitcher Media / SXM Media	8	9,809	2,104	True Crime	Debut
99	NOS Olympische podcast	NPO Radio 1 / NOS	2	9,368	5,466	Sports	↓ 19
100	Het Sinterklaasjournaal: De Podcast	NPO Zapp / NTR	0	9,344	4,445	Kids & Family	↓ 31

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 TRITON DIGITAL'S 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](mailto:Metrics@tritondigital.com)

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

