

NETHERLANDS PODCAST REPORT

TOP 12 NETWORKS

Based on Average Weekly Downloads in the Netherlands
Reporting Period: June 2021 (May 31 - June 27)

| RANK | PODCAST NETWORK | SALES NETWORK | # OF ACTIVE PODCASTS | AVERAGE WEEKLY DOWNLOADS | AVERAGE WEEKLY USERS | RANK CHANGE |
|------|----------------------------|----------------------------|----------------------|--------------------------|----------------------|-------------|
| 1 | NPO | Ster | 376 | 1,948,730 | 671,349 | - |
| 2 | NRC Media | NRC Media | 10 | 499,594 | 200,498 | - |
| 3 | FD Mediagroep | FD Mediagroep | 97 | 382,161 | 155,216 | - |
| 4 | DPG Media | DPG Media | 78 | 372,297 | 207,230 | - |
| 5 | Talpa Network | Talpa Network | 52 | 214,064 | 90,321 | - |
| 6 | Audioboom | Audioboom | 133 | 146,308 | 77,735 | - |
| 7 | Stitcher Media | SXM Media | 111 | 131,676 | 54,776 | - |
| 8 | Wondery Brand Partnerships | Wondery Brand Partnerships | 75 | 53,192 | 20,069 | - |
| 9 | AdLarge/cabana | AdLarge/cabana | 22 | 38,454 | 15,663 | - |
| 10 | Kast Media | Kast Media | 28 | 25,813 | 12,577 | Debut |
| 11 | Digital Network | Digital Network | 5 | 22,979 | 12,390 | + 1 |
| 12 | All Things Comedy | All Things Comedy | 10 | 8,055 | 3,995 | Debut |

NETHERLANDS PODCAST REPORT

TOP 100 PODCASTS BY DOWNLOADS

Podcasts Ranked by Average Weekly Downloads in the Netherlands
Reporting Period: June 2021 (May 31 - June 27)

| RANK | PODCAST | NETWORK | # OF NEW EPISODES | AVERAGE WEEKLY DOWNLOADS | AVERAGE WEEKLY USERS | CATEGORY | RANK CHANGE |
|------|--|---------------------------------------|-------------------|--------------------------|----------------------|-------------------------|-------------|
| 1 | NRC Vandaag | NRC Media | 20 | 313,460 | 121,382 | News | - |
| 2 | De Dag | NPO Radio 1 / NOS Ster | 20 | 144,251 | 50,338 | News | - |
| 3 | Eerst dit | NPO Radio 5 / EO / IZB Ster | 25 | 137,122 | 52,822 | Religion & Spirituality | - |
| 4 | NOS Met het Oog op Morgen | NPO Radio 1 / NOS Ster | 28 | 130,752 | 38,437 | News | - |
| 5 | AD Voetbal podcast | DPG Media | 29 | 97,895 | 48,754 | Sports | ↑16 |
| 6 | De Stemming van Vullings en Van der Wulp | NPO Radio 1 / NOS / EenVandaag Ster | 4 | 85,153 | 59,821 | News | ↑1 |
| 7 | De Jortcast | NPO Radio 1 / AVROTROS Ster | 8 | 73,328 | 36,916 | Society & Culture | ↓2 |
| 8 | NRC Onbehaarde Apen | NRC Media | 4 | 70,742 | 38,993 | Science | ↓2 |
| 9 | NOS Voetbalpodcast | NPO Radio 1 / NOS Ster | 10 | 59,466 | 37,820 | Sports | ↑11 |
| 10 | NRC Haagse Zaken | NRC Media | 4 | 56,089 | 38,482 | News | - |
| 11 | In Het Wiel | DPG Media | 11 | 45,747 | 29,794 | Sports | - |
| 12 | Nooit meer slapen | NPO Radio 1 / VPRO Ster | 20 | 45,045 | 14,318 | Society & Culture | ↓4 |
| 13 | 538 Nieuws | Talpa Network | 672 | 44,427 | 19,253 | News | - |
| 14 | Daders | NPO Radio 1 / AVROTROS Ster | 0 | 41,890 | 21,992 | True Crime | ↓5 |
| 15 | HLN | DPG Media | 8 | 38,713 | 18,436 | Sports, News | ↓1 |
| 16 | Kunststof | NPO Radio 1 / NTR Ster | 15 | 38,176 | 11,629 | Society & Culture | ↓4 |
| 17 | Met Groenteman in de kast | DPG Media | 4 | 37,040 | 22,429 | Arts | ↓2 |
| 18 | Kees de Kort | FD Mediagroep | 21 | 36,059 | 13,214 | Business | - |
| 19 | F1 Aan Tafel | Talpa Network | 2 | 30,458 | 20,243 | Sports | Debut |
| 20 | Focus Wetenschap | NPO Radio 1 / NTR Ster | 31 | 30,220 | 6,379 | Science | ↓4 |
| 21 | Boekestijn en De Wijk | FD Mediagroep | 4 | 28,717 | 19,584 | News & Politics | ↓2 |
| 22 | Argos | NPO Radio 1 / HUMAN / VPRO Ster | 3 | 26,108 | 12,291 | Society & Culture | ↓5 |
| 23 | NOS Formule 1-Podcast | NPO Radio 1 / NOS Ster | 2 | 23,919 | 18,263 | Sports | ↑2 |
| 24 | OVT | NPO Radio 1 / VPRO Ster | 10 | 22,983 | 8,563 | History | ↑4 |
| 25 | Crime Junkie | audiochuck, AdLarge/cabana | 5 | 22,122 | 10,566 | True Crime | ↑4 |
| 26 | Cocaïnekoorts | NRC Media | 0 | 22,037 | 10,633 | True Crime | ↑4 |
| 27 | De kamer van Klok | DPG Media | 5 | 20,720 | 16,524 | News | ↑19 |
| 28 | Buiten de Muren | NPO Radio 1 / NTR Ster | 2 | 20,417 | 12,272 | True Crime | Debut |
| 29 | De Deventer Mediazaak | NPO Radio 1 / HUMAN / VPRO Ster | 0 | 20,262 | 10,210 | True Crime | Debut |
| 30 | NOS EK-voetbalpodcast | NPO Radio 1 / NOS Ster | 0 | 19,461 | 11,393 | Sports | Debut |

| RANK | PODCAST | NETWORK | # OF NEW EPISODES | AVERAGE WEEKLY DOWNLOADS | AVERAGE WEEKLY USERS | CATEGORY | RANK CHANGE |
|------|---|-------------------------------|-------------------|--------------------------|----------------------|-------------------------|-------------|
| 31 | DOCS | NPO Radio 1 / NTR Ster | 4 | 19,005 | 10,471 | Society & Culture | ↓ 8 |
| 32 | Cryptocast | FD Mediagroep | 4 | 18,732 | 14,313 | Technology | ↓ 6 |
| 33 | Lang verhaal kort | NPO 3FM / NOS op 3 Ster | 20 | 18,725 | 6,989 | News | Debut |
| 34 | Europa draait door | NPO Radio 1 / EO Ster | 4 | 18,568 | 13,265 | News | ↓ 2 |
| 35 | Newsroom | FD Mediagroep | 22 | 16,804 | 7,641 | News & Politics | ↑ 5 |
| 36 | De Wereld | FD Mediagroep | 5 | 16,700 | 11,487 | News & Politics | ↓ 1 |
| 37 | De Taghi Podcast | DPG Media | 2 | 16,305 | 9,116 | True Crime | ↑32 |
| 38 | Bureau Buitenland | NPO Radio 1 / VPRO Ster | 18 | 16,219 | 6,019 | News | ↓ 5 |
| 39 | Parel Radio | NPO Radio 1 / VPRO Ster | 1 | 16,042 | 7,409 | Society & Culture | ↓12 |
| 40 | Scorebordjournalistiek | Digital Network | 25 | 15,631 | 7,711 | Sports | Debut |
| 41 | De Krokante Leesmap | NPO Radio 1 / BNNVARA Ster | 0 | 15,574 | 6,645 | Comedy | ↓19 |
| 42 | BNR'S BIG FIVE | FD Mediagroep | 23 | 15,455 | 6,538 | News & Politics | ↑ 9 |
| 43 | Amerika Podcast | FD Mediagroep | 4 | 15,264 | 11,697 | News & Politics | ↓ 2 |
| 44 | Bureau Sport Radio | NPO Radio 1 / BNNVARA Ster | 12 | 15,226 | 7,516 | Sports | Debut |
| 45 | De Schaduwspsits | NPO Radio 1 / NOS Ster | 2 | 14,704 | 8,300 | Sports | Debut |
| 46 | NRC Onder de streep | NRC Media | 4 | 14,344 | 12,495 | News | ↑11 |
| 47 | De Technoloog | FD Mediagroep | 4 | 14,090 | 8,771 | Technology | ↓11 |
| 48 | Wetenschap Vandaag | FD Mediagroep | 18 | 13,980 | 4,251 | Science & Medicine | ↓ 1 |
| 49 | NRC Tussen de regels | NRC Media | 4 | 13,954 | 12,322 | Arts | ↓12 |
| 50 | Kalm met Klassiek | NPO Radio 4 / AVROTROS Ster | 21 | 13,746 | 3,750 | Health & Fitness | ↑15 |
| 51 | Zimmerman in Space | NPO Radio 1 / NTR Ster | 4 | 13,707 | 3,816 | Science | ↑ 2 |
| 52 | Spijkers met Koppen | NPO Radio 2 / BNNVARA Ster | 4 | 13,550 | 9,223 | Comedy | ↓10 |
| 53 | No Such Thing As A Fish | Audioboom | 4 | 13,363 | 6,452 | Comedy | ↓ 3 |
| 54 | 99% Invisible | Stitcher Media / SXM Media | 4 | 12,400 | 6,635 | Arts | Debut |
| 55 | dr Kelder en Co | NPO Radio 1 / AVROTROS Ster | 3 | 12,368 | 8,353 | Science | ↓ 6 |
| 56 | Het Nieuwe Geld BNR | FD Mediagroep | 4 | 12,124 | 7,386 | Business | ↑41 |
| 57 | OVT Fragmenten podcast | NPO Radio 1 / VPRO Ster | 27 | 11,898 | 4,004 | Society & Culture | ↓18 |
| 58 | 1 op 1 | NPO Radio 1 / KRO-NCRV Ster | 20 | 11,766 | 6,060 | News | ↑ 6 |
| 59 | Sorry voor mijn broertje | NPO 3FM / KRO-NCRV Ster | 1 | 11,723 | 5,046 | Society & Culture | Debut |
| 60 | Super Soul | Stitcher Media / SXM Media | 5 | 11,661 | 4,911 | Society & Culture | ↓15 |
| 61 | Op z'n Kop! | NPO Radio 2 / PowNed Ster | 4 | 11,606 | 9,829 | News | Debut |
| 62 | De Ongelooflijke Podcast | NPO Radio 1 / EO Ster | 3 | 11,300 | 7,711 | Religion & Spirituality | ↓ 6 |
| 63 | My Favorite Murder with Karen Kilgariff and Georgia Hardstark | Stitcher Media / SXM Media | 12 | 11,238 | 4,096 | True Crime | ↓ 3 |
| 64 | Tweakers Podcast | DPG Media | 5 | 11,036 | 8,303 | Technology | ↓ 5 |
| 65 | Miss Podcast | NPO Radio 1 / AVROTROS Ster | 15 | 10,993 | 4,182 | Society & Culture | ↓21 |

| RANK | PODCAST | NETWORK | # OF NEW EPISODES | AVERAGE WEEKLY DOWNLOADS | AVERAGE WEEKLY USERS | CATEGORY | RANK CHANGE |
|------|------------------------------------|---------------------------------|-------------------|--------------------------|----------------------|-----------------------|-------------|
| 66 | 538 Ochtendshow met Frank Dane | Talpa Network | 11 | 10,920 | 9,085 | Sports & Music | Debut |
| 67 | On Purpose with Jay Shetty | Stitcher Media / SXM Media | 11 | 10,612 | 4,352 | Health & Fitness | ↓ 5 |
| 68 | 30 MINUTEN RAUW door Ruud de Wild | NPO Radio 2 / KRO-NCRV Ster | 0 | 10,568 | 3,852 | Music | ↑ 3 |
| 69 | Freakonomics Radio | Stitcher Media / SXM Media | 6 | 10,402 | 5,092 | Society & Culture | ↓ 15 |
| 70 | Tech Update | FD Mediagroep | 21 | 10,384 | 3,593 | Technology | ↓ 22 |
| 71 | De Nationale Autoshow | FD Mediagroep | 6 | 10,259 | 5,680 | Games & Hobbies | ↓ 10 |
| 72 | AD Media Podcast | DPG Media | 7 | 10,011 | 8,278 | TV & Film | ↓ 4 |
| 73 | Het Mediaforum | NPO Radio 1 / KRO-NCRV Ster | 20 | 9,931 | 3,535 | TV & Film | ↓ 15 |
| 74 | Pitstop | DPG Media | 6 | 9,819 | 8,647 | Sports | ↑ 20 |
| 75 | De Ben Tiggelaar Podcast | FD Mediagroep | 8 | 9,574 | 5,901 | Business & Technology | ↓ 9 |
| 76 | Virusfeiten | NPO Radio 1 / EO Ster | 5 | 9,476 | 6,437 | Health & Fitness | ↓ 9 |
| 77 | Conan O'Brien Needs A Friend | Stitcher Media / SXM Media | 9 | 9,472 | 4,874 | Comedy | ↓ 1 |
| 78 | De Spindoctors | NPO Radio 1 / EO Ster | 4 | 8,997 | 6,725 | News | Debut |
| 79 | Nieuwsweekend | NPO Radio 1 / Omroep MAX Ster | 4 | 8,872 | 6,541 | News | ↓ 6 |
| 80 | Mangiare! | NPO Radio 1 / NTR Ster | 4 | 8,430 | 4,364 | Arts | ↓ 10 |
| 81 | Onze man in Deventer | NPO Radio 1 / BNNVARA Ster | 0 | 8,330 | 4,009 | Society & Culture | ↓ 38 |
| 82 | Springsteen podcast | NPO Radio 2 / BNNVARA Ster | 4 | 8,246 | 5,648 | Music | Debut |
| 83 | The Mindset Mentor | Kast Media | 28 | 8,238 | 3,371 | Health & Fitness | ↓ 5 |
| 84 | De Brand in het Landhuis | NPO Radio 1 / NTR Ster | 0 | 8,203 | 4,038 | Society & Culture | ↑ 6 |
| 85 | The School of Greatness | Wondery Brand Partnerships | 12 | 8,182 | 2,926 | Health & Fitness | ↑ 1 |
| 86 | Hidden Brain | Stitcher Media / SXM Media | 12 | 8,043 | 4,030 | Science | ↓ 11 |
| 87 | Vroege Vogels | NPO Radio 1 / BNNVARA Ster | 4 | 7,797 | 4,937 | Science | ↓ 7 |
| 88 | Bach van de Dag | NPO Radio 4 / KRO-NCRV Ster | 4 | 7,796 | 1,885 | Music | ↓ 16 |
| 89 | Klassieke Mysteries | NPO Radio 4 / AVROTROS Ster | 2 | 7,667 | 3,573 | Music | Debut |
| 90 | Moderne Liefde | DPG Media | 3 | 7,506 | 6,392 | Society & Culture | Debut |
| 91 | Zakendoen | FD Mediagroep | 22 | 7,391 | 3,092 | Business | ↓ 14 |
| 92 | VINK: De podcastgids van Nederland | NPO Radio 1 / AVROTROS Ster | 4 | 7,355 | 4,683 | Society & Culture | ↓ 13 |
| 93 | NOS op 3 Tech Podcast | NPO Radio 1 / NOS Ster | 3 | 7,206 | 3,709 | News | ↓ 38 |
| 94 | De Kopgroep wielerpodcast | NPO Radio 1 / AVROTROS Ster | 2 | 7,120 | 4,379 | Sports | ↓ 63 |
| 95 | Het Bureau (deel 1 van 2) | NPO Radio 1 / NTR Ster | 0 | 7,064 | 1,027 | Society & Culture | ↓ 13 |
| 96 | Nachtzuster | NPO Radio 1 / Omroep MAX Ster | 4 | 6,974 | 3,493 | Society & Culture | ↑ 4 |
| 97 | Petrolheads | FD Mediagroep | 4 | 6,971 | 4,233 | Games & Hobbies | ↓ 2 |
| 98 | Ondertussen in de kosmos | DPG Media | 3 | 6,730 | 4,708 | Science | Debut |
| 99 | Kwaad Bloed | NPO Radio 1 / VPRO Ster | 0 | 6,582 | 3,224 | Society & Culture | Debut |
| 100 | Future Shock | NPO 2 / VPRO Ster | 2 | 6,418 | 4,248 | Society & Culture | ↓ 26 |

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 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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