

September 2022 Netherlands Podcast Report

TOP 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	394	2,255,682	751,131	-
2	FD Mediagroep	FD Mediagroep	122	1,029,329	354,911	-
3	DPG Media	DPG Media	119	1,006,399	473,214	-
4	Talpa Network	Talpa Network	83	615,660	338,292	↑ 1
5	Audiohuis Podcastnetwerk	Audiohuis Podcastnetwerk	12	577,148	217,135	↓ 1
6	Stitcher Media	SXM Media	172	252,269	94,799	-
7	Audioboom	Audioboom	210	175,114	85,670	-
8	Wondery Brand Partnerships	Wondery Brand Partnerships	125	117,246	39,064	-
9	Kast Media	Kast Media	35	35,536	15,750	-
10	Studio71	Studio71	57	19,398	9,895	-
11	All Things Comedy	All Things Comedy	15	14,268	6,460	-

Access the web ranker here: <https://tritonrankers.com/reports/nl/podcasts/>



September 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	Audiohuis Podcastnetwerk	25	421,967	156,389	News	-
2	Boekestijn en de Wijk	FD Mediagroep	30	385,106	158,043	News	-
3	De Dag	NPO Radio 1	25	296,404	87,722	News	-
4	NU.nl nieuws	DPG Media	89	154,933	70,359	News	↑ 1
5	NOS Met het Oog op Morgen	NPO Radio 1	40	142,317	37,554	News	↓ 1
6	de Volkskrant Elke Dag	DPG Media	39	138,444	57,023	News	↑ 40
7	Eerst dit	NPO Radio 5	25	122,757	48,072	Religion & Spirituality	-
8	De Jortcast	NPO Radio 1	14	108,124	44,019	Society & Culture	↓ 2
9	TV-TALK	Talpa Network	20	106,617	99,266	News	Debut
10	Vandaag Inside	Talpa Network	25	104,536	62,317	Sports	↑ 12
11	De Stemming van Vullings en Van der Wulp	NPO Radio 1	5	101,729	69,639	News	↑ 17
12	AD Voetbal podcast	DPG Media	34	101,317	52,087	Sports	↓ 4
13	Nooit meer slapen	NPO Radio 1	25	87,581	20,720	Society & Culture	↓ 3
14	Lang verhaal kort	NPO 3FM	25	87,578	43,876	News	↓ 3
15	F1 aan Tafel	Talpa Network	6	80,056	59,785	Sports	↓ 3
16	Appie	DPG Media	3	74,253	39,874	True Crime	Debut
17	In Het Wiel	DPG Media	12	69,250	36,290	Sports	↓ 3
18	De Taghi Podcast	DPG Media	2	68,466	35,611	True Crime	↓ 2
19	BNR De Wereld	FD Mediagroep	19	65,376	33,672	News	-
20	Alledaagse Vragen	NPO Radio 1	25	64,213	41,245	Society & Culture	↓ 3
21	NRC Haagse Zaken	Audiohuis Podcastnetwerk	5	60,758	41,333	News	↓ 8
22	Het HLN-nieuws	DPG Media	95	56,270	25,566	Sports,News	↓ 2
23	Kunststof	NPO Radio 1	19	53,608	13,627	Society & Culture	↓ 8
24	NRC Onbehaarde Apen	Audiohuis Podcastnetwerk	4	53,468	29,672	Science	↓ 6
25	538 Nieuws	Talpa Network	840	53,254	22,458	News	↓ 4

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26	FD Dagkoers	FD Mediagroep	31	52,295	25,352	News	↑ 15
27	NOS Voetbalpodcast	NPO Radio 1	9	48,441	31,043	Sports	↑ 5
28	NUsport – De boordradio	DPG Media	9	41,682	27,547	Sports	↑ 24
29	30 MINUTEN RAUW door Ruud de Wild	NPO Radio 2	4	37,943	16,161	Music	↑ 5
30	Europa draait door	NPO Radio 1	5	37,816	28,508	News	↑ 3
31	Moord in de Spirituele Winkel	Talpa Network	5	37,010	31,255	True Crime	Debut
32	NOS Formule 1-Podcast	NPO Radio 1	4	35,834	24,923	Sports	↑ 22
33	Macro met Boot en Mujagić	FD Mediagroep	27	32,607	10,302	Business,News	↓ 7
34	De Zaak Beckum	DPG Media	3	32,466	15,781	True Crime	↑ 103
35	Wat Goéééd - De positieve podcast met Martien en Erica Renkema	Talpa Network	3	31,855	18,546	News	↓ 11
36	Cryptocast	FD Mediagroep	16	30,056	11,423	Business & Technology	↓ 5
37	BNR's Big Five	FD Mediagroep	25	29,813	10,274	Business,News	↑ 67
38	Eerst dit Avondgebed	NPO Radio 5	35	27,300	10,518	Religion & Spirituality	-
39	AD Media Podcast	DPG Media	4	27,085	21,207	TV & Film	↑ 16
40	Amerika Podcast	FD Mediagroep	6	26,855	17,540	Business,News	↓ 15
41	Crime Junkie	SXM Media	7	26,621	11,636	True Crime	↓ 2
42	Argos	NPO Radio 1	6	25,764	13,239	Society & Culture	↓ 15
43	DOCS	NPO Radio 1	5	25,647	12,961	Society & Culture	↓ 14
44	Pitstop	DPG Media	9	25,203	17,665	Sports	↑ 39
45	Wetenschap Vandaag	FD Mediagroep	35	24,431	5,004	News,Science	↓ 5
46	De Ongelooflijke Podcast	NPO Radio 1	6	24,190	15,526	Religion & Spirituality	↑ 28
47	In de ban van Rian	DPG Media	0	24,041	11,591	True Crime	↓ 38
48	On Purpose with Jay Shetty	SXM Media	10	22,352	9,067	Health & Fitness	↑ 2
49	Tech Update	FD Mediagroep	47	21,821	5,547	Business,News	↓ 7
50	Veronica Offside	Talpa Network	10	21,649	16,529	Sports	↑ 41

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51	Parel Radio	NPO Radio 1	5	21,625	8,411	Society & Culture	↓ 21
52	Bureau Buitenland	NPO Radio 1	26	21,283	7,862	News	↓ 7
53	TBS Jong en Vast	NPO Radio 1	0	21,225	9,206	True Crime	↓ 30
54	Ochtendnieuws	FD Mediagroep	26	19,493	12,885	News	↑ 5
55	De Technoloog	FD Mediagroep	6	19,258	9,459	News,Technology	↓ 8
56	Terug naar de Oerknal	FD Mediagroep	0	19,058	8,565	News	↓ 3
57	Zimmerman in Space	NPO Radio 2	5	18,605	5,408	Science	↓ 9
58	Zakendoen	FD Mediagroep	29	18,402	3,834	Business,News	-
59	De Ben Tiggelaar Podcast	FD Mediagroep	10	18,227	8,432	Business & Technology	↑ 5
60	Onze man in Deventer	NPO Radio 1	5	17,998	10,638	Society & Culture	↑ 38
61	De Kopgroep wielervedcast	NPO Radio 1	6	17,882	9,589	Sports	↓ 17
62	Spijkers met Koppen	NPO Radio 2	5	17,764	11,604	Comedy	↑ 3
63	Zin in Zappelin	NPO Zappelin	0	17,468	4,892	Kids & Family	↓ 27
64	Met Groenteman in de kast	DPG Media	1	16,606	8,420	Arts	↑ 16
65	OVT	NPO Radio 1	10	16,526	6,782	History	↓ 8
66	WTF1 Podcast	Audioboom	13	16,407	9,804	Sports	↓ 17
67	Sven op 1	NPO Radio 1	26	16,055	7,785	News	-
68	No Such Thing As A Fish	Audioboom	5	15,867	7,413	Comedy	↓ 6
69	Beste Zangers De Podcast	NPO 1	5	15,756	9,839	TV & Film	↑ 19
70	Kalm met Klassiek	NPO Radio 4	27	15,649	3,605	Health & Fitness	↑ 2
71	Het Nieuwe Geld	FD Mediagroep	5	15,092	9,062	Business,News	↑ 244
72	Cocainekeorts	Audiohuis Podcastnetwerk	0	14,501	7,249	True Crime	↓ 21
73	Op z'n Kop!	NPO Radio 2	5	14,372	11,100	News	↑ 17
74	Newsroom Den Haag	FD Mediagroep	20	14,312	7,287	Business,News	↑ 59
75	dr Kelder en Co	NPO Radio 1	5	14,079	8,934	Science	↓ 15

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76	Tweakers Podcast	DPG Media	6	13,931	9,570	Technology	↑ 2
77	F1: Beyond The Grid	Audioboom	5	13,783	7,878	Sports	↑ 55
78	99% Invisible	SXM Media	5	13,662	6,822	Arts	↑ 4
79	Op1	NPO 1	25	13,594	4,849	News	↑ 2
80	Daders	NPO Radio 1	0	13,468	6,992	True Crime	↓ 12
81	De liefde van nu	DPG Media	2	13,342	7,953	Society & Culture	↑ 22
82	NOS Jeugdjournaal	NPO Zapp	4	13,184	4,988	Kids & Family	↓ 21
83	Freakonomics Radio	SXM Media	6	13,016	6,074	Society & Culture	↓ 7
84	The Mindset Mentor	Kast Media	23	12,939	4,338	Health & Fitness	↑ 8
85	Conan O'Brien Needs A Friend	SXM Media	10	12,910	5,637	Comedy	↓ 15
86	OVT Fragmenten podcast	NPO Radio 1	39	12,886	3,874	History	↓ 17
87	Het Mediaforum	NPO Radio 1	25	12,867	4,466	TV & Film	↓ 8
88	MISCHA!	NPO Radio 1	20	12,846	5,871	Society & Culture	↑ 17
89	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	Wondery Brand Partnerships	11	12,837	4,521	True Crime	↓ 4
90	De Nationale Autoshow	FD Mediagroep	9	12,343	6,091	Business,Leisure	↓ 1
91	Hidden Brain	SXM Media	5	11,755	4,840	Science	↑ 2
92	Hoge Bomen	FD Mediagroep	0	11,743	6,278	News	↓ 55
93	F1 Nation	Audioboom	5	11,447	9,166	Sports	↑ 18
94	Super Soul	SXM Media	5	11,106	3,714	Society & Culture	↑ 6
95	How I Built This with Guy Raz	Wondery Brand Partnerships	11	11,050	2,940	Business	↑ 12
96	Branie	DPG Media	7	11,015	8,841	News	↑ 5
97	Mangiare!	NPO Radio 1	5	10,855	5,142	Arts	↓ 11
98	Dit is de Bijbel	NPO Radio 5	4	10,788	7,377	Religion & Spirituality	↑ 86
99	Morbid	Wondery Brand Partnerships	15	10,746	4,396	Comedy	↓ 2
100	BNR Perestrojkast	FD Mediagroep	8	10,455	7,271	Business,News	↓ 16

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 Podcast Networks in the Netherlands, as measured by Podcast Metrics. The entities listed are ranked by Average Weekly Downloads.

ABOUT THE NEDERLANDS 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>

