

# January 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	412	2,090,876	654,919	-
2	DPG Media	DPG Media	93	771,976	380,788	-
3	NRC Media	NRC Media	13	695,158	274,715	-
4	FD Mediagroep	FD Mediagroep	100	502,257	167,700	-
5	Talpa Network	Talpa Network	69	317,583	119,316	-
6	Stitcher Media	SXM Media	140	228,951	81,225	-
7	Audioboom	Audioboom	181	129,234	59,289	-
8	Wondery Brand Partnerships	Wondery Brand Partnerships	74	56,207	19,011	-
9	Kast Media	Kast Media	32	35,088	15,500	↑ 1
10	All Things Comedy	All Things Comedy	13	10,549	4,905	↑ 1

\* Due to a technical setting during a migration process, the downloads from a certain provider are missing for the NPO titles this month. The actual NPO downloads are higher than this publication shows. The setting has since been restored for future publications.



# January 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	421,478	155,384	News	-
2	NU.nl nieuws	DPG Media	97	135,544	58,341	News	↑ 4
3	De Dag	NPO Radio 1 / NOS	21	133,514	32,045	News	↓ 1
4	OVT Fragmenten podcast	NPO Radio 1 / VPRO	19	112,841	5,033	Society & Culture	↑ 1
5	NOS Met het Oog op Morgen	NPO Radio 1 / NOS	34	106,111	24,339	News	↓ 2
6	AD Voetbal podcast	DPG Media	25	81,536	36,416	Sports	↑ 7
7	NRC Onbehaarde Apen	NRC Media	4	76,874	45,615	Science	↑ 8
8	Eerst dit	NPO Radio 5 / EO / IZB	21	72,386	25,777	Religion & Spirituality	↓ 4
9	Nooit meer slapen	NPO Radio 1 / VPRO	24	70,672	14,785	Society & Culture	↓ 1
10	De Schrik van Roden	DPG Media	0	67,924	30,198	History	Debut
11	OVT	NPO Radio 1 / VPRO	9	67,723	7,497	History	↓ 4
12	HLN	DPG Media	4	66,190	29,886	Sports,News	↑ 5
13	Argos	NPO Radio 1 / HUMAN / VPRO	6	65,518	18,048	Society & Culture	↓ 2
14	NU.nl Dit wordt het nieuws	DPG Media	20	63,691	31,839	News	↑ 5
15	NRC Haagse Zaken	NRC Media	4	63,664	43,498	News	↑ 1
16	De Stemming van Vullings en Van der Wulp	NPO Radio 1 / NOS / EenVandaag	4	63,539	42,247	News	↓ 7
17	538 Nieuws	Talpa Network	672	61,336	25,416	News	↑ 10
18	De Taghi Podcast	DPG Media	3	59,189	29,436	True Crime	↑ 6
19	De Jortcast	NPO Radio 1 / AVROTROS	8	56,736	22,989	Society & Culture	↓ 7
20	AD Media Podcast	DPG Media	5	54,072	46,040	TV & Film	↑ 10
21	NRC Het geheim van Rijswijk	NRC Media	0	53,673	28,534	True Crime	↓ 11
22	Lang verhaal kort	NPO 3FM / NOS op 3	20	50,173	25,811	News	↓ 8
23	Kees de Kort	FD Mediagroep	23	46,827	16,351	Business	-
24	F1 aan Tafel	Grand Prix Radio / Talpa Network	4	41,706	28,622	Sports	↓ 6
25	Boekestijn en de Wijk	FD Mediagroep	4	39,077	25,179	News,News & Politics	↑ 1

# January 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	Grijs gebied	DPG Media	2	36,733	27,114	True Crime	Debut
27	Kunststof	NPO Radio 1 / NTR	15	36,713	7,586	Society & Culture	↓ 5
28	Bloody Sunday in Roermond	NPO Radio 1 / VPPRO	5	34,172	21,615	True Crime	Debut
29	Cryptocast	FD Mediagroep	8	31,692	17,637	Business & Technology	↑ 16
30	BNR De Wereld	FD Mediagroep	4	31,391	11,522	News	↑ 23
31	Met Groenteman in de kast	DPG Media	2	29,348	14,459	Arts	-
32	De Krokante Leesmap	NPO 3FM / BNNVARA	2	28,156	14,283	Comedy	↓ 4
33	Bureau Buitenland	NPO Radio 1 / VPRO	20	28,052	9,075	News	↑ 16
34	Crime Junkie	audiochuck, AdLarge/cabana	5	27,782	11,417	True Crime	↓ 9
35	Amerika Podcast	FD Mediagroep	8	26,327	14,322	Business,News & Politics	-
36	Wetenschap Vandaag	FD Mediagroep	35	25,784	4,830	News,Science & Medicine	↑ 3
37	Cocaïnekoorts	NRC Media	1	25,706	14,250	True Crime	↑ 50
38	Europa draait door	NPO Radio 1 / EO	4	25,045	17,768	News	↑ 10
39	De kamer van Klok	DPG Media	4	23,987	17,816	News	↑ 1
40	BNR's Big Five	FD Mediagroep	24	23,515	8,333	News & Politics	↑ 10
41	Het Marathoninterview	NPO Radio 1 / VPRO	0	21,375	5,235	Society & Culture	↑ 32
42	On Purpose with Jay Shetty	Stitcher Media / SXM Media	8	19,688	7,397	Health & Fitness	↑ 17
43	Zakendoen	FD Mediagroep	26	19,446	3,413	Business,News	↑ 31
44	DOCS	NPO Radio 1 / NTR	4	18,843	7,788	Society & Culture	↓ 3
45	Focus Wetenschap	NPO Radio 1 / NTR	1	18,644	1,637	Science	↓ 11
46	Zimmerman in Space	NPO Radio 2 / NTR	5	17,709	3,742	Science	↑ 8
47	NRC Onder de streep	NRC Media	4	17,191	13,674	News	↑ 21
48	Daders	NPO Radio 1 / AVROTROS	0	17,068	8,551	True Crime	↑ 12
49	Het Geheim van Wijsman	NPO Radio 1 / NTR	3	16,050	8,977	True Crime	Debut
50	De liefde van nu	DPG Media	2	15,892	9,198	Society & Culture	↑ 20

# January 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	De Technoloog	FD Mediagroep	5	15,865	8,124	News,Technology	↑ 5
52	Super Soul	Stitcher Media / SXM Media	5	15,766	4,630	Society & Culture	↑ 5
53	NRC Tussen de regels	NRC Media	4	15,740	12,712	Arts	↑ 30
54	No Such Thing As A Fish	Audioboom	4	15,629	6,575	Comedy	↑ 4
55	Parel Radio	NPO Radio 1 / VPRO	2	15,386	6,825	Society & Culture	↓ 9
56	De Ben Tiggelaar Podcast	FD Mediagroep	4	14,922	7,229	Business & Technology	↑ 16
57	De Nieuwsdag	FD Mediagroep	16	14,913	5,628	Business,News & Politics	↓ 15
58	Kalm met Klassiek	NPO Radio 4 / AVROTROS	16	14,897	4,670	Health & Fitness	↑ 30
59	De Wie is de Mol? Podcast	NPO 1 / AVROTROS	0	14,742	5,082	TV & Film	↓ 23
60	De Deventer Mediazaak	NPO Radio 1 / HUMAN / VPRO	0	13,907	6,738	True Crime	↑ 22
61	In Het Wiel	DPG Media	0	13,705	3,779	Sports	↓ 24
62	Tech Update	FD Mediagroep	24	13,654	4,051	Business & Technology	↑ 15
63	NOS Voetbalpodcast	NPO Radio 1 / NOS	2	13,480	7,796	Sports	↓ 30
64	Het Spoor Terug	NPO Radio 1 / VPRO	4	13,165	3,693	Society & Culture	↓ 9
65	The Mindset Mentor	Kast Media	19	13,031	4,525	Health & Fitness	↑ 21
66	Onze man in Deventer	NPO Radio 1 / BNNVARA	4	12,789	6,689	Society & Culture	↓ 14
67	My Favorite Murder with Karen Kilgariff and G...	Stitcher Media / SXM Media	8	12,477	4,286	True Crime	↓ 16
68	99% Invisible	Stitcher Media / SXM Media	3	12,468	5,942	Arts	↑ 10
69	Het Sinterklaasjournaal: De Podcast	NPO Zapp / NTR	0	12,410	4,882	Kids & Family	↓ 49
70	Freakonomics Radio	Stitcher Media / SXM Media	4	12,368	5,347	Society & Culture	↑ 1
71	Vraag het Gommers	FD Mediagroep	7	12,299	8,906	Business,Health	↑ 28
72	Tweakers Podcast	DPG Media	5	12,191	8,629	Technology	↑ 9
73	BNR Europa	FD Mediagroep	14	12,111	3,939	Business,News & Politics	↓ 8
74	Een soort god	DPG Media	0	12,025	5,833	True Crime	↓ 45
75	Spijkers met Koppen	NPO Radio 2 / BNNVARA	5	11,806	7,324	Comedy	↓ 9

# January 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	Sven op 1	NPO Radio 1 / WNL	20	11,625	6,979	News	Debut
77	De Ongelooflijke Podcast	NPO Radio 1 / EO	3	11,611	7,223	Religion & Spirituality	↓ 8
78	Mats van der Graaf, Bjorn Smid, Yaron Beren..	Talpa Network	3	11,551	5,370	News,Comedy	↓ 11
79	Het Mediaforum	NPO Radio 1 / KRO-NCRV	21	11,547	2,850	TV & Film	↓ 17
80	NOS Olympische podcast	NPO Radio 1 / NOS	7	11,478	6,556	Sports	Return
81	Hidden Brain	Stitcher Media / SXM Media	6	11,370	4,668	Science	↑ 3
82	Conan O'Brien Needs A Friend	Stitcher Media / SXM Media	8	11,247	4,737	Comedy	↑ 7
83	Scorebordjournalistiek	Next Day Media	2	11,187	2,454	Sports	Return
84	The School of Greatness	Wondery Brand Partnerships	12	10,945	2,298	Health & Fitness	↑ 6
85	Nothing much happens; bedtime stories to hel..	Stitcher Media / SXM Media	4	10,880	3,973	Health & Fitness	↑ 9
86	dr Kelder en Co	NPO Radio 1 / AVROTROS	4	10,439	6,592	Science	↓ 22
87	De Nationale Autoshow	FD Mediagroep	4	10,214	5,607	Business,Leisure,Games & ..	↑ 9
88	Newsroom Den Haag	FD Mediagroep	13	10,136	5,109	Business,News & Politics	↑ 3
89	Ochtendnieuws   BNR	FD Mediagroep	25	9,977	5,812	News	Debut
90	Vroege Vogels	NPO Radio 1 / BNNVARA	4	9,912	5,324	Science	↑ 10
91	Het Klokhuis	NPO Zapp / NTR	0	9,682	4,193	Kids & Family	Return
92	Nieuwsweekend	NPO Radio 1 / Omroep MAX	4	9,568	6,736	News	↑ 6
93	30 MINUTEN RAUW door Ruud de Wild	NPO Radio 2 / KRO-NCRV	0	9,308	3,402	Music	Return
94	De Brand in het Landhuis	NPO Radio 1 / NTR	0	8,897	4,367	Society & Culture	Return
95	Morbid: A True Crime Podcast	Audioboom	8	8,848	3,692	Comedy	Return
96	De AEX Factor	FD Mediagroep	5	8,538	5,324	Business,News	Return
97	BNR Breekt	FD Mediagroep	26	8,518	2,626	Business,News	Debut
98	Office Ladies	Stitcher Media / SXM Media	4	8,354	3,725	Comedy	Debut
99	Top 2000 a gogo	NPO Radio 2 / NTR	0	8,242	4,105	Music	↓ 61
100	Scherpschutters	Audioboom	2	8,179	4,575	Business	Debut

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>

