

# October 2022 Netherlands Podcast Report

## TOP NETWORKS

Based on Average Weekly Downloads in the Netherlands

RAN..	PODCAST NETWORK	SALES NETWORK	# OF ACTIVE PODCASTS	AVERAGE WEEKLY DOWNLOADS	AVERAGE WEEKLY USERS	RANK CHANGE
1	NPO	Ster	337	2,303,342	773,618	-
2	FD Mediagroep	FD Mediagroep	116	1,112,175	382,964	-
3	DPG Media	DPG Media	122	1,044,718	492,316	-
4	Talpa Network	Talpa Network	81	602,835	323,274	-
5	Audiohuis Podcastnetwerk	Audiohuis Podcastnetwerk	12	575,123	220,500	-
6	Stitcher Media	SXM Media	145	256,056	95,122	-
7	Audioboom	Audioboom	209	201,453	88,616	-
8	Wondery Brand Partnerships	Wondery Brand Partnerships	119	117,342	39,545	-
9	Kast Media	Kast Media	32	33,640	14,757	-
10	Studio71	Studio71	54	21,330	10,456	-
11	All Things Comedy	All Things Comedy	16	12,833	5,832	-



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



# October 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	Boekestijn en de Wijk	FD Mediagroep	24	459,501	192,338	News	↑ 1
2	NRC Vandaag	Audiohuis Podcastnetwerk	20	414,600	151,719	News	↓ 1
3	De Dag	NPO Radio 1	20	300,303	93,367	News	-
4	NU.nl nieuws	DPG Media	69	166,037	72,447	News	-
5	de Volkskrant Elke Dag	DPG Media	35	143,798	57,936	News	↑ 1
6	NOS Met het Oog op Morgen	NPO Radio 1	33	141,440	38,102	News	↓ 1
7	Eerst dit	NPO Radio 5	20	127,583	49,048	Religion & Spirituality	-
8	Vandaag Inside	Talpa Network	20	118,281	69,160	Sports	↑ 2
9	De Jortcast	NPO Radio 1	12	112,113	47,092	Society & Culture	↓ 1
10	AD Voetbal podcast	DPG Media	37	107,339	52,757	Sports	↑ 2
11	TV-TALK	Talpa Network	25	104,812	96,860	News	↓ 2
12	Dit kan geen toeval zijn	DPG Media	4	100,474	59,599	News	Debut
13	Lang verhaal kort	NPO 3FM	20	96,212	46,927	News	↑ 1
14	De Stemming van Vullings en Van der Wulp	NPO Radio 1	3	90,318	61,154	News	↓ 3
15	De Taghi Podcast	DPG Media	2	80,947	39,357	True Crime	↑ 3
16	Nooit meer slapen	NPO Radio 1	20	80,497	20,186	Society & Culture	↓ 3
17	Rampvlucht	NPO Radio 1	0	79,615	33,298	History	Debut
18	F1 aan Tafel	Talpa Network	4	73,488	55,705	Sports	↓ 3
19	BNR De Wereld	FD Mediagroep	15	69,756	36,134	News	-
20	Alledaagse Vragen	NPO Radio 1	20	64,845	40,839	Society & Culture	-
21	NRC Haagse Zaken	Audiohuis Podcastnetwerk	4	63,505	41,473	News	-
22	NRC Onbehaarde Apen	Audiohuis Podcastnetwerk	6	60,676	31,612	Science	↑ 2
23	Het HLN-nieuws	DPG Media	77	59,142	26,829	Sports,News	↓ 1
24	FD Dagkoers	FD Mediagroep	26	58,133	28,532	News	↑ 2
25	538 Nieuws	Talpa Network	672	55,642	22,972	News	-

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26	De gestolen schilderijen van Jopie Huisman	NPO Radio 1	4	49,048	24,073	True Crime	Debut
27	Kunststof	NPO Radio 1	14	45,763	11,185	Society & Culture	↓ 4
28	Het China van Xi	NPO Radio 1	5	42,764	20,697	News	Debut
29	30 MINUTEN RAUW door Ruud de Wild	NPO Radio 2	4	40,249	20,954	Music	-
30	NUsport – De boordradio	DPG Media	5	39,863	29,172	Sports	↓ 2
31	Met Groenteman in de kast	DPG Media	4	39,844	24,427	Arts	↑ 33
32	Amerika Podcast	FD Mediagroep	10	36,330	21,073	Business,News	↑ 8
33	Europa draait door	NPO Radio 1	3	34,549	26,494	News	↓ 3
34	NOS Voetbalpodcast	NPO Radio 1	4	32,916	24,355	Sports	↓ 7
35	NOS Formule 1-Podcast	NPO Radio 1	3	32,737	25,345	Sports	↓ 3
36	Macro met Boot en Mujagić	FD Mediagroep	20	30,953	10,785	Business,News	↓ 3
37	BNR's Big Five	FD Mediagroep	20	30,332	10,885	Business,News	-
38	Cryptocast	FD Mediagroep	12	28,477	10,821	Business & Technology	↓ 2
39	Eerst dit Avondgebed	NPO Radio 5	28	26,768	10,341	Religion & Spirituality	↓ 1
40	AD Media Podcast	DPG Media	4	26,170	20,702	TV & Film	↓ 1
41	Wetenschap Vandaag	FD Mediagroep	36	26,128	5,662	News,Science	↑ 4
42	Crime Junkie	SXM Media	5	25,465	11,336	True Crime	↓ 1
43	Argos	NPO Radio 1	6	25,349	13,556	Society & Culture	↓ 1
44	Bureau Buitenland	NPO Radio 1	20	24,876	9,891	News	↑ 8
45	DOCS	NPO Radio 1	4	23,913	12,373	Society & Culture	↓ 2
46	On Purpose with Jay Shetty	SXM Media	8	23,869	9,525	Health & Fitness	↑ 2
47	Tech Update	FD Mediagroep	38	23,678	5,696	Business,News	↑ 2
48	De Ongelooflijke Podcast	NPO Radio 1	4	23,464	15,278	Religion & Spirituality	↓ 2
49	De Ben Tiggelaar Podcast	FD Mediagroep	9	23,369	10,201	Business & Technology	↑ 10
50	Ochtendnieuws	FD Mediagroep	22	23,313	15,210	News	↑ 4

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51	Veronica Offside	Talpa Network	8	22,785	17,027	Sports	↓ 1
52	Parel Radio	NPO Radio 1	2	20,080	8,427	Society & Culture	↓ 1
53	De Technoloog	FD Mediagroep	4	19,967	9,562	News,Technology	↑ 2
54	Onze man in Deventer	NPO Radio 1	4	19,728	11,486	Society & Culture	↑ 6
55	Spijkers met Koppen	NPO Radio 2	4	19,205	12,941	Comedy	↑ 7
56	Zimmerman in Space	NPO Radio 2	4	18,965	5,520	Science	↑ 1
57	Het Nieuwe Geld	FD Mediagroep	4	18,082	10,980	Business,News	↑ 14
58	Appie	DPG Media	0	17,190	7,819	True Crime	↓ 42
59	dr Kelder en Co	NPO Radio 1	4	17,130	10,654	Science	↑ 16
60	In Het Wiel	DPG Media	1	16,978	6,757	Sports	↓ 43
61	Kalm met Klassiek	NPO Radio 4	20	16,803	3,922	Health & Fitness	↑ 9
62	Zin in Zappelin	NPO Zappelin	0	16,769	4,492	Kids & Family	↑ 1
63	NOS Jeugdjournaal	NPO Zapp	4	16,551	5,907	Kids & Family	↑ 19
64	No Such Thing As A Fish	Audioboom	4	16,381	7,608	Comedy	↑ 4
65	Sven op 1	NPO Radio 1	19	16,089	7,984	News	↑ 2
66	De liefde van nu	DPG Media	2	15,948	9,489	Society & Culture	↑ 15
67	In de ban van Rian	DPG Media	0	15,859	7,479	True Crime	↓ 20
68	De Brand in het Landhuis	NPO Radio 1	1	15,747	10,197	Society & Culture	↑ 53
69	Zakendoen	FD Mediagroep	20	15,617	3,663	Business,News	↓ 11
70	Pitstop	DPG Media	3	15,535	12,229	Sports	↓ 26
71	99% Invisible	SXM Media	5	15,432	7,213	Arts	↑ 7
72	Dit is de Bijbel	NPO Radio 5	4	15,156	10,352	Religion & Spirituality	↑ 26
73	Newsroom Den Haag	FD Mediagroep	16	14,866	7,433	Business,News	↑ 1
74	De Zaak Beckum	DPG Media	0	14,420	6,038	True Crime	↓ 40
75	De Nationale Autoshow	FD Mediagroep	14	14,412	7,044	Business,Leisure	↑ 15

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76	Cocainekeorts	Audiohuis Podcastnetwerk	0	14,401	7,132	True Crime	↓ 4
77	Op z'n Kop!	NPO Radio 2	4	14,013	10,933	News	↓ 4
78	F1: Beyond The Grid	Audioboom	5	13,785	8,451	Sports	↓ 1
79	Tweakers Podcast	DPG Media	4	13,759	9,742	Technology	↓ 3
80	WTF1 Podcast	Audioboom	11	13,545	8,492	Sports	↓ 14
81	Daders	NPO Radio 1	0	13,405	6,944	True Crime	↓ 1
82	OVT	NPO Radio 1	8	13,225	5,754	History	↓ 17
83	Freakonomics Radio	SXM Media	4	13,212	6,385	Society & Culture	-
84	Conan O'Brien Needs A Friend	SXM Media	8	13,150	5,793	Comedy	↑ 1
85	Op1	NPO 1	20	13,106	5,109	News	↓ 6
86	Branie	DPG Media	7	12,974	10,226	News	↑ 10
87	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	Wondery Brand Partnerships	8	12,669	4,200	True Crime	↑ 2
88	The Mindset Mentor	Kast Media	17	12,531	4,059	Health & Fitness	↓ 4
89	De Leeuw Lult Verder	NPO Radio 5	4	12,447	8,369	Comedy	↑ 64
90	Wat Goéééd - De positieve podcast met Martien en Erica Renkema	Talpa Network	0	12,154	6,784	News	↓ 55
91	Atlas	NPO Radio 1	4	12,078	7,052	Science	↑ 29
92	MISCHA!	NPO Radio 1	16	12,055	4,981	Society & Culture	↓ 4
93	Echte Oogappels	NPO 1	4	11,979	6,590	Kids & Family	↑ 8
94	Het Klokhuis	NPO Zapp	0	11,852	5,080	Kids & Family	↑ 10
95	Hidden Brain	SXM Media	4	11,505	5,171	Science	↓ 4
96	Het Mediaforum	NPO Radio 1	21	11,473	4,198	TV & Film	↓ 9
97	F1 Nation	Audioboom	5	11,313	8,166	Sports	↓ 4
98	How I Built This with Guy Raz	Wondery Brand Partnerships	8	10,896	3,138	Business	↓ 3
99	Morbid	Wondery Brand Partnerships	13	10,532	4,435	Comedy	-
100	Politiek Dichtbij	DPG Media	4	10,424	9,020	News	↑ 7

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](mailto:Metrics@TritonDigital.com).

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

