

August 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	388	2,048,065	666,520	-
2	FD Mediagroep	FD Mediagroep	108	822,510	284,779	↑ 1
3	DPG Media	DPG Media	112	731,956	351,602	↓ 1
4	Audiohuis Podcastnetwerk	Audiohuis Podcastnetwerk	12	542,471	210,873	-
5	Talpa Network	Talpa Network	72	373,002	180,174	-
6	Stitcher Media	SXM Media	154	233,169	86,560	-
7	Audioboom	Audioboom	177	143,927	68,272	-
8	Wondery Brand Partnerships	Wondery Brand Partnerships	111	102,663	36,647	-
9	Kast Media	Kast Media	34	28,499	13,065	-
10	Studio71	Studio71	48	16,959	8,502	-
11	All Things Comedy	All Things Comedy	15	13,209	5,859	-

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



August 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	20	377,219	140,422	News	-
2	Boekestijn en de Wijk	FD Mediagroep	24	299,674	122,797	News	↑ 1
3	De Dag	NPO Radio 1	20	238,155	61,571	News	↑ 1
4	NOS Met het Oog op Morgen	NPO Radio 1	31	133,051	36,087	News	↑ 2
5	NU.nl nieuws	DPG Media	72	122,957	59,033	News	-
6	De Jortcast	NPO Radio 1	14	112,783	45,784	Society & Culture	↑ 2
7	Eerst dit	NPO Radio 5	20	103,373	39,328	Religion & Spirituality	-
8	AD Voetbal podcast	DPG Media	23	93,736	49,893	Sports	↑ 58
9	In de ban van Rian	DPG Media	2	84,544	43,536	True Crime	↑ 6
10	Nooit meer slapen	NPO Radio 1	21	78,870	19,205	Society & Culture	↑ 1
11	Lang verhaal kort	NPO 3FM	21	76,118	36,331	News	↑ 2
12	F1 aan Tafel	Talpa Network	4	66,790	48,528	Sports	↑ 2
13	NRC Haagse Zaken	Audiohuis Podcastnetwerk	4	61,064	42,523	News	↑ 5
14	In Het Wiel	DPG Media	8	59,954	26,725	Sports	↓ 12
15	Kunststof	NPO Radio 1	16	55,497	13,758	Society & Culture	↑ 5
16	De Taghi Podcast	DPG Media	0	54,326	22,747	True Crime	↓ 6
17	Alledaagse Vragen	NPO Radio 1	20	54,240	34,909	Society & Culture	↑ 7
18	NRC Onbehaarde Apen	Audiohuis Podcastnetwerk	3	52,420	29,255	Science	↑ 4
19	BNR De Wereld	FD Mediagroep	13	47,747	25,473	News	↑ 9
20	Het HLN-nieuws	DPG Media	76	45,948	21,419	Sports,News	↓ 3
21	538 Nieuws	Talpa Network	672	42,421	18,813	News	↓ 2
22	Vandaag Inside	Talpa Network	11	42,204	24,857	Sports	↑ 94
23	TBS Jong en Vast	NPO Radio 1	5	41,734	18,068	True Crime	↑ 142
24	Wat Goéééd - De positieve podcast met Martien en Erica Renkema	Talpa Network	7	40,493	25,442	News	↓ 1
25	Amerika Podcast	FD Mediagroep	7	32,705	19,089	Business,News	↑ 5

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26	Macro met Boot en Mujagić	FD Mediagroep	26	31,629	10,360	Business,News	↑ 1
27	Argos	NPO Radio 1	4	30,461	13,622	Society & Culture	↑ 32
28	De Stemming van Vullings en Van der Wulp	NPO Radio 1	1	29,944	17,386	News	↓ 12
29	DOCS	NPO Radio 1	4	28,800	13,814	Society & Culture	-
30	Parel Radio	NPO Radio 1	8	28,754	13,174	Society & Culture	↑ 13
31	Cryptocast	FD Mediagroep	12	28,723	11,504	Business & Technology	↑ 2
32	NOS Voetbalpodcast	NPO Radio 1	3	28,344	19,209	Sports	↑ 9
33	Europa draait door	NPO Radio 1	3	28,040	20,072	News	↓ 7
34	30 MINUTEN RAUW door Ruud de Wild	NPO Radio 2	0	27,829	10,520	Music	↓ 13
35	Biblebelt	DPG Media	2	27,577	16,047	Society & Culture	↓ 4
36	Zin in Zappelin	NPO Zappelin	0	26,882	6,856	Kids & Family	Debut
37	Hoge Bomen	FD Mediagroep	1	25,764	14,094	News	↑ 13
38	Eerst dit Avondgebed	NPO Radio 5	28	25,734	10,763	Religion & Spirituality	↓ 2
39	Crime Junkie	SXM Media	8	25,661	11,460	True Crime	↑ 1
40	Wetenschap Vandaag	FD Mediagroep	32	25,067	4,959	News,Science	↓ 3
41	FD Dagkoers	FD Mediagroep	14	22,693	11,586	News	↓ 7
42	Tech Update	FD Mediagroep	37	21,413	5,176	Business,News	-
43	Het Klokhuis	NPO Zapp	0	18,617	8,382	Kids & Family	↑ 5
44	De Kopgroep wielerpodcast	NPO Radio 1	6	18,243	8,931	Sports	↓ 32
45	Bureau Buitenland	NPO Radio 1	19	17,971	6,797	News	↑ 6
46	de Volkskrant Elke Dag	DPG Media	3	17,914	7,441	News	↓ 37
47	De Technoloog	FD Mediagroep	5	17,523	8,774	News,Technology	↑ 6
48	Zimmerman in Space	NPO Radio 2	3	17,473	4,948	Science	↑ 4
49	WTF1 Podcast	Audioboom	17	17,092	8,798	Sports	↑ 16
50	On Purpose with Jay Shetty	SXM Media	8	16,429	6,514	Health & Fitness	↑ 7

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51	Cocainekeorts	Audiohuis Podcastnetwerk	0	16,301	8,225	True Crime	↓ 16
52	NUsport – De boordradio	DPG Media	3	16,142	11,849	Sports	↓ 27
53	Terug naar de Oerknal	FD Mediagroep	0	16,142	6,967	News	↑ 9
54	NOS Formule 1-Podcast	NPO Radio 1	1	16,059	11,273	Sports	↓ 22
55	AD Media Podcast	DPG Media	3	15,839	12,448	TV & Film	↑ 26
56	Weer.nl	Talpa Network	28	15,609	13,726	News	↓ 17
57	OVT	NPO Radio 1	7	15,532	6,003	History	↓ 10
58	Zakendoen	FD Mediagroep	25	15,383	3,763	Business,News	↓ 12
59	Ochtendnieuws	FD Mediagroep	22	14,978	10,048	News	↑ 1
60	dr Kelder en Co	NPO Radio 1	4	14,951	9,617	Science	↑ 1
61	NOS Jeugdjournaal	NPO Zapp	0	14,855	4,705	Kids & Family	↓ 23
62	No Such Thing As A Fish	Audioboom	4	14,794	7,127	Comedy	↓ 7
63	De Nieuwsdag	FD Mediagroep	17	14,329	5,344	Business	↓ 7
64	De Ben Tiggelaar Podcast	FD Mediagroep	4	14,247	7,158	Business & Technology	↑ 8
65	Spijkers met Koppen	NPO Radio 2	4	14,138	8,536	Comedy	↑ 21
66	The School of Greatness	SXM Media	12	14,108	4,404	Health & Fitness	↑ 22
67	Sven op 1	NPO Radio 1	21	13,378	6,605	News	↑ 10
68	Daders	NPO Radio 1	0	13,367	6,883	True Crime	-
69	OVT Fragmenten podcast	NPO Radio 1	12	13,164	4,065	History	↓ 5
70	Conan O'Brien Needs A Friend	SXM Media	9	12,791	5,748	Comedy	↑ 10
71	Tegenlicht Podcast	NPO 2	3	12,788	6,559	Society & Culture	↑ 5
72	Kalm met Klassiek	NPO Radio 4	20	12,763	2,973	Health & Fitness	↓ 3
73	NRC Tussen de regels	Audiohuis Podcastnetwerk	4	12,751	10,402	Arts	↓ 15
74	De Ongelooflijke Podcast	NPO Radio 1	1	12,722	7,554	Religion & Spirituality	↓ 25
75	De zwarte dag van Hans	DPG Media	0	12,697	5,333	True Crime	↓ 12

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76	Freakonomics Radio	SXM Media	4	12,537	5,508	Society & Culture	↓ 6
77	Ondertussen in de kosmos	DPG Media	2	12,404	6,838	Science	↑ 23
78	Tweakers Podcast	DPG Media	4	12,360	8,781	Technology	↓ 11
79	Het Mediaforum	NPO Radio 1	20	12,146	4,067	TV & Film	↑ 4
80	Met Groenteman in de kast	DPG Media	0	11,959	5,089	Arts	↓ 35
81	Op1	NPO 1	20	11,922	4,431	News	↑ 3
82	99% Invisible	SXM Media	4	11,868	5,808	Arts	↓ 11
83	Pitstop	DPG Media	2	11,203	8,227	Sports	↓ 29
84	BNR Perestrojkast	FD Mediagroep	13	10,930	6,163	Business,News	↑ 21
85	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	Wondery Brand Partnerships	9	10,884	3,915	True Crime	↓ 7
86	Mangiare!	NPO Radio 1	3	10,450	4,806	Arts	↑ 11
87	VPRO Zomergasten	NPO 2	6	10,434	5,835	Society & Culture	↑ 202
88	Beste Zangers De Podcast	NPO 1	3	10,381	7,935	TV & Film	Debut
89	De Nationale Autoshow	FD Mediagroep	4	10,347	4,716	Business,Leisure	↑ 5
90	Op z'n Kop!	NPO Radio 2	3	9,991	7,322	News	↑ 24
91	Veronica Offside	Talpa Network	5	9,920	8,119	Sports	Debut
92	The Mindset Mentor	Kast Media	20	9,898	3,152	Health & Fitness	↓ 2
93	Hidden Brain	SXM Media	4	9,459	4,150	Science	↑ 5
94	NOS Langs de Lijn Sportforum	NPO Radio 1	4	8,955	5,952	Sports	↑ 28
95	Sara's Mysteries	NPO Zapp	0	8,931	3,826	Kids & Family	↓ 10
96	NRC Het geheim van Rijswijk	Audiohuis Podcastnetwerk	0	8,918	4,304	True Crime	↓ 23
97	Morbid	Wondery Brand Partnerships	12	8,889	3,831	Comedy	↓ 10
98	Onze man in Deventer	NPO Radio 1	1	8,846	4,532	Society & Culture	↓ 16
99	De Krokante Leesmap	NPO 3FM	0	8,768	3,008	Comedy	↓ 8
100	Super Soul	SXM Media	4	8,700	3,354	Society & Culture	↓ 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.

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

