

# June 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	404	2,271,139	779,954	-
2	FD Mediagroep	FD Mediagroep	120	857,122	304,479	-
3	DPG Media	DPG Media	111	732,010	364,300	-
4	NRC Media	NRC Media	12	597,804	247,632	-
5	Talpa Network	Talpa Network	75	434,372	224,516	-
6	Stitcher Media	SXM Media	169	229,276	89,406	-
7	Audioboom	Audioboom	213	168,497	78,627	-
8	Wondery Brand Partnerships	Wondery Brand Partnerships	131	118,434	39,679	-
9	Kast Media	Kast Media	33	30,169	13,656	-
10	Studio71	Studio71	48	28,472	14,313	Debut
11	All Things Comedy	All Things Comedy	15	12,883	5,946	↓ 1

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



# June 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	24	395,798	157,137	News	-
2	De Dag	NPO Radio 1	25	330,429	84,631	News	-
3	Boekestijn en de Wijk	FD Mediagroep	36	321,504	131,867	News	-
4	NU.nl nieuws	DPG Media	90	139,595	66,560	News	↑ 3
5	NOS Met het Oog op Morgen	NPO Radio 1	41	137,327	35,271	News	-
6	Eerst dit	NPO Radio 5	30	118,602	48,344	Religion & Spirituality	-
7	De kamer van Klok	DPG Media	34	107,190	42,319	News	↑ 1
8	De Stemming van Vullings en Van der Wulp	NPO Radio 1	6	100,643	67,660	News	↑ 6
9	De Jortcast	NPO Radio 1	15	94,718	41,375	Society & Culture	-
10	30 MINUTEN RAUW door Ruud de Wild	NPO Radio 2	5	87,363	45,433	Music	↑ 11
11	Lang verhaal kort	NPO 3FM	25	77,863	41,346	News	↑ 1
12	De Taghi Podcast	DPG Media	7	75,646	42,063	True Crime	↑ 6
13	F1 aan Tafel	Talpa Network	5	75,110	56,836	Sports	-
14	Vandaag Inside	Talpa Network	16	72,555	45,035	Sports, News	↑ 10
15	Nooit meer slapen	NPO Radio 1	25	71,608	17,693	Society & Culture	↓ 4
16	In Het Wiel	DPG Media	11	62,858	27,454	Sports	↓ 12
17	NRC Onbehaarde Apen	Audiohuis Podcastnetwerk	5	61,964	37,730	Science	↓ 2
18	NRC Haagse Zaken	Audiohuis Podcastnetwerk	5	54,018	38,624	News	↑ 1
19	Het HLN-nieuws	DPG Media	96	52,881	24,768	Sports,News	↓ 3
20	538 Nieuws	Talpa Network	60	52,862	22,999	News	↓ 3
21	Kunststof	NPO Radio 1	20	48,369	12,611	Society & Culture	↑ 1
22	NOS Voetbalpodcast	NPO Radio 1	7	38,720	25,240	Sports	↑ 1
23	Kees de Kort	FD Mediagroep	23	34,394	11,809	Business,News	↓ 3
24	Argos	NPO Radio 1	5	33,808	14,752	Society & Culture	↑ 1
25	Cryptocast	FD Mediagroep	16	33,598	14,207	Business & Technology	↑ 1

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26	FD Dagkoers	FD Mediagroep	24	33,505	17,836	News	↑ 7
27	Europa draait door	NPO Radio 1	6	32,218	22,919	News	↑ 4
28	NOS Formule 1-Podcast	NPO Radio 1	3	31,837	24,529	Sports	↑ 11
29	Wat Goéééd - De positieve podcast met ..	Talpa Network	6	30,645	21,995	News,Comedy,Society & Culture	Debut
30	AD Media Podcast	DPG Media	6	30,409	24,126	TV & Film	↓ 3
31	BNR's Big Five	FD Mediagroep	24	28,661	8,435	Business,News	↓ 1
32	NUsport – De boordradio	DPG Media	6	28,504	21,638	Sports	↑ 4
33	NRC Future Affairs	Audiohuis Podcastnetwerk	7	27,705	19,118	Science	↑ 48
34	Wetenschap Vandaag	FD Mediagroep	50	27,237	5,279	News,Science	↑ 12
35	Met Groenteman in de kast	DPG Media	2	27,018	14,652	Arts	↓ 6
36	Zakendoen	FD Mediagroep	24	26,819	3,946	Business,News	↓ 8
37	Weer.nl	Talpa Network	35	26,330	22,062	News	↑ 1
38	Crime Junkie	SXM Media	7	25,342	11,443	True Crime	↓ 3
39	DOCS	NPO Radio 1	5	25,310	11,873	Society & Culture	↑ 1
40	Amerika Podcast	FD Mediagroep	8	24,496	14,371	Business,News	↑ 5
41	Op z'n Kop!	NPO Radio 2	6	23,384	18,137	News	↑ 22
42	BNR De Wereld	FD Mediagroep	5	23,038	15,589	News	↓ 8
43	Tech Update	FD Mediagroep	44	21,581	5,240	Business,News	↑ 1
44	Bureau Buitenland	NPO Radio 1	24	20,835	8,371	News	↓ 2
45	De Ongelooflijke Podcast	NPO Radio 1	5	20,696	13,668	Religion & Spirituality	↑ 2
46	Onze man in Deventer	NPO Radio 1	4	19,857	11,793	Society & Culture	↑ 26
47	No Such Thing As A Fish	Audioboom	6	19,365	8,310	Comedy	↑ 3
48	OVT Fragmenten podcast	NPO Radio 1	31	18,889	3,113	History	↓ 11
49	OVT	NPO Radio 1	11	18,864	6,935	History	↑ 4
50	Pitstop	DPG Media	5	18,064	14,209	Sports	↑ 18

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51	De Technoloog	FD Mediagroep	5	17,967	8,775	News,Technology	↓ 3
52	Cocainekeorts	Audiohuis Podcastnetwerk	0	17,966	9,307	True Crime	↓ 11
53	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	Wondery Brand Partnerships	12	17,466	5,365	True Crime	↑ 18
54	De zwarte dag van Hans	DPG Media	0	17,321	7,630	True Crime	↑ 6
55	Zimmerman in Space	NPO Radio 2	5	16,548	4,850	Science	↑ 4
56	Parel Radio	NPO Radio 1	2	16,541	8,418	Society & Culture	↓ 1
57	De Nieuwsdag	FD Mediagroep	19	16,356	5,790	Business	↓ 8
58	On Purpose with Jay Shetty	SXM Media	10	16,257	6,969	Health & Fitness	-
59	Spijkers met Koppen	NPO Radio 2	5	15,840	10,063	Comedy	↓ 7
60	NOS Jeugdjournaal	NPO Zapp	5	15,511	5,870	Kids & Family	↑ 9
61	De Ben Tiggelaar Podcast	FD Mediagroep	3	14,418	7,241	Business & Technology	-
62	Daders	NPO Radio 1	0	14,379	7,341	True Crime	↑ 23
63	AD Voetbal podcast	DPG Media	1	13,649	6,276	Sports	↓ 53
64	Ochtendnieuws   BNR	FD Mediagroep	27	13,629	9,332	News	↑ 6
65	Kalm met Klassiek	NPO Radio 4	25	13,515	3,404	Health & Fitness	↑ 2
66	Conan O'Brien Needs A Friend	SXM Media	11	13,347	5,971	Comedy	↑ 12
67	De Kroongetuigen	DPG Media	5	13,309	8,434	True Crime	↑ 105
68	NRC Tussen de regels	Audiohuis Podcastnetwerk	5	13,215	11,272	Arts	↑ 15
69	MISCHA!	NPO Radio 1	19	13,033	5,891	Society & Culture	↑ 19
70	dr Kelder en Co	NPO Radio 1	5	13,005	8,425	Science	↓ 5
71	Tweakers Podcast	DPG Media	5	12,711	9,176	Technology	↑ 5
72	99% Invisible	SXM Media	5	12,582	6,652	Arts	↓ 6
73	De Kopgroep wielerpodcast	NPO Radio 1	3	12,452	6,733	Sports	↓ 19
74	Freakonomics Radio	SXM Media	5	12,273	5,878	Society & Culture	↑ 12
75	WTF1 Podcast	Audioboom	20	12,014	7,227	Sports	↑ 29

## TOP 100 PODCASTS

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76	Het Mediaforum	NPO Radio 1	25	11,842	4,074	TV & Film	↓ 2
77	Sven op 1	NPO Radio 1	25	11,783	5,644	News	↑ 23
78	How I Built This with Guy Raz	Wondery Brand Partnerships	10	11,592	3,597	Business	↑ 11
79	De Nationale Autoshow	FD Mediagroep	6	11,552	6,087	Business,Leisure	↓ 2
80	Op1	NPO 1	25	11,416	4,315	News	↓ 7
81	Tegenlicht Podcast	NPO 2	2	11,406	6,908	Society & Culture	↑ 20
82	Politiek Dichtbij	DPG Media	5	11,328	10,041	News	-
83	F1: Beyond The Grid	Audioboom	6	11,319	5,688	Sports	↓ 3
84	De Krokante Leesmap	NPO 3FM	0	11,297	4,239	Comedy	↓ 20
85	FD Achter Gesloten Deuren	FD Mediagroep	0	10,987	6,393	News	↓ 53
86	Hidden Brain	SXM Media	5	10,970	4,315	Science	↑ 12
87	The School of Greatness	Wondery Brand Partnerships	15	10,532	2,707	Health & Fitness	↑ 8
88	Brugklas - De Podcast	NPO Zapp	5	10,195	2,880	Kids & Family	↑ 68
89	F1 Nation	Audioboom	6	9,914	7,642	Sports	↑ 14
90	De liefde van nu	DPG Media	0	9,745	4,873	Society & Culture	↓ 33
91	Super Soul	SXM Media	5	9,498	3,765	Society & Culture	↓ 4
92	Mangiare!	NPO Radio 1	4	9,354	4,558	Arts	-
93	NOS Langs de Lijn Sportforum	NPO Radio 1	5	9,327	6,126	Sports	↑ 24
94	De AEX Factor	FD Mediagroep	6	9,264	5,771	News	↑ 13
95	The Mindset Mentor	Kast Media	22	9,252	3,307	Health & Fitness	↑ 2
96	Morbid: A True Crime Podcast	Audioboom	17	9,226	3,701	Comedy	↑ 6
97	Pulse   BNR	FD Mediagroep	5	9,054	8,897	News,Society & Culture	↑ 8
98	Atlas	NPO Radio 1	4	9,036	5,295	Science	↓ 19
99	NRC Het geheim van Rijswijk	Audiohuis Podcastnetwerk	0	8,981	4,312	True Crime	-
100	Het Klokhuis	NPO Zapp	0	8,764	3,963	Kids & Family	↓ 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>

