

# November 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	414	2,603,956	895,060	-
2	FD Mediagroep	FD Mediagroep	105	1,114,580	395,816	-
3	DPG Media	DPG Media	127	1,081,213	513,503	-
4	Talpa Network	Talpa Network	83	700,947	410,427	-
5	Audiohuis Podcastnetwerk	Audiohuis Podcastnetwerk	11	574,267	204,360	-
6	Stitcher Media	SXM Media	152	248,045	99,917	-
7	Audioboom	Audioboom	214	166,267	82,317	-
8	Wondery Brand Partnerships	Wondery Brand Partnerships	113	113,721	39,154	-
9	Kast Media	Kast Media	33	31,775	14,384	-
10	Studio71	Studio71	58	26,410	13,614	-
11	All Things Comedy	All Things Comedy	15	11,771	5,235	-

Samsung made an update to their Samsung Free app which caused a spike in downloads. Samsung resolved the issue moving forward, starting in December. To mitigate the issue, we have reprocessed our November data to remove those spikes



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



# November 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	447,930	193,499	News	-
2	NRC Vandaag	Audiohuis Podcastnetwerk	21	429,702	144,715	News	-
3	De Dag	NPO Radio 1	21	259,276	83,669	News	-
4	Het Sinterklaasjournaal: De Podcast	NPO Zapp	20	181,834	71,404	Kids & Family	↑ 128
5	TV-TALK	Talpa Network	22	172,086	159,492	News	↑ 6
6	NU.nl nieuws	DPG Media	68	169,994	76,223	News	↓ 2
7	de Volkskrant Elke Dag	DPG Media	29	146,064	60,409	News	↓ 2
8	AD Voetbal podcast	DPG Media	34	143,965	72,434	Sports	↑ 2
9	Eerst dit	NPO Radio 5	20	137,837	53,055	Religion & Spirituality	↓ 2
10	NOS Met het Oog op Morgen	NPO Radio 1	31	132,546	37,523	News	↓ 4
11	De Jortcast	NPO Radio 1	12	111,911	47,453	Society & Culture	↓ 2
12	Vandaag Inside	Talpa Network	15	101,789	61,079	Sports	↓ 4
13	De Stemming van Vullings en Van der Wulp	NPO Radio 1	4	97,123	68,069	News	↑ 1
14	Lang verhaal kort	NPO 3FM	20	94,475	50,036	News	↓ 1
15	De Taghi Podcast	DPG Media	2	84,646	46,036	True Crime	-
16	Nooit meer slapen	NPO Radio 1	20	83,746	21,680	Society & Culture	-
17	Dit kan geen toeval zijn	DPG Media	0	74,453	40,650	News	↓ 5
18	NOS Voetbalpodcast	NPO Radio 1	12	73,573	42,889	Sports	↑ 16
19	F1 aan Tafel	Talpa Network	4	72,550	55,260	Sports	↓ 1
20	Alledaagse Vragen	NPO Radio 1	20	67,763	43,686	Society & Culture	-
21	Het HLN-nieuws	DPG Media	76	57,989	24,468	Sports,News	↑ 2
22	538 Nieuws	Talpa Network	672	56,755	22,187	News	↑ 3
23	BNR De Wereld	FD Mediagroep	12	56,110	30,268	News	↓ 4
24	FD Dagkoers	FD Mediagroep	21	55,773	28,361	News	-
25	Amerika Podcast	FD Mediagroep	14	52,607	27,877	News	↑ 7

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26	NRC Onbehaarde Apen	Audiohuis Podcastnetwerk	4	52,394	27,569	Science	↓ 4
27	De Oranjewinter	Talpa Network	11	51,418	33,852	Sports	Debut
28	Kunststof	NPO Radio 1	14	48,546	11,802	Society & Culture	↓ 1
29	Europa draait door	NPO Radio 1	4	45,365	33,844	News	↑ 4
30	NRC Haagse Zaken	Audiohuis Podcastnetwerk	4	45,300	30,007	News	↓ 9
31	Met Groenteman in de kast	DPG Media	4	39,822	24,369	Arts	-
32	In de ban van Rian	DPG Media	3	39,174	20,910	True Crime	↑ 35
33	Argos	NPO Radio 1	9	37,135	14,664	Society & Culture	↑ 10
34	NUsport – De boordradio	DPG Media	6	36,882	30,014	Sports	↓ 4
35	Moord in de Spirituele Winkel	Talpa Network	3	36,237	30,868	True Crime	↑ 88
36	30 MINUTEN RAUW door Ruud de Wild	NPO Radio 2	2	32,315	15,960	Music	↓ 7
37	AD Media Podcast	DPG Media	9	32,109	26,192	TV & Film	↑ 3
38	NOS Formule 1-Podcast	NPO Radio 1	3	32,072	24,532	Sports	↓ 3
39	Cryptocast	FD Mediagroep	12	32,059	12,774	Business & Technology	↓ 1
40	De Boterhamshow Podcast	NPO Zappelin	15	31,240	13,466	Kids & Family	↑ 190
41	FD Achter Gesloten Deuren	FD Mediagroep	2	29,403	15,808	News	↑ 97
42	Eerst dit Avondgebed	NPO Radio 5	28	28,353	10,480	Religion & Spirituality	↓ 3
43	DOCS	NPO Radio 1	5	28,160	13,440	Society & Culture	↑ 2
44	Macro met Boot en Mujagić	FD Mediagroep	19	26,694	9,299	Business,News	↓ 8
45	Wetenschap Vandaag	FD Mediagroep	37	26,144	5,471	Science	↓ 4
46	De Ben Tiggelaar Podcast	FD Mediagroep	10	25,014	10,132	Society & Culture	↑ 3
47	Crime Junkie	SXM Media	6	24,909	10,997	True Crime	↓ 5
48	Bureau Buitenland	NPO Radio 1	19	24,472	9,892	News	↓ 4
49	De Ongelooflijke Podcast	NPO Radio 1	4	24,240	15,912	Religion & Spirituality	↓ 1
50	BNR's Big Five	FD Mediagroep	21	23,577	7,702	News	↓ 13

## TOP 100 PODCASTS

RANK	PODCAST	NETWORK	# OF NEW EPISODES	AVERAGE WEEKLY DOWNLOADS	AVERAGE WEEKLY USERS	CATEGORY	RANK CHANGE
51	On Purpose with Jay Shetty	SXM Media	8	23,162	9,618	Health & Fitness	↓ 5
52	Tech Update	FD Mediagroep	40	22,838	5,611	Technology	↓ 5
53	Veronica Offside	Talpa Network	6	22,117	16,995	Sports	↓ 2
54	BNR Perestrojkast	FD Mediagroep	20	21,894	10,147	News	↑ 61
55	Ochtendnieuws	FD Mediagroep	21	20,829	14,441	News	↓ 5
56	Appie	DPG Media	1	20,454	11,334	True Crime	↑ 2
57	Onze man in Deventer	NPO Radio 1	4	20,113	11,709	Society & Culture	↓ 3
58	Spijkers met Koppen	NPO Radio 2	4	19,512	13,418	Comedy	↓ 3
59	Parel Radio	NPO Radio 1	2	19,321	8,173	Society & Culture	↓ 7
60	De gestolen schilderijen van Jopie Huisman	NPO Radio 1	0	19,168	10,411	True Crime	↓ 34
61	De Technoloog	FD Mediagroep	4	18,955	9,269	Technology	↓ 8
62	Tegenlicht Podcast	NPO 2	1	17,877	12,532	Society & Culture	Return
63	Zimmerman in Space	NPO Radio 2	4	17,798	5,205	Science	↓ 7
64	Sven op 1	NPO Radio 1	20	17,564	8,611	News	↑ 1
65	Cocaineplaats	Audihuis Podcastnetwerk	1	17,416	10,497	True Crime	↑ 11
66	Dit is de Bijbel	NPO Radio 5	4	17,116	11,410	Religion & Spirituality	↑ 6
67	Moderne Profeten: Ware Woorden	NPO Radio 5	3	17,086	12,962	Religion & Spirituality	Debut
68	Kalm met Klassiek	NPO Radio 4	20	17,062	4,527	Health & Fitness	↓ 7
69	Het Nieuwe Geld	FD Mediagroep	2	16,331	9,340	Business,News	↓ 12
70	OVT	NPO Radio 1	8	15,953	6,517	History	↑ 12
71	No Such Thing As A Fish	Audioboom	4	15,833	7,159	Comedy	↓ 7
72	Pitstop	DPG Media	4	15,725	12,596	Sports	↓ 2
73	De liefde van nu	DPG Media	2	15,609	9,370	Society & Culture	↓ 7
74	Newsroom Den Haag	FD Mediagroep	21	15,139	7,522	News	↓ 1
75	Op z'n Kop!	NPO Radio 2	4	15,083	11,597	News	↑ 2

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76	Conan O'Brien Needs A Friend	SXM Media	10	14,925	6,544	Comedy	↑ 8
77	Over de Liefde	DPG Media	7	14,838	10,497	Society & Culture	↑ 52
78	dr Kelder en Co	NPO Radio 1	4	14,542	9,711	Science	↓ 19
79	Zakendoen	FD Mediagroep	21	14,423	3,386	Business,News	↓ 10
80	De Laatste Dagen Van	NPO Radio 5	7	14,332	6,369	Music	↑ 286
81	De Leeuw Lult Verder	NPO Radio 5	4	14,149	9,393	Comedy	↑ 8
82	Freakonomics Radio	SXM Media	4	13,824	6,498	Society & Culture	↑ 1
83	NOS Jeugdjournaal	NPO Zapp	4	13,784	4,968	Kids & Family	↓ 20
84	Tweakers Podcast	DPG Media	4	13,658	9,663	Technology	↓ 5
85	99% Invisible	SXM Media	4	13,297	6,385	Arts	↓ 14
86	F1: Beyond The Grid	Audioboom	5	13,216	7,939	Sports	↓ 8
87	In Het Wiel	DPG Media	1	12,978	4,800	Sports	↓ 27
88	NRC Het geheim van Rijswijk	Audiohuis Podcastnetwerk	1	12,841	7,776	True Crime	↑ 53
89	Op1	NPO 1	20	12,652	4,908	News	↓ 4
90	Zin in Zappelin	NPO Zappelin	0	12,537	3,456	Kids & Family	↓ 28
91	WTF1 Podcast	Audioboom	10	12,333	7,936	Sports	↓ 11
92	MISCHA!	NPO Radio 1	16	11,963	5,029	Society & Culture	-
93	OVT Fragmenten podcast	NPO Radio 1	28	11,930	3,407	History	↑ 17
94	De Nationale Autoshow	FD Mediagroep	7	11,819	6,218	Business,Leisure	↓ 19
95	Morbid	Wondery Brand Partnerships	13	11,618	4,540	Comedy	↑ 4
96	Het Mediaforum	NPO Radio 1	20	11,460	4,286	TV & Film	-
97	The Mindset Mentor	Kast Media	15	11,348	4,012	Health & Fitness	↓ 9
98	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	Wondery Brand Partnerships	8	11,321	4,095	True Crime	↓ 11
99	Daders	NPO Radio 1	0	11,112	5,854	True Crime	↓ 18
100	Een soort god	DPG Media	0	10,510	5,137	True Crime,News	↑ 7

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5 of 6 • Reporting Period: November 2022 (October 31 - November 27)



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>

