

# March 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	408	2,308,108	779,055	-
2	FD Mediagroep	FD Mediagroep	131	902,421	274,144	↑ 1
3	DPG Media	DPG Media	97	835,520	400,586	↓ 1
4	NRC Media	NRC Media	13	766,870	295,447	-
5	Talpa Network	Talpa Network	71	436,417	213,528	-
6	Stitcher Media	SXM Media	153	219,067	84,865	-
7	Audioboom	Audioboom	198	152,968	75,011	-
8	Wondery Brand Partnerships	Wondery Brand Partnerships	105	79,163	26,514	-
9	Kast Media	Kast Media	36	31,071	14,014	-
10	All Things Comedy	All Things Comedy	15	12,862	5,945	-

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RANK	PODCAST	NETWORK	# OF NEW EPISODES	AVERAGE WEEKLY DOWNLOADS	AVERAGE WEEKLY USERS	CATEGORY	RANK CHANGE
1	NRC Vandaag	NRC Media	25	518,091	185,520	News	-
2	De Dag	NPO Radio 1 / NOS	25	293,787	101,281	News	-
3	Boekestijn en de Wijk	FD Mediagroep	35	267,859	111,133	News	↑ 7
4	NOS Met het Oog op Morgen	NPO Radio 1 / NOS	37	161,397	38,688	News	↑ 1
5	NU.nl nieuws	DPG Media / NU	99	138,222	66,762	News	↓ 1
6	Eerst dit	NPO Radio 5 / EO / IZB	31	133,397	48,816	Religion & Spirituality	↑ 2
7	F1 aan Tafel	Grand Prix Radio / Talpa Network	7	105,136	81,744	Sports	↑ 17
8	De Stemming van Vullings en Van der Wulp	NPO Radio 1 / NOS / EenVandaag	6	95,288	65,329	News	↑ 3
9	De Jortcast	NPO Radio 1 / AVROTROS	13	94,722	41,688	Society & Culture	↑ 11
10	Nooit meer slapen	NPO Radio 1 / VPRO	24	86,080	20,333	Society & Culture	↑ 2
11	De kamer van Klok	DPG Media / Volkskrant	28	82,253	36,298	News	↑ 31
12	Lang verhaal kort	NPO 3FM / NOS op 3	25	81,626	42,073	News	↑ 9
13	NRC Onbehaarde Apen	NRC Media	5	80,567	47,853	Science	↓ 6
14	AD Voetbal podcast	DPG Media / AD	34	79,865	38,318	Sports	↓ 5
15	Het HLN-nieuws	DPG Media / HLN	5	66,930	30,814	Sports,News	-
16	538 Nieuws	Talpa Network	840	62,979	26,538	News	↑ 3
17	De zwarte dag van Hans	DPG Media / AD	2	60,820	31,424	True Crime	↓ 4
18	NRC Haagse Zaken	NRC Media	7	60,394	40,139	News	↓ 1
19	Cocaïnekoorts	NRC Media	1	55,694	32,692	True Crime	↓ 16
20	Kees de Kort	FD Mediagroep	24	55,286	17,198	Business,News	↓ 6
21	BNR's Big Five	FD Mediagroep	30	52,323	9,858	Business,News	↑ 2
22	In Het Wiel	DPG Media / AD	11	50,428	23,238	Sports	↓ 16
23	30 MINUTEN RAUW door Ruud de Wild	NPO Radio 2 / KRO-NCRV	4	50,145	25,344	Music	Return
24	Kunststof	NPO Radio 1 / NTR	18	46,788	11,682	Society & Culture	↑ 10
25	Zakendoen	FD Mediagroep	25	40,511	3,389	Business,News	↓ 7

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26	NOS Voetbalpodcast	NPO Radio 1 / NOS	8	39,849	26,202	Sports	↑ 17
27	Hart van Nederland	Talpa Network	9	35,898	32,307	True Crime,News,Health & Fitness	Debut
28	BNR De Wereld	FD Mediagroep	9	35,685	18,647	News	↑ 4
29	Argos	NPO Radio 1 / HUMAN / VPRO	5	34,477	14,655	Society & Culture	↑ 1
30	Vandaag Inside	Talpa Network	28	34,452	21,010	Sports	↑ 24
31	OVT Fragmenten podcast	NPO Radio 1 / VPRO	28	34,418	4,859	History	↓ 6
32	De Taghi Podcast	DPG Media / Het Parool	2	34,196	17,716	True Crime	↓ 6
33	De moord op de duivenmelker	DPG Media / AD	3	34,174	17,670	True Crime	↑ 14
34	Cryptocast	FD Mediagroep	15	33,873	13,526	Business & Technology	↓ 1
35	AD Media Podcast	DPG Media / AD	8	33,292	27,406	TV & Film	↓ 4
36	Europa draait door	NPO Radio 1 / EO	5	33,084	23,556	News	↑ 1
37	NOS Formule 1-Podcast	NPO Radio 1 / NOS	4	31,489	24,053	Sports	Return
38	De Krokante Leesmap	NPO 3FM / BNNVARA	2	29,881	16,744	Comedy	↑ 2
39	Met Groenteman in de kast	DPG Media / Volkskrant	3	29,791	12,594	Arts	↓ 4
40	NU.nl Dit wordt het nieuws	DPG Media / NU	6	28,510	12,732	News	↓ 24
41	Tech Update	FD Mediagroep	46	26,678	5,419	Business,News	↑ 4
42	Hitlers geheime tunnel	DPG Media / AD	3	26,319	16,595	History	Debut
43	OVT	NPO Radio 1 / VPRO	10	25,918	7,392	History	↓ 7
44	De Nieuwsdag	FD Mediagroep	22	25,072	8,039	Business	↓ 6
45	DOCS	NPO Radio 1 / NTR	5	24,889	11,696	Society & Culture	↑ 6
46	NUsport – De boordradio	DPG Media / NU	4	24,778	20,434	Sports	Return
47	Crime Junkie	audiochuck, AdLarge/cabana	6	24,641	11,170	True Crime	↓ 8
48	De Ongelooflijke Podcast	NPO Radio 1 / EO	5	24,607	16,004	Religion & Spirituality	↑ 5
49	Amerika Podcast	FD Mediagroep	7	24,430	12,816	Business,News	↓ 21
50	Wetenschap Vandaag	FD Mediagroep	30	23,006	3,966	News,Science	↓ 21

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51	Bureau Buitenland	NPO Radio 1 / VPRO	25	21,712	6,987	News	↓ 2
52	Flikken de Podcast	NPO 1 / AVROTROS	5	20,845	14,512	TV & Film	↑ 39
53	Parel Radio	NPO Radio 1 / VPRO	3	19,463	9,883	Society & Culture	↑ 22
54	De Leeuw Lult Verder	NPO Radio 5 / BNNVARA	6	18,996	12,395	Comedy	↑ 31
55	Spijkers met Koppen	NPO Radio 2 / BNNVARA	5	18,542	12,618	Comedy	↑ 2
56	Onze man in Deventer	NPO Radio 1 / BNNVARA	4	18,111	9,844	Society & Culture	↑ 3
57	De Technoloog	FD Mediagroep	5	18,087	7,634	News, Technology	↓ 16
58	FD Dagkoers	FD Mediagroep	25	17,855	8,765	News	Debut
59	Zimmerman in Space	NPO Radio 2 / NTR	5	17,205	4,672	Science	↑ 1
60	Grijs gebied	DPG Media / Volkskrant	0	16,938	8,109	True Crime	↓ 38
61	On Purpose with Jay Shetty	Stitcher Media / SXM Media	10	16,645	6,898	Health & Fitness	↓ 9
62	No Such Thing As A Fish	Audioboom	5	16,605	7,018	Comedy	↓ 4
63	Dit is de Bijbel	NPO Radio 5 / EO	5	16,280	11,330	Religion & Spirituality	↑ 11
64	Kalm met Klassiek	NPO Radio 4 / AVROTROS	25	15,839	4,310	Health & Fitness	↑ 13
65	De Ben Tiggelaar Podcast	FD Mediagroep	5	15,248	7,342	Business & Technology	↓ 19
66	De liefde van nu	DPG Media / Volkskrant	3	15,087	9,261	Society & Culture	↓ 5
67	NRC Onder de streep	NRC Media	5	14,669	12,753	News	↓ 11
68	Ochtendnieuws   BNR	FD Mediagroep	31	14,451	9,313	News	↑ 24
69	dr Kelder en Co	NPO Radio 1 / AVROTROS	4	14,340	9,501	Science	↑ 26
70	99% Invisible	Stitcher Media / SXM Media	6	13,918	7,124	Arts	↓ 3
71	Politiek Dichtbij	DPG Media / AD	6	13,901	12,630	News	↑ 18
72	NRC Tussen de regels	NRC Media	5	13,802	11,796	Arts	↑ 7
73	De Nationale Autoshow	FD Mediagroep	5	12,914	5,460	Business, Leisure	↓ 25
74	Super Soul	Stitcher Media / SXM Media	6	12,314	4,112	Society & Culture	↓ 6
75	NRC Het geheim van Rijswijk	NRC Media	0	12,222	5,966	True Crime	↓ 31

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76	Tweakers Podcast	DPG Media / Tweakers	5	12,046	8,278	Technology	-
77	Newsroom Den Haag	FD Mediagroep	21	12,036	5,443	Business,News	↓ 22
78	My Favorite Murder with Karen Kilgariff and Georgia Hardstark*	Stitcher Media / SXM Media	9	12,000	4,546	True Crime	↑ 3
79	NOS Jeugdjournaal	NPO Zapp / NOS	6	11,905	5,010	Kids & Family	Return
80	Het Mediaforum	NPO Radio 1 / KRO-NCRV	24	11,726	3,763	TV & Film	Return
81	Op1	NPO 1 / WNL	25	11,717	4,323	News	Return
82	Een soort god	DPG Media / Volkskrant	1	11,647	6,647	True Crime,News	Return
83	Op z'n Kop!	NPO Radio 2 / PowNed	5	11,637	9,239	News	↓ 18
84	Freakonomics Radio	Stitcher Media / SXM Media	5	11,402	5,490	Society & Culture	↓ 11
85	Daders	NPO Radio 1 / AVROTROS	0	11,213	5,856	True Crime	↑ 3
86	Hidden Brain	Stitcher Media / SXM Media	6	11,137	4,697	Science	Return
87	De Kroongetuigen	DPG Media / HLN	1	11,118	5,898	True Crime	↑ 10
88	Conan O'Brien Needs A Friend	Stitcher Media / SXM Media	10	11,084	5,011	Comedy	↓ 4
89	The Mindset Mentor	Kast Media	25	11,069	3,919	Health & Fitness	↓ 6
90	The School of Greatness	Wondery Brand Partnerships	15	10,860	2,330	Health & Fitness	Return
91	Bro Code de Podcast	Talpa Network	0	10,799	4,695	News,Comedy	↓ 29
92	F1: Beyond The Grid	Audioboom	7	10,634	6,061	Sports	Return
93	Pitstop	DPG Media / AD	4	10,505	7,882	Sports	Return
94	Het Klokhuis	NPO Zapp / NTR	0	9,991	4,362	Kids & Family	Return
95	BNR Breekt	FD Mediagroep	26	9,846	1,862	Business,News	↓ 31
96	Bureau Sport Radio	NPO Radio 1 / BNNVARA	5	9,809	6,353	Sports	Return
97	Digitaal	FD Mediagroep	5	9,392	3,656	Business,News	↓ 25
98	Race Gemist	Talpa Network	2	9,267	9,098	Sports	Debut
99	BNR Europa	FD Mediagroep	12	9,178	4,502	Business,News	↓ 30
100	De AEX Factor	FD Mediagroep	6	9,079	5,216	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 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>

