



2023 Audify Audio Annual Report



Audify

Preface

“Open on all channels
Ready to receive”
Radiohead ‘The Numbers’ (2016)



Welcome to the 2023 Audify Audio Annual Report, a year that saw a lot of innovation and in which audio advertising reached new heights. This report combines essential data and trends shaping the audio industry in 2023.

The year 2023 is all about pioneering reach research. Thanks to the new NMO Listening Survey, we can get a clearer picture of audio behaviour in the Netherlands, with weekly insights into the listening behaviour for almost one hundred stations. With the NMO Podcast Standard and the NMO Streaming Audio Standard, NMO provides a solid basis for advertisers and agencies to make informed choices within the digital audio domain. All standards are crucial, especially given major changes such as the national FM auction and the evolution of radio stations.

The numbers speak for themselves: 85% of Dutch people (aged 13+) listen to the radio weekly, with more than half of population tuning in daily. With 33.3 million hours of digital radio streaming and 7.2 million podcasts downloaded each week, it's safe to say that the Dutch are firmly rooted in the audio age.

The appeal of audio lies in the combination of physical and mental availability; new devices and the increasing relevance and choice in audio in our current daily lives. We know that the emotional impact of sound is huge.

This audio age is important to advertisers. Given the range of linear radio, digital radio and podcasts on offer, there are many opportunities for reaching listeners at exactly the right time in various listening contexts; this is why audio works in advertising. Radio is still at the top in terms of listening time and reach, making it the main vehicle for audio advertising.

This report provides a broad picture of the dynamic world of audio advertising in 2023. I hope it will inform *and* inspire you. In the meantime, Audify is happy to answer any questions you may have about audio and advertising.

Liedewij Hentenaar
Director Audify

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The highlights

The year 2023 has broken records

Net investment in audio advertising in 2023 is at an all-time high with almost 242 million, 7.2% more than in 2022.

Q3 sees the biggest increase compared to 2022, with 10.7% more invested. Q4 shows the largest share with almost €89 million.

Spot advertising got 90.6% of net investments, 4.9% is for branded content and 4.5% was invested via digital audio. Digital audio spending has gone up relatively the most (13.2%).

More than 11.3 million spots were broadcast, and the average spot length was 15.6 seconds.

Retail remains the biggest industry present on radio, with Odido, KPN and McDonald's being the biggest advertisers.

Over 169 billion audio impressions were achieved through radio spots. In addition, we have streamed 1.7 billion hours of live audio and 375 million podcasts have been downloaded.

Chapter 1

Key Figures Audio Advertising



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Key Figures Audio Advertising

Net investments went up by 7.2% to 242 million

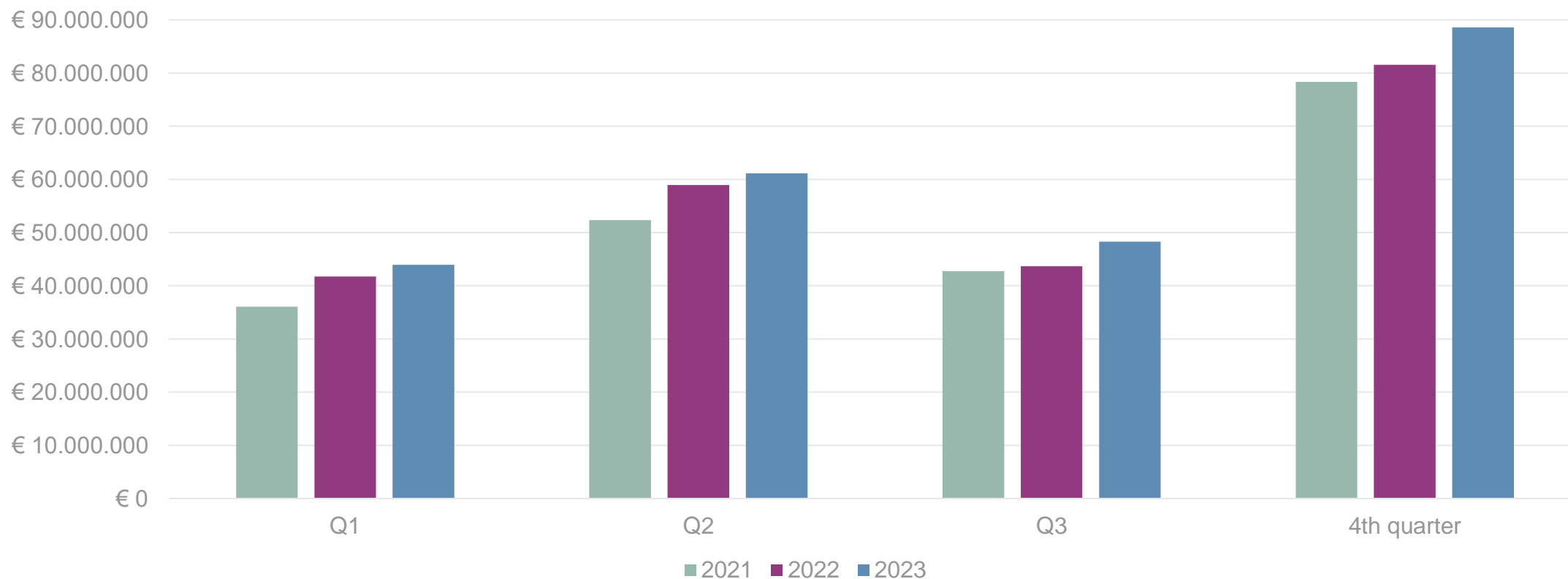
	2023
Net investments	€ 241,974,000
Number of advertisers	1,805
Number of brands	2,021
Number of seconds aired	177,293,653
Number of spots aired	11,331,028
Average spot length	15.6
GRPs 13+ years	1,126,892
GRPs 20-49 years	1,014,269
GRPs 25-54 years	1,160,500



Audio Investments by Quarter

Each quarter showed an increase, a relative one in Q3, and an absolute one in Q4, which showed the biggest increase

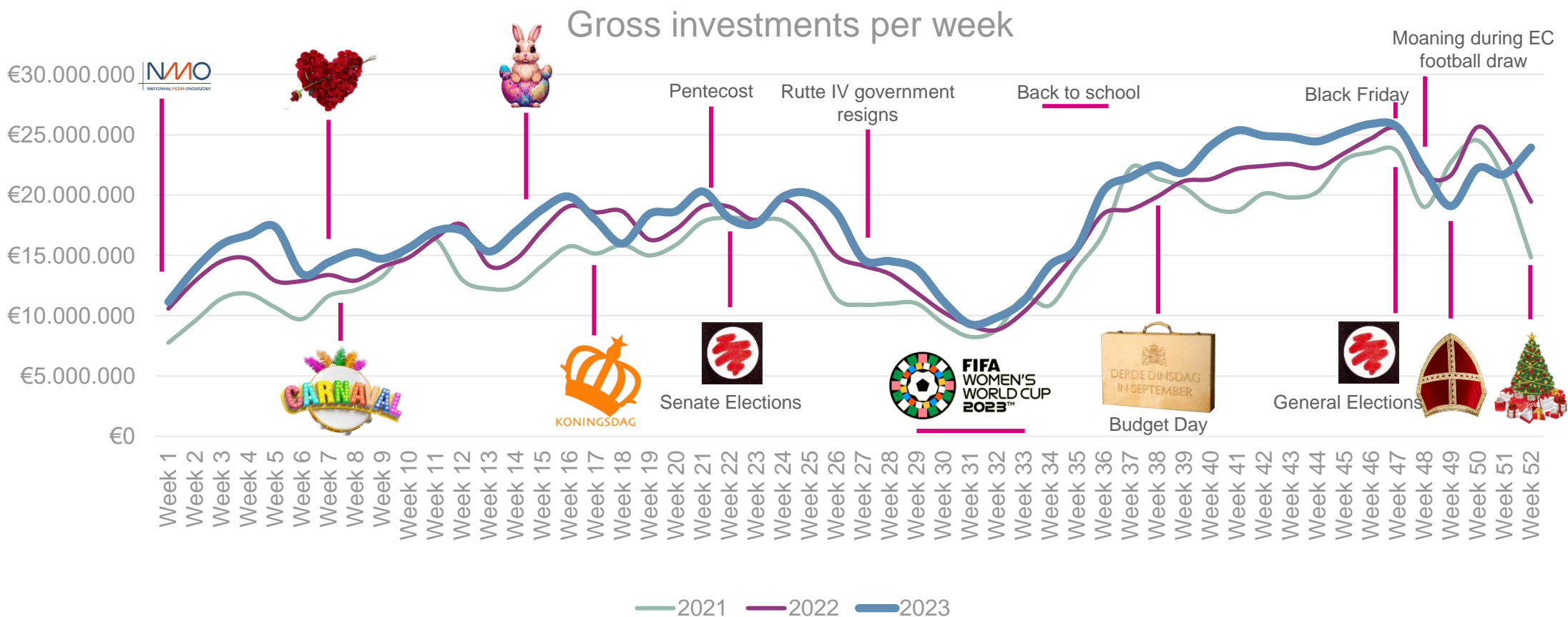
Total net audio advertising investments 242 million euro





Audio Advertising Investments by Week

Gross investments 2023 in 45 week above average 2022; week 41, 45, 46 and 47 highest investments

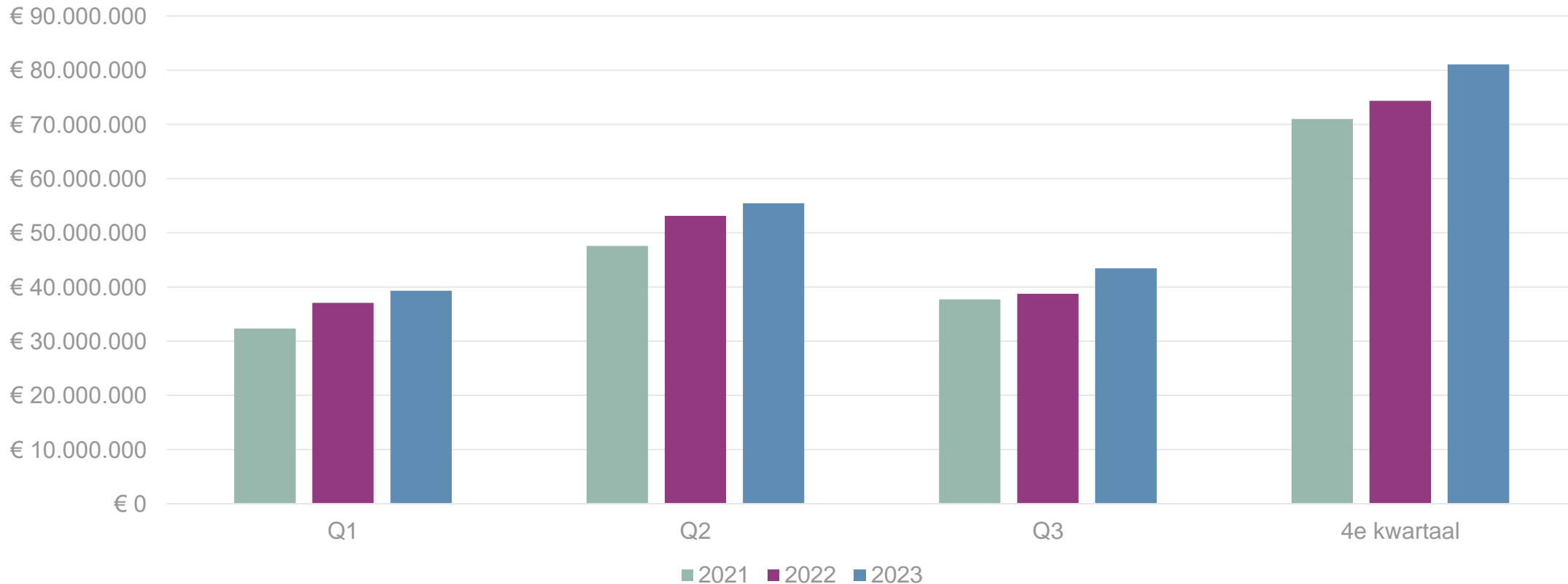




Net Audio Advertising Investments Spot by Quarter

Radio spot has a 90.6% share of the total audio market; net investment +7.9%

Total net radio advertising investment 219.2 million euro

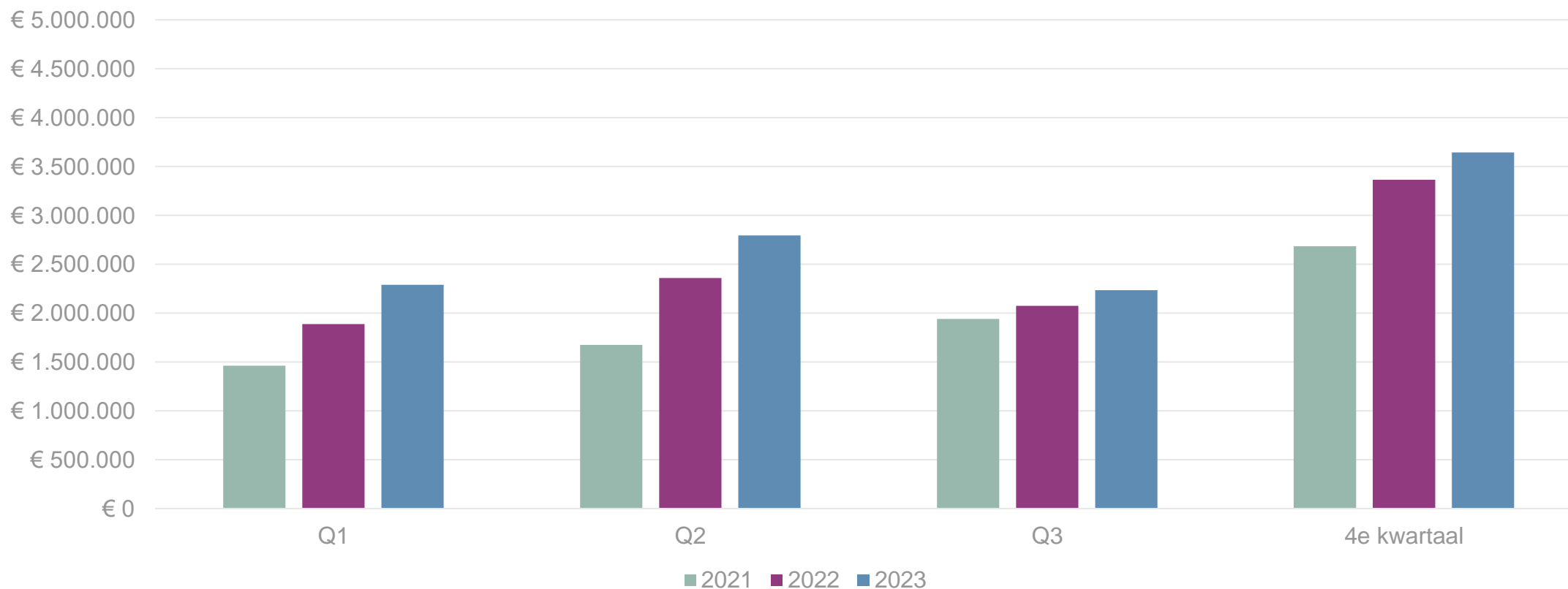




Net Audio Advertising Investments Digital by Quarter

Digital has a 4.5% share of the total audio market; net investments +13.2%

Total net radio advertising investments digital 11 million euro

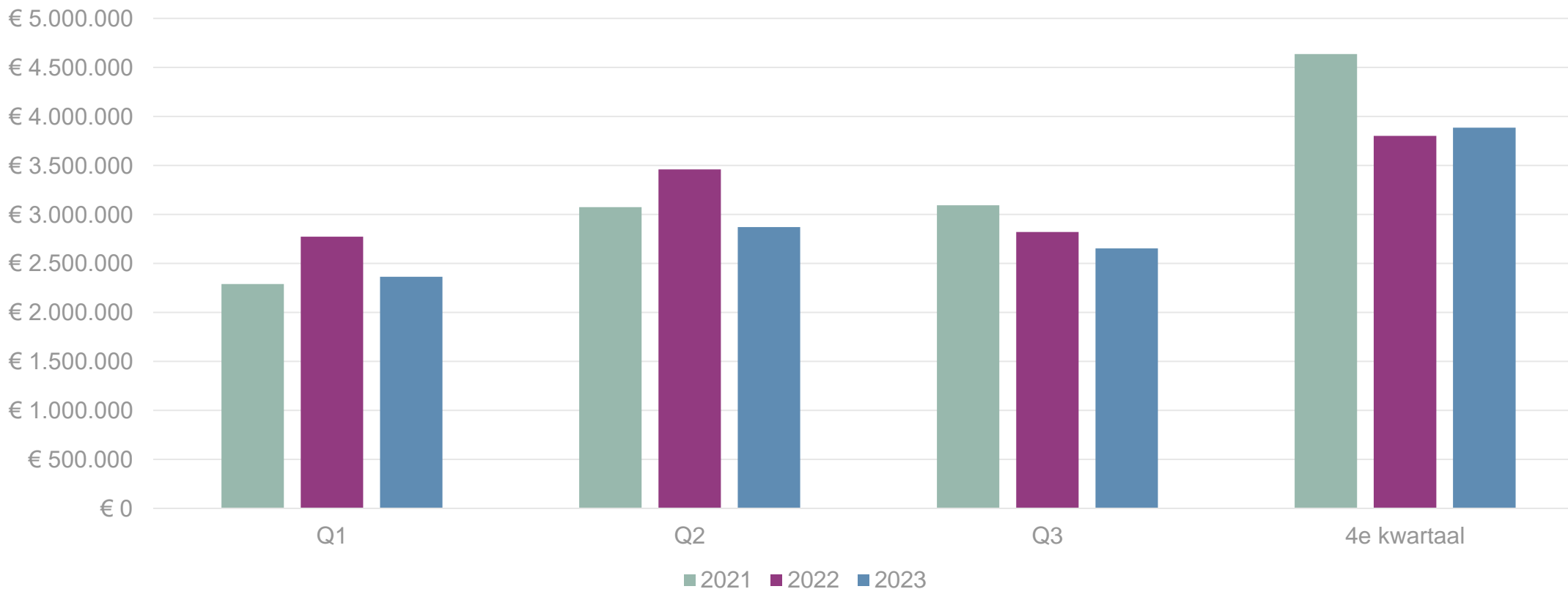




Net Audio Advertising Investments Non-Spot by Quarter

Non-spot has a 4.9% share of the total audio market; net investment -8.4%

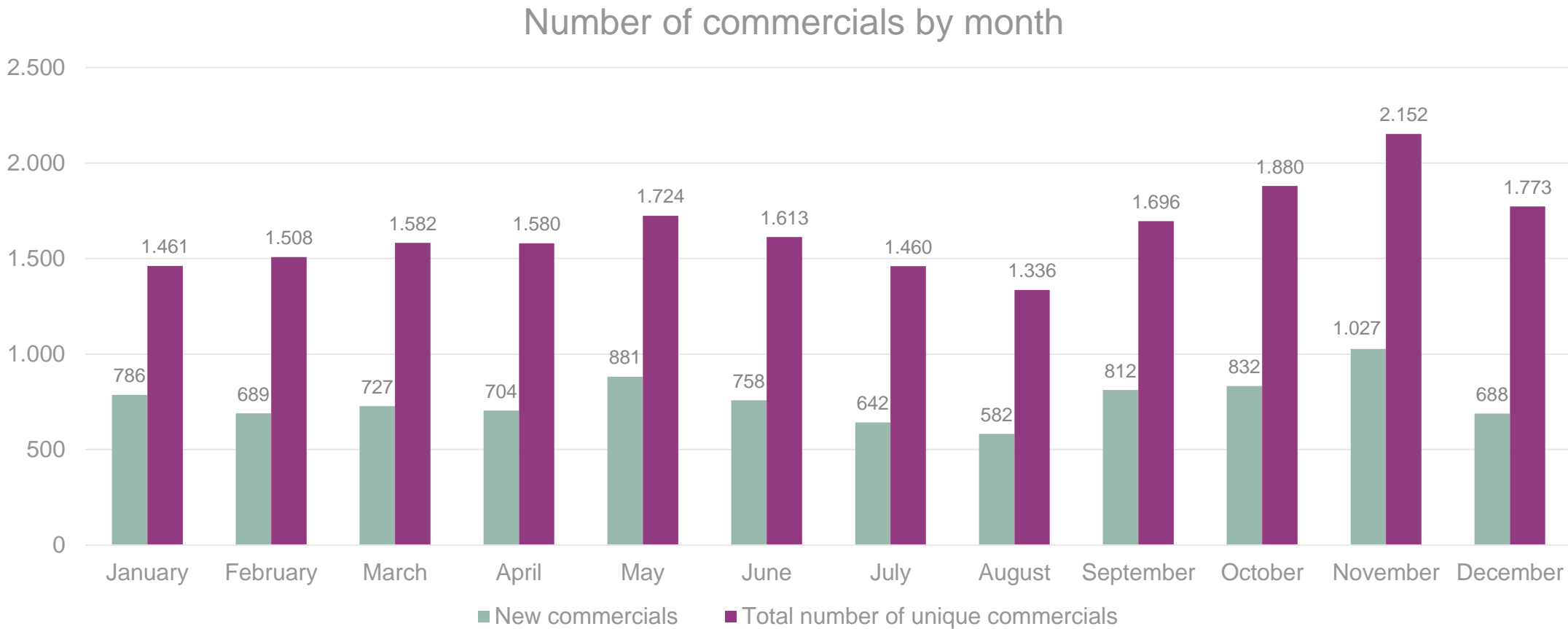
Total net audio advertising investments non-spot 11.8 million euro





Number of Commercials by Month

46.2% of all commercials are new, the most new and unique commercials being heard in November





Gross Audio Advertising Investments by Industry

Retail remains by far the biggest industry and ‘laundry and dishwashing detergents’ increase with index 1,143

T	2021	2022	2023	Index 2023-2022
Retail	€236.449.605	€255.249.256	€264.105.572	103
Financial Services	€105.959.984	€123.597.487	€109.393.047	89
Government, Education and Non-Profit	€86.061.747	€84.860.133	€87.856.223	104
Hotel&Catering, Tourism, Recreation	€48.065.967	€71.916.028	€85.730.448	119
Telecom, IT	€62.386.830	€68.013.439	€83.667.358	123
Transport	€76.178.616	€65.100.968	€82.312.585	126
Media	€48.395.439	€53.237.441	€47.488.262	89
B-t-b service industry	€34.718.443	€50.605.012	€40.027.516	79
Food and stimulants	€22.343.985	€29.154.336	€36.626.813	126
Other Products & Services	€20.089.378	€29.557.610	€31.601.753	107
Fuel, Energy, (Petro)Chemicals	€14.637.690	€16.126.933	€30.188.827	187
Home & Garden	€13.015.800	€11.663.027	€16.054.892	138
Construction & Real Estate	€9.400.077	€8.849.774	€9.713.254	110
Medical	€8.126.997	€4.245.919	€5.240.088	123
Products for Professional Use	€6.925.007	€7.566.392	€4.478.143	59
Consumer Electronics	€5.159.195	€4.212.632	€3.965.979	94
Laundry & dishwasher detergents	€1.938.538	€330.360	€3.777.394	1.143
Personal care	€4.589.586	€2.979.441	€2.892.791	97
Fashion	€2.639.477	€1.950.319	€2.203.753	113
Agriculture	€696.486	€3.063.122	€1.888.042	62
Other	€0	€10.920	€5.616	51
Totaal	€807.778.848	€892.290.547	€949.218.356	106



Audio Advertising Brands Top 25

Odido makes highest investments within audio; top 25 in 2022, total of € 210.999.583

	2021	2022	2023	Index 2023-2022
Odido	€18.472.080	€19.701.621	€20.605.708	105
KPN	€14.841.262	€13.583.668	€17.637.244	130
McDonald's	€9.717.734	€9.901.505	€14.469.362	146
Bol.	€9.334.839	€10.006.819	€13.191.027	132
Kruidvat	€13.200.684	€13.977.470	€12.568.175	90
Jumbo	€12.906.075	€11.281.744	€12.043.042	107
Albert Heijn	€8.692.434	€11.849.949	€11.557.854	98
Lidl	€11.547.627	€9.923.273	€11.539.429	116
Amazon	€2.257.882	€3.346.494	€9.886.043	295
Coop	€1.594.317	€2.628.924	€9.535.944	363
Vodafone	€4.567.747	€5.169.464	€9.453.303	183
Toyota	€5.116.203	€6.341.384	€8.677.518	137
Essent	€1.502.205	€2.940.409	€8.490.057	289
Staatsloterij	€5.422.874	€6.440.979	€7.823.553	121
Rabobank	€5.474.541	€6.921.769	€7.601.456	110
Ziggo	€5.170.630	€8.430.069	€7.592.516	90
Hornbach	€5.247.854	€7.116.146	€7.532.373	106
Renault	€10.202.055	€6.422.965	€6.638.162	103
Nationale Postcode Loterij	€2.683.537	€3.308.142	€6.346.221	192
Aldi	€3.539.312	€4.857.429	€6.290.788	130
Ford	€3.844.487	€4.480.455	€6.112.841	136
Ministry of	€1.611.975	€4.829.600	€6.040.544	125
ANWB	€16.365.046	€13.216.781	€5.985.449	45
Socialdeal.nl	€825.419	€3.361.689	€5.871.252	175
NS	€4.408.363	€6.668.671	€5.444.919	82
Totaal Top 25	€ 178.547.184	€ 196.707.417	€ 238.934.782	121

Source: Nielsen, gross media investments (data possibly subject to slight charges due to a dynamic database)



Top 10 Product Groups within Audio

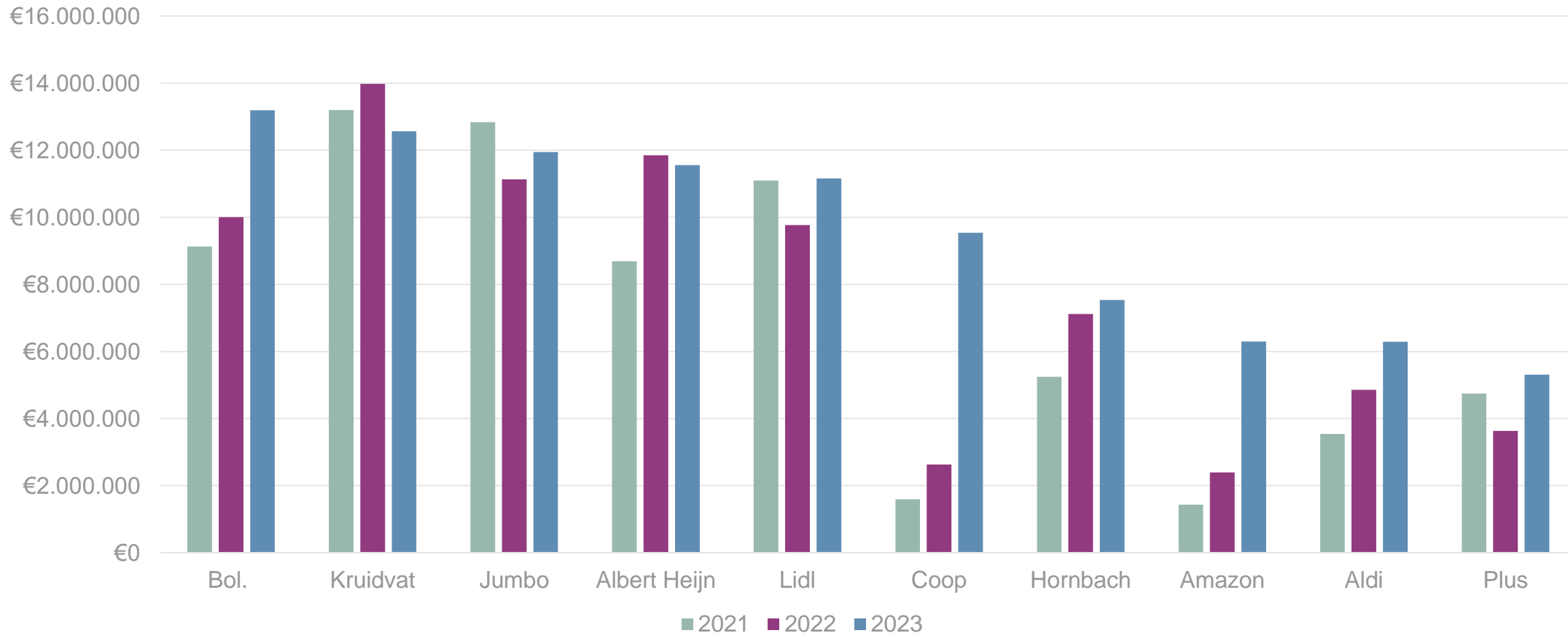
13+ years: total 1,126,892 GRPs = 169,101,433,689 impressions

Product Group	13+ GRPs	SOV%	#1	#2	#3
Supermarkets	73,665	6.5%			
Passenger cars	58,682	5.2%			
Insurance and funeral services	44,525	4.0%			
Mobile Telecommunications	41,035	3.6%			
Home decor	39,534	3.5%			
Pharmacies and perfume stores	39,516	3.5%			
Banks and lending services	36,021	3.2%			
B2b services (other)	35,456	3.1%			
Department stores	33,451	3.0%			
Hotels & Restaurants	33,236	2.9%			



Industry Insights: Top 10 Retail Brands

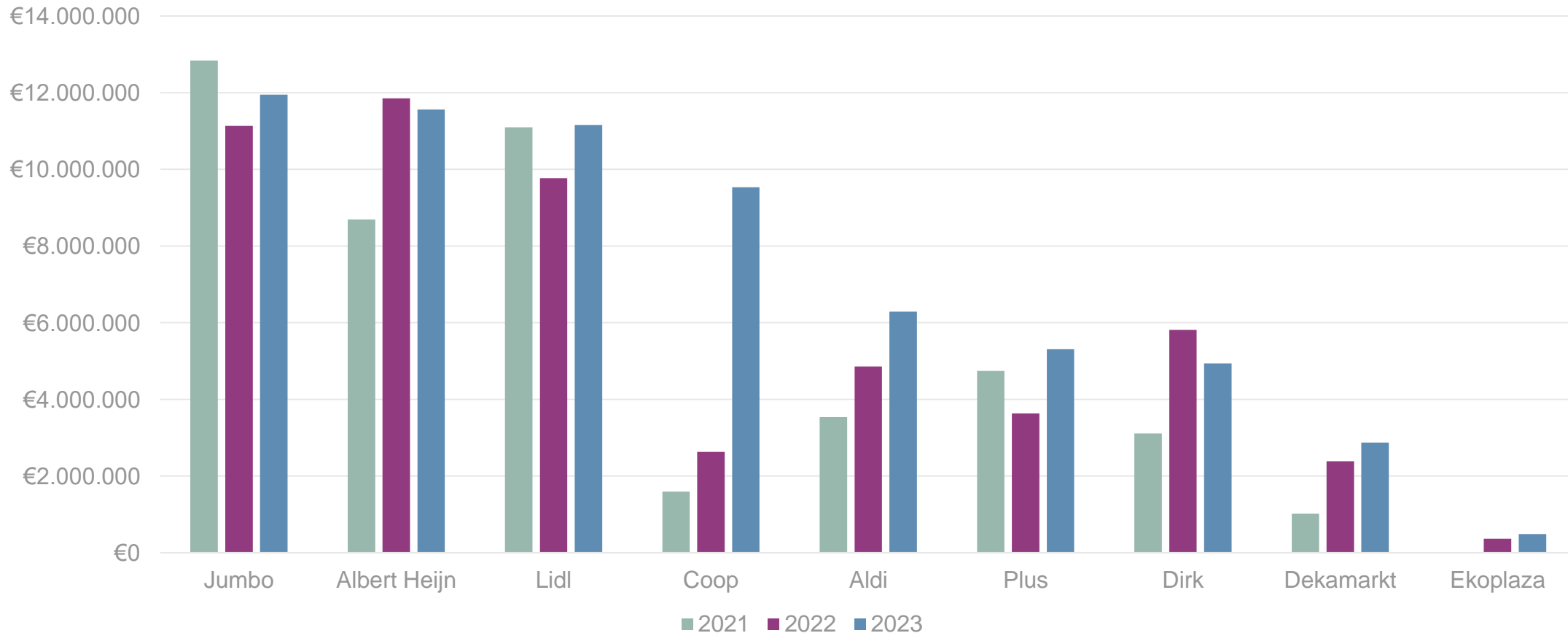
Bol. #1 retail brand, Coop highest relative increase in Top 10





Industry Insights: Top 10 Supermarkets

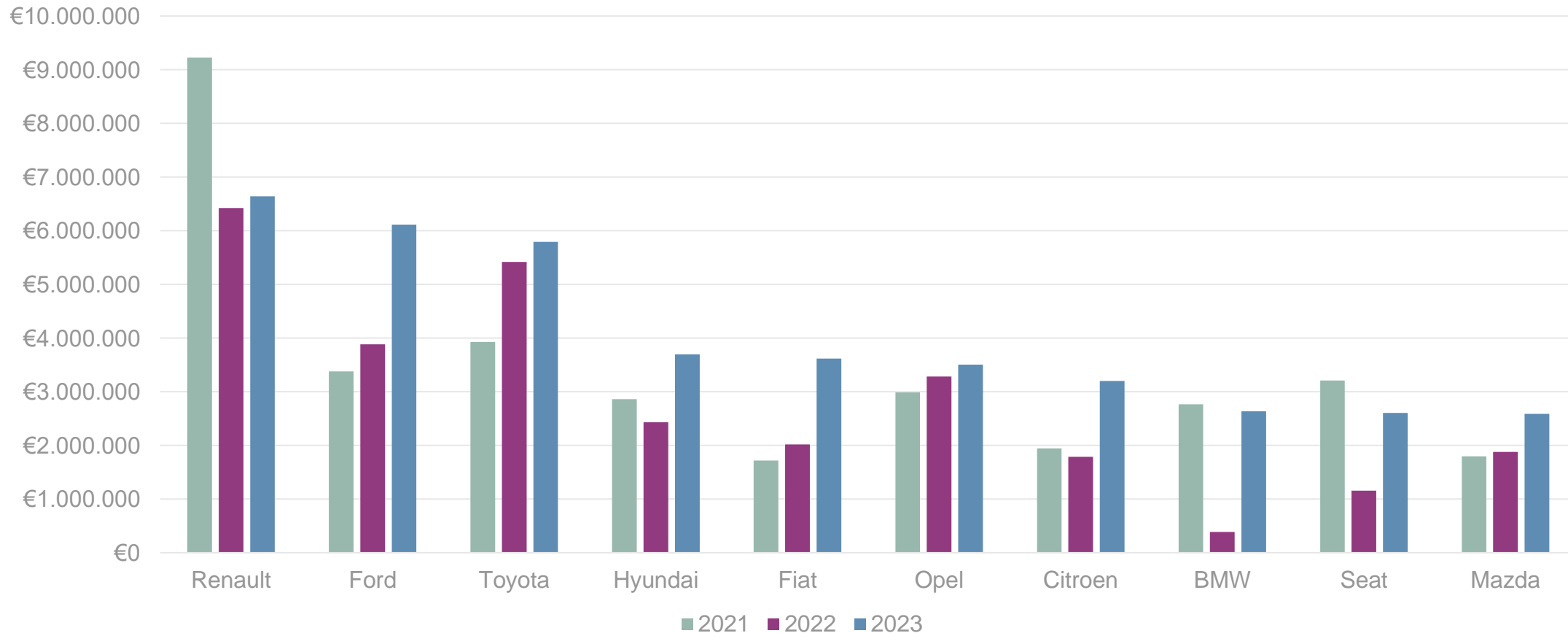
Jumbo #1 supermarket, 7 out of 9 supermarket chains are investing more in audio adverts





Industry Insights: Top 10 Automotive

Renault #1 car brand, all top 10 car brand are investing more in audio advertising





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Top 20 New Brands within Audio in 2023



A photograph of a man with a beard and short hair, smiling while driving a car. He is wearing a light-colored, long-sleeved button-down shirt with sunglasses tucked into the collar. The car's interior, including the steering wheel and dashboard, is visible. The entire image is overlaid with a semi-transparent pink color.

Chapter 2

Radio Listeners

A white audio waveform icon consisting of several vertical bars of varying heights, resembling a sound wave.

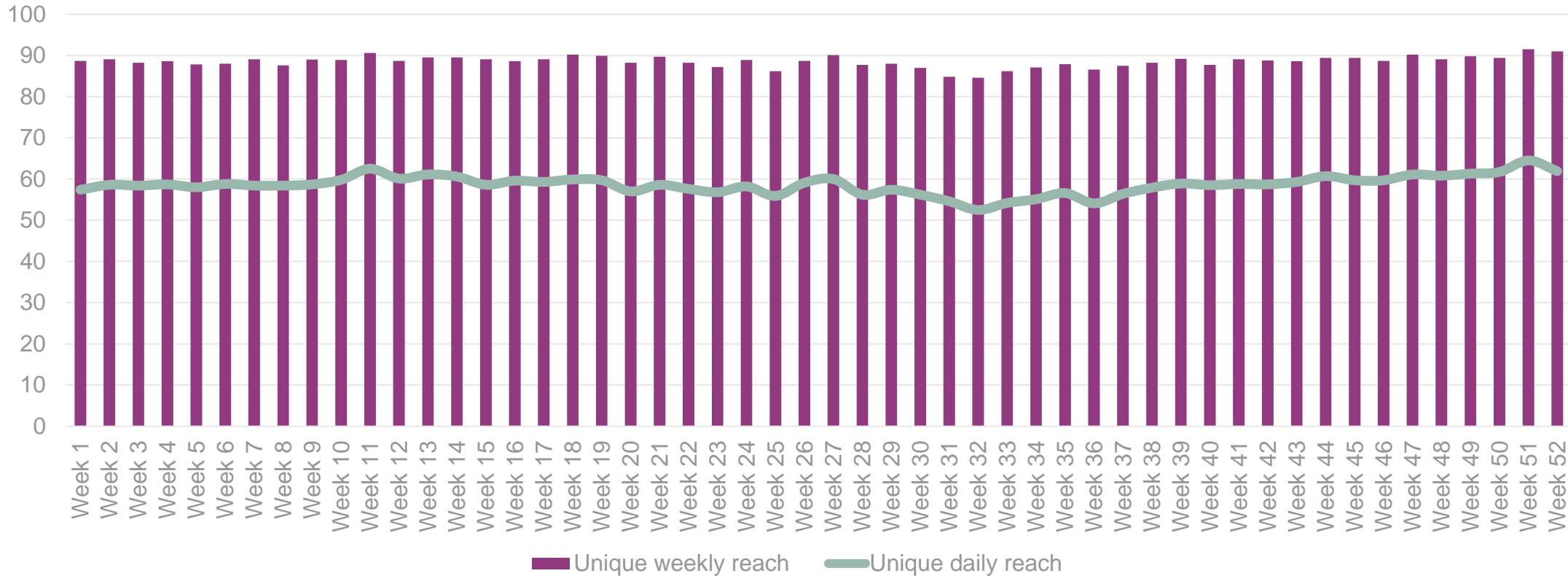
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Average Daily & Monthly Reach

Every week, radio reaches at least 12.7 million unique Dutch people 13+ years old (84.6%)

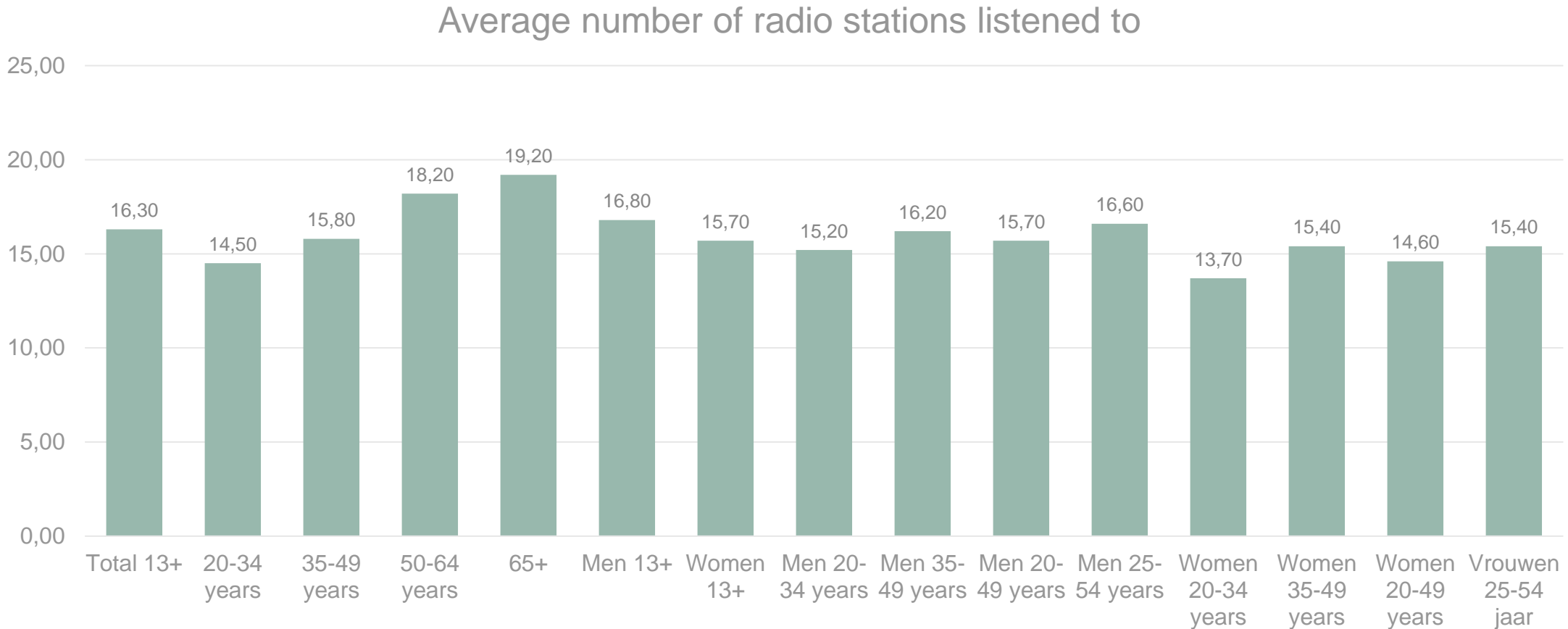
Average unique daily and weekly reach





Average Number of Radio Stations Listened to

On average, a radio listener listens to 16.3 radio stations annually (4.8 per month)

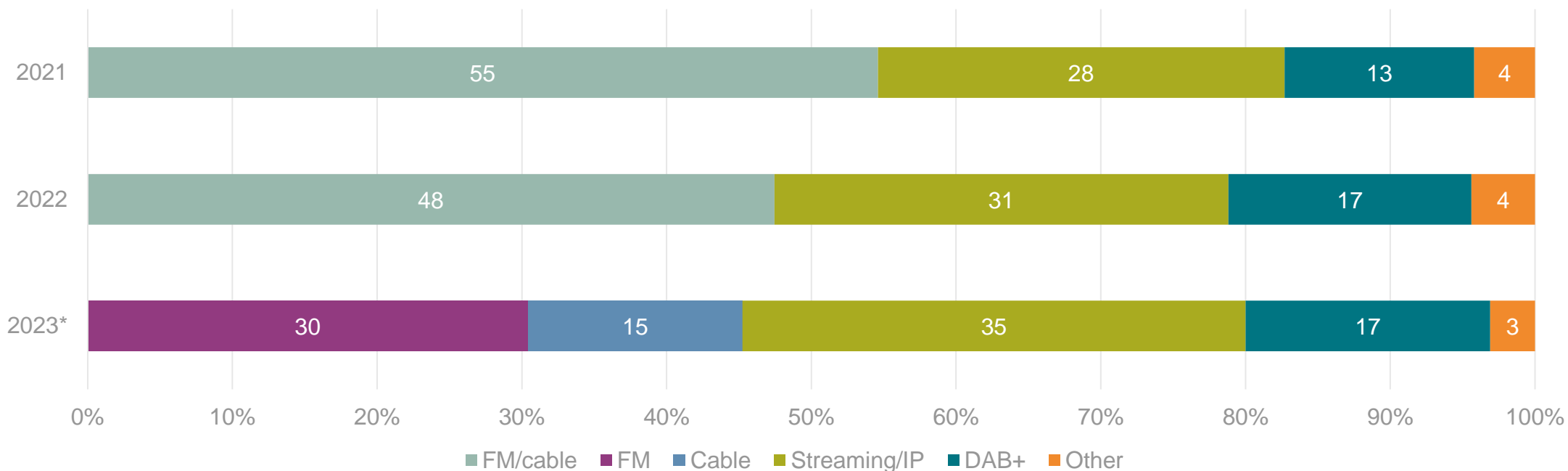




Listening Time by Reception Mode

Digital radio continues to grow

Share of reception mode



Source: NMO, 18+, time period Mon/Sun 06:00AM-00:00PM

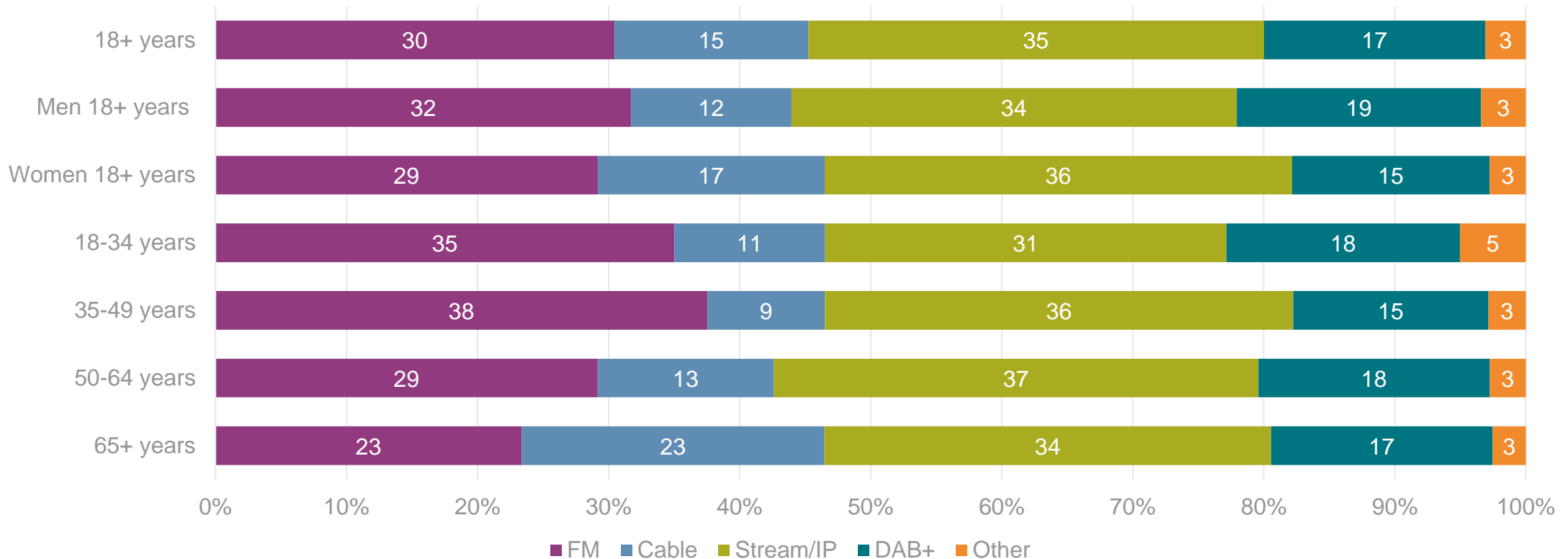
Data from week 40 thanks to improved allocation distribution methods, concerns all coded stations and all web-only stations. Together, these stations have an 87.4% market share.



Listening Time per Reception Mode by Age Group

35-49 year-olds largest share of FM and lowest share of cable and DAB+

Share of reception mode by age group



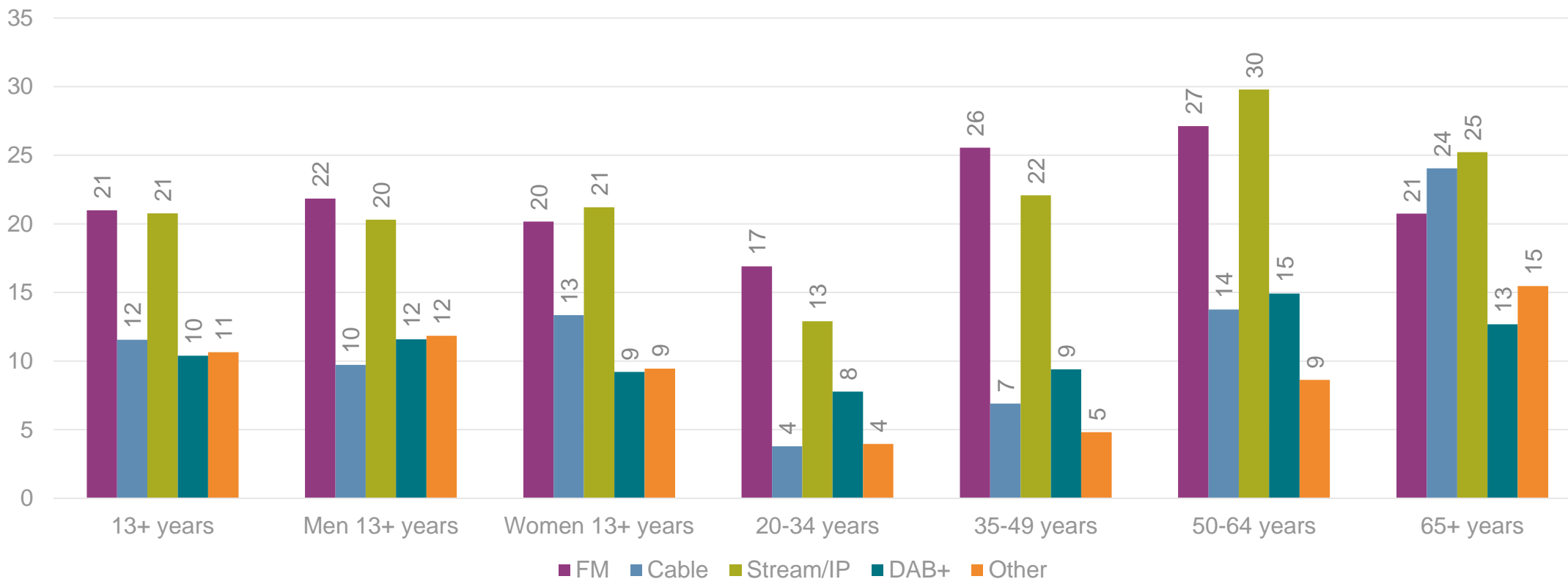
Source: NMO, 18+ years, Mon/Sub 06:00AM-00:00PM
Data from week 40 thanks to improved allocation distribution methods, concerns all coded stations and all web-only stations.
These stations have a joint market share of 87.4%.



Listening Time per Day

FM, Cable and Streams/IP highest number of minutes' listening time

Average listening time (in minutes per dag)

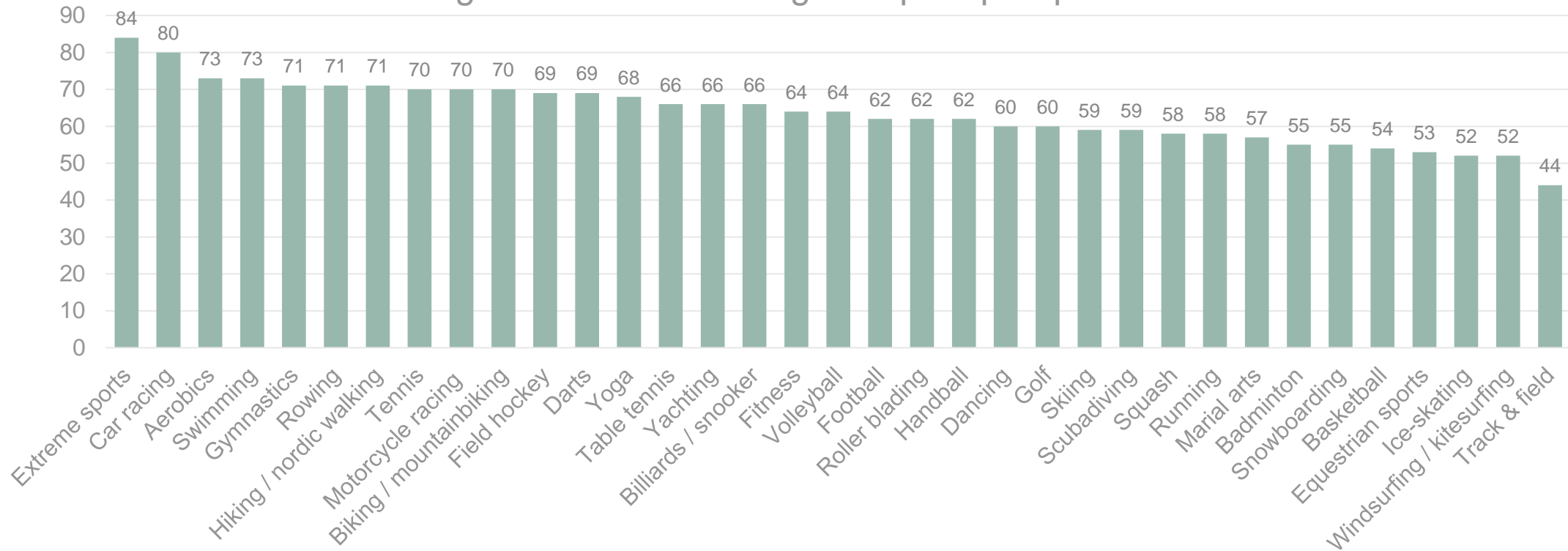




NMO Target Group Monitor – Listening Time per Sport Practiced

Listeners practicing extreme sports, car racing or aerobics listen to radio for the longest amount of time, on average

Average amount of listening time per sport practiced

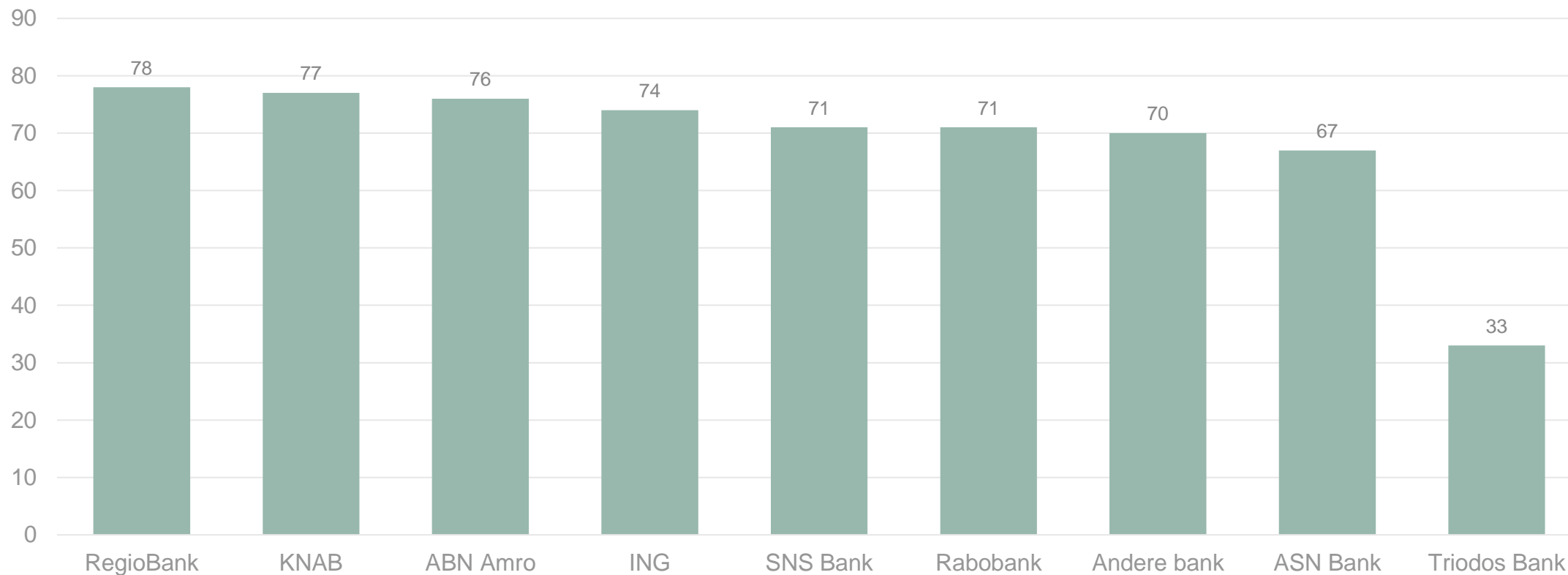




NMO Target Group Monitor – Listening Time per Savings Account

Listeners with a savings account with RegioBank listen to radio for the longest amount of time, on average

Average amount of listening time per savings account





Chapter 3

Audio Landscape



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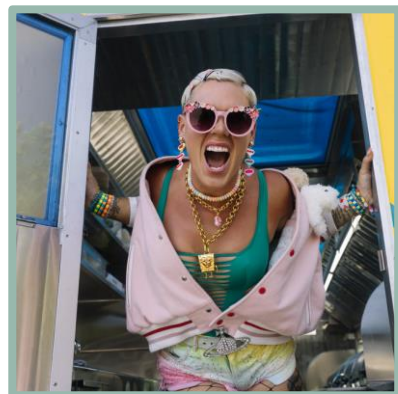


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Top 10 Most Played Artists on Radio in 2023



1. Ed Sheeran



2. P!nk



3. David Guetta



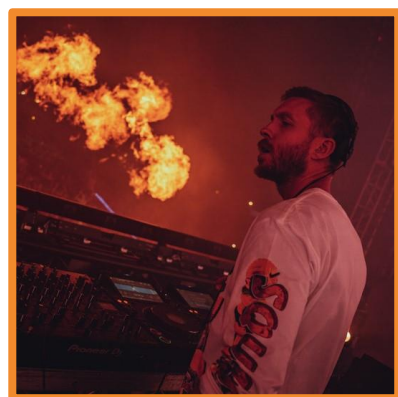
4. Lost Frequencies



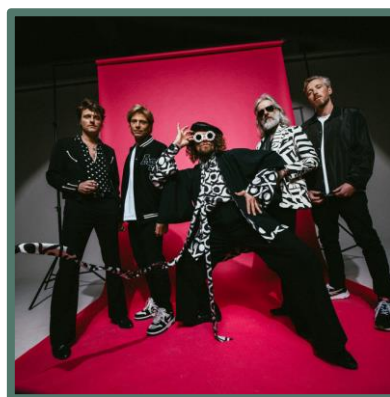
5. Rondé



6. Tiësto



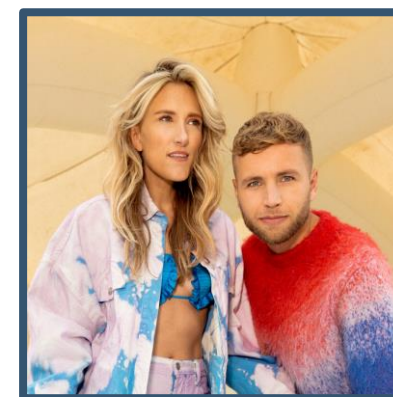
7. Calvin Harris



8. DI-RECT



9. Miley Cyrus



10. Suzan & Freek



Top 10 Most Played Tracks on Radio in 2023



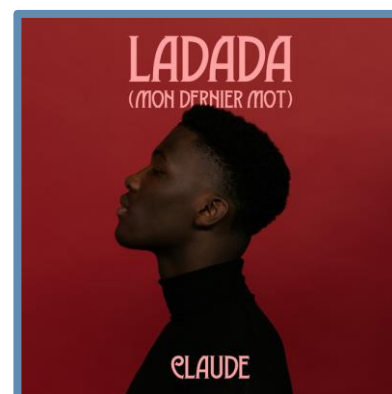
1. Miley Cyrus - Flowers



2. P!nk - Trustfall



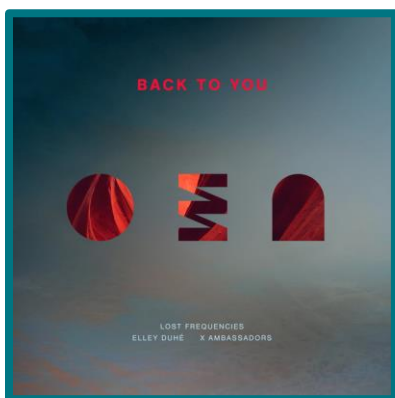
3. Maan feat. Goldband - Stiekem



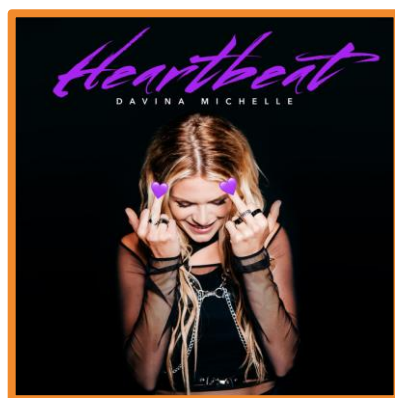
4. Claude – Ladada (Mon Dernier Mot)



5. Sera – Head Held High



6. Lost Frequencies & Elley Duhé & X Ambassadors – Back To You



7. Davina Michelle - Heartbeat



8. Meteoor & Hannah Mae – Wat Wil Je Van Mij



9. Tiësto – Lay Low



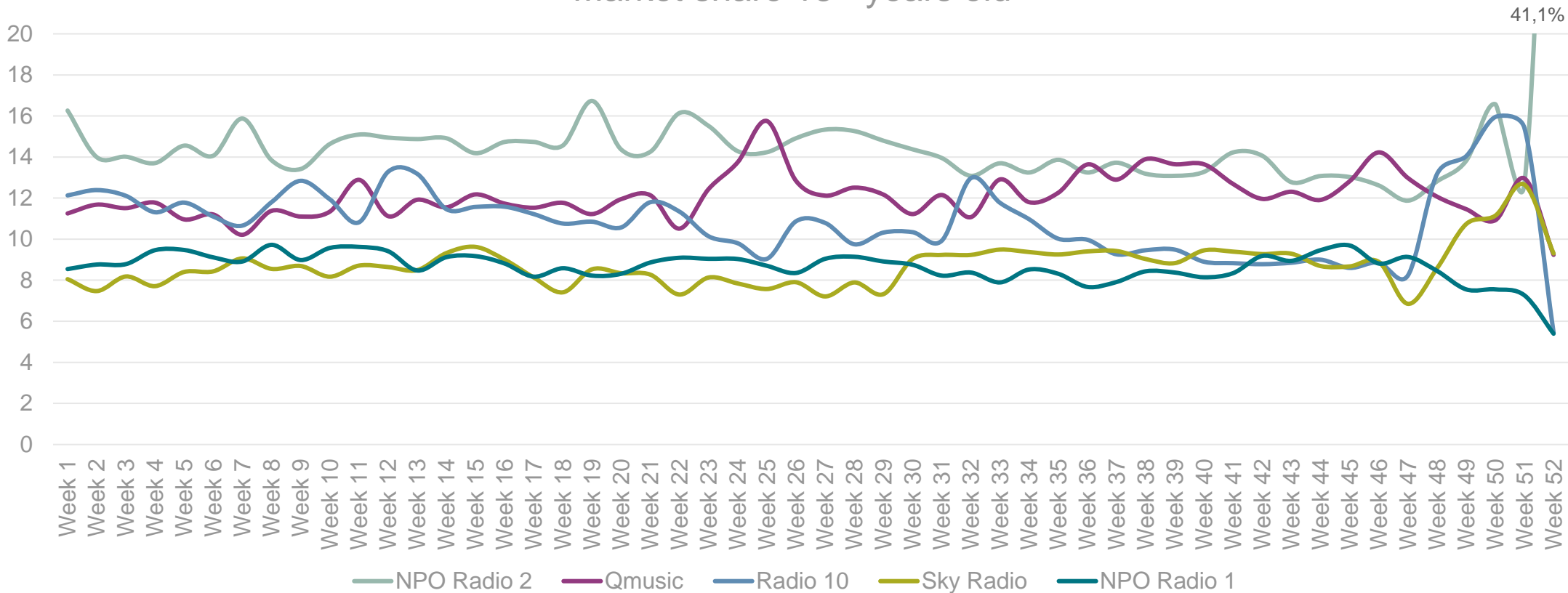
10. Ed Sheeran – Eyes Closed



Market Shares 2023 top 5 Radio Stations

Impact major events, e.g. The NPO Radio 2 Top 2000, are clearly visible

Market share 13+ years old

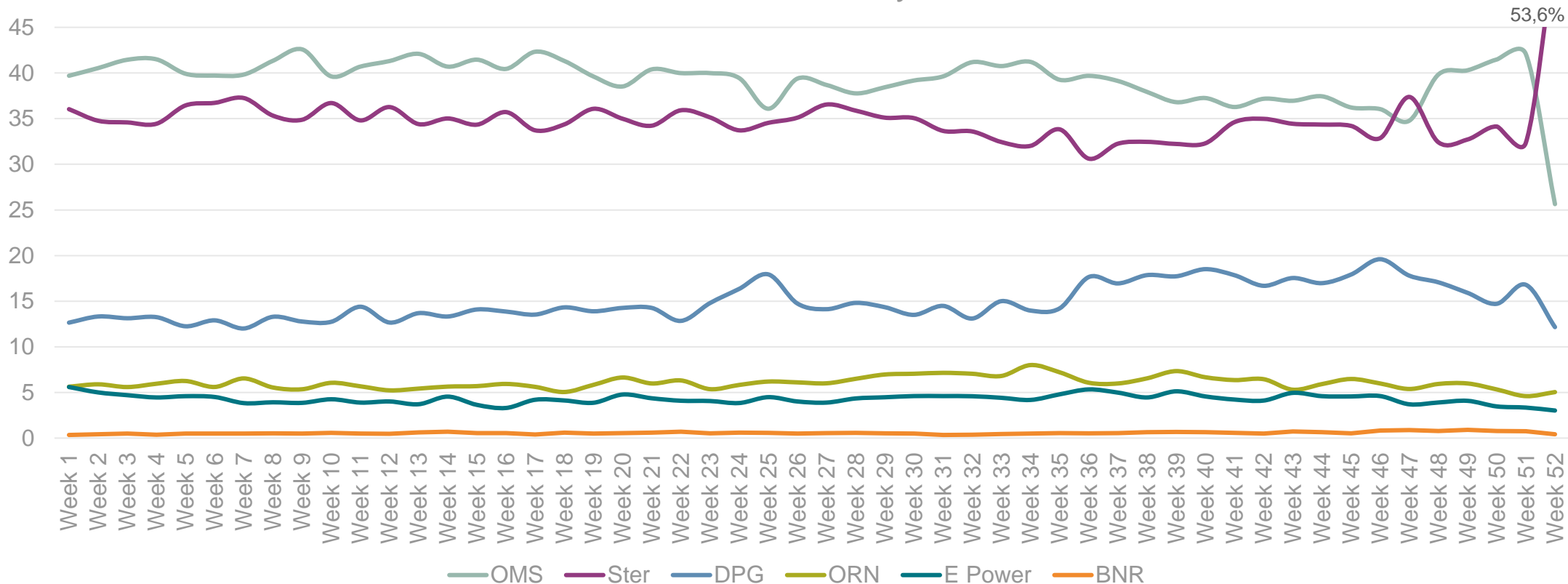




2023 Market Shares Sales Networks

OMS is market leader, Ster ranks second with a peak during the NPO Radio 2 Top 2000

Market share 13+ years








Annual review of events 2023 – Q1










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January




- 
Change: NPO Radio 4 becomes NPO Klassiek
- 
Promotion: Leef 1 jaar gratis
- 
Event: Hierr Met Je Rekening
- 
Scheduling: 3000th Top 40 on Friday
- 
Scheduling: Igmarr Felicia joins the FunX-team

February

- 
Award: NPO Radio 1 wins the Marconi Award for Beste Station
- 
Promotion: Media highschool students: Combat fake news
- 
Event: Top 40 Awards 2023
- 
Change: Radio station JOE now available in Randstad area
- 
Scheduling: Super 70s theme week Aboard the Veronica ship
- 
Scheduling: 80ies Achtdaagse
- 
Scheduling: Multi-annual colab with Tomorrowland extended

March

- 
Scheduling: Provincial executive elections
- 
Chart: 80ies Top 1500
- 
Event: 3FM Awards 2023
- 
Promotion: Win a Super trip: SLAM! X Festival Travel!
- 
Change: Giorgio Hokstam presenter Goedemorgen 100%
- 
Chart: Top 100 Classical Film Music
- 
Event: Spin for Life (Fight Cancer)
- 
Scheduling: March Madness week

- 
Chart: Housuh in de Pausuh Top 1000
- 
Promotion: KINK live for Giro555
- 
Change: Inttroduction NMO Luisteronderzoek

Annual review of events 2023 – Q2



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april

mei

juni



Chart: Countdown to King's Day wit the Vorstelijke 500



Chart: KINK NL Top 100



Chart: Mama Appelsap Top Honderdduizend on Mother's Day



Event: FunX Music Awards: 10 Years



Scheduling: NPO 3FM and HUMAN present unique 8D-podcast 'In het mind of...'



Event: KINK live from Rock Werchter



Chart: Sky Top 1000



Scheduling: Focus Studying Night during school exam period



Scheduling: KINK Zeroes Week



Scheduling: 9th anniversary of The Boom Room



Chart: Songfestival Top 50



Prestation: DJ Max Bolhuis suprised with Golden Album



Event: Radio day for kids



Chart: Foute maand: Foute 1500 by Qmusic



Event: 538 King's Day



Event: Veronica Express 2023



Scheduling: 100th episode BNR-podcast CMO Talk



Schedluig: New AM show with Tim Klijn, Rick Romijn and Niels van Baarlen



Chart: MixMarathon XXL



Promotion: De Lach van 10



Event: Pentecost conference Resurrection 2023

Annual review of events 2023 – Q3



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juli

augustus

september



Scheduling:
The 100% NL Time Machine: Terug naar Toen



Promotion: Het Geluid



Event: 538 Beachclub on the Zandvoort beach



Scheduling :
Destination NPO Radio 5



Chart: KINK Album Top 1000



Auction: FM frequencies through 2035
Result: lots to Sky Radio, Radio Veronica, Radio 538, Qmusic, JOE, BNR nieuwsradio, 100% NL and Radio4All.



Chart: Sky Zomerhit week and Sky Summer Top 101



Scheduling : SLAM! Forever with the SLAM! Feestweek



Scheduling :
Fresh and new sound



New station: New radio platform Radio4All



Event: RADIONL Summer tour



Chart: HipHop Top 50



Event: BNR 25 years

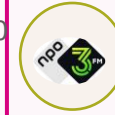


Chart: Top 1003 of this century



Change:
New frequency :



Promotion: SOS Morocco and Libya



Scheduling : Week of the 70ies



Scheduling :
Suzan & Freek week



Change:
Coen & Sander to JOE for AM show



Chart: 35th anniversary Sky Radio



Scheduling : New AM show with Anouÿ Hendriks



Chart: The Sing Along Top 1000



Scheduling : KINK 90ies Week

Annual review of events 2023 – Q4





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oktober


november


december


 **Event:** 538 DJ Hotel


 **Scheduling :** Climate scheduling


 **Promotion:** ADE line-up with 42 (inter)national DJ acts


 **Scheduling :** Live diring Amsterdam Dance Event


 **Chart:** Bluesbox 500


 **Chart** Classical Top 400


 **Event:** Donders Dikke Tent Party


 **Scheduling :** Arrow Classic Rock 500


 **Chart:** KINK 1500


 **New station:** NPO BLEND


 **Chart:** Evergreen Top 1000


 **Chart:** Q-top 1000 kickoff


 **Scheduling :** Mickey and Minnie Mouse opening 'The Christmas Station'


 **Scheduling :** Announcement: Edwin Evers back with Radio 538


 **Event:** Radio 10 Top 4000 in Concert


 **Promotion:** Raad de Sint en je wilt


 **Chart:** Top 1000 of all times


 **Event:** Dutch Podcast Awards


 **Event:** Jubilee edition Q-escape room


 **Event :** 20th edition 3FM Serious Request with Glazen Huis in Nijmegen

 **Chart:** Sky Radio The Christmas Station

 **Chart:** 25th edition Top 2000

 **Scheduling :** KINK Time machine Week

 **Scheduling :** No Xmas music, guaranteed

 **Event:** Mega Piraten Festijn GelreDome

Chapter 4

NMO Streaming Audio Standard



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The NMO Streaming Audio Standard

Online listening to live or linear audio

The NMO Streaming Audio Standard consists of the consumption of live or linear audio listened to online (over the internet) by listeners in the Netherlands. To capture this, NMO has teamed up with Triton Digital, which provides the industry standard for validated online audio data through its streaming measurement service. The results are published as monthly top lists representing the average of a week which can be found via onlineaudiodata.nl

All forms of audio on demand fall outside this definition. That is what the NMO Podcast Standard was developed for.

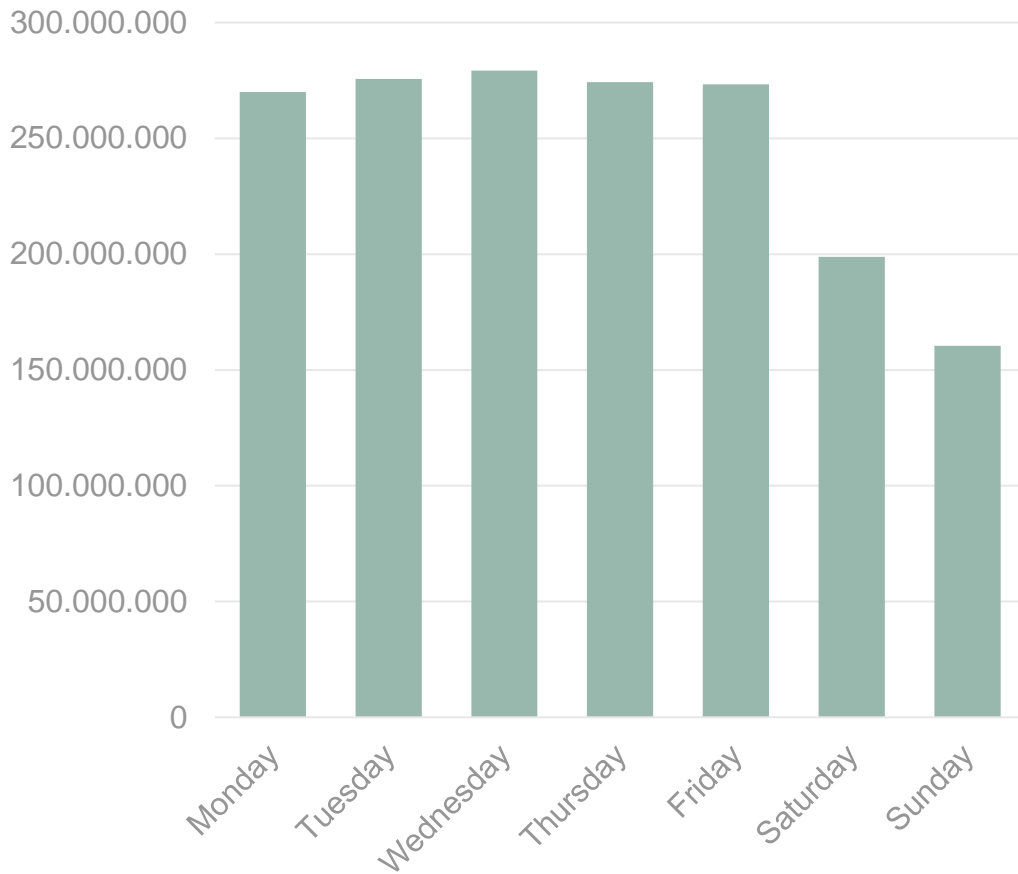




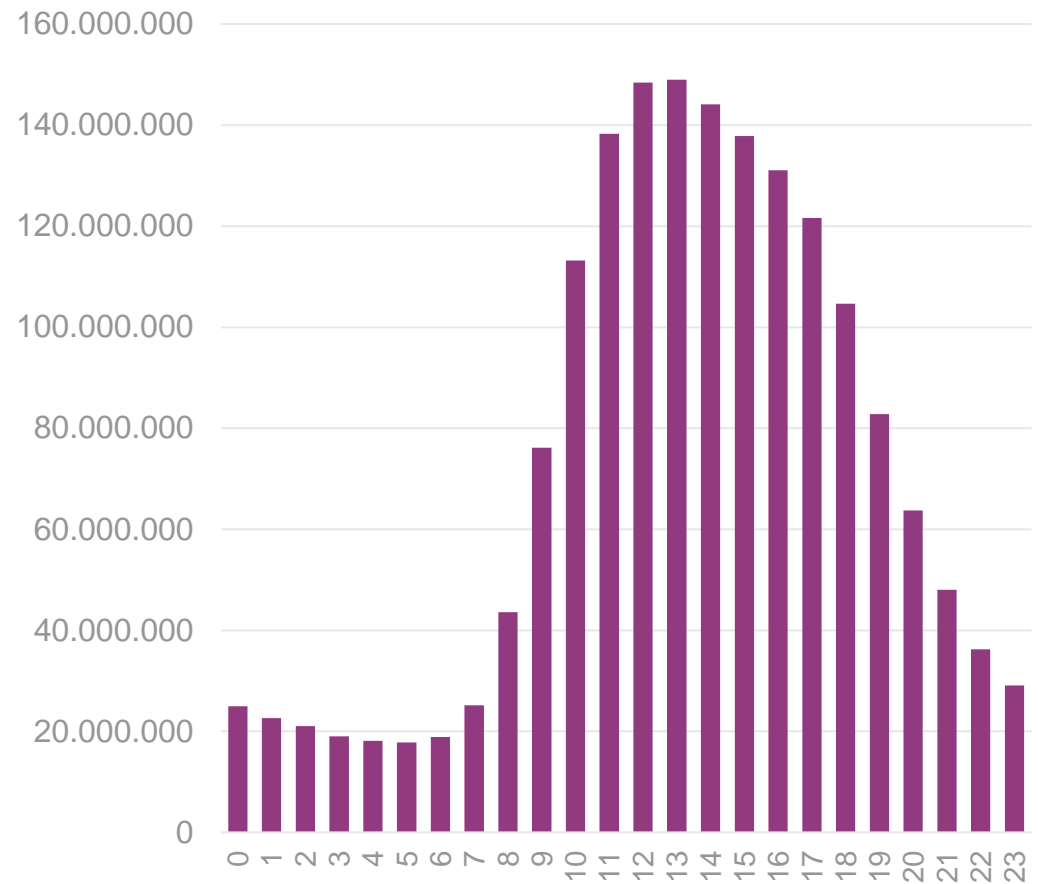
1.7 billion hours of streaming in 2023

On average, the most hours are streamed on Wednesdays and between 1 and 2 PM

Total listening hours per week day



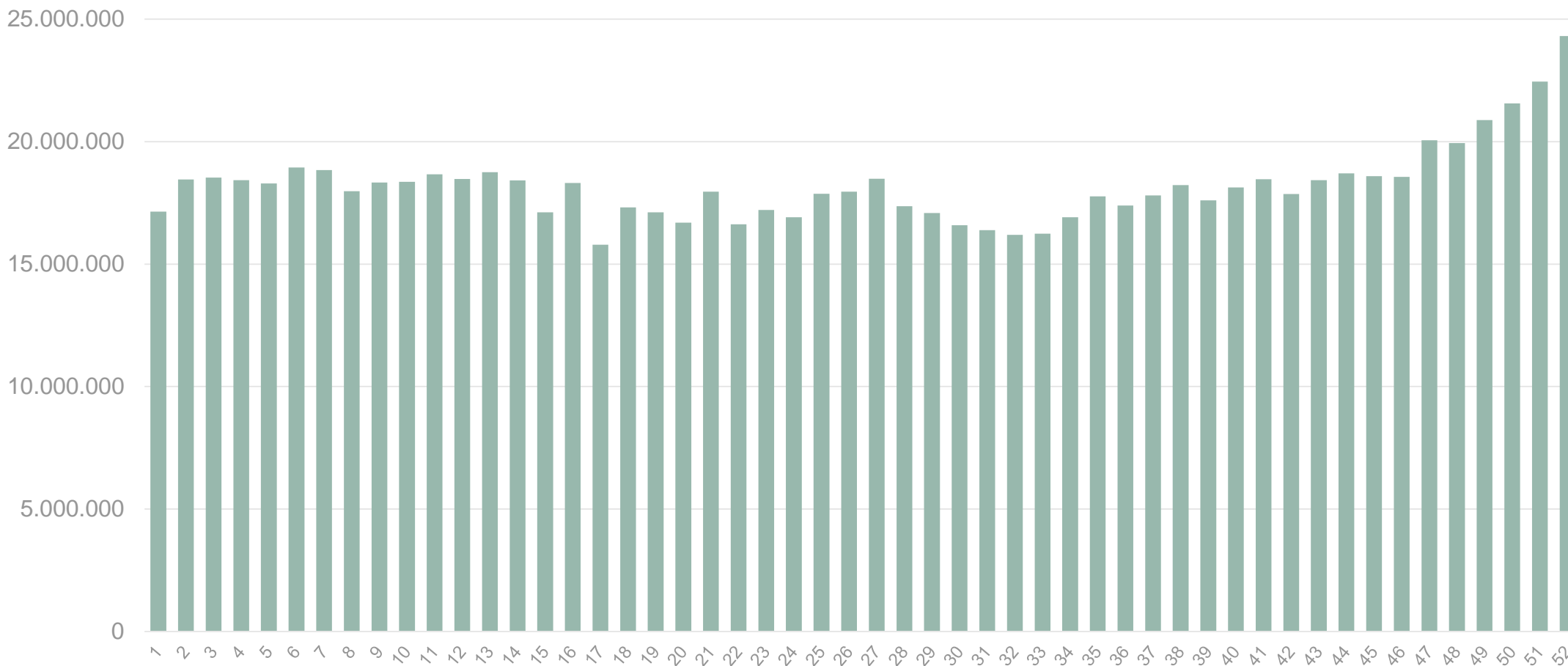
Total listening time in hours, by hour of the day





On average, more than 18.2 million stream starts per week

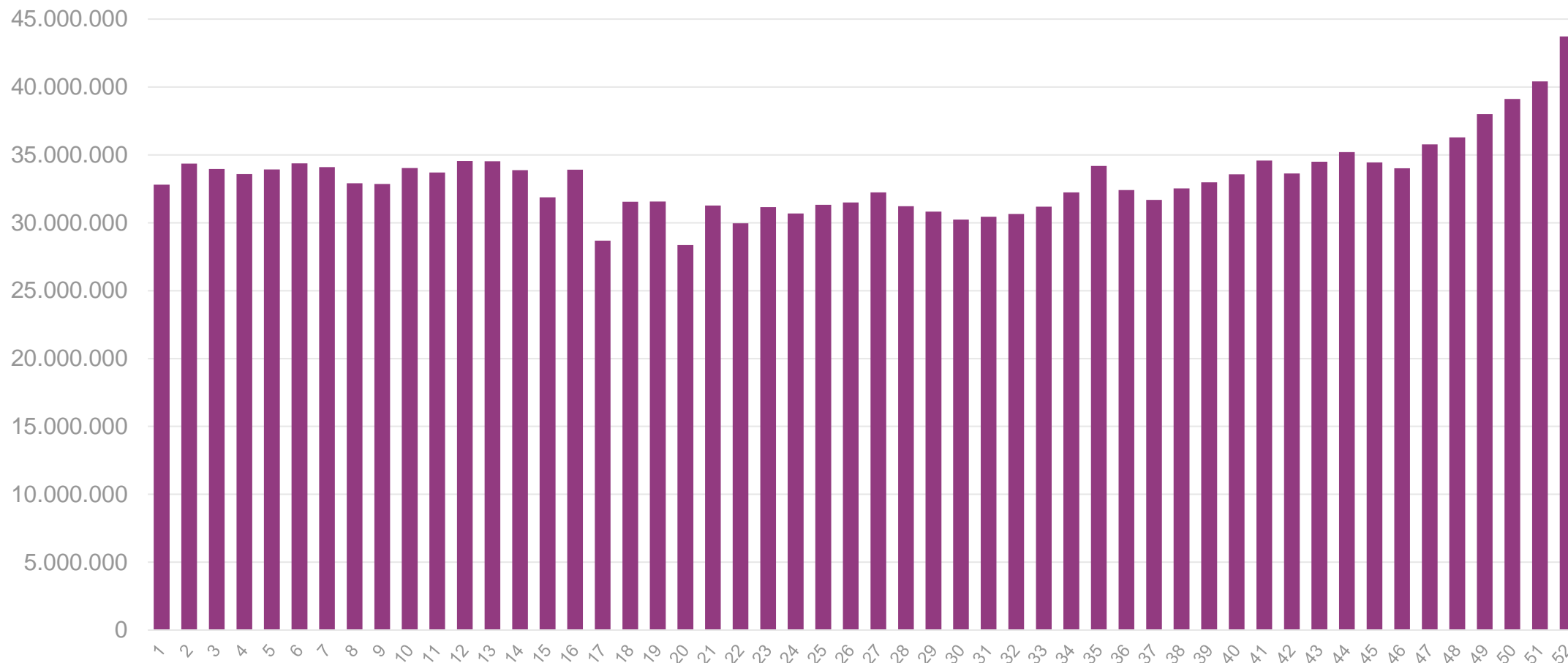
Most stream starts in December with in week 52 The NPO Radio 2 Top 2000





On average, more than 33.3 million streaming hours per week

Most streaming hours in December with 43.7 million streaming hours in week 52

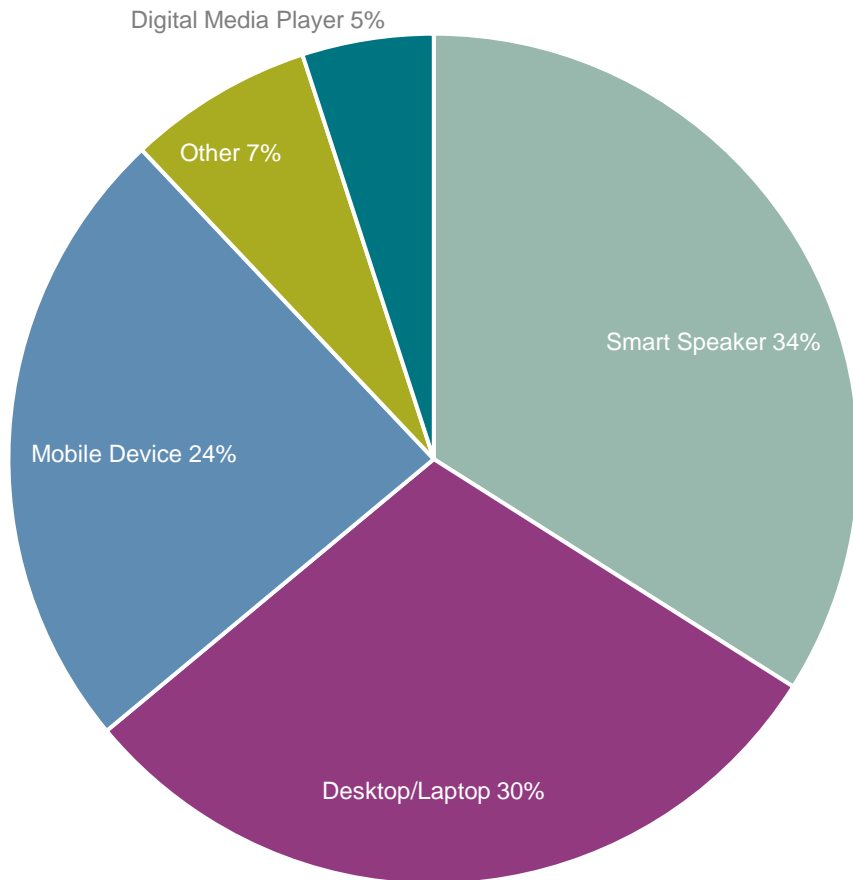




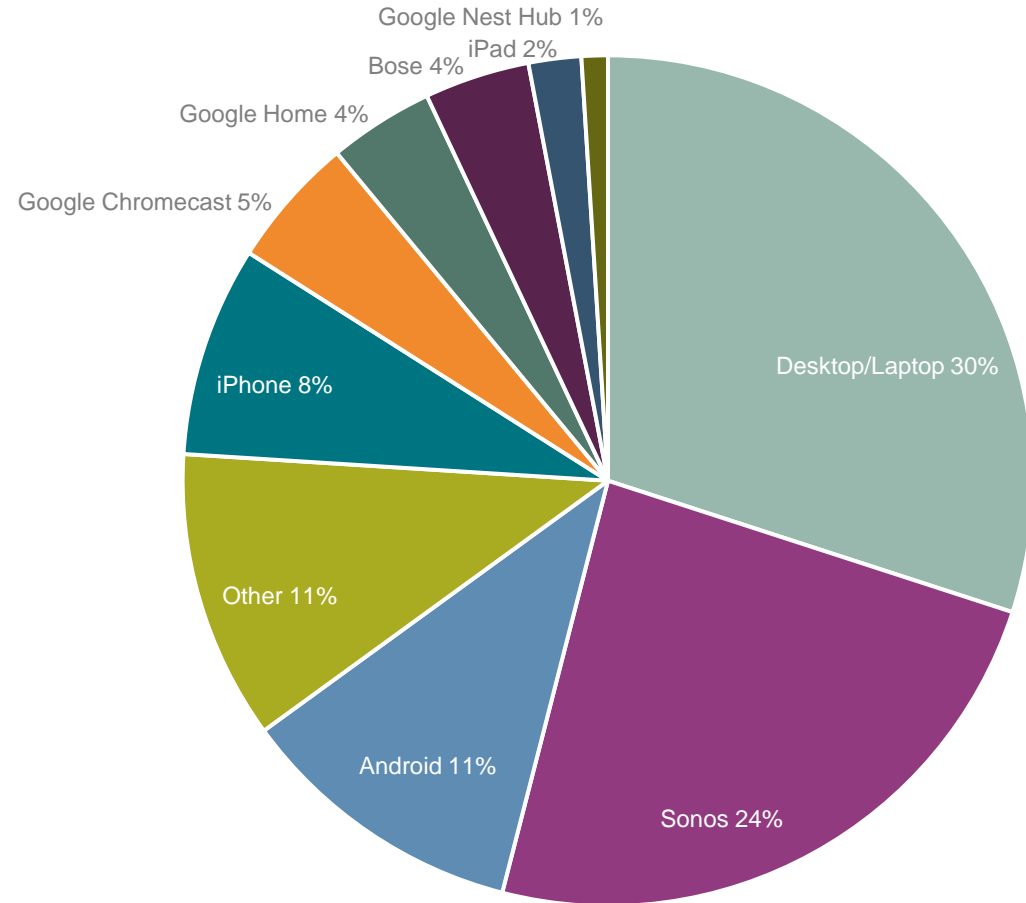
Smart Speaker most popular device, Sonos most popular brand

Desktop/Laptop also frequently used for streaming audio

Device



Platform





Audify

Participants in the NMO Streaming Audio Standard

Over 125 stations owned by 23 media companies are measured spread over 6 sales networks



A man with a beard and short hair is driving a car, smiling and looking towards the right. He is wearing a light-colored button-down shirt. The car's interior, including the steering wheel and dashboard, is visible. The entire image has a semi-transparent pink overlay.

Chapter 5

NMO Podcast Standard

A white audio waveform icon consisting of several vertical bars of varying heights, positioned above the word "Audify".

Audify



Audify

The NMO Podcast Standard

Online downloading or streaming of podcasts or other audio on demand

The NLO Podcast Standard consists of the consumption of podcasts or other on demand audio, downloaded or streamed online in the Netherlands. To capture this, NLO has teamed up with Triton Digital, which provides the industry standard for validated online audio data through its Podcast Metrics. The results are published in the form of monthly top lists that reflect the average per week and that can be found on onlineaudiodata.nl.

All forms of live or linear radio are beyond the scope of this standard, which is what the NLO Streaming Audio Standard was developed for. This standard is accessible for the entire market, including parties that are not yet members of NLO.

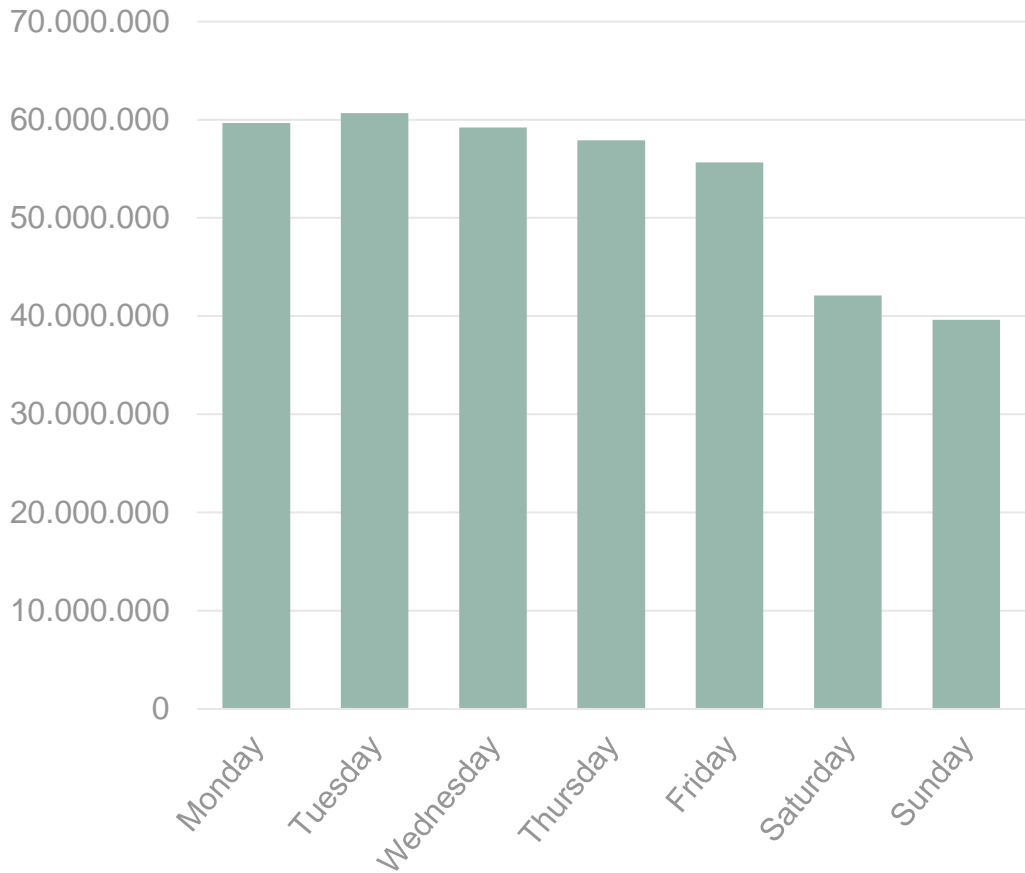




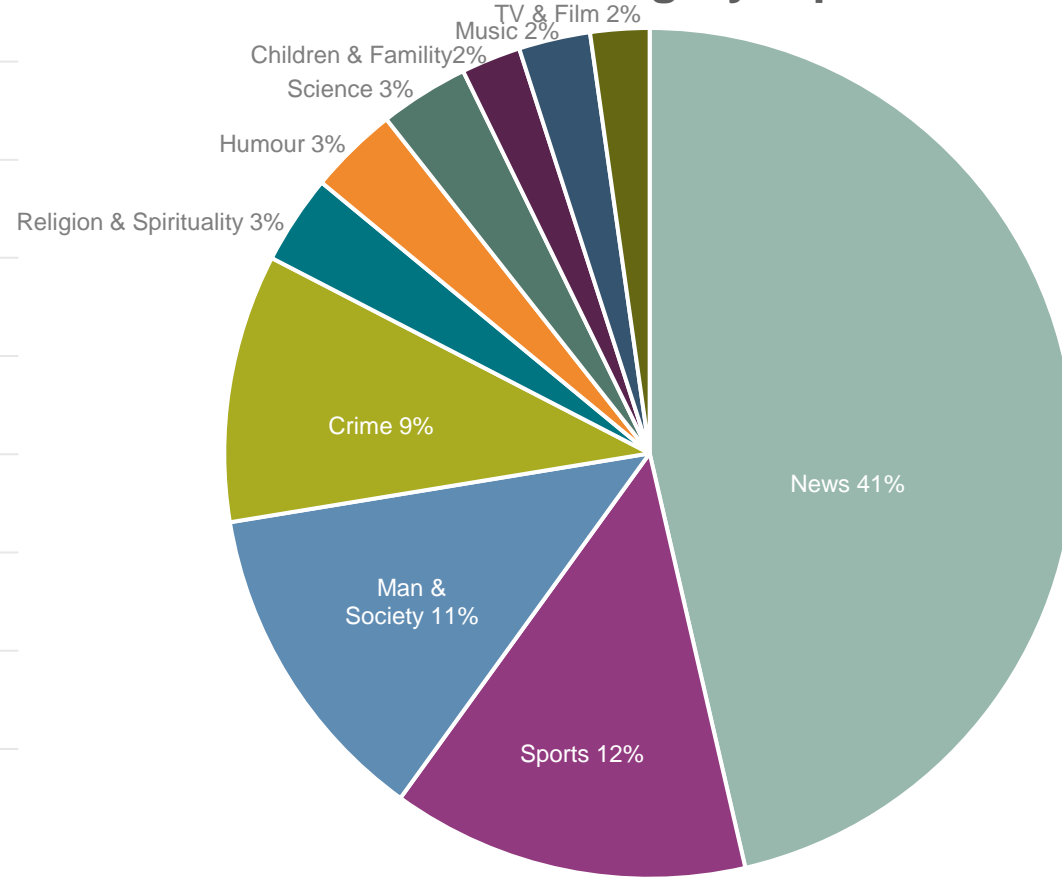
375 million podcast downloads in 2023

Most downloads on Tuesdays, news the most popular category

Total downloads per week day



Category top 10

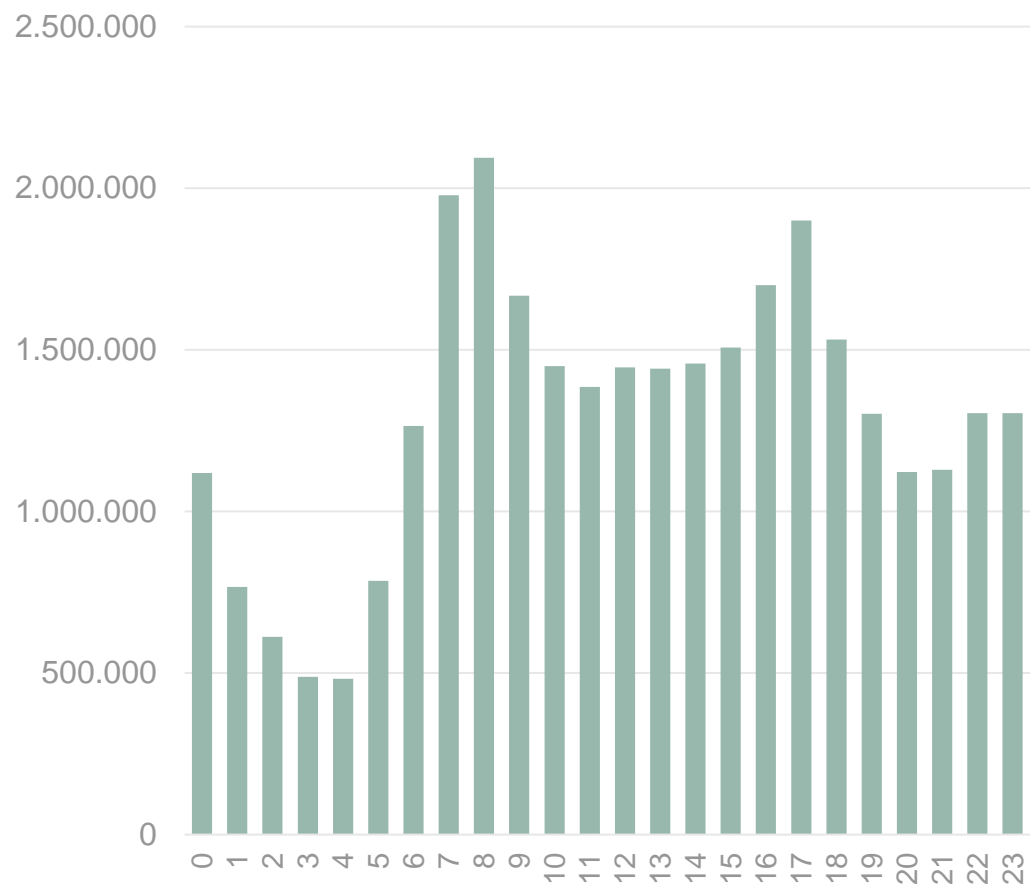




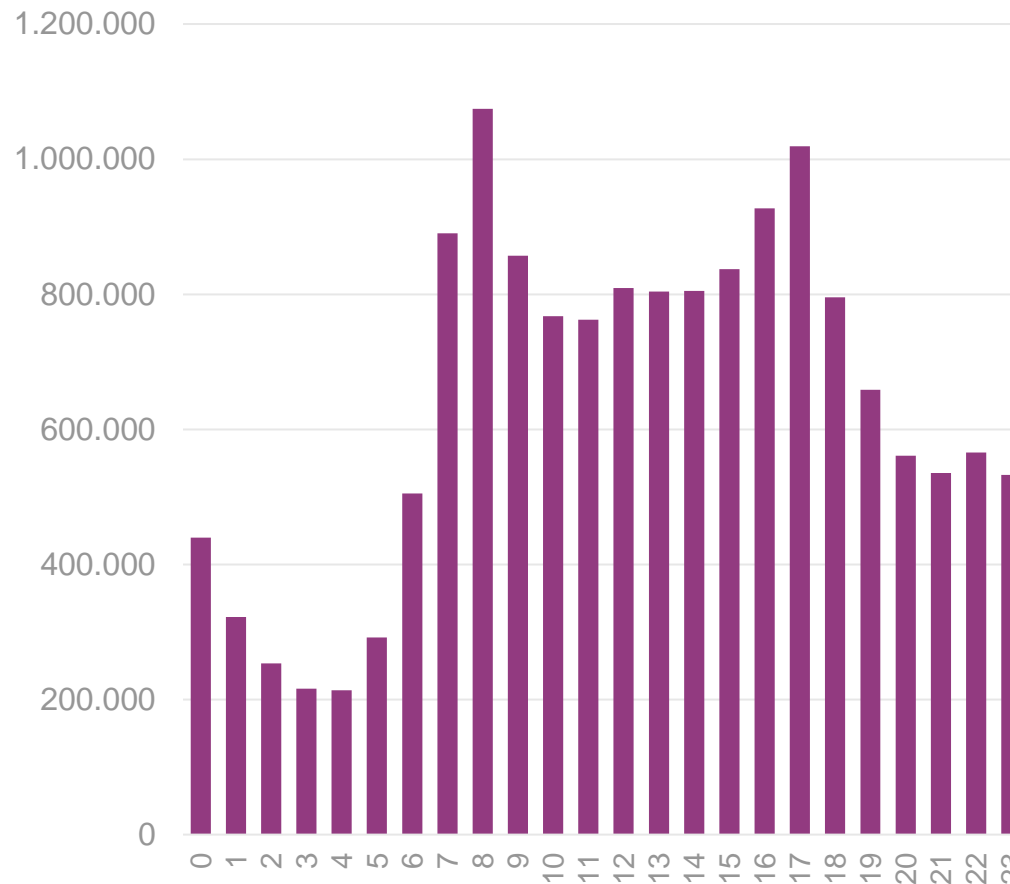
Most Downloads and Users in Peak Hours

On average, the hours between 08:00 and 09:00 AM sees the most downloads and users

Average number of downloads per hour of the day



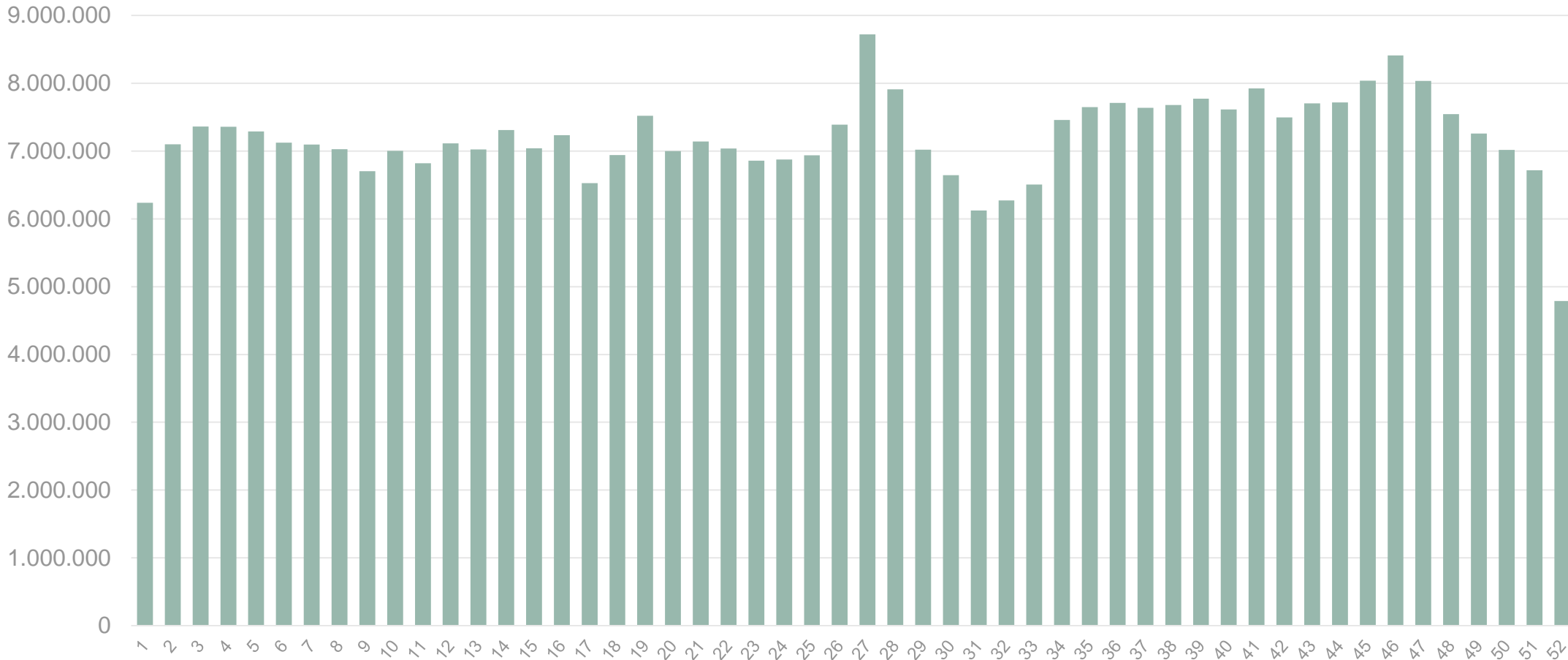
Average number of users per hour of the day





An average of 7.2 million podcast downloads per week in 2023

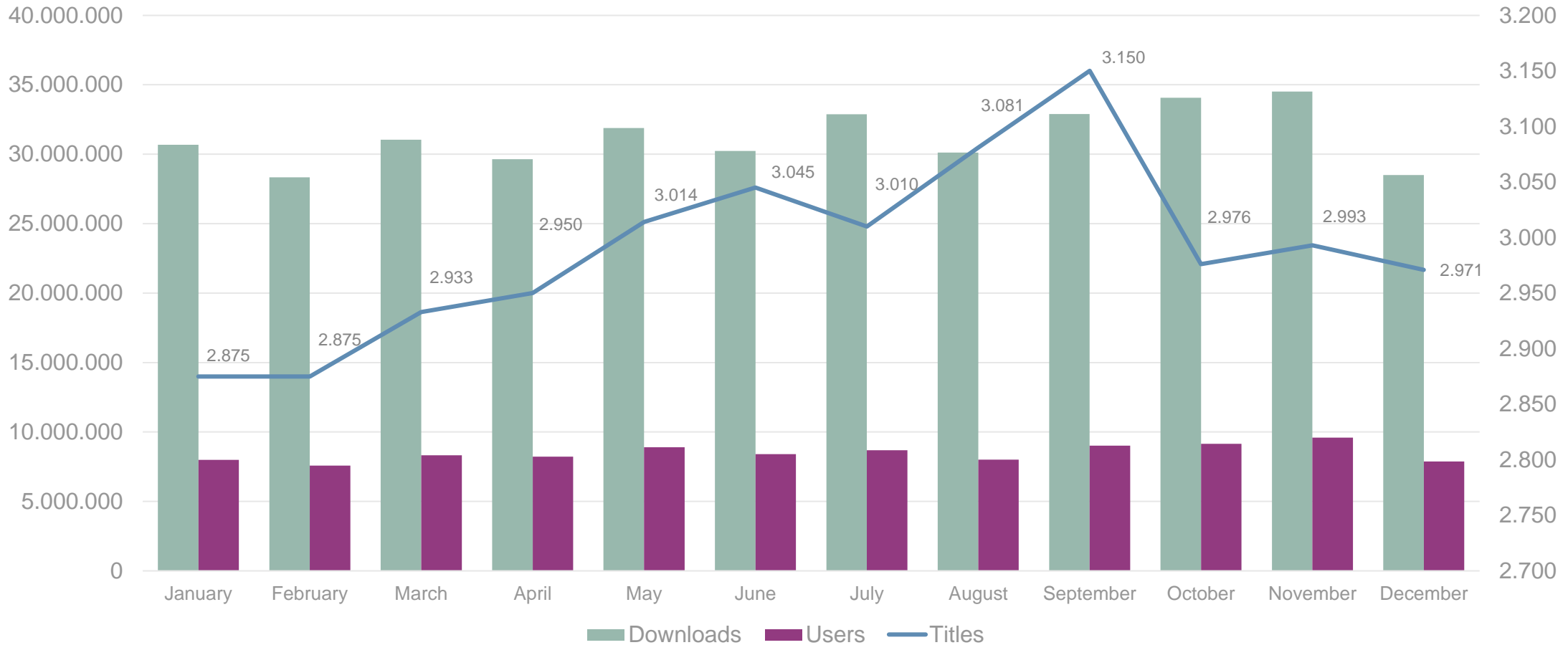
Most downloads in week 27 (3 - 9 July), the week in which, on 7 July, the Rutte IV government resigned





Up to 3,150 podcasts measured in 2023

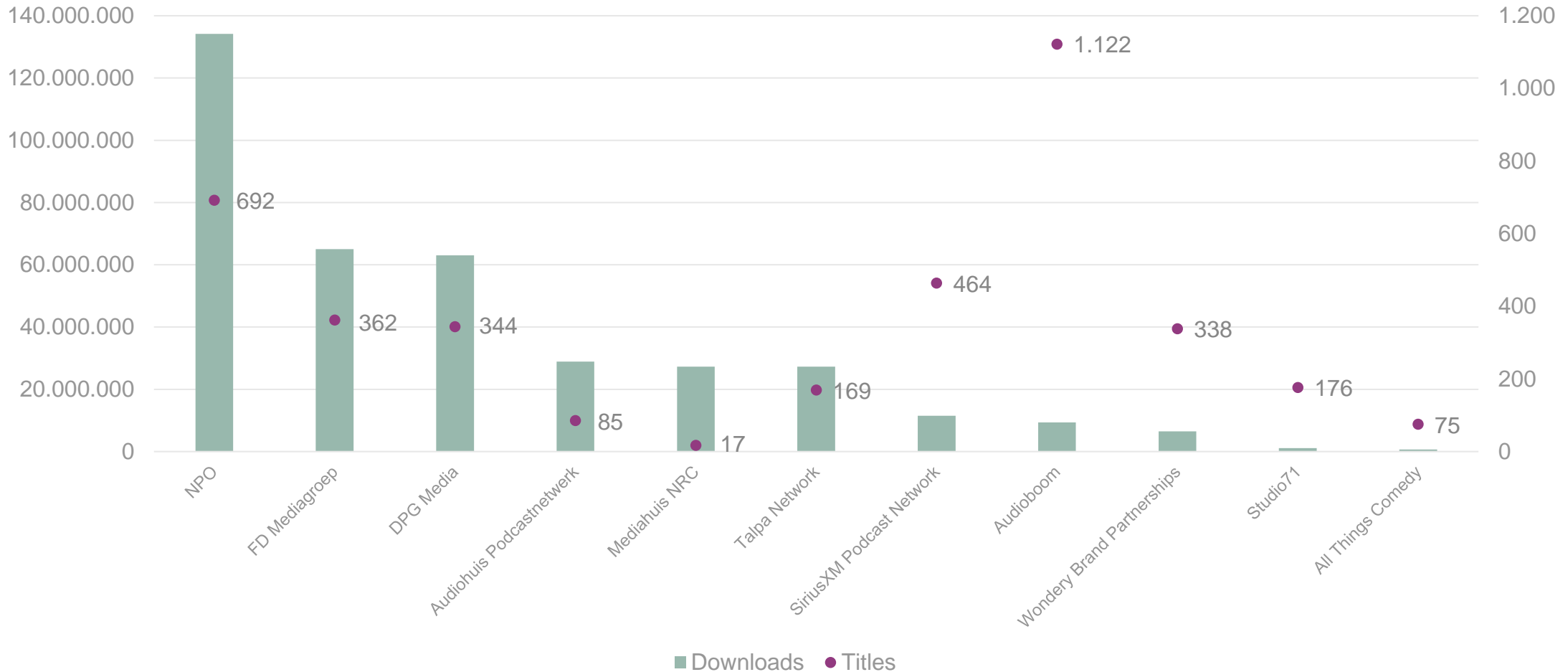
Number of downloads and users show an upward trend, with a mild dip in December





NPO breaks through the 134 million downloads mark in 2023

Mediahuis NRC the most downloads per title, on average

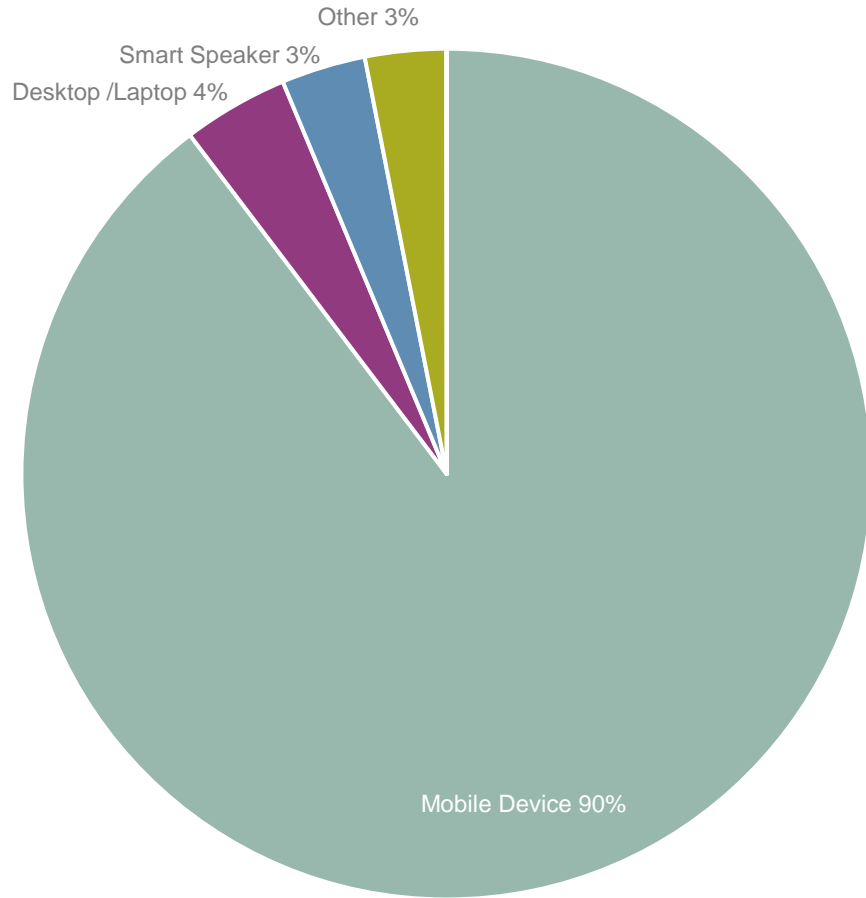




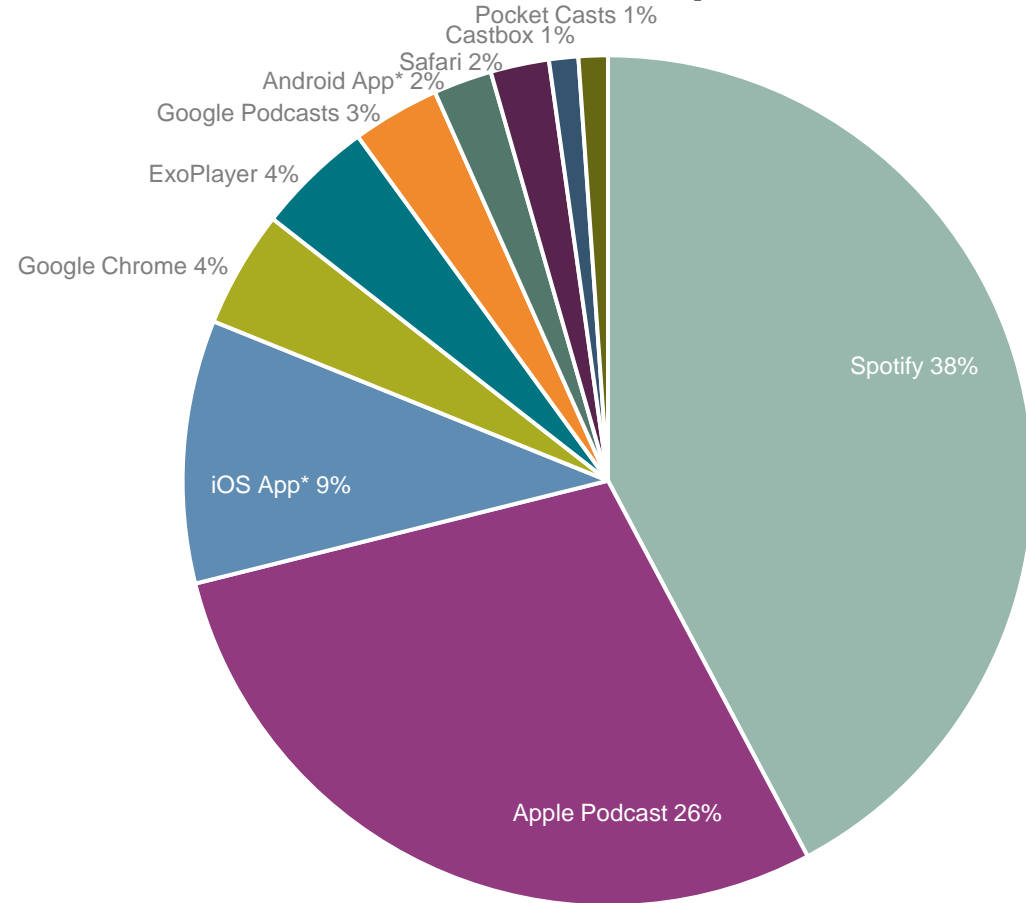
Mobile is the most popular device, Spotify the most popular platform

Apple Podcast and iOS App popular platforms as well

Device



Platform Top 10





The 2023 podcast downloads Top 40 per title

News podcasts Boekestijn en de Wijk, NRC Vandaag and De Dag are leading the charts

	Title	Downloads	Per episode
1	Boekestijn en de Wijk	24.550.290	71.711
2	NRC Vandaag	18.511.262	59.393
3	De Dag	11.301.089	35.446
4	NU.nl nieuws	8.538.640	9.534
5	de Volkskrant Elke Dag	7.344.186	20.157
6	Vandaag Inside	6.880.923	31.531
7	De Jortcast	6.666.768	27.981
8	Eerst dit	6.645.361	23.784
9	NOS Met het Oog op Morgen 📻	6.385.073	14.787
10	AD Voetbal podcast	6.176.142	17.421
11	De Stemming van Vullings en Van der Wulp	6.120.811	91.525
12	538 Nieuws 📻	5.479.422	627
13	Lang verhaal kort	5.337.114	18.459
14	Parool Misdaadpodcast	4.304.136	68.806
15	Nooit meer slapen 📻	4.106.776	11.720
16	Kick-off met Valentijn Driessen	3.923.302	34.851
17	In Het Wiel	3.834.032	24.555
18	Alledaagse Vragen	3.695.467	13.555
19	F1 aan Tafel	3.584.087	58.580
20	De Zaak X	3.543.057	72.308

	Title	Downloads	Per episode
21	BNR De Wereld 📻	3.257.367	16.915
22	NRC Onbehaarde Apen	3.256.386	45.664
23	Het HLN-nieuws	3.051.597	3.072
24	Napleiten	2.933.033	105,508*
25	AD Media Podcast	2.913.045	33.970
26	NRC Haagse Zaken	2.883.057	44.133
27	Europa draait door	2.815.953	49.135
28	Strikt Privé	2.814.189	9.877
29	FD Dagkoers	2.685.022	10.746
30	De zaak ontleed	2.523.187	65.754
31	Kunststof 📻	2.514.881	9.393
32	Wetenschap Vandaag 📻	2.453.750	4.377
33	NOS Voetbalpodcast	2.357.702	27.893
34	30 MINUTEN RAUW door Ruud de Wild	1.957.972	45.442
35	FCA Daily: Alles over voetbal	1.896.625	9,982*
36	Beurs 📻	1.837.988	7.011
37	De Boordradio	1.826.243	31.568
38	De Ongelooflijke Podcast	1.809.695	27.107
39	Ochtendnieuws 📻	1.746.191	6.388
40	Het Land van Wierd Duk	1.725.895	23.580



The 2023 podcast downloads Top 40 per episode

Episode Het leugentje the most downloaded podcast episode of 2023

	Episode	Title	Downloads
1	Het leugentje	Eefke, in rook opgegaan	366.936
2	Nadine: 'Zo excessief veel geweld geweest'	Vrouwenmoord	335.567
3	Het onverwachte overlijden van Chris	De Gifdode	182.422
4	Rian Sanderink	In de ban van Rian	173.019
5	Waarom de overheid Nederland maar niet in beweging krijgt	NRC Vandaag	166.500
6	De politie komt in actie	De Gifdode	158.394
7	Eva: 'Het bloed droop van het aanrecht af'	Vrouwenmoord	151.351
8	Wie is Yvon K.?	De Gifdode	150.626
9	Most wanted in Nederland: 'Bolle Jos' Leijdekkers	Parool Misdaadpodcast	138.604
10	'Hieruit blijkt dat Weski heeft tegengestribbeld'	De zaak ontleed	137.668
11	Angela de Jong houdt het niet droog bij dit tv-fragment!	AD Media Podcast	136.902
12	De Jacht op crimineel geld	Napleiten	136.290
13	Gijp over Derksen: 'Hij heeft zich helemaal leeggescheten'	TV-TALK	134.953
14	Een optater, vol in de wind en het formatiespel	De Stemming van Vullings en Van der Wulp	134.245
15	Tunnelvisie	De Gifdode	133.709
16	Was het moord, of een ongeluk?	Parool Misdaadpodcast	131.418
17	De arrestatie van Inez Weski: 'Echt een dieptepunt'	Parool Misdaadpodcast	130.747
18	Youssef Taghi: van strafpleiter naar sleutelfiguur in een criminele organisatie	Parool Misdaadpodcast	130.149
19	Hoe konden Reduan B., Derk Wiersum en Peter R. de Vries onbeveiligd worden vermoord?	Parool Misdaadpodcast	129.023
20	Het geheimzinnige proces van supercommando Sil A.	Parool Misdaadpodcast	128.542



The 2023 Top 40 podcast downloads per episode

Episodes of the Parool Misdaadpodcast the most frequently occurring with 11 positions

	Episode	Title	Downloads
21	Het bancaire systeem van de onderwereld	Parool Misdaadpodcast	128.467
22	Het criminele circuit van Quincy Promes: 'Beeld is dat hij tot zijn ellebogen in de coke zat'	Parool Misdaadpodcast	127.784
23	Ophef over strafeis Thijs Römer: is 240 uur taakstraf terecht?	De zaak ontleed	127.167
24	Twitter-Geert, lijstuitputting en loeren draaien	De Stemming van Vullings en Van der Wulp	126.836
25	De Pyramide	Open/Eind	126.165
26	Dodelijk geweld op De Wallen	Napleiten	125.879
27	'Ik heb Chris niet vermoord'	De Gifdode	125.274
28	Sekswerker Briza (40) gewurgd op hotelkamer	De Zaak X	124.934
29	Minderjarige jongeren, maar volwassen geweld	Parool Misdaadpodcast	123.706
30	De moord op Marianne Vaatstra	Napleiten	123.608
31	'VVD woedend om mes in de rug door Kaag'	Afhameren met Wouter de Winther	123.257
32	Moord op een ex	Napleiten	122.652
33	De anti-muze, een Portugese vogel en een tip voor Omtzigt	De Stemming van Vullings en Van der Wulp	121.561
34	Wéér vertraging in Taghi's liquidatieproces: 'Verdachten willen nu weleens duidelijkheid'	Parool Misdaadpodcast	120.711
35	Ajaxspelers worden gewaarschuwd: 'Auto van voetballer kwam terug met kogelgaten'	Parool Misdaadpodcast	119.926
36	Maagchirurg vergeet wondgaasje na operatie	Napleiten	119.036
37	De kogel uit het dienstwapen	De Zaak X	118.884
38	Afscheid, koppeltjes en de gouden formatieregel	De Stemming van Vullings en Van der Wulp	116.932
39	De Venrayse moordzaak	Napleiten	116.659
40	De Volkswagenbende	De Zaak X	116.565



Participants in the NMO Podcast Standard

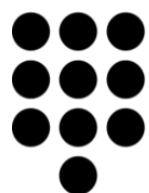
Up to 3,150 podcasts produced by 11 media companies were measured



nederlandse
publieke
omroep



Audiohuis
PODCASTNETWERK



talpa
netwo



MEDIAHUIS
NRC

SiriusXM



Audioboom

WONDERY

STUDIO71

ATC ALL THINGS COMEDY

Chapter6

Listen to the Music Compilers



Audify



Annewil Schippers
NPO 3FM



Peter Meerveld
KINK



Jaap Brienen
Sublime



Nico Silvius
Joy Radio



What does a music compiler do?



A music compiler at NPO 3FM is responsible for the radio shows' playlists. Our team of music editors, together with the DJs and their own teams, decide which music is aired every day. Also, we are busy day and night discovering new music through all sorts channels and decide which new music to introduce to listeners.



I am responsible for selecting music and compiling playlists looking for a consistent and recognisable KINK sound. I always keep my eyes peeled for the perfect balance in energy, tempo, recognisability, genre, etc.



We plan the music for all our channels: obviously Sublime, but also Sublime Smooth, Sublime Soul, Sublime Jazz and Sublime Funk & Disco. Apart from that, we liaise with artists and the music industry.



We manage the music database and keep a close eye on the music industry for new music.



What sort of background and experience are required?



The most important trait for a music compiler is a passion and talent for viewing music in a professional context. Being able to put yourself in the shoes of the target audience is a must. A background in journalism/media is valuable as well.



If you want to become a music compiler, it is crucial that you can empathise with the target audience. An analytical ability also comes in handy. And, of course, knowledge of music.



Knowledge of and love for the music you will be programming, for sure. But also experience with radio, preferably as a creator.



A feel for the music format and knowledge of the musical eras the format is based on.



Where do you get /how do you discover new music?



Music editors and producers discover new music through various channels. We are present on many social media platforms (Instagram, Youtube, Spotify and TikTok), where we monitor trends among the target audience and can quickly respond to them. We also have close ties with the music industry. Radio pluggers keep us informed about new releases and developments via e-mail and our weekly plug meeting on location. Moreover, we follow the latest developments by attending many gigs by new and established acts, but also by attending festivals and we listen out for music in series and films, for example.



We mainly get our new music via record labels, but we are also actively on the lookout. Listeners regularly give us tips and every day we receive dozens of songs from bands that would like to be played on KINK.



We get sent music from labels and from artists themselves. At the same time, we both actively search for new artists and tracks ourselves, for example through playlists on streaming services.



The old-fashioned way, still, so through pluggers of the labels and companies. But also, via Spotify, YouTube, TikTok and other socials.



Does the choice of music differ across the day?



Definitely. When preparing the daily playlists for 3FM, the broadcast time is obviously factored in. Throughout the day, different types of listeners tune in and their needs can be different. In the morning, for example, the energy level is a bit lower. During the day, we know that people are mainly working, studying or are on the go, so we programme more diversely. Because the evening hours have more specific and younger listeners, we can go a little deeper there. In our case, this also means introducing more new music. So, we always make sure to stay on the pulse of the day when making radio. Also, 3FM has 'specialty' programming where even more genres are looked at more in depth, such as 'The Beat' (dance) and 'Wat Anders' (hip-hop).



The choice of music varies slightly throughout the day, but the differences are subtle to maintain consistency in sound. For example, the morning is a bit quieter (especially on Sundays), while the late evening offers more room for adventurous and new music. In the summer during daytime, for example, you will probably hear some more upbeat music.



During the day, we programme a bit broader, a bit more familiar. In the evenings, there is more room to discover new things and we try out new music and programme a bit more poignantly.



No, we deliberately choose to broadcast the same content at the same pace 24/7.



Does diversity play a role in your choice of music?



Yes, diversity is an issue valued in particular by NPO, and therefore by 3FM. We look to strike a good balance on our playlist, because we think everyone deserves equal opportunities. We keep each other on our toes as editors where this is concerned and evaluate that balance in the playlists retrospectively. As part of public broadcasting, we think it's important to make radio for everyone who wants to feel part of it. So, in our selection this definitely plays a role. We also include listeners' opinions in our choices and engage in dialogue.



Diversity is important, absolutely. We are seeing more and more female artists and bands breaking through. In the past year, for example, The Last Dinner Party, Boygenius and The Beaches, were bands we played a lot of and have great expectation for.



Sure, but this is part and parcel to the music we stand for. Most of the music we play by far originates in African-American culture: funk, soul, jazz. What we pay close attention to is the male-female artist ratio, which we try to keep balanced.



Within each format, diversity and the right flow play a role, so that you are always able to experience the good vibe of our station. It's something we value and safeguard, because it is pertinent to our recognisability for the listener.



When does a track end up in high rotation? And why does that stop at one point?



There are a few factors that help decide whether or not to 'boost' a track's rotation. Firstly, it is important that a song is more relevant than the rest of the songs in a playlist. It could for example be a streaming hit or there is a certain 'buzz' around it. It is also important that the song fits with 3FM's musical profile. And finally, we measure listeners' appreciation of the most relevant songs on a weekly basis; the more listeners like a song, the more likely it is to be played more often.



A track does not go into high rotation immediately; we give listeners some time to get used to it. If it becomes more popular (for example, as established by market research, through streams or on social media), the rotation may go up, but we don't play new music endlessly. Our classics are what's most important.



We don't do any music research yet, so we have to rely on our own gut feeling. Is this track fun and good enough to hear often? Does it grab you right away? Doesn't it get boring too quickly? If we decide to put a track on the list, it will basically stay there for a while.



If a track is already well-known or perceived as recognisable by a listener after two listens, we consider it a hit and it will end up the playlist. Taking the track off is a tricky balancing act, because you don't know exactly when the listener is tired of it.



Does the choice of music of other stations play a role?



The choice of music on other stations does not steer 3FM's music policy. However, we do sometimes consider the playlists of stations with a similar target group when compiling our playlists, because we think it is important that 3FM responds as much as possible to current trends within the target group.



We do look at what other radio stations are playing. Although there is limited overlap in our genres, a track played elsewhere can gain more relevance and recognition. It is one of the indicators of track popularity.



Of course, we also look at what other stations are playing. And it does happen occasionally that we add tracks after all or keep them on the playlist longer.



For Joy Radio: not at all!



Do social media influence your choice of music?



Social buzz is one of the most important factors when we choose music for 3FM. Our target audience is 18- to 39-year-old and they generally are very social and socially engaged people. They are very active on social media and participate in culture, so we think it's important that developments in these areas translate to 3FM's playlists. A concrete example is film culture: it regularly happens that a film is trending among our target group, so its soundtrack is too. At the moment, for example, this is Murder On The Dancefloor by Sophie Ellis Bextor, used in the hit movie 'Saltburn'. Because of the buzz around this song, we have chosen to play it more often in the coming period so that we make radio that is as relevant and socially engaged as possible.



Sentiments and reactions on social media certainly play a role when choosing music. There are many examples of classics suddenly being revived by social media or new artists being discovered there.



Sure. Lately, old records have regularly resurfaced through TikTok, for example. If it is music that suits Sublime, we'll give it a place in our shows again. We also actively search for these things: there are charts that keep track of this, and we scan those weekly.



Yes. It is fast-paced and therefore provides a quick insight into the scope of a hit, and we can see which target group the song appeals to. Currently, it is TikTok that strongly influences hits worldwide.

Do major events or intense circumstances like war play a role?



Developments in the news and society at large weigh in when we choose music for 3FM and its shows. After all, it is important that the radio output matches the listener's perception. Major and important events can therefore be heard on-air. For example, by DJs dwelling on the news with a musical item or, conversely, by avoiding certain songs. When an artist dies, for instance, we sometimes reflect on this by playing the artist's music and striking up a dialogue with listeners. On the other hand, in case of news about war or natural disasters, we will avoid tracks that are too sensitive in terms of content. Also, artists themselves respond to events and this can be a reason for paying attention to them.



Radio offers a unique opportunity to respond to current events quickly, both positively and negatively, including in musical choices made. This is done in close consultation with the DJs, who discuss these events in their programmes.



We try to match Sublime to the mood of our listeners. So, when the sun is shining, ideally our station sounds more cheerful than on a grey autumn day, so we match our active database accordingly.



Ten years ago, we did, but now we don't do anything about this at all and we just draw our own plan. If a track has negative content given current affairs, we do take relevant measures.



What are your station's requirements for a track?



3FM makes radio for listeners aged between 18 and 39 who have an above-average interest and curiosity in music and live in the here and now. The playlist is tailored to them and matches their world and their experiences as much as possible. Specifically, the tracks that go with this may vary in genre, artists and age. Of course, the quality of the tracks, its originality and production quality are important, although new sounds have made it to 3FM on the regular. We do not use a set list of criteria.



A song has to fit with our identity of an alternative rock station, be of good quality and supported by a good plan. Both the song and the artist must suit our station.



Sublime plays funk, soul and jazz. So, a tracks should fall within those frameworks. We also pay attention to familiarity (of the track or the artist) and relevance: is this a song or artist we are going to hear more of?



That's my trade secret, so just listen!

Do you see a development in the most popular genres? For example, Dutch music seems to have had a moment, lately.



What we see is that since the rise of social media and streaming platforms, new trends and developments are emerging and disappearing ever more rapidly. We try to tune our 3FM's playlist to this. An example of a current trend is alternative Dutch-language pop acts, like Froukje and S10. In addition, for example, country music by male solo artists, such as Luke Combs, has become increasingly popular since mid-2023.



KINK is an advocate of Dutch music, although not usually Dutch-speaking. In our genre, we are currently seeing a revival of pop punk.



The Netherlands is a real music country, and we also produce a lot of music, e.g. our dance tracks but also in our own language we make a lot of good songs that fit many formats. Music in one's own language can be beautiful and high-quality, and certainly doesn't have to be folksy.

Does the ageing population play a role in your choice of music?



The ageing population plays a minor role in the choice of music for 3FM, because our station targets 18- to 39-year-olds.



We tailor our music to people aged 35-49. Adjustments to the music mix should be made with caution, as it is easier to lose listeners than gain them. As for the age of the music we play, we continue to target 35 to 49-year-olds.



As I think many stations are noticing, we too see that the classics are scoring very well. We get a lot of response from our listeners who request music or vote for our Sublime Top 1000 or Soul Top 1000. I think this love for classics can also be explained by the fact that many of our listeners are 40+.



No, not at all. TikTok tracks are often old classics made to fit the present day and young people are discovering old tracks that are new to them without always realising it.



Looking Ahead to 2024



Audify



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A Summer of Sports 2024

The European Football Championship can be seen on TV and heard on radio from 14 June to 14 July 2024. The event will take place in Germany, meaning the matches will be broadcast around 03:00, 06:00 and 09:00 PM. Of course, there is also a lot of news coverage around the European Championship during the day.

The Summer Olympics will come from Paris from 26 July to 11 August. Dutch matches/competitions such as swimming, hockey and cycling, among others, will be followed closely by many of the Dutch.

Apart from these two major events, there are plenty of sports throughout the year. Think of ice-skating in early 2024 and the Giro d' Italia and the Tour de France. And then there's the Dutch Grand Prix and the Eredivisie, Champions League, Europa Conference League and Conference League football.





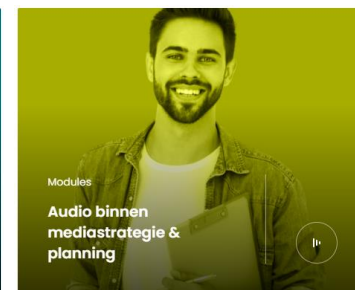
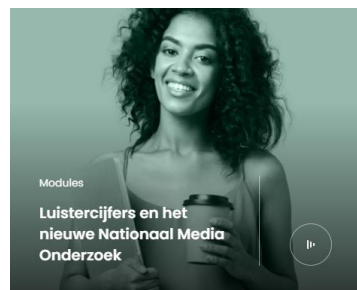
Audify

Word Soundmaster via the Audify Academy

Register now via audify.nl

The world of audio is evolving and provides plenty of opportunities for brands and communications. Audify wants to contribute to the professionalisation of the audio domain and further develop the use of audio by professionals.

The training - developed by leading specialists in the realm of media and audio - consists of various modules offered via an online e-learning platform. It's up to you when and at what pace you want to follow the modules. Each of them is concluded with a test to earn a certificate and NIMA PE points. For people in the industry, Audify covers the costs of €499 per module.





Audify

Audio Monitor 2024

In the spring of 2024, the NMO Audio Monitor will be conducted to update the 2019 data.



A close-up profile of a person with dark hair wearing large headphones. The image is overlaid with a semi-transparent pink filter. A white waveform graphic is positioned over the right ear of the headphones. The text 'About the Audify Audio Annual Report 2023' is written in white across the middle of the image.

About the Audify Audio Annual Report 2023

Audify



About the 2023 Audify Audio Annual Report

This is the Audify Audio Annual Report 2023. The report charts investments in and listening behaviour to radio, streaming audio, podcasts and audio on demand. Net investments are reported to Audify Foundation by all national and regional, public and commercial radio stations.

Sources used:

- Nationaal Media Onderzoek (NMO)
- Nielsen
- Triton Digital
- Ipsos
- Adfact
- SoundAware
- Kantar
- GfK

This report was issued on 29 January 2024 and produced in collaboration with Audify by Featly Media and the above parties. For questions, comments or suggestions about the Audify Audio Annual Report 2023, please contact Audify (info@audify.nl).





Audify

Audify your brand

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