

Creating World-class Stadiums making the impossible happen through innovative design and financing

Prof. Frits Scheublin

Bam Engineering

Eindhoven University of Technology

Stadium exploitation 1

Type of match

National competition	17
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European competition	2
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World championship	2
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Tournament	4
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Total	<hr/> 25
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PSV



PSV



Stadium exploitation 2

Number of seats

World championship	60.000
European competition	50.000
Tournament	35.000
National competition	5.000 – 50.000

Ghana



Stadium exploitation 3

Secondary income

Advertisements

Merchandise

Fast food

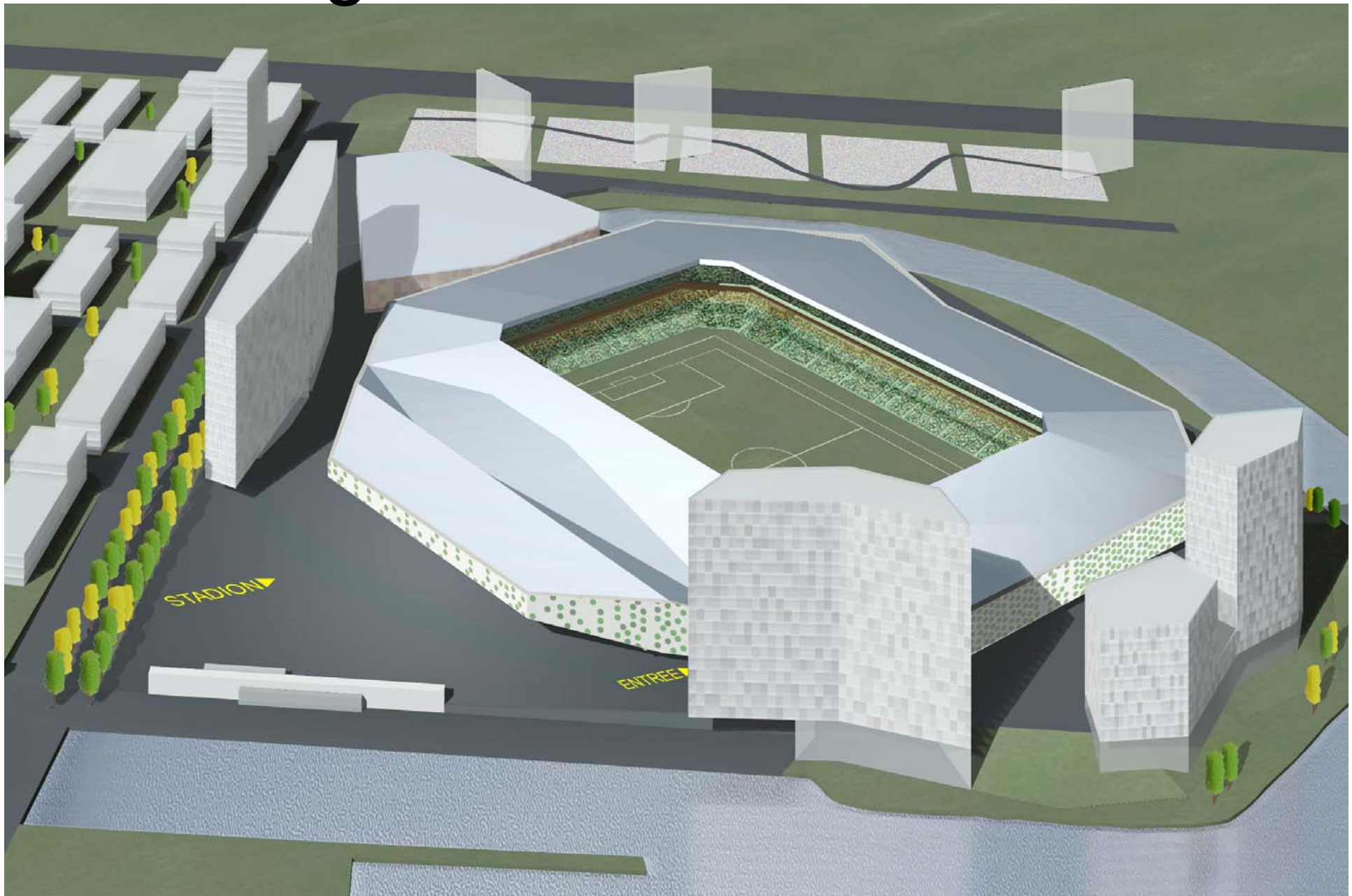
Offices

Events

Augsburg



Groningen



FC Groningen



Stadium exploitation

Proposals to improve income

Longer break (30 min)

More breaks (4 x 30 min)

Removable roof

Grass replacement

Removable pitch

FC Feijenoord



FC Feijenoord



Ajax



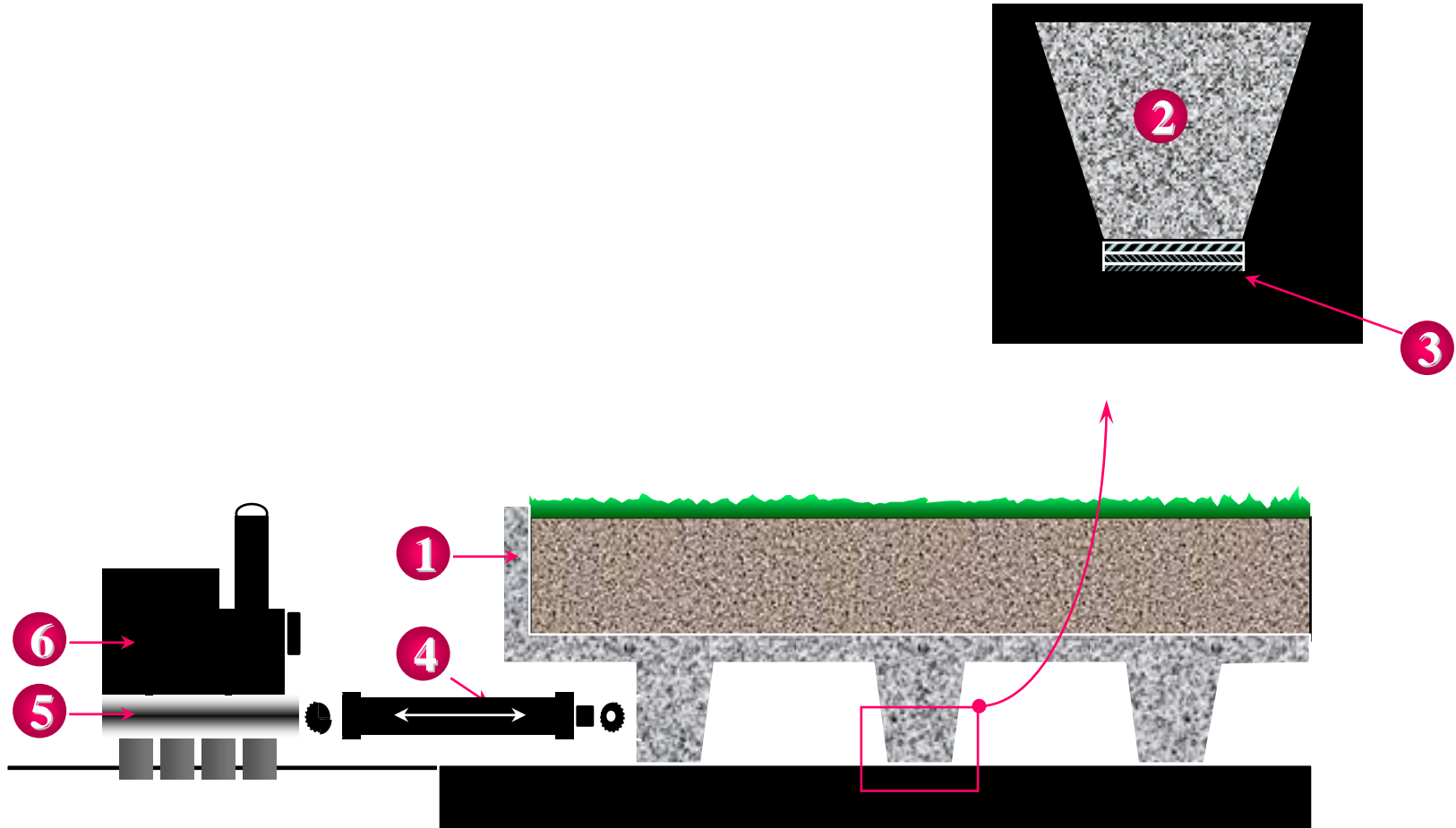
Vitesse



Vitesse



Sliding pitch



Vitesse

Jack





FC Schalke '04



Opera Aida



Club events



Pop star

