It's 'game on' for one of the world's first smart stadiums of the future

Amsterdam ArenA

Amsterdam ArenA needed a special team to create one of the world's first 'smart' stadia of the future and KPMG produced the winning proposal.

A data-driven ecosystem now guides fans from home to their seats via smartphone, while monitoring everything from the playing field's grass health to beer consumption during events. Amsterdam's ambitious initiative is a winner.

We deliver the results that matter

© 2017 KPMG International Cooperative ("KPMG International"), a Swiss entity. Member firms of the KPMG network of independent firms are affiliated with KPMG International. KPMG International provides no client services. No member firm has any authority to obligate or bind KPMG International or any other member firm vis-à-vis third parties, nor does KPMG International have any such authority to obligate or bind any member firm. All rights reserved.