

## The O2 i London (gamla Millennium Dome) blir Västeuropas största nöjesarena och en ny huvuddragare i den engelska huvudstaden



### Huvudpartners är världens ledande nöjesarrangör AEG och mobilföretaget O2

AEG is one of the leading providers of live entertainment and sporting events in the world. AEG owns or operates some of the world's greatest arenas and theatres and a collection of companies dedicated to producing, promoting and presenting world-class live entertainment.

In partnering with O2 we will create **the UK's most exciting and technically advanced music, sport and entertainment destination**. For an idea of what residents and visitors to London can expect from The O2, our owned and operated **STAPLES Center in Los Angeles** offers a realistic insight. The twice-recognised Pollstar-CIC Arena of the Year hosts a range of prestigious sport and entertainment events all year round, including the annual Grammy Awards, annual WTA Tour Championships, five professional sports franchises and hosts various major concerts and sporting championships.

As part of its international portfolio, AEG also owns, or part owns, a range of sporting franchises in the US and Europe, including basketball, ice hockey and American soccer teams. We also launched The David Beckham Academy in November 2005, one of the largest grassroots sports initiatives ever to take place in the UK.

AEG employs more than 3,000 staff in over 45 operating companies worldwide. Our international head office is at STAPLES Centre, Los Angeles, our European headquarters is now based in London.

O2 is a leading provider of mobile services to consumers and businesses in the UK. It is the leader in non-voice services, including text, media messaging, games, music and video, as well as data connections via GPRS, 3G and WLAN.

### Our vision

London is one of the most exciting and vibrant cities in the world. It is overflowing with creative talent and is a 'must play' for touring, international artists. The UK gave the world influential artists such as the Beatles, the Rolling Stones, The Who, and Led Zeppelin to today's top acts such as Arctic Monkeys, Radiohead and Robbie Williams but the capital still lacks a destination that matches the standard of their performances and gives fans the experience they deserve. That is about to change...AEG and O2 share a vision - to create the most exciting music, entertainment and sport destination in Europe - where everyone can come and do The O2.

**The O2 comes alive July 2007.**

The O2 will be Europe's leading entertainment destination – a new city-within-a-city for Londoners and the world to explore and enjoy.

The O2 will be a leisure and hospitality experience of a kind never before known in the UK.

**The centrepiece of The O2 will be Europe's finest indoor music and sports venue.** The O2 arena **will attract global stars and events** to The O2, including 2012 Olympic events.

**Entertainment Avenue** will surround The O2 arena. Open to all, 10 till late, it will comprise **a mixture of leisure attractions including an 11 screen cinema, exhibition space, indigO2 Live Entertainment Venue, restaurants, bars and cafés, all lining an avenue as wide and long as New Bond Street.**

## The O<sub>2</sub>

1	The O <sub>2</sub> arena box office	8	PizzaExpress	17	Frankie & Benny's	26	Spur
2	Ground Floor – Bar	9	S&M Café	18	Vue Cinema	27	Las Iguanas
	1st Floor – America	10	O <sub>2</sub> concierge	19	O <sub>2</sub> create	28	O <sub>2</sub> chill
	2nd Floor – Britain	11	RAAN	20	Urban inc	29-34	Opens November 2007
3	Starbucks	12	Coming soon	21	Inc Brasserie	35	The O <sub>2</sub> bubble
4	O <sub>2</sub>	13	Thai Silk	22	Jimmy Monaco's Burger Bar		
5	Coming soon	14	The Slug and Lettuce	23	Water Margin		
6	indigO <sub>2</sub>	15	Coming soon	24	Zizzi		
7	Coming soon	16	Wasabi	25	Nando's		

Our partners

Toilets and baby changing facilities  
 Entry/Exit points  
 Cash point  
 Official merchandise

## Absolute Advantage

konsulter inom turism - världens största näring

Leif Aronsson, Askims Stenblocksväg 8, 436 40 Askim, 031-28 26 50, 0707-92 31 01,

[tourism@telia.com](mailto:tourism@telia.com)