



mtv to proclaim U2 as “global icon” at the 2017 MTV EMAs

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MTV is set to honour stellar rock band U2 with the Global Icon award at the *2017 MTV EMAs*, one of the biggest global music events of the year that celebrates the hottest artists from around the world. The multi-platinum, 22-time Grammy Award-winning recording artists will receive the Global Icon Award at the *2017 MTV EMAs*. The band will mark the occasion with a live EMAs performance in London’s landmark Trafalgar Square in the heart of the city on Saturday evening for *MTV Presents Trafalgar Square*. Part of their performance will be broadcast the following night on MTV channels worldwide during the live show from The SSE Arena, Wembley in London on Sunday, 12 November at 8:00pm GMT\*.

“U2’s impact on music, pop culture and social issues around the world has been tremendous,” said Bruce Gillmer, Head of Music and Music Talent, Global Entertainment Group, Viacom. “For over four decades and counting, they’ve entertained, influenced, and inspired fans around the globe and we’re thrilled and honored to announce that they are this year’s Global Icon. Their EMAs performance for Londoners in historic Trafalgar Square is just the beginning of the electrifying celebration of music where artists from every corner of the world will unite in this



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extraordinary city!”

The 7000 -person event, supported by the Mayor of London, in historic Trafalgar Square will offer free tickets via public ballot to Londoners and fans from across the country and around the world. The ticket ballot goes live at midday today, 6 November, and will close at 10pm tomorrow, Tuesday 7 November. Fans can apply for the ballot via [online](#). Those successful will be advised at 10am on 8 November by email, with a unique code and a link to obtain up to 2 tickets per person.

From the beginning, U2 were marked out by their drive and ambition, forming as a band “... before they could play”. Bono, The Edge, Larry Mullen and Adam Clayton met at Mount Temple School, Dublin and formed U2 in 1978. Acknowledged as one of the best live acts in the world, U2 have released 13 studio albums and have sales in excess of 157 million. They have won numerous awards; including 22 Grammys (the record for most wins by a rock act), two Golden Globes, an Oscar nomination and the Amnesty International Ambassador of Conscience. And in 2005, U2 were inducted into the Rock and Roll Hall of Fame in their first year of eligibility. Songs of Experience, the band’s hotly anticipated 14<sup>th</sup> studio album - featuring tracks ‘You’re The Best Thing About Me’ and ‘Get Out Of Your Own Way’ - will arrive on 1<sup>st</sup> December on Island Records.

Former recipients of the Global Icon Award include Ozzy Osbourne, Eminem,



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Whitney Houston, Queen and Bon Jovi.

The *2017 MTV EMAs*, one of the biggest global music events of the year that celebrates the hottest artists from around the world, will broadcast to MTV channels worldwide from The SSE Arena, Wembley in London on Sunday, 12 November at 8:00pm GMT\* with host, global pop super star Rita Ora.

Full list of the 2017 MTV EMA nominees can be found [here](#) — voting is open until 11 November at 10:59pm GMT / 11:59pm CET.

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### About #LondonIsOpen

#LondonIsOpen is a major campaign - launched by the Mayor, Sadiq Khan - to show that London is united and open for business, and to the world, following the EU referendum. It shows the world that London remains entrepreneurial, international and full of creativity and possibility. It reassures the more than one million foreign nationals who live in London that they will always be welcome, and that any form of discrimination will not be tolerated.