

MTV 25
TRANSCRIPT

Bono, U2

"Well it has to be said, U2's career has run completely parallel with MTV... our success is bound up in theirs... Without MTV giving our music a place, I think our success might have been more difficult. I still watch to keep up with what's going on... I watch MTV2 ... I loved Zane Lowe's interview with the Arctic Monkeys."

"MTV made music more sexy and playful but it also allowed us to be serious about AIDS, with *Rock the Vote*, they helped frame that in a way that wasn't too earnest or boring. This is not only important, but smart, you've got to keep even serious things fun to engage with."

"U2 always had fun with MTV, some real fun. I once called into *TRL* from a boat in the Pacific... Carson and Damian Fahey were both pretty amazing. We've played everywhere with MTV, from rooftops in Times Square to giant golf balls in Stockholm. But I think my favourite, my favourite MTV memory has to be travelling the length of Manhattan on a flatbed truck till we reached Brooklyn Bridge... we stopped there under the bridge and played "City of Blinding Lights" - with the stars above New York and the night skyline above our heads, with ferries crossing behind us, bringing more and more U2 fans to the show... and all of this under the darkness of Brooklyn Bridge..."

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