



Media

DJURGÅRDEN FOOTBALL AND TELE2 ARENA

Welcome to Tele2 Arena. We would like to bring the following points to the attention of all Media Personnel. This will make your life easier before, during and after the match.

REGISTRATION

The following items will be handed out at the media entrance. All media journalists will receive a badge which must be worn (and visible) at all times. If you applied for a 'flash registration', you will receive a separate badge which must also be worn (and visible) at all times. Pitch side photographers will receive a purple vest and all those who work for Djurgården will receive blue vests. Vests must also be worn at all times.

Badges and vests must be returned to the 'Mixed Zone' before leaving the arena.

BEFORE THE MATCH

The Press Centre can be found on the floor above the media entrance. You reach the Press Centre via the stairway to the left. Light refreshments will be available and you will have access to tables and electric power socket outlets. Toilets are located next to the room.

DURING THE MATCH

The exit from the Press Centre to the Press Seating Area is well signposted. Once inside the arena, there are two alternative routes to the Press Seating Area. Either take the first stairs to the right, then take the walkway above the stands and follow the walkway around to the left. Alternatively, follow the walkway straight ahead and go up the stairs. This will take you along the side of the pitch (please keep to the right hand side of the pitch) and towards the Player Benches. Take the stairs just before you reach the benches and walk up to the Press Seating Area. To return to the Press Centre during half time and after the match, we recommend using the first route option; there will be fewer spectators coming in the opposite direction using this route.

AFTER THE MATCH

There will be a press conference approximately 15-20 minutes after the match with both team coaches. The away team coach will give his thoughts on the match first, followed by the home team coach. Journalists will then be given the opportunity to ask questions (a shared microphone will be made available in the press conference room). Match statistics will also be distributed at the press conference.

After the press conference, players from both teams will come to the 'Mixed Zone'. To get to this area, go down the stairs outside the entrance to the press conference (one floor down). You are welcome to sit and work in the Press Centre for 1-2 hours after the match ends.

PHOTOGRAPHERS

You can position yourself behind the penalty areas, within the 16 metre penalty area on the side-line where the player benches are or anywhere along the other side-line. Photographers must remain behind the advertising sign boards at all times.

Just outside the Press Centre there are seats (black/white) that you can use during the match.



INTERVIEWS

Broadcast companies can conduct interviews at the player's entrance to the football pitch. Other interviews, including interviews with video/film, are conducted in the 'Mixed Zone' which is in the players entrance and is accessed via the media entrance. Please refer to the After the Match section for instructions on how to get to the 'Mixed Zone'.

Publication of all audio and visual recordings is subject to permission being granted by the rights holder C More/TV4 group.

INTERNET

You will find an open wi-fi network in the arena called '**Tele2**'.

REFRESHMENTS FOR THE PRESS

In the Press Centre, coffee, cold drinks and snacks (eg cakes, sweets and sandwiches) will be made available. In accordance with our agreement with Tele2 Arena, refreshments must not be taken out of the press areas and into the arena. For those who want refreshments during the match, may we please refer you to the sales outlets in the public spaces behind the Press Seating Area.

STORAGE

In the arena there are lockable cabinets for storing outerwear etc. In order to use the cabinets, you will require a padlock which you will need to provide for your own use. The cabinets are located on the opposite side of the press conference room on the same floor as the Press Centre.

Please note. Padlocks that are not removed by 23.59 hrs are cut up and any items that are left in the cabinets will be removed.

PARKING

Stockholm Parkering has event prices in the Globe area. For 100 kronor you can park for the whole evening (weekdays), or on Saturday's in one their three other car parks in the area, until 24.00 hrs. The same applies on Sunday's and public holidays. In order for these prices to apply, you must pay the full amount at the ticket machine in advance. The machines do not take coins. Payment is by Credit/Debit Card or Telephone only. You are welcome to park outside the staff entrance temporarily in order to unload equipment from your vehicle.

AFTER THE MATCH

You will receive an e-mail asking you to complete an anonymous web evaluation about your experience of the event. To help us continue to improve the experience and working environment for the media, we would be grateful if you could take some time to complete this evaluation.

MEDIA CONTACTS

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Welcome to the Tele2 Arena and the match!