SONY MUSIC LATIN · 2023 · SINGLE RELEASE

Chayanne

Necesito Un Segundo

Sony Music Latin brought LMP in to promote “Necesito Un Segundo”, the fourth single from Chayanne's album Bailemos Otra Vez, released with the album on 27 October 2023.

LMP had it in the record pool and on IAMLMP.com the same morning — after “Bailando Bachata”, one of the album's earlier singles, which LMP promoted in May.



Printed from iamlmp.com/advertise/campaigns/chayanne-necesito-un-segundo/ on November 21, 2026 at 6:50 AM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Published it on IAMLMP.com on 27 October 2023, the day the album came out — it streams on the site and in the LMP DJ app

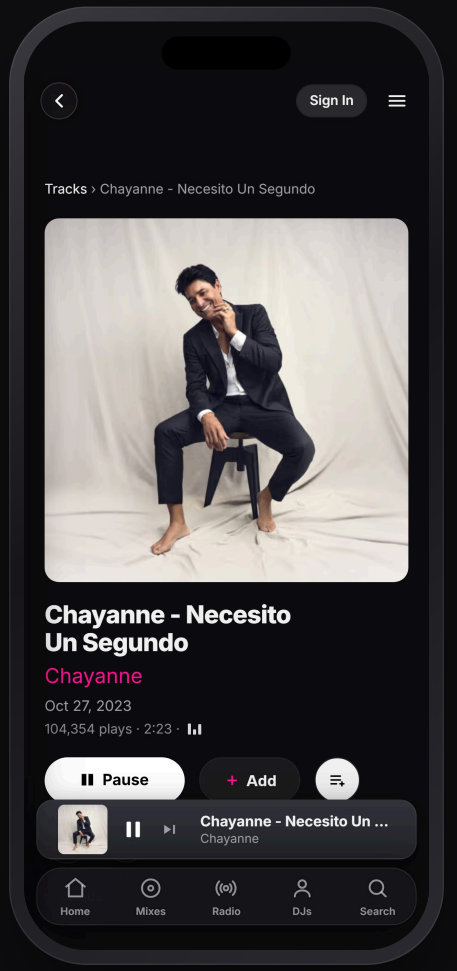
  151,000+ page views across IAMLMP.com in the last 28 days · 21,000+ app downloads

- Delivered it to the LMP Record Pool for the DJ network the same morning

  Serving DJs since 2003

- Posted it to LMP's DJ Discord, IAMLMP DJs

  673 members today



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The numbers

Measured on our own platforms or taken from the campaign's own insights; anything estimated says so. The green badge means the figure was read today.

104,386

plays of “Necesito Un Segundo” on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

Hear “Necesito Un Segundo” on IAMLMP.com

“Bailando Bachata” with LMP, May 2023

Run one with us

Talk to us