EL GRUPO D' AHORA · 2018–2025 · LIVE SESSIONS & TRACKS

El Grupo D' Ahora

LMP Live Sessions



El Grupo D' Ahora brought LMP in to host them for an LMP Live Session — presented with Típico Head on 21 March 2018 and streamed live on both pages' Facebook — and the session's songs went up on IAMLMP.com.

LMP had pushed their single “Chicha” in the weeks before, and in 2025 brought the band back for a second session: “Merengue Típico Unplugged”, a full set on the LMP YouTube channel.

Printed from iamlmp.com/advertise/campaigns/el-grupo-d-ahora-lmp-live-sessions/ on November 17, 2026 at 6:51 AM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Produced a second LMP Live Session with the band — “Merengue Típico Unplugged”, a full 75-minute set released on the LMP YouTube channel on 19 April 2025

  284,000+ YouTube subscribers today

- Hosted their first LMP Live Session on Wednesday 21 March 2018, presented with Típico Head and streamed live on IAMLMP's and Típico Head's Facebook — hosted by Nel and Aldo Luis Arjona, produced by LMP's DJ Anthony and DJ Smurf

  90,000+ Facebook followers today

- Announced it on LMP's Instagram and Facebook from 14 March 2018, and thanked the band's management the day after

  32,000+ Instagram followers today

- Published the session's songs on IAMLMP.com — 11 tracks, “Chicha”, “Quiéreme”, “La Culebra” and “Tierra del Olvido” among them — streaming on the site and in the LMP DJ app

  150,000+ page views across IAMLMP.com in the last 28 days **21,000+ app downloads**

- Released three songs from the 2018 session as videos on LMP's YouTube in June 2018 — “La Tierra del Olvido”, “La Culebra” and “Quiéreme”

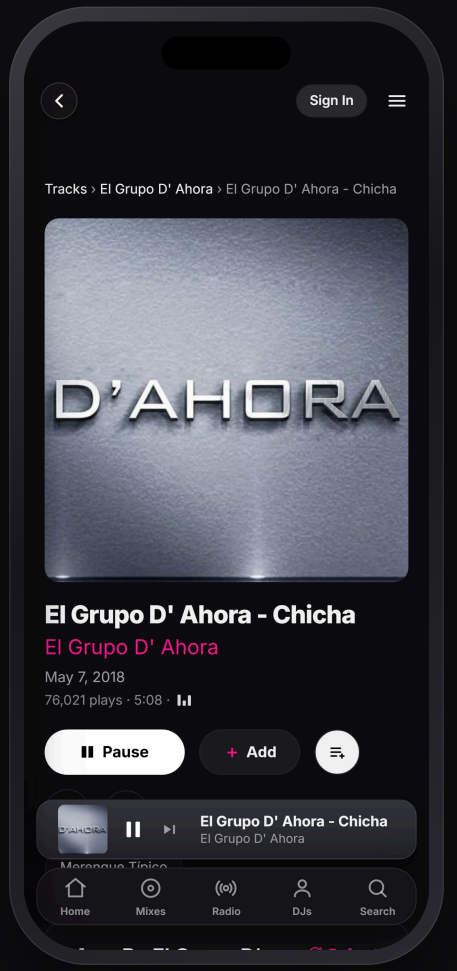
- Pushed their single “Chicha” from January 2018 — LMP's VP DJ Smurf out with the band, and LMP's DJ Letrero playing it in Washington DC

- Delivered their music to the LMP Record Pool for the DJ network — LMP's uploads of “Chicha”, “La Tierra del Olvido” and “Será Un Ángel”, then DJ edits

  27 versions, 2018–2025 **Serving DJs since 2003**

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

  671 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.

16,810
views of the 2025 LMP Live Session on YouTube

LIVE

Watch the live session ↗

548,595
plays of the session's 11 songs on IAMLMP.com

LIVE

27
versions of El Grupo D' Ahora's music in the LMP Record Pool

LMP's uploads of "Chicha", "La Tierra del Olvido" and "Será Un Ángel", then DJ edits, February 2018 – October 2025.

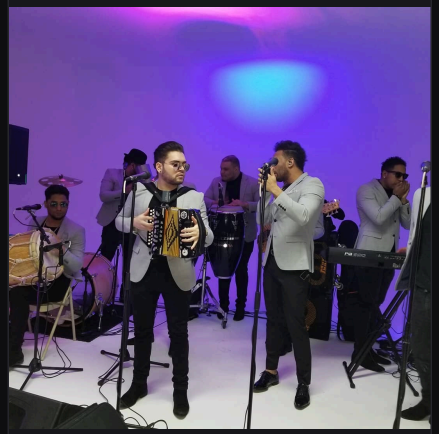
RECORD POOL CATALOG, OCT 2026

Hear "Chicha" on IAMLMP.com · Watch the 2025 live session ↗ · "La Tierra del Olvido" · 2018 ↗ · "La Culebra" · 2018 ↗ · "Quiéreme" · 2018 ↗ · The thank-you post · Mar 2018 ↗

From the campaign



The band and the LMP team — from LMP's thank-you post, 22 March 2018.



Soundcheck, 21 March 2018.

LMP and Típico Head presented the session together.



“La Tierra del Olvido” — LMP's YouTube, June 2018.



“La Culebra” — LMP's YouTube, June 2018.

Run one with us

Talk to us