NEXO · 2016–2020 · LIVE SESSIONS & MUSIC

Nexo

LMP Live Sessions



Merengue típico band Nexo — El Klan Perfecto — brought LMP in to host their debut: an LMP Live Session on Wednesday 20 April 2016, presented by Caché and broadcast on LMP Radio, three of its songs later released on LMP's YouTube.

LMP put their music on IAMLMP.com in 2017, had them on LMP Radio's “La Presión Radio Show” that December, and hosted a second session with Típico Head on 9 May 2018 — streamed live on both pages' Facebook, its recordings on IAMLMP.com that July.

Printed from iamlmp.com/advertise/campaigns/nexo-lmp-live-sessions/ on November 17, 2026 at 8:54 PM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Hosted their debut LMP Live Session on Wednesday 20 April 2016 — presented by Caché, produced by LMP's DJ Smurf and DJ Anthony, and broadcast live on LMP Radio

  32,000+ Instagram followers today

- Released three songs from it on LMP's YouTube in May 2016 — “Frente a Frente”, “La Mala Maña” and “La Pegajosa”

  284,000+ YouTube subscribers today

- Published their music on IAMLMP.com — 14 songs in October 2017, the 2018 session's 15 recordings, and “Fiesta y Serrucho” in December 2020 — 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

- Had them on LMP Radio's “La Presión Radio Show” on Monday 4 December 2017, hosted by Nel with DJ Flavor Mix

- Hosted their second LMP Live Session on Wednesday 9 May 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 DJ Anthony and DJ Smurf

  90,000+ Facebook followers today

- Released four songs from it on LMP's YouTube in June 2018 — “Dale Que Dale”, “Linda Mamá”, “Fogaraté” and “La Miseria” — and the full session's recordings on IAMLMP.com in July

- Streamed Típico Head's show on LMP's Facebook on 20 November 2018, with Nexo playing live

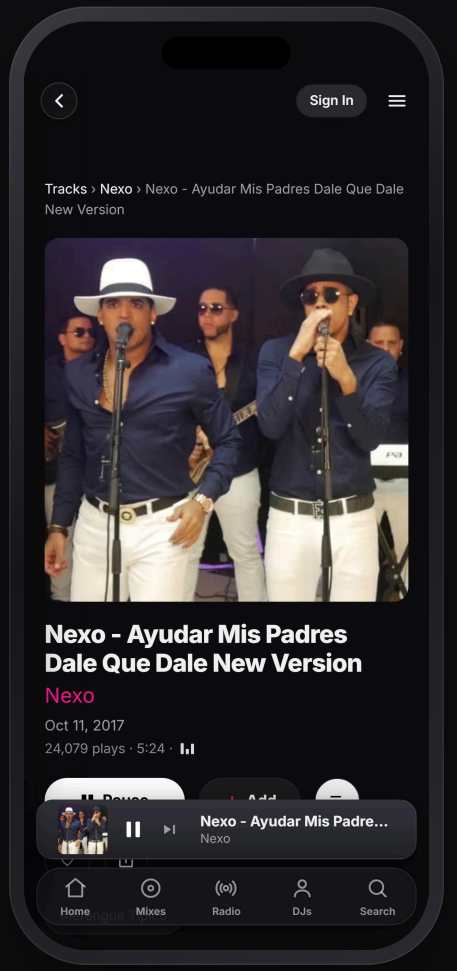
- Delivered their music to the LMP Record Pool for the DJ network — LMP's uploads of “La Aplicación”, “Cosa Buena” and “Fiesta y Serrucho”, then DJ edits

  17 versions, 2019–2024

  Serving DJs since 2003

- Shared it all with the LMP DJ network — on Basecamp, then on the Discord from 2017

  672 members today



Download on iPhone

Download on Android

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.

29,864
views of “Frente a Frente” from the 2016 session on YouTube

LIVE

Watch “Frente a Frente” ↗

351,258
plays of Nexo's 30 tracks on IAMLMP.com

LIVE

17
versions of Nexo's music in the LMP Record Pool

LMP's uploads of “La Aplicación”, “Cosa Buena” and “Fiesta y Serrucho”, DJ edits, and an 8-track batch, February 2019 – March 2024.

RECORD POOL CATALOG, OCT 2026

Hear “Dale Que Dale” on IAMLMP.com

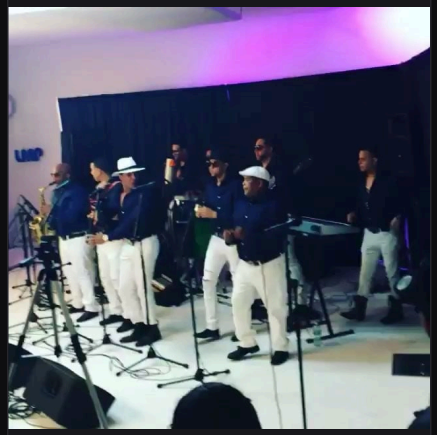
Watch “Frente a Frente” · 2016 ↗

“La Mala Maña” · 2016 ↗

“Dale Que Dale” · 2018 ↗

“Linda Mamá” · 2018 ↗

From the campaign



The debut session on LMP Radio, 20 April 2016.



“La Mala Maña” — LMP's YouTube, May 2016.



With the “La Presión Radio Show” team on LMP Radio, 4 December 2017.



The second session, streamed on Facebook Live, 9 May 2018.



“Dale Que Dale” — LMP's YouTube, June 2018.



“Fogaraté”, 2018.

Run one with us

Talk to us