SONY MUSIC LATIN · 2023 · SINGLE RELEASE

Nicky Jam

TOY A MIL

Sony Music Latin brought LMP in to promote “TOY A MIL”, Nicky Jam's dembow single, released on 19 January 2023.

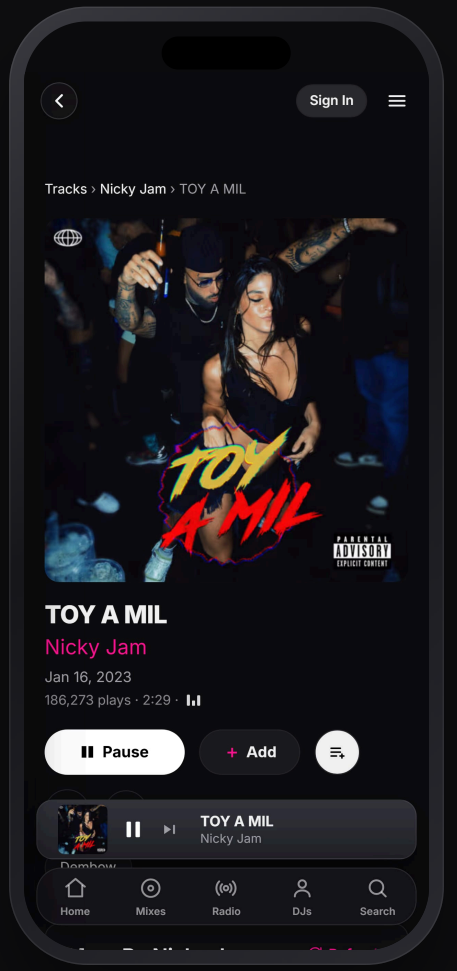
It went up on IAMLMP.com the week it came out, and the record pool carried 47 versions of it within six weeks.



Printed from iamlmp.com/advertise/campaigns/nicky-jam-toy-a-mil/ 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

- Published it on IAMLMP.com — it streams 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
- Delivered it to the LMP Record Pool for the DJ network — the single plus DJ intros, outros, acapella starters, transitions and extended edits
  - 47 versions in its first 6 weeks
  - Serving DJs since 2003
- Posted it to LMP's DJ Discord, IAMLMP DJs
  - 672 members today
- Released it as a reel on LMP's Instagram on 20 January 2023 — “Lo nuevo de @nickyjam ... en todas las plataformas digitales & Ofcourse iamlmp.com”
  - 32,000+ Instagram followers today
- Posted it as a YouTube Short on the LMP channel, 28 January 2023
  - 284,000+ YouTube subscribers 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.

186,275

plays of “TOY A MIL” on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

47

versions of “TOY A MIL” in the LMP Record Pool in its first six weeks there

The single plus DJ intros, outros, acapella starters, transitions and extended edits, 24 January – 7 March 2023.

RECORD POOL CATALOG, OCT 2026

2,638

views of LMP's “TOY A MIL” reel on Instagram

72 likes. From Instagram's insights for the reel, read October 2026.

INSTAGRAM INSIGHTS, OCT 2026

Hear “TOY A MIL” on IAMLMP.com

See the reel on Instagram ↗

Watch the YouTube Short ↗

Run one with us

Talk to us