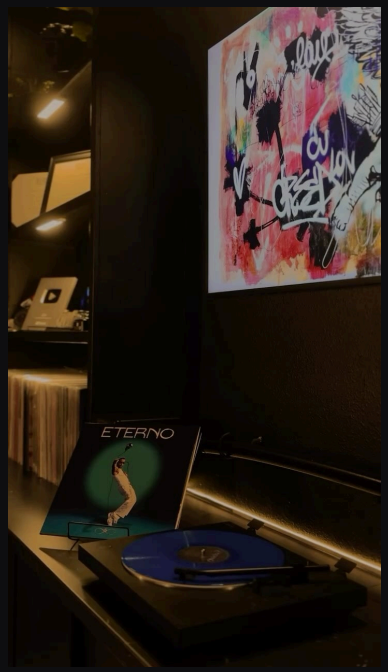
SONY MUSIC LATIN · 2026 · ALBUM PROMOTION · PRODUCT PLACEMENT

Prince Royce

ETERNO

Sony Music Latin brought LMP in to promote ETERNO, Prince Royce's album of English-language classics reimagined in bachata, released in May 2025.

LMP DJ Distrakshun mixed the whole album for IAMLMP.com in December, and on 23 January 2026 we featured its vinyl on Vinyl & Culturas, LMP's own vinyl series — “I Want It That Way” on the turntable.



From the Vinyl & Culturas reel — 23 January 2026.

Printed from iamlmp.com/advertise/campaigns/prince-royce-eterno/ on November 11, 2026 at 7:39 PM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- A full ETERNO album mix by LMP DJ Distrakshun, published on IAMLMP.com on 9 December 2025 — 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

- Filmed the ETERNO vinyl as a cinematic Vinyl & Culturas session — "I Want It That Way", his bachata take on the Backstreet Boys, on the turntable

  489 records in the Vinyl & Culturas collection today

- Released it as a reel on Vinyl & Culturas' Instagram on 23 January 2026, and as a YouTube Short the same day

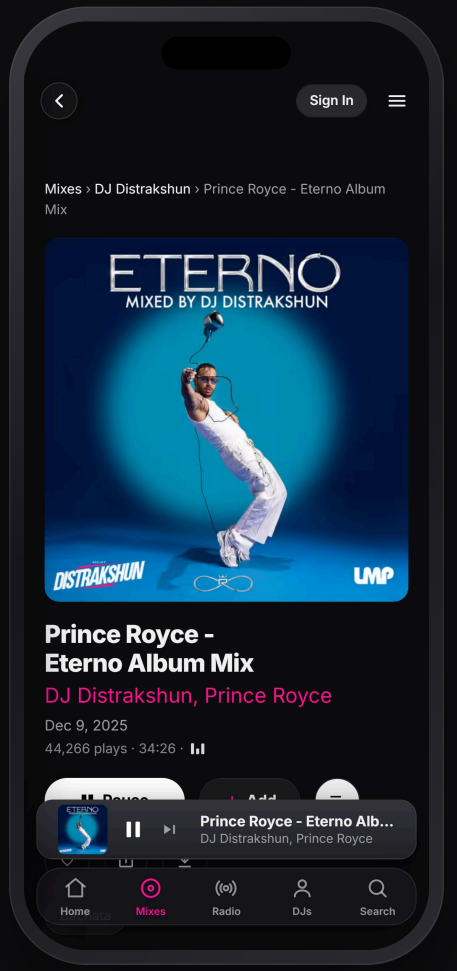
  13,000+ Instagram followers today

- Delivered the album to the LMP Record Pool for the DJ network when it came out — 10 of its 13 songs, with DJ intros, acapella starters and edits

  20 versions in its first 6 weeks | Serving DJs since 2003

- Shared it on LMP's DJ Discord, IAMLMP DJs

  665 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.

44,285

plays of DJ Distrakshun's ETERNO album mix on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

3,036

views of the Vinyl & Culturas reel on Instagram

The series' median reel: 4,479 views.

LIVE

See the reel on Instagram ↗

104

likes on the reel

34 per 1,000 views — the series' median is 46.

LIVE

Hear the ETERNO album mix on IAMLMP.com

See the reel on Instagram ↗

Watch the YouTube Short ↗

↗ Watch it on Vinyl & Culturas ↗

How the album performed

The record's own public results, for context. They belong to the artist and the label, and many hands move a record — each line links to its source.

- Top 3 on Billboard Tropical Albums — debuted and peaked at #3, 5 weeks on the chart Billboard

From the campaign



DJ Distrakshun's ETERNO album mix on IAMLMP.com — 9 December 2025.

Run one with us

Talk to us