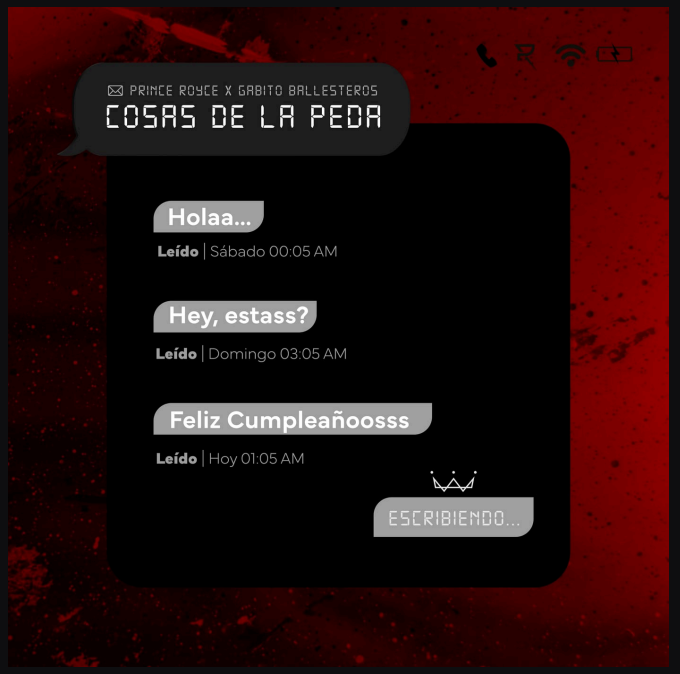
SONY MUSIC LATIN · 2024 · SINGLE RELEASE

Prince Royce & Gabito Ballesteros

Cosas de la Peda

Sony Music Latin brought LMP in to promote “Cosas de la Peda”, Prince Royce's single with Gabito Ballesteros — bachata crossed with corridos tumbados — released on 16 January 2024 and later part of his album LLAMADA PERDIDA.

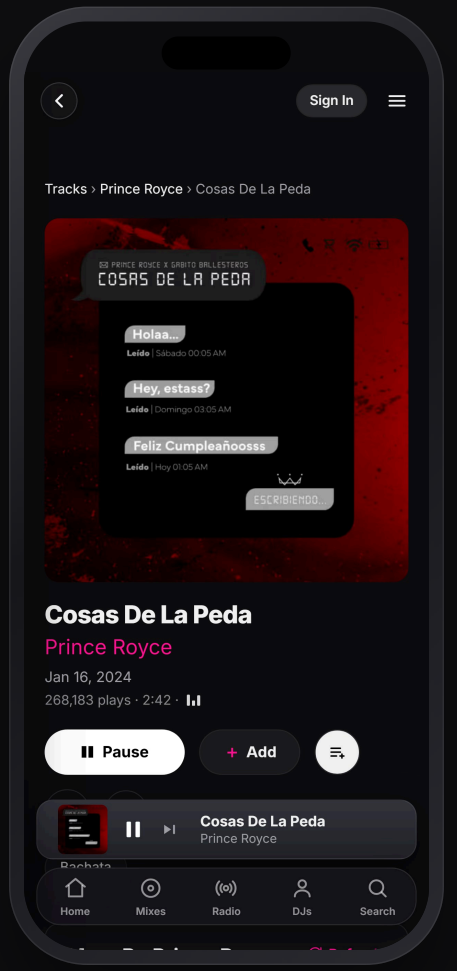
LMP had it on IAMLMP.com and in the record pool on release day, and posted its reel and Short two days later.



Printed from iamlmp.com/advertise/campaigns/prince-royce-gabito-ballesteros-cosas-de-la-peda/ on November 12, 2026 at 12:12 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 release day, 16 January 2024 — 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 on release day — the single plus DJ intros, bachata DJ edits, clean edits, a regional Mexican version, the acapella and the instrumental
  - 14 versions in its first 6 weeks
  - Serving DJs since 2003
- Released it as a reel on LMP's Instagram and Facebook on 18 January 2024
  - 32,000+ Instagram followers today
  - 90,000+ Facebook followers today
- Posted it as a YouTube Short on the LMP channel
  - 283,000+ YouTube subscribers today
- Posted it to LMP's DJ Discord, IAMLMP DJs
  - 665 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.

268,193

plays of “Cosas de la Peda” on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

1,351

views of LMP's “Cosas de la Peda” reel on Instagram

25 likes. Instagram's own insights.

SEPT 2026

See the reel on Instagram ↗

1,120

views of LMP's YouTube Short

LIVE

Watch the Short ↗

14

versions of “Cosas de la Peda” in the LMP Record Pool in its first six weeks there

The single plus DJ intros, bachata DJ edits, clean edits, a regional Mexican version, the acapella and the instrumental, 16 January – 8 February 2024.

SEPT 2026

Hear “Cosas de la Peda” on IAMLMP.com

See the reel on Instagram ↗

Watch it on Facebook ↗

Watch the YouTube Short ↗

Run one with us

Talk to us