SONY MUSIC LATIN · 2026 · ALBUM RELEASE

Romeo Santos & Prince Royce

Better Late Than Never

Sony Music Latin brought LMP in for Better Late Than Never, the first album Romeo Santos and Prince Royce ever recorded together, released on 28 November 2025.

We put it where bachata fans and the DJs who play to them already are: across IAMLMP.com, inside the network's mixes and on YouTube.

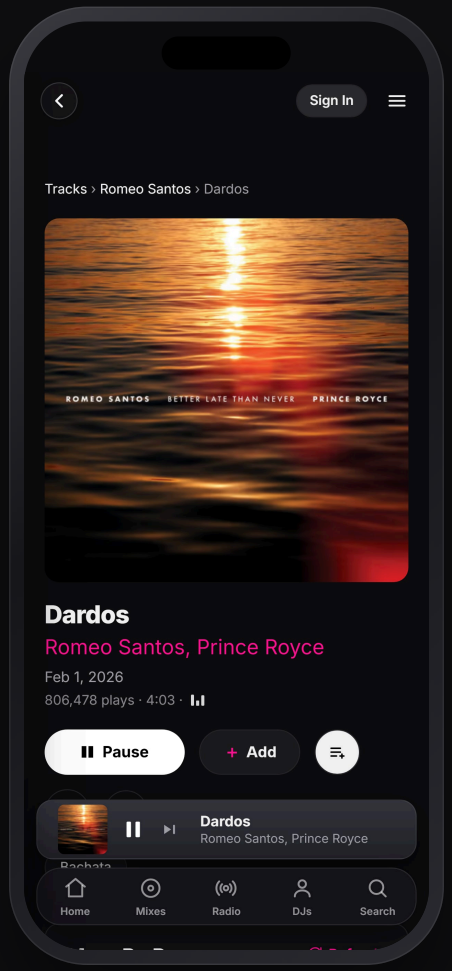


DJ Distrakshun's album mix, on the LMP YouTube channel.

Printed from iamlmp.com/advertise/campaigns/romeo-santos-prince-royce-better-late-than-never/ on November 8, 2026 at 6:56 AM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Featured the album and its focus single “Dardos” across IAMLMP.com
  - 151,000+ page views across IAMLMP.com in the last 28 days
- Five full album mixes by LMP DJs, published on IAMLMP.com
  - 140 DJs on the roster today
- Delivered “Dardos” to the LMP Record Pool for the DJ network — the single plus DJ intros, acapellas, extended mixes and mashups
  - 17 versions in its first 6 weeks
  - Serving DJs since 2003
- An album mix by DJ Distrakshun released on the LMP YouTube channel
  - 282,000+ YouTube subscribers today
- Worked the record into live DJ mixes and curated playlists
- Amplified across Instagram and Facebook with World Latin Star, LMP's own accounts and the DJ network
  - 32,000+ Instagram followers today
  - 90,000+ Facebook followers today
- Posted it to LMP's DJ Discord, IAMLMP DJs
  - 661 members today



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PRODUCT PLACEMENT

Vinyl & Culturas

On Vinyl & Culturas, LMP's own vinyl series, we filmed Better Late Than Never twice as a cinematic vinyl session — made to make fans want the record on their shelf, not just in their playlist.

“Lokita Por Mí” went out as a reel on 12 December 2025, two weeks after the album's release, and the focus single “Dardos” on 14 February 2026 — each also as a YouTube Short on the series' channel the same day.

9,221
views of the “Lokita Por Mí” reel on Instagram
346 likes.
LIVE

11,998
views of the “Lokita Por Mí” Short on YouTube
LIVE

7,095
views of the “Dardos” reel on Instagram
253 likes.
LIVE

“Lokita Por Mí” reel on Instagram ↗
“Lokita Por Mí” Short on YouTube ↗
“Dardos” reel on Instagram ↗
“Dardos” Short on YouTube ↗
↗ The Vinyl & Culturas series ↗



From the “Lokita Por Mí” session — 12 December 2025.

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.

806,548

plays of “Dardos” on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

381,858

plays of the album mixes on IAMLMP.com

Five full-album mixes by LMP DJs, added up.

LIVE

934,406

views of DJ Distrakshun's album mix on YouTube

LIVE

17

versions of “Dardos” in the LMP Record Pool within six weeks of release

The single plus DJ intros, acapellas, extended mixes and mashups, 28 November 2025 – 8 January 2026.

SEPT 2026

223,900

views of LMP's three promo reels for the album on Instagram

At least — Instagram rounds each count: 110K (Aug 2026), 77.9K (Feb 2026) and 36K (Apr 2026).

SEPT 2026

Hear “Dardos” on IAMLMP.com

Watch the album mix ↗

Promo reel · 110K views ↗

Promo reel · 77.9K views ↗

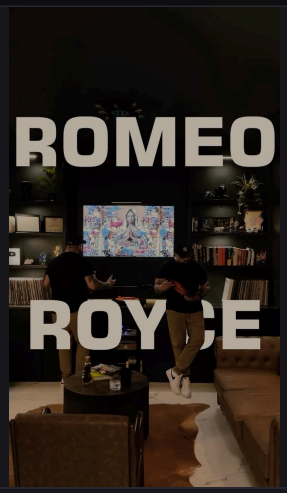
Promo reel · 36K views ↗

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.

- #1 on Billboard Tropical Albums Billboard
- #2 on Billboard Top Latin Albums Billboard
- #32 on the Billboard 200 Billboard
- 2× Platinum (Latin) in the US, certified August 2026 RIAA
- Gold in Spain PROMUSICAE

From the campaign



The “Dardos” session on Vinyl & Culturas — 14 February 2026.

Run one with us

Talk to us