SONY MUSIC LATIN · 2024 · SINGLE RELEASE

Shakira & Grupo Frontera

(Entre Paréntesis)

Sony Music Latin brought LMP in to promote “(Entre Paréntesis)”, Shakira's regional Mexican pairing with Grupo Frontera from Las Mujeres Ya No Lloran, pushed as a single with its video from 25 March 2024.

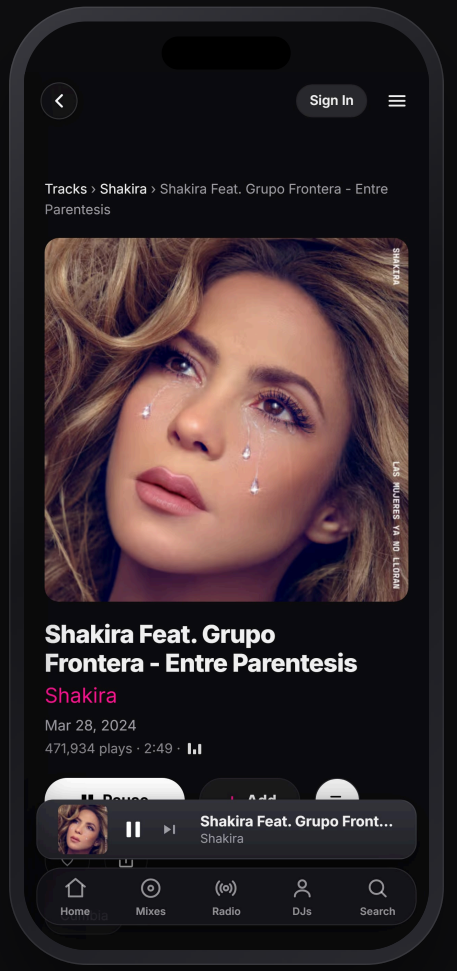
LMP rolled it out in one evening, on 28 March: on IAMLMP.com, then as a reel on Instagram and Facebook and a YouTube Short.



Printed from iamlmp.com/advertise/campaigns/shakira-grupo-frontera-entre-parentesis/ on November 12, 2026 at 6:57 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 28 March 2024 — it streams on the site and in the LMP DJ app
  - 149,000+ 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, acapella starters, breaks, cumbia edits and a clean version
  - 13 versions in its first 6 weeks
  - Serving DJs since 2003
- Posted it to LMP's DJ Discord, IAMLMP DJs
  - 666 members today
- Released it as a reel on LMP's Instagram and Facebook the same evening
  - 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



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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.

471,960

plays of “(Entre Paréntesis)” on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

30,165

views of LMP's YouTube Short

LIVE

Watch the Short ↗

1,695

views of LMP's “(Entre Paréntesis)” reel on Instagram

Seen by 347 accounts — 51 likes. Instagram's own insights.

SEPT 2026

See the reel on Instagram ↗

13

versions of “(Entre Paréntesis)” in the LMP Record Pool in its first six weeks there

The single plus DJ intros, acapella starters, breaks, cumbia edits and a clean version, 26 March – 24 April 2024.

SEPT 2026

Hear “(Entre Paréntesis)” on IAMLMP.com

Watch the YouTube Short ↗

See the reel on Instagram ↗

Watch it on Facebook ↗

How the single 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 Latin Airplay — 20 weeks on the chart Billboard
- #1 on Billboard Regional Mexican Airplay — Shakira's first No. 1 on that chart Billboard
- #6 on Billboard's 2024 year-end Regional Mexican Airplay Songs Billboard
- 4× Platinum (Latin) in the US RIAA

Run one with us

Talk to us