



DADDY YANKEE HITS THE “BILLBOARD LATIN MUSIC AWARDS” STAGE WITH THE WORLDWIDE TV PREMIERE OF “DESPACITO” APRIL 27 AT 8PM/7C ON TELEMUNDO

Miami, FL – April 19, 2017 – Latin urban superstar **Daddy Yankee** will hit the Billboard Latin Music Awards stage for the worldwide television premiere of the smash hit “Despacito,” which continues to rule YouTube's [Global Music Top 100 chart](#), and is close to reaching **one billion** views on YouTube/Vevo. The song has been at the top of Billboard's *Hot Latin Songs* chart for 11 straight weeks. The Puerto Rican singer/songwriter will also perform one of his most recent hits, and will debut a new song, in addition to offering viewers a unique and exciting surprise act. The **Billboard Latin Music Awards** will broadcast **live on Telemundo Thursday, April 27 at 8pm/7c**, and simultaneously on the fastest growing Spanish-language entertainment cable network, Universo.

Daddy Yankee is a world-renowned urban act. He catapulted to international fame with the launch of his album, “Barrio Fino,” in 2004, which became the first reggaeton album to reach the number one spot of the *Top Latin Albums* chart. He holds more No. 1s than any other act on the *Latin Rhythm Airplay* chart with 15. He has six No. 1s on the *Top Latin Albums* chart, and more *Hot Latin Songs* hits than any other urban singer with 51. This year he has already made the list seven times with “Shaky Shaky” “Sola”, “Otra Cosa”, “No Quiere Enamorarse”, “Hula Hoop”, “La Rompe Corazones” and “Despacito”.

The complete list of finalists and announced performers, in addition to exclusive content about this year's ceremony, can be found at [Telemundo.com/PremiosBillboard](#) - the official website of the 2017 Billboard Latin Music Awards. Follow the excitement of the star-studded event on Twitter and Instagram @LatinBillboards and Facebook.com/LatinBillboards, and join the conversation by using the official hashtag **#Billboards2017**.

BLMA Tweet: Latin urban superstar @Daddy_Yankee to perform #Despacito and new hits at @LatinBillboards April 27 on @TELEMUNDO #Billboards2017

About the Awards:

The Billboard Latin Music Awards are the only ones that honor the most popular albums, songs, and performers in Latin music, as determined by the actual sales, radio airplay, streaming and social data that informs Billboard's weekly charts. The awards are the culmination of the Billboard Latin Music Conference, which will take place on April 24-27th at The Ritz-Carlton in South Beach, Florida. Now in its 28th year, the conference is the biggest and longest-running event dedicated to Latin music in the world. The conference is the “must-attend” event for the top power players in the industry including A-list talent and top agents, managers, promoters, marketing, advertising, and radio executives, as well as for those taking their first steps in the business. For information please visit [www.BillboardLatinConference.com](#) or email [conferences@billboard.com](#)

About TELEMUNDO:

TELEMUNDO is a world-class media company leading the industry in the production and distribution of high-quality Spanish-language content across its multiplatform portfolio to U.S. Hispanics and audiences around the world. The network features original scripted dramas from Telemundo Studios – the #1 producer of Spanish-language primetime content – as well as non-scripted productions, theatrical motion pictures, specials, news and first-class sports events, reaching 94% of U.S. Hispanic viewers in 210 markets through its 17 owned

stations and 54 broadcast affiliates. TELEMUNDO is part of NBCUniversal Telemundo Enterprises, a division of NBCUniversal, one of the world's leading media and entertainment companies. NBCUniversal is a subsidiary of Comcast Corporation.

About Ants TV Production, Inc.

Ants TV Production, Inc. is an international company specialized in management, creative and production services for the entertainment and television industry. For the past 25 years and with Tony Mojena as its principal, Ants TV Production, Inc. has been in charge of some of the most important TV productions, artist management, concert production, event management, corporate clients and creative concept development for TV and Radio networks. Ants TV Production, Inc. is a full production powerhouse with a proven, successful turnkey operation and counts with the most qualified experts and experienced professionals in the industry. Ants TV Production, Inc. specializes in a variety of TV show formats, live televised and non-televised events providing high quality production and creative services with world class technology.

About Billboard:

Billboard is the world's most influential music brand, built on the most complete and well-respected database of charts across all music genres. The **Billboard** charts define success in music. From the iconic **Billboard** magazine to Billboard.com, the ultimate consumer-facing destination for millions of passionate music fans, to the industry's most elite conference series and influencer events including the Power 100 and Women in Music – the **Billboard** brand has unmatched authority among fans, artists and the industry alike. **Billboard** was named the leading U.S. brand on Twitter, surpassing the NFL, ESPN, BuzzFeed and MTV, with 6.1 million engaged actions in Q3 2015, and named an overall Top 10 U.S. Media Publisher in December 2015 with 11.8 million social actions. **Billboard** has a social media footprint of 14.8 million social followers across Facebook, Twitter, Instagram, and YouTube. **Billboard** magazine has published major news-generating covers recently including Ariana Grande, Nicki Minaj, Selena Gomez, Fifth Harmony, Justin Bieber, an open letter to Congress signed by 180+ of the music industry's biggest stars and executives. In December 2016, the **Billboard Women in Music** ceremony, which honored Madonna as Woman of the Year, was presented to a mass audience via Lifetime, the exclusive broadcast partner.

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To request press credentials for the Billboard Latin Music Awards, visit www.santacruzpr.com and fill out the credential request forms prior to March 31.

For more press information, visit nbcumv.com, and follow us on Twitter: [@TLMDPR](https://twitter.com/TLMDPR).