



## LUIS FONSI, SHAKIRA AND THALIA UP CLOSE AND PERSONAL ON TELEMUNDO'S "DETRAS DE LA FAMA" APRIL 22 AT 10PM/9C

*The Spanish-language network Announces Three TV Specials Surrounding the Upcoming Billboard Latin Music Awards: Detras de la Fama (April 22 @ 10pm/9c), La Alfombra de Premios Billboard (April 27 @ 7pm/6c), and Premios Billboard: Acceso VIP (April 27 @ 11:35pm/10:35c)*

Miami, FL – April 11, 2017 –TELEMUNDO will offer viewers complete coverage of the **Billboard Latin Music Awards** with three television specials beginning with the up close and personal “**Detras de la Fama**” (**Behind the Fame**) on Saturday, April 22 at 10pm/9c, featuring exclusive and in-depth interviews with **Luis Fonsi**, **Shakira** and **Thalia**. The second music special, “**La Alfombra de Premios Billboard**,” will air on Thursday, April 27 live at 7PM/6c, and will showcase the fashionable and glamorous arrival of the stars on the red carpet. Lastly, the live special “**Premios Billboard: Acceso VIP**” will air on Thursday, April 27 following the awards ceremony at 11:35pm/10:35c featuring an exclusive behind-the-scenes look of the awards show. The **Billboard Latin Music Awards** will broadcast live on TELEMUNDO Thursday, April 27 at 8pm/7c. The event will also broadcast simultaneously on Universo, the fastest growing Spanish-language entertainment cable network in the U.S.

**Rashel Diaz**, of TELEMUNDO's morning show “Un Nuevo Dia,” returns once again to host “**Detras de la Fama**,” a special one-hour TV show that will reveal a never-before-seen side of three Latin superstars, **Luis Fonsi**, **Shakira** and **Thalia**. Puerto Rican award-winning performer, composer and producer **Luis Fonsi** has recently revolutionized music with his record-shattering single “Despacito” which has become a global movement. The music video has remained at #1 on YouTube's Global Chart, while reaching 875 million global views since its launch on Jan. 12. Colombian-born **Shakira** is Latin pop's biggest female crossover artist. Noted for her aggressive, rock-influenced approach, she has gained a reputation as one of Latin music's most ambitious lyricists. A nine-time finalist this year, she holds the record for most No. 1s by a woman on the Billboard Latin Airplay chart with 12. Mexican singer and actress **Thalia** is also a fashion designer, has her own nationally syndicated radio show and is the author of four books. A two-time finalist this year, her 15th charting album “Latina” became her fourth No. 1 on the Billboard Top Latin Albums chart.

On Thursday, April 27, the red carpet special “**La Alfombra de Premios Billboard**” will precede the Billboard Latin Music Awards airing LIVE at 7PM/6c. The one-hour show will showcase the anticipation, glitz and glam of music and TV stars arriving on the red carpet. The program will be hosted this year by TELEMUNDO personalities **Rashel Diaz**, **Jorge Bernal** from “Suelta La Sopa,” “Al Rojo Vivo con Maria Celeste” Entertainment Reporter and co-host of “Don Francisco Presenta” **Jessica Carrillo** and Fashion Expert **Quique Usales**.

Following the awards show, the night will climax at 11:35pm/10:35c with “**Premios Billboard: Acceso VIP**,” a special that will give viewers an exclusive behind-the-scenes look of the awards

ceremony. The show will be hosted by **Jessica Carrillo**, **Karim Mendiburu** from “Titulares y Mas,” **Quique Usales** and social reporter **Erika Csiszer** from “Un Nuevo Dia.”

The complete list of finalists, in addition to exclusive content about this year’s three-hour ceremony, can be found at [Telemundo.com/PremiosBillboard](http://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:** @LatinBillboard Finalists @LuisFonsi @Shakira and @Thalia on @TELEMUNDO’s “Detras de la Fama” April 22 at 10pm/9c #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](http://www.BillboardLatinConference.com) or email [conferences@billboard.com](mailto: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](http://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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