



## CARDI B, J BALVIN, KAROL G, QUAVO AND RICKY MARTIN CONFIRMED TO PERFORM AT THE 2018 BILLBOARD LATIN MUSIC AWARDS ON TELEMUNDO APRIL 26 7PM/6C

**Miami, FL – April 5, 2018** – Telemundo announced today additional music superstars to join the line-up of performers at the upcoming **2018 Billboard Latin Music Awards**. Rapper and social media powerhouse, **Cardi B**, popular Colombian singer, **J Balvin**, Colombian reggaeton singer and songwriter, **Karol G**, renowned rapper, singer, songwriter and record producer, **Quavo**, and international superstar **Ricky Martin** join the previously announced slate of performers at the awards ceremony including **Calibre 50**, **Chayanne**, **Christian Nodal**, **CNCO**, **Maluma**, **Maná**, **Nicky Jam**, **Ozuna** and **Sofia Reyes**. The most prestigious awards show in the Latin music world is celebrating 20 years on **Telemundo**, broadcasting live on **Thursday, April 26 at 7pm/6c**, starting with the arrival of the stars on the red carpet at **the Mandalay Bay Events Center in Las Vegas, Nevada**. The show will also air simultaneously on Spanish-language entertainment cable network, Universo. Tickets to the Billboard Latin Music Awards are now on sale at [AXS.com](http://AXS.com), Mandalay Bay Resort and Casino box offices or by calling (702) 632-7777.

From an Internet celebrity to the top of the charts, the music career of **Cardi B** catapulted to levels never before seen in the music industry. She broke through in 2017, becoming the third act ever, and first rapper, to simultaneously place her first three Billboard Hot 100 chart entries in the top 10, joining only The Beatles and Ashanti in achieving the feat. Cardi B's debut hit, "Bodak Yellow (Money Moves)," spent three weeks at No. 1, making her the second female rapper to top the Hot 100 without any other billed artists, following Lauryn Hill with "Doo Wop (That Thing)" in 1998. Cardi B reached the #1 position on the Billboard Hot Latin Songs chart with the Ozuna collaboration "La Modelo". Currently the rapper is prepared for the April 6 launch of her debut album *Invasion of Privacy*.

Tied for the most finalist mentions this year with 12, **J Balvin**'s recent releases, "Machika" and the collaboration with Nicky Jam "X," continue his string of success. His hit single "Mi Gente" with Willy Williams, featuring Beyoncé, hit No. 3 on the Billboard's Hot 100 in 2017 and remained at the top 10 for seven weeks. He has a total of 25 Billboard Hot Latin Songs entries, four of which led the charts, including "Mi Gente" that led for 12 consecutive weeks, while his 2015 hit "Ginza," held at the summit for 22 consecutive weeks. His album *Energia*, debuted at No. 1 on the Billboard Top Latin Albums chart in 2016.

Finalist this year for *Top Latin Albums Artist of the Year, Female*, Colombian reggaeton singer and songwriter **Karol G** is one of the leading female voices of Latin urban music. Karol G has placed five songs on the Billboard Hot Latin Songs chart, one of which reached the top 10: "Ahora Me Llama" with Bad Bunny. Her album debut, *Unstoppable*, which launched last October, debuted at No. 2 on the Billboard Top Latin Albums chart and holds steady on the top 20. Most recently she's garnering rave reviews for her new music video for "Tu Pum Pum" with Shaggy.

Multi-platinum rapper, **Quavo**, is coming off the massive success of hip-hop/trap collective Migos' *Culture II*. Alongside Offset and Takeoff, he helped form Migos in 2009 and released their first mixtapes, "Juug Season" in 2011 and "No Label" in 2012. However, it wasn't until the release of the track "Versace" from their 2013 mixtape, "Young Rich N\*ggas," that they came to full prominence. The song was a breakout hit, receiving further exposure when Drake produced a remix. In 2014, Quavo was named "Most Influential Rapper" by the online hip-hop community Complex Music. In subsequent years, he appeared on further releases with Migos, most notably their full-length albums *Yung Rich Nation* (2015), *Culture* (2017), and *Culture II* (2018).

In the midst of a highly successful Las Vegas residence and just off his highly acclaimed acting performance in "The Assassination of Gianni Versace: American Crime Story," **Ricky Martin** returns to the Billboard Latin Music Awards stage. The multi-award-winning artist has reached the top of the Billboard Hot Latin Songs chart 11 times with hits including "Livin' La Vida Loca" which spent nine weeks at the summit in 1999, "Solo Quiero Amarte," which held four weeks atop the chart, and "Tal Vez" which reigned for 11 weeks in 2003. The beloved international star has placed a total of 47 songs on the chart. This month Ricky Martin picked up his 37<sup>th</sup> top 10 on the Latin Pop Songs airplay chart with his hit single "Fiebre," featuring Wisin & Yandel.

For exclusive content about this year's three-hour ceremony, as well as the complete list of finalists, can be found at **PremiosBillboard.com**, the official website of the 2018 Billboard Latin Music Awards. Fans can be part of the action of the star-studded event following @LatinBillboards across Instagram, Facebook, Twitter and Snapchat as TeamTelemundo, and join the conversation using **#Billboards2018**.

The **Billboard Latin Music Awards**, which will be hosted this year by TV personalities **Gaby Espino** and **Marco Antonio Regil**, are the only ones to honor the most popular albums, songs and performers in Latin music, as determined by the actual sales, streaming, radio airplay and social data that informs Billboard's weekly charts during a one-year period from the rankings dated February 4, 2017 through this year's January 27 charts. Based on album sales, digital track sales, streaming data and monitored radio airplay provided by Nielsen Music and social media data provided by Next Big Sound, Billboard's rankings are the world's most authoritative music charts. Finalists, and the eventual winners, reflect performance of new recordings on Billboard's albums and songs charts, including Top Latin Albums, Hot Latin Songs, Latin Airplay, Latin Streaming Songs and Latin Digital Songs, among others.

The awards are the culmination of the Billboard Latin Music Conference, which will take place on April 23-26<sup>th</sup> at The Venetian in Las Vegas, Nevada. Now in its 29<sup>th</sup> 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)

**BLMA Tweet:** [@iamcardib](https://twitter.com/iamcardib) @JBALVIN @KarolGmusic @QuavoStuntin @ricky\_martin to perform @LatinBillboards 4-26 7pm/6c @Telemundo #Billboards2018 Tickets: <https://goo.gl/ZnJvxV>

### **About Billboard:**

Billboard is the world's largest voice in music, 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 has a social media footprint of 16.4 million social followers across Facebook, Twitter, Instagram, and YouTube, and creates more than 200M

cross-platform video views per month. Billboard magazine has published major news-generating covers recently including Miley Cyrus, Zayn, Ariana Grande, The Chainsmokers, Nicki Minaj, Cardi B, Selena Gomez, Camila Cabello, DJ Khaled, Justin Bieber, and an open letter to Congress signed by 180+ of the music industry's biggest stars and executives. In December 2017, the Billboard Women in Music ceremony, which honored Selena Gomez as Woman of the Year, was live-streamed globally on Twitter. In 2016, The Hollywood Reporter-Billboard Media Group acquired SpinMedia's storied music assets Spin, Vibe, and Stereogum, establishing the world's largest music brand by digital traffic, social reach, and audience share. The combined entity of music and entertainment properties now reaches 47 million unique visitors and one in every three U.S. millennials.

#### **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 NBCUniversal Telemundo Enterprises:**

NBCUniversal Telemundo Enterprises is a world-class media company leading the industry in the production and distribution of high-quality Spanish-language content to U.S. Hispanics and audiences around the world. This fast-growing multiplatform portfolio is comprised of the Telemundo Network and Station Group, Telemundo Deportes, Telemundo Global Studios, Universo, and a Digital Enterprises & Emerging Business unit. Telemundo Network features original Spanish-language entertainment, news and sports content reaching 94% of U.S. Hispanic TV households in 210 markets through 17 owned stations, 57 affiliates and its national feed. Telemundo also owns WKAQ, a television station that serves viewers in Puerto Rico. Telemundo Deportes is the designated Spanish-language home of two of the world's most popular sporting events: FIFA World Cup™ through 2026 and the Summer Olympic Games through 2032. Telemundo Global Studios is the company's domestic and international scripted production unit including Telemundo Studios, Telemundo International Studios, Telemundo International, as well as all of the company's co-production partnerships. As the #1 media company reaching Hispanics and millennials online, the Digital Enterprises & Emerging Business unit distributes original content across multiple platforms, maximizing its exclusive partnerships with properties such as BuzzFeed, Vox, and Snapchat. Through Telemundo Internacional, the largest U.S.-based distributor of Spanish-language content in the world; and Universo, the fastest growing Hispanic entertainment cable network, the company reflects the diverse lifestyle, cultural experience and language of its expanding audience. NBCUniversal Telemundo Enterprises is a division of NBCUniversal, a subsidiary of Comcast Corporation.

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#### **PRESS CONTACTS:**

David Alvarado | Telemundo | 786-585-7112 | david.alvarado@nbcuni.com

Claudia Santa Cruz | Santa Cruz Communications | 646-538-4330 | claudia@santacruzpr.com

Paola Marin | Santa Cruz Communications | 305-592-4473 | paola@santacruzpr.com

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