



## A STELLAR LIST OF ARTISTS WILL HIT THE STAGE OF THE 2018 BILLBOARD LATIN MUSIC AWARDS TO PERFORM LIVE ON TELEMUNDO APRIL 26 AT 7PM/6C

**Bad Bunny, Becky G, Daddy Yankee, David Bisbal, De La Ghetto, Farruko, Luis Fonsi, Natti Natasha, Reik, Sebastian Yatra, Victor Manuelle, Wisin, and Yandel Join the List of Stars to Perform at the Awards Show**

**Miami, FL – April 17, 2018** – Telemundo revealed today more music stars set to perform at the upcoming **2018 Billboard Latin Music Awards**, including Latin trap phenomenon **Bad Bunny**, new Latina millennial icon **Becky G**, world-renowned urban singer **Daddy Yankee**, Popular Spanish pop singer **David Bisbal**, reggaeton singer and songwriter **De La Ghetto**, prolific urban singer and songwriter **Farruko**, international singer **Luis Fonsi**, Dominican urban artist **Natti Natasha**, Mexican pop trio **Reik**, Colombian singer and songwriter **Sebastian Yatra**, multi-award winning salsa singer **Victor Manuelle**, Puerto Rican singer and record producer, **Wisin**, and urban singer and songwriter **Yandel**. They join previously announced performers **Calibre 50, Cardi B, Chayanne, Christian Nodal, CNCO, J Balvin, Karol G, Maluma, Maná, Nicky Jam, Ozuna, Quavo, Ricky Martin** and **Sofia Reyes**.

The most prestigious awards show in the Latin music world is celebrating 20 years of uninterrupted broadcast on **Telemundo**, airing 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 on sale at [AXS.com](http://AXS.com), Mandalay Bay Resort and Casino box offices or by calling (702) 632-7777.

A finalist for *Artist of the Year, New* and one of the hottest Latin music acts touring today, **Bad Bunny** has single-handedly taken Latin trap music to international notoriety. In a short span, Bad Bunny has had 22 charting hits on the Billboard Hot Latin Songs chart, six of which reached top 10, including his featuring on Becky G' "Mayores."

With successful film, TV and music projects, Mexican-American multifaceted artist **Becky G** is set to release her debut studio album this year. The finalist for *Hot Latin Songs Artist of the Year, Female* recently ruled the Latin Airplay chart with her hit "Mayores," featuring Bad Bunny. The single was at the top for one week and spent 18 weeks in the top 10. The song also entered the Billboard Hot 100 chart peaking at No. 74. Her song "Can't Get Enough," featuring Pitbull, reached No. 2 on the Billboard Latin Airplay chart.

A 10-time finalist this year, **Daddy Yankee** has logged 58 Billboard Hot Latin Songs entries, five of which ruled the chart and includes the smash "Despacito" with Luis Fonsi featuring Justin Bieber, which already owns the record for the most weeks (51) atop the Billboard Hot Latin Songs chart. On the Billboard Hot 100 chart, "Despacito" spent 16 weeks at No. 1, tying Mariah Carey and Boyz II Men's "One Sweet Day" for the longest rule in the chart's 59-year history.

Spanish pop star **David Bisbal** is a finalist this year for *Regional Mexican Song of the Year*, alongside Christian Nodal for their collaboration "Probablemente", which topped the Regional Mexican Airplay chart for four weeks. The singer, songwriter and actor has launched six studio albums to date with five of them reaching the top 10 in the Top Latin Albums chart, including "Sin Mirar Atras," which debuted at No. 1. Bisbal just released the upbeat summer song "A Partir De Hoy" with Sebastian Yatra, and their music video has already achieved 59M views.

Reggaeton singer and songwriter **De La Ghetto** will release his third studio album this year, titled "*Mi Movimiento*." He has placed 10 songs on the Billboard Hot Latin Songs chart and 23 on the Billboard Latin Rhythm chart. Two out of those went top 10, including: "El Dificil" and "Tu Te Imaginas". His debut album "*Masacre Musical*" (2008) was in the top 50 of the Billboard Top Latin Albums chart and top 10 on the Billboard Latin Rhythm Albums chart; while his last album "*Geezy Boyz: The Album*", peaked at No. 7 in 2013.

Ready to kick off his "World Tour 2018" throughout 25 cities in the U.S., **Farruko** recently released the salsa song "Amarte Duro," a collaboration with Victor Manuelle. The prolific urban singer and songwriter has placed 19 hits on the Billboard Hot Latin Songs chart, five out of which made top 5, including: "Sunset," featuring Shaggy & Nicky Jam, which spent 15 weeks in the top 10, and "Chillax," featuring Ky-Mani Marley, which remained in the top 10 for 30 weeks. On the Top Latin Albums chart, he debuted two at No. 1: "*Farruko Presents Los Menores*," leading for two weeks in 2014, and "*Visionary*," crowning the tally for one week in 2015.

Following the outstanding success of "Despacito", 10-time Billboard Latin Music Award finalist, **Luis Fonsi**, rocked the world with his Demi Lovato collaboration "Echame la culpa," with more than a billion views on YouTube. Luis Fonsi has racked a total of 31 Billboard Hot Latin Songs entries, seven out of which reached No. 1, including the world smash hit "Despacito". "No Me Doy Por Vencido" also ruled the list for 19 non-consecutive weeks. Fonsi has placed 11 albums on the Billboard Top Latin Albums chart, three of which debuted at No. 1: "*Amor Secreto*," "*Palabras del Silencio*" and "*Tierra Firme*."

One of the most popular Spanish-speaking female urban artists, **Natti Natasha**, is a finalist for *Hot Latin Songs Artist of the Year, Female*. The Dominican singer has logged six total entries on the Billboard Hot Latin Songs chart, two of which garnered top 5: "Duty Love" – Don Omar featuring Natti Natasha, peaked to No. 1 in 2012, and "Criminal" with Ozuna, peaked to No. 5 on January of this year. "Duty Love" also led the tally for one week in 2012 on the Billboard Tropical Airplay chart.

Mexican Latin pop trio **Reik** are finalists this year for *Latin Pop Songs Artist of the Year, Duo or Group*. They have placed 17 songs on the Billboard Hot Latin Songs chart, three of them achieving top 10, including "Inolvidable," which peaked to No. 3, "Ya Me Enteré," which peaked to No. 6, and their latest single "Me Niego," featuring Ozuna & Wisin. Their album "*Des/ Amor*" topped the Billboard Top Latin Albums chart for one week in 2016.

Colombian Latin rhythm music sensation **Sebastian Yatra** is flying high with the success of "A Partir De Hoy", a collaboration with David Bisbal. The artist has garnered six songs in the Hot Latin Songs chart, and the song "Por Fin Te Encontre," by Cali y el Dandee featuring Juan Magan and Sebastian Yatra, topped the Tropical Airplay Chart for one week in 2016. Most recently, Sebastian announced "Love", an upcoming collaboration with Gianluca Vacchi, which was created for the upcoming World Cup.

Celebrating 25 years as a recording artist, **Victor Manuelle** has released "25/7," a groundbreaking album with traditional salsa tracks as well as impressive fusions and collaborations. Victor Manuelle has placed 21 albums on the Billboard Top Latin Albums chart, two of which attained No. 1: "*Instinto y Deseo*," which debuted at No. 1 in 2016, while "*Travesía*" led the chart for one week in 2004. His recently released album, "25/7" debuted at No. 1 on the Billboard Tropical Albums chart. He also holds the record for most top 10s on the Billboard Tropical Airplay chart with 56.

Urban music artist **Wisin** is a four-time finalist this year thanks to his hit "Escapate Conmigo," which vies for *Hot Latin Song of the Year, Hot Latin Song of the Year, Vocal Event* and *Airplay Song of the Year*. He's also a finalist for *Producer of the Year*. Singer and songwriter **Yandel** vies for *Latin Rhythm Album of the Year*, for his

fourth studio album titled *“Update,”* which debuted at No. 2 on Top Latin Albums, and remained on the chart for 30 weeks. Wisin and Yandel recently announced they are reuniting for the first time in four years with a tour that will bring them to the U.S. at Madison Square Garden on June 8. The duo had 38 charting hits on the Billboard Hot Latin Songs chart, with ten topping the list, including *“Algo Me Gusta de Ti,”* featuring Christ Brown and T-Pain, which led the list for 14 consecutive weeks. They also had 13 entries on the Billboard Top Latin Albums, out of which five hit No. 1, including the albums *“Pa’l Mundo,”* *“Wisin & Yandel: Los Extraterrestres”* and *“Líderes,”* which became the album with the most weeks atop the Top Latin Albums chart, leading for five nonconsecutive weeks in 2012.

Billboard and Telemundo will also recognize the outstanding career of the most successful Latin music rock band of all time, **Maná**, when they bestow the group with the *Billboard Lifetime Achievement Award*. Hosted this year by TV personalities **Gaby Espino** and **Marco Antonio Regil**, the **2018 Billboard Latin Music Awards** will feature TV, film, music and social media stars as award presenters including: **Ana Jurka, Aracely Arambula, Dr. Ana Maria Polo, Aylin Mujica, Banda MS** singers Oswaldo Silva and Alan Ramirez, **Candela Ferro, Carmen Villalobos, Catherine Sichoque, Diego Boneta, Elva Saray, Erika Ender, Eugenio Derbez, Fernanda Castillo, Gianluca Vacchi, Karim Mendiburu, Raul Mendez, Reykon, Yuridia**, and Billboard’s Executive Director of Content & Programming for Latin Music & Entertainment, **Leila Cobo**.

The Billboard Latin Music Awards 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:** .@badbunnypr @iambeckyg @daddy\_yankee @DavidBisbal @DeLaGhettoReal @FarrukoOfficial @LuisFonsi @NattiNatasha @ReikMx @SebastianYatra @VictorManuelle @WisinOficial @YandelOficial to perform #Billboards2018 @Telemundo April 26 7pm/6c Tickets: <https://goo.gl/ZnJvxV>

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**.

### **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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