

LA FIRMA, NETFLIX' FIRST LATIN MUSIC COMPETITION SERIES PREMIERES TODAY, TUESDAY APRIL 4, 2023

GLOBAL ARTISTS RAUW ALEJANDRO, TAINY, YANDEL, NICKI NICOLE & ENTERTAINMENT MOGUL LEX BORRERO SEEK TO DISCOVER NEXT BIG LATIN URBAN MUSIC SUPERSTAR

MIAMI, FLORIDA, USA, April 4, 2023 /EINPresswire.com/ -- LA FIRMA (THE SIGNING), the first-ever Latin Urban competition series on [Netflix](#) featuring global superstars Rauw Alejandro, Tainy, Yandel, Nicki Nicole, and renowned entertainment mogul Lex Borrero, will begin streaming the first five episodes on Tuesday, April 4 on Netflix and will premiere the final three episodes on Wednesday April 12. [Official trailer](#) here.



The eight-episode music competition series, follows the lives of 12 contestants from Mexico, Chile, Colombia, the Dominican Republic, Argentina, Peru, Puerto Rico and the United States who travel to Miami for the chance to secure a record deal with the most innovative and disruptive talent incubators in music NEON16.

At the end of the competition, only one finalist will receive THE SIGNING. After settling into their new lavish home, the contestants are surprised by the visit of the competitions' judges, iconic artists, producers and music executives: Lex Borrero, Tainy, Nicki Nicole, Rauw Alejandro and Yandel. Together they brief them on what to expect as they journey into the competition. Each day, the contestants will be put through different challenges designed to test their willingness, discipline and creativity, to become the next global music superstar; all while simultaneously writing original songs alongside the best producers in the industry. Additionally, the contestants will be performing live in some of Miami's hottest clubs, with their first performance taking place that same night at Miami hotspot "E11EVEN".

Additionally, LA FIRMA has partnered with Spotify for the official series playlist. Following each

episode, the music featured will be available for streaming along with an original curated playlist called LA FIRMA. The playlist will feature songs from all guests, judges and the final four finalists of the series.

“Spotify is excited to have partnered up with Netflix and NEON16 to celebrate the release of LA FIRMA. comments Miguel Bañón Kelley, head of Communications, LATAM and US Latin for Spotify. “Spotify is committed to supporting emerging artists and through exclusive content on the official LA FIRMA playlist and Netflix global hub it aims to become a source that generates awareness around the contestants and artist judges.”

Created by Lex Borrero, developed by Howard T. Owens, executive produced by Santiago Zapata, Nikki Boella, Ivanni Rodriguez and Moira Noriega and produced by NTERTAIN STUDIOS and Propagate, this groundbreaking music competition show is the first of its kind, showcasing the best undiscovered talent and the culture that has made Latin Urban music a global phenomenon. LA FIRMA follows the journeys of the artists as they head to Miami, where they let cameras roll, revealing the drama, sweat and tears it takes to become a global superstar. The winning artist will secure a deal with powerhouse talent incubator NEON16, one of the most innovative and forward-thinking companies in the music industry.

ABOUT NETFLIX:

Netflix is one of the world's leading entertainment services with 231 million paid memberships in over 190 countries enjoying TV series, films and games across a wide variety of genres and languages. Members can play, pause and resume watching as much as they want, anytime, anywhere, and can change their plans at any time.

ABOUT NTERTAIN:

NTERTAIN was founded in March 2021 by NEON16 co-founder and industry veteran, Lex Borrero and legendary music mogul Tommy Mottola as a new entertainment and media company focusing on the creation, development, and production of premier content across all mediums. With decades of collective expertise, the 360° company and online broadcaster will bring Latin stories to the forefront by representing the global power and success of Latin talent, brands and culture.

The company's first series “Los Montaner,” which Borrero co-created and executive produced, was an instant bonafide hit, breaking viewership records on Disney+. The docu-series gave fans an exclusive look inside the most viral and influential family in Latin music, the Montaners. Last year, Ntertain also announced in partnership with Propagate and Netflix, LA FIRMA where superstars Rauw Alejandro, Tainy, Yandel and renowned entertainment executive Lex Borrero, will come together in the search for the next breakout Urban Latin star. The show is set to premiere on April 4, 2023. NTERTAIN has also launched its original programming channel on YouTube starting with the first series, “El Plan,” with Eliane Gallero.

ABOUT NEON16:

NEON16 was founded by music executive Lex Borrero and multi platinum selling producer Tainy. Voted the #1 Most Innovative Music Company by Fast Company in 2021, the talent and idea incubator is one of the leading media and entertainment companies in the industry. Famed producer and artist Tainy is the mastermind behind some of music's most iconic hits. A three-time GRAMMY© nominee, five-time Latin GRAMMY© and multiple BMI Award Winner, Tainy has been churning out career-defining hits for countless artists as well as his own. NEON16's management roster includes Kris Floyd, Manuel Lara, Rudeboyz, Frank Rio, Alvaro Diaz, Jodosky and Alex Ponce.

Under NEON16's live division the company has hosted several experiential events including the popular "Celebrity Basketball Game" series, which just held its 4th edition, "Esports Celebrity Tournament," "Kids that Grew Up Reggaeton Art Basel show," and "NEON Cup," a celebrity soccer game. In addition, NEON16 remains steadfast in its commitment to give back and through its multimedia charity initiative HUMAN (X), launched in 2020, it looks to spotlight and fund important causes by creating tangible solutions. The philanthropic initiative launched "Pa' La Cultura" a single benefiting NDLO (National Day Laborer Organizing Network) to help immigrants impacted by the COVID 19 pandemic and ART/WORKS fellowship program which lifts the voices, cultural expression, and profile of immigrants, refugees, and artists advancing migrant rights.

ABOUT PROPAGATE:

Founded in 2015 by Ben Silverman and Howard T. Owens, who pioneered the global format business in the late 1990s, Propagate has offices in Los Angeles, New York and Paris. Its recent credits "Rebelde Way" for Netflix, "UNTOLD" for Netflix, the FOX drama "Our Kind of People," starring Yaya DaCosta and Morris Chestnut, "Animals on the Loose: A You vs. the Wild Interactive Movie," starring Bear Grylls for Netflix, "Escape the Undertaker," an interactive movie starring WWE superstars for Netflix, "Notre Dame: Our Lady of Paris" for ABC and "Go-Big Show" on TBS, and the upcoming American adaptation of The Eurovision Song Contest, as well as the unscripted "November 13: Attack on Paris" "Haunted" and "Prank Encounters" for Netflix, and "In Search Of" and "Kings of Pain" for the History Channel. In scripted, "Blood and Treasure" and "Broke" for CBS, "Charmed" for the CW, the recently aired election-themed puppet special on Fox, "Let's Be Real" and the upcoming "Zorro" television series for NBC. Propagate also created and produced the podcast, "An Oral History of The Office" for Spotify. Propagate's expanding portfolio of companies includes Electus ("You vs. Wild", "Running Wild with Bear Grylls," "Jane the Virgin," "Fashion Star"), Big Breakfast ("Adam Ruins Everything", "Hot Date"), Notional ("Chopped" franchise), and talent management firms Artists First, Authentic Talent & Literary Management and Select Management.

ABOUT SPOTIFY:

Spotify transformed music listening forever when we launched in 2008. Our mission is to unlock

the potential of human creativity by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by these creators. Everything we do is driven by our love for music and podcasts. Discover, manage, and share over 100 million tracks, including more than 5 million podcast titles, for free, or upgrade to Spotify Premium to access exclusive features for music including improved sound quality and an on-demand, offline, and ad-free music listening experience. Today, we are the world's most popular audio streaming subscription service with a community of more than 500 million users, including 205 million Spotify Premium subscribers, across over 180 markets. We use our Investors and For the Record websites as well as other social media listed in the "Resources - Social Media" tab of our Investors website to disclose material company information. For more information, images, or to contact the press team, head over to <https://newsroom.spotify.com/>.

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