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Eagle Rock Entertainment Expands into Latin Market, J Balvin Concert Feature Set to Premiere



Juan Manuel Finol/LatinContent/Getty Images

J Balvin performs at the stage during the show *Juntos en Concierto VIII* at Jockey Club on Nov. 25, 2016 in Lima, Peru.

In an effort to continue expanding into the Latin music market, Eagle Rock Entertainment announced a [J Balvin](#) live concert film set to release this year, the "first of many" forthcoming Latin features in collaboration with Universal Music Latin America.

The untitled documentary, due in spring/summer, was filmed during a concert in the chart-topping artist's native Medellín, Colombia back in November.

"I am delighted to be working alongside UMLA, adding some of their top performers to our existing catalog of artists from around the globe," said Eagle Rock's Chairman and CEO Terry Shand in a statement. "The Latin and U.S. Hispanic markets are key priorities for us and we want to further enhance our reach there."

UMLA & Iberian Peninsula Chairman and CEO Jesús López added, "The relationship between Eagle Rock and UMLA was born out of our artists' needs to provide different audiovisual formats to meet Latin consumer demands. Eagle Rock has a history of worldwide success which will now expand to all territories in Latin America, Spain & Portugal. J Balvin's concert is one of many projects which are currently in the works."

The "Safari" singer joins Eagle Rock Entertainment's long roster of music films and documentaries, released for TV, DVD, Blu-Ray and/or digital media, featuring superstars such as [Rihanna](#), [The Rolling Stones](#) and [Pink Floyd](#).

Balvin's new documentary follows [Enrique Bunbury](#)'s concert film *El Camino Más Largo (The Longest Road)*, which was released last year and chronicled the Spanish singer's 2010 tour and rise to stardom.

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