

Roku Premieres an Explosive New Docuseries “I’m Not Supposed to Be Here” on August 12

The Untold 30-Year Saga of Music’s Most Unstoppable Outsider — Eddie Blazquez, Frontman of Toke D Keda



ROKU

I'M NOT SUPPOSED TO BE HERE

DIRECTED BY
EDDIE BLAZQUEZ

EDITED BY
EDDIE BLAZQUEZ

WRITTEN BY
EDDIE BLAZQUEZ

TOKE D KEDA PRESENTS A REVOLVER MEDIA PRODUCTION IN ASSOCIATION WITH TOKE D KEDA ENTERTAINMENT

CASTING BY	GOD	MUSIC BY	TOKE D KEDA	SOUND DESIGNER	EDDIE BLAZQUEZ	GRAPHICS BY	EDDIE BLAZQUEZ	PRODUCTION DESIGNER	REVOLVER MEDIA	PRODUCED BY	MY PARENTS
DIRECTOR OF PHOTOGRAPHY	CHRISTOPH VITT-MARKUSMAR	CO-EXECUTIVE PRODUCER	JOSE EDUARDO BLAZQUEZ	EXECUTIVE PRODUCER	EDDIE BLAZQUEZ						

WWW.IMNOTSUPPOSEDTOBEHERE.COM

New York City, New York Aug 9, 2025 ([IssueWire.com](https://www.issuewire.com)) - This summer, strap in for a music industry exposé that pulls no punches.

On **August 12**, The Roku Channel (90M+ accounts) unveils **“I’m Not Supposed To Be Here”** — the riveting, no-holds-barred account of Eddie Blazquez, the fearless and controversial voice of Latin fusion band **Toke D Keda**.

Far more than a docuseries, this is a **four-part, five-hour survival manual** for anyone navigating the cutthroat world of music — told by a defiant underdog who was never meant to make it. And almost didn’t.

An Industry Scandal That Will Shake You

The series strips away decades of silence, revealing cover-ups, sabotage, and raw abuse — including a now-infamous clash with Sony Music, NBC/Telemundo, and a powerful TV executive who tried to barter fame for an indecent proposal. Eddie’s refusal got him blacklisted, silenced, and left for dead in an industry built on gatekeepers.

And that physical assault by a legendary music manager — one who happens to handle a global megaband? Wait until you hear who witnessed it.

From the Stage to the Shadows

Whether filming with Ricky Martin, producing documentaries for salsa icon Willie Colón, or pulling outrageous stunts on reggaeton kings Wisin y Yandel and Calle 13 for his MegaTV show, Eddie delivers an unfiltered backstage pass to the world of entertainment.

Premieres August 12 — Only on The Roku Channel

Cartel Ties, Political Firestorms, and Global Chaos

Eddie’s journey, expanded in his full-color, 400-page memoir (also an audiobook in 17 languages), dives even deeper — from a dangerous romance with a mob boss’s daughter to being detained in Australia and igniting crowds across Russia, Turkey, Singapore, Sweden, and Japan.

Through it all, Eddie never stopped speaking truth to power. Even when it nearly destroyed him.

You’ll Laugh. You’ll Rage. You’ll Cheer.

“I’m Not Supposed To Be Here” isn’t just a music documentary. It’s a front-row seat to resilience, rebellion, and reinvention.

Because Eddie Blazquez didn’t just survive.
He turned betrayal into a blueprint for empire.

Your backstage pass to the chaos is here.

#tokedkeda #Macarena #Calle13 #Residente #RickyMartin #ImNotSupposedToBeHere
#WisinYYandel #WillieColon #Tubi #TheRokuChannel #moluscotv #EddieBlazquez #TommyMottola
#GloriaEstefan #farandula #chisme #sueltalasopa #Telemundo #Univision #MegaTV #chente #alofoke

#noticias #reconocidos #espectaculos #roku #diddy #TMZ #viral #elgordoylaflaca #bachata



Media Contact

Silver Frame PR

*****@silverframepr.com

2125550164

248 West 37th Street, 9th Floor

Source : Silver Frame PR

[See on IssueWire](#)