

Major Lazer - One-Page Highlights

Bonnaroo Music & Arts Festival | 2026-06-11 to 2026-06-14 | Manchester, TN

Tier A | Billing 10 | Priority 81% | Viral 40% | Hype 90%

Primary Capture Moments

- TikTok: Use "Lean On" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Cold Water" for a high-payoff ending.
- Prioritize the first 90 seconds: "Lean On" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Cold Water / Paper Planes".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Lean On: in-set 83% | opener 57% | closer+encore 0%
- Watch Out for This (Bumaye): in-set 49% | opener 0% | closer+encore 25%
- Light It Up: in-set 45% | opener 0% | closer+encore 25%
- Qué calor: in-set 45% | opener 0% | closer+encore 0%
- Roll the Bass: in-set 34% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Lean On" to maximize first-scroll retention.
- Save a hard cut reveal for "Cold Water" as the end-of-video payoff moment.
- Public interest is spiking (Wikipedia traffic jump). Capture one broad-intro clip for new-casual audience context.
- Community chatter is accelerating; pull one quote-ready crowd chant or lyric moment for social conversation hooks.

Operational Notes

- Signal source: spotify_setlist_proxy | confidence 86%
- Data health: Spotify no, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-04-14T15:35:59.604Z
- Poster day hint: unavailable