

Major Lazer - One-Page Highlights

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

Tier A | Billing 10 | Priority 80% | Viral 35% | Hype 92%

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.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Lean On" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Paper Planes / Get Free".

Likely Song Triggers

- Lean On: in-set 86% | opener 50% | closer+encore 0%
- Watch Out for This (Bumaye): in-set 54% | opener 0% | closer+encore 20%
- Light It Up: in-set 52% | opener 0% | closer+encore 20%
- Qué calor: in-set 50% | opener 0% | closer+encore 0%
- Cold Water: in-set 42% | opener 33% | closer+encore 33%

Viral Clip Strategy

- Open with a 6-10s hook from "Lean On" to maximize first-scroll retention.
- Save a hard cut reveal for "Paper Planes" as the end-of-video payoff moment.
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.
- Community chatter is accelerating; pull one quote-ready crowd chant or lyric moment for social conversation hooks.

Operational Notes

- Signal source: youtube | confidence 89%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-02T13:59:02.917Z
- Poster day hint: unavailable