

Noah Kahan - One-Page Highlights

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

Tier B | Billing 77 | Priority 51% | Viral 30% | Hype 67%

Primary Capture Moments

- TikTok: Use "American Cars" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "The View Between Villages" for a high-payoff ending.
- Prioritize the first 90 seconds: "American Cars" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "The View Between Villages".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- The Great Divide: in-set 0% | opener 17% | closer+encore 0%
- Doors: in-set 0% | opener 0% | closer+encore 0%
- Dial Drunk: in-set 59% | opener 19% | closer+encore 0%
- Northern Attitude: in-set 59% | opener 0% | closer+encore 7%
- Homesick: in-set 57% | opener 7% | closer+encore 13%

Viral Clip Strategy

- Open with a 6-10s hook from "American Cars" to maximize first-scroll retention.
- Save a hard cut reveal for "The View Between Villages" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "Noah Kahan: Tiny Desk Concert".
- Narrative cue: "Noah Kahan Cincinnati tickets sold out, but these deals are available" is recurring in current chatter/news.

Operational Notes

- Signal source: youtube | confidence 43%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-07T05:27:45.080Z
- Poster day hint: unavailable