

MOTiV - One-Page Highlights

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

Tier C | Billing 101 | Priority 38% | Viral 29% | Hype 83%

Primary Capture Moments

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

Likely Song Triggers

- Give Me Strength: in-set 76% | opener 0% | closer+encore 0%
- The Waiting Hurt: in-set 74% | opener 0% | closer+encore 50%
- Nostalgia: in-set 72% | opener 50% | closer+encore 0%
- Broken and Burned: in-set 69% | opener 0% | closer+encore 50%
- Solemn: in-set 66% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Nostalgia" to maximize first-scroll retention.
- Save a hard cut reveal for "The Waiting Hurt" as the end-of-video payoff moment.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: spotify_setlist_proxy | confidence 83%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-04-14T20:00:41.402Z
- Poster day hint: unavailable