

Keith Urban - One-Page Highlights

CMA Fest 2026 | 2026-06-04 to 2026-06-08 | Nashville, TN

Tier B | Billing 10 | Priority 60% | Viral 23% | Hype 27%

Primary Capture Moments

- TikTok: Prioritize one hook-to-payoff sequence with visible crowd reaction.
- Setlist flow is stable, so pre-block camera positions around recurring transitions.
- Capture a 10-15 second crowd reveal during the first high-energy chorus.
- Hold one locked wide shot for stage lighting and production cues.
- Public-interest spike on Wikipedia (1.19x baseline). Plan one context-first opening shot.

Likely Song Triggers

- Somebody Like You: in-set 33% | opener 0% | closer+encore 0%
- You'll Think of Me: in-set 26% | opener 0% | closer+encore 0%
- Blue Ain't Your Color: in-set 22% | opener 0% | closer+encore 0%
- Days Go By: in-set 21% | opener 0% | closer+encore 0%
- Tonight I Wanna Cry: in-set 20% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Public interest is spiking (Wikipedia traffic jump). Capture one broad-intro clip for new-casual audience context.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: spotify_setlist_proxy | confidence 44%
- Data health: Spotify yes, setlist no, YouTube no, TikTok no
- Last insight update: 2026-06-02T13:59:06.840Z
- Poster day hint: Friday June 5