

Tim McGraw - One-Page Highlights

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

Tier B | Billing 18 | Priority 70% | Viral 31% | Hype 83%

Primary Capture Moments

- TikTok: Use "Truck Yeah" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Live Like You Were Dying" for a high-payoff ending.
- Prioritize the first 90 seconds: "Truck Yeah" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Live Like You Were Dying / Humble and Kind".
- Setlist flow is stable, so pre-block camera positions around recurring transitions.

Likely Song Triggers

- Something Like That: in-set 91% | opener 5% | closer+encore 11%
- I Like It, I Love It: in-set 78% | opener 6% | closer+encore 6%
- Live Like You Were Dying: in-set 75% | opener 0% | closer+encore 94%
- Real Good Man: in-set 71% | opener 5% | closer+encore 11%
- Southern Voice: in-set 71% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Truck Yeah" to maximize first-scroll retention.
- Save a hard cut reveal for "Live Like You Were Dying" as the end-of-video payoff moment.
- Public interest is spiking (Wikipedia traffic jump). Capture one broad-intro clip for new-casual audience context.
- Narrative cue: "Tim McGraw Hersheypark Tickets Starting at \$36 This Week" is recurring in current chatter/news.

Operational Notes

- Signal source: spotify_setlist_proxy | confidence 86%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-02T16:32:29.271Z
- Poster day hint: Saturday June 6