

# Stephen Wilson Jr. - One-Page Highlights

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

**Tier B | Billing 26 | Priority 67% | Viral 23% | Hype 83%**

## Primary Capture Moments

- TikTok: Use "Mighty Beast" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Hometown" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Mighty Beast" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Hometown".

## Likely Song Triggers

- Year to Be Young 1994: in-set 89% | opener 0% | closer+encore 4%
- The Devil: in-set 85% | opener 0% | closer+encore 0%
- Cuckoo: in-set 80% | opener 9% | closer+encore 0%
- Patches: in-set 78% | opener 0% | closer+encore 0%
- Father's Søn: in-set 76% | opener 0% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "Mighty Beast" to maximize first-scroll retention.
- Save a hard cut reveal for "Hometown" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "Stephen Wilson Jr. [Almost] Full Show | Live at Brooklyn Paramount 3/21/2026".
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

## Operational Notes

- Signal source: youtube | confidence 86%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-02T16:31:57.904Z
- Poster day hint: Sunday June 7