

Austin Mackay - One-Page Highlights

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

Tier C | Billing 37 | Priority 53% | Viral 21% | Hype 53%

Primary Capture Moments

- TikTok: Use "Hearts On Fire" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Pretty Little Thing Called Jane" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Hearts On Fire" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Pretty Little Thing Called Jane / Breathe Again".

Likely Song Triggers

- Hearts On Fire: in-set 18% | opener 100% | closer+encore 0%
- I Made The Bed: in-set 0% | opener 0% | closer+encore 0%
- Real Life: in-set 77% | opener 0% | closer+encore 20%
- Time To Learn: in-set 0% | opener 0% | closer+encore 0%
- Pretty Little Thing Called Jane: in-set 0% | opener 0% | closer+encore 50%

Viral Clip Strategy

- Open with a 6-10s hook from "Hearts On Fire" to maximize first-scroll retention.
- Save a hard cut reveal for "Pretty Little Thing Called Jane" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "All my Friends Austin Mackay with I'm on Fire Clip".
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

Operational Notes

- Signal source: youtube | confidence 21%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-05T03:24:43.703Z
- Poster day hint: Thursday