

Ty Myers - One-Page Highlights

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

Tier C | Billing 39 | Priority 53% | Viral 20% | Hype 62%

Primary Capture Moments

- TikTok: Use "Gone Too Long" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Valerie" for a high-payoff ending.
- Prioritize the first 90 seconds: "Gone Too Long" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Valerie / Ends of the Earth".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Gone Too Long: in-set 37% | opener 88% | closer+encore 0%
- Stay: in-set 0% | opener 0% | closer+encore 15%
- Valerie: in-set 57% | opener 0% | closer+encore 54%
- Message to You: in-set 52% | opener 0% | closer+encore 0%
- Two Trains: in-set 51% | opener 18% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Gone Too Long" to maximize first-scroll retention.
- Save a hard cut reveal for "Valerie" as the end-of-video payoff moment.
- Narrative cue: "What It's Like Backstage on Luke Combs' Tour [Exclusive]" is recurring in current chatter/news.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: youtube | confidence 42%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-05T03:24:48.210Z
- Poster day hint: Jun 4, 2026