

Ty Herndon - One-Page Highlights

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

Tier C | Billing 87 | Priority 40% | Viral 0% | Hype 41%

Primary Capture Moments

- TikTok: Use "Joy to the World" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Hands of a Working Man" for a high-payoff ending.
- Prioritize the first 90 seconds: "Joy to the World" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Hands of a Working Man / Journey On".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- What Mattered Most: in-set 0% | opener 33% | closer+encore 44%
- Joy to the World: in-set 10% | opener 100% | closer+encore 0%
- Loved Too Much: in-set 0% | opener 80% | closer+encore 0%
- A Man Holdin' On (To a Woman Lettin' Go): in-set 0% | opener 0% | closer+encore 0%
- I Want My Goodbye Back: in-set 43% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Joy to the World" to maximize first-scroll retention.
- Save a hard cut reveal for "Hands of a Working Man" as the end-of-video payoff moment.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: spotify_setlist_proxy | confidence 83%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-08T05:27:58.891Z
- Poster day hint: Jun 5, 2026