

James Maslow - One-Page Highlights

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

Tier C | Billing 114 | Priority 35% | Viral 0% | Hype 23%

Primary Capture Moments

- TikTok: Use "Who Knows" as the first 8-second hook before crowd payoff.
- Prioritize the first 90 seconds: "Who Knows" repeatedly opens recent sets.
- Setlist flow is stable, so pre-block camera positions around recurring transitions.
- Capture a 10-15 second crowd reveal during the first high-energy chorus.

Likely Song Triggers

- Who Knows: in-set 86% | opener 100% | closer+encore 0%
- Fairy Tail: in-set 84% | opener 0% | closer+encore 0%
- Addicted / Billie Jean / Addicted: in-set 70% | opener 0% | closer+encore 0%
- Never Too Young (feat. James Maslow): in-set 0% | opener 0% | closer+encore 0%
- Eyes: in-set 0% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Who Knows" to maximize first-scroll retention.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: spotify_setlist_proxy | confidence 46%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-12T05:27:15.589Z
- Poster day hint: Friday