

Tyler Braden - One-Page Highlights

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

Tier C | Billing 116 | Priority 37% | Viral 0% | Hype 41%

Primary Capture Moments

- TikTok: Use "My Americana" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "DEVIL YOU KNOW" for a high-payoff ending.
- Prioritize the first 90 seconds: "My Americana" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "DEVIL YOU KNOW / The Devil Went Down to Georgia".
- Setlist flow is stable, so pre-block camera positions around recurring transitions.

Likely Song Triggers

- My Americana: in-set 15% | opener 100% | closer+encore 0%
- Horseshoes and Hand Grenades: in-set 7% | opener 0% | closer+encore 0%
- GOD & GUNS N' ROSES: in-set 0% | opener 0% | closer+encore 0%
- DEVIL YOU KNOW: in-set 0% | opener 0% | closer+encore 93%
- MORE THAN A PRAYER: in-set 60% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "My Americana" to maximize first-scroll retention.
- Save a hard cut reveal for "DEVIL YOU KNOW" as the end-of-video payoff moment.
- Public interest is spiking (Wikipedia traffic jump). Capture one broad-intro clip for new-casual audience context.
- 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: 2026-06-08T05:30:27.527Z
- Poster day hint: Jun 5, 2026