

Myles Morgan - One-Page Highlights

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

Tier C | Billing 120 | Priority 37% | Viral 0% | Hype 41%

Primary Capture Moments

- TikTok: Use "We Won't Go Home" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Hallelujah" for a high-payoff ending.
- Prioritize the first 90 seconds: "Waiting to Happen" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Love You Like a Man / Empire".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Hallelujah: in-set 62% | opener 17% | closer+encore 50%
- Knew Love: in-set 57% | opener 0% | closer+encore 0%
- Woman of My Word: in-set 54% | opener 0% | closer+encore 0%
- We Won't Go Home: in-set 51% | opener 40% | closer+encore 0%
- Vertigo: in-set 51% | opener 25% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Waiting to Happen" to maximize first-scroll retention.
- Save a hard cut reveal for "Love You Like a 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: 2026-06-08T05:30:45.883Z
- Poster day hint: Jun 5, 2026