

Tyler Rich - One-Page Highlights

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

Tier C | Billing 124 | Priority 40% | Viral 7% | Hype 48%

Primary Capture Moments

- TikTok: Use "Hello California" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Thinkin' We're In Love" for a high-payoff ending.
- Prioritize the first 90 seconds: "Hello California" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Thinkin' We're In Love / Still Love You".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Whiskey Go Bad: in-set 44% | opener 0% | closer+encore 0%
- Hello California: in-set 16% | opener 100% | closer+encore 0%
- Gets Me Every Time: in-set 0% | opener 0% | closer+encore 0%
- Cigarettes (Lie to Me): in-set 15% | opener 0% | closer+encore 0%
- Better Than You're Used To: in-set 0% | opener 25% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Hello California" to maximize first-scroll retention.
- Save a hard cut reveal for "Thinkin' We're In Love" 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: youtube | confidence 12%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-12T05:27:32.281Z
- Poster day hint: Friday