

# Owen Riegling - One-Page Highlights

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

Tier C | Billing 159 | Priority 33% | Viral 0% | Hype 41%

## Primary Capture Moments

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

## Likely Song Triggers

- Taillight This Town: in-set 0% | opener 14% | closer+encore 0%
- In My Head Again: in-set 71% | opener 0% | closer+encore 56%
- Moonshines: in-set 69% | opener 75% | closer+encore 0%
- Church: in-set 55% | opener 0% | closer+encore 0%
- Born Again: in-set 35% | opener 0% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "Moonshines" to maximize first-scroll retention.
- Save a hard cut reveal for "In My Head Again" 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: 2026-06-09T05:29:52.271Z
- Poster day hint: Sunday