

# Josh Ross - One-Page Highlights

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

**Tier C | Billing 163 | Priority 32% | Viral 0% | Hype 41%**

## Primary Capture Moments

- TikTok: Use "Hate How You Look" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Single Again" for a high-payoff ending.
- Prioritize the first 90 seconds: "Hate How You Look" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Single Again / Drunk Right Now (Na Na Na)".
- Setlist flow is stable, so pre-block camera positions around recurring transitions.

## Likely Song Triggers

- Hate How You Look: in-set 0% | opener 67% | closer+encore 0%
- Bar And Back: in-set 0% | opener 0% | closer+encore 0%
- Single Again: in-set 0% | opener 0% | closer+encore 78%
- Trouble: in-set 0% | opener 0% | closer+encore 0%
- Red Flags: in-set 0% | opener 0% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "Hate How You Look" to maximize first-scroll retention.
- Save a hard cut reveal for "Single Again" 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: 2026-06-09T05:30:10.841Z
- Poster day hint: Jun 6, 2026