

Midland - One-Page Highlights

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

Tier C | Billing 170 | Priority 45% | Viral 24% | Hype 81%

Primary Capture Moments

- TikTok: Use "Mr. Lonely" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Fourteen Gears" for a high-payoff ending.
- Prioritize the first 90 seconds: "Mr. Lonely" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Mary Jane's Last Dance / Like a Rock".
- Setlist flow is stable, so pre-block camera positions around recurring transitions.

Likely Song Triggers

- Drinkin' Problem: in-set 96% | opener 0% | closer+encore 8%
- Burn Out: in-set 74% | opener 8% | closer+encore 0%
- Cheatin' Songs: in-set 63% | opener 0% | closer+encore 0%
- Keep Your Hands to Yourself: in-set 61% | opener 0% | closer+encore 0%
- Boot Scootin' Boogie: in-set 61% | opener 0% | closer+encore 8%

Viral Clip Strategy

- Open with a 6-10s hook from "Mr. Lonely" to maximize first-scroll retention.
- Save a hard cut reveal for "Fourteen Gears" as the end-of-video payoff moment.
- Narrative cue: "Q4 Results 29th May Live: Asian Paints, IndiGo, NMDC, Glenmark Pharma, Ipca Lab, IREDA, Gujarat Gas, Natco Pha" is recurring in current chatter/news.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: spotify_setlist_proxy | confidence 86%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-02T16:32:26.364Z
- Poster day hint: Jun 6, 2026