

Chase Matthew - One-Page Highlights

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

Tier C | Billing 222 | Priority 34% | Viral 17% | Hype 53%

Primary Capture Moments

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

Likely Song Triggers

- County Line: in-set 0% | opener 62% | closer+encore 0%
- Holdin' It Down: in-set 62% | opener 8% | closer+encore 0%
- Darlin': in-set 0% | opener 0% | closer+encore 73%
- Pull Up: in-set 0% | opener 0% | closer+encore 0%
- NO WAY AROUND IT: in-set 40% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "County Line" to maximize first-scroll retention.
- Save a hard cut reveal for "Darlin'" 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 21%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-10T05:30:30.769Z
- Poster day hint: Jun 7, 2026