

Major Lazer - One-Page Highlights

Bonnaroo 2026 | 2026-06-11 to 2026-06-15 | Manchester, TN

Tier B | Billing 8 | Priority 74% | Viral 38% | Hype 95%

Primary Capture Moments

- TikTok: Use "Goat" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Paper Planes" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Goat" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Paper Planes / PENDULUM".

Likely Song Triggers

- Watch Out for This (Bumaye): in-set 52% | opener 0% | closer+encore 20%
- Light It Up: in-set 51% | opener 0% | closer+encore 20%
- Qué calor: in-set 48% | opener 0% | closer+encore 0%
- Roll the Bass: in-set 41% | opener 0% | closer+encore 0%
- Temperature: in-set 30% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Goat" to maximize first-scroll retention.
- Save a hard cut reveal for "Paper Planes" as the end-of-video payoff moment.
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.
- Public interest is spiking (Wikipedia traffic jump). Capture one broad-intro clip for new-casual audience context.

Operational Notes

- Signal source: youtube | confidence 95%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-07T05:28:16.705Z
- Poster day hint: Friday Jun 12