

= The Mrs. Carter Show World Tour =

The Mrs. Carter Show World Tour was the fifth concert tour by American singer Beyoncé . Announced in February 2013 with initial dates in Europe and North America , the tour contained seven legs and 132 shows . It began in Belgrade , Serbia on April 15 , 2013 and concluded in Lisbon , Portugal on March 27 , 2014 . Its title is a reference to her marriage with American rapper Shawn " Jay @-@ Z " Carter , who made multiple guest appearances throughout the tour .

The tour featured royal themes with the singer emulating different queens through her fashion for which she collaborated with numerous designers and fashion houses . The set list of the shows in 2013 included songs from all four studio albums of Beyoncé 's solo career . After the release of her eponymous fifth studio album , the 2014 shows were changed to incorporate tracks from the album . The tour was lauded by music critics who praised Beyoncé for her energetic performances , dancing and vocal abilities .

Following the announcement of the tour , all the tickets made available for the shows sold out , which prompted more dates to be added to the itinerary . The tour grossed \$ 188 @.@ 6 million in 2013 and the 2014 shows grossed \$ 41 @.@ 1 million , bringing the tour 's total gross revenue to \$ 229 @.@ 7 million . This made The Mrs. Carter Show World Tour the highest @-@ grossing female and solo tour of 2013 , Beyoncé 's highest @-@ grossing tour to date , and one of the highest @-@ grossing tours of the decade . Performances of numerous songs from the tour were broadcast and behind @-@ the @-@ scenes footage was released .

= = Background = =

During a press conference for Super Bowl XLVII on January 31 , 2013 , Beyoncé revealed that she would make an announcement after her performance at the halftime show and added that " fans should just stay tuned to see " . Beyoncé announced the tour and its name after her performance the Super Bowl XLVII halftime show on February 3 . The tour 's title refers to her marriage with Shawn ' Jay @-@ Z ' Carter . However , the official poster of the tour with the name written on it was leaked on the ticket 's website Live Nation prior to the official announcement . It shows Beyoncé wearing a Victorian golden royal top and a crown , referencing Queen Elizabeth I. Rosie Swash of The Guardian described it as a " visual stamp of authority " . Along with the tour 's name , initial dates in Europe and North America were announced , and later more were added in Latin America , Australia , and New Zealand .

Following the announcement of the tour 's title , Beyoncé was criticized by several critics and feminists alike for entitling it after her husband 's name as she has been regarded as a feminist . Questions were raised about how Beyoncé agreed to be known as a bride of another celebrity person . During an interview with Vogue , Beyoncé described herself as a " modern @-@ day feminist " and further spoke about her decision to reference her husband 's name : " I feel like Mrs. Carter is who I am , but more bold and more fearless than I 've ever been It comes from knowing my purpose and really meeting myself once I saw my child . I was like , ' OK , this is what you were born to do ' . The purpose of my body became completely different . " After the second European leg was announced on December 11 , 2013 , a new poster was revealed and used for the promotion of all the newly added shows .

= = Development = =

The concert at The O2 Arena in London was announced on February 3 , along with a short advertisement for the tour ; an extended version of the clip appeared in late February . It shows Beyoncé dressed with a golden corset and a royal gown with jewels . She is seen walking into a dance hall in slow @-@ motion with several servants and a DJ , dressed as a jester tries to distract her . The end of the advertisement shows black @-@ and @-@ white snippets of behind @-@ the @-@ scenes footage of the video . Alexis L. Loinaz of E ! compared her aristocratic look in the video to Marie Antoinette , Queen Elizabeth I , and Lady Gaga . In March 2013 , Beyoncé posted a new

poster for the tour on her official Facebook page showing her striking four different poses , wearing a blond wig , a white top and blue shorts . In May 2013 , Beyoncé launched an online store for the tour in which different clothes were available for purchase . The following month , she added a limited edition to her Heat line of perfumes , titled Heat : The Mrs. Carter Show World Tour . Inspired by the tour , Beyoncé stated that the fragrance was meant to " give them [fans] a special remembrance of this tour and ... reflect the power , passion and playfulness I put into my performances " .

On April 24 , 2013 , it was announced by Beyoncé 's publicist that all photographers except Beyoncé 's personal photographer Frank Micelotta , were banned from the tour stating that " no photo credentials " will be present . The ban was interpreted as a reaction to the " unflattering " pictures from Beyoncé 's Super Bowl XLVII halftime performance showing her " jubilant exertions " , that appeared on websites such as Gawker and BuzzFeed . The pictures were not removed even after her publicist Yvette Noel @-@ Schure asked the websites through an e @-@ mail to change their articles , using " some better photos " . On May 13 , 2013 , the general counsel of the National Press Photographers Association (NPPA) Mickey H. Osterreicher , wrote a letter to Noel @-@ Schure on behalf of 19 other organizations requesting from him to " immediately revise your guidelines to restore photo credentialing " for the rest of the tour in Europe and the US . For the tour , the singer took part in " Miss A Meal " , a food @-@ donation campaign and supported the charity Goodwill during her tour , where fans were asked to bring food , clothes and household goods at the stops . Throughout the tour , an auction for the campaign was held by Beyoncé and her mother , Tina Knowles on the website Charitybuzz in which the auction value was \$ 25 @,@ 000 . The winner got a chance to work behind the scenes of Beyoncé 's concert in Los Angeles and assist Knowles in the wardrobe department , got a VIP ticket for the concert and had a personal meeting with the singer .

Eight hundred dancers auditioned to be included in Beyoncé 's performance at the Super Bowl XLVII halftime show and a selected group of them , consisting only of females , were chosen for the performance as well as for the tour . French dancing duo Les Twins also accompanied Beyoncé on stage performing street dances . Three backing singers The Mamas , and an eleven @-@ piece female band who had also supported the singer during her previous tours performed during the concerts . Two stages were used during the performances : a main stage where the singer performed throughout most of the concert and a B @-@ stage closer to the audience where she was transferred with a rope , flying over the crowd midway through the set , performing three songs there . The set list of the 2013 portion of the tour included approximately twenty five songs from Beyoncé 's four solo studio albums : Dangerously in Love (2003) , B 'Day (2006) , I Am ... Sasha Fierce (2008) , and 4 (2011) . The majority of the songs originated from 4 ? seven songs were performed from that album . Many of the tracks performed contained different choreographies and arrangements compared to the previous performances by the singer ; several of them were intertwined with other artists ' material . For the 2014 shows many of the previously performed songs were removed and eight new songs from Beyoncé 's fifth self @-@ titled studio album were added to the concert 's set list .

= = Fashion = =

For the 2013 shows , Beyoncé worked with multiple designers for the tour 's costumes including Emilio Pucci , Riccardo Tisci from Givenchy , The Blonds , Julien MacDonald , Dean and Dan Caten (DSQUARED2) , creative director Tamara Ralph of Ralph & Russo who was personally requested by the singer to design an outfit , David Koma , Alon Livné , Vrettos Vrettakos designers from Kenzo , Gucci , Roberto Cavalli and Dennis Kolpodinos . For the performance at the 2013 Made in America , Beyoncé wore a new costume designed by Timothy White , accomponied with shoes made by Reed Krakoff . The outfit designed by DSQUARED2 was from their spring / summer 2013 collection at the Glamazon catwalk show and was inspired by models of the ' 90s . Several costumes were also designed by Emilio Pucci 's Peter Dundas who described them as a " modern take on glamour " , taking them from his fall / winter 2013 collection . He focused on the singer being able to perform

the choreography during her performances . Stuart Weitzman designed the shoes for Beyoncé , her back @-@ up dancers and band collaborating with stylists Ty Hunter , Raquel Smith , and Beyoncé 's mother Tina Knowles . Weitzman created them in different colors with military elements . Beyoncé wanted Weitzman to focus on her being able to dance wearing the shoes without noticing they were on her feet . One of Beyoncé 's costumes which was worn during the first concerts was a gold bodysuit designed by The Blonds embellished with golden breasts complete with a nipple detail . The costume was a collaboration between the group , Beyoncé , Knowles , and Hunter . It was hand embroidered in 600 hours with approximately 30 @,@ 000 Swarovski crystals . According to The Blonds , it was meant to give the illusion of being covered in crystallized honey and reflect Beyoncé 's personality for the tour . They were inspired by Beyoncé 's songs of female empowerment and female nudes painted by Tamara de Lempicka . The costume received wide media and fan attention and divided critics ' opinions . InStyle 's Meghan Blalock described the costume as the " most scandalous " that the singer has worn in her career . For the 2014 shows , the singer wore numerous new designs collaborating again with DSQUARED2 , Givenchy , Pucci and Weitzman as well as with new designers such as Tom Ford , Versace and Karen Langlely .

Beyoncé 's makeup for the tour focused on trying to emulate cosmic stars with the underlying themes based on the stratosphere . Other references used as inspiration for the makeup included : film noir , 60 's London , cyber beauty , cosmic constellations , and felines . The tourbook for The Mrs. Carter Show was meant to artistically illustrate all the different visual aspects of the tour through multi @-@ media collage and image manipulation . By using collage , Beyoncé 's team created images inspired by the singer and her songs and image manipulation was explored , with photos being solarized , layered and stacked . With the tourbook , fans had an opportunity to " bring a part of the tour home with them " , as Beyoncé 's team stated . A dress created by Amato Haute Couture 's Furne One which was worn by Beyoncé for the tour book was originally designed and worn by Estonian singer @-@ songwriter Kerli during her Utopia EP photoshoot who praised the look after seeing it .

The concert included several costume changes during which video interludes were projected on the screen during the singer 's absence . An 18th Century France influence was found in the white @-@ powder makeup and the opening costume as well as a Louis XVI theme throughout the show with oversized wigs and bustiers . The dresses and looks were also noted to channel queens Marie Antionette , Cleopatra , and Elizabeth I by several critics . The Observer 's Kitty Empire described the concert as a fashion show with a regal , Dangerous Liaisons theme . Jocelyn Vena of MTV News described the costumes as " Eye @-@ catching ... dazzling ... [and] provocative " . Rosa Silverman of The Daily Telegraph commented that Beyoncé was " mesmerizing the crowds with her showstopping outfits ... she took to the stage in a series of racy costumes that made no attempt to hide her famous curves . " Erika Ramirez of Billboard commented that most of Beyoncé 's " stunning " costumes were dazzled with sequins .

= = Concert synopsis = =

= = 2013 shows = =

The concert opened with a pre @-@ recorded video montage showing black and white footage of gothic architecture as well as dancers dressed in white , marching across a stage length screen , preparing to crown Beyoncé who was dressed as a queen . The montage continued as female dancers wearing hoop @-@ skirt cages and masks started appearing on stage . The video wall raised afterwards and a brief pyrotechnics display began as Beyoncé appeared onstage standing for several seconds prior to the performance of " Run the World (Girls) " preceded by an extended timpani interlude . She sang the song while performing a choreography which included a routine of faux kicking her male dancers . " End of Time " followed with Beyoncé dancing as fireworks were also displayed on stage . " Flaws and All " was performed as the third song on the set list with Beyoncé dedicating it to her fan group , the BeyHive . " If I Were a Boy " was mashed with The

Verve 's song " Bitter Sweet Symphony " taking the latter 's string motif and incorporating several lines . " Get Me Bodied " saw Beyoncé interacting with the audience through call and response , asking them to repeat " Hey , Mrs. Carter " . " Baby Boy " was performed against a holographic background as Beyoncé and several female dancers performed synchronised moves in front of the screen which flashed realistic images of more identical dancers . The singer concluded the song with a Dutty Wine dance at the end of the performance , before immediately continuing with " Diva " which was set to the groove of " Clique " . " Naughty Girl " was later performed into a neon strip @-@ lit with a snippet of Donna Summer 's " Love to Love You Baby " interpolated within it . Beyoncé also performed a seductive dance in front of an open fire display onstage . " Party " was performed after with a prominent Las Vegas showgirl theme . For " Freakum Dress " two ballerinas appeared on stage and performed a choreography along with a video projection on the screen . Beyoncé later appeared in a deep @-@ plunging , thigh @-@ high split long red dress performing the song along with her dancers .

For " I Care " the singer was dressed in a black leather fedora , seated on a bar stool . Beyoncé sang " I Miss You " while shadow dancing was illustrated on the screen behind her . " Schoolin ' Life " was performed with a light show complete with ' 80s neon lights while she performed a dance routine with her dancers . An uptempo version of " Why Don 't You Love Me " with a choreography by Beyoncé and Les Twins was preceded by a video projection showing a vintage montage of her . The singer performed the song with a call and response interaction between her and the audience dressed in a 1920s fringed dress . The performance of " 1 + 1 " saw Beyoncé in a blue cat @-@ suit kneeling and laying atop a grand piano . During the end of " 1 + 1 " , she was transformed from the main stage to the B @-@ stage , located closer to the crowd with a wire through a cloud of glitter . " Irreplaceable " was performed after that with an audience sing @-@ along . " Love on Top " and an abbreviated version of Destiny 's Child 's " Survivor " followed ; Beyoncé dedicated the latter song to the members of the aforementioned girl group , Kelly Rowland and Michelle Williams . Beyoncé was taken back to the main stage being transferred with the same wire . " Crazy in Love " was the first song performed on the main stage with a new brassy arrangement , different from Beyoncé 's other live performances of the song . During " Single Ladies (Put a Ring on It) " , she integrated a snippet from the song " Movin ' on Up " . Images of pyramids , animated lions and elephants and a portrait of the singer wearing a Nefertiti @-@ style crown were displayed on the screen before the performance of " Grown Woman " , keeping in line with the song 's African influence . During the performance , the singer and her dancers wore African @-@ inspired costumes . A montage was shown with the song " I Was Here " being played in the background showing footage of the singer with Barack Obama , taking part in charity work , during a vacation with Jay @-@ Z and excerpts of her 2013 performance at the Super Bowl . An a cappella performance of the opening lines of " I Will Always Love You " preceded " Halo " as the closing song of the concert . " Green Light " and " Suga Mama " were used for the encore of the concert at numerous stops .

= = = 2014 shows = = =

The performances of the songs that had already been performed during the 2013 shows remained the same ; however some of them were shortened and mixed together . Many new songs from the singer 's fifth album were added to the set list with a specific staging and theme . The projections shown on the stage followed the concept behind the singer 's visual album . The performance of " Flawless " , the second song on the set , opened with the words from Chimamanda Ngozi Adichie 's TED talk projected with big letters on the screen and later Beyoncé performed a choreography with her female dancers similarly to the song 's music video . A performance of " Yoncé " followed with a new choreography with her dancers . " Blow " was merged with " Naughty Girl " (2003) and featured a burlesque and disco @-@ era theme . During the end of the performance a projection of Pac @-@ Man , the character of the game with the same name , eating cherries was projected on an LED screen onstage . " Partition " was performed in a similar fashion to its music video with Beyoncé appearing with a silhouette , dancing on a couch in front of a purple light . For " Drunk in Love " , the singer performed a choreographed chair dance . During " Haunted " , strobing lights and

dancers were present on stage . " Heaven " and " XO " were performed as the concert 's last songs along with " Halo " .

= = Critical reception = =

Mike Wass from the website Idolator called the show a " concert extravaganza in the style of Michael Jackson or Madonna " praising the fact that the singer made a progress in the production values compared with her previous performances , mostly due to the expensive and high @-@ quality visual projections which " create atmosphere and add another layer to the production " . He further praised the singer 's " extraordinary talent " during the performances hailing her as " the greatest entertainer of her generation " after seeing the show which showcased " an icon at top of her game " . Tiffany Poole from The Oklahoman praised the fashion , video backdrops and " some of the most impersonated dance moves on YouTube " concluding , " To say that Beyoncé puts on a good show would be grossly understated . " Billboard writer Gail Mitchell hailed the concert as a " musical and visual extravaganza " complete with a kaleidoscope of colorful imagery and dancing , which according to him enhanced the music complete with the singer 's strong vocals , rather than overshadowing it . He concluded that the tour claimed " the multi @-@ talented artist 's intent to join the rarefied ranks of ultimate entertainer " . Nick Hasted of The Independent wrote that the tour followed the stadium trends containing " big @-@ budget movie clips and Broadway musical dance moves , with platoons of backing singers and dancers acting as extras " further hailing it as a " Cecil B. DeMille spectacle " . He finished his reviews by concluding , " what makes this show 's largely enervating juggernaut breathe is Beyoncé 's tireless physical effort . She has created a literal body of work " . Alexis Petridis of The Guardian who compared the singer 's performance with Tina Turner praised the show 's " bombastic " opening and wrote that " there 's something powerful and relentless " about it . He concluded " while onstage Beyoncé feels weirdly unassailable " . Mikael Wood of Los Angeles Times noted , " What left the deepest impression was something far more elemental : Beyoncé 's ability to make self @-@ aggrandizement seem like an expression of humility ... [Her] ambition seemed in proportion with her fans ' expectations ; she came by the sense of scale honestly . " The Observer 's Kitty Empire highlighted the art direction of the show as " nothing short of breathtaking , making awesome and repeated use of silhouette , of great white blocks of video screens , of live dancers interacting with video " . She praised the singer 's " fierce " tireless dancing and concluded , " But for all the hauteur here , in couture and bearing , Beyoncé delivers genuine warmth at close range . " Bernadette McNulty from The Daily Telegraph found " air of an ancient goddess worship ceremony ... [and] of an expensive revue show " in the concert . Although she felt that the choreographies often outshined the music , McNulty concluded : " Yet Beyonce was never less than compelling to watch , and often blistering in her vocal attack " .

Philip Matusavage of musicOMH praised Beyoncé 's abilities to perform live , calling her " insanely talented " and considered the performance at the B @-@ stage a show highlight ; however he commented that the production values of the show , consisting solely of a video screen were " relatively low @-@ key " compared to other pop arena concerts . Matusavage further criticized the repetition of the songs and dance routines which had been previously performed during the singer 's other concerts as the tour 's " most notable problem " . Shirley Halperin of The Hollywood Reporter felt that the singer " tore through her ... set with the ferocity of a grown woman who has something to prove " and felt that she tried " her damndest to win the crowd over with an equal dose of sex appeal and good old @-@ fashioned hyping " further showcasing " unequaled showmanship and those killer vocals " which placed her at the top of R & B music . However Halperin criticized the show 's set list mainly due to the majority of the songs from the album 4 , writing , " Bey sounded terrific on all , of course , but with a ... ready @-@ to @-@ party audience angling to groove in the aisles , rather than sway with their hands to the heavens , overall it missed the mark . " Digital Spy 's Robert Copsey praised the high @-@ energy nature of the show with vigorous dancing and " blistering " pace but felt that there was a lack of hits performed in the show 's first half . NME editor Emily Mackay echoed his statements giving a mixed review for the tour , further criticizing the lack of hits in the set list and adding that only a " paucity of material " was incorporated in the set . She

further dismissed the placement of interlude films in the show . A negative review came from San Jose Mercury News ' Jim Harrington who called the tour " flawed " , criticized its set list consisting of " plenty of filler [s] " and the many dissipating costume changes she went through for the show . He further noted that the singer looked and sounded well but blamed the way the show and the production were choreographed .

The revamped show in 2014 received acclaim by critics . Isabel Mohan from The Daily Telegraph acclaimed the revamped show praising the singer 's sex appeal and noted that although the set included many new songs , the singer " remained strikingly composed and confident throughout a show which proved her talent , charisma and awe @-@ inspiring thighs " . Sidney Madden who praised the upgraded set list further commended the show 's fashion . Digital Spy 's Robert Copsey felt that the show 's set list was better than the original one describing the tour as " wall @-@ to @-@ wall amazing Beyoncé " . He concluded in his review , " The relentless pace , ever @-@ changing visuals and sheer amount of songs crammed into the set is a lot to take in , let alone the fact that Beyoncé delivers the entire thing with power yet impeccable ease . When it comes to putting on a show of this calibre , these days she 's really only competing with herself . " The Observer 's Kitty Empire praised the singer 's ranuchiness during the tour different from the other performers and concluded by writing , " There is no question as to Beyoncé 's own powers . She can stop and start her all @-@ female band ... with a click of her fingers , and keep climbing octaves until you think her lungs are about to jump out of her chest . She sings (with a range that only gets wider and deeper with every tour) and dances (flawlessly) for more than one and a half hours . " David Pollock of The Independent felt that , " this near two @-@ hour epic is a ferocious distillation of musical styles old and new and a stunning declaration of intent that Knowles intends to be recognised as the defining pop artist of her era . It was , at the very least , one of the hardest working shows likely to be witnessed on a stage this year , and with barely a drop of minutely @-@ choreographed sweat to be seen . "

The tour received a nomination in the category for Choice Summer Tour at the 2013 Teen Choice Summer Tour losing to One Direction 's Take Me Home Tour . It was also nominated for Concert Marketing & Promotion Award and Eventful Fans ' Choice Award at the 2013 Billboard Music Awards . The tour is nominated in the category for Best Tour at the 2014 Billboard Mid @-@ Year Music Awards .

= = Commercial performance = =

Following the general on @-@ sale of tickets , tour stops in several cities across America sold out in minutes after being announced . Due to the high demand , one extra show was added in Amsterdam , one extra show in Antwerp , two extra shows in London and a third date in Manchester . In North America , extra dates were added in Washington , D.C. Los Angeles and New York City . Phone firm O2 , which was behind the pre @-@ sale of the UK shows , said it could have sold out London 's O2 Arena 150 times with the number of website hits with a spokesman noting the " unprecedented level of demand from O2 customers looking to buy tickets " . Following the frenzied rush for tickets during the general sale , the UK tour had completely sold out within three minutes . Tickets for Rock in Rio became available for general sale on April 4 , 2013 and within two hours , the first day of the festival , in which Beyoncé was headlining , had sold out all 65 @,@ 000 tickets . 20 @,@ 000 tickets had already sold out from the pre @-@ sale a few months before . On July 7 , 2013 , Beyoncé 's performance at the Essence Music Festival broke the attendance record with over 70 @,@ 000 people in attendance . On June 24 , 2013 , a second wave of tour dates were announced via Beyoncé 's official website . Included in this was a second US leg as well as a Latin American leg , containing multiple stadium dates in Brazil . It was revealed that Beyoncé set the record for the highest number of concert attendees in Brazil for the year 2013 , with more than 230 @,@ 000 fans attending her 5 shows in the country .

On July 7 , 2013 , the Australasia leg of the tour was announced , with dates set for shows in Australia and New Zealand , where Beyoncé held a concert for the first time in her career . Fan club tickets for the October 18 , 2013 show in Auckland , New Zealand sold out in 3 minutes . The

general sale for the New Zealand shows became available to the public on July 19 , 2013 and within 15 minutes all allocations of tickets were sold out for the three shows . A fourth and final Auckland show was then added . Promoter Live Nation confirmed The Mrs. Carter Show World Tour was officially the fastest selling tour of all time at Vector Arena . It also became the concert with the highest attendance at Vector Arena by a solo artist , with 44 @, @ 596 tickets sold . Beyoncé 's two shows at the Perth Arena went on to hold the number one and two spots for highest attendance in a single show , dethroning previous record holder Pink . It was then announced that Beyoncé 's Australasian leg of the tour was one of the most successful tours in the continent from any artist , playing for more than 220 @, @ 000 fans and earning 40 million Australian dollars .

On December 11 , 2013 , a second European leg through 2014 was announced bringing the total number of shows to 132 , thus becoming Beyoncé 's longest running tour to date . Similar to the first European leg , a frenzied rush for tickets , further enhanced by the release of the singer 's self @-@ titled fifth studio album three days before ticket sales began , resulted in extra dates being added for all United Kingdom shows , Dublin , Cologne , Amsterdam and Antwerp . For the second European leg , Beyoncé had beaten the record she herself had set earlier in the year , by selling 40 @, @ 000 tickets in under one hour for the two 2014 concerts at Antwerp . Pollstar ranked The Mrs. Carter Show at number 2 on its year @-@ end chart of the top twenty grossing worldwide tours with a gross of \$ 188 @. @ 6 million from the 2013 shows . Tickets were sold with an average gross of \$ 2 @, @ 449 @, @ 248 per city . In April 2014 , Billboard reported that Beyoncé 's 2014 European shows grossed \$ 41 @. @ 1 million and played for an audience of 384 @, @ 730 . This brought The Mrs. Carter Show World Tour 's total gross to \$ 229 @. @ 7 million when combined with the 107 shows performed in 2013 , and the total attendance to 2 @, @ 082 @, @ 848 , averaging 15 @, @ 779 attendance and \$ 1 @. @ 74 million gross per night . The tour is Beyoncé 's highest grossing to date , and one of the highest grossing tours of the decade .

= = Broadcasts and recordings = =

Professional footage from the tour was officially released on April 22 , 2013 through Beyoncé 's YouTube channel and website . It showed the opening moments of the show and performances of " Run the World (Girls) " , " Love on Top " and " Halo " during the first concerts . A series of eight behind @-@ the @-@ scenes footage of the rehearsals and preparations for the tour were released on Beyoncé 's website on May 21 , 2013 . During " The Sound of Change Live " charity concert held at Twickenham Stadium in London on June 1 , 2013 , various clips and performances were broadcast worldwide to over 150 countries which were believed to have reached over 1 billion people .

A thirty @-@ second trailer for the tour was released on June 24 , 2013 containing live vocals of Beyoncé 's " Get Me Bodied " and a dubstep audio mix . It showed footage from the tour 's commercial and multiple snippets of live performances from the show . On August 29 , 2013 , Beyoncé posted a video titled " Bey Good " on her official website showing scenes of her with fans backstage and during the concerts . During Beyoncé 's performance at the Made in America Festival , the two opening songs ? " Run the World (Girls) " and " End of Time " ? were streamed live via YouTube . Beyoncé 's performance at Rock in Rio was broadcast in its entirety , and also streamed via YouTube . On August 22 , 2013 , Beyoncé released a black @-@ and @-@ white promotional retro video for the tour dates in Brazil . It was set to Frank Sinatra 's version of the song " The Girl from Ipanema " . The video featured the singer in a bikini swimming in the water , writing Brazil in the sand and relaxing on a hammock as well as various shots of the city .

In March 2014 , a new promotional video was released midway through the second European leg and first leg of the 2014 tour . This was the first venture of the tour to include new performances and songs from Beyoncé 's recently released self @-@ titled fifth studio album . The video showed professional clips from some new performances and also featured a variety of backstage activity from the revamped tour . A video titled " Goodbye to The Mrs. Carter Show World Tour " was uploaded by the singer on her official YouTube channel on March 27 , 2014 showing portions of live performances from the final leg of the tour , behind the scenes moments and visits to cities as " XO "

was played in the background . In June 2014 it was announced that HBO would air Beyonce : X10 , a 10 @-@ episode series of four @-@ minute segments of concert performances debuting weekly before new episodes of True Blood starting June 29 . The performances were captured in various cities during the tour . They are included on a bonus disc in the platinum edition release of Beyoncé 's 2013 self @-@ titled album , which was released on November 24 , 2014 .

= = Set list = =

= = Shows = =

Cancellations and rescheduled shows

= = Personnel = =

Credits and personnel are taken from the Official The Mrs. Carter Show World Tour Program .