

2016

FORMATION

On February 6, 2016, Beyoncé released “Formation” and its accompanying music video exclusively on the music streaming platform Tidal; the song was made available to download for free. Immediately following her NFL performance, Beyoncé announced The Formation World Tour, which highlighted stops in both North America, and Europe. It ended on October 7, with Beyoncé bringing out her husband Jay-Z, Kendrick Lamar, and Serena Williams for the last show. The tour went on to win Tour of the Year at the 44th American Music Awards.

On April 16, 2016, Beyoncé released a teaser clip for a project called Lemonade. It turned out to be a one-hour film which aired on HBO exactly a week after; a corresponding album with the same title was released on the same day exclusively on Tidal.