
Beyonce Makes Surprise Announcement of 6th Studio Album

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The 34-year-old U.S. singer made the announcement, much anticipated by her fans, after the release of a music video on HBO, of which she had already released an excerpt a week ago.

The new “visual-album” with a “streaming” platform is the second straight work in which Beyonce has merged entertainment formats, including social media, where it rapidly emerged as a key trending discussion topic.

The album can be listened to directly – but not downloaded – on the Tidal streaming platform, owned by Beyonce’s husband, rapper Jay Z.

“Lemonade” is based on Beyonce’s emotional journey as she deals with the issue of infidelity and the general experience of African American women.

The former member of Destiny’s Child used a similar tactic in the surprise presentation of her prior album in 2013 entitled “Beyonce,” which sold 365,000 copies in the United States in the first few days after going on sale.

The singer, who performed earlier this year at the Super Bowl halftime show along with Coldplay and Bruno Mars, is scheduled to begin her “The Formation” tour in Miami on April 27.