



yoto

Inspiring audio for life's
greatest adventure.
Childhood.

Press Kit 2022





About Yoto

Inspired by Montessori parenting principles, Ben Drury and Filip Denker founded Yoto in 2017. The very first Yoto Player launched on Kickstarter, then promptly sold out in 2019. The second generation Yoto Player was designed with renowned design agency, Pentagram, and launched in early 2020. Yoto Mini - the portable audio player - launched in late 2021.

Now available worldwide, Yoto Player has won awards and accolades from critics, parents and children alike. TIME Magazine even named it one of the Best Inventions of 2020 and Yoto Mini won a prestigious D&AD Pencil in 2022.

Yoto's platform features both original content and audio that has been licensed or co-created with partners. These partners include PRH, Macmillan, Sony, Disney, LEGO, Roald Dahl Story Company, HarperCollins, Hachette, Bonnier and Scholastic.

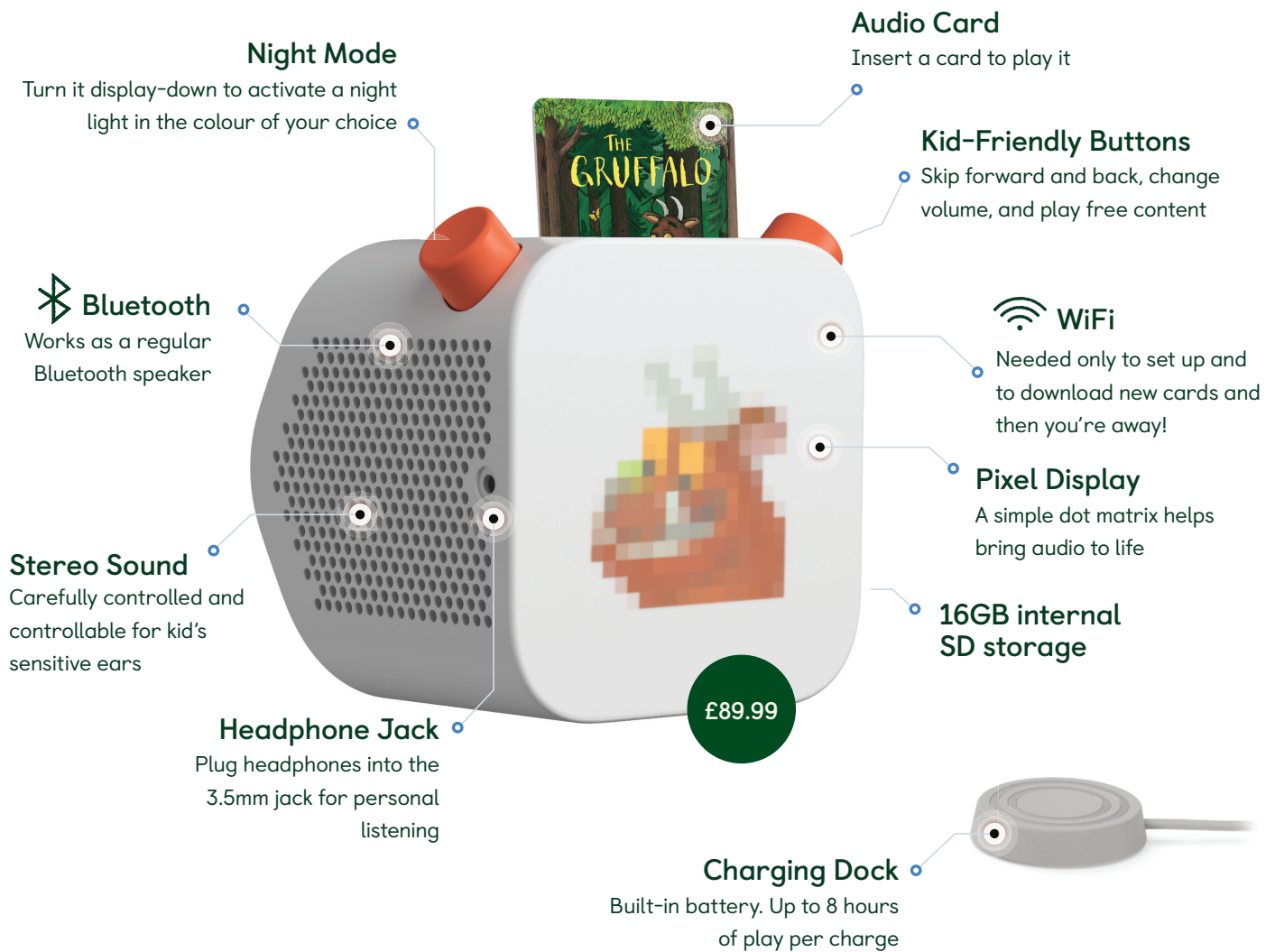


Yoto Player

The smart speaker that kids control



Our award-winning audio player is the heartbeat of the family home. Packed with features for day and night, Yoto Player is so much more than a storyteller.



About Yoto Player

A world of imagination in your living room. Or bedroom. Or kitchen. Yoto Player fills your home with inspiring audio and lets kids lead the way.

Our award-winning audio player lets kids explore their favourite stories, music and more without a screen. There's even a free daily podcast and family friendly radio - all at the push of a button.

Yoto Player also has a night light, a sleep timer and hours of sleep sounds. It'll have night owls nodding off in no time!

Please contact sophie@yotoplay.com for full Tech Specs

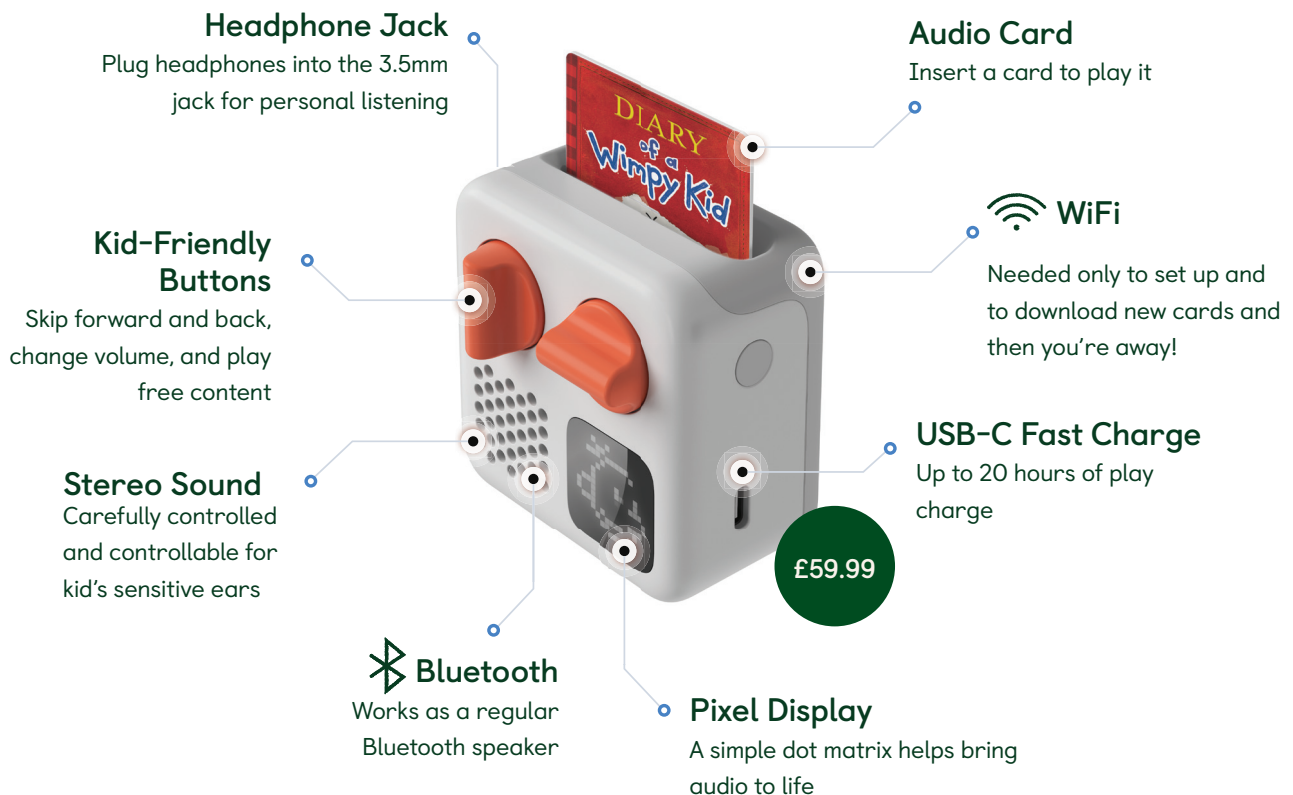


Yoto Mini

The audio player for every adventure



Give kids the freedom to explore their imaginations as they explore their world. Because when imagination strikes, adventure awaits.



About Yoto Mini

Our portable player feeds creativity and imagination on the go, putting the best of Yoto in the palm of kids' hands.

With Yoto Mini, kids of all ages can take their favourite audio on all their adventures.

Yoto Mini's size and all-day battery make it perfect for road trips, flights and play dates. And with its headphone port and surprisingly loud speaker, Yoto Mini lets kids listen how they like.

Please contact sophie@yotoplay.com for full Tech Specs

More than a storyteller



Free audio at the push of a button

Press the right-hand button once to access Yoto Daily, Yoto's own fun-filled micro-podcast hosted by former teacher Jake. Press the same right hand button again to access Yoto Radio, a curated selection of music suitable for the entire family.



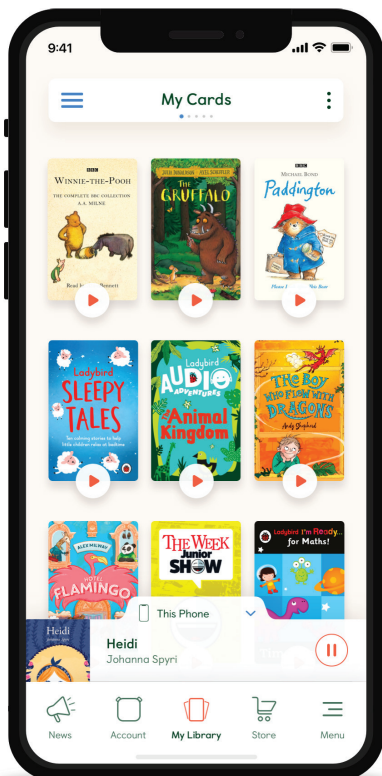
Make it unique to you and yours

Family life - it's personal. Record your own bedtime stories, make your own mixtapes, or tune in to your favourite radio stations with Make Your Own Cards.



Winning at bedtime

Peaceful moments are what dreams are made of. Discover a calming collection of sleepy stories, songs, white noise and more, plus Yoto Player features for bedtime and wakeup routines. Even better, there's free Sleep Sounds including Sleep Radio and Noises for Sleep in the Yoto Parental App too.



The Yoto App

Play your whole library wherever you are, whatever you're doing. You can also set bedtime and wakeup routines, sleep timers and enjoy plenty more helpful family features.



The Best Sellers

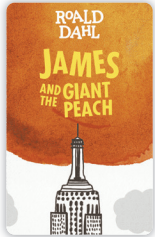


An unparalleled library of over 700 titles
for kids aged 0-12+

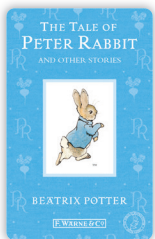


Licensed Stories

Yoto Originals Stories



James and the Giant Peach
Roald Dahl



Peter Rabbit
Beatrix Potter



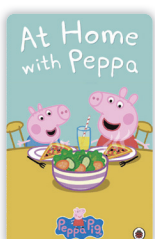
The Gruffalo
Julia Donaldson & Axel Scheffler



5 Minute Star Wars Stories
Disney Lucasfilm Press



Frozen
Disney



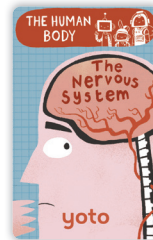
At Home with Peppa
Ladybird



Let's Move: Wake Up and Shake it Out
Yoto



First Fairy Tales
Yoto



The Human Body: The Nervous System
Yoto



Biggest Ideas: Sir John Harington Inventor of the Toilet
Yoto



Baking with Yoto: Cheese Scones
Yoto



Journey Jams
Yoto



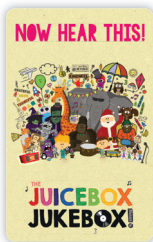
Music



Ticket to Ghana
Mr. Bongo



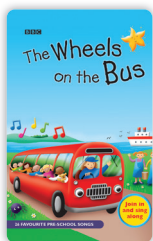
Animal Songs
Laurie Berkner



Now Hear This!
The Juicebox Jukebox



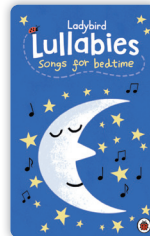
My First Classical Music Album
Various



The Wheels on the Bus
Various



Dreams of the Ocean
LifeScore Music



Ladybird Lullabies
Ladybird



Who's in the Odd Socks?
Andy and the Oddssocks



Sing and Learn
Monkey Music



Dancing Songs
Caspar Babypants



Mrs H Sings
Mrs H



3,2,1 Beatbox
The Beatbox Collective



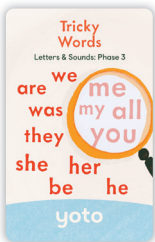
Activities



My First 100 Words
Yoto



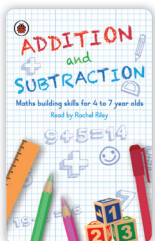
Mindfulness for Children
Ladybird



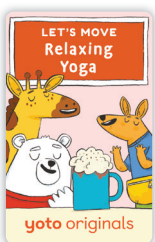
Phonics Phase 3: Tricky Words
Yoto



Flags of the World
Yoto



Addition and Subtraction
Ladybird



Let's Move: Relaxing Yoga
Yoto



Podcasts



Story Quest
Fun Kids



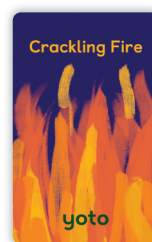
Radio



Fun Kids Junior: Radio for Preschoolers
Fun Kids



Soundscapes



Crackling Fire
Yoto

...and many more!



Yoto Accessories



Whether travelling or tidying, a good audio adventurer always comes prepared! Yoto has a range of accessories to accompany the Yoto Player and Yoto Mini.



Adventure Jacket:

These silicone carry-cases fit snugly over Yoto Player or Yoto Mini, protecting them from small bumps and scratches.

Adventure Jacket: £24.99

Colours:       

Adventure Jacket Mini: £16.99

Colours:       



Yoto Headphones:

Hi-fi audio at kid-safe volumes. Our folding headphones are safe, strong and ready for adventure at home or on the go.

Colour: 

£24.99



Yoto Mini Travel Case:

Our hard-shell Travel Case has dedicated space for a Yoto Mini, a cable, kids' headphones and up to 30 Yoto Cards.

Colour: 

£29.99



Card Case:

Keep your family's favourite Yoto Cards in one place. This hard-shell folder has angled pockets and a kid-friendly zipper.

Colours:   

£24.99

Get in touch



Email the UK Press Office – sophie@yotoplay.com for more information, quotes, samples, high-res imagery and replies to all queries.

Website: yotoplay.com

Instagram: [@yotoplay](https://www.instagram.com/yotoplay)

Twitter: [@yotoplay](https://twitter.com/yotoplay)

Facebook: [@yotoplay](https://www.facebook.com/yotoplay)