



yoto

Inspiring audio for life's  
greatest adventure.  
Childhood.

Press Kit 2023





## About Yoto

Inspired by Montessori 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. The brand's portfolio continued to grow with subsequent product launches, including the portable Yoto Mini in 2021 and with the new third generation Yoto Player in 2023.

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

Yoto's platform features both award-winning 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, Viacom, Bonnier and Scholastic.



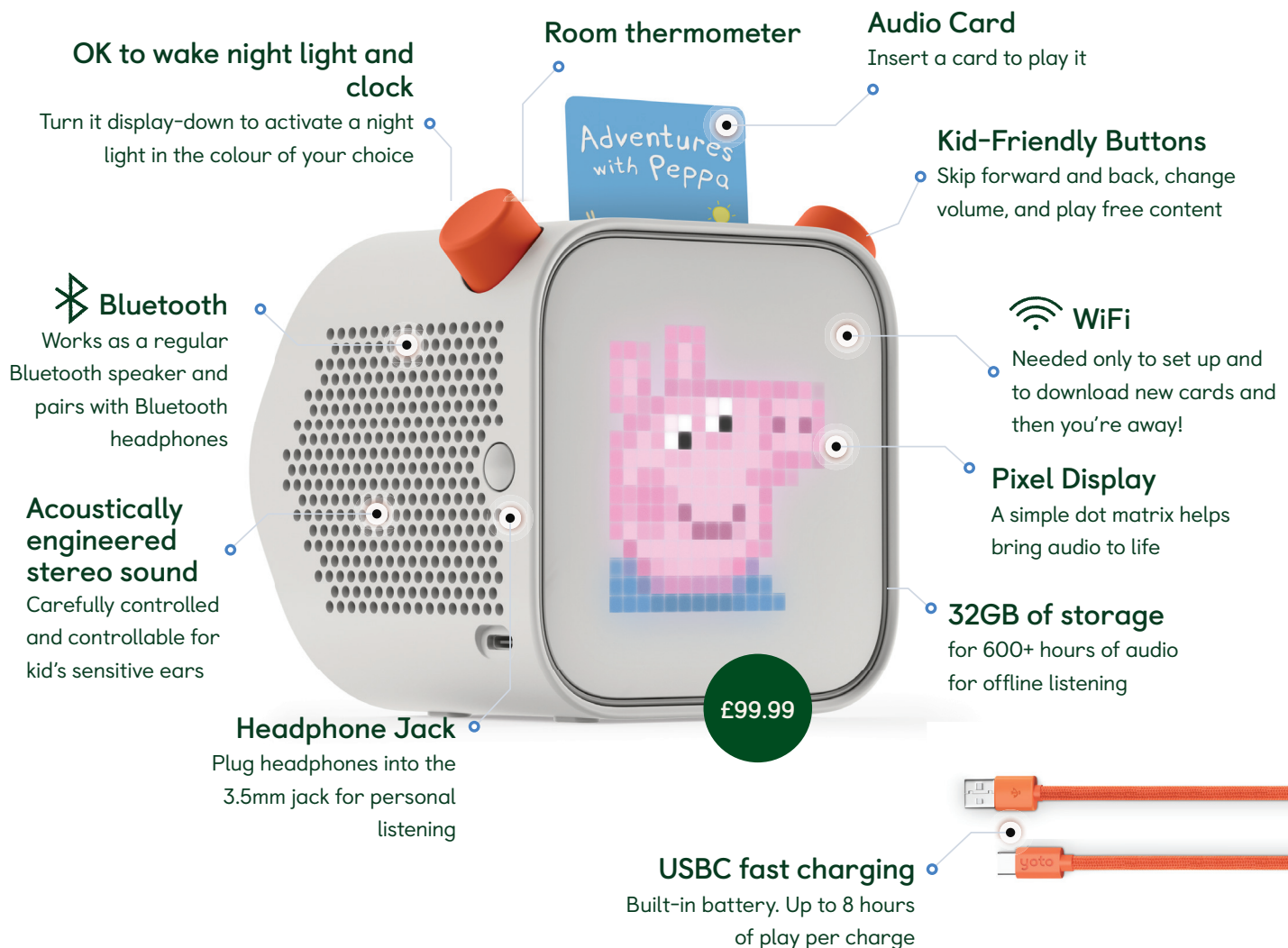


Yoto Player

# 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 3rd Generation

**This is the new generation of our award-winning audio player. Designed to soundtrack childhood adventures, it's packed with features that inspire creative play and support family life.**

Yoto Player (3rd Generation) builds on the features beloved by families around the world. Yoto cards give kids control over 1,000 audio titles from the world's greatest creators. And its seven-colour night light - improved for a more vibrant glow - helps parents get "nighty-night"s and wake-ups right.

And now the new, acoustically-engineered Yoto Player (3rd Generation) sounds better than ever. Families can enjoy up to 24 hours of play on a single charge. Plus, a new room thermometer lets parents of newborns ensure their baby is always sleeping comfortably.

It's the next generation player for the next generation of play.

Please contact [sophie@yotoplay.com](mailto:sophie@yotoplay.com) for full Tech Specs



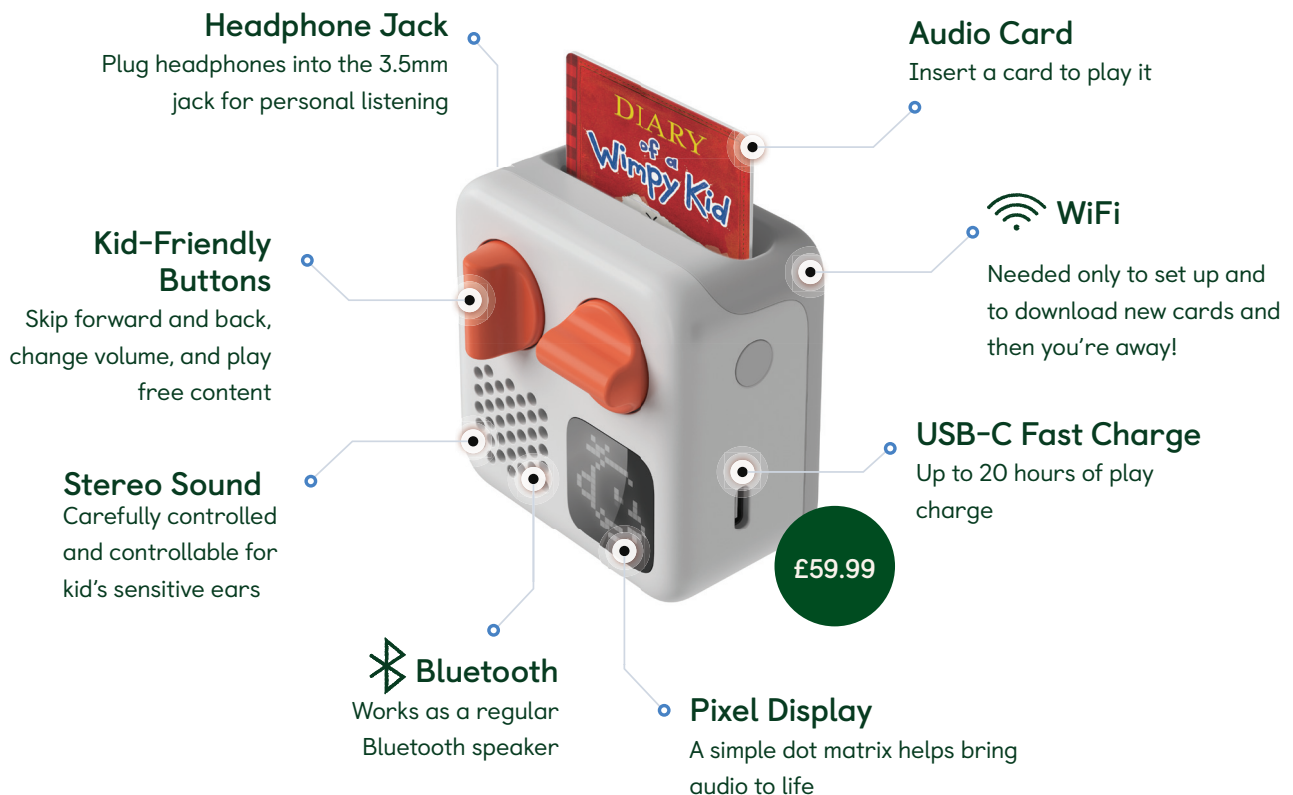


Yoto Mini

# 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](mailto:sophie@yotoplay.com) for full Tech Specs



# More than a storyteller



## Free audio at the push of a button

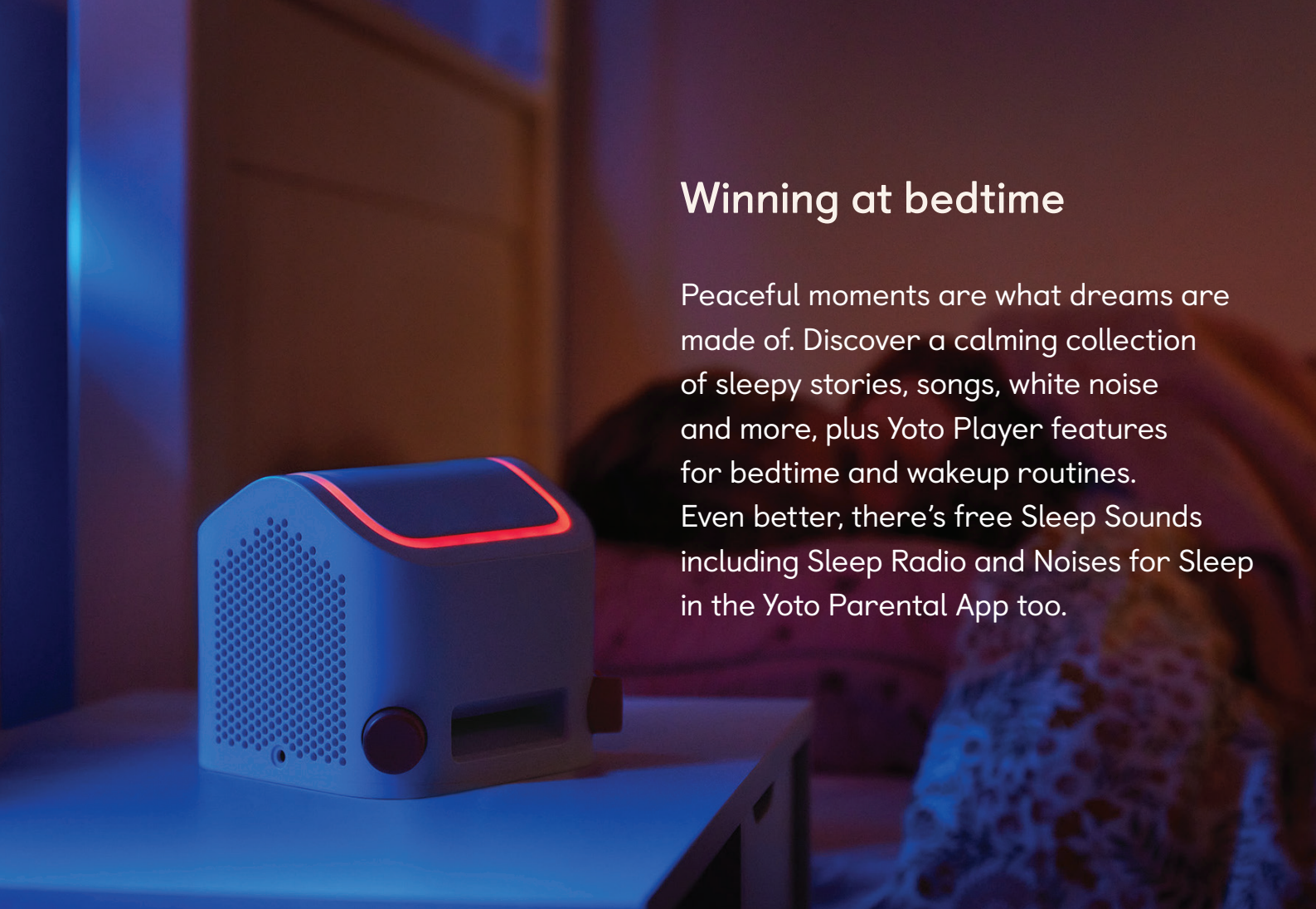
Press the right-hand button once to access Yoto Daily, Yoto's own fun-filled micro-podcast hosted by former teacher Jake. Press the same right hand button again to access Yoto Radio, a curated selection of music suitable for the entire family.



## Make it unique to you and yours

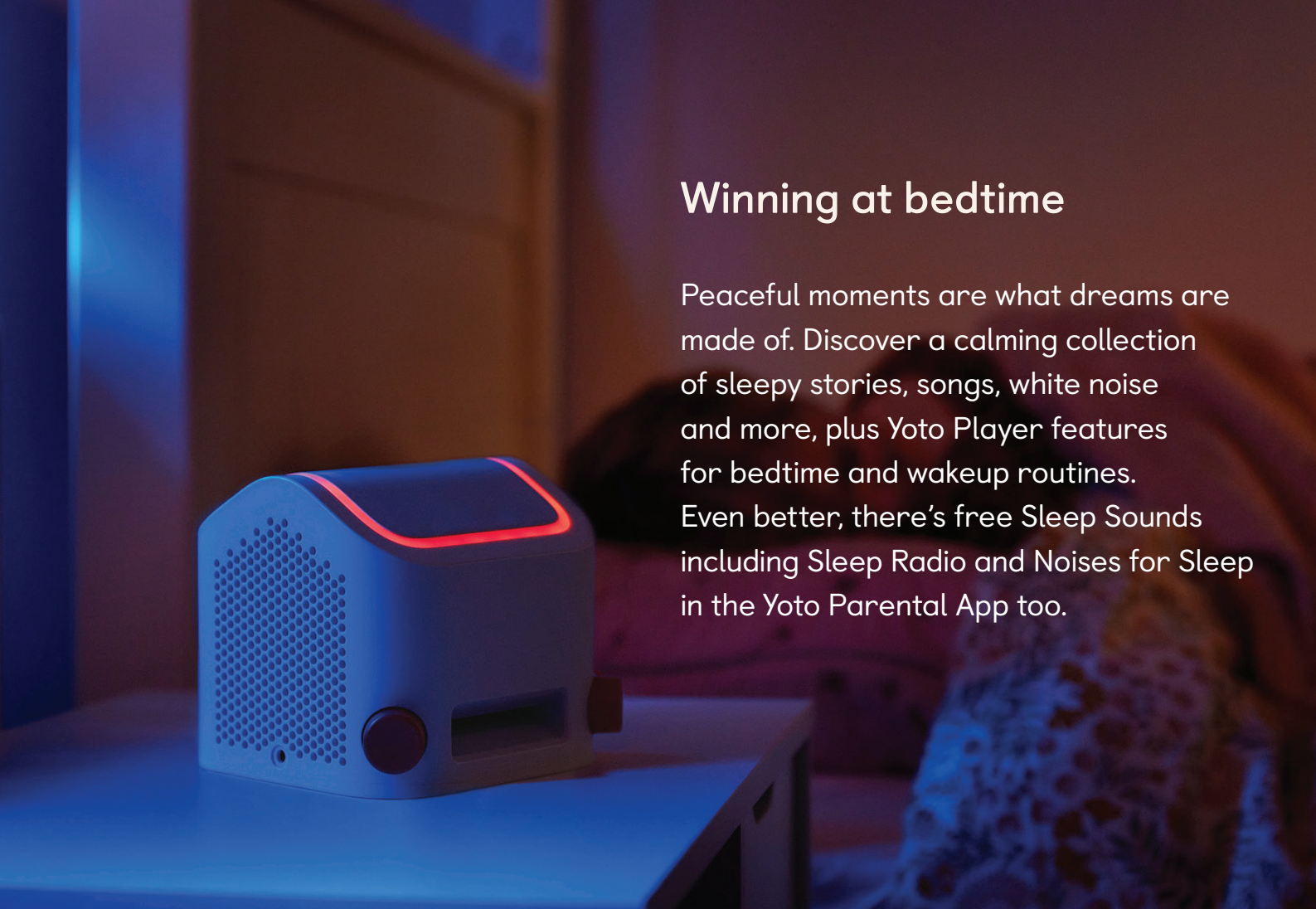
Family life - it's personal. Record your own bedtime stories, make your own mixtapes, or tune in to your favourite radio stations with Make Your Own Cards.





## 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.



## Winning at bedtime

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## 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.





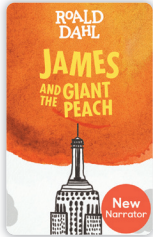
# The Best Sellers



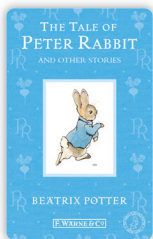
An unparalleled library of over 1,000 titles  
for kids aged 0-12+



## Licensed Stories



**James and the Giant Peach**  
Roald Dahl



**Peter Rabbit**  
Beatrix Potter



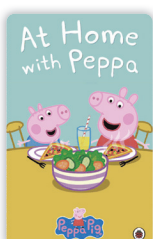
**The Gruffalo**  
Julia Donaldson & Axel Scheffler



**5 Minute Star Wars Stories**  
Disney Lucasfilm Press



**Frozen**  
Disney



**At Home with Peppa**  
Ladybird

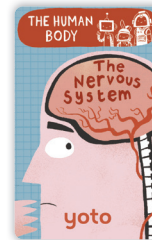
## Yoto Originals Stories



**The Solar System: Jupiter**  
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





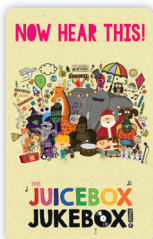
# Music



**Ticket to Ghana**  
Mr. Bongo



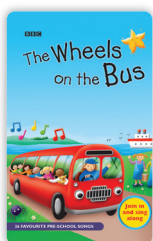
**Animal Songs**  
Laurie Berkner



**Now Hear This!**  
The Juicebox Jukebox



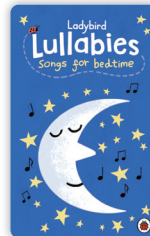
**My First Classical Music Album**  
Various



**The Wheels on the Bus**  
Various



**Dreams of the Ocean**  
LifeScore Music



**Ladybird Lullabies**  
Ladybird



**Who's in the Odd Socks?**  
Andy and the Oddsocks



**Sing and Learn**  
Monkey Music



**Dancing Songs**  
Caspar Babypants



**Mrs H Sings**  
Mrs H



**3,2,1 Beatbox**  
The Beatbox Collective



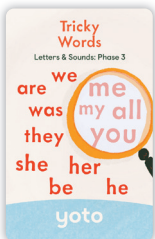
## Activities



**My First  
100 Words**  
Yoto



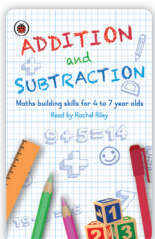
**Mindfulness for  
Children**  
Ladybird



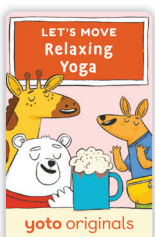
**Phonics Phase 3:  
Tricky Words**  
Yoto



**Flags of the World**  
Yoto



**Addition and  
Subtraction**  
Ladybird



**Let's Move:  
Relaxing Yoga**  
Yoto



## Podcasts



**Story Quest**  
Fun Kids



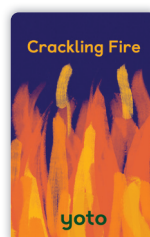
## Radio



**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 and Wireless Headphones:

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

**Yoto Headphones: £24.99**

Colours: 

**Wireless Headphones: £34.99**

Colours: 



### 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](mailto:sophie@yotoplay.com) for more information, quotes, samples, high-res imagery and replies to all queries.

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