



yoto

Inspiring audio for life's
greatest adventure.
Childhood.

Press Kit 2026



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 third generation Yoto Player in 2023.

Now available worldwide, Yoto has 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 Pottermore Publishing, PRH, Macmillan, Sony, Disney, LEGO, Roald Dahl Story Company, HarperCollins, Hachette, Viacom, Bonnier and Scholastic.

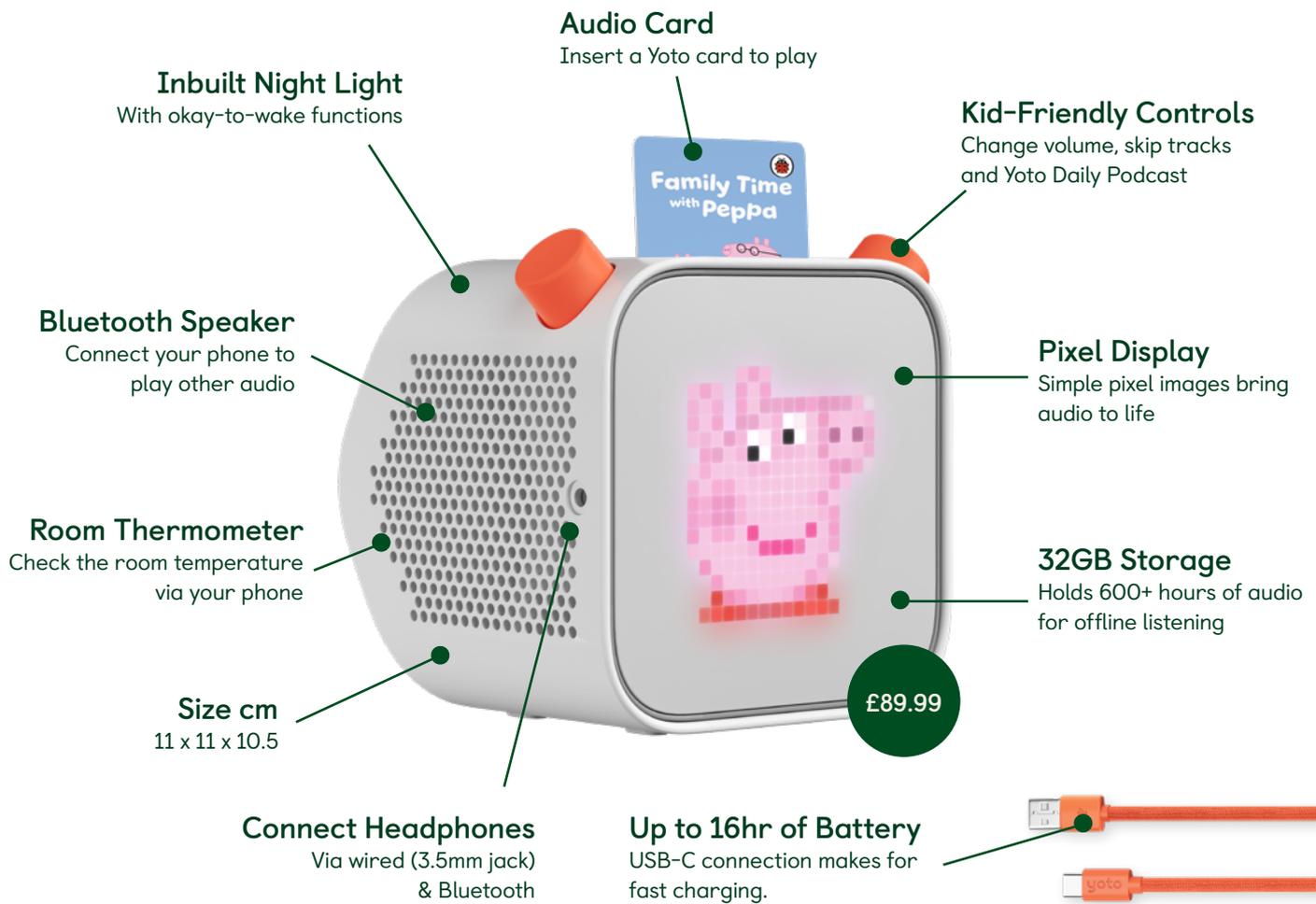


yoto player

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.



yoto player

Great for at home

This is the third 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 1,300 audio titles from the world's greatest creators. And its seven-color night light - improved for a more vibrant glow - helps parents get "nighty-night"s and wake-ups right.

And now the acoustically-engineered Yoto Player (3rd Generation) sounds better than ever. Families can enjoy up to 16 hours of play on a single charge. Plus, a 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 press.uk@yotoplay.com for full Tech Specs

yoto

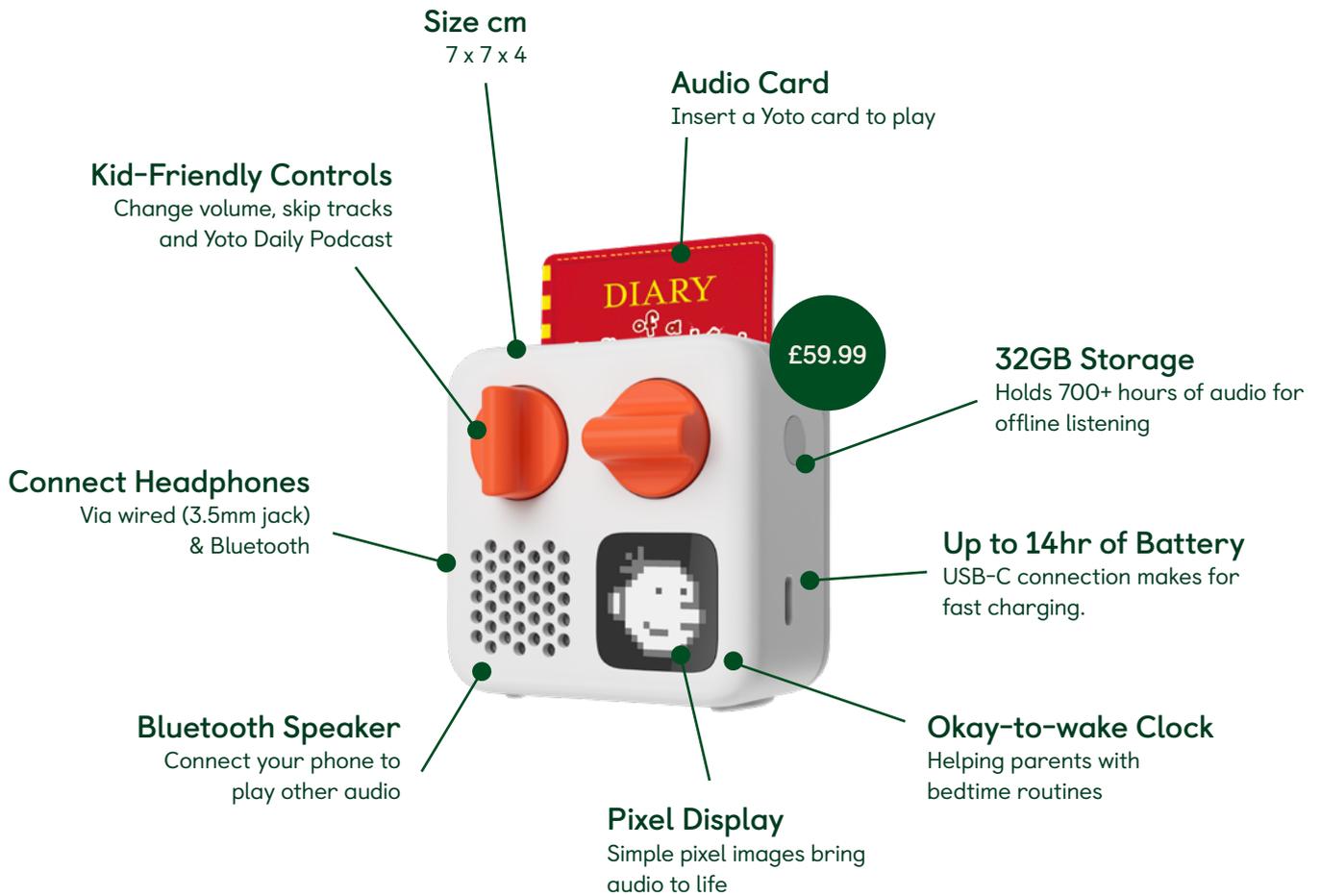


yoto mini

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.



yoto mini

Great for on the go

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 favorite 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.

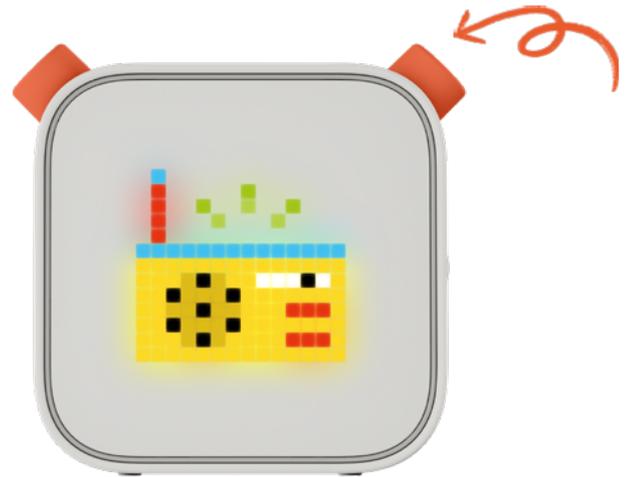
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More than a storyteller



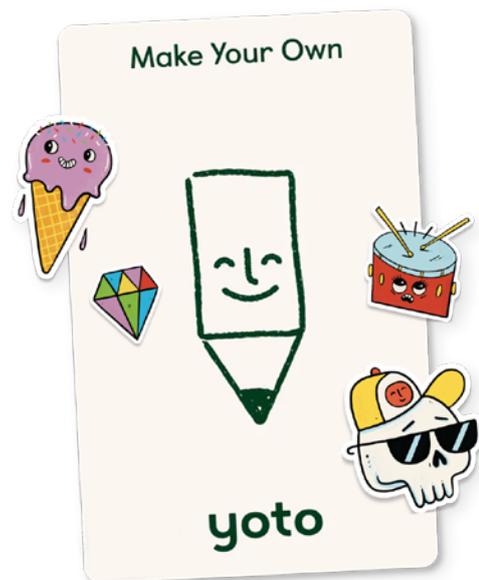
Free audio at the push of a button

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

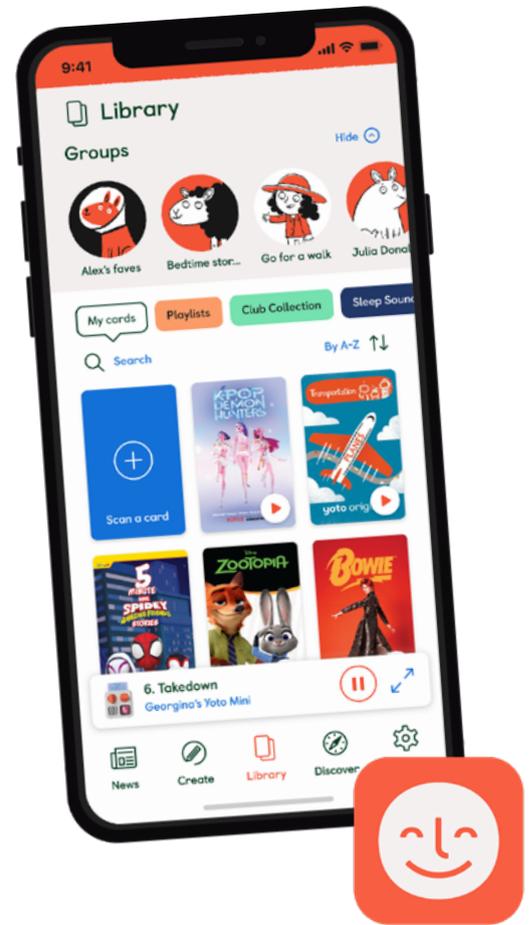
Family life - it's personal. Record your own bedtime stories, make your own mixtapes, or tune in to your favorite radio stations with [Make Your Own Cards](#).



yoto app

The [Yoto App](#) is the hub for setting up, customising, and managing Yoto players, as well as organising Yoto Cards and creating routines like “okay-to-wake.” Unlock free content including sleep sounds, soundscapes, radio stations and timers — and you could even add them to Make Your Own cards to let your kids play them directly from their Yoto. You can even record and add your own music, stories or messages right in the app, making it easy to stay connected from anywhere.

The Yoto App is where parents prepare the magic, setting the stage for joyful audio moments every day.



yoto club

[Yoto Club](#) empowers families to build inspiring card collections from just £2.50 per month. Members receive Club Credits, which can be redeemed on over 850 cards and packs. In addition to flexible credit spending, members enjoy perks such as always-on in-store discounts, free shipping and more.

★ **UNLIMITED** access to ★
yoto originals





Kids grow with Yoto



With over 1,300 titles for kids ages 0–12+, Yoto’s library is packed with stories, music, educational content, and a whole lot more. We’ve spotlighted a handful of our bestsellers and fan favorites here — [browse our collection](#) for the full lineup of world-class audio.

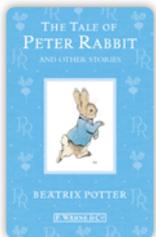


Licensed Stories

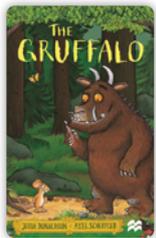
Yoto Originals Stories



James and the Giant Peach
Roald Dahl



The Tale of Peter Rabbit and Other Stories
Beatrix Potter



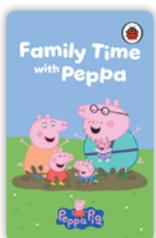
The Gruffalo
Julia Donaldson & Axel Scheffler



Harry Potter and the Philosopher's Stone
J. K. Rowling



Frozen
Disney



Peppa Pig: Family Time with Peppa
Ladybird



The Solar System
Yoto



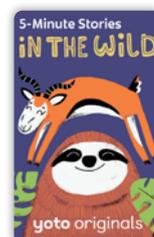
First Fairy Tales
Yoto



BrainBots: The Human Body
Yoto



BrainBots: Biggest Ideas
Yoto



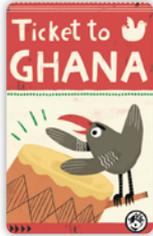
5-Minute Stories: In the Wild
Yoto



5-Minute Sleepy Stories
Yoto



Music



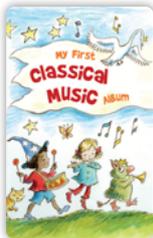
Ticket to Ghana
Mr Bongo



**Laurie Berkner's
Animal Songs**
The Laurie Berkner
Band



KPop Demon Hunters
Various



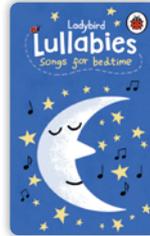
**My First Classical
Music Album**
Various



**Row Your Boat and
other Pre-School
Songs**
Yoto



**Lifescore Music:
Dreams of the Ocean**
LifeScore Music



Ladybird Lullabies
Ladybird



**Wicked:
The Soundtrack**
Various



**Spice Girls:
Greatest Hits**
Spice Girls



Dancing Songs
Caspar Babypants



**The Beatles
1962 - 1966
(Yoto Edition)**
The Beatles



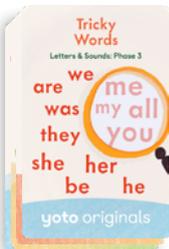
3, 2, 1 Beatbox
The Beatbox Collective



Activities



My First 100 Words
Yoto



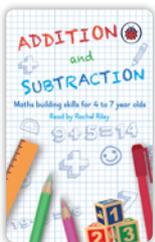
Phonics: Letters and Sounds: Phase 3
Yoto



Spy Club - Mission: Bring Back Boyd
Yoto



Yoto Classical: Calm
Yoto



Addition and Subtraction
Ladybird



Yoto Daily: Draw Along Volume 2
Yoto



Podcasts



Story Quest
Fun Kids



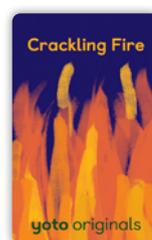
Radio



Fun Kids Junior: Radio for Preschoolers
Fun Kids



Soundscapes



Crackling Fire
Yoto

...and many more!



Yoto Accessories



Whether traveling 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:     

Mini Adventure Jacket: £19.99

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: £29.99

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

Colours: 



Card Case: £24.99

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

Colours:   

Get in touch



Email the UK Press office: press.uk@yotoplay.com
for more information, quotes, samples, high-res
imagery and replies to all inquiries.

Website: uk.yotoplay.com

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

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

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