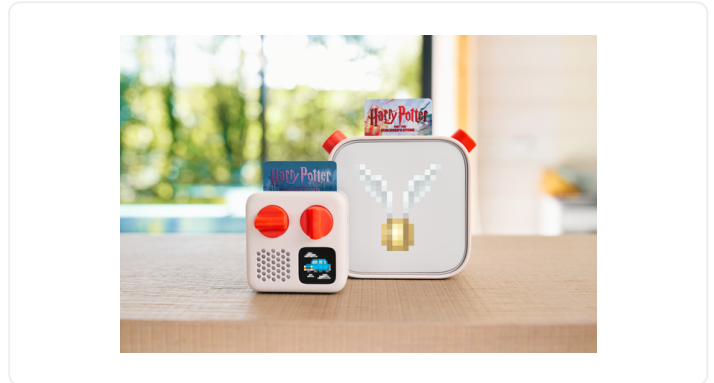


Children's audio platform Yoto to launch full series of J.K. Rowling's Harry Potter TM digital audiobooks with original narration by Jim Dale

Yoto's most requested series of all time finally joins the library



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yotoplay.pr.co

USA, 4:01am, August 29, 2024: Yoto, the award-winning children's audio platform and creators of the Yoto Player and Yoto Mini, is thrilled to announce plans to release the full series of the Harry Potter TM digital audiobooks, featuring all 116 hours of the beloved original narration by Jim Dale. This magical new offering will be available to download on August 29, 2024, with Yoto cards on sale individually and in various bundle options, bringing the wizarding world of Harry Potter to life on a whole new platform for children aged seven and up.

The Harry Potter Yoto cards themselves are works of art, each featuring beautiful illustrations inspired by iconic scenes from the books. To add even more enchantment, for

the first time ever the cards will feature luxury colored foil and texture effects, enhancing fans' journey through the wizarding world and making each set irresistibly collectible.

Ben Drury, Co-Founder and CEO of Yoto, expressed his excitement about the launch: "Ever since Yoto's launch in 2020, we've received a constant stream of emails, DMs, letters and comments, crying out for the Harry Potter series on Yoto. Our vision for Yoto has always been to be the best children's audio platform in the world, so having Harry's iconic adventures in our catalog is a huge moment for us. We know that incredible audio has the ability to unlock children's imaginations, much like the Harry Potter series has done for nearly three decades. This announcement will make a lot of Yoto families very happy indeed."

Jessica Tarrant, Content Director at Yoto, commented: "Welcoming the Harry Potter series to Yoto is one of our proudest moments as a leader in children's audio, where our focus is always on bringing the best content to our customers. As our biggest and most-requested launch to Press Release date, we've worked magic touches into every part of this much-anticipated release, including creating over 200 custom chapter pixel images and introducing our first-ever foiled cards, adding a tactile element that will make the experience even more special for Harry Potter fans. These beautifully crafted cards are not only a gateway to spellbinding adventures but are also cherished collectibles that children will treasure."

Amy Wallace, Chief Operating Officer at Yoto, praised the teams involved in making the launch a reality: "This achievement is a testament to the hard work and dedication of our team and our partners at Pottermore. As a company we have grown hugely in the last four years, driven by the ambition to keep delighting our customers with the very best titles as they grow up alongside us. Families who bought a Yoto Player for their three-year-old in the company's infancy now have ever-more curious seven-year-olds - just like my daughter - who we know will be just thrilled to discover the world of Harry Potter on Yoto. We are incredibly proud to bring this timeless series to our platform."

"We're so pleased to announce this new collaboration with Yoto and to launch these magical stories onto their platform," said Jennie McCann, Pottermore Publishing's Managing

Director. "Finding ways to introduce each new generation to the world of Harry Potter is at the core of what we do, and we're certain Yoto's innovative audio players will make listening a fun, escapist experience for huge numbers of children over the years to come."

The Harry Potter series of Yoto cards will be available for purchase on August 29th, 2024, in all markets of the [Yoto website](#), both individually and in specially priced bundles. The cards are designed to work seamlessly with the award-winning [Yoto Player 3rd Generation](#) and [Yoto Mini \(2024 Edition\)](#), as well as through the free [Yoto app](#).

Notes to Editors

The Harry Potter (Yoto Edition) card series will launch 29th August 2024 priced from \$29.99 for a single card, and can be purchased/ordered from:

[Yoto UK](#)

[Yoto US](#)

[Yoto Canada](#)

[Yoto EU](#)

[Yoto Australia](#)

[Yoto Player 3rd Generation](#) is priced at (\$129.99)

[Yoto Mini \(2024 Edition\)](#) is priced at (\$69.99)

Single Cards

Harry Potter and the Chamber of Secrets (US) \$29.99, run time 9hrs 3mins

Harry Potter and the Prisoner of Azkaban (US) \$29.99, run time 11hrs 49mins

Harry Potter and the Goblet of Fire (US) \$44.99, run time 20hrs 36mins

Harry Potter and the Order of the Phoenix (US) \$44.99, run time 26hrs 29mins

Harry Potter and the Half-Blood Prince (US), \$44.99, run time 18hrs 32mins

Harry Potter and the Deathly Hallows (US), \$44.99, run time 21hrs 36mins

Multipacks and bundles

Harry Potter: The Complete Collection (US), \$239.99, run time 116hrs 23mins

Harry Potter: Books 1-3 (US), \$79.99, run time 29hrs 10mins

Harry Potter: Books 4-7 (US), \$157.99, run time 87hrs 13mins

About Yotoplay

Yoto is an interactive audio platform for kids. Yoto offers a catalogue of over 1,200 stories, songs, activities and more to inspire creative play and learning without a screen. The carefully connected audio players, Yoto Player (3rd Generation) and Yoto Mini, put kids safely in control. No cameras. No microphones. No ads.

Inspired by Montessori principles, Ben Drury and Filip Denker founded Yoto in 2017. Yoto Player was designed with renowned design agency, Pentagram, and launched in early 2020. Yoto Mini, the portable audio player, launched in late 2021. The new and improved third generation Yoto Player arrived in summer 2023.

Available worldwide, Yoto 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 was named one of Bloomberg's Top Start Ups to watch, and was named the second fastest growing tech company by Deloitte in 2023.

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, Universal Music Group, Sony, Warner Music, Mattel, Pottermore Publishing, Roald Dahl Story Company, HarperCollins, Hachette, Bonnier and Scholastic.

Contact details

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