

Yoto Launches Yoto Player 4th Gen and Yoto Mini 4th Gen, Its Biggest Hardware Upgrade Yet

New Green Button gives kids instant, cardless access to their favorite audio, alongside smarter routines and a faster, tougher hardware redesign built for family life.



Hi-res press imagery available for download [here](#)

New York, New York, September 10, 2026 – [Yoto](#), the interactive audio platform for kids and families, today announced the 4th Generation of its [Yoto Player](#) and [Yoto Mini](#), the biggest undertaking in the company's history, three years in the making. Pre-orders open today, with Yoto Mini 4th Gen estimated dispatch from September 30 and Yoto Player 4th Gen estimated dispatch from October 15.

Both players are rebuilt from the inside out – faster, smarter and even more durable – and are headlined by three major upgrades: a new Green Button that grownups can program on the App for instant, cardless access to kids' favorite audio; enhanced routines that adapt to a family's rhythm throughout the day; and all-new hardware built for family life.

The Green Button: a kids' personal playlist

The standout feature across both 4th Gen players is the Green Button – a simple twist-and-press control that grownups can configure on the free Yoto App to give kids instant access to up to 20 of their favorite stories, songs, timers, soundscapes and podcasts, without needing to insert a Yoto Card first.

Yoto Cards remain central to the Yoto experience, and will continue to be the way families discover and gift new audio. But for the stories a child asks for every night, or the songs they play on repeat, the Green Button removes the need to search through a large physical Yoto card collection. And it's not just for favorite physical cards - the Green Button can also be configured as a shortcut to digital-only cards and free bonus audio that is available on the App, from soundscapes to toothbrush timers.

Kids can still pop in a Yoto Card to play their favorite audio, but once configured the Green Button simply offers a way to jump straight to their favorites. Families can program separate Green Button playlists for morning and evening, and grownups can manage a child's selections via the free Yoto App.

Families can get started with the Green Button right away, with a free Yoto Originals 5 Minute Stories From Around the World digital Yoto Card included with the Yoto Player 4th Gen and a free Yoto Originals Journey Jams digital card included with the Yoto Mini 4th Gen. The digital cards will be waiting for grownups in their Yoto App after set-up, ready to be added to the Green Button playlist. A free Make Your Own Card and stickers are also included in the box with both players which can be linked to the digital cards via the App or player.

Routines: support your family's rhythm

The 4th Gen players also aid with family routines better than ever, acting as an audio anchor throughout the day. Stories, podcasts, radio, night light colors and digital clock cues change automatically as the day unfolds. Start the day with an educational podcast, and easily switch to calming stories and sleep sounds at bedtime, helping mornings start more smoothly and bedtimes wind down without friction.

All-new hardware: completely rebuilt

Both Yoto players get a generational leap in performance:

- New processor for faster and more responsive performance
- Wi-Fi 6 and Bluetooth 6.1 for quick, reliable connections
- 64GB of storage – double the previous generation – over 1000 hours of audio
- Faster downloads
- Smoother set up
- A two-year warranty

Yoto Player 4th Gen – the heart of the home – gets a redesigned full-panel night light with seven colors and adjustable brightness, day/night and Ok-to-Wake modes, wireless charging alongside USB-C, and rich stereo sound built for music, stories and sleep sounds.

Yoto Mini 4th Gen – the portable player built for adventures big and small – is IP67 dust and water resistant. Its puddle proof and tumble tough design is paired with the same Green Button and 64GB storage as the larger player.

"This isn't just a new product, it's a new platform – we've upgraded everything under the hood," said Ben Drury, CEO and co-founder of Yoto. "We've spent three years building this foundation for the next chapter of Yoto – faster, more reliable, and with kids in control, just as they've always been."

New-look accessories

Yoto's accessories have also been given the 4th Gen treatment. The updated silicone Adventure Jackets keep the Yoto 4th Gen players snug and carry-ready, with four new vibrant colorways and an all-new wrist lanyard included with the Yoto Mini 4th Gen version. The refreshed Yoto Travel Case now fits both generations of Yoto Mini, with the same space for over-ear headphones and up to 30 Yoto Cards so kids are all set for adventure. Whether it's the back seat of a long car journey, a stay at the grandparents' or just out and about, everything children need is packed and ready to go. The Yoto Player 4th Gen is compatible with the existing Yoto Wireless Charging Dock, but there is a new-look Green Wireless Charging Dock coming soon.

Pricing and availability

Yoto Player 4th Gen and Yoto Mini 4th Gen are available to pre-order today at yotoplay.com, with the Yoto Mini 4th Gen also available for pre-order on Amazon.

Yoto Player 4th Gen: \$149.99

Yoto Mini 4th Gen: \$109.99

Yoto Player 4th Gen Adventure Jacket available in Fresh Frog Soup (green), Sunny Side Up (yellow), Dancing Flamingo (pink) and Penguin Blue: \$29.99

Yoto Mini 4th Gen Adventure Jacket available in Fresh Frog Soup (green), Sunny Side Up (yellow), Dancing Flamingo (pink) and Penguin Blue: \$22.99

Yoto Mini 4th Gen Travel Case: \$34.99

Yoto Mini 4th Gen estimated dispatch: September 30, 2026

Yoto Player 4th Gen estimated dispatch: October 15, 2026.

About the Yoto Player 4th Gen

- The Green Button: instant access to up to 20 favorites for day and night, no card required
- Enhanced routines with cardless access to content, new full panel night light and automatic clock shifts
- Redesigned night light: 7 colors, adjustable brightness, day/night and Ok-to-Wake modes
- Acoustically engineered stereo sound
- New processor, Wi-Fi 6 and Bluetooth 6.1
- 64GB storage for over 1000 hours of offline audio
- Faster downloads
- Wireless and USB-C charging
- Smoother set-up
- Two-year warranty
- Replaceable battery with plans for a battery replacement kit to be available in 2027

About the Yoto Mini 4th Gen

- The Green Button: instant access to up to 20 favorites for day and night, no card required
- IP67 dust and water resistant
- Compact design built for drops, splashes and everyday adventures

- New processor, Wi-Fi 6 and Bluetooth 6.1
- 64GB storage for over 1000 hours of offline audio
- Faster downloads
- USB-C charging
- Bluetooth and wired (3.5mm) headphone compatible
- Smoother set-up
- Two-year warranty

About Yoto

Yoto is an interactive audio platform designed for screen-free listening that kids control. The company was founded by Ben Drury and Filip Denker, two dads who wanted to create a better way for their children to enjoy audio without needing to use tech built for an adult. Child-first by design, Yoto Players have always been designed for agency without addiction so children could discover, imagine and learn on a device that was built for them.

Since launching on Kickstarter in 2017, Yoto has grown into a global brand loved by families around the world. The launch of the Yoto Player 4th Gen and Yoto Mini 4th Gen in 2026 marked a new chapter in that story: after years of learning from how families actually use their players, from the podcast tune-in every morning, to the last Yoto story at night, the new hardware is faster, tougher and better than ever before, built around the rhythms of real family life.

Yoto has won multiple prestigious awards over the years, including the King's Award for Enterprise in 2025, the FT1000 Europe's Fastest-Growing Companies list in 2026, a D&AD Pencil for outstanding design, and was named one of TIME magazine's Best Inventions in 2020. The Yoto Mini 4th Gen sits in the Henry Ford Museum of Innovation collection alongside the original iPhone thanks to its IDEA Gold award in 2026.

The content library spans over one thousand titles from publishers, labels and top creators including Universal Music Group, Penguin Random House, Roald Dahl Story Company, the BBC and Mattel alongside Yoto's own award-winning Yoto Originals, bringing the world's best stories, music, activities and podcasts to children of all ages in English, French and Spanish. Available globally, Yoto is creating a world-class audio experience that grows with children and sits at the heart of everyday family life.

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