

Yoto Launches David Bowie Card: Introducing the Legendary Artist to a New Generation

Yoto's latest addition to its growing popular music offering is filled with the immortal icon's classic songs



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New York, 20th October 2025 – Yoto, the award-winning audio platform for kids, today announced the launch of a new Yoto card featuring the timeless work of David Bowie. With a bespoke track listing compiled especially for Yoto families, the new Yoto card is curated to showcase the songs that defined Bowie's career, transforming their Yoto Player into a gateway to the worlds of sound and vision he created.

Designed especially for curious kids and families who love music, the exclusive album is filled with some of Bowie's biggest hits, introducing young listeners to the creativity and imagination of one of the most influential and inspirational artists of all time. Bowie's songs are full of indescribable sounds, unforgettable melodies, and lyrics that spark wonder, making them a natural fit for children who are discovering the joy of music. Each track opens a door to new ideas, from outer space adventures to colourful characters, giving families plenty to enjoy together.

To bring this card to life, Yoto worked closely with the managers of Bowie's catalogue, along with Warner Chappell Music and Warner Music, to carefully curate a selection of iconic tracks that feel both timeless and kid-friendly. Honoring his bold visual legacy, the card features the iconic Kansai Yamamoto 'Tokyo Pop' jumpsuit image by celebrated photographer Masayoshi Sukita, and each song has its own bespoke pixel display artwork.

Dom Hodge, Head of Music and Sound at Yoto, said: "Bowie's legacy is a celebration of sound, style and self-expression, and his music truly resonates through the ages. Full of powerful stories and epic, joyous soundscapes, we are incredibly excited to bring this catalogue to a whole new generation of little starpeople around the world. This card isn't just about playing music; it's about inspiring young listeners to embrace individuality and dream bigger, whether they're singing along in the kitchen or dancing in their bedrooms."

Kirsten Sharp, Senior Director of Creative Services at Warner Chappell Music said "It's been an immense pleasure to work so closely with Yoto and the Bowie Team to bring this extraordinary catalogue to a new audience of mini rebels . At Warner Chappell Music, we're passionate about ensuring David Bowie's visionary music continues to inspire, and this partnership offers a brilliant new way for young minds to discover Bowie's unique sound and message of individuality, helping them find a new hero for life."

The [Bowie Yoto card](#) launches today (20th October) and is available at www.yotoplay.com priced at \$14.99 with a run time of 52min. The card is compatible with both the Yoto Player (3rd Generation) and the Yoto Mini as well as the free Yoto App.

Track Listing:

1. Rebel Rebel
2. Let's Dance
3. Starman
4. Space Oddity
5. The Jean Genie
6. Ziggy Stardust
7. Fashion
8. Sound and Vision
9. Changes
10. Kooks
11. Modern Love
12. Everyone Says 'Hi'
13. "Heroes"

Notes to editors

About Yoto

Yoto is an interactive audio platform for kids. Yoto offer 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.

Now 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 were 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, Disney, Pottermore Publishing, Roald Dahl Story Company, HarperCollins, Hachette, Bonnier and Scholastic.

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