Yoto launches new Disney and Pixar Toy Story 5 Card





Jessie, Woody and Buzz face their biggest challenge yet in this audio retelling of the film as traditional toys go toe to toe with tech

Download hi-res press imagery here

29 October 2026: Yoto, makers of the award-winning audio players for kids and families, has today launched their retelling of Disney and Pixar *Toy Story 5* in a new Yoto card bringing the Disney and Pixar blockbuster film to life as an action packed audio adventure.

A retelling of the recent film broken into 10 short chapters, the Yoto Card follows Jessie as she steps up as Bonnie's favourite toy, only to face an unexpected challenge when Bonnie's parents introduce a smart tablet named Lilypad. As Bonnie becomes increasingly captivated by screens, Jessie calls on an old friend for help: Woody. Meanwhile, 50 defective hi-tech Buzz Lightyear action figures are on a mission to march on Star Command, leaving the veteran toys to navigate a world where modern technology and old-fashioned imagination must learn to coexist.

Produced by Disney and Pixar and presented by Yoto, the card features single-voice narration with original music and sound effects, and runs for approximately one hour in total.

Jess Tarrant, Content Director at Yoto, said: "Toy Story is one of the most beloved franchises in the world, and with seven Toy Story titles now in our library and tens of thousands of cards sold, the love our community has for these characters speaks for itself.

“What sets this card apart is how deeply its story connects to what we hear from parents every day. Families want their children to slow down, tune in, and use their imaginations. Jessie's fight to win Bonnie back from a screen is one every parent will recognise, and we think hearing it told through audio makes it all the more powerful."

The Yoto Card edition of Toy Story 5 is perfect for children aged three to eight years old, and is available at yotoplay.com priced at €12.99, with a run time of approximately one hour. The card is compatible with all Yoto players, including the new Yoto Player 4th Gen and Yoto Mini 4th Gen, as well as the free Yoto App. It can be purchased from: Yoto EU
Yoto Player 4th Gen is priced at €129.99.
Yoto Mini 4th Gen is priced at €99.99.

-ENDS-

For more information, imagery and samples, please contact the Yoto Press Office: press.uk@yotoplay.com

Notes to editors

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.