

yoto

# It’s a listening thing.

## Press Kit 2026

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# About Yoto

Yoto 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 were designed for agency without addiction. They let kids pick up a physical Yoto Card, slot it in the top of their player and listen independently. With simple buttons, a pixel display even non-readers could navigate and a name that the smallest kids could pronounce, Yoto was born.

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 marks a new chapter in that story: years of understanding how families actually use their players, from the first Yoto Card of the morning to the last story at night, have shaped hardware that 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, a Gold in the IDEA Awards, a D&AD Pencil for outstanding design, and was named one of TIME magazine's Best Inventions in 2020. 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. The company also produces its own award-winning Yoto Originals content, working with world-class authors, musicians, creatives and sound artists. Yoto takes pride in bringing the world's best stories, music, activities and podcasts to children of all ages in English, French, Spanish and Dutch.






Yoto Player 4th Gen

# The kids audio player that grows with them

Built for the rhythm of family life, Yoto Player 4th Gen does more than fill the room with sound. It can support daily routines from the start of the morning, it can save a rainy afternoon and it can help settle at night.




**Kid friendly controls**

Left-hand button to change volume, right-hand button to select tracks

**Audio card**

Kids insert Yoto Card to play

**Acoustically engineered stereo sound**

Perfect for music, audiobooks and sleep sounds

**Connect headphones**

Wired (3.5mm jack) or Bluetooth

**Display**

Pixels bring audio to life when listening and upgraded display enables kids to navigate to their Green Button content

**Favourites, always to hand**

Kids' 20 must-have tracks at their fingertips, no card needed thanks to the Green Button

**Bluetooth speaker**

Connect to a phone to play (Coming soon)

**Enhanced night light**

Custom colours & brightness
Dynamic lighting function (Coming soon)

€129.99

Yoto Player 4th Gen

## Meet our best Yoto Player yet

The Yoto Player 4th Gen fits naturally into family life, from the morning routine to story time after dark, and is built to stay with your child as they grow.

The new Green Button gives kids a shortcut to up to 20 favourite titles, shifting between daytime stories and podcasts, and night-time sleep sounds. No physical card needed, and great for when you're away from home so their must-haves are always at their fingertips.

The Yoto library offers over 1,000 titles to explore, from Roald Dahl and the Gruffalo to Kpop Demon Hunters tunes and award-winning Yoto Originals content. Each Yoto Card is built for independent listening, putting kids in control and parents at ease.

Redesigned from the inside out, Yoto Player 4th Gen now has Wi-Fi 6, Bluetooth 6.1, a huge 64GB of storage for over 1,000 hours of listening and acoustically engineered stereo speakers. It also has a new full-panel customisable night light that adds a warm glow when the tucking in is completed and the house (finally!) goes quiet.

Day & Night Modes shift automatically, adjusting the Green Button favourites, night light colours and clock cues, for routines that flow more easily.

# Compare Yoto players





| | Yoto Player 3rd Gen | Yoto Player 4th Gen |
|---|---|---|
| Yoto Card compatible | ✓ | ✓ |
| Cardless audio with the Green Button | ✗ | ✓ Plays up to 20 titles for day and night direct from the player, online or offline* |
| Free audio | ✓ | ✓ |
| Wi-Fi | ✓ Wi-Fi 5 | ✓ Wi-Fi 6 |
| Bluetooth headphone compatible | ✓ Bluetooth 4.2 | ✓ Bluetooth 6.1 |
| Wired headphone compatible (3.5mm jack) | ✓ | ✓ |
| Bluetooth speaker | ✓ | Coming soon |
| Customisable night light | ✓ Night light ring | ✓ Enhanced night light panel |
| Dynamic night light | ✗ | Coming soon |
| Ok-to-Wake clock | ✓ | ✓ |
| Storage | ✓ 32GB | ✓ 64GB - 1000+ hours of audio |
| Parental controls via Yoto App | ✓ | ✓ |

*Once configured in App by a grownup and downloaded to player



Yoto Mini 4th Gen

# 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.




**Audio card**

Kids insert Yoto Card to play

**Kid friendly controls**

Left-hand button to change volume, right-hand button to skip tracks, fast forward and rewind

**Puddle proof & tumble tough**

IP67 water and dust resistant, drop tested 30k times

**Connect headphones**

Wired (3.5mm jack) or Bluetooth

**Display**

Pixels bring audio to life when listening and upgraded display enables kids to navigate to their Green Button content

**Bluetooth speaker**

Connect to a phone to play (Coming soon)

**Favourites, always to hand**

Kids' 20 must-have tracks at their fingertips, no card needed thanks to the Green Button

€99.99

Yoto Mini 4th Gen

# Built to go wherever they go

The Yoto Mini 4th Gen handles whatever family life throws at it, whether that's a quiet day spent at home or an exciting outdoor adventure.

Built for the rough-and-tumble of childhood, it's IP67 water and dust resistant and has been drop-tested 30,000 times. Take it in the car, pack it in a bag, and even if you accidentally leave it out in the garden for a while, it'll survive.

The Green Button travels with them too. Grownups can set a personalised playlist of up to 20 titles for day and night, ready at a twist. Whether kids are after a favourite story on the school run or their soundtrack for the back seat, their go-to listens are always there.

64GB of storage means over 1,000 hours of audio to explore. Choose a Yoto Card and the possibilities are almost endless: stories, music, podcasts, radio and more from some of the world's best storytellers, musicians and broadcasters.

# Compare Yoto Mini players



## Yoto Mini 3rd Gen



## Yoto Mini 4th Gen

| | Yoto Mini 3rd Gen | Yoto Mini 4th Gen |
|---|---|---|
| Yoto Card compatible | ✓ | ✓ |
| Cardless audio with the Green Button | ✗ | ✓ Plays up to 20 titles for day and night direct from the player, online or offline* |
| Water resistance (IP67) | ✗ | ✓ |
| Dust resistant (IP67) | ✗ | ✓ |
| Free audio | ✓ | ✓ |
| Wi-Fi | ✓ Wi-Fi 5 | ✓ Wi-Fi 6 |
| Bluetooth headphone compatible | ✓ Bluetooth 4.2 | ✓ Bluetooth 6.1 |
| Wired headphone compatible (3.5mm jack) | ✓ | ✓ |
| Ok-to-Wake clock | ✓ | ✓ |
| Bluetooth speaker | ✓ | Coming soon |
| Storage | ✓ 32GB | ✓ 64GB - 1000+ hours of audio |
| Parental controls via Yoto App | ✓ | ✓ |

*Once configured in App by a grownup and downloaded to player



# The Green Button

The shortcut to their favourite audio.

Every family has their must-haves. The story they want on repeat, the playlist that actually gets them out of bed or the sleep sounds that just work.

The Green Button is kids' personal shortcut to all of that. Adults can program up to 20 favourite titles for day and night from their library on the App: stories, music, podcasts or radio for the day, sleep sounds, toothbrush timers and bedtime stories for the evening. Kids then twist the Green Button, they'll see the card artwork on the display, and they can simply click to select and play. Day and Night modes mean the Green Button playlist shifts automatically with the time, so the player knows when it's time to get going and when it's time to wind down. Available on both the Yoto Player 4th Gen and Yoto Mini 4th Gen, the Green Button goes wherever they do, from the bedroom to the back seat.

## How it works

- Grownups choose their kids' favourites in the Yoto App: up to 20 for daytime, 20 for night time. The titles are downloaded to the player.
- Kids twist the Green Button to view the card selection on the display, then push to play.
- Whatever they're up to, their go-to listens are always ready.

# The audio player kids grow up with

Thousands of titles, screen-free listening and a player that keeps up with them. Whatever age, whatever mood, Yoto Players are built to become part of the family.

## Grows with kids

Yoto players are easy enough for a three-year-old to use, and engaging enough to keep a twelve-year-old entertained. From toddler tunes to tween audiobooks, Yoto has a growing library of titles for different ages, genres and interests. One player will last many years to come!





## Made for travel

Yoto Mini is pocket-sized and made for on-the-go travel. It's Bluetooth headphone-enabled, the battery lasts for the longest journeys and the Cards are easy to pack and organise.

## Encourages independence

The pixel display shows icons to help kids keep track of stories and learning, while the built-in clock and useful timers help with routines.





## Help build better bedtimes

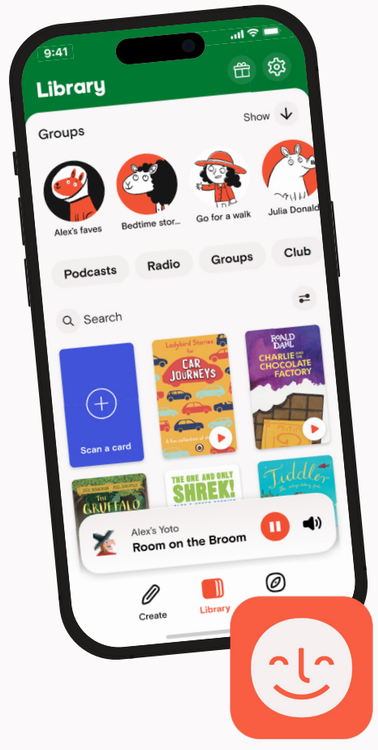
Yoto Player does more than entertain. With a customisable night light, free sleep sounds, toothbrush timers and alarms available in the Yoto App, it's an essential part of families' day and night-time routines.

# Yoto App

The Yoto App is where parents set up, customise and manage Yoto players, as well as organise Yoto Cards and create routines for day and night.

It's home to free content including sleep sounds, soundscapes, radio stations and timers. Parents can add this content, or their own music, stories or messages, to Make Your Own Cards, which kids can play directly from their Yoto.

Available on Android and Apple.




## Make Your Own Cards




With Yoto Make Your Own Cards, families can record and listen to their own creations. The possibilities are endless, from stories and messages read by family members, to playlists made using their own MP3s, to audio linked from Digital Cards or the Yoto App.

It's quick and easy for grownups to record using the App or a laptop. Each Card holds up to 100 tracks and can be reused over and over again.

# More than a storyteller

## Free audio at the push of a button

Press the right-hand button (Yoto Player 3rd Gen & Yoto Mini) or Green Button (Yoto 4th Gen) once to access Yoto Daily, Yoto's own fun-filled micro-podcast hosted by former teacher and Executive Audio Producer, Jake Harris. Press the same button again to access Yoto Radio, a curated selection of music suitable for the entire family, completely ad-free.






## Yoto Club

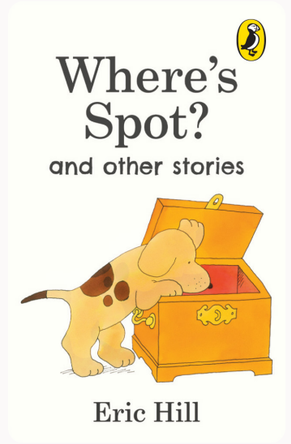
Yoto Club empowers families to discover inspiring cards from just €3.33 per month. Enjoy unlimited digital access to over 300 English-language Yoto Originals titles including facts, music, quizzes, stories and activities, plus over 55 French-language Yoto Originals cards as well as members-only sleep sounds and useful timers.

# Yoto grows with your family

## Yoto Cards; from stories to songs, maths to meditation

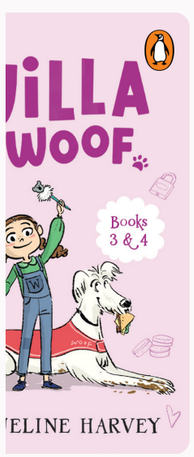
With a library of over 1,000 cards featuring music, stories, learning and activities, kids can build a collection they'll love for years to come. With a range of genres, ages and interests, and new titles being added regularly, there's plenty to choose from.

Our titles feature favourite characters from top publishers as well as Yoto Originals, audio created by Yoto Studios, available exclusively on Yoto. Dive into reimagined classics, all-new characters and adventures, and uniquely interactive audio that kids won't find anywhere else.









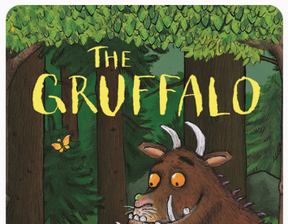


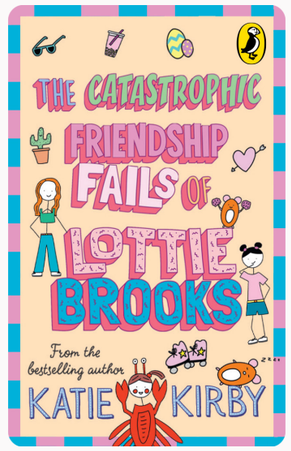
















# Yoto Accessories

## Accessories for every adventure

Perfect for personalising and protecting, Yoto's accessories are designed to keep up with real family life, whether that's on the bedside table or in the back seat.



### Adventure Jackets

These silicone carry-cases fit snugly over your Yoto Player 4th Gen, protecting it from small bumps and scratches.

### Mini Adventure Jackets

Perfect for your Yoto Mini 4th Gen, and includes a matching wrist lanyard.



### Yoto Mini Travel Case

Our hard-shell Travel Case has dedicated space for a Yoto Mini or Yoto Mini 4th Gen, a cable, kids' headphones and up to 30 Yoto Cards.







### Card Case

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

### Yoto Headphones

Hi-fi audio at kid-safe volumes. Our folding headphones are safe, strong and ready for adventure at home or on the go. Available as Bluetooth or wired headphones.



# Get in touch

Email the Press Office: press.uk@yotoplay.com
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