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Yoto spreekt Nederlands! Dutch stories, songs and classics come to Yoto

Dutch cards are launching this season, from Dikkie Dik to Gouden Boekjes, joining Yoto's best-in-class international catalogue

Yoto, the internationally award-winning audio brand loved by millions of children around the world, today announces the launch of its first ever Dutch-language content. Dutch families can now press play on the stories they grew up with, in their own language, on the audio player their kids can use all by themselves.

Partnering with three of the Netherlands' most respected publishing houses, Gottmer, WPG and Rubinstein, Yoto is bringing the classic series and characters Dutch children already know and love to Yoto Cards. The launch collection is made up of 12 cards for ages 2 to 8+, with a core focus on little listeners aged 2 to 5. It brings together much-loved classics like Gouden Boekjes, Dikkie Dik and Kikker, alongside preschool songs from Yoto Originals, so there's something for every age and mood.

Jess Tarrant, Content Director at Yoto, said: "We have seen so many requests for Dutch content on Yoto from our community, so we know a lot of families have been waiting for this. Working with Gottmer, WPG and Rubinstein means we're starting with characters children already know and love, and with many more titles to release before the end of the year - as well as a range of Dutch cards produced by our Yoto Studios team in the pipeline - there will always be something new to discover."

Dutch Yoto Cards are available now at https://eu.yotoplay.com/ and Yoto will keep adding content every month.

Dutch joins a catalogue that spans more than 2500 cards in four languages: around 2,000 in English, 400 in French, 125 in Spanish and now Dutch, with titles from the world's best

publishers, labels and storytellers, including Universal Music Group, Penguin Random House, the Roald Dahl Story Company, the BBC and Mattel. In France, Yoto has worked since 2022 with heritage publishers such as Gallimard Jeunesse, Flammarion, Bayard and Auzou.

Every Yoto Card is made for kids to listen on their own. They pick up a card, slot it into the top of their player and the audio comes to life. No screens, no ads, no scrolling. With the new Green Button on the Yoto Player 4th Gen and Yoto Mini 4th Gen, grownups can also load up to 20 favourite titles for day and night, so a favourite Dutch story is always one twist away, at home or in the back seat.

About Yoto

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

EU Press Office
press.uk@yotoplay.com

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