

Avec sa nouvelle campagne, Yoto veut être la carte gagnante des familles pour les fêtes !

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À propos

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.

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