

Kids' audio platform Yoto partners with ABBA to release ABBA Gold: Greatest Hits

Music fans of all ages can now enjoy ABBA's greatest hits in a child-friendly format



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yotoplay.pr.co

SYDNEY AUSTRALIA, April 4, 2025 - Yoto, the award-winning audio platform for children, has announced the release of the iconic ABBA Gold album as part of their ongoing partnership with Universal Music Group. This collaboration brings the incredible music of the Swedish superstars to a new generation of listeners aged three and up, through Yoto's innovative screen-free audio players.

Originally released in 1992, ABBA Gold: Greatest Hits has become the best-selling ABBA album and one of the best-selling albums worldwide, with over 30 million copies sold. A musical voyage through the band's biggest hits, the album brilliantly showcases the breadth and enduring appeal of their music. Remastered in 2022 to celebrate the album's 30th anniversary, the Yoto edition comprises 19 tracks, including the toe-tapping classics 'Waterloo', 'Thank You For The Music' and 'Mama Mia', bringing the magic of ABBA to a new audience of young music lovers.

"Partnering with ABBA to bring their ABBA Gold album to our platform is a dream come true and we are incredibly excited to bring their timeless tunes to Yoto families," said Dom Hodge, Yoto's Head of Music and Sound. "This album is a feel-good masterpiece and ABBA has consistently been one of the most requested bands from our community. We can't wait for parents to introduce their little ones to the unforgettable sounds of these incredible artists."

Yoto's partnership with Universal Music Group has opened doors to a treasure trove of iconic music, including Elton John's Diamonds, the Spice Girls' Greatest Hits and The Beatles' Blue and Red albums, with ABBA Gold as the latest addition to this exciting lineup. Chart eligible since November 2024, Yoto cards are making waves in the album charts with sales contributing to climbing those coveted chart positions.

Sarah Boorman, General Manager of Youth Strategies at Universal Music UK, added: "ABBA's unmistakable music makes its mark and gets people moving, quite literally, wherever it goes, so it's a joyful moment knowing that a new generation of music fans is about to discover tracks such as Super Trouper and Waterloo – songs that have proven time and time again to get you hooked on a first listen, then listened to for decades. Bringing ABBA Gold to Yoto is an incredibly exciting moment in our partnership, one that is going from strength to strength."

Yoto is a screen-free audio platform designed for children, offering a wide range of audiobooks, music, and educational content. With its innovative and intuitive card-based system, Yoto provides a safe and engaging way for kids to explore the world of sound.

The ABBA Gold: Greatest Hits (Yoto Edition) Yoto card launches today (April 4th, 2025) and is available at <https://au.yotoplay.com/> priced at \$22.99 each with a run time of 1hr 18mins, The card is compatible with both the Yoto Player (3rd Generation, priced at \$179.99) and the Yoto Mini (2024 Edition, priced at \$129.99) as well as the free Yoto App. It can be purchased from: Yoto AU

Yoto Player is priced at \$179.99

Yoto Mini is priced at \$129.99

Notes to editors

ABBA Gold (Yoto Edition) Track List (Run time: 1hr 18mins)

1. Dancing Queen
2. Knowing Me, Knowing You
3. Take A Chance On Me
4. Mama Mia
5. Lay All Your Love On Me
6. Super Trouper
7. I Have A Dream
8. The Winner Takes It All
9. Money, Money, Money
10. SOS
11. Chiquitita
12. Fernando
13. Voulez-Vous
14. Gimme! Gimme! Gimme! (A Man After Midnight)
15. Does Your Mother Know
16. One Of Us
17. The Name Of The Game
18. Thank You For The Music
19. Waterloo

About Yotoplay

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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