

Global phenomenon Bluey arrives on kids' audio platform Yoto



Bluey: The Beach and Other Stories brings eight much-loved stories from the beloved TV series to Yoto on 1st September 2026

Sydney Australia, 1st Sept, 2026: Yoto, the award-winning audio players for kids and families, today launches Bluey: The Beach and Other Stories, a Bluey audiobook collection. This is the first time the loveable, inexhaustible Blue Heeler has appeared on the platform. The Yoto card is available now at yotoplay.com, priced at 19.99.

Developed with BBC Studios and designed for ages 0–5 with a run time of 45 minutes, Bluey: The Beach and Other Stories brings together audio recordings of eight fan-favourite Bluey stories: The Beach, The Pool, Charades, Daddy Robot, Baby Race, Barky Boats, Typewriter and Magic Xylophone. Each story is narrated by acclaimed Australian actor Miranda Tapsell, who has lent her voice to the series in the past. Miranda's performance is full of warmth and complemented by music from the original TV series, giving listeners the opportunity to experience Bluey in a new way.

Adored by kids and parents alike, Bluey continues its run as one of the world's most popular characters. For Yoto, welcoming Bluey, Bingo, Mum and Dad to their library is the perfect way to help parents swap a bit of screen time for some shared listening in a familiar world.

Jess Tarrant, Content Director at Yoto, commented: "We're delighted to be working with Penguin Random House and BBC Studios to bring this collection of Bluey stories to Yoto. Adapted from the much-loved Bluey books, the single-voice audiobook gives children and families a new way to enjoy these stories together, wherever they are."

Bluey: The Beach and Other Stories is available now only at yotoplay.com, priced \$19.99 for the physical card and \$14.99 for the digital version that parents can link to a blank Make Your Own card, or play directly via the free Yoto app.

Yoto Player is priced at \$199.99

Yoto Mini is priced at \$139.99

-ENDS-

Notes to editors

Bluey: The Beach and Other Stories story list (run time: approx. 45 mins, ages 0-5)

1. The Beach
2. The Pool
3. Charades
4. Daddy Robot
5. Baby Race
6. Barky Boats
7. Typewriter
8. Magic Xylophone

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.

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