

Yoto Originals Week debuts, celebrating the Craft Behind Kids' Favorite Audio

The acclaimed audio platform celebrates the very best in kids' audio, giving families a glimpse of the creative process behind the artist-led, studio-crafted productions



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yotoplay.pr.co

TORONTO, ON (May 11, 2026) – Yoto, the award-winning audio platform for children, is launching its first-ever **Yoto Originals Week** from **May 11-18th**, a celebration of the creativity, characters, and artistry behind its exclusive audio content from Yoto Studios. To mark the occasion, Yoto will make over 11 hours of Yoto Originals content free this week via the Yoto App, giving families a chance to explore a curated selection of stories and music across age groups. Yoto will also launch 15 new Yoto Originals titles on May 11th and offer up to 20% off

the entire Yoto Originals range for the whole week. The week is designed as an invitation for families to engage more deeply with the stories they love, both in the app and across Yoto's social channels, where giveaways and exclusive content will spotlight real listening experiences at the heart of the Yoto community.

Yoto's content offering spans both licensed favorites – from Harry Potter to Olivia Dean – and a growing slate of originals produced by Yoto Studios, Yoto's production studio that develops exclusive audio content that can't be found anywhere else. Focused on highly crafted storytelling, Yoto Studios produces original content designed to spark imagination, captivate curiosity, and delight families, with the Yoto Originals range spanning over 200 titles across a variety of genres and formats. In an age where AI technology is increasingly pervasive, Yoto prioritizes investing in human talent to create world-class audio.

This week, Yoto offers a rare glimpse into the creative process, craft, and care behind every Yoto Original. Families will get a first-hand look at how Yoto's iconic pixels and bespoke card illustrations come to life, alongside exclusive behind-the-scenes clips with the musicians behind Space Rock, and much more.

Dom Hodge, Head of Yoto Studios, says: "Every Yoto Originals card starts and ends with real people: a writer with an idea, a musician with a melody, a voice artist who makes a character come alive, an editor with an ear for detail. In a world where it's increasingly easy to generate content with AI, we are committed to placing human-made audio at the heart of everything we produce. Yoto Originals are crafted with genuine care, creativity, and talent, because we believe children deserve quality, trusted audio that's made with as much love as it brings to every listen."

The full list of new Yoto Originals titles available in Canada including multipack bundles to be released on May 11, 2026 is:

English language:

- Yoto Dance Party, \$12.99
- Wilhelmina Shakes, \$12.99

- Space Rock, \$12.99
- Country Cookin', \$12.99
- 5-Minute Outer Space Stories, \$12.99
- Fairy Folk, \$12.99
- Totally Random... Funny Fortunes, \$12.99 T
- Totally Random... Brain Snacks, \$12.99
- Totally Random... Warm Fuzzies, \$12.99
- Zoozic Moozic (3 card pack), \$18.99
- Totally Random... (3 card bundle), \$34.99

French language:

- Mes 100 premiers mots en portugais, \$8.99
- L'anglais est un jeu (8 card pack), \$29.99
- Collection "du tac au tac" (3 card bundle), \$34.99

Spanish language:

- El libro de la selva (Castilian accent), \$15.99
- El libro de la selva (Latin American accent), \$15.99
- El sistema solar (Multiple Spanish accents, 9 card pack), \$39.99

Notes to editors

Accessing free content for Yoto Originals Week: These specially curated collections will include full-length digital versions of popular Yoto Originals cards spanning four age groups; 0-3, 4-6, 7-10 and 11+. Families will simply need to download the Yoto app and create a free account to enjoy hours of incredible audio at their fingertips.

Playlists:

Age 0-3: Row Your Boat and other Pre-School Songs, Routine Songs, Three Little Pigs

Age 4-6: First Fairy Tales, Journey Jams, 5-Minute Sleepy Stories

Age 7-10: Songs For Little Superheroes, BrainBots: The Ancient World - Ancient Greece,

Treasure Island **Age 11+:** The Wonderful Wizard of Oz, Dino Rock, SoundTrekkers: Sailing the Seven Cs - Curiosity

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, Disney, Pottermore Publishing, Roald Dahl Story Company, HarperCollins, Hachette, Bonnier and Scholastic.

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