

Yoto brings **Wicked: For Good** soundtrack to their award-winning platform on the same day as theatrical film release

The children's audio trailblazer launches the full soundtrack of Universal Pictures' epic conclusion to the global cinematic phenomenon to families around the world as the film flies into cinemas on 21 November



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yotoplay.pr.co

UK, 21st November, 2025 – Yoto, the award-winning audio platform for kids, today announced the launch of a *Wicked: For Good* Yoto card, featuring the full, official soundtrack

from Universal Pictures' electrifying finale to the worldwide *Wicked* sensation, available for purchase today, 21 November, the same day as the new film's cinematic release.

Part of Yoto's ongoing collaboration with Universal Pictures, Republic Records and Verve Records, the audio card includes every track from the new film, featuring the original cast vocals from the likes of three-time Academy Award® nominee Cynthia Erivo, Olivier Award winner Jonathan Bailey and Academy Award® nominee Ariana Grande for a truly magical and authentic listening experience.

The final chapter of the untold story of the witches of Oz, directed by Jon M. Chu, begins with Elphaba and Glinda estranged and living with the consequences of their choices. When a girl from Kansas comes crashing into their lives, they will need to come together one final time, and truly see each other, if they are to change themselves, and all of Oz, for good. Young listeners can sing along to show-stopping favorites such as "No Good Deed" and "For Good," and discover two new powerful original songs created for the film—"The Girl in the Bubble" and "No Place Like Home"—in a format especially designed for them.

"The response to the release of our first *Wicked: The Soundtrack* Yoto card was overwhelming, and we are incredibly proud to be making these huge cultural moments accessible to kids in a screen-free way that resonates with them as much as the movie itself does," commented Dom Hodge, Yoto's Head of Music and Sound. "Launching the card on the same day as the theatrical release was a priority for us; when families experience the magic of a film like *Wicked: For Good* in the cinema, they want to carry that excitement home immediately. By offering the full soundtrack straight away, we're letting kids deepen their connection with the music of the story and opening a gateway back to Oz that they can enjoy independently again and again."

"We're thrilled to continue our collaboration with Yoto and bring the incredible music of *Wicked: For Good* to families everywhere, says Bree Bowles, SVP, Republic Records: Kids & Family. The soundtrack is bursting with heart, power, and imagination—performed by an extraordinary cast whose voices will inspire a whole new generation of fans. Storytelling and music have always shared a unique kind of magic, and Yoto's platform lets kids feel that

connection for themselves in a fun, screen-free way. We can't wait for families to press play and be transported back to Oz through these unforgettable songs."

The Wicked: For Good Yoto card is available for purchase from today (21st November) for £11.99 (Black Friday price currently £9.59!) at www.yotoplay.com. The card is compatible with both the Yoto Player (priced at £89.99) and the Yoto Mini (priced at £59.99) as well as the free Yoto App.

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Notes to editors

Wicked: For Good Soundtrack Track List (Run time: 44min)

1. Every Day More Wicked
2. Thank Goodness / I Couldn't Be Happier
3. No Place Like Home
4. The Wicked Witch of the East
5. Wonderful
6. I'm Not That Girl (Reprise)
7. As Long as You're Mine
8. No Good Deed
9. March of the Witch Hunters
10. The Girl in the Bubble
11. For Good

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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