

Yoto invites families behind the scenes for the first ever Yoto Originals Week this May

London, 11th May 2026 - Yoto, makers of the award-winning audio players for kids and families, is launching their first ever Yoto Originals Week from 11th-18th May; an exciting behind-the-scenes look at the creativity, characters and artistry that forms their exclusive original audio content produced by Yoto Studios. Yoto will be releasing a total of 13 new Yoto Originals titles in the UK on 11th May to kick off the celebrations, and there will be up to 20% off the entire Yoto Originals range for the whole week.

Yoto boasts an ever-expanding library of over 1,000 audio titles, ranging from childhood classics like The Gruffalo and the complete Harry Potter™ series to iconic music from the Spice Girls and the Beatles. Alongside Yoto's licensed content sits Yoto Studios, producing Yoto Originals content masterminded by a dedicated in-house team whose mission is to create inspiring audio for kids of all ages, working with world-class authors, award-winning musicians, creatives and sound artists. Whilst the development of new AI technology can bring benefits, such as making content more accessible in multiple languages, Yoto makes a conscious choice to invest in real human talent when creating its world-class audio, with a Yoto Originals library of hundreds of titles that grows richer every year.

To celebrate alongside the new title launches, Yoto is releasing over 11 hours of their much-loved Yoto Originals content – completely free of charge – on the Discover section of the Yoto app for the whole week for families everywhere to enjoy. 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. For those who want even more, a Yoto Club Explorer subscription unlocks unlimited digital access to over 200 Yoto Originals cards from £2.50 per month, with the first two weeks completely free.

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."

Yoto Originals Week is an invitation for families to get involved on Yoto's social media channels through polls, giveaways and exclusive content that celebrates the real listening experiences at the heart of the Yoto community.

Yoto Originals Week runs from 11th - 18th May 2026. Free content is available via the [Yoto app](#).

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

English language:

- Yoto Dance Party, £7.99
- Wilhelmina Shakes, £7.99
- Space Rock, £7.99
- Country Cookin', £7.99
- 5-Minute Outer Space Stories, £7.99
- Totally Random... Funny Fortunes, £7.99
- Totally Random... Brain Snacks, £7.99
- Totally Random... Warm Fuzzies, £7.99
- Zoozic Moozic (3 card pack), £12.99
- Totally Random... (3 card bundle), £18.99

French language:

- Mes 100 premiers mots en portugais, £5.99

- L'anglais est un jeu (8 card pack), £19.99
- Collection "du tac au tac" (3 card bundle), £18.99

Spanish language:

- El libro de la selva (Castilian accent), £9.99
- El libro de la selva (Latin American accent), £9.99

Notes to editors

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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