

Yoto brings *Wicked: The Soundtrack* to Platform

The children's audio platform adds the blockbuster motion picture soundtrack to its music library



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UK, July 21, 2025 – Yoto, the award-winning audio platform for children, today announced the release of *Wicked: The Soundtrack* as the latest addition to its growing catalogue of audio content. Released as a Yoto card in partnership with Universal Pictures / Republic Records / Verve Records, this soundtrack features the original vocal performances from the film's cast and brings the iconic songs from the global cinematic phenomenon to families across the world in a format designed for young listeners.

Based on the generation-defining Broadway musical, Universal Pictures' *Wicked* is the untold story of the witches of Oz, Elphaba and Glinda, who forge an unlikely but profound friendship while attending Shiz University. The album features show-stopping vocal performances from Academy Award nominees Cynthia Erivo and Ariana Grande, whose renditions breathe new life into the timeless music from Grammy and Oscar winning composer and lyricist, Stephen Schwartz. Packed with powerful ballads like "Defying Gravity" and playful tunes like "Popular," the 12-track album explores themes of friendship, courage and self-discovery.

Directed by Jon M. Chu, *Wicked* shattered box-office records in 2024, earned 10 Academy Award nominations, reignited global appreciation for the stage musical and captivated both longtime fans and brand-new viewers. With the music now available as a Yoto card, kids can sing along to the beloved soundtrack anytime and anywhere – in the car, during playtime, or while relaxing at home.

This launch marks yet another milestone in Yoto's ever-growing partnership with Universal Music Group which continues to bring world-class music to families in a kid-friendly way. Previous collaborations have introduced Yoto listeners to legendary artists including ABBA, Elton John, Bob Marley and the Spice Girls.

"*Wicked* has been a defining force in contemporary musical theater, and reimagined through the film, the music continues to inspire listeners of all ages to find their voice," said Dom Hodge, Yoto's Head of Music and Sound. "Yoto listeners will revisit the story's powerful messages of what it means to be a friend, and to stand tall in who you are."

"*Wicked: The Soundtrack* is packed with heart, humor and unforgettable music that has resonated with fans for over two decades," said Bree Bowles, Senior Vice President of Republic Records: Kids & Family. "Thanks to Yoto, a whole new generation will be able to experience Oz and immerse themselves in Elphaba and Glinda's enchanting world. It's a magical way for families to experience the story together – whether it's their first time or their fiftieth."

The Wicked: The Soundtrack Yoto card is available for purchase for £11.99 at www.yotoplay.com. The card is compatible with both the Yoto Player (3rd Generation, priced at £89.99) and the Yoto Mini (2024 Edition, priced at £59.99) as well as the free Yoto App.

Yoto UK

Yoto US

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Notes to editors

Wicked Track List (Run time: 56min)

Wicked: The Soundtrack Track List (Run time: 56min)

1. No One Mourns the Wicked - Ariana Grande ft. Andy Nyman, Courtney-Mae Briggs, Jeff Goldblum, Sharon D. Clarke & Jenna Boyd (7:28)
2. Dear Old Shiz - Shiz University Choir ft. Ariana Grande (1:12)
3. The Wizard And I - Cynthia Erivo ft. Michelle Yeoh (5:36)
4. What Is This Feeling? - Ariana Grande & Cynthia Erivo (3:49)
5. Something Bad - Peter Dinklage ft. Cynthia Erivo (1:48)
6. Dancing Through Life - Jonathan Bailey ft. Ariana Grande, Ethan Slater, Marissa Bode & Cynthia Erivo (9:47)
7. Popular - Ariana Grande (4:01)
8. I'm Not That Girl - Cynthia Erivo (3:56)
9. One Short Day - Cynthia Erivo, Ariana Grande, Kristin Chenoweth & Idina Menzel ft. Michael McCorry Rose (6:33)
10. A Sentimental Man - Jeff Goldblum (2:12)
11. Defying Gravity - Cynthia Erivo ft. Ariana Grande (7:37)
12. Ozdust Duet (Bonus Track) - The Wicked Orchestra (2:11)

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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