

All I want for Christmas is...Yoto

Award-winning audio player Yoto is the gift to delight little ones this holiday season



SCREENS OFF, IMAGINATIONS ON

The gift that keeps on giving this Christmas is the **Yoto Player**. Supporting **independent play, listening and learning from ages 3-12**, the Yoto player grows with the whole family providing years of entertainment and learning to children at all different levels. Yoto is a kids' **audio player** with a wide range of functions and features, including a programmable night light and clock; OK-to-wake settings; room thermometer; its own daily podcast; family radio stations; as well as endless hours of free stories, music, podcasts and sleep sounds.

Having skyrocketed to success since its launch on Kickstarter in 2017, the Yoto brand has gone from strength to strength – with hundreds of thousands of families around the world now enjoying Yoto. The Yoto Player keeps **creative play, privacy and safety** at its heart - it's **ad-free with no microphones or cameras**, and is packed with free audio and features for family life, designed to encourage kids to be more independent throughout their day.

Inspired by **Montessori principles**, the Yoto Player is activated via **Yoto Cards**, which are slotted into the audio player to activate audiobooks, music, podcasts, and activities. There are over 1,000 cards to choose from, from **Peppa Pig, Paw Patrol, Judith Kerr, Disney, Roald Dahl, Marvel, Star Wars and Enid Blyton** to name just a few, as well as the recently added full series of **Harry Potter** just in time for Christmas. You'll also find a whole catalogue of Yoto original stories with engaging content about our world, other cultures, languages, the solar system, animals, science, baking recipes and so much more. There really is a Yoto card for everyone's Christmas stocking!

Not only does the Yoto Player keep little ones entertained throughout the day, it can also play a key role in **better bedtimes**. With features like a **day-and-night clock, built-in nightlight, sleep radio and sounds, a sleep timer, alarms and sleep focussed Yoto cards**, bedtime routines and wind downs have never been easier thanks to Yoto.

With **24 hours of play per charge** the **bluetooth** enabled Yoto Player also connects to **The Yoto App**, allowing you to manage and customise your Player from your phone, also home to all of your cards and allowing you to control audio settings from the touch of a button. Never leaving you stuck when needed most, Yoto Player has USB-C fast-charging and wireless charging for choice and convenience and 32GB of storage for 600+ hours of audio for offline listening, meaning you can still listen to your favourite story away from home.

For those on the go, the **Yoto Mini is the perfect, portable travel companion**, allowing kids to expand their imagination as they explore the world. The petite Yoto Mini lets kids listen without limits, giving them the freedom to safely enjoy their favourite audio on the move. Yoto Mini, like it's older sibling the Yoto Player, is controlled using physical Yoto Cards, and provides many of the same features in a much smaller handheld device. The compact size and impressive battery life of the Yoto Mini makes it perfect for long car journeys, flights and family days out, providing children access to stories, music, podcasts, learning and more on the go.

The Yoto Player is retailing at £89.99 and the Yoto Mini at £59.99, both available at [Yotoplay.com](https://uk.yotoplay.com).

RRP: £89.99 | Stockist: <https://uk.yotoplay.com/yoto-player>

RRP: £59.99 | Stockist: <https://uk.yotoplay.com/yoto-mini>

ENDS

For more information: press.uk@yotoplay.com

PRESS IMAGES [HERE](#)

About Yoto Player :

Building upon the features beloved by families around the world, the Yoto Player includes:

- Acoustically-engineered, sparkling stereo sound

- A powerful battery life of up to 24 hours
- USB-C fast-charging and wireless charging for choice and convenience
- Room thermometer
- A durable casing defending against daily rough and tumble
- 32GB of storage for 600+ hours of audio for offline listening
- Engaging pixel display, night light and strong WiFi signal

About Yoto Mini:

The petite and portable Yoto Mini lets kids listen without limits, giving them the freedom to safely enjoy their favourite audio on the move:

- Size defying high-quality audio
- Child friendly, tactile controls
- Pixel display
- Sleep training features
- USB-C fast charging
- 14 hours of play per charge
- Bluetooth enabled

About Yoto:

Yoto is an interactive audio platform for kids. Yoto offers over 1,000 audio titles from the world's greatest creators spanning stories, songs, activities, and more to inspire creative play and learning without a screen. The carefully connected audio players – the Yoto Player and the 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. The very first Yoto Player launched on Kickstarter, then promptly sold out in 2019. The second generation Yoto Player was designed with renowned design agency, Pentagram, and launched in early 2020. The brand's portfolio continued to grow with subsequent product launches, including the portable Yoto Mini in 2021 and with the new third generation Yoto Player in 2023.

Now available worldwide, Yoto has won awards and accolades from critics, parents and children alike. TIME Magazine named Yoto Player one of the Best Inventions of 2020, and Yoto Mini won a prestigious D&AD Pencil in 2022.

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, Pottermore Publishing, Sony, Disney Pixar, Roald Dahl Story Company, HarperCollins, Universal Music Group, The BBC, Hachette, Viacom, Bonnier and Scholastic.