

UK EMBARGO: 00:01 29th AUGUST 2024

Children's audio platform Yoto to launch full series of J.K. Rowling's Harry Potter digital audiobooks with original narration by Stephen Fry

Yoto's most requested series of all time finally joins the library



High-res imagery available [here](#)

EMBARGO: UK, 00:01 29th August 2024: Yoto, the award-winning children's audio platform and creators of the Yoto Player and Yoto Mini, is thrilled to announce plans to release the full series of the Harry Potter™ digital audiobooks, featuring all 124 hours of the beloved original narration by Stephen Fry. This magical new offering will be available to download from 29th August 2024, with Yoto cards on sale individually and in various bundle options, bringing the wizarding world of Harry Potter to life on a whole new platform for children aged seven and up.

The Harry Potter Yoto cards themselves are works of art, each featuring beautiful illustrations inspired by iconic scenes from the books. To add even more enchantment, for the first time ever the cards will feature luxury coloured foil and texture effects, enhancing fans' journey through the wizarding world and making each set irresistibly collectible.

Ben Drury, Co-Founder and CEO of Yoto, expressed his excitement about the launch: "Ever since Yoto's launch in 2020, we've received a constant stream of emails, DMs, letters and comments, crying out for the Harry Potter series on Yoto. Our vision for Yoto has always been to be the best children's audio platform in the world, so having Harry's iconic adventures in our catalogue is a huge moment for us. We know that incredible audio has the ability to unlock children's imaginations, much like the Harry Potter series has done for nearly three decades. This announcement will make a lot of Yoto families very happy indeed."

Jessica Tarrant, Content Director at Yoto, commented: "Welcoming the Harry Potter series to Yoto is one of our proudest moments as a leader in children's audio, where our focus is always on bringing the best content to our customers. As our biggest and most-requested launch to date, we've worked magic touches into every part of this much-anticipated release, including creating over 200 custom chapter pixel images and introducing our first-ever foiled cards, adding a tactile element that will make the experience even more special for Harry Potter fans. These beautifully crafted cards are not only a gateway to spellbinding adventures but are also cherished collectibles that children will treasure."

Amy Wallace, Chief Operating Officer at Yoto, praised the teams involved in making the launch a reality: "This achievement is a testament to the hard work and dedication of our team and our partners at Pottermore. As a company we have grown hugely in the last four years, driven by the ambition to keep delighting our customers with the very best titles as they grow up alongside us. Families who bought a Yoto Player for their three-year-old in the company's infancy now have ever-more curious seven-year-olds - just like my daughter - who we know will be just thrilled to discover the world of Harry Potter on Yoto. We are incredibly proud to bring this timeless series to our platform."

"We're so pleased to announce this new collaboration with Yoto and to launch these magical stories onto their platform," said **Jennie McCann, Pottermore Publishing's Managing Director**. "Finding ways to introduce each new generation to the world of Harry Potter is at the core of what we do, and we're certain Yoto's innovative audio players will make listening a fun, escapist experience for huge numbers of children over the years to come."

The Harry Potter series of Yoto cards will be on sale from 29th August 2024 on all markets of the [Yoto website](#), both individually and in specially priced bundles. The cards are designed to work seamlessly with the award-winning [Yoto Player 3rd Generation](#) and [Yoto Mini \(2024 Edition\)](#), as well as through the free [Yoto app](#).

- ENDS -

For more information, imagery and samples, please contact:

Yoto UK Press Office
press.uk@yotoplay.com

Yoto US Press Office
press.us@yotoplay.com

Yoto Canada Press Office
Kate@katemakinson.com
+1 647-829-7011

Yoto France Press Office

Press Release

yoto@zmirov.com

Yoto Australia Press Office

yoto@slingandstone.com

Notes to Editors

The Harry Potter (Yoto Edition) card series will launch 29th August 2024 priced from £17.99 for a single card, and can be purchased/ordered from:

[Yoto UK](#)

[Yoto US](#)

[Yoto Canada](#)

[Yoto EU](#)

[Yoto Australia](#)

[Yoto Player 3rd Generation](#) is priced at (£89.99)

[Yoto Mini \(2024 Edition\)](#) is priced at (£59.99)

Single Cards

Harry Potter and the Philosopher's Stone (UK), £17.99, run time 8hrs 26mins

Harry Potter and the Chamber of Secrets (UK) £17.99, run time 9hrs 43mins

Harry Potter and the Prisoner of Azkaban (UK) £17.99, run time 12hrs 3mins

Harry Potter and the Goblet of Fire (UK) £32.99, run time 20hrs 55mins

Harry Potter and the Order of the Phoenix (UK) £32.99, run time 29hrs 2mins

Harry Potter and the Half-Blood Prince (UK), £32.99, run time 20hrs 31mins

Harry Potter and the Deathly Hallows (UK), £32.99, run time 24hrs

Multipacks and bundles

Harry Potter: The Complete Collection (UK), £164.99, run time 124hrs 40mins (7 cards)

Harry Potter: Books 1-3 (UK), £47.99, run time 30hrs 12mins (3 cards)

Harry Potter: Books 4-7 (UK), £119.99, run time 94hrs 28mins (4 cards)