Arena Holdings – South African trademarks

Updated 8 November 2026

Arena Holdings is a South African media group. It publishes titles such as the Sunday Times, Business Day, Financial Mail and Sowetan and runs their websites.

How Arena Holdings has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#51
largest trademark owner in South Africa (of 121,626)

921
trademarks filed

5
different logos published since 2020

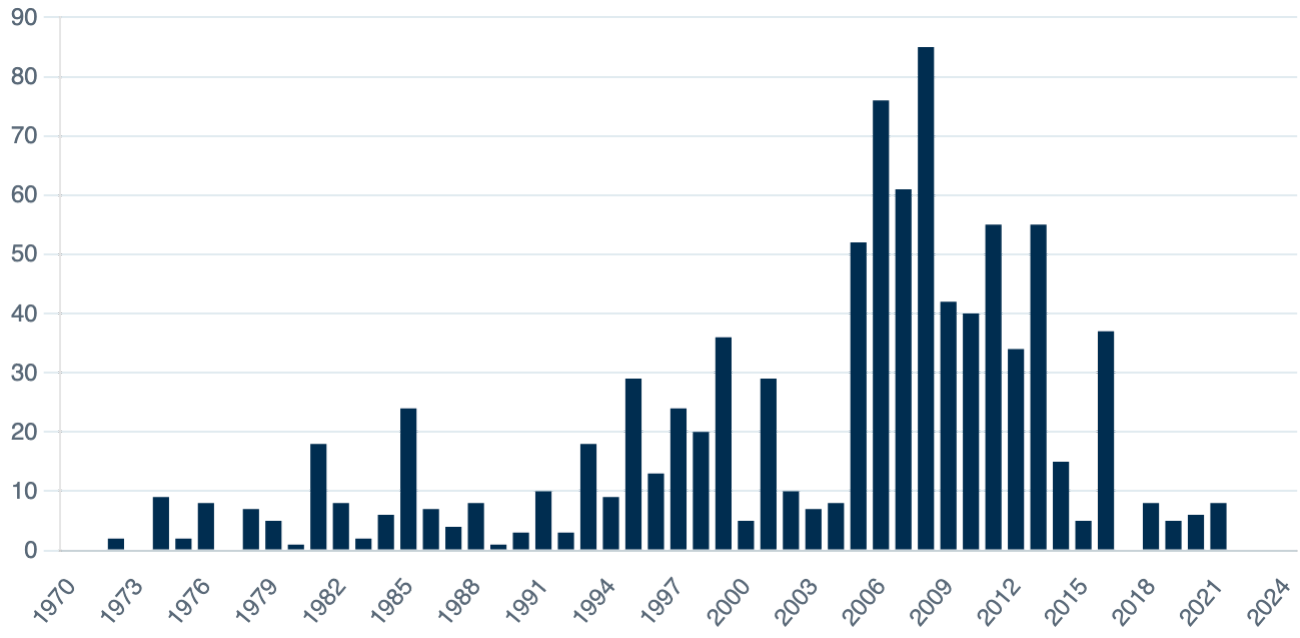
20
of 45 classes used

1958
first trademark filed

64
filed in the last 10 years

A portfolio built over time

Arena Holdings filed its first South African trademark in 1958 and has filed 921 since; its busiest year was 2008, with 85 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

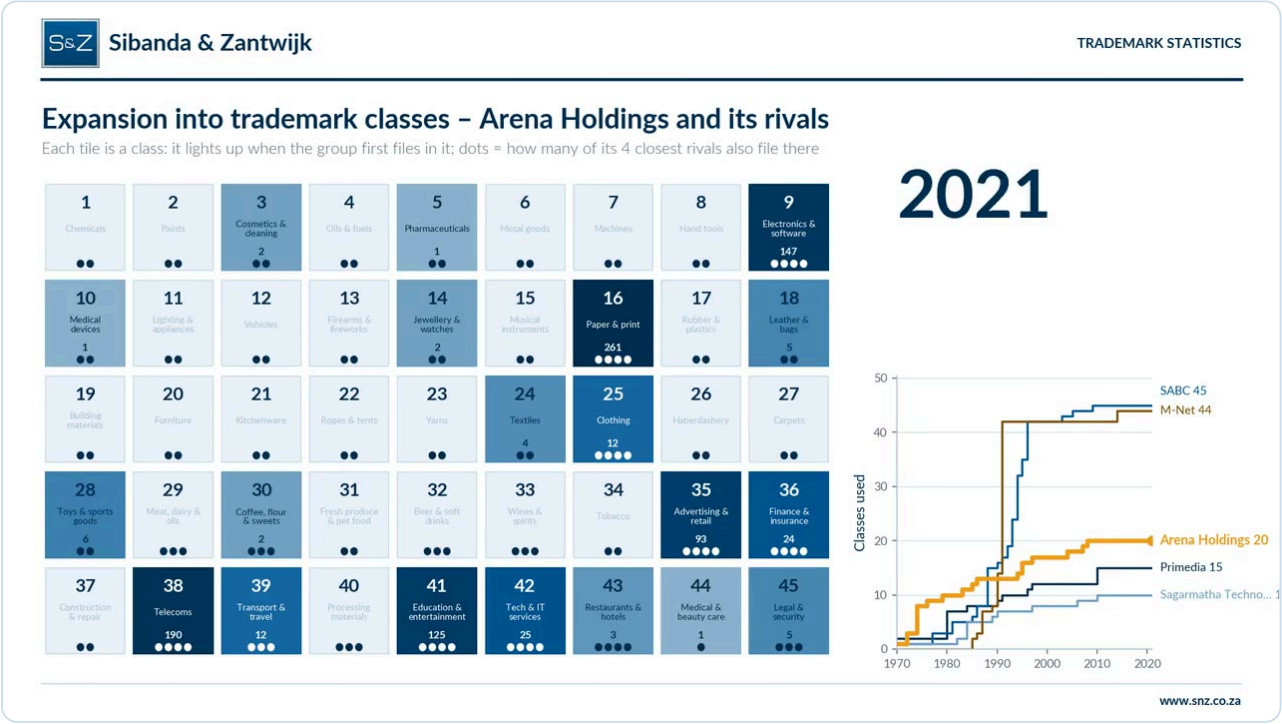
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Times Media	786	1958–2015
Arena Holdings	272	1984–2021
Johncom Media Investments	217	1980–2007
Bdfm Publishers	204	1979–2013
Avusa Media	123	1991–2010
Avusa Entertainment Investments	63	1993–2016
Avusa Retail	23	1993–2011
Arena Distribution	16	1972–1997

Where Arena Holdings expanded its business

Trademark classes show what a business sells. Arena Holdings' portfolio is concentrated in paper & print (class 16), telecoms (class 38), electronics & software (class 9). Its most recent moves were into legal & security (2008), transport & travel (2007), medical & beauty care (2004).

Arena Holdings trademarks: expansion into trademark classes, 1970–2021



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/arena-holdings-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS	MARKS	SHARE	SINCE
16 Paper & print	261	28.3%	1974
38 Telecoms	190	20.6%	1974
9 Electronics & software	147	16.0%	1958
41 Education & entertainment	125	13.6%	1974
35 Advertising & retail	93	10.1%	1976
42 Tech & IT services	25	2.7%	1974
36 Finance & insurance	24	2.6%	1997
39 Transport & travel	12	1.3%	2007

The brands Arena Holdings protects most

The word marks and logo names Arena Holdings has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	TMG	14	7	2012–2013
2	AVUSA	12	7	2007–2007
3	FM	10	6	1999–2018
4	BDFM	10	5	2001–2001
5	FOOD.TV	10	5	2008–2008
6	NEW NATION	8	8	1993–1995
7	HEART OF GIVING (THE)	8	4	2008–2008
8	HEART OF WELLNESS (THE)	8	4	2008–2008
9	RETAIL AWARDS	8	4	2009–2009
10	SCENE VIP	8	4	2016–2016
11	SCENE XTREME	8	4	2016–2016
12	WOWZA WEDNESDAYS	8	4	2015–2016
13	A AVUSA LIFE INSPIRED	7	7	2011–2011
14	LIVE INSPIRED	7	7	2011–2011
15	SOWETAN	7	7	1995–1995

Logos filed most often (since 2020)



4 filings · 4 classes



4 filings · 4 classes



4 filings · 4 classes



4 filings · 4 classes



3 filings · 3 classes

Arena Holdings' logos

The 5 different logos Arena Holdings has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

4 classes

4 classes

4 classes

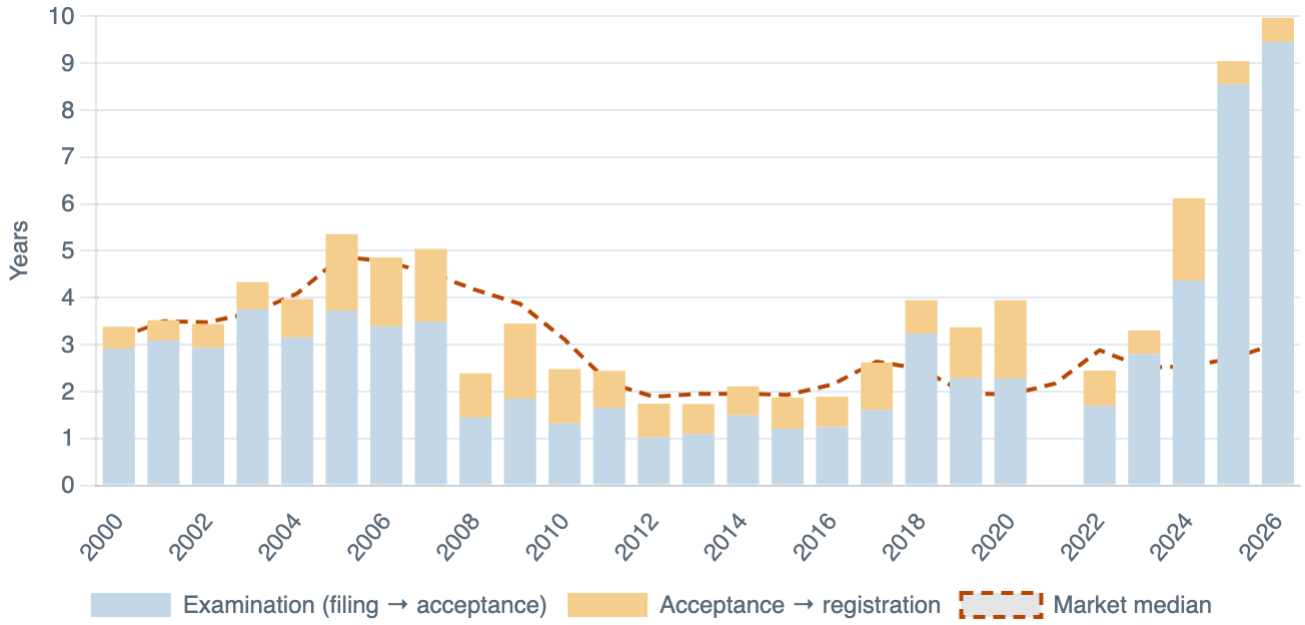
4 classes

3 classes

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Arena Holdings' marks took a median of **4.9 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.8 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

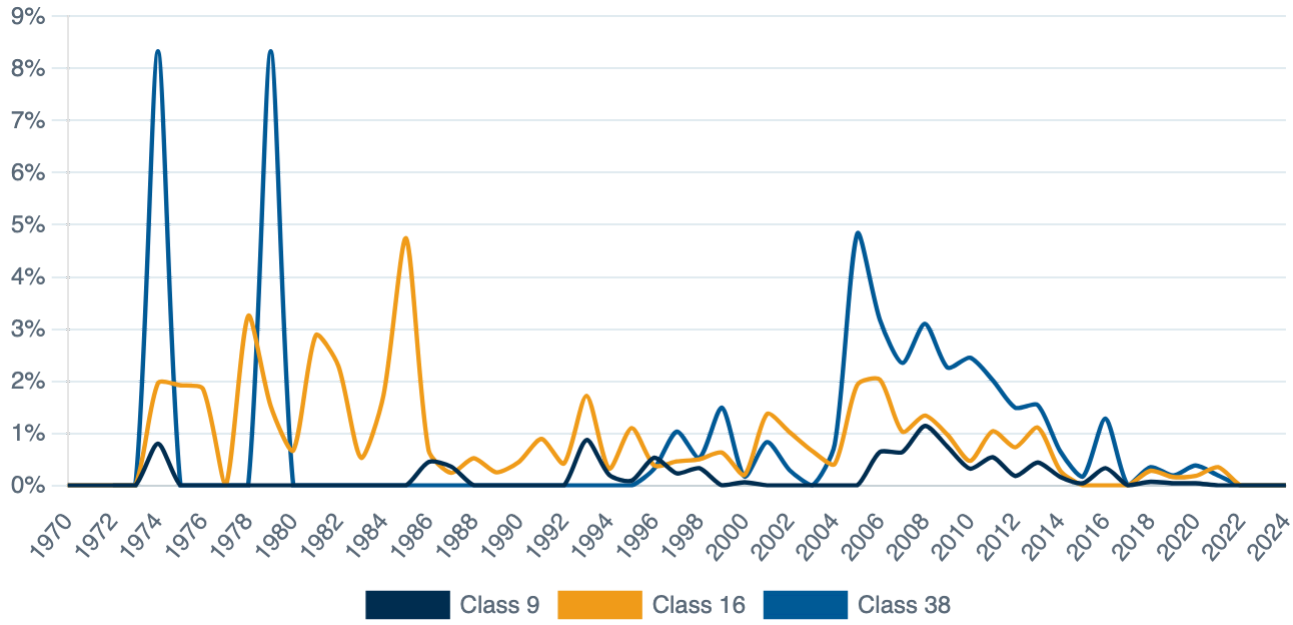


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Arena Holdings' classes

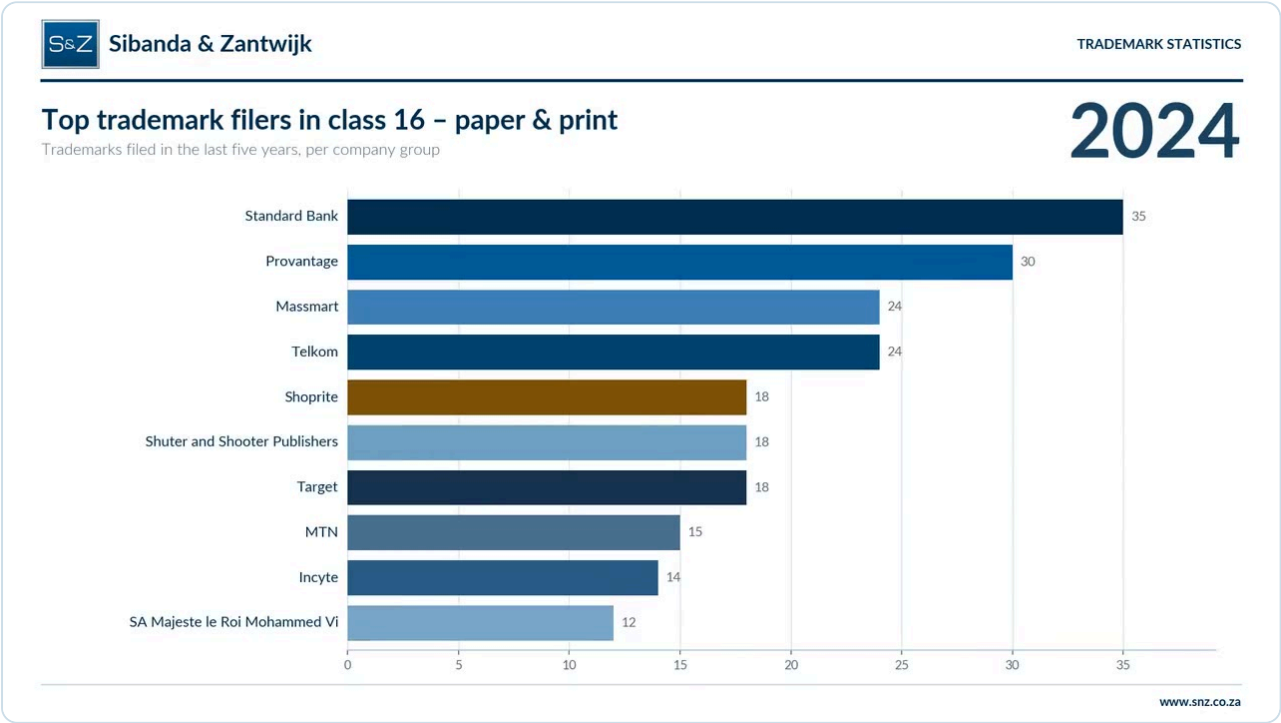
> Ranked by **number of trademarks filed in Arena Holdings' main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Arena Holdings' market position, not who is most like it.

In the last five years, Arena Holdings was **#172** of 1,191 filers in class 16 (paper & print), with 3 of 2,264 trademarks; **#135** of 893 filers in class 38 (telecoms), with 3 of 1,971 trademarks; **#3603** of 4,926 filers in class 9 (electronics & software), with 1 of 10,252 trademarks.



Arena Holdings' share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 16 (paper & print), South Africa 1975–2024: Arena Holdings



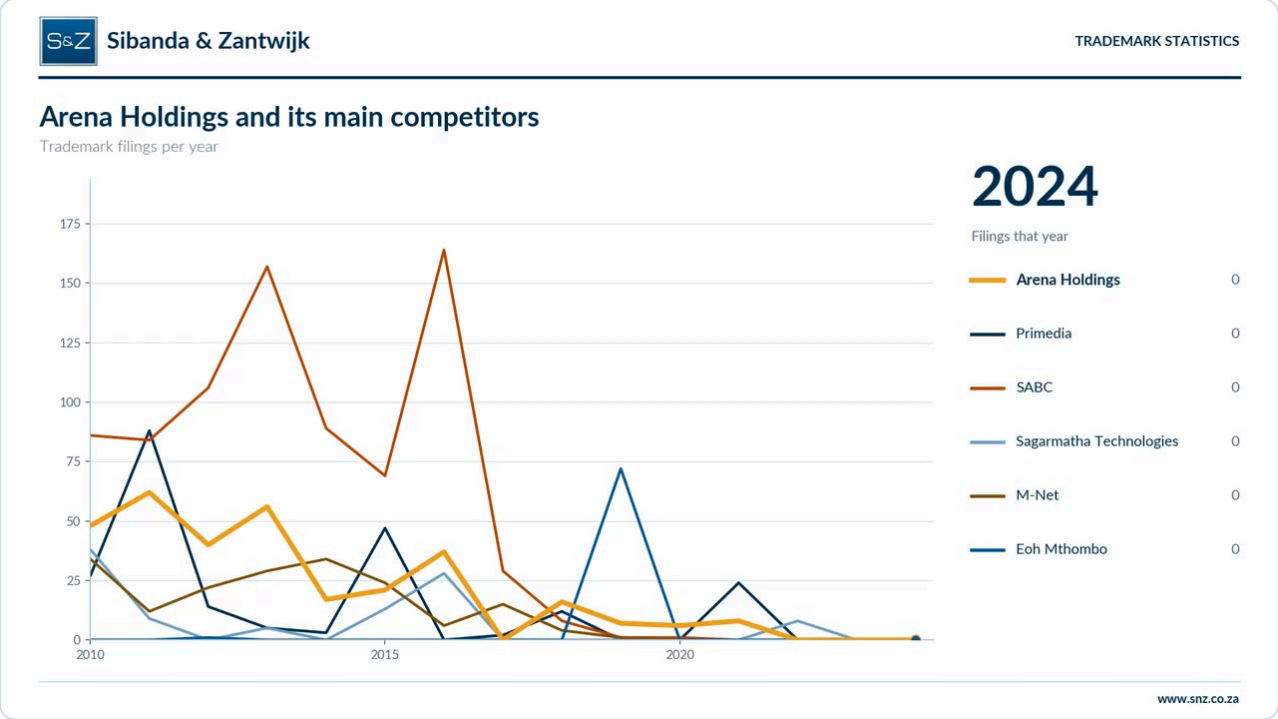
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/arena-holdings-south-african-trademarks/class-16-race-video.html

Main competitors – the companies most like Arena Holdings

> Ranked by **how similar their whole trademark portfolio is to Arena Holdings'** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Arena Holdings' closest competitors in South Africa are Primedia, SABC, Sagarmatha Technologies and M-Net.

Arena Holdings trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/arena-holdings-south-african-trademarks/competitors-video.html

Trademark filings per year: Arena Holdings (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Primedia	Direct competitor	86%
2	SABC	Direct competitor	82%
3	Sagarmatha Technologies	Direct competitor	73%
4	M-Net	Direct competitor	72%
5	Eoh Mthombo	Related field	79%
6	MTN	Related field	78%
7	Deutsche Telekom	Related field	75%
8	Yuga Labs	Related field	73%
9	Telkom	Related field	73%
10	Hirt and Carter	Other field	95%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Arena Holdings – relevant export countries

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 2 CLASSES
1	European Union	74	US$64 m	-1%	National	US$1,594
2	United States of America	72	US$17 m	+5%	National	US$1,400
3	United Kingdom	65	US$14 m	-4%	National	US$833
4	India	62	US$4.1 m	-3%	National	US$563
5	Japan	60	US$636 k	+3%	National	US$893
6	Hong Kong SAR	60	US$1.6 m	+13%	National	US$807
7	Singapore	58	US$815 k	+30%	National	US$888
8	Zimbabwe	57	US$134 m	+6%	ARIPO	US$290
9	Canada	57	US$2.1 m	-4%	National	US$1,338
10	Australia	56	US$6.7 m	-3%	National	US$1,300

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 2 CLASSES
1	Zimbabwe	57	US$134 m	+6%	ARIPO	US$290 S&Z
2	Namibia	56	US$134 m	+10%	ARIPO	US$290 S&Z
3	Nigeria	49	US$8.9 m	-18%	National	US$406 S&Z
4	Mozambique	49	US$73 m	+7%	ARIPO	US$290 S&Z
5	Egypt	48	US$3.9 m	-10%	National	US$950
6	Eswatini	48	US$57 m	+1%	ARIPO	US$290 S&Z
7	Botswana	48	US$98 m	-15%	ARIPO	US$290 S&Z
8	Morocco	47	US$2.4 m	+3%	National	US$856
9	OAPI (17 states)	47	US$19 m	+2%	National	US$1,009 S&Z
10	Tanzania	46	US$20 m	-3%	ARIPO	US$290 S&Z

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 2 classes; ARIPO costs are per country, plus US$269 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
TMG	7	US$1,421	US$1,932
AVUSA	7	US$1,421	US$1,932
FM	6	US$1,218	US$1,748
BDFM	5	US$1,015	US$1,563
FOOD.TV	5	US$1,015	US$1,563

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Arena Holdings' five most-filed brands: word marks of **other companies** (not Arena Holdings' own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to TMG (classes 9, 16, 35, 36, 38, 39, 41; searched 2018-02-28 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to AVUSA (classes 9, 16, 35, 36, 38, 39, 41; searched 2018-05-30 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to BDFM (classes 16, 35, 38, 41, 42; searched 2018-05-30 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to FOOD.TV (classes 9, 16, 38, 41, 43; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to NEW NATION (classes 16, 18, 24, 25, 28, 35, 41, 43; searched 2018-02-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. **We are a technology-first firm that manages trademarks** – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management
Every renewal date in your portfolio tracked and paid online.

Competitor watch
Get real-time competitor analysis.

Similar-mark watch
New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa
Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

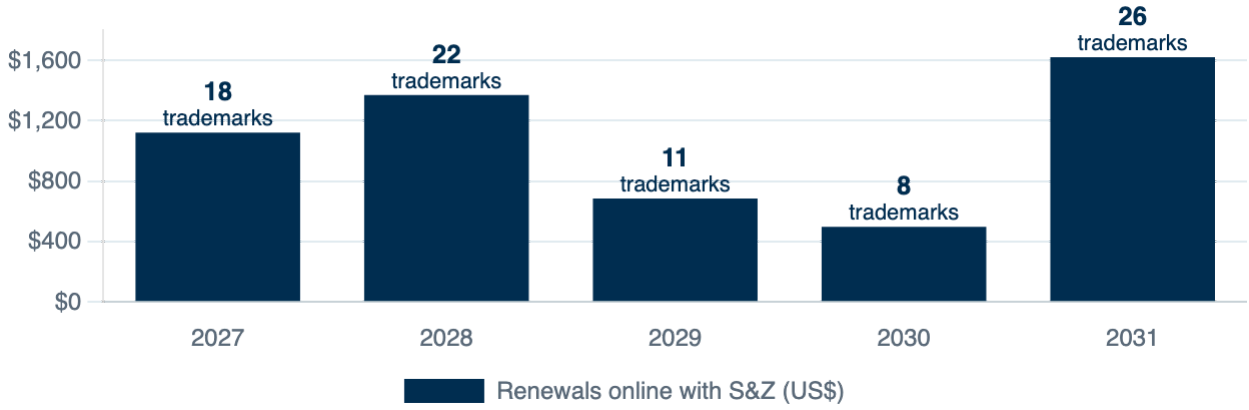
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Arena Holdings' next five years of renewals

85 of Arena Holdings' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$5,294** over the five years.



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