M-Net – South African trademarks

Updated 8 November 2026

M-Net is a South African pay-television broadcaster in the MultiChoice group. It produces and broadcasts entertainment channels on DStv.

How M-Net 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.

#76
largest trademark owner in South Africa (of 121,626)

765
trademarks filed

1
different logos published since 2020

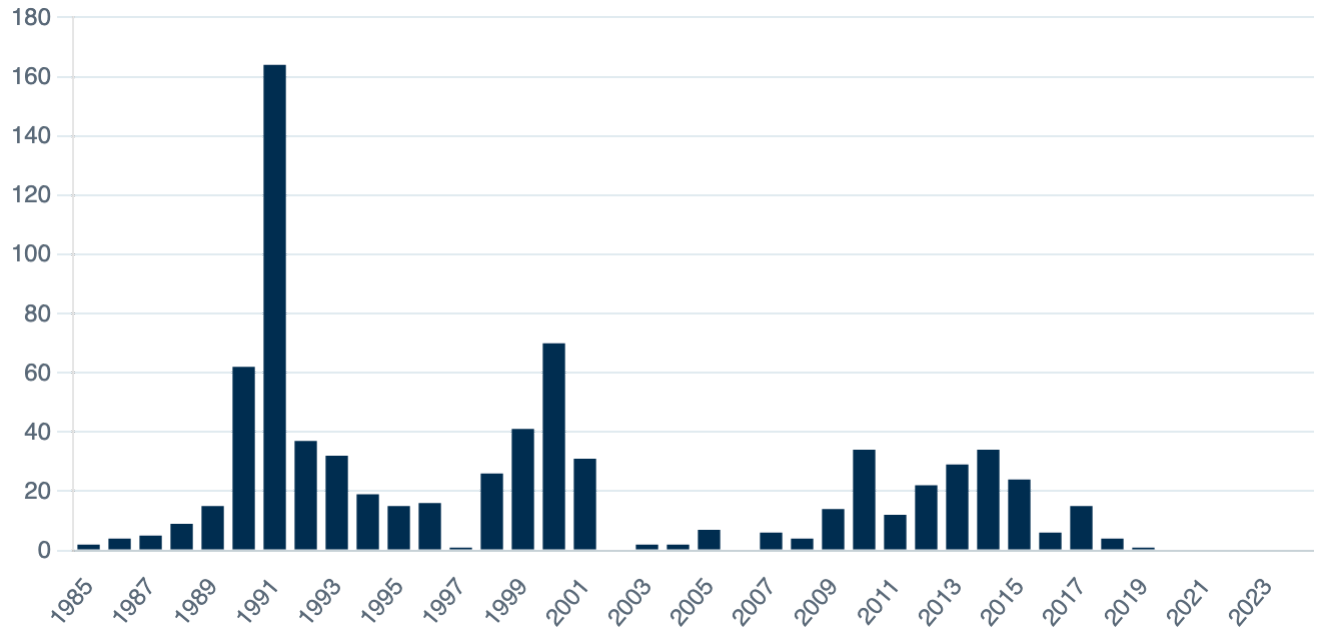
44
of 45 classes used

1985
first trademark filed

26
filed in the last 10 years

A portfolio built over time

M-Net filed its first South African trademark in 1985 and has filed 765 since; its busiest year was 1991, with 164 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

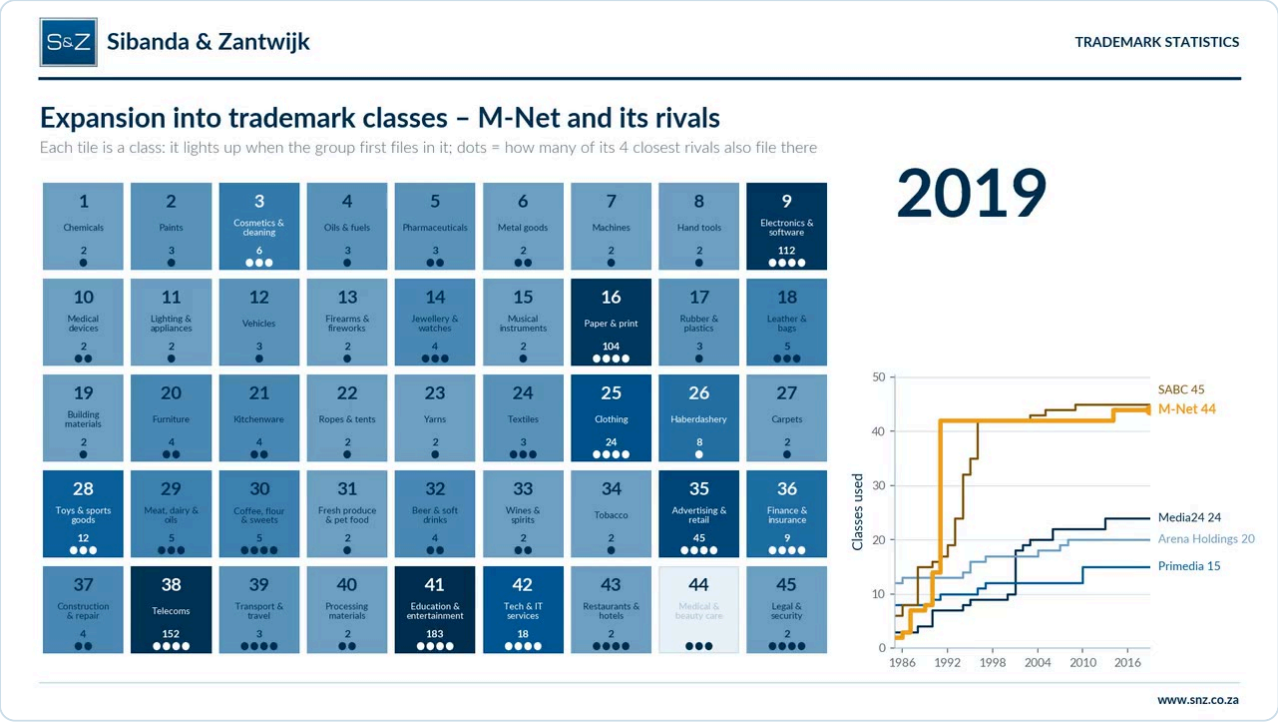
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
M-Net	786	1985–2019

Where M-Net expanded its business

Trademark classes show what a business sells. M-Net's portfolio is concentrated in education & entertainment (class 41), telecoms (class 38), electronics & software (class 9). Its most recent moves were into legal & security (2014), restaurants & hotels (2014), carpets (1991).

M-Net trademarks: expansion into trademark classes, 1970–2019



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/m-net-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
41 Education & entertainment	183	23.9%	1985
38 Telecoms	152	19.9%	1985
9 Electronics & software	112	14.6%	1986
16 Paper & print	104	13.6%	1987
35 Advertising & retail	45	5.9%	1990
25 Clothing	24	3.1%	1987
42 Tech & IT services	18	2.4%	1990
28 Toys & sports goods	12	1.6%	1987

The brands M-Net protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	M-NET	47	42	1985–1991
2	KTV	44	42	1991–1993
3	EARS DAY	12	12	1990–1990
4	M MNET	10	6	1986–1992
5	CARTE BLANCHE	10	4	1988–2016
6	CHANNEL OF CHAMPIONS KANAAL VAN KAMPIOENE	9	9	1991–1991
7	K-T.V.	8	8	1990–1997
8	M9 NEWS AT NINE	8	8	1991–1991
9	FRONT ROW	8	4	1995–1999
10	M-CONNECTION	8	4	1995–1999
11	M-NET REVUE	7	7	1991–1991
12	M9 NUUS OM NEGE	7	7	1991–1991
13	MOUSETRAP	7	7	1993–1993
14	AMNET	6	6	2000–2000
15	CULTURE SHOCK	6	6	2007–2007

Logos filed most often (since 2020)

2 filings · 2 classes

M-Net's logos

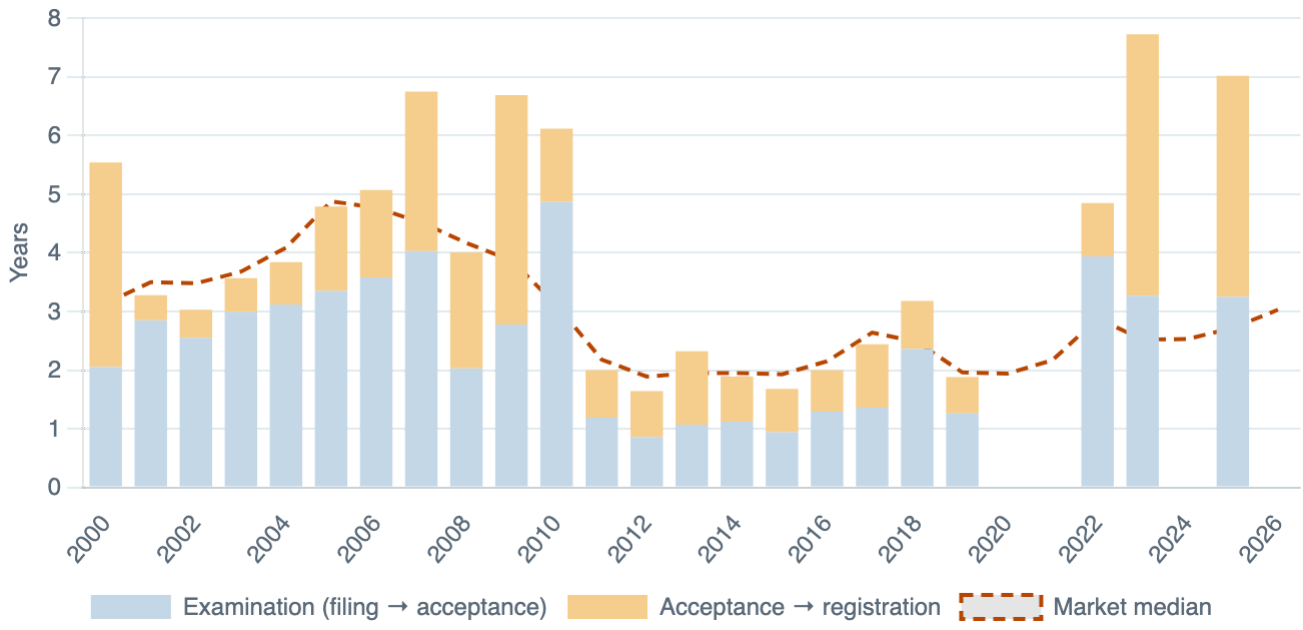
The 1 different logos M-Net has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

2 classes

Full logo list on the online version of this page.

How quickly its trademarks are registered

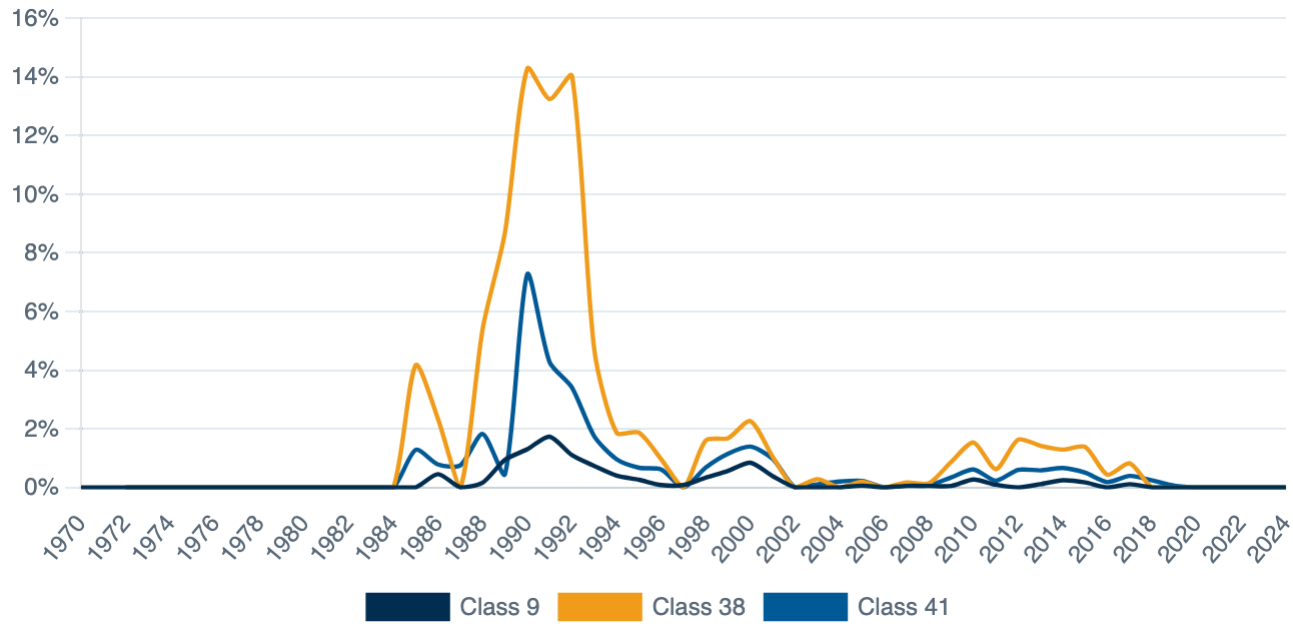
Over the last five years, M-Net's marks took a median of **7.7 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 3.9 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.



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.

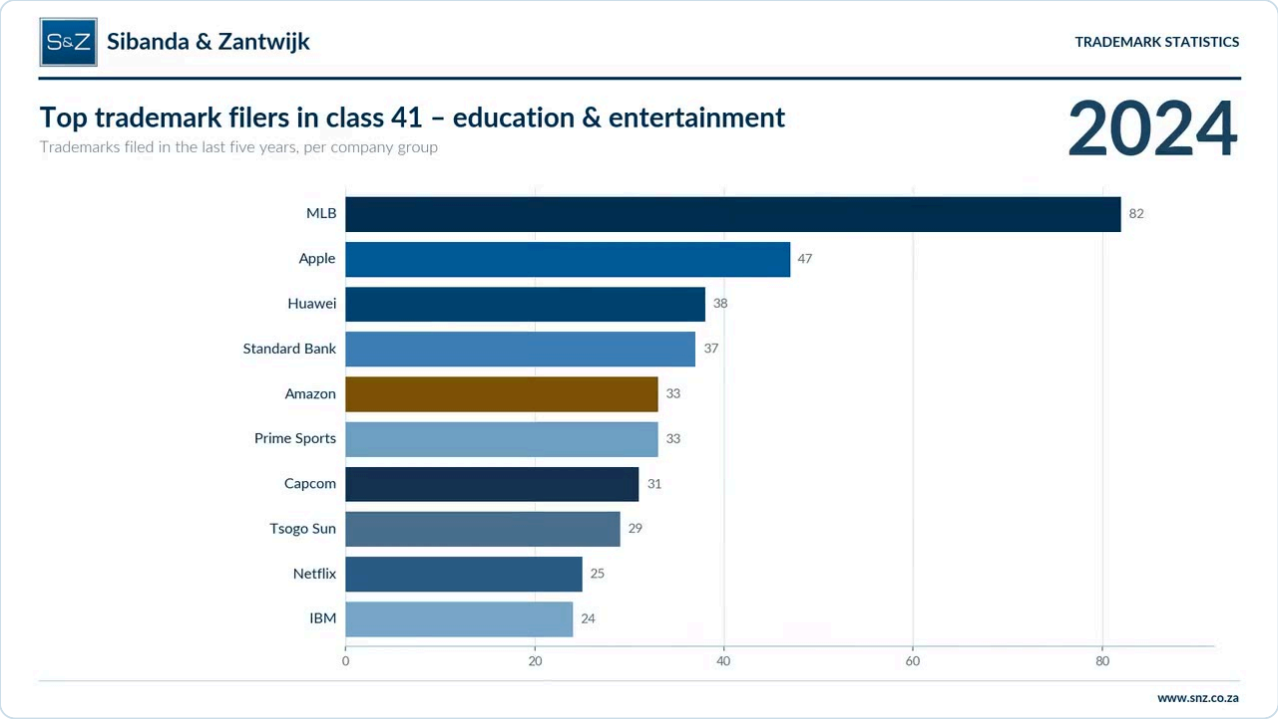
Who files the most in M-Net's classes

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



M-Net's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 41 (education & entertainment), South Africa 1975–2024: M-Net



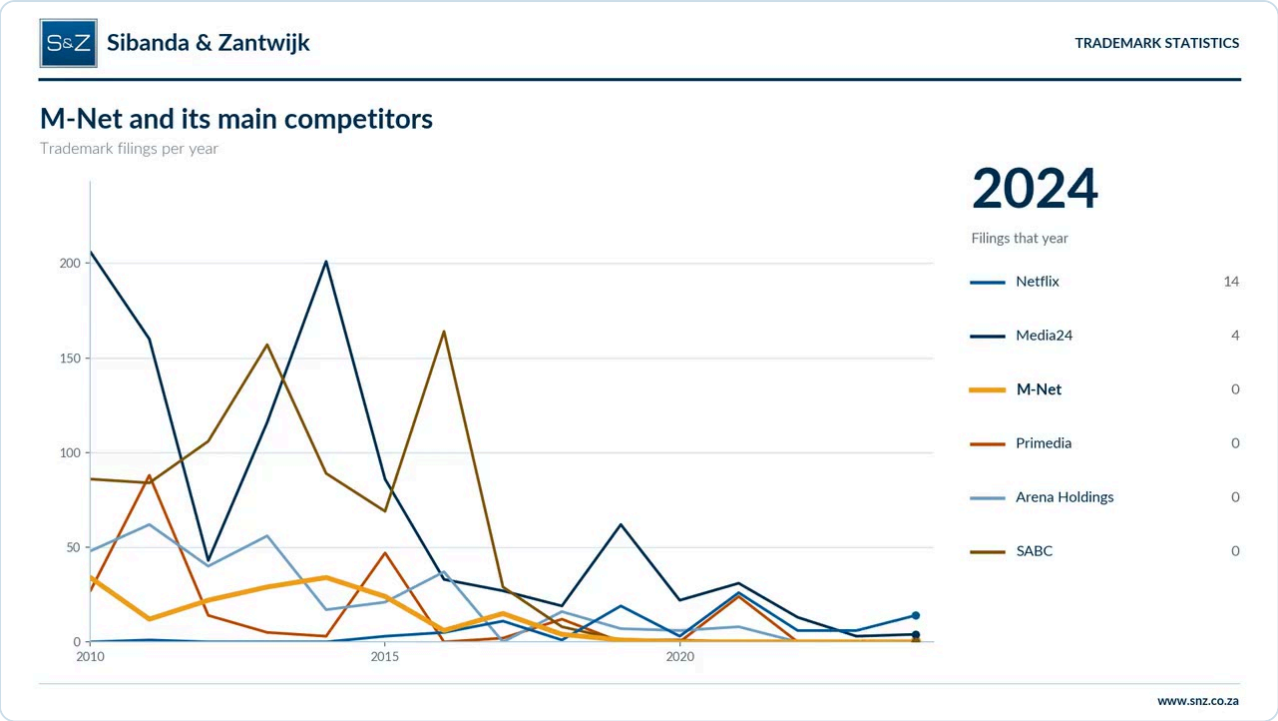
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/m-net-south-african-trademarks/class-41-race-video.html

Main competitors – the companies most like M-Net

> Ranked by **how similar their whole trademark portfolio is to M-Net's** – 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.

M-Net's closest competitors in South Africa are Media24, Primedia, Arena Holdings and SABC.

M-Net 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/m-net-south-african-trademarks/competitors-video.html

Trademark filings per year: M-Net (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Media24	Direct competitor	87%
2	Primedia	Direct competitor	80%
3	Arena Holdings	Direct competitor	79%
4	SABC	Direct competitor	78%
5	Netflix	Related field	78%
6	Amazon	Related field	75%
7	Cell C	Related field	72%
8	Universal City Studios	Related field	72%
9	MTN	Related field	72%
10	Tsogo Sun	Related field	70%

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

M-Net – relevant export countries

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	European Union	73	US$21 m	+1%	National	US$2,123
2	United States of America	70	US$8.1 m	+1%	National	US$2,750
3	United Kingdom	68	US$8.9 m	-4%	National	US$1,192
4	Namibia	63	US$79 m	+12%	ARIPO	US$397
5	Hong Kong SAR	61	US$1.7 m	+12%	National	US$1,412
6	Singapore	60	US$900 k	+32%	National	US$1,725
7	India	59	US$102 k	-4%	National	US$1,051
8	Canada	59	US$682 k	-6%	National	US$1,907
9	Australia	58	US$2.1 m	-4%	National	US$2,020
10	Botswana	58	US$70 m	-14%	ARIPO	US$397

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	Namibia	63	US$79 m	+12%	ARIPO	US$397 S&Z
2	Botswana	58	US$70 m	-14%	ARIPO	US$397 S&Z
3	Mozambique	56	US$35 m	+10%	ARIPO	US$397 S&Z
4	Zimbabwe	55	US$28 m	+11%	ARIPO	US$397 S&Z
5	Malawi	53	US$8.7 m	+31%	ARIPO	US$397 S&Z
6	Nigeria	52	US$1.9 m	-16%	National	US$812 S&Z
7	Tanzania	51	US$3.7 m	-3%	ARIPO	US$397 S&Z
8	OAPI (17 states)	51	US$5.9 m	+4%	National	US$1,378 S&Z
9	Uganda	50	US$2.9 m	+19%	ARIPO	US$397 S&Z
10	Egypt	46	US$173 k	-14%	National	US$1,835

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 4 classes; ARIPO costs are per country, plus US$290 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)
M-NET	42	US$8,526	US$8,396
KTV	42	US$8,526	US$8,396
EARS DAY	12	US$2,436	US$2,856
M MNET	6	US$1,218	US$1,748
CARTE BLANCHE	4	US$812	US$1,378

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 M-Net's five most-filed brands: word marks of **other companies** (not M-Net's 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 M-NET (classes 9, 16, 35, 38, 41; searched 2018-02-28 to 2026-11-07)

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

Similar to KTV (classes 9, 16, 35, 38, 41; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to EARS DAY (classes 9, 16, 35, 41; searched 2018-04-25 to 2026-11-07)

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

Similar to M MNET (classes 9, 16, 25, 37, 38, 41; searched 2018-03-28 to 2026-11-07)

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

Similar to CARTE BLANCHE (classes 9, 16, 38, 41; searched 2018-01-31 to 2026-11-07)

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

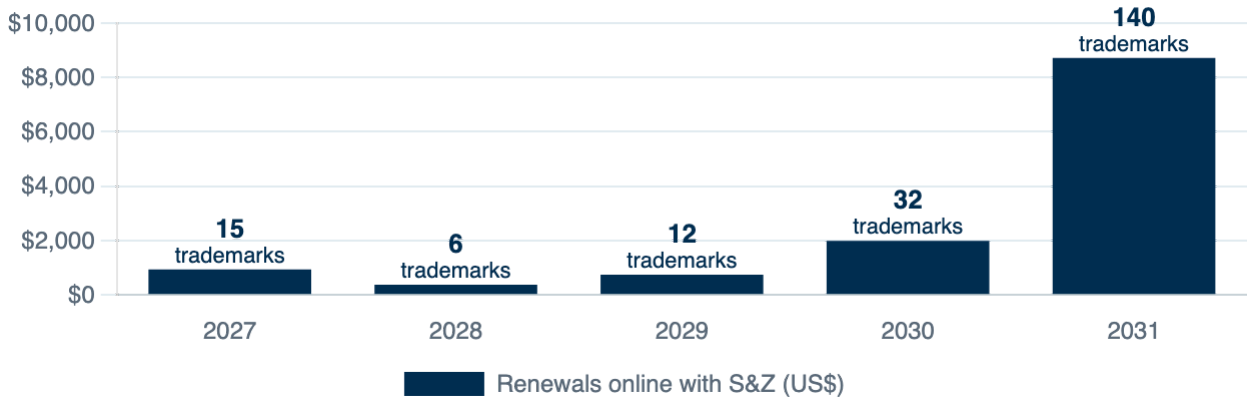
S&Z prices – South African trademarks

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$.

M-Net's next five years of renewals

205 of M-Net's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$12,769 over the five years.



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