Media24 – South African trademarks

Updated 8 November 2026

Media24 is a South African media company in the Naspers group. It publishes newspapers, magazines and books, and runs news and lifestyle websites such as News24.

How Media24 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.

#4
largest trademark owner in South Africa (of 121,626)

2,731
trademarks filed

24
different logos published since 2020

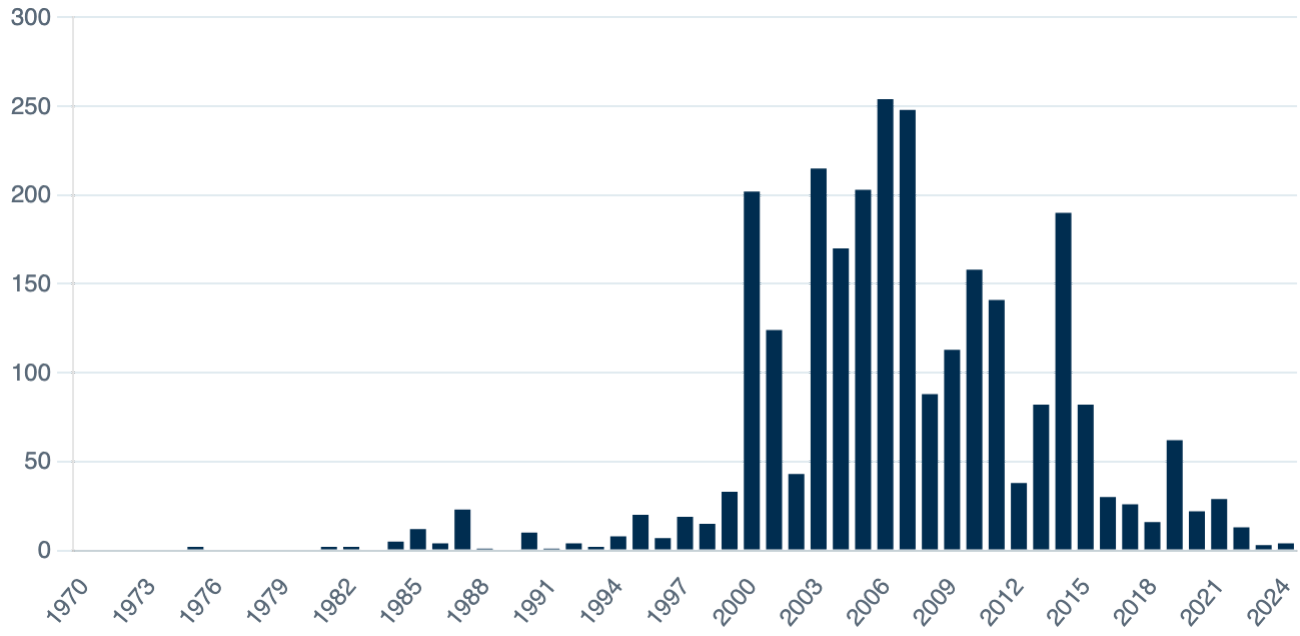
24
of 45 classes used

1950
first trademark filed

205
filed in the last 10 years

A portfolio built over time

Media24 filed its first South African trademark in 1950 and has filed 2,731 since; its busiest year was 2006, with 254 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

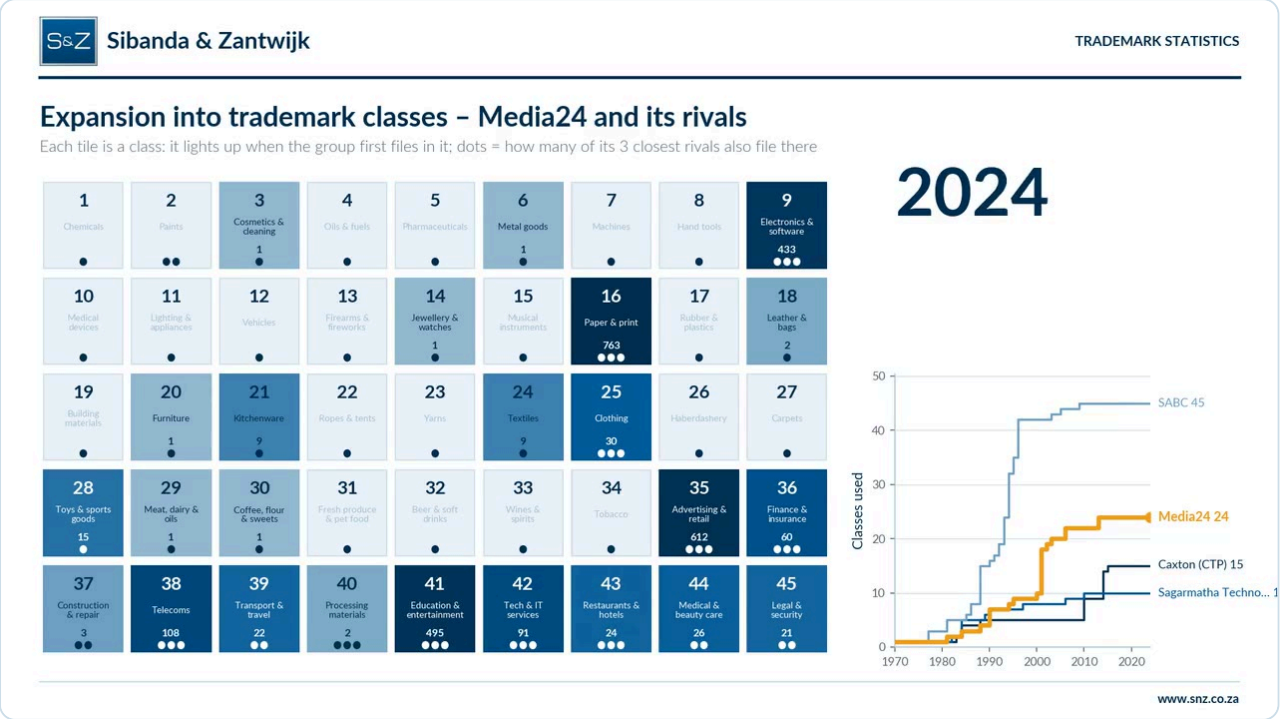
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Media24	2,972	1967–2024
Media24 Boeke	252	1950–2019
Finev Sas Rcs Avignon B 326 929 528	1	2005–2005

Where Media24 expanded its business

Trademark classes show what a business sells. Media24's portfolio is concentrated in paper & print (class 16), advertising & retail (class 35), education & entertainment (class 41). Its most recent moves were into coffee, flour & sweets (2013), meat, dairy & oils (2013), restaurants & hotels (2006).

Media24 trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/media24-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	763	27.9%	1950
35 Advertising & retail	612	22.4%	1984
41 Education & entertainment	495	18.1%	1981
9 Electronics & software	433	15.9%	1990
38 Telecoms	108	4.0%	1990
42 Tech & IT services	91	3.3%	1994
36 Finance & insurance	60	2.2%	1990
25 Clothing	30	1.1%	1988

The brands Media24 protects most

The word marks and logo names Media24 has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	MEDIA24	24	9	2000–2014
2	24	17	17	2001–2001
3	NEWS24	16	6	2001–2017
4	LIA	14	7	2014–2014
5	MAP 24	12	12	2006–2006
6	MAP24	12	12	2006–2006
7	SPACE STATION (THE)	10	5	2009–2009
8	AUTO	10	4	2006–2006
9	WOMEN24	9	6	2001–2001
10	TRUE LOVE	9	4	2000–2021
11	SON	9	3	2003–2004
12	AGRI24	8	8	2000–2000
13	AGRI24.COM	8	8	2000–2000
14	FOOD24	8	6	2001–2003
15	WEGSLEEP	8	5	2005–2006

Logos filed most often (since 2020)



8 filings · 4 classes



4 filings · 4 classes



4 filings · 4 classes



4 filings · 4 classes



3 filings · 3 classes



3 filings · 3 classes



3 filings · 3 classes



3 filings · 3 classes



3 filings · 3 classes



3 filings · 3 classes

Media24's logos

The 24 different logos Media24 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

3 classes



3 classes

3 classes

3 classes

3 classes

3 classes

3 classes



2 classes

2 classes

2 classes



2 classes

2 classes



2 classes

2 classes

2 classes

1 class

1 class

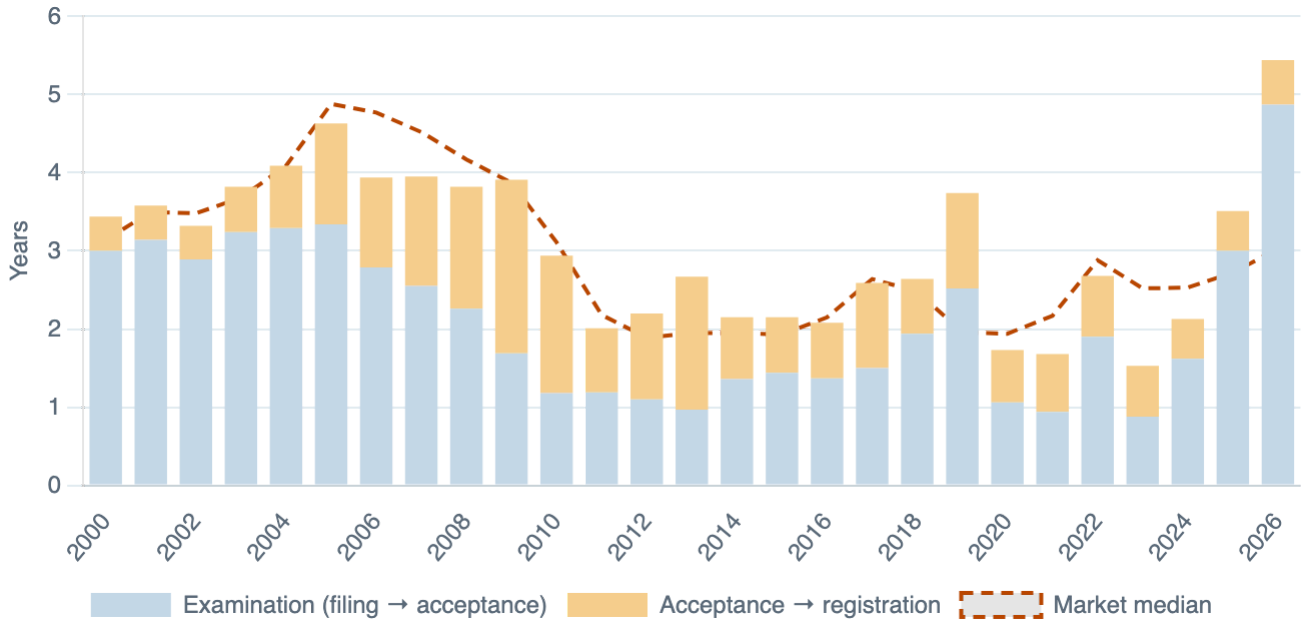
1 class

1 class

1 class

How quickly its trademarks are registered

Over the last five years, Media24's marks took a median of **2.3 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.2 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance. In 2026 the median jumped to 5.4 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

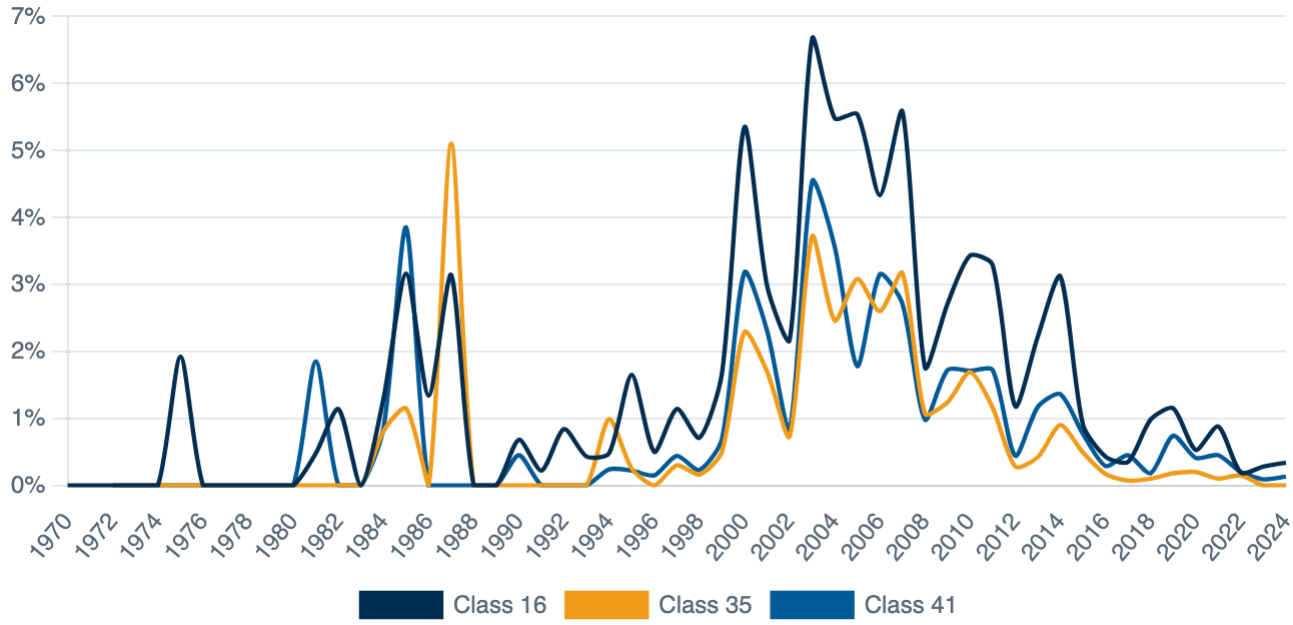


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Media24's classes

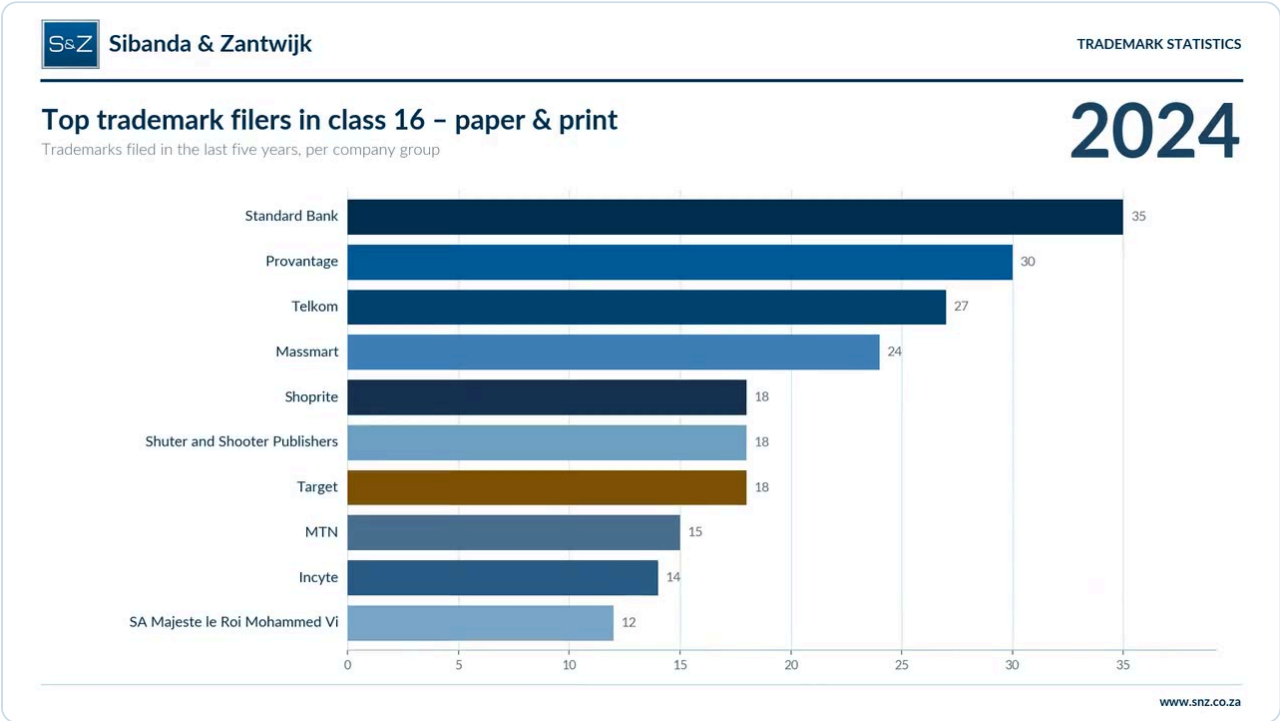
> Ranked by **number of trademarks filed in Media24's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Media24's market position, not who is most like it.

In the last five years, Media24 was **#13** of 1,191 filers in class 16 (paper & print), with 11 of 2,264 trademarks; **#54** of 5,866 filers in class 35 (advertising & retail), with 12 of 11,124 trademarks; **#20** of 3,121 filers in class 41 (education & entertainment), with 18 of 6,243 trademarks.



Media24's 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: Media24



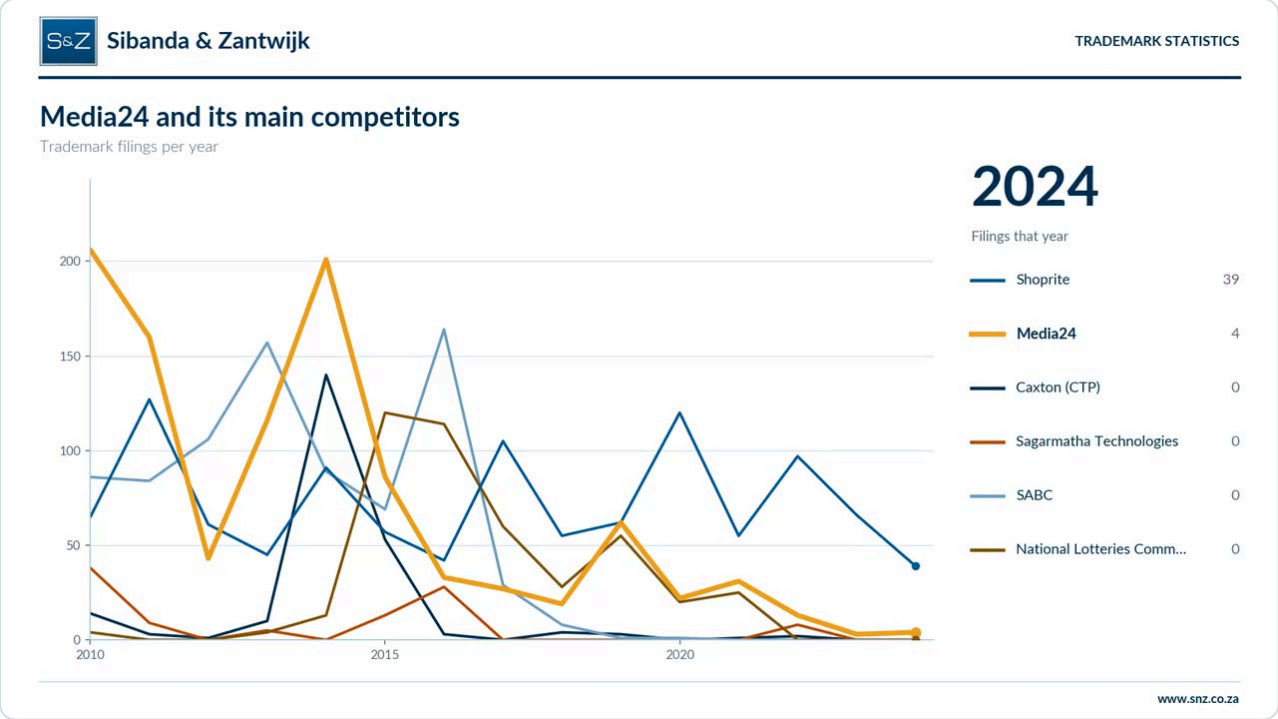
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/media24-south-african-trademarks/class-16-race-video.html

Main competitors – the companies most like Media24

> Ranked by **how similar their whole trademark portfolio is to Media24'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.

Media24's closest competitors in South Africa are Caxton (CTP), Sagarmatha Technologies and SABC.

Media24 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/media24-south-african-trademarks/competitors-video.html

Trademark filings per year: Media24 (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Caxton (CTP)	Direct competitor	72%
2	Sagarmatha Technologies	Direct competitor	69%
3	SABC	Direct competitor	65%
4	National Lotteries Commission	Related field	70%
5	Shoprite	Retailer's own brands	75%
6	Regent Business School	Other field	68%
7	Bidvest	Other field	68%
8	Standard Bank	Other field	67%
9	Liberty	Other field	67%
10	University of Kwazulu Natal	–	68%

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

Media24 – relevant export countries

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 3 CLASSES
1	European Union	71	US$34 m	-0%	National	US$1,859
2	United States of America	70	US$19 m	-3%	National	US$2,075
3	United Kingdom	67	US$13 m	-7%	National	US$1,012
4	Namibia	64	US$198 m	+4%	ARIPO	US$343
5	Hong Kong SAR	61	US$2.2 m	+12%	National	US$1,110
6	Japan	60	US$62 k	-1%	National	US$1,187
7	Singapore	60	US$1.2 m	+27%	National	US$1,306
8	Botswana	60	US$182 m	-7%	ARIPO	US$343
9	Switzerland	59	US$1.2 m	-2%	National	US$1,120
10	Canada	59	US$942 k	-7%	National	US$1,623

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 3 CLASSES
1	Namibia	64	US$198 m	+4%	ARIPO	US$343 S&Z
2	Botswana	60	US$182 m	-7%	ARIPO	US$343 S&Z
3	Malawi	53	US$12 m	+35%	ARIPO	US$343 S&Z
4	Nigeria	53	US$2.5 m	-17%	National	US$609 S&Z
5	Zimbabwe	53	US$36 m	-3%	ARIPO	US$343 S&Z
6	Tanzania	52	US$7.0 m	-5%	ARIPO	US$343 S&Z
7	OAPI (17 states)	51	US$7.3 m	+4%	National	US$1,194 S&Z
8	Mozambique	51	US$52 m	-24%	ARIPO	US$343 S&Z
9	Uganda	50	US$4.1 m	+12%	ARIPO	US$343 S&Z
10	Lesotho	45	US$72 m	-1%	National	US$314

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 3 classes; ARIPO costs are per country, plus US$280 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)
MEDIA24	9	US$1,827	US$2,302
24	17	US$3,451	US$3,779
NEWS24	6	US$1,218	US$1,748
LIA	7	US$1,421	US$1,932
MAP 24	12	US$2,436	US$2,856

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 Media24's five most-filed brands: word marks of **other companies** (not Media24'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 MEDIA24 (classes 9, 16, 35, 38, 41; searched 2018-10-31 to 2026-11-07)

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

Similar to NEWS24 (classes 9, 16, 35, 38, 41, 42; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to LIA (classes 9, 16, 35, 38, 39, 42, 43; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to MAP 24 (classes 9, 16, 35, 38, 41; searched 2018-04-25 to 2026-11-07)

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

Similar to MAP24 (classes 9, 16, 35, 38, 41; searched 2023-09-27 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

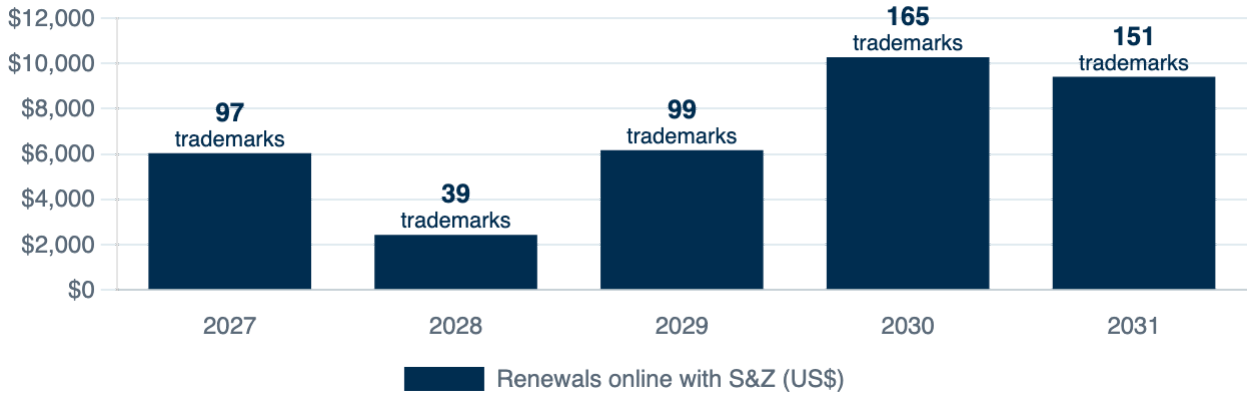
S&Z prices – South African trademarks

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$.

Media24's next five years of renewals

551 of Media24's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$34,322 over the five years.



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