MultiChoice – South African trademarks

Updated 8 November 2026

MultiChoice is Africa's largest pay-television company. It runs DStv and GOtv satellite and terrestrial television and the Showmax streaming service.

How MultiChoice 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.

#41
largest trademark owner in South Africa (of 121,626)

1,037
trademarks filed

10
different logos published since 2020

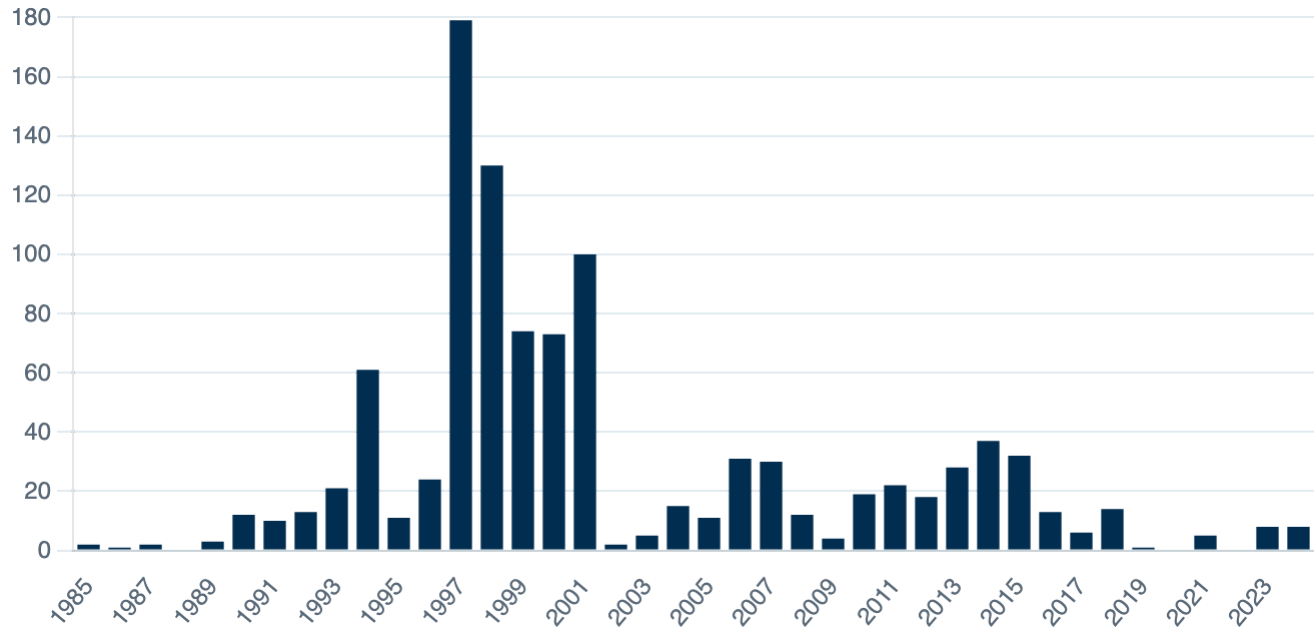
44
of 45 classes used

1985
first trademark filed

55
filed in the last 10 years

A portfolio built over time

MultiChoice filed its first South African trademark in 1985 and has filed 1,037 since; its busiest year was 1997, with 179 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

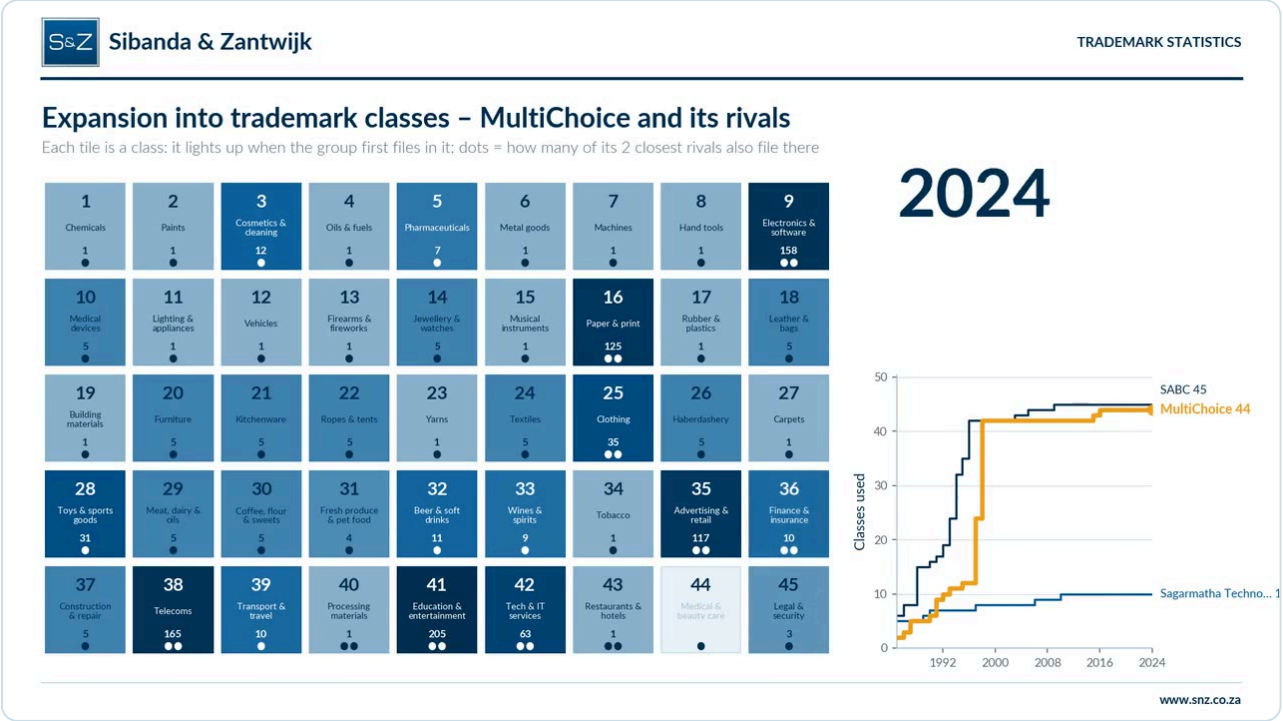
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Mih	659	1985–2019
Supersport International	318	1987–2023
MultiChoice	196	1993–2024
Multichoice Africa	5	1999–2011

Where MultiChoice expanded its business

Trademark classes show what a business sells. MultiChoice's portfolio is concentrated in education & entertainment (class 41), telecoms (class 38), electronics & software (class 9). Its most recent moves were into legal & security (2016), restaurants & hotels (2015), yarns (1998).

MultiChoice trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/multichoice-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	205	19.8%	1985
38 Telecoms	165	15.9%	1985
9 Electronics & software	158	15.2%	1986
16 Paper & print	125	12.1%	1991
35 Advertising & retail	117	11.3%	1990
42 Tech & IT services	63	6.1%	1995
25 Clothing	35	3.4%	1991
28 Toys & sports goods	31	3.0%	1987

The brands MultiChoice protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	DSTV	59	42	1995–2014
2	SUPER SPORT CHANNEL OF CHAMPIONS	37	22	1997–1998
3	SUPERSPORT	24	22	1987–1997
4	BOOTS & ALL	24	12	1997–2001
5	NOVA	24	7	1998–2001
6	SUPERSPORT ACTION CAFE	21	7	1997–1997
7	EXTRA COVER	18	10	1997–2001
8	SUPER SPORT	17	12	1991–1998
9	MULTICHOICE	15	9	1993–2017
10	NOVASCOPE	15	5	1998–1998
11	MIH	13	5	1996–2011
12	SHOWMAX	9	3	2015–2016
13	CHANNEL O	8	4	1997–1997
14	EXPAND YOUR VIEW	7	7	1998–1998
15	MAXIMO S CANAL DOS CAMPEOES	7	7	2006–2006

Logos filed most often (since 2020)



8 filings · 6 classes



4 filings · 4 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

MultiChoice's logos

The 10 different logos MultiChoice 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.



6 classes



4 classes



2 classes



2 classes



2 classes



1 class



1 class



1 class



1 class

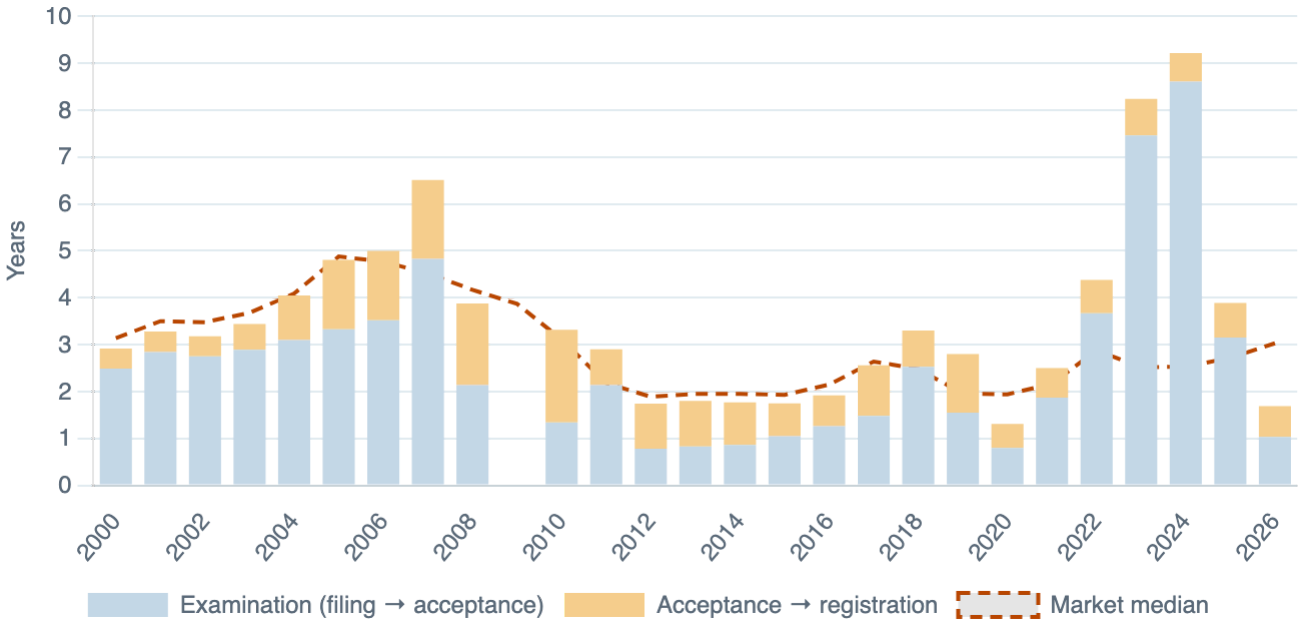


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, MultiChoice's marks took a median of **4.4 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 3.7 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

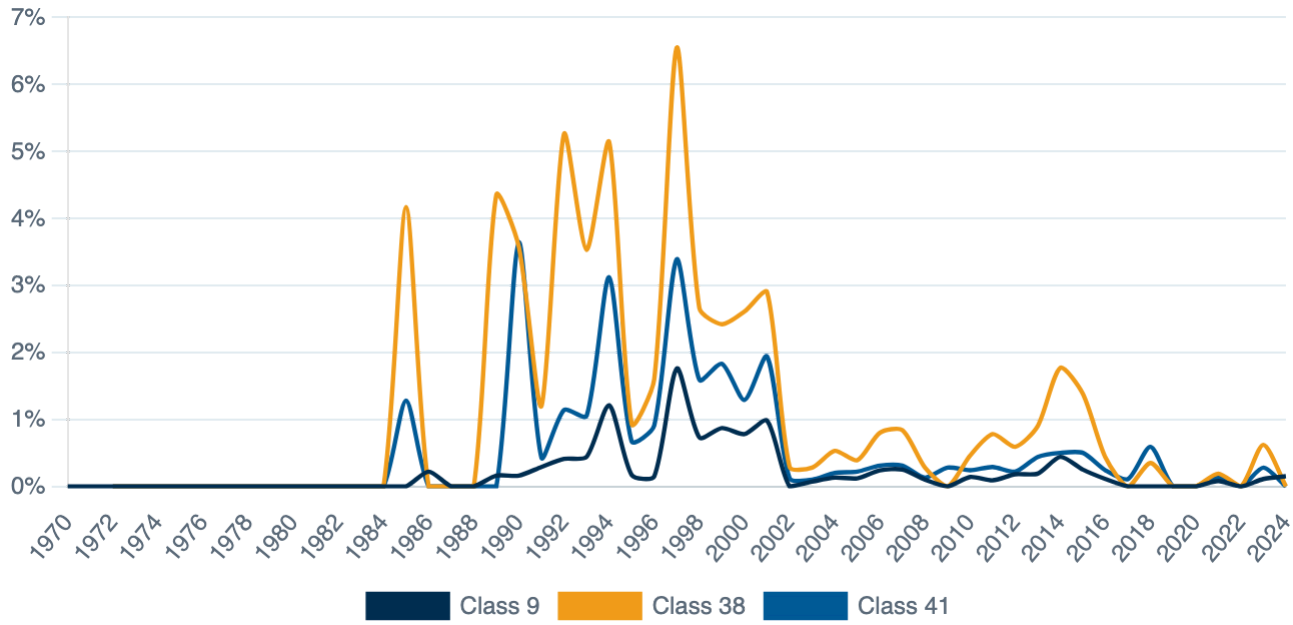


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in MultiChoice's classes

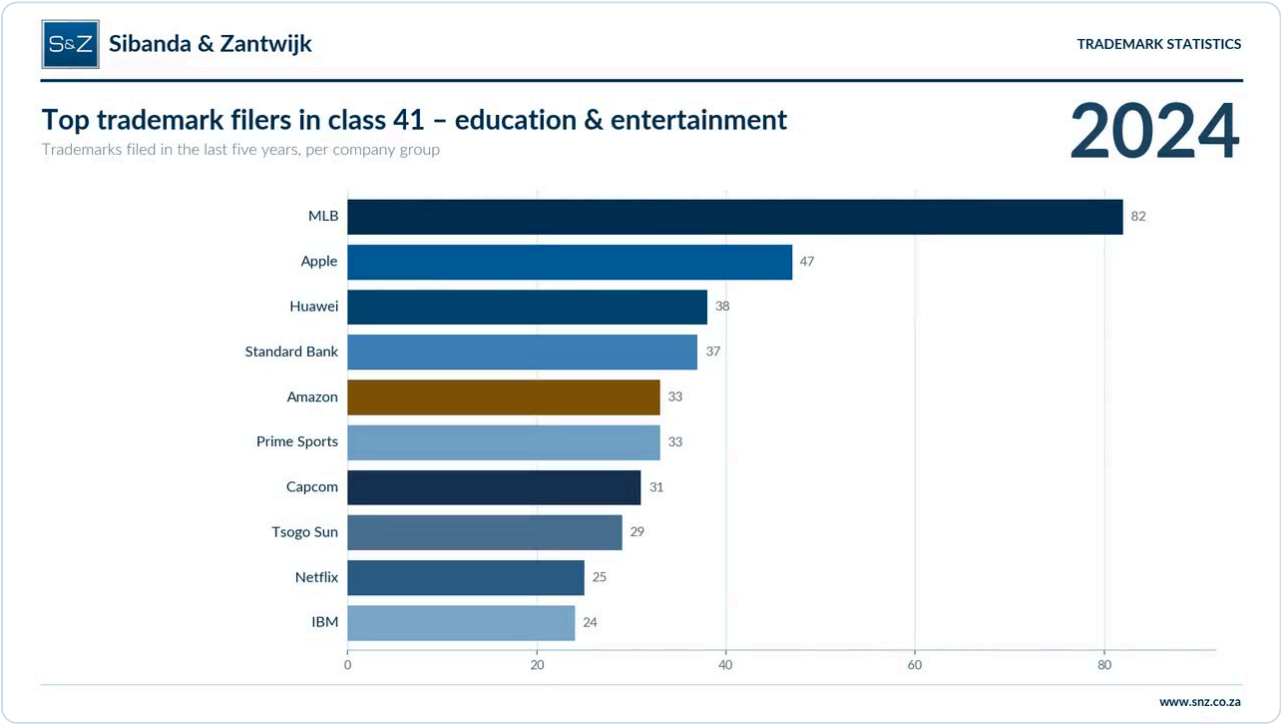
> Ranked by **number of trademarks filed in MultiChoice's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows MultiChoice's market position, not who is most like it.

In the last five years, MultiChoice was **#191** of 3,121 filers in class 41 (education & entertainment), with 5 of 6,243 trademarks; **#107** of 893 filers in class 38 (telecoms), with 3 of 1,971 trademarks; **#209** of 4,926 filers in class 9 (electronics & software), with 6 of 10,252 trademarks.



MultiChoice'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: MultiChoice



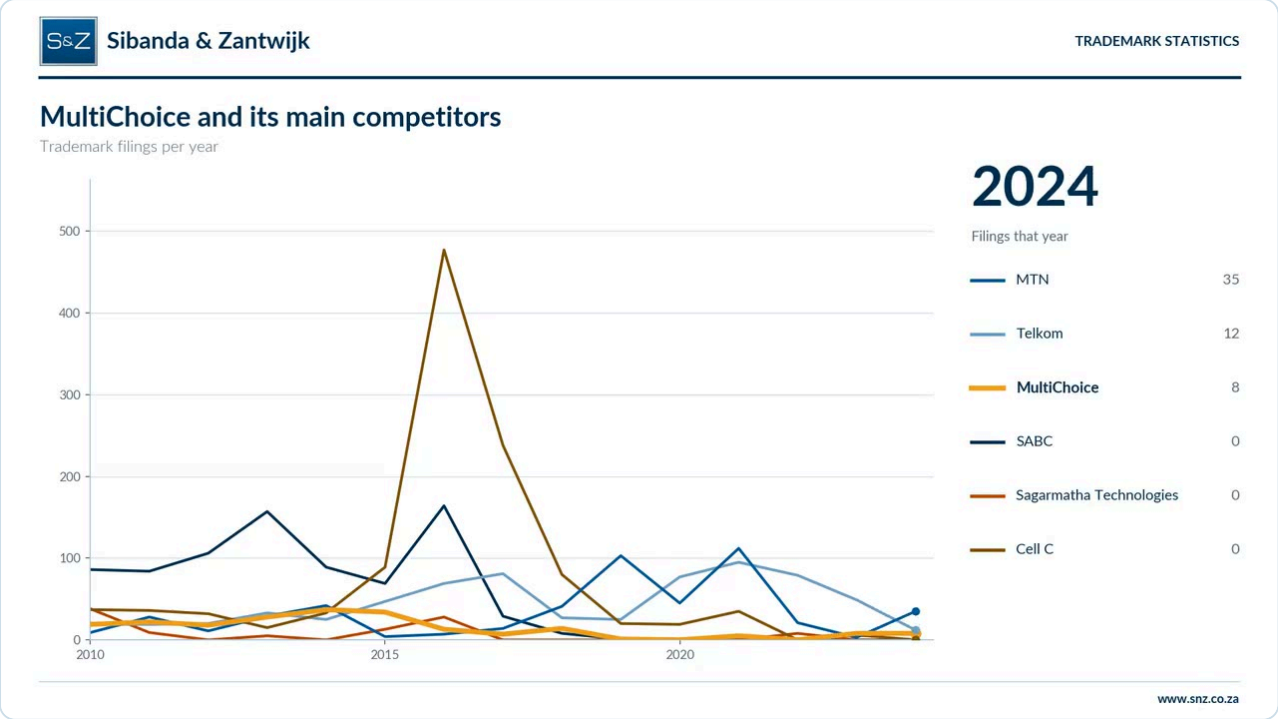
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/multichoice-south-african-trademarks/class-41-race-video.html

Main competitors – the companies most like MultiChoice

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

MultiChoice's closest competitors in South Africa are SABC and Sagarmatha Technologies.

MultiChoice 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/multichoice-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	SABC	Direct competitor	75%
2	Sagarmatha Technologies	Direct competitor	69%
3	Telkom	Related field	88%
4	Cell C	Related field	76%
5	MTN	Related field	75%
6	Universal City Studios	Related field	71%
7	Vodacom	Related field	70%
8	Vodafone	Related field	70%
9	1life Insurance	Other field	73%
10	European Professional Club Rugby	Other field	73%

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

MultiChoice – relevant export countries

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	European Union	72	US$37 m	-1%	National	US$2,123
2	United States of America	70	US$25 m	-4%	National	US$2,750
3	United Kingdom	67	US$16 m	-7%	National	US$1,192
4	Namibia	63	US$208 m	+4%	ARIPO	US$397
5	Japan	60	US$140 k	-2%	National	US$1,481
6	Hong Kong SAR	60	US$2.9 m	+11%	National	US$1,412
7	Canada	59	US$1.2 m	-7%	National	US$1,907
8	Singapore	59	US$1.3 m	+26%	National	US$1,725
9	Switzerland	59	US$1.4 m	-2%	National	US$1,390
10	Botswana	59	US$189 m	-7%	ARIPO	US$397

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	Namibia	63	US$208 m	+4%	ARIPO	US$397 S&Z
2	Botswana	59	US$189 m	-7%	ARIPO	US$397 S&Z
3	Malawi	53	US$13 m	+35%	ARIPO	US$397 S&Z
4	Nigeria	52	US$2.7 m	-17%	National	US$812 S&Z
5	Zimbabwe	52	US$38 m	-2%	ARIPO	US$397 S&Z
6	Tanzania	51	US$7.5 m	-5%	ARIPO	US$397 S&Z
7	OAPI (17 states)	51	US$7.5 m	+4%	National	US$1,378 S&Z
8	Mozambique	50	US$55 m	-22%	ARIPO	US$397 S&Z
9	Uganda	49	US$4.1 m	+12%	ARIPO	US$397 S&Z
10	Lesotho	45	US$73 m	-1%	National	US$320

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)
DSTV	42	US$8,526	US$8,396
SUPER SPORT CHANNEL OF CHAMPIONS	22	US$4,466	US$4,703
SUPERSPORT	22	US$4,466	US$4,703
BOOTS & ALL	12	US$2,436	US$2,856
NOVA	7	US$1,421	US$1,932

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 MultiChoice's five most-filed brands: word marks of **other companies** (not MultiChoice'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 DSTV (classes 9, 16, 35, 38, 41; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to NOVA (classes 9, 16, 35, 38, 39, 41, 42; searched 2019-02-27 to 2026-11-07)

MARK	PUBLISHED	CLASS	APPLICANT
STARTIMES NOVA	2019-07-31	41	STARTIMES COMMUNICATION NETWORK TECHNOLOGY CO., LTD
STARTIMES NOVA	2019-07-31	9	STARTIMES COMMUNICATION NETWORK TECHNOLOGY CO., LTD
STARTIMES NOVA	2019-07-31	38	STARTIMES COMMUNICATION NETWORK TECHNOLOGY CO., LTD

Similar to SUPER SPORT CHANNEL OF CHAMPIONS (classes 9, 16, 35, 38, 41; searched 2018-01-31 to 2026-11-08)

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

Similar to SUPERSPORT (classes 9, 16, 35, 38, 41; searched 2018-01-31 to 2026-11-08)

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

Similar to BOOTS & ALL (classes 9, 16, 38, 41; searched 2018-01-31 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

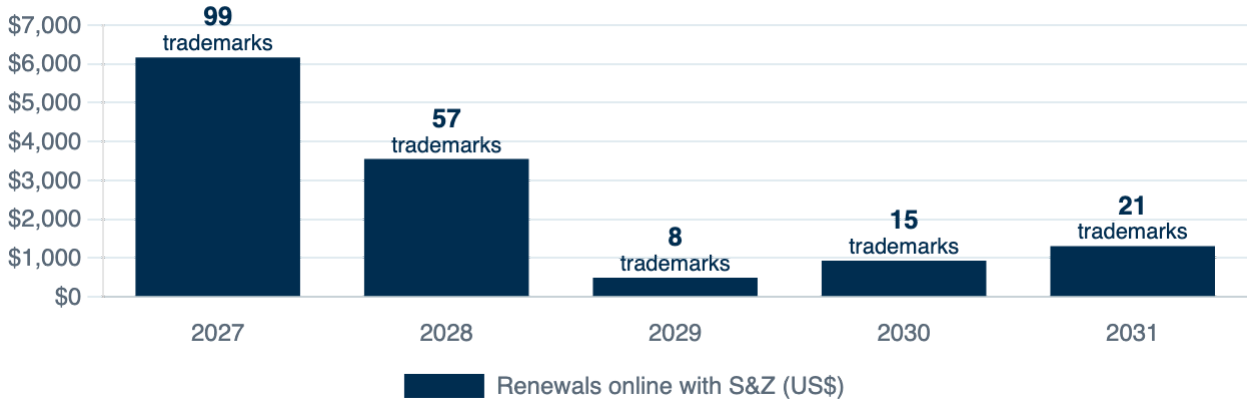
S&Z prices – South African trademarks

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$.

MultiChoice's next five years of renewals

200 of MultiChoice's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$12,458** over the five years.



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