



**DECISION OF THE THIRD-PARTY DECIDER  
TV5 MONDE SAS / Rui ZHANG  
Case no. 444258 / tv5monde.be**

**1. The Parties**

**1.1. Complainant: TV5 MONDE SAS**

*Having its registered seat at:*

Avenue de Wagram 131,  
75017 Paris,  
France

*Represented by:*

Mr. Arnaud Rivalan  
TV5 MONDE's General Counsel  
Avenue de Wagram 131  
75017 Paris  
France

**1.2. Domain name holder: Mr. Rui Zhang**

Berganti 5  
07180 Santa Ponca  
Balears  
Spain

*Not Represented*



## 2. Domain name

Domain name: **tv5monde.be**

Registered on: September 1<sup>st</sup>, 2025

*Hereafter referred to as "the Domain Name".*

## 3. Procedure

On January 22<sup>nd</sup>, 2026, the Complainant filed a complaint concerning the Domain Name (hereafter referred to as "the Complaint") with the Belgian Centre for Arbitration and Mediation (hereafter referred to as "CEPANI"), in accordance with the CEPANI rules for domain name dispute resolution (hereafter referred to as "the Rules") and the dispute resolution policy of DNS Belgium, incorporated in article 10 of its Terms and Conditions for .be domain name registrations (hereafter referred to as "the Policy"), in order to obtain the transfer of the Domain Name.

On February 18<sup>th</sup>, 2026, CEPANI appointed the undersigned, Mr. Nicolas Berthold, as Third-Party Decider (hereafter referred to as "the Third-Party Decider") to settle the dispute regarding the Domain Name.

The deliberations were closed on February 25<sup>th</sup>, 2026.

The Domain name holder did not file a response to the Complaint.

In accordance with article 6.4 of the CEPANI rules for domain name dispute resolution, the decision is solely based on the Complaint and the Complaint's exhibits.

## 4. Factual Background information

Having reviewed the Complaint submitted by the Complainant, the Third-Party Decider finds that the following facts have been established.

The Complainant is a French media company, which presents itself as the largest distributed French language TV network in the world since 1984.

Its mission is, namely, to promote French-language and to provide reliable and verified information from around the world.

The Complainant distributes ten TV channels (eight general and two thematic channels) available in over 200 countries and territories across the world and reaching about 437 million households.



It operates under the denomination “TV5 Monde” since over 40 years.

The Complainant produces an “Affluent Europe 2023” study, conducted by IPSOS – *a global leader company in market research* – pointing out that “TV5 Monde” is one of the best-known international media titles amongst affluent Europeans in 2022.

The Complainant registered several trademarks including the denomination “TV5 Monde”, covering many territories, including European Union.

In particular, the Complainant registered:

- the (word) French trademark “TV5 Monde” (registration date: August 24<sup>th</sup>, 2001; registration number: 3090507).
- the (word) European Union trademark “TV5 Monde” (registration date: June 17<sup>th</sup>, 2002; registration number: 002148625).
- The (word) International trademark “TV5 Monde” (registration date: July 30<sup>th</sup>, 2001; registration number: 766488).

The Complainant is also the holder of several domain names including the denomination “TV5 Monde”.

Specifically, the Complainant is the holder of the domain name “tv5monde.com”, since May 21<sup>st</sup>, 2001.

The Domain name holder registered the Domain Name “tv5monde.be” on September 1<sup>st</sup>, 2025.

It appears that the website corresponding to the Domain Name contains advertisements redirecting the visitors to other websites.

## 5. Position of the parties

### 5.1. Position of the Complainant

The Complainant requests the transfer of the Domain Name, stating that the conditions thereto are fulfilled.

Firstly, the Complainant indicates that the Domain Name is identical to its (word) European Union registered trademark “TV5 Monde”.

Secondly, the Complainant asserts that the Domain name holder does not have any right or legitimate interest in the Domain Name.



The Complainant also affirms that it has never given any authorization to the Domain name holder to use its "TV5 World" trademark in any way.

Thirdly, the Complainant indicates that the Domain Name has been registered in bad faith and is being used in bad faith by the Domain name holder.

In this regard, the Complainant insists on the fact that it has an extensive worldwide business and a substantial reputation in the use of the "TV5 Monde" trademark on its products and services.

Furthermore, the Complainant states that the Domain name holder attempts to attract, for commercial gain, Internet users to its website associated with the Domain Name, by creating a likelihood of confusion with the Complainant's trademark, as to the source, sponsorship, affiliation or endorsement of its website or of a product or service on its website.

## 5.2. Position of the Domain name holder

The Domain name holder did not file a response to the Complaint.

## 6. Discussion and findings

Pursuant to Article 16.1 of the *CEPANI rules for domain name dispute resolution*, the Third-Party Decider shall rule on domain name disputes with due regard for the Policy and the CEPANI rules for domain name dispute resolution.

Pursuant to Article 10b (1) of the Terms and conditions of domain name registrations under the ".be" domain operated by DNS BE, the Complainant must provide evidence of the following:

- *"the registrant's domain name is identical or confusingly similar to a trademark, a trade name, a registered name or a company name, a geographical designation, a name of origin, a designation of source, a personal name or name of a geographical entity in which the complainant has rights; and*
- *the registrant has no rights or legitimate interests in the domain name; and*
- *the registrant's domain name has been registered or is being used in bad faith."*



### **6.1. The Domain Name is identical or confusingly similar to trademarks in which the Complainant has rights**

The Complainant has sufficiently established that it is the holder of a (word) European Union trademark “TV5 Monde”, registered on June 17<sup>th</sup>, 2002 (registration number: 002148625), which is used in connection to its business.

The Domain name holder registered the Domain name “tv5monde.be” on September 1<sup>st</sup>, 2025.

The existence of the extension “.be” must not be taken into consideration for the analysis of the identity or the similarity between the domain name and the Complainant’s trademarks (see e.g.: CEPANI 44082, CEPANI 444121, CEPANI 444127).

It is thus established that the Domain Name is identical to the Complainant’s registered trademark “TV5 Monde”.

The first condition of Article 10b (1) of the *Terms and conditions of domain name registrations under the “.be” domain operated by DNS BE* is fulfilled.

### **6.2. The Domain name holder has no rights or legitimate interests in the Domain Name**

The Complainant asserts that the Domain name holder has no right or legitimate interest in the Domain Name.

The Complainant affirms that it has never granted, to the Domain name holder, any license, permission or authorization to use its (word) European Union trademark “TV5 Monde”.

The Domain name holder did not file a response to the Complaint and therefore did not provide any evidence that it has a right or a legitimate interest in the Domain Name.

The second condition of Article 10b (1) of the *Terms and conditions of domain name registrations under the “.be” domain operated by DNS BE* is fulfilled.

### **6.3. The Domain name holder’s Domain Name has been registered or is being used in bad faith**

Article 10b (2) of the *Terms and conditions of domain name registrations under the “.be” domain operated by DNS BE* sets out a (not exhaustive) number of circumstances which allow the bad faith of the Domain name holder to be established in the context of the registration or the use of the domain name.



The fourth circumstance referred to in Article 10b (2) of the *Terms and conditions of domain name registrations under the ".be" domain operated by DNS BE* consist in, for the Domain name holder, intentionally attempting to attract, for commercial gain, Internet users on a website belonging to it or on another on-line location, by creating a risk of confusion with the Complainant's trademark:

*"The evidence of such in bad faith registration or use of a domain name can inter alia be demonstrated by the following circumstances:*

[...]

- *the domain name was intentionally used to attract, for commercial gain, Internet users to the registrant's web site or other on-line location, by creating confusion with the complainant's trademark, trade name, registered name or company name, geographical indication, designation of origin, designation of source, personal name or name of a geographical entity as to the source, sponsorship, affiliation, or endorsement of the registrant's web site or location or of a product or service on his web site or location.*

[...].

The Complainant has established that it has an extensive worldwide business and a substantial reputation in the use of the "TV5 Monde" trademark on its products and services.

The denomination "TV5 Monde" is very specific and cannot have been registered by chance by the Domain name holder without knowledge of the existence of an actual business.

It should also be noted that the website corresponding to the Domain Name is not operated by the Domain name holder.

Nevertheless, it contains advertisements redirecting the visitors to other websites.

The Domain Name was thus intentionally used to attract, for commercial gain, Internet users on the Domain name holder website corresponding to the Domain Name, and on other on-line locations, by creating confusion with the Complainant's registered trademark.

The third condition of Article 10b (1) of the *Terms and conditions of domain name registrations under the ".be" domain operated by DNS BE* is fulfilled.

## 7. Decision

Consequently, pursuant to Article 10(e) of the *Terms and conditions of domain name registrations under the ".be" domain operated by DNS BE*, the Third-Party Decider hereby rules that the domain name registration for the "**tv5monde.be**" Domain Name is to be transferred to the Complainant.



Brussels, March 10<sup>th</sup>, 2026.

DocuSigned by:  
*Nicolas Berthold*  
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Nicolas BERTHOLD

The Third-Party Decider