



Following the launch announcement, at the beginning of September 2020, for the new RTBF channel under the name Tipik, Brussels-based TIPIK Communication s.a. reacted swiftly, believing it had prior rights over use of the trade name it has been using since 2006.

The two companies met to come to a fair agreement allowing both entities to use the TIPIK brand in their respective business areas: RTBF in its new audiovisual and digital services in radio, TV and Web aimed at the general public; Tipik Communication in its communication activities aimed primarily at companies and institutions.

The parties agree to respect each other's position in their respective markets and business areas in order to avoid creating confusion among their distinct audiences.

RTBF, which launched its project without consulting TIPIK, immediately recognised that this approach was not the most appropriate and apologised to Tipik Communication s.a. for this.

The exchanges between the two parties helped clear up any doubts and objections.

Through this agreement, the parties are clear on where they stand as they move towards a respectful coexistence, and are not excluding any future interactions.