

## **Abstract**

This diploma thesis deals with the development of using global TV formats on Czech TV channels during 2000-2013. Development is studied in comparison between Czech Television as a public medium and private channels TV Nova and FTV Prima. Global TV formats recently became basic building blocks for production of their own programs in TV entertainment. Thesis focuses on the approach of the TV channels in using global TV formats. It outlines the development of TV genres of global TV formats on Czech TVs and shows how Czech TV stations have dealt with their production and how they have interested the Czech TV spectators.

The thesis is based on theoretical background of media globalization supposing that business with global formats has a strong influence over current TV entertainment. TV market offers many various TV formats and TV stations buy them because they have information about success in other countries. It shows that in recent years the offer of global TV formats is so heterogeneous and wide that viewer rating and success of single formats is not so high as in the beginning of the trend in TV entertainment. In the followed period the Czech TV market has been changed by digitalization of Czech TV broadcasting and there is also a phenomenon of media convergence.