Diploma thesis „Television formats transmission into Czech environment since the creation of the dual system in the Czech Republic” focuses on television formats which have been adapted in the Czech television industry since 1994. TV formats, the primary analytical object of this thesis, belong among the strongest aspects of media globalization. Since specific television formats spread the same structure, idea and concept, they increasingly influence the practice in television markets and the process of globalization all over the world. With this continuity, the paper describes the theory of globalization, focusing on cultural and media imperialism. Further, newer theories of globalization and their subsequent transformation are described. Based on this theoretical basis, the thesis describes, which TV formats have been adapted since 1994 in the Czech Republic. Our analysis is based on in-depth interviews with Czech television professionals who have experiences with the purchasing and subsequent adaptation of television formats. The thesis provides the overview of all adapted TV formats in the Czech Republic, and describes reasons, difficulties and the overall process of adapting licensed television formats.