This thesis deals with the problem of TV commercials planning. This problem is getting more difficult as the number of different TV stations grows and naive algorithms become unable to scale with this number. In this work, we deal with the possibility to use evolutionary algorithms to solve this problem. The work also contains an implementation of a software, which is capable of testing the various versions of the algorithm and comparing them to a naive one. The results indicate that evolutionary algorithms are a suitable technique to solve the problem at hand.