The theoretical starting point of this work is the phenomenon of globalization, which has infiltrated into all areas, including the media. Part of this sphere is the television formats that the master thesis discusses about. The TV formats are products that lead to so-called glocalization, as it is a mix of both, global and local culture, when a number of local versions are created based on a purchase of a foreign license, which are being adapted to specific culture. It is an increasing trend that has split between all genres, including drama, since its origins, which are associated with so-called super-formats. The master thesis is focused on the adaptation of foreign TV formats in the Czech TV. It describes not only the development of this trend on a single Czech public media but also deals with the reasons for the purchase of foreign licenses for a medium whose prerogative should be the original work. The question of public law and its specific content selection for this medium that is the core of the master thesis.