

The main aspects of this thesis is the analysis of the legal regulation of the product placement and its utilization by the Czech television. Czech law comes from the Directive 2007/65/EC of the European Parliament and of the Council, therefore several chapters are dedicated to secondary law of the European Union. The last part of this thesis includes few ideas about the law de lege ferenda. The second part of this thesis consists of the application of the product placement by the Czech television and there is a comparative analysis with selected television shows from around the world. The comparison is made with the similar shows in regards to their format and style. The result is a recommendation how to apply product placement in the future and kind of mistakes could be prevented.