A robust learning–based TV commercial detection approach is proposed in this paper. In this algorithm, firstly several basic features that can be used to distinguish commercials from general program are analyzed. Next, a set of context–based features, which are more effective to identify commercials, are derived from these basic features. Then, each shot is classified as commercial or general program based on these features by a SVM learning and classification scheme. And last, the detection results are further refined by using scene grouping and some heuristic rules. The scheme is tested on 10–hour TV programs of various genres and obtained relatively high detection accuracy.