

The importance of video content in Czech internet news has been steadily rising for almost two decades, media houses are creating and expanding separate video-making departments and investing in equipment needed for their creations. News websites place considerable emphasis on the production of their own audiovisual content, which has become so common that the reader has come to expect it. The work brings a comprehensive description and evaluation of the video content of three major Czech news sites: iDnes.cz, Novinky.cz and Aktuálně.cz. It describes the processes, techniques and tools used in video journalism and gives an overview of the video production of these three news sites and insight into the relevance of video for Czech online news. The practical part draws on a case study of the selected websites, which focuses on the individual editorial environment and their common practice. It includes a quantitative content analysis that answers the research question: "*What is the current form of video content on news sites iDnes.cz, Novinky.cz and Aktuálně.cz?*" The analysis is accompanied by interviews with experts from the field and my own experience. In my interviews, I asked questions, related to the theoretical part of this work, about the inner workings of editorial teams, their team strategy and source handling, video presentation styles and their audience success, and cooperation with social networks.