This diploma thesis aims to provide a general overview of the issue of IP video transmission. First chapter gives in-dept introduction of the technical side of video streaming and online video generally and its functions. The second part presents the main roles of the users and genres in this field and it also show the main social aspects of the online video technologies. The aim of the third chapter is to refer to the current use of technology and to its possible further usage. In the fourth chapter, we look closely at the streaming video through the perspective of classical media theory, media philosophy, and also from the sociological point of view.