

Abstract (in English)

Object of this thesis is to demonstrate compact characteristics and analysis of YouTube portal, explain its importance, content and area of provided services. -- The first chapter is applied to basic characteristics of YouTube portal, the second chapter deals with description of procedures, which are used by the portal. The third chapter is all about video. There are discussed issues about video on PC in general, and afterwards, there are described processes related to videos on YouTube. YouTube users, YouTube partners and projects are mainspring of the fourth chapter. Special subchapter outlines possibilites of YouTube in relation to information studies and librarianship. At the end of the fourth chapter user offences are mentioned. The fifth chapter is composed of introduction of several direct and indirect YouTube competitors. The sixth, and the last chapter, contains author's evaluation of YouTube portal [Author's abstract].