

## **Abstract**

This bachelor thesis aims to introduce the reader to the YouTube community phenomenon and strives to provide better understanding of selected marketing strategies linked with this community. This thesis seeks to answer all the questions about sponsorship and partnership on YouTube by looking into contracts offered by this site. It also covers questions about its effectiveness and usefulness. The work is rich in theory on this social media and therefore serves as a good source of knowledge on its overall function as well as its history, evolution and current trends. In the summary this thesis offers an explanation of possible future development. The main section of this bachelor work is also dedicated to uncover the process of monetization of YouTube's original content. With the help of czech and foreign literature the first half of the thesis summarizes theories on the success of this site and its celebrities. The second half contains few selected case studies, providing better insight into the inner workings of YouTube. Upon reading this thesis, one should have been able to better analyze the original content of this social media.