



MDIA3007

A YX]U'UbX'5 fng' bHYfbg\]d

HYfa`C.bY`##`&\$&\$



GWcc`cZHAY'5fng'UbX'A YX]U`##'I BGK`..5fng'UbX'GcWJU`GWYbWg

7 ci fgY'Cj Yfj JYk

'GHUZZ'7 cbhUW'i8YHU]'g'

'7cbj Ybcfg'

B Ua Y	9a U]'	5j U]'UV]'m	@cWU]cb	D\cbY
9a a U'>UbY	Ya a U"Uby4 i bgk "YXi "Ui	6mUddc]bha Ybh	%%) ž'@Yj Y''%ž F cVYfh K YVghYf	

GWXcc`'7cbhUW'i#Zcfa Uh]cb

Fcca " %&ž'Yj Y"" 'F cVYfhK YVghYf'6i]X]b[

D\cbY.'f\$&Ł-' ,) '(,) *

9a U]': [gUa 4 i bgk "YXi "Ui](#)

K YVg]hY: [\hfdg.#gUa "Ufmg"i bgk "YXi "Ui](#)

H\Y'GWXcc`'cZhY'5fmg'UbX'A YX]U'k ci 'X`'_Y'hc'F YgdYWw'`m5W_bck 'YX[Y'hY'HfUX]h]cbU`'7 i g]cX]Ubgž
hY'6YXY[U'fP Ybg]b[hcb'WJa di gŁž; UX][U'f7]mUbX'5fhi' '8Yg][b'7 Ua di gYgŁ'UbX'hY'B [i bbUk U`
dYcd'Y'f5i g]fU'Ub'8YZ'bvW': cfW'5WUXYa m]b'7 UbVYffUŁ'cZhY''UbXg'k \YfY YUW'WJa di g'cZI B GK 'jg
'cWU]hYX"

7ci fgY'8YHJ]`g

7fYX]hDc]bHg`*`

Gi a a UfmicZh\Y'7ci fgY

Gi VYWhUfYU.'? W[S S` V 3dfe

H\]g'Wci fgY'cZYfYX'VmiH\Y'GWcc`cZh\Y'5fHg'UbX'A YX]U'dfcj]XYg'mci `k]h'Ub'cddcfh b]hmi
i bXYfU_Y]bXi ghfmYb[U[YX`YUfb]b[]h'fci [\]bHfBg\]d'cddcfh b]h]Yg:k]h'fY'Yj Ubh]bXi ghfm\cghg"
-XYU`nZ'mci `k]`i bXYfU_Y 'Ub']bHfBg\]d'UZf'f'mci `Uj Y'Wca d'YfYX'U'mYUf'cZi `!h]a Y'gh Xmftf
Yei]j U'YbH`"5hH\Y'YbX'cZh\Y]bHfBg\]d'mci `k]`dfcj]XY'U'gi a a Uh]j Y'fYdcfhcZmci f'YI dYf]YbWg'UbX
k cf_YI Ua d'Yg'Wca d'YfYX'Xi f]b[]h\Y]bHfBg\]d"

H\Y]bHfBg\]d'fYei]fYg'U'hcU`Wca a]ha YbhcZ%\$!%) \$'\ci fg'cZk cf_`k]h'U'\cgfhcf[Ub]gUh]cb'UbX'WUb'VY
fU_Yb']b]fghZ'gYWcbX'cf'h]fX'hYfa Z'cf'cj Yf'h\Y'gi a a Yf'dYf]cX" `bHfBg\]d'cddcfh b]h]Yg'UfY'UXj Yfh]gYX'j]U
h\Y': 5GGSK @SG5A `bHfBg\]d'dU[Y.'

[\hdg.##a ccX'Y'h'h'i bgk "YXi "Ui #Wci fgY# \]Yk "d\ d3\]X1' ' \) %`" :5`hYfbUhj Y`nZ'mci `a Um\]bXYdYbXYbHm
UddfcUWX'U'fY'Yj Ubhcf\[Ub\]gUh\]cb'hc'Udd'mZcf'Ub \]bHfBg\\]d" Df\]cf'hc'gYY_\]b\['Ub \]bHfBg\\]dZ'mci `a Umk \]g\
hc'WcbHUVhI BGK `7UfYfYg'UbX'9a d'cma Ybh!` \hdg.##k k "WJfYfYg"i bgk "YXi "Ui #`](#)

Zcf`Y'd'UggYa V]b[]mci f'7J Z'Wcj Yf`YhYfZ'UbX'chYf'Wca dcbYbHg'cZmci f'Udd']WJh]cb"

: cf'a cfY]bZ'fa Uh]cbZj]g]h [\hdg.##gUa "Ufng"i bgk "YXi "Ui #gh XYbHg#Wci fgYg#bHfBg\\]dg#`](#): cf'Ubm
Ybei]f]YgZ'd'YUgY'Ya U]'h\Y'K @I b]hUh: [5GG!K @4 i bgk "YXi "Ui](#)

Hc'VY'Y][]V'Y'Zcf'h]g'Wci fgYZ'mci `a i gh\Uj Y'U'a]b]a i a `K 5A `cZ*) "

7ci fgY'@YUfb]b[`Ci hWca Yg

%` \Uj Y [U]bYX'YI dYf]YbW'cZ]bXi ghfmdfcW'ggYg'UbX'dfUW]WYg
&" Udd'mhYcfYh]WU`WcbW'drg'UbX'dfUW]WU`g_]`g [U]bYX]b'h\Y'dfc[fUa `hc'fYU'!k cfX'WcbHfYI hg
' " \Uj Y'Yb\UbW'X'h\Y]f'WJdUW]mZcf']bXYdYbXYbHfYb[U[Ya Ybhk]h']bXi ghfmdfcj]XYfg

HYUWX]b[`GhfUHf[]Yg`

H\]g'Wci fgY'\Ug'bc'Z'fa U`hYUWX]b[`Wca dcbYbH`"

5ggYgga Ybh

H\]g'gi VYWh]g'i b[fUXYX'gc'U'dUgg']g'XYdYbXYbhcb'GUh]gZUWc'fmfGMŁ'cf'I' bgU]gZUWc'fmfI' @Ł]b'a YYh]b[hY'Wci fgY'fYei]fYa Ybhg''5b'GM[fUXY'k]''bchUZYWimci f'k Y][\hYX'Uj YfU[Y'a Uf_'fK 5A Ł'Vi hU': @[fUXY k]''

7ci fgY'fYei]fYa Ybhg']bWl XY.

- 7ca d'Yh]cb'cZU'a]b]a i a 'cZ%\$\$'\ci fg'cZd'UW'a Ybh
- Gi Va]gg]cbg'cZUggYgga YbhiUg_g' %/ '&'XYa cbgfhU]b['U'gYf]ci g'U]hYa dhlc'Ubgk Yf'hY'fUg_ fYei]fYa Ybhg
- Gi Va]gg]cb'cZVch' hY'\cghUbX'ghi XYbhZYXVUW_Ł'cfa g

5ggYgga YbhiUg_g'

5ggYgga YbhiUg_			

ZcfhY\cgh#bXi gfrnžei Yghcbg'cZYhJWg'k \JW'a UmUf]gY'jb'fY'Uhc'b'hc'h'g'k cf_žei Yghcbg'cZ]bXi gfrn
ghUbxUfXgž]bXi gfrnmdfcWggYg'cf'a YX]U Zcfa g"5WUXYa]WfYZfYbW'g\ci 'X'VY'a UXYž'i g]b['h'Y'<Uf] UfX
gmghYa žUbX'U'a]b]a i a 'cZ]j Y'gYdUfU'Y'UWUXYa]Wgci fW'g'i gYXž'hc'gi ddcf#I d'U]b#XYZ]bY'h'Y'f'Y'j Ubh
W'cbW'dh" 'H'Y'f'ZYW]j Y'UbU'm]g]Ug'U'k \c'Y'g\ci 'X'VY'U'a]b]a i a 'cZ) \$\$'k cfXg'Vi ha Uma U_Y'i d'a cfY
cZ'h'Y'W'a V]bYX'hc'U'cZ%) \$\$!&) \$\$'k cfX''ja]hZcf'Vch'UggYgga YbhW'a dcbYb'hg"; fUX]b['k]'VY
GUhgZUW'cfr# bgUhgZUW'cfrmicb`miUbX'bc'Z f'h'Y'f'ZYXVUW'k]'VY'dfcj]YX"

Hi fb]h]b'gYh]b[. 'H\]g]g'bchU'Hi fb]h]b'Ugg][ba Ybh

F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

H\YfY`UfY`bc`dfYgWf]VYX`fYgci fgYg`Zcf`h\]g`Wci fgY"

F YWca a YbXYX`F Ygci fWg

7ci fgY`9j U`i Uh]cb`UbX`8Yj Y`cda Ybh

K Y`fYgdcX`h`Z`YXVUW`fYWf]j YX`j]U`X]fYWhYa U]`h`h`Y`7ci fgY`7cbj Ybcf`UbX`h`Y`K`@`I`b]z`UbX`
]bZcf`a Uh]cb`dfcj]XYX`]b`h`Y`gh`XYbhUbX`\cghZ`YXVUW`Zcf`a`g"

K Y`\cdY`mci`Yb`emci`f`]bhYfbg\]d`

Gi Va]gg]cb`cZ5ggYgga YbhHUg_g

Gi Va]gg]cb`cZ5ggYgga YbhHUg_g

Hi fb]hb`Gi Va]gg]cb

≠mci`YbWci`bhYf`U`dfcV`Ya`k`Yb`U`H`Ya`dh]b[`hc`gi`Va`]hmc`i`f`Ugg][`ba`Ybh`h`fci`[`\`Hi`fb]hb`z`d`YUgY`
H`Y`d`l`cb`Y`9I`H`f`b`U`Gi`ddcfh`cb`-`,`),`"`,`'`,`%`cf`Ya`U`]`h`Ya`i`cb`YI`H`f`b`U`H`Y`hgi`ddcfh`4`i`bgk`"YXi`"Ui`"Gi`ddcfh`
`l`ci`fg`UfY`,`.\$`\$Ua`-`-%`\$.\$`\$da`i`cb`k`YY`XUmg`UbX`-`.\$`\$Ua`-`i`.\$`\$da`i`cb`k`YY`YbXg`f`l`*)`XUmg`U`m`Y`Uf`l`"≠mci`
UfY`i`bUV`Y`hc`gi`Va`]hmc`i`f`Ugg][`ba`Ybh`Xi`Y`hc`U`Z`U`i`h`k`]h`Hi`fb]hb`mci`i`a`Um`Udd`m`Z`f`Ub`YI`H`f`bg]cb`z`Vi`hmc`i`
a`i`gh`f`Y`h]b`mci`f`h]W`Y`hbi`a`VY`f`Z`ca`i`9I`H`f`b`U`Gi`ddcfh`f`U`cb[`k`]h`U`b`m`c`h`Y`f`f`Y`Y`Ub`h`X`c`W`a`Y`b`h`g`l`hc`
]b`Wi`XY`Ug`Y`j`]X`Y`b`W`hc`gi`ddcfh`mci`f`YI`H`f`bg]cb`Udd`]W`h]cb"≠mci`Ya`U`]`9I`H`f`b`U`Gi`ddcfh`mci`k`]`
Ui`h`ca`U`h]W`m`f`Y`W`]j`Y`U`h]W`Y`hbi`a`VY`f`z`Vi`h]Z`mci`H`Y`d`l`cb`Y`mci`k`]`b`Y`Y`X`hc`gd`Y`W`Z`W`m`Ug`_`Z`f`cb`Y`
Hi`fb]hb`U`gc`d`fcj`]X`Y`g`i`d`X`U`H`Y`g`i`cb`h`Y`]f`g`m`g`h`Ya`i`g`h`U`h`g`i`cb`Hk`]h`Y`f`"

;`Yb`Y`f`U`m`z`Ugg`Y`gga`Y`bh`h`Ug`_`g`a`i`gh`V`Y`gi`Va`]h`Y`X`Y`Y`W`f`cb]W`m`j`]U`Y`]h`Y`f`Hi`fb]hb`cf`U`A`cc`X`Y`
Ugg][`ba`Y`bh`i`b`]b`g`h`U`b`W`g`k`Y`f`Y`h`l`g`]g`b`ch`id`c`g`g]V`Y`z`]h`k`]`V`Y`g`h`U`H`X`i`cb`mci`f`W`ci`fg`Y`g`A`cc`X`Y`g`]h`k`]h`
U`h`f`b`U`h]j`Y`gi`Va`]gg]cb`XY`h]g"

:`cf`]b`Z`fa`U`h]cb`cb`l`ck`hc`gi`Va`]h`Ugg][`ba`Y`bh`g`cb`]b`Y`j`]U`A`cc`X`Y`.\`h`td`g`#`gh`XY`bh`i`bgk`"YXi`"Ui`#`ack`!
gi`Va`]h`Ugg][`ba`Y`bh`a`cc`X`Y`"

5 WUXYa]W<c bYghmUbX 'D`U[]Uf]ga

D`U[]Uf]ga]g'i g]b['hY'k cfXg'cf]XYUg'cZchYfg'UbX'dfYgYbh]b['hYa 'Ug'mci f'ck b" #WUb'hU_Y'a Ubm Zcfa gZ Zca 'XY]VYfUHY'WXUhf]b['hc'UWV]XYbhU`mWcdm]b[Zca 'U'gci fW'k]h'ci hUW_bck 'YX[Ya Ybh'

I BGK '[fci dg'd`U[]Uf]ga]bhc'hY'Z`ck]b['WUHY[cf]Yg.

7cdm]b[.i g]b['hY'gUa Y'cf'j Yfmg]a]Uf'k cfXg'hc'hY'cf][]bU`hYI hcf]XYU'k]h'ci hUW_bck 'YX[]b['hY'gci fW'cf'i g]b['ei chU]cb'a Uf_g" 'H\]g'U'gc'Udd'Yg'hc']a U[YgZ'UfhUbX'XYg][b'dfc'YWgZ'Ug'k Y`'Ug dfYgYbhU]cbg'k \YfY'gca YcbY'dfYgYbhg'UbchYf'g']XYUg'cf'k cfXg'k]h'ci hW'YX]h'

#Uddfcdf]UHY'dUfUd\fUg]b[.7\Ub[]b['U'Z'k 'k cfXg'UbX'd\UgYg'k \]Y'a cghm'fYU]b]b['hY'cf][]bU'g'f'i W'i fY'UbX'#f'dfc[fYgg]cb'cZ]XYUg'cZ'hY'cf][]bU'Z'UbX']bZcfa U]cb'k]h'ci hUW_bck 'YX[Ya Ybh' 'H\]g'U'gc'Udd'Yg']b'dfYgYbhU]cbg'k \YfY'gca YcbY'dUfUd\fUgYg'UbchYf'g']XYUg'cf'k cfXg'k]h'ci hW'YX]h'UbX'hc d]Y]W]b['hc[Y'hYf'ei chYg'UbX'dUfUd\fUgYg']bhc'U'bYk 'k \c'Y'Z'k]h'ci hUddfcdf]UHY'fYZYfYbW]b["

7c`i g]cb. 'k cf_]b['k]h'chYfg'Vi hdUgg]b['cZ'hY'k cf_'Ug'U'dYfgcb'g']bX]j]Xi U'k cf_"7c`i g]cb'U'gc]bWi XYg'dfcj]X]b['mci f'k cf_'hc'UbchYf'g'hi XYbhVYZc'fY'hY'Xi Y'XUHY'Zc'f'Zc'f'hY'di fdcgY'cZ'hYa d'U[]Uf]g]b['UhUbmi]a Y'Z'dUm]b['UbchYf'dYfgcb'hc'dYfZcfa 'Ub'UWUXYa]W]Ug_ž'ghU']b['cf'UW'ei]f]b[UbchYf'dYfgcb'g'UWUXYa]Wk cf_'UbX'Wcdm]b[]h'ZcZYf]b['hc'Wca d'YH'UbchYf'dYfgcb'g'k cf_'cf'gYY_]b[dUma YbhZc'f'Wca d'Y]b['UWUXYa]Wk cf_"

#Uddfcdf]UHY'W]hU]cb.7]h]b['gci fW'g'k \]W\Uj Y'bchVYYb'fYUXZ'k]h'ci hUW_bck 'YX[]b['hY'"gYWcbXUfm' gci fW'Zca 'k \]W'_bck 'YX[Y'cZ'hYa '\Ug'VYYb'cVhU]bYX"

8i d']WU]cb'f'gY'Z'd`U[]Uf]ga "L'gi Va]h]b['mci f'ck b'k cf_ž]b'k \c'Y'cf']b'dUf'ž'k \YfY']h\Ug'dfYj]ci g'm VYYb'dfYdUfYX'cf'gi Va]h]YX'Zc'f'UbchYf'UggYgga Ybhcf'W'ei fgY'Uhl BGK 'cf'UbchYf'i b]j Yfg]m'

7cffYW'fYZYfYbW]b['dfUW]W'g.

- DUfUd\fUg]b[ž'gi a a Uf]g]b[ž'YggUm'k f]h]b['UbX'h]a Y'a UbU[Ya Ybh
- 5ddfcdf]UHY'i gY'cZ'UbX'Uhf]Vi h]cb'Zc'f'U'fU]b[Y'cZ'a UHYf]U'g']bWi X]b['hYI hž]a U[YgZ'Zcfa i 'UY'UbX WcbW'drg"

#X]j]Xi U'Ugg]ghU]bW']g'Uj U]UV'Y'cb'fYei YghZca 'H\Y'@YUf]b['7YbhY'f'f'hd.## k k "Wi bgk "YXi "Ui #"
Gh XYbhg'UfY'U'gc'fYa]bXYX'h.UhWfYZ 'h]a Y'a UbU[Ya Ybh]g'Ub]a dcfU]bhidUfhicZ'gh XmiUbX'cbY'cZ'hY]XYbh]ZYX'Wli gY'g'cZ'd`U[]Uf]ga]g'dccf'h]a Y'a UbU[Ya Ybh'Gh XYbhg'g'lc'i 'X'U'ck 'gi Z]W]Ybh]a Y'Zc'f'YgYUfW'Z'XfU]h]b['UbX'dfcdYf'fYZYfYbW]b['cZ'gci fW'g']b'dfYdUf]b['U'UggYgga Ybh]h'a g"

I BGK '@]VfUfm'U'gc'\Ug'hY'9@G9'hc'Uj U]UV'Y'hc'Ugg]ghmci 'k]h'mci f'gh XmiUhl BGK "'9@G9']g XYg][bYX'hc']b]f'cXi W'bYk 'gh XYbhg'hc'gh Xn]b['Uhl BGK 'Vi h]h'WUb'U'gc'VY'U']fYUhfY'ZYg\Yf'Xi f]b['mci f'gh Xn'

7ca d'Y]b['hY'9@G9'h'hc'f]U'UbX'ei]n'k]'YbUVY'mci 'hc.

- UbU'mgY'hc'd]WgZ'd'Ub'fYgdcbgYg'UbX'cf[Ub]gY'fYgYUfW'Zc'f'UWUXYa]Wk f]h]b['UbX'chYf'UggYgga Ybh]Ug_g

- i bXYfgHUbX'mci f'f][\hg'UbX'fYgdcbg]V']hYg'Ug'U'gh XYbhUhl BGK
-

