



MDIA5030

6fUbX'7i`hi fYg

HYfa`H\ fYY`##`&\$&\$



7ci fgY'8YHJ]`g

7fYX]hDc]bHg`%&`

Gi a a UfmicZh\Y'7ci fgY

5`VfUbX`jg`U`Zi`jX`Yb]hm-`bYj`Yf`Yb]fY`mi]b`Ub`cf[`Ub]gU]cb`g`W`bfc`" `H\]g`jg`VYW]i`gY`W`ghca`Yfg`'ck`b`
VfUbXg" `H\Y`VYghVfUbX`a`UbU[`Yfg`h\YfY`Zc`fY`gh`XmdYcd`Y" `H\YmW`b]g]XYf`VfUbXg`]b`W`'hi`fY`UbX`VfUbXg`
Ug`W`'hi`fYg" `B`c`h`]b[` \UddYbg`VmW`UbW" `H\]g`W`i`fgY`c`ZYfg`mci`'h\Ycf]Yg`UbX`h`W`b]ei`Yg`Zc`f`gh`Xm]b[`
VfUbX`W`'hi`fYg" `H\YgY`h\Ycf]Yg`UbX`h`W`b]ei`Yg`k`]`i`'h]a`Uh`'ma`U`_`Y`mci`'U`VYhYf`VfUbX`a`UbU[`Yf"

H\Y`W`i`fgY`dfcj`j]Xyg`mci`'k`]h`h\Y`cddcf]i`b]m]h`c`XYj`Y`cdz`cbY`UbX`W`b]gc`]XUH`X]gW]d`]bUfmg_]`g`UbX

5ggYgga Ybh

5ggYgga YbhHUg_g`

5ggYgga YbhHUg_	K Y][\h	8i Y'8UH	Gh XYbh@YUfb]b[Ci hWta Yg'5ggYggYX
K YY_`mW]b]WdfYgYbhU]cbg`	')	Bch5dd`]WUV`Y	%&Z ž(ž)
9ggUm	(\$	Bch5dd`]WUV`Y	%&Z ž(ž)
6fUbX`Ui X]h	&	Bch5dd`]WUV`Y	%&Z ž(ž)

5ggYgga Ybh8YHJ]`g

5ggYgga Ybh%`K YY_`mW]b]WdfYgYbhU]cbg`

GHUfhXUH. `Bch5dd`]WUV`Y

8YHJ]`g.

Gh XYbh]k]`Wta d`YH`gYj Yb`g\cfhdfYgYbhU]cbg`cb`k YY_`mhcd]Wg`H\Y`hUa g`cZ(`fUgg][bYX`YUW
k YY_`k]`Uj Y`ha Y`]b`WUgg`hc`dfYdUfY`U`dfYgYbhU]cb`Zca`Y`W`fY`UbX`fYUX]b[`a`UHf]U`"9UW`k`YY_`
mci`f`hUa`g`dfYgYbhU]cb`k]`fYW]j`Y`U`a`Uf`_`ci`hcZ)`Mci`f`hUa`Zcf`h`U`hk`YY_`k]`fYW]j`Y`h`Y`g`Ua`Y`a`Uf`_`
Vi`h`mci`f`a`Uf`_`k]`VY`fYW`fYX`]bX]j`Xi`U`m`UbX`mci`f`h`U`f`ci`hcZ)`k]`Wta`Y`Zca`U`h`Y`a`Uf`_`g`
UW]j`Y`X`V`m`h`Y`X]Z`fYbh`h`Ua`g`mci`k`cf`_`k]`h`h`fci`[`h`h`Y`+`k`YY_`g`"

Gh XYbh]k]`fYW]j`Y`cfU`ZYXVUW`YUW`k`YY_`UbX`]bX]W]h]`Y`a`Uf`_`Zcf`YUW`Ugg][`ba`Ybhk`YY_`mh`fci`[`h`h`Y`@YUfb]b[`A`UbU[`Ya`YbhGmg]Ya`"

5XX]h]cbU`XYHJ]`g.

D`YUg`Y`g`YY`XYHJ]YX`XYgW]dh]cb`UbX`Xi`Y`XUH`g`]b`h`Y`UggYgga`YbhgYW]cb`cb`A`ccX`Y`"

Hi`fb]h]b`g`YH]b[.`H\]g`]g`bchU`Hi`fb]h]b`Ugg][`ba`Ybh

5ggYgga Ybh&`9ggUm

GHUfhXUH. `Bch5dd`]WUV`Y

8YHJ]`g.

`Z\$\$\$`k`cfX`YggUm`

Gh XYbh]k]`fYW]j`Y`k`f]h]b`ZYXVUW`UbX`U`bi`a`Yf]W]`[`fUXY`"

5XX]h]cbU`XYHJ]`g.

D`YUg`Y`g`YY`XYHJ]YX`XYgW]dh]cb`UbX`Xi`Y`XUH`g`]b`h`Y`UggYgga`YbhgYW]cb`cb`A`ccX`Y`"

Hi fb]h]b'gYh]b[. H\]g'Ugg][ba Ybh]g'gi Va]hX'h'fci [\ 'Hi fb]h]b'UbX'gh XYbhg'Xc' bchgYY'Hi fb]h]b
g]a]Uf]mifYdcftrg"

5ggYgga Ybh' . '6fUbX'Ui X]h

GhUfhXUHY . Bch5dd]WVY

8YhU]g.

%\$\$\$'k cfXg"H\]g'g'hY'Z]bU'UggYgga YbhUg_"

Gh XYbhg'k]'fYVW]j Y'k f]hYb'ZYXVUW'UbX'U'bi a Yf]WU' [fUXY"

5XX]h]cbU'XYhU]g.

D'YUgY'gYY'XYhU]YX'XYgW]dh]cb'UbX'Xi Y'XUhg'g]b'hY'UggYgga YbhgYW]cb'cb'A ccXY"

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`

K YY_mfYUX]b[g`UfY`dcghYX`cb`A ccX`Y"

F YWca a YbXYX`F Ygci fWg

K YY_mfYUX]b[g`UfY`dcghYX`cb`A ccX`Y"

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

⊖`UXX]h]cb`hc`hY`ei Ubh]hU]j Y`A m9I df]YbW`gi fj Ymž`Wci fgY`ZYXVUW`k]`VY`Wc`YWYX`h]fci [\ `U`g`c]fh]b
WUgg`ei U`]hU]j Y`gi fj Ym`DUghiYWca a YbXU]cbg`\Uj Y`Wc]bf]Vi hYX`hc`WXUb[Yg`hc`WUgg`UbX`UggYgga Ybh
a Uh]f]U`g"

Gi Va]gg]cb`cZ5ggYgga YbhiHUg_g

Hi fb]h]b`Gi Va]gg]cb

≠mci`YbWci bHYf`U`dfcV`Ya`k` \Yb`UHYa` dh]b[`hc`gi`Va`]hmc`i`f`Ugg][`ba`YbhiHfci`[`\`Hi`fb]h]bzd`YUgY`
HY`Yd\cbY`9I`HYfbU`Gi`ddcfhcb`-`,`)`"``"``%cf`Ya`Uj`h`Ya`icb`YI`HYfbU`HY`hgi`ddcfh4`i`bgk`"YXi`"Ui`""Gi`ddcfh`
\ci`fg`UfY`,`.\$\$Ua`-`-%\$.\$\$da`icb`k`YY`XUmg`UbX`-`.\$\$Ua`-`).\$\$da`icb`k`YY`YbXg`f1`*)`XUmg`U`mY`Uf2`≠mci`
UfY`i`bUV`Y`hc`gi`Va`]hmc`i`f`Ugg][`ba`YbhiXi`Y`hc`U`Zji`hk`]h`Hi`fb]h]b`mci`ia`UmUdd`mZc`f`Ub`YI`HYbg]cbz`Vi`hmc`i`
a`i`ghfYhU]b`mci`f`h]W`Yhbi`a`VYf`Zca`9I`HYfbU`Gi`ddcfhU`cb[`k`]h`Ubmc`h`Yf`fY`Yj`UbhXcW`a`Ybhtg`k`hc`
]bWi`XY`Ug`Yj`]XYbVW`hc`gi`ddcfhmc`i`f`YI`HYbg]cb`Udd`]W]h]cb`≠mci`Ya`Uj`9I`HYfbU`Gi`ddcfhmc`i`k`j`
Ui`hca`U]WU`mifYW]j`Y`U`h]W`Yhbi`a`VYfz`Vi`h]Zmci`HY`Yd\cbY`mci`k`j`bYYX`hc`gdYW]Z]WU`mUg`Zc`f`cbY`
Hi`fb]h]b`U`gc`dfcj`]XYgi`dXUH`g`cb`h`Y]f`gmgh`Ya`ig`hU`h`g`cb`Hk`]hYf`"

;`YbYfU`mz`UggYgga`YbhiUg_g`a`i`ghVY`gi`Va`]hYX`Y`YWfcb]WU`mj`]U`Y]h`Yf`Hi`fb]h]b`cf`U`A`ccX`Y`
Ugg][`ba`Ybhi`h`]bghU`bVW`g`k`\YfY`h`lg`]g`bchdcgg]V`Yz`]hk`]`VY`ghU`h`X`cb`mci`f`Wci`fgY`g`A`ccX`Y`g]h`k`]h`
U`HYfbU]h]`Y`gi`Va`]gg]cb`XYhU]g`"

:`cf]bZcfa`U]cb`cb`\ck`hc`gi`Va`]hUgg][`ba`Ybhtg`cb]bY`j`]U`A`ccX`Y`. \`hhdg`#gh`XYbhi`bgk`"YXi`"Ui`#ck`!
gi`Va`]hUgg][`ba`Ybhta`ccX`Y`"

5 WUXYa]W< cbYgmiUbX`D`U[]Uf]ga

D`U[]Uf]ga `]g`i g]b[`hY`k cfXg`cf`]XYUg`cZc`hYfg`UbX`dfYgYbh]b[`hYa `Ug`mci f`ck b" `#WUb`hU`Y`a Ubm
Zcfa gZ`Zca `XY`]VYfU`h`V`X`Y`U`h]b[`h`U`W`Y`X`Y`b`h`U`m`W`c`d`m]b[`Z`ca `U`gci f`W`k]h`ci h`U`W`b`ck `Y`X[`Y`a `Y`b`h`

I B G K ` [fci dg`d`U[]Uf]ga `]b`h`Y`Z`c`ck]b[`W`h`h` [cf]Yg.

7 cdm]b[.`i`g]b[`h`Y`g`U`a `Y`cf`j`Y`fmg]a]U`f`k`cf`X`g`h`c`h`Y`cf][]b`U`h`Y`h`cf`]X`Y`U`k]h`ci h`U`W`b`ck `Y`X[]b[`h`Y`

- i bXYfghUbx'mci f'f][\hg'UbX'fYgdcbg]V]h]Yg'Ug'U'gh XYbhUhl BGK
- VY'Uk UfY'cZd'U[]Uf]ga ž'Wcdmf][\hž' BGK 'Gh XYbh7cXY'cZ7cbXi W'Ubx'5Ww'dhUV'Y'I gY'cZ I BGK '⇒H'F Ygci fW'g'Dc`]Wm
- VY'Uk UfY'cZh'Y'ghUbxUfXg'cZVY\Uj]ci f'YI dYW'X'cZYj Yfmcby'jb'h'Y'I BGK 'Wca a i b]m
- `cWJh'gYfj]Wg'UbX'jbZcfa Uh'cb'UVci hl BGK 'UbX'I BGK '@]VfUfm

Gca Y'cZh'YgY'UfYUg'k]`VY'ZJa]]Uf'hc'mci ž'ch'Yfg'k]`VY'byk "; U]b]b['U'gc`X'i bXYfghUbx]b['cZU`h'Y fY'UH'X'UgdYW'g'cZ9@G9'k]`Y'd'mci 'a U_Y'h'Y'a cghcZmci f'gh X]Yg'Uhl BGK ""

[\hhd.##ji V'YW'i \]XYg" \]VfUfm'i bgk "YXi "Ui #' \]gY#JVci h' \]gY](#)

