



MDIA3007

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

HYfa 'Cby''##'&\$&%

GWXcc``cZHAY'5fng'UbX'A YX]U'``##'1 BGK ``5fng'UbX'GcW]U'`GWYbWYg



7ci fgY`Cj Yfj]Yk

GHJZZ'7cbHJW`8YHU]`g

7cbj Ybcfg

B Ua Y	9a U]`	5j U]UV]]m	@cWJhcb	D\cbY
9a a U'5"'>UbY	Ya a U"AbY4 i bgk "YXi "Ui	6mUddc]bħa Ybh		

GW\cc`7cbHJW`bZcfa Uh]cb

GW\cc`cZħY'5fmg'UbX'A YX]U

Fcca " %&ž@Y] Y"" žF cVYfhK YVghYf'6i]X]b['fl %Ł

D\cbY. f\$&Ł-' ,) '(,) *

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

K YVg]ħ: [k k k "Ufmg"i bgk "YXi "Ui #gUa](#)

H\Y`GW\cc`cZħY'5fmg'UbX'A YX]U'k ci `X`_Y ħc F YgdYWwz ``m5W_bck `YX[Y`ħY`HfUX]ħcbU``7i għcX]Ubgž ħY'6YXY[U`fP Ybg]b[ħcb`WJa di gŁž; UX][U`f7]mUbX'5fħ/ '8Yg][b'7 Ua di gYgŁ'UbX'ħY'B [i bbUk U` dYcd'Y`f5i għfU]Ub'8YZ'bvW : cfW'5WUXYa m]b'7 UbVYffUŁcZħY`UbXg'k \YfY YUW`WJa di g'cZI BGK `]g `cWJħYX"

7ci fgY'8YHJ`g

7fYX]hDc]bHg`*`

Gi a a UfmicZ\hY'7ci fgY

H\]g`Wci fgY`cZYfYX`Vmi\hY`GW\cc`cZ\hY`5fHg`UbX`A`YX]U`dfcj`]XYg`mci`k`]h`Ub`cddcfh`b]hmitc`
i`bXYftU`_Y`]bXi`ghfmYb[`U[`YX`YUfb]b[`h\fc[`[\`]bhYfbg\]d`cddcfh`b]h]Yg`k`]h`fY`Yj`Ubh]bXi`ghfm\cghg`
=XYU`nZ`mci`k`]i`bXYftU`_Y`Ub`]bhYfbg\]d`UZYf`mci`Uj`Y`Wca`d`YH`X`U`mYUf`cZ`Z`!`h`a`Y`gh`Xm`f`f`
Yei`j`U`Y`b`h`5`h`h`Y`Y`b`X`c`Z`h`Y`]bhYfbg\]d`mci`k`]i`dfcj`]XY`U`gi`a`a`Uhj`Y`fYdc`fhc`Z`mci`f`YI`dYf]YbW`g`UbX`
k`cf`_YI`Ua`d`Yg`Wca`d`YH`X`Xi`f]b[`h\Y`]bhYfbg\]d`

H\Y`]bhYfbg\]d`fYei`]fYg`U`h`c`h`U`Wca`a`]h`a`Y`b`h`c`Z`%\$!`%)`\$`i`c`i`f`g`c`Z`k`cf`_k`]h`U`c`g`h`c`f[`Ub]g`U`h`c`b`UbX`W`Ub`V`Y`
h`U`_Y`b`]b`Z`f`g`h`z`g`Y`W`c`b`X`c`f`h`]f`X`h`Y`fa`z`c`f`c`j`Y`f`h`Y`gi`a`a`Y`f`d`Y`f`c`X`"`b`h`Y`fb`g`\]d`c`d`d`c`f`h`b`]h`]Y`g`U`f`Y`U`X`j`Y`f`h`g`Y`X`j`]U`
h`Y`:`5`G`G`S`K`@`S`G`5`A`@`b`h`Y`fb`g`\]d`d`U[`Y`.[\hfdg.##a`cc`X`Y`h`i`h`i`b`g`k`"Y`X`i`"U`i`#`W`c`i`f`g`Y`#`\]Y`k`"d`d`3`\]X`1`'`'\)`%`
"5`h`Y`fb`U`h`j`Y`n`z`mci`a`Um\]b`X`Y`d`Y`b`X`Y`b`h`i`m`U`d`d`f`c`U`W`X`U`f`Y`Y`j`U`b`h`c`f\[`Ub\]g`U`h`c`b`h`c`U`d`d`m`Z`c`f`Ub`\]bhYfbg\\]d`"D`f`c`f`
h`c`g`Y`Y`_\]b\[`Ub`\]bhYfbg\\]d`z`mci`a`Um`k`\]g`\`h`c`W`c`b`h`U`W`h`i`B`G`K`7`U`f`Y`Y`f`g`UbX`9`a`d`c`m`a`Y`b`h`
!`\[\hfdg.##k`k`k`"W`U`f`Y`Y`f`g`"i`b`g`k`"Y`X`i`"U`i`#`Z`c`f`Y`d`U`g`g`Y`a`V`\\]b\\[`mci`f`7`J`z`W`c`j`Y`f`Y`h`Y`f`z`UbX`c`h`Y`f`W`ca`d`c`b`Y`b`h`g`c`Z`
mci`f`U`d`d`\\]W`h`c`b`"\]\(#\)](#)

:`c`f`a`c`f`Y`]b`z`c`f`a`U`h`c`b`z`j`]g`h`[\hfdg.##k`k`k`"U`f`g`"i`b`g`k`"Y`X`i`"U`i`#`g`U`a`#`g`h`i`X`m`i`g`#`b`h`Y`fb`g`\\]d`g`":`c`f`U`b`m`Y`b`e`i`\]f`\]Y`g`z`
d`Y`U`g`Y`Y`a`U`\]`h`Y`K`@`I`b`\]h`U`h`:\[5`G`G`!`K`@`4`i`b`g`k`"Y`X`i`"U`i`\]\(#\)](#)

Hc`V`Y`Y`][`]V`Y`Z`c`f`h`]g`Wci fgY`z`mci`a`i`gh`U`j`Y`U`a`]b]a`i`a`K`5`A`c`Z`*)`"

7ci fgY`@YUfb]b[`C`i`h`Wca`Yg

%`U`j`Y`[`U]b`Y`X`Y`I`d`Y`f]Y`b`W`c`Z`]b`X`i`g`h`f`m`d`f`c`W`g`g`Y`g`UbX`d`f`U`W`h`]W`g`
&`U`d`d`m`h`Y`c`f`Y`h`]W`c`b`W`d`h`g`UbX`d`f`U`W`h`]W`g`_]`g`[`U]b`Y`X`]b`h`Y`d`f`c[`f`U`a`h`c`f`Y`U`!`k`c`f`X`W`c`b`h`i`h`g`
'`"U`j`Y`Y`b`Ub`W`X`h`Y`f`W`U`d`U`W`h`i`m`i`Z`c`f`]b`X`Y`d`Y`b`X`Y`b`h`Y`b[`U[`Y`a`Y`b`h`k`]h`]b`X`i`g`h`f`m`d`f`c`j`]X`Y`f`g`

HYUWX`]b[`G`h`f`U`h`[`]Y`g`

H\]g`Wci fgY`U`g`bc`Z`c`f`a`U`h`Y`U`W`X`]b[`Wca`d`c`b`Y`b`h`i`

5ggYgga Ybh

H\]g'gi VYWi]g'i ‰

]]

F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

D`YUgY`k cf_`h\fc i [\`h\Y`cbVcUfX]b[`_]h`mci f`i`Z]bX`cb`A ccX`Y`VY`ZcfY`Wca a YbW]b[`mci f`]b]hYfbg\]d``C`h\Yf
\Y`dZ ``fYgci fWg`W]b`VY`Zci bX`cb`h\Y`Wci fgY`A ccX`Y`g]hY``

F YWca a YbXYX`F Ygci fWg

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

K Y`fYgdc bX`hc`ZYXVUW`fYW]j YX`j]U`X]fYWh`Ya U]`hc`h\Y`7ci fgY`7cbj Ybcf`UbX`h\Y`K @`I b]h`UbX
]bZcfa Uh]cb`dfcj]XYX`]b`h\Y`gh XYbhUbX`\cghZYXVUW`Zcfa g``

K Y`\cdY`mci `Yb`em`mci f`]b]hYfbg\]d`

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`]VYfUHY`VX`YU]b[`hc`UWV]XYbhU`m`Wc`dm]b[`Zca `U`gci fW`k]h`ci hUW`bck `YX[Ya Ybh`

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

7 cdm]b[.`i g]b[`hY`gUa Y`cf`j Yfmg]a]Uf`k cfXg`hc`hY`cf][]bU`hY`hcf`]XYU`k]h`ci hUW`bck `YX[]b[`hY`

- i bXYfghUbx'mci f'f][\hg'UbX'fYgdcbg]V]h]Yg'Ug'U'gh XYbhUhl BGK
- VY'Uk UfY'cZd'U[]Uf]ga ž'Wc'dmf][\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](#)

5 WUXYa]W=Zcfa Uh]cb

: cf`YggYbh]U`ghi XYbh]bZcfa Uh]cb`fY`Uh]b[`tc.

- fYei Ygth`Zc`Yl H`bg]cb/
- `Uh`gi Va]gg]cbg`[i]XY`]bYg/