



## MDIA1000

K cf\_]b[ 'k ]h 'H]a Yž'GdUW'UbX'9I dYf]YbW

GYa YghYf'C bY''##'&\$%

7ci fgY`Cj Yfj ]Yk

`GHUZZ7cbhUWhi8YHU]`g`

`7cbj Ybcfg`

B Ua Y	9a U]`	5j U]UV]]m	@cWUhc b	D\cbY
6f][ ]X`7cghY`c				

D\cbY. f\$&L-' ) ( )\*

9a U]: [g\\_a4ibgk\\_YXi\\_Ui](#)

hY`6YXY[ U`fP Ybg]b[ hcb`W` a di glZ; UX][ U`f7 ]mUbx`5fhi`8Yg][ b`7 Ua di gYgE`UbX`hY`B [ i bbUk U` dYcd`Y`f5i ghfU]Ub`8YZ`bW` : cfW`5WUXYa m]b`7 UbVYffU`cZ`hY`UbXg`k` \YfY`YUW`W` a di g`cZI BG` ]g` cWUHYX"

5hY`bXUbW`F Yei ]fYa Ybhg

5`ghi XYbh]g`YI dYW`X`h`U`hY`bX`U`W` Ugg`W`cbUWh`ci fg`Zcf`U`ZUW`!h`!ZUW`f`f`&` E`cf`V`Y`b`X`Y`X`W`e`i` fgY`UbX`

5`ghi XYbhk` \c`Uff]j Yg`a` cfY`h`Ub`%` `a` ]bi` hYg`U`hY`a` UmVY`dYbU`]gYX`Zcf`bcb!U`hY`bXUbW`" `Zgi` W`U`dYbU`hm` ]g`]a` dcgYX`Z`hY`gh` XYbhia` i` ghVY`]b`Z`fa` YX`j` YfVU`m`U`h`hY`Y`bX`c`ZW` Ugg`UbX`UXj` ]gYX`]b`k` f]h]b[ `k` ]h]b`&(`

dYfa ]gg]cb`Z`ca` hY`7ci fgY`5i` h`cf]m`z`UbX`k` \YfY`Udd`]WUW`Y`Z`hY`]f`f`Yei` Yghg`l`ci` X`VY`UW` ca` dUb]YX`VmUb`

5`7ci fgY`5i` h`cf]ma` UmYI`W`gY`U`gh` XYbhZ`ca` `W`UggYg`c`f`U`W`f]j` ]hYg`Zcf`i` d`h`c`bY`a` cbh`" `<`ck` Yj` YfZ`hY`m`

## 5 WUXYa ]WbZcfa Uhcb`

: cf`YggYbh]U`ghi XYbh]bZcfa Uhcb`fY`Uh]b[ `hc. `fYeI Yghg`Zcf`YI hYbg]cb/fYj ]Yk `cZa Uf\_g/cVW dUh]cbU``YU`h  
UbX`gUZ]m/YI Ua ]bUh]cb`dfcW`Xi fYg/gdYW]U`Wc]bg]XYfUh]cb`]b`hY`Yj Ybhcz]`bYgg`cf`a ]gUXj Ybhi fY/  
ghi XYbhYeI ]mUbX`X]gUV]`]m`UbX`chYf`YggYbh]U``UWUXYa ]W]bZcfa Uhcbž  
gYY`[\frdg.##k k "Ufrg"i bgk "YXi "Ui #W ffYbh\]ghi XYbh\]#UWUXYa \]W\]bZcfa Uhcb#dfc\]cWc`gl`i \]XY`\]bYg#](#)

7 ci fgY'8YHJ]`g

7 fYX]hDc]bHg '\*`

Gi a a UfmicZ'h\Y'7 ci fgY

Gi V'YWh5fYU.'? VW[S

hfcXi W'g'gh XYbhg'hc'Zci bXU]cbU'df]bW]d'Yg'cZW'bhYa dcfUfma YX]U'dfcXi W]cb": cW gYg'cb'hfYY UfYUg'cZa YX]U'dfcXi W]cb/[ fUd\]WXYg][ bZ'Ub]a U]cb'UbX']bHfUW]cb'XYg][ b"H\fc [ \ 'U'gYf]Yg'cZ dfUW]W'YI YfW]gYg'UbX'dfc'YW]g'h]g'V'ci fgY'ZcW'gYg'cb'hY'Udd']YX'hYcf]Yg'UbX'h'W]b]ei Yg']bj'c'] YX']b W'YU]b[ 'W'bhYa dcfUfma YX]U'dfcXi W]cbg"H\Y'V'ci fgY'k']b]hfcXi W'g'gh XYbhg'hc'W'fYbh'c'g'UbX ghfU] [ ]Yg'Zc'f'U'fUb[ Y'cZa YX]U'W'bhYI hg"

5 h'h\Y'W'cbWi g]cb'cZ'h]g'W'ci fgY'h\Y'gh XYbh'k ]`VY'UV'Y'hc

% " Udd'mZci bXU]cbU'df]bW]d'Yg']b[ fUd\]WXYg][ bZ'Ub]a U]cb'UbX'cf']bHfUW]cb'XYg][ b'k ]h]b'U W'YU]j Y'a YX]U'dfcXi W]cb'dfc'YW'  
&" W'YU]j Y'mgc'j Y'dfcV'Ya g'k \Yb'XYj Y'cd]b[ 'a YX]U'dfcXi W]cbg"  
' " W'ca a i b]W]H' ]XYUg'h'fc [ \ 'a YX]U'dfcXi W]cb"  
( " Yb[ U[ Y']b]bXYdYbXYbhUbX'fYZYW]j Y'YUfb]b[ "

HYUW]b[ 'GhfU] [ ]Yg'

H\Y'\_bck'YX[ Y'UbX'g\_]`g'hUhmc'i 'k ]` [ U]b'Zca 'h]g'W'ci fgY'k ]`Ya Yf[ Y'df]a Uf]mZca 'hY'dfUW]W' W'YU]cb'cZa YX]U'dfcXi W]cbg"H\]g'\UbXg]cbZdfUW]W'!VUgYX'\_bck'YX[ Y'k ]`VY'Ui [ a Ybh'X'Vm'h\Y df]bW]d'Yg'UbX'hYcf]Yg'hUhmc'i 'k ]`YbW'ci bh'f'Xi f]b[ 'h\Y'W'ci fgY'YW'h'fYg"H\Y'Yb[ h'cZ]ja Y'hUh'h\Y W'ci fgY'g'XYj ch]b[ 'hc'h\Y'hYcf]Y]W'UbX'W'YU]j Y'W'bhYI hg'cZa YX]U'dfcXi W]cb'fYZYW]g'ci f'VY']YZ'hUhU h'cfci [ \ [ fci bX]b[ ]b'h\YgY'W'bhYI hg]g'dUfUa ci bh'c'm'ci f'XYj Y'cda Ybh'Ug'Ub'YI W]b[ 'UbX']bb'c] U]j Y a YX]U'dfcXi W'f'K Y'VY']j Y'hUh]h]g'm'ci f'W]h]W'UbX'W'YU]j Y'UddfcUW]hc'a YX]U'dfcXi W]cb'hUhk ]` [ ]j Y'm'ci 'h\Y'YX[ Y']b'h\Y'k cf\_d'UW'UbX'bc'h'm'ci f'\_bck'YX[ Y'cZU'W'f]U]b'd]YW'cZgc'Zk UfY"GdYW]Z]W h'W]b]W]g\_]`g'\Uj Y'h\Y]f'j U'i Y"<ck Yj Yfz]b'Ub'Yj Yf]V]Ub[ ]b[ 'X][ ]h' 'a YX]U]gW]dY'h\Y'h'W]b]ei Yg'hUh m'ci 'YUfb']b'h]g'W'ci fgY'UfY'a cfY'j U'i UV'Y'VYW]i gY'cZk \Uh'h\Ym'W]b'h'UW]m'ci 'UV'ci h'W]d [ Y'bYk 'g\_]`g" 8Yj Y'cd]b[ 'U'gY'Z]X]fYW]X'UddfcUW]hc'h]g'YUfb]b[ 'dfcW]gg]g'YggYbh]U'Zc'f'Ubma YX]U'dfcXi W'f'k cf\_]b[ ]b'Ub']bXi ghf'mk \YfY'h\Y'hc'g'UbX'h'W]b]ei Yg'W]Ub[ Y'k ]h'YUW]m'YUf'UbX'k ]h'YUW]d'fc'YW'

## 5ggYgga Ybh

: i ``UggYgga YbhUg\_XYgWdh]cbg]bWl X]b[ 'Ug\_cVYWj] Yg'UbX'a Uf\_]b[ 'W]HYf]U'UFY'Uj U]UVY'cb'hY Wci fgY'k YVg]H'cb'A ccX'Y'i bXYf'hY'@YUfb]b[ '5W]j ]h]Yg'gYW]cb"D'YUgY'bcH'f'h'Uh'YWl fY'UH'bxUbW' ]g Wl WU'Zcf'Xc]b[ 'k Y''b'h]g'Wci fgY''h'h'Y'Wl fY'k Y'k ]'' ] Y'XYH]YX'YI d'UbU]cbg'cZ'hY'dfcW'gg'Zcf WYUH]b[ 'YUW'fUg\_'UbX'g'ck 'YI Ua d'Yg'Zca 'dUghighi XYbhk cf\_"

4SU] [ Y gb

h]g'mci f'fYgdcbg]V] ]mhc 'VUW\_'mci f'k cf\_i d'fY[ i 'Ufm'@cg]b[ 'U''cZmci f'Z]Yg'UbX'VY]b[ 'fYei ]fYX'hc'ghUfh mci f'dfc'YW]Zca 'gWUH' ]g'fY[ UfXYX'Ug'Yj ]XYbW'cZi bgUH]gZUW'c'fmZ]Y'a UbU[ Ya Ybhg\_] 'g'UbX' ]g'bch [ fci bXg'Zcf'Ubm]gdYWU' 'Wcbg]XYfUH]cb'k \Yb'dfc'YW'g'UfY'VY]b[ 'UggYggYX"

5abkd]YZf

H\Y'k cf\_g'hUh'mci 'UFY'WYUH]b[ 'Zcf'h]g'Wci fgY'UFY'VY]b[ 'a UXY'Zcf'di V']WVfcUXWUghY]hYf'j ]U'hY'k YV'cf j ]U'di V']WYI \ ]V]h]cb''H\]g'a YUbg'hUh'mci 'a i gh'c'X'W'dmf][ \hcj Yf'Yj YfmY'Ya YbhcZ'hY'a YX]U d'fcXi W]cbg'hUh'mci 'WYUH'Zcf'h]g'Wci fgY''Z'k \YfY'dYfa ]H'X'Vm'hY'fUg\_'Vf]YZ'mci 'k ]g' 'hc' 'i gY'hY'k cf\_ cZUbchYf'k ]h]b'mci f'Ugg][ ba Ybh'hYb'mci 'a i gh[ Yh'hY'W'dmf][ \h'c'XYf'g'dYfa ]gg]cb'hc'Xc'gc'UbX gi Va ]h'h]g'dYfa ]gg]cb'k ]h'mci f'fUg\_"

H\YfY ]g'a cfY'XYH]YX']bZca U]cb'UVci h'VUW\_]b[ 'i d'UbX'W'dmf][ \hc'b'hY'Wci fgY'k YVg]H''D'YUgY'gdYU\_ hc'mci f'gh X]c'h'hc']Zmci '\uj Y'Ubm]ei Ygh]cbg"

## 5ggYgga YbhHUg\_g'

5ggYgga YbhUg_	K Y][ \h	8i Y'8UH'	Gh XYbh@YUfb]b[ Ci hWca Yg'5ggYggYX
; fUd\]W8Yg][ b'HUg_	' \$i	&*#\$' #&\$% '\$' .\$\$'DA	%&&Z ž(
5b]a U]cb'HUg_	' )i	\$\$%\$) #&\$% '\$* .\$\$'DA	%&&Z ž(
hYfUW]cb'8Yg][ b'HUg_	' )i	\$\$%\$* #&\$% '\$( .\$\$'DA	%&&Z ž(

## 5ggYgga Ybh8YH]g

5ggYgga Ybh% ; fUd\]W8Yg][ b'HUg\_

GHUfhXUH'. '5ddfcI '%k YY\_'VYZcfY'Xi Y'XUH'

8YH]g. 'GYei YbW'cZgh''ja U[ Yg''K f]H'Y'b'ZYXVUW\_] ]U'A ccX'Y'; fUX]b[

5XX]h]cbU'XYH]g.

I ]g]b[ ''bY'UbX'g\UdY'mci 'k ]''VY'WYUH]b[ 'rk c'ghU]WUWg'fUW]ja U[ Yg'hUh] ]gi U''mWca a i b]WUH'hY a YUb]b[ 'cZcbY'dU]f'cZk cfXg'Zca 'hY'XYg][ b'X]fYW]cbg'' ]ghdcgh'X'cb'hY'Wci fgY'k YVg]H''h'mci f'XYg][ b mci 'k ]''U'gc'WcbW'bfUH'cb'YI d'cf]b[ 'cbY'cZ'hY'XYg][ b'df]bW]d'Yg'Wci YfYX' ]b'k YY\_'rk c'f]''Y''VU'UbW'ž f'nt'ha ž'dfcdcf]cbž'Xca ]bUbW'UbX'i b]m' H\YgY'rk c']a U[ Yg'k ]''VY'\UbXX' ]b ] ]U'hY'Wci fgY'k YVg]H'cb A ccX'Y''D'YUgY'gY'hY'k YVg]H'Zcf'hY'Z''Vf]YZcf'h]g'fUg\_"

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

5ggYgga Ybh&. '5b]a Uh]cb'HUg\_

GhUfhXUHy. '5ddfcl '%k YY\_'VYZcfY'Xi Y'XUHy

8YHJ]g. 'G\cfhUb]a Uh]cb"K f]Hyb'ZYXVUW\_j ]U'A ccX'Y' [ fUXYVcc\_"

5XX]h]cbU'XYHJ]g.

H\]g'Ugg][ ba YbhUg\_g'mei 'hc'i gY'UVghfUWHiUb]a Uh]cbZ'HyI hi fYg'UbX'gci bXg'hc'WYUHy'U'g\cfhW]bYa Uh]W  
gYeI YbWY'h\Uhk ]''Wca a i b]WUHy'U'dUfh]W'Uf'VfUbX'W\UfUWYf'hc'U'gdYW]Z]WUi X]YbWY"McI f'Ub]a Uh]cb'k ]'  
]bWi XY'U'g'c[ Ub'Ug'U'hmdc[ fUd\]WY'Ya YbhUbX'VY'WYUHyX'i g]b[ 'I b]m' 8" 'D'YUgY'gYY'h\Y'Wci fgY  
k YVg]Hy'Zcf'h\Y'Z ''Vf]YZZcf'h]g'hUg\_]bWi X]b[ 'U''ghicZg'c[ Ubg'hc'W\ccgY'Zca "

Hi fb]h]b'gYH]b[ .'

Gi Va ]gg]cb`cZ5ggYgga YbhHUg\_g

f`G][ b]Z]WbhmUZZYWhmci f`dYfZcfa UbWV`]b`UggYggUV`Y`k cf\_žVY`]hU`Zcfa U`YbX!cZgYa Yghf`YI Ua ]bUh]cbžU  
WUgg`hYghž`U`UVcfUhc fmi`hYghž`U`gYa ]bUf`dfYgYbUh]cb`cf`Ubmich`Yf`Zcfa`cZUggYgga`Ybh`

: cf`Z`f`Yf`XYH]`g`]b`fY`Uh]cb`hc`GdYWU`7`cbg]XYfUh]cb`]bW]X]K[ ``K`Yb`hc`5dd`mž`<ck`hc`5dd`m`UbX  
"Gi`ddcfh]b[ `8cW`a`YbUh]cb`"d`YUgY`fYZf`hc`h`Y`GdYWU`7`cbg]XYfUh]cb`k`YVgh]Y.`  
`h`dg.`#`gh`XYbh`i`bgk`"YXi`"Ui`#`gdYWU`!`W`cbg]XYfUh]cb`



## 5 WUXYa ]W<c bYghmiUbX`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" `hWUb`hU\_Y`a Ubm  
Zcfa gž Zca `XY`]VYfUHy`WXYUh]b[ `hc`UWV]XYbU`miW`cdm]b[ `Zca `U`gci fW`k ]hCi hUW\_bck `YX[ Ya YbH`

I BGK `[ fci dg`d`U[ ]Uf]ga `]bhc`hY`Zc`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 ]hCi 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[ YgžUfhUbX`XYg][ b`dfc`YWgžUg`k Y`Ug  
dfYgYbU]cbg`k \Yfy`gca YcbY`dfYgYbh]g`UbchYf`g:]XYUg`cf`k cfXg`k ]hCi hWYX]hY[ cf]Yg.

- VYhYf'a UbU[ Y'mci f'h]a Y
- i bXYfgHUbX'mci f'f][ \hg'UbX'fYgdcbg]V']hYg'Ug'U'gh XYbhUhl BGK
- VY'Uk UfY'cZd'U[ ]Uf]ga ž'W'dmf][ \hž' BGK 'Gh XYbh7cXY'cZ7cbXi WñUbX'5WwdfUV'Y'l gY'cZ  
I BGK '⇒H'F Ygci fW'g'Dc`]Wñ
-



K YY_%%%( 'A Um! '&\$ A Um	@YWh fy	9b[ U[ ]b[ 'hY'I gYf
	Hi h@UV	5Xj UbWYX']bhYfUWj] Y 'hYWb]ei Y 'hcc`Vcl
	Gh X]c	

# F Ygci fWg

DfYgW]VYX F Ygci fWg

5 Wci fgY fYgci fWg UfY Uj UjUVY cb]bYj jU hY Wci fgY k YVg]H. [\hd.##a ccXY"Hy hi bgk "YXi "Ui](#)

# F YWca a YbXYX F Ygci fWg

5 ]ghcZfYWca a YbXYX fYgci fWg ]g Ugc Uj UjUVY cb]bYj jU hY Wci fgY k YVg]H"

:F dWcg[dW\_ W fe S V ba fU[W

H\Y gcZk UfY hUhk Y k ] VY i g]b[ ]b h]g Wci fgY k ] fYei ]fY Ua i Wk a cfY dck YfZ Wca di Hf hU b hY  
[I.BGK a \]b\]a i a fYei \]fYa Ybhg](#)" H\g ]g k \mYj Yfmgh XYbhYbfc XY ]b h]g Wci fgY \Ug &(\ci f'gYj Yb XUm  
Uk YY\_gk ]dY WfX UWWgg h hY Zci f Yj Y cbY K YVghYfWca di Hf UVg fK 6% \*ZK 6% +ZK 6% , Z  
K 6' \$+L H\Ygy UVg UfY k \YfY mci fdfUW]WU WUggYg k ] VY \Y X UbX k \YfY mci WUb k cf\_ci hg]XY cZ  
WUgg h]a Y h Wca d YH mci f a YX]U dfcXi W]cb Ugg] [ ba Ybhg" H\Ym \Uj Y U h Y gcZk UfY ]bhU YX hU  
mci k ] bYX h dfcXi W mci f Ugg] [ ba Ybhg" <ck Yj Yfz]Zmci Xc k Ubh h VY UVY h k cf\_cb mci f  
UggYgga Ybhg U h\ca Yzh YfY ]g U D8: Uj UjUVY cb hY Wci fgY k YVg]H Zcf fY Wca a YbXYX gcZk UfY UbX  
\UfXk UfY Zcf hY Wci fgY"

fg ]g ghcb[ m fY Wca YbXYX hU h mci di fW Ugy U dc fHUV Y \UfX Xfj Y Zcf i gy Xi f]b[ mci f h]a Y Ug Ua YX]U  
gh XYbhU h I.BGK "D YUgy bch hU h]Zmci UfY [ c]b[ h di fW Ugy Ubm Wca di Hf gcZk UfY cf \UfXk UfY mci  
WUb [ Yh [ ccX YXi W]cb U X]g Wci bhg Zca a cgha U cf gi dd ]Yfg" F Ya Ya VYf h Ugc Zcf U X]g Wci bhUbX hU\_Y  
mci f gh XYbh-8 k ] h mci k \Yb g \cdd]b[ "

A U\_Y gi fY mci Ugc fYUX hY XcW a Ybhg Ufci bX [UWWdHUVY i gY cZI.BGK H fYgci fWg](#) Z Ug hY fY a UmVY  
ZbYg]Zmci V fYUW hY I.BGK H i gU [ Y dc ]WYg"

I ad [ Y [ fZWDaTWfI WefWd? g f\_ W[S >StE  
D YUgy fYa Ya VYf hU h Ygy UVg UfY k cf\_]b[ Ybj ]fcb a Ybhg UbX bchgcW U gdUWg"? Yyd W U h Y f h U  
a ]b]a i a UbX hU\_Y d \cbY W g ci hg]XY" Zmci UfY d Un]b[ Ubma YX]U Wcb hY bhk ]h Ui X]c zh Yb U k Umgi gY  
\YUxd \cbYg" Z h Y fY ]g U WUgg cb zh Yb Xc bch]b h Y f f dh]h 5 h ci [ \ h Y fY a ] [ \ h VY gd UfY Wca di Hf gZ mci  
UfY bch U ck YX h i gY h Ya k \ ] Y U WUgg ]g cb" 8 c W Y W h Y h]a Y h U V Y g cb h Y X c c f g c Z h Y UVg V Y Zc f Y  
Ybh f]b[ "D YUgy Ugc VY a ]bXZ ic Z h Y gh fU]b h U h f d Y h]j Y Wca di Hf k cf\_ WUb d U W cb h Y \ Y U h c Z  
mci f Vc X m H Y I.BGK dc ]WYg cb c V W d U h cb U \ Y U h UbX g U Z h m]ggi Yg ]\_ Y h]g WUb VY Zci bX  
\YfY [gUZ h m i bgk "YXi "Ui](#)

Mci WUb ZbX i d h XUH ]b Zca Uhcb UVci h hY ZUW h m UV dfc W Xi fYg UbX ]ggi Yg cb hY [HF 7 k YVg\]H"](#)

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

9UW m Uf gh XYbhY U i Uh] Y ZYXVUW cb hY Wci fgY ]g [ U h Y fY Xzi g]b[ Ua cb [ ch Y f a YUbgZ I.BGK f  
A m 9 i d Y f]Y b W ei Y gh cbb U ]fY "G h XYbh ZYXVUW ]g hU\_Y b g Y f]c i g m z UbX Wcb h]bi U ja d f c j Ya Ybhg UfY  
a UXY h h Y Wci fgY VUgYX ]b d U f h c b gi W ZYXVUW "Mci k ] ZbX ci h]b h Y Z f gh Y W h f Y Ubm W U b [ Y g h U h  
\Uj Y V Y Y b a UXY V U g Y X cb Ugh m U f g ZYXVUW "

⇒ U [ Y 7 fYX]h

7cj Yf]a U [ Y Vm & \$% + A 8 -5 \$ \$ \$ gh XYbhG \ i a Ub N \ Y b [

7F ⇒ CG

7F ⇒ CG 'Dfcj jXYf'7cXY. '\$\$\$- , ;