

MDIA3010

DfcZYgg]cbU``A YX]U`DfUWjWYg. '7 fYUhjb[ž`Di V`]g\]b[`UbX Di V`]Wjg]b[`8][]hU``>ci fbU`]ga

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

]b'k f]h]b['hc'h\Y'8YUb'UbX'dfcj]XY'U```cf][]bU``cf'Wfh]ZYX'gi ddcfh]b['XcW a YbhUh]cb"

: cfa cfY`]bZcfa Uh]cb`UVci hh\Y`UhhYbXUbWY`dfchcWc`g`]b`h\Y`: UWV`hmicZ5fhg`UbX`GcW]U` GW]YbVWg.`<u>\hhdg.#kkk"Ufhg"i bgk"YXi"Ui #W ffYbh1ghi XYbhg#UWUXYa]W]bZcfa Uh]cb#dfchcWc`g![i]XY`]bYg#</u>

5WUXYa]W=bZcfaUhjcb[.]

: cf`YggYbh]U``ghi XYbh]bZcfa Uh]cb`fY`Uh]b[`hc.`fYei Yghg`Zcf`YI hYbg]cb/fYj]Yk `cZa Uf_g/cVWV dUh]cbU``\YU`h UbX`gUZYhm'YI Ua]bUh]cb`dfcWYXi fYg/gdYW]U``Wcbg]XYfUh]cb`]b`h\Y`Yj YbhcZ]``bYgg`cf`a]gUXj Ybhi fY/ ghi XYbhYei]hmUbX`X]gUV]`]hm'UbX`ch\Yf`YggYbh]U``UWUXYa]W]bZcfa Uh]cbž gYY`<u>\hhdg.#k k k "Ufhg"i bgk "YXi "Ui #W ffYbhghi XYbhg#UWUXYa]W]bZcfa Uh]cb#dfchcWc`g![i]XY`]bYg#</u>

7ci fgY[·]8YHJ]`g

7 fYX]h Dc]bhg ***

Gi a a UfmcZh\Y'7 ci fgY

5 hih Y WobWi g]cb cZh]g Woi fgY h Y ghi XYbhk]``VY UV Y hc

- %": cfa i `UHY`X][]HU``^ci fbU`]ga `ghcfm]XYUg`UbX`Yj U`i UHY`H\Y]f`´´´bYk gk cfh\]bYgg#di V`]g\UV]`]hm´´ž []j Yb`dUff]Wi `Uf`hcd]WUfYUg`UbX`]bHYbXYX`Ui X]YbWYg"
- &" D`UbžifYgYUfWxžWfYUhYžYX]hUbX``Umci hdi V`]g\UV`Y`a i `h]!a YX]U`X][]hU``^ci fbU`]ga "
- ' "K cf_'Wc``UVcfUhj Y`mžYh,]ŴU``mUbX`]b'UWWcfXUbWY'k]h\ a YX]U'`Uk hc'WfYUhYžYX]hž'di V`]g\ UbX di V`]ŴqY'X][]hU``ći fbU`]qa "
- ("Di V`]WjgY`X][]HU``&i fbU`]ga `cb`gcWjU`U`]ga `cb

5ggYgga Ybh

5ggYgga YbhHUg_g

5ggYgga Ybh'tUg_	K Y][\h	8iY`8UHY	GhiXYbhi@YUfb]b[CihWcaYgʻ5ggYggYX
Ghcfm8YjY`cdaYbh FYdcff]b[&\$I	Bch5dd`]WUV`Y	·
7cbhYbhi7fYUhjcb`DUW_U[Yg`) \$I	Bch5dd`]WUV`Y	&ž
Di V`]WUh]cb'UbX'Di V`]W]hm HUg_g'	' \$I	Bch5dd`]WUV`Y	&Ž Ž(

5ggYgga Ybh8YHJ]`g

5ggYgga Ybh% Ghcfm8Yj Y`cda YbhF Ydcfh]b[

GhufhiXUhY.Bchi5dd`]WUV`Y

8YHU]`g. %*\$\$`k cf%g/AUJ<u>f_Y</u>%X]jjb^fYJ\juljcbc`Hd`dLfYddfYddVfYfXVfff]\V£ff]\Julx``UXX]h]cbU``k f]HhYb`ZYYXVUW_`dfcj]XYX"

5ggYgga Ybh& 7cbhYbh7fYUh]cb DUW_U[Yg

Gi Va]gg]cb cZ5ggYgga YbhHUg_g

Gh XYbhg UfY YI dYWYX hc di hh Y]f bUa Yg UbX gh XYbhbi a VYfg cb Yj YfmdU[Y cZh Y]f Ugg][ba Ybhg"

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

Zmci YbWci bhYfU'dfcV'Ya k∖Yb'UhYa dh]b['hc'gi Va]hmci f'Ugg][ba Ybhih∖fci [∖'Hi fb]h]bž'd'YUgY hY'Yd\cbY'9I hYfbU'`Gi ddcfhcb'-',)'''' %cf'Ya U]`th\Ya cb'<u>YI hYfbU'hY'hgi ddcfh4 i bgk "YXi "Ui</u> ł `G][b]Z]WUbhmUZYWimci f`dYfZcfa UbWi`]b`UggYggUV`Y`k cf_ž`VY`]hU`Zcfa U``YbX!cZigYa YghYf`YI Ua]bUh]cbž`U WUgg`hYghž`U``UVcfUhcfmhYghž`U`gYa]bUf`dfYgYbhUh]cb`cf`Ubmich\Yf`Zcfa `cZUggYgga Ybh'

: cf'Z fh\Yf'XYHJ]`g`]b`fY`UH]cb`rc`GdYW]U``7 cbg]XYfUH]cb`]bWi X]b[`''K \Yb`rc`5dd`mf'Z''<ck`rc`5dd`mf'UbX "Gi ddcfh]b[`8cW a YbHJh]cb"'d`YUgY`fYZYf'rc'h\Y`GdYW]U``7 cbg]XYfUH]cb`rk YVgh]Y.` \hhdg.##gh XYbH'i bgk "YXi "Ui #gdYW]U`!Wcbg]XYfUH]cb

5WUXYa]W<cbYghmUbX^D`U[]Uf]ga

D`U[]Uf]ga `]g`i g]b[`H\Y`k cfXg`cf`]XYUg`cZcH\Yfg`UbX`dfYgYbh]b[`H\Ya `Ug`mci f`ck b"`=hWUb`HU_Y`a Ubm Zcfa gžZfca `XY`]VYfUHY`W\YUH]b[`Hc`UWW]XYbHU``mWcdm]b[`Zfca `U`gci fWY`k]H\ci hUW_bck `YX[Ya YbH'

IBGK [fcidg'd`U[]Uf]ga]bhc h\Y Zc``ck]b[WUhY[cf]Yg.

7 cdm]b[..i g]b[.ih,Y`gUa Y`cf`j Yfmig]a]`Uf`k cfXg`hc`h,Y`cf][.]bU``hYI h`cf`]XYU`k]h\ci hUW_bck `YX[.]b[.ih,Y gci fWF`cf`i g]b[.iei chUh]cb`a Uf_g"`H\]g`U`gc`Udd`]Yg`hc`]a U[.Ygž`Ufh`UbX`XYg][.b`dfc`YWfgž`Ug`k Y```Ug dfYgYbhUh]cbg`k \YfY`gca YcbY`dfYgYbhg`Ubch\Yf`g`]XYUg`cf`k cfXg`k]h\ci hWfYX]hY[.cf]Yg.

- VYHYfaUbU[Y'mcifh]aY
- i bXYfgHUbXimci f`f][\hg`UbXifYgdcbg]V]`]h]Yg`Ug`U'gh XYbhUhI BGK
 VY`Uk UfY`cZd`U[]Uf]ga ž'Vcdmf][\hz`I BGK `Gh XYbh7cXY`cZ7cbXi VhUbX`5VWVdHUV`Y`I gY`cZ IBGK '=7 HFYgcifWygDc`]Wm

•

7 ci fgY[.]GVX YXi `Y

<u>J]Yk 'WUgg'h]a YHJV`Y</u>

H]a YHJV`Y'

8 UhY	Hmd Y	7 c bhYbh	
K YY_'%`&*`: YVfi Ufm!`(A UfVX	GYa]bUf	7 cbHYbh @@95G9'BCH9'H<5H'H<9'A 5H9F -5@	
K YY_`&.`) `A UfVX '!`%% A UfVX	GYa]bUf	Ghcfm]XYU'VfU]bghcfa]b[DfY`]a]bUfmghcfm]XYU'd]hWXYg	
		Gi gg]b['ci higca Y'cZci f'Wca dYh]h]cb'!'fYj]Yk]b[h\Y'cb`]bY'di V`]WUh]cbg'cZch\Yf'i b]j Yfg]hm'ci fbU`]ga XYdUfha Ybhgž'5i ghfU`]U'UbX']bhYfbUh]cbU`	
K YY_''.'%&'A UfVX'!'% A UfVX	GYa]bUf	Gi V!YX]hjb[`g_]``g %"`7 cdmiYX]hjb[&"`~YUX`]bYž`_]W_Yf#ghUbX!Z]fghž'Wfcgg!\YUX`k f]hjb['`"`6Ug]W]a U[Y`a UbU[Ya Ybh`UbX`gY`YWf]cb`Zcf X][]hU`#a cV]`Y`X]ghf]Vi h]cb ("`K fUb[`]b[`h\Y`7 A G`f17 cbhYbh A UbU[Ya Ybh#Di V`]WUh]cb`GmghYa Ł fI WW] & dWh[W aX` W ei adfZk!SffW f[a` Ži adfZk VWhWab_W fe[` UgdW f SXS[deł SdfeŽ` ŽW fWdfS[`_ W fI Ug fgdWŽ` ŽeaU[WfkŁ /I WW] & dWh[W aXdWUW f Wj W_ b'Sdk V[Y[fS^ \agd S_fe_ fi	
K_YY_`(.`%`A_UfW\`!`&)	GYa]bUf	f%ghghcfmdUW_U[Y`XiY`Zcf`XY`]jYfmh\]g`kYY_Ł	

%"`8 UHU`UbU`mhjWg &"`GYUFVX`9b[]bY`Cdhja]gUhjcb ("`H\Y`: UVWVcc_`bYk gZYYX`U`[cf]h\a) "`: UVWVcc_``]bgHUbhUfhjVWyg″ fi WWj k dWh[Wi aX`Wi ei adfZk!SffWi f[a`Ži adfZk VWhWab_Wi fe [`UgdWif SX&S[deł SdfeŽi ŽWifWdfS[`_Wifi UgifgdWŽi ŽeaU[WfkŁ	
("`H\Y`: UWYVcc_`bYkgZYYX`U`[cf]t\a)"`: UWYVcc_`~]bgHUbhiUfh]WYg~ fI_WW] & dWh[Wi_aX`Wi_ei_adfZk!SffWi_f[a`Ži_adfZk VWhWab_Wi_fe_[_UgdWi_f SXS[deł	
)":UWYVcc_`~]bgHUbhUfh]WYg~ fI WW] 1k dWh[W/ aX`W/ ei adfZk!SffW/f[a`Ž adfZk VWhWab_W/fe [`UgdW/f SXS[deł	
fi WW] %rdWh[Wi aX`Wi ei adfZk!SffWif[a`Ži adfZk VWhWab_Wife [`UgdWif SXKS[deł	
VWhWab_W fe [UgdW f SXXS[del	
/I WW]1kdWh[Wi aXdWUW fWjW_b/\$dkV[Y[fS^ Vagd'S1[e_fi	
K YY_`).`&*`A UfW\`!`% GYa]bUf 8UHU`⁄ci fbU`]ga `UbX`XUHU`j]gi U`]gUh]cb 5df]` Zi bXUa YbHU`g	
%"`XUHU`X]gWcj Yfm	
&"`XUHU`]bhYffc[Uh]cb`	
' "`XUHJ`j]gi U`]gUH]cbg	
("`XUHJ`a Ug\]b[
fi WW] k dWh[Wi aX`Wi ei adfZk!SffWif[a`Ži adfZk VWhWab_Wife [`UgdWif SXKS[deł SdfeŽ`ŽWifWdfS[`_WifiUg/fgdWŽ`ŽeaU[WfkŁ	
/I WW]1kdWh[W″aXdWUWfWjW_b/\$ckV[Y[fS^ \agd`S∱e_fi	
6fYU^&`5df]``!`, `5df]` 9UgHYf`6fYU_	
K YY_`*.`-`5df]`'!`%)`5df]` GYa]bUf	
Gi VV]b['mci f'WUgga UHYgfWcdm! 'nck UfXg di V`]WUHjcb!gHUbXUfX'VYbW\a Uf_g	
fi WW] krdWh[Wi aX`Wi ei adfZk!SffWif[a`Ži adfZk VWhWab_Wife [`UgdWifSX&S[deł SdfeŽiŽWifWdfS[`_WifiUg/fgdWŽiŽeaU[WfkŁ	
/I WW]1kdWh[Wi aXdWUW fWjW_b\$sok V[Y[fS^ Vagd S1[e_fi	
K_YY_`+.`%*`5df]``!`&& GYa_bUf GhcfmdUW_U[_Y`& 5df]`	
Ghcfmi]XYU'VfU]bghcfa]b[
DfY`]a_]bUfmifYgYUfVX`!`]XYbh]Zm]b[_``]bYg`cZ	

]bj Ygh][Uh]cb/dchYbh]U``Ub[`Yg
		DfY`]a bUfmighcfmi]XYU'd]HWXYg
		fI VW]/kdWh[W/ aX`W/eiadfZk!SffW/f[a`Ž/adfZk VWhWab_W/fe[`UgdW/fSXS[deł SdfeŽ´ŽW/fWdfS[`_W/fłUg/fgdMŽ´ŽeaU[WfkŁ
		/I WW]/k/dWh[W/ aXdWUW/fWj/W_b/Sok/V[Y[fS^ ∖agd'S^[e_fi
K_YY_`, .`&' `5df]`'!`&- 5df]`	GYa]bUf	`Bc`gYa]bUf`f\]g`kYY_`!`VfYU_`Zcf`5bnUW8Umff\Uhfg k\mkY`gfUffYX`]b`kYY_`%Ł
K_YY_''' \$'5df]`'! '* 'A Um	GYa]bUf	GhcfmdUW_U[Y`&`!`d]hWX]b[
		fI WW]1kdWh[Wi aX`WieiadfZk!SffWif[a`ŽiadfZk WWhWab_Wife[`UgdWifSXKS[deł SdfeŽiŽWifWdfS[`_WifiUg1fgdWŽiŽeaU[WfkŁ
		/I WW]1kdWh[Wi aXdWUWifWjW_b/SokV[Y[fS^ \agdiS√[e_fi
K_YY_`%\$.`+`A_Um!`% A_Um	GYa]bUf	fGYWcbX`ghcfmidUW_U[Y`XiY`h\]g`kYY_Ł
		A UbU[]b[`fYUXYf`Yb[U[Ya Ybh
		%"`FYUXYf`WcaaYbhg`!``h\Y`fc`Y`cZacXYfUhcf
		&"`5#6`hYgh]b[
		' "'Hk YU_]b['\YUX`]bYg'UbX``YUXg
		("ʻ∉ggi YgʻUfci bX`″₩]₩_ʻVU]h″
		AcfYicbiXUHUiUbUimh]Wg
		%"`HfUW_]b[`cif`VcadYh]hcfgfi`fdiV`]WUh]cbg`Vmich\Yf ^cifbU`]ga`gW\cc`gEgcW]U``aYX]U`idHU_Y/gYUfV\ Yb[]bY`cdh]a]gUh]cb
		fl WW] & dWh[W aX`W ei adfZk!SffW f[a`Ži adfZk WWhWab_W fe [`UgdW f SXKS[deł SdfeŽ ŽW fWdfS[`_W fl Ug fgdWŽ ŽeaU[WfkŁ
		/I WW]1kdWh[Wi aXdWUWifWjW_b/SokV[Y[fS^ \agdiS^[e_fi
K_YY_`%%`%(`A_Um'!`&\$ A_Um	GYa]bUf	6Ug]Wd\chcicifbU`]ga 'UbX'j]XYc'icifbU`]ga 'g_]``g Zcf'cif'X][]HU`'icifU`]ga 'aU[Un]bY
		fl WW]1kdWh[Wi aX`WieiadfZk!SffWif[a`ŽiadfZk VWhWab_Wife[`UgdWifSXS[deł SdfeŽiŽWifWdfS[`_WifiUg1fgdWŽiŽeaU[WfkŁ

FYgci fWg

DfYgWf]VYX F Ygci fWfg

Bc'hYI hVcc_'Zcf'h\]g'Wci fgY

FYWca a YbXYX⁻FYgci fWYg

Mci `k]``bYYX`hc`VY`fYUX]b[#]Yk]b[#]ghb]b[`UWfcgg`U`k]XY`j Uf]YhmicZ`ci fbU`]ga "`<YfY`UfY`gca Y gi [[Ygh]cbg"

@cb[Zcfa "cf[ža YX]i a "Wca žh\YWcbj YfgUh]cb"Wca žh\Y`\i Z]b[hcb dcghžH\Y; i UfX]Ub 5i ghfu`]UžG`UhY"Wca žYhWYhW H\Y'GUhi fXUmDUdYfž; ccX'K YY_YbX'UbX'BYkg'FYj]Yk ž'GdYWfi a 'UbX'HfUj Y'Yf'qYWfcbg']b'h\Y'GmXbYm A cfb]b[< YfU`X'k YY YbX'YX]h]cb H\Y'K YY_YbX'5i glfU`]Ub'a U[Un]bY// =bei]fYf'UbX'F Yj]Yk ']b'H\Y'K YY_YbX'5i glfU`]Ub @]ZY`UbX`@Y]qi fYž`DYfqdYWfj Y`]b`f\Y`5i qffU`]Ub`:]bUbWJU``FYj]Yk `kYY_YbX`YX]hjcb H\Y`A cbh\`mžH]a YžBYk qk YY_žH\Y`5hUbh]₩žH\Y`BYk `GhUhYga UbžK]fYXž1 HB9`F YUXYfžA ch\Yf`>cbYgž < UfdYffa A U[Un]bYžH\YBYk Mcf YfžYMVžYMV A Uf]Y 7 `U]fYž'9 ``Yž; E 'fUbX'g]a]`Uf'k ca Yb'g UbX'a Ybfq a cbh\`ma U[Un]bYgŁ/F c``]b['GhcbY'fUbX'ch\Yf Ufhq!UbX!YbhYfhU]ba Ybha U[g'UbX'k YVq]hYqŁ : ci f 7 cfbYfg/G]| lmA]bi h/g/Gi bXUmfUbX ch Yf]b!XYdh VfcUXWuh ci fbU]ga Ł 5bmcZh,YYI WYYbhfUX]c XcW a YbhJfmdfc[fUa g'Uj U]YY'Ug'dcXWJghg'cb 567 F UX]c BUhjcbU`f\hd.#kkk"UVWbYh'Ui#UX]cbUhjcbU`#dcXWUghg#dfc[fUa#z!Y"["6UW_[fcibX6f]YZ]b[ž : i h fY HYbqYžH\Y < YU'h F YdcfbžH\Y GWYbW G\ck žF YUf J]q]cb/UbmcZh Y a i ``hh XY cZ dcXWJqhq`Uj U]`UV`Y`cb`]bY 5bX gc cb

7 ci fgY 9j U`i Uhjcb UbX 8 Yj Y`cda Ybh

K Y'UWMj Y`m'Yj U`i UHY'H\]g'Wei fgY'UbX'fYgdebX'he ghi XYbhZYYXVUW_'k \YfYj Yf'degg]V`Y"': efa U``i b]j Yfg]hm Yj U`i UH]eb`gi fj Ymg`k]``VY`i bXYfHU_Yb'UhH\Y'DX'cZH\Y`gYa YgHYf'': YYXVUW_'Zfea `ghi XYbhg`]g`k Y`Wea Y'Uh UbmH]a Y`!']b`dYfgebž'Vm'Ya U]`ž'Vm`YHHYf''

-a U[Y[·]7 fYX]h

WfYUhjjY'Wcaacbg

7F=7CG

7F=7CG'Dfcj]XYf'7cXY. \$\$\$-,;