



MDIA3009

6fUbX'7 ca a i b]WUjcbg'UbX'7 i `hi fYg

GYa YghYf'Hk c`##`&\$%



GWcc`cZH Y'5ftg'UbX'A YXJU`##'I BGK `5ftg'UbX'GcWU`GWYbWg

7 ci fgY`Cj Yfj]Yk

`GHJZ`7 cbhJW`i8YHJ`g`

`7 cbj Ybcfg`

B Ua Y	9a U`	5j U]UV]`]m	@cW]h]cb	D\cbY
>]b[`N\Uc	^b["n\Uc4 i bgk "YXi "Ui	K YXbYgXUm %) .\$\$!%*. \$\$	F a & ' %8ž F cVYfh K YVgHf	- ' ,) , \$**

`Hi hcfg`

B Ua Y	9a U`	5j U]UV]`]m	@cW]h]cb	D\cbY

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

: cf'a cfY]bZcfa U]cb'UVci h\Y'UhhYbXUbW'dfcfcW'g]b'h\Y': UW 'hmcZ5fhg'UbX'GcW]U'
GWYbWg: \fhdg.## k k "Ufhg"i bgk "YXi "Ui #W ffYbh]gh XYbhg#JWUXYa]W]bZcfa U]cb#dfcfcW'gl[i]XY]bYg#

5 JWUXYa]W]bZcfa U]cb'

: cf'YggYbh]U'gh XYbh]bZcfa U]cb'fY'U]h]b['hc.'fYei Yghg'Zcf'YI hYbg]cb/fYj]Yk 'cZa Uf_g/cVW dU]cbU'\YU'h
UbX'gUZ]m/YI Ua]bU]cb'dfcW'Xi fYg/gdYW]U'W'bg]XYfU]cb']b'h\Y'Yj Ybhcz]'bYgg'cf'a]gUXj Ybh fY/
gh XYbhYei]mUbX'X]gUV']]m'UbX'ch\Yf'YggYbh]U'UWUXYa]W]bZcfa U]cbž
gYY '\fhdg.## k k "Ufhg"i bgk "YXi "Ui #W ffYbh]gh XYbhg#JWUXYa]W]bZcfa U]cb#dfcfcW'gl[i]XY]bYg#

GhUfhXUHy.

@Yb[h. '&\$\$\$'k cfXg

8YhU]`g. '&\$\$\$'k cfXg" H\]g]g'hY`Z]bU`UggYgga YbhUg_"Gh XYbhg'k]`fYW]j Y`U`bi a Yf]W]`[fUXY`UbX
k f]hYb`ZYXVUW_"

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

D`YUgY`gYY`XYhU]YX`UggYggYbh]U`[i]XY`]bYg`UbX`gi ddcfhiYgci fW]g`cb`A ccX`Y"

Hi fb]h]b`gYh]b[. Y . Y . Y . Y . Y

Gi Va]gg]cb`cZ5ggYgga YbhHUg_g

Gh XYbng`UfY`YI dYW`X`hc`di h`h`Y]f`bUa Yg`UbX`gh XYbhbi a VYfg`cb`Yj YfmdU[Y`cZ`h`Y]f`Ugg][ba Ybng"

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

- K cf_`gi Va]hYX`%\$`hc`%-`XUmg`UZhYf`h`Y`gh]di`UH`X`XYUX`]bY`k`]`VY`UggYggYX`UbX`ZYXVUW`dfcj`]XYX`Vi`hU`a`Uf`_`cZnYfc`k`]`VY`fYW`fYX`"Z`h`Y`k`cf`_`k`ci`X`Uj`Y`fYW`]YX`U`dUgg`a`Uf`_`Vi`hZcf`h`Y`UH`bYgg`UbX`h`Y`k`cf`_`g`U`W`a`di`gcfm`W`i`fgY`W`a`dcbYbh`f`i`fX`Y`fYei`]fYa`YbhZ`U`gh`XYbhk`]`VY`XYYa`YX`h`Uj`Y`a`Yh`h`UhfYei`]fYa`Ybh`
- K cf_`gi Va]hYX`&\$`cf`a`cfY`XUmg`UZhYf`h`Y`gh]di`UH`X`XYUX`]bY`k`]`bchVY`UWW`d`h`X`Zcf`UggYgga`Ybh`UbX`k`]`fYW`]Y`bc`ZYXVUW`za`Uf`_`cf`[`fUXY`"Z`h`Y`UggYgga`Ybh`Ug`_`]g`U`W`a`di`gcfm`W`a`dcbYbh`cZ`h`Y`W`i`fgY`U`gh`XYbhk`]`fYW`]Y`Ub`l`bgUhgZUW`c`fm`:U`]`fl`:`k`[`fUXY`Ug`U`fYgi`hcZ`i`bgUhgZUW`c`fmdYfZ`fa`UbW`]b`Ub`YggYbh]U`W`a`dcbYbh`cZ`h`Y`W`i`fgY`"

H\]g`]bZ`fa`U`h`cb`]g`U`gc`Uj`U`]UV`Y`Uh`

[\h`dg`##k`k`k`"Uf`hg`i`bgk`"YXi`"Ui`#W`ffYbh`gh`i`XYbhg`#JW`X`Ya`\]W`\]bZ`fa`U`h`cb`#f`c`h`W`c`g`\[`i`\]X`Y`\]bYg`#`](#)

GdYW]U`7`cbg]XYfU]cb`5`dd`]W]h]cbg`

Mci`W`b`Udd`m`Zcf`gdYW]U`W`cbg]XYfU]cb`k`Y`b`]`bYgg`cf`ch`Yf`W]fW`a`gh`Ub`W`g`]b`h`f`Z`f`Y`k`]h`m`ci`f`UggYgga`Ybh`d`YfZ`fa`UbW`"

G]W`bYggZ`a`]gU`X`j`Y`bh`f`Y`cf`ch`Yf`W]fW`a`gh`Ub`W`g`V`Y`nc`b`X`m`ci`f`W`c`b`f`c`a`Um`

f`D`f`Y`j`Y`bh`m`ci`Z`f`ca`W`a`d`Y`h`b`[`U`W`i`fgY`f`Yei`]fYa`Y`bhZ`

f`?`Y`Y`d`m`ci`Z`f`ca`U`h`Y`b`X`]b`[`Ub`UggYggUV`Y`U`W`h`j`]mZ`

f`G`h`c`d`m`ci`g`i`Va`]h`b`[`UggYggUV`Y`k`cf`_`Zcf`U`W`i`fgYZ`

f`G`[`b`]W`b`h`m`U`Z`Y`W`h`m`ci`f`d`Y`f`Z`fa`UbW`]b`UggYggUV`Y`k`cf`_`Z`V`Y`]h`U`Z`fa`U`Y`b`X`!`c`Z`g`Ya`Y`gh`f`Y`I`Ua`]b`U`h`c`b`Z`U`W`Ugg`h`Y`g`h`Z`U`U`V`c`f`U`h`c`f`m`h`Y`g`h`Z`U`g`Ya`]b`U`f`d`f`Y`g`Y`b`h`U`h`c`b`c`f`U`b`m`c`h`Y`f`Z`fa`c`Z`UggYgga`Y`bh`

:`cf`Z`f`h`Y`f`XY`h`U`]g`]b`f`Y`U`h`c`b`h`c`GdYW]U`7`cbg]XYfU]cb`]b`W`i`X`]b`[`"K`Y`b`h`c`5`dd`m`Z`"<`ck`h`c`5`dd`m`Ub`X`"Gi`d`d`c`f`h`b`[`8`c`W`a`Y`b`h`U`h`c`b`"d`Y`U`g`Y`f`Y`Z`f`h`c`h`Y`GdYW]U`7`cbg]XYfU]cb`k`Y`V`g`h`Y`."

[\h`dg`##gh`i`XYbh`i`bgk`"YXi`"Ui`#gdYW\]U`W`cbg\]XYfU\]cb`](#)

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" `hWUb`hU`Y`a Ubm
Zcfa gZ`Zca `XY`]VYfUHY`WXYU]b[`hc`UWV]XYbhU`mW`dm]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.

7 cdm]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[YgZ`UfhUbX`XYg][b`dfc`YWgZ`Ug`k Y`Ug
dfYgYbhU]cbg`k \YfY`gca YcbY`dfYgYbh]g`UbchYf`g`]XYUg`cf`k cfXg`k]hCi hWYX]h`

hUddfcdf]UHY`dUfUd`fUg]b[.`7`Ub[]b[`U`ZYk `k cfXg`UbX`d`fUgYg`k \]Y`a cghmifYU]b]b[`hY`cf][]bU`
ghfi W`i fY`UbX`#`f`dfc[fYgg]cb`cZ]XYUg`cZ`hY`cf][]bU`Z`UbX`]bZcfa U]cb`k]hCi 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]hCi hWYX]hUbX`hc
d]YW]b[`hc[YhYf`ei chYg`UbX`dUfUd`fUgYg`]bhc`U`bYk `k \c`Yz`k]hCi hUddfcdf]UHY`fYZYfYbW]b["

7 c`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_"`7 c`i g]cb`U`gc

F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

5j U]UV`Y`cb`A`ccX`Y`"

F YWca a YbXYX`F Ygci fWg

5j U]UV`Y`cb`A`ccX`Y`"

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

H\]g`Wci fgY`k`j`i` bXYf[c`Wcb]bi U`XYj Y`cda Ybh]j]U`ZYXVUW`dfcWggYg`gi` W`Ug`C`b`]bY`gi` fj`Ymg`UbX`
Wc`Y[]U`fYj]Yk`"K`Y`k`]`U`gc`Wc`Y`Wh]bZcfa U`ZYXVUW`]b`hY`Zcfa`cZUbcbma`ci`g`gi` [[Ygh]cbg`UbX`
Wca`a`Yb]g`h]fci [\ci`h]hY`Wci`fgY`"K`Y`hU`Y`mci`f`ZYXVUW`gYf]ci`g`m`

æ U[Y`7`fYX]h

6cX]Yg;/`b]hYfZUWg`&\$\$`*`

7F`⇒`CG

7F`⇒`CG`Dfcj]XYf`7`cXY.`\$\$\$`-`,`;