MDIA5100

ɟbXi gꞁfm˧bꞁYfbg\]d

GYa YghꞂf˙Hk c˙¨##˙&$%

7ci fgY Cj Yfj]Yk

GHUZZ 7cbHUWh 8YhU]`g

7cbj Ybcfg

BUa Y	9a U]`	5j U]`UV]`]hm	@cWUh]cb	D\cbY
FUa Ugk Ua] <Uf]bXfUbUh\	f"\Uf]4 u bgk "YXi "Ui	H\u fgXUmg -"' $!%$' $	&&&' FcVYfr K YVghYf	bi ``

GW\cc` 7cbHUWh =bZcfa Uh]cb

Fcca '' %&ž 'YjУ`'' 'FcVYfh K YVghYf 6u ]`X]b[

D\cbY: f$&Ł-',) '(,) *

9a U]`: gUa_4 u bgk "YXi "Ui

K YVg]hY: \hhdg.##gUa "Ufhg"i bgk "YXi "Ui

H\Y GW\cc` cZ h\Y 5fhg UbX A YX]U`k cu`X`]_Y hc FYgdYWh `m 5W_bck `YX[Y h\Y HfUX]h]cbU` `7i ghcX]Ubgž h\Y 6YXY[U`f?`Ybg]b[hcb `WUa di g± ; UX][ U`f7]mhUbX 5fh\ `8Yg][ b `7Ua di gYg£ UbX h\Y B[u bbUk U` dYcd`Y `5u ghfU`]Ub 8YZYbWУ : cfWУ `5WUXУa m ]b `7UbVУffUŁ cZ h\Y `UbXg ̀k \YfY `YUWX `WUa di g cZl BGK `]g `cWUhYX"

5hhYbXUbWУ FУei]fУa Ybhg

5 `ghi XYbh]g Ух dУWhУX hc UhhУbX U``WUgg `WcbhUWh \ci fg ZcfU ZUWУ!hc!ZUWУ `fl &` Ł `cfV`YbXYX `Wci fgУ UbX Wca d`YhУ U``UWh]j]hYg Zcf U V`YbXYX cf l `mcb]bУ `Wci fgУ"

5 `ghi XYbh`k \c `Uff]jУg a cfУ `h\Ub `%) `a]bu hУg `UhУ `a UmVУ `dУbU`]gУX ZcfbcbĄUhhУbXUbWУ" =gu WX`U`dУbU`hm ]g]a dcgYXž h\Y `ghi XYbh`a u ghVУ `]bZcfa YX `Ujy fVU``m Uhh\У `YbX `cZ`WUgg UbX UXj ]gУX ]b`k f]h]b[`k ]h\ ]b` &(\ci fg"

ZU`ghi XYbhУX `dУfYbWУg]``bУggž a]gUXjУbh]fУ cf ch\Уf cWWffYbWУ `h\Uha U_Yg UhhУbXUbWУ Zcа U `WUgg#UWh]j]hm bUij c]XUV`Yž cfУ X `dУWhg hc `VУ `UVgУbhž cf a]gg U `WUgg#UWh]j ]hmž h\Уmg \ci `X `gУУ_ dУfa ]gg]cb Zca `h\У `7ci fgУ 5u h\cf]mž UbX `k \УfУ Udd`]WUV`Yž h\Y`fUYei Yghg \ci `X `VУ `UWca dUb]УX `Vm Ub cf][ ]bU`cf WУfh]ZУX `Wcdm cZ`U `a УX]WU``cfh\ЈWUhУ `cf`ch\Уf Zca `cZUddfcdf]UhУ `Yj]XУbWУ"

5 `7ci fgУ 5u h\cf]hma UmYlУfW]gУ U `ghi XУbh Zca `WUggУg cf`UWh]j]h]Уg Zcf u d `hc `cbУ `a cbh\" `<ck `Yj Yfž h\Уm a UmUgg[b UXX]h]cbU``UbX#cf U`hУfbUh]jУ `UUg_g `hc `Ybgu fУ Wca d`]Ub `5 `7ci fgУ 5u h\cf]mWbgXУf]b[ `h\У `[ fUbh]b[ `cZ `UVgУbWУ a u ghVУ `gUh]gZ]УX `h\Ua U `ghi XУbh`k ]``gh]``VУ `UV`У `hc `a УУh h\У `Wci fgУ'g `YUfb]b[ `cu hWca Уg UbX#cfj cu a У `cZ`YUfb]b[ " `5 `ghi XУbh`gУУ_]b[ `Uddfcj U``hc `VУ `UVgУbhZcf`a cfУ h\Ub `cbУ `a cbh\ `a u ghUdd`m ]b`k f]h]b[`hc `h\У `8УUb `UbX `dfcj ]XУ `U`cf][ ]bU``cf WУfh]ZУX `gu ddcfh]b[ `XcWu a УbhUh]cb"

: cfa cfУ]bZcfa Uh]cb UVci h`h\У `UhhУbXUbWУ `dfchcWc`g]b `h\У : UWu `hmcZ 5fhg `UbX `GcW]U` GW]YbWУg: \hhdg.##k k k "Ufhg"i bgk "YXi "Ui #Wu ffУbhĄghi XУbhg#UWUXУa ]W]bZcfa Uh]cb#dfchcWc`g! [u]XУ`]bУg#

.

5WUXУa]W=bZcfa Uh]cb

: cf˙YggYbh]U˙ghi XYbh˙]bŽcfa Uh]cb˙fY˙Uh]b[˙`hc.˙fYei Yghg˙Žcf˙Yl h�bg]cb/fYj]Yk˙cŽa Uf_g/cWWV˙dUh]cbU`˙YU`h\
UbX˙gUŽYhm˙Y|Ua]bUh]cb˙dfcWYXi fYg/gdYW]U`˙Wcbg]XYfUh]cb˙]b˙h\Y˙Yj Ybh˙cŽ]`bYgg˙cf˙a]gUXj Ybh˙fY/
ghi XYbh˙Yei]ry˙UbX˙X]gUV]`]ry˙UbX˙ch\Yf˙YggYbh]U`˙UWUXYa]W]bŽcfa Uh]cbž
gYY˙`\ttdg.##k_k_k_"Ufhg"i bgk_"YXi_"Ui_#W_ffYbh]ghi XYbhg#UWUXYa ]W]bŽcfa Uh]cb#dfchcWc`g![i]XY`]bYg#

7ci fgY 8YhU]`g

7fYX]h Dc]bhg *

Gi a a Ufm cZ h\Y 7ci fgY

H\]g Wci fgY dfcj]XYg mci k]h\ Ub cddcfhib]hm hc]bXYfhU_Y k cf-!]bhY[fUhYX YUfb]b[UbX [U]b]bXi ghfm YldYf]YbWY k]h\ U `cgh cf[Ub]gUh]cb WcgY mfY`UhYX hc mci f AUghYfg dfc[fUa "

5hh\Y YbXcZ h\Y]bhYfbg\]d mci k]`` dfcj]XYU gi a a Uhjj Y fYdcfhcZmci f YldYf]YbWYg UbX k cf_Yl Ua d`Yg Wca d`YhYX Xi f]b[h\Y]bhYfbg\]d"

H\Y]bhYfbg\]d dfYei]fYg U hchU` Wca a ]ha YbhcZ %$$!%) $ \ci fg cZ k cf_ k]h\ U `cgh cf[Ub]gUh]cb UbX a Um bcfa U mVY hU_Yb]b Zfgh cf gYWcbX gYa YghYf"±bhYfbg\]d cddcfhib]h]Yg UfY UXj Yfh]gYX j]U h\Y GW\cc` cZ h\Y 5fhg UbX AYX]U±bhYfbg\]d BYk g YhhYf"5YfUhUj Y mmci `a UmUddfcUW\ U fY`Yj Ubhcf[Ub]gUh]cb hc Udd`m cfUb]bhYfbg\]d"Dfcjfhc gYY_]b[Ub]bhYfbg\]dž mci g\ci `X UhhYbX Ub ]bhYfbg\]d ]bŽcfa Uh]cb gYgg]cb fi b Vmh\Y GW\cc` cZ h\Y 5fhg UbX AYX]U"

9bfc`a Ybh]g Vm Uddfcj U` cZ h\Y GW\cc`ž WcbX]h]cbU` cb Uddfcj U` cZ Ub ]bhYfbg\]d d`UWYa Ybh UbX a YYh]b[h\Y Y`][]V]`]hm fYei]fYa Ybhg UVcj Y"

5hh\Y WcbW`i g]cb cZ h\]g Wci fgY h\Y ghi XYbh k]`` VY UV`Y hc

%" \Uj Y [U]bYX YldYf]YbWY cZ]bXi ghfm dfcWYggYg UbX dfUWh]WYg
&" Udd`mh\YcfYh]WU` WcbWYdhg UbX dfUWh]WU` g_]`g [U]bYX]b h\Y dfc[fUa hc fYU`!k cf`X WcbhYlhg
' " \Uj Y Yb\UbWYX h\Y]f WUdUW]hm Zcf]bXYdYbXYbhYb[U[Ya Ybh k]h\ ]bXi ghfm dfcj]XYfg

HYUW\]b[GhfUhY[ ]Yg

H\]g Wci fgY \Ug bc Zcfa U` hYUW\]b[Wca dcbYh

5ggYgga Ybh

5ggYgga Ybh'HUg_g'

5ggYgga Ybh'HUg_	K Y][\h	8i Y'8UhY	Ghi XYbh'@YUfb]b[Ci hWca Yg'5ggYggYX
7f]h]WU`'FYZYWh]cb'	)$ı	&*'CWhcVYf'&$%	%ž&
K cf_'9j]XYbVY'	)$ı	&*'CWhcVYf'&$%	%ž

5ggYgga Ybh'8YHU]`g

5ggYgga Ybh'%'7f]h]WU`'FYZYWh]cb

GHUfh'XUhY.'

8YHU]`g.'Ghi XYbhg'k]``'gi Va]h'U'Wf]h]WU`'fYZYWh]cb'k ]]X\'f]Ł'Vf]YZmXYgWf]VYg'h\Y'hmdY'cZa YX]'U'cf[ Ub]nUh]cb h\Ymk YfY'd`UWYX']b'f]b[YbYfU`'Yfa g'cb`mž'k]h'ci hbUa]b'Ł'UbX'h\Y'fc`Y'k ]\]b']h'fl]Ł'XYbh]ZYg'U fY`Yj Ubh'fc`Y']b'h\Y'cf[ Ub]nUh]cb 'Uh'cf'WcgY'hc'Ybhfml'Yj Y'UbX'h\Y'g]`gUbX'UHf]bui hYg'bYYXYX'hc'Wca d`YhY gi WX'U'fc`Y/f]]]ŁUXXfYggYg'\ck 'h\Y'hmdYcZk cf_'h\Ym\Uj Yi bXYffU_]b#dfcX WX'Xi f]b['h\Y]f'd`UWa Ybh WcbfJVi hYg'hc'h\Y]f'\cgh'cf[ Ub]nUh]cb UbX#cf'fY`Yj Ubh'a YX]U']bXi ghfm'-b'h\]g'`Ugh'Wca dcbYbh'ghi XYbhg

Gi Va]gg]cb cZ 5ggYgga YbhHUg_g

Ghi XYbhg UfY Yl dYWhYX hc di hh\Y]f bUa Yg UbX ghi XYbhbi a VYfg cb Yj YfmdU[Y cZ h\Y]f Ugg][ba Ybh"

Hi fb]b Gi Va]gg]cb

- K cf_ gi Va]HHYX %$ hc % XUmg UZHYf h Y gh]di `UHYX XYUX`]bY k]``VY UggYggYX UbX ZYYXVUW_ dfcj]XYX Vi hU a Uf_cZnYfc k ]``VY fYWcfXYX" ÷h Y k cf_ k ci `X \Uj Y fYW]j YX U dUgg a Uf_ Vi h]Zcf h Y `UHYbYgg UbX h Y k cf_]g U Wca di `gcfm Wci fgY Wca dcbYbh f\i fX`Y fYei]fYa YbhžU ghi XYbh k]` VY XYYa YX hc \Uj Y a Yhh UhfUfYei]fYa Ybh/
- K cf_ gi Va]HHYX &$ cf a cfY XUmg UZHYf h Y gh]di `UHYX XYUX`]bY k]``bchVY UWWYdhYX Zcf UggYgga Ybh UbX k ]``fYW]j Y bc ZYYXVUW_ža Uf_cf[fUXY"÷h Y UggYgga Ybh Ug_]g U Wca di `gcfm Wca dcbYbhcZh Y Wci fgY U ghi XYbh k]``fYW]j Y Ub I bgUh]gZUWhcfm: U]`fI : Ł[fUXY Ug U fYgi `hcZ i bgUh]gZUWhcfm dYfZcfm UbWY`]b Ub YggYbh]U` Wca dcbYbhcZh Y Wci fgY"

H\]g]bZcfa Uh]cb]g U`gc Uj U]`UV`Y Uh

[\hhdg.##k k k "Ufhg"i bgk "YXi "Ui #W ffYbhghi XYbhg#UWUXYa]W#]bZcfa Uh]cb#dfchcWc`g![i ]XY`]bYg#](link)

GdYW]U` 7 cbg]XYfUh]cb 5dd`]WUh]cbg

Mci `WUb Udd`m Zcf gdYW]U` Wcbg]XYfUh]cb k \Yb]``bYgg cf ch Yf W]fWi a ghUbWYg]bhYfZYfY k]h mci f UggYgga Ybh dYfZcfa UbWY"

G]W bYggža]g UXj Ybh fY cf ch Yf W]fWi a ghUbWYg VYmcbX mci f Wcbhfc` a Um.

ł DfYj Ybh mci `Zca Wca d`Yh]b[U Wci fgY fYei]fYa Ybtž

ł ? YYd mci `Zca UhhYbX]b[Ub UggYggUV`Y UWh]j]hmž

ł Ghcd mci gi Va]tt]b[U UggYggUV`Y k cf_ Zcf U Wci fgYž

ł G][b]Z]WUbhmUZYWhmci f dYfZcfa UbWY]b UggYggUV`Y k cf_ žVY]h U Zcfa U`YbXcf bgYa YghYf fYl Ua]bUh]cbžU WUgg hYghžU UVcfUhcfm hYghžU ga]bUfdfYgYbhUh]cb cf UbmchYf Zcfa `cZUggYgga Ybh

: cf Z fh Yf XYhU]`g ]b fYUh]cb hc GdYW]U` 7 cbg]XYfUh]cb]bWi X]b[``K \Yb hc 5dd`mž " < ck hc 5dd`m UbX ˝Gi ddcfh]b[8cWi a YbhUh]cn ˝d`YUgY fYZYf hc h Y GdYW]U` 7 cbg]XYfUh]cb k YVg]hY. `
[\hhdg.##ghi XYbh"i bgk "YXi "Ui #gdYW]U`!Wcbg]XYfUh]cb](link)

5WUXYa]W <cbYghm UbX D`U[]Ufga

D`U[]Ufga]g i g]b[h\Y kcfXg cf]XYUg cZ ch\Yfg UbX dfYgYbh]b[h\Ya Ug mci f ck b"‑ +h\Ub h_Ya Ubm
Zcfa gž Zfca XY`]VYfUhY`m XYUh]b[cb"ˈ+UWW]XYbhU`mˈWcdm]b[ Zfca U gci fWY k]h\ci h UW_bck`YX[YaYbh‛"

I BGK [fci dg d`U[]Ufga]bhc h\Y Zc``ck]b[WUhY[cf]Yg.

7cdm]b[. i g]b[h\Y gUa Y cf jYfm g]a]`Uf kcfXg hc h\Y cf][]bU` hYl hcf]XYU k]h\ci h UW_bck`YX[]b[h\Y
gci fWY cf i g]b[ei ch\cb a Uf_g" H\]g U`gc Udd`]Yg hc a Ug YgžUfhUbX XYg][b dfcYWhgžUg kY``Ug
dfYgYbhUh]cbg k\YfY cabY dfYgYbhg Ubch\Yf’g]XYUg cf kcfXg]h\cihWfYX]h"

ЬUddfcdf]UhY dUfUd\fUg]b[. 7\Ub[]b[U ZYk kcfXg UbX d\fUgYg k\]`Y a cgh`mfYhU]b]b[b h\Y cf][]bU`
ghfi Wh fY UbX#cf dfc[fYgg]cb cZ]XYUg cZ h\Y cf][]bU`ž UbX ]bZca Uh]cb k]h\ci h UW_bck`YX[Ya Ybh H\]g U`gc
Udd`]Yg]b dfYgYbhUh]cbg k\YfY cabY dUfUd\fUgYg Ubch\Yf’g]XYUg cf kcfXg]h\ci hWfYX]hUbX hc
d]Wb]b[hc[Yh\Yf ei chYg UbX dUfUd\fUgYg]bhc U bYk k\c`Yž k]h\ci hUddfcdf]UhY fYZYfYbW]b["

7c``ig]cb. k cf]b[ k]h\ ch\Yfg Vi h dUgg]b[ cZZ h\Y k cf_Ug U dYfgcb’g ]bX]j]Xi U`k cf_" 7c``ig]cb U`gc

F Ygci fW⁄g

DfYgW⁄f]VYX F Ygci fW⁄g

Bch Uj U]`UV`Y

F YW⁄ca a YbXYX F Ygci fW⁄g

Bch Uj U]`UV`Y

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

Ⓒ6f]YZmci h]bY `ck ghi XYbh ZYYXVUW⁄_ flVch\ Zcfa U `UbX]bZcfa U `Ł cb h\Y Wci fgY k]``VY [ Uh\YfYXž \ck ]h k ]``VY UbU`mgYX UbX \ck]h k]``VY UW⁄YX i dcb hc]a dfcj Y h\Y ghi XYbh `YUfb]b[ Yl dYf]YbW⁄" : cf Yl Ua d`Yž mci a][\h X]gW⁄gg k \Uh k Ug]XYbhⁿ⁄YX]b dUgh ZYYXVUW⁄_ UbX \ck]h g Wci fgY k Ug W⁄Ub[YX hc UXXfYgg h\Y]ggi Y"Ⓠ

⁼a U[Y 7 fYX]h

6cX]Yg⁄ ⁼bhYf ZUW⁄g &$%*

7 F ⁼7 C G

7 F ⁼7 C G Dfcj]XYf 7 cXY. `$$$-, ;