



MDIA2010

GYf]ci g'; Ua Yg

HYfa `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	Va "VtghY``c4 i bgk "YXi "Ui	K YXbYgXUmg`%&da	F cVYfh K YVghYf`&' %	- ' ,) `* , \$)

GWXcc``7cbhUWhi`bZcfa Uh]cb

Fcca " %&Z`Yj Y`` `F cVYfhK YVghYf`6i]X]b[

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

9a U]`. gUa 4 i bgk "YXi "Ui

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

7ci fgY'8YHJ]`g

7fYX]h'Dc]bqg`*`

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

Gi V'YWh5fYU.'? WWS

H\]g'Wci fgY'Wb'U'gc'VY'ghi X]YX'jb'h\Y'Zc`ck]b['gdYW]U'gU]cb.'5 d\St[hWI`df]' Y

I bXYfgHUbX]b['k \Uh[Ua Yg'fYU`mUfY'UbX'\ck 'h\Ym'Wb'UZZ'Wh'UbX'WYU'Y'Ui X]YbW'g'g'YggYbh]U`
_bck`YX[Y'Zc'f'Yj Yfma YX]U[fUXi UH' " `b'h]g'Wci fgY'k Y'Zc'W'g'cb'h\Y'a cgh'Wca a cb'hdYg'cZ[Ua Yg'h\Uh
a YX]U'dfcXi W'fg'WYU'Y'zeW]age YS_ Wc" 'H\YgY'UfY'[Ua Yg'h\UhUfY'i gYX'Zc'f'fYU'!']Z' di fdcgYg'ch'Yf'h\Ub
di fY'Ybh'f]ba Ybh': cf'Yi Ua d'Y'Z'h\Ymia][\hVY'i gYX'Zc'f'gcW]U'W'Ub[Y'Z'YXi W]h'cb'z'h]U]b]b[žUXj Yf]g]b[ž
cf'fc'\Y'd'dYcd'Y'UW\Yj Y'U'dUf]W'Uf'\YU'h'cV'YW]j Y" `b'h]g'Wci fgY'mci 'k]`Zc'W'g'cb'h\Y'WcbW'dh U`
XYg][b'UbX'UbU'mg]g'cZgYf]ci g'[Ua Yg" 'H\]g'Wcbh'I hk]`g\UdY'Ub'bj Ygh[Uh]cb']brc'[Ua Y'UYgh\Yh]Vgž

5ggYgga Ybh

H\YFY'UFY'fFY'UggYgga YbhUg_g'hc'Wca d'YH'"Mci' a i ghWca d'YH'UbX'\UbX']b'U''hFY'fUg_g']b'c'fXYf
 hc'dUgg'h\]g'Wci'fgY''H\]g'a YUbg'hUhmc'i'k']'ZU]'Zmci'Xc'bc'h\UbX']b'cbY'fUg_Yj'Yb']Zmci'\Uj'Y'U'hc'U'
 [fUXY'cZcj'Yf')\$Zca'hY'c'hYf'fk'c'Ugg][ba'Ybhg"
 GYY'hY'Wci'fgY'k'YVg]h'cb'A'ccX'Y'Zcf'Z''Ugg][ba'YbhUg_'XYgW]dh]cbgža'Uf_]b['W]h'f]U'UbX'gi'Va]gg]cb
]\$gfi'W]cbg"

5ggYgga YbhUg_g'

5ggYgga YbhUg_g'	K Y][\h	8i Y'8UHY	Gh XYbh@YUfb]b[Ci hWca Yg'5ggYggYX
@YWh'fY'5W]j]h]Yg'	' \$i	DUFhC bY.'%(#' \$&\$%- '\$DA DUFhHk c.'\$%#\$(#&\$%- '\$DA	%z&
; Ua Y'5bU'mg]g'9ggUmi	(\$i	%/#\$ (#&\$%- '\$.\$\$.DA	%z&
GYf]ci'g'; Ua Y'Dfch'cmdY DUW_U[Y'	' \$i	h!WUgg'K_'%\$ '&' fX#&(h 5df]	&z ž

5ggYgga Ybh8YhU]`g

5ggYgga Ybh% '@YWh'fY'5W]j]h]Yg

GHUfhXUHY.

8YhU]`g.'*g\cfha i`hd'Y!Wxc]W'cf'g\cfhUbgk Yf'hYI hg]b['Y!UthYa dhUW]j]h]Yg''b_YX'hc''k'YY_g'cZ'YWh'fY
 Wcb'hYbh': YXXVUW_j]U'Wci'fgY '@A G''

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

H\YFY'UFY'fFY'UggYgga YbhUg_g'hc'Wca d'YH'"Mci' a i ghWca d'YH'UbX'\UbX']b'U''hFY'fUg_g']b'c'fXYf

GhUfhXUHY.

8YHU]g.; fci d'dfc YW]b`hUa g'cZ&! ("Gi Va]hYX`Wca dcbYbhg`UfY.; !%\$'a]bi h'dfYgYbhU]cbz%&'a]bi hY
[Ua Yd`UmXcW a YbhU]cbz[Ua Y'dfch`mdY`XcW a YbhicZ, \$!%\$\$\$'k cfXg": YYXVUW_j]U`Wci fgY`@A G"

5XX]h]cbU`XYHU]g.

H\]g`hUg_`Ug'a i`hd`Y`XYUX`]bYg.; Ua Y`Dfch`mdY`D`UmhYghg`UfY`]b`K`YY_`*":]bU`@YW]h fYf`d`UmhYghg`UfY
]b`K`YY_`-":]bU`dfYgYbhU]cbg`hc`hY`7`YbhUfY`]b`K`YY_`%\$`fgYY`XUHY`UVcj YE`UbX`hY`D8:]g`\UbXYX`]b
cb`A %o %o %o

		UbX'di b]g\`a Ybh" :]bU`@YWñi fYf`D`UñhYghg`]b`Gh`X]c`WUgg`h\]g k YY_
K YY_`%\$.`&&`5df]`!`&, 5df]`	@YWñi fY	8Yg][`b]b[`'mci`f`;`Ua`Yg`UbX`DfcXi`W]b[`'mci`f` Dfc]c]m]dY`DUW_U[`Y 5Xj`]W`UbX`h]dg`Zc`f`dfcXi`W]b[`'mci`f`[`Ua`Y`dfc]c]m]dY` dUW_U[`Y`UbX`dfYgYb]h]cb" :]bU`];`Ua`Y`DfYgYb]h]cb]g`h`c`h`Y`7`]Ybh

F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

5`k YY_mfYUX]b[gZ[Ua YgZUbX`chYf`Wci fgY`Wcbh`bhk]`VY`Uj U]UV`Y`j]U`h`Y`Wci fgY`k YVg]h`cb
A ccX`Y"

F YWca a YbXYX`F Ygci fWg

H\Y`I BGK `@]vUfm\Ug`a Ubmi gYZ ``fYgci fWg`cb`gYf]ci g`[Ua Y`XYg][bZ`f`YI Ua d`Y/

Gi Va]gg]cb`cZ5ggYgga YbhHUg_g

Gi Va]gg]cb`cZ5ggYgga YbhHUg_g

Hi fb]hb`Gi Va]gg]cb

Ʒmci`YbWci`bhYf`U`dfcV`Ya`k`Yb`U`H`Ya`dh]b[`hc`gi`Va`]hmc`i`f`Ugg][`ba`Ybh`h`fci`[`\`Hi`fb]hb`z`d`YUgY`
H`Y`d`l`cb`Y`9I`H`fb`U`Gi`ddcfh`cb`-`,`)``%`cf`Ya`U]`h`Ya`cb`YI`H`fb`U`H`hgi`ddcfh`i`bgk`"YXi`"Ui`"Gi`ddcfh`
`l`ci`fg`UfY`,`.\$\$Ua`-`%\$.\$\$da`cb`k`YY`XUmg`UbX`-`.\$\$Ua`-`).\$\$da`cb`k`YY`YbXg`fI`*)`XUmg`U`mY`UfL`Ʒmci`
UfY`i`bUV`Y`hc`gi`Va`]hmc`i`f`Ugg][`ba`Ybh`Xi`Y`hc`U`Z`U`h`k`]h`Hi`fb]hb`mci`a`Um`Udd`m`Z`f`Ub`YI`H`bg]cb`z`Vi`hmc`i`
a`i`gh`f`Y`h]b`mci`f`h]W`Y`hbi`a`VY`f`Z`ca`9I`H`fb`U`Gi`ddcfh`f`U`cb[`k`]h`Ub`m`c`h`Y`f`f`Y`j`Ub`h`X`c`W`a`Y`b`h`g`L`hc`
]b`Wi`XY`Ug`Y`j`]X`Y`b`W`hc`gi`ddcfh`mci`f`YI`H`bg]cb`Udd`]W`h]cb"Ʒmci`Ya`U]`9I`H`fb`U`Gi`ddcfh`mci`k`]`
Ui`h`ca`U`h]W`m`f`Y`W`j`Y`U`h]W`Y`hbi`a`VY`f`z`Vi`h]Z`mci`H`Y`d`l`cb`Y`mci`k`]`b`Y`Y`X`hc`gd`Y`W`Z`W`m`Ug`_`Z`f`cb`Y`
Hi`fb]hb`U`gc`d`fcj`]X`Y`gi`d`X`U`H`g`i`cb`h`Y`j`f`g`m`g`h`Ya`g`h`U`h`g`i`cb`H`k`]h`Y`f`"

;`Yb`Y`f`U`m`z`Ugg`Y`gga`Y`bh`h`Ug`_`g`a`i`gh`V`Y`gi`Va`]h`Y`X`Y`Y`W`f`cb]W`m`j`]U`Y`]h`Y`f`Hi`fb]hb`cf`U`A`cc`X`Y`
Ugg][`ba`Y`bh`h`b`]b`g`h`U`b`W`g`k`Y`f`Y`h`l`g`]g`b`ch`id`c`g`g]V`Y`z`]h`k`]`V`Y`g`h`U`H`X`i`cb`mci`f`W`ci`fg`Y`g`A`cc`X`Y`g`]h`k`]h`
U`h`f`b`U`h]`Y`gi`Va`]gg]cb`XY`h]g"

:`cf`]b`Z`c`fa`U`h]cb`cb`l`ck`hc`gi`Va`]h`Ugg][`ba`Y`bh`g`cb`]b`Y`j`]U`A`cc`X`Y`.\`h`td`g`#`gh`XY`bh`i`bgk`"YXi`"Ui`#`ack`!
gi`Va`]h`Ugg][`ba`Y`bh`a`cc`X`Y`"

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" #WU b'U`Y`a Ubm Zcfa gž Zca`XY]VYfUHY`WXYU]b['hc`UW]XYbU`mW`dm]b[Zca`U`gci fW`k]h'ci hUW_bck`YX[Ya`Ybh'

I BGK`[fci dg'd`U[]Uf]ga`]bhc`hY`Z`ck]b[`WU]Y[cf]Yg.

7cdm]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`gci fW`cf`i`g]b['ei`chU]cb`a`Uf`g`"H\]g`U`gc`Udd`Yg`hc`]a`U[Ygž`Uf`h`UbX`XYg][`b`dfc`YWgž`Ug`k`Y`U`g`dfYgYbU]cbg`k`YfY`gca`YcbY`dfYgYbhg`UbchYf`g`]XYUg`cf`k`cfXg`k`]h'ci hWYX]h'

#Uddfcdf]UHY`dUfUd`fUg]b[.`7`U`b[]b[`U`Z`k`k`cfXg`UbX`d`fUgYg`k`Y`a`cghm`fYU]b]b['hY`cf][]bU`gfi`W`fY`UbX`#`f`dfc[`fYgg]cb`cZ]XYUg`cZ`hY`cf][]bU`Z`UbX`]bZcfa`U]cb`k`]h'ci hUW_bck`YX[Ya`Ybh`H\]g`U`gc`Udd`Yg`]b`dfYgYbU]cbg`k`YfY`gca`YcbY`dUfUd`fUgYg`UbchYf`g`]XYUg`cf`k`cfXg`k`]h'ci hWYX]h`UbX`hc`d]YW]b['hc[Y`hY`f`ei`chYg`UbX`dUfUd`fUgYg`]bhc`U`bYk`k`Y`c`Z`k`]h'ci hUddfcdf]UHY`fYZYfYbW]b["

7c`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_]7c`i`g]cb`U`gc`]bWi`XYg`dfcj`X]b[`mci`f`k`cf_]hc`UbchYf`gh`XYbhVYZc`fY`hY`Xi`Y`XU]Y`Zc`f`Zc`f`hY`di`fdcgY`cZ`hY`a`d`U[]Uf]g]b[`Uh`Ubm]h`a`Y`Z`dUm]b[`UbchYf`dYfgcb`hc`dYfZcfa`Ub`UWUXYa`]W]Ug`ž`gh`U`]b[`cf`UW`ei`]f]b[`UbchYf`dYfgcb`g`UWUXYa`]Wk`cf_]UbX`W`dm]b[`]ž`cZ]f]b[`hc`W`a`d`Y`h`UbchYf`dYfgcb`g`k`cf_]cf`gYY_]b[`dUma`YbhZc`f`W`a`d`Y`h]b[`UWUXYa`]Wk`cf_]`

#Uddfcdf]UHY`W]U]cb.`7`]b[`gci`fW`g`k`]W`U`j`Y`bchVYYb`fYUXž`k`]h'ci hUW_bck`YX[]b['hY`"gYW`bXUfm`gci`fW`Zca`k`]W`_bck`YX[Y`cZ`hY`a`U`g`VYYb`cV]U]bYX"

8i`d`]WU]cb`f`fY`Z`d`U[]Uf]ga`"L`gi`Va`]h]b[`mci`f`ck`b`k`cf_]ž]b`k`Y`cf]b`dUfž`k`YfY`]h`Ug`dYfY`]ci`g`m`VYYb`dfYdUfYX`cf`gi`Va`]hYX`Zc`f`UbchYf`UggYgga`Ybhcf`W`ei`fgY`U`hI`BGK`cf`UbchYf`i`b]j`Yfg]m'

7c`fY`W`fYZYfYbW]b[`d`fUW]W]g.

- DUfUd`fUg]b[`žgi`a`a`Uf]g]b[`žYggUm`k`f]h]b[`UbX`h`a`Y`a`UbU[`Ya`Ybh`
- 5ddfcdf]UHY`i`gY`cZ`UbX`U]h]f]Vi`h]cb`Zc`f`U`fU]b[`Y`cZ`a`U`hYf]U`g`]bWi`X]b[`hY`i`ž]a`U[`Ygž`Zcfa`i`UY`UbX`W`b`W`drg"

#X]j`]Xi`U`Ugg]gh`UbW`]g`Uj`U]UV`Y`cb`fYei`YghZca`h`Y`@`YUf]b]b[`7`YbhY`f`h`hd`##`k`k`"Wi`bgk`"YXi`"Ui`#`G`h`XYbhg`UfY`U`gc`fYa`]bXYX`h`U`h`W`fYZ`h`a`Y`a`UbU[`Ya`Ybh]g`Ub`]a`dcfU]bh`dUf`h`cZ`gh`Xm`UbX`cbY`cZ`hY`]XYbh]Z]YX`W`li`gYg`cZ`d`U[]Uf]ga`]g`d`cc`f`h`a`Y`a`UbU[`Ya`Ybh`G`h`XYbhg`g`l`ci`X`U`ck`i`gi`Z]W]Ybh]h`a`Y`Zc`f`YgYUfW`ž`X`fU]h]b[`UbX`dfcdYf`fYZYfYbW]b[`cZ`gci`fW`g`]b`dfYdUf]b[`U`UggYgga`Ybh]h`a`g"

I BGK`@]VfUfm`U`gc`U`g`hY`9@G9`hc`U`j`U]UV`Y`hc`Ugg]ghmci`k`]h`mci`f`gh`XmU`hI`BGK`"9@G9`]g`XYg][`bYX`hc`]b]hcfXi`W`bYk`gh`XYbhg`hc`gh`Xn]b[`U`hI`BGK`Vi`h]h`W`b`U`gc`VY`U`[`fYU`h`fY`ZYg`Yf`Xi`f]b[`mci`f`gh`Xn'

7ca`d`Y`h]b[`hY`9@G9`h`hc]f]U`UbX`ei`]n`k`]YbUVY`mci`hc.

- UbU`mgY`hc`d]Wgž`d`Ub`fYg`d`cbgYg`UbX`cf[`Ub]gY`fYgYUfW`Zc`f`UWUXYa`]Wk`f]h]b[`UbX`chYf`UggYgga`Ybh]Ug_g`

- i bXYfgHUbX'mci f'f][\hg'UbX'fYgdcbg]V]]hYg'Ug'U'gh XYbhUhl BGK
-

5 WUXYa]WbZcfa Uhcb`

: cfYggYbh]U`ghi XYbh]bZcfa Uhcb`fY`Uh]b[`rc.

- fYei Yghg`ZcfYI hYbg]cb/
- `UhY`gi Va]gg]cbg`[i]XY`]bYg/
- fYj]Yk `cZa Uf_g/
- I BGK `<YU`h`UbX`GUZYmidc`]WYg/
- YI Ua]bUh]cb`dfcVWXi fYg/
- gdYW]U`Wc]bg]XYfUh]cb`]b`hY`Yj Ybhcz]`bYgg`cf`a]gUXj Ybh fY/
- ghi XYbhYei]m]UbX`X]gUV`]m/
- UbX`chYfYggYbh]U`UWUXYa]W]bZcfa Uh]cbz`gYY

[\hdc`##k k k "Ufmg`i bkg "YXi "Ui #W ffYbh\]ghi XYbh\]bZcfa Uh\]cb`dfc\]Wc`g`\[i \]XY`\]bYg#](#)

