



MDIA5003

C b`]bY`UbX`A cV]`Y`A YX]U

HYfa`C bY``##`&\$%-



GWcc`cZHY`5ftg`UbX`A YX]U``##`I BGK`..5ftg`UbX`GcWU`..GWYbWg

7ci fgY'8YHJ]`g

7fYX]hDc]bHg`*`

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

H\]g`Wci fgY`ZcW`gYg`cb`j`Uf]ci`g`Zcfa`g`cZcb`]bY`UbX`a`cV]Y`a`YX]Už`h\Y]f`Uzc`fX`UbW`g`UbX`Wc`bghfU]bhgž`h\Y`
i`gY`UbX`bcb!i`gY`Vma`i`h`d`Y`di`V`]Wgž`UbX`h\Y`]a`dUW`icb`Wc`bhYa`dcfUfm`Wca`a`i`b]W]h]cb`UbX`W`h`fU`
dfcXi`W]cb`" `#idfcj`]XYg`cddcfh`b]h]Yg`Zc`f`gh`XYbHg`hc`Yb[`U[`Y`W]h]W]`mik`]h`bYk`a`YX]U`h`Ycfmž`UbX`hc`
fYZYV`icb`h\Y]f`ck`b`cVgYfj`U]h]cbg`UbX`Yi`dYf]YbW`g`"

Hcd]Wg`Wcj`YfYX`]b`h]g`Wci fgY`]bW`i`XY`h\Y`Yj`c`i`h]cb`cZcb`]bY`UbX`a`cV]Y`h`W`bc`c[`]Ygž`a`i`h`d`Y`
dYfgdYW]j`Yg`cb`X][`]hU`Ui`X]YbW`g#`gYfgž`bYhk`cf`_`YZZ`Wgž`h\Y`k`Um]g`h`Uh`Wca`a`i`b]W]h]cb`dfcZ`gg]cbU`g`
Ya`d`cmicb`]bY`UbX`a`cV]Y`a`YX]Už`h\Y`h`bg]cbg`Ufci`bX`d`U`h`Zc`fa`dc`]h]Wgž`Wc`dmf][`h`ž`cdYb`gci`fW`
dfcXi`W]cbž`UbX`i`gY`cZXU`h`"

7ci fgY`@YUfb]b[`C`i`hWca`Yg

%`8Ya`cbghfU`h`h\Y`UV`]hmihc`W]h]W]`mUggYgg`j`Uf]ci`g`Zcfa`g`cZcb`]bY`UbX`a`cV]Y`a`YX]Už`UbX`hc`
]XYbh]žm`UbX`Wca`dfY`YbX`h\Y`X]j`YfgY`di`V`]Wg`h\Uhi`gY`UbX`UW`W`gg`cb`]bY`a`YX]U`".....`
&"

@Yb[h. %) \$\$'k cfXg

8YhJ`g. %) \$\$'k cfXg"K f]hYb`ZYXVUW`h\fc i [\ `Hi fb]hb"

5XX]h]cbU`XYhJ`g.

D`YUgY`fYZf`h`z`f\Yf`XYhJ`YX`[i]XY`bYg`UbX`gi ddcfhfYgci fWg`cb`A ccX`Y"

Hi fb]hb`gYh]b[. H\]g`Ugg][ba Ybh]g`gi Va]hYX`h\fc i [\ `Hi fb]hb`UbX`gh XYbhg`Xc`bchgYY`Hi fb]hb`g]a]Uf]mfYdcfrg"

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`f`b`U`Gi`ddcfh`cb`-`,`)``%`cf`Ya`U]`h`Ya`cb`YI`H`f`b`U`H`f`gi`ddcfh`i`bgk`"YXi`"Ui`"Gi`ddcfh`
`l`ci`fg`UfY`,`.\$\$Ua`-`%\$.\$\$da`cb`k`YY`XUmg`UbX`-`.\$\$Ua`-`).\$\$da`cb`k`YY`YbXg`f`l`*)`XUmg`U`m`Y`Uf`l`"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`f`bg]cb`z`Vi`hmc`i`
a`i`gh`f`Y`h]b`mci`f`h]W`Y`h`bi`a`VY`f`Z`ca`9I`H`f`b`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`W`i`X`Y`U`g`Y`j`]X`Y`b`W`hc`gi`ddcfh`mci`f`YI`H`f`bg]cb`Udd`]W`h]cb"Ʒmci`Ya`U]`9I`H`f`b`U`Gi`ddcfh`mci`k`]`
Ui`h`ca`U`h]W`m`f`Y`W`j`Y`U`h]W`Y`h`bi`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`U`g`_`Z`f`cb`Y`
Hi`fb]hb`U`gc`d`fc`j`]X`Y`g`i`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`U`g`_`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`b`h`-`b`]b`g`h`U`b`W`g`k`Y`f`Y`h`l`g`]g`b`c`h`i`d`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`X`Y`h]`g`"

:`cf`]b`Z`c`fa`U`h]cb`cb`l`ck`hc`gi`Va`]h`Ugg][`ba`Y`b`h`g`i`cb`]b`Y`j`]U`A`cc`X`Y`.\`h`td`g`#`g`h`X`Y`b`h`i`bgk`"YXi`"Ui`#`ack`!
gi`Va`]h`Ugg][`ba`Y`b`h`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 Z'fa gž Z'ca`XY]VYfUHY`WXYU]b['hc`UW]XYbU`mW'dm]b[Z'ca`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`Ufh`UbX`XYg][`b`dfc`YWgž`Ug`k`Y`Ug`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`]bZ`fa`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]Y]W]b['hc[Y`hY`f`ei`chYg`UbX`dUfUd`fUgYg`]bhc`U`bYk`k`c`Y`ž`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`]bW`i`XYg`dfcj`X]b[`mci`f`k`cf`_]hc`UbchYf`gh`XYbhVYZ`fY`hY`Xi`Y`XU]Y`ž`cf`Z`f`hY`di`fdcgY`cZ`hY`a`d`U[]Uf]g]b[`Uh`Ubm]h`a`Y`ž`dUm]b[`UbchYf`dYfgcb`hc`dYfZ`fa`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`YbhZ`f`W`a`d`Y`h]b[`UWUXYa`]Wk`cf`_"]

#Uddfcdf]UHY`W]U]cb.`7`]b[`gci`fW`g`k`\]W\`Uj`Y`bchVYYb`fYUXž`k`]h'ci hUW_bck`YX[]b[`hY`"gyW`bXUfm`gci`fW`Z`ca`k`\]W`_]bck`YX[`Y`cZ`hY`a`_]Ug`VYYb`cV]U]bYX"

8i`d`]W]h]cb`f`fY`Z`d`U[]Uf]ga`"L`gi`Va`]h]b[`mci`f`ck`b`k`cf`_]b`k`c`Y`cf`]b`dUf`ž`k`\YfY`]h`Ug`d`fY`]ci`g`m`VYYb`dfYdUfYX`cf`gi`Va`]hYX`Z`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[`ž`gi`a`a`Uf]g]b[`ž`YggUm`k`f]h]b[`UbX`h`a`Y`a`UbU[`Ya`Ybh`
- 5ddfcdf]UHY`i`gY`cZ`UbX`U]h]f]Vi`h]cb`Z`f`U`fU]b[`Y`cZ`a`U`hYf]U`g`]bW`i`X]b[`hY`i`ž`]a`U[`Ygž`Z`fa`i`UY`UbX`W`b`W`drg"

#X]j`]Xi`U`Ugg]gh`UbW`]g`Uj`U]UV`Y`cb`fYei`YghZ`ca`h\Y`@YUf]b[`7`YbhY`f`h`hd`##`k`k`"Wi`bgk`"YXi`"Ui`#`G`h`XYbhg`UfY`U`gc`fYa`]bXYX`h`Uh`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]i`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`g`i`Z]W]Ybh]h`a`Y`Z`f`fYgYUfW`ž`X`fU]h]b[`UbX`d`fcdYf`fYZYfYbW]b[`cZ`gci`fW`g`]b`dfYdUf]b[`U`UggYgga`Ybh]h`a`g"

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

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

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

