



MDIA2005

5Xj Yfh]g]b[. 'H\Y'7 fYUhj Y'8]a Ybg]cbg

HYfa 'Cby''##'&\$&\$

7 ci fgY`Cj Yfj]Yk

`GHUZZ`7 cbhUW`i8YHJ]`g`

`7 cbj Ybcfg`

B Ua Y	9a U]			

7ci fgY'8YHJ`g

7fYX]hDc]bhtg`*`

Gi a a UfmicZ\hY'7ci fgY

Gi VYWh5fYU.`? VW[S

5Xj Yfhg]b[`]g`U`WYUhj] YzUbX`UhiJa Ygz`Wcbfrcj Yfg]U`Wca a i b]WUhj] Y`[YbfY`hUhd`Umg`U`WbFU`fc`Y`]b
Wcbgi a Yf`W`hi`fY`"H\]g`Wci fgY`k`]"`WXU`Yb[Y`mci` `hc`Wcbg]XYf`bchcb`mi`hY`WYUhj] Y`X]a Ybg]cbg`cZ
UXj Yfhg]b[`Vi`hU`gc`hc`Wcbg]XYf`U`gi`ghU]bUVY`gcWU`fc`Y`Zc`f`UXj Yfhg]b[" `Mci` `k`]"`VY`WXU`Yb[YX`hc
XYj Y`cd`Ub`i`bXY`fghUbX]b[`cZ`hY`fY`U`h`cbg\]d`VY`hk`YYb`UXj Yfhg]b[`UbX`WYUhj]]miUbX`ZcW`g`cb`\ck`hc
XYj Y`cd`]bcbj`Uhj] Y`gc`i`h`cbg`hc`WcbhYa`dcfUfmiUbX`gcWU`Wca a i b]WUhc]b`dfcV`Ya`g`"H\Y`Wci fgY`k`]"`Uj`Y
U`g][b]Z]WbhiUdd`]YX`Wca`dcbYbh`mci` `k`]"`ZcW`g`cb`XYj Y`cd]b[`hY`WYUhj] Y`X]a Ybg]cbg`Zc`f`Ub`UXj Yfhg]b[
WJa`dU][b`fY`U`h`X`hc`U`WcbhYa`dcfUfmgcWU`]"ggi`Y`UbX`Yb[U[Y`]a`U[]bUhj] Y`mk`]h`U[YbWmVf]Y`Zg`Z`YI`Ua`]bY
\ck`]XYUg`UfY`WYUhj] Y`miYI`dfYggYX`i`g]b[`k`cfXg`UbX`]a`U[Yg`UbX`XYj Y`cd`UXj Yfhg]b[`WcbW`dhtg`z`dfY`dUfY
U`WYUhj] Y`d]hW`z`UbX`YI`d`cfY`hY`g`hc`fm`hY`]"b[`UbX`Wcdmk`f]h]b[`X]a Ybg]cbg`cZUXj Yfhg]b["

7ci fgY`@YUfb]b[`Ci hWca Yg

%` 7 f]h]ei Y`WYUhj] Y`UXj Yfhg]b[`]b`U`fUb[Y`cZ`Wca a YfWU`z`Wcbgi a Yf`UbX`gcWU`WcbhYI`hg
&` 7 f]h]ei Y`hY`fc`Y`cZUXj Yfhg]b[`]b`fY`U`h`cb`hc`gcWY]hmi`hcXUm
" ` 8Ya`cbghfU`hY`_bck`YX[Y`cZUbX`UV]"mi`hc`Udd`mi`WYUhj] Y`dfUW]W`g`hc`Wca a i b]WUhc]b`]ggi`Yg`UbX
dfcV`Ya`g
(` ÆYbh]ZmU`hUf[YhUi`X]YbW`UbX`_Ym]bg][\hg`h`fci [\`fYgYUfW
)" A`UbU[Y`hY`XYj Y`cda`YbhcZ`_Ym]bg][\hg`h`fci [\`hY`WYUhj] Y`dfcW`gg

HYUWX`]b[`GhfU`hY[]Yg`

F`U]hc]bU`Y.

H\Y`Wci fgY`]g`XYg][bYX`hc`]b`f`c`Xi`W`gh`XYb`hg`hc`g`h`f`U`hY[]WUbX`WYUhj] Y`Udd`fc`UWX`Yg`hc`UXj Yfhg]b[`]b
fUd]X`m`W`Ub[]b[`a`YX]U`WcbhYI`hg`"H\Y`Wci fgY`]g`U`gc`XYg][bYX`hc`]b`_`hc`hY`I` B`G`K` `ghfU`hY[]Wdf]cf]hmcZ
gi`ghU]bUV]"mi`h`fci [\`Ub`Ya`d`U`g]g`cb`UXj Yfhg]b[`Wca a i b]WUhc]b`h`U`hgi`ddc`f`hg`gcWU`z`W`hi`fU`
Ybj`]f`cba`Yb`hU`gi`ghU]bUV]"mi`

HYUWX`]b[`GhfU`hY[]Yg.

ÆhY`fUW]h] Yz`dU`fh]W]dU`hc`fm`UbX`fY`ZY`W]h] Y`hY`UWX`]b[`Udd`fc`UWX`Yg`k`]"`VY`df]cf]h]nYX`U`cb[`k`]h`WcbW`dhi`U`
Z]Ua`Yk`cf`_g`UbX`Udd`]YX`a`Y`h`c`Xg`"

5ggYgga Ybh

H\]g`jg`dfcj]XYX`Ug`U`[YbYfU`[i]XY`!`d`YUg`Y`gYY`A`ccX`Y`Zc`f`UggYgga YbhXYHJ`"

BchY. `5gg][ba Ybh&`UbX`" `a`i`ghVY`gi`Va`]HXY`]b`cfXYf`hc`d`Ugg`h\]g`Wci`fgY`"

5ggYgga YbhHUg_g`

5ggYgga YbhHUg_	K Y][\h	8i Y`8UH`	Gh XYbh@YUfb]b[Ci hWta Yg`5ggYggYX
C b`]bY`fYZYW]j`Y`k`f]h]b[`HUg_`)	\$&#`\$` #&\$\$`\$`\$,`.\$`\$`DA	%z&
7 f]h]WU`"5 bU`mg]g`	()	&#`\$`\$` #&\$\$`\$`\$,`.\$`\$`DA	%z&z`z(`z`)
Dcfhzc`]c`HUg_`	()	%+`#`\$`(` #&\$\$`\$`\$,`.\$`\$`DA	%z`z(`z`)
DfYgYbHU]cb`)	Bch5dd`]WUV`Y	`z`)

5ggYgga Ybh8YHJ`g`

5ggYgga Ybh%`C b`]bY`fYZYW]j`Y`k`f]h]b[`HUg_`

GHUfhXUH`Y. `Bch5dd`]WUV`Y

@Yb[h\ .`&\$\$`K`cfXg`

8YHJ`g. `&\$\$`k`cfXgz`]bX]]Xi U`HUg_`"A`ccX`Y`Zc`f`a` .`dUgg`#Z]`":`YYXVUW_`j`]U`@`A`G`(`dYfW`bhf)`i` .`dUgg`/&`Z]`/\$`i` `bcb]gi`Va`]gg]cbt`

Hi fb]h]b`gYH]b[.`H\]g`jg`bchU`Hi`fb]h]b`Ugg][ba Ybh

5ggYgga Ybh&. `7 f]h]WU`"5 bU`mg]g`

GHUfhXUH`Y. `

@Yb[h\ .`&\$\$\$\$`

8YHJ`g. `&\$\$\$\$`k`cfXgz`]bX]]Xi U`HUg_`(`k`f]h]b`X]UfmYbh]fYg":`YYXVUW_`j`]U`@`A`G`9ei`]j`U`YbhcZa`U`cf`YggUm`h\YcfYh]WU`"fYZYW]cbg`cb`h\Y`Zc`i`f`a`U]b`hc`d]Wg`]b`h\Y`Wci`fgY`"

Hi fb]h]b`gYH]b[.`H\]g`Ugg][ba Ybh]g`gi`Va`]HXY`h`fci`[\`Hi`fb]h]b`UbX`ghi`XYbhg`Xc`bchgY`Y`Hi`fb]h]b`g]a`]Uf]mfYdcfrg`"

5ggYgga Ybh' .`Dcfhzc`]c`HUg_`

GHUfhXUH`Y. `Bch5dd`]WUV`Y

@Yb[h\ .`B5`

8YHJ`g. `H\`fY`f`l`E`WYUH]`Y`UX]`Y`f]h]b[`d]YW`g`hc`V`Y`gi`Va`]HXY`U`g`Wta`dcbYbh]c`Z`h`Y`dc`f`h`z`]c`" `#X]]Xi U`HUg_`":`YYXVUW_`j`]U`@`A`G`"

Hi fb]h]b`gYh]b[.`H\]g`]g`bchU`Hi fb]h]b`Ugg][ba Ybh

5ggYgga Ybh(.`DfYgYbhU]cb

GHUfhXUHY.`

@Yb[h. `B5

8YHU]`g. `DfYdUfY`UbX`i bXYfHU`Y`U`&!' `a]bi hY`Y`Yj Uhf`d]hW`cZcbY`dcf`z`c`UXj Yfh]g]b[`d]YVW```bX]j]Xi U`
hUg_ž]b!WUgg")!dYfW`bhdUgg#Z]``f) i `dUgg/&i `Z]`/\$i `bcb!gi Va]gg]cbE": YYXVUW_j]U`@A G

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

5 hYbXUbW F Yei JfYa Ybhg

5 hYbXUbW k J VY HU Yb + ci hcZ - YW fYgZ h hfJU g UbX k YV Zc fi a g a i ghVY UH YbXYX j b cfXY f hc dUgg h Jg Wci fgY

7 ci fgY GWYXi Y

[J Jk WUgg Ha YHUV Y](#)

Hja YHUV Y

8 UHY	HmdY	7 cbHYbh
K YY_% %+ : YVfi Ufm! :&% : YVfi Ufm	@YWi fY	hfcXi Wjcb hc Wca a YfWU WYUHj JmUbX U WYUHj Y WcbWdh FYZf hc A ccX Y Zc f Z fhYf XYHJ g
	Gh Xjc	K \Uha U_Yg U [ccX UX hfcXi Wjcb hc hY WYUHj Y VfJYZ Mci k J fYW J Y mci f ZfghWYUHj Y VfJZg hc k cf _cb Zc f mci f dc fhZ c
	C b JbY 5Wj Jm	FYZf hc A ccX Y Zc f Z fhYf XYHJ g
K YY_& .&(: YVfi Ufm! & : YVfi Ufm	@YWi fY	7 fYUHj Y h Jb Jb [UbX WYUHj Y dfUWjW FYZf hc A ccX Y Zc f Z fhYf XYHJ g
	Gh Xjc	6 fJb [mci f Jb Jh U WYUHj Y WcbWdhg Zc f hY Zfgh dc fhZ c Jc WJb JW FYZf hc A ccX Y Zc f Z fhYf XYHJ g
	C b JbY 5Wj Jm	FYZf hc A ccX Y Zc f Z fhYf XYHJ g
K YY_ . :& A UfW ! * A UfW	@YWi fY	A U Jb [a YUb Jb [" FYZf hc A ccX Y Zc f Z fhYf XYHJ g
	Gh Xjc	H Y gYWcbX dc fhZ c Jc WJb JW FYZf hc A ccX Y Zc f Z fhYf XYHJ g
	C b JbY 5Wj Jm	FYZf hc A ccX Y Zc f Z fhYf XYHJ g
K YY_(. : A UfW ! % A UfW	@YWi fY	I bXYfgHbX Jb [dYcd Yzi bXYfgHbX Jb [Jbg] [\h FYZf hc A ccX Y Zc f Z fhYf XYHJ g
	Gh Xjc	H Y h JfX dc fhZ c Jc WJb JW FYZf hc A ccX Y Zc f Z fhYf XYHJ g
	C b JbY 5Wj Jm	FYZf hc A ccX Y Zc f Z fhYf XYHJ g
K YY_) . % * A UfW ! &\$ A UfW	@YWi fY	HY Jb [dck YfZ V fUbX ghc f Yg FYZf hc A ccX Y Zc f Z fhYf XYHJ g

F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

H\Y`UXj Yfhg]b[`WcbWdhVcc_`Ž 6Uffnž`D`"f&,\$%* Ł

H\]g`]g`\\][`mFYWca a YbXYX`"K \]Y`mci `Xc`bch\Uj Y`tc`Vi m]ž]hk]`VY`ja a YbgY`m\Y`dZ `tc`mci `]Zmci Xc"

F YWca a YbXYX`F Ygci fWg

D`YUgY`fYZf`tc`A ccX`Y`Zc`f`gci fWg"

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

H\Y`Wci fgY`Wcbj Ybcf`UbX`hi`tcfg`k`Y`Wca Y`]bZcfa U`ZYXVUW`UVci h\Y`Wci fgY`h`fci [`ci h\Y`gYa YghYf` : i f\Yfa cfYž`gh XYbhg`UfY`YbWci fU[YX`tc`dUfh]WdUfY`]b`cb`]bY`ZYXVUW`_gi fj Ymg`UHf`]b`h\Y`gYa YghYf`"5b Ya U]`k]`VY`gYbh`tc`U`gh XYbhg`UXj]g]b[`k \Ybžk \YfYž`UbX`ck`tc`dfcj]XY`ZYXVUW`"

D`YUgY`hU`Y`h\Y`hja Y`tc`dfcj]XY`ZYXVUW`" `b`fYWbhmYUfg`h\Y`Wci fgY`Ug`VYYb`WUUb[YX`Ug`U`fYgi`hcZ gh XYbh]bdi`h` : cf`YI Ua d`Yž`h\Y`Wci fgY`UggYgga Ybh`Ug`VYYb`WUUb[YX`Zca`U`[fci d`Ugg][ba Ybh`tc`Ub]bX]j]Xi U`WYU]j Y`dcfhž`]c`Ugg][ba Ybh`

Gi Va]gg]cb`cZ5ggYgga YbhHUg_g

Gi Va]gg]cb`cZ5ggYgga YbhHUg_g

Hi fb]hb`Gi Va]gg]cb

≠mci`YbWY]bhYfUdC`kYai`&XU`H`Ya`dhb[`hc`gi`Va`]hnci`f`Ugg][`ba`Yb`h`X`i`Y`hc`U`Z`U`i`h`k`]h`Hi`fb]hb`mci`a`Umi`Udd`mi`Z`f`Ub`Yi`h`bg]cb`Z`Vi`hnci`a`i`gh`f`Y`h`U]b`mci`f`h`W`Y`h`bi`a`V`Y`f`Z`ca`i`9I`h`f`b`U`i`G`i`d`d`c`f`h`f`U`c`b[`k`]h`U`b`m`c`h`Y`f`f`Y`j`U`b`h`X`c`W`a`Y`b`h`g`k`h`c`]b`Wi`X`Y`U`g`Y`j`]X`Y`b`W`h`c`gi`d`d`c`f`h`mci`f`Yi`h`bg]cb`Udd`]W`h`c`b`≠mci`Ya`U]`9I`h`f`b`U`i`G`i`d`d`c`f`h`mci`k`]`

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" #WUb'fU_Y'a Ubm Zcfa gž Zca 'XY]VYfUHY'WXUhf]b['hc'UWV]XYbhU`mWcdm]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['WUHY[cf]Yg.

7cdm]b[.i g]b['hY'gUa Y'cf'j Yfmg]a]Uf'k cfXg'hc'hY'cf][]bU`hYI 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 UfhUbX'XYg][b'dfc'YWgž Ug'k Y`Ug dfYgYbhU]cbg'k \YfY'gca YcbY'dfYgYbhg'UbchYf'g']XYUg'cf'k cfXg'k]h'ci hW'YX]h'

#Uddfcdf]UHY'dUfUd\fUg]b[.7\Ub[]b['U'Zk'k cfXg'UbX'd\UgYg'k \]Y'a cghm'fYU]b]b['hY'cf][]bU'g'f'i W'fY'UbX'#f'dfc[fYgg]cb'cZ]XYUg'cZhY'cf][]bU'z'UbX']bZcfa U]cb'k]h'ci 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]h'ci hW'YX]h'UbX'hc d]Y]W]b['hc[Y'hYf'ei chYg'UbX'dUfUd\fUgYg']bhc'U'bYk'k \c'Yžk]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'g'h'XYbhVYZc'fY'hY'Xi Y'XUHY'žcf'Zc'f'hY'di fdcgY'cZ'hYa d'U[]Uf]g]b['UhUbmi]a Yž'dUm]b['UbchYf'dYfgcb'hc'dYfZcfa 'Ub'UWUXYa]W]Ug_žgh'U']b['cf'UW'ei]f]b[UbchYf'dYfgcb'g'UWUXYa]Wk cf_'UbX'Wcdm]b[]ž'cZ]f]b['hc'Wca d'YH'UbchYf'dYfgcb'g'k cf_'cf'gYY_]b[dUma YbhZc'f'Wca d'Y]b['UWUXYa]Wk cf_"

#Uddfcdf]UHY'W]U]cb.'7]h]b['gci fW'g'k \]W\Uj Y'bchVYYb'fYUXžk]h'ci hUW_bck 'YX[]b['hY'"gYWcbXUfm' gci fW'Zca 'k \]W'_bck 'YX[Y'cZ'hYa '\Ug'VYYb'cV]b]bYX"

8i d']WU]cb'f'gY'Zd'U[]Uf]ga "L'gi Va]h]b['mci f'ck b'k cf_ž]b'k \c'Y'cf']b'dUf'žk \YfY']h\Ug'dfYj]ci g'm VYYb'dfYdUfYX'cf'gi Va]h]YX'Zc'f'UbchYf'UggYgga Ybhcf'Wci fgY'Uhl BGK 'cf'UbchYf'i b]j Yfg]m'

7cffYW'fYZYfYbW]b['dfUW]W'g.

- DUfUd\fUg]b[žgi a a Uf]g]b[žYggUmk f]h]b['UbX'h]a Y'a UbU[Ya Ybh
- 5ddfcdf]UHY'i gY'cZUbX'Uhf]Vi h]cb'Zc'f'U'fUb[Y'cZa UHYf]U'g']bWi X]b['hYI hž]a U[Ygž Zcfa i 'UY'UbX WcbW'drg"

#X]j]Xi U'Ugg]gh'UbW']g'Uj U]UV'Y'cb'fYei YghZca 'H\Y'@Yf]b['7YbhY'f'f'hd.##k k k "Wi bgk "YXi "Ui #"
Gh XYbhg'UfY'U'gc'fYa]bXYX'h.UhWfYZ 'h]a Y'a UbU[Ya Ybh]g'Ub]a dcfU]bhidUfhicZgh' XmiUbX'cbY'cZ'hY]XYbh]ZYX'Wli gYg'cZd'U[]Uf]ga]g'dccf'h]a Y'a UbU[Ya Ybh'Gh'XYbhg'g'lc'i 'X'U'ck'gi Z]W]Ybh]a Y'Zc'f'YgYUfW'ž'XfU]h]b['UbX'dfcdYf'fYZYfYbW]b['cZgci 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]gh'mci 'k]h'mci f'gh' XmiUhl BGK "'9@G9']g XYg][bYX'hc']b]f'cXi W'bYk'gh'XYbhg'hc'gh' Xn]b['Uhl BGK 'Vi h]h'WUb'U'gc'VY'U']fYUhfY'ZYg\Yf'Xi f]b['mci f'gh' Xn'

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

- UbU'mgY'hc'd]Wgž'd'Ub'fYgdcbgYg'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[`hc.

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

[\hfdg.#k k k "Ufmg"i bgk "YXi "Ui #W ffYbh\]ghi XYbh\]bZcfa Uh\]cb`dfc\]cVc`g!\[i \]XY`\]bYg#](#)