



MDIA3007

A YX]U' ðhYfbg\]d

HYfa `H\fYY`##`&\$%-



GWXcc`cZHAY`5ftg`UbX`A`YX]U`..##`I`BGK`..5ftg`UbX`GcW]U`..GWYbWg

7 ci fgY'Cj Yfj JYk

'GHUZZ'7 cbhUW'i8YHU]'g'

'7cbj Ybcfg'

B Ua Y	9a U]'	5j U]'UV]'m	@cWU]cb	D\cbY
9a a U'>UbY	Ya a U"UbY4 i bgk "YXi "Ui	6mUddc]bha Ybh	%%) ž'@Yj Y''%ž F cVYfh K YVghYf	

GWXcc`'7cbhUW'i`bZcfa Uh]cb

Fcca " %&ž'Yj Y"" 'F cVYfhK YVghYf'6i]X]b[

D\cbY.'f\$&Ł-' ,) '(,) *

9a U]': [gUa 4 i bgk "YXi "Ui](#)

K YVg]hY: [\hfdg.#gUa "Ufmg"i bgk "YXi "Ui](#)

H\Y'GWXcc`'cZhY'5fmg'UbX'A YX]U'k ci 'X`'_Y'hc'F YgdYWw'`m5W_bck 'YX[Y'hY'HfUX]h]cbU`'7 i ghcX]Ubgž
hY'6YXY[U'fP Ybg]b[hcb'WJa di gŁž; UX][U'f7]mUbX'5fhi' '8Yg][b'7 Ua di gYgŁ'UbX'hY'B [i bbUk U`
dYcd'Y'fBi gLfU]Ub'8YZ'bwW': cfW'5WUXYa m]b'7 UbVYffUŁ'cZhY''UbXg'k \YfY YUW'WJa di g'cZI B GK 'jg
'cWU]hYX"

7ci fgY'8YHJ]`g

7fYX]hDc]bHg`*`

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

Gi V`Y`W`h`5`f`Y`U`.'?` W`[`S`

H\]g`W`ci fgY`dfcj]XYg`]bXi g`f`m`Y`b`[U`[Y`X`"Y`U`f`b`]b`[`h`f`c`i` [\ `]b`h`f`b`g`\]d`c`d`d`c`f`h` b`]h`]Y`g`k`]h` `f`Y`"Y`j` U`b`h`]b`X`i` g`f`m` \`c`g`h`" `G`h` X`Y`b`h`g` `W`c`a` d`Y`h`"U`b`]b`h`f`b`g`\]d`c`Z`%`\$`\$`!`%` \$` \`c`i` fg` U`b`X` `W`c`a` d`Y`h`"g`Y`h`U`g`g`Y`g`g`a` Y`b`h`f`U`g`_`g`"

Mci `a` i` gh` \`U`j` Y` `U` `K` 5A` `c`Z`*)` `h`c` `V`Y` `Y` `]`[`]V` `Y` `Z`c`f` `h` `]g` `W`c`i` fgY`"

7ci fgY`@YUfb]b[`C`i` h`W`c`a` Yg

%` \`U`j` Y` [U`]b`Y`X` `Y`i` d`Y`f`]Y`b`W` `c`Z`]b`X`i` g`f`m`d`f`c`W`g`g`Y`g` `U`b`X` `d`f`U`W`]W`Y`g`
&` " `U`d`d` `m`i`h`Y`c`f`Y`h`]W` `W`c`b`W` `d`h`g` `U`b`X` `d`f`U`W`]W` `g`_`]`g` [U`]b`Y`X` `]b` `h`Y` `d`f`c` [f`U`a` ` `h`c` `f`Y`U`!`k` c`f`X` `W`c`b`h`Y`i` h`g`
'` " ` \`U`j` Y` `Y`b` \`U`b`W`X` `h`Y`]f` `W`d`U`W`]m`Z`c`f`]b`X`Y`d`Y`b`X`Y`b`h`Y`b`[U`[Y`a` Y`b`h`k`]h` `]b`X`i` g`f`m`d`f`c`j`]X`Y`f`g`

HYUW`]b[`G`h`f`U`h`Y` []Yg`

H\]g`W`ci fgY` \`U`g` `b`c` `Z`c`f`a` U` `h`Y`U`W`]b[`W`c`a` d`c`b`Y`b`h`f`"

5ggYgga Ybh

H\]g'gi VYWi]g'i b[fUXYX'gc'U'dUgg']g'XYdYbXYbhcb'GUh]gZUWc'fmfGM'c'f'I' bgU]gZUWc'fmfI' @:]b'a YYh]b[hY'W'ci fgY'fYei]fYa Ybhg''5b'GM[fUXY'k]''bchUZYW'nci f'k Y][\hYX'Uj YfU[Y'a Uf_'fK 5A k'Vi hU': @[fUXY k]''

7ci fgY'fYei]fYa Ybhg']bWl XY.

- 7ca d'Yh]cb'cZU'a]b]a i a 'cZ%\$\$'\ci fg'cZd'UW'a Ybh
- Gi Va]gg]cbg'cZUggYgga YbhUg_g'%/ '&'XYa cbg]fU]b['U'gYf]ci g'U]hYa dh]c'Ubgk Yf'hY'fUg_ fYei]fYa Ybhg

d`UWw a YbhWcbhf]Vi Hg`hc`hY]f`cgchcf[Ub]nUhcb`UbX#cf`fY`Yj Ubha YX]U`]bXi gfm`i`b`h]g`UghWca dcbYbh
gh XYbhg`g`ci`X`YI d`]W]hmfYZYWhcb`gi`W`ZUWc`fg`Ug`h`Y`cg`h]bXi gfmU[YbXUz`W`U`Yb[Yg`UbX`]bbcj Uhcbg
Zcf`h`Y`cg`h]bXi gfmz`ei Yghcbg`cZYh`]Wg`k` \]W`a`UmUf]gY`]b`fY`Uhcb`hc`h]g`k`cf`z`ei Yghcbg`cZ]bXi gfm
ghUbXUfXg`z]bXi gfm`dfc`W`ggYg`cf`a`YX]U`Z`fa`g`"5WUXYa`]WfYZfYbW`g`ci`X`VY`a`UXYZi`g]b[`h`Y`<`Uf]`UfX
gmgh`Ya`z`UbX`U`a`]b]a`i`a`cZ]j`Y`gYdUfU`h`U`WUXYa`]Wgci`fW`g`i`gYXz`hc`gi`ddcf`h]I`d`U]b`#XYZ]bY`h`Y`fY`Yj`Ubh
WcbW`d`hg`"H`Y`fYZYW]j`Y`UbU`mg]g`Ug`U`k`c`Y`g`ci`X`VY`U`a`]b]a`i`a`cZ)`\$\$`k`cfXg`Vi`ha`Uma`U`_`i`d`a`cfY
cZ]h`Y`Wca`V]bYX`hc`h`cZ%)`\$\$!&)`\$\$`k`cfX`"ja`]h`Zcf`Vch`UggYgga`YbhWca`dcbYbhg";`fUX]b[`k`j`VY
GUhgZUWc`fm`#`bgUh]gZUWc`fmc`b`m`UbX`bc`z`fh`Yf`ZYXVUW`_`k`j`VY`dfcj`JYX"

Gi Va]gg]cb`bchYg.HUg_g`%UbX`&`UfY`hc`VY`gi`Va`]hYX`]b`U`g]b[`Y`XcW`a`Ybhhc`A`ccX`Y"

F Ygci fWg

DfYgW]VYX F Ygci fWg

Gi Va]gg]cb`cZ5ggYgga YbhHUg_g

Gi Va]gg]cb`cZ5ggYgga YbhHUg_g

Hi fb]hb`Gi Va]gg]cb

zmc i`YbWci bhYf`U`dfcV`Ya`k` \Yb`U`H`Ya` dh]b[`hc`gi Va]hmc i`f`Ugg][ba YbhHfci [\`Hi fb]hbzd`YUgY
H`Y`d`l`cb`Y`9I`H`f`b`U`Gi` ddcfhcb`-`'` ,`)` " ` ' ` ' ` %cf`Ya` U]`H`Ya` `cb`YI`H`f`b`U`H`f`gi` ddcfh4` i` b`gk` "YXi` "Ui` "Gi` ddcfh
`l`ci` fg`UfY` ,` .`\$\$Ua` -`-%\$.`\$\$da` `cb`k` YY`_`XUmg`U`b`X`-` .`\$\$Ua` -`i`)` .`\$\$da` `cb`k` YY`_`YbXg`f`l` *)` `XUmg`U`m`Y`U`f`l`" zmc i
UfY`i` bUV`Y`hc`gi Va]hmc i`f`Ugg][ba YbhXi`Y`hc`U`Z`U`i`h`k`]H`Hi`fb]hb`mc i`a`UmiUdd`miZc`f`Ub`YI`H`f`b`g]cbz`Vi`hmc i
a`i`ghf`Y`H]b`mc i`f`h]W`Y`h`bi`a`VYf`Z`ca`9I`H`f`b`U`Gi` ddcfhf`U`cb[`k`]H`U`b`m`c`H`Y`f`f`Y`j`U`b`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` ddcfhmc i`f`YI`H`f`b`g]cb`Udd`]W`h]cb" zmc i`Ya`U]`9I`H`f`b`U`Gi` ddcfhmc i`k`]`
Ui`hc`a`U`h]W`U`m`f`Y`W`]j`Y`U`h]W`Y`h`bi`a`VYf`z`Vi`h]Z`mc i`H`Y`d`l`cb`Y`mc i`k`]`b`Y`Y`X`hc`gd`Y`W`Z]W`U`m`Ug`_`Zc`f`cb`Y`"
Hi`fb]hb`U`gc`d`fc`j`]X`Y`g`i`d`X`U`H`Y`g`i`cb`H`Y`j`f`g`m`g`h`Ya`i`g`h`U`h`g`i`cb`H`k`]H`Y`f`"

; YbYfU`mz`UggYgga YbhHUg_g`a`i`ghVY`gi Va]H`Y`X`Y`Y`W`f`cb]W`U`mj`]U`Y`]H`Y`f`Hi`fb]hb`cf`U`A`cc`X`Y`
Ugg][ba Ybh`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`mc i`f`W`ci`fg`Y`g`A`cc`X`Y`g`]H`Y`k`]H`
U`H`f`b`U`h]j`Y`gi Va]gg]cb`XY`H]`g`"

: cf`]b`Z`c`fa`U`h]cb`cb` \ck`hc`gi Va]hUgg][ba Ybh`g`cb`]b`Y`j`]U`A`cc`X`Y` .` \`h`d`g` .`#`g`h`XY`b`h`i` b`gk` "YXi` "Ui` #`ack`!
gi Va]hUgg][ba Ybh`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" #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'gfi 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'hi XYbhVYZc'fY'hY'Xi Y'XUHY'Zc'f'Zc'f'hY'di fdcgY'cZ'hYa d'U[]Uf]g]b['UhUbmi]h'a Yž'dUm]b['UbchYf'dYfgcb'hc'dYfZc'fa 'Ub'UWUXYa]W]Ug_ž'ghU']b['cf'UW'ei]f]b[UbchYf'dYfgcb'g'UWUXYa]Wk cf_'UbX'Wcdm]b[]h'c'Z'Z'f]b['hc'W'ca d'YH'UbchYf'dYfgcb'g'k cf_'cf'gYY_]b[dUma YbhZc'f'W'ca d'Y]b['UWUXYa]Wk cf_"

#Uddfcdf]UHY'W]hU]cb. 7]h]b['gci fW'g'k \]W\Uj Y'bchVYYb'fYUXžk]h'ci hUW_bck 'YX[]b['hY'"gYW'cbXUfm' gci fW'Zca 'k \]W'_bck 'YX[Y'cZ'hYa '\Ug'VYYb'cVhU]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 \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'W'ci fgY'Uhl BGK 'cf'UbchYf'i b]j Yfg]m'

7c'fYW'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 Zc'fa i 'UY'UbX W'cbW'drg"

#X]j]Xi U'Ugg]ghUbW']g'Uj U]UV'Y'cb'fYei YghZca 'H\Y'@YUfb]b['7YbhY'f'f'hd. ## 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 dcfUbhidUfhicZgh' 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]h'a Y'Zc'fYgYUfW'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]ghmci '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
-

