



MDIA3007

A YX]U'UbX'5 fmg' bHYfbg\]d

HYfa 'Hk c''##'&\$&%

GWXcc``cZHA Y'5 fmg'UbX'A YX]U'`##'I BGK '5 fmgž8 Yg]I b/ '5 fWX JhYVWñ fy

7ci fgY`Cj Yfj]Yk

GHJZZ'7cbHJW`8YHU]`g

7cbj Ybcfg

B Ua Y	9a U]`	5j U]`UV]`]m	@cWJhcb	D\cbY
9a a U'5"'>UbY	Ya a U"AbY4 i bgk "YXi "Ui	6mUddc]bħa Ybh		

GW\cc`7cbHJW`bZcfa Uh]cb

GW\cc`cZħY'5fmg'UbX'A YX]U

Fcca " %&ž@Y] Y"" žF cVYfhK YVghYf'6i]X]b['fl %Ł

D\cbY. f\$&Ł-' ,) '(,) *

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

K YVg]ħ: [k k k "Ufmg"i bgk "YXi "Ui #gUa](#)

H\Y`GW\cc`cZħY'5fmg'UbX'A YX]U'k ci `X`_]Y ħc'F YgdYWwz`m5W_bck`YX[Y'ħY'HfUX]ħcbU`7i għcX]Ubgž ħY'6YXY[U'fP Ybg]b[ħcb`WJa di gŁž; UX][U'f7]mUbX'5fħi' 8Yg][b'7 Ua di gYgŁ'UbX'ħY'B [i bbUk U` dYcd'Y'f5i għfU]Ub'8YZ'bvW': cfW'5WUXYa m]b'7 UbVYffUŁcZħY`UbXg'k \YfY YUW`WJa di g'cZI B GK 'jg`cWJħYX"

7ci fgY'8YHJ`g

7fYX]hDc]bhtg`*`

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

H\]g`Wci fgY`cZYfYX`Vmi`h`Y`G`W`cc`c`Z`h`Y`5`f`rg`UbX`A`YX]U`dfcj`]XYg`mci`k`]h`Ub`cddcfh`b]hmitc`
i`bXYftU`_Y`]bXi`ghfmYb[U[`YX`Y`Ufb]b[`h`fci`[`\`]b`h`f`bg\]d`cddcfh`b]h]Yg`k`]h`f`Y`Yj`Ubh]bXi`ghfm\`c`g`h`g`
`XYU`n`z`mci`k`]i`bXYftU`_Y`Ub`]b`h`f`bg\]d`U`Z`f`f`mci`U`j`Y`W`a`d`Y`h`X`U`m`Y`U`f`c`Z`Z`i`h`a`Y`g`h`X`m`f`c`f`
Yei`j`U`Y`b`h`5`h`h`Y`Y`b`X`c`Z`h`Y`]b`h`f`bg\]d`mci`k`]i`dfcj`]XY`U`gi`a`a`U`h`j`Y`f`Y`d`c`f`h`c`Z`mci`f`Y`I`d`Y`f`Y`b`W`g`UbX`
k`c`f`_`Y`I`U`a`d`Y`g`W`a`d`Y`h`X`X`i`f`b[`h`Y`]b`h`f`bg\]d`

H\Y`]b`h`f`bg\]d`f`Yei`]f`Yg`U`h`c`h`U`W`a`a`]h`a`Y`b`h`c`Z`%\$!`%)`\$`\`ci`fg`c`Z`k`c`f`_`k`]h`U`\`c`g`h`c`f`[`Ub]g`U`h`c`b`UbX`W`Ub`V`Y`
h`U`_`Y`b`]b`Z`f`g`h`z`g`Y`W`b`X`c`f`h`]f`X`h`Y`f`a`z`c`f`c`j`Y`f`h`Y`g`i`a`a`Y`f`d`Y`f`c`X`"b`h`f`bg\]d`cddcfh`b]h]Yg`U`f`Y`U`X`j`Y`f`h`g`Y`X`j`]U`
h`Y`:`5`G`G`S`K`@`S`G`5`A`@`b`h`f`bg\]d`d`U[`Y`.[\`h`d`g`##`a`c`c`X`Y`h`h`i`b`g`k`"Y`X`i`"U`i`#`W`c`i`f`g`Y`#`\]Y`k`"d`\`d`3`\]X`1`'`'`\)%`
"5`h`f`b`U`h`j`Y`n`z`mci`a`Um\]b`X`Y`d`Y`b`X`Y`b`h`i`m`U`d`d`f`c`U`W`X`U`f`Y`Y`j`Ub`h`c`f`\[`Ub\]g`U`h`c`b`h`c`U`d`d`m`Z`c`f`Ub`\]b`h`f`bg\\]d`"D`f`c`f`
h`c`g`Y`Y`_\]b\[`Ub`\]b`h`f`bg\\]d`z`mci`a`Um`k`\]g`\`h`c`W`c`b`h`U`W`h`i`B`G`K`7`U`f`Y`Y`f`g`UbX`9`a`d`c`m`a`Y`b`h`
!`\[\`h`d`g`##`k`k`k`"W`U`f`Y`Y`f`g`"i`b`g`k`"Y`X`i`"U`i`#`Z`c`f`\`Y`d`U`g`g`Y`a`V`\\]b\\[`mci`f`7`J`z`W`c`j`Y`f`Y`h`Y`f`z`UbX`c`h`Y`f`W`a`d`c`b`Y`b`h`g`c`Z`
mci`f`U`d`d`\\]W`h`c`b`"\]\(#\)](#)

:`c`f`a`c`f`Y`]b`z`c`f`a`U`h`c`b`z`j`]g`h`[\`h`d`g`##`k`k`k`"U`f`g`"i`b`g`k`"Y`X`i`"U`i`#`g`U`a`#`g`h`i`X`m`i`g`#`b`h`f`bg\\]d`g`":`c`f`U`b`m`Y`b`e`i`\]f`\]Y`g`z`
d`Y`U`g`Y`Y`a`U`\]`h`Y`K`@`I`b\]h`U`h`:\[5`G`G`!`K`@`4`i`b`g`k`"Y`X`i`"U`i`\]\(#\)](#)

Hc`V`Y`Y`][`]V`Y`Z`c`f`h`]g`W`ci fgY`z`mci`a`i`gh`U`j`Y`U`a`]b]a`i`a`K`5`A`c`Z`*)`"

7ci fgY`@YUfb]b[`C`i`h`W`a`Y`g

%`U`j`Y`[`U]b`Y`X`Y`I`d`Y`f`Y`b`W`c`Z`]b`X`i`g`h`f`m`d`f`c`W`g`g`Y`g`UbX`d`f`U`W`h`V`W`g`
&`U`d`d`m`h`Y`c`f`Y`h`W`h`W`c`b`W`d`h`g`UbX`d`f`U`W`h`W`h`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`U`d`U`W`h`m`i`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`h`f`m`d`f`c`j`]X`Y`f`g`

HYUWX`]b[`G`h`f`U`h`[`]Y`g`

H\]g`Wci fgY`\Ug`bc`Z`c`f`a`U`h`Y`U`W`X`]b[`W`a`d`c`b`Y`b`h`i`

5ggYgga Ybh

F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

D`YUgY`k cf_`h\fc i [\`h\Y`cbVcUfX]b[`_]h`mci f`i`Z]bX`cb`A ccX`Y`VY`ZcfY`W`a a YbW]b[`mci f`]b]hYfbg\]d``C`h\Yf
\Y`dZ ``fYgci fWg`W]b`VY`Zci bX`cb`h\Y`W`i fgY`A ccX`Y`g]h`"

F YW`a a YbXYX`F Ygci fWg

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

K Y`fYgdc bX`h`c`ZYXVUW`_`fYW]j YX`j]U`X]fYW`h`Ya U]`h`c`h\Y`7ci fgY`7cbj Ybcf`UbX`h\Y`K @`I b]h`UbX
]b`Z`c`fa Uh]cb`d`fcj]XYX`]b`h\Y`g`h XYbhUbX`\cghZYXVUW`_`Z`c`fa g`"

K Y`\cdY`mci `Yb`c`m`mci f`]b]hYfbg\]d`

Gi Va]gg]cb 'cZ5ggYgga YbhiHUg_g

Hi fb]h]b 'Gi Va]gg]cb

≠mci 'YbWci bHYf'U'dfcV'Ya 'k \Yb'UH'Ya dh]b['hc'gi Va]hirci f'Ugg][ba Ybhi'fci [\ 'Hi fb]h]bž'd'YUgY
HY'Yd\cbY'9I HYfbU'Gi ddcfhcb'- ' ,) " ' ' %cf'Ya U] 'h'Ya 'cb'YI HYfbU'HY'hgi ddcfh i bgk "YXi "Ui "'Gi ddcfh

5 WUXYa]W< cbYgmiUbX`D`U[]Uf]ga

D`U[]Uf]ga `]g`i g]b[`hY`k cfXg`cf`]XYUg`cZc`hYfg`UbX`dfYgYbh]b[`hYa `Ug`mci f`ck b" `#WUb`hU`Y`a Ubm
Zcfa gZ`Zca `XY`]VYfUHY`WXYUH]b[`hc`UWV]XYbhU`mWc`dm]b[`Zca `U`gci fW`k]h`ci hUW`bck `YX[Ya Ybh`

I BGK `[fci dg`d`U[]Uf]ga `]bhc`hY`Zc`ck]b[`WUHY[cf]Yg.

7 cdm]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

- i bXYfghUbx'mci f'f][\hg'UbX'fYgdcbg]V]h]Yg'Ug'U'gh XYbhUhl BGK
- VY'Uk UfY'cZd'U[]Uf]ga ž'Wcdmf][\hžI BGK 'Gh XYbh7cXY'cZ7cbXi W'Ubx'5Ww'dhUV'Y'I gY'cZ I BGK '⇒H'F Ygci fW'g'Dc`]Wm
- VY'Uk UfY'cZh'Y'ghUbxUfXg'cZVY\Uj]ci f'YI dYW'X'cZYj Yfmcby`]b'h'Y'I BGK 'Wca a i b]m
- `cWJh'gYfj]W'g'UbX']bZcfa Uh'cb'UVci hl BGK 'UbX'I BGK '@]VfUfm

Gca Y'cZh'YgY'UfYUg'k]`VY'ZJa]]Uf'hc'mci ž'ch'Yfg'k]`VY'byk "; U]b]b['U'gc`X'i bXYfghUbx]b['cZU`h'Y fY'UH'X'UgdYW'g'cZ9@G9'k]`Y'd'mci 'a U_Y'h'Y'a cghcZmci f'gh X]Yg'Uhl BGK ""

[\hfd.##ji V'YWf i \]XYg" \]VfUfm'i bgk "YXi "Ui #` \]gY#JVci h' \]gY](#)

