



MDIA5030

6fUbX'7i`hi fYg

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



GWXcc`cZHA Y`5ftg`UbX`A YXJU`##`I BGK`..5ftg`UbX`GcWJU`GwYbWg

7ci fgY'8YHJ]`g

7fYX]hDc]bHg`%&`

Gi a a UfmicZh\Y'7ci fgY

5`VfUbX`jg`U`Zi`jX`Yb]hm-`bYj`Yf`Yb]fY`mi]b`Ub`cf[`Ub]gU]cb`g`W`bfc`" `H\]g`jg`VYW]i`gY`W`ghca`Yfg`'ck`b`
VfUbXg" `H\Y`VYghVfUbX`a`UbU[`Yfg`h\YfY`Zc`fY`gh`XmdYcd`Y" `H\YmW`b]g]XYf`VfUbXg`]b`W`'hi`fY`UbX`VfUbXg`
Ug`W`'hi`fYg" `B`c`h`]b[` \UddYbg`VmW`UbW" `H\]g`W`i`fgY`c`ZYfg`mci`'h\Ycf]Yg`UbX`h`W`b]ei`Yg`Zc`f`gh`Xm]b[`
VfUbX`W`'hi`fYg" `H\YgY`h\Ycf]Yg`UbX`h`W`b]ei`Yg`k`]`i`'h]a`U`h`'ma`U`_`Y`'mci`'U`VY`h`Y`f`VfUbX`a`UbU[`Yf`

H\Y`W`i`fgY`dfcj`j]X`Yg`mci`'k`]h`h\Y`cddcf]i`b]m]h`c`XYj`Y`cdz`cbY`UbX`W`b]g`c`]XU`h`'X]g`W`d`]bU`f`m`g`_]`g`UbX`

5ggYgga Ybh

5ggYgga YbhHUg_g`

5ggYgga YbhHUg_	K Y][\h	8i Y'8UH	Gh XYbh@YUfb]b[Ci hWta Yg'5ggYggYX
K YY_`mW]b]WdfYgYbhUj]cbg`	')	Bch5dd`]WUV`Y	%&Z ž(ž)
9ggUm	(\$	Bch5dd`]WUV`Y	%&Z ž(ž)
6fUbX`Ui X]h	&	Bch5dd`]WUV`Y	%&Z ž(ž)

5ggYgga Ybh8YHJ]`g

5ggYgga Ybh%`K YY_`mW]b]WdfYgYbhUj]cbg`

GHUfhXUH. `Bch5dd`]WUV`Y

8YHJ]`g.

Gh XYbh]k]`Wta d`YH`gYj Yb`g\cfhdYgYbhUj]cbg`cb`k YY_`mhcd]Wg`H\Y`hUa g`cZ(`fUgg][bYX`YUWk
k YY_`k]`Uj Y`ha Y`]b`WUgg`hc`dfYdUfY`U`dfYgYbhUj]cb`Zca`Y`W`fY`UbX`fYUX]b[`a`UHf]U`"9UWk`k YY_`
mci`f`hUa`g`dfYgYbhUj]cb`k]`fYW]j Y`U`a`Uf_`ci`hcZ)`Mci`f`hUa`Zcf`hU`hk`YY_`k]`fYW]j Y`hY`gUa`Y`a`Uf_`
Vi`hmc`f`a`Uf_`k]`VY`fYW`fYX`]bX]j]Xi`U`mUbX`mci`f`hU`fci`hcZ)`k]`Wta`Y`Zca`U`hY`a`Uf_`g
UWk]j YX`Vm`hY`X]ZY`fYbh`hUa`g`mci`k`cf_`k]h`h`fci`[\`hY`+`k`YY_`g`

Gh XYbh]k]`fYW]j Y`cfU`ZYXVUW`YUWk`k YY_`UbX`]bX]W]h] Y`a`Uf_`g`Zcf`YUWk`Ugg][ba`Ybhk`YY_`mh`fci`[\`
hY`@YUfb]b[`A`UbU[Ya`YbhGmg]Ya`"

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

D`YUgY`gYY`XYHJ]YX`XYgW]dh]cb`UbX`Xi`Y`XUH`g`]b`hY`UggYgga`YbhgYW]cb`cb`A`ccX`Y`"

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

5ggYgga Ybh&`9ggUm

GHUfhXUH. `Bch5dd`]WUV`Y

8YHJ]`g.

`Z\$\$\$`k`cfX`YggUm`

Gh XYbh]k]`fYW]j Y`k`f]hYb`ZYXVUW`UbX`U`bi`a`Yf]WU`[fUXY`"

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

D`YUgY`gYY`XYHJ]YX`XYgW]dh]cb`UbX`Xi`Y`XUH`g`]b`hY`UggYgga`YbhgYW]cb`cb`A`ccX`Y`"

Hi fb]h]b'gYh]b[. H\]g'Ugg][ba Ybh]g'gi Va]hX'hfci [\ 'Hi fb]h]b'UbX'gh XYbhg'Xc' bchgYY'Hi fb]h]b
g]a]Uf]mfYdcftrg"

5ggYgga Ybh' . '6fUbX'Ui X]h

GhUfhXUH' . Bch5dd']WVY

8YhU]`g.

%\$\$\$'k cfXg" 'H\]g'g'hY'Z]bU'UggYgga YbhUg_"

Gh XYbhg'k]`'fYW]j Y'k f]hYb'ZYXVUW'UbX'U'bi a Yf]WU'`[fUXY"

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

D'YUgY'gYY'XYhU]YX'XYgW]dh]cb'UbX'Xi Y'XUH'g']b'hY'UggYgga YbhgYW]cb'cb'A ccX'Y"

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

F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

K YY_mfYUX]b[g`UfY`dcghYX`cb`A ccX`Y"

F YWca a YbXYX`F Ygci fWg

K YY_mfYUX]b[g`UfY`dcghYX`cb`A ccX`Y"

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

⊖`UXX]h]cb`hc`hY`ei Ubh]hU]j Y`A m9I df]YbW`gi fj Ymž`Wci fgY`ZYXVUW`k]`VY`Wc`YWYX`h]fci [\ `U`g`c`f`h]b
WUgg`ei U`]hU]j Y`gi fj Ym`DUghiFYWca a YbXU]cbg`\Uj Y`Wc`bf]Vi hYX`hc`WXUb[Yg`hc`WUgg`UbX`UggYgga Ybh
a UhYf]U`g"

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`]hmc`i`f`Ugg][`ba`Ybhi`h`fci`[`\`Hi`fb]h]b`z`d`Y`Ug`Y`
HY`Yd`cb`Y`9I`HY`fb`U`Gi`ddc`fh`cb`-`,`),`"`,`'`,`%`cf`Ya`U]`h`Ya`i`cb`YI`HY`fb`U`HY`hgi`ddc`fh`4`i`bgk`"YXi`"Ui`"Gi`ddc`fh`
`l`ci`fg`UfY`,`.\$`\$Ua`-`-%`\$.`\$`da`i`cb`k`YY`_X`Umg`U`b`X`-`.`.\$`\$Ua`-`-`.`.\$`\$`da`i`cb`k`YY`_Y`b`X`g`f`l`*)`X`Umg`U`m`Y`U`f`l`"≠mci`
UfY`i`b`UV`Y`hc`gi`Va`]hmc`i`f`Ugg][`ba`Ybhi`Xi`Y`hc`U`Z`Ji`h`k`]h`Hi`fb]h]b`mci`a`Um`U`dd`m`Z`f`U`b`YI`HY`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`HY`fb`U`Gi`ddc`fh`f`U`cb[`k`]h`U`b`m`c`h`Y`f`f`Y`Y`j`U`b`h`X`c`W`a`Y`b`h`g`k`h`c`
]b`Wi`XY`U`g`Y`j`]X`Y`b`W`hc`gi`ddc`fh`mci`f`YI`HY`bg]cb`U`dd`]W`h]cb`"≠mci`Ya`U]`9I`HY`fb`U`Gi`ddc`fh`mci`k`]`
Ui`h`ca`U`h]W`U`m`f`Y`W`]j`Y`U`h]W`Y`hbi`a`VY`f`z`Vi`h]Z`mci`HY`Yd`cb`Y`mci`k`]`b`Y`Y`X`hc`gd`Y`W`Z]W`U`m`U`g`_`Z`f`c`b`Y`"
Hi`fb]h]b`U`gc`d`fc`j`]X`Y`g`i`d`X`U`h`Y`g`c`b`h`Y`]f`g`m`g`h`Y`a`i`g`h`U`h`g`c`b`H`k`]h`Y`f`"

;`Yb`Y`f`U`m`z`U`gg`Y`g`g`a`i`gh`V`Y`gi`Va`]h`Y`X`Y`Y`W`f`c`b]W`U`m`j`]U`Y`]h`Y`f`Hi`fb]h]b`c`f`U`A`cc`X`Y`
U`gg][`ba`Yb`h`i`h`]b`g`h`U`b`W`g`k` \Y`f`Y`h`l`g`]g`b`c`h`d`c`g`g]V`Y`z`]h`k`]`V`Y`g`h`U`h`X`c`b`mci`f`W`ci`fg`Y`g`A`cc`X`Y`g`]h`k`]h`
U`h`Y`fb`U`h]`Y`gi`Va`]gg]cb`X`Y`h]g`"

:`cf`]b`Z`fa`U`h]cb`cb`l`ck`hc`gi`Va`]h`U`gg][`ba`Yb`h]g`c`b]b`Y`j`]U`A`cc`X`Y`.\`h`d`g`#`g`h`X`Y`b`h`i`bgk`"YXi`"Ui`#`ck`!
gi`Va`]h`U`gg][`ba`Yb`h`a`cc`X`Y`"

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

D`U[]Uf]ga `]g`i`g]b[`h`Y`k`cfXg`cf`]XYUg`cZc`h`Yfg`UbX`d`fYgYbh]b[`h`Ya`Ug`mci`f`ck`b`" `#WUb`hU`_`Y`a`Ubm`
Zcfa`gZ`Zca`X`Y`]VYfU`h`V`X`Y`U`h]b[`h`c`U`W`W`X`Y`b`h`U`m`i`W`c`d`m]b[`Z`ca`U`g`ci`f`W`k`]h`ci`h`U`W`b`c`k`Y`X[`Ya`Y`b`h`

I`B`G`K` `[`f`ci`d`g`d`U[]Uf]ga `]b`h`c`h`Y`Z`c`ck`]b[`W`U`h`Y`[`c`f]Y`g.

7`c`d`m]b[`.`i`g]b[`h`Y`g`U`a`Y`c`f`j`Y`f`m`g]a`]U`f`k`c`f`X`g`h`c`h`Y`c`f][`]b`U`h`Y`h`c`f`]X`Y`U`k`]h`ci`h`U`W`b`c`k`Y`X[]b[`h`Y`

- i bXYfghUbx'mci f'f][\hg'UbX'fYgdcbg]V]h]Yg'Ug'U'gh XYbhUhl BGK
- VY'Uk UfY'cZd'U[]Uf]ga ž'Wc'dmf][\hž' 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'jb'h'Y'I BGK 'Wca a i b]m
- `cWJh'gYfj]Wg'UbX'jbZcfa 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 ""

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

