



MDIA5022

7 cfdcfUH' UbX' ðhYfdYfgcbU`7 ca a i b]WU]cb

Gi a a Yf' #'&\$&\$

GWXcc`cZHAY`5ftg'UbX'A YXJU`#`I BGK `5ftg'UbX'GcWU`GWYbWg

7 ci fgY`Cj Yfj]Yk

`GHUZZ7 cbhUWhi8YHU]`g`

`7 cbj Ybcfg`

B Ua Y	9a U]`	5j U]UV]]m	@cWU]cb	D\cbY
B]X]U`F UmU`A Ufh]bYn	b"fUmUa Ufh]bYn4 i bgk "YXi "Ui	5ZfWUggYg`cf`Vm Uddc]bha Ybh`		7 cbhUWhj]U Ya U]`

GW\cc``7 cbhUWhi`bZcfa Uh]cb

F cca " %&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 "Ufhg"i bgk "YXi "Ui](#)

H\Y`GW\cc``cZhY`5fhg`UbX`A YX]U`k ci `X``]_Y`hc`F YgdYWz`m5W_bck`YX[Y`hY`HfUX]h]cbU``7 i ghcX]Ubgž
hY`6YXY[U`fP`Ybg]b[hcb`WUa di gŁž; UX][U`f7]mUbX`5fh/`8Yg][b`7 Ua di gYgŁ`UbX`hY`B [i bbUk U`
dYcd`Y`f5i ghfU]Ub`8YZ`bWV` : cfW`5WUXYa m]b`7 UbVYffUŁ`cZhY`UbXg`k \YfY`YUW`WUa di g`cZI`BGK`]g
`cWU]hYX"

7ci fgY'8YHJ>`g

7fYX]hDc]bHg`*`

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

DfcZYgg]cbU`cf[Ub]nUh]cbU`Wca a i b]WU]cb`]g i bXYfd]bbYX`VmH`Y`UV]]m]rc`Zcfa`dcg]h] Y`fY`U]h]cbg\]dg
UbX`bUj][UH`X]ZYfYbVW`g`]b`h`Y`k`cf_d`UW`"K` \]Y`k`Y`cZ`Y`b`Uggi`a`Y`h`U`h`Vi`g]b`Y`gg`Wca`a`i`b]WU]cb`]g`U
fU]h]cbU`dfcVW`gg`z`k`cf_d`UW`g`UfY`U`gc`]a`dUW`X`cb`Vm`Ya`c]h]cbg`h`U`h`Ya`d`cm`Y`g`WU]ffm]k`]h`h`Ya`"K` \]Y`
]ggi`Y`g`cZ`Ub[i U[YZ`W`h`fY`UbX`Ya`c]h]cb`i`b`XYfd]b`U`"b]h]fdYfgcbU`Wca`a`i`b]WU]cb`z`g]h`XYbHg`]b`h`]g
Wca`i`fgY`UfY`dUf]W`Uf`m`Y`b`Wca`i`fU[YX`h`Udd`m]h`Y`cf]Y`g`z`Wca`b`VW`dHg`UbX`]XY`U`g`cZ]b]h]fdYfgcbU`Wca`a`i`b]WU]cb
h`]ggi`Y`g`z`V`U`Y`b[Y`g`z`UbX`cdd`cf]i`b]h]Y`g`]b`Wca`dfc`U`h`U`b`X`c`h`Y`f`c`f[Ub]nUh]cbU`Wca`b]h]i`hg`"H`Y`Wca`i`fgY`k`]"`
Zc`W`g`cb`Udd`]WU]cb`cZ]b]h]fdYfgcbU`Wca`a`i`b]WU]cb`Wca`b`VW`dHg`UbX`dfc`VW`gg`Y`g`h`c`f[Ub]nUh]cbU`Wca`b]h]i`hg`z`
cdd`cf]i`b]h]Y`g`z`V`U`Y`b[Y`g`UbX`]ggi`Y`g`"?`Y`m]h`d]W`g`]b`h`]g`Wca`i`fgY`]b`W`XY`c`f[Ub]nUh]cbU`Wca`a`i`b]WU]cb`UbX`
X]g`Wca`i`fgY`z`b`Y[c]h]U]h]cb`z`d`Y`fgi`U`g]cb`z`U`X]c`W`U`W`z`a`UbU[]b[`V`U`b[Y`z] U`i`]b[`X]j`Y`fg]m`z`Y`h`]W`"XY`W]g]cb!
a`U_]b[`UbX`Wca`bZ]W`i`f`Y`g`c`i`h]cb"

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

- %`5`dd`m]b]h]fdYfgcbU`Wca`a`i`b]WU]cb`Wca`b`VW`dHg`UbX`dfc`VW`gg`Y`g`h`c`f[Ub]gU]h]cbU`Wca`b]h]i`hg`UbX`
dfc`V`Ya`g`
- &`8`Ya`cbg]h]U`h`_]b`ck`Y`X[Y`c`Z`c`f[Ub]gU]h]cbU`Wca`a`i`b]WU]cb`Wca`b`VW`dHg`
- '`" `5`dd`m]b]Y[c]h]U]h]cb`UbX`d`Y`fgi`U`g]cb`g_]`g`z`UbX`h`Y`c`f]Y`g`c`Z`a`UbU[]b[`V`U`b[Y`
- ("`9`i`Ua`]b]Y`h`Y`]a`dc`f]U`b`VW`c`Z] U`i`]b[`X]j`Y`fg]m`z`Y`h`]W`"XY`W]g]cb`a`U_]b[`UbX`Wca`bZ]W`i`f`Y`g`c`i`h]cb`

HYUWX]b[`G]h]fU]h]Y[]Yg`

HYUWX]b[`G]h]fU]h]Y[]Yg.

Gh XYbng'UfY'Ug_YX'hc'fYZYW'hc'b'h\Y'gYhfYUX]b[g'VYZ'fY'YUW'WUggž'UbX'Vf]b['h\Y]f'ei Ygh'cbg'UbX']XYUg
UVci h'h\Y'fYUX]b[g'VUgYX'cb'h\Y]f'ck b'i b]ei Y'YI dYf]YbW'g'hc'YUW'WUgg"

Hi fb]hb'gYhb[. H\]g'Ugg][ba Ybh]g'gi Va]hX'h'fci [\ 'Hi fb]hb'UbX'ghi XYbhg'Xc' bchgYY'Hi fb]hb
g]a]Uf]mfYdcfrg"

5ggYgga Ybh' . 'F YgYUfW' DUdYf

GHUfhXUH' .

@Yb[h. '&ž) \$\$Ž'k cfXg

8YhU]`g. '&) \$\$'k cfXg'ž'f'k f]hYb'fYZYW]cb""H\]g']g'hY'ž]bU'UggYgga YbhUg_"K f]hYb'žYXVUW_dfcj]YX
j]U'Hi fb]hb"

Hi fb]hb'gYhb[. H\]g'Ugg][ba Ybh]g'gi Va]hX'h'fci [\ 'Hi fb]hb'UbX'ghi XYbhg'Xc' bchgYY'Hi fb]hb
g]a]Uf]mfYdcfrg"

5 hYbXUbW F Yei]fYa YbHg

D YUgY bch hUh YW h fY fYw fX]b[g UfY bchUj U]UV Y Zcf h]g W i fgY " Gh XYbhg UfY gfc b[mYbW i fU[YX hc
UhYbX U WUggYg UbX W b hUWh hY 7 ci fgY 5 i h cf]mhc a U_Y U hY fbUhj Y UffUb[Ya Ybhg Zcf WUggYg
a]ggYX"

7 ci fgY GWXYXi Y

[J Jk WUgg ha YhUVY](#)

H]a YhUVY

8UhY	HmdY	7cbhYbh
* >Ubi Ufm! %\$ >Ubi Ufm	GYa]bUf	

		<p>5bU`mg]b[`Cf[Ub]gUh]cbU`7i `hi fY`UbX 7ca a i b]WU]cb</p> <p>HYI hVcc_ .7\UdhYf(.7i `hi fYžGi VW `hi fYgžUbX Cf[Ub]nUh]cbU`GcWU`nUh]cb/7\UdhYf%) . 5bU`mg]b[`Cf[Ub]nUh]cbU`7ca a i b]WU]cb/ HmcgU_]f&\$%&ž7f]h]WU`7ca d`YHY!A Ya VYf 9h\bc[fUd\m`H\Ycf]n]b[`8]U`YW]Wg`cZ 7cbgYbgi g`UbX`7cbZ]W]b`bhfUW`hi fU` 7ca a i b]WU]cb/H\ca Ug`f&\$\$(ž8]j Yfg]miUg GfUH[m`6UggYH>cbYg`f&\$\$(žH\Y`DUfUXcI`cZ 8]j Yfg]miA UbU[Ya Ybž7fYUh]j]miUbX bcbj Uh]cb/@fU]b[`f&\$%&žDi V`]WF`Y`Uh]cbgž 7i `hi fY`UbX`5bh\fcđc`c[m`Hck UfXg`Ub 9h\bc[fUd\]WF YgYUfVX`5[YbXU`</p> <p>K \Uh]g`W`hi fY3`pK \UhXcYg`]hia YUb`tc`“Xc” W`hi fY3`pK \m]g`h\Y`WcbWdhcZW`!`hi fY`fY`Yj Ubh]b cf[Ub]nUh]cbU`WcbhYI hg3`p<ck`Wb`mci`UbU`mgY W`hi fY3`pH\]W`XYgW]dh]cbž`Ub[i U[Y`UbX bUffUh]j Yg`p<ck`Wb`mci`UbU`mgY`Ub[i U[Y`UbX bcb!`j YfVU`VY\Uj]ci f]b`]bhYfdYfgcbU`UbX cf[Ub]nUh]cbU`Wca a i b]WU]cb`WcbhYI hg3`p7cbhYbh UbU`mg]gžX]gWci fgY`UbU`mg]gžfYUX]b[`a YggU[Yg`Ug U`“hYI h”`pK \Uh_]bXg`cZa Yh\cXg`UfY`i gYX`tc`Wc`YW XUH`Zca`]bhYfdYfgcbU`UbX`cf[Ub]nUh]cbU` Wca a i b]WU]cb`WcbhYI hg3`p5fhZJW]gžgi fj Ymgž]bhYfj]Yk gžcVgYfj Uh]cbžWcbj YfgUh]cbU`UbU`mg]g”</p>
<p>%`>Ubi Ufm!`%+`>Ubi Ufm</p>	<p>GYa]bUf</p>	<p>%`>5BI`5FMG9A`B5F`HCD`7G</p> <p>⇒Ybh]miUbX`7ca a i b]WU]cb`]b` ;`cVU`UbX A i`h]W`hi fU`7cbhYI hg`pDck Yf`UbX`7cbf`c`]b Cf[Ub]gUh]cbg</p> <p>HYI hVcc_ .7\UdhYf) .7ca a i b]WU]b[`⇒Ybh]m bX]j]Xi U`mUbX`7c`YW]j Y`m`7\UdhYf`%` . 7ca a i b]WU]b[`]b` ;`cVU`UbX`A i`h]W`hi fU` 7cbhYI hg/7UfVUi [\žBi W]ZfcžGU]hcž/`G\]b f&\$%&ž`8]U`c[i Y`]b`7fcgg!7i `hi fU` DYfgdYW]j Y. >UdUbYgYž? cfYUbžUbX`Fi gg]Ub 8]gWci fgYg/@UbY/`? Ybhf&\$%+ž8]U`c[i Y`UbX 9b[U[Ya Ybh</p> <p>7\UdhYf`- .Dck Yf`UbX`7cbf`c`]b`Cf[Ub]nUh]cbU` @]Z/? YbžGca a YfZY`Xhž/`GUZZYf`f&\$%`ž`GcWU` bYtk cf_gžđck Yfž`UbX`di V`]WFY`Uh]cbg. HYf]i g b[Ybg`Ug`U`WcWYUh]cbU`UddfcUW`tc`gh`Xm]b[fY`Uh]cbg\]d`bYtk cf_g/A W Uf`UbX`f&\$%&ž`ž` 6i`Y`hdfccZGfUH[]Yg` : cf`Gi fj]j]b[`C`Z]W`Dc`]h]Wg`</p>

		<p>K \Uh]g[`cVU`nUhcb`UbX`\ck `XcYg`]h]a dUW`icb]bX]j]Xi U`UbX`cf[Ub]nUhcbU`]XYbh]qYg3`pK \Uh _]bXg`cZ`cWU`! [`cVU`hYbg]cbg`]a dUW`icb cf[Ub]nUhcbg3`p<ck `UFY`hY`X]gW`i fgYg`cZX]j Yfg]m UbX`a i `h]W `h fU]ga `i gYX`]b`cf[Ub]nUhcbU` W`cbh]i hg3`pK \UhXc`hYmfYZYW`UVci h]hY`bUh fy`cZ dck Yf`]b`cf[Ub]nUhcbg3`pK \Uhfc`Y`WUb W`a a i b]WUhcb`d`Um]b`WYUh]b[`]bW] g]j Y`k cf_]b[Ybj]fcba Yb]hg3`p<ck `WUb`X]j YfgY`j c]WYg`VY]bW`fbcfU`hY`X`]bhc`cf[Ub]nUhcbg3`p<ck `WUb]bX]j]Xi U`g`UbX`cf[Ub]nUhcbg`VY`a cfY fYgdc]bg]j Y`hc`Vch` `cWU`UbX`[`cVU`W`cbh]i hg3</p>

Gi Va]gg]cb`cZ5ggYgga YbhHUg_g

Gi Va]gg]cb`cZ5ggYgga YbhHUg_g

Hi fb]hb`Gi Va]gg]cb

≠mci`YbWci bhYf`U`dfcV`Ya`k`Yb`U`hYa`dh]b[`hc`gi Va`]hmcif`Ugg][`ba`Ybh`h`fci`[`\`Hi`fb]hbzd`YUgY`
hY`Yd\cbY`9I`hYfbU`Gi`ddcfhcb`-`,`)`''`%cf`Ya`U]`hYa`cb`YI`hYfbU`hY`hgi`ddcfh4`i`bgk`"YXi`"Ui`"Gi`ddcfh

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`hU`Y`a Ubm Zcfa gž Zca`XY]VYfUHY`WXYU]b['hc`UW]XYbU`mW`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.

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`Uf`h`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`Zk`k`cfXg`UbX`d`fUgYg`k`Y`a`cghm`fYU]b]b['hY`cf][]bU`ghf`i`W`fY`UbX`#`f`dfc`[fYgg]cb`cZ]XYUg`cZ`hY`cf][]bU`Z`UbX`]bZcfa`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]YW]b['hc[Y`hY`f`ei`chYg`UbX`dUfUd`fUgYg`]bhc`U`bYk`k`Y`c`Z`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`dfc]j`X]b[`mci`f`k`cf_]hc`UbchYf`gh`XYbhVYZc`fY`hY`Xi`Y`XUHY`Zc`f`Zc`f`hY`di`fdcgY`cZ`hY`a`d`U[]Uf]g]b[`Uh`Ubmi]h`a`Y`Z`dUm]b[`UbchYf`dYfgcb`hc`dYfZc`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[`dU`ma`Y`bhZc`f`W`a`d`Y`h]b[`UWUXYa`]Wk`cf_]`

#Uddfcdf]UHY`W]hU]cb.`7`h]b[`gci`fW`g`k`]W`X`Uj`Y`bchVYYb`fYUXž`k`]h`ci`hUW_bck`YX[]b[`hY`"gYW`bXUfm`gci`fW`Zca`k`]W`_bck`YX[Y`cZ`hY`a`U`g`VYYb`cV]U]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`Y`cf]b`dUf`ž`k`YfY`]h`Ug`d`fY`]ci`g`m`VYYb`dfY`dUfYX`cf`gi`Va`]hYX`Zc`f`UbchYf`UggYgga`Ybhcf`W`ci`fgY`U`hI`BGK`cf`UbchYf`i`b]j`Yfg]m'

7c`ffYW`fYZYfYbW]b[`dfUW]W]g.

- DUfUd`fUg]b[žgi`a`a`Uf]g]b[žYggUm`k`f]h]b[`UbX`h]a`Y`a`UbU[Ya`Ybh
- 5ddfcdf]UHY`i`gY`cZ`UbX`U`h]f]Vi`h]cb`Zc`f`U`fU]b[Y`cZ`a`U`hYf]U`g`]bW`i`X]b[`hY`i`ž]a`U[Ygž`Zc`fa`i`UY`UbX`W`b`W`drg"

#X]j`]Xi`U`Ugg]gh`UbW`]g`Uj`U]UV`Y`cb`fYei`YghZca`h`Y`@YUf]b[`7`Yb`fY`f`h`hd`##`k`k`"Wi`bgk`"YXi`"Ui`#`G`h`XYb]g`UfY`U`gc`fYa`]bXYX`h`U`h`W`fYZ`h]a`Y`a`UbU[Ya`Ybh]g`Ub`]a`dc`fU`b`h`d`U`f`h`c`Z`g`h`Xm`UbX`cbY`cZ`hY`]XYb]h]Z]YX`W`li`gYg`cZ`d`U[]Uf]ga`]g`d`cc`f`h]a`Y`a`UbU[Ya`Ybh`G`h`XYb]g`g`l`ci`X`U`ck`i`gi`Z]W]Y`b`h]a`Y`Zc`f`YgYUfW`ž`X`fU]h]b[`UbX`d`f`c`d`Y`f`fYZYfYbW]b[`cZ`gci`fW`g`]b`d`fY`dUf]b[`U`UggYgga`Ybh]h`a`g"

I BGK`@]VfUfm`U`gc`U`g`hY`9@G9`hc`Uj`U]UV`Y`hc`Ugg]gh`mci`k`]h`mci`f`gh`XmU`hI`BGK`"9@G9`]g`XYg][`bYX`hc`]b]f`c`Xi`W`bYk`g`h`XYb]g`hc`g`h`Xn]b[`U`hI`BGK`Vi`h]h`W`b`U`gc`VY`U`[fYU`h`fY`Z]Yg`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`bU`V`Y`mci`hc.

- UbU`mgY`hc`d]Wgž`d`Ub`fYg`d`cbgYg`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
- VY'Uk UfY'cZd'U[]Uf]ga ž'Wcdmf][\hž' BGK 'Gh XYbh7cXY'cZ7cbXi WñUbX'5WwdfUV'Y'I gY'cZ
I BGK '⇒H'F Ygci fW'g'Dc`]Wñ
-

5 WUXYa]WbZcfa Uh]cb`

: cf`YggYbh]U`ghi XYbh]bZcfa Uh]cb`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

[\hfg.#k k k "Ufng"i bgk "YXi "Ui #W ffYbhghi XYbh\]bZcfa Uh\]cb`dfc\]Vc`g!\[i \]XY`\]bYg#](#)

⇒ U[Y`7 fYX]h

Gc`c`DYfZcfa UbW`A U_]b[`&\$%-

7F ⇒ CG

7F ⇒ CG`Dfcj]XYf`7cXY.`\$\$\$- ;