



# MDIA2010

GYf]ci g'; Ua Yg

HYfa `C.bY`##`&\$%-

7ci fgY`Cj Yfj ]Yk

`GHUZZ7cbhUWhi8YHJ]`g`

`7cbj Ybcfg`

B Ua Y	9a U]`	5j U]UV]]m	@cWWhcb	D\cbY
6f][ ]X'7cghY`c	Va "VtghY`c4 i bgk "YXi "Ui	K YXbYgXUmj`%&da	F cVYfh K YVghYf`&' %	- ' , ) `* , \$)

GWx cc` `7cbhUWhi bZcfa Uh]cb

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

D\cbY.`f\$&L`- ' , ) `( , ) \*

9a U]` : gUa 4 i bgk "YXi "Ui

\hdg.#gUa`U]f]g` \hdg.#gUa`U]f]g`i bgk "YXi "Ui

7ci fgY'8YHJ]`g

7fYX]h'Dc]bqg`\*`

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

Gi V'YWh5fYU.'? WWS

H\]g'Wci fgY'Wb'U'gc'VY'gh X]YX'j'b'h\Y'Zc`ck ]b[ 'gdYW]U'gU]cb.'5 d\St[hWI` dff` Y

I bXYfgHUbX]b[ 'k \Uh[ Ua Yg'fYU`mUfY'UbX'\ck 'h\Ym'Wb'UZZ'Wh'UbX'WYU'Y'Ui X]YbW'g'g'YggYbh]U`  
\_bck`YX[ Y'Zc'f'Yj Yfma YX]U [ fUXi UH' " `b`h\]g'Wci fgY'k Y'Zc'W'g'cb'h\Y'a cgh'Wca a cb'hmdYg'cZ[ Ua Yg'h\Uh  
a YX]U'dfcXi W'fg'WYU'Y'ZeW]age YS\_ Wc" 'H\YgY'UfY'[ Ua Yg'h\UhUfY'i gYX'Zc'f'fYU'!']Z' di fdcgYg'ch'Yf'h\Ub  
di fY'Ybh'f]ba Ybh': cf'Yi Ua d'Y'Z'h\Ymia ] [ \hVY'i gYX'Zc'f'gcW]U'W'Ub[ Y'Z'YXi W]h'cb'z'h]U]b]b[ žUXj Yf]g]b[ ž  
cf'fc'\Y'd'dYcd'Y'UW\Yj Y'U'dUf]W'Uf'\YU'h'cV'YW]j Y" `b`h\]g'Wci fgY'mci 'k ]`Zc'W'g'cb'h\Y'WcbW'dh U`  
XYg][ b'UbX'UbU'mg]g'cZgYf]ci g'[ Ua Yg" 'H\]g'Wcbh'Y' hk ]`g\UdY'Ub' ]bj Ygh[ Uh]cb' ]brc '[ Ua Y'UYgh'Yh]Vgž

# 5ggYgga Ybh

H\YFY'UFY'fY'fY'UggYgga YbhUg\_g'hc'Wca d'YH'"Mci' a i ghWca d'YH'UbX'\UbX']b'U''h'fY'fY'Ug\_g']b'c'fY'f'hc'dUgg'h'g'Wci'fgY''H\]g'a YUbg'h'Uhmci'k']'ZU']Zmci'Xc'bc'h\UbX']b'cbY'fUg\_Yj'Yb']Zmci'\Uj'Y'U'hc'U'[fUXY'cZcj'Yf')\$Zca'h'Y'c'h'Y'f'k'c'Ugg][ba'Ybhg"  
 GYY'h'Y'Wci'fgY'k'YVg]h'cb'A'ccX'Y'Zcf'Z''Ugg][ba'YbhUg\_'XYgW'dh]cbgza'Uf\_]b['W]h'f]U'UbX'gi'Va\_]gg]cb]Sgfi'W]cbg"

## 5ggYgga YbhUg\_g'

5ggYgga YbhUg_g'	K Y][ \h	8i Y'8UHY	Gh XYbh@YUfb]b[ Ci hWca Yg'5ggYggYX
@YWh'fY'5W]j]h]Yg'	' \$i	DUFhC bY.'%( #' \$' #&\$%- '\$DA DUFhHk c.'\$%#\$( #&\$%- '\$DA	%z&
; Ua Y'5bU'mg]g'9ggUmi	( \$i	%/#\$ ( #&\$%- '\$. \$\$' DA	%z&
GYf]ci'g'; Ua Y'Dfch'cmdY DUW_U[ Y'	' \$i	h!WUgg'K_'%\$ '&' fX#&( h 5df]	&z ž

## 5ggYgga Ybh8YHJ]g

5ggYgga Ybh% '@YWh'fY'5W]j]h]Yg

**GHUfhXUHY.**

8YHJ]g.'\*g\cfha i'hd'Y!Wxc]W'cf'g\cfhUbgk Yf'hYI hg]b[ 'Y!UthYa dhUW]j]h]Yg''b\_YX'hc''k'YY\_g'cZ'YWh'fY'Wcb'h'bh': YXXVUW\_j]U'Wci'fgY '@A G''

5XX]h]cbU'XYHJ]g.

H\YFY'UFY'fY'fY'UggYgga YbhUg\_g'hc'Wca d'YH'"Mci' a i ghWca d'YH'UbX'\UbX']b'U''h'fY'fY'Ug\_g']b'c'fY'f'hc'dUgg'h'g'Wci'fgY''H\]g'a YUbg'h'Uhmci'k']'ZU']Zmci'Xc'bc'h\UbX']b'cbY'fUg\_Yj'Yb']Zmci'\Uj'Y'U'hc'U'[fUXY'cZcj'Yf')\$Zca'h'Y'c'h'Y'f'k'c'Ugg][ba'Ybhg"

GhUfhXUHY.

8YHU]g.; fci d'dfc YW]b`hUa g'cZ&! ("Gi Va ]hYX`Wca dcbYbhg`UfY.; !%\$'a ]bi h'dfYgYbhU]cbz%&'a ]bi hY  
[ Ua Yd`UmXcW a YbhU]cbz[ Ua Y'dfch`mdY`XcW a YbhicZ, \$!%\$\$\$'k cfXg": YYXVUW\_j ]U`Wci fgY`@A G"

5XX]h]cbU`XYHU]g.

H\]g`hUg\_`Ug'a i`hd`Y`XYUX`]bYg.; Ua Y`Dfch`mdY`D`UmhYghg`UfY`]b`K`YY\_`\*": ]bU`@YW]h fYf'd`UmhYghg`UfY  
]b`K`YY\_`-": ]bU`dfYgYbhU]cbg`hc`hY`7`YbhUfY`]b`K`YY\_`%\$`fgYY`XUHY`UVcj`YE`UbX`hY`D8: ]g`\UbXYX`]b  
cb`A

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		UbX'di b]g\`a Ybh" : ]bU`@YWñi fYf`D`UñhYghg`]b`Gh`X]c`WUgg`h\]g k YY_
K YY_`%\$.`&&`5df]`!`&, 5df]`	@YWñi fY	8Yg][`b]b[`'mci`f`;`Ua`Yg`UbX`DfcXi`W]b[`'mci`f` Dfc]c]m]dY`DUW_U[`Y` 5Xj`]W`UbX`h]dg`Zc`f`dfcXi`W]b[`'mci`f`[`Ua`Y`dfc]c]m]dY` dUW_U[`Y`UbX`dfYgYb]h]cb" : ]bU`;`Ua`Y`DfYgYb]h]cb]g`h`h`Y`7`]Ybh

F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

5`k YY\_mfYUX]b[ gZ[ Ua YgZUbX`chYf`Wci fgY`Wcbh`bhk ]`VY`Uj U]UV`Y`j ]U`h`Y`Wci fgY`k YVg]h`cb  
A ccX`Y"

F YWca a YbXYX`F Ygci fWg

H\Y`I BGK `@]vfUfm\Ug`a Ubmi gYZ ``fYgci fWg`cb`gYf]ci g`[ Ua Y`XYg][ bZ`f`YI Ua d`Y/



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`HYa` dh]b[ `hc`gi Va ]hmc i`f`Ugg][`ba`Ybh`h`fci` [ ` \`Hi`fb]hb`z`d`Y`UgY`  
HY`Yd` \cbY`9I`HYfbU`Gi`ddcfhcb`-` ,` )` " ` ' ` ' ` %cf`Ya`U]`h`Ya` `cb`YI`HYfbU`HY`hgi`ddcfh`4`i`bgk`"YXi`"Ui` " `Gi`ddcfh`  
 \ci`fg`UfY` ,` .` \$\$Ua` -`-%\$.`\$\$da` `cb`k`YY`XUmg`UbX`-` .` \$\$Ua` -` )` .` \$\$da` `cb`k`YY`YbXg`fI`\*)` `XUmg`U`mY`UfL`" `zmc i`  
UfY`i`bUV`Y`hc`gi Va ]hmc i`f`Ugg][`ba`YbhXi`Y`hc`U`ZUi` `hik`]h`Hi`fb]hb`mc i` `a`UmiUdd`miZc`f`Ub`YI`HYbg]cb`z`Vi`hmc i`  
a`i`ghfY`hU]b`mc i`f`h]W`Yhbi`a`VYf`Zca` `9I`HYfbU`Gi`ddcfhU`cb[ `k`]h`Ubmc`h`Yf`fY`Yj`UbhXcW`a`Yb`hg`L`hc`  
]bWi`XY`Ug`Yj`]XYbW`hc`gi`ddcfhmc i`f`YI`HYbg]cb`Udd`]W]h]cb" `zmc i` `Ya`U]`9I`HYfbU`Gi`ddcfhmc i`k`]`  
Ui`hc`a`U`h]W]`mi`fY`W]j`Y`U`h]W`Yhbi`a`VYf`z`Vi`h]Zmc i` `HY`Yd` \cbY`mc i`k`]`b`YYX`hc`gd`Y`W]W]`mi`Ug`\_`Zc`f`cbY`"  
Hi`fb]hb`U`gc`d`fcj`]XYgi`dXU`HY`g`cb`h`Y]f`gm`gh`Ya` `ghU`h`g`cb`Hk`]hYf"

;`YbYfU`m`z`UggYgga`YbhHUg\_g`a`i`ghVY`gi`Va`]hYX`Y`Y`Wfcb]W]m`mj`]U`Y]h`Yf`Hi`fb]hb`cf`U`A`ccX`Y`  
Ugg][`ba`Ybh` `b`]bg`h`Ub`W]g`k` \YfY`h`l`g`]g`bchidcgg]V`Yz`]hk`]`VY`g`h`U`h`X`cb`mc i`f`Wci`fgY`g`A`ccX`Y`g`]h`k`]h`  
U`h`Y`fb`U`h]j`Y`gi`Va`]gg]cb`XY`hU]`g"

:`cf`]b`Zc`fa`U`h]cb`cb` \ck`hc`gi Va ]hUgg][`ba`Ybh`g`cb`]bY`j`]U`A`ccX`Y` .` \`h`tdg`.#`gh`XYbh`i`bgk`"YXi`"Ui` #`ck`!  
gi Va ]hUgg][`ba`Ybh`a`ccX`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" #WU b'U`Y'a Ubm Zcfa gž Zca`XY]VYfUHY`WXYU]b[ 'hc`UW]XYbU`mWcdm]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`U`g`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`Z`k`k`cfXg`UbX`d`fUgYg`k`\]Y`a`cghm`fYU]b]b[ 'hY`cf][ ]bU`gfi`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]Y]W]b[ 'hc[ Y`hY`f`ei`chYg`UbX`dUfUd`fUgYg`]bhc`U`bYk`k`c`Y`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`dfcj`X]b[`mci`f`k`cf`\_]hc`UbchYf`g`h`XYbhVYZc`fY`hY`Xi`Y`XUHY`z`cf`Zc`f`hY`di`fdcgY`cZ`hY`a`d`U[ ]Uf]g]b[`Uh`Ubmi]a`Y`z`dUm]b[`UbchYf`dYfgcb`hc`dYfZcfa`Ub`UWUXYa`]W]Ug`ž`gh`U`]b[`cf`UW`ei`]f]b[`UbchYf`dYfgcb`g`UWUXYa`]Wk`cf`\_]UbX`Wcdm]b[`]ž`cZ]f]b[`hc`Wca`d`Y`h`UbchYf`dYfgcb`g`k`cf`\_]cf`gYY`\_]b[`dUma`YbhZc`f`Wca`d`Y]b[`UWUXYa`]Wk`cf`\_"]

#Uddfcdf]UHY`W]U]cb.`7`]b[`gci`fW`g`k`\]W`U`j`Y`bchVYYb`fYUX`ž`k`]h'ci hUW\_bck`YX[ ]b[ 'hY`"gYWcbXUfm`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`c`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`Wci`fgY`U`h`I`BGK`cf`UbchYf`i`b]j`Yfg]m'

7c`fY`W`fYZYfYbW]b[`d`fUW]W]g.

- DUfUd`fUg]b[`ž`gi`a`a`Uf]g]b[`ž`YggUm`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`hY]f]U`g`]bW`i`X]b[`hY`i`ž]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`@`YUf]b]b[`7`YbhY`f`h`hd`##`k`k`"Wi`bgk`"YXi`"Ui`#`G`h`XYbhg`UfY`U`gc`fYa`]bXYX`h`Uh`W]fYZ`h]a`Y`a`UbU[`Ya`Ybh]g`Ub`]a`dcfU]bh`dUf`h`cZ`gh`Xm`UbX`cbY`cZ`hY`]XYbh]Z]YX`W]i`gYg`cZ`d`U[ ]Uf]ga`]g`d`cc`f`h]a`Y`a`UbU[`Ya`Ybh`G`h`XYbhg`g`l`ci`X`U`ck`i`gi`Z]W]Ybh]h]a`Y`Zc`f`YgYUfW`ž`XfU]h]b[`UbX`dfcdYf`fYZYfYbW]b[`cZ`gci`fW`g`]b`dfY`dUf]b[`U`UggYgga`Ybh]h]a`g"

I BGK`@]VfUfm`U`gc`U`g`hY`9@G9`hc`U`j`U]UV`Y`hc`Ugg]ghmci`k`]h`mci`f`gh`XmU`h`I`BGK`"9@G9`]g`XYg][`bYX`hc`]b]h`c`Xi`W`bYk`g`h`XYbhg`hc`g`h`Xn]b[`U`h`I`BGK`Vi`h]h`WU]b`U`gc`VY`U`[`fYU`h`fY`ZYg`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`]YbUVY`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
-

# 5 WUXYa ]WbZcfa Uhcb`

: cfYggYbh]U`ghi XYbh]bZcfa Uhcb`fY`Uh]b[ `rc.

- fYei Yghg`ZcfYI hYbg]cb/
- `UhY`gi Va ]gg]cbg`[ i ]XY`]bYg/
- fYj ]Yk `cZa Uf\_g/
- I BGK `<YU`h `UbX`GUZYmidc`]WYg/
- YI Ua ]bUh]cb`dfcVWXi fYg/
- gdYW]U`Wc]bg]XYfUh]cb`]b`hY`Yj Ybhcz]`bYgg`cf`a ]gUXj Ybh fY/
- ghi XYbhYei ]miUbX`X]gUV`]`]m/
- UbX`chYfYggYbh]U`UWUXYa ]W]bZcfa Uh]cbz`gYY

[\hdc`##k k k "Ufmg`i bkg "YXi "Ui #W ffYbh\]ghi XYbh\]bZcfa Uh\]cb`dfc\]Wc`g`\[ i \]XY`\]bYg#](#)