



The pitch !

- In 2009, two french film-makers, Tristan Mendès France and Gaël Bordier, went to Burma to clandestinely shoot a satirical documentary about the absurd decisions made by the dictatorship and its consequences for the people.
- The consequences of the delirious decisions of the junta can be found from the most trivial everyday life to the highest levels of the administration.
- **Happy World is a journey into this dictatorship of the absurd.**

At a glance

- Happy World is a hypervideo experiment co-produced by Cinquième Etage Production and Upian.com
- **The result** is a 30 mn documentary, available both in english and french original audio, directed and edited specifically for the Internet, presented in a HTML5 shell that displays dynamic data and contextual information to enrich the video.
- The film is available under the **Creative Commons License**, giving each user the opportunity to broadcast it (taking an unbranded version of the program and making it available to its own audience), but also to download it.

The context

Since its independence in 1962, the people of Burma has been living under the oppression of a dictatorship and both the democratic opposition and the ethnic minorities have been crushed by constant repression.

The 1988 protests have been suppressed in blood, and many monks paid the saffron revolution of 2007 with their lives. On top of this, the disastrous management of the crisis caused by hurricane Nargis that struck the country in may of 2008 – killing 100 000 Burmese – deprived over a million victims of the disaster from international relief up to this day.

Symbol of the opposition against the regime, Aung San Suu Kyi, awarded the 1991 Nobel Prize for Peace, has been constantly hassled by the authorities since the 1990's.

The junta has spent the last 40 years cut of from the rest of the world, developing an extreme paranoia and a great propensity towards the irrational. The close entourage of the generals now counts astrologists, numerologists and magicians, who are consulted – and systematically followed – before every major decision is made: the country's change of name, the relocation of the capital, or major overhaul of the currency, agriculture, traffic management, repression.

Today, the country lives according to the rhythm of the most absurd decisions – and as always, the people is paying the price for such an insanity.

Happy World - Bienvenue en Birmanie

http://www.happyworld.com/

Google

Blogmarks : Marks de mes amis Happy World - Bienvenue en ...

HTML5

HAPPY WORLD

BURMA : THE DICTATORSHIP OF THE ABSURD

A GAËL BORDIER AND TRISTAN MENDES FRANCE MOVIE

DOWNLOADBROADCASTDONATE



0:00 -29:20

Chapitre VII:
PLEIN LE BIDON

 Dictature + Pétrole + Total
= un mélange justifié ?

 Ecouter la réaction d'une
opposante birmane sur
cette séquence



ABOUT • BONUS • TRANSLATE • SCREENINGS



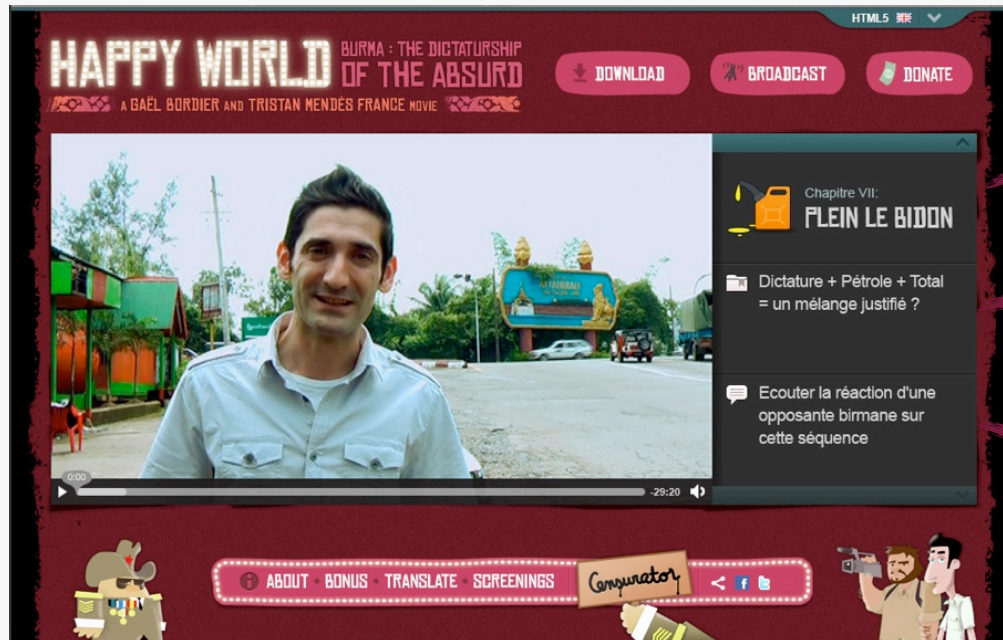


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Terminé

Hypervideo

- Thanks to the new HTML5 technology, the hypervideo principle - a direct reference to the hypertext - makes it possible to enrich the video through



the chapter currently played

a “click-through” investigation
(*outside program*)

a testimony
(*external bonus brought by Happy World*)

- As the read head progresses through the movie, links appear on the right of the player. Those links can redirect to media or blog articles, audio documents (interviews), other videos, books or bonuses (interactive feature, maps, clips,...).

Detailed tour



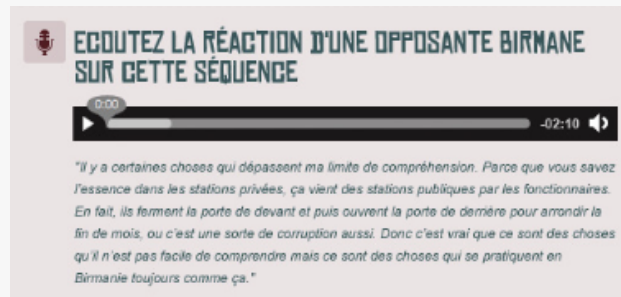
A satirical, informative movie, with exclusive images, enriched with links.
Duration: 30 minutes



An interactive map of the burmese opposition in the world.



An infographic to understand Naypyidaw, the new capital.



The interview of a burmese opposer



The “Censurator”, a device to censor your Twitter account or the timeline of a friend.



The making-of, picturing the shooting in a country where journalists are not welcomed.

Download, Broadcast, Donate



You are a private person ?

Download the HD version of the program under the Creative Commons License.

You like the program ?

Help us and donate. Thank you !

You are an association ?

You want to set up a screening ?

Download the program and let us know, we will post your screening date and location on the website.



Become a partner !

You are a media or a blog ?

Broadcast the movie with its contextual player, using your own content to enrich it, under your own brand.

- Broadcast the movie **for free**
- Add **your own articles**

→ Promote **your archives**

→ Recreate **your own hypervideo**



Become a partner !

- At the URL <http://www.happy-world.com>, the content displayed has been selected by the production team. If you want to broadcast Happy World on your site or network, you may personalize those links and replace them with the content of your choice.

Step 01: Select the language to broadcast.

Step 02 : copy-paste the generated code on your website to embed the program.



The screenshot shows the Happy World website interface. On the left, there's a sidebar with navigation options. The main area features a video player with a man's face. To the right of the video player, there's a sidebar with text: "980px", "460px", "Chapitre 10 PLEIN LE BIDON", "Dictature + Pétrole + Total = un mélange justifié ?", and "Ecouter la réaction d'une opposante tennaise sur cette séquence". Below the video player, there's a section titled "La taille totale du lecteur est de 980px * 460px" and "Après avoir fait votre sélection, copiez le code ci-dessous. (Ce code évolue selon votre sélection)". There are three steps: 1 - Choisir la langue du film (English selected), 2 - Choisir les sous-titres du film (Pas de sous-titres selected), and 3 - Copier le code ci-dessous: (HTML code provided).

Step 03 : write us a contact@happy-world.com and we will give you the procedure to personalize the data inserted in the movie: it's very simple !



The screenshot shows the "PERSONNALISER L'EMBED" section of the Happy World website. It features a video player with a man's face. To the right of the video player, there's a sidebar with text: "980px", "460px", "Chapitre 10 PLEIN LE BIDON", "Dictature + Pétrole + Total = un mélange justifié ?", and "Ecouter la réaction d'une opposante tennaise sur cette séquence". Below the video player, there's a section titled "PERSONNALISER L'EMBED" with the text: "Vous souhaitez diffuser Happy World sur votre site et vous souhaitez personnaliser les liens contextuels affichés en complément du film. C'est possible, c'est facile et c'est simple :". There is a "CONTACTEZ-NOUS" button.

Become a partner: example of lemonde.fr

Happy World - LeMonde.fr

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INTERNATIONAL AFRIQUE EUROPE AMERIQUES ASIE-PACIFIQUE PROCHE-ORIENT

Visuel interactif

Happy world - Birmanie: la dictature de l'absurde

LEMONDE.FR | 17.11.08 | 15h00 • Mis à jour le 21.11.08 | 10h15

Chapitre VII: FLEIN LE BIDON

Dictature + Pétrole + Total = un mélange justifié ?

Ecouter la réaction d'une opposante birmane sur cette séquence

DOWNLOAD BROADCAST DONATE ABOUT BONUS TRANSLATE SCREENINGS Conquator

RÉAGISSEZ CLASSEZ CITEZ ENVOYEZ PARTAGEZ

Parmi vos réactions

Voyage au bout du charbon

Soyez le premier à réagir.

Réagissez

Publité

Complémentaire Santé Gan

La complémentaire santé qui rembourse bien : même pour les soins dentaires !

Plus d'informations

Embed designed to fit into an article.

Your contents are showcased (archives, links, sounds, texts, images, videos, etc.)

Possible to conserve the additional content created for Happy World (infographics, interviews, making-of, etc.)

Possible to create user conversations directly in your pages.

For any enquiry,
mail us: contact@happy-world.com !

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The chapters

If you want to broadcast Happy World and enrich the program with your own content, here are a few leads. Maybe you have archives or contents that provide a useful insight on one of the issues addressed by the movie ?



When the name of an entire country is changed by the will of a single tyrant.



When a SIM card can cost up to 1800\$, but the average Burmese only makes 1\$ a day.



When the reform of 1974 puts both traffic AND steering wheels on the right side.



When the astrologists decide that bills of 90 and 45 (multiples of 9) are more convenient than multiples of 10.



When fuel distribution is rationed to limit the circulation of people.



When universities are delocalized at dozens of miles outside of towns.



When it becomes compulsory to have brand new dollar bills.



When access to the Internet is simply... denied.

The chapters



When peasants are asked to replace rice patches with a shrubbery that brings back luck to opposer Aung San Suu Kyi.



When the junta builds a empty museum of the war against drugs, but directly profits from drug trafficking.



When we discover Naypyidaw, the new capital, a modern fortified ghost town.

These examples are leads. You are free to provide any insights or content you like.
If you have important documents in free access, we can include them in the standard kit.

Translate



The screenshot shows a web interface for selecting movie subtitles. It is divided into two sections:

- 1 - Choisir la langue du film**: A dropdown menu with the flag of the United Kingdom and the text "English".
- 2 - Choisir les sous-titre du film**: A list of options with flags: "Pas de sous-titres" (black flag), "English" (UK flag), "Français" (French flag, highlighted by a mouse cursor), and "Português" (Portuguese flag).

The program is available in english and french.

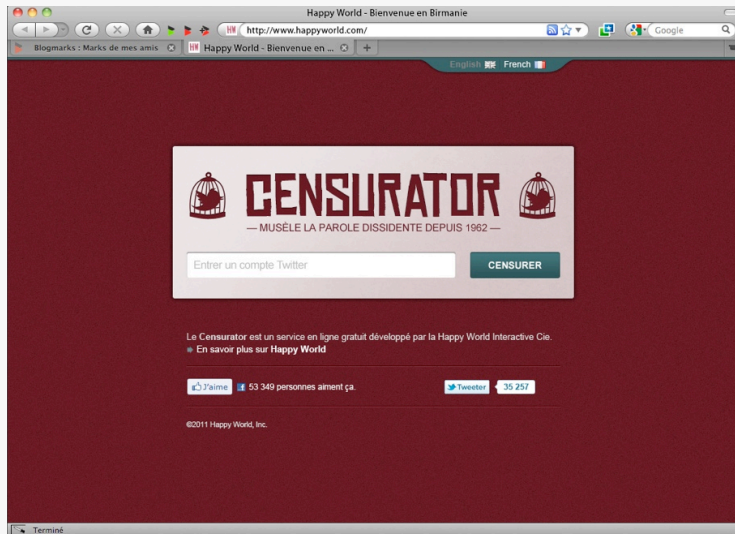
The website allows users to select the version they want to watch, with or without the subtitles of their choice.

Users and partners are encouraged to help translate the subtitles of the movie in a language that would not be available yet, or to improve an existing version.

We put timecoded .srt files in the available reference languages (french and english) at your disposal.

Once they're approved, those subtitles will be made available to the community at <http://www.happy-world.com>

Censor



Developped by the Happy World Interactive Cie, the free online service called “Censurator” has been muzzling the press & shutting up the opposition on the social network and micro-blogging tool Twitter.

Users are prompted to enter a Twitter account - their own or from a friend - et to let the censor-micro-ship work its magic.

The Censurator features 20 comical animations censoring the prompted Twitter account.

The user is encouraged to share this service on its social networks, and help promoting the Happy World program.



The authors

Tristan Mendès France - author

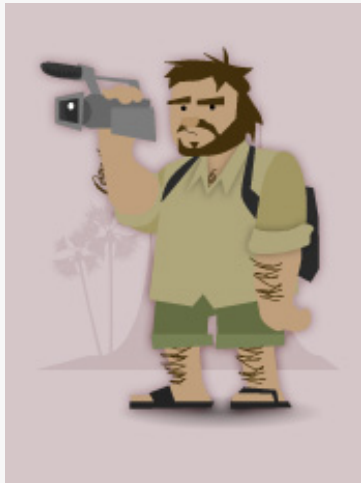
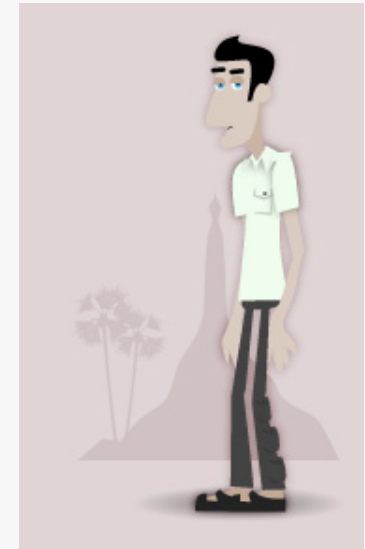
Journalist, writer, blogger and documentarist

After graduating in Law, he moves on to study political Science. He has been parliamentary assistant both in the Assembly and the Senate, and columnist at France-Culture for Place de la Toile.

he teaches the new digital cultures at CELSA and Paris Diderot University

Extremely attracted by the numeric universe, he's been present on the internet since 1995, with his own website since 1997, a blog since 2005 and a Twitter account since 2007 (@egoflux).

Egoblog.net – blogtrotters.fr



Gaël Bordier - director

After being an assistant director on advertising, fictions and documentaries (France2, France3, France5, Arte, Canal+) from 1995 to 1999, he was for 5 years TV director for the TV5 show *24h En direct de...*, covering 25 destinations (Hanoï, Rio, New-York, Sanaa, Djakarta, Bamako, Vancouver,...). In 2004, he became the director for several TV5 shows, like *CQFV* and *Conversations Privées*.

Today, he is a director for documentaries (*Sur la route*, 52mn), commercials (Cameroun, Secours Populaire, Bouygues, Cap Gemini,...) et TV shows : *Talk de Paris*, special shows for France24, V6, a weekly 26mn show for ABMoteurs, *L'Invité* for TV5 Monde. He also directed feature films : *Le Royaume des Rapiats* (2001) and *Le Making-Of* (currently in production).

Happy World

<http://www.happy-world.com>

Twitter : [@happyworld](https://twitter.com/happyworld)

contact@happy-world.com

CONTACT

