



# Manual Operativo de Programación de Funciones



# 1. Generalidades

### Objetivo:


Facilitar una guía para la programación interna del conjunto.

### Involucrados:


- Gerentes de Conjunto
- Programación

## 2. Proceso



<p><b>4</b></p>	<p><b>Gerente de Conjunto</b></p> <p>Asigna todos los horarios según el nivel de importancia y según los criterios establecidos.</p>	<table border="1"> <thead> <tr> <th>Rango</th> <th>IT</th> <th>Validar 30 X 30</th> <th>Funciones</th> <th>Butacas</th> <th></th> </tr> </thead> <tbody> <tr><td>10:30-10:59</td><td>4%</td><td></td><td>1</td><td>74</td><td>ESTA OK</td></tr> <tr><td>11:00-11:29</td><td>30%</td><td></td><td>4</td><td>610</td><td>ESTA OK</td></tr> <tr><td>11:30-11:59</td><td>23%</td><td></td><td>2</td><td>467</td><td>ESTA OK</td></tr> <tr><td>12:30-12:59</td><td>6%</td><td></td><td>1</td><td>127</td><td>ESTA OK</td></tr> <tr><td>13:00-13:29</td><td>17%</td><td></td><td>3</td><td>337</td><td>ESTA OK</td></tr> <tr><td>13:30-13:59</td><td>23%</td><td></td><td>3</td><td>472</td><td>ESTA OK</td></tr> <tr><td>14:00-14:29</td><td>30%</td><td></td><td>3</td><td>605</td><td>ESTA OK</td></tr> <tr><td>15:00-15:29</td><td>13%</td><td></td><td>2</td><td>265</td><td>ESTA OK</td></tr> <tr><td>15:30-15:59</td><td>10%</td><td></td><td>2</td><td>199</td><td>ESTA OK</td></tr> <tr><td>16:00-16:29</td><td>17%</td><td></td><td>2</td><td>347</td><td>ESTA OK</td></tr> <tr><td>16:30-16:59</td><td>29%</td><td></td><td>3</td><td>592</td><td>ESTA OK</td></tr> <tr><td>17:00-17:29</td><td>14%</td><td></td><td>2</td><td>276</td><td>ESTA OK</td></tr> <tr><td>17:30-17:59</td><td>6%</td><td></td><td>1</td><td>125</td><td>ESTA OK</td></tr> <tr><td>18:00-18:29</td><td>10%</td><td></td><td>2</td><td>201</td><td>ESTA OK</td></tr> <tr><td>18:30-18:59</td><td>17%</td><td></td><td>2</td><td>347</td><td>ESTA OK</td></tr> <tr><td>19:00-19:29</td><td>29%</td><td></td><td>3</td><td>592</td><td>ESTA OK</td></tr> <tr><td>19:30-19:59</td><td>13%</td><td></td><td>2</td><td>263</td><td>ESTA OK</td></tr> <tr><td>20:00-20:29</td><td>12%</td><td></td><td>2</td><td>250</td><td>ESTA OK</td></tr> <tr><td>20:30-20:59</td><td>11%</td><td></td><td>2</td><td>212</td><td>ESTA OK</td></tr> <tr><td>21:00-21:29</td><td>19%</td><td></td><td>3</td><td>389</td><td>ESTA OK</td></tr> <tr><td>21:30-21:59</td><td>24%</td><td></td><td>3</td><td>485</td><td>ESTA OK</td></tr> <tr><td>22:00-22:29</td><td>23%</td><td></td><td>2</td><td>455</td><td>ESTA OK</td></tr> </tbody> </table>	Rango	IT	Validar 30 X 30	Funciones	Butacas		10:30-10:59	4%		1	74	ESTA OK	11:00-11:29	30%		4	610	ESTA OK	11:30-11:59	23%		2	467	ESTA OK	12:30-12:59	6%		1	127	ESTA OK	13:00-13:29	17%		3	337	ESTA OK	13:30-13:59	23%		3	472	ESTA OK	14:00-14:29	30%		3	605	ESTA OK	15:00-15:29	13%		2	265	ESTA OK	15:30-15:59	10%		2	199	ESTA OK	16:00-16:29	17%		2	347	ESTA OK	16:30-16:59	29%		3	592	ESTA OK	17:00-17:29	14%		2	276	ESTA OK	17:30-17:59	6%		1	125	ESTA OK	18:00-18:29	10%		2	201	ESTA OK	18:30-18:59	17%		2	347	ESTA OK	19:00-19:29	29%		3	592	ESTA OK	19:30-19:59	13%		2	263	ESTA OK	20:00-20:29	12%		2	250	ESTA OK	20:30-20:59	11%		2	212	ESTA OK	21:00-21:29	19%		3	389	ESTA OK	21:30-21:59	24%		3	485	ESTA OK	22:00-22:29	23%		2	455	ESTA OK
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<p>9</p>	<p><b>Programación Corporativo</b></p> <p>Analiza la propuesta y envía la aprobación o rechazo al Gerente de Conjunto. Nota: Este correo llega los días miércoles en la mañana. En caso de existir rechazo por parte de programación Corporativo el gerente de conjunto debe cambiar la propuesta y enviarla a más tardar miércoles antes del medio día para su aprobación.</p>	 <table border="1"> <thead> <tr> <th>Pelicula</th> <th>Ver</th> <th>Form</th> <th>Clasif</th> <th>Entrada</th> <th>1<sup>a</sup></th> <th>2<sup>a</sup></th> <th>3<sup>a</sup></th> <th>4<sup>a</sup></th> <th>5<sup>a</sup></th> <th>6<sup>a</sup></th> </tr> </thead> <tbody> <tr> <td></td> <td>DOB</td> <td>2D</td> <td></td> <td>Entra</td> <td>11:45 AM</td> <td>2:20 PM</td> <td>4:50 PM</td> <td></td> <td></td> <td></td> </tr> <tr> <td>la selva</td> <td>DOB</td> <td>2D</td> <td></td> <td>Entra</td> <td>1:45 PM</td> <td>4:20 PM</td> <td>6:50 PM</td> <td></td> <td></td> <td></td> </tr> <tr> <td>la selva</td> <td>SUB</td> <td>2D</td> <td></td> <td>Entra</td> <td></td> <td></td> <td></td> <td>7:20 PM</td> <td>10:05 PM</td> <td></td> </tr> <tr> <td>le grande</td> <td>DOB</td> <td>2D Junior</td> <td></td> <td>Entra</td> <td>10:55 AM</td> <td>1:25 PM</td> <td>3:50 PM</td> <td>6:20 PM</td> <td>8:50 PM</td> <td></td> </tr> <tr> <td></td> <td>DOB</td> <td>2D</td> <td></td> <td>Entra</td> <td>1:20 PM</td> <td>3:40 PM</td> <td>6:05 PM</td> <td>8:35 PM</td> <td>11:05 PM</td> <td></td> </tr> <tr> <td></td> <td>SUB</td> <td>2D</td> <td></td> <td>Entra</td> <td></td> <td></td> <td></td> <td>5:40 PM</td> <td>8:00 PM</td> <td>10:20 PM</td> </tr> <tr> <td>ristmas special:</td> <td>SUB</td> <td>2D</td> <td></td> <td>Entra</td> <td>1:00 PM</td> <td>3:30 PM</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td>SUB</td> <td>2D 40K</td> <td></td> <td>Entra</td> <td>1:50 PM</td> <td></td> <td></td> <td>6:50 PM</td> <td>9:35 PM</td> <td></td> </tr> <tr> <td></td> <td>DOB</td> <td>2D 40K</td> <td></td> <td>Entra</td> <td>11:15 AM</td> <td></td> <td></td> <td>4:25 PM</td> <td></td> <td></td> </tr> <tr> <td>blos es papa?</td> <td>DOB</td> <td>2D</td> <td></td> <td>Entra</td> <td>11:10 AM</td> <td></td> <td></td> <td>4:20 PM</td> <td></td> <td></td> </tr> <tr> <td>blos es papa?</td> <td>SUB</td> <td>2D</td> <td></td> <td>Entra</td> <td>1:40 PM</td> <td></td> <td></td> <td>7:08 PM</td> <td>9:45 PM</td> <td></td> </tr> </tbody> </table>	Pelicula	Ver	Form	Clasif	Entrada	1 <sup>a</sup>	2 <sup>a</sup>	3 <sup>a</sup>	4 <sup>a</sup>	5 <sup>a</sup>	6 <sup>a</sup>		DOB	2D		Entra	11:45 AM	2:20 PM	4:50 PM				la selva	DOB	2D		Entra	1:45 PM	4:20 PM	6:50 PM				la selva	SUB	2D		Entra				7:20 PM	10:05 PM		le grande	DOB	2D Junior		Entra	10:55 AM	1:25 PM	3:50 PM	6:20 PM	8:50 PM			DOB	2D		Entra	1:20 PM	3:40 PM	6:05 PM	8:35 PM	11:05 PM			SUB	2D		Entra				5:40 PM	8:00 PM	10:20 PM	ristmas special:	SUB	2D		Entra	1:00 PM	3:30 PM						SUB	2D 40K		Entra	1:50 PM			6:50 PM	9:35 PM			DOB	2D 40K		Entra	11:15 AM			4:25 PM			blos es papa?	DOB	2D		Entra	11:10 AM			4:20 PM			blos es papa?	SUB	2D		Entra	1:40 PM			7:08 PM	9:45 PM	
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<p><b>10</b></p>	<p><b>Gerente de Conjunto</b></p> <p>Carga la programación aprobada y la abre. Nota: este proceso se debe realizar los días miércoles antes del mediodía.</p>	 <table border="1" data-bbox="1047 451 1437 745"> <thead> <tr> <th>Película</th> <th>Vorno</th> <th>Forma</th> <th>Clasif</th> <th>Enc. Se</th> <th>1<sup>a</sup></th> <th>2<sup>a</sup></th> <th>3<sup>a</sup></th> <th>4<sup>a</sup></th> <th>5<sup>a</sup></th> <th>6<sup>a</sup></th> </tr> </thead> <tbody> <tr> <td></td> <td>00B</td> <td>2D</td> <td></td> <td>Entrada</td> <td>11:45 AM</td> <td>2:20 PM</td> <td>4:50 PM</td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>Sala</td> <td>1:45 PM</td> <td>4:20 PM</td> <td>6:50 PM</td> <td></td> <td></td> <td></td> </tr> <tr> <td>la selva</td> <td>00B</td> <td>2D</td> <td></td> <td>Entrada</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>Sala</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>la selva</td> <td>SUB</td> <td>2D</td> <td></td> <td>Entrada</td> <td></td> <td></td> <td>7:20 PM</td> <td>10:05 PM</td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>Sala</td> <td></td> <td></td> <td>9:20 PM</td> <td>12:05 PM</td> <td></td> <td></td> </tr> <tr> <td>la grande</td> <td>00B</td> <td>2D</td> <td>Junior</td> <td>Entrada</td> <td>10:55 AM</td> <td>1:25 PM</td> <td>3:50 PM</td> <td>6:20 PM</td> <td>8:50 PM</td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>Sala</td> <td>1:07 PM</td> <td>3:45 PM</td> <td>6:05 PM</td> <td>8:35 PM</td> <td>11:05 PM</td> <td></td> </tr> <tr> <td></td> <td>00B</td> <td>2D</td> <td></td> <td>Entrada</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>Sala</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td>SUB</td> <td>2D</td> <td></td> <td>Entrada</td> <td></td> <td></td> <td>5:40 PM</td> <td>8:00 PM</td> <td>10:20 PM</td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>Sala</td> <td></td> <td></td> <td>7:40 PM</td> <td>10:00 PM</td> <td>12:20 PM</td> <td></td> </tr> <tr> <td>christmas special</td> <td>SUB</td> <td>2D</td> <td></td> <td>Entrada</td> <td>1:00 PM</td> <td>3:30 PM</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>Sala</td> <td>2:55 PM</td> <td>5:25 PM</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td>SUB</td> <td>2D 4DX</td> <td></td> <td>Entrada</td> <td></td> <td></td> <td>6:50 PM</td> <td>9:25 PM</td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>Sala</td> <td></td> <td></td> <td>8:50 PM</td> <td>11:25 PM</td> <td></td> <td></td> </tr> <tr> <td></td> <td>00B</td> <td>2D 4DX</td> <td></td> <td>Entrada</td> <td>11:15 AM</td> <td></td> <td>4:25 PM</td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>Sala</td> <td>1:15 PM</td> <td></td> <td>6:25 PM</td> <td></td> <td></td> <td></td> </tr> <tr> <td>blow es papa?</td> <td>00B</td> <td>2D</td> <td></td> <td>Entrada</td> <td>11:30 AM</td> <td></td> <td>4:20 PM</td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>Sala</td> <td>1:30 PM</td> <td></td> <td>6:20 PM</td> <td></td> <td></td> <td></td> </tr> <tr> <td>blow es papa?</td> <td>SUB</td> <td>2D</td> <td></td> <td>Entrada</td> <td></td> <td></td> <td>7:08 PM</td> <td>9:45 PM</td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>Sala</td> <td></td> <td></td> <td>9:08 PM</td> <td>11:55 PM</td> <td></td> <td></td> </tr> </tbody> </table>	Película	Vorno	Forma	Clasif	Enc. Se	1 <sup>a</sup>	2 <sup>a</sup>	3 <sup>a</sup>	4 <sup>a</sup>	5 <sup>a</sup>	6 <sup>a</sup>		00B	2D		Entrada	11:45 AM	2:20 PM	4:50 PM								Sala	1:45 PM	4:20 PM	6:50 PM				la selva	00B	2D		Entrada											Sala							la selva	SUB	2D		Entrada			7:20 PM	10:05 PM							Sala			9:20 PM	12:05 PM			la grande	00B	2D	Junior	Entrada	10:55 AM	1:25 PM	3:50 PM	6:20 PM	8:50 PM						Sala	1:07 PM	3:45 PM	6:05 PM	8:35 PM	11:05 PM			00B	2D		Entrada											Sala								SUB	2D		Entrada			5:40 PM	8:00 PM	10:20 PM						Sala			7:40 PM	10:00 PM	12:20 PM		christmas special	SUB	2D		Entrada	1:00 PM	3:30 PM									Sala	2:55 PM	5:25 PM						SUB	2D 4DX		Entrada			6:50 PM	9:25 PM							Sala			8:50 PM	11:25 PM				00B	2D 4DX		Entrada	11:15 AM		4:25 PM								Sala	1:15 PM		6:25 PM				blow es papa?	00B	2D		Entrada	11:30 AM		4:20 PM								Sala	1:30 PM		6:20 PM				blow es papa?	SUB	2D		Entrada			7:08 PM	9:45 PM							Sala			9:08 PM	11:55 PM		
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**b) Ajuste de programación por parte del Gerente de Corporativo**

<p><b>1</b></p>	<p><b>Gerente de Conjunto</b></p> <p>Envía un correo a Programación Corporativo adjuntando los reajustes de programación.</p>	
<p><b>2</b></p>	<p><b>Programación Corporativo</b></p> <p>Analiza y aprueba o rechaza la programación por parte del Gerente de Cine.</p>	
<p><b>3</b></p>	<p><b>Gerente de Conjunto</b></p> <p>Reajusta la programación de su cine una vez aprobada o bien si esta fue rechazada queda de la misma manera. Nota: Una vez que se realiza un reajuste de programación se debe realizar el cambio inmediatamente en la programación del cine.</p>	

**Importante:** Todos los reajustes de programación deben ir aprobados por Programación Corporativo.

Si hay boletos vendidos (5% de la capacidad de la sala) en una película no se puede realizar cambios de programación en esa película.

## 2. Tips

- a) Revisar comportamiento del mercado de su población (Preferencias de versiones o formatos).
- b) Revisar cual es el mejor titulo de su cine.
- c) Basarse en la competencia e histórico del cine para saber el horario del cine.