

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 7/11/2017

Game #	1734	Confirmed Packs	2,915
Game Name	Millionaire's Club	Active Packs	1,947
Quantity Printed	5,908,875	Warehouse Packs	1
Price Point	\$20	Returned Packs	77
Start Date	6/6/2016	Printed Payout Percentage	75.08%
Top Prize	\$ 1,000,000	Percent Sold	97.24%
Number of Top Prizes Remaining	1	Number of Weeks Out	57

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact

Cost to print tickets	\$ 198,020	Actual ticket production costs
Prize payout expense	\$ 84,838,660	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 85,036,680

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 114,915,801	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	<u>\$ 114,915,801</u>	

Excess of Revenue over Expended \$ 29,879,121

INTANGIBLE POSITIVE BENEFITS

- Allows for open bin space for new games at same price point with higher average weekly sales
- Allows retailers to return inventory to TLC that is not selling thus releasing their financial burden

INTANGIBLE NEGATIVE BENEFITS

- There are still valuable prizes remaining in this game

Assumptions

--Estimated sales revenue is calculated based on the number of tickets printed times the percent sold from the DaVinci report. The percent sold amount is based on pack settlements. Some partial packs could be returned thus slightly reducing the sales revenue amount reported above.

Weekly Sales Comparison Information

Previous 3 Weeks Sales from DaVinci:

Most recent week sales	\$ 594,620
Next week	\$ 683,380
Next week	\$ 738,960

Avg Weekly Sales Current Game \$ 672,320

Avg Weekly Sales \$20; 5M Qty* \$ 2,150,202

Percentage Of Variance In Sales **69%**

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	1734	Printed Payout Percentage	75.08%
Game Name	Millionaire's Club	Actual Payout Percentage	73.83%
Percent Sold	97.24%	Number of Weeks Out	57
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run *			47

* There was only one game for comparison at the 5M print range and no data at the 6M range

Recommendation

- Based on the findings in this Summary Report, I am recommending closing the above game
- I am recommending closing the above game based on the below business reason(s)

Dale Boussock 7/11/17
Instant Product Coordinator Date

Rhu 7/12/17
Products Manager Date

By signing below, I agree with the recommendation of the Products Department Staff to close the above game

Lottery Operations Division Director

Cont

Execut. Director Date

**Not Required
>85% Sold**


Play the Games of Texas!

Da Vinci Report 7/11/17

Week End Date 7/8/17

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														7/8/17	7/11/17	6/24/17	6/17/17
Sold/Closing	1802	\$2	29,893,250	BREAK THE BANK	8/1/16			49	96.70%	2,280	890	26	1,824	\$144,798.00	\$199,508.00	\$257,264.00	\$344,658.00
	1795	\$2	35,193,500	INSTANT BINGO	3/7/16			70	95.66%	3,248	1,300	1,739	3,279	\$149,332.00	\$182,688.00	\$211,472.00	\$269,140.00
	1801	\$3	20,504,625	TEXAS LOTERIA	6/27/16	6/18/17	8/2/17	54	97.20%	101	23	17	5,699	\$6,828.00	\$18,351.00	\$40,068.00	\$49,596.00
	1826	\$5	8,072,025	\$500 FRENZY	1/3/17	6/18/17	8/2/17	27	93.64%	106	54	62	4,454	\$24,010.00	\$56,815.00	\$127,920.00	\$181,290.00
	1734	\$20	5,908,875	MILLIONAIRE'S CLUB	6/6/16			57	97.24%	2,915	1,947	1	77	\$594,620.00	\$683,380.00	\$738,960.00	\$809,980.00

NO OF TICKETS 5,908,875 ✓
 NO POOLS: 49.24
 PACK SIZE: 25
 PACKS/POOL: 4,800
 PACKS/GAME: 236,355

Minimum 5,880,000
 Maximum 6,120,000

TEXAS LOTTERY COMMISSION
 "MILLIONAIRE'S CLUB" INSTANT GAME NO. 1734
 END OF PRODUCTION PRIZE STRUCTURE
 4 Jan 16

VERSION A

5,908,875

\$20 TICKETS

\$118,177,500

REVENUE

PRIZE FUND

\$88,728,950

PAYOUT %

75.08%

PRIZE LEVEL	PRIZE CODE	TIER CODE	GET:	#OF WAYS		ODDS OF 1 IN	WINNERS IN	WINNERS IN	WINNERS IN	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS
				TO WIN	WIN		49.24 POOLS	25 (PER PACK*)	120,000 (Per Pool)			
1	1	L	\$20	1	\$20	9.38	629,835	2,665	12,790,963	\$12,596,700	14.20%	
2	2	G	\$25	1	\$25	15.00	393,888	1,667	7,999,249	\$9,847,200	11.10%	
3	3	G	\$50	1	\$50	16.66	354,581	1,500	7,200,985	\$17,729,050	19.98%	LOW TIER
4	4	G	\$25"D"	1	\$50	24.98	236,503	1,001	4,803,006	\$11,825,150	13.33%	58.60%
5	0	M	\$20 + \$50	2	\$70	56.95	103,760	0.439	2,107,203	\$7,263,200	8.19%	
6	0	M	\$50"D"	1	\$100	57.00	103,660	0.439	2,105,172	\$10,366,000	11.68%	
7	0	M	\$20 x 5	5	\$100	150.15	39,352	0.166	799,178	\$3,935,200	4.44%	
8	0	M	\$100	1	\$100	142.48	41,471	0.175	842,211	\$4,147,100	4.67%	
9	0	M	\$100 + \$50	2	\$150	429.80	13,748	0.058	279,200	\$2,062,200	2.32%	
10	0	M	\$25 x 6	6	\$150	400.25	14,763	0.062	299,813	\$2,214,450	2.50%	
11	0	M	\$20x10	10	\$200	6,745.29	876	0.004	17,790	\$175,200	0.20%	
12	0	M	\$20 (10X SYMBOL WIN)	1	\$200	6,319.65	935	0.004	18,988	\$187,000	0.21%	
13	0	M	\$25"D" + \$50 + \$100	3	\$200	6,714.63	880	0.004	17,871	\$176,000	0.20%	
14	0	M	\$500	1	\$500	268,585.23	22	0.000	0.45	\$11,000	0.01%	
15	0	M	\$50 x 10	10	\$500	256,907.61	23	0.000	0.47	\$11,500	0.01%	
16	0	M	\$25x20	20	\$500	256,907.61	23	0.000	0.47	\$11,500	0.01%	MID TIER
17	0	M	\$50 x 2 + \$100 x 2 + \$200	5	\$500	236,355.00	25	0.000	0.51	\$12,500	0.01%	34.46%
18	0	H	\$1,000	1	\$1,000	656,541.67	9	0.000	0.18	\$9,000	0.01%	
19	0	H	\$100 (10X SYMBOL WIN)	1	\$1,000	537,170.45	11	0.000	0.22	\$11,000	0.01%	
20	0	H	\$50x10+\$100+\$200"D"	12	\$1,000	590,887.50	10	0.000	0.20	\$10,000	0.01%	
21	0	H	\$50x20	20	\$1,000	738,609.38	8	0.000	0.16	\$8,000	0.01%	
22	0	H	\$10,000	1	\$10,000	844,125.00	7	0.000	0.14	\$70,000	0.08%	
23	0	H	\$25x2+\$50x9+\$500x19	30	\$10,000	1,181,775.00	5	0.000	0.10	\$50,000	0.06%	HIGH TIER
24	0	H	\$1,000,000	1	\$1,000,000	984,812.50	6 ***	0.000	0.12	\$6,000,000	6.76%	6.94%
						3.05	1,934,401	8.18	39,284,656	\$ 88,728,950	100.00%	100.00% ****
						3.0546						

NOTE COIN SYMBOL = WIN

NOTE 'D' = WIN DOUBLE THE PRIZE BY REVEALING A CROWN PLAY SYMBOL

NOTE 10X SYMBOL = WIN 10 TIMES THE PRIZE BY REVEALING A 10X PLAY SYMBOL

Consolidated odds are 1 in	\$20	9.38	629,835
	\$25	15.00	393,888
	\$50	10.00	591,084
	\$70	56.95	103,760
	\$100	32.03	184,483
	\$150	207.25	28,511
	\$200	2,195.79	2,691
	\$500	63,536.29	93
	\$1,000	155,496.71	38
	\$10,000	492,406.25	12
	\$1,000,000	984,812.50	6
			1,934,401

* Each of the following GLEPS will be used in approximately 16.67% of each pack of 25 tickets.

** Numbers are rounded.

*** This number of prizes is guaranteed delivery to the Lottery

**** Low Tier = \$20, G-Tier = \$25 \$50, Mid Tier = \$70 \$599 High Tier = \$600+ (Used for Validator)

No.	12/02/15				
	Game Name	Game No	Inv No.	Vendor	TLC PO #
	Millionaire's Club	1734	8500045	PBL	362-16-9010 RL006

Truck #	Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
1	2,776,875	2,776.88	\$33.58	\$93,247.46
2	3,132,000	3,132.00	\$33.58	\$105,172.56
				<u>\$198,420.02</u>

Delivered	5,908,875
Ordered	6,000,000
2% under	5,880,000
2% over	6,120,000
Accetable Range	0

3	Less Sanction Memo dated 12/17/15	1.00	\$400.00	\$400.00
			Total	\$198,020.02

Liability for 1734 / for Life to Date

Product Status SmartCash Enabled Validation Range 01/18/2016 - 12/31/2037
 Active N/A

Outstanding Prizes

Tier	Ref	SmartCash	Tier Value	Count	Amount	Tickets Paid Life to Date	Amount Paid Life to Date	% paid	Est Tickets Sold
1	1	N/A	\$20 00	24760	\$495,200 00	605075	\$12,101,500 00	96 07%	5676585
2	2	N/A	\$25 00	15034	\$375,850 00	378854	\$9,471,350 00	96 18%	5683343
3	3	N/A	\$50 00	12775	\$638,750 00	341806	\$17,090,300 00	96 40%	5695987
4	4	N/A	\$50 00	7021	\$351,050 00	229482	\$11,474,100 00	97 03%	5733459
5	0	N/A	\$70 00	3092	\$216,440 00	100668	\$7,046,760 00	97 02%	5732793
6	0	N/A	\$100 00	3509	\$350,900 00	100151	\$10,015,100 00	96 61%	5708853
7	0	N/A	\$100 00	1301	\$130,100 00	38051	\$3,805,100 00	96 69%	5713524
8	0	N/A	\$100 00	1675	\$167,500 00	39796	\$3,979,600 00	95 96%	5670217
9	0	N/A	\$150 00	455	\$68,250 00	13293	\$1,993,950 00	96 69%	5713316
10	0	N/A	\$150 00	499	\$74,850 00	14264	\$2,139,600 00	96 62%	5709150
11	0	N/A	\$200 00	32	\$6,400 00	844	\$168,800 00	96 35%	5693025
12	0	N/A	\$200 00	29	\$5,800 00	906	\$181,200 00	96 90%	5725605
13	0	N/A	\$200 00	26	\$5,200 00	854	\$170,800 00	97 05%	5734294
14	0	N/A	\$500 00	0	\$0 00	22	\$11,000 00	100 00%	5908874
15	0	N/A	\$500 00	1	\$500 00	22	\$11,000 00	95 65%	5651967
16	0	N/A	\$500 00	0	\$0 00	23	\$11,500 00	100 00%	5908875
17	0	N/A	\$500 00	1	\$500 00	24	\$12,000 00	96 00%	5672520
18	0	N/A	\$1,000 00	2	\$2,000 00	7	\$7,000 00	77 78%	4595791
19	0	N/A	\$1,000 00	0	\$0 00	11	\$11,000 00	100 00%	5908874
20	0	N/A	\$1,000 00	0	\$0 00	10	\$10,000 00	100 00%	5908875
21	0	N/A	\$1,000 00	1	\$1,000 00	7	\$7,000 00	87 50%	5170265
22	0	N/A	\$10,000 00	0	\$0 00	7	\$70,000 00	100 00%	5908874
23	0	N/A	\$10,000 00	0	\$0 00	5	\$50,000 00	100 00%	5908874
24	0	N/A	\$1,000,000 00	1	\$1,000,000 00	5	\$5,000,000 00	83 33%	4924062
			Totals	70214	\$3,890,290 00	1,864,187	\$84,838,660.00		

Scratch Ticket Game Analysis
2/22/15-2/25/17

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point			
	\$1	\$2	\$3	\$5
< 5M	None	None	None	None
5M-9.99M	Week 11	Week 21	Week 17	Week 19
10M-14.99M	Week 19	None	Week 26*	Week 26
15M-19.99M	None	Week 21*	None	Week 32
20M-24.99M	Week 35*	None	Week 26	Week 42*
25M-29.99M	Week 33*	Week 36*	Week 33*	None
30M-34.99M	None	None	None	Week 39*
>35M	None	None	Week 48*	None

Print Quantities	Price Point		
	\$10	\$20	\$50
2M	None	None	None
3M	None	None	None
4M	None	None	None
5M	Week 20	Week 47*	None
6M	Week 23*	None	None
7M	None	None	None
8M	Week 19	Week 34*	None
>9M	Week 30	Week 52*	None

Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Price Point			
	\$1	\$2	\$3	\$5
< 5M	None	None	None	None
5M-9.99M	\$677,452	\$691,115	\$1,048,153	\$1,846,165
10M-14.99M	\$529,420	None	\$995,703	\$2,330,999
15M-19.99M	None	\$1,273,552	None	\$2,177,203
20M-24.99M	\$551,431	None	\$2,048,240	\$2,091,160
25M-29.99M	\$665,806	\$1,198,731	\$2,010,942	None
30M-34.99M	None	None	None	\$3,329,657
>35M	None	None	\$1,875,795	None

Print Quantities	Price Point		
	\$10	\$20	\$50
2M	None	None	None
3M	None	None	None
4M	None	None	None
5M	\$2,437,509	\$2,150,202	None
6M	\$2,289,667	None	None
7M	None	None	None
8M	\$4,563,190	\$4,102,734	None
>9M	\$3,308,551	\$3,358,044	None

None = no games at this level with 85% sell through

* only one game at this level with 85% sell through

Excludes Promotional Tickets

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