

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

7/3/2017

Game #	1795	Confirmed Packs	3,773
Game Name	Instant Bingo	Active Packs	1,547
Quantity Printed	35,193,500	Warehouse Packs	1,742
Price Point	\$2	Returned Packs	2,756
Start Date	3/7/2016	Printed Payout Percentage	64.97%
Top Prize	\$ 30,000	Percent Sold	95.39%
Number of Top Prizes Remaining	2	Number of Weeks Out	69

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 630,668	Actual ticket production costs
Prize payout expense	\$ 40,646,333	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 41,277,001

TANGIBLE BENEFITS

Revenue Impact

Estimated sales	\$ 67,142,159	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits \$ 67,142,159

Excess of Revenue over Expended \$ 25,865,159

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

		<u>Previous 3 Weeks Sales from DaVinci</u>	
Most recent week sales	\$	182,688	
Next week	\$	211,472	
Next week	\$	269,140	
Avg Weekly Sales Current Game	\$	221,100	
Avg Weekly Sales \$2; 25M-29.99M Qty*	\$	1,198,731	
Percentage Of Variance In Sales		82%	

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	<input type="text" value="1795"/>	Printed Payout Percentage	<input type="text" value="64.97%"/>
Game Name	<input type="text" value="Instant Bingo"/>	Actual Payout Percentage	<input type="text" value="60.54%"/>
Percent Sold	<input type="text" value="95.39%"/>	Number of Weeks Out	<input type="text" value="69"/>
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run *			<input type="text" value="36"/>

* there are no games at this level with 85% sell through for comparison, so the 25-29 99M level was used

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 Bourisal 7/3/17
Instant Product Coordinator Date

Gene McCoy for RT 7/5/17
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

**Not Required
>85% Sold**

Executive Director Date

McCoy, Rene

From: Tirloni, Robert
Sent: Wednesday, June 28, 2017 8:35 AM
To: Andrade, Aura, Bowersock, Dale, Briones, Angela, Burrola, Jessica, Edwards, Teresa, Hendrix, Andrea, McCoy, Rene, Robbins, Lee; Russ, Will, Smith, Ami, Terrell, Julie, Thomas, Lyndi, Tirloni, Robert, Daniel, Conchita
Cc: Austin, Casey; Pyka, Kathy, Stuckey, Kelly, Anger, Michael, Bland, Angie, Mendoza, Merry, Page, Ray; Rogers, Ed
Subject: R Tirloni out of office -- June 28 - July 10

Follow Up Flag: Follow up
Flag Status: Flagged

I will be out of the office returning on Monday, July 10. The signature authority schedule is below.

June 28 – June 30 Rene' McCoy
July 3 Dale Bowersock
July 5 – 7 Rene' McCoy

Casey, please set Rene' up for ereq approval. You don't have to worry about switching it to Dale for one day. Thanks.

Robert Tirloni
Products and Drawings Manager
Texas Lottery Commission
512-344-5406


Play the Games of Texas!

Da Vinci Report 7/3/17

Week End Date 7/1/17

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														7/1/17	6/24/17	6/17/17	6/10/17
Sold/Closing	1802	\$2	29,893,250	BREAK THE BANK	8/1/16			48	96.40%	2,743	1,217	27	1,119	\$199,508.00	\$257,264.00	\$344,658.00	\$500,274.00
	1795	\$2	35,193,500	INSTANT BINGO	3/7/16			69	95.39%	3,773	1,547	1,742	2,756	\$182,688.00	\$211,472.00	\$269,140.00	\$366,334.00
	1801	\$3	20,504,625	TEXAS LOTERIA	6/27/16	6/18/17	8/2/17	53	97.19%	175	67	17	5,047	\$18,351.00	\$40,068.00	\$49,596.00	\$72,735.00
	1826	\$5	8,072,025	\$500 FRENZY	1/3/17	6/18/17	8/2/17	26	93.58%	206	149	62	3,599	\$56,815.00	\$127,920.00	\$181,290.00	\$258,615.00
	1734	\$20	5,908,875	MILLIONAIRE'S CLUB	6/6/16			56	96.62%	3,964	2,259	2	84	\$683,380.00	\$738,960.00	\$809,980.00	\$834,320.00

Liability for 1795 / for Life to Date

Product Status SmartCash Enabled Validation Range 02/05/2016 - 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	\$2 00	497890	\$995,780 00	2880890	\$5,761,780 00	85 26%	30007462
2	2	N/A	\$3 00	291697	\$875,091 00	1608631	\$4,825,893 00	84 65%	29791363
3	3	N/A	\$5 00	118655	\$593,275 00	725887	\$3,629,435 00	85 95%	30248947
4	4	N/A	\$5 00	76547	\$382,735 00	767739	\$3,838,695 00	90 93%	32002692
5	5	N/A	\$10 00	16521	\$165,210 00	124363	\$1,243,630 00	88 27%	31066478
6	6	N/A	\$10 00	18960	\$189,600 00	121822	\$1,218,220 00	86 53%	30453772
7	7	N/A	\$10 00	15833	\$158,330 00	125051	\$1,250,510 00	88 76%	31238344
8	8	N/A	\$10 00	10089	\$100,890 00	130575	\$1,305,750 00	92 83%	32669281
9	9	N/A	\$15 00	5270	\$79,050 00	65182	\$977,730 00	92 52%	32560934
10	10	N/A	\$15 00	9987	\$149,805 00	130759	\$1,961,385 00	92 90%	32696257
11	11	N/A	\$15 00	11069	\$166,035 00	129713	\$1,945,695 00	92 14%	32426410
12	12	N/A	\$20 00	10644	\$212,880 00	59670	\$1,193,400 00	84 86%	29865978
13	13	N/A	\$20 00	4557	\$91,140 00	65895	\$1,317,900 00	93 53%	32917105
14	14	N/A	\$20 00	5017	\$100,340 00	65435	\$1,308,700 00	92 88%	32687318
15	15	N/A	\$20 00	4281	\$85,620 00	66069	\$1,321,380 00	93 91%	33051877
16	0	N/A	\$30 00	2898	\$86,940 00	26451	\$793,530 00	90 13%	31718401
17	0	N/A	\$30 00	2059	\$61,770 00	32615	\$978,450 00	94 06%	33103654
18	0	N/A	\$50 00	3256	\$162,800 00	18684	\$934,200 00	85 16%	29970621
19	0	N/A	\$50 00	1242	\$62,100 00	20757	\$1,037,850 00	94 35%	33206580
20	0	N/A	\$100 00	767	\$76,700 00	5073	\$507,300 00	86 87%	30571343
21	0	N/A	\$100 00	706	\$70,600 00	10995	\$1,099,500 00	93 97%	33070043
22	0	N/A	\$100 00	459	\$45,900 00	5394	\$539,400 00	92 16%	32433582
23	0	N/A	\$500 00	205	\$102,500 00	2128	\$1,064,000 00	91 21%	32101061
24	0	N/A	\$1,000 00	12	\$12,000 00	112	\$112,000 00	90 32%	31787681
25	0	N/A	\$30,000 00	2	\$60,000 00	16	\$480,000 00	88 89%	31283116
			Totals.	1108623	\$5,087,091 00	7,189,906	\$40,646,333.00		

END OF PRODUCTION PRIZE STRUCTURE
January 27, 2016 - (POOLS # 1 - 326 COMPLETE)

Prize Structure
TEXAS LOTTERY
GAME NO 1795 'INSTANT BINGO'
11/24/2015 - VERSION B

Order Quantity:	35,193,500	Pack Size:	125	Pool Size:	120,000	Winners:	8,298,529	Total Payout	
Price Point:	\$2.00	Packs/Game:	281 548	Number of Pools:	293.28	Non winners:	26,894,971	Prize Fund	\$45,733,424.00
Revenue	\$70,387,000.00	Packs/Pool:	960			Overall Odds:	4.2409	Payout:	64.97%

ORIGINAL ORDER

SHIPMENT # 1-8
COMPLETE
POOLS # 1 - 326

Kind	Wins	Get	Win	Value	Odds (1 in)	Winners			Total Prize Cost	% Prize Fund
						Pack	Pool	Total		
01	1	Line Card 1	\$2	\$2.00	10 4160	12.00	11,520.00	3,378,780	\$6,757,560.00	14.78%
02	1	Line Card 2	\$3	\$3.00	18.5197	6.75	6,480.00	1,900,328	\$5,700,984.00	12.47%
03	1	Line Card 3	\$5	\$5.00	41.6717	3.00	2,880.00	844,542	\$4,222,710.00	9.23%
04	2	Line Card 1 + Line Card 2	\$5	\$5.00	41 6843	3.00	2,880.00	844 286	\$4,221 430.00	9.23%
05	1	Line Card 4	\$10	\$10.00	249.8048	0.50	480.00	140,884	\$1,408,840.00	3.08%
06	1	4 Corners Card 1	\$10	\$10.00	249.9858	0.50	480.00	140,782	\$1,407,820.00	3.08%
07	1	\$10 Instant Bonus	\$10	\$10.00	249.8048	0.50	480.00	140,884	\$1,408,840.00	3.08%
08	3	Line Card 1 + Line Card 2 + Line Card 3	\$10	\$10.00	250.1955	0.50	480.00	140,664	\$1,406,640.00	3.08%
09	2	Line Card 3 + Line Card 4	\$15	\$15.00	499.5387	0.25	240.00	70 452	\$1,056 780.00	2.31%
10	2	Line Card 3 + \$10 Instant Bonus	\$15	\$15.00	250.0497	0.50	480.00	140 746	\$2 111 190.00	4.62%
11	2	4 Corners Card 1 + Line Card 3	\$15	\$15.00	249.9858	0.50	480.00	140 782	\$2 111 730.00	4.62%
12	1	4 Corners Card 2	\$20	\$20.00	500.5191	0.25	240.00	70,314	\$1,406,280.00	3.07%
13	2	Line Card 4 + \$10 Instant Bonus	\$20	\$20.00	499.5387	0.25	240.00	70,452	\$1,409,040.00	3.08%
14	2	Line Card 4 + 4 Corners Card 1	\$20	\$20.00	499.5387	0.25	240.00	70,452	\$1,409,040.00	3.08%
15	4	Line Card 1 + Line Card 2 + Line Card 3 + Line Card 4	\$20	\$20.00	500.2630	0.25	240.00	70 350	\$1,407,000.00	3.08%
16	2	4 Corners Card 1 + 4 Corners Card 2	\$30	\$30.00	1199 1380	0 10	100.00	29 349	\$880,470.00	1 93%
17	3	4 Corners Card 1 + Line Card 4 + \$10 Instant Bonus	\$30	\$30.00	1014.9824	0.12	118.00	34 674	\$1 040,220.00	2.27%
18	1	4 Corners Card 3	\$50	\$50.00	1604.0793	0.08	75.00	21 940	\$1 097,000.00	2.40%
19	4	4 Corners Card 1 + 4 Corners Card 2 + Line Card 4 + \$10 Instant Bonus	\$50	\$50.00	1599.7773	0.08	75.00	21 999	\$1 099,950.00	2.41%
20	1	4 Corners Card 4	\$100	\$100.00	6026.2842	0.02	20.00	5,840	\$584,000.00	1 28%
21	5	4 Corners Card 1 + 4 Corners Card 2 + 4 Corners Card 3 + Line Card 4 + \$10 Instant Bonus	\$100	\$100.00	3007 7344	0.04	40.00	11 701	\$1 170 100.00	2.56%
22	1	X Card 1	\$100	\$100.00	6012.8994	0.02	20.00	5,853	\$585,300.00	1.28%
23	1	X Card 2	\$500	\$500.00	15085.0836	0.01	8.00	2,333	\$1,166,500.00	2.55%
24	1	X Card 3	\$1 000	\$1 000.00	283818.5484	0.00	0.42	124	\$124,000.00	0.27%
25	1	X Card 4	\$30,000	\$30,000.00	1955194.4444	0.00	0.06	18	\$540,000.00	1 18%
					Total :	4.2409	29.48 28,296.48	8,298,529	\$45,733,424.00	100.00%

35 193,500

3 378 780

1 900 328

844 542

844,286

140 884

140 782

140 884

140 664

70 452

140,746

140 782

70,314

70 452

70 452

70,350

29 349

34 674

21 940

21 999

5 840

11,701

5,853

2,333

124

18

\$10 Instant Bonus = Win \$10 instantly

There will be no more than 32 winners per pack.

No. 02/19/16

Game Name	Game No	Inv No.	Vendor	TLC PO #
Instant Bingo	1795	1026524-8	SGI	362-16-9019 RL012

Truck #	Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
1	4,532,250	4,532.25	\$17.92	\$81,217.92
2	4,526,375	4,526.38	\$17.92	\$81,112.64
3	4,532,875	4,532.88	\$17.92	\$81,229.12
4	4,533,625	4,533.63	\$17.92	\$81,242.56
5	4,279,500	4,279.50	\$17.92	\$76,688.64
6	4,282,500	4,282.50	\$17.92	\$76,742.40
7	4,280,625	4,280.63	\$17.92	\$76,708.80
8	4,225,750	4,225.75	\$17.92	\$75,725.44
				\$630,667.52

Delivered 35,193,500
Ordered 35,040,000

2% under 34,339,200
2% over 35,740,800

Accetable Range 0

Total \$630,667.52

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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