

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 1/11/2017

Game #	1805	Confirmed Packs	1,669
Game Name	Pitbull	Active Packs	1,387
Quantity Printed	6,028,375	Warehouse Packs	3,255
Price Point	\$2	Returned Packs	2,200
Start Date	7/18/2016	Printed Payout Percentage	65 00%
Top Prize	\$ 30,000	Percent Sold	81 39%
Number of Top Prizes Remaining	1	Number of Weeks Out	25

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 141,426	Actual ticket production costs
2nd chance draw prizes	\$ 536,325	Includes 2nd chance draw prizes + fed withholding taxes
Prize payout expense	\$ 5,488,691	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 6,166,442

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 9,812,989	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	<u>\$ 9,812,989</u>	

Excess of Revenue over Expended \$ 3,646,547

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	\$	98,582
Next week	\$	102,134
Next week	\$	125,794
Avg Weekly Sales Current Game	\$	108,837
Avg Weekly Sales \$2; 5M - 9 9M Qty	\$	671,321
Percentage Of Variance In Sales		84%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	1805	Printed Payout Percentage	65.00%
Game Name	Pitbull	Actual Payout Percentage	61.40%
Percent Sold	81.39%	Number of Weeks Out	25
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run			20

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 Boursack 1/10/17
Instant Product Coordinator Date

[Signature] 1/11/17
Products Manager Date

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

[Signature] 1/12/17
Lottery Operations Division Director Date

Karyn Lina 1/17/2017
Controller Date

[Signature] 1/17/17
Executive Director Date

 <h1 style="margin: 0;">Play the Games of Texas!</h1>	
Da Vinci Report	
1/10/17	
Week End Date:1/7/17	

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														1/7/17	12/31/16	12/24/16	12/17/16
Baseline	1825	\$1	30,598,200	5X THE CASH	1/3/17			1	2.06%	24,614	10,604	161,713	0	\$402,667.00	\$0	\$0	\$0
	1823	\$2	21,536,125	10X THE CASH	12/19/16			3	12.00%	21,287	12,703	113,730	1	\$1,955,200.00	\$1,847,000.00	\$859,816.00	\$1,250.00
	1826	\$5	8,072,025	\$500 FRENZY	1/3/17			1	6.55%	30,404	10,059	57,552	0	\$1,754,450.00	\$0	\$0	\$0
	1824	\$5	23,982,375	20X THE CASH	12/19/16			3	11.32%	23,692	9,866	244,908	0	\$4,197,180.00	\$5,220,555.00	\$3,144,455.00	\$2,250.00
	1808	\$5	18,320,550	BONUS BREAK THE BANK	11/7/16			9	19.23%	19,139	9,587	166,466	1	\$1,893,465.00	\$2,125,900.00	\$2,002,255.00	\$2,049,615.00
	1817	\$5	7,998,975	GOLDEN TICKET	11/7/16			9	49.97%	17,198	8,958	25,480	2	\$1,780,750.00	\$2,095,470.00	\$2,137,205.00	\$2,185,610.00
	1807	\$5	40,880,700	SUPER LOTERIA	12/5/16			5	6.47%	30,119	9,437	467,449	1	\$3,067,430.00	\$3,177,860.00	\$2,850,690.00	\$2,334,285.00
	1820	\$5	8,115,750	WILD CASH BONANZA	11/16/16			7	41.25%	18,376	9,313	34,240	0	\$1,860,715.00	\$2,043,405.00	\$2,088,025.00	\$2,249,000.00
	1869	\$10	6,113,400	\$1,000,000 HIGH ROLLER	11/16/16			7	49.12%	26,045	7,549	25,683	2	\$3,319,860.00	\$3,840,300.00	\$3,716,160.00	\$3,878,760.00
	1827	\$10	15,280,500	50X THE CASH	1/3/17			1	2.66%	33,174	9,348	252,599	2	\$2,615,750.00	\$0	\$0	\$0
	1866	\$10	12,158,400	CASHWORD MULTIPLIER	12/5/16			5	13.28%	23,128	8,822	176,326	1	\$3,445,160.00	\$3,597,200.00	\$3,482,870.00	\$3,063,250.00
	1822	\$20	5,139,100	WINNERS GALORE	12/5/16			5	11.57%	27,775	10,880	141,578	3	\$2,112,560.00	\$2,509,820.00	\$2,523,700.00	\$2,593,580.00
	1832	\$50	3,668,520	\$7,500,000 ULTIMATE CASH	10/17/16			12	20.02%	13,594	5,793	125,830	4	\$2,966,200.00	\$3,321,300.00	\$3,362,700.00	\$3,131,650.00
Mature	1772	\$1	11,178,450	CASH 2 GO	10/3/16			14	77.71%	5,606	10,305	0	60	\$538,484.00	\$634,008.00	\$636,024.00	\$609,511.00
	1626	\$1	1,091,250	DID I WIN?	9/12/14			121	0.00%	0	0	1,500	182	\$0	\$0	\$0	\$0
	1447	\$1	860,400	MONEY CRAZE	9/17/12			225	0.00%	0	0	0	181	\$0	\$0	\$0	\$0
	1809	\$1	10,275,750	TEXAS A&M UNIVERSITY	9/6/16			18	65.20%	9,538	8,837	4,135	3	\$310,108.00	\$370,111.00	\$347,998.00	\$321,622.00
	1810	\$1	10,206,150	THE UNIVERSITY OF TEXAS	9/6/16			18	75.70%	7,006	8,975	25	34	\$342,711.00	\$414,667.00	\$392,720.00	\$376,496.00
	1800	\$1	30,135,750	WEEKLY BONUS	6/20/16			29	42.40%	15,458	13,851	83,775	1	\$543,392.00	\$584,532.00	\$505,087.00	\$379,623.00
	1802	\$2	29,893,250	BREAK THE BANK	8/1/16			23	47.79%	20,598	12,334	88,529	2	\$1,570,904.00	\$1,621,142.00	\$1,501,488.00	\$1,526,298.00
	1795	\$2	35,193,500	INSTANT BINGO	3/7/16			44	64.18%	17,922	11,410	68,875	9	\$1,162,068.00	\$1,196,322.00	\$1,054,576.00	\$1,069,252.00
	1805	\$2	6,028,375	PITBULL	7/18/16			25	81.39%	1,669	1,387	3,255	2,200	\$98,582.00	\$102,134.00	\$125,794.00	\$144,788.00
	1793	\$2	38,037,250	WEEKLY GRAND	9/19/16			16	22.99%	18,461	13,347	200,061	0	\$1,191,452.00	\$1,257,546.00	\$1,122,982.00	\$1,143,624.00
	1770	\$2	7,244,000	WILD 7'S DOUBLER	10/3/16			14	86.49%	3,171	4,218	0	66	\$407,556.00	\$509,386.00	\$587,268.00	\$716,946.00
	1798	\$3	35,460,375	BONUS CASHWORD	2/29/16			45	78.98%	18,424	10,432	27,885	5	\$2,362,305.00	\$2,321,262.00	\$2,174,472.00	\$2,163,324.00
	1801	\$3	20,504,625	TEXAS LOTERIA	6/27/16			28	57.64%	22,060	11,666	79,086	0	\$1,560,093.00	\$1,432,227.00	\$1,236,582.00	\$1,173,900.00
	1811	\$5	8,192,325	\$100,000 CASH	9/6/16			18	79.51%	8,104	5,278	7,396	3	\$895,950.00	\$1,055,930.00	\$1,036,390.00	\$1,146,280.00
	1799	\$5	20,213,625	\$100,000 SUPER CASHWORD	7/18/16			25	43.93%	15,983	7,671	125,563	4	\$1,652,865.00	\$1,725,020.00	\$1,614,770.00	\$1,618,270.00
	1794	\$5	25,316,700	\$5 SET FOR LIFE	3/21/16			42	35.85%	5,340	3,406	206,817	3	\$567,700.00	\$634,290.00	\$573,415.00	\$636,055.00
	1790	\$5	20,391,825	100,000 MEGA BINGO	1/18/16			51	61.03%	11,388	6,863	85,959	5	\$1,052,785.00	\$1,047,200.00	\$988,560.00	\$973,590.00

Liability for 1805 / for Life to Date

Product Status:
ActiveSmartCash Enabled:
N/A

Validation Range. 06/21/2016 - 12/31/2037

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	178298	\$356,596 00	448653	\$897,306 00	71.56%	4313971
2	2	N/A	\$5 00	129174	\$645,870 00	369021	\$1,845,105.00	74 07%	4465313
3	3	N/A	\$10.00	23928	\$239,280 00	72547	\$725,470 00	75.20%	4533200
4	4	N/A	\$10 00	10708	\$107,080 00	37492	\$374,920.00	77 78%	4689125
5	5	N/A	\$10 00	10993	\$109,930 00	37248	\$372,480.00	77.21%	4654648
6	6	N/A	\$20 00	1946	\$38,920 00	6121	\$122,420 00	75.88%	4574151
7	7	N/A	\$20 00	1767	\$35,340 00	6233	\$124,660 00	77 91%	4696857
8	8	N/A	\$20 00	1752	\$35,040 00	6315	\$126,300 00	78.28%	4719125
9	9	N/A	\$20 00	1720	\$34,400.00	6331	\$126,620 00	78.64%	4740484
10	0	N/A	\$30 00	448	\$13,440.00	1533	\$45,990 00	77.39%	4665067
11	0	N/A	\$30 00	432	\$12,960.00	1592	\$47,760 00	78 66%	4741686
12	0	N/A	\$30 00	494	\$14,820 00	1517	\$45,510 00	75 44%	4547511
13	0	N/A	\$50 00	360	\$18,000 00	1132	\$56,600 00	75.87%	4573807
14	0	N/A	\$50 00	308	\$15,400 00	1205	\$60,250 00	79.64%	4801184
15	0	N/A	\$60 00	290	\$17,400.00	1005	\$60,300 00	77 61%	4678391
16	0	N/A	\$100.00	243	\$24,300.00	772	\$77,200 00	76 06%	4585128
17	0	N/A	\$100 00	222	\$22,200.00	860	\$86,000 00	79 48%	4791499
18	0	N/A	\$100 00	256	\$25,600 00	831	\$83,100 00	76 45%	4608628
19	0	N/A	\$100 00	46	\$4,600.00	155	\$15,500 00	77 11%	4648746
20	0	N/A	\$120 00	71	\$8,520 00	185	\$22,200 00	72.27%	4356442
21	0	N/A	\$1,000 00	2	\$2,000 00	23	\$23,000 00	92.00%	5546104
22	0	N/A	\$30,000 00	1	\$30,000.00	5	\$150,000 00	83 33%	5023645
Totals				363459	\$1,811,696.00	1,000,776	\$5,488,691 00		

NO OF TICKETS:
NO POOLS
PACK SIZE:
PACKS/POOL
PACKS/GAME

6,028,375
25
125
1 920
48,227

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

TEXAS LOTTERY COMMISSION
PITBULL - GAME NO. 1805
PRIZE STRUCTURE
15-Jun-16

VERSION A

6,028,375 \$2 TICKETS \$12,056,750 REVENUE PRIZE FUND \$7,300,387 INSTANT PAYOUT 60.55%
TOTAL PAYOUT 65.00%

PRIZE	PRIZE LEVEL	TIER		#OF WAYS		ODDS OF	WINNERS IN	WINNERS IN	WINNERS IN	PRIZE	PERCENT	VALIDATION
TIER	REFERENCE NUMBER	CODE	GET	TO WIN	WIN	1 IN:	25 POOLS	125 (PER PACK*)	240,000 (Per Pool)	COST	OF PRIZE FUND **	TIER LEVELS
1	1	L	\$2	1	\$2	9.62	626,951	13.00	24960.000	\$1,253,902	16.00%	
2	2	L	\$5	1	\$5	12.10	498,195	10.33	19834.002	\$2,490,975	31.79%	
3	3	L	\$10	1	\$10	62.49	96,475	2.00	3840.836	\$964,750	12.31%	
4	4	L	\$2x5	5	\$10	125.07	48,200	1.00	1918.925	\$482,000	6.15%	
5	5	L	\$5x2	2	\$10	124.96	48,241	1.00	1920.557	\$482,410	6.16%	
6	6	L	\$20	1	\$20	747.29	8,067	0.17	321.161	\$161,340	2.06%	
7	7	L	\$2x10	10	\$20	753.55	8,000	0.17	318.494	\$160,000	2.04%	
8	8	L	\$5x4	4	\$20	747.29	8,067	0.17	321.161	\$161,340	2.06%	LOW TIER
9	9	L	\$5x2 + \$10	3	\$20	748.77	8,051	0.17	320.524	\$161,020	2.05%	80.62%
10	0	M	\$15x2	2	\$30	3,043.10	1,981	0.04	79.000	\$59,430	0.76%	
11	0	M	\$5x4 + \$10	5	\$30	2,978.45	2,024	0.04	80.000	\$60,720	0.77%	
12	0	M	\$30	1	\$30	2,997.70	2,011	0.04	80.000	\$60,330	0.77%	
13	0	M	\$50	1	\$50	4,040.47	1,492	0.03	60.000	\$74,600	0.95%	
14	0	M	\$2x5 + \$5x6 + \$10	12	\$50	3,984.39	1,513	0.03	60.000	\$75,650	0.97%	
15	0	M	\$5"WA"	1	\$60	4,655.12	1,295	0.03	51.000	\$77,700	0.99%	
16	0	M	\$100	1	\$100	5,939.29	1,015	0.02	40.000	\$101,500	1.30%	
17	0	M	\$10x6+\$20x2	8	\$100	5,571.51	1,082	0.02	43.000	\$108,200	1.38%	
18	0	M	\$5x10+\$20+\$30	12	\$100	5,545.88	1,087	0.02	43.000	\$108,700	1.39%	
19	0	M	\$5x10+\$50	11	\$100	29,991.92	201	0.00	8.000	\$20,100	0.26%	MID TIER
20	0	M	\$10"WA"	1	\$120	23,548.34	256	0.01	10.000	\$30,720	0.39%	9.92%
21	0	H	\$1,000	1	\$1,000	241,135.00	25		0.995	\$25,000	0.32%	HIGH TIER
22	0	H	\$30,000	1	\$30,000	1,004,729.17 ***	6 ***	-	0.239	\$180,000	2.30%	2.62%
						4.42	1,364,235	28.29	54,311	\$ 7,300,387	93.16%	93.16%

Note: "WA" = WIN ALL 12 PRIZES by revealing a "MUSIC NOTE" Play Symbol

4.4189

Note: "WA" = WIN ALL 12 PRIZES by revealing a "MUSIC NOTE" Play Symbol

DRAWINGS											
Ultimate Pit Experience for 2 in Florida					\$26,000.00	4	-	-	\$104,000.00	1.33%	
Texas Grand Prizes for 2					\$14,000.00	4	-	-	\$56,000.00	0.71%	
Pitbull After Dark Cruise for 2 in March 2017					\$9,000.00	4	-	-	\$36,000.00	0.46%	
Pitbull Merchandise Prize Packs					\$275.00	1,000	-	-	\$275,000.00	3.51%	
Ultimate Pit Experience for 2 in Florida Federal Withholdings					\$8,666.00	4	-	-	\$34,664.00	0.44%	
Texas Grand Prizes for 2 Federal Withholdings					\$4,666.00	4	-	-	\$18,664.00	0.24%	
Pitbull After Dark Cruise for 2 in March 2017 Federal Withholdings					\$2,999.33	4	-	-	\$11,997.32	0.15%	
Subtotal: Drawings						1,024			\$536,325.32	6.84%	

TOTALS 1,365,259 \$ 7,836,712 100.00%

Consolidated odds are 1 in.

\$2	9.62	626,951
\$5	12.10	498,195
\$10	31.25	192,916
\$20	187.30	32,185
\$30	1,002.06	6,016
\$50	2,006.11	3,005
\$60	4,655.12	1,295
\$100	1,780.91	3,385
\$120	23,548.34	256
\$1,000	241,135.00	25
\$30,000	1,004,729.17	6
		1,364,235

* Each of the following GLEPS will be used in approximately 16.7% of each pack of 125 tickets.

** Numbers are rounded

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

No.	06/24/16				
	Game Name	Game No	Inv No.	Vendor	TLC PO #
	PITBULL	1805	8501345	PBL	362-16-9010 RL020

Description/Tickets	Delivered Qty	Units per 1000	Unit Price	Amount
	6,028,375	6,028.38	\$23.46	\$141,425.68
				\$141 425.68
Delivered	6,028,375			
Ordered	6,000,000			
2% under	5,880,000			
2% over	6,120,000			
Accetable Range	0			

Total	\$141,425.68
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Instant Ticket Game Analysis
8/31/14-8/27/16

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point					Print Quantities	Price Point			
	\$1	\$2	\$3	\$5			\$10	\$20	\$25	\$50
< 5M	None	None	None	None		2M	None	None	None	None
5M-9.99M	Week 11*	Week 20	Week 18*	Week 18		3M	None	Week 12*	None	None
10M-14.99M	Week 18	None	Week 26	Week 26		4M	None	None	None	None
15M-19.99M	None	Week 21*	None	Week 26		5M	Week 17	Week 47*	None	None
20M-24.99M	Week 35*	None	Week 25	Week 40		6M	Week 27	None	None	None
25M-29.99M	Week 29	Week 38	Week 33	None		7M	None	None	None	None
30M-34.99M	None	None	None	None		8M	Week 19	None	None	None
>35M	None	None	None	None		>9M	Week 30	Week 39*	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Price Point					Print Quantities	Price Point			
	\$1	\$2	\$3	\$5			\$10	\$20	\$25	\$50
< 5M	None	None	None	None		2M	None	None	None	None
5M-9.99M	\$578,969	\$671,321	\$861,712	\$1,964,653		3M	None	\$5,141,903	None	None
10M-14.99M	\$557,959	None	\$1,236,839	\$2,142,670		4M	None	None	None	None
15M-19.99M	None	\$1,273,552	None	\$2,531,546		5M	\$2,712,692	\$2,150,202	None	None
20M-24.99M	\$551,431	None	\$2,124,488	\$2,208,168		6M	\$1,986,191	None	None	None
25M-29.99M	\$786,366	\$1,169,247	\$2,004,832	None		7M	None	None	None	None
30M-34.99M	None	None	None	None		8M	\$4,563,190	None	None	None
>35M	None	None	None	None		>9M	\$3,124,159	\$4,464,715	None	None

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

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

Excludes Promotional Tickets
Unaudited - For Internal Use Only