

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

11/5/2018

Game #	1806	Confirmed Packs	8,581
Game Name	Texas Loteria	Active Packs	3,835
Quantity Printed	41,524,725	Warehouse Packs	21,823
Price Point	\$3	Returned Packs	47
Start Date	3/14/2017	Printed Payout Percentage	65.84%
Top Prize	\$ 50,000	Percent Sold	93.00%
Number of Top Prizes Remaining	2	Number of Weeks Out	86

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 927,662	Actual ticket production costs
Prize payout expense	\$ 73,594,138	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 74,521,800

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 115,853,983	Based on # of tkts printed, times % sold from DaVinci report, times the price point
-----------------	----------------	---

Total Estimated Benefits \$ 115,853,983

Excess of Revenue over Expended \$ 41,332,182

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	\$	555,633
Next week	\$	616,221
Next week	\$	681,051
Avg Weekly Sales Current Game	\$	617,635
Avg Weekly Sales \$3; >35 M Qty	\$	1,583,593
Percentage Of Variance In Sales		61%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	1806	Printed Payout Percentage	65.84%
Game Name	Texas Loteria	Actual Payout Percentage	63.52%
Percent Sold	93.00%	Number of Weeks Out	86
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			64

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):

 11/10/18
Instant Product Coordinator Date

 11/13/18
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

Controller

Executive Date

**Not Required
>85% Sold**



Play the Games of Texas!

Da Vinci Report

Week End Date: 11/3/18

11/5/18

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														11/3/18	10/27/18	10/20/18	10/13/18
Sold/Closing	2054	\$2	7,205,875	CRAZY CASH MULTIPLIER	4/16/18	11/4/18	12/19/18	29	89.34%	1,194	686	152	2,072	\$63,962.00	\$82,648.00	\$94,600.00	\$109,394.00
	1806	\$3	41,524,725	TEXAS LOTTERIA	3/14/17			86	93.00%	8,581	3,835	21,823	47	\$555,633.00	\$616,221.00	\$681,051.00	\$766,657.00
	2016	\$3	16,392,375	WILD 7S	1/2/18	10/14/18	11/28/18	44	95.40%	195	284	518	2,447	\$80,064.00	\$78,767.00	\$329,553.00	\$411,196.00
	1871	\$5	15,075,300	\$100,000 BING-O-RAMA	10/21/17			57	90.73%	9,763	6,418	630	46	\$921,830.00	\$894,830.00	\$902,750.00	\$874,175.00
	2045	\$5	11,005,125	20X THE CASH	4/16/18	11/4/18	12/19/18	29	98.07%	678	302	6	375	\$73,890.00	\$94,385.00	\$138,690.00	\$158,720.00
	1848	\$5	8,098,800	25X THE MONEY	7/16/18			16	94.23%	3,035	1,753	0	173	\$471,245.00	\$585,690.00	\$828,185.00	\$1,184,960.00
	1862	\$5	18,021,076	BONUS BREAK THE BANK	11/29/17			48	93.45%	8,018	4,152	581	24	\$918,155.00	\$1,150,220.00	\$1,324,420.00	\$1,496,945.00
	2038	\$5	7,339,500	CINCO	4/21/18	10/14/18	11/28/18	31	61.17%	302	162	30,128	4,726	\$-14,370.00	\$-14,145.00	\$12,845.00	\$105,295.00
	1860	\$10	13,338,450	BIG PLAY CASHWORD	7/17/17	10/14/18	11/28/18	68	85.62%	657	336	26,310	4,629	\$105,820.00	\$217,050.00	\$479,540.00	\$700,450.00
	1885	\$10	26,550,900	MEGA LOTTERIA	9/18/17			59	91.74%	12,299	3,466	22,317	314	\$1,574,430.00	\$1,790,430.00	\$2,107,600.00	\$2,625,170.00
	2021	\$20	9,179,100	\$1,000,000 BIG MONEY	1/2/18	12/2/18	1/16/19	44	45.72%	8,997	4,743	183,290	35	\$995,420.00	\$1,042,100.00	\$1,044,360.00	\$1,053,100.00
	2002	\$20	5,959,050	ULTIMATE CROSSWORDBINGO	10/21/17	10/2/18	11/16/18	57	88.43%	598	64	13,512	2,445	\$7,380.00	\$35,820.00	\$100,320.00	\$328,860.00
	1899	\$50	3,634,340	TEXAS LOTTERY PLATINUM	10/16/17	11/4/18	12/19/18	55	70.19%	1,461	1,177	48,418	392	\$737,100.00	\$895,550.00	\$1,109,500.00	\$1,119,200.00

Liability for 1806 / for Life to DateProduct Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 01/29/2017 - 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	\$3.00	593156	\$1,779,468.00	4113169	\$12,339,507.00	87.40%	36291206
2	2	N/A	\$4.00	265883	\$1,063,532.00	1948716	\$7,794,864.00	87.99%	36539299
3	3	N/A	\$7.00	124560	\$871,920.00	1259614	\$8,817,298.00	91.00%	37787969
4	4	N/A	\$10.00	70889	\$708,890.00	621311	\$6,213,110.00	89.76%	37272130
5	5	N/A	\$17.00	43393	\$737,681.00	510167	\$8,672,839.00	92.16%	38269644
6	6	N/A	\$20.00	52091	\$1,041,820.00	501572	\$10,031,440.00	90.59%	37617900
7	0	N/A	\$30.00	10618	\$318,540.00	127831	\$3,834,930.00	92.33%	38340090
8	0	N/A	\$33.00	10198	\$336,534.00	128180	\$4,229,940.00	92.63%	38464490
9	0	N/A	\$50.00	6640	\$332,000.00	45315	\$2,265,750.00	87.22%	36217744
10	0	N/A	\$80.00	1875	\$150,000.00	23717	\$1,897,360.00	92.67%	38482412
11	0	N/A	\$300.00	2520	\$756,000.00	15477	\$4,643,100.00	86.00%	35710294
12	0	N/A	\$3,000.00	78	\$234,000.00	518	\$1,554,000.00	86.91%	36090281
13	0	N/A	\$50,000.00	2	\$100,000.00	26	\$1,300,000.00	92.86%	38558670
Totals:				1181903	\$8,430,385.00	9,295,613	\$73,594,138.00		

NO. OF TICKETS: 41,534,725
 NO. POOLS: 346.04
 PACK SIZE: 75.00
 PACKS/POOL: 1600.00
 PACKS/GAME: 553,663

MIN: 39,984,000
 MAX: 41,616,000

TEXAS LOTTERY COMMISSION
 "TEXAS LOTTERIA" - GAME NUMBER 1806
 PRIZE STRUCTURE
 March 29, 2016 - VERSION 1

PRIZE TIER	# WINS	TIER CODE	GET	WIN	ODDS OF 1 IN	WINNERS IN POOLS	WINNERS IN (PER PACK*)	WINNERS IN (PER POOL)	PRIZE COST	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVELS
1	1	L	\$3	\$3	8.82	4,706,325	8.50	13,600	\$ 14,118,975	17.21%	LOW
2	1	L	\$4	\$4	18.75	2,214,599	4.00	6,400	\$ 8,858,396	10.80%	LOW
3	2	L	\$3 + \$4	\$7	30.00	1,384,174	2.50	4,000	\$ 9,689,218	11.81%	LOW
4	1	L	\$10	\$10	59.99	692,200	1.25	2,000	\$ 6,922,000	8.44%	LOW
5	3	L	\$3 + \$4 + \$10	\$17	75.01	553,560	1.00	1,600	\$ 9,410,520	11.47%	LOW
6	1	L	\$20	\$20	75.00	553,663	1.00	1,600	\$ 11,073,260	13.50%	73.24%
7	2	M	\$10 + \$20	\$30	299.93	138,449	-	400	\$ 4,153,470	5.06%	MID
8	3	M	\$3 + \$10 + \$20	\$33	300.08	138,378	-	400	\$ 4,566,474	5.57%	MID
9	1	M	\$50	\$50	799.24	51,955	-	150	\$ 2,597,750	3.17%	HIGH
10	3	M	\$10 + \$20 + \$50	\$80	1,622.57	25,592	-	74	\$ 5,399,100	6.88%	HIGH
11	1	M	\$300	\$300	2,307.31	17,997	-	52	\$ 1,788,000	2.18%	HIGH
12	1	H	\$3,000	\$3,000	69,672.36	596	-	-	\$ 1,400,000	1.71%	100.00%
13	1	H	\$50,000	\$50,000	1,483,025.89	28	-	-	\$ 82,024,523	100.00%	100.00%
2 decimals:					3.96	10,477,516	18.25	30,276	\$		
4 decimals:					3.9632						

Consolidated odds are 1 in:

\$3	8.82	4,706,325
\$4	18.75	2,214,599
\$7	30.00	1,384,174
\$10	59.99	692,200
\$17	75.01	553,560
\$20	75.00	553,663
\$30	299.93	138,449
\$33	300.08	138,378
\$50	799.24	51,955
\$80	1,622.57	25,592
\$300	2,307.31	17,997
\$3,000	69,672.36	596
\$50,000	1,483,025.89	28
		10,477,516

TEXAS LOTTERY COMMISSION
 "TEXAS LOTTERIA" - GAME NUMBER 1806
 PRIZE STRUCTURE
 March 29, 2016 - VERSION 1

PRIZE	GET	A	B	C	D
\$3	\$3	7 = \$ 21	10 = \$ 30	9 = \$ 27	8 = \$ 24
\$4	\$4	5 = \$ 20	2 = \$ 8	5 = \$ 20	4 = \$ 16
\$7	\$3 + \$4	2 = \$ 14	3 = \$ 21	2 = \$ 14	3 = \$ 21
\$10	\$10	0 = \$ 0	3 = \$ 30	1 = \$ 10	1 = \$ 10
\$17	\$3 + \$4 + \$10	2 = \$ 34	0 = \$ 0	1 = \$ 17	1 = \$ 17
\$20	\$20	1 = \$ 20	1 = \$ 20	1 = \$ 20	1 = \$ 20
		17 = \$109	19 = \$109	19 = \$108	18 = \$108

* Each of the following GL EPS will be used in approximately 25% of each pack of 75 tickets.
 ** Numbers are rounded
 Note: There will be no more than 20 winners per pack for this game.

No.

10/12/16

Game Name
Texas Lottery

Game No
1806

Inv No.
90092746

Vendor
IGT

362-17-9009 RL002

TLC PO #

Description/Tickets Delivered Qty

Units per 1000

Unit Price

Amount

41,524,725

41,524.73

\$22.34

\$927,662.36

\$927,662.36

Delivered
Ordered

41,524,725
40,800,000

2% under
2% over

39,984,000
41,616,000

Acceptable
Range

0

Sub Total
Total

\$927,662.36
\$927,662.36

Instant Ticket Game Analysis
8/28/16-8/25/18

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point					Print Quantities	Price Point				
	\$1	\$2	\$3	\$5	\$7		\$10	\$20	\$25	\$30	\$50
< 5M	None	Week 12*	None	None	None	2M	None	None	None	None	None
5M-9.99M	Week 16	Week 18	Week 17	Week 19	None	3M	None	None	None	None	Week 52*
10M-14.99M	Week 21	None	None	Week 16*	None	4M	None	None	None	None	None
15M-19.99M	None	None	Week 32*	Week 52*	None	5M	None	Week 33*	None	None	None
20M-24.99M	None	Week 34*	None	None	None	6M	Week 15	None	None	None	None
25M-29.99M	None	None	None	None	None	7M	None	Week 49*	None	None	None
30M-34.99M	Week 41	Week 57*	None	None	None	8M	None	None	None	None	None
>35M	None	Week 60	Week 64	Week 52*	None	>9M	Week 33	Week 41*	None	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Price Point					Print Quantities	Price Point				
	\$1	\$2	\$3	\$5	\$7		\$10	\$20	\$25	\$30	\$50
< 5M	None	\$714,918	None	None	None	2M	None	None	None	None	None
5M-9.99M	\$515,035	\$758,306	\$1,248,375	\$1,874,253	None	3M	None	None	None	None	\$2,913,384
10M-14.99M	\$466,349	None	None	\$2,919,843	None	4M	None	None	None	None	None
15M-19.99M	None	None	\$1,302,836	\$1,508,375	None	5M	None	\$2,578,733	None	None	None
20M-24.99M	None	\$1,078,385	None	None	None	6M	\$3,483,559	None	None	None	None
25M-29.99M	None	None	None	None	None	7M	None	\$2,502,908	None	None	None
30M-34.99M	\$632,952	\$1,039,084	None	None	None	8M	None	None	None	None	None
>35M	None	\$1,119,742	\$1,583,593	\$3,361,809	None	>9M	\$3,182,478	\$3,781,160	None	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