

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**SUMMARY REPORT**

**Scratch Ticket Information**

Date Completed 9/5/2017

Game #	1833	Confirmed Packs	532
Game Name	Lucky No 7	Active Packs	495
Quantity Printed	8,165,775	Warehouse Packs	6,637
Price Point	\$5	Returned Packs	2,515
Start Date	3/6/2017	Printed Payout Percentage	67.98%
Top Prize	\$ 100,000	Percent Sold	89.82%
Number of Top Prizes Remaining	0	Number of Weeks Out	26

**Current Game Sales Analysis**

**TANGIBLE COSTS**

**Expenditure Impact:**

Cost to print tickets	\$ 352,896	Actual ticket production costs
Prize payout expense	\$ 24,199,755	Data from Instant Ticket Tier Liability screen in ES

**Estimated Direct Costs** \$ 24,552,651

**TANGIBLE BENEFITS**

**Revenue Impact:**

Estimated sales	\$ 36,672,496	Based on # of tkts printed, times % sold from DaVinci report, times the price point
<b>Total Estimated Benefits</b>	<b>\$ 36,672,496</b>	

**Excess of Revenue over Expended** \$ 12,119,844

**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	\$ 154,885
Next week	\$ 190,635
Next week	\$ 270,660

**Avg Weekly Sales Current Game** \$ 205,393

**Avg Weekly Sales \$5; 5M - 9.9M Qty** \$ 1,846,165

**Percentage Of Variance In Sales** 89%

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**RECOMMENDATION AND APPROVALS**

**Instant Ticket Information**

Game #	1833	Printed Payout Percentage	67.98%
Game Name	Lucky No. 7	Actual Payout Percentage	65.99%
Percent Sold	89.82%	Number of Weeks Out	26
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run			19

**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)

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Instant Product \_\_\_\_\_

NOT REQUIRED:  
ZERO TOP PRIZE

Pro \_\_\_\_\_ 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:  
ZERO TOP PRIZE

Contract \_\_\_\_\_

Exec \_\_\_\_\_ Date \_\_\_\_\_


Play the Games of Texas!

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Da Vinci Report 9/5/17

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Week End Date:9/2/17

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														9/2/17	8/26/17	8/19/17	8/12/17
Out of Wareh	1887	\$1	7 249,500	\$2,000 CASH	6/19/17			11	79.57%	5,133	4,291	0	54	\$270,910.00	\$352,752.00	\$445,348.00	\$536,685.00
	1883	\$2	7 220 125	WILD 10'S	6/28/17			9	68.57%	9,501	7 607	48	14	\$832,072.00	\$924,676.00	\$1 075,248.00	\$1,059,956.00
Sold/Closing	1876	\$1	9,019,200	MAD MONEY	2/20/17	8/13/17	9/27/17	28	90.78%	77	52	0	4,792	\$4,903.00	\$3,411 00	\$9,048.00	\$24,626.00
	1447	\$1	860,400	MONEY CRAZE	9/17/12	9/10/17	10/25/17	259	0.00%	0	0	0	162	\$0	\$0	\$0	\$0
	1767	\$1	11 189,400	WIN IT ALL	2/10/17	8/13/17	9/27/17	29	92.07%	96	80	66	5,026	\$5,906.00	\$13,432 00	\$27,839.00	\$43,526.00
	1802	\$2	29,893,250	BREAK THE BANK	8/1/16	8/13/17	9/27/17	57	97 32%	80	54	25	4,849	\$6 738.00	\$14 910.00	\$32 138.00	\$41,204.00
	1872	\$2	7 193,250	DOUBLE MATCH	5/1/17	8/15/17	9/29/17	18	78.91%	1 387	573	430	2,303	\$114 774.00	\$321 010.00	\$555,362.00	\$598,300.00
	1795	\$2	35 193,500	INSTANT BINGO	3/7/16	8/13/17	9/27/17	78	96.33%	115	77	1 721	7 036	\$13 168.00	\$10,380 00	\$27 724.00	\$65,826.00
	1775	\$2	7 311 375	ROYAL RICHES	1/16/17	8/13/17	9/27/17	33	86.15%	107	68	1 162	5 774	\$5 166.00	-\$7 516.00	\$11,376.00	\$49,948.00
	1790	\$5	20,391 825	\$100,000 MEGA BINGO	1/18/16			85	91 82%	7 664	5,240	6,829	8	\$794 795.00	\$755 450.00	\$812,595.00	\$763,800.00
	1752	\$5	7 339,425	CASH MULTIPLIER	2/6/17	8/13/17	9/27/17	30	81 35%	125	74	10 762	6,358	\$9,215.00	\$17 715.00	\$59,595.00	\$107,550.00
	1755	\$5	7 217 775	EASY MONEY	3/8/17	9/10/17	10/25/17	25	57 16%	552	595	32,277	6,832	\$115,970.00	\$121 900.00	\$157 160.00	\$166,245.00
	1831	\$5	8 442,750	LUCKY 7 FLIP MULTIPLIER	2/20/17	9/10/17	10/25/17	28	84.99%	618	682	9 850	4 784	\$103 765.00	\$139,965.00	\$164 700.00	\$178 755.00
	1833	\$5	8 165,775	LUCKY NO. 7	3/6/17	9/10/17	10/25/17	26	89.82%	532	495	6,637	2,515	\$154,885.00	\$190,635.00	\$270,660.00	\$301 765.00
	1387	\$20	34,320 175	\$500M EXTREME CASH BLAST	8/13/12	8/13/17	9/27/17	264	63.98%	182	161	489,041	2,602	\$102,660.00	\$163,200.00	\$378,220.00	\$480,900.00
1734	\$20	5,908,875	MILLIONAIRE'S CLUB	6/6/16	8/13/17	9/27/17	65	98.66%	59	48	0	2,224	\$22,200.00	\$44,040.00	\$100,680.00	\$145 060.00	
1779	\$20	8,076,320	SUPER BREAK THE BANK	10/3/16	9/10/17	10/25/17	48	62.71%	1 769	692	142,678	3 169	\$193,200.00	\$229,600.00	\$277 960 00	\$314,280.00	

**Liability for 1833 / for Life to Date**

Product Status Active SmartCash Enabled. N/A Validation Range 02/14/2017 - 04/24/2018

**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	\$5 00	137623	\$688,115 00	788057	\$3,940,285 00	85 13%	6951750
2	2	N/A	\$10 00	30648	\$306,480 00	187106	\$1,871,060 00	85 93%	7016475
3	3	N/A	\$10 00	28150	\$281,500 00	216694	\$2,166,940 00	88 50%	7226946
4	4	N/A	\$15 00	3719	\$55,785.00	23507	\$352,605 00	86 34%	7050351
5	5	N/A	\$15 00	3020	\$45,300 00	24206	\$363,090 00	88 91%	7259999
6	6	N/A	\$15 00	26665	\$399,975 00	136631	\$2,049,465 00	83 67%	6832365
7	7	N/A	\$20 00	3738	\$74,760 00	23488	\$469,760 00	86 27%	7044653
8	8	N/A	\$20 00	3036	\$60,720 00	24196	\$483,920 00	88 85%	7255401
9	9	N/A	\$20 00	2920	\$58,400 00	24209	\$484,180 00	89 24%	7286860
10	10	N/A	\$20 00	6200	\$124,000 00	48322	\$966,440 00	88 63%	7237199
11	0	N/A	\$30 00	1834	\$55,020 00	11794	\$353,820 00	86 54%	7066858
12	0	N/A	\$30 00	1481	\$44,430 00	12141	\$364,230 00	89 13%	7277982
13	0	N/A	\$30 00	3063	\$91,890 00	24157	\$724,710 00	88 75%	7246900
14	0	N/A	\$30 00	8627	\$258,810 00	45780	\$1,373,400 00	84 14%	6870975
15	0	N/A	\$50 00	921	\$46,050 00	5869	\$293,450 00	86 44%	7058163
16	0	N/A	\$50 00	710	\$35,500 00	6128	\$306,400 00	89 62%	7317910
17	0	N/A	\$50 00	714	\$35,700 00	6082	\$304,100 00	89 49%	7307863
18	0	N/A	\$50 00	697	\$34,850 00	6129	\$306,450 00	89 79%	7331971
19	0	N/A	\$50 00	2533	\$126,650 00	21259	\$1,062,950 00	89 35%	7296411
20	0	N/A	\$50 00	2789	\$139,450 00	22162	\$1,108,100 00	88 82%	7253012
21	0	N/A	\$100 00	102	\$10,200 00	588	\$58,800 00	85 22%	6958660
22	0	N/A	\$100 00	645	\$64,500 00	5160	\$516,000 00	88 89%	7258466
23	0	N/A	\$100 00	697	\$69,700 00	5108	\$510,800 00	87 99%	7185319
24	0	N/A	\$100 00	525	\$52,500 00	4542	\$454,200 00	89 64%	7319705
25	0	N/A	\$150 00	89	\$13,350 00	570	\$85,500 00	86 49%	7062961
26	0	N/A	\$150 00	374	\$56,100 00	3014	\$452,100 00	88 96%	7264358
27	0	N/A	\$150 00	660	\$99,000 00	3430	\$514,500 00	83 86%	6848070
28	0	N/A	\$300 00	48	\$14,400 00	298	\$89,400 00	86 13%	7032950
29	0	N/A	\$300 00	142	\$42,600 00	1209	\$362,700 00	89 49%	7307492
30	0	N/A	\$300 00	312	\$93,600 00	1718	\$515,400 00	84 63%	6910739
31	0	N/A	\$1,000 00	15	\$15,000 00	123	\$123,000 00	89 13%	7278190
32	0	N/A	\$1,000 00	18	\$18,000 00	120	\$120,000 00	86 96%	7100673
33	0	N/A	\$1,000 00	34	\$34,000 00	312	\$312,000 00	90 17%	7363357
34	0	N/A	\$10,000 00	1	\$10,000 00	14	\$140,000 00	93 33%	7621390
35	0	N/A	\$100,000.00	0	\$0 00	6	\$600,000 00	100 00%	8165775
			<b>Totals</b>	<b>272750</b>	<b>\$3,556,335 00</b>	<b>1,684,129</b>	<b>\$24,199,755 00</b>		

**Prize Structure**  
TEXAS LOTTERY  
GAME NO 1833 "LUCKY NO 7"  
November 4, 2016 VERSION C

Order Quantity:	8,165,775	Pack Size:	75	Pool Size:	120,000	Winners:	1,956,879	Total Payout:	
Price Point:	\$5.00	Packs/Game:	108,877	Number of Pools:	68.05	Non-winners:	6,208,896	Prize Fund:	\$27,756,090.00
Revenue:	\$40,828,875.00	Packs/Pool:	1,600			Overall Odds:	4.1729	Payout:	67.88%

ORIGINAL ORDER

SHIPMENT # 1-3  
COMPLETE  
POOLS # 1 - 78

Kind	Wins	Tier Level	Get	Win	Value	Winners			Total Prize Cost	% Prize Fund	
						Odds (1 in)	Pack	Pool			
Low Tiers											
01	1	L	\$5	\$5	\$5.00	8,8214	8.50	13,600.00	925,680	\$4,628,400.00	16.68%
02	1	L	\$10	\$10	\$10.00	37,5000	2.00	3,200.00	217,754	\$2,177,540.00	7.85%
03	2	L	\$5 x 2	\$10	\$10.00	33,3509	2.25	3,600.00	244,844	\$2,448,440.00	8.82%
Total (\$10.00):						17,6520	4.25	6,800.00	462,598	\$4,625,980.00	16.67%
04	1	L	\$15	\$15	\$15.00	299,9256	0.25	400.00	27,226	\$408,390.00	1.47%
05	2	L	\$10 \$5	\$15	\$15.00	299,9256	0.25	400.00	27,226	\$408,390.00	1.47%
06	1	L	\$5 (7)	\$15	\$15.00	50,0060	1.50	2,400.00	163,296	\$2,448,440.00	8.82%
Total (\$15.00):						37,5010	2.00	3,200.00	217,748	\$3,286,220.00	11.77%
07	1	L	\$20	\$20	\$20.00	299,9256	0.25	400.00	27,226	\$544,520.00	1.96%
08	2	L	\$10 x 2	\$20	\$20.00	299,9256	0.25	400.00	27,226	\$544,520.00	1.96%
09	3	L	\$10 + (\$5 x 2)	\$20	\$20.00	300,9980	0.25	400.00	27,128	\$542,580.00	1.95%
10	2	L	\$5 (7) + \$5	\$20	\$20.00	149,7703	0.50	800.00	64,822	\$1,090,440.00	3.93%
Total (\$20.00):						59,9944	1.25	2,000.00	136,109	\$2,722,180.00	9.81%
Total (Low Tiers):						4,5872	16.00	25,800.00	1,742,199	\$15,242,790.00	54.62%
Mid Tiers											
11	1	M	\$30	\$30	\$30.00	599,1910	0.13	200.00	13,628	\$408,840.00	1.47%
12	2	M	\$20 + \$10	\$30	\$30.00	599,4549	0.13	200.00	13,622	\$408,660.00	1.47%
13	2	M	\$15 + \$5 (7)	\$30	\$30.00	299,9917	0.25	400.00	27,220	\$816,600.00	2.94%
14	1	M	\$10 (7)	\$30	\$30.00	150,0868	0.50	800.00	54,407	\$1,632,210.00	5.88%
Total (\$30.00):						75,0000	1.00	1,600.00	108,877	\$3,286,310.00	11.77%
15	1	M	\$50	\$50	\$50.00	1202,6178	0.06	100.00	6,790	\$339,500.00	1.22%
16	4	M	\$20 + \$15 + \$10 + \$5	\$50	\$50.00	1194,1759	0.06	100.00	6,838	\$341,900.00	1.23%
17	3	M	(\$20 x 2) + \$10	\$50	\$50.00	1201,5561	0.06	100.00	6,796	\$339,800.00	1.22%
18	8	M	(\$10 x 2) + (\$5 x 6)	\$50	\$50.00	1196,2753	0.06	100.00	6,826	\$341,300.00	1.23%
19	5	M	\$10 (7) + (\$5 x 4)	\$50	\$50.00	343,2152	0.22	350.00	23,792	\$1,189,600.00	4.29%
20	2	M	\$15 (7) + \$5	\$50	\$50.00	327,2725	0.23	366.00	24,951	\$1,247,550.00	4.49%
Total (\$50.00):						107,4543	0.70	1,116.00	75,993	\$3,799,650.00	13.69%
21	1	M	\$100	\$100	\$100.00	11834,4585	0.01	10.00	690	\$69,000.00	0.25%
22	7	M	\$15 (7) + \$10 (7) + (\$5 x 5)	\$100	\$100.00	1406,6796	0.05	85.00	5,895	\$580,500.00	2.09%
23	2	M	\$30 (7) + \$10	\$100	\$100.00	1406,6796	0.05	85.00	5,895	\$580,500.00	2.09%
24	15	M	(\$10 x 5) + (\$5 x 10)	\$100	\$100.00	1611,5601	0.05	75.00	5,067	\$506,700.00	1.83%
Total (\$100.00):						470,1892	0.16	255.00	17,957	\$1,736,700.00	6.28%
25	1	M	\$150	\$150	\$150.00	12391,1608	0.01	10.00	659	\$98,850.00	0.36%
26	20	M	(\$10 x 10) + (\$5 x 10)	\$150	\$150.00	2410,2051	0.03	50.00	3,388	\$508,200.00	1.83%
27	1	M	\$50 (7)	\$150	\$150.00	1996,5220	0.04	60.00	4,080	\$613,500.00	2.21%
Total (\$150.00):						1003,5363	0.07	120.00	8,137	\$1,220,550.00	4.40%
28	1	M	\$300	\$300	\$300.00	23600,5058	0.00	5.00	346	\$103,800.00	0.37%
29	20	M	(\$30 x 5) + (\$15 x 5) + (\$10 x 5) + (\$5 x 5)	\$300	\$300.00	6044,2450	0.01	20.00	1,351	\$405,300.00	1.46%
30	1	M	\$100 (7)	\$300	\$300.00	4022,5493	0.02	30.00	2,030	\$609,000.00	2.19%
Total (\$300.00):						2190,9780	0.03	55.00	3,727	\$1,118,100.00	4.03%
Total (Mid Tiers):						33,1336	1.97	3,148.00	214,101	\$11,141,310.00	40.14%
High Tiers											
31	1	H	\$1,000	\$1,000	\$1,000.00	59172,2826	0.00	2.00	138	\$138,000.00	0.50%
32	4	H	\$300 (7) + \$50 + \$30 + \$20	\$1,000	\$1,000.00	59172,2826	0.00	2.00	138	\$138,000.00	0.50%
33	20	H	(\$100 x 5) + (\$50 x 5) + (\$30 x 5) + (\$20 x 5)	\$1,000	\$1,000.00	23600,5058	0.00	5.00	346	\$346,000.00	1.25%
Total (\$1,000.00):						13128,2556	0.01	9.00	622	\$622,000.00	2.24%
34	1	H	\$10,000	\$10,000	\$10,000.00	544395,0000	0.00	0.22	16	\$160,000.00	0.54%
35	1	H	\$100,000	\$100,000	\$100,000.00	1360962,5000	0.00	0.09	6	\$600,000.00	2.16%
Total (High Tiers):						12699,4946	0.01	9.31	643	\$1,372,000.00	4.99%
Total:						4,1729	17.87	28,755.31	1,956,879	\$27,756,090.00	100.00%

8165775

925680

217754

244844

27226

27226

163296

27226

27232

27129

54522

13628

13622

27220

54407

6790

6838

6796

6826

23792

24951

690

5805

5805

5067

659

3388

4090

346

1351

2030

138

138

346

15

6

7 = TRIPLE  
LUCKY = WIN ALL

There will be no more than nineteen (19) winners per pack

02/24/17

Game Name	Game No	Inv No	Vendor	TLC PO #
Lucky No 7	1833	1029194-3	SGI	362-17-9019 RL012

Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
8,165,775	8,165 78	\$38.03	\$310,544 42
<b>Delivered</b> 8,165,775			
<b>Ordered</b> 8,040,000			
<b>2% under</b> 7,879,200			
<b>2% over</b> 8,200,800			
Accetable Range 0			
		Sub Total	\$310,544 42
		Inserts Printed on	
		Foil Stock	\$42,351 90
		<b>Total</b>	<b>\$352,896.32</b>

**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  
Unaudited - For Internal Use Only