

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 10/30/2017

Game #	1851	Confirmed Packs	3,799
Game Name	Instant Riches	Active Packs	2,479
Quantity Printed	8,120,250	Warehouse Packs	23,815
Price Point	\$5	Returned Packs	65
Start Date	5/15/2017	Printed Payout Percentage	68.08%
Top Prize	\$ 200,000	Percent Sold	71.19%
Number of Top Prizes Remaining	2	Number of Weeks Out	24

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 342,768	Actual ticket production costs
Prize payout expense	\$ 19,061,995	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 19,404,763

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 28,904,030	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	<u><u>\$ 28,904,030</u></u>	

Excess of Revenue over Expended \$ 9,499,267

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	\$	434,000
Next week	\$	476,390
Next week	\$	498,980
Avg Weekly Sales Current Game	\$	469,790
Avg Weekly Sales \$5; 5M - 9.99M Qty	\$	1,846,165
Percentage Of Variance In Sales		75%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	1851	Printed Payout Percentage	68.08%
Game Name	Instant Riches	Actual Payout Percentage	65.95%
Percent Sold	71.19%	Number of Weeks Out	24
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.

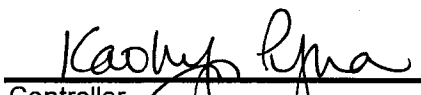
☐ I am recommending closing the above game based on the below business reason(s):

 10/30/17
Instant Product Coordinator Date

 11/2/17
Products Manager Date

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

 11/3/17
Lottery Operations Division Director Date

 11/6/17
Controller Date

 11/8/17
Executive Director Date



Play the Games of Texas!

Da Vinci Report

Week End Date: 10/28/17

10/30/17

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales		
														10/28/17	10/29/17	10/30/17
Mature	1858	\$3	35,655,625	BONUS CASHWORD	3/8/17			34	54.94%	13,531	6,523	105,481	4	\$1,377,969.00	\$1,309,482.00	\$1,255,986.00
	1882	\$3	7,325,750	DOMINOES	6/5/17			21	54.85%	2,595	1,729	18,007	3,423	\$154,329.00	\$211,323.00	\$231,618.00
	1806	\$3	41,524,725	TEXAS LOTERIA	3/14/17			33	35.08%	22,900	10,449	322,005	29	\$1,424,457.00	\$1,403,835.00	\$1,366,992.00
	1886	\$5	7,832,250	\$10, \$20 OR \$50!	5/22/17			23	75.33%	2,838	1,906	16,948	59	\$349,710.00	\$401,400.00	\$451,885.00
	1889	\$5	6,235,500	\$200,000 CASH	6/19/17			19	88.53%	4,453	3,478	215	449	\$519,965.00	\$599,065.00	\$700,120.00
	1794	\$5	25,316,700	\$5 SET FOR LIFE	3/21/16			84	55.03%	3,455	2,174	144,890	6	\$426,970.00	\$429,290.00	\$463,500.00
	1824	\$5	23,982,375	20X THE CASH	12/19/16			45	69.02%	4,085	2,272	91,416	7	\$465,410.00	\$490,165.00	\$530,865.00
	1808	\$5	18,320,550	BONUS BREAK THE BANK	11/7/16			51	84.03%	11,433	6,886	18,039	3	\$1,314,985.00	\$1,310,210.00	\$1,310,140.00
	1859	\$5	22,450,575	CROSSWORD CONNECT	6/28/17			17	24.84%	12,661	6,886	203,287	12	\$1,222,045.00	\$1,189,495.00	\$1,205,125.00
	1846	\$5	5,626,275	FAST CASH MULTIPLIER	7/17/17			15	61.24%	8,605	5,036	13,458	450	\$567,955.00	\$639,680.00	\$715,015.00
	1851	\$5	8,120,250	INSTANT RICHES	5/15/17			24	71.19%	3,799	2,479	23,815	65	\$434,000.00	\$476,390.00	\$498,980.00
	1742	\$5	7,339,575	LUCKY 7	6/5/17			21	73.12%	4,310	2,822	17,992	182	\$456,125.00	\$498,565.00	\$567,825.00
	1807	\$5	40,880,700	SUPER LOTERIA	12/5/16			47	76.78%	23,838	9,683	87,252	12	\$3,390,120.00	\$3,396,180.00	\$3,294,500.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16			65	54.91%	4,096	2,176	250,334	15	\$803,880.00	\$803,440.00	\$794,810.00
	1830	\$10	10,279,550	50X SUPER TICKET	6/5/17			21	61.41%	12,052	6,263	57,950	25	\$1,716,090.00	\$1,878,290.00	\$1,931,970.00
	1827	\$10	15,280,500	50X THE CASH	1/31/17			43	86.79%	9,819	5,042	23,016	11	\$1,610,080.00	\$1,612,210.00	\$1,591,610.00
	1860	\$10	13,338,450	BIG PLAY CASHWORD	7/17/17			15	24.28%	15,224	7,501	176,818	6	\$1,786,150.00	\$1,784,680.00	\$1,748,570.00
	1842	\$10	6,105,900	EXPLOSION DE DINERO	5/1/17			26	63.10%	3,273	2,124	38,752	33	\$454,650.00	\$487,480.00	\$510,030.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			128	33.31%	4,947	2,190	901,819	26	\$859,840.00	\$854,380.00	\$848,880.00
	1829	\$20	9,107,450	100X THE CASH	1/16/17			41	85.11%	14,791	6,452	29,617	11	\$2,385,060.00	\$2,463,020.00	\$2,448,020.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			24	12.27%	16,535	7,206	1,191,001	22	\$2,735,460.00	\$2,862,960.00	\$2,693,920.00
	1853	\$20	7,203,050	MONEY	3/8/17			33	65.74%	10,701	4,480	69,458	28	\$1,740,060.00	\$1,760,340.00	\$1,764,040.00
	1822	\$20	5,139,100	WINNERS GALORE	12/5/16			47	38.96%	623	363	123,131	827	\$68,180.00	\$122,740.00	\$118,340.00
	1832	\$50	3,668,520	\$7,500,000 ULTIMATE CASH	10/17/16			54	61.95%	3,692	1,851	63,321	24	\$884,450.00	\$903,050.00	\$1,099,750.00
	1870	\$50	3,579,720	ULTIMATE MILLIONS	4/17/17			28	56.96%	13,085	4,723	57,174	22	\$2,660,300.00	\$3,133,650.00	\$3,601,000.00
Out of Wareh	1873	\$2	7,259,750	TRIPLE 777	8/21/17			10	80.89%	4,568	5,654	0	63	\$632,012.00	\$1,036,924.00	\$1,269,610.00
Sold/Closing	1887	\$1	7,249,500	\$2,000 CASH	6/19/17		11/12/17	19	91.34%	1,012	809	0	1,580	\$41,573.00	\$55,770.00	\$54,064.00
	1875	\$1	9,011,250	ACES HIGH	4/17/17		11/22/17	28	92.02%	97	68	25	3,944	\$4,174.00	\$4,800.00	\$12,346.00
	1836	\$1	10,277,100	FIESTA DE GANANCIAS	3/20/17		11/22/17	32	69.33%	106	108	14,818	4,959	\$4,242.00	\$3,760.00	\$13,680.00
	1843	\$1	12,392,100	INSTANT WINNINGS	5/15/17			24	90.40%	3,384	2,178	0	1,425	\$112,085.00	\$146,775.00	\$165,889.00
	1823	\$2	21,536,125	10X THE CASH	12/19/16		11/22/17	45	91.91%	150	147	6,158	4,229	\$35,238.00	\$91,280.00	\$173,178.00
	1699	\$2	7,306,500	BIG CASH MONEY	3/6/17		11/22/17	34	90.88%	29	46	281	4,447	\$5,272.00	\$7,574.00	\$23,056.00

Liability for 1851 / for Life to Date

Product Status: Active
SmartCash Enabled: N/A

Validation Range: 04/29/2017 - 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	\$5.00	274921	\$1,374,605.00	573119	\$2,865,595.00	67.58%	5487794
2	2	N/A	\$10.00	139385	\$1,393,850.00	275581	\$2,755,810.00	66.41%	5392698
3	3	N/A	\$10.00	102624	\$1,026,240.00	240222	\$2,402,220.00	70.07%	5689617
4	4	N/A	\$15.00	22709	\$340,635.00	49547	\$743,205.00	68.57%	5568174
5	5	N/A	\$15.00	26576	\$398,640.00	63714	\$955,710.00	70.57%	5730131
6	6	N/A	\$15.00	32105	\$481,575.00	76077	\$1,141,155.00	70.32%	5710416
7	7	N/A	\$20.00	5264	\$105,280.00	12858	\$257,160.00	70.95%	5761514
8	8	N/A	\$20.00	5283	\$105,660.00	12697	\$253,940.00	70.62%	5734305
9	9	N/A	\$20.00	5307	\$106,140.00	12729	\$254,580.00	70.58%	5730908
10	10	N/A	\$20.00	5654	\$113,080.00	12406	\$248,120.00	68.69%	5578063
11	0	N/A	\$50.00	3130	\$156,500.00	7608	\$380,400.00	70.85%	5753293
12	0	N/A	\$50.00	13574	\$678,700.00	31539	\$1,576,950.00	69.91%	5676957
13	0	N/A	\$50.00	3140	\$157,000.00	7627	\$381,350.00	70.84%	5752126
14	0	N/A	\$50.00	2981	\$149,050.00	7373	\$368,650.00	71.21%	5782364
15	0	N/A	\$50.00	2949	\$147,450.00	7399	\$369,950.00	71.50%	5806119
16	0	N/A	\$50.00	3234	\$161,700.00	7110	\$355,500.00	68.74%	5581494
17	0	N/A	\$100.00	535	\$53,500.00	1166	\$116,600.00	68.55%	5566261
18	0	N/A	\$100.00	1634	\$163,400.00	4003	\$400,300.00	71.01%	5766429
19	0	N/A	\$100.00	4087	\$408,700.00	9465	\$946,500.00	69.84%	5671352
20	0	N/A	\$100.00	3335	\$333,500.00	7943	\$794,300.00	70.43%	5719023
21	0	N/A	\$500.00	218	\$109,000.00	465	\$232,500.00	68.08%	5528427
22	0	N/A	\$500.00	131	\$65,500.00	325	\$162,500.00	71.27%	5787458
23	0	N/A	\$500.00	134	\$67,000.00	316	\$158,000.00	70.22%	5702220
24	0	N/A	\$1,000.00	83	\$83,000.00	141	\$141,000.00	62.95%	5111407
25	0	N/A	\$200,000.00	2	\$400,000.00	4	\$800,000.00	66.67%	5413500
Totals:					\$8,578,705.00	1,421,434	\$19,061,995.00		

NO. OF TICKETS (+/-2%): 8,120,250
NO. POOLS: 22.56
PACK SIZE: 75
PACKS/POOL: 4,800
PACKS/GAME: 108,270

Minimum Quantity: 8,114,400
Maximum Quantity: 8,445,600

TEXAS LOTTERY COMMISSION
"INSTANT RICHES" - GAME NO. 1851
END OF PRODUCTION PRIZE STRUCTURE
24-Apr-17

VERSION A

		8,120,250		\$5 TICKETS		\$40,601,250		REVENUE		PRIZE FUND		\$27,641,700		PAYOUT %		68.08%	
PRIZE TIER	PRIZE CODE	TIER CODE	GET	# OF WAYS TO WIN	WIN	ODDS OF 1 IN	WINNERS IN POOLS	WINNERS IN 75 (PER PACK*)	WINNERS IN 360,000 (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS					
1	1	L	\$5	1	\$5	9.38	848,040	7,8326	37597	\$4,240,200	15.34%						
2	2	L	\$10	1	\$10	19.57	414,966	3,8327	18397	\$4,149,660	15.01%						
3	3	L	\$5 x 2	2	\$10	23.68	342,846	3,1666	15200	\$3,428,460	12.40%						
4	4	L	\$15	1	\$15	112.38	72,256	0.6674	3203	\$1,083,840	3.92%						
5	5	L	\$5 x 3	3	\$15	89.94	90,290	0.8339	4003	\$1,354,350	4.90%						
6	6	L	\$5 + \$10	2	\$15	75.06	108,182	0.9992	4796	\$1,622,730	5.87%						
7	7	L	\$5 x 4	4	\$20	448.09	18,122	0.1674	803	\$362,440	1.31%						
8	8	L	\$5 x 2 + \$10	3	\$20	451.63	17,980	0.1661	797	\$359,600	1.30%						
9	9	L	\$10 x 2	2	\$20	450.22	18,036	0.1666	800	\$360,720	1.30%						
10	10	L	\$20	1	\$20	449.63	18,060	0.1668	801	\$361,200	1.31%						
11	11	M	\$5 x 6 + \$10 x 2	8	\$50	756.22	10,738	0.10	476	\$256,900	1.94%						
12	12	M	\$5*10X	1	\$50	180.00	45,113	0.42	2,000	\$2,255,650	8.16%						
13	13	M	\$5 x 2 + \$10 x 2 + \$20	5	\$50	754.18	10,767	0.10	477	\$256,350	1.95%						
14	14	M	\$5 x 4 + \$10 + \$20	6	\$50	784.26	10,344	0.10	459	\$257,700	1.87%						
15	15	M	\$10 x 5	5	\$50	784.72	10,348	0.10	459	\$257,700	1.87%						
16	16	M	\$50	1	\$50	785.02	10,344	0.10	459	\$257,200	1.87%						
17	17	M	\$100	1	\$100	4,773.81	1,701	0.02	75	\$170,100	0.62%						
18	18	M	\$10 x 6 + \$20 x 2	8	\$100	1,440.53	5,637	0.05	250	\$563,700	2.04%						
19	19	M	\$10*10X	1	\$100	599.19	13,552	0.13	601	\$1,355,200	4.90%						
20	20	M	\$5*10X + \$20 + \$15 x 2	4	\$100	720.01	11,278	0.10	500	\$1,127,800	4.08%						
21	21	M	\$50*10X	1	\$500	11,889.09	683	0.01	30	\$341,500	1.24%						
22	22	M	\$5 x 10 + \$10 + \$20 x 2 + \$50 x 8	21	\$500	17,807.57	456	0.00	20	\$228,000	0.82%						
23	23	M	\$100 x 5	5	\$500	18,045.00	450	0.00	20	\$225,000	0.81%						
24	24	H	\$1,000	1	\$1,000	36,251.12	224	0.00	9.93	\$224,000	0.81%						
25	25	H	\$200,000	1	\$200,000	1,353,375.00	6	0.00	0.266002	\$1,200,000	4.34%						
						3.9032	2,080,429	19.22	92,232.95	\$ 27,641,700	100.00%						
						9.38	848,040										
						10.72	757,812										
						29.99	270,728										
						112.47	72,198										
						85.14	97,664										
						252.43	32,168										
						5,110.29	1,589										
						36,251.12	224										
						1,353,375.00	6										
							2,080,429										

Note: "10X" = win 10 TIMES the prize by revealing a "10X" Play Symbol

Consolidated odds are 1 in: \$5

* Each of the following GLEPS will be used in approximately 16.67% of each p

** Numbers are rounded.

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

Note: "10X" = win 10 TIMES the prize by revealing a "10X" Play Symbol

Consolidated odds are 1 in: \$5
\$10
\$15
\$20
\$50
\$100
\$500
\$1,000
\$200,000

* Each of the following CLEPS will be used in approximately 16.67% of each pack of 75 tickets.
** Numbers are rounded.
*** This Number of prizes is guaranteed delivery to the Lottery

No.

05/01/17

Game Name
Instant Riches

Game No
1851

Inv No.
8504112

Vendor
PBL

TLC PO #
362-17-9010 RL017

Description/Tickets Delivered Qty		Units per 1000	Unit Price	Amount
		8,120,250	\$41.78	\$339,264.05
				<u>\$339,264.05</u>
Delivered	8,120,250			
Ordered	8,280,000			
2% under	8,114,400			
2% over	8,445,600			
Acceptable Range	0			
Lump Sum Charge for 4X4 POS on 10pt Foil				\$3,504.26
Total				\$342,768.31

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