

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

**Scratch Ticket Information**

Date Completed 3/26/2018

Game #	1894	Confirmed Packs	7,428
Game Name	Texas Lottery Red	Active Packs	4,354
Quantity Printed	20,558,550	Warehouse Packs	37,561
Price Point	\$1	Returned Packs	158
Start Date	9/5/2017	Printed Payout Percentage	60.01%
Top Prize	\$ 5,000	Percent Sold	62.61%
Number of Top Prizes Remaining	6	Number of Weeks Out	29

**Current Game Sales Analysis**

**TANGIBLE COSTS**

**Expenditure Impact:**

Cost to print tickets	\$ 225,527	
Prize payout expense	\$ 7,310,665	Data from Instant Ticket Tier Liability screen in ES

**Estimated Direct Costs** \$ 7,536,192

**TANGIBLE BENEFITS**

**Revenue Impact:**

Estimated sales	\$ 12,871,708	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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**Total Estimated Benefits** \$ 12,871,708

**Excess of Revenue over Expended** \$ 5,335,516

**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	\$	234,337
Next week	\$	262,312
Next week	\$	281,140
Avg Weekly Sales Current Game	\$	259,263
Avg Weekly Sales \$1; 10 - 14.99 M Qty*	\$	511,766 *
<b>Percentage Of Variance In Sales</b>		<b>49%</b>

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

**Instant Ticket Information**

Game #	1894	Printed Payout Percentage	60.01%
Game Name	Texas Lottery Red	Actual Payout Percentage	56.80%
Percent Sold	62.61%	Number of Weeks Out	29
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			19*

\* No data at the \$1 / 20 - 24.99 M Qty, so the \$1 / 10 - 14.99 M Qty 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):

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*Dale Bowersock*      3/26/18  
Instant Product Coordinator      Date

*[Signature]*      3/28/18  
Products Manager      Date

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

*[Signature]*      4-2-18  
Lottery Operations Division Director      Date

*Kaony Pyma*      4/3/2018  
Controller      Date

*[Signature]*      4-3-18  
Executive Director      Date

# Play the Games of Texas!

TEXAS  
LOTTERY

## Da Vinci Report

Week End Date: 3/24/18

3/26/18

Product Line	Game	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
													3/24/18	3/17/18	3/10/18	3/3/18
Baseline	2012	\$1	29,860,050	HOT 7S	1/2/18		12	35.06%	16,635	8,651	100,838	0	\$699,493.00	\$747,621.00	\$868,915.00	\$974,922.00
	1622	\$1	11,141,400	PICK 3	2/5/18		7	38.79%	17,384	9,959	16,172	12	\$565,614.00	\$563,551.00	\$642,879.00	\$769,127.00
	2024	\$1	9,211,950	WILD 9'S	3/5/18		3	29.62%	17,781	10,898	10,510	0	\$1,071,527.00	\$1,091,130.00	\$565,579.00	\$0
	1893	\$2	7,092,375	A CUT ABOVE	3/19/18		1	3.65%	23,989	7,942	19,897	9	\$517,522.00	\$0	\$0	\$0
	1874	\$2	7,249,875	BIG MONEY	1/15/18		10	56.20%	15,869	7,496	383	5	\$649,836.00	\$734,360.00	\$884,876.00	\$1,007,922.00
	2009	\$2	7,076,375	BLING	2/19/18		5	28.30%	18,954	9,889	10,355	1	\$751,098.00	\$881,402.00	\$955,264.00	\$809,234.00
	2078	\$2	35,978,375	WEEKLY GRAND	1/10/18		10	10.07%	15,938	9,457	230,632	0	\$982,854.00	\$1,049,126.00	\$1,076,700.00	\$1,043,152.00
	2081	\$3	35,675,375	DOUBLE BONUS CROSSWORD	3/15/18		1	0.15%	11,113	1,673	263,842	0	\$156,000.00	\$0	\$0	\$0
	2016	\$3	16,392,375	WILD 7S	1/2/18		12	41.24%	15,996	9,587	48,277	1	\$1,599,777.00	\$1,647,693.00	\$1,770,270.00	\$1,920,345.00
	2023	\$5	7,120,425	DAZZLING DOLLARS X9	1/15/18		10	72.14%	16,843	6,236	1,378	3	\$1,540,375.00	\$1,788,305.00	\$2,079,750.00	\$2,440,100.00
	2025	\$5	8,104,275	GAME OF LUCK	2/5/18		7	41.72%	19,920	8,101	32,963	0	\$1,659,235.00	\$1,821,005.00	\$2,068,855.00	\$2,624,000.00
	2033	\$5	7,331,100	HIGH ROLLER	3/5/18		3	21.43%	29,310	10,872	33,903	0	\$2,385,120.00	\$3,159,135.00	\$2,310,450.00	\$0
	2020	\$5	9,179,325	MONEY	1/2/18		12	45.32%	13,909	6,485	44,753	1	\$969,680.00	\$1,140,975.00	\$1,274,340.00	\$1,545,275.00
	2029	\$5	7,333,050	NUMBERS GAME	2/19/18		5	33.60%	26,422	9,049	27,224	0	\$1,710,210.00	\$2,131,445.00	\$2,862,405.00	\$3,546,865.00
	2036	\$5	8,435,400	POWER 5'S	3/19/18		1	6.42%	28,967	9,788	61,957	0	\$2,707,000.00	\$0	\$0	\$0
	1847	\$10	6,118,800	\$250,000 CASH W/INFALL	3/19/18		1	4.10%	31,019	7,843	74,483	0	\$2,511,300.00	\$0	\$0	\$0
	2018	\$10	14,595,550	SUPER 7S	1/2/18		12	34.56%	23,288	7,206	155,248	1	\$3,714,360.00	\$4,113,360.00	\$4,354,870.00	\$4,962,230.00
	2026	\$10	7,335,800	SUPER HIT SUPER TICKET	3/5/18		3	11.93%	35,792	7,650	82,941	2	\$2,881,170.00	\$3,506,780.00	\$2,366,370.00	\$0
	2021	\$20	9,179,100	\$100 MILLION BIG MONEY	1/2/18		12	23.30%	23,775	7,292	247,293	3	\$2,219,700.00	\$2,595,740.00	\$2,923,520.00	\$3,489,180.00
	1884	\$20	7,155,300	\$100 MILLION TEXAS RICHES	2/5/18		7	23.61%	29,986	8,326	175,842	0	\$3,728,680.00	\$4,506,920.00	\$4,730,820.00	\$5,409,980.00
2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18		1	0.57%	36,052	8,435	1,306,375	0	\$5,871,390.00	\$0	\$0	\$0	
2030	\$50	3,670,680	ULTIMATE 7S	2/19/18		5	12.33%	20,102	6,117	131,496	4	\$4,204,350.00	\$4,704,000.00	\$4,882,400.00	\$5,314,250.00	
Mature	1878	\$1	854,700	CASH ON THE SPOT	9/18/17		27	0.00%	0	0	4,678	73	\$0	\$0	\$0	\$0
	1626	\$1	1,091,250	DID I WIN?	9/12/14		184	0.00%	0	0	446	65	\$0	\$0	\$0	\$0
	1804	\$1	829,650	LUCKY STARS	9/18/17		27	0.00%	0	0	3,304	60	\$0	\$0	\$0	\$0
	1894	\$1	20,558,550	TEXAS LOTTERY RED	9/5/17		29	62.81%	7,428	4,354	37,561	158	\$234,337.00	\$262,312.00	\$281,140.00	\$305,906.00
	1857	\$1	30,420,450	WEEKLY HALF GRAND	10/2/17		25	59.89%	15,458	9,834	53,130	6	\$612,647.00	\$641,433.00	\$681,002.00	\$709,073.00
	2007	\$1	26,926,720	\$5 POUCH - HOLIDAY	1/16/17		20	39.53%	5,432	867	174,587	20,131	\$39,335.00	\$45,951.25	\$57,000.00	\$71,665.00
	1858	\$2	39,846,125	BREAK THE BANK	5/11/17		45	71.27%	18,662	9,543	58,538	6	\$1,297,088.00	\$1,386,386.00	\$1,428,402.00	\$1,496,958.00
1861	\$2	34,912,250	INSTANT BINGO	5/11/17		47	69.38%	15,956	8,899	56,983	11	\$1,106,274.00	\$1,149,158.00	\$1,215,390.00	\$1,243,742.00	

**Liability for 1894 / for Life to Date**

Product Status: SmartCash Enabled: Validation Range: 08/10/2017 - 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	\$1.00	916561	\$916,561.00	1139306	\$1,139,306.00	55.42%	1139306
2	2	N/A	\$2.00	293384	\$586,768.00	391912	\$783,824.00	57.19%	391912
3	3	N/A	\$2.00	290693	\$581,386.00	394575	\$789,150.00	57.58%	394575
4	4	N/A	\$5.00	55814	\$279,070.00	81243	\$406,215.00	59.28%	81243
5	5	N/A	\$5.00	27489	\$137,445.00	41024	\$205,120.00	59.88%	41024
6	6	N/A	\$5.00	27468	\$137,340.00	41076	\$205,380.00	59.93%	41076
7	7	N/A	\$10.00	54515	\$545,150.00	82542	\$825,420.00	60.22%	82542
8	8	N/A	\$10.00	53645	\$536,450.00	83412	\$834,120.00	60.86%	83412
9	9	N/A	\$20.00	13390	\$267,800.00	20880	\$417,600.00	60.93%	20880
10	10	N/A	\$20.00	13154	\$263,080.00	21099	\$421,980.00	61.60%	21099
11	11	N/A	\$20.00	13119	\$262,380.00	21141	\$422,820.00	61.71%	21141
12	12	N/A	\$20.00	13225	\$264,500.00	21049	\$420,980.00	61.41%	21049
13	0	N/A	\$50.00	826	\$41,300.00	1320	\$66,000.00	61.51%	0
14	0	N/A	\$50.00	798	\$39,900.00	1342	\$67,100.00	62.71%	0
15	0	N/A	\$50.00	807	\$40,350.00	1321	\$66,050.00	62.08%	0
16	0	N/A	\$100.00	169	\$16,900.00	265	\$26,500.00	61.06%	0
17	0	N/A	\$100.00	286	\$28,600.00	484	\$48,400.00	62.86%	0
18	0	N/A	\$100.00	221	\$22,100.00	377	\$37,700.00	63.04%	0
19	0	N/A	\$500.00	31	\$15,500.00	56	\$28,000.00	64.37%	0
20	0	N/A	\$500.00	29	\$14,500.00	58	\$29,000.00	66.67%	0
21	0	N/A	\$5,000.00	6	\$30,000.00	14	\$70,000.00	70.00%	0
Totals:				1775630	\$5,027,080.00	2,344,496	\$7,310,665.00		

END OF PRODUCTION PRIZE STRUCTURE  
July 27, 2017 - ( POOLS # 1 - 92 COMPLETE)

**Prize Structure**  
TEXAS LOTTERY  
GAME NO. 1894 "Texas Lottery® RED"  
April 5, 2017 - VERSION A

Order Quantity: 20,558,650    Pack Size: 150    Pool Size: 240,000    Winners: 4,120,126    Prize Fund: \$12,337,745.00    Total Payout: 60.01%  
 Price Point: \$1.00    Packs/Game: 137,057    Number of Pools: 85.66    Non-winners: 16,438,424    Payout:  
 Revenue: \$20,558,550.00    Packs/Pool: 1,600    Overall Odds: 4.8988

ORIGINAL ORDER

SHIPMENT # 1 - 2  
COMPLETE  
POOLS # 1- 92

Kind	Wins	Tier Level	Get	Win	Value	Odds (1 in)	Winners		Total	Total Prize Cost	% Prize Fund
							Pack	Pool			
<b>Low Tiers</b>											
01	1	L	\$1	\$1	9.9999	15.00	24,000.00	2,055,867	\$2,055,867.00	16.66%	
02	1	L	\$2	\$2	29.9995	5.00	8,000.00	685,296	\$1,370,592.00	11.11%	
03	2	L	\$1 x 2	\$2	30.0007	5.00	8,000.00	685,268	\$1,370,536.00	11.11%	
			Total (\$2.00):		15.0001	10.00	16,000.00	1,370,564	\$2,741,128.00	22.22%	
04	1	L	\$5	\$5.00	150.0000	1.00	1,600.00	137,057	\$685,285.00	5.55%	
05	3	L	(\$2 x 2) + \$1	\$5	300.0879	0.50	800.00	68,513	\$342,565.00	2.78%	
06	5	L	\$1 x 5	\$5	299.9322	0.50	800.00	68,544	\$342,720.00	2.78%	
			Total (\$5.00):		75.0000	2.00	3,200.00	274,114	\$1,370,570.00	11.11%	
07	1	L	\$10	\$10.00	150.0000	1.00	1,600.00	137,057	\$1,370,570.00	11.11%	
08	4	L	\$5 + (\$2 x 2) + \$1	\$10	150.0000	1.00	1,600.00	137,057	\$1,370,570.00	11.11%	
			Total (\$10.00):		75.0000	2.00	3,200.00	274,114	\$2,741,140.00	22.22%	
09	1	L	\$20	\$20.00	598.8983	0.25	400.00	34,270	\$685,400.00	5.56%	
10	2	L	\$10 x 2	\$20	600.1971	0.25	400.00	34,253	\$685,060.00	5.55%	
11	5	L	\$10 + \$5 + (\$2 x 2) + \$1	\$20	600.0744	0.25	400.00	34,260	\$685,200.00	5.55%	
12	3	L	\$10 + (\$5 x 2)	\$20	599.8293	0.25	400.00	34,274	\$685,480.00	5.56%	
			Total (\$20.00):		150.0000	1.00	1,600.00	137,057	\$2,741,140.00	22.22%	
			Total (Low Tiers):		5.0000	30.00	48,000.00	4,111,716	\$11,649,845.00	94.42%	
<b>Mid Tiers</b>											
13	1	M	\$50	\$50.00	9579.9394	0.02	25.00	2,146	\$107,300.00	0.87%	
14	5	M	\$20 + (\$10 x 2) + (\$5 x 2)	\$50	9606.7991	0.02	25.00	2,140	\$107,000.00	0.87%	
15	3	M	(\$20 x 2) + \$10	\$50	9660.9727	0.02	25.00	2,128	\$106,400.00	0.86%	
			Total (\$50.00):		3205.2619	0.05	75.00	6,414	\$320,700.00	2.60%	
16	1	M	\$100	\$100.00	47369.9399	0.00	5.00	434	\$43,400.00	0.35%	
17	4	M	\$50 + (\$20 x 2) + \$10	\$100	26699.4156	0.01	9.00	770	\$77,000.00	0.62%	
18	2	M	\$50 x 2	\$100	34378.8462	0.00	7.00	598	\$59,800.00	0.48%	
			Total (\$100.00):		11408.7403	0.01	21.00	1,802	\$180,200.00	1.46%	
19	1	M	\$500	\$500.00	236305.1724	0.00	1.00	87	\$43,500.00	0.35%	
20	5	M	\$100 x 5	\$500	236305.1724	0.00	1.00	87	\$43,500.00	0.35%	
			Total (\$500.00):		118152.5662	0.00	2.00	174	\$87,000.00	0.71%	
			Total (Mid Tiers):		2450.3635	0.06	86.00	830	\$587,900.00	4.77%	
<b>High Tiers</b>											
21	1	H	\$5,000	\$5,000.00	1027927.5000	0.00	0.24	20*	\$100,000.00	0.81%	
			Total (High Tiers):		1027927.5000	0.00	0.24	20	\$100,000.00	0.81%	
			Total:		4.9888	30.06	48,098.24	4,120,126	\$12,337,745.00	100.00%	

\*Exact Quantity by Kind Level

There will be no more than thirty-three (33) winners per pack.

No.

08/09/17

Game Name  
Texas Lottery Red

Game No  
1894

Inv No.  
1030422-2

Vendor  
SGI

TLC PO #  
362-17-9019 RL028

Units per 1000  
20,558.55

Unit Price  
\$10.97

Description/Tickets Delivered Qty  
20,558,550

Amount  
\$225,527.29

Delivered  
20,558,550

Ordered  
20,160,000

2% under  
19,756,800

2% over  
20,563,200

Acceptable  
Range  
0

Sub Total  
\$225,527.29

Total  
\$225,527.29

**Instant Ticket Game Analysis  
2/28/16-2/24/18**

**Average Number of Weeks for 85% Average Sell Through**

Print Quantities	Price Point					Print Quantities	Price Point	
	\$1	\$2	\$3	\$5	\$10		\$20	\$50
< 5M	None	Week 12*	None	None	None	2M	None	None
5M-9.99M	Week 16	Week 19	Week 17	Week 18	None	3M	None	None
10M-14.99M	Week 19	None	None	None	None	4M	None	None
15M-19.99M	None	None	None	Week 52*	Week 19	5M	Week 19	Week 43*
20M-24.99M	None	Week 34*	Week 38*	Week 59*	Week 15	6M	Week 15	None
25M-29.99M	None	Week 39*	None	None	None	7M	None	Week 49*
30M-34.99M	Week 41*	None	None	Week 39*	None	8M	None	Week 35*
>35M	None	Week 61	Week 50	Week 52*	Week 31	>9M	Week 31	Week 41*

**Average Weekly Dollar Sales at 85% Average Sell Through**

Print Quantities	Price Point					Print Quantities	Price Point	
	\$1	\$2	\$3	\$5	\$10		\$20	\$50
< 5M	None	\$714,918	None	None	None	2M	None	None
5M-9.99M	\$512,110	\$743,055	\$1,109,054	\$1,865,496	None	3M	None	None
10M-14.99M	\$511,766	None	None	None	None	4M	None	None
15M-19.99M	None	None	None	\$1,508,375	\$2,537,188	5M	\$2,537,188	\$2,329,740
20M-24.99M	None	\$1,078,385	\$1,398,153	\$1,450,990	\$3,483,559	6M	\$3,483,559	None
25M-29.99M	None	\$1,309,641	None	None	None	7M	None	\$2,502,908
30M-34.99M	\$636,048	None	None	\$3,329,657	None	8M	None	\$3,985,513
>35M	None	\$1,023,347	\$1,825,122	\$3,361,809	\$3,614,099	>9M	\$3,614,099	\$3,781,160

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