

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 3/26/2018

Game #	1896	Confirmed Packs	5,898
Game Name	Texas Lottery Silver	Active Packs	3,268
Quantity Printed	13,874,625	Warehouse Packs	68,447
Price Point	\$5	Returned Packs	1
Start Date	9/5/2017	Printed Payout Percentage	68.04%
Top Prize	\$ 250,000	Percent Sold	57.40%
Number of Top Prizes Remaining	5	Number of Weeks Out	29

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 468,269	
Prize payout expense	\$ 26,098,835	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 26,567,104

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 39,820,174	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits \$ 39,820,174

Excess of Revenue over Expended \$ 13,253,070

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	\$	520,060
Next week	\$	642,135
Next week	\$	667,805
Avg Weekly Sales Current Game	\$	610,000
Avg Weekly Sales \$5; 5 - 9.99 M Qty*	\$	1,865,496 *
Percentage Of Variance In Sales		67%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	1896	Printed Payout Percentage	68.04%
Game Name	Texas Lottery Silver	Actual Payout Percentage	65.54%
Percent Sold	57.40%	Number of Weeks Out	29
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			18*

* No data at the \$5 / 10 - 14.99 M Qty, so the \$5 / 5 - 9.99 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):

Dale Boussock 3/26/18
Instant Product Coordinator Date

Rm 3/28/18
Products Manager Date

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

Rm 4-2-18
Lottery Operations Division Director Date

Kathy Ryma 4/3/2018
Controller Date

Ray Smith 4/3/18
Executive Director Date



Play the Games of Texas!

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
Mature	1879	\$2	7,080,625	MONEY TIME	12/18/17			14	81.38%	6,208	3,237	0	293	\$300,674.00	\$363,222.00	\$454,356.00
	2003	\$2	7,342,000	VETERANS CASH	10/16/17			23	78.44%	6,371	3,111	1,715	159	\$207,272.00	\$216,502.00	\$219,202.00
	1806	\$3	41,524,725	TEXAS LOTERIA	3/14/17			54	59.96%	22,560	10,970	182,874	4	\$1,561,380.00	\$1,584,366.00	\$1,642,275.00
	1871	\$5	15,075,300	\$100,000 BING-O-RAMA	10/21/17			25	48.28%	14,140	7,737	79,507	2	\$1,227,560.00	\$1,283,290.00	\$1,368,865.00
	2010	\$5	7,328,675	\$500 FRENZY	12/4/17			16	84.79%	8,392	4,602	268	212	\$986,995.00	\$1,039,450.00	\$1,138,250.00
	1794	\$5	25,316,700	\$5 SET FOR LIFE	3/21/16			105	63.97%	4,926	2,674	112,501	4	\$598,625.00	\$584,680.00	\$626,595.00
	1862	\$5	18,021,075	BONUS BREAK THE BANK	11/29/17			16	35.99%	17,863	8,440	123,853	2	\$1,954,055.00	\$2,070,890.00	\$2,204,575.00
	1859	\$5	22,450,575	CROSSWORD CONNECT	6/28/17			38	51.09%	13,045	6,438	123,921	17	\$1,500,135.00	\$1,504,475.00	\$1,532,110.00
	2013	\$5	21,411,450	LUCKY 7S	12/18/17			14	42.96%	21,601	7,225	129,189	2	\$2,536,695.00	\$2,597,885.00	\$2,800,000.00
	1891	\$5	8,444,025	STRIKE IT RICH	11/15/17			18	46.30%	6,073	2,966	48,340	1,441	\$377,055.00	\$416,940.00	\$483,520.00
	1877	\$5	40,544,550	SUPER LOTERIA	12/11/17			15	19.89%	27,563	9,679	389,378	1	\$3,646,645.00	\$3,601,390.00	\$3,644,945.00
	1896	\$5	13,874,625	TEXAS LOTTERY SILVER	9/6/17			29	57.40%	5,898	3,268	68,447	1	\$520,060.00	\$642,135.00	\$667,805.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16			86	63.30%	9,879	3,822	193,453	14	\$1,438,070.00	\$1,570,800.00	\$1,650,950.00
	1830	\$10	10,279,550	50X SUPER TICKET	6/6/17			42	84.41%	8,387	2,728	18,235	287	\$863,730.00	\$847,320.00	\$1,057,380.00
	1860	\$10	13,338,450	BIG PLAY CASHWORD	7/17/17			36	52.43%	14,243	6,538	103,116	5	\$1,873,660.00	\$1,892,690.00	\$1,943,710.00
	1885	\$10	26,550,900	MEGA LOTERIA	9/18/17			27	40.41%	26,481	8,809	274,693	0	\$4,804,520.00	\$4,982,710.00	\$5,064,230.00
	1897	\$10	9,120,050	TEXAS LOTTERY BLACK	9/5/17			29	79.37%	11,138	4,830	19,254	3	\$1,610,720.00	\$1,946,710.00	\$2,006,220.00
	1852	\$10	8,198,550	WHEEL OF FORTUNE	8/7/17			33	68.80%	7,575	4,745	36,830	1	\$794,270.00	\$910,990.00	\$937,810.00
	1845	\$20	7,210,600	100 MILLION GOLDEN TREASURES	8/7/17			33	53.36%	10,948	4,354	116,808	41	\$1,145,460.00	\$1,365,880.00	\$1,363,160.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			149	36.16%	6,335	2,220	861,176	65	\$937,320.00	\$1,052,000.00	\$1,048,100.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			45	20.21%	19,563	6,505	1,078,291	20	\$2,264,380.00	\$2,569,220.00	\$2,650,280.00
	2014	\$20	9,178,150	MEGA 7S	12/4/17			16	40.31%	26,263	6,768	180,136	1	\$3,850,120.00	\$4,254,820.00	\$4,350,640.00
	1853	\$20	7,203,050	MONEY	3/8/17			54	89.98%	8,100	2,997	15,809	12	\$1,048,280.00	\$1,170,800.00	\$1,206,500.00
	1898	\$20	5,014,925	TEXAS LOTTERY GOLD	9/5/17			29	79.81%	13,697	4,875	19,332	5	\$1,527,720.00	\$1,736,120.00	\$1,843,600.00
	2002	\$20	5,959,050	ULTIMATE CROSSWORD/BINGO	10/21/17			25	50.89%	15,734	4,680	93,615	32	\$1,778,600.00	\$1,892,340.00	\$2,053,960.00
	1832	\$50	3,668,520	\$7,500,000 ULTIMATE CASH	10/17/16			75	69.32%	2,543	1,017	51,897	23	\$481,550.00	\$541,800.00	\$513,000.00
	1899	\$50	3,634,340	TEXAS LOTTERY PLATINUM	10/16/17			23	42.20%	13,601	3,959	85,272	36	\$2,251,150.00	\$2,405,050.00	\$2,598,050.00
	1870	\$50	3,579,720	ULTIMATE MILLIONS	4/17/17			49	82.40%	8,082	2,551	19,126	22	\$1,404,650.00	\$1,580,950.00	\$1,733,250.00
Sold/Closing	2019	\$1	9,288,950	FAST \$50S	12/4/17			16	90.97%	2,617	1,535	0	672	\$104,843.00	\$138,425.00	\$177,993.00
	2005	\$1	9,084,450	REINDEER RICHES	11/6/17		4/25/18	20	95.62%	79	26	0	2,152	-\$5,468.00	\$1,241.00	\$13,918.00
	1881	\$1	8,089,500	TEXAS A&M UNIVERSITY	8/21/17		4/25/18	31	87.18%	296	293	588	4,005	\$25,315.00	\$68,073.00	\$102,544.00
	1880	\$1	8,199,750	THE UNIVERSITY OF TEXAS	8/21/17		4/25/18	31	92.48%	177	132	0	2,596	-\$1,214.00	\$13,152.00	\$42,327.00

Liability for 1896 / for Life to Date

Product Status: SmartCash Enabled: N/A

Validation Range: 08/10/2017 - 12/31/2037

Outstanding Prizes

Tier Ref	SmartCash	Tier Value	Count	Amount	Tickets	Amount Paid	% paid	Est. Tickets
1	1	\$5.00	674715	\$3,373,575.00	805569	\$4,027,845.00	54.42%	7550556
2	2	\$10.00	249468	\$2,494,680.00	305297	\$3,052,970.00	55.03%	7635451
3	3	\$10.00	241615	\$2,416,150.00	313428	\$3,134,280.00	56.47%	7834881
4	4	\$15.00	82761	\$1,241,415.00	102234	\$1,533,510.00	55.26%	7667550
5	5	\$15.00	80342	\$1,205,130.00	104653	\$1,569,795.00	56.57%	7848975
6	6	\$15.00	39994	\$599,910.00	52580	\$788,700.00	56.80%	7880482
7	7	\$15.00	39768	\$596,520.00	52653	\$789,795.00	56.97%	7904487
8	0	\$30.00	7783	\$233,490.00	9609	\$288,270.00	55.25%	7665666
9	0	\$30.00	39976	\$1,199,280.00	52494	\$1,574,820.00	56.77%	7876441
10	0	\$30.00	9950	\$298,500.00	13153	\$394,590.00	56.93%	7899101
11	0	\$30.00	17261	\$517,830.00	23182	\$695,460.00	57.32%	7952959
12	0	\$50.00	5153	\$257,650.00	6434	\$321,700.00	55.53%	7704266
13	0	\$50.00	19780	\$989,000.00	26553	\$1,327,650.00	57.31%	7951415
14	0	\$50.00	7906	\$395,300.00	10566	\$528,300.00	57.20%	7936297
15	0	\$50.00	14850	\$742,500.00	19849	\$992,450.00	57.20%	7936754
16	0	\$100.00	2555	\$255,500.00	3195	\$319,500.00	55.57%	7709465
17	0	\$100.00	9847	\$984,700.00	13250	\$1,325,000.00	57.37%	7959422
18	0	\$100.00	3440	\$344,000.00	4538	\$453,800.00	56.88%	7892084
19	0	\$100.00	4989	\$498,900.00	6599	\$659,900.00	56.95%	7901160
20	0	\$500.00	524	\$262,000.00	641	\$320,500.00	55.02%	7634021
21	0	\$500.00	743	\$371,500.00	988	\$494,000.00	57.08%	7919196
22	0	\$500.00	721	\$360,500.00	1000	\$500,000.00	58.11%	8061955
23	0	\$1,000.00	57	\$57,000.00	61	\$61,000.00	51.69%	7172475
24	0	\$1,000.00	50	\$50,000.00	68	\$68,000.00	57.63%	7995546
25	0	\$1,000.00	51	\$51,000.00	67	\$67,000.00	56.78%	7877965
26	0	\$10,000.00	3	\$30,000.00	3	\$30,000.00	50.00%	6937312
27	0	\$10,000.00	3	\$30,000.00	3	\$30,000.00	50.00%	6937312
28	0	\$250,000.00	5	\$1,250,000.00	3	\$750,000.00	37.50%	5202984
Totals:								
			1554310	\$21,106,030.00	1,928,670	\$26,098,835.00		

Prize Structure

TEXAS LOTTERY
GAME NO.1896 "Texas Lottery® SILVER"
April 11, 2017 - VERSION A

ORIGINAL ORDER
SHIPMENT # 1-3
COMPLETE
POOLS # 1-125

Order Quantity: 13,874,625
Price Point: \$5.00
Revenue: \$69,373,125.00

Pack Size: 75
Packs/Game: 184,995
Packs/Pool: 1,600

Winners: 3,482,980
Non-winners: 10,391,645
Overall Odds: 3.9836

Total Payout
Prize Fund: \$47,204,865.00
Payout: 68.04%

Kind	Wins	Tier Level	Get	Win	Value	Odds (1 in)	Pack	Winners		Total Prize Cost	% Prize Fund
								Pool	Total		
Low Tiers											
01	1	L	\$5	\$5	\$5.00	9.3729	8.00	12,800.00	1,480,284	\$7,401,420.00	15.68%
02	1	L	\$10	\$10	\$10.00	25.0099	3.00	4,800.00	554,765	\$5,547,650.00	11.75%
03	2	L	\$5 x 2	\$10	\$10.00	24.9974	3.00	4,800.00	555,043	\$5,550,430.00	11.76%
					Total (\$10.00):	12.5018	6.00	9,600.00	1,109,808	\$11,098,080.00	23.51%
04	1	L	\$15	\$15	\$15.00	75.0000	1.00	1,600.00	184,995	\$2,774,925.00	5.88%
05	1	L	\$5 (MONEYBAG)	\$15	\$15.00	75.0000	1.00	1,600.00	184,995	\$2,774,925.00	5.88%
06	2	L	\$10 + \$5	\$15	\$15.00	149.8760	0.50	800.00	92,574	\$1,388,610.00	2.94%
07	3	L	\$5 x 3	\$15	\$15.00	150.1242	0.50	800.00	92,421	\$1,386,315.00	2.94%
					Total (\$15.00):	25.0000	3.00	4,800.00	554,985	\$8,324,775.00	17.64%
					Total (Low Tiers):	4.4115	17.00	27,200.00	3,145,077	\$26,824,275.00	56.83%
Mid Tiers											
08	1	M	\$30	\$30	\$30.00	797.7590	0.09	150.00	17,392	\$521,760.00	1.11%
09	1	M	\$10 (MONEYBAG)	\$30	\$30.00	150.0446	0.50	800.00	92,470	\$2,774,100.00	5.88%
10	2	M	\$15 x 2	\$30	\$30.00	600.5551	0.12	200.00	23,103	\$693,090.00	1.47%
11	6	M	\$5 x 6	\$30	\$30.00	343.0662	0.22	350.00	40,443	\$1,213,290.00	2.57%
					Total (\$30.00):	80.0114	0.94	1,500.00	173,408	\$5,202,240.00	11.02%
12	1	M	\$50	\$50	\$50.00	1197.4303	0.06	100.00	11,587	\$579,350.00	1.23%
13	2	M	\$15 (MONEYBAG) + \$5	\$50	\$50.00	299.4545	0.25	400.00	46,333	\$2,316,650.00	4.91%
14	3	M	\$30 + (\$10 x 2)	\$50	\$50.00	751.1166	0.10	160.00	18,472	\$923,600.00	1.96%
15	8	M	(\$10 x 2) + (\$5 x 6)	\$50	\$50.00	399.8566	0.19	300.00	34,699	\$1,734,950.00	3.68%
					Total (\$50.00):	124.8942	0.60	960.00	111,091	\$5,554,550.00	11.77%
16	1	M	\$100	\$100	\$100.00	2412.9783	0.03	50.00	5,750	\$575,000.00	1.22%
17	2	M	\$30 (MONEYBAG) + \$10	\$100	\$100.00	600.7111	0.12	200.00	23,097	\$2,309,700.00	4.89%
18	2	M	\$50 x 2	\$100	\$100.00	1739.1107	0.04	69.00	7,978	\$797,800.00	1.69%
19	12	M	(\$15 x 2) + (\$10 x 4) + (\$5 x 6)	\$100	\$100.00	1197.3270	0.06	100.00	11,588	\$1,158,800.00	2.45%
					Total (\$100.00):	288.5888	0.26	419.00	48,413	\$4,841,300.00	10.26%
20	1	M	\$500	\$500	\$500.00	11909.5494	0.01	10.00	1,165	\$592,500.00	1.23%
21	5	M	\$100 (MONEYBAG) + (\$50 x 4)	\$500	\$500.00	8015.3813	0.01	15.00	1,731	\$865,500.00	1.83%
22	20	M	(\$50 x 6) + (\$20 x 5) + (\$15 x 2) + (\$10 x 7)	\$500	\$500.00	8061.9553	0.01	15.00	1,721	\$860,500.00	1.82%
					Total (\$500.00):	3005.1170	0.02	40.00	4,617	\$2,308,500.00	4.89%
					Total (Mid Tiers):	41.1065	1.82	2,919.00	337,829	\$17,908,580.00	37.83%
High Tiers											
23	1	H	\$1,000	\$1,000	\$1,000.00	117581.5678	0.00	1.00	118	\$118,000.00	0.25%
24	2	H	\$500 x 2	\$1,000	\$1,000.00	117581.5678	0.00	1.00	118	\$118,000.00	0.25%
25	20	H	(\$100 x 6) + (\$50 x 5) + (\$20 x 6) + (\$10 x 3)	\$1,000	\$1,000.00	117581.5678	0.00	1.00	118	\$118,000.00	0.25%
					Total (\$1,000.00):	38193.8559	0.00	3.00	364	\$364,000.00	0.75%
26	1	H	\$10,000	\$10,000	\$10,000.00	2312437.5000	0.00	0.05	6 *	\$60,000.00	0.13%
27	15	H	(\$500 x 10) + (\$1,000 x 5)	\$10,000	\$10,000.00	2312437.5000	0.00	0.05	6 *	\$60,000.00	0.13%
					Total (\$10,000.00):	1156218.7500	0.00	0.10	12	\$120,000.00	0.25%
28	1	H	\$250,000	\$250,000	\$250,000.00	1734328.1250	0.00	0.07	8 *	\$2,000,000.00	4.24%
					Total (High Tiers):	37097.9278	0.00	3.17	374	\$2,474,000.00	5.24%
					Total:	3.9836	18.83	30,122.17	3,482,980	\$47,204,865.00	100.00%

* Exact Quantity by Kind Level

MONEYBAG = win TRIPLE the prize for that symbol

There will be no more than twenty (20) winners per pack.

No.

08/09/17

Game Name

Texas Lottery Silver

Game No

1896

Inv No.

1030460-4

Vendor

SGI

TLC PO #

362-17-9019 RL030

Units per 1000	Unit Price	Amount
13,874.63	\$33.75	\$468,268.59
		<u>\$468,268.59</u>

Description/Tickets Delivered Qty
13,874,625

Delivered
Ordered

13,874,625
14,040,000

2% under
2% over

13,759,200
14,320,800

Acceptable
Range

0

Sub Total	\$468,268.59
Total	<u>\$468,268.59</u>

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

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