

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

5/9/2018

Game #	1897	Confirmed Packs	7,457
Game Name	Texas Lottery Black	Active Packs	4,154
Quantity Printed	9,120,050	Warehouse Packs	5,856
Price Point	\$10	Returned Packs	36
Start Date	9/5/2017	Printed Payout Percentage	69.95%
Top Prize	\$ 500,000	Percent Sold	88.41%
Number of Top Prizes Remaining	0	Number of Weeks Out	35

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets \$ 372,736

Prize payout expense \$ 56,255,890

Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 56,628,626

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales \$ 80,630,362

Based on # of tkts printed, times % sold from DaVinci report,
times the price point

Total Estimated Benefits \$ 80,630,362

Excess of Revenue over Expended \$ 24,001,736

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	\$	1,371,930
Next week	\$	1,256,240
Next week	\$	1,305,700
Avg Weekly Sales Current Game	\$	1,311,290
Avg Weekly Sales \$10; >9 M Qty	\$	3,614,099
Percentage Of Variance In Sales		64%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	1897	Printed Payout Percentage	69.95%
Game Name	Texas Lottery Black	Actual Payout Percentage	69.77%
Percent Sold	88.41%	Number of Weeks Out	35
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			31

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):

Instant Product _____
Not Required

All Top Prizes Claimed
Pr _____ 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

All Top Prizes Claimed
C _____
Executive Director _____ Date _____



Play the Games of Texas!

Da Vinci Report

Week End Date: 5/5/18

5/9/18

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														5/5/18	4/28/18	4/21/18	4/14/18
Mature	2078	\$2	35,978,375	WEEKLY GRAND	1/10/18			16	18.11%	15,571	10,129	205,560	4	\$970,240.00	\$914,414.00	\$952,494.00	\$970,622.00
	1806	\$3	41,524,725	TEXAS LOTERIA	3/14/17			60	67.53%	21,772	11,516	139,609	14	\$1,623,885.00	\$1,540,596.00	\$1,548,231.00	\$1,531,437.00
	2016	\$3	16,392,375	WILD 7S	1/2/18			18	59.34%	12,996	9,741	27,109	29	\$1,512,714.00	\$1,386,690.00	\$1,433,043.00	\$1,445,664.00
	1871	\$5	15,075,300	\$100,000 BING-O-RAMA	10/2/17			31	57.77%	12,483	7,814	61,296	7	\$1,228,315.00	\$1,087,475.00	\$1,166,525.00	\$1,189,235.00
	1794	\$5	25,316,700	\$5 SET FOR LIFE	3/21/16			111	66.74%	4,852	2,995	102,463	2	\$614,855.00	\$540,265.00	\$545,930.00	\$609,165.00
	1862	\$5	18,021,075	BONUS BREAK THE BANK	11/29/17			22	48.75%	15,906	8,891	93,732	2	\$1,945,025.00	\$1,815,010.00	\$1,846,330.00	\$1,909,395.00
	1859	\$5	22,450,575	CROSSWORD CONNECT	6/28/17			44	58.96%	12,149	6,809	99,854	14	\$1,524,210.00	\$1,470,595.00	\$1,406,720.00	\$1,460,725.00
	2013	\$5	21,411,450	LUCKY 7S	12/18/17			20	55.91%	16,548	6,724	98,250	17	\$2,144,085.00	\$2,142,330.00	\$2,246,145.00	\$2,319,430.00
	2020	\$5	9,179,325	MONEY	1/2/18			18	55.37%	8,378	4,713	39,553	11	\$668,160.00	\$661,925.00	\$678,460.00	\$805,515.00
	1891	\$5	8,444,025	STRIKE IT RICH	11/15/17			24	49.71%	2,630	1,391	48,340	2,963	\$168,035.00	\$186,480.00	\$229,465.00	\$244,440.00
	1877	\$5	40,544,550	SUPER LOTERIA	12/11/17			21	31.39%	27,135	10,973	323,812	6	\$4,079,700.00	\$3,849,690.00	\$3,845,430.00	\$3,903,840.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16			92	66.00%	8,247	3,926	178,760	33	\$1,370,400.00	\$1,226,580.00	\$1,245,150.00	\$1,243,280.00
	1860	\$10	13,338,450	BIG PLAY CASHWORD	7/17/17			42	60.29%	13,109	6,590	82,485	5	\$1,817,290.00	\$1,677,450.00	\$1,710,150.00	\$1,686,530.00
	1885	\$10	26,550,900	MEGA LOTERIA	9/18/17			33	51.38%	25,144	9,292	214,968	3	\$5,198,470.00	\$4,747,550.00	\$4,812,460.00	\$4,730,500.00
	2018	\$10	14,595,550	SUPER 7S	1/2/18			18	48.27%	18,263	7,000	120,559	4	\$3,317,510.00	\$3,295,900.00	\$3,285,050.00	\$3,228,760.00
	1897	\$10	9,120,050	TEXAS LOTTERY BLACK	9/5/17			35	88.41%	7,457	4,154	5,856	36	\$1,371,930.00	\$1,256,240.00	\$1,305,700.00	\$1,319,810.00
	2021	\$20	9,179,100	\$1,000,000 BIG MONEY	1/2/18			18	29.37%	17,755	6,640	231,421	13	\$1,728,800.00	\$1,663,460.00	\$1,796,780.00	\$1,824,100.00
	1845	\$20	7,210,600	100 MILLION GOLDEN TREASURES	8/7/17			39	57.23%	8,649	3,461	108,687	31	\$917,260.00	\$838,700.00	\$872,900.00	\$862,720.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			155	36.92%	5,847	2,209	850,712	30	\$874,220.00	\$860,960.00	\$795,640.00	\$824,440.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			51	21.85%	16,390	5,776	1,059,009	29	\$1,886,640.00	\$1,760,800.00	\$1,815,980.00	\$1,830,100.00
	2014	\$20	9,178,150	MEGA 7S	12/4/17			22	51.42%	21,799	6,245	144,753	11	\$3,208,340.00	\$3,326,500.00	\$3,257,720.00	\$3,221,760.00
Out of Wareh	1898	\$20	5,014,925	TEXAS LOTTERY GOLD	9/5/17			35	87.11%	10,623	4,032	8,368	31	\$1,150,240.00	\$1,122,700.00	\$1,148,520.00	\$1,124,800.00
	2002	\$20	5,959,050	ULTIMATE CROSSWORD/BINGO	10/2/17			31	59.77%	13,343	4,840	73,971	28	\$1,872,480.00	\$1,681,900.00	\$1,724,480.00	\$1,735,360.00
	1899	\$50	3,634,340	TEXAS LOTTERY PLATINUM	10/16/17			29	48.68%	10,427	3,859	76,121	45	\$2,008,450.00	\$1,839,500.00	\$1,868,300.00	\$1,822,050.00
	2024	\$1	9,211,950	WILD 9S	3/5/18			9	78.41%	6,051	5,392		4	\$530,396.00	\$603,608.00	\$683,015.00	\$739,432.00
	2019	\$1	9,298,950	FAST \$50S	12/4/17	5/6/18	6/20/18	22	94.31%	354	308	0	1,956	\$31,599.00	\$36,362.00	\$39,331.00	\$58,023.00
	1894	\$1	20,558,550	TEXAS LOTTERY RED	9/5/17	5/6/18	6/20/18	35	67.60%	1,003	1,299	36,293	3,196	\$118,023.00	\$131,117.00	\$166,841.00	\$188,647.00
	2007	\$1	26,926,720	\$5 POUCH - HOLIDAY	11/6/17	5/6/18	6/20/18	26	39.89%	937	145	174,587	24,960	\$13,287.00	\$14,943.75	\$18,037.50	\$18,646.25
	2085	\$2	4,987,375	FELIZ NAVIDAD	11/15/17	4/8/18	5/23/18	24	90.33%	25	1	15	3,043	-\$9,750.00	-\$12,404.00	-\$42,438.00	-\$51,102.00
	2003	\$2	7,342,000	VETERANS CASH	10/16/17	4/23/18	6/7/18	29	83.43%	1,041	300	419	1,280	-\$22,404.00	\$27,334.00	\$164,478.00	\$165,450.00
	1868	\$3	35,655,625	BONUS CASHWORD	3/6/17	4/16/18	5/31/18	61	97.52%	466	82	0	2,093	\$34,944.00	\$155,565.00	\$408,561.00	\$770,646.00
	1895	\$3	8,990,500	TEXAS LOTTERY BLUE	9/5/17	4/8/18	5/23/18	35	69.03%	50	57	16,113	3,848	-\$6,468.00	-\$6,360.00	\$4,059.00	\$80,319.00

Liability for 1897 / for Life to Date

Product Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 08/10/2017 - 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	\$10.00	180029	\$1,800,290.00	1096719	\$10,967,190.00	85.90%	7834069
2	2	N/A	\$20.00	74781	\$1,495,620.00	563695	\$11,273,900.00	88.29%	8051871
3	3	N/A	\$20.00	87279	\$1,745,580.00	551155	\$11,023,100.00	86.33%	7873266
4	4	N/A	\$50.00	5084	\$254,200.00	40510	\$2,025,500.00	88.85%	8103110
5	5	N/A	\$50.00	5127	\$256,350.00	40509	\$2,025,450.00	88.77%	8095453
6	6	N/A	\$50.00	6093	\$304,650.00	39441	\$1,972,050.00	86.62%	7899676
7	0	N/A	\$100.00	1690	\$169,000.00	13484	\$1,348,400.00	88.86%	8104306
8	0	N/A	\$100.00	1783	\$178,300.00	13442	\$1,344,200.00	88.29%	8052000
9	0	N/A	\$100.00	2106	\$210,600.00	13090	\$1,309,000.00	86.14%	7856110
10	0	N/A	\$200.00	855	\$171,000.00	6721	\$1,344,200.00	88.71%	8090794
11	0	N/A	\$200.00	997	\$199,400.00	6597	\$1,319,400.00	86.87%	7922698
12	0	N/A	\$500.00	115	\$57,500.00	1025	\$512,500.00	89.91%	8200044
13	0	N/A	\$500.00	132	\$66,000.00	1015	\$507,500.00	88.49%	8070488
14	0	N/A	\$500.00	127	\$63,500.00	1013	\$506,500.00	88.86%	8104044
15	0	N/A	\$500.00	131	\$65,500.00	1094	\$547,000.00	89.31%	8144763
16	0	N/A	\$500.00	179	\$89,500.00	1322	\$661,000.00	88.07%	8032449
17	0	N/A	\$500.00	135	\$67,500.00	1093	\$546,500.00	89.01%	8117438
18	0	N/A	\$500.00	170	\$85,000.00	1326	\$663,000.00	88.64%	8083680
19	0	N/A	\$500.00	166	\$83,000.00	979	\$489,500.00	85.50%	7797841
20	0	N/A	\$1,000.00	54	\$54,000.00	328	\$328,000.00	85.86%	7830828
21	0	N/A	\$1,000.00	34	\$34,000.00	197	\$197,000.00	85.28%	7777704
22	0	N/A	\$5,000.00	9	\$45,000.00	68	\$340,000.00	88.31%	8054070
23	0	N/A	\$5,000.00	6	\$30,000.00	71	\$355,000.00	92.21%	8409396
24	0	N/A	\$10,000.00	0	\$0.00	8	\$80,000.00	100.00%	9120050
25	0	N/A	\$10,000.00	1	\$10,000.00	7	\$70,000.00	87.50%	7980044
26	0	N/A	\$500,000.00	0	\$0.00	9	\$4,500,000.00	100.00%	9120050
Totals:				367083	\$7,535,490.00	2,394,918	\$56,255,890.00		

END OF PRODUCTION PRIZE STRUCTURE
August 1, 2017 - (POOLS # 1 - 83 COMPLETE)

Prize Structure

TEXAS LOTTERY

GAME NO. 1897 "Texas Lottery® BLACK"

May 3, 2017 - VERSION B

ORIGINAL ORDER

SHIPMENT # 1-3
COMPLETE
POOLS # 1-83

Total Payout
Prize Fund: \$63,791,380.00
Payout: 69.95%

Winners: 2,762,001
Non-winners: 6,358,049
Overall Odds: 3.3020

Order Quantity: 9,120,050
Price Point: \$10.00
Revenue: \$91,200,500.00

Pack Size: 50
Packs/Game: 182,401
Packs/Pool: 2,400

Pool Size: 120,000
Number of Pools: 76.00

Kind	Wins	Tier Level	Get	Win	Value	Odds (1 in)	Pack	Winners	Total	Total Prize Cost	% Prize Fund
Low Tiers											
01	1	L	\$10	\$10	\$10.00	7.1432	7.00	16,800.00	1,276,748	\$12,767,480.00	20.01%
02	2	L	\$10 x 2	\$20	\$20.00	14.2841	3.50	8,400.00	638,476	\$12,769,520.00	20.02%
03	1	L	\$20	\$20	\$20.00	14.2850	3.50	8,400.00	638,434	\$12,768,680.00	20.02%
Total (\$20.00):										\$25,538,200.00	40.03%
Mid Tiers											
Total (Low Tiers)											
Total (\$20.00):										\$38,308,880.00	60.05%
High Tiers											
04	3	G	(\$20 x 2) + \$10	\$50	\$50.00	200.0274	0.25	600.00	45,594	\$2,279,700.00	3.57%
05	1	G	\$10 (MONEY STACK)	\$50	\$50.00	199.8433	0.25	600.00	45,636	\$2,281,800.00	3.58%
06	1	G	\$50	\$50	\$50.00	200.2910	0.25	600.00	45,534	\$2,276,700.00	3.57%
Total (\$50.00):										\$6,838,200.00	10.72%
07	1	M	\$20 (MONEY STACK)	\$100	\$100.00	601.0314	0.08	200.00	15,174	\$1,517,400.00	2.38%
08	2	M	\$50 x 2	\$100	\$100.00	599.0181	0.08	200.00	15,225	\$1,522,500.00	2.39%
09	1	M	\$100	\$100	\$100.00	600.1612	0.08	200.00	15,196	\$1,519,600.00	2.38%
Total (\$100.00):										\$4,559,500.00	7.15%
10	20	M	\$10 x 20	\$200	\$200.00	1203.8081	0.04	100.00	7,576	\$1,515,200.00	2.38%
11	1	M	\$200	\$200	\$200.00	1200.9547	0.04	100.00	7,594	\$1,518,800.00	2.38%
Total (\$200.00):										\$3,034,000.00	4.76%
12	25	M	(\$50 x 5) + (\$20 x 5) + (\$10 x 15)	\$500	\$500.00	8000.0439	0.01	15.00	1,140	\$570,000.00	0.89%
13	8	M	(\$100 x 2) + (\$50 x 6)	\$500	\$500.00	7951.2206	0.01	15.00	1,147	\$573,500.00	0.90%
14	7	M	(\$100 x 3) + (\$50 x 4)	\$500	\$500.00	8000.0439	0.01	15.00	1,140	\$570,000.00	0.89%
15	4	M	(\$200 x 2) + (\$50 x 2)	\$500	\$500.00	7444.9388	0.01	16.00	1,225	\$612,500.00	0.96%
16	3	M	\$20 (MONEY STACK) + (\$200 x 2)	\$500	\$500.00	6075.9827	0.01	20.00	1,501	\$750,500.00	1.18%
17	3	M	(\$200 x 2) + \$100	\$500	\$500.00	7426.7508	0.01	16.00	1,228	\$614,000.00	0.96%
18	1	M	\$100 (MONEY STACK)	\$500	\$500.00	6096.2901	0.01	20.00	1,496	\$748,000.00	1.17%
19	1	M	\$500	\$500	\$500.00	7965.1092	0.01	15.00	1,145	\$572,500.00	0.90%
Total (\$500.00):										\$5,011,000.00	7.86%
Total (Mid Tiers)											
Total (\$500.00):										\$19,442,700.00	30.48%
High Tiers											
20	1	H	\$200 (MONEY STACK)	\$1,000	\$1,000.00	23874.4764	0.00	5.00	382	\$382,000.00	0.60%
21	1	H	\$1,000	\$1,000	\$1,000.00	39480.7359	0.00	3.00	231	\$231,000.00	0.36%
Total (\$1,000.00):										\$613,000.00	0.96%
22	25	H	(\$500 x 8) + (\$100 x 6) + (\$50 x 6) + (\$20 x 5)	\$5,000	\$5,000.00	118442.2078	0.00	1.00	77	\$385,000.00	0.60%
23	1	H	\$5,000	\$5,000	\$5,000.00	118442.2078	0.00	1.00	77	\$385,000.00	0.60%
Total (\$5,000.00):										\$770,000.00	1.21%
24	25	H	(\$1,000 x 5) + (\$500 x 6) + (\$200 x 6) + (\$100 x 8)	\$10,000	\$10,000.00	1140006.2500	0.00	0.11	8	\$80,000.00	0.13%
25	1	H	\$10,000	\$10,000	\$10,000.00	1140006.2500	0.00	0.11	8	\$80,000.00	0.13%
Total (\$10,000.00):										\$160,000.00	0.25%
26	1	H	\$500,000	\$500,000	\$500,000.00	1013338.8889	0.00	0.12	9	\$4,500,000.00	7.05%
Total (High Tiers)										\$5,043,000.00	9.47%
Total:										\$63,791,380.00	100.00%

*Exact Quantity by Kind Level

MONEY STACK = win 5 TIMES the prize for that symbol

There will be no more than seventeen (17) winners per pack.

No.

08/09/17
 Game Name
 Texas Lottery Black
 Game No
 1897
 Inv No
 1030425-4
 Vendor
 SGI
 TLC PO #
 362-17-9019 RL037

Units per 1000
 9,120.05
 Unit Price
 \$40.87
 Amount
 \$372,736.44
 \$372,736.44

Description/Tickets Delivered Qty
 9,120,050

Delivered
 Ordered
 9,120,050
 9,000,000

2% under
 2% over
 8,820,000
 9,180,000

Acceptable
 Range
 0

Sub Total
 Total
 \$372,736.44
 \$372,736.44

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

Bowersock, Dale

From: WebsiteSupport@lottery.state.tx.us
Sent: Wednesday, May 9, 2018 5:38 AM
To: ProductsNewZTP
Subject: ZTP Occurrence: Date 05/08/2018

All top prizes for the following game(s) have been claimed as of 05/08/2018.

Game Number	Game Name	Price	Prize Amount	Prizes Printed	Prizes Claimed	Pending Top Claims	Pending Top Claims Count	Prizes Remaining	Sales Begin Date	Pre-Call Date	Call Date	Sales End Date	Last Top Prize Claimed Date
1897	Texas Lottery® Black	\$10	\$500,000	9	9		0	0	9/5/2017				05/08/2018

The Last Top Prize Claimed Date only reflects prizes claimed at a Texas Lottery® claim center. If the final top prize was validated at a retail location that validation date will not be reflected on this report.