

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

3/7/2019

Game #	2035	Confirmed Packs	3,326
Game Name	777	Active Packs	2,166
Quantity Printed	7,060,875	Warehouse Packs	18
Price Point	\$2	Returned Packs	67
Start Date	12/17/2018	Printed Payout Percentage	65.04%
Top Prize	\$ 30,000	Percent Sold	89.13%
Number of Top Prizes Remaining	0	Number of Weeks Out	11

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 111,640	Actual ticket production costs
Prize payout expense	\$ 7,787,875	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 7,899,515

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 12,586,716	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	<u>\$ 12,586,716</u>	

Excess of Revenue over Expended \$ 4,687,201

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	\$	407,432
Next week	\$	494,734
Next week	\$	679,460
Avg Weekly Sales Current Game	\$	527,209
Avg Weekly Sales \$2; 5M - 9.9M Qty	\$	758,306
Percentage Of Variance In Sales		30%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2035	Printed Payout Percentage	65.04%
Game Name	777	Actual Payout Percentage	61.87%
Percent Sold	89.13%	Number of Weeks Out	11
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			18

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:
Zero Top Prize**

P

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**

Executive Director

Date



Play the Games of Texas!

Da Vinci Report

Week End Date: 3/2/19

3/7/19

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	3/2/19	2/23/19	2/16/19	2/8/19
Mature	1828	\$3	41,527,800	TEXAS LOTERIA	9/17/18			24	27.42%	21,915	10,713	365,058	30	\$1,717,896.00	\$1,568,079.00	\$1,584,570.00	\$1,614,204.00
	2042	\$5	11,373,825	BONUS BALL BINGO	10/29/18			18	40.50%	14,206	8,383	65,640	25	\$1,358,870.00	\$1,253,855.00	\$1,262,755.00	\$1,342,430.00
	2017	\$5	10,241,100	BONUS BREAK THE BANK	10/15/18			20	69.47%	15,741	9,396	14,182	16	\$1,723,490.00	\$1,533,320.00	\$1,640,800.00	\$1,668,385.00
	2069	\$5	9,910,350	COWBOYS	8/20/18			28	50.63%	3,097	2,021	57,893	1,217	\$342,450.00	\$385,935.00	\$444,480.00	\$448,230.00
	2092	\$5	5,136,450	DIA DE LOS MUERTOS	10/1/18			22	70.74%	1,945	1,102	9,964	6,314	\$151,990.00	\$181,040.00	\$241,280.00	\$258,245.00
	2070	\$5	5,581,950	HOUSTON TEXANS	8/20/18			28	52.12%	2,113	989	30,971	861	\$152,805.00	\$207,060.00	\$226,310.00	\$242,015.00
	2102	\$5	7,213,875	MONEY MADNESS	11/14/18			15	64.83%	7,618	4,350	20,072	227	\$750,995.00	\$766,275.00	\$847,730.00	\$969,105.00
	2082	\$5	22,519,650	SUPER CROSSWORD	11/26/18			14	19.84%	16,685	8,455	213,319	23	\$1,823,100.00	\$1,683,680.00	\$1,708,995.00	\$1,769,950.00
	2056	\$10	28,522,850	\$200 MILLION CASH EXPLOSION	9/4/18			26	25.04%	10,076	3,970	411,321	41	\$1,763,350.00	\$1,651,550.00	\$1,780,000.00	\$1,761,960.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16			135	84.65%	7,164	3,791	74,474	29	\$1,257,230.00	\$1,131,430.00	\$1,157,820.00	\$1,165,000.00
	2083	\$10	12,068,050	\$250,000 50X CASHWORD	9/17/18			24	75.93%	19,970	7,746	26,327	37	\$4,068,750.00	\$3,640,080.00	\$3,660,710.00	\$3,732,210.00
	2103	\$10	7,342,800	CASH BLAST	10/15/18			20	75.21%	11,447	5,220	17,485	34	\$2,009,390.00	\$1,946,940.00	\$2,077,160.00	\$2,111,540.00
	2084	\$10	26,555,050	MEGA LOTERIA	10/1/18			22	37.67%	26,252	9,796	288,640	41	\$5,617,590.00	\$5,155,540.00	\$5,110,450.00	\$5,081,690.00
	2096	\$10	4,651,020	SEASON'S GREETINGS	11/14/18			15	64.43%	11,446	2,119	48,111	14,536	\$299,210.00	\$394,360.00	\$496,770.00	\$875,560.00
	2093	\$20	7,344,000	\$100 OR \$200	10/1/18			22	41.06%	13,484	5,103	151,406	48	\$1,980,000.00	\$1,751,720.00	\$1,861,980.00	\$1,787,280.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			198	43.58%	6,070	2,690	759,473	42	\$1,093,040.00	\$979,360.00	\$988,540.00	\$986,820.00
	2047	\$20	9,177,950	100X THE CASH	4/2/18			48	84.96%	13,664	5,575	33,272	30	\$2,057,040.00	\$1,880,580.00	\$1,894,380.00	\$1,950,500.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			94	31.83%	9,530	4,522	929,981	28	\$1,614,760.00	\$1,454,560.00	\$1,453,820.00	\$1,420,200.00
	2100	\$20	5,999,350	MILLION DOLLAR LOTERIA	11/5/18			17	62.43%	28,597	8,687	48,357	28	\$4,431,000.00	\$3,938,060.00	\$3,997,200.00	\$4,025,800.00
	2067	\$20	7,123,800	STACKS OF CASH	7/16/18			33	49.96%	7,238	3,472	130,244	25	\$1,061,340.00	\$961,960.00	\$990,320.00	\$936,180.00
Out of Wareh	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			50	19.94%	10,416	4,945	1,072,920	58	\$2,252,490.00	\$2,029,140.00	\$2,120,160.00	\$2,062,560.00
	2057	\$50	3,611,100	200X THE CASH	6/18/18			37	65.41%	7,899	3,595	49,259	27	\$2,355,700.00	\$2,156,150.00	\$2,210,950.00	\$2,129,350.00
	2030	\$50	3,670,680	ULTIMATE 75	2/19/18			54	82.61%	5,296	2,476	22,713	31	\$1,706,600.00	\$1,506,450.00	\$1,511,450.00	\$1,557,050.00
	2104	\$50	4,564,740	WINNING MILLIONS	11/14/18			15	29.89%	13,159	5,979	138,095	38	\$4,400,800.00	\$4,022,150.00	\$4,024,100.00	\$3,876,700.00
	2071	\$1	9,052,050	LUCKY DOG	1/7/19			8	85.22%	4,152	4,266	0	67	\$502,328.00	\$631,370.00	\$804,626.00	\$1,060,583.00
Sold/Closing	2035	\$2	7,080,875	777	12/17/18			11	89.13%	3,326	2,166	18	67	\$407,432.00	\$494,734.00	\$679,460.00	\$967,858.00
	2012	\$1	29,860,050	HOT 75	1/2/18	2/17/19	4/3/19	61	86.61%	188	412	22,138	2,509	\$82,461.00	\$131,200.00	\$161,656.00	\$271,890.00
	2091	\$1	9,173,550	LUCKY 88 DOUBLER	10/1/18	2/17/19	4/3/19	22	96.92%	59	59	0	1,241	\$8,939.00	\$29,656.00	\$42,244.00	\$106,758.00
	2087	\$1	9,175,500	WINTER CASH	11/5/18	3/17/19	5/1/19	17	95.80%	410	321	0	1,257	\$23,056.00	\$41,741.00	\$56,856.00	\$273,902.00
	2041	\$2	7,171,375	ACES AND 85	6/25/18	3/17/19	5/1/19	36	79.80%	1,528	1,747	5,897	694	\$144,876.00	\$149,480.00	\$153,364.00	\$169,764.00
	2022	\$2	7,215,825	HUNTING FOR HUNDREDS	9/17/18	3/17/19	5/1/19	24	89.05%	1,026	1,119	377	2,477	\$124,680.00	\$159,202.00	\$181,764.00	\$221,084.00
	2094	\$2	7,229,875	VETERANS CASH	10/15/18	3/31/19	5/15/19	20	55.34%	10,412	4,671	5,287	917	\$286,636.00	\$299,168.00	\$326,074.00	\$344,564.00

Prize Structure
TEXAS LOTTERY
GAME NO 2035 7777
April 11, 2018 - VERSION A

Order Quantity: 7,666,875
Price Point: \$2.00
Revenue: \$14,121,750.00
Pack Size: 125
Packs/Game: 59,467
Packs/Pool: 960

Pool Size: 120,000
Number of Pools: 59.84
Winners: 1,480,071
Non-winners: 5,570,804
Overall Odds: 4.7386

ORIGINAL ORDER

SHIPMENT # 1
COMPLETE
POOLS # 1-66

Pool	Win	Lose	Total	Cost	Value	Cost (1 in)	Pack	Pool	Type	Total Prize Cost	% Prize Fund
01	1	L	\$2	\$2	\$2.00	10.4170	12.00	11,520.00	77,821	\$1,355,642.00	14.76%
02	1	L	\$5	\$5	\$5.00	26.0021	5.00	4,800.00	282,411	\$1,412,095.00	15.37%
03	1	L	\$2 (777)	\$2 (777)	\$6.00	31.2541	4.00	3,840.00	228,518	\$1,355,500.00	14.76%
04	1	L	\$6	\$6	\$6.00	125.0000	1.00	960.00	96,487	\$338,922.00	3.69%
Total (\$6.00): 25,0027 5.00 4,800.00 282,455 \$1,694,430.00 18.45%											
05	5	L	\$2 x 5	\$10	\$10.00	499.4606	0.25	240.00	14,137	\$141,370.00	1.54%
06	1	L	\$5 (77)	\$5 (77)	\$10.00	99.9764	1.25	1,200.00	79,624	\$796,240.00	7.69%
07	1	L	\$10	\$10	\$10.00	499.6494	0.25	240.00	14,160	\$141,600.00	1.54%
Total (\$10.00): 71,3769 1.75 1,680.00 96,921 \$969,210.00 10.77%											
08	1	L	\$5 (777)	\$5 (777)	\$15.00	99.9499	1.25	1,200.00	79,647	\$1,599,705.00	11.54%
09	3	L	\$5 x 3	\$15	\$15.00	500.5228	0.25	240.00	14,197	\$211,802.00	2.30%
10	1	L	\$15	\$15	\$15.00	501.3758	0.25	240.00	14,883	\$211,245.00	2.30%
Total (\$15.00): 71,4396 1.75 1,680.00 96,937 \$1,482,555.00 16.14%											
Total (Low Tier): 1,602.00 25.50 24,480.00 1,440,355 \$5,933,602.00 75.49%											
Mid Tier											
11	6	M	\$5 x 6	\$30	\$30.00	906.4024	0.14	132.00	7,796	\$333,700.00	2.54%
12	5	M	\$8 x 5	\$40	\$40.00	923.1109	0.14	132.00	7,649	\$229,470.00	2.50%
13	1	M	\$10 (777)	\$30	\$30.00	699.0236	0.19	180.00	10,654	\$316,620.00	3.45%
14	1	M	\$15 (77)	\$30	\$30.00	693.1798	0.19	180.00	10,647	\$319,410.00	3.48%
15	1	M	\$30	\$30	\$30.00	1199.0068	0.10	100.00	6,886	\$178,550.00	1.62%
Total (\$30.00): 199,0496 0.75 722.00 42,525 \$1,276,750.00 13.89%											
16	10	M	(\$10 x 8) + (\$5 x 2)	\$90	\$90.00	4732.6689	0.03	25.00	1,482	\$134,260.00	1.46%
17	9	M	\$10 x 9	\$90	\$90.00	2999.5221	0.04	40.00	2,354	\$211,860.00	2.31%
18	2	M	\$30 (77) + \$15 (77)	\$90	\$90.00	7654.1455	0.02	15.00	889	\$80,910.00	0.88%
19	1	M	\$30 (777)	\$90	\$90.00	3996.9424	0.03	30.00	1,771	\$159,390.00	1.74%
20	1	M	\$60	\$60	\$60.00	12069.8718	0.01	10.00	685	\$52,650.00	0.57%
Total (\$60.00): 994,3464 0.13 120.00 7,101 \$636,060.00 6.86%											
Total (Mid Tier): 14,2817 0.66 542.00 40,525 \$1,154,230.00 20.85%											
High Tier											
21	10	H	\$90 x 10	\$900	\$900.00	262495.0000	0.00	0.42	25	\$22,500.00	0.25%
22	1	H	\$900	\$900	\$900.00	470725.0000	0.00	0.25	15	\$13,000.00	0.15%
Total (\$900.00): 176621.8750 0.00 0.69 40 \$35,500.00 0.39%											
23	1	H	\$30,000	\$30,000	\$30,000.00	706087.0000	0.00	0.17	10	\$300,000.00	3.27%
Total (High Tier): 147,177.5000 0.00 0.65 50 \$35,500.00 0.39%											
Total: 4,7186 26.38 26,322.85 1,480,071 \$9,184,732.00 100.00%											

"777" = win DOUBLE the prize
"7777" = win TRIPLE the prize

There will be no more than twenty-seven (27) winners per pack for this game.

No.

03/07/19

Game Name	Game No	Inv No.	Vendor	TLC PO #
777	2035	1032952	SGL	362-18-9019 RL014

Units per 1000	Unit Price	Amount
7,060.88	\$15.11	\$106,689.82
		\$106,689.82

Description/Tickets Delivered Qty
7,060,875

Delivered	7,060,875
Ordered	7,080,000

2% under	6,938,400
2% over	7,221,600

Acceptable Range	0
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Sub Total	\$106,689.82
Add'l POS	\$4,950.00
Total	\$111,639.82

Liability for 2035 / for Life to Date

Product Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 07/24/2018 - 10/19/2019

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	\$2.00	130319	\$260,638.00	547502	\$1,095,004.00	80.77%	5703339
2	2	N/A	\$5.00	46450	\$232,250.00	235961	\$1,179,805.00	83.55%	5899526
3	3	N/A	\$6.00	35468	\$212,808.00	190450	\$1,142,700.00	84.30%	5952352
4	4	N/A	\$6.00	9016	\$54,096.00	47471	\$284,826.00	84.04%	5933875
5	5	N/A	\$10.00	1874	\$18,740.00	12263	\$122,630.00	86.74%	6124885
6	6	N/A	\$10.00	13395	\$133,950.00	57229	\$572,290.00	81.03%	5721664
7	7	N/A	\$10.00	2089	\$20,890.00	12071	\$120,710.00	85.25%	6019196
8	8	N/A	\$15.00	9818	\$147,270.00	60829	\$912,435.00	86.10%	6079606
9	9	N/A	\$15.00	1812	\$27,180.00	12295	\$184,425.00	87.16%	6153927
10	10	N/A	\$15.00	1983	\$29,745.00	12100	\$181,500.00	85.92%	6066646
11	0	N/A	\$30.00	910	\$27,300.00	6880	\$206,400.00	88.32%	6236048
12	0	N/A	\$30.00	892	\$26,760.00	6757	\$202,710.00	88.34%	6237460
13	0	N/A	\$30.00	1348	\$40,440.00	9206	\$276,180.00	87.23%	6159031
14	0	N/A	\$30.00	1935	\$58,050.00	8712	\$261,360.00	81.83%	5777622
15	0	N/A	\$30.00	816	\$24,480.00	5069	\$152,070.00	86.13%	6081830
16	0	N/A	\$90.00	163	\$14,670.00	1329	\$119,610.00	89.08%	6289479
17	0	N/A	\$90.00	244	\$21,960.00	2110	\$189,900.00	89.63%	6328991
18	0	N/A	\$90.00	138	\$12,420.00	761	\$68,490.00	84.65%	5977003
19	0	N/A	\$90.00	243	\$21,870.00	1528	\$137,520.00	86.28%	6092047
20	0	N/A	\$90.00	66	\$5,940.00	519	\$46,710.00	88.72%	6264263
21	0	N/A	\$900.00	4	\$3,600.00	21	\$18,900.00	84.00%	5931135
22	0	N/A	\$900.00	2	\$1,800.00	13	\$11,700.00	86.67%	6119425
23	0	N/A	\$30,000.00	0	\$0.00	10	\$300,000.00	100.00%	7060875
Totals:				258985	\$1,396,857.00	1,231,086	\$7,787,875.00		

Instant Ticket Game Analysis
8/28/16-8/25/18

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point					Print Quantities	Price Point				
	\$1	\$2	\$3	\$5	\$7		\$10	\$20	\$25	\$30	\$50
< 5M	None	Week 12*	None	None	None	2M	None	None	None	None	None
5M-9.99M	Week 16	Week 18	Week 17	Week 19	None	3M	None	None	None	None	Week 52*
10M-14.99M	Week 21	None	None	Week 16*	None	4M	None	None	None	None	None
15M-19.99M	None	None	Week 32*	Week 52*	None	5M	None	Week 33*	None	None	None
20M-24.99M	None	Week 34*	None	None	None	6M	Week 15	None	None	None	None
25M-29.99M	None	None	None	None	None	7M	None	Week 49*	None	None	None
30M-34.99M	Week 41	Week 57*	None	None	None	8M	None	None	None	None	None
>35M	None	Week 60	Week 64	Week 52*	None	>9M	Week 33	Week 41*	None	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Price Point					Print Quantities	Price Point				
	\$1	\$2	\$3	\$5	\$7		\$10	\$20	\$25	\$30	\$50
< 5M	None	\$714,918	None	None	None	2M	None	None	None	None	None
5M-9.99M	\$515,035	\$758,306	\$1,248,375	\$1,874,253	None	3M	None	None	None	None	\$2,913,384
10M-14.99M	\$466,349	None	None	\$2,919,843	None	4M	None	None	None	None	None
15M-19.99M	None	None	\$1,302,836	\$1,508,375	None	5M	None	\$2,578,733	None	None	None
20M-24.99M	None	\$1,078,385	None	None	None	6M	\$3,483,559	None	None	None	None
25M-29.99M	None	None	None	None	None	7M	None	\$2,502,908	None	None	None
30M-34.99M	\$632,952	\$1,039,084	None	None	None	8M	None	None	None	None	None
>35M	None	\$1,119,742	\$1,583,593	\$3,361,809	None	>9M	\$3,182,478	\$3,781,160	None	None	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