

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

10/4/2018

Game #	2045	Confirmed Packs	2,723
Game Name	20X the Cash	Active Packs	1,125
Quantity Printed	11,005,125	Warehouse Packs	6
Price Point	\$5	Returned Packs	56
Start Date	4/16/2018	Printed Payout Percentage	67.96%
Top Prize	\$ 250,000	Percent Sold	96.85%
Number of Top Prizes Remaining	1	Number of Weeks Out	24

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 350,403	Actual ticket production costs
Prize payout expense	\$ 35,131,425	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 35,481,828

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 53,292,318	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits \$ 53,292,318

Excess of Revenue over Expended \$ 17,810,490

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	\$	236,970
Next week	\$	292,390
Next week	\$	411,310
Avg Weekly Sales Current Game	\$	313,557
Avg Weekly Sales \$5; 10M - 14.99M Qty*	\$	2,919,843
Percentage Of Variance In Sales		89%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	<u>2045</u>	Printed Payout Percentage	<u>67.96%</u>
Game Name	<u>20X the Cash</u>	Actual Payout Percentage	<u>65.92%</u>
Percent Sold	<u>96.85%</u>	Number of Weeks Out	<u>24</u>
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.*			<u>16</u>

* Only one game at this level with 85% sell-through.

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 10/4/18
Instant Product Coordinator Date

[Signature] 10/4/18
Products Manager Date

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

Lottery Operations Division Director

Cont.

**Not Required
>85% Sold**

Executive Director Date



Da Vinci Report

10/1/18

Week End Date: 9/29/18

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
Sold/Closing																	
2009	1861	\$2	7,076,375	BLING	2/19/18	9/9/18	10/24/18	32	78.34%	151	88	5,030	5,376	9/29/18	9/22/18	9/15/18	9/8/18
		\$2	34,912,250	INSTANT BINGO	5/1/17	9/9/18	10/24/18	74	97.73%	140	107	33	3,399	\$12,020.00	\$27,984.00	\$8,058.00	\$39,636.00
1806		\$3	41,524,725	TEXAS LOTERIA	3/14/17			81	90.17%	15,598	6,756	27,567	8	\$1,037,865.00	\$1,201,779.00	\$1,407,699.00	\$1,438,770.00
2044		\$3	7,341,125	THE CASH WHEEL	5/21/18	8/15/18	9/29/18	19	67.83%	0	0	1,323	9,097	\$2,250.00	\$3,078.00	\$34,053.00	\$71,799.00
2016		\$3	16,392,375	WILD 7'S	1/2/18	10/14/18	11/28/18	39	92.36%	2,222	4,004	523	210	\$471,540.00	\$499,185.00	\$560,316.00	\$585,993.00
2045		\$5	11,005,125	20X THE CASH	4/16/18			24	96.85%	2,723	1,125	6	56	\$236,970.00	\$292,390.00	\$411,310.00	\$570,630.00
2038		\$5	7,339,500	CINCO	4/2/18	10/14/18	11/28/18	26	60.53%	2,125	1,306	30,128	2,510	\$145,280.00	\$178,705.00	\$193,115.00	\$209,210.00
2033		\$5	7,331,100	HIGH ROLLER	3/5/18	9/9/18	10/24/18	30	72.20%	183	169	20,231	4,099	\$19,340.00	\$26,215.00	\$64,265.00	\$135,100.00
2036		\$5	8,435,400	POWER 5'S	3/19/18	9/9/18	10/24/18	28	89.33%	166	150	6,087	3,420	\$43,375.00	\$90,825.00	\$174,500.00	\$236,065.00
1860		\$10	13,338,460	BIG PLAY CASHWORD	7/17/17	10/14/18	11/28/18	63	83.87%	6,044	3,901	27,007	9	\$1,020,970.00	\$1,172,590.00	\$1,482,390.00	\$1,494,890.00
2026		\$10	7,335,800	SUPER HIT SUPER TICKET	3/5/18	9/9/18	10/24/18	30	57.14%	336	225	50,046	8,044	\$36,050.00	\$105,070.00	\$205,450.00	\$376,390.00
1845		\$20	7,210,600	100 MILLION GOLDEN TREASURES	8/7/17	9/9/18	10/24/18	60	66.29%	250	274	90,674	2,638	\$99,200.00	\$157,700.00	\$286,180.00	\$358,720.00

Liability for 2045 / for Life to Date

Product Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 03/20/2018 - 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	99766	\$498,830.00	1074315	\$5,371,575.00	91.50%	10069978
2	2	N/A	\$10.00	21533	\$215,330.00	271761	\$2,717,610.00	92.66%	10197152
3	3	N/A	\$10.00	46270	\$462,700.00	907349	\$9,073,490.00	95.15%	10471151
4	4	N/A	\$20.00	10159	\$203,180.00	136752	\$2,735,040.00	93.08%	10244112
5	5	N/A	\$20.00	5693	\$113,860.00	140983	\$2,819,660.00	96.12%	10577978
6	0	N/A	\$50.00	615	\$30,750.00	8571	\$428,550.00	93.31%	10268335
7	0	N/A	\$50.00	1013	\$50,650.00	29297	\$1,464,850.00	96.66%	10637319
8	0	N/A	\$50.00	626	\$31,300.00	17673	\$883,650.00	96.58%	10628644
9	0	N/A	\$50.00	4400	\$220,000.00	84540	\$4,227,000.00	95.05%	10460684
10	0	N/A	\$100.00	55	\$5,500.00	864	\$86,400.00	94.02%	10346494
11	0	N/A	\$100.00	203	\$20,300.00	4398	\$439,800.00	95.59%	10519569
12	0	N/A	\$100.00	197	\$19,700.00	3521	\$352,100.00	94.70%	10422013
13	0	N/A	\$100.00	146	\$14,600.00	2604	\$260,400.00	94.69%	10420852
14	0	N/A	\$100.00	115	\$11,500.00	2629	\$262,900.00	95.81%	10543904
15	0	N/A	\$100.00	318	\$31,800.00	8872	\$887,200.00	96.54%	10624316
16	0	N/A	\$100.00	152	\$15,200.00	3507	\$350,700.00	95.85%	10547956
17	0	N/A	\$100.00	362	\$36,200.00	8810	\$881,000.00	96.05%	10570775
18	0	N/A	\$500.00	10	\$5,000.00	84	\$42,000.00	89.36%	9834367
19	0	N/A	\$500.00	1	\$500.00	93	\$46,500.00	98.94%	10888049
20	0	N/A	\$500.00	11	\$5,500.00	265	\$132,500.00	96.01%	10566514
21	0	N/A	\$500.00	14	\$7,000.00	258	\$129,000.00	94.85%	10438684
22	0	N/A	\$500.00	6	\$3,000.00	89	\$44,500.00	93.68%	10310064
23	0	N/A	\$500.00	4	\$2,000.00	90	\$45,000.00	95.74%	10536821
24	0	N/A	\$500.00	14	\$7,000.00	436	\$218,000.00	96.89%	10662743
25	0	N/A	\$500.00	2	\$1,000.00	92	\$46,000.00	97.87%	10770973
26	0	N/A	\$1,000.00	0	\$0.00	9	\$9,000.00	100.00%	11005124
27	0	N/A	\$1,000.00	0	\$0.00	20	\$20,000.00	100.00%	11005125
28	0	N/A	\$1,000.00	2	\$2,000.00	18	\$18,000.00	90.00%	9904612
29	0	N/A	\$1,000.00	1	\$1,000.00	20	\$20,000.00	95.24%	10481071
30	0	N/A	\$1,000.00	1	\$1,000.00	19	\$19,000.00	95.00%	10454868
31	0	N/A	\$10,000.00	0	\$0.00	4	\$40,000.00	100.00%	11005125
32	0	N/A	\$10,000.00	0	\$0.00	6	\$60,000.00	100.00%	11005125
33	0	N/A	\$250,000.00	1	\$250,000.00	2	\$500,000.00	66.67%	7336749
34	0	N/A	\$250,000.00	0	\$0.00	2	\$500,000.00	100.00%	11005125
Totals:				191690	\$2,266,400.00	2,707,953	\$35,131,425.00		

NO. OF TICKETS 11,005,125 MIN: 10,504,000 MAX: 11,016,000
 NO. POOLS: 91.71
 PACK SIZE: 75
 PACKS/POOL: 1,600
 PACKS/GAME: 146,735

TEXAS LOTTERY COMMISSION
 "20X THE CASH" GAME NUMBER 2045
 END OF PRODUCTION PRIZE STRUCTURE
 October 10, 2017 - VERSION 2

PRIZE FUND - \$37,397,825 PAYOUT % - 67.9644%

\$5 TICKETS

11,005,125

PRIZE TIER	# WINS	TIER CODE	GEET	WIN:	ODDS OF 1 IN:	WINNERS IN POOLS	WINNERS IN 75 (PER PACK*)	WINNERS IN 120,000 (PER POOL)	PRIZE COST	PERCENT OF PRIZE FUNDS**	VALIDATION TIER LEVELS
1	1	L	\$5	\$5	9.37	1,174,081	8.00	12,800	\$ 5,870,405	15.76%	
2	1	L	\$10	\$10	37.52	293,294	2.00	3,200	\$ 2,932,940	7.84%	
3	2	L	\$5 x 2	\$10	11.54	953,619	6.50	10,400	\$ 9,536,190	25.50%	
4	1	L	\$20	\$20	74.91	146,911	1.00	1,600	\$ 2,938,220	7.86%	LOW TIER
5	3	L	(\$5 x 2) + \$10	\$20	75.03	146,676	1.00	1,600	\$ 2,933,520	7.84%	64.74%
6	1	M	\$50	\$50	1,198.03	9,186	-	100	\$ 459,300	1.23%	
7	4	M	\$5 (\$50) + (\$10 x 2) + \$5	\$50	363.09	30,310	-	330	\$ 1,515,500	4.05%	
8	7	M	(\$10 x 3) + (\$5 x 4)	\$50	601.41	18,299	-	200	\$ 914,950	2.45%	
9	1	M	\$5 (10X)	\$50	123.74	88,940	-	970	\$ 4,447,000	11.89%	
10	1	M	\$100	\$100	11,975.11	919	-	10	\$ 91,900	0.25%	
11	2	M	\$5 (10X) + \$10 (5X)	\$100	2,391.90	4,601	-	50	\$ 460,100	1.23%	
12	1	M	\$10 (10X)	\$100	2,959.96	3,718	-	40	\$ 371,800	0.99%	
13	1	M	\$5 (20X)	\$100	4,001.86	2,750	-	30	\$ 275,000	0.74%	
14	15	M	(\$5 x 10) + (\$10 x 5)	\$100	4,010.61	2,744	-	30	\$ 274,400	0.73%	
15	20	M	\$5 x 20	\$100	1,197.51	9,190	-	100	\$ 919,000	2.46%	
16	9	M	(\$20 x 2) + (\$5 x 4) + (\$15 x 2) + \$10	\$100	3,007.69	3,659	-	40	\$ 365,900	0.98%	
17	8	M	\$10 (5X) + (\$5 x 4) + (\$10 x 3)	\$100	1,199.86	9,172	-	100	\$ 917,200	2.45%	
18	1	M	\$500	\$500	117,075.80	94	-	1	\$ 47,000	0.13%	
19	20	M	(\$10 x 4) + (\$15 x 4) + (\$40 x 5) + (\$50 x 2) + (\$20 x 5)	\$500	117,075.80	94	-	1	\$ 47,000	0.13%	
20	18	M	\$20 (5X) + \$10 (10X) + \$5 (20X) + (\$10 x 10) + (\$20 x 5)	\$500	39,871.64	276	-	3	\$ 138,000	0.37%	
21	15	M	\$10 (5X) + (\$50 x 2) + \$10 (10X) + \$10 (20X) + (\$5 x 10)	\$500	40,460.02	272	-	3	\$ 136,000	0.36%	
22	1	M	\$50 (10X)	\$500	115,843.42	95	-	1	\$ 47,500	0.13%	
23	12	M	\$50 (5X) + (\$10 x 5) + (\$20 x 5) + \$5 (20X)	\$500	117,075.80	94	-	1	\$ 47,000	0.13%	
24	20	M	\$5 (10X) + \$10 (5X) + \$20 (5X) + (\$20 x 5) + (\$10 x 10) + (\$50 x 2)	\$500	24,455.83	450	-	5	\$ 225,000	0.60%	MID TIER
25	12	M	\$20 (10X) + (\$20 x 10) + \$100	\$500	117,075.80	94	-	1	\$ 47,000	0.13%	31.41%
26	1	H	\$1,000	\$1,000	1,222,791.67	9	-	-	\$ 9,000	0.02%	
27	20	H	\$50 x 20	\$1,000	550,256.25	20	-	-	\$ 20,000	0.05%	
28	8	H	\$10 (20X) + \$50 (10X) + (\$10 (5X) x 6)	\$1,000	550,256.25	20	-	-	\$ 20,000	0.05%	
29	14	H	\$50 (10X) + \$20 (10X) + (\$10 (10X) x 2) + (\$10 x 10)	\$1,000	524,053.57	21	-	-	\$ 21,000	0.06%	
30	20	H	\$20 (20X) + (\$100 x 2) + (\$50 x 2) + (\$20 x 15)	\$1,000	550,256.25	20	-	-	\$ 20,000	0.05%	
31	1	H	\$10,000	\$10,000	2,751,281.25	4	-	-	\$ 40,000	0.11%	
32	15	H	(\$100 (10X) x 2) + (\$50 (20X) x 2) + \$500 (10X) + (\$100 x 10)	\$10,000	1,834,187.50	6	-	-	\$ 60,000	0.16%	
33	11	H	(\$1,000 (20X) x 5) + \$10,000 (10X) + (\$500 (20X) x 5)	\$250,000	3,668,375.00	3	***	-	\$ 750,000	2.01%	HIGH TIER
34	1	H	\$250,000	\$250,000	5,502,562.50	2	***	-	\$ 500,000	1.34%	3.85%
2 Decimals					3.80	2,899,643	18.50	31,616	\$ 37,397,825	100.00%	**
4 Decimals					3.7953						

SX symbol = win 5 times the prize (5X)
 10X symbol = win 10 times the prize (10X)
 20X symbol = win 20 times the prize (20X)

TEXAS LOTTERY COMMISSION
 "20X THE CASH" GAME NUMBER 2045
 END OF PRODUCTION PRIZE STRUCTURE
 October 10, 2017 - VERSION 2

Consolidated odds are 1 in:

\$5	9.37	1,174,081
\$10	8.83	1,246,913
\$20	37.49	293,587
\$50	75.00	146,735
\$100	299.43	36,733
\$500	7,491.58	1,469
\$1,000	122,279.17	90
\$10,000	1,100,512.50	10
\$250,000	2,201,025.00	5
		2,899,643

WIN:	GEET	A	B	C	D
\$5	\$5	7 = \$ 35	9 = \$ 45	7 = \$ 35	9 = \$ 45
\$10	\$10	3 = \$ 30	1 = \$ 10	2 = \$ 20	2 = \$ 20
\$10	\$5 x 2	6 = \$ 60	5 = \$ 50	9 = \$ 90	6 = \$ 60
\$20	\$20	0 = \$ 0	2 = \$ 40	1 = \$ 20	1 = \$ 20
\$20	(\$5 x 2) + \$10	2 = \$ 40	1 = \$ 20	0 = \$ 0	1 = \$ 20
		18 = \$165	18 = \$165	19 = \$165	19 = \$165

* Each of the four GLEP's types will be used in approximately 25% of the packs in the game.
 ** Numbers are rounded.
 *** This exact number of prizes is guaranteed delivery to TLG.
 Note: There will be no more than 22 winners per pack.

No.

10/01/18

Game Name
20X The Cash

Game No
2045

Inv No.
90100131

Vendor
IGT

TLC PO #
362-18-9009 RL014

Description/Tickets Delivered Qty		Units per 1000	Unit Price	Amount
		11,005.13	\$31.84	\$350,403.18
Delivered		11,005,125		\$350,403.18
Ordered		10,800,000		
2% under		10,584,000		
2% over		11,016,000		
Acceptable Range		0		
Sub Total				\$350,403.18
Total				\$350,403.18

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

Price Point							Price Point						
Print Quantities	\$1	\$2	\$3	\$5	\$7		Print Quantities	\$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