

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

6/5/2019

Game #	2059	Confirmed Packs	2,438
Game Name	777	Active Packs	1,496
Quantity Printed	6,046,550	Warehouse Packs	-
Price Point	\$10	Returned Packs	64
Start Date	3/4/2019	Printed Payout Percentage	70.02%
Top Prize	\$ 250,000	Percent Sold	96.03%
Number of Top Prizes Remaining	0	Number of Weeks Out	13

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 182,001	Actual ticket production costs
Prize payout expense	\$ 40,227,335	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs **\$ 40,409,336**

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 58,065,020	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 58,065,020	

Excess of Revenue over Expended \$ 17,655,684

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	\$	790,020
Next week	\$	1,122,450
Next week	\$	1,701,990
Avg Weekly Sales Current Game	\$	1,204,820
Avg Weekly Sales \$10; 6M Qty	\$	2,715,030
Percentage Of Variance In Sales		56%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2059	Printed Payout Percentage	70.02%
Game Name	777	Actual Payout Percentage	69.28%
Percent Sold	96.03%	Number of Weeks Out	13
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			22

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 Manager _____ Date _____
Not Required
All Top Prizes Claimed
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 _____ Date _____
Not Required
All Top Prizes Claimed
Controller _____ Date _____
Executive Director _____ Date _____



Play the Games of Texas!

Da Vinci Report

6/5/19

		Week End Date:6/1/19															
Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	6/1/19	5/25/19	5/18/19	5/11/19
Sold/Closing	2059	\$10	6,046,550	777	3/4/19			13	96.03%	2,438	1,496	0	64	\$790,020.00	\$1,122,450.00	\$1,701,990.00	\$2,782,900.00
	2103	\$10	7,342,800	CASH BLAST	10/15/18			33	96.63%	2,271	1,699	0	80	\$603,720.00	\$738,460.00	\$893,630.00	\$1,106,440.00
	2096	\$10	4,651,020	SEASON'S GREETINGS	11/14/18	5/19/19	7/3/19	28	66.08%	219	51	48,111	29,295	-\$9,890.00	-\$9,210.00	\$17,160.00	\$26,880.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15	5/19/19	7/3/19	211	45.27%	282	294	742,665	2,351	\$259,180.00	\$494,100.00	\$631,740.00	\$824,800.00
	2047	\$20	9,177,950	100X THE CASH	4/2/18	5/10/19	6/24/19	61	95.35%	1,721	210	57	7,456	\$94,720.00	\$326,160.00	\$850,780.00	\$1,565,840.00
	2014	\$20	9,178,150	MEGA 75	12/4/17	5/19/19	7/3/19	78	99.65%	50	23	0	459	\$17,720.00	\$27,260.00	\$72,500.00	\$81,660.00
	2100	\$20	5,999,350	MILLION DOLLAR LOTERIA	11/5/18	5/21/19	7/5/19	30	91.19%	3,925	544	829	4,659	\$394,180.00	\$1,029,640.00	\$1,465,180.00	\$1,674,160.00
	2030	\$50	3,670,680	ULTIMATE 75	2/19/18	5/19/19	7/3/19	67	91.17%	290	259	11,601	2,407	\$232,300.00	\$502,900.00	\$841,600.00	\$1,067,350.00

Liability for 2059 / for Life to Date

Product Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 08/31/2018 - 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	\$10.00	44661	\$446,610.00	620582	\$6,205,820.00	93.29%	5640615
2	2	N/A	\$15.00	19606	\$294,090.00	282667	\$4,240,005.00	93.51%	5654359
3	3	N/A	\$20.00	5688	\$113,760.00	85012	\$1,700,240.00	93.73%	5667357
4	4	N/A	\$20.00	6210	\$124,200.00	114696	\$2,293,920.00	94.86%	5735985
5	0	N/A	\$30.00	1799	\$53,970.00	28406	\$852,180.00	94.04%	5686419
6	0	N/A	\$30.00	1801	\$54,030.00	43559	\$1,306,770.00	96.03%	5806474
7	0	N/A	\$30.00	1946	\$58,380.00	43420	\$1,302,600.00	95.71%	5787179
8	0	N/A	\$50.00	925	\$46,250.00	14216	\$710,800.00	93.89%	5677151
9	0	N/A	\$50.00	1057	\$52,850.00	26677	\$1,333,850.00	96.19%	5816103
10	0	N/A	\$50.00	1284	\$64,200.00	33983	\$1,699,150.00	96.36%	5826407
11	0	N/A	\$50.00	1623	\$81,150.00	41166	\$2,058,300.00	96.21%	5817202
12	0	N/A	\$100.00	802	\$80,200.00	11856	\$1,185,600.00	93.66%	5663445
13	0	N/A	\$100.00	833	\$83,300.00	14269	\$1,426,900.00	94.48%	5713032
14	0	N/A	\$100.00	721	\$72,100.00	14463	\$1,446,300.00	95.25%	5759434
15	0	N/A	\$100.00	806	\$80,600.00	18084	\$1,808,400.00	95.73%	5788555
16	0	N/A	\$100.00	763	\$76,300.00	18115	\$1,811,500.00	95.96%	5802164
17	0	N/A	\$200.00	154	\$30,800.00	2371	\$474,200.00	93.90%	5677770
18	0	N/A	\$200.00	101	\$20,200.00	2435	\$487,000.00	96.02%	5805737
19	0	N/A	\$200.00	147	\$29,400.00	3621	\$724,200.00	96.10%	5810657
20	0	N/A	\$200.00	201	\$40,200.00	4838	\$967,600.00	96.01%	5805359
21	0	N/A	\$200.00	202	\$40,400.00	4845	\$969,000.00	96.00%	5804544
22	0	N/A	\$200.00	291	\$58,200.00	7298	\$1,459,600.00	96.17%	5814695
23	0	N/A	\$200.00	136	\$27,200.00	3652	\$730,400.00	96.41%	5829461
24	0	N/A	\$500.00	22	\$11,000.00	283	\$141,500.00	92.79%	5610405
25	0	N/A	\$500.00	16	\$8,000.00	438	\$219,000.00	96.48%	5833455
26	0	N/A	\$500.00	22	\$11,000.00	486	\$243,000.00	95.67%	5784691
27	0	N/A	\$500.00	23	\$11,500.00	427	\$213,500.00	94.89%	5737504
28	0	N/A	\$500.00	19	\$9,500.00	438	\$219,000.00	95.84%	5795161
29	0	N/A	\$1,000.00	4	\$4,000.00	46	\$46,000.00	92.00%	5562826
30	0	N/A	\$1,000.00	14	\$14,000.00	139	\$139,000.00	90.85%	5493270
31	0	N/A	\$1,000.00	7	\$7,000.00	94	\$94,000.00	93.07%	5627482
32	0	N/A	\$1,000.00	3	\$3,000.00	48	\$48,000.00	94.12%	5690870
33	0	N/A	\$5,000.00	0	\$0.00	5	\$25,000.00	100.00%	6046550
34	0	N/A	\$5,000.00	1	\$5,000.00	9	\$45,000.00	90.00%	5441895
35	0	N/A	\$10,000.00	0	\$0.00	5	\$50,000.00	100.00%	6046550
36	0	N/A	\$10,000.00	0	\$0.00	5	\$50,000.00	100.00%	6046550
37	0	N/A	\$250,000.00	0	\$0.00	6	\$1,500,000.00	100.00%	6046550
Totals:				91888	\$2,112,390.00	1,442,660	\$40,227,335.00		

Prize Structure
TEXAS LOTTERY
GAME NO 2059-7777
April 17, 2018 - VERSION A

Order Quantity: 6,046,550 Pack Size: 50 Pool Size: 120,000 Total Payout: \$42,338,725.00
Price Point: \$10.00 Packs/Game: 120,931 Number of Pools: 50,39 Prize Fund: \$42,338,725.00
Revenue: \$60,465,500.00 Packs/Pool: 2,400 Overall Odds: 3,9403 Payout: 70.02%

Card	Tier	Winn	Level	Gr1	Low Odds		Odds (1 in)	Pack	Winners		Total	Total Prize Cost	% Prize Fund
					Win	Value			Winners	Pool			
01	1	L	\$10	\$10	\$10.00	9,0892	5.50	13,200.00	665,243	13,200.00	665,243	\$6,652,430.00	15.71%
02	1	L	\$15	\$15	\$15.00	20,0036	2.50	6,000.00	302,273	6,000.00	302,273	\$4,534,095.00	10.71%
03	1	L	\$20	\$20	\$20.00	66,6654	0.75	1,800.00	90,700	1,800.00	90,700	\$1,814,000.00	4.28%
04	1	L	\$10 (77)	\$10 (77)	\$10.00	50,0103	1.00	2,400.00	120,906	2,400.00	120,906	\$2,418,120.00	5.71%
Total (\$20.00):					28,5746	1.75	5,1280	0.75	23,430.00	211,606	211,606	\$4,232,120.00	10.00%
Total (Low Odds)					5,1280	0.75	23,430.00	0.75	23,430.00	1,179,122	1,179,122	\$15,416,645.00	36.42%
Mid Odds													
05	1	M	\$30	\$30	\$30.00	200,1837	0.25	600.00	30,205	600.00	30,205	\$906,150.00	2.14%
06	1	M	\$10 (777)	\$10 (777)	\$30.00	133,3014	0.38	900.00	45,360	900.00	45,360	\$1,360,800.00	3.21%
07	2	M	\$15 x 2	\$30	\$30.00	133,2837	0.38	900.00	45,366	900.00	45,366	\$1,360,680.00	3.21%
Total (\$30.00):					50,0000	1.00	2,400.00	1.00	2,400.00	120,931	120,931	\$3,627,930.00	8.57%
08	1	M	\$50	\$50	\$50.00	399,3494	0.13	300.00	15,141	300.00	15,141	\$757,050.00	1.79%
09	2	M	\$10 (777) + \$10 (77)	\$50	\$50.00	218,0184	0.23	550.00	27,734	550.00	27,734	\$1,386,700.00	3.28%
10	4	M	(\$15 x 2) + (\$10 x 2)	\$50	\$50.00	171,4506	0.29	700.00	35,267	700.00	35,267	\$1,763,350.00	4.16%
11	5	M	\$10 x 5	\$50	\$50.00	141,3109	0.35	850.00	42,789	850.00	42,789	\$2,139,450.00	5.05%
Total (\$50.00):					50,0000	1.00	50,0000	1.00	2,400.00	120,931	120,931	\$6,046,550.00	14.28%
12	1	M	\$100	\$100	\$100.00	477,6660	0.10	250.00	12,658	250.00	12,658	\$1,265,800.00	2.99%
13	1	M	\$50 (77)	\$100	\$100.00	400,3807	0.12	300.00	15,102	300.00	15,102	\$1,510,200.00	3.57%
14	2	M	\$50 x 2	\$100	\$100.00	398,2185	0.13	300.00	15,184	300.00	15,184	\$1,518,400.00	3.59%
15	3	M	\$20 (77) + (\$10 (777) x 2)	\$100	\$100.00	320,0626	0.16	375.00	18,890	375.00	18,890	\$1,889,000.00	4.46%
16	7	M	(\$15 x 6) + \$10	\$100	\$100.00	320,2951	0.16	375.00	18,878	375.00	18,878	\$1,887,800.00	4.46%
Total (\$100.00):					74,9151	0.67	1,600.00	0.67	1,600.00	80,712	80,712	\$8,071,200.00	19.05%
17	1	M	\$200	\$200	\$200.00	2394,6733	0.02	50.00	2,525	50.00	2,525	\$505,000.00	1.19%
18	2	M	\$50 (777) x 2	\$200	\$200.00	2384,2653	0.02	50.00	2,536	50.00	2,536	\$507,200.00	1.20%
19	3	M	\$50 (77) + \$30 (777) + \$10	\$200	\$200.00	1604,7107	0.03	75.00	3,768	75.00	3,768	\$753,600.00	1.78%
20	6	M	\$50 + (\$15 (77) x 5)	\$200	\$200.00	1199,9504	0.04	100.00	5,039	100.00	5,039	\$1,007,800.00	2.38%
21	10	M	\$10 (777) x 10	\$200	\$200.00	1198,0483	0.04	100.00	5,047	100.00	5,047	\$1,009,400.00	2.38%
22	12	M	\$50 + (\$20 x 2) + (\$15 x 4) + (\$10 x 5)	\$200	\$200.00	796,7519	0.06	150.00	7,589	150.00	7,589	\$1,517,800.00	3.59%
23	20	M	\$10 x 20	\$200	\$200.00	1596,2381	0.03	75.00	3,788	75.00	3,788	\$757,800.00	1.79%
Total (\$200.00):					199,6098	0.25	600.00	0.25	600.00	30,292	30,292	\$6,058,400.00	14.31%
24	1	M	\$500	\$500	\$500.00	19824,7541	0.00	6.00	305	6.00	305	\$152,500.00	0.36%
25	3	M	(\$200 x 2) + \$100	\$500	\$500.00	13318,3921	0.00	9.00	454	9.00	454	\$227,000.00	0.54%
26	11	M	\$100 (77) + (\$15 (777) x 10)	\$500	\$500.00	11902,6575	0.00	10.00	508	10.00	508	\$254,000.00	0.60%
27	15	M	(\$20 (777) x 5) + (\$10 (777) x 10)	\$500	\$500.00	13436,7778	0.00	9.00	450	9.00	450	\$225,000.00	0.53%
28	25	M	(\$50 x 4) + (\$20 x 9) + (\$10 x 12)	\$500	\$500.00	13230,9628	0.00	9.00	457	9.00	457	\$228,500.00	0.54%
Total (\$500.00):					2781,3017	0.02	43.00	0.02	43.00	2,174	2,174	\$1,087,000.00	2.57%
Total (Mid Odds)					17,0360	2.54	7,643.00	2.54	7,643.00	95,040	95,040	\$9,160,100.00	21.79%
High Odds													
29	1	H	\$1,000	\$1,000	\$1,000.00	120931,0000	0.00	1.00	50	1.00	50	\$50,000.00	0.12%
30	1	H	\$500 (77)	\$1,000	\$1,000.00	39519,9346	0.00	3.00	153	3.00	153	\$153,000.00	0.36%
31	4	H	\$500 + (\$200 x 2) + \$100	\$1,000	\$1,000.00	59966,8317	0.00	2.00	101	2.00	101	\$101,000.00	0.24%
32	25	H	\$500 + \$100 + (\$50 x 3) + (\$15 x 10) + (\$10 x 10)	\$1,000	\$1,000.00	118559,8039	0.00	1.00	51	1.00	51	\$51,000.00	0.12%
Total (\$1,000.00):					17032,5352	0.00	7.00	0.00	355	7.00	355	\$355,000.00	0.84%
33	1	H	\$5,000	\$5,000	\$5,000.00	1209310,0000	0.00	0.10	5	0.10	5	\$25,000.00	0.06%
34	2	H	\$1,000 (777) + \$1,000 (77)	\$5,000	\$5,000.00	604655,0000	0.00	0.20	10	0.20	10	\$50,000.00	0.12%
Total (\$5,000.00):					403103,3333	0.00	0.30	0.00	15	0.30	15	\$75,000.00	0.18%
35	1	H	\$10,000	\$10,000	\$10,000.00	1209310,0000	0.00	0.10	5	0.10	5	\$50,000.00	0.12%
36	10	H	\$500 (777) x 10	\$10,000	\$10,000.00	1209310,0000	0.00	0.10	5	0.10	5	\$50,000.00	0.12%
Total (\$10,000.00):					604655,0000	0.00	0.20	0.00	10	0.20	10	\$100,000.00	0.24%
37	1	H	\$250,000	\$250,000	\$250,000.00	1007758,3333	0.00	0.12	6	0.12	6	\$1,500,000.00	3.54%
Total (High Odds)					15054,6573	0.00	7.65	0.00	7.65	385	385	\$42,338,725.00	100.00%
Total :					3,9403	12.89	30,460.62	12.89	30,460.62	1,534,846	1,534,846	\$42,338,725.00	100.00%

* Exact Quantity by Kind Level

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

There will be no more than fourteen (14) winners per pack for this game.

ORIGINAL ORDER

SHIPMENT # 1-3 COMPLETE POOLS # 1-56	6,046,550	30205	45360	45366	15141	27734	35267	42789	12658	15102	15184	18890	18878	2525	2536	3768	5039	5047	7589	3788	305	454	508	450	457	50	153	101	51	5	10	5	5	6
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No.

06/03/19

Game Name

Game No
777 2059

Inv No.
1033193-3

Vendor
SGI

TLC PO #

362-18-9019 RL016

Description/Tickets Delivered Qty		Units per 1000	Unit Price	Amount
6,046,550		6,046.55	\$30.10	\$182,001.16
Delivered				
Ordered		6,046,550		
		6,000,000		
2% under		5,880,000		
2% over		6,120,000		
Acceptable Range				
		0		
Sub Total				\$182,001.16
Total				\$182,001.16

Instant Ticket Game Analysis
2/26/17-2/23/19

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point					Print Quantities	Price Point			
	\$1	\$2	\$3	\$5			\$10	\$20	\$30	\$50
< 5M	None	Week 12*	None	None		2M	None	None	None	None
5M-9.99M	Week 15	Week 18	Week 18	Week 17		3M	None	None	None	Week 52*
10M-14.99M	Week 20	None	None	Week 16*		4M	None	None	None	None
15M-19.99M	Week 23	None	Week 32*	Week 48		5M	None	Week 42	None	None
20M-24.99M	None	None	None	Week 57		6M	Week 22	None	None	None
25M-29.99M	Week 58*	None	None	None		7M	None	Week 49*	None	None
30M-34.99M	Week 41*	Week 57*	None	None		8M	Week 25*	None	None	None
>35M	None	Week 55*	Week 57	Week 53*		>9M	Week 43	Week 49*	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Price Point					Print Quantities	Price Point			
	\$1	\$2	\$3	\$5			\$10	\$20	\$30	\$50
< 5M	None	\$714,918	None	None		2M	None	None	None	None
5M-9.99M	\$543,741	\$753,911	\$1,037,655	\$2,105,631		3M	None	None	None	\$2,913,384
10M-14.99M	\$527,618	None	None	\$2,919,843		4M	None	None	None	None
15M-19.99M	\$633,249	None	\$1,302,836	\$1,502,081		5M	None	\$2,300,088	None	None
20M-24.99M	None	None	None	\$1,710,701		6M	\$2,715,030	None	None	None
25M-29.99M	\$438,898	None	None	None		7M	None	\$2,502,908	None	None
30M-34.99M	\$629,856	\$1,039,084	None	None		8M	\$2,822,095	None	None	None
>35M	None	\$1,243,302	\$1,731,457	\$3,256,460		>9M	\$2,847,773	\$3,190,792	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

Bowersock, Dale

From: WebsiteSupport@lottery.state.tx.us
Sent: Wednesday, June 5, 2019 5:32 AM
To: WEBSITE_SCRATCH_ZTP
Subject: ZTP Occurrence: Date 06/04/2019

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All top prizes for the following game(s) have been claimed as of 06/04/2019.

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
2059	777	\$10	\$250,000	6	6		0	0	3/4/2019				06/04/2019

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.