

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

2/4/2019

Game #	2075	Confirmed Packs	4,945
Game Name	The Glitter is Gold	Active Packs	2,743
Quantity Printed	6,076,350	Warehouse Packs	10,796
Price Point	\$10	Returned Packs	36
Start Date	7/16/2018	Printed Payout Percentage	69.98%
Top Prize	\$ 250,000	Percent Sold	83.92%
Number of Top Prizes Remaining	1	Number of Weeks Out	29

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 272,828	Actual ticket production costs
Prize payout expense	\$ 35,122,170	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 35,394,998

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 50,992,729	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	<u>\$ 50,992,729</u>	

Excess of Revenue over Expended \$ 15,597,731

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	\$	661,530
Next week	\$	651,820
Next week	\$	680,510
Avg Weekly Sales Current Game	\$	664,620
Avg Weekly Sales \$10; 6M Qty	\$	3,483,559
Percentage Of Variance In Sales		81%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	<u>2075</u>	Printed Payout Percentage	<u>69.98%</u>
Game Name	<u>The Glitter is Gold</u>	Actual Payout Percentage	<u>68.88%</u>
Percent Sold	<u>83.92%</u>	Number of Weeks Out	<u>29</u>
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			<u>15</u>

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 Bousack 2/4/19
Instant Product Coordinator Date

[Signature] 2/6/19
Products Manager Date

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

[Signature] 2-6-19
Lottery Operations Division Director Date

Kathy Ryna 2/7/19
Controller Date

[Signature] 2/7/19
Executive Director Date



Play the Games of Texas!

Da Vinci Report
Week End Date: 2/21/19

2/4/19

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														2/2/19	1/26/19	1/19/19	1/12/19
Mature	1828	\$3	41,527,800	TEXAS LOTERIA	9/17/18			20	21.45%	23,809	11,128	395,508	46	\$1,642,830.00	\$1,586,153.00	\$1,609,221.00	\$1,558,920.00
	2087	\$5	7,708,125	\$25,000,000 PAYOUT	9/4/18			22	74.35%	4,701	3,097	17,544	54	\$497,875.00	\$508,495.00	\$559,145.00	\$607,345.00
	2042	\$5	11,373,825	BONUS BALL BINGO	10/29/18			14	30.03%	15,948	9,169	78,745	18	\$1,381,335.00	\$1,281,775.00	\$1,368,365.00	\$1,305,510.00
	2017	\$5	10,241,100	BONUS BREAK THE BANK	10/15/18			16	54.89%	18,014	9,926	30,879	31	\$1,742,225.00	\$1,569,070.00	\$1,698,740.00	\$1,714,995.00
	2069	\$5	9,910,350	COWBOYS	8/20/18			24	46.97%	5,555	3,747	59,027	135	\$490,655.00	\$480,080.00	\$566,955.00	\$695,990.00
	2092	\$5	5,136,450	DIA DE LOS MUERTOS	10/1/18			18	67.16%	3,635	2,354	9,964	5,307	\$271,655.00	\$267,635.00	\$331,755.00	\$365,315.00
	2090	\$5	7,087,800	DIAMOND MINE 9X	9/17/18			20	83.81%	5,299	3,383	5,419	40	\$723,170.00	\$701,360.00	\$767,265.00	\$865,320.00
	2070	\$5	5,581,950	HOUSTON TEXANS	8/20/18			24	48.85%	3,522	2,148	31,159	289	\$230,720.00	\$229,120.00	\$261,705.00	\$287,660.00
	2056	\$10	28,522,850	\$200 MILLION CASH EXPLOSION	9/4/18			22	22.28%	13,818	4,720	422,526	111	\$1,767,940.00	\$1,732,030.00	\$1,714,520.00	\$2,021,660.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/18			131	82.77%	7,852	3,801	84,683	32	\$1,133,500.00	\$1,046,740.00	\$1,065,890.00	\$1,097,210.00
	2083	\$10	12,068,050	\$250,000 50X CASHWORD	9/17/18			20	61.59%	21,634	7,870	58,992	32	\$3,687,820.00	\$3,455,320.00	\$3,563,680.00	\$3,656,930.00
	2103	\$10	7,342,800	CASH BLAST	10/15/18			16	62.76%	17,592	6,382	27,868	47	\$2,174,200.00	\$1,943,290.00	\$2,050,910.00	\$2,319,270.00
	2076	\$10	9,170,500	CASINO ACTION SUPER TICKET	6/27/18			31	57.81%	10,435	5,433	59,299	98	\$1,055,530.00	\$933,630.00	\$1,018,020.00	\$1,046,240.00
	2084	\$10	26,555,050	MEGA LOTERIA	10/1/18			18	28.64%	27,987	9,451	336,030	69	\$5,063,230.00	\$4,727,910.00	\$4,893,560.00	\$4,635,730.00
	2075	\$10	6,076,350	THE GLITTER IS GOLD	7/16/18			29	83.92%	4,945	2,743	10,796	36	\$661,530.00	\$651,820.00	\$660,510.00	\$779,010.00
	1884	\$20	7,155,300	\$100 MILLION TEXAS RICHES	2/5/18			52	77.15%	5,645	2,272	56,136	61	\$723,180.00	\$606,460.00	\$664,320.00	\$688,480.00
	2093	\$20	7,344,000	\$100 OR \$200	10/1/18			18	35.32%	15,257	4,975	166,603	83	\$1,794,020.00	\$1,652,220.00	\$1,749,320.00	\$1,845,660.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			194	42.90%	6,500	2,610	768,605	85	\$916,620.00	\$884,500.00	\$902,000.00	\$988,380.00
	2047	\$20	9,177,950	100X THE CASH	4/21/18			44	80.14%	16,565	5,870	47,702	27	\$1,930,240.00	\$1,813,980.00	\$1,863,220.00	\$1,960,040.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			90	30.85%	10,349	4,317	943,016	43	\$1,423,740.00	\$1,301,320.00	\$1,299,280.00	\$1,359,700.00
	2067	\$20	7,123,800	STACKS OF CASH	7/16/18			29	46.80%	8,875	3,731	137,245	65	\$950,800.00	\$904,220.00	\$972,220.00	\$1,033,360.00
	2053	\$30	34,080,725	\$750 MILLION WINNERS CIRCLE	3/19/18			46	18.99%	13,242	4,827	1,083,165	59	\$1,979,130.00	\$1,922,940.00	\$2,097,030.00	\$2,468,340.00
	2057	\$50	3,611,100	200X THE CASH	6/18/18			33	59.84%	9,272	3,716	57,724	62	\$2,099,400.00	\$2,101,650.00	\$2,036,500.00	\$2,078,050.00
	2030	\$50	3,670,880	ULTIMATE 75	2/19/18			50	78.70%	6,228	2,592	28,796	61	\$1,395,250.00	\$1,371,450.00	\$1,480,400.00	\$1,410,350.00
Out of Wareh	2071	\$1	9,052,050	LUCKY DOG	1/7/19			4	49.61%	16,244	12,047	47	27	\$1,231,628.00	\$1,260,795.00	\$1,320,375.00	\$678,225.00
	2035	\$2	7,060,875	777	12/17/18			7	69.85%	8,812	7,209	21	44	\$1,172,488.00	\$1,256,552.00	\$1,425,480.00	\$1,623,096.00
	2101	\$2	7,308,625	HOLIDAY CASH DROP	11/14/18			11	83.30%	3,303	3,642	0	1,454	\$513,224.00	\$478,042.00	\$586,266.00	\$811,034.00
	2098	\$3	6,095,000	HOLIDAY WORD BLAST	11/5/18			13	80.54%	3,421	3,038	0	1,711	\$471,303.00	\$531,975.00	\$605,109.00	\$745,572.00
	2099	\$5	7,332,825	HOLIDAY GREETINGS	11/5/18			13	87.45%	4,086	4,009	0	2,174	\$808,955.00	\$802,045.00	\$1,012,385.00	\$1,602,375.00
Sold/Closing	2086	\$1	9,298,800	10 GRAND	9/4/18	1/3/19	2/17/19	22	94.14%	96	231	0	1,973	\$33,517.00	\$29,134.00	\$57,902.00	\$98,656.00
	2064	\$1	8,937,750	DOUBLE DOUBLER	8/6/18	1/13/19	2/27/19	26	95.46%	27	106	0	2,051	\$14,459.00	\$21,110.00	\$31,649.00	\$45,090.00
	2012	\$1	29,860,050	HOT 75	1/2/18	2/17/19	4/3/19	57	84.34%	2,582	3,740	22,305	347	\$276,750.00	\$257,923.00	\$274,233.00	\$269,741.00

Liability for 2075 / for Life to Date

Product Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 11/17/2017 - 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	136518	\$1,365,180.00	592678	\$5,926,780.00	81.28%	4938753
2	2	N/A	\$20.00	44275	\$885,500.00	198745	\$3,974,900.00	81.78%	4969320
3	3	N/A	\$20.00	60246	\$1,204,920.00	304352	\$6,087,040.00	83.48%	5072296
4	0	N/A	\$25.00	22061	\$551,525.00	99486	\$2,487,150.00	81.85%	4973481
5	0	N/A	\$25.00	19717	\$492,925.00	101790	\$2,544,750.00	83.77%	5090337
6	0	N/A	\$50.00	10984	\$549,200.00	49755	\$2,487,750.00	81.92%	4977506
7	0	N/A	\$50.00	9780	\$489,000.00	51008	\$2,550,400.00	83.91%	5098744
8	0	N/A	\$100.00	930	\$93,000.00	4118	\$411,800.00	81.58%	4956895
9	0	N/A	\$100.00	2543	\$254,300.00	12650	\$1,265,000.00	83.26%	5059292
10	0	N/A	\$100.00	4164	\$416,400.00	21223	\$2,122,300.00	83.60%	5079701
11	0	N/A	\$100.00	2471	\$247,100.00	12703	\$1,270,300.00	83.72%	5086850
12	0	N/A	\$500.00	44	\$22,000.00	214	\$107,000.00	82.95%	5040073
13	0	N/A	\$500.00	256	\$128,000.00	1272	\$636,000.00	83.25%	5058322
14	0	N/A	\$500.00	245	\$122,500.00	1252	\$626,000.00	83.63%	5081890
15	0	N/A	\$500.00	84	\$42,000.00	419	\$209,500.00	83.30%	5061611
16	0	N/A	\$500.00	81	\$40,500.00	426	\$213,000.00	84.02%	5105572
17	0	N/A	\$500.00	77	\$38,500.00	432	\$216,000.00	84.87%	5157137
18	0	N/A	\$500.00	85	\$42,500.00	419	\$209,500.00	83.13%	5051568
19	0	N/A	\$500.00	156	\$78,000.00	855	\$427,500.00	84.57%	5138752
20	0	N/A	\$500.00	156	\$78,000.00	857	\$428,500.00	84.60%	5140604
21	0	N/A	\$1,000.00	2	\$2,000.00	18	\$18,000.00	90.00%	5468715
22	0	N/A	\$1,000.00	3	\$3,000.00	37	\$37,000.00	92.50%	5620623
23	0	N/A	\$1,000.00	4	\$4,000.00	36	\$36,000.00	90.00%	5468714
24	0	N/A	\$10,000.00	0	\$0.00	2	\$20,000.00	100.00%	6076349
25	0	N/A	\$10,000.00	0	\$0.00	6	\$60,000.00	100.00%	6076349
26	0	N/A	\$250,000.00	1	\$250,000.00	3	\$750,000.00	75.00%	4557262
Totals:				314883	\$7,400,050.00	1,454,756	\$35,122,170.00		

NO. OF TICKETS:	6,076,350	MIN:	5,880,000
NO. POOLS:	50.64	MAX:	6,120,000
PACK SIZE:	50.00		
PACKS/POOL:	2,400.00		
PACKS/GAME:	121,527		

6,076,350 \$10 TICKETS

\$60,763,500

Texas Lottery
The Glitter Is Gold GAME NUMBER 2075
END OF PRODUCTION PRIZE STRUCTURE
November 6, 2017
VERSION: 3

REVENUE

PRIZE FUND \$42,522,220

PAYOUT % - 69.9798728%

PRIZE TIER	# OF WINS	TIER CODE	Description	WIN:	ODDS OF 1 IN:	WINNERS IN \$0.64 POOLS	WINNERS IN \$0 WINNERS IN (PER PACK)	WINNERS IN \$120,000 (PER POOL)	PRIZE COST	PERCENT OF FUND	VALIDATION TIER LEVELS
1	1	L	\$10	\$10	8.33	779,196	6.00	14,400	\$7,291,960	17.15%	
2	1	L	\$20	\$20	25.00	243,020	2.00	4,800	\$4,860,400	11.43%	LOW TIER
3	1	L	\$10 (DBL)	\$20	16.67	364,598	3.00	7,200	\$7,291,960	17.15%	45.73%
4	1	M	\$25	\$25	49.99	121,547	1.00	2,400	\$3,038,675	7.15%	
5	3	M	(\$5 (DBL) x 2) + \$5	\$25	50.01	121,507	1.00	2,400	\$3,037,675	7.14%	
6	1	M	\$50	\$50	100.04	60,739	-	1,200	\$3,036,950	7.14%	
7	5	M	\$10 (DBL) + (\$10 x 2) + (\$5 x 2)	\$50	99.96	60,788	-	1,200	\$3,039,400	7.15%	
8	1	M	\$100	\$100	1,203.71	5,048	-	100	\$504,800	1.19%	
9	7	M	(\$5 (DBL) x 5) + \$20 (DBL) + \$10	\$100	399.94	15,193	-	300	\$1,519,300	3.57%	
10	15	M	(\$10 x 5) + (\$5 x 10)	\$100	239.35	25,387	-	500	\$2,538,700	5.97%	
11	10	M	15 x 4) + (\$10 x 4) + (\$10 (DBL) x 2)	\$100	400.44	15,174	-	300	\$1,517,400	3.57%	
12	1	M	\$500	\$500	23,551.74	258	-	5	\$129,000	0.30%	
13	24	M	(\$20 x 20) + (\$25 x 4) (MINALL)	\$500	3,976.67	1,528	-	30	\$764,000	1.80%	
14	24	M	\$5 x 15) + \$25 + \$50 + \$100 + \$200 (MINALL)	\$500	4,059.02	1,497	-	30	\$748,500	1.76%	
15	24	M	x 10) + (\$20 (DBL) x 5) + (\$5 (DBL) x 8) + \$20	\$500	12,080.22	503	-	10	\$251,500	0.59%	
16	5	M	DBL x 2) + (\$50 (DBL) x 2) + \$100 (DBL)	\$500	11,984.91	507	-	10	\$253,500	0.60%	
17	24	M	(\$10 (DBL) x 20) + (\$25 x 4)	\$500	11,937.82	509	-	10	\$254,500	0.60%	
18	10	M	\$25 (DBL) x 10	\$500	12,056.25	504	-	20	\$252,000	0.59%	
19	24	M	15 x 8) + (\$100 x 2) + (\$10 x 3) + \$20 (MINALL)	\$500	6,010.24	1,011	-	20	\$505,500	1.19%	MID TIER
20	24	M	1) + (\$10 (DBL) x 5) + (\$5 (DBL) x 15) + (\$25 x 2)	\$500	5,998.37	1,013	-	20	\$506,500	1.19%	51.50%
21	1	H	\$1,000	\$1,000	303,817.50	20	-	-	\$20,000	0.05%	
22	24	H	(\$25 x 8) + (\$50 x 16) (MINALL)	\$1,000	151,908.75	40	-	-	\$40,000	0.09%	
23	24	H	1) x 14) + (\$10 (DBL) x 5) + (\$20 (DBL) x 5)	\$1,000	151,908.75	40	-	-	\$40,000	0.09%	
24	1	H	\$10,000	\$10,000	3,038,175.00	2	-	-	\$20,000	0.05%	
25	24	H	(\$1,000 x 2) + (\$100 x 3) + (\$50 x 4) (MINALL)	\$10,000	1,012,725.00	6	-	-	\$60,000	0.14%	HIGH TIER
26	1	H	\$250,000	\$250,000	1,519,087.50	4	-	-	\$1,000,000	2.35%	2.77%
					2 Decimals: 3.43						
					4 Decimals: 3.4337						

Consolidated odds are 1 in:

Texas Lottery
The Glitter Is Gold GAME NUMBER 2075
END OF PRODUCTION PRIZE STRUCTURE
November 6, 2017
VERSION: 3

1 in Odds	Total # of Winners
\$10 8.33	779,196
\$20 25.00	607,618
\$25 49.99	243,054
\$50 100.04	121,527
\$100 1,203.71	60,802
\$500 23,551.74	7,330
\$1,000 151,908.75	100
\$10,000 3,038,175.00	8
\$250,000 1,519,087.50	4
	1,769,639

WIN:	Description	A	B	C	D
\$10	\$10	8	4	6	6
\$20	\$20	0	-	2	2
\$25	\$25	1	-	0	3
\$50	\$50	1	-	0	2
\$100	\$100	1	-	0	0
\$500	\$500	1	-	0	-
\$1,000	\$1,000	1	-	0	-
\$250,000	\$250,000	1	-	0	-
		14	12	13	13
		\$210	\$210	\$210	\$210

No.

02/04/19

Game Name
The Gitter Is Gold

Game No
2075

Inv No.
90098027

Vendor
IGT

TLC PO #
362-18-9009 RL006

Description/Tickets Delivered Qty

Units per 1000
6,076.35

Unit Price
\$44.90

Amount
\$272,828.12
\$272,828.12

Delivered
Ordered

6,076,350
6,000,000

2% under
2% over

5,880,000
6,120,000

Acceptable
Range

0

Sub Total
Total

\$272,828.12
\$272,828.12

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

Average Number of Weeks for 85% Average Sell Through

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