# TEXAS LOTTERY COMMISSION Instant Ticket Game Closing Analysis SUMMARY REPORT

Instant Ticket Information		Date Completed	6/28/2016
Game #	1593	Confirmed Packs	6,194
Game Name	Diamond Dollars	Active Packs	2,809
Quantity Printed	3,669,860	Warehouse Packs	22,413
Price Point	\$50	Returned Packs	238
Start Date	5/4/2015	Printed Payout Percentage	77.79%
Top Prize	\$ 7,500,000	Percent Sold	81.88%
Number of Top Prizes Remaining	0	Number of Weeks Out	60

Current Game Sales Analysis										
TANGIBLE COSTS										
Expenditure Impact:										
Cost to print tickets	\$	423,914	Actual ticket production costs							
Non-cash Prize Allocation		_								
Prize payout expense	\$ \$	119,322,950	Data from Instant Ticket Tier Liability screen in ES							
<b>Estimated Direct Costs</b>	\$	119,746,864								
TANGIBLE BENEFITS										
Revenue Impact:										
Estimated sales	\$	150,244,068	Based on # of tkts printed, times % sold from DaVinci report							
			times the price point							
Total Estimated Benefits	\$	150,244,068	times the price point							

#### **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 Inform	nation
Previous 3 V	Veeks Sales from DaV	inci
Most recent week sales	\$	1,094,150
Next week	\$	1,159,500
Next week	\$	1,182,800
Avg Weekly Sales Current Game	\$	1,145,483
Avg Weekly Sales < \$3M Qty*	\$	2,195,114
Percentage Of Variance In Sales		48%

# TEXAS LOTTERY COMMISSION Instant Ticket Game Closing Analysis RECOMMENDATION AND APPROVALS

### **Instant Ticket Information**

1593	Printed Payout Percentage	77.79%
Diamond Dollars	Actual Payout Percentage	79.42%
81.88%	Number of Weeks Out	60
ugh for Same Price Poin	t Game With Similar Print Run.	71*
ugh		
	Diamond Dollars  81.88%  ugh for Same Price Poin  igh  mary Report, I am recor  bove game based on the	Diamond Dollars  81.88%  Number of Weeks Out  ugh for Same Price Point Game With Similar Print Run.  agh  mary Report, I am recommending closing the above game.  bove game based on the below business reason(s):

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

Lottery Operations Division I	Juired: Prizes
Zero T	064.
Executiveor	Date



Da Vinci Report

6/28/16

		The State of the S	
Wook	End	Date: 6/25/16	

						337.			REG						Net S	ales	
Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold Co	nfirmed	Active	Ware	Return	6/25/16	6/18/16	6/11/16	6/4/16
Mature	1789	\$3	20,804,850	TEXAS LOTERIA	12/22/15			27	83.78%	27,383	11,403	3,270	10	\$1,647,744.00	\$1,643,532.00	\$1,703,841.00	\$1,785,606.00
	1715	\$5	20,354,025	\$100,000 CASHWORD-O-RAMA	9/21/15			40	83.06%	17,198	7,036	19,247	16	\$1,911,260.00	\$1,934,735.00	\$2,012,515.00	\$2,122,325.00
	1794	\$5	25,316,700	\$5 SET FOR LIFE	3/21/16			14	17.24%	14,514	6,363	256,947	19	\$1,308,555.00	\$1,346,045.00	\$1,415,565.00	\$1,542,275.00
	1790	\$5	20,391,825	100000 MEGA BINGO	1/18/16			23	32.90%	14,212	7,414	159,210	25	\$1,186,390.00	\$1,196,340.00	\$1,223,645.00	\$1,309,535.00
	1784	\$5	15,224,625	BONUS BREAK THE BANK	12/7/15			29	60.48%	14,702	7,286	56,538	18	\$1,362,380.00	\$1,361,870.00	\$1,441,135.00	\$1,525,400.00
	1702	\$5	8,440,200	FUNKY 5'S	2/1/16			21	72.57%	4,369	2,854	21,890	464	\$396,295.00	\$455,850.00	\$557,715.00	\$619,425.00
	1625	\$5	8,423,775	MEGA SLOTS	2/15/16			19	53.74%	5,522	3,280	40,513	1,152	\$397,385.00	\$466,095.00	\$526,035.00	\$583,840.00
	1796	\$5	30,592,725	SUPER LOTERIA	2/29/16			17	37.87%	27,993	10,093	211,633	16	\$3,459,380.00	\$3,423,020.00	\$3,518,590.00	\$3,831,235.00
	1739	\$5	7,338,075	TEXAS CASH BLOWOUT	3/21/16			14	74.70%	11,293	5,409	5,817	432	\$1,014,015.00	\$1,101,180.00	\$1,262,120.00	\$1,452,505.00
	1744	\$5	7,333,050	TEXAS LOTTERY LIVE!	3/7/16			16	54.93%	8,957	4,232	29,376	224	\$501,020.00	\$572,230.00	\$666,730.00	\$735,805.00
	1644	\$10	28,500,450	\$200,000,000 CASH BLOWOUT	7/21/14			101	66.65%	4,937	3,119	180,528	10	\$728,270.00	\$739,820.00	\$748,260.00	\$848,730.00
	1797	\$10	12,140,000	CASHWORD MULTIPLIER	3/9/16			15	41.12%	19,795	8,569	111,944	21	\$3,090,330.00	\$3,158,630.00	\$3,160,640.00	\$3,399,940.00
	1737	\$10	10,279,300	HIT \$500,000	1/4/16			25	89.03%	14,017	7,833	18	38	\$2,162,520.00	\$2,172,300.00	\$2,268,290.00	\$2,542,050.00
	1719	\$10	12,204,850	THE BIG MONEY SUPER TICKET	3/7/16			16	65.82%	24,175	9,096	47,798	25	\$2,897,000.00	\$2,950,530.00	\$3,092,890.00	\$3,807,420.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			58	23.21%	11,654	4,426	1,030,176	32	\$1,337,100.00	\$1,384,720.00	\$1,444,340.00	\$1,635,280.00
	1745	\$20	6,102,825	\$500,000 MONEY MANIA	2/1/16			21	45.77%	13,108	5,844	111,008	106	\$1,158,520.00	\$1,238,180.00	\$1,271,940.00	\$1,542,200.00
	1387	\$20	34,320,175	\$500M EXTREME CASH BLAST	8/13/12			202	53.82%	21,591	4,803	599,151	75	\$1,201,520.00	\$900,160.00	\$923,620.00	\$995,160.00
	1740	\$20	10,279,550	HIT \$1,000,000	12/21/15			27	58.06%	23,710	6,867	139,353	23	\$2,724,740.00	\$2,603,820.00	\$2,841,560.00	\$3,305,200.00
	1593	\$50	3,669,860	DIAMOND DOLLARS	5/4/15			60	81.88%	6,194	2,809	22,413	238	\$1,094,150.00	\$1,159,500.00	\$1,182,800.00	\$1,362,950.00
	200										200			200,100			
Sold/Closing	1691	\$1	32,555,550	\$1 SET FOR LIFE	8/3/15	7/17/16	8/31/16	47	79.18%	5,377	3,868	32,016	18	\$213,144.00	\$242,381.00	\$263,435.00	\$268,668.00
	1727	\$1	11,256,000	MUSTACHE MONEY	11/2/15	5/15/16	6/29/16	34	93.02%	7	7	0	4,429	-\$218.00	\$2,038.00	\$4,691.00	\$13,426.00
	1700	\$1	11,135,250	WILD 1'S	2/1/16	7/17/16	8/31/16	21	90.41%	2,043	1,367	0	2,283	\$83,708.00	\$111,238.00	\$131,464.00	\$163,593.00
	1677	\$2	7,159,250	FIND THE 9'S	2/15/16	7/17/16	8/31/16	19	95.12%	498	444	0	1,357	\$63,870.00	\$74,550.00	\$81,310.00	\$112,810.00
	1724	\$2	10,091,625	STOCKING STUFFER	10/19/15	5/15/16	6/29/16	36	78.70%	1	1	4,151	12,308	-\$2,228.00	-\$4,120.00	-\$5,330.00	-\$7,356.00
	1728	\$2	5,133,625	VETERANS CASH	11/2/15	5/15/16	6/29/16	34	90.24%	3	3	0	3,080	-\$5,302.00	-\$4,142.00	-\$3,872.00	-\$430.00
	1783	\$2	7,137,375	WWE	11/16/15	7/17/16	8/31/16	32	54.79%	656	270	17,180	7,066	\$26,604.00	\$21,134.00	\$26,178.00	\$37,858.00
	1786	\$3	6,093,375	LUCKY MULTIPLIER	1/18/16	6/17/16	8/1/16	23	89.19%	827	550	. 0	2,232	\$52,581,00	\$132,384.00	\$168,993,00	\$213,903.00
	1687	\$5	10,273,275	20X THE CASH	7/20/15	5/15/16	6/29/16	49	98.93%	2	0	0	1,157	-\$545.00	-\$595,00	-\$70.00	-\$3,895.00
	1768	\$5	8,066,400	HIGH ROLLER	10/19/15	5/15/16	6/29/16	36	82.67%	2	2	15,246	2,967	-\$1,775.00	\$2,345.00	\$5,000.00	\$10,550.00
	1736	\$5	15,295,350	HIT \$200,000	12/21/15	6/21/16	8/5/16	27	86.96%	3,552	986	10,958	7,008	\$321,390.00	\$358,815.00	\$406,145.00	\$505,530.00
	1723	\$5	8,528,175	MERRY MONEY	10/5/15	5/15/16	6/29/16	38	82.57%	1	0	7,724	11,530	-\$3,055.00	-\$3,325.00	-\$5,220.00	-\$14,530.00
	1733	\$5	12,236,475	SUPER LOTERIA	12/7/15	5/15/16	6/29/16	29	97.41%	9	1	0	3,914	\$770.00	\$595.00	\$1,710.00	\$3,590.00

#### Liability for 1593 / for Life to Date

Product Status: Active

SmartCash Enabled:

Validation Range: 09/07/2014 - 02/09/2017

**Outstanding Prizes** 

Tier	Ref	SmartCasl	h Tier Value	Count	Amount	Tickets Paid Life to Date	Amount Paid Life to Date	% paid	Est. Tickets Sold
1	1	N/A	\$50.00	144105	\$7,205,250.00		\$29,504,050.00	80.37%	2949545
2	2	N/A	\$70.00	89451	\$6,261,570.00		\$25,839,450.00	80.49%	2954023
3	0	N/A	\$100.00	11527	\$1,152,700.00		\$4,655,800.00	80.15%	2941574
4	0	N/A	\$100.00	14133	\$1,413,300.00	59373	\$5,937,300.00	80.77%	2964255
5	0	N/A	\$100.00	14035	\$1,403,500.00	59344	\$5,934,400.00	80.87%	2967935
6	0	N/A	\$150.00	3209	\$481,350.00	13583	\$2,037,450.00	80.89%	2968539
7	0	N/A	\$150.00	581	\$87,150.00	2488	\$373,200.00	81.07%	2975109
8	0	N/A	\$200.00	631	\$126,200.00	2411	\$482,200.00	79.26%	2908623
9	0	N/A	\$200.00	580	\$116,000.00	2484	\$496,800.00	81.07%	2975173
10	0	N/A	\$200.00	574	\$114,800.00	2467	\$493,400.00	81.12%	2977160
11	0	N/A	\$200.00	563	\$112,600.00	2502	\$500,400.00	81.63%	2995755
12	0	N/A	\$500.00	457	\$228,500.00	1857	\$928,500.00	80.25%	2945086
13	0	N/A	\$500.00	785	\$392,500.00	3517	\$1,758,500.00	81.75%	3000208
14	0	N/A	\$500.00	774	\$387,000.00	3329	\$1,664,500.00	81.14%	2977568
15	0	N/A	\$500.00	756	\$378,000.00	3376	\$1,688,000.00	81.70%	2998414
16	0	N/A	\$1,000.00	301	\$301,000.00	1073	\$1,073,000.00	78.09%	2865909
17	0	N/A	\$1,000.00	277	\$277,000.00	1179	\$1,179,000.00	80.98%	2971679
18	0	N/A	\$1,000.00	414	\$414,000.00	1683	\$1,683,000.00	80.26%	2945338
19	0	N/A	\$1,000.00	333	\$333,000.00	1365	\$1,365,000.00	80.39%	2950152
20	0	N/A	\$1,250.00	282	\$352,500.00	1069	\$1,336,250.00	79.13%	2903834
21	0	N/A	\$1,750.00	221	\$386,750.00	981	\$1,716,750.00	81.61%	2995118
22	0	N/A	\$2,000.00	150	\$300,000.00	609	\$1,218,000.00	80.24%	2944591
23	0	N/A	\$2,000.00	177	\$354,000.00	734	\$1,468,000.00	80.57%	2956835
24	0	N/A	\$2,000.00	142	\$284,000.00	620	\$1,240,000.00	81.36%	2985975
25	0	N/A	\$2,500.00	138	\$345,000.00	484	\$1,210,000.00	77.81%	2855646
26	0	N/A	\$10,000.00	10	\$100,000.00	52	\$520,000.00	83.87%	3077947
27	0	N/A	\$10,000.00	10	\$100,000.00	52	\$520,000.00	83.87%	3077947
28	0	N/A	\$7,500,000.00	0	\$0.00	3	\$22,500,000.00	100.00%	3669859
			Totals:	284616	\$23,407,670.00	1,172,409	\$119,322,950.00		

NO. OF TICKETS: NO. POOLS: PACK SIZE: PACKS/POOL: PACKS/GAME:

3,669,860 30.58 20 6,000 183,493

#### Minimum: Maximum:

3,528,000 3,672,000

# TEXAS LOTTERY COMMISSION "DIAMOND DOLLARS" - INSTANT GAME NO. 1593 END OF PRODUCTION PRIZE STRUCTURE 8-18-14

VERSION A

DATE

			3,669,860		\$50 TICKETS	S 183,493,000	REVENUE	PRIZE FUND	\$ 142,730,620		PAYOUT % -	77.79%
	PRIZE	TIER		#OF WAYS		ODDS OF	WINNERS IN 30.58	WINNERS IN 20	WINNERS IN 120,000	PRIZE	PERCENT OF PRIZE	VALIDATION TIER
	CODE	CODE	GET:	TO WIN:	WIN:	1 IN:	POOLS	(PER PACK*)	(Per Pool)	COST	FUND **	LEVELS
1	1	G	\$50	1	\$50	5.00	734,186	4.000	24,006,998	\$36,709,300	25.72%	LOW TIER
2	2	G	\$70	1	\$70	8.00	458,586	2.500	14,995.210	\$32,101,020	22.49%	48.21%
3	0	M	\$100	1	\$100	63.18	58,085	0.317	1,899.310	\$5,808,500	4.07%	
4	0	M	\$50x2	2	\$100	49.93	73,506	0.401	2,403.558	\$7,350,600	5.15%	
5	0	M	\$50D	1	\$100	50.01	73,379	0.400	2,399.405	\$7,337,900	5.14%	
6	0	M	\$50x3	3	\$150	218.55	16,792	0.092	549.078	\$2,518,800	1.76%	
7	0	M	\$50D+\$50	2	\$150	1,195.78	3,069	0.017	100.353	\$460,350	0.32%	
8	0	M	\$200	1	\$200	1,206.40	3,042	0.017	99.470	\$608,400	0.43%	
9	0	M	\$50Dx2	2	\$200	1,197.73	3,064	0.017	100.189	\$612,800	0.43%	
10	0	M	\$100D	1	\$200	1,206.79	3,041	0.017	99.437	\$608,200	0.43%	
11	0	M	\$50+\$50+\$100	3	\$200	1,197.34	3,065	0.017	100,222	\$613,000	0.43%	
12	0	M	\$500	1	\$500	1,585.94	2,314	0.013	75.665	\$1,157,000	0.81%	
13	0	M	\$50D+\$50D+\$50x6	8	\$500	853.06	4,302	0.023	140.670	\$2,151,000	1.51%	MID TIER
14	0	M	\$50(10X)	1	\$500	894.43	4,103	0.022	134.163	\$2,051,500	1.44%	23.36%
15	0	M	\$50x2+\$100D+\$200	4	\$500	888.16	4,132	0.023	135.111	\$2,066,000	1.45%	
16	0	Н	\$1,000	1	\$1,000	2,670.93	1,374	0.007	44.928	\$1,374,000	0.96%	
17	0	H	\$50x20	20	\$1,000	2,520.51	1,456	0.008	47.609	\$1,456,000	1.02%	
18	0	Н	\$50Dx2+\$100+\$100D+\$500	5	\$1,000	1,750.05	2,097	0.011	68.569	\$2,097,000	1.47%	
19	0	Н	\$100(10X)	1	\$1,000	2,161.28	1,698	0.009	55,523	\$1,698,000	1.19%	
20	0	Н	\$50x25 "WA"	- 1	\$1,250	2,716.40	1,351	0.007	44.176	\$1,688,750	1.18%	
21	0	Н	\$70x25 "WA"	1	\$1,750	3,053.13	1,202	0.007	39,304	\$2,103,500	1,47%	
22	0	H	\$2,000	1	\$2,000	4,835.13	759	0.004	24.818	\$1,518,000	1.06%	
23	0	Н	S200(10X)	1	\$2,000	4,028.39	911	0.005	29.789	\$1,822,000	1.28%	
24	0	Н	\$50x22+\$200x2+\$500	25	\$2,000	4,816.09	762	0.004	24.916	\$1,524,000	1.07%	
25	0	Н	\$100x25 "WA"	1	\$2,500	5,900.10	622	0.003	20.339	\$1,555,000	1.09%	
26	0	Н	\$10,000	1	\$10,000	59,191.29	62	0.000	2.027	\$620,000	0.43%	
27	0	Н	\$100x10+\$500x12+\$1,000x3	25	\$10,000	59,191.29	62	0.000	2.027	\$620,000	0.43%	HIGH TIER
28	0	Н	\$7,500,000	- 1	\$7,500,000	1,223,286.67	3 *		0.098	\$22,500,000	15.76%	28.43%
					707-7-7-	2.52	1,457,025	7.94	47,642.962	\$ 142,730,620	100.00%	100.00% ***
ote: "D" = DOUBLER ote: "10X" = 10 TIME ote: "WA" = WIN AL	S WINNER						7.5.1.22		1,012,702	112,130,020	100.0076	100.0076
			Consolidated odds are 1 in:					<ul> <li>Each of the foll</li> </ul>	owing GLEPS will be us	ed in approximately 25	% of each pack of 2	0 tickets
					\$50	5.00	734,186	** Numbers are re				
					\$70	8.00	458,586		prizes is guaranteed deliv	ery to the Lottery		
					\$100	17.90	204,970				High Tier = \$600+	(Used for Validation Purp
					\$150	184.78	19,861					core to randicion ruip
					\$200	300.51	12,212					
					\$500	247.11	14,851	APP	ROVED:			
					\$1,000	553.94	6,625	Pat 1				
					\$1,250	2,716.40	1,351	-				
					\$1,750	3,053.13	1,202					
					\$2,000	1,508.99	2,432	TEV	AS LOTTERY COMMI	IAOISS		
					\$2,000	1,500.55	2,432	IEA	AS LOTTERT COMMIS	SOION		

5,900.10

29,595.65

1,223,286.67

622

124

1,457,025

\$2,500

\$10,000

\$7,500,000

Date:

06/28/16

No.	Game Name
	Diamond Dollar

Game No Inv No. 1593

23421

Vendor PBL 362-14-9202 RL025

TLC PO#

		Description/Ticke	ets Delivered Qty	Units per 1000	Unit Price	Amount
1			1,780,580	1,780.58	\$113.06	\$201,312.37
2			1,889,280	1,889.28	\$113.06	\$213,602.00
						\$414,914.37
	Delivered		3,669,860			
	Ordered		3,600,000			
	2% under		3,528,000			
	2% over		3,672,000			
	Accetable					
	Range		0			
_						
3		Additional Cost -		1.00	\$5,000.00	\$5,000.00
4		Additional Cost -	Foil	1.00	\$4,000.00	\$4,000.00

\$423,914.37 «Total

#### Instant Ticket Game Analysis 2/23/14-2/27/16

### Average Number of Weeks for 85% Average Sell Through

	(Market and and	Price	Point			Price Point					
Print Quantities	\$1	\$2	\$3	\$5	Print Quantities	\$10	\$20	\$25	650		
< 5M	None	None	None	None	2M	None	None	None	\$50		
5M-9.99M	Week 16	Week 21	Week 21*	Week 22	3M	None	Week 12*		None		
10M-14.99M	Week 17	None	Week 26	Week 31	4M			None	Week 71*		
15M-19.99M	None	None	Week 40*			Week 15*	Week 28*	None	None		
20M-24.99M	Week 36			Week 51	5M	Week 18	Week 47*	None	None		
		None	Week 25	Week 39	6M	Week 26	None	None	None		
25M-29.99M	Week 24*	Week 39*	Week 32*	None	7M	None	None	None	None		
30M-34.99M	Week 51*	Week 66*	None	None	8M	Week 19	None				
>35M	None	None	None	None	>9M			None	None		
		110110	140116	None	-9IVI	None	Week 39*	None	None		

## Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Price Point					Price Point			
	\$1	\$2	\$3	\$5	Print Quantities	\$10	\$20		
< 5M	None	None	None	None	2M	None		\$25	\$50
5M-9.99M	\$476,747	\$641,811	\$888,939	\$1,723,223			None	None	None
10M-14.99M	\$577,433				3M	None	\$5,141,903	None	\$2,195,114
		None	\$1,236,839	\$1,456,631	4M	\$2,420,727	\$2,572,436	None	None
15M-19.99M	None	None	\$1,056,146	\$1,448,693	5M	\$2,609,962	\$2,150,202	None	
20M-24.99M	\$523.049	None	\$2,123,051	\$2,266,672	6M				None
25M-29.99M	\$906,926					\$2,024,322	None	None	None
		\$1,139,763	\$1,998,723	None	7M	None	None	None	None
30M-34.99M	\$521,486	\$790,002	None	None	8M	\$4,563,190	None		
>35M	None	None	None					None	None
		140116	IVOITE	None	>9M	None	\$4,464,715	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