

TEXAS LOTTERY COMMISSION
Instant Ticket Game Closing Analysis
SUMMARY REPORT

Instant Ticket Information

Date Completed

1/7/2016

Game #	1607	Confirmed Packs	5,103
Game Name	Texas Gold	Active Packs	3,317
Quantity Printed	6,113,050	Warehouse Packs	-
Price Point	\$10	Returned Packs	82
Start Date	7/6/2015	Printed Payout Percentage	70.04%
Top Prize	\$ 250,000	Percent Sold	92.05%
Number of Top Prizes Remaining	0	Number of Weeks Out	26

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 183,903	Actual ticket production costs
Prize payout expense	\$ 38,880,985	Data from Instant Ticket Tier Liability screen in ES
Estimated Direct Costs	\$ 39,064,888	

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 56,270,625	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 56,270,625	
Excess of Revenue over Expended	\$ 17,205,737	

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	\$	948,370
Next week	\$	1,055,250
Next week	\$	1,125,920
Avg Weekly Sales Current Game	\$	1,043,180
Avg Weekly Sales \$2; 5M-9.99M Qty	\$	1,935,874
Percentage Of Variance In Sales		46%

TEXAS LOTTERY COMMISSION
Instant Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	1607	Printed Payout Percentage	70.04%
Game Name	Texas Gold	Actual Payout Percentage	69.10%
Percent Sold	92.05%	Number of Weeks Out	26
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			27

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 Ticket
Not Required. Zero Top Prize.

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.

Date

Executive Director
Date

 Play the Games of Texas!	
Da Vinci Report	1/7/16
Week End Date: 1/2/16	

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														1/2/16	12/26/15	12/19/15	12/12/15
Sold/Closing	1688	\$5	8,431,875	\$200,000 JACKPOT	5/18/15	12/13/15	1/27/16	33	77.84%	136	140	18,213	5,446	\$38,895.00	\$62,085.00	\$100,355.00	\$130,875.00
	1607	\$10	6,113,050	TEXAS GOLD	7/6/15			26	92.05%	5,103	3,317	0	82	\$948,370.00	\$1,055,250.00	\$1,125,920.00	\$1,140,370.00
	1666	\$20	10,280,225	100X THE CASH	1/5/15	12/4/15	1/18/16	52	98.50%	133	97	0	2,322	\$73,460.00	\$156,120.00	\$506,880.00	\$1,268,860.00
	1492	\$50	3,670,000	MILLIONAIRES CLUB	4/28/14			88	92.18%	3,853	1,868	7,581	64	\$759,800.00	\$755,450.00	\$769,250.00	\$740,400.00

Liability for 1607 / for Life to Date

Product Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 07/22/2014 - 08/20/2016

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	91433	\$914,330.00	764380	\$7,643,800.00	89.32%	5459946
2	2	N/A	\$20.00	20744	\$414,880.00	223903	\$4,478,060.00	91.52%	5594714
3	3	N/A	\$20.00	15579	\$311,580.00	167844	\$3,356,880.00	91.51%	5593839
4	4	N/A	\$20.00	43988	\$879,760.00	383776	\$7,675,520.00	89.72%	5484430
5	0	N/A	\$25.00	6203	\$155,075.00	55037	\$1,375,925.00	89.87%	5493859
6	0	N/A	\$50.00	2424	\$121,200.00	28043	\$1,402,150.00	92.04%	5626686
7	0	N/A	\$50.00	2449	\$122,450.00	28105	\$1,405,250.00	91.98%	5623069
8	0	N/A	\$50.00	3007	\$150,350.00	27590	\$1,379,500.00	90.17%	5512274
9	0	N/A	\$100.00	428	\$42,800.00	4686	\$468,600.00	91.63%	5601437
10	0	N/A	\$100.00	415	\$41,500.00	4668	\$466,800.00	91.84%	5613951
11	0	N/A	\$100.00	320	\$32,000.00	3496	\$349,600.00	91.61%	5600425
12	0	N/A	\$100.00	353	\$35,300.00	3505	\$350,500.00	90.85%	5553717
13	0	N/A	\$100.00	674	\$67,400.00	5734	\$573,400.00	89.48%	5470073
14	0	N/A	\$200.00	178	\$35,600.00	1865	\$373,000.00	91.29%	5580439
15	0	N/A	\$200.00	429	\$85,800.00	4665	\$933,000.00	91.58%	5598228
16	0	N/A	\$200.00	545	\$109,000.00	4555	\$911,000.00	89.31%	5459792
17	0	N/A	\$500.00	25	\$12,500.00	228	\$114,000.00	90.12%	5508993
18	0	N/A	\$500.00	11	\$5,500.00	92	\$46,000.00	89.32%	5460200
19	0	N/A	\$500.00	44	\$22,000.00	470	\$235,000.00	91.44%	5589753
20	0	N/A	\$500.00	21	\$10,500.00	237	\$118,500.00	91.86%	5615476
21	0	N/A	\$500.00	42	\$21,000.00	719	\$359,500.00	94.48%	5775667
22	0	N/A	\$500.00	19	\$9,500.00	239	\$119,500.00	92.64%	5662864
23	0	N/A	\$500.00	61	\$30,500.00	713	\$356,500.00	92.12%	5631272
24	0	N/A	\$500.00	20	\$10,000.00	238	\$119,000.00	92.25%	5639170
25	0	N/A	\$500.00	87	\$43,500.00	938	\$469,000.00	91.51%	5594186
26	0	N/A	\$500.00	26	\$13,000.00	232	\$116,000.00	89.92%	5497006
27	0	N/A	\$1,000.00	8	\$8,000.00	95	\$95,000.00	92.23%	5638250
28	0	N/A	\$1,000.00	11	\$11,000.00	92	\$92,000.00	89.32%	5460200
29	0	N/A	\$1,000.00	12	\$12,000.00	91	\$91,000.00	88.35%	5400850
30	0	N/A	\$1,000.00	7	\$7,000.00	96	\$96,000.00	93.20%	5697600
31	0	N/A	\$1,000.00	7	\$7,000.00	96	\$96,000.00	93.20%	5697600
32	0	N/A	\$5,000.00	4	\$20,000.00	47	\$235,000.00	92.16%	5633595
33	0	N/A	\$5,000.00	3	\$15,000.00	48	\$240,000.00	94.12%	5753458
34	0	N/A	\$10,000.00	6	\$60,000.00	45	\$450,000.00	88.24%	5393867
35	0	N/A	\$10,000.00	5	\$50,000.00	46	\$460,000.00	90.20%	5513731
36	0	N/A	\$10,000.00	1	\$10,000.00	18	\$180,000.00	94.74%	5791310
37	0	N/A	\$10,000.00	4	\$40,000.00	15	\$150,000.00	78.95%	4826092
38	0	N/A	\$250,000.00	0	\$0.00	6	\$1,500,000.00	100.00%	6113050
Totals:				189593	\$3,937,025.00	1,716,653	\$38,880,985.00		

END OF PRODUCTION PRIZE STRUCTURE
JULY 17, 2014 - (POOLS # 1 - 59 Complete)

NO. OF TICKETS: 6,113,050
NO. POOLS: 50.94
PACK SIZE: 50.00
PACKS/POOL: 2,400.00
PACKS/GAME: 122,261

6,113,050 \$10 TICKETS \$61,130,500 - REVENUE

TEXAS LOTTERY COMMISSION
"TEXAS GOLD" - INSTANT GAME NO. 1607
PRIZE STRUCTURE
PRIZE FUND - \$42,818,010
FEBRUARY 4, 2014 - VERSION A

PAYOUT % - 70.04%

PRIZE TIER	# OF WINS	TIER CODE	GET.	WIN.	ODDS OF 1 IN	WINNERS IN 50.94 POOLS	WINNERS IN 50 (PER PACK*)	WINNERS IN 120,000 (PER POOL)	PRIZE COST	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVELS**
1	1	L	\$10	\$10	7.14	855,813	7.00	16,800	\$ 8,558,130	19.99%	
2	1	L	\$10 w/2X	\$20	24.99	244,647	2.00	4,800	\$ 4,892,940	11.43%	
3	2	L	\$10 x 2	\$20	33.33	183,423	1.50	3,600	\$ 3,668,460	8.57%	LOW TIER
4	1	L	\$20	\$20	14.29	427,764	3.50	8,400	\$ 8,555,280	19.98%	59.96%
5	1	M	\$25	\$25	99.82	61,240	-	1,200	\$ 1,531,000	3.58%	
6	3	M	\$10 + \$20 x 2	\$50	200.64	30,467	-	600	\$ 1,523,350	3.56%	
7	5	M	\$10 x 5	\$50	200.07	30,554	-	600	\$ 1,527,700	3.57%	
8	1	M	\$50	\$50	199.79	30,597	-	600	\$ 1,529,850	3.57%	
9	4	M	\$25 x 4	\$100	1,195.36	5,114	-	100	\$ 511,400	1.19%	
10	1	M	\$10 w/10X	\$100	1,202.65	5,083	-	100	\$ 508,300	1.19%	
11	2	M	\$50 x 2	\$100	1,601.95	3,816	-	75	\$ 381,600	0.89%	
12	1	M	\$50 w/2X	\$100	1,584.51	3,858	-	75	\$ 385,800	0.90%	
13	1	M	\$100	\$100	953.97	6,408	-	125	\$ 640,800	1.50%	
14	20	M	\$10 x 20	\$200	2,992.19	2,043	-	40	\$ 408,600	0.95%	
15	1	M	\$20 w/10X	\$200	1,200.05	5,094	-	100	\$ 1,018,800	2.38%	
16	1	M	\$200	\$200	1,198.64	5,100	-	100	\$ 1,020,000	2.38%	
17	10	M	\$50 x 10	\$500	24,162.25	253	-	5	\$ 126,500	0.30%	
18	1	M	\$25 x 20 w/WA	\$500	59,350.00	103	-	2	\$ 51,500	0.12%	
19	20	M	\$25 x 20	\$500	11,893.09	514	-	10	\$ 257,000	0.60%	
20	4	M	\$50 x 2 + \$200 x 2	\$500	23,693.99	258	-	5	\$ 129,000	0.30%	
21	1	M	\$50 w/10X	\$500	8,032.92	761	-	15	\$ 380,500	0.89%	
22	5	M	\$100 x 5	\$500	23,693.99	258	-	5	\$ 129,000	0.30%	
23	2	M	\$10 w/10X + \$200 w/2X	\$500	7,898.00	774	-	15	\$ 387,000	0.90%	
24	3	M	\$100 + \$200 x 2	\$500	23,693.99	258	-	5	\$ 129,000	0.30%	
25	2	M	\$100 + \$200 w/2X	\$500	5,963.95	1,025	-	20	\$ 512,500	1.20%	MID TIER
26	1	M	\$500	\$500	23,693.99	258	-	5	\$ 129,000	0.30%	30.87%
27	10	H	\$100 x 10	\$1,000	59,350.00	103	-	2	\$ 103,000	0.24%	
28	1	H	\$50 x 20 w/WA	\$1,000	59,350.00	103	-	2	\$ 103,000	0.24%	
29	1	H	\$500 w/2X	\$1,000	59,350.00	103	-	2	\$ 103,000	0.24%	
30	1	H	\$100 w/10X	\$1,000	59,350.00	103	-	2	\$ 103,000	0.24%	
31	1	H	\$1,000	\$1,000	59,350.00	103	-	2	\$ 103,000	0.24%	
32	1	H	\$500 w/10X	\$5,000	119,863.73	51	-	1	\$ 255,000	0.60%	
33	10	H	\$500 x 10	\$5,000	119,863.73	51	-	1	\$ 255,000	0.60%	
34	1	H	\$500 x 20 w/WA	\$10,000	119,863.73	51	-	1	\$ 510,000	1.19%	
35	1	H	\$1,000 w/10X	\$10,000	119,863.73	51	-	1	\$ 510,000	1.19%	
36	10	H	\$1,000 x 10	\$10,000	321,739.47	19	-	-	\$ 190,000	0.44%	
37	1	H	\$10,000	\$10,000	321,739.47	19	-	-	\$ 190,000	0.44%	HIGH TIER
38	1	H	\$250,000	\$250,000	1,018,841.67	6 ****	-	-	\$ 1,500,000	3.50%	9.17% ***
					3.21	1,906,246	14.00	37,416	\$ 42,818,010	100.00%	100.00%

2X = win x 2

10X = win x 10

WA = win all 20 prizes

There will be no more than 17 winners per pack for this game.

Consolidated odds are 1 in:

\$10	7.14	855,813
\$20	7.14	855,834
\$25	99.82	61,240
\$50	66.72	91,618
\$100	251.78	24,279
\$200	499.55	12,237
\$500	1,370.02	4,462
\$1,000	11,870.00	515
\$5,000	59,931.86	102
\$10,000	43,664.64	140
\$250,000	1,018,841.67	6
		1,906,246

* Each of the following GLEPS will be used in approximately 25% of each pack of 50 tickets.
** Numbers are rounded.
*** Low Tier=\$1-\$24.99, Mid Tier=\$25-\$599, High Tier=\$600+ (Used for Validation Purposes)
**** This exact number of prizes is guaranteed delivery to the TLC.

WIN GET.

\$10 \$10
\$20 \$10 w/2X
\$20 \$10 x 2
\$20 \$20

A
5 = \$ 50
2 = \$ 40
2 = \$ 40
4 = \$ 80
13 \$210

B
7 = \$ 70
2 = \$ 40
2 = \$ 40
3 = \$ 60
14 \$210

C
7 = \$ 70
1 = \$ 20
1 = \$ 20
5 = \$ 100
14 \$210

D
9 = \$ 90
3 2 \$ 60
1 = \$ 20
2 = \$ 40
15 \$210

TX/VLC/VLC

APPROVED:

TEXAS LOTTERY COMMISSION

DATE

No.	01/07/16				
	Game Name	Game No	Inv No.	Vendor	TLC PO #
	Texas Gold	1607	1014895	SGI	362-14-9204 RL021

Truck #	Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
1	2,014,100	2,014.10	\$30.10	\$60,624.41
2	2,012,550	2,012.55	\$30.10	\$60,577.76
3	2,086,400	2,086.40	\$30.10	\$62,800.64
				<u>\$184,002.81</u>

Delivered	6,113,050
Ordered	6,000,000
2% under	5,880,000
2% over	6,120,000

Accetable
Range 0

4	Sanction Memo dated 7/15/14	1.00	\$100.00	\$100.00
			Total	\$183,902.81

Instant Ticket Game Analysis
8/25/13-8/29/15

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point				Print Quantities	Price Point			
	\$1	\$2	\$3	\$5		\$10	\$20	\$25	\$50
< 5M	None	None	None	None	2M	None	Week 17*	None	None
5M-9.99M	Week 21*	Week 20	Week 21*	Week 23	3M	None	Week 12*	None	None
10M-14.99M	Week 18	None	Week 32	Week 28*	4M	Week 15*	Week 28*	None	None
15M-19.99M	None	Week 14*	Week 40*	Week 44	5M	Week 17	Week 53*	None	None
20M-24.99M	Week 29	None	Week 25	Week 40	6M	Week 27	None	None	None
25M-29.99M	Week 24*	None	Week 32*	None	7M	None	None	None	None
30M-34.99M	Week 41	Week 38*	Week 42*	None	8M	Week 11*	None	None	None
>35M	None	None	None	None	>9M	Week 46*	None	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	\$25	\$50
< 5M	None	None	None	None	2M	None	\$2,594,609	None	None
5M-9.99M	\$374,525	\$672,785	\$888,939	\$1,662,696	3M	None	\$5,141,903	None	None
10M-14.99M	\$563,510	None	\$1,254,287	\$1,577,681	4M	\$2,420,727	\$2,572,436	None	None
15M-19.99M	None	\$1,868,863	\$1,056,146	\$1,903,474	5M	\$2,791,527	\$1,645,408	None	None
20M-24.99M	\$670,685	None	\$2,099,544	\$2,268,456	6M	\$1,935,874	None	None	None
25M-29.99M	\$906,926	None	\$1,998,723	None	7M	None	None	None	None
30M-34.99M	\$679,082	\$1,371,324	\$1,878,107	None	8M	\$6,420,059	None	None	None
>35M	None	None	None	None	>9M	\$2,249,003	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