# TEXAS LOTTERY COMMISSION Instant Ticket Game Closing Analysis SUMMARY REPORT

Instant Ticket Information		Date Completed	3/8/2016
Game #	1680	Confirmed Packs	8,073
Game Name	5X the Cash	Active Packs	4,402
Quantity Printed	22,494,750	Warehouse Packs	1,220
Price Point	\$1	Returned Packs	18
Start Date	6/15/2015	Printed Payout Percentage	60.00%
Top Prize	\$ 5,000	Percent Sold [	89.89%
Number of Top Prizes Remaining	5	Number of Weeks Out	38

	<b>Current Game</b>	Sales Analysis
TANGIBLE COSTS		
Expenditure Impact:		
Cost to print tickets	\$ 192,330	Actual ticket production costs
Prize payout expense	\$ 11,716,000	Data from Instant Ticket Tier Liability screen in ES
Estimated Direct Costs	\$ 11,908,330	
TANGIBLE BENEFITS		
Revenue Impact:		
Estimated sales	\$ 20,220,531	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 20,220,531	,
Excess of Revenue over Expended	\$ 8,312,201	

#### 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 W	eeks Sales from DaVi	<u>nci</u>
Most recent week sales	\$	323,819
Next week	\$	292,004
Next week	\$	304,763
Avg Weekly Sales Current Game	\$	306,862
Avg Weekly Sales \$1; 20-24.99 M Qty	\$	670,685
Percentage Of Variance In Sales		54%

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

# **Instant Ticket Information**

Game #	1680	Printed Payout Percentage	60.00%
Game Name		Printed Payout Percentage	60.00%
Percent Sold	5X the Cash	Actual Payout Percentage	57.94%
	89.89%	Number of Weeks Out	38
Average # of Weeks for 85% Sell-th	irough for Same Price Poil	nt Game With Similar Print Run.	29
Recommendation			
Based on the findings in this S	ummary Report, I am reco	mmending closing the above game.	
am recommending closing the	e above game based on th	ne below business reason(s).	
	o aboro gamo bacca cir ii	10 000 000 000 1000 1000 11(0).	
Jal Danses and	3/8/11		
Instant Product Coordinator	Date		
Thu	3/9/16		
Products Manager	Date		
By signing below, I agree with the re	ecommendation of the Pro-	ducts Department Staff to close the	above game.
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Lottery Operations Division Director	· P		
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S IT IT	1 370	12.3							THE PARTY	一般の					Net S	ales	
Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	3/5/16	2/27/16	2/20/16	2/13/16
Baseline	1738	\$1	25,696,500	HIT \$5,000	1/4/16			9	34.90%	26,024	12,655	68,402	3	\$1,094,269.00	\$1,070,489.00	\$1,062,230.00	\$954,314.0
	1746	\$1	11,133,600	LUCKYTICKET	3/7/16			0	0.00%	20,419	2,779	38,758	0	\$0	\$0	\$0	S
	1700	\$1	11,135,250	WILD 1'S	2/1/16			5	36.41%	21,178	11,677	10,973	3	\$917,275.00	\$880,249.00	\$959,973.00	\$879,874.00
	1677	\$2	7,159,250	FIND THE 9'S	2/15/16			3	32.47%	17,533	9,667	6,882	1	\$1,912,978.00	\$1,808,396.00	\$928,066.00	\$0
	1735	\$2	22,518,500	HIT \$50,000	1/4/16			9	28.40%	25,314	11,175	88,844	6	\$1,513,600.00	\$1,530,626.00	\$1,619,340.00	\$1,522,028.00
	1795	\$2	35,193,500	INSTANT BINGO	3/7/16			0	0.00%	17,742	2,629	250,663	0	\$0	\$0	\$0	\$0
	1780	\$2	8,919,000	SOLID GOLD	12/7/15			13	58.19%	10,348	6,478	11,399	22	\$599,648.00	\$573,054.00	\$624,446.00	\$689,206.00
	1798	\$3	35,460,375	BONUS CASHWORD	2/29/16			1	0.09%	12,554	1,620	264,132	0	\$93,000.00	\$0	\$0	\$0
	1789	\$3	20,804,850	TEXAS LOTERIA	12/22/15			11	34.01%	31,018	12,365	133,276	10	\$2,378,298.00	\$2,126,949.00	\$2,117,016.00	\$2,073,063.00
	1790	\$5	20,391,825	100000 MEGA BINGO	1/18/16			7	10.23%	19,312	9,952	211,527	2	\$2,118,850.00	\$1,900,745,00	\$1,785,600.00	\$1,775,510.00
	1784	\$5	15,224,625	BONUS BREAK THE BANK	12/7/15			13	26.63%	16,123	8,423	121,021	7	\$2,004,545.00	\$1,898,515.00	\$1,856,010.00	\$1,826,860.00
	1702	\$5	8,440,200	FUNKY 5'S	2/1/16			5	33.70%	24,912	10,897	35,518	3	\$2,423,245.00	\$2,457,365.00	\$2,968,815.00	\$3,741,790.00
	1736	\$5	15,295,350	HIT \$200,000	12/21/15			11	55.01%	33,980	12,088	39,887	4	\$3,879,325.00	\$3,716,725.00	\$3,735,205.00	\$3,568,260.00
	1625	\$5	8,423,775	MEGA SLOTS	2/15/16			3	17.41%	22,940	10,956	55,050	1	\$2,594,575.00	\$2,809,300.00	\$1,927,865.00	\$0
	1796	\$5	30,592,725	SUPER LOTERIA	2/29/16			1	0.15%	17,592	2,870	360,981	0	\$235,125.00	\$0	\$0	\$0
	1744	\$5	7,333,050	TEXAS LOTTERY LIVE!	3/7/16			0	0.00%	26,118	5,010	52,207	0	\$0	\$0	\$0	\$0
	1737	\$10	10,279,300	HIT \$500,000	1/4/16			9	39.57%	31,764	11,824	74,396	5	\$5,431,700.00	\$4,996,910.00	\$5,045,750.00	\$4,662,030.00
	1719	\$10	12,204,850	THE BIG MONEY SUPER TICKET	3/7/16			0	0.00%	35,576	5,745	183,902	0	\$0	\$0	\$0	\$0
	1745	\$20	6,102,825	\$500,000 MONEY MANIA	2/1/16			5	19.19%	30,545	10,467	151,698	7	\$4,311,320.00	\$4,389,680.00	\$4,838,960.00	\$5,599,680.00
	1740	\$20	10,279,550	HIT \$1,000,000	12/21/15	Dark Street, St.	DOMESTIC OF THE PARTY OF THE PA	11	28.45%	36,524	9,909	241,239	9	\$5,762,280.00	\$5,558,680.00	\$5,451,920.00	\$5,017,640.00
Mature	1691	\$1	32,555,550	\$1 SET FOR LIFE	8/3/15			31	63,38%	14.203	8,150	54,328	15	\$486,890,00	\$472,980,00	\$466,985,00	\$544,835,00
wature	1680	\$1	22,494,750	5X THE CASH	6/15/15			38	89.89%	8,073	4,402	1,220	18	\$323,819,00	\$292,004.00	\$304,763.00	
	1626	\$1	1,091,250	DID I WN?	9/12/14			77	0.00%	0,073	0	4,297	300	\$525,615.00	\$252,004.00	\$0	HISSELECTION OF THE PARTY OF TH
	1717	\$1	11,256,000	EMOJI MATCH	9/8/15			26	87.67%	3,458	2,567	706	1,577	\$132,370.00	\$134,430.00	\$161,550.00	
	1447	\$1	860,400	MONEY CRAZE	9/17/12			181	0.00%	3,456	2,567	0	283	\$132,370.00	\$134,430.00	\$101,000.00	
			una variable de la compa							936,000	500000	0		547 04 44 2004 470 674 7	28 3 1 4 1 2 3 3 3 3 3 4 4 4 4 4 4 4 4 4 4 4 4 4 4	\$339,014.00	
	1727	\$1	11,256,000 30,589,250	MUSTACHE MONEY \$2 SET FOR LIFE	11/2/15 8/3/15			18	80.16% 48.47%	6,788	5,136	104.946	1,231	\$299,831.00 \$673,206.00	\$292,139.00 \$665,738.00	\$710,806.00	
	25000000	\$2		170-171 WAS VINCENDED VAN						11,459	7,120	re-series sector	5	220000000000000000000000000000000000000	\$1,443,700.00		
	1778	\$2	25,266,625	BREAK THE BANK LUCKY GEMS BINGO	11/18/15			15	35.49%	19,816	10,340	96,019	12		\$1,443,700.00		CO. 1811 (100 K to 1117 (1)
	1730	\$2	15,815,375						69.85%	22,693	10,455	1,550					
	1724	\$2	10,091,625	STOCKING STUFFER	10/19/15			20	77.18%	1,824	1,232	4,151	9,807	\$149,700.00	\$159,704.00	\$240,000.00	\$413,004.00

#### Liability for 1680 / for Life to Date

Product Status: Active

SmartCash Enabled:

N/A

Validation Range: 05/15/2015 - 12/31/2037

**Outstanding Prizes** 

Tier	Ref	SmartCash	Tier Value	Count	Amount	Tickets Paid Life to	Amount Paid Life to Date	% paid	Est. Tickets Sold	
1	1	N/A	\$1.00	405570	\$405,570.00	Date 1993870	\$1,993,870.00	83.10%	18692532	
2	2	N/A	\$2.00	108794	\$217,588.00	641024	\$1,282,048.00	85.49%	19230901	
3	3	N/A	\$2.00	128256	\$256,512.00	771541	\$1,543,082.00	85.75%	19288376	
4	4	N/A	\$5.00	13365	\$66,825.00	99109	\$495,545.00	88.12%	19821757	
4	5	N/A	\$5.00	13090	\$65,450.00	99399	\$496,995.00	88.36%	19877106	
6	6	N/A	\$5.00	19659	\$98,295.00	92799	\$463,995.00	82.52%	18562400	
7	7	N/A	\$5.00	12893	\$64,465.00	99581	\$497,905.00	88.54%	19916157	
8	8	N/A	\$10.00	4145	\$41,450.00	33346	\$333,460.00	88.94%	20007735	
9	9	N/A	\$10.00	6085	\$60,850.00	31415	\$314,150.00	83.77%	18844603	
10	10	N/A	\$10.00	8004	\$80,040.00	66987	\$669,870.00	89.33%	20093823	
11	11	N/A	\$20.00	3963	\$79,260.00	33535	\$670,700.00	89.43%	20117379	
12	12	N/A	\$20.00	3827	\$76,540.00	33649	\$672,980.00	89.79%	20197617	
13	0	N/A	\$40.00	1666	\$66,640.00	15249	\$609,960.00	90.15%	20279188	
14	0	N/A	\$40.00	1640	\$65,600.00	15354	\$614,160.00	90.35%	20323903	
15	0	N/A	\$40.00	1707	\$68,280.00	15352	\$614,080.00	89.99%	20243826	
16	0	N/A	\$100.00	117	\$11,700.00	995	\$99,500.00	89.48%	20127948	
17	0	N/A	\$100.00	136	\$13,600.00	1180	\$118,000.00	89.67%	20170066	
18	0	N/A	\$100.00	166	\$16,600.00	957	\$95,700.00	85.22%	19169615	
19	0	N/A	\$5,000.00	5	\$25,000.00	26	\$130,000.00	83.87%	18866566	
			Totals:	733088	\$1,780,265.00	4,045,368	\$11,716,000.00			

#### Prize Structure TEXAS LOTTERY GAME NO. 1680 "5X THE CASH" 3/20/2015 - VERSION A

Order Quantity:	22,494,750	Pack Size:	150	Pool Size:	240,000	Winners:	4,778,456	Prize Fund:	\$13,496,265.00
Price Point:	\$1.00	Packs/Game:	149,965	Number of Pools:	93.73	Non-winners:	17,716,294	Payout:	60,00%
Revenue:	\$22,494,750.00	Packs/Pool:	1,600			Overall Odds:	4.7075		7

SOLDH	NAME OF	IN THE RESIDENCE OF THE PARTY O	TO A STORE THE	To Design	DEVOIDAN	1	Winners	P. The Control	CITETAL	STORES
						Pack	Páxi	Total		TE Prize File
			Low Ti	en:						
01	1	51	\$1	\$1.00	9.3750	16.00	25,600.00	2,399,440	\$2,399,440.00	17,769
02	1	\$2	\$2	\$2.00	30.0003	5.00	8,000.00	749,818	\$1,499,636.00	11,119
03	2	\$1 x 2	\$2	\$2.00	24.9998	6,00	9,600.00	899,797	\$1,799,594.00	13.339
				Total (2.00):	13.6364	11.00	17,600.00	1,649,615	\$3,299,230.00	24,459
04	1	\$5	\$5	\$5.00	199.9996	0.75	1,200.00	112,474	\$562,370.00	4.179
05	3	(\$2 x 2) + \$1	\$5	\$5.00	199,9729	0.75	1,200.00	112,489	\$562,445.00	4.179
06	1	\$1 (5X)	\$5	\$5.00	200.0280	0.75	1,200.00	112,458	\$562,290.00	4,179
07	5	\$1 x 5	\$5	\$5.00	199,9996	0.75	1,200.00	112,474	\$562,370.00	4.179
				Total (5.00):	50.0000	3.00	4,800.00	449,895	\$2,249,475.00	16,679
80	1	\$10	\$10	\$10.00	600,0040	0.25	400.00	37,491	\$374,910.00	2.78%
09	1	\$2 (5X)	\$10	\$10.00	599.8600	0.25	400.00	37,600	\$375,000.00	2.789
10	4	\$1 (5X) + (\$2 x 2) + \$1	\$10	\$10.00	299.9660	0.50	600.00	74,991	\$749,910.00	5.56%
			7	otal (10.00)	149.9830	1.00	1,600.00	149,982	\$1,499,820.00	11.119
11	1	\$20	\$20	\$20.00	599.8920	0.25	400.00	37,498	\$749,960.00	5.56%
12	5	\$1 (5X) + \$2 (5X) + (\$2 x 2) + \$1	\$20	\$20.00	600,2442	0.25	400.00	37,476	\$749,520.00	5.55%
			1	otal (20.00):	300.0340	0.50	800.00	74,974	\$1,499,480.00	.11.11%
13	1	\$40	\$40	\$40.00	1329.8699	0.11	181.00	16,915	\$676,600.00	5.01%
14	5	(\$2 (5X) × 3) + (\$5 × 2)	540	\$40.00	1323.6878	0.11	181.00	16,994	\$679,760.00	5.04%
15	5	\$5 (5X) + \$2 (5X) + (\$2 x 2) + \$1	\$40	\$40.00	1318,6441	0.11	182.00	17,059	\$682,360.00	5.06%
			1	otal (40.00):	441.3505	0.34	544.00	50,968	\$2,038,720.00	15.11%
16	1	\$100	\$100	\$100.00	20229.0917	0.01	12.00	1,112	\$111,200.00	0.82%
17	5	\$10 (5X) + (\$2 (5X) x 3) + \$20	\$100	\$100.00	17093.2751	0.01	14.00	1,316	\$131,600.00	0.98%
18	1	\$20 (5X)	\$100	\$100.00	20030.9439	0.01	12.00	1,123	\$112,300.00	0.83%
			То	tal (100.00):	6334.7649	0.02	38.00	3,551	\$355,100.00	2.63%
19		\$5,000	\$5,000	\$5,000.00	725637.0968	0.00	0.33	31	\$155,000.00	1.15%
			Total	HVATIES:	F2557.006		0.00		\$150.00.00	115%
		THE RESERVE THE PARTY OF THE PA	-	Tors:	47075	31.66	50,982 33	4,778,436	\$13,490,265.00	100.00%

5X = win x 5

There will be no more than 33 winners per pack.

Date:

1 2

03/08/16

Game Name No. 5X The Cash Game No

Inv No.

Vendor SGI

TLC PO#

1017215 362-15-9204 RL019 1680

> Description/Tickets Delivered Qty 11,382,150 11,112,600

Units per 1000

11,382.15

11,112.60

**Unit Price** \$8.55 \$8.55 Amount \$97,317.38 \$95,012.73

\$192,330.11

Delivered Ordered

22,494,750 22,080,000

2% under

2% over

Accetable

Range

21,638,400

22,521,600

0

Total

\$192,330.11

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

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

	ION CONTRACTOR	Price	Point		520	Price Point					
Print Quantities	\$1	\$2	\$3	\$5	Print Quantities	\$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	ASSESSMENT OF THE PARTY OF THE		BE THE SHAW	Price I	Point		
	\$1	\$2	\$3	\$5	Print Quantities	\$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