

TEXAS LOTTERY COMMISSION
Instant Ticket Game Closing Analysis
SUMMARY REPORT

Instant Ticket Information

Date Completed

1/5/2016

Game #	1682	Confirmed Packs	7,936
Game Name	10X THE CASH	Active Packs	4,633
Quantity Printed	14,140,875	Warehouse Packs	33,530
Price Point	\$2	Returned Packs	21
Start Date	7/20/2015	Printed Payout Percentage	65.08%
Top Prize	\$ 50,000	Percent Sold	56.90%
Number of Top Prizes Remaining	4	Number of Weeks Out	24

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 195,144	Actual ticket production costs
Prize payout expense	\$ 10,375,833	Data from Instant Ticket Tier Liability screen in ES
Estimated Direct Costs	\$ 10,570,977	

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 16,092,316	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 16,092,316	
Excess of Revenue over Expended \$ 5,521,339		

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	\$ 472,380
Next week	\$ 489,062
Next week	\$ 476,990
Avg Weekly Sales Current Game	\$ 479,477
Avg Weekly Sales \$2; 15M-19.99M Qty*	\$ 1,868,863
Percentage Of Variance In Sales	74%

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

Instant Ticket Information

Game #	1682	Printed Payout Percentage	65.08%
Game Name	10X THE CASH	Actual Payout Percentage	64.48%
Percent Sold	56.90%	Number of Weeks Out	24
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			14*
*No data was available at the 10M-14.99M Qty. *15M-19.99M was used for this analysis and only one game at this level.			

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 Bourisock 1/10/14
Instant Product Coordinator Date

Phil 1/11/14
Products Manager Date

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

WJ 1/13/16
Lottery Operations Division Director Date

Karen Lynn 1/163/16
Controller AS Date

Suzi 1/14/16
Executive Director Date



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
Baseline	1738	\$1	25,696,500	HIT \$5,000	1/4/16			0	0.00%	17,296	2,633	138,838	0	\$750.00	\$0	\$0	\$0
	1727	\$1	11,256,000	MUSTACHE MONEY	11/2/15			9	44.69%	13,489	11,783	12,888	11	\$540,771.00	\$590,299.00	\$574,161.00	\$557,853.00
	1778	\$2	25,266,625	BREAK THE BANK	11/18/15			6	10.36%	14,627	8,782	152,455	5	\$1,280,512.00	\$1,218,560.00	\$1,075,310.00	\$933,232.00
	1735	\$2	22,518,500	HIT \$50,000	1/4/16			0	0.00%	16,029	2,959	149,821	0	\$500.00	\$0	\$0	\$0
	1730	\$2	15,815,375	LUCKY GEMS BINGO	11/16/15			7	27.52%	24,906	11,578	49,670	3	\$1,515,708.00	\$1,421,022.00	\$1,332,450.00	\$1,343,972.00
	1780	\$2	8,919,000	SOLID GOLD	12/7/15			4	20.50%	16,193	10,460	26,832	8	\$1,050,046.00	\$1,086,308.00	\$1,013,544.00	\$507,250.00
	1724	\$2	10,091,625	STOCKING STUFFER	10/19/15			11	54.04%	16,026	13,698	4,676	11	\$1,036,762.00	\$1,212,812.00	\$1,067,122.00	\$1,093,696.00
	1728	\$2	5,133,625	VETERANS CASH	11/2/15			9	50.72%	11,675	6,190	800	114	\$509,998.00	\$652,904.00	\$732,428.00	\$517,752.00
	1783	\$2	7,137,375	WWE	11/16/15			7	22.29%	16,264	8,369	17,827	30	\$759,862.00	\$437,214.00	\$404,444.00	\$411,426.00
	1789	\$3	20,804,850	TEXAS LOTERIA	12/22/15			2	3.55%	27,727	11,117	219,730	2	\$1,601,436.00	\$614,304.00	\$0	\$0
	1784	\$5	15,224,625	BONUS BREAK THE BANK	12/7/15			4	5.07%	13,895	6,235	169,058	1	\$1,670,590.00	\$1,391,475.00	\$704,665.00	\$91,500.00
	1768	\$5	8,066,400	HIGH ROLLER	10/19/15			11	53.70%	12,679	6,474	28,084	8	\$1,380,820.00	\$1,449,765.00	\$1,627,940.00	\$1,695,665.00
	1736	\$5	15,295,350	HIT \$200,000	12/21/15			2	9.66%	17,383	9,539	145,247	0	\$4,455,320.00	\$2,935,460.00	\$0	\$0
	1731	\$5	6,973,275	HOLIDAY TREASURES	11/16/15			7	49.59%	18,640	11,265	13,943	5	\$2,331,270.00	\$2,710,800.00	\$2,574,125.00	\$2,574,430.00
	1723	\$5	8,528,175	MERRY MONEY	10/5/15			13	67.68%	15,741	9,658	8,485	18	\$2,210,265.00	\$2,622,605.00	\$2,357,020.00	\$2,228,785.00
	1733	\$5	12,236,475	SUPER LOTERIA	12/7/15			4	27.13%	30,576	10,060	66,516	0	\$4,123,500.00	\$4,872,390.00	\$5,139,090.00	\$2,461,665.00
	1729	\$5	8,438,925	WILD 10'S	11/2/15			9	48.45%	15,851	7,938	31,049	3	\$1,640,735.00	\$1,790,950.00	\$1,921,725.00	\$2,005,900.00
	1726	\$10	5,617,300	HAPPY HOLIDAYS	10/19/15			11	64.92%	18,872	10,615	6,529	17	\$3,280,560.00	\$4,092,710.00	\$3,885,770.00	\$3,730,840.00
	1737	\$10	10,279,300	HIT \$500,000	1/4/16			0	0.00%	24,807	3,526	162,227	0	\$500.00	\$0	\$0	\$0
	1740	\$20	10,279,550	HIT \$1,000,000	12/21/15			2	4.91%	23,439	8,125	348,030	0	\$5,759,940.00	\$4,334,220.00	\$0	\$0
	1711	\$20	4,160,625	HOLIDAY GAME BOOK	10/5/15			13	58.93%	21,856	10,646	30,650	36	\$4,064,960.00	\$5,142,960.00	\$4,197,160.00	\$4,305,660.00
Mature	1691	\$1	32,555,550	\$1 SET FOR LIFE	8/3/15			22	48.30%	13,437	10,859	83,191	17	\$508,119.00	\$521,993.00	\$500,616.00	\$538,560.00
	1680	\$1	22,494,750	5X THE CASH	6/15/15			29	75.36%	9,441	6,592	17,697	15	\$382,481.00	\$385,604.00	\$374,969.00	\$409,860.00
	1626	\$1	1,091,250	DID I WIN?	9/12/14			68	0.00%	0	0	4,417	330	\$0	\$0	\$0	\$0
	1717	\$1	11,256,000	EMOJI MATCH	9/8/15			17	71.46%	6,983	6,454	5,298	40	\$250,426.00	\$271,725.00	\$287,821.00	\$332,578.00
	1447	\$1	860,400	MONEY CRAZE	9/17/12			172	0.00%	0	0	283		\$0	\$0	\$0	\$0
	1692	\$2	30,589,250	\$2 SET FOR LIFE	8/3/15			22	37.25%	15,100	9,061	125,191	19	\$784,918.00	\$775,794.00	\$754,954.00	\$781,998.00
	1682	\$2	14,140,875	10X THE CASH	7/20/15			24	56.90%	7,936	4,633	33,530	21	\$472,380.00	\$489,062.00	\$476,990.00	\$506,862.00
	1720	\$2	7,064,125	AMC THE WALKING DEAD	9/21/15			15	84.60%	3,202	1,966	0	2,133	\$182,486.00	\$238,674.00	\$273,258.00	\$326,260.00
	1710	\$2	9,276,125	NEON 9S	7/6/15			26	71.56%	4,209	2,095	11,598	2,035	\$165,140.00	\$170,194.00	\$211,380.00	\$218,948.00

Liability for 1682 / for Life to Date

Product Status: Active SmartCash Enabled: N/A Validation Range: 05/22/2015 - 12/31/2037

Outstanding Prizes

Tier	Ref	SmartCash	Tier Value	Count	Amount	Tickets				Est. Tickets Sold
						Paid Life to Date	Amount Paid Life to Date	% paid		
1	1	N/A	\$2.00	697115	\$1,394,230.00	830059	\$1,660,118.00	54.35%	7685935	
2	2	N/A	\$4.00	197675	\$790,700.00	254899	\$1,019,596.00	56.32%	7964432	
3	3	N/A	\$4.00	201445	\$805,780.00	250876	\$1,003,504.00	55.46%	7843116	
4	4	N/A	\$5.00	149584	\$747,920.00	189797	\$948,985.00	55.92%	7908208	
5	5	N/A	\$10.00	24016	\$240,160.00	32604	\$326,040.00	57.58%	8142866	
6	6	N/A	\$10.00	25313	\$253,130.00	31315	\$313,150.00	55.30%	7819832	
7	7	N/A	\$10.00	24574	\$245,740.00	31925	\$319,250.00	56.51%	7990361	
8	8	N/A	\$20.00	23720	\$474,400.00	32834	\$656,680.00	58.06%	8209878	
9	9	N/A	\$20.00	12643	\$252,860.00	15704	\$314,080.00	55.40%	7833926	
10	10	N/A	\$20.00	12177	\$243,540.00	16049	\$320,980.00	56.86%	8040349	
11	0	N/A	\$50.00	6397	\$319,850.00	8263	\$413,150.00	56.36%	7970399	
12	0	N/A	\$50.00	2423	\$121,150.00	3482	\$174,100.00	58.97%	8338446	
13	0	N/A	\$50.00	9781	\$489,050.00	13727	\$686,350.00	58.39%	8257265	
14	0	N/A	\$50.00	7333	\$366,650.00	10371	\$518,550.00	58.58%	8283722	
15	0	N/A	\$50.00	1280	\$64,000.00	1682	\$84,100.00	56.79%	8030030	
16	0	N/A	\$100.00	1234	\$123,400.00	1711	\$171,100.00	58.10%	8215632	
17	0	N/A	\$100.00	1270	\$127,000.00	1692	\$169,200.00	57.12%	8077771	
18	0	N/A	\$100.00	1418	\$141,800.00	1828	\$182,800.00	56.32%	7963499	
19	0	N/A	\$100.00	1035	\$103,500.00	1323	\$132,300.00	56.11%	7934002	
20	0	N/A	\$200.00	989	\$197,800.00	1375	\$275,000.00	58.16%	8224916	
21	0	N/A	\$200.00	873	\$174,600.00	1167	\$233,400.00	57.21%	8089412	
22	0	N/A	\$200.00	243	\$48,600.00	346	\$69,200.00	58.74%	8306863	
23	0	N/A	\$200.00	128	\$25,600.00	171	\$34,200.00	57.19%	8087256	
24	0	N/A	\$1,000.00	50	\$50,000.00	69	\$69,000.00	57.98%	8199330	
25	0	N/A	\$1,000.00	28	\$28,000.00	31	\$31,000.00	52.54%	7429951	
26	0	N/A	\$50,000.00	1	\$50,000.00	3	\$150,000.00	75.00%	10605657	
27	0	N/A	\$50,000.00	3	\$150,000.00	2	\$100,000.00	40.00%	5656350	
Totals:				1402748	\$8,029,460.00	1,733,305	\$10,375,833.00			

END OF PRODUCTION PRIZE STRUCTURE
May 15, 2015 - (POOLS #1 – 68 Complete)

Prize Structure
TEXAS LOTTERY
GAME NO.1682 "10X THE CASH"
3/20/2015 - VERSION A

Order Quantity:	14,140,875	Pack Size:	125	Pool Size:	240,000	Winners:	3,136,053	Prize Fund:	\$18,405,293.00
Price Point:	\$2.00	Packs/Game:	113,127	Number of Pools:	58.92	Non-winners:	11,004,822	Payout:	65.08%
Revenue:	\$28,281,750.00	Packs/Pool:	1,920			Overall Odds:	4.5091		

Line	Wins	Get	Win	Value	Odds (1 in)	Pack	Winners			% Prize Fund	
							Pool	Total	Total Prize Cost		
Low Tiers											
01	1		\$2	\$2.00	9.2595	13.50	25,920.00	1,527,174	\$3,054,348.00	16.59%	
02	2		\$2 x 2	\$4	31.2454	4.00	7,680.00	452,574	\$1,810,296.00	9.84%	
03	1		\$4	\$4.00	31.2629	4.00	7,680.00	452,321	\$1,809,284.00	9.83%	
			Total (4.00):		15.6271	8.00	15,360.00	904,895	\$3,619,580.00	19.67%	
04	1		\$5	\$5	5.00	41.6667	3.00	5,760.00	339,381	\$1,696,905.00	9.22%
05	2		\$5 x 2	\$10	10.00	249.7505	0.50	960.00	56,620	\$566,200.00	3.08%
06	1		\$2 (5X)	\$10	10.00	249.7152	0.50	960.00	56,628	\$566,280.00	3.08%
07	1		\$10	\$10.00	250.2854	0.50	960.00	56,499	\$564,990.00	3.07%	
			Total (10.00):		83.3056	1.50	2,880.00	169,747	\$1,697,470.00	9.22%	
08	3		\$2 (5X) + (\$5 x 2)	\$20	20.00	250.0420	0.50	960.00	56,554	\$1,131,080.00	6.15%
09	1		\$2 (10X)	\$20	20.00	498.8491	0.25	480.00	28,347	\$566,940.00	3.08%
10	1		\$20	\$20.00	500.9876	0.25	480.00	28,226	\$564,520.00	3.07%	
			Total (20.00):		125.0000	1.00	1,920.00	113,127	\$2,262,540.00	12.29%	
			Total (Low Tiers):		4,6298	27.00	51,840.00	3,054,324	\$12,330,843.00	67.00%	
Mid Tiers											
11	1		\$10 (5X)	\$50	\$50.00	964.5890	0.13	250.00	14,660	\$733,000.00	3.98%
12	5		\$10 x 5	\$50	\$50.00	2394.7290	0.05	100.00	5,905	\$295,250.00	1.60%
13	4		\$2 (10X) + \$4 (5X) + (\$5 x 2)	\$50	\$50.00	601.5346	0.21	400.00	23,508	\$1,175,400.00	6.39%
14	10		(\$2 x 5) + (\$10 x 3) + (\$5 x 2)	\$50	\$50.00	798.7390	0.16	300.00	17,704	\$885,200.00	4.81%
15	1		\$50	\$50.00	4774.0969	0.03	50.00	2,962	\$148,100.00	0.80%	
			Total (50.00):		218.4290	0.57	1,100.00	64,739	\$3,236,950.00	17.59%	
16	9		(\$20 x 2) + (\$5 x 4) + (\$15 x 2) + \$10	\$100	\$100.00	4801.6553	0.03	50.00	2,945	\$294,500.00	1.60%
17	10		\$10 x 10	\$100	\$100.00	4774.0969	0.03	50.00	2,962	\$296,200.00	1.61%
18	2		\$5 (10X) + \$10 (5X)	\$100	\$100.00	4356.4002	0.03	55.00	3,246	\$324,600.00	1.76%
19	1		\$100	\$100.00	5996.9784	0.02	40.00	2,358	\$235,800.00	1.28%	
			Total (100.00):		1228.4662	0.10	195.00	11,511	\$1,151,100.00	6.25%	
20	10		\$20 (5X) + \$5 (10X) + (\$5 x 6) + (\$10 x 2)	\$200	\$200.00	5981.7576	0.02	40.00	2,364	\$472,800.00	2.57%
21	7		\$2 (5X) + \$10 (5X) + \$10 (10X) + (\$10 x 4)	\$200	\$200.00	6931.8015	0.02	35.00	2,040	\$408,000.00	2.22%
22	3		\$10 (10X) + (\$50 x 2)	\$200	\$200.00	24008.2767	0.01	10.00	589	\$117,800.00	0.64%
23	1		\$200	\$200.00	47293.8963	0.00	5.00	299	\$59,800.00	0.32%	
			Total (200.00):		2672.1230	0.05	90.00	5,292	\$1,058,400.00	5.75%	
			Total (Mid Tiers):		173.4183	0.72	1,385.00	81,542	\$5,446,450.00	29.59%	
High Tiers											
24	8		\$50 (10X) + (\$10 (5X) x 5) + \$20 (10X) + \$5 (10X)	\$1,000	\$1,000.00	118830.8824	0.00	2.00	119	\$119,000.00	0.65%
25	1		\$1,000	\$1,000	239675.8475	0.00	1.00	59	\$59,000.00	0.32%	
			Total (1,000.00):		79443.1180	0.00	3.00	178	\$178,000.00	0.97%	
* 26	10		(\$1,000 (10X) x 4) + (\$200 (10X) x 4) + (\$1,000 x 2)	\$50,000	\$50,000.00	3535218.7500	0.00	0.07	4	\$200,000.00	1.09%
* 27	1		\$50,000	\$50,000	2828175.0000	0.00	0.08	5	\$250,000.00	1.36%	
			Total (50,000.00):		1571208.3333	0.00	0.15	9	\$450,000.00	2.44%	
			Total (High Tiers):		75619.6524	0.00	3.15	187	\$628,000.00	3.41%	
			Total :		4.5091	27.72	53,228.15	3,136,053	\$18,405,293.00	100.00%	

* Exact quantity to be delivered to the lottery.

GLEPS

Value	Description: Packs/pool:	G1		G2		G3		G4	
		480	480	480	480	480	480	480	480
2	\$2	11	\$22.00	13	\$26.00	14	\$28.00	16	\$32.00
	\$2 x 2	4	\$16.00	5	\$20.00	4	\$16.00	3	\$12.00
4	\$4	4	\$16.00	2	\$8.00	5	\$20.00	5	\$20.00
5	\$5	3	\$15.00	3	\$15.00	3	\$15.00	3	\$15.00
	\$5 x 2	1	\$10.00	1	\$10.00	0	\$0.00	0	\$0.00
10	\$2 (5X)	0	\$0.00	1	\$10.00	0	\$0.00	1	\$10.00
	\$10	1	\$10.00	0	\$0.00	1	\$10.00	0	\$0.00
	\$2 (5X) + (\$5 x 2)	1	\$20.00	0	\$0.00	0	\$0.00	1	\$20.00
20	\$2 (10X)	0	\$0.00	1	\$20.00	0	\$0.00	0	\$0.00
	\$20	0	\$0.00	0	\$0.00	1	\$20.00	0	\$0.00
		25	\$109.00	26	\$109.00	28	\$109.00	29	\$109.00

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