

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

6/9/2016

Game #	1694	Confirmed Packs	3,037
Game Name	\$10 Set for Life	Active Packs	2,217
Quantity Printed	10,399,900	Warehouse Packs	-
Price Point	\$10	Returned Packs	80
Start Date	8/3/2015	Printed Payout Percentage	69.78%
Top Prize	\$5,000/wk - 20 yrs	Percent Sold	97.15%
Number of Top Prizes Remaining	0	Number of Weeks Out	44

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 322,397
Prize payout expense	\$ 65,896,249

Actual ticket production costs
Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 66,218,646

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales \$ 101,035,029

Based on # of tkts printed, times % sold from DaVinci report,
times the price point

Total Estimated Benefits \$ 101,035,029

Excess of Revenue over Expended \$ 34,816,383

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	\$	576,410
Next week	\$	667,650
Next week	\$	856,560
Avg Weekly Sales Current Game	\$	700,207
Avg Weekly Sales \$10; >9M Qty	\$	2,420,727
Percentage Of Variance In Sales		71%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	1694	Printed Payout Percentage	69.78%
Game Name	\$10 Set for Life	Actual Payout Percentage	65.22%
Percent Sold	97.15%	Number of Weeks Out	44
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			15*

* only one game at this level with 85% sell through

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 Product Coordinator

By s _____ Date _____
I agree with the recommendation of the Products Department Staff to close the above game.

Lottery Operations Division Director D2*

Controller

Executive Director

Date



Play the Games of Texas!

Da Vinci Report

6/9/16

Week End Date: 6/4/16

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	6/4/16	5/28/16	5/21/16	5/14/16
Sold/Closing	1694	\$10	10,399,900	\$10 SET FOR LIFE	8/3/15			44	97.15%	3,037	2,217	0	80	\$576,410.00	\$667,650.00	\$856,560.00	\$1,058,870.00
	1748	\$10	5,040,600	\$250,000 CASH	9/8/15	5/15/16	6/29/16	39	98.78%	19	7	0	820	\$1,740.00	\$10,550.00	\$21,020.00	\$54,100.00
	1630	\$10	12,236,550	SUPER WEEKLY GRAND	7/1/14			101	92.68%	6,210	3,593	6,808	10	\$775,170.00	\$717,560.00	\$745,730.00	\$736,350.00
	1711	\$20	4,160,625	HOLIDAY GAME BOOK	10/5/15	5/15/16	6/29/16	35	73.90%	21	8	27,001	15,531	-\$40,960.00	-\$101,180.00	-\$102,020.00	\$13,640.00
	1492	\$50	3,670,000	MILLIONAIRES CLUB	4/28/14	5/15/16	6/29/16	110	98.78%	10	10	0	1,413	\$6,450.00	\$52,050.00	\$109,950.00	\$233,900.00

Liability for 1694 / for Life to Date

Product Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 06/30/2015 - 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	76335	\$763,350.00	1171953	\$11,719,530.00	93.88%	9763927
2	2	N/A	\$20.00	11534	\$230,680.00	196138	\$3,922,760.00	94.45%	9822294
3	3	N/A	\$20.00	31673	\$633,460.00	800495	\$16,009,900.00	96.19%	10004071
4	0	N/A	\$25.00	11387	\$284,675.00	196611	\$4,915,275.00	94.53%	9830550
5	0	N/A	\$30.00	479	\$14,370.00	8158	\$244,740.00	94.45%	9823131
6	0	N/A	\$30.00	3998	\$119,940.00	108729	\$3,261,870.00	96.45%	10031054
7	0	N/A	\$30.00	2978	\$89,340.00	83656	\$2,509,680.00	96.56%	10042408
8	0	N/A	\$50.00	448	\$22,400.00	8214	\$410,700.00	94.83%	9862015
9	0	N/A	\$50.00	3658	\$182,900.00	100411	\$5,020,550.00	96.49%	10034346
10	0	N/A	\$50.00	1441	\$72,050.00	41878	\$2,093,900.00	96.67%	10053948
11	0	N/A	\$50.00	1690	\$84,500.00	50258	\$2,512,900.00	96.75%	10061564
12	0	N/A	\$100.00	24	\$2,400.00	319	\$31,900.00	93.00%	9672210
13	0	N/A	\$100.00	166	\$16,600.00	3329	\$332,900.00	95.25%	9905941
14	0	N/A	\$100.00	127	\$12,700.00	3342	\$334,200.00	96.34%	10019159
15	0	N/A	\$100.00	550	\$55,000.00	12492	\$1,249,200.00	95.78%	9861321
16	0	N/A	\$100.00	676	\$67,600.00	16658	\$1,665,800.00	96.10%	9994319
17	0	N/A	\$200.00	13	\$2,600.00	157	\$31,400.00	92.35%	9604613
18	0	N/A	\$200.00	11	\$2,200.00	418	\$83,600.00	97.44%	10133235
19	0	N/A	\$200.00	34	\$6,800.00	835	\$167,000.00	96.09%	9992999
20	0	N/A	\$200.00	43	\$8,600.00	824	\$164,800.00	95.04%	9884103
21	0	N/A	\$200.00	18	\$3,600.00	426	\$85,200.00	95.95%	9978282
22	0	N/A	\$200.00	16	\$3,200.00	412	\$82,400.00	96.26%	10011118
23	0	N/A	\$200.00	9	\$1,800.00	250	\$50,000.00	96.53%	10038513
24	0	N/A	\$500.00	4	\$2,000.00	87	\$43,500.00	95.60%	9942761
25	0	N/A	\$500.00	13	\$6,500.00	333	\$166,500.00	96.24%	10009152
26	0	N/A	\$500.00	31	\$15,500.00	840	\$420,000.00	96.44%	10029754
27	0	N/A	\$500.00	3	\$1,500.00	251	\$125,500.00	98.82%	10277066
28	0	N/A	\$1,000.00	2	\$2,000.00	19	\$19,000.00	90.48%	9409433
29	0	N/A	\$1,000.00	1	\$1,000.00	20	\$20,000.00	95.24%	9904666
30	0	N/A	\$1,000.00	3	\$3,000.00	18	\$18,000.00	85.71%	8914199
31	0	N/A	\$1,000.00	3	\$3,000.00	41	\$41,000.00	93.18%	9690815
32	0	N/A	\$1,000.00	4	\$4,000.00	40	\$40,000.00	90.91%	9454454
33	0	N/A	\$1,000.00	1	\$1,000.00	21	\$21,000.00	95.45%	9927177
34	0	N/A	\$25,000.00	0	\$0.00	2	\$50,000.00	100.00%	10399902
35	0	N/A	\$25,000.00	1	\$25,000.00	7	\$175,000.00	87.50%	9099912
36	0	N/A	\$3,928,272.00	1	\$3,928,272.00	2	\$7,856,544.00	66.67%	6933266
Totals:				147375	\$6,673,537.00	2,807,644	\$65,896,249.00		

NO. OF TICKETS: 10,399,900
 NO. POOLS: 86,67
 PACK SIZE: 50.00
 PACKS/POOL: 2,400.00
 PACKS/GAME: 207,998

MIN: 9,996,000
 MAX: 10,404,000

TEXAS LOTTERY COMMISSION
 "10 SET FOR LIFE" (\$5,000 A WEEK FOR 20 YEARS) - INSTANT GAME NO. 1694
 END OF PRODUCTION PRIZE STRUCTURE
 PRIZE FUND - \$72,569,787
 PAYOUT % - 69.78%

PRIZE TIER	# OF WINNERS	TIER CODE	GET	WINS	ODDS OF 1 IN	WINNERS IN 86,67 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		8.33	1,248,288	6.00	14,400.00	\$ 12,482,880.00	17.20%	
2	1	L	\$20		50.08	207,672	1.00	2,400.00	\$ 4,153,440.00	5.72%	LOW TIER
3	2	L	\$10 x 2		12.50	832,168	4.00	9,600.00	\$ 16,643,360.00	22.93%	45.86%
4	1	M	\$25		50.00	207,998	1.00	2,400.00	\$ 5,199,950.00	7.17%	
5	1	M	\$30		1,204.11	8,637	-	100.00	\$ 259,110.00	0.36%	
6	2	M	\$15 x 2		92.26	112,727	-	1,300.00	\$ 3,381,810.00	4.66%	
7	3	M	\$10 x 3		120.04	86,634	-	1,000.00	\$ 2,599,020.00	3.58%	
8	1	M	\$50		1,200.63	8,662	-	100.00	\$ 433,100.00	0.60%	
9	1	M	\$5 (10X)		99.93	104,069	-	1,200.00	\$ 5,203,450.00	7.17%	
10	5	M	\$10 x 5		240.08	43,319	-	500.00	\$ 2,165,950.00	2.98%	
11	6	M	(\$15 x 2) + (\$5 x 4)		200.20	51,948	-	600.00	\$ 2,597,400.00	3.58%	
12	1	M	\$100		30,320.41	343	-	4.00	\$ 34,300.00	0.05%	
13	1	M	\$10 (10X)		2,975.65	3,495	-	40.00	\$ 349,500.00	0.48%	MID TIER
14	5	M	\$20 x 5		2,997.95	3,469	-	40.00	\$ 346,900.00	0.48%	
15	6	M	\$5 (10X) + (\$10 x 5)		797.42	13,042	-	150.00	\$ 1,304,200.00	1.80%	
16	8	M	(\$10 x 3) + \$5 (10X) + (\$5 x 4)		599.97	17,334	-	200.00	\$ 1,733,400.00	2.39%	
17	1	M	\$200		61,175.88	170	-	2.00	\$ 34,000.00	0.05%	
18	1	M	\$20 (10X)		24,242.19	429	-	5.00	\$ 85,800.00	0.12%	
19	25	M	(\$10 x 15) + (\$5 x 10)		11,967.66	869	-	10.00	\$ 173,800.00	0.24%	
20	12	M	(\$10 x 10) + (\$5 (10X) x 2)		11,995.27	867	-	10.00	\$ 173,400.00	0.24%	
21	7	M	\$10 (10X) + (\$15 x 5) + \$25		23,423.20	444	-	5.00	\$ 88,800.00	0.12%	
22	3	M	(\$50 x 2) + \$10 (10X)		24,298.83	428	-	5.00	\$ 85,600.00	0.12%	
23	8	M	\$25 x 8		40,154.05	259	-	3.00	\$ 51,800.00	0.07%	
24	1	M	\$500		114,284.62	91	-	1.00	\$ 45,500.00	0.06%	
25	5	M	\$10 (10X) x 5		30,057.51	346	-	4.00	\$ 173,000.00	0.24%	
26	25	M	(\$10 x 20) + (\$50 x 4) + \$100		11,940.18	871	-	10.00	\$ 435,500.00	0.60%	
27	14	M	\$20 (10X) + \$10 (10X) + \$5 (10X) + (\$10 x 10) + \$50		40,944.49	254	-	3.00	\$ 127,000.00	0.18%	
28	1	H	\$1,000		495,233.33	21	-	0.25	\$ 21,000.00	0.03%	
29	1	H	\$100 (10X)		495,233.33	21	-	0.25	\$ 21,000.00	0.03%	
30	10	H	\$10 (10X) x 10		495,233.33	21	-	0.25	\$ 21,000.00	0.03%	
31	25	H	\$50 (10X) + (\$20 x 20) + (\$25 x 4)		236,361.36	44	-	0.50	\$ 44,000.00	0.06%	HIGH TIER
32	20	H	\$50 x 20		236,361.36	44	-	0.50	\$ 44,000.00	0.06%	
33	10	H	(\$100 x 5) + (\$10 (10X) x 5)		472,722.73	22	-	0.25	\$ 22,000.00	0.03%	
34	1	H	\$25,000		5,199,950.00	2	-	-	\$ 50,000.00	0.07%	
35	18	H	(\$500 (10X) x 3) + (\$500 x 10) + (\$1,000 x 5)		1,299,987.50	8	-	-	\$ 200,000.00	0.28%	
36	1	H	\$5,000 a week for 20 years	Annuity	\$3,928,272.40	3,466,633.33	3 *****	-	\$ 11,784,817.20	16.24%	***
					4 decimals	2,955,019	12.00	34,094	\$ 72,569,787.20	100.00%	100.00%

*10X" symbol = Win X 10
 "Money Bag" symbol = Auto Win
 NOTE: Annuity amount estimated at \$3,928,272.40

TEXAS LOTTERY COMMISSION
 "10 SET FOR LIFE" (\$5,000 A WEEK FOR 20 YEARS) - INSTANT GAME NO. 1694
 END OF PRODUCTION PRIZE STRUCTURE
 Version 6 dated May 1, 2015

Consolidated odds are 1 in:

\$10	8.33	1,248,288
\$20	10.00	1,039,840
\$25	50.00	207,998
\$30	50.00	207,998
\$50	50.00	207,998
\$100	275.98	37,683
\$200	3,000.55	3,466
\$500	6,658.07	1,562
\$1,000	60,115.03	173
\$25,000	1,039,990.00	10
\$5,000/week/20yrs	3,466,633.33	3
	2,955,019	

	A	B	C	D
\$10	6 = \$ 60	4 = \$ 40	6 = \$ 60	8 = \$ 80
\$20	0 = \$ 0	3 = \$ 60	1 = \$ 20	0 = \$ 0
\$20	5 = \$ 100	3 = \$ 60	4 = \$ 80	4 = \$ 80
\$25	1 = \$ 25	1 = \$ 25	1 = \$ 25	1 = \$ 25
	12	11	12	13
				\$185

* Each of the following GLFPS 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).
 **** There will be no more than 16 winners per pack.
 ***** Exact prize delivery.

06/09/16

Game Name
\$10 Set For Life

Game #
1694

Invoice
90082491

Vendor
GTECH

TLC PO #
362-15-9203 RL025

Truck #	Description/Tickets Delivered	Unit Price Per 1000	Amount
1	2,593,450 tickets 2,593,450 full uv	\$0.02780 \$0.00320	72,097.91 8,299.04 80,396.95
2	2,629,050 tickets 2,629,050 full uv	\$0.02780 \$0.00320	73,087.59 8,412.96 81,500.55
3	2,552,700 tickets 2,552,700 full uv	\$0.02780 \$0.00320	70,965.06 8,168.64 79,133.70
4	2,624,700 tickets 2,624,700 full uv	\$0.02780 \$0.00320	72,966.66 8,399.04 81,365.70
	Delivered Ordered		
	2% under 2% over		
	Acceptable Range		
	10,399,900 10,200,000		
	9,996,000 10,404,000		
	0		
	Total		322,396.90

Scratch 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