

TEXAS LOTTERY COMMISSION
Instant Ticket Game Closing Analysis
SUMMARY REPORT

Instant Ticket Information

Date Completed 1/21/2016

Game #	1704	Confirmed Packs	11,710
Game Name	\$100,000 Mega Bingo	Active Packs	6,757
Quantity Printed	10,298,475	Warehouse Packs	1,934
Price Point	\$5	Returned Packs	24
Start Date	5/18/2015	Printed Payout Percentage	67.99%
Top Prize	\$ 100,000	Percent Sold	84.05%
Number of Top Prizes Remaining	0	Number of Weeks Out	35

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 285,830	Actual ticket production costs
Prize payout expense	\$ 28,356,165	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 28,641,995

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 43,279,341	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits \$ 43,279,341

Excess of Revenue over Expended **\$ 14,637,346**

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	\$	1,291,165
Next week	\$	1,230,915
Next week	\$	1,195,360
Avg Weekly Sales Current Game	\$	1,239,147
Avg Weekly Sales \$5; 10M-14.99M Qty	\$	1,577,681
Percentage Of Variance In Sales		21%

TEXAS LOTTERY COMMISSION
Instant Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	1704	Printed Payout Percentage	67.99%
Game Name	\$100,000 Mega Bingo	Actual Payout Percentage	65.52%
Percent Sold	84.05%	Number of Weeks Out	35
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			28*

* 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 _____

Proc _____

Date _____

Not Required. Zero Top Prize.

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

Lottery Operations Division Director _____ Date _____

Controller _____

Not Required. Zero Top Prize.

Executive D _____

Date _____

Play the Games of Texas!

Da Vinci Report **1/21/16**

Week End Date: 1/16/16

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														1/16/16	1/9/16	1/2/16	12/26/15
Mature	1715	\$5	20,354,025	\$100,000 CASHWORD-O-RAMA	9/21/15			17	33.27%	19,646	7,845	151,170	14	\$2,167,035.00	\$2,101,000.00	\$2,027,900.00	\$2,031,745.00
	1704	\$5	10,298,475	\$100,000 MEGA BINGO	5/18/15			35	84.05%	11,710	6,757	1,934	24	\$1,291,165.00	\$1,230,915.00	\$1,195,360.00	\$1,162,600.00
	1693	\$5	15,296,025	\$5 SET FOR LIFE	8/3/15			24	77.28%	14,855	7,333	22,492	10	\$1,626,295.00	\$1,697,240.00	\$1,643,210.00	\$1,592,550.00
	1687	\$5	10,273,275	20X THE CASH	7/20/15			26	83.44%	7,719	3,864	10,114	20	\$1,035,055.00	\$1,059,200.00	\$1,044,875.00	\$1,116,820.00
	1678	\$5	9,888,975	COWBOYS	8/17/15			22	40.02%	5,981	3,215	67,811	930	\$416,305.00	\$446,415.00	\$504,780.00	\$524,665.00
	1679	\$5	5,528,175	HOUSTON TEXANS	8/17/15			22	53.09%	6,455	2,582	21,973	2,333	\$296,220.00	\$348,370.00	\$358,750.00	\$354,690.00
	1718	\$5	8,422,800	INSTANT JACKPOT!	9/8/15			19	54.09%	4,248	2,894	42,964	270	\$472,910.00	\$515,825.00	\$572,455.00	\$655,475.00
	1723	\$5	8,528,175	MERRY MONEY	10/5/15			15	74.84%	10,805	6,419	7,844	551	\$1,029,080.00	\$1,603,895.00	\$2,210,265.00	\$2,622,605.00
	1694	\$10	10,399,900	\$10 SET FOR LIFE	8/3/15			24	66.91%	17,562	7,253	42,471	12	\$1,725,730.00	\$1,908,500.00	\$2,009,060.00	\$2,060,600.00
	1644	\$10	28,500,450	\$200,000,000 CASH BLOWOUT	7/21/14			78	59.31%	5,816	2,740	222,002	22	\$663,150.00	\$736,410.00	\$780,070.00	\$745,310.00
	1748	\$10	5,040,600	\$250,000 CASH	9/8/15			19	82.41%	11,196	5,962	14	60	\$1,505,960.00	\$1,773,880.00	\$1,893,340.00	\$1,921,430.00
	1716	\$10	8,316,800	CASHWORD MULTIPLIER	8/17/15			22	71.46%	19,561	7,090	18,549	15	\$2,749,420.00	\$2,717,590.00	\$2,797,110.00	\$2,863,840.00
	1630	\$10	12,236,550	SUPER WEEKLY GRAND	7/1/14			81	79.35%	7,023	3,352	39,013	10	\$694,890.00	\$773,050.00	\$780,040.00	\$757,500.00
	1713	\$20	6,107,975	\$1,000,000 INSTANT CASHOUT	8/17/15			22	51.77%	21,484	7,615	86,637	28	\$2,212,940.00	\$2,372,360.00	\$2,529,020.00	\$2,812,980.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			35	17.12%	19,675	6,792	1,103,578	17	\$2,156,360.00	\$2,349,120.00	\$2,369,960.00	\$2,621,200.00
	1387	\$20	34,320,175	\$500M EXTREME CASH BLAST	8/13/12			179	50.26%	8,101	2,980	669,546	71	\$1,090,140.00	\$1,145,720.00	\$1,138,340.00	\$1,200,600.00
	1711	\$20	4,160,625	HOLIDAY GAME BOOK	10/5/15			15	65.36%	18,211	8,265	27,209	634	\$1,815,960.00	\$2,757,480.00	\$4,064,960.00	\$5,142,960.00
	1617	\$20	5,925,875	MONEY MONEY MILLIONAIRE	3/16/15			44	82.88%	10,624	4,153	24,465	27	\$1,169,980.00	\$1,205,600.00	\$1,313,480.00	\$1,394,160.00
	1593	\$50	3,669,860	DIAMOND DOLLARS	5/4/15			37	54.75%	14,433	5,899	61,243	30	\$2,472,700.00	\$2,552,350.00	\$2,750,450.00	\$2,904,400.00
Out of Wareh	1751	\$1	7,335,750	FAST CASH	12/7/15			6	66.95%	7,968	7,899	10	61	\$741,249.00	\$1,005,319.00	\$900,391.00	\$911,757.00
Sold/Closing	1712	\$1	10,175,550	SCOOP THE CASH BLACKJACK	7/20/15	1/10/16	2/24/16	26	92.75%	579	406	0	3,190	\$33,163.00	\$41,511.00	\$48,902.00	\$53,700.00
	1682	\$2	14,140,875	10X THE CASH	7/20/15	2/14/16	3/30/16	26	61.04%	6,944	3,913	30,872	14	\$466,374.00	\$493,266.00	\$472,380.00	\$489,062.00
	1720	\$2	7,064,125	AMC THE WALKING DEAD	9/21/15	1/11/16	2/26/16	17	86.67%	1,739	942	0	3,002	\$108,414.00	\$144,960.00	\$182,486.00	\$238,674.00
	1612	\$2	25,691,375	BREAK THE BANK	2/16/15	2/14/16	3/30/16	48	96.03%	3,047	1,119	1,324	1,230	\$179,118.00	\$237,234.00	\$262,392.00	\$332,250.00
	1705	\$2	7,019,875	CANDY BLAST!	6/15/15	1/10/16	2/24/16	31	90.49%	345	254	504	3,484	\$31,298.00	\$43,672.00	\$59,278.00	\$53,676.00
	1674	\$2	9,287,000	MONEY! MONEY! MONEY!	4/6/15	1/10/16	2/24/16	41	88.53%	422	195	1,738	5,241	\$20,340.00	\$31,068.00	\$42,294.00	\$43,442.00
	1710	\$2	9,276,125	NEON 9S	7/6/15	2/14/16	3/30/16	28	73.31%	3,044	1,682	11,598	2,396	\$124,542.00	\$132,606.00	\$165,140.00	\$170,194.00
	1628	\$2	30,595,750	WEEKLY GRAND	6/2/14	1/8/16	2/22/16	85	98.55%	411	344	0	1,341	\$68,284.00	\$101,024.00	\$112,312.00	\$129,670.00
	1698	\$3	10,058,125	BINGO MANIA	6/1/15	2/14/16	3/30/16	33	95.22%	1,486	1,624	0	117	\$221,949.00	\$270,606.00	\$317,025.00	\$363,906.00
	1696	\$3	20,466,300	TEXAS LOTERIA	9/8/15	12/8/15	1/22/16	19	45.60%	7	2	109,603	30,611	\$1,554.00	\$897.00	\$3,105.00	\$25,560.00
	1649	\$5	20,005,875	\$100,000 CASHWORD-O-RAMA	11/13/14	1/10/16	2/24/16	61	94.48%	544	170	9,307	3,647	\$62,350.00	\$83,835.00	\$86,510.00	\$121,860.00
	1688	\$5	8,431,875	\$200,000 JACKPOT	5/18/15	12/13/15	1/27/16	35	77.90%	52	36	18,213	5,783	\$10,595.00	\$25,155.00	\$38,895.00	\$62,085.00



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Home > Instant Services > Validation Activities > View Game Liability Inquiry > go>

Product: 1704-\$100,000 MEGA BINGO

Range: Today
 Life to Date
 From mm/dd/yyyy to mm/dd/yyyy

Liability for 1704 / for Life to Date

Product Status: Active SmartCash Enabled: N/A Validation Range: 04/07/2015 - 09/03/2016 Printer-friendly view

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	\$5.00	228822	\$1,144,110.00	869699	\$4,348,495.00	79.17%	8153301
2	2	N/A	\$10.00	84102	\$841,020.00	327883	\$3,278,830.00	79.59%	8196159
3	3	N/A	\$10.00	28876	\$288,760.00	108434	\$1,084,340.00	78.97%	8132727
4	4	N/A	\$15.00	35229	\$528,435.00	170726	\$2,560,890.00	82.89%	8536900
5	5	N/A	\$15.00	44182	\$662,730.00	161788	\$2,426,820.00	78.55%	8089380
6	6	N/A	\$15.00	27336	\$410,040.00	109980	\$1,649,700.00	80.09%	8248319
7	7	N/A	\$15.00	23585	\$353,775.00	113728	\$1,705,920.00	82.82%	8529600
8	8	N/A	\$20.00	21315	\$426,300.00	81684	\$1,633,680.00	79.31%	8167269
9	9	N/A	\$20.00	20691	\$413,820.00	82262	\$1,645,240.00	79.90%	8228736
10	0	N/A	\$25.00	1494	\$37,350.00	7111	\$177,775.00	82.64%	8510453
11	0	N/A	\$25.00	1791	\$44,775.00	6784	\$169,600.00	79.11%	8147504
12	0	N/A	\$25.00	1778	\$44,450.00	6770	\$169,250.00	79.20%	8156372
13	0	N/A	\$25.00	3809	\$95,225.00	17642	\$441,050.00	82.24%	8469800
14	0	N/A	\$25.00	3620	\$90,500.00	17779	\$444,475.00	83.08%	8556315
15	0	N/A	\$50.00	3592	\$179,600.00	17870	\$893,500.00	83.26%	8574864
16	0	N/A	\$50.00	447	\$22,350.00	1689	\$84,450.00	79.07%	8143316
17	0	N/A	\$50.00	431	\$21,550.00	1708	\$85,400.00	79.85%	8223373
18	0	N/A	\$50.00	2021	\$101,050.00	6574	\$328,700.00	76.49%	7876925
19	0	N/A	\$50.00	707	\$35,350.00	3591	\$179,550.00	83.55%	8604426
20	0	N/A	\$50.00	829	\$41,450.00	4228	\$211,400.00	83.61%	8610233
21	0	N/A	\$50.00	694	\$34,700.00	3571	\$178,550.00	83.73%	8622709
22	0	N/A	\$50.00	679	\$33,950.00	3611	\$180,550.00	84.17%	8668483
23	0	N/A	\$100.00	292	\$29,200.00	1422	\$142,200.00	82.96%	8544009
24	0	N/A	\$100.00	346	\$34,600.00	1365	\$136,500.00	79.78%	8215907
25	0	N/A	\$100.00	764	\$76,400.00	3543	\$354,300.00	82.26%	8471673
26	0	N/A	\$100.00	718	\$71,800.00	3598	\$359,800.00	83.36%	8585243
27	0	N/A	\$100.00	1672	\$167,200.00	6900	\$690,000.00	80.49%	8289719
28	0	N/A	\$100.00	695	\$69,500.00	3582	\$358,200.00	83.75%	8625002
29	0	N/A	\$100.00	695	\$69,500.00	3610	\$361,000.00	83.86%	8635887
30	0	N/A	\$100.00	666	\$66,600.00	3614	\$361,400.00	84.44%	8695955
31	0	N/A	\$100.00	669	\$66,900.00	3622	\$362,200.00	84.41%	8692863
32	0	N/A	\$200.00	139	\$27,800.00	718	\$143,600.00	83.78%	8628127
33	0	N/A	\$200.00	149	\$29,800.00	707	\$141,400.00	82.59%	8505866
34	0	N/A	\$200.00	132	\$26,400.00	722	\$144,400.00	84.54%	8706673
35	0	N/A	\$200.00	149	\$29,800.00	708	\$141,600.00	82.61%	8507958
36	0	N/A	\$200.00	131	\$26,200.00	732	\$146,400.00	84.82%	8735207
37	0	N/A	\$500.00	16	\$8,000.00	70	\$35,000.00	81.40%	8382479
38	0	N/A	\$100,000.00	0	\$0.00	6	\$600,000.00	100.00%	10298475
Totals:				543263	\$6,850,990.00	2,160,031	\$29,356,165.00		

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01/21/16

Game Name	Game #	Invoice	Vendor	TLC PO #
\$100,000 Mega Bingo	1704	90081115	GPC	362-15-9203 RL017

Truck #	Description/Tickets Delivered		Unit Price Per 1000	Amount
1	3,398,775	tickets	\$0.02170	73,753.42
	3,398,775	full uv	\$0.00256	8,700.86
	3,398,775	player's mark	\$0.00365	12,405.53
				<u>94,859.81</u>
2	3,449,325	tickets	\$0.02170	74,850.35
	3,449,325	full uv	\$0.00256	8,830.27
	3,449,325	player's mark	\$0.00365	12,590.04
				<u>96,270.66</u>
3	3,450,375	tickets	\$0.02170	74,873.14
	3,450,375	full uv	\$0.00256	8,832.96
	3,450,375	player's mark	\$0.00365	12,593.87
				<u>96,299.97</u>

Delivered	10,298,475
Ordered	10,200,000
2% under	9,996,000
2% over	10,404,000
Accetable Range	0

SubTotal 287,430.44

4	Less Sanction Letter Dated 3/26/15	1	\$1,600.00	-1,600.00
			Total	<u>285,830.44</u>

**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
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