

**TEXAS LOTTERY COMMISSION**  
**Instant Ticket Game Closing Analysis**  
**SUMMARY REPORT**

**Instant Ticket Information**

Date Completed

1/5/2016

Game #	1710	Confirmed Packs	4,209
Game Name	Neon 9s	Active Packs	2,095
Quantity Printed	9,276,125	Warehouse Packs	11,598
Price Point	\$2	Returned Packs	2,035
Start Date	7/6/2015	Printed Payout Percentage	64.98%
Top Prize	\$ 25,000	Percent Sold	71.56%
Number of Top Prizes Remaining	3	Number of Weeks Out	26

**Current Game Sales Analysis**

**TANGIBLE COSTS**

**Expenditure Impact:**

Cost to print tickets	\$ 138,771	Actual ticket production costs
Prize payout expense	\$ 7,966,018	Data from Instant Ticket Tier Liability screen in ES
<b>Estimated Direct Costs</b>	<b>\$ 8,104,789</b>	

**TANGIBLE BENEFITS**

**Revenue Impact:**

Estimated sales	\$ 13,275,990	Based on # of tkts printed, times % sold from DaVinci report, times the price point
<b>Total Estimated Benefits</b>	<b>\$ 13,275,990</b>	

**Excess of Revenue over Expended \$ 5,171,201**

**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 Information**

	Previous 3 Weeks Sales from DaVinci	
Most recent week sales	\$	165,140
Next week	\$	170,194
Next week	\$	211,380
<hr/>		
Avg Weekly Sales Current Game	\$	182,238
Avg Weekly Sales \$2; 5M-9.99M Qty	\$	672,785
<b>Percentage Of Variance In Sales</b>		<b>73%</b>

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

**Instant Ticket Information**

Game #	1710	Printed Payout Percentage	64.98%
Game Name	Neon 9s	Actual Payout Percentage	60.00%
Percent Sold	71.56%	Number of Weeks Out	26
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			20

**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):

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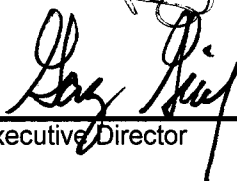
  
Instant Product Coordinator      Date 1/16/16


  
Products Manager      Date 1/11/16

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

  
Lottery Operations Division Director      Date 1/13/16

  
Controller      Date 1/13/16

  
Executive Director      Date 1/14/16


Play the Games of Texas!

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**Da Vinci Report** 1/5/16

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**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
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	WLD 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 WNN?	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	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 1710 / for Life to Date

Product Status:  
ActiveSmartCash Enabled:  
N/A

Validation Range: 05/22/2015 - 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	\$2.00	323519	\$647,038.00	493098	\$986,196.00	60.38%	5601204
2	2	N/A	\$4.00	198155	\$792,620.00	395292	\$1,581,168.00	66.61%	6178779
3	3	N/A	\$4.00	85712	\$342,848.00	136651	\$546,604.00	61.45%	5700551
4	4	N/A	\$5.00	84656	\$423,280.00	137836	\$689,180.00	61.95%	5746651
5	5	N/A	\$10.00	11843	\$118,430.00	25236	\$252,360.00	68.06%	6313338
6	6	N/A	\$10.00	17549	\$175,490.00	38158	\$381,580.00	68.50%	6353929
7	7	N/A	\$10.00	7033	\$70,330.00	11508	\$115,080.00	62.07%	5757491
8	8	N/A	\$20.00	17089	\$341,780.00	38582	\$771,640.00	69.30%	6428687
9	9	N/A	\$20.00	6893	\$137,860.00	11738	\$234,760.00	63.00%	5844192
10	0	N/A	\$50.00	6211	\$310,550.00	15024	\$751,200.00	70.75%	6562962
11	0	N/A	\$50.00	1738	\$86,900.00	4076	\$203,800.00	70.11%	6503179
12	0	N/A	\$50.00	2396	\$119,800.00	5332	\$266,600.00	69.00%	6400142
13	0	N/A	\$50.00	5911	\$295,550.00	14282	\$714,100.00	70.73%	6560769
14	0	N/A	\$50.00	314	\$15,700.00	483	\$24,150.00	60.60%	5621541
15	0	N/A	\$100.00	355	\$35,500.00	786	\$78,600.00	68.89%	6390038
16	0	N/A	\$100.00	247	\$24,700.00	528	\$52,800.00	68.13%	6319734
17	0	N/A	\$100.00	464	\$46,400.00	1085	\$108,500.00	70.05%	6497479
18	0	N/A	\$100.00	139	\$13,900.00	247	\$24,700.00	63.99%	5935758
19	0	N/A	\$1,000.00	11	\$11,000.00	28	\$28,000.00	71.79%	6659782
20	0	N/A	\$1,000.00	5	\$5,000.00	5	\$5,000.00	50.00%	4638062
21	0	N/A	\$25,000.00	3	\$75,000.00	6	\$150,000.00	66.67%	6184083
			Totals:	770243	\$4,089,676.00	1,329,981	\$7,966,018.00		

NO. OF TICKETS: 9,276,125  
 NO. POOLS: 38.65  
 PACK SIZE: 125.00  
 PACKS/POOL: 1920.00  
 PACKS/GAME: 74,209

MIN: 8,937,600  
 MAX: 9,302,400

9,276,125

\$2 TICKETS \$18,552,250 - REVENUE

TEXAS LOTTERY COMMISSION  
 "NEON 9's" - INSTANT GAME NO. 1710  
 END OF PRODUCTION PRIZE STRUCTURE  
 PRIZE FUND - \$12,055,694  
 January 15, 2015 - VERSION 2

PAYOUT % - 64.9823822%

PRIZE LEVEL	# OF WINS	TIER CODE	GET:	WIN:	ODDS OF 1 IN:	WINNERS IN 38.65 POOLS	WINNERS IN 125 (PER PACK*)	WINNERS IN 240,000 (PER POOL)	PRIZE COST	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVELS**
1	1	L	\$2	\$2	11.36	816,617	11.00	21,120	\$ 1,633,234	13.55%	
2	2	L	\$2 x 2	\$4	15.63	593,447	8.00	15,360	\$ 2,373,788	19.69%	
3	1	L	\$4	\$4	41.72	222,363	3.00	5,760	\$ 889,452	7.38%	
4	1	L	\$5	\$5	41.69	222,492	3.00	5,760	\$ 1,112,460	9.23%	
5	2	L	\$5 x 2	\$10	250.17	37,079	0.50	960	\$ 370,790	3.08%	
6	3	L	(\$2 (2X) x 2) + \$2	\$10	166.52	55,707	0.75	1,440	\$ 557,070	4.62%	
7	1	L	\$10	\$10	500.30	18,541	0.25	480	\$ 185,410	1.54%	
8	4	L	\$2 (2X) + \$5 (2X) + \$4 + \$2	\$20	166.62	55,671	0.75	1,440	\$ 1,113,420	9.24%	
9	1	L	\$20	\$20	497.89	18,631	0.25	480	\$ 372,620	3.09%	LOW
10	9	M	\$10 (2X) + (\$5 x 2) + (\$2 x 5) + \$10	\$50	436.83	21,235	-	550	\$ 1,061,750	8.81%	71.40%
11	5	M	\$10 x 5	\$50	1,595.48	5,814	-	150	\$ 290,700	2.41%	
12	3	M	\$10 (2X) + \$20 + \$5 (2X)	\$50	1,200.33	7,728	-	200	\$ 386,400	3.21%	
13	10	M	(\$2 x 5) + (\$5 x 4) + \$10 (2X)	\$50	459.37	20,193	-	522	\$ 1,009,650	8.37%	
14	1	M	\$50	\$50	11,638.80	797	-	20	\$ 39,850	0.33%	
15	10	M	(\$10 x 5) + (\$5 (2X) x 2) + (\$5 x 2) + \$20	\$100	8,129.82	1,141	-	30	\$ 114,100	0.95%	
16	10	M	(\$5 (2X) x 4) + \$10 (2X) + (\$5 x 4) + \$20	\$100	11,969.19	775	-	20	\$ 77,500	0.64%	
17	10	M	\$20 (2X) + \$10 (2X) + (\$5 x 8)	\$100	5,988.46	1,549	-	40	\$ 154,900	1.28%	MID
18	1	M	\$100	\$100	24,031.41	386	-	10	\$ 38,600	0.32%	26.32%
19	10	H	(\$100 (2X) x 2) + (\$50 (2X) x 4) + (\$50 x 4)	\$1,000	237,849.36	39	-	1	\$ 39,000	0.32%	
20	1	H	\$1,000	\$1,000	927,612.50	10	-	-	\$ 10,000	0.08%	HIGH
21	1	H	\$25,000	\$25,000	1,030,680.56	9	****	-	\$ 225,000	1.87%	2.27%
				2 decimals =	4.42	2,100,224	27.50	54,343	\$ 12,055,694	100.00%	100.00%
				4 decimals =	4.4167						***

\*9" symbol = Win  
 \*\*99" symbol = Win Double

TEXAS LOTTERY COMMISSION  
 "NEON 9's" - INSTANT GAME NO. 1710  
 END OF PRODUCTION PRIZE STRUCTURE  
 January 15, 2015 - VERSION 2

Consolidated odds are 1 in:

\$2	11.36	816,617
\$4	11.37	815,810
\$5	41.69	222,492
\$10	83.32	111,327
\$20	124.84	74,302
\$50	166.34	55,767
\$100	2,408.76	3,851
\$1,000	189,308.67	49
\$25,000	1,030,680.56	9

\* Each of the following GLEPS will be used in approximately 25% of each pack of 125 tickets.  
 \*\* Numbers are rounded.  
 \*\*\* Low Tier=\$1-\$24.99, Mid Tier=\$25-\$599, High Tier=\$600+ (Used for Validation Purposes)  
 \*\*\*\* Exact prize delivery  
 \*\*\*\*\* There will be no more than 30 winners per pack in this game

2,100,224

PRIZE	Play Action
\$2	\$2
\$4	\$2 x 2
\$4	\$4
\$5	\$5
\$10	\$5 x 2
\$10	(\$2 (2X) x 2) + \$2
\$10	\$10
\$20	\$2 (2X) + \$5 (2X) + \$5
\$20	\$20

A
9 = \$ 18
9 = \$ 36
3 = \$ 12
4 = \$ 20
1 = \$ 10
2 = \$ 20
0 = \$ 0
0 = \$ 0
0 = \$ 0
0 = \$ 0
28 \$116

B
14 = \$ 28
6 = \$ 24
1 = \$ 4
2 = \$ 10
0 = \$ 0
1 = \$ 10
0 = \$ 0
1 = \$ 20
1 = \$ 20
26 \$116

C
11 = \$ 22
8 = \$ 32
3 = \$ 12
2 = \$ 10
1 = \$ 10
0 = \$ 0
1 = \$ 10
1 = \$ 20
0 = \$ 0
27 \$116

D
10 = \$ 20
9 = \$ 36
5 = \$ 20
4 = \$ 20
0 = \$ 0
0 = \$ 0
0 = \$ 0
1 = \$ 20
0 = \$ 0
29 \$116

01/05/16

Game Name	Game #	Invoice	Vendor	TLC PO #
Neon 9s	1710	90081844	GTECH	362-15-9203 RL016

Truck #	Description/Tickets Delivered	Unit Price Per 1000	Amount
1	4,499,625 tickets	\$0.01368	61,554.87
	4,499,625 full uv	\$0.00128	<u>5,759.52</u>
			67,314.39
2	4,776,500 tickets	\$0.01368	65,342.52
	4,776,500 full uv	\$0.00128	<u>6,113.92</u>
			71,456.44

Delivered	9,276,125
Ordered	9,120,000
2% under	8,937,600
2% over	9,302,400
Accetable Range	0

Sub Total **138,770.83**

3	Sanction Memo dated 5/4/15 -non conforming ticket artwork	\$10,000.00	<u>-10,000.00</u>
			128,770.83
		Total	

**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