

TEXAS LOTTERY COMMISSION
Instant Ticket Game Closing Analysis
SUMMARY REPORT

Instant Ticket Information

Date Completed 3/24/2016

Game #	1714	Confirmed Packs	7,877
Game Name	Bonus Cashword	Active Packs	4,818
Quantity Printed	25,338,875	Warehouse Packs	-
Price Point	\$3	Returned Packs	427
Start Date	7/21/2016	Printed Payout Percentage	65.99%
Top Prize	\$ 50,000	Percent Sold	92.51%
Number of Top Prizes Remaining	0	Number of Weeks Out	35

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 455,846	Actual ticket production costs
Prize payout expense	\$ 45,296,875	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 45,752,721

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 70,322,980	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits \$ 70,322,980

Excess of Revenue over Expended \$ 24,570,258

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	\$	1,360,101
Next week	\$	2,015,559
Next week	\$	2,487,660
Avg Weekly Sales Current Game	\$	1,954,440
Avg Weekly Sales \$3; 25M-29.99M Qty	\$	1,998,723
Percentage Of Variance In Sales		2%

TEXAS LOTTERY COMMISSION
Instant Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	<input type="text" value="1714"/>	Printed Payout Percentage	<input type="text" value="65.99%"/>
Game Name	<input type="text" value="Bonus Cashword"/>	Actual Payout Percentage	<input type="text" value="64.41%"/>
Percent Sold	<input type="text" value="92.51%"/>	Number of Weeks Out	<input type="text" value="35"/>
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			<input type="text" value="32*"/>

*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):

Inr _____

Product Manager _____ Date _____

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

Lottery Operations Division Director _____

Controller _____

Executive Dir. _____ Date _____

Not Required. Zero Top Prize.

Play the Games of Texas!

Da Vinci Report 3/24/16

Week End Date: 3/19/16

Product Line	Game	\$	Tix Ron	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														3/19/16	3/12/16	3/5/16	2/27/16
Mature	1728	\$2	5,133,625	VETERANS CASH	11/2/15			20	83.28%	4,033	2,160	0	169	\$165,140.00	\$181,416.00	\$241,504.00	\$241,264.00
	1783	\$2	7,137,375	WWE	11/16/15			18	48.42%	5,273	2,319	17,180	3,700	\$166,918.00	\$187,302.00	\$233,350.00	\$218,004.00
	1715	\$5	20,354,025	\$100,000 CASHWORD-O-RAMA	9/21/15			26	54.24%	21,962	7,433	91,751	24	\$2,293,350.00	\$2,583,170.00	\$2,719,950.00	\$2,514,475.00
	1784	\$5	15,224,625	BONUS BREAK THE BANK	12/7/15			15	32.47%	18,668	7,812	108,398	22	\$1,726,360.00	\$1,813,710.00	\$2,004,545.00	\$1,898,515.00
	1768	\$5	8,068,400	HIGH ROLLER	10/19/15			22	77.23%	3,856	2,388	16,737	739	\$441,735.00	\$518,500.00	\$667,300.00	\$666,525.00
	1723	\$5	8,528,175	MERRY MONEY	10/5/15			24	82.24%	847	548	7,724	10,172	\$77,900.00	\$119,925.00	\$196,215.00	\$270,375.00
	1729	\$5	8,438,925	WILD 10'S	11/2/15			20	77.68%	6,206	3,919	13,706	24	\$648,840.00	\$720,765.00	\$881,960.00	\$894,165.00
	1694	\$10	10,399,900	\$10 SET FOR LIFE	8/3/15			33	83.14%	16,141	7,910	8,835	20	\$1,794,700.00	\$1,962,170.00	\$2,154,580.00	\$2,025,430.00
	1644	\$10	28,500,450	\$200,000,000 CASH BLOWOUT	7/21/14			87	62.32%	7,888	4,009	201,227	16	\$1,068,680.00	\$1,140,320.00	\$1,237,190.00	\$1,097,550.00
	1630	\$10	12,236,550	SUPER WEEKLY GRAND	7/11/14			90	85.53%	7,484	3,986	22,510	12	\$889,360.00	\$886,720.00	\$1,008,190.00	\$885,580.00
	1713	\$20	6,107,975	\$1,000,000 INSTANT CASHOUT	8/17/15			31	67.02%	17,293	6,049	54,544	34	\$1,834,620.00	\$1,948,920.00	\$2,182,580.00	\$2,114,940.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			44	19.87%	17,547	5,753	1,068,575	25	\$1,928,340.00	\$2,013,760.00	\$2,190,200.00	\$2,085,820.00
	1387	\$20	34,320,175	\$500M EXTREME CASH BLAST	8/13/12			188	51.74%	8,019	2,721	649,152	81	\$1,111,240.00	\$1,106,400.00	\$1,231,660.00	\$1,165,120.00
	1711	\$20	4,160,625	HOLIDAY GAME BOOK	10/5/15			24	73.70%	1,844	678	27,001	12,878	\$202,480.00	\$307,580.00	\$517,740.00	\$640,100.00
	1593	\$50	3,669,860	DIAMOND DOLLARS	5/4/15			46	68.05%	14,947	5,797	35,835	54	\$2,599,050.00	\$2,641,950.00	\$2,968,800.00	\$2,828,250.00
Out of Wareh:	1677	\$2	7,159,250	FIND THE 9'S	2/15/16			5	57.66%	15,247	8,591	16	32	\$1,359,554.00	\$1,565,112.00	\$1,912,978.00	\$1,808,396.00
	1786	\$3	6,093,375	LUCKY MULTIPLIER	1/18/16			9	62.78%	10,813	6,407	0	148	\$884,250.00	\$1,157,823.00	\$1,468,860.00	\$1,283,457.00
	1747	\$5	7,213,350	\$200,000 DOUBLE PAYDAY	1/18/16			9	79.66%	12,354	6,619	0	61	\$1,909,830.00	\$2,460,325.00	\$3,108,595.00	\$3,000,655.00
Sold/Closing	1680	\$1	22,494,750	5X THE CASH	6/15/15	4/17/16	6/1/16	40	92.78%	5,389	3,185	113	74	\$251,714.00	\$275,015.00	\$323,819.00	\$292,004.00
	1717	\$1	11,256,000	EMOJI MATCH	9/8/15	4/17/16	6/1/16	28	89.90%	2,424	1,923	524	1,611	\$93,546.00	\$107,637.00	\$132,370.00	\$134,430.00
	1751	\$1	7,335,750	FAST CASH	12/7/15	4/17/16	6/1/16	15	92.93%	1,212	1,065	0	459	\$69,811.00	\$93,071.00	\$115,093.00	\$141,494.00
	1722	\$1	12,922,050	SEASON'S GREETINGS	10/5/15	4/17/16	6/1/16	24	90.98%	662	326	15	6,035	\$23,408.00	\$31,122.00	\$46,185.00	\$55,306.00
	1682	\$2	14,140,875	10X THE CASH	7/20/15	2/14/16	3/30/16	35	66.16%	34	17	30,478	6,226	\$9,662.00	\$17,108.00	\$59,276.00	\$105,936.00
	1612	\$2	25,691,375	BREAK THE BANK	2/16/15	2/14/16	3/30/16	57	96.78%	36	10	1,324	4,542	\$2,376.00	\$4,966.00	\$17,380.00	\$18,722.00
	1710	\$2	9,276,125	NEON 9S	7/6/15	2/14/16	3/30/16	37	75.52%	25	14	11,598	5,674	\$1,976.00	-\$2,582.00	\$12,058.00	\$17,394.00
	1698	\$3	10,058,125	BINGO MANIA	6/1/15	2/14/16	3/30/16	42	96.90%	20	9	0	1,511	-\$3,669.00	-\$5,616.00	\$2,922.00	\$6,243.00
	1714	\$3	25,338,875	BONUS CASHWORD	7/21/15			35	92.51%	7,877	4,818	0	427	\$1,360,101.00	\$2,015,559.00	\$2,487,660.00	\$2,452,521.00
	1693	\$5	15,296,025	\$5 SET FOR LIFE	8/3/15			33	91.47%	9,461	4,902	1,857	37	\$989,055.00	\$1,041,070.00	\$1,190,040.00	\$1,213,715.00
	1687	\$5	10,273,275	20X THE CASH	7/20/15			35	96.42%	2,723	1,690	12	47	\$537,095.00	\$641,060.00	\$786,355.00	\$732,745.00
	1709	\$5	8,197,125	BONUS BREAK THE BANK	6/1/15	4/17/16	6/1/16	42	93.30%	1,034	366	2,875	2,302	\$58,460.00	\$77,860.00	\$107,200.00	\$118,385.00
	1678	\$5	9,888,975	COWBOYS	8/17/15	4/17/16	6/1/16	31	43.88%	1,380	845	67,811	3,055	\$109,905.00	\$135,160.00	\$171,350.00	\$200,660.00
	1731	\$5	6,973,275	HOLIDAY TREASURES	11/16/15	3/7/16	4/21/16	18	69.84%	549	258	13,120	11,437	\$9,585.00	\$69,590.00	\$237,945.00	\$327,785.00

Liability for 1714 / for Life to Date

Product Status: SmartCash Enabled: Validation Range: 07/18/2015 - 12/31/2037
 Active N/A

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	\$3.00	373097	\$1,119,291.00	2059435	\$6,178,305.00	84.66%	21452447
2	2	N/A	\$5.00	362919	\$1,814,595.00	3286058	\$16,430,290.00	90.05%	22818727
3	3	N/A	\$10.00	43557	\$435,570.00	463208	\$4,632,080.00	91.40%	23160971
4	4	N/A	\$20.00	24548	\$490,960.00	279480	\$5,589,600.00	91.93%	23292949
5	0	N/A	\$100.00	4482	\$448,200.00	49171	\$4,917,100.00	91.65%	23222146
6	0	N/A	\$500.00	1030	\$515,000.00	11839	\$5,919,500.00	92.00%	23310819
7	0	N/A	\$5,000.00	8	\$40,000.00	76	\$380,000.00	90.48%	22925648
8	0	N/A	\$50,000.00	0	\$0.00	25	\$1,250,000.00	100.00%	25338874
Totals:				809641	\$4,863,616.00	6,149,292	\$45,296,875.00		

NO. OF TICKETS: 25,338,875
 NO. POOLS: 211
 PACK SIZE: 125
 PACKS/POOL: 960
 PACKS/GAME: 202,711

Minimum: 24,578,400
 Maximum: 25,581,600

TEXAS LOTTERY COMMISSION
 "BONUS CASHWORD" - INSTANT GAME NO. 1714
 PRIZE STRUCTURE
 Jul/09/15

VERSION A

25,338,875 \$3 TICKETS \$76,016,625 REVENUE PRIZE FUND \$50,160,491 PAYOUT % 65.99%

PRIZE TIER	PRIZE CODE	TIER CODE	GET:	#OF WAYS TO WIN:	WIN:	ODDS OF 1 IN:	WINNERS IN 211 POOLS	WINNERS IN 125 (PER PACK*)	WINNERS IN 120,000 (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS
1	1	L	3 WORDS	1	\$3	10.42	2,432,532	12.00	11,520,000	\$7,297,596	14.55%	
2	2	L	4 WORDS	1	\$5	6.94	3,648,977	18.00	17,280,000	\$18,244,885	36.37%	
3	3	L	5 WORDS	1	\$10	50.00	506,765	2.50	2,400,000	\$5,067,650	10.10%	LOW TIER
4	4	L	6 WORDS	1	\$20	83.34	304,028	1.50	1,440,000	\$6,080,560	12.12%	73.15%
5	0	M	7 WORDS	1	\$100	472.27	53,653	0.265	254,000	\$5,365,300	10.70%	MID TIER
6	0	M	8 WORDS	1	\$500	1,968.99	12,869	0.064	61,000	\$6,434,500	12.83%	23.52%
7	0	H	9 WORDS	1	\$5,000	301,653.27	84	0.000	0.398	\$420,000	0.84%	HIGH TIER
8	0	H	10 WORDS	1	\$50,000	1,013,555.00	25 ***	0.000	0.118	\$1,250,000	2.49%	3.33%
						3.64	6,958,933	34.33	32,955,516	\$50,160,491	100.00%	100.00% ****
						3.6412						

Consolidated odds are 1 in:

\$3	10.42	2,432,532
\$5	6.94	3,648,977
\$10	50.00	506,765
\$20	83.34	304,028
\$100	472.27	53,653
\$500	1,968.99	12,869
\$5,000	301,653.27	84
\$50,000	1,013,555.00	25
		6,958,933

- * Each of the following GLEPS will be used in approximately 16.67% of each pack of 125 tickets.
- ** Numbers are rounded.
- *** This number of prizes is guaranteed delivery to the Lottery
- **** Low Tier = \$1 - \$24.99, Mid-Tier = \$25 - \$599, High Tier = \$600+ (Used for Validation Purposes)

Jul/09/15

TEXAS LOTTERY COMMISSION
"BONUS CASHWORD" - INSTANT GAME NO. 1714
PRIZE STRUCTURE

VERSION A

<u>PRIZE</u>		<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>F</u>
\$3	3 WORDS	12 = \$ 36	12 = \$ 36	12 = \$ 36	12 = \$ 36	12 = \$ 36	12 = \$ 36
\$5	4 WORDS	23 = \$ 115	19 = \$ 95	15 = \$ 75	19 = \$ 95	17 = \$ 85	15 = \$ 75
\$10	5 WORDS	1 = \$ 10	1 = \$ 10	3 = \$ 30	3 = \$ 30	2 = \$ 20	5 = \$ 50
\$20	6 WORDS	1 = \$ 20	2 = \$ 40	2 = \$ 40	1 = \$ 20	2 = \$ 40	1 = \$ 20
		<hr/> 37 \$ 181	<hr/> 34 \$ 181	<hr/> 32 \$ 181	<hr/> 35 \$ 181	<hr/> 33 \$ 181	<hr/> 33 \$ 181

Note: There will not be more than 38 winners per pack.

No.	03/24/16				
	Game Name	Game No	Inv No.	Vendor	TLC PO #
	Bonus Cashword	1714	25504	PBL	362-15-9202 RL017

Truck #	Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
1	3,534,000	3,534.00	\$17.99	\$63,576.66
2	3,559,125	3,559.13	\$17.99	\$64,028.66
3	3,554,000	3,554.00	\$17.99	\$63,936.46
4	3,556,125	3,556.13	\$17.99	\$63,974.69
5	3,713,750	3,713.75	\$17.99	\$66,810.36
6	3,716,375	3,716.38	\$17.99	\$66,857.59
7	3,705,500	3,705.50	\$17.99	\$66,661.95
				<u>\$455,846.36</u>

Delivered	25,338,875
Ordered	25,080,000

2% under	24,578,400
2% over	25,581,600

Accetable Range	0
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Total **\$455,846.36**

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