

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 10/7/2016

Game #	1715	Confirmed Packs	2,551
Game Name	\$100,000 Cashword-O-Rama	Active Packs	827
Quantity Printed	20,354,025	Warehouse Packs	-
Price Point	\$5	Returned Packs	70
Start Date	9/21/2015	Printed Payout Percentage	67.47%
Top Prize	\$ 100,000	Percent Sold	98.43%
Number of Top Prizes Remaining	0	Number of Weeks Out	54

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 682,270	Actual ticket production costs
Prize payout expense	\$ 65,558,615	Data from Instant Ticket Tier Liability screen in ES
Estimated Direct Costs	\$ 66,240,885	

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 100,172,334	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 100,172,334	

Excess of Revenue over Expended \$ 33,931,449

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	\$ 292,540
Next week	\$ 330,365
Next week	\$ 457,300
Avg Weekly Sales Current Game	\$ 360,068
Avg Weekly Sales \$5, 20M - 24 99M Qty	\$ 2,266,672
Percentage Of Variance In Sales	84%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	1715	Printed Payout Percentage	67.47%
Game Name	\$100,000 Cashword-O-Rama	Actual Payout Percentage	65.45%
Percent Sold	98.43%	Number of Weeks Out	54
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run			39

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: _____

Not Required. Zero Top Prize.

Product: _____ Date: _____

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 Director Date


Play the Games of Texas!

Da Vinci Report 10/7/16

Week End Date: 10/1/16

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														10/1/16	9/24/16	9/17/16	9/10/16
Sold/Closing	1715	\$5	20,354,025	\$100,000 CASHWORD-O-RAMA	9/21/15			54	98.43%	2,551	827	0	70	\$292,540.00	\$330,365.00	\$457,300.00	\$627,900.00
	1625	\$5	8,423,775	MEGA SLOTS	2/15/16	9/11/16	10/26/16	33	59.00%	69	54	40,513	4,448	\$2,930.00	-\$1,355.00	\$53,130.00	\$93,900.00
	1739	\$5	7,338,075	TEXAS CASH BLOWOUT	3/21/16	10/16/16	11/30/16	28	93.43%	869	980	2,281	826	\$225,995.00	\$228,185.00	\$272,040.00	\$290,270.00
	1744	\$5	7,333,050	TEXAS LOTTERY LIVE!	3/7/16	10/16/16	11/30/16	30	63.79%	655	713	28,878	4,075	\$87,555.00	\$99,250.00	\$119,845.00	\$122,875.00
	1761	\$5	7,158,975	TRIPLE WINNING 7'S	5/16/16	9/23/16	11/7/16	20	97.13%	312	203	0	951	\$146,375.00	\$209,635.00	\$266,105.00	\$356,100.00
	1719	\$10	12,204,850	THE BIG MONEY SUPER TICKET	3/7/16			30	92.29%	6,047	4,709	4,628	1,136	\$1,704,080.00	\$1,830,240.00	\$1,947,020.00	\$2,122,760.00

Liability for 1715 / for Life to Date

Product Status
Active

SmartCash Enabled:
N/A

Validation Range: 08/22/2015 - 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	\$5.00	186474	\$932,370 00	2120357	\$10,601,785.00	91.92%	18708694
2	2	N/A	\$10.00	48176	\$481,760 00	1037596	\$10,375,960 00	95.56%	19450910
3	3	N/A	\$10 00	56882	\$568,820 00	689208	\$6,892,080 00	92.38%	18802230
4	4	N/A	\$20 00	9346	\$186,920 00	262203	\$5,244,060 00	96.56%	19653492
5	5	N/A	\$20 00	6979	\$139,580 00	264215	\$5,284,300 00	97 43%	19830226
6	6	N/A	\$20 00	7490	\$149,800 00	196071	\$3,921,420 00	96.32%	19605100
7	0	N/A	\$30 00	3001	\$90,030 00	124433	\$3,732,990 00	97 65%	19874698
8	0	N/A	\$30.00	1860	\$55,800.00	87016	\$2,610,480 00	97.91%	19928054
9	0	N/A	\$30 00	4683	\$140,490 00	63088	\$1,892,640 00	93.09%	18947553
10	0	N/A	\$50 00	1039	\$51,950 00	41454	\$2,072,700 00	97 55%	19856346
11	0	N/A	\$50.00	989	\$49,450.00	41510	\$2,075,500 00	97 67%	19880362
12	0	N/A	\$50 00	692	\$34,600 00	30415	\$1,520,750 00	97 78%	19901232
13	0	N/A	\$50 00	634	\$31,700 00	30215	\$1,510,750 00	97 94%	19935713
14	0	N/A	\$100 00	294	\$29,400 00	10355	\$1,035,500 00	97.24%	19792085
15	0	N/A	\$100 00	266	\$26,600 00	10411	\$1,041,100 00	97.51%	19846936
16	0	N/A	\$100 00	174	\$17,400.00	6618	\$661,800 00	97 44%	19832586
17	0	N/A	\$100 00	210	\$21,000 00	6557	\$655,700.00	96.90%	19722378
18	0	N/A	\$200 00	173	\$34,600 00	6573	\$1,314,600.00	97 44%	19832048
19	0	N/A	\$500 00	91	\$45,500 00	3273	\$1,636,500 00	97.29%	19803424
20	0	N/A	\$1,000.00	5	\$5,000.00	166	\$166,000 00	97 08%	19758877
21	0	N/A	\$1,000 00	4	\$4,000 00	167	\$167,000 00	97.66%	19877906
22	0	N/A	\$5,000 00	1	\$5,000 00	29	\$145,000 00	96.67%	19675556
23	0	N/A	\$100,000 00	0	\$0 00	10	\$1,000,000 00	100 00%	20354025
Totals.				329463	\$3,101 770 00	5,031,940	\$65,558,615.00		

Prize Structure
 TEXAS LOTTERY
 GAME NO 1715 \$100 000 CASHWORD-O-RAMA
 5/14/2015 - VERSION A

Order Quantity:	20,354,025	Pack Size	75	Pool Size	120 000	Winners.	5 361 403	Prize Fund.	Total Payout
Price Point:	\$5 00	Packs/Game	271 387	Number of Pools	169 62	Non-winners.	14 992,622	Payout:	\$68,660,385 00
Revenue:	\$101,770,125 00	Packs/Pool	1 600			Overall Odds	3.80		67.47%

ORIGINAL ORDER

SHIPMENT # 1-5
 COMPLETE
 POOLS # 1 - 190

Line	Wins	Game 1 "Puzzle 1"	Bonus	Win	Value	Odds (1 in)	Winners			Total Prize Cost	% Prize Fund	
							Pack	Pool	Total			
Low Tiers												
01	1	3 Words \$5		\$5	\$5 00	8 8234	8 50	13 600 00	2,306,831	\$11 534 155 00	16 80%	
02	1	3 Words w/RED		\$10	\$10 00	18 7461	4 00	6,400 00	1,085 772	\$10,857 720 00	15 81%	
03	1		(1) BLACK	\$10	\$10 00	27 2809	2 75	4,400 00	746,090	\$7 460,900 00	10 87%	
						Total (10.00):	11.1111	6.75	10,800.00	1,831,862	\$18,318,620.00	26.68%
04	1	4 Words \$20		\$20	\$20 00	74 9553	1 00	1 600 00	271 549	\$5 430,980 00	7 91%	
05	2	3 Words w/RED	(1) BLACK	\$20	\$20 00	75 0534	1 00	1 600 00	271,194	\$5 423,880.00	7 90%	
06	2		(1) BLACK x 2	\$20	\$20 00	99 9898	0 75	1,200 00	203,561	\$4 071 220.00	5 93%	
						Total (20.00):	27.2731	2.75	4,400.00	746,304	\$14,926,080.00	21.74%
						Total (Low Tiers)	4.1666	18 00	28,800.00	4,884,997	\$44,778,855 00	65.22%
Mid Tiers												
07	2	4 Words \$20	(1) BLACK	\$30	\$30 00	159 7221	0 47	750 00	127,434	\$3 823,020.00	5 57%	
08	3	3 Words w/RED	(1) BLACK x 2	\$30	\$30 00	229 0160	0 33	525 00	88,876	\$2,666,280 00	3 88%	
09	1		(1) RED	\$30	\$30 00	300 3353	0 25	400 00	67,771	\$2,033,130 00	2 96%	
						Total (30.00):	71.6487	1.05	1,675.00	284,081	\$8,522,430.00	12.41%
10	1	5 Words \$50		\$50	\$50 00	478 9971	0 16	250 00	42,493	\$2 124 650 00	3 09%	
11	2	4 Words \$20	(1) RED	\$50	\$50 00	478 9295	0 16	250 00	42,499	\$2 124 950 00	3 09%	
12	3	3 Words w/RED	(1) BLACK + (1) RED	\$50	\$50 00	654 3230	0 11	183 00	31,107	\$1 555 350 00	2 27%	
13	2	4 Words w/RED	(1) BLACK	\$50	\$50 00	659 7953	0 11	182 00	30,849	\$1 542 450 00	2 25%	
						Total (50.00):	138.5118	0.54	865.00	146,948	\$7,347,400.00	10.70%
14	1	6 Words \$100		\$100	\$100 00	1911 3555	0 04	63 00	10,649	\$1,064,900 00	1 55%	
15	4	5 Words \$50	(1) BLACK x 2 + (1) RED	\$100	\$100 00	1906 3431	0 04	63 00	10,677	\$1,067,700 00	1 56%	
16	5	4 Words \$20	(1) BLACK x 2 + (1) RED x 2	\$100	\$100 00	2996 7646	0 03	40 00	6,792	\$679,200 00	0 99%	
17	1	5 Words w/RED		\$100	\$100 00	3007 8358	0 02	40 00	6 767	\$676,700 00	0 99%	
						Total (100.00):	583.4607	0.13	206.00	34,885	\$3,488,500 00	5 08%
18	1	6 Words w/RED		\$200	\$200 00	3017 1991	0 02	40 00	6 746	\$1 349 200 00	1 97%	
19	1	7 Words \$500		\$500	\$500 00	6050 5425	0 01	20 00	3,364	\$1 682,000 00	2 45%	
						Total (Mid Tiers)	42.7584	1.75	2,806 00	476,024	\$22,389,530 00	32 61%
High Tiers												
20	1	8 Words \$1 000		\$1 000	\$1 000 00	119029 3860	0 00	1 00	171	\$171 000 00	0 25%	
21	1	7 Words w/RED		\$1 000	\$1 000 00	119029 3860	0 00	1 00	171	\$171 000 00	0 25%	
						Total (1,000.00):	59514.6930	0.00	2.00	342	\$342,000 00	0 50%
22	1	9 Words \$5 000		\$5 000	\$5,000 00	678467 5000	0 00	0 18	30	\$150 000 00	0 22%	
23	1	10 Words \$100 000		\$100 000	#####	2035402 5000	0 00	0 06	10	\$1 000 000 00	1 46%	
						Total (High Tiers)	53282 7880	0 00	2 24	382	\$1 492,000 00	2 17%
						Total :	3.7964	19 76	31,608 24	5,361,403	\$68,660,385 00	100 00%

20354025
2306831
1085772
746090
271549
271194
203561
127434
88876
67771
42493
42499
31107
30849
10649
10677
6792
6767
6746
3364
171
171
30
10

Puzzles - RED = Doubler
 Bonus Puzzles BLACK = Win \$10 RED = Win \$30

There will be no more than 21 winners per pack

No 10/07/16
Game Name **Game No** **Inv No.** **Vendor** **TLC PO #**
 \$100,000 Cashword-O-Rama 1715 1025048-5 SGI 362-15-9204 RL025

Truck #	Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
1	4,075,125	4,075.13	\$33.53	\$136,638.94
2	4,079,250	4,079.25	\$33.53	\$136,777.25
3	4,076,550	4,076.55	\$33.53	\$136,686.72
4	4,079,325	4,079.33	\$33.53	\$136,779.77
5	4,043,775	4,043.78	\$33.53	\$135,587.78
				<u>\$682,470.46</u>

Delivered 20,354,025
 Ordered 20,040,000
 2% under 19,639,200
 2% over 20,440,800
 Accetable Range 0

6 Less Sanction memo dated 6/17/15 Non-Conforming Tickets 1.00 \$200.00 \$200.00

Total \$682,270.46

**Instant Ticket Game Analysis
2/23/14-2/27/16**

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	None	None	None
5M-9.99M	Week 16	Week 21	Week 21*	Week 22	3M	None	Week 12*	None	Week 71*
10M-14.99M	Week 17	None	Week 26	Week 31	4M	Week 15*	Week 28*	None	None
15M-19.99M	None	None	Week 40*	Week 51	5M	Week 18	Week 47*	None	None
20M-24.99M	Week 36	None	Week 25	Week 39	6M	Week 26	None	None	None
25M-29.99M	Week 24*	Week 39*	Week 32*	None	7M	None	None	None	None
30M-34.99M	Week 51*	Week 66*	None	None	8M	Week 19	None	None	None
>35M	None	None	None	None	>9M	None	Week 39*	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	None	None	None
5M-9.99M	\$476,747	\$641,811	\$888,939	\$1,723,223	3M	None	\$5,141,903	None	\$2,195,114
10M-14.99M	\$577,433	None	\$1,236,839	\$1,456,631	4M	\$2,420,727	\$2,572,436	None	None
15M-19.99M	None	None	\$1,056,146	\$1,448,693	5M	\$2,609,962	\$2,150,202	None	None
20M-24.99M	\$523,049	None	\$2,123,051	\$2,266,672	6M	\$2,024,322	None	None	None
25M-29.99M	\$906,926	\$1,139,763	\$1,998,723	None	7M	None	None	None	None
30M-34.99M	\$521,486	\$790,002	None	None	8M	\$4,563,190	None	None	None
>35M	None	None	None	None	>9M	None	\$4,464,715	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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