

TEXAS LOTTERY COMMISSION
Instant Ticket Game Closing Analysis
SUMMARY REPORT

Instant Ticket Information

Date Completed

3/8/2016

Game #	1717	Confirmed Packs	3,458
Game Name	Emoji Match	Active Packs	2,567
Quantity Printed	11,256,000	Warehouse Packs	706
Price Point	\$1	Returned Packs	1,577
Start Date	9/8/2015	Printed Payout Percentage	60.00%
Top Prize	\$ 3,000	Percent Sold	87.67%
Number of Top Prizes Remaining	5	Number of Weeks Out	26

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 101,167	Actual ticket production costs
Prize payout expense	\$ 5,527,045	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 5,628,212

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 9,868,135	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits \$ 9,868,135

Excess of Revenue over Expended \$ 4,239,923

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	\$	132,370
Next week	\$	134,430
Next week	\$	161,550
Avg Weekly Sales Current Game	\$	142,783
Avg Weekly Sales \$1; 10-14.99 M Qty	\$	563,510
Percentage Of Variance In Sales		75%

TEXAS LOTTERY COMMISSION
Instant Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	1717	Printed Payout Percentage	60.00%
Game Name	Emoji Match	Actual Payout Percentage	56.01%
Percent Sold	87.67%	Number of Weeks Out	26
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			18

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):

Paul Boursack 3/8/16
Instant Product Coordinator Date

Plm 3/9/16
Products 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 L

Date

**Not Required
> 85% Sell-through**

Play the Games of Texas!

Da Vinci Report
3/8/16

Week End Date: 3/5/16

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														3/5/16	2/27/16	2/20/16	2/13/16
Baseline	1738	\$1	25,696,500	HIT \$5,000	1/4/16			9	34.90%	26,024	12,655	68,402	3	\$1,094,269.00	\$1,070,489.00	\$1,062,230.00	\$954,314.00
	1746	\$1	11,133,600	LUCKYTICKET	3/7/16			0	0.00%	20,419	2,779	38,758	0	\$0	\$0	\$0	\$0
	1700	\$1	11,135,250	WILD 1'S	2/11/16			5	36.41%	21,178	11,677	10,973	3	\$917,275.00	\$880,249.00	\$959,973.00	\$879,874.00
	1677	\$2	7,159,250	FIND THE 9'S	2/15/16			3	32.47%	17,533	9,667	6,882	1	\$1,912,978.00	\$1,808,396.00	\$928,066.00	\$0
	1735	\$2	22,518,500	HIT \$50,000	1/4/16			9	28.40%	25,314	11,175	88,844	6	\$1,513,600.00	\$1,530,626.00	\$1,619,340.00	\$1,522,028.00
	1795	\$2	35,193,500	INSTANT BINGO	3/7/16			0	0.00%	17,742	2,629	250,663	0	\$0	\$0	\$0	\$0
	1780	\$2	8,919,000	SOLID GOLD	12/7/15			13	58.19%	10,348	6,478	11,399	22	\$599,648.00	\$573,054.00	\$624,446.00	\$689,206.00
	1798	\$3	35,460,375	BONUS CASHWORD	2/29/16			1	0.09%	12,554	1,620	264,132	0	\$93,000.00	\$0	\$0	\$0
	1789	\$3	20,804,850	TEXAS LOTERIA	12/22/15			11	34.01%	31,018	12,365	133,276	10	\$2,378,298.00	\$2,126,949.00	\$2,117,016.00	\$2,073,063.00
	1790	\$5	20,391,825	100000 MEGA BINGO	1/18/16			7	10.23%	19,312	9,952	211,527	2	\$2,118,850.00	\$1,900,745.00	\$1,785,600.00	\$1,775,510.00
	1784	\$5	15,224,625	BONUS BREAK THE BANK	12/7/15			13	26.63%	16,123	8,423	121,021	7	\$2,004,545.00	\$1,898,515.00	\$1,856,010.00	\$1,826,860.00
	1702	\$5	8,440,200	FUNKY 5'S	2/1/16			5	33.70%	24,912	10,897	35,518	3	\$2,423,245.00	\$2,457,365.00	\$2,968,815.00	\$3,741,790.00
	1736	\$5	15,295,350	HIT \$200,000	12/21/15			11	55.01%	33,980	12,088	39,887	4	\$3,879,325.00	\$3,716,725.00	\$3,735,205.00	\$3,568,260.00
	1625	\$5	8,423,775	MEGA SLOTS	2/15/16			3	17.41%	22,940	10,956	55,050	1	\$2,594,575.00	\$2,809,300.00	\$1,927,865.00	\$0
	1796	\$5	30,592,725	SUPER LOTERIA	2/29/16			1	0.15%	17,592	2,870	360,981	0	\$235,125.00	\$0	\$0	\$0
	1744	\$5	7,333,050	TEXAS LOTTERY LIVE!	3/7/16			0	0.00%	26,118	5,010	52,207	0	\$0	\$0	\$0	\$0
	1737	\$10	10,279,300	HIT \$500,000	1/4/16			9	39.57%	31,764	11,824	74,396	5	\$5,431,700.00	\$4,996,910.00	\$5,045,750.00	\$4,662,030.00
	1719	\$10	12,204,850	THE BIG MONEY SUPER TICKET	3/7/16			0	0.00%	35,576	5,745	183,902	0	\$0	\$0	\$0	\$0
	1745	\$20	6,102,825	\$500,000 MONEY MANIA	2/1/16			5	19.19%	30,545	10,467	151,698	7	\$4,311,320.00	\$4,389,680.00	\$4,838,960.00	\$5,599,680.00
	1740	\$20	10,279,550	HIT \$1,000,000	12/21/15			11	28.45%	36,524	9,909	241,239	9	\$5,762,280.00	\$5,558,680.00	\$5,451,920.00	\$5,017,640.00
Mature	1691	\$1	32,555,550	\$1 SET FOR LIFE	8/3/15			31	63.38%	14,203	8,150	54,328	15	\$486,890.00	\$472,980.00	\$466,985.00	\$544,835.00
	1680	\$1	22,494,750	5X THE CASH	6/15/15			38	89.89%	8,073	4,402	1,220	18	\$323,819.00	\$292,004.00	\$304,763.00	\$355,505.00
	1626	\$1	1,091,250	DID I WIN?	9/12/14			77	0.00%	0	0	4,297	300	\$0	\$0	\$0	\$0
	1717	\$1	11,256,000	EMOJI MATCH	9/8/15			26	87.67%	3,458	2,567	706	1,577	\$132,370.00	\$134,430.00	\$161,550.00	\$213,247.00
	1447	\$1	860,400	MONEY CRAZE	9/17/12			181	0.00%	0	0	0	283	\$0	\$0	\$0	\$0
	1727	\$1	11,256,000	MUSTACHE MONEY	11/2/15			18	80.16%	6,788	5,136	0	1,231	\$299,831.00	\$292,139.00	\$339,014.00	\$431,967.00
	1692	\$2	30,589,250	\$2 SET FOR LIFE	8/3/15			31	48.47%	11,459	7,120	104,946	20	\$673,206.00	\$665,738.00	\$710,806.00	\$763,076.00
	1778	\$2	25,266,625	BREAK THE BANK	11/18/15			15	35.49%	19,816	10,340	96,019	5	\$1,533,280.00	\$1,443,700.00	\$1,488,198.00	\$1,452,518.00
	1730	\$2	15,815,375	LUCKY GEMS BINGO	11/16/15			16	69.85%	22,693	10,455	1,550	12	\$1,528,642.00	\$1,450,966.00	\$1,471,394.00	\$1,478,118.00
	1724	\$2	10,091,625	STOCKING STUFFER	10/19/15			20	77.18%	1,824	1,232	4,151	9,807	\$149,700.00	\$159,704.00	\$246,050.00	\$473,064.00

Liability for 1717 / for Life to Date

Product Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 08/05/2015 - 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	\$1.00	304940	\$304,940.00	1045420	\$1,045,420.00	77.42%	8714155
2	2	N/A	\$2.00	29682	\$59,364.00	120398	\$240,796.00	80.22%	9029850
3	3	N/A	\$2.00	27807	\$55,614.00	122147	\$244,294.00	81.46%	9168722
4	4	N/A	\$2.00	138521	\$277,042.00	462105	\$924,210.00	76.94%	8660054
5	5	N/A	\$5.00	3126	\$15,630.00	15709	\$78,545.00	83.40%	9387868
6	6	N/A	\$5.00	5775	\$28,875.00	31781	\$158,905.00	84.62%	9525160
7	7	N/A	\$5.00	15864	\$79,320.00	78077	\$390,385.00	83.11%	9355177
8	8	N/A	\$10.00	2828	\$28,280.00	15881	\$158,810.00	84.88%	9554574
9	9	N/A	\$10.00	2639	\$26,390.00	16136	\$161,360.00	85.94%	9673865
10	10	N/A	\$10.00	2634	\$26,340.00	16141	\$161,410.00	85.97%	9676862
11	11	N/A	\$10.00	3470	\$34,700.00	15365	\$153,650.00	81.58%	9182290
12	12	N/A	\$20.00	2666	\$53,320.00	16043	\$320,860.00	85.75%	9652039
13	13	N/A	\$20.00	2395	\$47,900.00	16326	\$326,520.00	87.21%	9816006
14	0	N/A	\$40.00	336	\$13,440.00	2014	\$80,560.00	85.70%	9646631
15	0	N/A	\$40.00	844	\$33,760.00	3856	\$154,240.00	82.04%	9234709
16	0	N/A	\$40.00	2759	\$110,360.00	19912	\$796,480.00	87.83%	9886174
17	0	N/A	\$100.00	40	\$4,000.00	199	\$19,900.00	83.26%	9372150
18	0	N/A	\$100.00	69	\$6,900.00	398	\$39,800.00	85.22%	9592907
19	0	N/A	\$100.00	53	\$5,300.00	409	\$40,900.00	88.53%	9964727
20	0	N/A	\$3,000.00	5	\$15,000.00	10	\$30,000.00	66.67%	7504000
Totals:				546453	\$1,226,475.00	1,998,327	\$5,527,045.00		

NO. OF TICKETS:	11,256,000	MIN:	10,819,200
NO. POOLS:	47	MAX:	11,260,800
PACK SIZE:	150		
PACKS/POOL:	1600		
PACKS/GAME:	75,840		11,256,000

TEXAS LOTTERY COMMISSION
 "EMOJI MATCH™" INSTANT GAME NO. 1717
 PRIZE STRUCTURE
 June 29, 2015 - VERSION 2
 \$1 TIC1 \$11,256,000 - REVENUE

PRIZE FUND - \$6,753,520 PAYOUT % - 59.9993%

PRIZE TIER	# WINS	TIER CODE	GET:	WIN:	ODDS OF 1 IN:	WINNERS IN 47 POOLS	WINNERS IN 150 (PER PACK*)	WINNERS IN 240000 (PER POOL)	PRIZE COST	PERCENT OF PRIZE FUNDS**	VALIDATION TIER LEVELS
1	1	L	\$1	\$1	8.34	#####	18.00	28,800	\$ 1,350,360	19.99%	
2	1	L	\$2	\$2	75.00	150,080	2.00	3,200	\$ 300,160	4.44%	
3	2	L	\$1 x 2	\$2	75.06	149,954	2.00	3,200	\$ 299,908	4.44%	
4	1	L	\$1 (DBL)	\$2	18.74	600,626	8.00	12,800	\$ 1,201,252	17.79%	
5	1	L	\$5	\$5	597.61	18,835	0.25	400	\$ 94,175	1.39%	
6	3	L	(\$2 x 2) + \$1	\$5	299.71	37,556	0.50	800	\$ 187,780	2.78%	
7	2	L	\$2 (DBL) + \$1	\$5	119.82	93,941	1.25	2,000	\$ 469,705	6.95%	
8	1	L	\$10	\$10	601.64	18,709	0.25	400	\$ 187,090	2.77%	
9	2	L	\$5 x 2	\$10	599.52	18,775	0.25	400	\$ 187,750	2.78%	
10	5	L	\$2 x 5	\$10	599.52	18,775	0.25	400	\$ 187,750	2.78%	
11	1	L	\$5 (DBL)	\$10	597.61	18,835	0.25	400	\$ 188,350	2.79%	
12	1	L	\$20	\$20	601.64	18,709	0.25	400	\$ 374,180	5.54%	LOW TIER
13	5	L	\$5 (DBL) + (\$2 x 2) + \$1 + \$5	\$20	601.25	18,721	0.25	400	\$ 374,420	5.54%	80.00%
14	1	M	\$40	\$40	4,789.79	2,350	-	50	\$ 94,000	1.39%	
15	1	M	\$20 (DBL)	\$40	2,394.89	4,700	-	100	\$ 188,000	2.78%	
16	5	M	(\$5 x 4) + \$10 (DBL)	\$40	496.49	22,671	-	483	\$ 906,840	13.43%	
17	1	M	\$100	\$100	47,096.23	239	-	5	\$ 23,900	0.35%	
18	3	M	(\$20 (DBL) x 2) + \$10 (DBL)	\$100	24,102.78	467	-	10	\$ 46,700	0.69%	MID TIER
19	5	M	(\$10 (DBL) x 2) + (\$20 x 3)	\$100	24,363.64	462	-	10	\$ 46,200	0.68%	19.33%
20	1	H	\$3,000	\$3,000	750,400.00	15	-	-	\$ 45,000	0.67%	HIGH TIER 0.68%
				4 decims	4.42	2544780	33.50	54,258	\$ 6,753,520	100%	100% ***

2X symbol = Win Double the Prize Amount

TEXAS LOTTERY COMMISSION
 "EMOJI MATCH™" INSTANT GAME NO. 1717
 June 29, 2015 - VERSION 2

Consolidated odds are 1 in:

\$1	8.34	#####
\$2	12.50	900,660
\$5	74.87	150,332
\$10	149.89	75,094
\$20	300.72	37,430
\$40	378.72	29,721
\$100	9,636.99	1,168
\$3,000	750,400.00	15
#####		

W/N:	GET	A	B	C	D
\$1	\$1	20 = \$20	16 = \$16	20 = \$20	16 = \$16
\$2	\$2	2 = \$4	2 = \$4	2 = \$4	2 = \$4
\$2	\$1 x 2	3 = \$6	2 = \$4	2 = \$4	1 = \$2
\$2	\$1 (DBL)	6 = \$12	9 = \$18	7 = \$14	10 = \$20
\$5	\$5	0 = \$0	0 = \$0	0 = \$0	1 = \$5
\$5	(\$2 x 2) + \$1	0 = \$0	0 = \$0	1 = \$5	1 = \$5
\$5	\$2 (DBL) + \$1	0 = \$0	2 = \$10	1 = \$5	2 = \$10
\$10	\$10	1 = \$10	0 = \$0	0 = \$0	0 = \$0
\$10	\$5 x 2	0 = \$0	1 = \$10	0 = \$0	0 = \$0
\$10	\$2 x 5	0 = \$0	1 = \$10	0 = \$0	0 = \$0
\$10	\$5 (DBL)	0 = \$0	0 = \$0	0 = \$0	1 = \$10
\$20	\$20	1 = \$20	0 = \$0	0 = \$0	0 = \$0
\$20	\$5 (DBL) + (\$2 x 2) + \$1 + \$5	0 = \$0	0 = \$0	1 = \$20	0 = \$0
33	\$72	33 = \$72	33 = \$72	34 = \$72	34 = \$72

* used in approximately 25% of the packs in the game.
 ** nbers are rounded.
 *** 599, High Tier=\$600+ (Used for Validation Purposes)
 Note: more than 35 winners per pack

No.	03/08/16				
	Game Name	Game No	Inv No.	Vendor	TLC PO #
	Emoji Match	1717	90083272	IGT	362-15-9203 RL029

No.	Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
1	11,256,000	11,256.00	\$9.05	\$101,866.80
	Delivered 11,256,000			
	Ordered 11,040,000			
	2% under 10,819,200			
	2% over 11,260,800			
	Accetable Range 0			
2	Sanction Memo dated 6/17/15	1.00	\$700.00	\$700.00
Total				\$101,166.80

**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