

TEXAS LOTTERY COMMISSION
Instant Ticket Game Closing Analysis
SUMMARY REPORT

Instant Ticket Information

Date Completed 2/25/2016

Game #	1726	Confirmed Packs	3,022
Game Name	Happy Holidays	Active Packs	2,041
Quantity Printed	5,617,300	Warehouse Packs	5,513
Price Point	\$10	Returned Packs	7,826
Start Date	10/19/2015	Printed Payout Percentage	69.97%
Top Prize	\$ 250,000	Percent Sold	81.32%
Number of Top Prizes Remaining	0	Number of Weeks Out	18

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 190,426	Actual ticket production costs
Prize payout expense	\$ 31,264,100	Data from Instant Ticket Tier Liability screen in ES
Estimated Direct Costs	\$ 31,454,526	

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 45,679,884	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 45,679,884	

Excess of Revenue over Expended \$ 14,225,357

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	\$	650,970
Next week	\$	899,860
Next week	\$	1,104,560
Avg Weekly Sales Current Game	\$	885,130
Avg Weekly Sales \$10; 10M-14.99M* Qty	\$	2,420,727
Percentage Of Variance In Sales		63%

TEXAS LOTTERY COMMISSION
Instant Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	<input type="text" value="1726"/>	Printed Payout Percentage	<input type="text" value="69.97%"/>
Game Name	<input type="text" value="Happy Holidays"/>	Actual Payout Percentage	<input type="text" value="68.44%"/>
Percent Sold	<input type="text" value="81.32%"/>	Number of Weeks Out	<input type="text" value="18"/>
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			<input 227="" 243"="" 49="" 602="" data-label="Text" type="text" value="15*</td></tr></table></div><div data-bbox="/> <p>*No data in 5M- 9.99M range so 10M-14.99 range was used for this analysis.</p>

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 Coordinator

Pr

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

Co

Not Required. Zero Top Prize.

Executive Director

Date


Play the Games of Texas!

Da Vinci Report 2/25/16

Week End Date: 2/20/16

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														2/20/16	2/13/16	2/6/16	1/30/16
Mature	1693	\$5	15,296,025	\$5 SET FOR LIFE	8/3/15			29	85.88%	10,919	5,968	10,311	11	\$1,239,330.00	\$1,363,040.00	\$1,319,065.00	\$1,395,840.00
	1678	\$5	9,888,975	COWBOYS	8/17/15			27	42.73%	2,756	1,514	67,811	2,472	\$228,170.00	\$253,190.00	\$282,610.00	\$328,800.00
	1768	\$5	8,066,400	HIGH ROLLER	10/19/15			18	71.88%	5,083	3,302	19,787	868	\$720,310.00	\$807,670.00	\$888,385.00	\$945,125.00
	1731	\$5	6,973,275	HOLIDAY TREASURES	11/16/15			14	68.56%	3,510	2,077	13,120	8,246	\$448,305.00	\$615,980.00	\$712,445.00	\$713,785.00
	1679	\$5	5,528,175	HOUSTON TEXANS	8/17/15			27	56.64%	3,226	1,344	21,973	4,403	\$184,750.00	\$196,850.00	\$193,590.00	\$219,140.00
	1718	\$5	8,422,800	INSTANT JACKPOT!	9/8/15			24	57.84%	2,024	1,480	42,379	823	\$277,575.00	\$297,830.00	\$320,570.00	\$369,840.00
	1723	\$5	8,528,175	MERRY MONEY	10/5/15			20	80.99%	2,581	1,526	7,725	7,677	\$362,295.00	\$556,340.00	\$625,975.00	\$605,535.00
	1729	\$5	8,438,925	WLD 10'S	11/2/15			16	70.59%	8,007	5,025	17,964	260	\$978,415.00	\$1,124,665.00	\$1,114,400.00	\$1,198,575.00
	1694	\$10	10,399,900	\$10 SET FOR LIFE	8/3/15			29	75.57%	14,146	7,788	26,701	22	\$1,920,780.00	\$1,915,040.00	\$1,744,620.00	\$1,657,300.00
	1644	\$10	28,500,450	\$200,000,000 CASH BLOWOUT	7/21/14			83	60.73%	6,502	3,614	211,786	20	\$895,880.00	\$847,700.00	\$734,180.00	\$691,830.00
	1716	\$10	8,316,800	CASHWORD MULTIPLIER	8/17/15			27	89.92%	9,805	6,425	0	73	\$3,284,120.00	\$3,267,900.00	\$3,004,870.00	\$2,848,590.00
	1726	\$10	5,617,300	HAPPY HOLIDAYS	10/19/15			18	81.32%	3,022	2,041	5,513	7,826	\$650,970.00	\$899,860.00	\$1,104,560.00	\$1,048,480.00
	1630	\$10	12,236,550	SUPER WEEKLY GRAND	7/1/14			86	82.51%	6,283	3,724	31,239	18	\$844,510.00	\$854,370.00	\$742,550.00	\$678,920.00
	1713	\$20	6,107,975	\$1,000,000 INSTANT CASHOUT	8/17/15			27	60.52%	17,232	6,326	70,304	72	\$2,089,840.00	\$2,159,900.00	\$2,144,200.00	\$2,193,620.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			40	18.68%	17,086	5,754	1,085,359	36	\$2,088,540.00	\$2,140,860.00	\$2,159,060.00	\$2,146,680.00
	1387	\$20	34,320,175	\$500M EXTREME CASH BLAST	8/13/12			184	51.07%	7,391	2,713	658,972	74	\$1,129,000.00	\$1,152,800.00	\$1,075,300.00	\$1,114,080.00
	1711	\$20	4,160,625	HOLIDAY GAME BOOK	10/5/15			20	72.02%	4,835	2,597	27,001	8,912	\$848,800.00	\$1,172,320.00	\$1,290,260.00	\$1,258,440.00
	1617	\$20	5,925,875	MONEY MONEY MILLIONAIRE	3/16/15			49	87.73%	8,539	3,509	15,270	64	\$1,129,860.00	\$1,163,800.00	\$1,150,160.00	\$1,155,760.00
	1593	\$50	3,669,860	DIAMOND DOLLARS	5/4/15			42	62.05%	14,113	5,763	47,802	38	\$2,862,700.00	\$2,911,950.00	\$2,515,100.00	\$2,441,450.00
Out of Warehouse	1751	\$1	7,335,750	FAST CASH	12/7/15			11	87.92%	2,903	2,344	0	99	\$174,992.00	\$259,512.00	\$391,917.00	\$414,354.00
	1786	\$3	6,093,375	LUCKY MULTIPLIER	1/18/16			5	38.18%	19,728	9,841	13	72	\$1,410,834.00	\$1,420,560.00	\$1,494,930.00	\$1,241,040.00
	1733	\$5	12,236,475	SUPER LOTERIA	12/7/15			11	80.12%	22,253	9,608	1	56	\$4,449,375.00	\$4,392,720.00	\$4,251,605.00	\$4,080,660.00
Sold/Closing	1682	\$2	14,140,875	10X THE CASH	7/20/15	2/14/16	3/30/16	31	65.73%	460	594	30,478	4,973	\$186,024.00	\$247,422.00	\$321,126.00	\$339,350.00
	1720	\$2	7,064,125	AMC THE WALKING DEAD	9/21/15	1/11/16	2/26/16	22	87.06%	18	16	0	5,696	\$7,102.00	\$10,078.00	\$16,036.00	\$11,656.00
	1612	\$2	25,691,375	BREAK THE BANK	2/16/15	2/14/16	3/30/16	53	96.71%	304	161	1,324	3,807	\$42,614.00	\$66,410.00	\$78,438.00	\$103,116.00
	1710	\$2	9,276,125	NEON 9S	7/6/15	2/14/16	3/30/16	33	75.39%	262	329	11,598	4,940	\$59,190.00	\$85,754.00	\$102,110.00	\$92,084.00
	1698	\$3	10,058,125	BINGO MANIA	6/1/15	2/14/16	3/30/16	38	96.93%	153	221	0	1,145	\$46,944.00	\$79,986.00	\$123,156.00	\$173,343.00
	1704	\$5	10,298,475	\$100,000 MEGA BINGO	5/18/15	1/21/16	3/6/16	40	88.21%	331	206	1,880	9,312	\$123,970.00	\$229,050.00	\$438,720.00	\$821,190.00
	1687	\$5	10,273,275	20X THE CASH	7/20/15			31	91.49%	5,669	2,798	2,194	13	\$759,660.00	\$836,850.00	\$867,445.00	\$853,260.00
	1721	\$5	7,958,700	777 SEVENS	9/21/15	1/19/16	3/4/16	22	93.49%	71	30	21	4,670	\$34,980.00	\$92,655.00	\$211,130.00	\$468,025.00
	1709	\$5	8,197,125	BONUS BREAK THE BANK	6/1/15			38	92.48%	1,858	644	2,875	2,127	\$136,170.00	\$174,125.00	\$218,440.00	\$274,105.00
	1673	\$5	5,534,925	RACEWAY RICHES	6/15/15	2/14/16	3/30/16	36	73.56%	143	148	11,259	7,206	\$16,210.00	\$41,715.00	\$50,100.00	\$56,575.00



TEXAS LOTTERY

Welcome fedwards - Last Accessed Time is : Thu Feb 25 2016 09:08:15 AM CST

Account Preference | Online Help | Label Center | Logout

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

Product: 1726-HAPPY HOLIDAYS

Range: Today
 Life to Date
 From [mm/dd/yyyy] to [mm/dd/yyyy] Go >

Liability for 1726 / for Life to Date

Product Status: Active

SmartCash Enabled: N/A

Validation Range: 09/17/2015 - 10/08/2016

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	\$10.00	209562	\$2,095,620.00	689534	\$6,895,340.00	76.69%	4308015
2	2	N/A	\$20.00	25629	\$512,580.00	86569	\$1,731,380.00	77.16%	4334159
3	3	N/A	\$20.00	114555	\$2,291,100.00	447159	\$8,943,180.00	79.61%	4471717
4	0	N/A	\$50.00	1056	\$52,800.00	3632	\$181,600.00	77.47%	4351969
5	0	N/A	\$50.00	9027	\$451,350.00	37772	\$1,888,600.00	80.71%	4533786
6	0	N/A	\$50.00	7503	\$375,150.00	29973	\$1,498,650.00	79.98%	4492670
7	0	N/A	\$50.00	4584	\$229,200.00	18799	\$939,950.00	80.40%	4516085
8	0	N/A	\$100.00	261	\$26,100.00	813	\$81,300.00	75.70%	4252201
9	0	N/A	\$100.00	2807	\$280,700.00	11262	\$1,126,200.00	80.05%	4496555
10	0	N/A	\$100.00	1898	\$189,800.00	7491	\$749,100.00	79.78%	4481754
11	0	N/A	\$100.00	1912	\$191,200.00	7505	\$750,500.00	79.70%	4476779
12	0	N/A	\$100.00	1864	\$186,400.00	7495	\$749,500.00	80.08%	4498521
13	0	N/A	\$100.00	2735	\$273,500.00	11291	\$1,129,100.00	80.50%	4521954
14	0	N/A	\$100.00	1890	\$189,000.00	7443	\$744,300.00	79.75%	4479756
15	0	N/A	\$100.00	978	\$97,800.00	3699	\$369,900.00	79.09%	4442675
16	0	N/A	\$500.00	19	\$9,500.00	76	\$38,000.00	80.00%	4493839
17	0	N/A	\$500.00	146	\$73,000.00	555	\$277,500.00	79.17%	4447363
18	0	N/A	\$500.00	245	\$122,500.00	1167	\$583,500.00	82.65%	4642626
19	0	N/A	\$500.00	267	\$133,500.00	1125	\$562,500.00	80.82%	4539843
20	0	N/A	\$500.00	94	\$47,000.00	370	\$185,000.00	79.74%	4479312
21	0	N/A	\$500.00	86	\$43,000.00	384	\$192,000.00	81.70%	4589453
22	0	N/A	\$500.00	182	\$91,000.00	746	\$373,000.00	80.39%	4515631
23	0	N/A	\$500.00	53	\$26,500.00	186	\$93,000.00	77.82%	4371622
24	0	N/A	\$1,000.00	15	\$15,000.00	32	\$32,000.00	68.09%	3824544
25	0	N/A	\$1,000.00	10	\$10,000.00	37	\$37,000.00	78.72%	4422129
26	0	N/A	\$1,000.00	7	\$7,000.00	40	\$40,000.00	85.11%	4780680
27	0	N/A	\$1,000.00	11	\$11,000.00	36	\$36,000.00	76.60%	4302612
28	0	N/A	\$1,000.00	11	\$11,000.00	36	\$36,000.00	76.60%	4302612
29	0	N/A	\$250,000.00	0	\$0.00	4	\$1,000,000.00	100.00%	5617299
Totals:				387407	\$8,042,300.00	1,375,231	\$31,264,100.00		

© 2002-2011 GTECH Corporation | Contact Lottery | Contact GTECH | Connection Info



NO. OF TICKETS: 5,617,300
 NO. POOLS: 46.81
 PACK SIZE: 50.00
 PACKS/POOL: 2,400.00
 PACKS/GAME: 112,346

MIN:	5,409,600
MAX:	5,630,400

TEXAS LOTTERY COMMISSION
 "HAPPY HOLIDAYS" INSTANT GAME NO. 1726
 END OF PRODUCTION PRIZE STRUCTURE

5,617,300

\$10 TICKETS \$56,173,000 - REVENUE

PRIZE FUND - \$39,306,400

PAYOUT % -

69.9738%

PRIZE TIER	# OF WINS	TIER CODE	GET	WIN	ODDS OF 1 IN:	WINNERS IN 46.81 POOLS	WINNERS IN 50 (PER PACK*)	WINNERS IN 120,000 (PER POOL)	PRIZE COST	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVELS
1	1	L	\$10	\$10	6.25	899,096	8.00	19,200	\$ 8,990,960	22.87%	
2	1	L	\$20	\$20	50.07	112,198	1.00	2,400	\$ 2,243,960	5.71%	LOW TIER
3	1	L	\$10 (Dblr)	\$20	10.00	561,714	5.00	12,000	\$ 11,234,280	28.58%	57.16%
4	1	M	\$50	\$50	1,198.23	4,688	-	100	\$ 234,400	0.60%	
5	4	M	\$10 (Dblr) + (\$10 x 3)	\$50	120.03	46,799	-	1,000	\$ 2,339,950	5.95%	
6	3	M	(\$10 (Dblr) x 2) + \$10	\$50	149.89	37,476	-	800	\$ 1,873,800	4.77%	
7	2	M	\$20 (Dblr) + \$10	\$50	240.23	23,383	-	500	\$ 1,169,150	2.97%	
8	1	M	\$100	\$100	5,230.26	1,074	-	23	\$ 107,400	0.27%	
9	7	M	\$20 (Dblr) + (\$10 x 6)	\$100	399.27	14,069	-	300	\$ 1,406,900	3.58%	
10	6	M	\$10 (Dblr) + (\$10 x 4) + \$20 (Dblr)	\$100	598.29	9,389	-	200	\$ 938,900	2.39%	
11	10	M	\$10 x 10	\$100	596.51	9,417	-	200	\$ 941,700	2.40%	
12	5	M	(\$10 (Dblr) x 2) + (\$20 x 3)	\$100	600.20	9,359	-	200	\$ 935,900	2.38%	
13	8	M	(\$10 x 6) + (\$10 (Dblr) x 2)	\$100	400.49	14,026	-	300	\$ 1,402,600	3.57%	
14	6	M	\$20 (Dblr) + (\$10 x 4) + \$20	\$100	601.88	9,333	-	200	\$ 933,300	2.37%	
15	1	M	\$50 (Dblr)	\$100	1,201.05	4,677	-	100	\$ 467,700	1.19%	
16	1	M	\$500	\$500	59,129.47	95	-	2	\$ 47,500	0.12%	
17	25	M	(\$10 x 11) + \$50 (Dblr) + (\$10 (Dblr) x 10) + \$50 + (\$20 x 2)	\$500	8,013.27	701	-	15	\$ 350,500	0.89%	
18	win all	M	(\$10 x 16) + (\$20 x 5) + (\$100 x 2) + (\$20 x 2)	\$500	3,978.26	1,412	-	30	\$ 706,000	1.80%	
19	win all	M	(\$50 x 5) + (\$20 x 5) + (\$10 x 15)	\$500	4,035.42	1,392	-	30	\$ 696,000	1.77%	
20	12	M	(\$10 (Dblr) x 5) + (\$20 (Dblr) x 5) + (\$50 (Dblr) x 2)	\$500	12,106.25	464	-	10	\$ 232,000	0.59%	
21	13	M	(\$100 x 3) + (\$10 (Dblr) x 10)	\$500	11,951.70	470	-	10	\$ 235,000	0.60%	
22	win all	M	\$20 x 25	\$500	6,053.13	928	-	20	\$ 464,000	1.18%	MID TIER
23	22	M	\$100 + (\$20 x 10) + \$50 (Dblr) + (\$10 x 10)	\$500	23,503.35	239	-	5	\$ 119,500	0.30%	39.69%
24	1	H	\$1,000	\$1,000	119,517.02	47	-	1	\$ 47,000	0.12%	
25	win all	H	(\$20 x 10) + (\$50 x 14) + \$100	\$1,000	119,517.02	47	-	1	\$ 47,000	0.12%	
26	8	H	(\$100 (Dblr) x 2) + (\$50 (Dblr) x 6)	\$1,000	119,517.02	47	-	1	\$ 47,000	0.12%	
27	22	H	(\$20 x 10) + (\$10 x 10) + \$100 (Dblr) + \$500	\$1,000	119,517.02	47	-	1	\$ 47,000	0.12%	
28	win all	H	(\$20 x 5) + (\$10 x 10) + (\$50 x 4) + (\$100 x 6)	\$1,000	119,517.02	47	-	1	\$ 47,000	0.12%	HIGH TIER
29	1	H	\$250,000	\$250,000	1,404,325.00	4 *****	-	-	\$ 1,000,000	2.54%	3.14% ***
					3.19	1,762,638	14.00	37,650	\$ 39,306,400	100.00%	100.00%
				4 decimals	3.1869						

Gift symbol = win Double the prize
 Bell symbol = win all 25 prizes

TEXAS LOTTERY COMMISSION
 "HAPPY HOLIDAYS" INSTANT GAME NO. 1726
 END OF PRODUCTION PRIZE STRUCTURE

Consolidated odds are 1 in:

\$10	6.25	899,096
\$20	8.34	673,912
\$50	50.00	112,346
\$100	78.74	71,344
\$500	985.32	5,701
\$1,000	23,903.40	235
\$250,000	1,404,325.00	4
		1,762,638

<u>WIN:</u>	<u>GET</u>	<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>
\$10	\$10	6 = \$ 60	10 = \$ 100	6 = \$ 60	10 = \$ 100
\$20	\$20	2 \$ 40	0 \$ 0	1 \$ 20	1 \$ 20
\$20	\$10 (Dblr)	<u>5 = \$ 100</u>	<u>5 = \$ 100</u>	<u>6 = \$ 120</u>	<u>4 = \$ 80</u>
		13 \$200	15 \$200	13 \$200	15 \$200

* Each of the four GLEPS types will be used in approximately 25% of the packs in the game.

** Numbers are rounded.

*** Low Tier=\$1-\$24.99, Mid Tier=\$25-\$599, High Tier=\$600+ (Used for Validation Purposes)

**** There will be no more than 17 winners per pack

***** Exact prize delivery

02/25/16

Game Name	Game #	Invoice	Vendor	TLC PO #
Happy Holidays	1726	90083796	IGT	362-15-9203 RL030

Truck #	Description/Tickets Delivered		Unit Price Per 1000	Amount
1	2,847,000	Tickets	\$0.03070	87,402.90
	2,847,000	Full UV	\$0.00320	9,110.40
				<u>96,513.30</u>
2	2,770,300	Tickets	\$0.03070	85,048.21
	2,770,300	Full UV	\$0.00320	8,864.96
				<u>93,913.17</u>

Delivered	5,617,300	
Ordered	5,520,000	
2% under	5,409,600	
2% over	5,630,400	
Accetable Range	0	

Total 190,426.47

**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