

TEXAS LOTTERY COMMISSION
Instant Ticket Game Closing Analysis
SUMMARY REPORT

Instant Ticket Information

Date Completed 5/3/2016

Game #	1729	Confirmed Packs	2,728
Game Name	Wild 10's	Active Packs	2,215
Quantity Printed	8,438,925	Warehouse Packs	11,421
Price Point	\$5	Returned Packs	732
Start Date	11/2/2015	Printed Payout Percentage	68.00%
Top Prize	\$ 100,000	Percent Sold	83.95%
Number of Top Prizes Remaining	0	Number of Weeks Out	26

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 335,447	Actual ticket production costs
Prize payout expense	\$ 23,610,170	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 23,945,617

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 35,422,388	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits \$ 35,422,388

Excess of Revenue over Expended \$ 11,476,770

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	\$	382,305
Next week	\$	390,025
Next week	\$	437,205
Avg Weekly Sales Current Game	\$	403,178
Avg Weekly Sales \$5; 5M-9.99M Qty	\$	1,662,696
Percentage Of Variance In Sales		76%

TEXAS LOTTERY COMMISSION
Instant Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	1729	Printed Payout Percentage	68.00%
Game Name	Wild 10's	Actual Payout Percentage	66.65%
Percent Sold	83.95%	Number of Weeks Out	26
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			23

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):

Zero top prizes

Instant P- _____

NOT REQUIRED. ZERO TOP PRIZE.

Proc _____ Date _____

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

Lottery Operations Divi- _____

Not Required. Zero Top Prize.

Con _____ Date _____

Executive Director _____ Date _____

TEXAS LOTTERY

Play the Games of Texas!

Da Vinci Report **5/3/16**

Week End Date: 4/30/16

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														4/30/16	4/23/16	4/16/16	4/9/16
Mature	1780	\$2	8,919,000	SOLID GOLD	12/7/15			21	75.84%	5,324	3,523	6,932	544	\$280,136.00	\$298,172.00	\$343,624.00	\$355,284.00
	1783	\$2	7,137,375	WWE	11/16/15			24	52.66%	1,916	1,001	17,180	5,950	\$71,464.00	\$88,456.00	\$114,222.00	\$105,066.00
	1786	\$3	6,093,375	LUCKY MULTIPLIER	1/18/16			15	80.34%	4,523	3,273	0	741	\$404,973.00	\$469,959.00	\$569,544.00	\$602,937.00
	1789	\$3	20,804,850	TEXAS LOTERIA	12/22/15			19	60.78%	28,837	12,360	63,963	8	\$1,966,947.00	\$1,988,985.00	\$2,006,178.00	\$1,970,493.00
	1715	\$5	20,354,025	\$100,000 CASHWORD-O-RAMA	9/21/15			32	66.90%	18,009	7,667	61,690	14	\$2,247,275.00	\$2,251,265.00	\$2,209,340.00	\$2,186,595.00
	1790	\$5	20,391,825	100000 MEGA BINGO	1/18/16			15	22.87%	16,161	8,168	183,891	5	\$1,412,930.00	\$1,434,925.00	\$1,511,425.00	\$1,450,630.00
	1784	\$5	15,224,625	BONUS BREAK THE BANK	12/7/15			21	44.93%	15,147	8,141	86,650	6	\$1,668,765.00	\$1,587,005.00	\$1,640,065.00	\$1,631,290.00
	1736	\$5	15,295,350	HIT \$200,000	12/21/15			19	81.09%	17,253	4,964	11,647	1,080	\$1,553,910.00	\$1,921,245.00	\$2,240,595.00	\$2,280,565.00
	1729	\$5	8,438,925	WLD 10'S	11/2/15			26	83.95%	2,728	2,215	11,421	732	\$382,305.00	\$390,025.00	\$437,205.00	\$482,270.00
	1644	\$10	28,500,450	\$200,000,000 CASH BLOWOUT	7/21/14			93	64.40%	6,071	3,547	191,812	12	\$1,049,850.00	\$1,008,740.00	\$983,110.00	\$1,014,200.00
	1737	\$10	10,279,300	HIT \$500,000	1/4/16			17	70.19%	22,655	9,617	26,633	7	\$3,275,370.00	\$3,339,900.00	\$3,370,800.00	\$3,546,220.00
	1630	\$10	12,236,550	SUPER WEEKLY GRAND	7/1/14			96	89.51%	6,574	3,917	13,956	9	\$812,990.00	\$833,880.00	\$819,080.00	\$824,120.00
	1713	\$20	6,107,975	\$1,000,000 INSTANT CASHOUT	8/17/15			37	74.97%	13,455	5,310	40,428	37	\$1,557,680.00	\$1,537,340.00	\$1,570,840.00	\$1,717,340.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			50	21.41%	14,584	5,278	1,051,719	21	\$1,725,280.00	\$1,651,640.00	\$1,758,140.00	\$1,817,920.00
	1387	\$20	34,320,175	\$500M EXTREME CASH BLAST	8/13/12			194	52.64%	6,936	2,689	638,131	72	\$1,043,320.00	\$965,880.00	\$1,044,900.00	\$1,034,360.00
	1740	\$20	10,279,550	HIT \$1,000,000	12/21/15			19	46.07%	28,366	7,861	182,686	12	\$3,641,680.00	\$3,577,780.00	\$3,708,860.00	\$4,050,200.00
	1593	\$50	3,669,860	DIAMOND DOLLARS	5/4/15			52	75.80%	11,640	4,183	26,524	336	\$1,936,450.00	\$2,161,800.00	\$2,690,450.00	\$2,634,700.00
Out of Warehouse	1700	\$1	11,135,250	WLD 1'S	2/1/16			13	77.87%	8,088	5,846	0	769	\$355,131.00	\$406,167.00	\$492,265.00	\$556,739.00
	1677	\$2	7,159,250	FIND THE 9'S	2/15/16			11	87.29%	3,295	2,800	0	411	\$426,622.00	\$528,350.00	\$698,198.00	\$883,438.00
Sold/Closing	1680	\$1	22,494,750	5X THE CASH	6/15/15	4/17/16	6/1/16	46	95.69%	277	245	65	4,562	\$37,664.00	\$76,709.00	\$103,446.00	\$149,665.00
	1717	\$1	11,256,000	EMOJI MATCH	9/8/15	4/17/16	6/1/16	34	92.73%	175	297	524	3,570	\$22,898.00	\$40,804.00	\$57,441.00	\$71,296.00
	1751	\$1	7,335,750	FAST CASH	12/7/15	4/17/16	6/1/16	21	95.22%	105	101	0	1,684	\$7,087.00	\$17,664.00	\$29,296.00	\$39,793.00
	1727	\$1	11,256,000	MUSTACHE MONEY	11/2/15	5/15/16	6/29/16	26	91.36%	1,023	1,497	0	2,302	\$84,373.00	\$104,600.00	\$123,443.00	\$144,041.00
	1722	\$1	12,922,050	SEASON'S GREETINGS	10/5/15	4/17/16	6/1/16	30	91.12%	63	27	15	6,986	-\$12,582.00	-\$6,944.00	\$7,447.00	\$10,422.00
	1730	\$2	15,815,375	LUCKY GEMS BINGO	11/16/15	4/20/16	6/4/16	24	89.33%	2,532	1,499	0	3,023	\$351,490.00	\$498,492.00	\$591,922.00	\$683,708.00
	1724	\$2	10,091,625	STOCKING STUFFER	10/19/15	5/15/16	6/29/16	28	79.08%	261	174	4,151	11,847	\$12,368.00	\$20,288.00	\$32,038.00	\$31,078.00
	1728	\$2	5,133,625	VETERANS CASH	11/2/15	5/15/16	6/29/16	26	89.34%	878	971	0	819	\$71,248.00	\$96,744.00	\$111,426.00	\$117,276.00
	1714	\$3	25,338,875	BONUS CASHWORD	7/21/15	3/24/16	5/8/16	41	94.73%	134	94	0	7,519	\$39,363.00	\$71,943.00	\$174,642.00	\$323,583.00
	1747	\$5	7,213,350	\$200,000 DOUBLE PAYDAY	1/18/16	3/28/16	5/12/16	15	88.25%	175	101	0	7,952	\$62,565.00	\$130,445.00	\$311,740.00	\$638,565.00
	1693	\$5	15,296,025	\$5 SET FOR LIFE	8/3/15	3/28/16	5/12/16	39	94.11%	215	97	1,779	6,965	\$50,265.00	\$106,645.00	\$213,730.00	\$462,965.00
	1687	\$5	10,273,275	20X THE CASH	7/20/15	5/15/16	6/29/16	41	98.74%	352	273	0	338	\$97,570.00	\$140,940.00	\$188,435.00	\$218,415.00
	1709	\$5	8,197,125	BONUS BREAK THE BANK	6/1/15	4/17/16	6/1/16	48	93.70%	69	39	2,875	3,275	\$4,850.00	\$14,355.00	\$30,335.00	\$40,125.00

Liability for 1729 / for Life to Date

Product Status: Active SmartCash Enabled: N/A Validation Range: 10/13/2015 - 12/15/2016

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	220657	\$1,103,285.00	867037	\$4,335,185.00	79.71%	6726947
2	2	N/A	\$10.00	63937	\$639,370.00	254877	\$2,548,770.00	79.95%	6746528
3	3	N/A	\$10.00	77776	\$777,760.00	372339	\$3,723,390.00	82.72%	6980751
4	4	N/A	\$15.00	14458	\$216,870.00	60549	\$908,235.00	80.72%	6812277
5	5	N/A	\$15.00	15709	\$235,635.00	78039	\$1,170,585.00	83.24%	7024846
6	6	N/A	\$15.00	9560	\$143,400.00	46625	\$699,375.00	82.98%	7003023
7	7	N/A	\$20.00	3127	\$62,540.00	15646	\$312,920.00	83.34%	7033261
8	8	N/A	\$20.00	3104	\$62,080.00	15683	\$313,660.00	83.48%	7044640
9	9	N/A	\$20.00	3188	\$63,760.00	15553	\$311,060.00	82.99%	7003393
10	10	N/A	\$20.00	3556	\$71,120.00	15202	\$304,040.00	81.04%	6839137
11	0	N/A	\$50.00	2235	\$111,750.00	11785	\$589,250.00	84.06%	7093632
12	0	N/A	\$50.00	2410	\$120,500.00	11664	\$583,200.00	82.88%	6993862
13	0	N/A	\$50.00	2274	\$113,700.00	11812	\$590,600.00	83.86%	7076571
14	0	N/A	\$50.00	2252	\$112,600.00	11785	\$589,250.00	83.96%	7085041
15	0	N/A	\$50.00	2285	\$114,250.00	11792	\$589,600.00	83.77%	7069105
16	0	N/A	\$50.00	2245	\$112,250.00	9471	\$473,550.00	80.84%	6821872
17	0	N/A	\$100.00	1582	\$158,200.00	6554	\$655,400.00	80.56%	6798022
18	0	N/A	\$100.00	1351	\$135,100.00	6546	\$654,600.00	82.89%	6995213
19	0	N/A	\$100.00	2473	\$247,300.00	11551	\$1,155,100.00	82.37%	6950800
20	0	N/A	\$100.00	1021	\$102,100.00	5123	\$512,300.00	83.38%	7036558
21	0	N/A	\$200.00	351	\$70,200.00	1665	\$333,000.00	82.59%	6969647
22	0	N/A	\$250.00	129	\$32,250.00	531	\$132,750.00	80.45%	6789498
23	0	N/A	\$250.00	126	\$31,500.00	670	\$167,500.00	84.17%	7103115
24	0	N/A	\$250.00	69	\$17,250.00	331	\$82,750.00	82.75%	6983210
25	0	N/A	\$300.00	148	\$44,400.00	732	\$219,600.00	83.18%	7019651
26	0	N/A	\$500.00	53	\$26,500.00	254	\$127,000.00	82.74%	6982042
27	0	N/A	\$500.00	83	\$41,500.00	463	\$231,500.00	84.80%	7156084
28	0	N/A	\$500.00	68	\$34,000.00	330	\$165,000.00	82.91%	6997098
29	0	N/A	\$500.00	61	\$30,500.00	338	\$169,000.00	84.71%	7148763
30	0	N/A	\$1,000.00	20	\$20,000.00	89	\$89,000.00	81.65%	6890498
31	0	N/A	\$1,000.00	30	\$30,000.00	73	\$73,000.00	70.87%	5980985
32	0	N/A	\$100,000.00	0	\$0.00	8	\$800,000.00	100.00%	8438925
Totals:				436338	\$5,081,670.00	1,845,117	\$23,610,170.00		

NO. OF TICKETS (+/-2%): 8,438,925
 NO. POOLS: 23
 PACK SIZE: 75
 PACKS/POOL: 4,800
 PACKS/GAME: 112,519

Minimum Quantity: 8,114,400
 Maximum Quantity: 8,445,600

TEXAS LOTTERY COMMISSION
 "WILD 10's" - INSTANT GAME NO. 1729
 PRIZE STRUCTURE
 6-Oct-15

VERSION A

8,438,925

\$5 TICKETS

\$42,194,625

REVENUE

PRIZE FUND

\$28,691,840

PAYOUT %

68.00%

PRIZE TIER	PRIZE CODE	TIER CODE	GET:	#OF WAYS TO WIN:	WIN:	ODDS OF 1 IN:	WINNERS IN 23 POOLS	WINNERS IN 75 (PER PACK*)	WINNERS IN 360,000 (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS
1	1	L	\$5	1	\$5	7.76	1,087,694	9,6668	46,400,4408	\$5,438,470	18.95%	
2	2	L	\$10	1	\$10	26.47	318,814	2,8334	13,600,4337	\$3,188,140	11.11%	
3	3	L	\$5x2	2	\$10	18.75	450,115	4,0003	19,201,6637	\$4,501,150	15.69%	
4	4	L	\$15	1	\$15	112.51	75,007	0.6666	3,199,7583	\$1,125,105	3.92%	
5	5	L	\$5x3	3	\$15	90.02	93,748	0.8332	3,999,2392	\$1,406,220	4.90%	
6	6	L	\$5+\$10	2	\$15	150.20	56,185	0.4993	2,396,8219	\$842,775	2.94%	
7	7	L	\$5x4	4	\$20	449.52	18,773	0.1668	800,8461	\$375,460	1.31%	
8	8	L	\$5x2+\$10	3	\$20	449.19	18,787	0.167	801,4433	\$375,740	1.31%	
9	9	L	\$10x2	2	\$20	450.29	18,741	0.1666	799,481	\$374,820	1.31%	LOW TIER
10	10	L	\$20	1	\$20	449.88	18,758	0.1667	800,2062	\$375,160	1.31%	62.75%
11	0	M	\$5x6+\$10x2	8	\$50	601.92	14,020	0.13	600	\$701,000	2.44%	
12	0	M	\$5 "10X"	1	\$50	599.61	14,074	0.13	600	\$703,700	2.45%	
13	0	M	\$5x2+\$10x2+\$20	5	\$50	599.10	14,086	0.13	600	\$704,300	2.45%	
14	0	M	\$5x4+\$10+\$20	6	\$50	601.19	14,037	0.13	600	\$701,850	2.45%	
15	0	M	\$10x5	5	\$50	599.48	14,077	0.13	600	\$703,850	2.45%	
16	0	M	\$50	1	\$50	720.29	11,716	0.10	500	\$585,800	2.04%	
17	0	M	\$100	1	\$100	1,037.23	8,136	0.07	347	\$813,600	2.84%	
18	0	M	\$10x6+\$20x2	8	\$100	1,068.62	7,897	0.07	335	\$789,700	2.75%	
19	0	M	\$10 "10X"	1	\$100	601.75	14,024	0.12	599	\$1,402,400	4.89%	
20	0	M	\$50+\$10x2+\$15x2	5	\$100	1,373.52	6,144	0.05	262	\$614,400	2.14%	
21	0	M	\$20 "10X"	1	\$200	4,185.97	2,016	0.02	86	\$403,200	1.41%	
22	0	M	\$250	1	\$250	12,786.25	660	0.01	28	\$165,000	0.58%	
23	0	M	\$10x17+\$20x4	21	\$250	10,601.66	796	0.01	34	\$199,000	0.69%	
24	0	M	\$5x6+\$10x2+\$15x2+\$20+\$50+\$100	13	\$250	21,097.31	400	0.00	17	\$100,000	0.35%	
25	0	M	\$5x5 + \$10x3 + \$15x5 + \$20x6 + \$50	20	\$300	9,589.69	880	0.01	37	\$264,000	0.92%	
26	0	M	\$50 "10X"	1	\$500	27,488.36	307	0.00	13	\$153,500	0.53%	
27	0	M	\$5x9+\$15+\$20x2+\$50x8	20	\$500	15,455.91	546	0.00	23	\$273,000	0.95%	
28	0	M	\$50x3+\$100+\$250	5	\$500	21,203.33	398	0.00	17	\$199,000	0.69%	MID TIER
29	0	M	\$100x5	5	\$500	21,150.19	399	0.00	17	\$199,500	0.70%	33.73%
30	0	H	\$20x10+\$250x3+\$50	14	\$1,000	77,421.33	109	0.00	4,65	\$109,000	0.38%	
31	0	H	\$1,000	1	\$1,000	81,931.31	103	0.00	4,39	\$103,000	0.36%	HIGH TIER
32	0	H	\$100,000	1	\$100,000	1,054,865.63	8	0.00	0.341276	\$800,000	2.79%	3.53%
						3.70	2,281,455	20.28	97,324.72	\$ 28,691,840	100.00%	100.00% *****
						3.6989						

Consolidated odds are 1 in:

\$5	7.76	1,087,694
\$10	10.97	768,929
\$15	37.52	224,940
\$20	112.43	75,059
\$50	102.90	82,010
\$100	233.11	36,201
\$200	4,185.97	2,016
\$250	4,546.83	1,856
\$300	9,589.69	880
\$500	5,114.50	1,650
\$1,000	39,806.25	212
\$100,000	1,054,865.63	8
		2,281,455

Note: "10X" = WIN TEN TIMES THE PRIZE by revealing a "10X" Play Symbol

* Each of the following GLEPS will be used in approximately 16.67% of each pack of 75 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)

No.	05/03/16				
	Game Name	Game No	Inv No.	Vendor	TLC PO #
	Wild 10's	1729	26064	PBL	362-16-9010 RL001

Truck #	Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
1	2,776,275	2,776.28	\$39.75	\$110,356.93
2	2,914,125	2,914.13	\$39.75	\$115,836.47
3	2,748,525	2,748.53	\$39.75	\$109,253.87
				<u>\$335,447.27</u>

Delivered	8,438,925
Ordered	8,280,000
2% under	8,114,400
2% over	8,445,600
Accetable Range	0

Total \$335,447.27

**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
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