

TEXAS LOTTERY COMMISSION
Instant Ticket Game Closing Analysis
SUMMARY REPORT

Instant Ticket Information

Date Completed

4/5/2016

Game #	1748	Confirmed Packs	1,063
Game Name	\$250,000 Cash	Active Packs	855
Quantity Printed	5,040,600	Warehouse Packs	-
Price Point	\$10	Returned Packs	236
Start Date	9/8/2015	Printed Payout Percentage	70.04%
Top Prize	\$ 250,000	Percent Sold	97.37%
Number of Top Prizes Remaining	1	Number of Weeks Out	30

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 157,821	Actual ticket production costs
Prize payout expense	\$ 33,734,415	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 33,892,236

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 49,080,322	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	<u>\$ 49,080,322</u>	

Excess of Revenue over Expended \$ 15,188,086

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	\$	275,310
Next week	\$	279,000
Next week	\$	327,080
Avg Weekly Sales Current Game	\$	293,797
Avg Weekly Sales \$10; 5 M Qty	\$	2,791,527
Percentage Of Variance In Sales		89%

TEXAS LOTTERY COMMISSION
Instant Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information


Game #	<u>1748</u>	Printed Payout Percentage	<u>70.04%</u>
Game Name	<u>\$250,000 Cash</u>	Actual Payout Percentage	<u>68.73%</u>
Percent Sold	<u>97.37%</u>	Number of Weeks Out	<u>30</u>
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			<u>17</u>

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):

 4/5/16
Instant Product Coordinator Date

 4/11/16
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

Exec

Date

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



Play the Games of Texas!

Da Vinci Report

4/5/16

Week End Date:4/2/16

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														4/2/16	3/26/16	3/19/16	3/12/16
Sold/Closing	1679	\$5	5,528,175	HOUSTON TEXANS	8/17/15	4/17/16	6/1/16	33	58.57%	678	436	21,973	6,286	\$65,870.00	\$75,195.00	\$89,440.00	\$96,950.00
	1718	\$5	8,422,800	INSTANT JACKPOT!	9/8/15	4/17/16	6/1/16	30	60.12%	561	728	41,755	831	\$141,120.00	\$142,665.00	\$164,285.00	\$173,215.00
	1733	\$5	12,236,475	SUPER LOTERIA	12/7/15			17	95.76%	4,065	1,084	0	785	\$400,460.00	\$572,210.00	\$1,007,305.00	\$1,994,795.00
	1748	\$10	5,040,600	\$250,000 CASH	9/8/15			30	97.37%	1,063	855	0	236	\$275,310.00	\$279,000.00	\$327,080.00	\$412,590.00
	1716	\$10	8,316,800	CASHWORD MULTIPLIER	8/17/15	3/11/16	4/25/16	33	97.41%	373	206	0	1,401	\$104,680.00	\$284,210.00	\$734,960.00	\$1,432,960.00
	1726	\$10	5,617,300	HAPPY HOLIDAYS	10/19/15	2/25/16	4/10/16	24	82.27%	112	36	5,513	12,364	\$18,260.00	\$9,460.00	\$28,310.00	\$67,820.00
	1617	\$20	5,925,875	MONEY MONEY MILLIONAIRE	3/16/15	3/30/16	5/14/16	55	92.84%	5,937	2,588	4,729	190	\$1,185,360.00	\$1,038,560.00	\$1,021,800.00	\$1,076,960.00
	1492	\$50	3,670,000	MILLIONAIRES CLUB	4/28/14			101	97.28%	2,464	1,523	0	71	\$791,250.00	\$759,750.00	\$693,150.00	\$745,000.00

Liability for 1748 / for Life to Date

Product Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 08/20/2015 - 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	\$10.00	27888	\$278,880.00	577066	\$5,770,660.00	95.39%	4808231
2	2	N/A	\$20.00	8326	\$166,520.00	243681	\$4,873,620.00	96.70%	4874064
3	3	N/A	\$20.00	12905	\$258,100.00	289513	\$5,790,260.00	95.73%	4825503
4	0	N/A	\$25.00	2090	\$52,250.00	48353	\$1,208,825.00	95.86%	4831753
5	0	N/A	\$50.00	765	\$38,250.00	24448	\$1,222,400.00	96.97%	4887660
6	0	N/A	\$50.00	731	\$36,550.00	24425	\$1,221,250.00	97.09%	4894126
7	0	N/A	\$50.00	996	\$49,800.00	24222	\$1,211,100.00	96.05%	4841518
8	0	N/A	\$100.00	302	\$30,200.00	8121	\$812,100.00	96.41%	4859873
9	0	N/A	\$100.00	313	\$31,300.00	8052	\$805,200.00	96.26%	4851991
10	0	N/A	\$100.00	649	\$64,900.00	17538	\$1,753,800.00	96.43%	4860727
11	0	N/A	\$100.00	412	\$41,200.00	8021	\$802,100.00	95.11%	4794338
12	0	N/A	\$200.00	77	\$15,400.00	2011	\$402,200.00	96.31%	4854715
13	0	N/A	\$200.00	129	\$25,800.00	4048	\$809,600.00	96.91%	4884929
14	0	N/A	\$200.00	150	\$30,000.00	4081	\$816,200.00	96.45%	4861897
15	0	N/A	\$200.00	89	\$17,800.00	1993	\$398,600.00	95.73%	4825127
16	0	N/A	\$500.00	18	\$9,000.00	402	\$201,000.00	95.71%	4824574
17	0	N/A	\$500.00	15	\$7,500.00	400	\$200,000.00	96.39%	4858409
18	0	N/A	\$500.00	40	\$20,000.00	1225	\$612,500.00	96.84%	4881213
19	0	N/A	\$500.00	32	\$16,000.00	1214	\$607,000.00	97.43%	4911146
20	0	N/A	\$500.00	38	\$19,000.00	1234	\$617,000.00	97.01%	4890016
21	0	N/A	\$500.00	8	\$4,000.00	418	\$209,000.00	98.12%	4945940
22	0	N/A	\$1,000.00	7	\$7,000.00	204	\$204,000.00	96.68%	4873376
23	0	N/A	\$1,000.00	2	\$2,000.00	211	\$211,000.00	99.06%	4993270
24	0	N/A	\$1,000.00	13	\$13,000.00	412	\$412,000.00	96.94%	4886416
25	0	N/A	\$1,000.00	27	\$27,000.00	399	\$399,000.00	93.66%	4721125
26	0	N/A	\$1,000.00	9	\$9,000.00	204	\$204,000.00	95.77%	4827616
27	0	N/A	\$10,000.00	0	\$0.00	42	\$420,000.00	100.00%	5040600
28	0	N/A	\$10,000.00	3	\$30,000.00	39	\$390,000.00	92.86%	4680557
29	0	N/A	\$10,000.00	2	\$20,000.00	40	\$400,000.00	95.24%	4800571
30	0	N/A	\$250,000.00	1	\$250,000.00	3	\$750,000.00	75.00%	3780450
Totals:				56037	\$1,570,450.00	1,292,020	\$33,734,415.00		

END OF PRODUCTION PRIZE STRUCTURE
August 13, 2015 - (POOLS # 1 - 49 COMPLETE)

Prize Structure
TEXAS LOTTERY
GAME NO.1748 "\$250,000 Cash"
6/29/2015 - VERSION A

Order Quantity:	5,040,600	Pack Size:	50	Pool Size:	120,000	Winners:	1,348,057	Total Payout	
Price Point:	\$10.00	Packs/Game:	100,812	Number of Pools:	42.01	Non-winners:	3,692,543	Prize Fund:	\$35,304,865.00
Revenue:	\$50,406,000.00	Packs/Pool:	2,400			Overall Odds:	3.74	Payout:	70.04%

ORIGINAL ORDER

SHIPMENT # 1-2
COMPLETE
POOLS # 1 - 49

Line	Wins	Get	Win	Value	Odds (1 in)	Winners		Total	Total Prize Cost	% Prize Fund
						Pack	Pool			
01	1	\$10	\$10	\$10.00	8.3322	6.00	14,400.00	604,954	\$6,049,540.00	17.14%
02	2	\$10 x 2	\$20	\$20.00	20.0018	2.50	6,000.00	252,007	\$5,040,140.00	14.28%
03	1	\$20	\$20	\$20.00	16.6677	3.00	7,200.00	302,418	\$6,048,360.00	17.13%
04	1	\$25	\$25	\$25.00	99.9266	0.50	1,200.00	50,443	\$1,261,075.00	3.57%
05	3	\$10 + \$20 x 2	\$50	\$50.00	199.9207	0.25	600.00	25,213	\$1,260,650.00	3.57%
06	5	\$10 x 5	\$50	\$50.00	200.3737	0.25	600.00	25,156	\$1,257,800.00	3.56%
07	1	\$50	\$50	\$50.00	199.8810	0.25	600.00	25,218	\$1,260,900.00	3.57%
08	4	\$25 x 4	\$100	\$100.00	598.4329	0.08	200.00	8,423	\$842,300.00	2.39%
09	2	\$50 x 2	\$100	\$100.00	602.5822	0.08	200.00	8,365	\$836,500.00	2.37%
10	1	\$10 w/STACK OF CASH	\$100	\$100.00	277.1540	0.18	432.00	18,187	\$1,818,700.00	5.15%
11	1	\$100	\$100	\$100.00	597.7232	0.08	200.00	8,433	\$843,300.00	2.39%
12	11	\$10 x 5 + \$20 x 5 + \$50	\$200	\$200.00	2414.0805	0.02	50.00	2,088	\$417,600.00	1.18%
13	2	\$10 w/STACK OF CASH + \$50 x 2	\$200	\$200.00	1206.7513	0.04	100.00	4,177	\$835,400.00	2.37%
14	1	\$20 w/STACK OF CASH	\$200	\$200.00	1191.3496	0.04	100.00	4,231	\$846,200.00	2.40%
15	1	\$200	\$200	\$200.00	2421.0375	0.02	50.00	2,082	\$416,400.00	1.18%
16	25	\$10 x 10 + \$20 x 10 + \$25 x 2 + \$50 x 3	\$500	\$500.00	12001.4286	0.00	10.00	420	\$210,000.00	0.59%
17	5	\$50 x 2 + \$100 x 2 + \$200	\$500	\$500.00	12146.0241	0.00	10.00	415	\$207,500.00	0.59%
18	4	\$10 w/STACK OF CASH + \$20 w/STACK OF CASH + \$50 x 2 + \$100	\$500	\$500.00	3984.6640	0.01	30.00	1,265	\$632,500.00	1.79%
19	3	\$25 w/STACK OF CASH + \$50 + \$100 x 2	\$500	\$500.00	4045.4254	0.01	30.00	1,246	\$623,000.00	1.76%
20	1	\$50 w/STACK OF CASH	\$500	\$500.00	3962.7358	0.01	30.00	1,272	\$636,000.00	1.80%
21	1	\$500	\$500	\$500.00	11832.3944	0.00	10.00	426	\$213,000.00	0.60%
22	25	\$10 x 7 + \$20 x 4 + \$25 x 4 + \$50 x 5 + \$100 x 5	\$1,000	\$1,000.00	23889.0995	0.00	5.00	211	\$211,000.00	0.60%
23	6	\$50 x 2 + \$100 x 2 + \$200 + \$500	\$1,000	\$1,000.00	23664.7887	0.00	5.00	213	\$213,000.00	0.60%
24	3	\$50 w/STACK OF CASH + \$100 x 3 + \$200	\$1,000	\$1,000.00	11860.2353	0.00	10.00	425	\$425,000.00	1.20%
25	1	\$100 w/STACK OF CASH	\$1,000	\$1,000.00	11832.3944	0.00	10.00	426	\$426,000.00	1.21%
26	1	\$1,000	\$1,000	\$1,000.00	23664.7887	0.00	5.00	213	\$213,000.00	0.60%
27	2	\$500 w/STACK OF CASH + \$1,000 x 5	\$10,000	\$10,000.00	120014.2857	0.00	1.00	42	\$420,000.00	1.19%
28	1	\$1,000 w/STACK OF CASH	\$10,000	\$10,000.00	120014.2857	0.00	1.00	42	\$420,000.00	1.19%
29	1	\$10,000	\$10,000	\$10,000.00	120014.2857	0.00	1.00	42	\$420,000.00	1.19%
* 30	1	\$250,000	\$250,000	\$250,000.00	1260150.0000	0.00	0.10	4	\$1,000,000.00	2.83%
Total :					3.7392	13.37	32,090.10	1,348,057	\$35,304,865.00	100.00%

* Exact quantity to be delivered to the lottery.

5040600

604954

252007

302418

50443

25213

25156

25218

8423

8365

18187

8433

2088

4177

4231

2082

420

415

1265

1246

1272

426

211

213

425

426

213

42

42

42

4

No.	04/05/16				
	Game Name	Game No	Inv No.	Vendor	TLC PO #
	\$250,000 Cash	1748	1025055-2	SGI	362-15-9204 RL026

Truck #	Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
1	2,515,100	2,515.10	\$31.31	\$78,747.78
2	2,525,500	2,525.50	\$31.31	\$79,073.41
				<u>\$157,821.19</u>

Delivered	5,040,600
Ordered	5,040,000

2% under	4,939,200
2% over	5,140,800

Accetable Range	0
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Total	\$157,821.19
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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