

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

9/20/2016

Game #	1749	Confirmed Packs	5,330
Game Name	Money Bags	Active Packs	5,354
Quantity Printed	7,029,250	Warehouse Packs	16
Price Point	\$2	Returned Packs	42
Start Date	7/5/2016	Printed Payout Percentage	65.05%
Top Prize	\$30,000	Percent Sold	80.01%
Number of Top Prizes Remaining	0	Number of Weeks Out	11

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 117,459	Actual ticket production costs
Prize payout expense	\$ 7,231,891	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 7,349,350

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 11,248,206	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	<u><u>\$ 11,248,206</u></u>	

Excess of Revenue over Expended \$ 3,898,856

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	\$	754,540
Next week	\$	900,554
Next week	\$	1,036,940
Avg Weekly Sales Current Game	\$	897,345
Avg Weekly Sales \$2; 5M - 9.99M Qty	\$	641,811
Percentage Of Variance In Sales		-40%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	1749	Printed Payout Percentage	65.05%
Game Name	Money Bags	Actual Payout Percentage	64.29%
Percent Sold	80.01%	Number of Weeks Out	11
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			21

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 Coord

Product

Date

E _____ with the recommendation of the Products Department Staff to close the above game.

Lottery Operations Division Dir

Controller

Executive

Date



Play the Games of Texas!

Da Vinci Report

9/20/16

Week End Date: 9/17/16

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	9/17/16	9/18/16	9/19/16	9/20/16
Mature	1798	\$3	35,460,375	BONUS CASHWORD	2/29/16			29	48.83%	14,110	6,445	122,631	9	\$1,176,792.00	\$1,196,745.00	\$1,181,703.00	\$1,154,106.00
	1725	\$3	6,117,500	JUNGLE GOLD	5/16/16			18	84.79%	3,536	2,611	0	464	\$352,566.00	\$386,439.00	\$439,902.00	\$494,442.00
	1794	\$5	25,316,700	\$5 SET FOR LIFE	3/21/16			26	27.15%	9,705	4,921	230,032	4	\$895,735.00	\$918,240.00	\$933,315.00	\$915,695.00
	1790	\$5	20,391,825	100,000 MEGA BINGO	1/18/16			35	45.19%	12,612	6,661	128,056	7	\$1,007,695.00	\$995,270.00	\$1,051,285.00	\$1,006,205.00
	1784	\$5	15,224,625	BONUS BREAK THE BANK	12/7/15			41	80.59%	13,438	7,031	17,090	9	\$1,244,995.00	\$1,242,360.00	\$1,290,885.00	\$1,192,275.00
	1803	\$5	15,295,950	HIT \$200,000	4/18/16			22	43.76%	11,715	5,841	95,692	2	\$1,085,660.00	\$1,160,305.00	\$1,182,120.00	\$1,149,055.00
	1792	\$5	3,050,250	HOUSTON ASTROS	4/4/16			24	49.93%	1,079	641	16,029	2,068	\$81,870.00	\$89,715.00	\$103,925.00	\$113,600.00
	1796	\$5	30,592,725	SUPER LOTERIA	2/29/16			29	63.64%	26,628	9,942	107,823	10	\$3,282,460.00	\$3,343,175.00	\$3,373,200.00	\$3,196,750.00
	1791	\$5	5,088,675	TEXAS RANGERS	4/4/16			24	63.67%	2,293	1,657	17,743	1,684	\$192,025.00	\$225,515.00	\$248,860.00	\$251,815.00
	1763	\$5	7,329,450	WILD CASH	6/6/16			15	65.85%	8,198	5,014	18,816	171	\$800,055.00	\$869,510.00	\$1,014,380.00	\$971,605.00
	1644	\$10	28,500,450	\$200,000,000 CASH BLOWOUT	7/21/14			113	69.85%	4,976	3,117	162,394	6	\$762,340.00	\$766,170.00	\$782,390.00	\$741,750.00
	1797	\$10	12,140,000	CASHWORD MULTIPLIER	3/9/16			27	70.11%	18,056	8,287	43,680	9	\$2,970,780.00	\$2,899,150.00	\$3,038,570.00	\$2,782,450.00
	1719	\$10	12,204,850	THE BIG MONEY SUPER TICKET	3/7/16			28	89.03%	11,759	7,314	5,501	189	\$1,947,020.00	\$2,122,760.00	\$2,276,240.00	\$2,183,650.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			70	25.36%	8,495	3,582	1,005,338	29	\$1,124,220.00	\$1,035,100.00	\$1,184,400.00	\$1,115,820.00
	1745	\$20	6,102,825	\$500,000 MONEY MANIA	2/1/16			33	53.66%	6,034	3,146	102,398	109	\$603,100.00	\$630,100.00	\$660,360.00	\$647,160.00
	1387	\$20	34,320,175	\$500M EXTREME CASH BLAST	8/13/12			214	57.08%	13,985	4,676	566,239	366	\$1,441,680.00	\$1,461,700.00	\$1,566,360.00	\$1,607,600.00
Out of Wareh:	1753	\$20	8,191,950	100X THE CASH	4/4/16			24	62.75%	21,739	6,335	91,095	8	\$3,478,800.00	\$3,374,760.00	\$3,565,620.00	\$3,224,880.00
	1740	\$20	10,279,550	HIT \$1,000,000	12/21/15			39	72.92%	19,594	6,345	82,844	19	\$2,408,800.00	\$2,348,240.00	\$2,501,280.00	\$2,275,120.00
	1734	\$20	5,908,875	MILLIONAIRE'S CLUB	6/6/16			15	43.47%	19,587	7,119	104,843	21	\$2,461,640.00	\$2,430,120.00	\$2,619,160.00	\$2,459,260.00
	1756	\$50	3,686,680	HIGH ROLLER CASINO ACTION	4/18/16			22	33.91%	13,566	6,031	100,101	40	\$2,581,450.00	\$2,642,550.00	\$2,657,950.00	\$2,719,600.00
	1749	\$2	7,029,250	MONEY BAGS	7/5/16			11	80.01%	5,330	5,354	16	42	\$754,540.00	\$900,554.00	\$1,036,940.00	\$1,044,764.00
	1738	\$1	25,696,500	HIT \$5,000	1/4/16			37	90.30%	9,454	4,187	1,220	3	\$265,175.00	\$296,795.00	\$315,339.00	\$288,953.00
	1746	\$1	11,133,600	LUCKYTICKET	3/7/16			28	82.24%	622	759	7,527	2,848	\$73,213.00	\$93,749.00	\$108,698.00	\$121,641.00
	1697	\$1	11,256,750	TRIPLE PAYOUT!	4/4/16			24	94.23%	1,968	1,259	0	252	\$95,789.00	\$114,695.00	\$147,883.00	\$157,324.00
	1692	\$2	30,589,250	\$2 SET FOR LIFE	8/3/15			59	65.76%	522	874	77,406	2,670	\$158,128.00	\$168,794.00	\$221,554.00	\$206,722.00
	1778	\$2	25,266,625	BREAK THE BANK	11/18/15			43	96.05%	2,640	1,591	0	1,279	\$256,118.00	\$330,078.00	\$434,066.00	\$564,508.00
	1765	\$2	7,326,375	GAS MONKEY GARAGE	3/21/16			26	76.43%	1,203	1,065	7,160	3,549	\$69,522.00	\$71,200.00	\$92,266.00	\$90,518.00
	1780	\$2	8,919,000	SOLID GOLD	12/7/15			41	88.59%	203	233	5,587	1,303	\$27,442.00	\$31,416.00	\$41,746.00	\$36,486.00
	1789	\$3	20,804,850	TEXAS LOTERIA	12/22/15			39	97.10%	3,559	1,336	36	1,951	\$156,849.00	\$206,490.00	\$258,357.00	\$296,292.00
	1715	\$5	20,354,025	\$100,000 CASHWORD-O-RAMA	9/21/15			52	97.74%	3,525	1,550	0	81	\$457,300.00	\$627,900.00	\$853,235.00	\$921,270.00
	1702	\$5	8,440,200	FUNKY 5'S	2/1/16			33	76.52%	5	16	21,707	3,816	\$2,320.00	\$8,110.00	\$14,370.00	\$15,645.00
	1625	\$5	8,423,775	MEGA SLOTS	2/15/16			31	59.04%	271	284	40,513	3,968	\$53,130.00	\$93,900.00	\$106,135.00	\$122,270.00

Da Vinci

2/3

Liability for 1749 / for Life to DateProduct Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 04/20/2016 - 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	\$2.00	173874	\$347,748.00	515006	\$1,030,012.00	74.76%	5255060
2	2	N/A	\$4.00	64461	\$257,844.00	216691	\$866,764.00	77.07%	5417621
3	3	N/A	\$5.00	49295	\$246,475.00	175653	\$878,265.00	78.09%	5488863
4	4	N/A	\$10.00	29111	\$291,110.00	111477	\$1,114,770.00	79.29%	5573731
5	5	N/A	\$15.00	16998	\$254,970.00	67350	\$1,010,250.00	79.85%	5612699
6	6	N/A	\$20.00	11130	\$222,600.00	45104	\$902,080.00	80.21%	5638000
7	0	N/A	\$50.00	2851	\$142,550.00	11907	\$595,350.00	80.68%	5671315
8	0	N/A	\$100.00	978	\$97,800.00	4154	\$415,400.00	80.94%	5689693
9	0	N/A	\$500.00	104	\$52,000.00	478	\$239,000.00	82.13%	5773164
10	0	N/A	\$30,000.00	0	\$0.00	6	\$180,000.00	100.00%	7029250
Totals:				348802	\$1,913,097.00	1,147,826	\$7,231,891.00		

Prize Structure

TEXAS LOTTERY
 GAME NO. 1749 "MONEY BAGS"
 2/1/2016 - VERSION A

Order Quantity:	7,029,250	Pack Size:	125	Pool Size:	120,000	Winners:	1,496,628	Prize Fund:	\$9,144,988.00	Total Payout
Price Point:	\$2.00	Packs/Game:	56,234	Number of Pools:	58.58	Non-winners:	5,532,622	Payout:	65.05%	
Revenue:	\$14,058,500.00	Packs/Pool:	960			Overall Odds:	4.6967			

ORIGINAL ORDER

SHIPMENT # 1 COMPLETE POOLS # 1 - 66	7029250
	688880
	281152
	224948
	140588
	84348
	56234
	14758
	5132
	582
	6

Kind	Wins	Get	Win	Value	Odds (1 in)	Winners		Total	Total Prize Cost	% Prize Fund
						Pack	Pool			
Low Tiers										
01	1	3 MONEY BAGS	\$2	\$2.00	10,2039	12.25	11,760.00	688,880	\$1,377,760.00	15.07%
02	1	4 MONEY BAGS	\$4	\$4.00	25,0016	5.00	4,800.00	281,152	\$1,124,608.00	12.30%
03	1	5 MONEY BAGS	\$5	\$5.00	31,2483	4.00	3,840.00	224,948	\$1,124,740.00	12.30%
04	1	6 MONEY BAGS	\$10	\$10.00	49,9989	2.50	2,400.00	140,588	\$1,405,880.00	15.37%
05	1	7 MONEY BAGS	\$15	\$15.00	83,3363	1.50	1,440.00	84,348	\$1,265,220.00	13.84%
06	1	8 MONEY BAGS	\$20	\$20.00	125,0000	1.00	960.00	56,234	\$1,124,680.00	12.30%
Total (Low Tiers):					4,7619	26.25	25,200.00	1,476,150	\$7,422,888.00	81.17%
Mid Tiers										
07	1	9 MONEY BAGS	\$50	\$50.00	476,3010	0.26	251.00	14,758	\$737,900.00	8.07%
08	1	10 MONEY BAGS	\$100	\$100.00	1369,6902	0.09	87.00	5,132	\$513,200.00	5.61%
09	1	11 MONEY BAGS	\$500	\$500.00	12077,7491	0.01	10.00	582	\$291,000.00	3.18%
Total (Mid Tiers):					343,3592	0.36	348.00	20,472	\$1,542,100.00	16.86%
High Tiers										
* 10	1	12 MONEY BAGS	\$30,000	\$30,000.00	1171541,6667	0.00	0.10	6	\$180,000.00	1.97%
Total (High Tiers):					1171541,6667	0.00	0.10	6	\$180,000.00	1.97%
Total:					4,6967	26.61	25,548.10	1,496,628	\$9,144,988.00	100.00%

* Exact quantity to be delivered to the lottery.

No more than 29 winners per pack

GLEPS

Description:		G1		G2		G3		G4	
Packs/pool:		240		240		240		240	
Value	Get	Qty.	Value	Qty.	Value	Qty.	Value	Qty.	Value
2	3 MONEY BAGS	11	\$22.00	10	\$20.00	13	\$26.00	15	\$30.00
4	4 MONEY BAGS	5	\$20.00	8	\$32.00	4	\$16.00	3	\$12.00
5	5 MONEY BAGS	2	\$10.00	3	\$15.00	5	\$25.00	6	\$30.00
10	6 MONEY BAGS	3	\$30.00	3	\$30.00	3	\$30.00	1	\$10.00
15	7 MONEY BAGS	2	\$30.00	1	\$15.00	1	\$15.00	2	\$30.00
20	8 MONEY BAGS	1	\$20.00	1	\$20.00	1	\$20.00	1	\$20.00
		24	\$132.00	26	\$132.00	27	\$132.00	28	\$132.00

No.

04/25/16

Game Name
Money Bags

Game No
1749

Inv No.
1027015

Vendor
SGI

TLC PO #
362-16-9019 RL014

Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
7,029,250	7,029.25	\$16.71	\$117,458.77

Delivered	7,029,250
Ordered	7,080,000

2% under	6,938,400
2% over	7,221,600

Acceptable	
Range	0

Total	\$117,458.77
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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
Unaudited - For Internal Use Only