

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 2/6/2017

Game #	1770	Confirmed Packs	1,751
Game Name	Wild 7's Doubler	Active Packs	1,771
Quantity Printed	7,244,000	Warehouse Packs	-
Price Point	\$2	Returned Packs	58
Start Date	10/3/2016	Printed Payout Percentage	65.05%
Top Prize	\$ 30,000	Percent Sold	93.09%
Number of Top Prizes Remaining	2	Number of Weeks Out	18

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 105,328	Actual ticket production costs
Prize payout expense	\$ 7,553,351	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 7,658,679

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 13,486,879	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits \$ 13,486,879

Excess of Revenue over Expended \$ 5,828,200

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	\$	218,578
Next week	\$	225,260
Next week	\$	275,666
Avg Weekly Sales Current Game	\$	239,835
Avg Weekly Sales \$2; 5M - 9.99M Qty	\$	671,321
Percentage Of Variance In Sales		64%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	<input type="text" value="1770"/>	Printed Payout Percentage	<input type="text" value="65.05%"/>
Game Name	<input type="text" value="Wild 7's Doubler"/>	Actual Payout Percentage	<input type="text" value="56.01%"/>
Percent Sold	<input type="text" value="93.09%"/>	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 type="text" value="20"/>

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):

Dale Bousack 2/6/17
Instant Product Coordinator Date

R. Hill 2/10/17
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

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



Da Vinci Report 2/6/17
Week End Date: 2/4/17

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														2/4/17	1/28/17	1/21/17	1/14/17
Mature	1811	\$5	8,192,325	\$100,000 CASH	9/6/16			22	86.38%	5,908	4,000	3,596	29	\$717,655.00	\$711,750.00	\$776,315.00	\$822,725.00
	1799	\$5	20,213,625	\$100,000 SUPER CASHWORD	7/18/16			29	49.83%	15,822	7,421	109,635	18	\$1,611,035.00	\$1,544,225.00	\$1,563,945.00	\$1,673,400.00
	1794	\$5	25,316,700	\$5 SET FOR LIFE	3/21/16			46	37.62%	7,104	3,820	197,734	6	\$694,835.00	\$567,405.00	\$538,515.00	\$587,905.00
	1790	\$5	20,391,825	100,000 MEGA BINGO	1/18/16			55	64.80%	11,976	6,656	75,029	17	\$1,084,960.00	\$1,000,575.00	\$992,585.00	\$1,041,115.00
	1776	\$5	9,894,750	COWBOYS	8/1/16			27	52.40%	5,540	4,109	51,905	94	\$459,785.00	\$493,595.00	\$582,870.00	\$666,320.00
	1782	\$5	8,369,025	CRAZY CASH	9/19/16			20	52.63%	5,477	3,884	41,705	472	\$528,690.00	\$499,780.00	\$565,830.00	\$635,620.00
	1815	\$5	7,649,475	GARLAND RICHES	10/17/16			16	87.28%	4,361	3,594	0	2,819	\$629,635.00	\$640,830.00	\$778,175.00	\$1,047,000.00
	1813	\$5	8,420,625	HIT THE JACKPOT	10/3/16			18	54.83%	6,933	4,828	37,092	201	\$655,355.00	\$662,150.00	\$670,465.00	\$740,330.00
	1777	\$5	5,529,750	HOUSTON TEXANS	8/1/16			27	55.91%	3,140	1,907	26,193	557	\$202,150.00	\$201,565.00	\$233,030.00	\$239,705.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16			27	35.62%	15,486	7,598	343,213	27	\$2,312,980.00	\$2,035,070.00	\$2,005,640.00	\$2,110,030.00
	1764	\$20	6,112,700	\$1,000,000 RICHES	8/15/16			25	47.89%	14,133	6,141	104,801	18	\$1,462,660.00	\$1,253,220.00	\$1,370,320.00	\$1,598,980.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			90	28.09%	6,174	2,778	971,491	26	\$941,360.00	\$850,860.00	\$870,700.00	\$982,980.00
	1387	\$20	34,320,175	\$500M EXTREME CASH BLAST	8/13/12			234	60.07%	8,321	3,124	533,226	79	\$977,700.00	\$859,180.00	\$914,220.00	\$970,240.00
	1734	\$20	5,908,875	MILLIONAIRE'S CLUB	6/6/16			35	73.91%	12,023	5,089	41,932	33	\$1,576,900.00	\$1,451,500.00	\$1,494,320.00	\$1,696,960.00
	1779	\$20	8,076,320	SUPER BREAK THE BANK	10/3/16			18	42.32%	28,074	7,911	193,706	60	\$2,013,320.00	\$1,870,720.00	\$1,945,660.00	\$2,202,360.00
	1832	\$50	3,668,520	\$7,500,000 ULTIMATE CASH	10/17/16			16	25.81%	12,941	5,782	115,759	17	\$2,894,900.00	\$2,694,550.00	\$2,806,650.00	\$2,933,050.00
	1756	\$50	3,666,680	HIGH ROLLER CASINO ACTION	4/18/16			42	49.03%	4,415	2,130	84,586	1,070	\$802,900.00	\$798,100.00	\$834,850.00	\$869,200.00
Out of Wareh	1816	\$2	5,136,625	VETERANS CASH	11/7/16			13	73.20%	5,458	4,272	0	402	\$373,740.00	\$399,628.00	\$443,806.00	\$471,720.00
	1818	\$10	5,249,950	OLIDAY COUNTDOWN SUPER TICK	11/7/16			13	76.40%	10,846	5,161	0	4,330	\$975,190.00	\$927,470.00	\$1,140,730.00	\$1,505,810.00
Sold/Closing	1757	\$1	12,237,450	\$7 MILLION PAYOUT	8/1/16	1/8/17	2/22/17	27	95.96%	16	87	0	2,640	\$19,767.00	\$22,911.00	\$38,882.00	\$54,435.00
	1772	\$1	11,178,450	CASH 2 GO	10/3/16			18	90.22%	2,548	3,745	0	58	\$349,774.00	\$340,917.00	\$384,200.00	\$441,836.00
	1819	\$1	9,119,700	HIPSTER HOLIDAY	11/16/16			11	92.54%	1,232	1,801	0	696	\$333,866.00	\$345,934.00	\$335,742.00	\$378,477.00
	1735	\$2	22,518,500	HIT \$50,000	1/4/16	1/8/17	2/22/17	57	85.47%	36	69	19,092	3,368	\$21,290.00	\$37,058.00	\$90,614.00	\$135,612.00
	1805	\$2	6,028,375	PITBULL	7/18/16	2/19/17	4/5/17	29	83.47%	627	817	3,255	2,378	\$55,066.00	\$65,728.00	\$70,464.00	\$79,182.00
	1770	\$2	7,244,000	WLD 7'S DOUBLER	10/3/16			18	93.09%	1,751	1,771	0	58	\$218,578.00	\$225,260.00	\$275,666.00	\$336,778.00
	1814	\$3	7,342,950	HOLIDAY LOTERIA	10/17/16	12/28/16	2/11/17	16	88.06%	96	217	0	7,378	\$128,556.00	\$149,682.00	\$240,129.00	\$502,971.00
	1784	\$5	15,224,625	BONUS BREAK THE BANK	12/7/15	1/8/17	2/22/17	61	96.75%	52	48	108	5,228	\$17,880.00	\$24,475.00	\$45,010.00	\$75,010.00
	1803	\$5	15,295,950	HIT \$200,000	4/18/16	1/8/17	2/22/17	42	58.31%	61	65	78,905	4,902	\$31,175.00	\$46,140.00	\$130,485.00	\$186,475.00
	1597	\$5	8,199,000	LUCKY NUMBERS	7/5/16	1/8/17	2/22/17	31	59.64%	21	33	39,150	4,094	\$11,135.00	\$5,605.00	\$34,315.00	\$51,430.00
	1796	\$5	30,592,725	SUPER LOTERIA	2/29/16			49	94.73%	5,620	1,509	11,479	1,369	\$581,680.00	\$607,205.00	\$777,415.00	\$967,080.00
	1644	\$10	28,500,450	\$200,000,000 CASH BLOWOUT	7/21/14	1/8/17	2/22/17	133	72.86%	22	35	151,084	2,351	\$21,480.00	\$45,790.00	\$92,130.00	\$164,330.00
	1769	\$10	5,500,500	\$250,000 EXTREME GREEN	7/5/16	2/19/17	4/5/17	31	93.80%	1,531	2,381	0	694	\$526,990.00	\$485,120.00	\$577,410.00	\$689,900.00



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

Product: 1770-WILD 7'S DOUBLER

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

Liability for 1770 / for Life to Date

Product Status: Active SmartCash Enabled: N/A Validation Range: 08/31/2016 - 12/31/2037 Printer-friendly view

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	156794	\$313,588.00	586961	\$1,173,922.00	78.92%	5716863
2	2	N/A	\$3.00	122958	\$368,874.00	475820	\$1,427,460.00	79.47%	5756457
3	3	N/A	\$5.00	22251	\$111,255.00	93630	\$468,150.00	80.80%	5853036
4	4	N/A	\$7.00	10873	\$76,111.00	47137	\$329,959.00	81.26%	5886233
5	5	N/A	\$10.00	18232	\$182,320.00	39684	\$396,840.00	68.52%	4963583
6	6	N/A	\$10.00	12599	\$125,990.00	55008	\$550,080.00	81.36%	5894033
7	7	N/A	\$15.00	1446	\$21,690.00	8228	\$123,420.00	85.05%	6161218
8	8	N/A	\$15.00	1823	\$27,345.00	7832	\$117,480.00	81.12%	5876230
9	9	N/A	\$20.00	6330	\$126,600.00	41957	\$839,140.00	86.89%	6294375
10	10	N/A	\$20.00	5266	\$105,320.00	23718	\$474,360.00	81.83%	5927863
11	0	N/A	\$30.00	661	\$19,830.00	3860	\$115,800.00	85.38%	6184879
12	0	N/A	\$30.00	1843	\$55,290.00	4162	\$124,860.00	69.31%	5020737
13	0	N/A	\$30.00	591	\$17,730.00	2436	\$73,080.00	80.48%	5829661
14	0	N/A	\$50.00	558	\$27,900.00	2460	\$123,000.00	81.51%	5904652
15	0	N/A	\$50.00	576	\$28,800.00	3973	\$198,650.00	87.34%	6326755
16	0	N/A	\$50.00	767	\$38,350.00	3469	\$173,450.00	81.89%	5932350
17	0	N/A	\$100.00	487	\$48,700.00	1022	\$102,200.00	67.73%	4906141
18	0	N/A	\$100.00	108	\$10,800.00	1132	\$113,200.00	91.29%	6613070
19	0	N/A	\$100.00	226	\$22,600.00	997	\$99,700.00	81.52%	5905370
20	0	N/A	\$350.00	219	\$76,650.00	916	\$320,600.00	80.70%	5846259
21	0	N/A	\$700.00	6	\$4,200.00	13	\$9,100.00	68.42%	4956421
22	0	N/A	\$700.00	1	\$700.00	16	\$11,200.00	94.12%	6817882
23	0	N/A	\$700.00	1	\$700.00	11	\$7,700.00	91.67%	6640333
24	0	N/A	\$30,000.00	2	\$60,000.00	6	\$180,000.00	75.00%	5433000
Totals:				364618	\$1,871,343.00	1,404,448	\$7,553,351.00		

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NO. OF TICKETS: (+/-2%) 7,244,000
 NO. POOLS: 30
 PACK SIZE: 125
 PACKS/POOL: 1,920
 PACKS/GAME: 57,952

Minimum: 7,056,000
 Maximum: 7,344,000

TEXAS LOTTERY COMMISSION
 "WILD 7s DOUBLER" - GAME NO. 1770
 END OF PRODUCTION PRIZE STRUCTURE
 22-Aug-16

VERSION A

7,244,000 \$2 TICKETS \$14,488,000 REVENUE PRIZE FUND \$9,424,694 PAYOUT % 65.05%

PRIZE TIER	PRIZE LEVEL REFERENCE NUMBER	TIER CODE	GET:	#OF WAYS		ODDS OF 1 IN:	WINNERS IN	WINNERS IN	WINNERS IN	PRIZE COST	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVELS	
				TO WIN:	WIN:		30 POOLS	125 (PER PACK*)	240,000 (Per Pool)				
1	1	L	\$2	1	\$2	9.74	743,755	12.83	24641.248	\$1,487,510	15.78%		
2	2	L	\$3	1	\$3	12.10	598,778	10.33	19838.034	\$1,796,334	19.06%		
3	3	L	\$5	1	\$5	62.51	115,881	2.00	3839.238	\$579,405	6.15%		
4	4	L	\$7	1	\$7	124.88	58,010	1.00	1921.922	\$406,070	4.31%		
5	5	L	\$5"CSW"	1	\$10	125.08	57,916	1.00	1918.807	\$579,160	6.15%		
6	6	L	\$10	1	\$10	107.15	67,607	1.17	2239.879	\$676,070	7.17%		
7	7	L	\$5+\$10	2	\$15	748.81	9,674	0.17	320.508	\$145,110	1.54%		
8	8	L	\$15	1	\$15	750.28	9,655	0.17	319.879	\$144,825	1.54%		
9	9	L	\$5"CSW"+\$10	2	\$20	150.02	48,287	0.83	1599.790	\$965,740	10.25%	LOW TIER	
10	10	L	\$20	1	\$20	249.93	28,984	0.50	960.265	\$579,680	6.15%	78.09%	
11	0	M	\$15x2	2	\$30	1,602.30	4,521	0.08	150.000	\$135,630	1.44%		
12	0	M	\$15"CSW"	1	\$30	1,206.33	6,005	0.10	200.000	\$180,150	1.91%		
13	0	M	\$30	1	\$30	2,393.13	3,027	0.05	100.000	\$90,810	0.96%		
14	0	M	\$50	1	\$50	2,400.27	3,018	0.05	100.000	\$150,900	1.60%		
15	0	M	\$10+\$20"CSW"	2	\$50	1,592.44	4,549	0.08	150.000	\$227,450	2.41%		
16	0	M	\$50"7"	1	\$50	1,710.10	4,236	0.07	140.000	\$211,800	2.25%		
17	0	M	\$50"CSW"	1	\$100	4,800.53	1,509	0.03	50.000	\$150,900	1.60%		
18	0	M	\$50+\$50"7"	2	\$100	5,841.94	1,240	0.02	41.000	\$124,000	1.32%		
19	0	M	\$100	1	\$100	5,923.14	1,223	0.02	40.000	\$122,300	1.30%	MID TIER	
20	0	M	\$350	1	\$350	6,382.38	1,135	0.02	37.000	\$397,250	4.21%	19.01%	
21	0	H	\$350"CSW"	1	\$700	381,263.16	19	-	0.629	\$13,300	0.14%		
22	0	H	\$350x2	2	\$700	426,117.65	17	-	0.563	\$11,900	0.13%		
23	0	H	\$700	1	\$700	603,666.67	12	-	0.398	\$8,400	0.09%	HIGH TIER	
24	0	H	\$30,000	1	\$30,000	905,500.00	8 ***	-	0.265	\$240,000	2.55%	2.90%	
							4.09	1,769,066	30.52	58,609	\$ 9,424,694	100.00%	100.00%

Note: "7" = INSTANTLY WIN \$50 BY REVEALING A "7" PLAY SYMBOL.

Note: "CSW" = WIN DOUBLE THE PRIZE BY REVEALING A "COIN" PLAY SYMBOL

Consolidated odds are 1 in:

\$2	9.74	743,755
\$3	12.10	598,778
\$5	62.51	115,881
\$7	124.88	58,010
\$10	57.71	125,523
\$15	374.77	19,329
\$20	93.75	77,271
\$30	534.49	13,553
\$50	613.74	11,803
\$100	1,823.77	3,972
\$350	6,382.38	1,135
\$700	150,916.67	48
\$30,000	905,500.00	8
		1,769,066

* Each of the following GLEPS will be used in approximately 16.7% of each pack of 125 tickets.

** Numbers are rounded.

*** This number of prizes is guaranteed delivery to the Lottery

No.

09/14/16

Game Name	Game No	Inv No.	Vendor	TLC PO #
Wild 7's Doubler	1770	8501896	PBL	362-16-9010 RL023

Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
7,244,000	7,244.00	\$14.54	<u>\$105,327.76</u>
			\$105,327.76

Delivered	7,244,000
Ordered	7,200,000
2% under	7,056,000
2% over	7,344,000
Accetable Range	0

Total **\$105,327.76**

Instant Ticket Game Analysis
8/31/14-8/27/16

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 11*	Week 20	Week 18*	Week 18		3M	None	Week 12*	None	None
10M-14.99M	Week 18	None	Week 26	Week 26		4M	None	None	None	None
15M-19.99M	None	Week 21*	None	Week 26		5M	Week 17	Week 47*	None	None
20M-24.99M	Week 35*	None	Week 25	Week 40		6M	Week 27	None	None	None
25M-29.99M	Week 29	Week 38	Week 33	None		7M	None	None	None	None
30M-34.99M	None	None	None	None		8M	Week 19	None	None	None
>35M	None	None	None	None		>9M	Week 30	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	\$578,969	\$671,321	\$861,712	\$1,964,653		3M	None	\$5,141,903	None	None
10M-14.99M	\$557,959	None	\$1,236,839	\$2,142,670		4M	None	None	None	None
15M-19.99M	None	\$1,273,552	None	\$2,531,546		5M	\$2,712,692	\$2,150,202	None	None
20M-24.99M	\$551,431	None	\$2,124,488	\$2,208,168		6M	\$1,986,191	None	None	None
25M-29.99M	\$786,366	\$1,169,247	\$2,004,832	None		7M	None	None	None	None
30M-34.99M	None	None	None	None		8M	\$4,563,190	None	None	None
>35M	None	None	None	None		>9M	\$3,124,159	\$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