

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**SUMMARY REPORT**

**Scratch Ticket Information**

Date Completed

12/28/2016

Game #	1814	Confirmed Packs	11,593
Game Name	Holiday Loteria	Active Packs	12,005
Quantity Printed	7,342,950	Warehouse Packs	-
Price Point	\$3	Returned Packs	56
Start Date	10/17/2016	Printed Payout Percentage	65.82%
Top Prize	\$ 50,000	Percent Sold	74.99%
Number of Top Prizes Remaining	0	Number of Weeks Out	10

**Current Game Sales Analysis**

**TANGIBLE COSTS**

**Expenditure Impact:**

Cost to print tickets	\$ 290,414	Actual ticket production costs
Prize payout expense	\$ 10,760,563	Data from Instant Ticket Tier Liability screen in ES
<b>Estimated Direct Costs</b>	<b>\$ 11,050,977</b>	

**TANGIBLE BENEFITS**

**Revenue Impact:**

Estimated sales	\$ 16,519,435	Based on # of tkts printed, times % sold from DaVinci report, times the price point
<b>Total Estimated Benefits</b>	<b>\$ 16,519,435</b>	

**Excess of Revenue over Expended \$ 5,468,458**

**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	\$	1,692,651
Next week	\$	1,754,295
Next week	\$	1,736,367
Avg Weekly Sales Current Game	\$	1,727,771
Avg Weekly Sales \$3, 5M - 9.9M Qty	\$	861,712
<b>Percentage Of Variance In Sales</b>		<b>-101%</b>

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**RECOMMENDATION AND APPROVALS**

**Instant Ticket Information**

Game #	1814	Printed Payout Percentage	65.82%
Game Name	Holiday Loteria	Actual Payout Percentage	65.14%
Percent Sold	74.99%	Number of Weeks Out	10
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			18*

\*only one game at this level with 85% sell through

**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)

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Instant Product Code \_\_\_\_\_

**Not Required. Zero Top Prize.**

\_\_\_\_\_ Date

By \_\_\_\_\_, I agree with the recommendation of the Products Department Staff to close the above game

Lottery Operations Division Director \_\_\_\_\_

**Not Required. Zero Top Prize.**

Contract \_\_\_\_\_

Executive \_\_\_\_\_

\_\_\_\_\_ Date


Play the Games of Texas!

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**Da Vinci Report** 12/28/16

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**Week End Date: 12/24/16**

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														12/24/16	12/17/16	12/10/16	12/3/16
Mature	1777	\$5	5,529,750	HOUSTON TEXANS	8/1/16			21	51.22%	5,084	2,864	26,193	843	\$323,395.00	\$345,970.00	\$367,260.00	\$388,705.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16			21	31.30%	19,988	8,275	363,166	4	\$2,492,620.00	\$2,519,410.00	\$2,425,980.00	\$2,517,510.00
	1769	\$10	5,500,500	\$250,000 EXTREME GREEN	7/5/16			25	87.46%	6,787	4,590	1,271	45	\$944,460.00	\$932,870.00	\$944,090.00	\$1,057,030.00
	1781	\$10	5,083,450	CASINO CASH	9/19/16			14	71.47%	14,936	7,203	5,017	7	\$1,941,760.00	\$1,950,650.00	\$1,914,420.00	\$1,973,760.00
	1764	\$20	6,112,700	\$1,000,000 RICHES	8/15/16			19	41.13%	15,917	6,655	120,037	1	\$1,713,260.00	\$1,677,300.00	\$1,677,520.00	\$1,851,280.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			84	27.34%	6,096	2,705	982,155	20	\$888,060.00	\$882,400.00	\$848,780.00	\$922,740.00
	1387	\$20	34,320,175	\$500M EXTREME CASH BLAST	8/13/12			228	59.31%	7,230	2,913	545,868	75	\$933,160.00	\$913,940.00	\$896,720.00	\$1,027,680.00
	1740	\$20	10,279,550	HIT \$1,000,000	12/21/15			53	87.09%	13,957	5,053	32,291	13	\$1,911,620.00	\$1,818,020.00	\$1,780,120.00	\$1,987,580.00
	1734	\$20	5,908,875	MILLIONAIRE'S CLUB	6/6/16			29	66.40%	13,908	5,411	58,655	2	\$1,682,460.00	\$1,650,320.00	\$1,637,420.00	\$1,810,640.00
	1756	\$50	3,666,680	HIGH ROLLER CASINO ACTION	4/18/16			36	46.41%	6,168	2,514	85,827	2,269	\$997,450.00	\$960,850.00	\$980,550.00	\$1,091,100.00
Out of Wareh	1772	\$1	11,178,450	CASH 2 GO	10/3/16			12	68.60%	8,926	13,454	23	85	\$636,024.00	\$609,511.00	\$593,623.00	\$601,940.00
	1819	\$1	9,119,700	HIPSTER HOLIDAY	11/16/16			5	66.75%	4,790	15,066	0	63	\$862,758.00	\$1,170,591.00	\$1,293,416.00	\$1,247,263.00
	1816	\$2	5,136,625	VETERANS CASH	11/7/16			7	46.62%	11,946	9,554	8	55	\$937,718.00	\$661,780.00	\$671,256.00	\$646,618.00
	1770	\$2	7,244,000	WILD 7'S DOUBLER	10/3/16			12	81.04%	4,634	5,812	0	63	\$587,268.00	\$716,946.00	\$782,460.00	\$922,550.00
	1814	\$3	7,342,950	HOLIDAY LOTERIA	10/17/16			10	74.99%	11,593	12,005	0	56	\$1,692,651.00	\$1,754,295.00	\$1,736,367.00	\$1,748,565.00
	1815	\$5	7,649,475	GARLAND RICHES	10/17/16			10	71.08%	15,171	13,606	1	60	\$2,752,795.00	\$2,715,445.00	\$2,520,525.00	\$2,477,555.00
Sold/Closing	1757	\$1	12,237,450	\$7 MILLION PAYOUT	8/1/16	1/8/17	2/22/17	21	93.78%	732	1,876	0	1,255	\$126,928.00	\$157,416.00	\$182,301.00	\$223,106.00
	1738	\$1	25,696,500	HIT \$5,000	1/4/16	11/13/16	12/28/16	51	96.35%	9	12	0	4,960	\$4,194.00	\$8,301.00	\$14,163.00	\$18,816.00
	1689	\$1	11,210,100	LUCKY BUCKS	5/2/16	11/13/16	12/28/16	34	93.01%	4	12	875	3,690	\$1,165.00	\$4,968.00	\$10,015.00	\$17,943.00
	1762	\$1	11,104,650	SPICY 9'S	6/6/16	11/13/16	12/28/16	29	95.34%	4	4	3	2,989	-\$392.00	\$1,170.00	\$1,682.00	\$2,276.00
	1754	\$2	7,037,250	CATS VS DOGS - DOGS VS CATS	4/18/16	11/13/16	12/28/16	36	73.94%	4	0	5,941	7,829	-\$4,936.00	-\$7,280.00	\$15,254.00	-\$17,790.00
	1735	\$2	22,518,500	HIT \$50,000	1/4/16	1/8/17	2/22/17	51	84.15%	1,638	2,380	19,145	515	\$276,192.00	\$332,404.00	\$321,478.00	\$306,632.00
	1708	\$2	7,032,375	QUEEN OF SPADES	5/16/16	12/18/16	2/1/17	32	85.67%	95	169	3,354	3,859	\$19,824.00	\$39,770.00	\$47,590.00	\$58,998.00
	1788	\$2	9,237,375	TRIPLE THE MONEY	5/9/16	12/18/16	2/1/17	33	93.33%	283	415	0	3,117	\$64,576.00	\$104,322.00	\$138,778.00	\$157,766.00
	1725	\$3	6,117,500	JUNGLE GOLD	5/16/16	11/13/16	12/28/16	32	92.52%	1	1	0	2,753	-\$8,829.00	\$13,374.00	-\$20,289.00	\$22,290.00
	1758	\$5	8,317,950	\$27 MILLION PAYOUT	8/15/16	12/6/16	1/20/17	19	86.60%	1,163	915	218	5,259	\$332,660.00	\$641,040.00	\$934,750.00	\$1,006,190.00
	1784	\$5	15,224,625	BONUS BREAK THE BANK	12/7/15	1/8/17	2/22/17	55	96.23%	1,590	1,067	108	2,497	\$228,770.00	\$307,650.00	\$371,780.00	\$437,755.00
	1803	\$5	15,295,950	HIT \$200,000	4/18/16	1/8/17	2/22/17	36	57.12%	2,193	2,200	78,987	852	\$461,945.00	\$571,625.00	\$554,080.00	\$550,285.00
	1792	\$5	3,050,250	HOUSTON ASTROS	4/4/16	12/18/16	2/1/17	38	52.07%	31	23	16,024	3,113	-\$19,560.00	\$7,120.00	\$11,210.00	\$9,910.00
	1597	\$5	8,199,000	LUCKY NUMBERS	7/5/16	1/8/17	2/22/17	25	58.87%	926	1,126	39,150	2,216	\$169,010.00	\$226,350.00	\$212,730.00	\$263,545.00
	1796	\$5	30,592,725	SUPER LOTERIA	2/29/16			43	91.56%	15,138	4,089	11,479	397	\$1,541,330.00	\$2,036,005.00	\$2,752,735.00	\$3,278,390.00
1791	\$5	5,088,675	TEXAS RANGERS	4/4/16	12/18/16	2/1/17	38	67.47%	73	64	17,743	3,718	-\$13,900.00	\$21,110.00	\$27,010.00	\$31,815.00	

**Liability for 1814 / for Life to Date**

Product Status.  
Active

SmartCash Enabled  
N/A

Validation Range. 09/13/2016 - 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	\$3 00	242325	\$726,975.00	590049	\$1,770,147 00	70.89%	5205232
2	2	N/A	\$4 00	111759	\$447,036 00	279695	\$1,118,780 00	71.45%	5246558
3	3	N/A	\$7 00	62309	\$436,163.00	182515	\$1,277,605 00	74.55%	5474130
4	4	N/A	\$10 00	32262	\$322,620 00	90292	\$902,920 00	73.68%	5409938
5	5	N/A	\$17 00	23263	\$395,471 00	74527	\$1,266,959 00	76.21%	5596155
6	6	N/A	\$20 00	24486	\$489,720 00	73420	\$1,468,400.00	74.99%	5506500
7	0	N/A	\$30 00	5680	\$170,400 00	18766	\$562,980 00	76.77%	5636824
8	0	N/A	\$33.00	5611	\$185,163 00	18904	\$623,832.00	77.11%	5662293
9	0	N/A	\$50 00	2534	\$126,700 00	6690	\$334,500 00	72.53%	5325708
10	0	N/A	\$80 00	955	\$76,400 00	3578	\$286,240 00	78.93%	5795957
11	0	N/A	\$300 00	865	\$259,500 00	2324	\$697,200 00	72.88%	5351212
12	0	N/A	\$3,000 00	34	\$102,000 00	67	\$201,000 00	66.34%	4871065
13	0	N/A	\$50,000.00	0	\$0 00	5	\$250,000 00	100.00%	7342950
<b>Totals</b>				<b>512083</b>	<b>\$3,738,148.00</b>	<b>1,340,832</b>	<b>\$10,760,563.00</b>		

NO. OF TICKETS: 7,342,950  
 NO. POOLS: 61.19  
 PACK SIZE: 75.00  
 PACKS/POOL: 1600.00  
 PACKS/GAME: 97,906

MIN 7,056,000
MAX. 7,344,000

TEXAS LOTTERY COMMISSION  
 "HOLIDAY LOTERIA" - GAME NO 1814  
 END OF PRODUCTION PRIZE STRUCTURE  
 June 24, 2016 - VERSION 1  
 \$3 TICKETS \$22,028,850 - REVENUE

PRIZE FUND - \$14,498,711      PAYOUT % - 65.82%

PRIZE TIER	# WINS	TIER CODE	GET.	WIN.	ODDS OF 1 IN	WINNERS IN 61.19 POOLS	WINNERS IN 75 (PER PACK*)	WINNERS IN 120,000 (PER POOL)	PRIZE COST	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVELS
1	1	L	\$3	\$3	8.82	832,374	8.50	13,600	\$ 2,497,122	17.22%	
2	1	L	\$4	\$4	18.76	391,454	4.00	6,400	\$ 1,565,816	10.80%	
3	2	L	\$3 + \$4	\$7	29.99	244,824	2.50	4,000	\$ 1,713,768	11.82%	
4	1	L	\$10	\$10	59.92	122,554	1.25	2,000	\$ 1,225,540	8.45%	
5	3	L	\$3 + \$4 + \$10	\$17	75.09	97,790	1.00	1,600	\$ 1,662,430	11.47%	LOW TIER
6	1	L	\$20	\$20	75.00	97,906	1.00	1,600	\$ 1,958,120	13.51%	73.27%
7	2	M	\$10 + \$20	\$30	300.37	24,446	-	400	\$ 733,380	5.06%	
8	3	M	\$3 + \$10 + \$20	\$33	299.53	24,515	-	400	\$ 808,995	5.58%	
9	1	M	\$50	\$50	796.07	9,224	-	150	\$ 461,200	3.18%	
10	3	M	\$10 + \$20 + \$50	\$80	1,619.89	4,533	-	74	\$ 362,640	2.50%	MID TIER
11	1	M	\$300	\$300	2,302.59	3,189	-	52	\$ 956,700	6.60%	22.92%
12	1	H	\$3,000	\$3,000	72,702.48	101	-	-	\$ 303,000	2.09%	HIGH TIER
13	1	H	\$50,000	\$50,000	1,468,590.00	5 ***	-	-	\$ 250,000	1.72%	3.81%
				2 decimals:	3.96	1,852,915	18.25	30,276	\$ 14,498,711	100.00%	100.00%
				4 decimals:	3.9629						

TEXAS LOTTERY COMMISSION  
 "HOLIDAY LOTERIA" - GAME NO 1814  
 END OF PRODUCTION PRIZE STRUCTURE  
 June 24, 2016 - VERSION 1

Consolidated odds are 1 in:	\$3	8.82	832,374
	\$4	18.76	391,454
	\$7	29.99	244,824
	\$10	59.92	122,554
	\$17	75.09	97,790
	\$20	75.00	97,906
	\$30	300.37	24,446
	\$33	299.53	24,515
	\$50	796.07	9,224
	\$80	1,619.89	4,533
	\$300	2,302.59	3,189
	\$3,000	72,702.48	101
	\$50,000	1,468,590.00	5
			1,852,915

WIN.	GET	A	B	C	D
\$3	\$3	7 = \$ 21	10 = \$ 30	9 = \$ 27	8 = \$ 24
\$4	\$4	5 = \$ 20	2 = \$ 8	5 = \$ 20	4 = \$ 16
\$7	\$3 + \$4	2 = \$ 14	3 = \$ 21	2 = \$ 14	3 = \$ 21
\$10	\$10	0 = \$ 0	3 = \$ 30	1 = \$ 10	1 = \$ 10
\$17	\$3 + \$4 + \$10	2 = \$ 34	0 = \$ 0	1 = \$ 17	1 = \$ 17
\$20	\$20	<u>1 = \$ 20</u>	<u>1 = \$ 20</u>	<u>1 = \$ 20</u>	<u>1 = \$ 20</u>
		17 \$109	19 \$109	19 \$108	18 \$108

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

\*\* Numbers are rounded.

\*\*\* This exact number of prizes is guaranteed delivery to the TLC.

Note: There will be no more than 20 winners per pack for this game.

No. 09/14/16

Game Name            Game No    Inv No.    Vendor            TLC PO #  
Holiday Loteria      1814      90090196    IGT            362-16-9009 RL028

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Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
7,342,950	7,342.95	\$39.55	<u>\$290,413.67</u>

Delivered	7,342,950
Ordered	7,200,000
2% under	7,056,000
2% over	7,344,000
Accetable Range	0

Sub Total            \$290,413.67

**Total                \$290,413.67**

**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