

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

**Scratch Ticket Information**

Date Completed 10/30/2017

Game #	1824	Confirmed Packs	4,085
Game Name	20X the Cash	Active Packs	2,272
Quantity Printed	23,982,375	Warehouse Packs	91,416
Price Point	\$5	Returned Packs	7
Start Date	12/19/2016	Printed Payout Percentage	67.96%
Top Prize	\$ 250,000	Percent Sold	69.02%
Number of Top Prizes Remaining	3	Number of Weeks Out	45

**Current Game Sales Analysis**

**TANGIBLE COSTS**

**Expenditure Impact:**

Cost to print tickets	\$ 831,709	Actual ticket production costs
Prize payout expense	\$ 55,000,720	Data from Instant Ticket Tier Liability screen in ES

**Estimated Direct Costs** \$ 55,832,429

**TANGIBLE BENEFITS**

**Revenue Impact:**

Estimated sales	\$ 82,763,176	Based on # of tkts printed, times % sold from DaVinci report, times the price point
<b>Total Estimated Benefits</b>	<u style="text-decoration: underline double;">\$ 82,763,176</u>	

**Excess of Revenue over Expended** \$ 26,930,747

**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	\$ 465,410
Next week	\$ 490,165
Next week	\$ 530,865
Avg Weekly Sales Current Game	\$ 495,480
Avg Weekly Sales \$5; 20M - 24.99M Qty*	\$ 2,091,160
<b>Percentage Of Variance In Sales</b>	<b>76%</b>

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

**Instant Ticket Information**

Game #	<input type="text" value="1824"/>	Printed Payout Percentage	<input type="text" value="67.96%"/>
Game Name	<input type="text" value="20X the Cash"/>	Actual Payout Percentage	<input type="text" value="66.46%"/>
Percent Sold	<input type="text" value="69.02%"/>	Number of Weeks Out	<input type="text" value="45"/>
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.*			<input type="text" value="42"/>

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

**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 Broussard*      10/30/17  
Instant Product Coordinator      Date

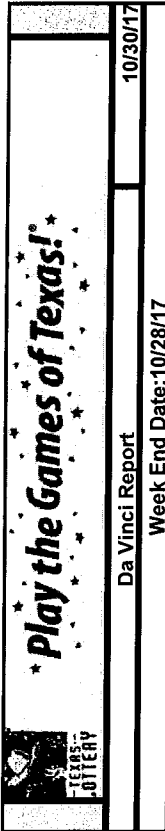
*R. Lu*      11/2/17  
Products Manager      Date

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

*[Signature]*      11/3/17  
Lottery Operations Division Director      Date

*Kathy Ryma*      11/6/17  
Controller      Date

*[Signature]*      11/8/17  
Executive Director      Date



Da Vinci Report  
Week End Date: 10/28/17

Product Line	Game	Tix Run	Name	Start	Cell	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales				
													10/28/17	10/21/17	10/14/17	10/7/17	10/30/17
Mature	1868	\$3	BONUS CASHWORD	3/6/17			34	54.94%	13,531	6,623	105,481	4	\$1,377,969.00	\$1,309,482.00	\$1,255,986.00	\$1,308,438.00	
	1862	\$3	DOMINOES	6/5/17			21	54.65%	2,595	1,729	18,007	3,423	\$154,329.00	\$211,323.00	\$231,618.00	\$266,227.00	
	1806	\$3	TEXAS LOTERIA	3/14/17			33	35.08%	22,900	10,449	322,005	29	\$1,424,457.00	\$1,403,835.00	\$1,366,992.00	\$1,427,406.00	
	1886	\$5	\$10, \$20 OR \$50	5/22/17			23	76.33%	2,838	1,906	16,948	59	\$349,710.00	\$401,400.00	\$451,885.00	\$539,580.00	
	1889	\$5	\$200,000 CASH	6/19/17			19	88.53%	4,453	3,478	215	449	\$519,965.00	\$598,065.00	\$700,120.00	\$820,190.00	
	1794	\$5	\$5 SET FOR LIFE	3/21/16			84	55.03%	3,455	2,174	144,890	6	\$426,970.00	\$429,290.00	\$463,500.00	\$445,450.00	
	1824	\$5	20X THE CASH	12/19/16			45	69.02%	4,085	2,272	91,416	7	\$465,410.00	\$490,165.00	\$530,865.00	\$533,165.00	
	1808	\$5	BONUS BREAK THE BANK	1/17/16			51	84.03%	11,433	6,886	18,039	3	\$1,314,985.00	\$1,310,210.00	\$1,310,140.00	\$1,346,070.00	
	1859	\$5	CROSSWORD CONNECT	6/28/17			17	24.84%	12,661	6,866	203,287	12	\$1,222,045.00	\$1,189,495.00	\$1,205,125.00	\$1,376,795.00	
	1846	\$5	FAST CASH MULTIPLIER	7/17/17			15	61.24%	8,605	5,036	13,458	450	\$567,955.00	\$639,680.00	\$715,015.00	\$788,865.00	
	1851	\$5	INSTANT RICHES	5/15/17			24	71.19%	3,799	2,479	23,815	65	\$434,000.00	\$476,390.00	\$498,980.00	\$580,740.00	
	1742	\$5	LUCKY 7	6/5/17			21	73.12%	4,310	2,822	17,992	182	\$456,125.00	\$498,565.00	\$567,825.00	\$619,610.00	
	1807	\$5	SUPER LOTERIA	12/5/16			47	76.78%	23,838	9,663	87,252	12	\$3,390,120.00	\$3,396,180.00	\$3,294,500.00	\$3,403,470.00	
	1759	\$10	\$200 MILLION PAYOUT	8/1/16			65	54.91%	4,096	2,176	250,334	15	\$603,880.00	\$603,440.00	\$794,810.00	\$775,490.00	
	1830	\$10	50X SUPER TICKET	6/5/17			21	61.41%	12,052	6,263	57,950	25	\$1,716,090.00	\$1,878,290.00	\$1,931,970.00	\$2,174,680.00	
	1827	\$10	50X THE CASH	1/3/17			43	86.79%	9,819	5,042	23,016	11	\$1,610,080.00	\$1,612,210.00	\$1,591,610.00	\$1,592,740.00	
	1860	\$10	BIG PLAY CASHWORD	7/17/17			15	24.28%	15,224	7,501	176,818	6	\$1,766,150.00	\$1,784,680.00	\$1,748,570.00	\$1,893,290.00	
	1842	\$10	EXPLOSION DE DINERO	5/11/17			26	63.10%	3,273	2,124	38,752	33	\$454,650.00	\$487,480.00	\$510,030.00	\$532,590.00	
	1671	\$20	\$500,000,000 CASH	5/18/15			128	33.31%	4,947	2,190	901,819	26	\$859,840.00	\$854,380.00	\$848,880.00	\$828,460.00	
	1829	\$20	100X THE CASH	1/16/17			41	85.11%	14,791	6,452	29,617	11	\$2,385,060.00	\$2,463,020.00	\$2,448,020.00	\$2,479,580.00	
	1838	\$20	INSTANT MILLIONAIRE	5/15/17			24	12.27%	16,535	7,206	1,191,001	22	\$2,735,460.00	\$2,862,960.00	\$2,693,920.00	\$2,647,460.00	
	1853	\$20	MONEY	3/8/17			33	68.74%	10,701	4,480	69,458	28	\$1,740,060.00	\$1,760,340.00	\$1,764,040.00	\$1,870,260.00	
	1822	\$20	WINNERS GALORE	12/5/16			47	38.96%	623	363	123,131	827	\$68,180.00	\$122,740.00	\$118,340.00	\$115,540.00	
	1832	\$50	\$7,500,000 ULTIMATE CASH	10/17/16			54	61.95%	3,692	1,851	63,321	24	\$864,450.00	\$903,050.00	\$1,099,750.00	\$1,087,000.00	
	1870	\$50	ULTIMATE MILLIONS	4/17/17			28	56.96%	13,065	4,723	57,174	22	\$2,660,300.00	\$3,133,650.00	\$3,601,000.00	\$3,908,650.00	
Out of Wareh:	1873	\$2	TRIPLE 777	8/21/17			10	80.89%	4,568	5,654	0	63	\$832,012.00	\$1,036,924.00	\$1,269,610.00	\$1,417,990.00	
Sold/Closing	1887	\$1	\$2,000 CASH	6/19/17	11/12/17	12/27/17	19	91.34%	1,012	809	0	1,580	\$41,573.00	\$55,770.00	\$54,064.00	\$100,501.00	
	1875	\$1	ACES HIGH	4/17/17	10/8/17	11/22/17	28	92.02%	97	68	25	3,944	\$4,174.00	\$4,800.00	\$12,346.00	\$31,144.00	
	1836	\$1	FIESTA DE GANANCIAS	3/20/17	10/8/17	11/22/17	32	68.33%	106	108	14,818	4,959	\$4,242.00	-\$3,760.00	\$13,680.00	\$45,822.00	
	1843	\$1	INSTANT WINNINGS	5/15/17			24	90.40%	3,364	2,178	0	1,425	\$112,065.00	\$146,775.00	\$165,889.00	\$226,047.00	
	1823	\$2	10X THE CASH	12/19/16	10/8/17	11/22/17	45	91.91%	150	147	6,158	4,229	\$35,238.00	\$91,280.00	\$173,178.00	\$235,958.00	
	1699	\$2	BIG CASH MONEY	3/6/17	10/8/17	11/22/17	34	90.88%	29	46	281	4,447	\$5,272.00	\$7,574.00	\$23,056.00	\$45,068.00	

**Liability for 1824 / for Life to Date**

Product Status: Active      SmartCash Enabled: N/A      Validation Range: 12/01/2016 - 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	\$5.00	881135	\$4,405,675.00	1676972	\$8,384,860.00	65.56%	15721692
2	2	N/A	\$10.00	432715	\$4,327,150.00	846369	\$8,463,690.00	66.17%	15869120
3	3	N/A	\$10.00	661717	\$6,617,170.00	1416860	\$14,168,600.00	68.16%	16347562
4	4	N/A	\$20.00	107117	\$2,142,340.00	212624	\$4,252,480.00	66.50%	15947996
5	5	N/A	\$20.00	99826	\$1,996,520.00	219902	\$4,398,040.00	68.78%	16494558
6	6	N/A	\$50.00	6600	\$330,000.00	13343	\$667,150.00	66.91%	16045571
7	7	N/A	\$50.00	20472	\$1,023,600.00	45538	\$2,276,900.00	68.99%	16544605
8	8	N/A	\$50.00	12293	\$614,650.00	27608	\$1,380,400.00	69.19%	16593704
9	9	N/A	\$50.00	60701	\$3,035,050.00	133210	\$6,660,500.00	68.70%	16475043
10	10	N/A	\$100.00	269	\$26,900.00	534	\$53,400.00	66.50%	15948428
11	11	N/A	\$100.00	1575	\$157,500.00	3419	\$341,900.00	68.46%	16418850
12	12	N/A	\$100.00	635	\$63,500.00	1365	\$136,500.00	68.25%	16367970
13	13	N/A	\$100.00	632	\$63,200.00	1364	\$136,400.00	68.34%	16388757
14	14	N/A	\$100.00	648	\$64,800.00	1363	\$136,300.00	67.78%	16254588
15	15	N/A	\$100.00	1874	\$187,400.00	4126	\$412,600.00	68.77%	16491879
16	16	N/A	\$100.00	640	\$64,000.00	1365	\$136,500.00	68.08%	16327153
17	17	N/A	\$100.00	1878	\$187,800.00	4120	\$412,000.00	68.69%	16473388
18	18	N/A	\$500.00	70	\$35,000.00	130	\$65,000.00	65.00%	15588543
19	19	N/A	\$500.00	64	\$32,000.00	142	\$71,000.00	68.93%	16531539
20	20	N/A	\$500.00	64	\$32,000.00	138	\$69,000.00	68.32%	16383998
21	21	N/A	\$500.00	60	\$30,000.00	136	\$68,000.00	69.39%	16640831
22	22	N/A	\$500.00	64	\$32,000.00	133	\$66,500.00	67.51%	16191146
23	23	N/A	\$500.00	63	\$31,500.00	139	\$69,500.00	68.81%	16502723
24	24	N/A	\$500.00	61	\$30,500.00	144	\$72,000.00	70.24%	16846156
25	25	N/A	\$500.00	63	\$31,500.00	137	\$68,500.00	68.50%	16427926
26	26	N/A	\$1,000.00	4	\$4,000.00	12	\$12,000.00	75.00%	17986781
27	27	N/A	\$1,000.00	13	\$13,000.00	28	\$28,000.00	68.29%	16378207
28	28	N/A	\$1,000.00	15	\$15,000.00	26	\$26,000.00	63.41%	15208335
29	29	N/A	\$1,000.00	12	\$12,000.00	29	\$29,000.00	70.73%	16963143
30	30	N/A	\$1,000.00	13	\$13,000.00	28	\$28,000.00	68.29%	16378207
31	31	N/A	\$10,000.00	4	\$40,000.00	4	\$40,000.00	50.00%	11991187
32	32	N/A	\$10,000.00	8	\$80,000.00	12	\$120,000.00	60.00%	14389424
33	33	N/A	\$250,000.00	2	\$500,000.00	4	\$1,000,000.00	66.67%	15988251
34	34	N/A	\$250,000.00	1	\$250,000.00	3	\$750,000.00	75.00%	17986776

**Totals:** 3391308      \$20,489,755.00      4,811,827      \$55,000,720.00

NO. OF TICKETS: 23,982,375 MIN: 23,049,640  
 NO. POOLS: 199,85 MAX: 23,990,400  
 PACK SIZE: 75,000  
 PACKS/POOL: 1,600,000  
 PACKS/GAME: 319,765

TEXAS LOTTERY COMMISSION  
 "20X THE CASH" GAME NUMBER 1824  
 END OF PRODUCTION PRIZE STRUCTURE  
 July 7, 2016 - VERSION 1

\$5 TICKETS \$119,911,875 REVENUE  
 23,982,375

PRIZE FUN - \$81,489,475 PAYOUT % - 67.9576025%

PRIZE TIER	# WINS	TIER CODE	GET:	ODDS OF WIN:	WINNERS IN POOLS	75 (PER PACK*)	WINNERS IN (PER POOL)	PRIZE COST	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVELS
1	1	L	\$5	9.38	2,538,107	8.00	12,800	\$12,790,535	15.70%	
2	1	L	\$10	18.75	1,279,084	4.00	6,400	\$12,790,840	15.70%	
3	2	L	\$5 x 2	11.54	2,078,577	6.50	10,400	\$20,785,770	25.51%	
4	1	L	\$20	75.01	319,741	1.00	1,600	\$6,394,820	7.85%	LOW TIER
5	3	L	(\$5 x 2) + \$10	75.01	319,728	1.00	1,600	\$6,394,560	7.85%	72.59%
6	1	M	\$50	1,202.55	19,943	-	100	\$97,150	1.22%	
7	4	M	\$5 (5X) + (\$10 x 2) + \$5	363.31	66,010	-	330	\$3,300,500	4.05%	
8	7	M	(\$10 x 3) + (\$5 x 4)	601.05	39,901	-	200	\$1,995,050	2.45%	
9	1	M	\$5 (10X)	193,911	805	-	970	\$9,695,550	11.90%	
10	1	M	\$5 (10X) + \$10 (5X)	29,865.97	4,994	-	4	\$80,300	0.10%	
11	2	M	\$10 (10X)	4,802.24	2,000	-	23	\$499,400	0.61%	
12	1	M	\$5 (20X)	11,991.19	2,000	-	10	\$200,000	0.25%	
13	1	M	(\$5 x 10) + (\$10 x 5)	12,015.22	1,996	-	10	\$199,600	0.24%	
14	15	M	\$5 x 20	11,925.60	2,011	-	10	\$201,100	0.25%	
15	20	M	(\$20 x 2) + (\$5 x 4) + (\$15 x 2) + \$10	3,997.06	6,000	-	30	\$60,000	0.74%	
16	9	M	\$10 (5X) + (\$5 x 4) + (\$10 x 3)	11,961.28	2,005	-	10	\$200,500	0.25%	
17	8	M	\$500	3,998.40	5,998	-	30	\$599,800	0.74%	
18	1	M	\$10,000	19,911.88	200	-	1	\$100,000	0.12%	
19	20	M	(\$10 x 4) + (\$15 x 4) + (\$40 x 5) + (\$50 x 2) + \$500	116,419.30	206	-	1	\$103,000	0.13%	
20	18	M	\$20 (5X) + \$10 (10X) + \$5 (20X) + (\$10 x 10) + \$500	118,724.63	202	-	1	\$101,000	0.12%	
21	15	M	\$10 (5X) + (\$50 x 2) + \$10 (10X) + \$10 (20X) + \$500	122,359.06	196	-	1	\$98,000	0.12%	
22	1	M	\$50 (10X)	121,737.94	197	-	1	\$98,500	0.12%	
23	12	M	\$50 (5X) + (\$10 x 5) + (\$20 x 5) + \$5 (20X) + \$500	118,724.63	202	-	1	\$101,000	0.12%	
24	20	M	\$5 (10X) + \$10 (5X) + \$20 (5X) + (\$20 x 5) + \$500	116,987.20	205	-	1	\$102,500	0.13%	
25	12	M	\$20 (10X) + (\$20 x 10) + \$100	119,911.88	200	-	1	\$100,000	0.12%	
26	1	H	\$1,000	1,498,898.44	16	-	4	\$16,000	0.02%	
27	20	H	\$50 x 20	584,935.98	41	-	4	\$41,000	0.05%	
28	8	H	\$10 (20X) + \$50 (10X) + (\$10 (5X) x 6)	584,935.98	41	-	4	\$41,000	0.05%	
29	14	H	\$50 (10X) + \$20 (10X) + (\$10 (10X) x 2) + (\$51,000)	584,935.98	41	-	4	\$41,000	0.05%	
30	20	H	\$20 (20X) + (\$100 x 2) + (\$50 x 2) + (\$20 x 1) + \$1,000	584,935.98	41	-	4	\$41,000	0.05%	
31	1	H	\$10,000	2,997,796.88	8	-	8	\$80,000	0.10%	
32	15	H	(\$100 (10X) x 2) + (\$50 (20X) x 2) + \$500 (10 \$10,000)	1,199,118.75	20	-	20	\$200,000	0.25%	
33	11	H	(\$1,000 (20X) x 5) + \$10,000 (10X) + (\$500 (20X) x 5)	3,997,062.50	6	***	6	\$6,000,000	1.84%	HIGH TIER
34	1	H	\$250,000	5,995,593.75	4	***	4	\$4,000,000	1.23%	3.63%
					6,902,635	20.50	34,337	\$81,489,475	100.00%	100.00%
					3.47					
					3.4744					

5X symbol = win 5 TIMES the prize (5X)  
 10X symbol = win 10 TIMES the prize (10X)  
 20X symbol = win 20 TIMES the prize (20X)

TEXAS LOTTERY COMMISSION  
 "20X THE CASH" GAME NUMBER 1824  
 PRIZE STRUCTURE  
 July 7, 2016 - VERSION 1

PRIZE	GET:	Consolidated odds are 1 in:
\$5	\$5	9.38
\$10	\$10	7.14
\$20	\$20	37.50
\$50	\$50	639,469
\$100	\$100	319,765
\$500	\$500	929,330
\$1,000	\$1,000	25,807
\$10,000	\$10,000	1,608
\$50,000	\$50,000	133,235.42
\$100,000	\$100,000	180
\$250,000	\$250,000	856,513.39
		28
		2,398,237.50
		10
		6,902,635

PRIZE	GET:	A	B	C	D
\$5	\$5	7 = \$ 35	9 = \$ 45	7 = \$ 35	9 = \$ 45
\$10	\$10	5 = \$ 50	3 = \$ 30	4 = \$ 40	4 = \$ 40
\$10	\$5 x 2	6 = \$ 60	5 = \$ 50	9 = \$ 90	6 = \$ 60
\$20	\$20	0 = \$ 0	2 = \$ 20	1 = \$ 20	1 = \$ 20
\$20	(\$5 x 4)	2 = \$ 40	1 = \$ 20	0 = \$ 0	1 = \$ 20
		20 = \$185	20 = \$185	21 = \$185	21 = \$185

\* Each of the four QI EPS types will be used in approximately 25% of the packs in it  
 \*\* Numbers are rounded.  
 \*\*\* The exact number of prizes is guaranteed delivery to the TLC.  
 Note: There will be no more than 23 winners per pack.

No.

12/06/16

Game Name  
20X The Cash

Game No  
1824

Inv No.  
90091721

Vendor  
IGT

TLC PO #  
362-17-9009 RL007

Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
23,982,375	23,982.38	\$34.68	\$831,708.77
Delivered			
23,982,375			
Ordered			
23,520,000			
2% under			
23,049,600			
2% over			
23,990,400			
Acceptable Range			
0			
Sub Total			\$831,708.77
Total			\$831,708.77

**Scratch Ticket Game Analysis**  
2/22/15-2/25/17

**Average Number of Weeks for 85% Average Sell Through**

Print Quantities	Price Point			
	\$1	\$2	\$3	\$5
< 5M	None	None	None	None
5M-9.99M	Week 11	Week 21	Week 17	Week 19
10M-14.99M	Week 19	None	Week 26*	Week 26
15M-19.99M	None	Week 21*	None	Week 32
20M-24.99M	Week 35*	None	Week 26	Week 42*
25M-29.99M	Week 33*	Week 36*	Week 33*	None
30M-34.99M	None	None	None	Week 39*
>35M	None	None	Week 48*	None

Print Quantities	Price Point		
	\$10	\$20	\$50
2M	None	None	None
3M	None	None	None
4M	None	None	None
5M	Week 20	Week 47*	None
6M	Week 23*	None	None
7M	None	None	None
8M	Week 19	Week 34*	None
>9M	Week 30	Week 52*	None

**Average Weekly Dollar Sales at 85% Average Sell Through**

Print Quantities	Price Point			
	\$1	\$2	\$3	\$5
< 5M	None	None	None	None
5M-9.99M	\$677,452	\$691,115	\$1,048,153	\$1,846,165
10M-14.99M	\$529,420	None	\$995,703	\$2,330,999
15M-19.99M	None	\$1,273,552	None	\$2,177,203
20M-24.99M	\$551,431	None	\$2,048,240	\$2,091,160
25M-29.99M	\$665,806	\$1,198,731	\$2,010,942	None
30M-34.99M	None	None	None	\$3,329,657
>35M	None	None	\$1,875,795	None

Print Quantities	Price Point		
	\$10	\$20	\$50
2M	None	None	None
3M	None	None	None
4M	None	None	None
5M	\$2,437,509	\$2,150,202	None
6M	\$2,289,667	None	None
7M	None	None	None
8M	\$4,563,190	\$4,102,734	None
>9M	\$3,308,551	\$3,358,044	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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