

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 12/27/2017

Game #	1827	Confirmed Packs	7,836
Game Name	50X The Cash	Active Packs	5,058
Quantity Printed	15,280,500	Warehouse Packs	146
Price Point	\$10	Returned Packs	9
Start Date	1/3/2017	Printed Payout Percentage	69.94%
Top Prize	\$ 1,000,000	Percent Sold	95.42%
Number of Top Prizes Remaining	0	Number of Weeks Out	51

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 692,512	Actual ticket production costs
Prize payout expense	\$ 100,942,004	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 101,634,516

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 145,806,531	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits \$ 145,806,531

Excess of Revenue over Expended \$ 44,172,015

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	\$	1,619,710
Next week	\$	1,446,180
Next week	\$	1,389,040
Avg Weekly Sales Current Game	\$	1,484,977
Avg Weekly Sales \$10; >9.9M Qty	\$	3,597,569
Percentage Of Variance In Sales		59%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	1827	Printed Payout Percentage	69.93%
Game Name	50X The Cash	Actual Payout Percentage	69.23%
Percent Sold	95.42%	Number of Weeks Out	51
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			27

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 Controller

Date

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

Lottery Operations Division Director Date

Controller

Executive Director Date


Russ, Will

From: WebsiteSupport@lottery.state.tx.us
Sent: Thursday, December 28, 2017 5:37 AM
To: ProductsNewZTP
Subject: ZTP Occurrence: Date 12/27/2017

All top prizes for the following game(s) have been claimed as of 12/27/2017.

Game Number	Game Name	Price	Prize Amount	Prizes Printed	Prizes Claimed	Pending Top Claims	Pending Top Claims Count	Prizes Remaining	Sales Begin Date	Pre-Call Date	Call Date	Sales End Date	Last Top Prize Claimed Date
1827	50X The Cash	\$10	\$1,000,000	5	5		0	0	1/3/2017		12/27/2017	02/10/2018	12/27/2017

The Last Top Prize Claimed Date only reflects prizes claimed at a Texas Lottery® claim center. If the final top prize was validated at a retail location that validation date will not be reflected on this report.



Da Vinci Report

12/27/17

Week End Date: 12/23/17

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	12/23/17	12/16/17	12/9/17	12/2/17
Sold/Closing	1790	\$5	20,391,825	\$100,000 MEGA BINGO	1/18/16	11/12/17	12/27/17	101	97.86%	10	4	70	3,906	-\$840.00	\$9,900.00	\$19,225.00	\$49,995.00
	1799	\$5	20,213,625	\$100,000 SUPER CASHWORD	7/18/16	11/12/17	12/27/17	75	88.63%	9	3	23,288	3,641	\$55.00	\$2,620.00	\$15,175.00	\$42,520.00
	1824	\$5	23,982,375	20X THE CASH	12/19/16	12/10/17	1/24/18	53	71.39%	159	113	88,533	1,682	\$67,440.00	\$148,075.00	\$242,030.00	\$344,135.00
	1841	\$5	8,419,425	25TH ANNIVERSARY	5/1/17	11/12/17	12/27/17	34	71.65%	2	1	28,414	2,731	\$2,305.00	\$2,525.00	\$5,335.00	\$17,865.00
	1808	\$5	18,320,550	BONUS BREAK THE BANK	11/7/16	12/18/17	2/1/18	59	95.70%	3,107	1,470	428	213	\$779,070.00	\$1,128,705.00	\$1,337,355.00	\$1,443,735.00
	1851	\$5	8,120,250	INSTANT RICHES	5/15/17	12/10/17	1/24/18	32	76.58%	140	146	22,598	1,620	\$61,545.00	\$131,605.00	\$186,470.00	\$264,740.00
	1742	\$5	7,339,575	LUCKY 7	8/5/17	12/10/17	1/24/18	29	79.51%	167	191	16,969	1,886	\$74,905.00	\$144,000.00	\$200,685.00	\$266,935.00
	1773	\$5	7,150,050	RICH	4/17/17	11/12/17	12/27/17	36	70.49%	0	0	22,801	4,490	-\$185.00	\$445.00	\$3,845.00	\$3,230.00
	1807	\$5	40,880,700	SUPER LOTERIA	12/5/16			55	91.09%	18,778	8,006	19,413	9	\$3,326,420.00	\$3,487,125.00	\$3,452,390.00	\$3,483,370.00
	1827	\$10	15,280,500	50X THE CASH	1/3/17			51	95.42%	7,836	5,058	146	9	\$1,619,710.00	\$1,446,180.00	\$1,389,040.00	\$1,536,310.00
	1842	\$10	6,105,900	EXPLOSION DE DINERO	5/1/17	12/10/17	1/24/18	34	66.88%	182	170	37,685	1,552	\$77,440.00	\$148,250.00	\$210,330.00	\$258,310.00
	1867	\$10	15,298,150	MEGA LOTERIA	2/6/17	1/7/18	2/21/18	46	97.74%	1,889	658	159	2,299	\$311,450.00	\$315,110.00	\$385,430.00	\$430,330.00
	2008	\$10	4,650,680	SEASON'S GREETINGS	11/6/17	12/14/17	1/28/18	7	53.87%	28,836	3,802	27,312	2,850	\$843,470.00	\$3,055,800.00	\$3,809,220.00	\$4,224,710.00
	1829	\$20	9,107,450	100X THE CASH	1/16/17			49	95.73%	9,129	5,559	92	54	\$2,020,640.00	\$2,098,040.00	\$2,145,480.00	\$2,417,940.00
	1822	\$20	5,139,100	WINNERS GALORE	12/5/16	1/7/18	2/21/18	55	39.50%	300	237	123,131	213	\$61,660.00	\$60,200.00	\$57,440.00	\$62,840.00

NO. OF TICKETS: 15,280,500
MIN: 14,700,000
MAX: 15,400,000

NO. POOLS: 127.34

PACKS/POOL: 50.00

PACKS/GAME: 2,400.00

PACKS/GAME: 305,610

TEXAS LOTTERY COMMISSION
"50X THE CASH" - GAME NUMBER 1827

PRIZE STRUCTURE

PRIZE FUN - \$106,868,315

PAYOUT % - 69.9377082%

August 22, 2016 - VERSION 2

REVENUE

\$152,805,000

\$10 TICKETS

15,280,500

PRIZE TIER	# OF WINS	TIER CODE	GET:	WINS:	ODDS OF 1 IN:	WINNERS IN 127.34 POOLS	WINNERS IN 50 (PER PACK*)	WINNERS IN 120,000 (PER POOL)	PRIZE COST	PERCENT OF FUND**	VALIDATION TIER LEVELS**
1	1	L	\$10	\$10	9.09	1,681,022	5.50	13,200.00	\$16,810,220	15.73%	
2	1	L	\$15	\$15	12.50	1,222,178	4.00	9,600.00	\$18,332,670	17.15%	
3	2	L	\$20	\$20	28.58	534,616	1.75	4,200.00	\$10,692,320	10.01%	LOW TIER
4	1	L	\$20	\$20	39.97	382,327	1.25	3,000.00	\$7,646,540	7.16%	50.04%
5	2	M	\$15 + \$10	\$25	30.00	305,610	-	2,400.00	\$7,640,250	7.15%	
6	3	M	\$10 x 3	\$30	99.99	152,814	-	1,200.00	\$4,584,420	4.29%	
7	2	M	\$15 x 2	\$30	104.43	146,321	-	1,150.00	\$4,389,630	4.11%	
8	1	M	\$30	\$30	2,403.35	6,358	-	50.00	\$190,740	0.18%	
9	1	M	\$15 (5X)	\$75	200.31	76,284	-	600.00	\$5,721,300	5.35%	
10	3	M	\$10 (5X) + \$10 + \$15	\$75	133.20	114,720	-	900.00	\$8,604,000	8.05%	
11	5	M	(\$10 x 2) + (\$20 x 2) + \$15	\$75	143.72	106,321	-	834.00	\$7,974,075	7.46%	
12	1	M	\$75	\$75	1,818.67	8,402	-	66.00	\$30,150	0.59%	
13	1	M	\$20 (5X)	\$100	2,405.24	6,353	-	50.00	\$35,300	0.59%	
14	1	M	\$10 (10X)	\$100	2,387.58	6,400	-	50.00	\$640,000	0.60%	
15	6	M	\$10 (5X) + (\$10 x 5)	\$100	825.97	18,500	-	145.00	\$1,850,000	1.73%	
16	3	M	\$15 (5X) + \$10 + \$15	\$100	822.99	18,567	-	145.00	\$1,856,700	1.74%	
17	1	M	\$100	\$100	11,827.01	1,292	-	10.00	\$129,200	0.12%	
18	6	M	\$30 (5X) + (\$10 x 5)	\$200	24,063.78	635	-	5.00	\$127,000	0.12%	
19	5	M	\$10 (5X) + \$10 (10X) + (\$20 x 2) + \$10	\$200	5,048.07	3,027	-	24.00	\$605,400	0.57%	
20	20	M	\$10 x 20	\$200	24,025.94	636	-	5.00	\$127,200	0.12%	
21	14	M	(\$10 x 10) + (\$30 x 2) + (\$20 x 2)	\$200	24,139.81	633	-	5.00	\$126,600	0.12%	
22	12	M	(\$10 (5X) x 2) + (\$10 x 10)	\$200	24,332.01	628	-	5.00	\$125,600	0.12%	
23	1	M	\$10 (20X)	\$200	23,838.53	641	-	5.00	\$128,200	0.12%	
24	1	M	\$200	\$200	118,453.49	129	-	1.00	\$25,800	0.02%	
25	1	M	\$10 (50X)	\$500	122,244.00	125	-	2.00	\$62,500	0.06%	
26	8	M	\$15 (10X) + \$20 (5X) + \$10 (20X) + (\$10 x 4)	\$500	59,457.20	257	-	2.00	\$128,500	0.12%	
27	5	M	(\$15 (5X) x 2) + \$10 (10X) + \$10 (20X) + \$1	\$500	29,786.55	513	-	4.00	\$256,500	0.24%	
28	25	M	(\$10 x 10) + (\$20 x 10) + (\$10 (5X) x 2) + \$1	\$500	30,139.05	507	-	4.00	\$253,500	0.24%	
29	1	M	\$500	\$500	121,273.81	126	-	1.00	\$63,000	0.06%	
30	5	H	\$10 (50X) + \$10 (20X) + \$15 (10X) + \$20 (5	\$1,000	59,226.74	258	-	2.00	\$258,000	0.24%	
31	1	H	\$20 (50X)	\$1,000	61,367.47	249	-	2.00	\$249,000	0.23%	
32	25	H	\$100 (5X) + (\$10 x 20) + (\$15 (5X) x 4)	\$1,000	40,317.94	379	-	3.00	\$379,000	0.35%	
33	1	H	\$1,000	\$1,000	122,244.00	125	-	1.00	\$125,000	0.12%	
34	15	H	\$1,000 (5X) + (\$20 (50X) x 2) + \$100 (10X)	\$10,000	1,528,050.00	10	-	-	\$100,000	0.09%	
35	1	H	\$10,000	\$10,000	3,056,100.00	5	-	-	\$50,000	0.05%	
36	25	H	(\$100 (50X) x 4) + (\$1000 (5X) x 4) + (\$500	\$50,000	2,546,750.00	6 ***	-	-	\$300,000	0.28%	
37	1	H	\$50,000	\$50,000	15,280,500.00	1 ***	-	-	\$50,000	0.05%	
38	1	H	\$1,000,000	\$1,000,000	3,056,100.00	5 ***	-	-	\$5,000,000	4.68%	
2 Decimals: 3.19										100.00%	
4 Decimals: 3.1854										100.00%	
Consolidated odds are 1 in:										100.00%	
\$10										4.68%	
\$15										6.09%	
\$20										100.00%	
\$25										100.00%	
\$30										100.00%	
\$75										100.00%	
\$100										100.00%	
\$200										100.00%	
\$500										100.00%	
\$1,000										100.00%	
\$10,000										100.00%	
\$50,000										100.00%	
\$1,000,000										100.00%	
Total: 37,670										100.00%	

5X = win 5 TIMES the prize (5X)
10X = win 10 TIMES the prize (10X)
20X = win 20 TIMES the prize (20X)
50X = win 50 TIMES the prize (50X)

TEXAS LOTTERY COMMISSION
"50X THE CASH" - GAME NUMBER 1827

PRIZE STRUCTURE

August 22, 2016 - VERSION 2

9.09	1,681,022
12.50	1,222,178
16.66	916,943
50.00	305,610
50.02	305,493
49.98	305,727
298.96	51,112
2,414.36	6,329
10,000.33	1,528
15,114.24	1,011
15	15
1,018,700.00	7
2,182,928.57	5
3,056,100.00	4,796,980

PRIZE	GET:
\$10	\$10
\$15	\$15
\$20	\$20

A	B	C	D
5	4	7	6
3	5	3	5
1	3	1	2
3	0	2	0
#	12	13	13

D	E
6	6
5	5
2	2
0	0
13	13

* Each of the following GLEPS will be used in approximately 25% of each pack of 50 tickets.

** Numbers are rounded.
*** The exact number of prizes is guaranteed delivery to the TLC.
NOTE: There will be no more than 17 winners per pack for this game.

No.

12/22/16

Game Name	Game No	Inv No.	Vendor	TLC PO #
50X The Cash	1827	90092060	IGT	362-17-9009 RL008RV1

Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
15,280,500	15,280.50	\$45.32	\$692,512.26
			<u>\$692,512.26</u>

Delivered	15,280,500
Ordered	15,000,000

2% under	14,700,000
2% over	15,300,000

Acceptable Range	0
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Sub Total	\$692,512.26
Total	<u>\$692,512.26</u>

Liability for 1827 / for Life to Date

Product Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 12/13/2016 - 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	\$10.00	124070	\$1,240,700.00	1556952	\$15,569,520.00	92.62%	14152702
2	2	N/A	\$15.00	87727	\$1,315,905.00	1134451	\$17,016,764.00	92.82%	14183677
3	3	N/A	\$20.00	26588	\$531,760.00	508028	\$10,160,560.00	95.03%	14520556
4	4	N/A	\$20.00	26376	\$527,520.00	355951	\$7,119,020.00	93.10%	14226327
5	0	N/A	\$25.00	14885	\$372,125.00	290725	\$7,268,125.00	95.13%	14536250
6	0	N/A	\$30.00	6912	\$207,360.00	145902	\$4,377,060.00	95.48%	14589340
7	0	N/A	\$30.00	6943	\$208,290.00	139378	\$4,181,340.00	95.25%	14555433
8	0	N/A	\$30.00	405	\$12,150.00	5953	\$178,590.00	93.63%	14307143
9	0	N/A	\$75.00	3487	\$261,525.00	72797	\$5,459,775.00	95.43%	14582016
10	0	N/A	\$75.00	5067	\$380,025.00	109653	\$8,223,975.00	95.58%	14605584
11	0	N/A	\$75.00	4721	\$354,075.00	101600	\$7,620,000.00	95.56%	14601995
12	0	N/A	\$75.00	569	\$42,675.00	7833	\$587,475.00	93.23%	14245674
13	0	N/A	\$100.00	304	\$30,400.00	6049	\$604,900.00	95.21%	14549306
14	0	N/A	\$100.00	358	\$35,800.00	6042	\$604,200.00	94.41%	14425747
15	0	N/A	\$100.00	928	\$92,800.00	17572	\$1,757,200.00	94.98%	14513997
16	0	N/A	\$100.00	853	\$85,300.00	17714	\$1,771,400.00	95.41%	14578487
17	0	N/A	\$100.00	102	\$10,200.00	1190	\$119,000.00	92.11%	14074144
18	0	N/A	\$200.00	34	\$6,800.00	601	\$120,200.00	94.65%	14462331
19	0	N/A	\$200.00	136	\$27,200.00	2891	\$578,200.00	95.51%	14593962
20	0	N/A	\$200.00	27	\$5,400.00	609	\$121,800.00	95.75%	14631799
21	0	N/A	\$200.00	33	\$6,600.00	600	\$120,000.00	94.79%	14483886
22	0	N/A	\$200.00	31	\$6,200.00	597	\$119,400.00	95.06%	14526207
23	0	N/A	\$200.00	29	\$5,800.00	612	\$122,400.00	95.48%	14589182
24	0	N/A	\$200.00	11	\$2,200.00	118	\$23,600.00	91.47%	13977511
25	0	N/A	\$500.00	5	\$2,500.00	120	\$60,000.00	96.00%	14669279
26	0	N/A	\$500.00	12	\$6,000.00	245	\$122,500.00	95.33%	14567013
27	0	N/A	\$500.00	27	\$13,500.00	486	\$243,000.00	94.74%	14476263
28	0	N/A	\$500.00	25	\$12,500.00	482	\$241,000.00	95.07%	14527023
29	0	N/A	\$500.00	14	\$7,000.00	112	\$56,000.00	88.89%	13582666
30	0	N/A	\$1,000.00	18	\$18,000.00	240	\$240,000.00	93.02%	14214418
31	0	N/A	\$1,000.00	12	\$12,000.00	237	\$237,000.00	95.18%	14544090
32	0	N/A	\$1,000.00	27	\$27,000.00	352	\$352,000.00	92.88%	14191915
33	0	N/A	\$1,000.00	9	\$9,000.00	116	\$116,000.00	92.80%	14180303
34	0	N/A	\$10,000.00	0	\$0.00	10	\$100,000.00	100.00%	15280501
35	0	N/A	\$10,000.00	0	\$0.00	5	\$50,000.00	100.00%	15280501
36	0	N/A	\$50,000.00	1	\$50,000.00	5	\$250,000.00	83.33%	12733750
37	0	N/A	\$50,000.00	0	\$0.00	1	\$50,000.00	100.00%	15280496
38	0	N/A	\$1,000,000.00	0	\$0.00	5	\$5,000,000.00	100.00%	15280501
Totals:				310746	\$5,926,310.00	4,486,234	\$100,942,004.00		

**Scratch Ticket Game Analysis
8/30/15-8/26/17**

Average Number of Weeks for 85% Average Sell Through

Quantities	Price Point			
	\$1	\$2	\$3	\$5
< 5M	None	None	None	None
5M-9.99M	Week 14	Week 21	Week 17	Week 19
10M-14.99M	Week 20	None	None	Week 13*
15M-19.99M	None	Week 21*	None	Week 34
20M-24.99M	None	Week 44	Week 33	Week 59
25M-29.99M	Week 33*	Week 38	None	None
30M-34.99M	None	None	None	Week 39*
>35M	None	Week 57*	Week 48*	None

Quantities	Price Point			
	\$10	\$20	\$30	\$50
2M	None	None	None	None
3M	None	None	None	None
4M	None	None	None	None
5M	Week 20	Week 43*	None	None
6M	Week 16*	None	None	None
7M	None	None	None	None
8M	None	Week 35*	None	None
>9M	Week 27	Week 51*	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

Quantities	Price Point			
	\$1	\$2	\$3	\$5
< 5M	None	None	None	None
5M-9.99M	\$553,916	\$676,611	\$1,048,153	\$1,872,956
10M-14.99M	\$510,306	None	None	\$4,200,786
15M-19.99M	None	\$1,273,552	None	\$2,144,435
20M-24.99M	None	\$899,634	\$1,654,317	\$1,612,912
25M-29.99M	\$665,806	\$1,254,186	None	None
30M-34.99M	None	None	None	\$3,329,657
>35M	None	\$1,050,513	\$1,875,795	None

Quantities	Price Point			
	\$10	\$20	\$30	\$50
2M	None	None	None	None
3M	None	None	None	None
4M	None	None	None	None
5M	\$2,379,881	\$2,329,740	None	None
6M	\$3,257,867	None	None	None
7M	None	None	None	None
8M	None	\$3,985,513	None	None
>9M	\$3,597,569	\$3,423,888	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