

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 3/26/2018

Game #	1830	Confirmed Packs	8,387
Game Name	50X Super Ticket	Active Packs	2,728
Quantity Printed	10,279,550	Warehouse Packs	18,235
Price Point	\$10	Returned Packs	267
Start Date	6/5/2017	Printed Payout Percentage	69.98%
Top Prize	\$ 250,000	Percent Sold	84.41%
Number of Top Prizes Remaining	1	Number of Weeks Out	42

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 925,539	Actual ticket production costs
Prize payout expense	\$ 59,926,300	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 60,851,839

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 86,769,682	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits \$ 86,769,682

Excess of Revenue over Expended \$ 25,917,843

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	\$	663,730
Next week	\$	847,320
Next week	\$	1,057,380
Avg Weekly Sales Current Game	\$	856,143
Avg Weekly Sales \$10; >9 M Qty	\$	3,614,099
Percentage Of Variance In Sales		76%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	1830	Printed Payout Percentage	69.98%
Game Name	50X Super Ticket	Actual Payout Percentage	69.06%
Percent Sold	84.41%	Number of Weeks Out	42
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			31

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 Baurisael 3/26/18
Instant Product Coordinator Date

[Signature] 3/28/18
Products Manager Date

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

[Signature] 4-2-18
Lottery Operations Division Director Date

Karmit Rypca 4/3/2018
Controller Date

[Signature] 4-3-18
Executive Director Date



Da Vinci Report

Week End Date: 3/24/18

3/26/18

Product Line	Game	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
													3/24/18	3/17/18	3/10/18	
Mature	1879	\$2	7,080,625	MONEY TIME	12/18/17		14	81.38%	6,208	3,237	0	293	\$300,674.00	\$363,222.00	\$454,356.00	\$569,152.00
	2003	\$2	7,342,000	VETERANS CASH	10/16/17		23	78.44%	6,371	3,111	1,715	159	\$207,272.00	\$216,502.00	\$219,202.00	\$248,400.00
	1806	\$3	41,524,725	TEXAS LOTERIA	3/14/17		54	59.96%	22,560	10,970	182,874	4	\$1,561,380.00	\$1,584,366.00	\$1,642,275.00	\$1,657,344.00
	1871	\$5	15,075,300	\$100,000 BING-O-RAMA	10/2/17		25	48.28%	14,140	7,737	79,507	2	\$1,227,560.00	\$1,283,290.00	\$1,368,865.00	\$1,411,770.00
	2010	\$5	7,326,675	\$500 FRENZY	12/4/17		16	84.79%	8,392	4,602	268	212	\$886,995.00	\$1,039,450.00	\$1,138,250.00	\$1,332,020.00
	1794	\$5	25,316,700	\$5 SET FOR LIFE	3/21/16		105	63.97%	4,926	2,674	112,501	4	\$598,625.00	\$584,680.00	\$626,595.00	\$637,925.00
	1862	\$5	18,021,075	BONUS BREAK THE BANK	11/29/17		16	35.99%	17,863	8,440	123,853	2	\$1,954,055.00	\$2,070,890.00	\$2,204,575.00	\$2,290,685.00
	1859	\$5	22,450,575	CROSSWORD CONNECT	6/28/17		38	51.09%	13,045	6,438	123,921	17	\$1,500,135.00	\$1,504,475.00	\$1,532,110.00	\$1,626,805.00
	2013	\$5	21,411,460	LUCKY 7S	12/18/17		14	42.96%	21,601	7,225	129,189	2	\$2,536,695.00	\$2,597,885.00	\$2,800,000.00	\$3,054,915.00
	1891	\$5	8,444,025	STRIKE IT RICH	11/15/17		18	46.30%	6,073	2,966	48,340	1,441	\$377,055.00	\$416,940.00	\$483,520.00	\$590,195.00
	1877	\$5	40,544,550	SUPER LOTERIA	12/11/17		15	19.89%	27,563	9,679	389,378	1	\$3,646,645.00	\$3,601,390.00	\$3,644,945.00	\$3,786,930.00
	1896	\$5	13,874,625	TEXAS LOTTERY SILVER	9/5/17		29	57.40%	5,898	3,268	68,447	1	\$520,060.00	\$642,135.00	\$667,805.00	\$765,700.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16		86	63.30%	9,879	3,822	193,453	14	\$1,438,070.00	\$1,570,800.00	\$1,650,950.00	\$1,726,630.00
	1830	\$10	10,279,550	50X SUPER TICKET	6/5/17		42	84.41%	8,387	2,728	18,235	267	\$663,730.00	\$847,320.00	\$1,057,380.00	\$1,289,130.00
	1860	\$10	13,338,450	BIG PLAY CASHWORD	7/17/17		36	52.43%	14,243	6,538	103,116	5	\$1,873,660.00	\$1,892,690.00	\$1,943,710.00	\$2,050,280.00
	1885	\$10	26,550,900	MEGA LOTERIA	9/18/17		27	40.41%	26,481	8,809	274,693	0	\$4,804,520.00	\$4,982,710.00	\$5,064,230.00	\$5,167,440.00
	1897	\$10	9,120,050	TEXAS LOTTERY BLACK	9/5/17		29	79.37%	11,138	4,830	19,254	3	\$1,610,720.00	\$1,946,710.00	\$2,006,220.00	\$2,159,210.00
	1852	\$10	8,198,550	WHEEL OF FORTUNE	8/7/17		33	68.80%	7,575	4,745	36,830	1	\$794,270.00	\$910,990.00	\$937,810.00	\$1,005,410.00
	1845	\$20	7,210,600	100 MILLION GOLDEN TREASURES	8/7/17		33	53.36%	10,948	4,354	116,808	41	\$1,145,460.00	\$1,365,880.00	\$1,363,160.00	\$1,455,840.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15		149	36.16%	6,335	2,220	861,176	65	\$937,320.00	\$1,052,000.00	\$1,048,100.00	\$1,089,200.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17		45	20.21%	19,563	6,505	1,076,291	20	\$2,264,380.00	\$2,569,220.00	\$2,650,280.00	\$2,814,780.00
	2014	\$20	9,178,150	MEGA 7S	12/4/17		16	40.31%	26,263	6,768	180,136	1	\$3,850,120.00	\$4,254,820.00	\$4,350,640.00	\$4,550,980.00
	1853	\$20	7,203,050	MONEY	3/8/17		54	89.98%	8,100	2,997	15,809	12	\$1,048,280.00	\$1,170,800.00	\$1,206,500.00	\$1,245,780.00
	1898	\$20	5,014,925	TEXAS LOTTERY GOLD	9/5/17		29	79.81%	13,697	4,875	19,332	5	\$1,527,720.00	\$1,736,120.00	\$1,843,600.00	\$1,953,640.00
	2002	\$20	5,959,050	ULTIMATE CROSSWORD/BINGO	10/2/17		25	50.89%	15,734	4,680	93,615	32	\$1,778,600.00	\$1,892,340.00	\$2,053,960.00	\$2,260,240.00
	1832	\$50	3,668,620	\$7,500,000 ULTIMATE CASH	10/17/16		75	69.32%	2,543	1,017	51,897	23	\$481,550.00	\$541,800.00	\$513,000.00	\$558,800.00
	1899	\$50	3,634,340	TEXAS LOTTERY PLATINUM	10/16/17		23	42.20%	13,601	3,959	85,272	36	\$2,251,150.00	\$2,405,050.00	\$2,598,050.00	\$2,733,550.00
	1870	\$50	3,579,720	ULTIMATE MILLIONS	4/17/17		49	82.40%	8,082	2,551	19,126	22	\$1,404,650.00	\$1,580,950.00	\$1,733,250.00	\$1,823,750.00
Sold/Closing	2019	\$1	9,298,950	FAST \$50S	12/4/17		16	90.97%	2,617	1,595	0	672	\$104,843.00	\$138,425.00	\$177,993.00	\$232,426.00
	2005	\$1	9,084,450	REINDEER RICHES	11/6/17	4/25/18	20	95.62%	79	26	0	2,162	-\$5,468.00	\$1,241.00	\$13,918.00	\$16,007.00
	1881	\$1	8,089,500	TEXAS A&M UNIVERSITY	8/21/17	4/25/18	31	87.18%	296	293	588	4,005	\$25,315.00	\$68,073.00	\$102,544.00	\$119,316.00
	1880	\$1	8,199,750	THE UNIVERSITY OF TEXAS	8/21/17	4/25/18	31	92.48%	177	132	0	2,596	-\$1,214.00	\$13,152.00	\$42,327.00	\$45,876.00

Liability for 1830 / for Life to Date

Product Status: SmartCash Enabled: Validation Range: 05/24/2017 - 12/31/2037
 Active N/A

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	37866	\$378,660.00	167776	\$1,677,760.00	81.59%	8386719
2	2	N/A	\$10.00	71199	\$711,990.00	340074	\$3,400,740.00	82.69%	8499968
3	3	N/A	\$10.00	36171	\$361,710.00	169392	\$1,693,920.00	82.40%	8470753
4	4	N/A	\$10.00	52520	\$525,200.00	255872	\$2,558,720.00	82.97%	8528914
5	5	N/A	\$10.00	34948	\$349,480.00	170643	\$1,706,430.00	83.00%	8532150
6	6	N/A	\$20.00	9355	\$187,100.00	42034	\$840,680.00	81.80%	8408231
7	7	N/A	\$20.00	59525	\$1,190,500.00	300245	\$6,004,900.00	83.45%	8578768
8	8	N/A	\$20.00	34513	\$690,260.00	171078	\$3,421,560.00	83.21%	8553900
9	9	N/A	\$20.00	41670	\$833,400.00	215282	\$4,305,640.00	83.78%	8612511
10	0	N/A	\$30.00	9301	\$279,030.00	42111	\$1,263,330.00	81.91%	8419865
11	0	N/A	\$30.00	16898	\$506,940.00	85892	\$2,576,760.00	83.56%	8589659
12	0	N/A	\$30.00	16847	\$505,410.00	85954	\$2,578,620.00	83.61%	8594940
13	0	N/A	\$30.00	24766	\$742,980.00	129413	\$3,882,390.00	83.94%	8628330
14	0	N/A	\$50.00	1486	\$74,300.00	7060	\$353,000.00	82.61%	8492115
15	0	N/A	\$50.00	2782	\$139,100.00	14369	\$718,450.00	83.78%	8612142
16	0	N/A	\$50.00	5862	\$293,100.00	28383	\$1,419,150.00	82.88%	8519914
17	0	N/A	\$50.00	6788	\$339,400.00	36049	\$1,802,450.00	84.15%	8650640
18	0	N/A	\$50.00	4098	\$204,900.00	21661	\$1,083,050.00	84.09%	8644176
19	0	N/A	\$50.00	5422	\$271,100.00	28791	\$1,439,550.00	84.15%	8650469
20	0	N/A	\$50.00	2692	\$134,600.00	14445	\$722,250.00	84.29%	8664766
21	0	N/A	\$50.00	1375	\$68,750.00	7189	\$359,450.00	83.94%	8629108
22	0	N/A	\$50.00	2719	\$135,950.00	14420	\$721,000.00	84.14%	8648760
23	0	N/A	\$100.00	1666	\$166,600.00	6926	\$692,600.00	80.61%	8286331
24	0	N/A	\$100.00	5652	\$565,200.00	28610	\$2,861,000.00	83.50%	8583793
25	0	N/A	\$100.00	2817	\$281,700.00	14321	\$1,432,100.00	83.56%	8589884
26	0	N/A	\$100.00	2784	\$278,400.00	14381	\$1,438,100.00	83.78%	8612304
27	0	N/A	\$100.00	1531	\$153,100.00	7010	\$701,000.00	82.07%	8436909
28	0	N/A	\$100.00	8411	\$841,100.00	42958	\$4,295,800.00	83.63%	8596408
29	0	N/A	\$200.00	35	\$7,000.00	135	\$27,000.00	79.41%	8163172
30	0	N/A	\$200.00	236	\$47,200.00	1299	\$259,800.00	84.63%	8699111
31	0	N/A	\$200.00	333	\$66,600.00	1729	\$345,800.00	83.85%	8619467
32	0	N/A	\$200.00	128	\$25,600.00	735	\$147,000.00	85.17%	8754889
33	0	N/A	\$200.00	143	\$28,600.00	717	\$143,400.00	83.37%	8570275
34	0	N/A	\$200.00	553	\$110,600.00	2704	\$540,800.00	83.02%	8534204
35	0	N/A	\$200.00	235	\$47,000.00	1308	\$261,600.00	84.77%	8713967
36	0	N/A	\$500.00	31	\$15,500.00	143	\$71,500.00	82.18%	8448135
37	0	N/A	\$500.00	180	\$90,000.00	856	\$428,000.00	82.63%	8493527
38	0	N/A	\$500.00	57	\$28,500.00	291	\$145,500.00	83.62%	8595830
39	0	N/A	\$500.00	25	\$12,500.00	149	\$74,500.00	85.63%	8802603
40	0	N/A	\$1,000.00	4	\$4,000.00	6	\$6,000.00	60.00%	6167730
41	0	N/A	\$1,000.00	20	\$20,000.00	82	\$82,000.00	80.39%	8263951
42	0	N/A	\$1,000.00	14	\$14,000.00	68	\$68,000.00	82.93%	8524504
43	0	N/A	\$1,000.00	7	\$7,000.00	34	\$34,000.00	82.93%	8524504
44	0	N/A	\$1,000.00	10	\$10,000.00	41	\$41,000.00	80.39%	8263951
45	0	N/A	\$20,000.00	1	\$20,000.00	1	\$20,000.00	50.00%	5139776
46	0	N/A	\$20,000.00	0	\$0.00	14	\$280,000.00	100.00%	10279550
47	0	N/A	\$250,000.00	1	\$250,000.00	1	\$250,000.00	50.00%	5139776
48	0	N/A	\$250,000.00	0	\$0.00	3	\$750,000.00	100.00%	10279548
Totals:				503677	\$12,014,060.00	2,472,655	\$59,926,300.00		

No.

05/31/17
Game Name 50X Super Ticket
Game No 1830
Inv No 90095027
Vendor IGT
TLC PO # 362-17-9009 RL019

Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
10,279,550	10,279.55	\$89.64	\$921,458.86
Delivered			\$921,458.86
Ordered			\$921,458.86

2% under 9,878,400
 2% over 10,281,600
 Acceptable Range 0

Sample Tickets \$4,080.00
 Sub Total \$925,538.86
 Total \$925,538.86

**Instant Ticket Game Analysis
2/28/16-2/24/18**

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point					Print Quantities	Price Point		
	\$1	\$2	\$3	\$5	\$10		\$20	\$50	
< 5M	None	Week 12*	None	None	None	2M	None	None	None
5M-9.99M	Week 16	Week 19	Week 17	Week 18	None	3M	None	None	None
10M-14.99M	Week 19	None	None	None	None	4M	None	None	None
15M-19.99M	None	None	None	Week 52*	Week 19	5M	Week 19	Week 43*	None
20M-24.99M	None	Week 34*	Week 38*	Week 59*	Week 15	6M	Week 15	None	None
25M-29.99M	None	Week 39*	None	None	None	7M	None	Week 49*	None
30M-34.99M	Week 41*	None	None	Week 39*	None	8M	None	Week 35*	None
>35M	None	Week 61	Week 50	Week 52*	Week 31	>9M	Week 31	Week 41*	None

Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Price Point					Print Quantities	Price Point		
	\$1	\$2	\$3	\$5	\$10		\$20	\$50	
< 5M	None	\$714,918	None	None	None	2M	None	None	None
5M-9.99M	\$512,110	\$743,055	\$1,109,054	\$1,865,496	None	3M	None	None	None
10M-14.99M	\$511,766	None	None	None	None	4M	None	None	None
15M-19.99M	None	None	None	\$1,508,375	\$2,537,188	5M	\$2,537,188	\$2,329,740	None
20M-24.99M	None	\$1,078,385	\$1,398,153	\$1,450,990	\$3,483,559	6M	\$3,483,559	None	None
25M-29.99M	None	\$1,309,641	None	None	None	7M	None	\$2,502,908	None
30M-34.99M	\$636,048	None	None	\$3,329,657	None	8M	None	\$3,985,513	None
>35M	None	\$1,023,347	\$1,825,122	\$3,361,809	\$3,614,099	>9M	\$3,614,099	\$3,781,160	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