

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 9/20/2017

Game #	1834	Confirmed Packs	5,246
Game Name	Willy Wonka Golden Ticket	Active Packs	4,334
Quantity Printed	9,676,300	Warehouse Packs	4,233
Price Point	\$10	Returned Packs	802
Start Date	3/20/2017	Printed Payout Percentage	70.21%
Top Prize	\$ 250,000	Percent Sold	90.40%
Number of Top Prizes Remaining	0	Number of Weeks Out	26

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ -	No actual ticket production costs
SGI promotion fees	\$ 1,530,000	For the Billion Dollar Promotion
License fees	\$ 1,920,000	2% of actual sales
Non-cash prize expense	\$ 149,933	Trips to the SGI promotion
Prize payout expense	\$ 60,121,070	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 63,721,003

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 87,473,752	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 87,473,752	

Excess of Revenue over Expended \$ 23,752,749

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	\$	914,160
Next week	\$	1,022,100
Next week	\$	1,049,180
Avg Weekly Sales Current Game	\$	995,147
Avg Weekly Sales \$10; >9M Qty	\$	3,308,551
Percentage Of Variance In Sales		70%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	1834	Printed Payout Percentage	70.21%
Game Name	Willy Wonka Golden Ticket	Actual Payout Percentage	68.90%
Percent Sold	90.40%	Number of Weeks Out	26
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			30

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):

NOT REQUIRED - ZTP GAME

Instant Product Coordinator _____ Date _____

NOT REQUIRED - ZTP GAME

Products Manager _____ Date _____

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

NOT REQUIRED - ZTP GAME

Lottery Operations Division Director _____ Date _____

NOT REQUIRED - ZTP GAME

Controller _____ Date _____

NOT REQUIRED - ZTP GAME

Executive Director _____ Date _____



Play the Games of Texas!

Da Vinci Report

9/20/17

Week End Date:9/16/17

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														9/16/17	9/9/17	9/2/17	8/26/17
Sold/Closing	1823	\$2	21,536,125	10X THE CASH	12/19/16	10/8/17	11/22/17	39	89.62%	3,613	3,141	6,422	121	\$329,284.00	\$371,744.00	\$342,266.00	\$357,008.00
	1699	\$2	7,306,500	BIG CASH MONEY	3/6/17	10/8/17	11/22/17	28	89.81%	587	622	281	3,935	\$68,760.00	\$70,280.00	\$63,276.00	\$70,484.00
	1802	\$2	29,893,250	BREAK THE BANK	8/1/16	8/13/17	9/27/17	59	97.33%	20	7	25	5,132	\$1,930.00	\$6,576.00	\$6,738.00	\$14,910.00
	1872	\$2	7,193,250	DOUBLE MATCH	5/1/17	8/15/17	9/29/17	20	79.33%	345	79	430	7,233	\$24,896.00	\$47,422.00	\$114,774.00	\$321,010.00
	1795	\$2	35,193,500	INSTANT BINGO	3/7/16	8/13/17	9/27/17	80	96.34%	31	14	1,721	7,348	\$1,474.00	\$4,766.00	\$13,168.00	\$10,380.00
	1775	\$2	7,311,375	ROYAL RICHES	1/16/17	8/13/17	9/27/17	35	86.13%	22	11	1,162	6,147	-\$1,708.00	\$1,988.00	\$5,166.00	-\$7,516.00
	1850	\$3	7,215,750	COMBO PLAY	4/3/17	10/8/17	11/22/17	24	69.14%	939	871	7,839	7,206	\$120,588.00	\$111,879.00	\$122,466.00	\$138,249.00
	1790	\$5	20,391,825	\$100,000 MEGA BINGO	1/18/16			87	93.51%	9,023	5,211	1,659	12	\$819,610.00	\$798,030.00	\$794,795.00	\$755,450.00
	1835	\$5	8,420,025	CASH FORTUNE	3/20/17	10/8/17	11/22/17	26	58.71%	986	898	39,893	3,716	\$146,605.00	\$173,685.00	\$193,610.00	\$214,210.00
	1752	\$5	7,339,425	CASH MULTIPLIER	2/6/17	8/13/17	9/27/17	32	81.35%	37	8	10,762	6,708	-\$2,390.00	\$7,055.00	\$9,215.00	\$17,715.00
	1821	\$5	8,302,125	CLASSY CASH	4/3/17	10/8/17	11/22/17	24	52.82%	1,314	1,024	44,219	4,611	\$172,720.00	\$174,800.00	\$208,655.00	\$235,275.00
	1755	\$5	7,217,775	EASY MONEY	3/8/17	9/10/17	10/25/17	27	57.44%	164	132	32,277	7,649	\$37,850.00	\$79,610.00	\$115,970.00	\$121,900.00
	1831	\$5	8,442,750	LUCKY 7 FLIP MULTIPLIER	2/20/17	9/10/17	10/25/17	30	85.33%	161	173	9,850	5,587	\$65,745.00	\$93,930.00	\$103,765.00	\$139,965.00
	1833	\$5	8,165,775	LUCKY NO. 7	3/6/17	9/5/17	10/20/17	28	90.06%	127	60	6,637	3,350	\$23,095.00	\$103,905.00	\$154,885.00	\$190,635.00
	1834	\$10	9,676,300	WILLY WONKA GOLDEN TICKET	3/20/17	10/8/17	11/22/17	26	90.40%	5,246	4,334	4,233	802	\$914,160.00	\$1,022,100.00	\$1,049,180.00	\$1,114,320.00
	1764	\$20	6,112,700	\$1,000,000 RICHES	8/15/16	10/8/17	11/22/17	57	72.04%	1,945	1,572	63,057	99	\$430,540.00	\$458,640.00	\$496,780.00	\$506,660.00
	1387	\$20	34,320,175	\$500M EXTREME CASH BLAST	8/13/12	8/13/17	9/27/17	266	63.99%	29	37	489,041	3,034	\$33,520.00	\$84,700.00	\$102,660.00	\$163,200.00
	1734	\$20	5,908,875	MILLIONAIRE'S CLUB	6/6/16	8/13/17	9/27/17	67	98.67%	15	14	0	2,447	\$3,340.00	\$13,740.00	\$22,200.00	\$44,040.00
	1779	\$20	8,076,320	SUPER BREAK THE BANK	10/3/16	9/10/17	10/25/17	50	62.81%	599	216	142,678	5,153	\$56,200.00	\$135,480.00	\$193,200.00	\$229,600.00
	1756	\$50	3,666,680	HIGH ROLLER CASINO ACTION	4/18/16	10/8/17	11/22/17	74	57.90%	534	464	75,351	64	\$205,450.00	\$208,900.00	\$211,600.00	\$221,000.00

Liability for 1834 / for Life to DateProduct Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 03/07/2017 - 05/04/2018

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	202869	\$2,028,690.00	1345225	\$13,452,250.00	86.90%	8408275
2	2	N/A	\$20.00	47563	\$951,260.00	339496	\$6,789,920.00	87.71%	8487246
3	3	N/A	\$20.00	42017	\$840,340.00	345085	\$6,901,700.00	89.15%	8626010
4	0	N/A	\$50.00	18861	\$943,050.00	142411	\$7,120,550.00	88.30%	8544642
5	0	N/A	\$50.00	7160	\$358,000.00	63454	\$3,172,700.00	89.86%	8695158
6	0	N/A	\$50.00	5669	\$283,450.00	50719	\$2,535,950.00	89.95%	8703487
7	0	N/A	\$50.00	3934	\$196,700.00	36400	\$1,820,000.00	90.25%	8732516
8	0	N/A	\$100.00	5925	\$592,500.00	42494	\$4,249,400.00	87.76%	8492217
9	0	N/A	\$100.00	4413	\$441,300.00	35922	\$3,592,200.00	89.06%	8617628
10	0	N/A	\$100.00	2539	\$253,900.00	21628	\$2,162,800.00	89.49%	8659701
11	0	N/A	\$100.00	1679	\$167,900.00	14446	\$1,444,600.00	89.59%	8668764
12	0	N/A	\$250.00	413	\$103,250.00	3204	\$801,000.00	88.58%	8571430
13	0	N/A	\$250.00	239	\$59,750.00	2248	\$562,000.00	90.39%	8746410
14	0	N/A	\$250.00	417	\$104,250.00	3618	\$904,500.00	89.67%	8676295
15	0	N/A	\$250.00	482	\$120,500.00	3959	\$989,750.00	89.15%	8626091
16	0	N/A	\$250.00	379	\$94,750.00	3235	\$808,750.00	89.51%	8661546
17	0	N/A	\$1,000.00	17	\$17,000.00	147	\$147,000.00	89.63%	8673268
18	0	N/A	\$1,000.00	23	\$23,000.00	141	\$141,000.00	85.98%	8319257
19	0	N/A	\$1,000.00	46	\$46,000.00	365	\$365,000.00	88.81%	8593307
20	0	N/A	\$10,000.00	2	\$20,000.00	8	\$80,000.00	80.00%	7741040
21	0	N/A	\$10,000.00	2	\$20,000.00	8	\$80,000.00	80.00%	7741040
22	0	N/A	\$250,000.00	0	\$0.00	8	\$2,000,000.00	100.00%	9676301
Totals:				344649	\$7,665,590.00	2,454,221	\$60,121,070.00		

END OF PRODUCTION PRIZE STRUCTURE
February 28, 2017 - (POOLS # 1 – 88 COMPLETE)

Prize Structure
TEXAS LOTTERY
GAME NO 1834 "WILLY WONKA™ GOLDEN TICKET"
January 19, 2017 - VERSION G

Order Quantity	9,676,300	Pack Size:	50	Pool Size:	120,000	Winners	2 798,870	Prize Fund	Instant Payout \$67 786,660.00	Total Payout \$67 936,593 40
Price Point:	\$10.00	Packs/Game	193,526	Number of Pools:	80.64	Non-winners	6,877 430	Payout	70.0543183%	70.21%
Revenue	\$96,763,000.00	Packs/Pool	2 400			Overall Odds	3.4572			

ORIGINAL ORDER

SHIPMENT # 1-8
COMPLETE
POOLS # 1 – 88

Kind	Wins	Tier Level	Get	Win	Value	Odds (1 in)	Pack	Pool	Total	Total Prize Cost	% Prize Fund
Low Tiers											
01	1	L	\$10	\$10	\$10.00	6.2505	8 00	19,200.00	1,548,094	\$15,480,940.00	22.79%
02	1	L	\$20	\$20	\$20.00	24.9995	2.00	4,800.00	387,059	\$7 741 180.00	11.39%
03	2	L	\$10 x 2	\$20	\$20.00	24.9968	2.00	4,800.00	387,102	\$7 742,040.00	11.40%
Total (\$20.00):						12.4991	4.00	9,600.00	774,161	\$15,483,220.00	22.79%
Total (Low Tiers):						4.1668	12.00	28,800.00	2,322,255	\$30,984,160.00	45.58%
Mid Tiers											
04	1	M	\$50	\$50	\$50.00	59.9999	0.83	2 000.00	161,272	\$8,063,600.00	11.87%
05	3	M	(\$20 x 2) + \$10	\$50	\$50.00	137.0309	0.36	875.00	70,614	\$3,530 700.00	5.20%
06	4	M	(\$10 x 3) + \$20	\$50	\$50.00	171.6021	0.29	700.00	56,388	\$2,819 400.00	4.15%
07	5	M	\$10 x 5	\$50	\$50.00	239.9043	0.21	500.00	40,334	\$2 016 700.00	2.97%
Total (\$50.00):						29.4463	1.70	4,075.00	328,608	\$16,430,400.00	24.18%
08	1	M	\$100	\$100	\$100.00	199.8451	0.25	600.00	48,419	\$4,841 900.00	7.13%
09	2	M	\$50 x 2	\$100	\$100.00	239.8984	0.21	500.00	40,335	\$4,033,500.00	5.94%
10	5	M	\$20 x 5	\$100	\$100.00	400.3931	0.12	300.00	24,167	\$2,416,700.00	3.56%
11	10	M	\$10 x 10	\$100	\$100.00	600.0806	0.08	200.00	16,125	\$1,612,500.00	2.37%
Total (\$100.00):						74.9833	0.67	1,600.00	129,046	\$12,904,600.00	19.00%
12	1	M	\$250	\$250	\$250.00	2675.2281	0.02	45.00	3,617	\$904,250.00	1.33%
13	5	M	\$50 x 5	\$250	\$250.00	3890.7519	0.01	31.00	2,487	\$621 750.00	0.92%
14	10	M	\$25 x 10	\$250	\$250.00	2398.0917	0.02	50.00	4,035	\$1 008 750.00	1.48%
15	10	M	(\$25 x 4) + (\$10 x 5) + \$100	\$250	\$250.00	2178.8561	0.02	55.00	4,441	\$1,110,250.00	1.63%
16	25	M	\$10 x 25	\$250	\$250.00	2677.4488	0.02	45.00	3,614	\$903,500.00	1.33%
Total (\$250.00):						531.8402	0.09	226.00	18,194	\$4,548,500.00	6.70%
Total (Mid Tiers):						20.3349	2.46	5,901.00	475,848	\$33,883,500.00	49.88%
High Tiers											
17	1	H	\$1 000	\$1,000	\$1,000.00	59001.8293	0.00	2.00	164	\$164 000.00	0.24%
18	10	H	\$100 x 10	\$1,000	\$1,000.00	59001.8293	0.00	2.00	164	\$164 000.00	0.24%
19	50	H	(\$10 x 10) + (\$25 x 20) + (\$20 x 20)	\$1 000	\$1 000.00	23543.3090	0.00	5.00	411	\$411 000.00	0.61%
Total (\$1,000.00):						13093.7754	0.00	9.00	739	\$739,000.00	1.09%
20	1	H	\$10,000	\$10 000	\$10 000.00	967630.0000	0.00	0.13	10	\$100,000.00	0.15%
21	10	H	\$1 000 x 10	\$10 000	\$10,000.00	967630.0000	0.00	0.13	10	\$100,000.00	0.15%
Total (\$10,000.00):						483815.0000	0.00	0.25	20	\$200,000.00	0.29%
22	1	H	\$250,000	\$250 000	\$250,000.00	1209537.5000	0.00	0.10	8 *	\$2,000,000.00	2.94%
Total (High Tiers):						12615.7757	0.00	9.35	767	\$2,939,000.00	4.33%
Total (Low Tiers + Mid Tiers + High Tiers):						3.4572	14.46	34,710.35	2,798,870	\$67,786,660.00	99.78%
Other Prize Tiers											

9676300

1548094

387059

387102

161272

70614

56388

40334

48419

40335

24167

16125

3617

2487

4035

4441

3614

164

164

411

10

10

8

-	-	O	Trip	\$5,625.00	-	-	-	20	\$112,500.00	0.17%
-	-	O	Trip Federal Withholding	\$1,871.67	-	-	-	20	\$37,433.40	0.06%
Total (Other Prize Tiers):				-	-	-	-	40	\$149,933.40	0.22%
Total :				3.4572	14.46	34,710.35	2,798,870		\$67,936,593.40	100.00%

Print Summary by State.pdf

There will be no more than 16 winners per pack for this game

PER THOUSAND PRICING

	Description	Quantity	Unit Price	Total Price
1.	Base Ticket Price [per 1000 order qty (matrix-interpolated)]	9,600,000 00	\$0 00	\$0 00
		Subtotal Per 1000:	\$0.00	\$0 00
			TOTAL ORDER PRICE.	\$0.00

All prices in USD

The Total Order Price above is an estimate for the full order quantity, and may differ from the invoice based on actual tickets delivered

Pricing Details:

1. \$530,000 Billion Dollar Challenge™ Promotion and License Fee due upon launch of game
2. \$1,000,000 Billion Dollar Challenge™ Promotion and License Fee due upon earlier of, acceptance and booking of all twenty (20) trip prizes or September 20, 2017
3. 2% of Actual Sales License fee not to exceed \$1,920,000.00

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
 Unaudited - For Internal Use Only