

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

**Scratch Ticket Information**

Date Completed 11/27/2017

Game #	1843	Confirmed Packs	1,924
Game Name	Instant Winnings	Active Packs	1,059
Quantity Printed	12,392,100	Warehouse Packs	-
Price Point	\$1	Returned Packs	1,891
Start Date	5/15/2017	Printed Payout Percentage	59.98%
Top Prize	\$ 5,000	Percent Sold	93.40%
Number of Top Prizes Remaining	1	Number of Weeks Out	28

**Current Game Sales Analysis**

**TANGIBLE COSTS**

**Expenditure Impact:**

Cost to print tickets	\$ 178,060	Actual ticket production costs	
Prize payout expense	\$ 6,456,668	Data from Instant Ticket Tier Liability screen in ES	

**Estimated Direct Costs** \$ 6,634,728

**TANGIBLE BENEFITS**

**Revenue Impact:**

Estimated sales	\$ 11,574,221	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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**Total Estimated Benefits** \$ 11,574,221

**Excess of Revenue over Expended** \$ 4,939,493

**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	\$	67,786
Next week	\$	81,790
Next week	\$	98,496
<b>Avg Weekly Sales Current Game</b>	\$	<b>82,691</b>
<b>Avg Weekly Sales \$1.10-14.99M Qty</b>	\$	<b>510,306</b>
<b>Percentage Of Variance In Sales</b>		<b>84%</b>

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

**Instant Ticket Information**

Game #	<u>1843</u>	Printed Payout Percentage	<u>59.98%</u>
Game Name	<u>Instant Winnings</u>	Actual Payout Percentage	<u>55.78%</u>
Percent Sold	<u>93.40%</u>	Number of Weeks Out	<u>28</u>
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			<u>20</u>

**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 Boussock*      11/28/17  
 Instant Product Coordinator      Date

*Phil*      12/1/17  
 Products Manager      Date

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

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

\_\_\_\_\_  
 Controller

\_\_\_\_\_  
 Executive      Date

**Not Required  
 >85% Sold**

**Play the Games of Texas!**

**Da Vinci Report**

**Week End Date: 1/25/17**

**11/27/17**

Product Line	Game	TIK Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	11/25/17	11/18/17	11/11/17	11/4/17
Mature	1806	\$3	TEXAS LOTERIA	3/14/17			37	39.83%	24,376	9,707	297,499		\$1,439,200.00	\$1,398,842.00	\$1,418,028.00	\$1,492,203.00
	1794	\$5	\$5 SET FOR LIFE	3/21/16			88	56.63%	3,461	2,174	140,109		\$507,130.00	\$471,855.00	\$470,670.00	\$506,875.00
	1840	\$5	7	8/7/17			16	70.48%	8,317	5,371	16,895	20	\$999,350.00	\$972,925.00	\$1,153,375.00	\$1,250,475.00
	1855	\$5	COWBOYS	8/21/17			14	33.70%	10,083	6,345	70,259	18	\$849,455.00	\$856,535.00	\$954,125.00	\$1,003,315.00
	1859	\$5	CROSSWORD CONNECT	6/28/17			21	29.85%	12,183	6,589	190,298	16	\$1,356,050.00	\$1,320,215.00	\$1,370,050.00	\$1,388,850.00
	1846	\$5	FAST CASH MULTIPLIER	7/17/17			19	68.73%	6,162	3,999	12,027	321	\$448,730.00	\$470,120.00	\$511,280.00	\$614,395.00
	1856	\$5	HOUSTON TEXANS	8/21/17			14	37.17%	8,625	4,317	32,237	58	\$536,260.00	\$531,555.00	\$561,905.00	\$614,615.00
	1807	\$5	SUPER LOTERIA	12/5/16			51	84.06%	24,574	9,527	50,695	71	\$3,795,975.00	\$3,542,490.00	\$3,476,610.00	\$3,560,225.00
	1759	\$10	\$200 MILLION PAYOUT	8/1/16			69	56.08%	4,345	1,843	244,335	11	\$534,320.00	\$778,440.00	\$820,340.00	\$855,540.00
	1830	\$10	50X SUPER TICKET	6/5/17			25	66.61%	10,863	3,400	52,821	148	\$950,580.00	\$1,128,910.00	\$1,434,480.00	\$1,725,260.00
	1860	\$10	BIG PLAY CASHWORD	7/17/17			19	30.02%	15,228	6,530	163,828	7	\$1,883,090.00	\$1,776,140.00	\$1,842,690.00	\$1,925,000.00
	1852	\$10	WHEEL OF FORTUNE	8/7/17			16	46.44%	15,073	7,201	64,442	4	\$1,477,200.00	\$1,514,100.00	\$1,701,350.00	\$1,901,740.00
	1845	\$20	\$500,000,100 MILLION GOLDEN TREASURES	8/7/17			16	34.23%	16,596	7,092	164,900	10	\$2,357,920.00	\$2,379,860.00	\$2,441,900.00	\$2,553,940.00
	1671	\$20	\$34,144,650	5/18/15			132	33.84%	5,232	2,128	895,043	29	\$915,220.00	\$874,020.00	\$855,740.00	\$915,740.00
	1838	\$20	INSTANT MILLIONAIRE	5/15/17			28	13.89%	16,967	7,095	1,170,728	13	\$2,686,200.00	\$2,706,580.00	\$2,727,900.00	\$2,831,960.00
	1853	\$20	MONEY	3/8/17			37	74.72%	10,583	4,196	56,917	17	\$1,680,620.00	\$1,735,140.00	\$1,748,520.00	\$1,827,920.00
	1822	\$20	WINNERS GALORE	12/5/16			51	39.25%	610	307	123,131	480	\$84,480.00	\$68,000.00	\$67,000.00	\$73,940.00
	1832	\$50	\$7,500,000 ULTIMATE CASH	10/7/16			58	63.71%	3,184	1,345	61,503	11	\$770,700.00	\$751,000.00	\$803,850.00	\$813,200.00
	1870	\$50	ULTIMATE MILLIONS	4/17/17			32	62.67%	11,498	4,094	50,001	31	\$2,528,150.00	\$2,250,900.00	\$2,588,850.00	\$2,593,800.00
Sold/Closing	1887	\$1	\$2,000 CASH	6/19/17	11/12/17	12/27/17	23	92.81%	226	149	0	2,391	\$11,401.00	\$20,152.00	\$34,458.00	\$38,620.00
	1825	\$1	5X THE CASH	1/2/17	12/10/17	1/24/18	47	88.75%	3,430	2,638	11,848	423	\$193,392.00	\$218,175.00	\$240,754.00	\$255,450.00
	1843	\$1	INSTANT WINNINGS	5/15/17			28	93.40%	1,924	1,059	0	1,891	\$67,786.00	\$81,790.00	\$98,496.00	\$114,601.00
	1854	\$1	LUCKY SYMBOLS	7/17/17			19	90.50%	2,471	1,483	0	1,289	\$105,346.00	\$128,226.00	\$151,804.00	\$199,462.00
	1695	\$2	CARD SUITS	4/2/17	11/12/17	12/27/17	34	82.80%	204	219	6,397	3,055	\$34,470.00	\$72,076.00	\$89,012.00	\$104,502.00
	1873	\$2	TRIPLE 777	8/21/17			14	93.03%	1,969	1,614	0	75	\$253,094.00	\$346,330.00	\$466,602.00	\$660,624.00
	1888	\$3	\$75,000 CASH	6/19/17	12/10/17	1/24/18	23	75.78%	2,366	2,019	3,455	2,400	\$250,122.00	\$261,714.00	\$295,278.00	\$326,472.00
	1882	\$3	DOMINOES	6/5/17	12/10/17	1/24/18	25	57.27%	1,314	967	18,007	3,868	\$125,154.00	\$136,668.00	\$137,340.00	\$162,654.00
	1886	\$5	\$10, \$20 OR \$50!	5/22/17	12/10/17	1/24/18	27	81.31%	1,156	1,047	16,265	215	\$245,665.00	\$254,190.00	\$298,875.00	\$344,335.00
	1790	\$5	\$100,000 MEGA BINGO	1/18/16	11/12/17	12/27/17	97	97.80%	398	393	70	2,935	\$82,925.00	\$196,395.00	\$269,665.00	\$357,790.00
	1799	\$5	\$100,000 SUPER CASHWORD	7/18/16	11/12/17	12/27/17	71	89.57%	337	254	23,288	2,690	\$95,915.00	\$186,030.00	\$264,825.00	\$356,445.00
	1889	\$5	\$200,000 CASH	6/19/17	11/1/17	12/16/17	23	91.22%	656	150	204	2,440	\$43,745.00	\$116,850.00	\$253,880.00	\$417,616.00
	1824	\$5	20X THE CASH	12/19/16	12/10/17	1/24/18	49	70.76%	1,942	1,463	86,604	183	\$462,505.00	\$489,385.00	\$516,235.00	\$560,540.00

NO. OF TICKETS: 12,392,100  
 NO. POOLS: 34.42  
 PACK SIZE: 150  
 PACKS/POOL: 2,400  
 PACKS/GAME: 82,614

Minimum: 11,995,200  
 Maximum: 12,484,800

TEXAS LOTTERY COMMISSION  
 "INSTANT WINNINGS" - GAME NO. 1843  
 END OF PRIZE STRUCTURE  
 22-Apr-17

VERSION A

PAYOUT % 59.98%

12,392,100

PRIZE FUND \$7,432,948

REVENUE \$12,392,100

\$1 TICKETS

PRIZE TIER	PRIZE CODE	TIER CODE	GET.	# OF WAYS TO WIN	WINNERS IN POOLS	WINNERS IN (PER PACK*)	WINNERS IN (Per Pool)	PRIZE COST	PERCENT OF FUND **	VALIDATION TIER LEVELS
1	\$1	L	\$1	1	977,540	11,833	28,398.29	\$977,540	13.15%	
2	\$2	L	\$2	1	770,955	9,332	22,396.83	\$1,541,910	20.74%	
3	\$3	L	\$3	1	56,389	1,467	2,800.17	\$289,167	3.89%	
4	\$1 x 3	L	\$1 x 3	3	178,974	2,166	5,198.33	\$536,922	7.22%	
5	\$1 x 2 + \$2	L	\$1 x 2 + \$2	5	68,881	0.834	2,001.05	\$275,524	3.71%	
6	\$4	L	\$4	1	55,049	0.666	1,599.22	\$220,196	2.96%	
7	\$5	L	\$5	1	151,461	1,833	4,400.06	\$757,305	10.19%	
8	\$6	L	\$6	1	81,822	2,167	5,200.64	\$1,074,114	14.45%	
9	\$10	L	\$10	1	13,774	0.167	406.15	\$137,740	1.85%	
10	\$5 + \$2 x 2 + \$1 x 3	L	\$5 + \$2 x 2 + \$1 x 3	6	41,311	0.500	1,200.12	\$413,110	5.56%	
11	\$20	L	\$20	1	13,808	0.167	401.13	\$276,160	3.72%	
12	\$1 x 4 + \$3 x 2 + \$5 x 2	L	\$1 x 4 + \$3 x 2 + \$5 x 2	8	19,733	0.166	398.95	\$274,660	3.70%	91.14% LOW TIER
13	\$50	M	\$50	1	1,235	0.015	35.88	\$51,750	0.83%	
14	\$10 x 2 + \$5 x 6	M	\$10 x 2 + \$5 x 6	8	3,273	0.040	95.08	\$165,650	2.09%	
15	\$50 x 2	M	\$50 x 2	2	3,432	0.042	99.70	\$543,300	4.53%	
16	\$5,000	H	\$5,000	1	18	0.000	10.32	\$90,000	1.21%	7.65% MID TIER 1.21% HIGH TIER
					2,568,852	31.09	74,627.12	\$7,432,948	100.00%	100.00%
					4.82					
					4.8240					

Consolidated odds are 1 in:

\$1	977,540
\$2	770,955
\$3	275,363
\$4	123,930
\$5	151,461
\$6	179,019
\$10	55,085
\$20	27,541
\$50	4,508
\$100	3,432
\$5,000	18
<hr/>	
	2,568,852

\* Each of the following GLEPS will be used in approximately 16.67% of each pack of 150 tickets.  
 \*\* Numbers are rounded

No.

05/01/17

**Game Name** Infant Winnings  
**Game No** 1843  
**Inv No** 3504107  
**Vendor** PBL  
**TLC PO #** 362-17-9010 RL016

**Units per 1000** 12,392.100  
**Unit Price** \$14.14  
**Amount** \$175,224.29  
**Amount** \$175,224.29

**Description/Tickets Delivered Qty**  
 12,392,100

**Delivered** 12,392,100  
**Ordered** 12,392,100

**2% under** 11,995,200  
**2% over** 12,484,800

**Acceptable Range** 0

**Lump Sum Charge for 4X4 POS on 10pt Foil**  
**Total** \$2,836.01  
**Total** \$178,060.30



Welcome Irobinsz - Last Accessed Time Is : Mon Nov 27 2017 12:18:46 PM CST

Home > Instant Services > Validation Activities > View Game Liability Inquiry

Account Preference | Online Help | Label Center | Logout

Product: 1843-INSTANT WINNINGS

Range: Today

Life to Date

From [mm/dd/yyyy] to [mm/dd/yyyy]

Liability for 1843 / for Life to Date

Product Status: Active SmartCash Enabled: N/A

Outstanding Prizes

Validation Range: 04/28/2017 - 12/31/2037

Printer-friendly view

Tier	Ref	SmartCash	Tier Value	Count	Amount	Tickets Paid	Amount Paid	% paid	Est. Tickets Sold
1	1	N/A	\$1.00	180585	\$180,585.00	796955	\$796,955.00	81.53%	10102856
2	2	N/A	\$2.00	120136	\$240,272.00	650819	\$1,301,638.00	84.42%	10451069
3	3	N/A	\$3.00	13645	\$40,935.00	82744	\$248,232.00	85.84%	10637852
4	4	N/A	\$3.00	21291	\$63,873.00	157683	\$473,049.00	88.10%	10917918
5	5	N/A	\$4.00	7594	\$30,376.00	61287	\$245,148.00	88.98%	11025894
6	6	N/A	\$4.00	7625	\$30,500.00	47424	\$189,696.00	86.15%	10675633
7	7	N/A	\$5.00	19287	\$96,435.00	132174	\$660,870.00	87.27%	10814093
8	8	N/A	\$5.00	22534	\$112,670.00	156485	\$938,910.00	87.41%	10832245
9	9	N/A	\$10.00	1615	\$16,150.00	12159	\$121,590.00	86.28%	10939127
10	10	N/A	\$10.00	3607	\$36,070.00	37704	\$377,040.00	91.27%	11310104
11	11	N/A	\$20.00	1501	\$30,020.00	12307	\$246,140.00	89.13%	11045015
12	12	N/A	\$20.00	1113	\$22,260.00	12620	\$252,400.00	91.90%	11387774
13	13	N/A	\$50.00	138	\$6,900.00	1097	\$54,850.00	88.83%	11007395
14	14	N/A	\$50.00	258	\$12,900.00	3015	\$150,750.00	92.12%	11415270
15	15	N/A	\$100.00	288	\$28,800.00	3144	\$314,400.00	91.61%	11352203
16	16	N/A	\$5,000.00	1	\$5,000.00	17	\$85,000.00	94.44%	11703650
Totals:				401218	\$976,280.00	2,167,634	\$6,456,668.00		

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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	\$676,614	\$1,048,153	\$1,872,956
10M-14.99M	\$570,306	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	\$1,234,186	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