

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

**Scratch Ticket Information**

Date Completed 11/27/2017

Game #	1854	Confirmed Packs	2,471
Game Name	Lucky Symbols	Active Packs	1,483
Quantity Printed	9,297,150	Warehouse Packs	-
Price Point	\$1	Returned Packs	1,289
Start Date	7/17/2017	Printed Payout Percentage	59.99%
Top Prize	\$ 3,000	Percent Sold	90.50%
Number of Top Prizes Remaining	2	Number of Weeks Out	19

**Current Game Sales Analysis**

TANGIBLE COSTS

**Expenditure Impact:**

Cost to print tickets	\$ 128,489	Actual ticket production costs
Prize payout expense	\$ 4,677,055	Data from Instant Ticket Tier Liability screen in ES

**Estimated Direct Costs** \$ 4,805,544

TANGIBLE BENEFITS

**Revenue Impact:**

Estimated sales \$ 8,413,921 Based on # of tkts printed, times % sold from DaVinci report, times the price point

**Total Estimated Benefits** \$ 8,413,921

**Excess of Revenue over Expended** \$ 3,608,377

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	\$	105,346
Next week	\$	128,226
Next week	\$	151,804
<b>Avg Weekly Sales Current Game</b>	\$	<u>128,459</u>
<b>Avg Weekly Sales \$1.5M-9.99M Qty</b>	\$	553,916
<b>Percentage Of Variance In Sales</b>		<u>77%</u>

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

**Instant Ticket Information**

Game #	1854	Printed Payout Percentage	59.99%
Game Name	Lucky Symbols	Actual Payout Percentage	55.59%
Percent Sold	90.50%	Number of Weeks Out	19
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			14

**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):

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*Dale Bowersock*      11/28/17  
Instant Product Coordinator      Date

*R. Liu*      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: 11/25/17

11/27/17

Product Line	Game	Fix	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	41,524,725	TEXAS LOTERIA	3/14/17			37	39.83%	24,376	9,707	297,439	3	\$1,438,200.00	\$1,396,842.00	\$1,419,028.00	\$1,492,203.00
	1794	\$5	25,316,700	\$5 SET FOR LIFE	3/21/16			88	56.63%	3,461	2,174	140,109	3	\$507,130.00	\$471,855.00	\$470,670.00	\$506,875.00
	1840	\$5	8,009,700	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	9,912,300	COWBOYS	8/21/17			14	33.70%	10,083	6,346	70,259	18	\$849,455.00	\$856,535.00	\$954,125.00	\$1,003,315.00
	1859	\$5	22,450,575	CROSSWORD CONNECT	6/28/17			21	29.65%	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	5,626,275	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	5,522,550	HOUSTON TEXANS	8/21/17			14	37.17%	8,625	4,317	32,237	58	\$538,260.00	\$631,555.00	\$661,905.00	\$614,615.00
	1807	\$5	40,890,700	SUPER LOTERIA	12/5/16			51	84.06%	24,574	9,527	50,695	7	\$3,793,975.00	\$3,542,490.00	\$3,476,610.00	\$3,580,225.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16			69	56.08%	4,345	1,943	244,335	11	\$834,320.00	\$778,440.00	\$820,340.00	\$855,540.00
	1830	\$10	10,279,550	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	13,338,450	BIG PLAY CASHWORD	7/17/17			19	30.02%	15,228	6,630	163,828	7	\$1,883,090.00	\$1,778,140.00	\$1,842,680.00	\$1,925,000.00
	1852	\$10	8,188,550	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	7,210,600	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	34,144,690	\$500,000,000 CASH	5/18/15			132	33.84%	5,232	2,128	895,043	29	\$915,220.00	\$874,020.00	\$955,740.00	\$915,740.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			28	13.89%	16,967	7,095	1,170,728	13	\$2,666,200.00	\$2,706,580.00	\$2,727,900.00	\$2,851,960.00
	1653	\$20	7,203,050	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	5,139,100	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	3,668,520	\$7,500,000 ULTIMATE CASH	10/17/16			58	63.71%	3,184	1,345	61,503	11	\$770,700.00	\$751,000.00	\$803,850.00	\$813,200.00
	1870	\$50	3,579,720	ULTIMATE MILLIONS	4/17/17			32	62.67%	11,498	4,094	50,001	31	\$2,628,150.00	\$2,250,900.00	\$2,588,850.00	\$2,593,800.00
Sold/Closing	1887	\$1	7,249,500	\$2,000 CASH	6/19/17	11/12/17	12/27/17	23	92.81%	226	149	0	2,391	\$11,401.00	\$20,162.00	\$34,458.00	\$38,620.00
	1825	\$1	30,598,200	5X THE CASH	1/3/17	12/10/17	1/24/18	47	89.75%	3,430	2,638	11,848	423	\$193,392.00	\$218,175.00	\$240,754.00	\$255,450.00
	1843	\$1	12,392,100	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	9,297,150	LUCKY SYMBOLS	7/17/17			19	90.50%	2,471	1,483	0	1,289	\$105,346.00	\$128,225.00	\$151,804.00	\$199,462.00
	1695	\$2	7,123,625	CARD SUITS	4/3/17	11/12/17	12/27/17	34	82.80%	204	219	5,397	3,055	\$34,470.00	\$72,076.00	\$88,012.00	\$104,502.00
	1873	\$2	7,259,750	TRIPLE 777	8/21/17			14	93.03%	1,969	1,814	0	75	\$253,094.00	\$348,330.00	\$466,602.00	\$660,624.00
	1888	\$3	6,087,875	\$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	\$328,472.00
	1892	\$3	7,325,750	DOMINOES	6/5/17	12/10/17	1/24/18	25	57.27%	1,314	967	18,007	3,668	\$125,154.00	\$136,668.00	\$137,340.00	\$162,654.00
	1896	\$5	7,832,250	\$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	20,391,825	\$100,000 MEGA BINGO	1/18/16	11/12/17	12/27/17	97	97.60%	398	393	70	2,995	\$82,925.00	\$196,395.00	\$269,665.00	\$357,790.00
	1799	\$5	20,213,625	\$100,000 SUPER CASHWORD	7/18/16	11/12/17	12/27/17	71	89.57%	337	254	23,288	2,690	\$85,915.00	\$186,030.00	\$264,825.00	\$356,445.00
	1899	\$5	6,235,500	\$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	\$417,615.00
	1824	\$5	23,982,375	20X THE CASH	12/19/16	12/10/17	1/24/18	49	70.75%	1,942	1,463	88,604	163	\$462,505.00	\$488,395.00	\$516,235.00	\$560,540.00

NO. OF TICKETS: 9,297,150  
 NO. POOLS: 38.74  
 PACK SIZE: 150  
 PACKS/POOL: 1,600  
 PACKS/GAME: 61,981

MIN: 9,111,207  
 MAX: 9,483,093  
 REVENUE PRIZE FUND \$9,297,150  
 WINNERS IN 38.74 POOLS 14.00  
 WINNERS IN 150 (PER PACK\*) 240,000  
 PERCENT OF PRIZE FUND\*\* 15.56%

TEXAS LOTTERY COMMISSION  
 "LUCKY SYMBOLS" - GAME NUMBER 1854  
 May 22, 2017 - VERSION 5

PRIZE TIER	NUMBER OF WINS	TIER CODE	GET	WIN	ODDS OF 1 IN:	WINNERS IN 38.74 POOLS	WINNERS IN 150 (PER PACK*)	WINNERS IN 240,000 (PER POOL)	PRIZE COST	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVELS
1	1	L	\$1	\$1	10.71	867,734	14.00	22,400	\$ 867,734	15.56%	
2	1	L	\$2	\$2	75.02	123,923	2.00	3,200	\$ 247,846	4.44%	
3	1	L	\$1 (DBL)	\$2	18.75	495,887	8.00	12,800	\$ 991,774	17.78%	
4	1	L	\$4	\$4	150.00	61,981	1.00	1,600	\$ 247,924	4.45%	
5	1	L	\$2 (DBL)	\$4	50.00	185,943	3.00	4,800	\$ 743,772	13.34%	
6	1	L	\$5	\$5	99.93	93,033	1.50	2,400	\$ 465,165	8.34%	
7	1	L	\$10	\$10	601.87	15,447	0.25	400	\$ 154,470	2.77%	
8	1	L	\$5 (DBL)	\$10	300.17	30,973	0.50	800	\$ 309,730	5.55%	
9	1	L	\$20	\$20	600.36	15,486	0.25	400	\$ 309,720	5.55%	LOW TIER
10	1	L	\$10 (DBL)	\$20	598.97	15,522	0.25	400	\$ 310,440	5.57%	83.35%
11	1	M	\$50	\$50	574.36	16,187	-	418	\$ 809,350	14.51%	
12	1	M	\$100	\$100	238,388.46	39	-	1	\$ 3,900	0.07%	
13	1	M	\$50 (DBL)	\$100	26,639.40	349	-	9	\$ 34,900	0.63%	
14	1	M	\$200	\$200	238,388.46	39	-	1	\$ 7,800	0.14%	MID TIER
15	1	M	\$100 (DBL)	\$200	119,194.23	78	-	2	\$ 15,600	0.28%	15.63%
16	1	H	\$3,000	\$3,000	489,323.68	19	-	49,631	\$ 5,577,125	100.00%	100.00%
					2 decimals.	1,922,640	30.75	49,631	\$ 5,577,125	100.00%	
					4 decimals.	4.8356					


NOTE: DBL = win double the prize by revealing 2 matching amounts and a play symbol.

TEXAS LOTTERY COMMISSION  
 "LUCKY SYMBOLS" - GAME NUMBER 1854  
 May 22, 2017 - VERSION 5

Consolidated Odds 1 in:

\$1	10.71	867,734
\$2	15.00	619,810
\$4	37.50	247,924
\$5	99.93	93,033
\$10	200.28	46,420
\$20	299.83	31,008
\$50	574.36	16,187
\$100	23,961.73	388
\$200	79,462.82	117
\$3,000	489,323.68	19
		1,922,640

WIN	GET	A	B	C	D
\$1	\$1	14	14	14	14
\$2	\$2	2	3	2	1
\$2	\$1 (DBL)	8	7	8	9
\$4	\$4	1	1	1	1
\$14	\$14				
\$4	\$4				
\$16	\$16				
\$4	\$4				
\$2	\$2				
\$18	\$18				
\$4	\$4				
\$2	\$2				
\$14	\$14				
\$4	\$4				
\$2	\$2				
\$18	\$18				
\$4	\$4				



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go>

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Product: 1854-LUCKY SYMBOLS

Range:  Today  
 Life to Date  
 From mm/dd/yyyy to mm/dd/yyyy Go


**Liability for 1854 / for Life to Date**

Product Status: Active
SmartCash Enabled: N/A
Validation Range: 07/01/2017 - 12/31/2037
Printer-friendly view

**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	\$1.00	166738	\$166,738.00	700996	\$700,996.00	80.78%	7510671
2	2	N/A	\$2.00	20543	\$41,086.00	103380	\$206,760.00	83.42%	7755940
3	3	N/A	\$2.00	88389	\$176,778.00	407498	\$814,996.00	82.18%	7639986
4	4	N/A	\$4.00	9349	\$37,396.00	52632	\$210,528.00	84.92%	7894799
5	5	N/A	\$4.00	29418	\$117,672.00	196525	\$626,100.00	84.18%	7826250
6	6	N/A	\$5.00	13076	\$65,380.00	79957	\$399,785.00	85.94%	7990414
7	7	N/A	\$10.00	2304	\$23,040.00	13143	\$131,430.00	85.08%	7910431
8	8	N/A	\$10.00	4358	\$43,580.00	26615	\$266,150.00	85.93%	7989011
9	9	N/A	\$20.00	2330	\$46,600.00	13156	\$263,120.00	84.95%	7898314
10	10	N/A	\$20.00	2420	\$48,400.00	13102	\$262,040.00	84.41%	7847652
11	0	N/A	\$50.00	2364	\$118,200.00	13823	\$691,150.00	85.40%	7939365
12	0	N/A	\$100.00	4	\$400.00	35	\$3,500.00	89.74%	8343596
13	0	N/A	\$100.00	44	\$4,400.00	305	\$30,500.00	87.39%	8125016
14	0	N/A	\$200.00	8	\$1,600.00	31	\$6,200.00	79.49%	7390042
15	0	N/A	\$200.00	14	\$2,800.00	64	\$12,800.00	82.05%	7628430
16	0	N/A	\$3,000.00	1	\$6,000.00	17	\$51,000.00	89.47%	8318502
<b>Totals:</b>				<b>341361</b>	<b>\$900,070.00</b>	<b>1,581,279</b>	<b>\$4,677,055.00</b>		

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No.

06/30/17

Game Name: Synchronized Play Action  
 Game No: 1854  
 Inv No: 90093555  
 Vendor: IGT  
 TLC PO #: 362-17-9009 RE023

Description/Tickets Delivered Qty  
 9,297,150  
 9,120,000

Units per 1000  
 9,297.15  
 Unit Price  
 \$13.30

Amount  
 \$124,488.84  
 \$124,488.84

Delivered 9,297,150  
 Ordered 9,120,000

2% under 8,937,600  
 2% over 9,302,400

Acceptable Range 0

Synchronized Play Action \$4,000.00  
 Sub Total \$128,488.84  
 Total \$128,488.84

**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	\$4	\$5
< 5M	None	None	None	None	None
5M-9.99M	Week 14	Week 21	Week 17	Week 19	None
10M-14.99M	Week 20	None	None	Week 13*	None
15M-19.99M	None	Week 21*	None	Week 34	None
20M-24.99M	None	Week 44	Week 33	Week 59	None
25M-29.99M	Week 33*	Week 38	None	None	None
30M-34.99M	None	None	None	Week 39*	None
>35M	None	Week 57*	Week 48*	None	None

Quantities	Price Point				
	\$10	\$20	\$30	\$40	\$50
2M	None	None	None	None	None
3M	None	None	None	None	None
4M	None	None	None	None	None
5M	Week 20	Week 43*	None	None	None
6M	Week 16*	None	None	None	None
7M	None	None*	None	None	None
8M	None	Week 35*	None	None	None
>9M	Week 27	Week 51*	None	None	None

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

Quantities	Price Point				
	\$1	\$2	\$3	\$4	\$5
< 5M	None	None	None	None	None
5M-9.99M	\$553,916	\$676,611	\$1,048,153	\$1,872,955	None
10M-14.99M	\$510,306	None	None	\$4,200,788	None
15M-19.99M	None	\$1,273,552	None	\$2,124,435	None
20M-24.99M	None	\$899,634	\$1,654,317	\$1,612,912	None
25M-29.99M	\$665,806	\$254,185	None	None	None
30M-34.99M	None	None	None	\$3,329,657	None
>35M	None	\$1,050,513	\$1,875,795	None	None

Quantities	Price Point				
	\$10	\$20	\$30	\$40	\$50
2M	None	None	None	None	None
3M	None	None	None	None	None
4M	None	None	None	None	None
5M	\$2,879,881	\$2,329,740	None	None	None
6M	\$3,257,867	None	None	None	None
7M	None	None	None	None	None
8M	None	\$3,985,513	None	None	None
>9M	\$3,597,569	\$3,423,888	None	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