

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

7/30/2018

Game #	1861	Confirmed Packs	6,429
Game Name	Instant Bingo	Active Packs	5,096
Quantity Printed	34,912,250	Warehouse Packs	33
Price Point	\$2	Returned Packs	52
Start Date	5/1/2017	Printed Payout Percentage	65.01%
Top Prize	\$ 30,000	Percent Sold	95.03%
Number of Top Prizes Remaining	2	Number of Weeks Out	65

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 625,528	Actual ticket production costs
Prize payout expense	\$ 40,547,032	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 41,172,560

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 66,354,222	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits \$ 66,354,222

Excess of Revenue over Expended \$ 25,181,663

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	\$	628,482
Next week	\$	740,518
Next week	\$	898,326
Avg Weekly Sales Current Game	\$	755,775
Avg Weekly Sales \$2; >35M Qty*	\$	1,023,347
Percentage Of Variance In Sales		26%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	1861	Printed Payout Percentage	65.01%
Game Name	Instant Bingo	Actual Payout Percentage	61.11%
Percent Sold	95.03%	Number of Weeks Out	65
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.*			61

*no games at the 30M-34.99M range so the >35M range was used.

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):

out of office - R.P.

Instant Product Coordinator Date

R. P. *8/6/18*

Products Manager Date

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

Lottery Operations Division

Contract

Date

Executive Director

Date

**NOT REQUIRED
>85% SOLD**



Play the Games of Texas!

Da Vinci Report

Week End Date: 7/28/18

7/30/18

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	7/28/18	7/21/18	7/14/18	7/7/18
Sold/Closing	1858	\$2	39,846,125	BREAK THE BANK	5/11/17	6/26/18	8/10/18	63	94.01%	427	64	333	6,481	\$19,896.00	\$60,532.00	\$194,482.00	\$554,298.00
	1861	\$2	34,912,250	INSTANT BINGO	5/1/17			65	95.03%	6,429	5,096	33	52	\$628,482.00	\$740,518.00	\$898,326.00	\$983,218.00
	2025	\$5	8,104,275	GAME OF LUCK	2/5/18	8/12/18	9/26/18	25	73.48%	1,780	1,545	21,378	858	\$236,600.00	\$287,225.00	\$327,845.00	\$376,100.00
	2020	\$5	9,179,325	MONEY	1/2/18	7/8/18	8/22/18	30	63.78%	160	157	36,917	4,367	\$13,045.00	\$50,535.00	\$142,965.00	\$218,600.00
	2029	\$5	7,333,050	NUMBERS GAME	2/19/18	8/12/18	9/26/18	23	70.82%	2,202	1,722	19,189	1,768	\$239,835.00	\$269,720.00	\$325,865.00	\$355,570.00
	1847	\$10	6,118,800	\$250000 CASH WINFALL	3/19/18	7/19/18	9/2/18	19	70.17%	6,078	2,019	16,768	396	\$659,370.00	\$1,181,030.00	\$1,550,300.00	\$1,616,880.00

Liability for 1861 / for Life to Date

Product Status: SmartCash Enabled:

N/A

Outstanding Prizes

Validation Range: 01/26/2017 - 12/31/2037

Tier Ref SmartCash	Tier Value	Count	Amount	Tickets Paid Life to Date	Amount Paid Life to Date	% paid	Est. Tickets Sold
1	\$2.00	475126	\$950,252.00	2876474	\$5,752,948.00	85.82%	29963061
2	\$3.00	271965	\$815,895.00	1613038	\$4,839,114.00	85.57%	29875175
3	\$5.00	112155	\$560,775.00	725727	\$3,628,635.00	86.61%	30239063
4	\$5.00	74127	\$370,635.00	763741	\$3,818,705.00	91.15%	31823534
5	\$10.00	15587	\$155,870.00	124037	\$1,240,370.00	88.84%	31014807
6	\$10.00	19036	\$190,360.00	120576	\$1,205,760.00	86.37%	30151993
7	\$10.00	11588	\$115,880.00	128036	\$1,280,360.00	91.70%	32014736
8	\$10.00	9805	\$98,050.00	129869	\$1,298,690.00	92.98%	32461444
9	\$15.00	5265	\$78,975.00	64616	\$969,240.00	92.47%	32281883
10	\$15.00	8745	\$131,175.00	130803	\$1,962,045.00	93.73%	32724423
11	\$15.00	10955	\$164,325.00	128657	\$1,929,855.00	92.15%	32172779
12	\$20.00	10485	\$209,700.00	59320	\$1,186,400.00	84.98%	29668290
13	\$20.00	4194	\$83,880.00	65687	\$1,313,740.00	94.00%	32816951
14	\$20.00	5154	\$103,080.00	64727	\$1,294,540.00	92.62%	32337339
15	\$20.00	4304	\$86,080.00	65565	\$1,311,300.00	93.84%	32761626
16	\$30.00	3049	\$91,470.00	26060	\$781,800.00	89.53%	31255398
17	\$30.00	1960	\$58,800.00	32351	\$970,530.00	94.29%	32917909
18	\$50.00	3266	\$163,300.00	18562	\$928,100.00	85.04%	29688532
19	\$50.00	1157	\$57,850.00	20646	\$1,032,300.00	94.69%	33059599
20	\$100.00	791	\$79,100.00	5019	\$501,900.00	86.39%	30159141
21	\$100.00	671	\$67,100.00	11007	\$1,100,700.00	94.25%	32906251
22	\$100.00	466	\$46,600.00	5380	\$538,000.00	92.03%	32129308
23	\$500.00	196	\$98,000.00	2136	\$1,068,000.00	91.60%	31977949
24	\$1,000.00	10	\$10,000.00	114	\$114,000.00	91.94%	32096751
25	\$30,000.00	2	\$60,000.00	16	\$480,000.00	88.89%	31033119
Totals:		1050059	\$4,847,152.00	7,182,164	\$40,547,032.00		

Prize Structure
TEXAS LOTTERY
GAME NO. 1861 "INSTANT B
September 26, 2016 - VERS

Order Quantity:	34,912,250	Pack Size:	125	Pool Size:	120,000	Winners:	8,232,223	Prize Fund:	\$45,394,184.00	Total Payout	
Price Point:	\$2.00	Packs/Game:	279,298	Number of Pools:	290.94	Non-winners:	26,680,027	Payout:	65.0118232%		
Revenue:	\$69,824,500.00	Packs/Pool:	960	Overall Odds:	4.2409						

ORIGINAL ORDER

SHIPMENT # 1-7
COMPLETE
POOLS # 1-314

Prod.	Qty	Whse	Tier Level	Cat	Win.	Value	Expenses				Total Prize Cost	% Prize Fund	
							Code	1 (m)	Proc	Pool			Total
Low Tiers													
01	1	L		Line Card 1	\$2	\$2.00	10.4166	12.00	11,520.00	3,351,600	\$6,703,200.00	14.77%	
02	1	L		Line Card 2	\$3	\$3.00	18.5211	6.75	6,480.00	1,885,003	\$5,655,008.00	12.46%	
03	1	L		Line Card 3	\$5	\$5.00	41.6673	3.00	2,880.00	837,882	\$4,189,410.00	9.23%	
04	2	L		Line Card 1 + Line Card 2	\$5	\$5.00	41.6680	3.00	2,880.00	837,868	\$4,189,340.00	9.23%	
						Total (\$5.00):	20.8339	6.00	5,760.00	1,615,750	\$8,376,750.00	18.46%	
05	1	L		Line Card 4	\$10	\$10.00	250.0448	0.50	480.00	139,624	\$1,396,240.00	3.08%	
06	1	L		4 Corners Card 1	\$10	\$10.00	250.0663	0.50	480.00	139,612	\$1,396,120.00	3.08%	
07	1	L		\$10 Instant Bonus	\$10	\$10.00	250.0448	0.50	480.00	139,624	\$1,396,240.00	3.08%	
08	3	L		Line Card 1 + Line Card 2 + Line Card 3	\$10	\$10.00	249.9553	0.50	480.00	139,614	\$1,396,740.00	3.08%	
						Total (\$10.00):	62.5069	2.00	1,920.00	558,534	\$5,665,340.00	12.30%	
09	2	L		Line Card 3 + Line Card 4	\$15	\$15.00	499.5957	0.25	240.00	69,881	\$1,048,215.00	2.31%	
10	2	L		Line Card 3 + \$10 Instant Bonus	\$15	\$15.00	250.1809	0.50	480.00	139,548	\$2,093,220.00	4.61%	
11	2	L		4 Corners Card 1 + Line Card 3	\$15	\$15.00	250.0663	0.50	480.00	139,612	\$2,094,180.00	4.61%	
						Total (\$15.00):	100.0233	1.25	1,200.00	349,041	\$5,235,615.00	11.53%	
12	1	L		4 Corners Card 2	\$20	\$20.00	500.1397	0.25	240.00	69,805	\$1,396,100.00	3.08%	
13	2	L		Line Card 4 + \$10 Instant Bonus	\$20	\$20.00	499.5957	0.25	240.00	69,881	\$1,397,620.00	3.08%	
14	2	L		Line Card 4 + 4 Corners Card 1	\$20	\$20.00	499.5957	0.25	240.00	69,881	\$1,397,620.00	3.08%	
15	4	L		Line Card 1 + Line Card 2 + Line Card 3 + Line Card 4	\$20	\$20.00	499.6815	0.25	240.00	69,869	\$1,397,380.00	3.08%	
						Total (\$20.00):	124.9383	1.00	960.00	279,436	\$5,589,720.00	12.31%	
						Total (Low Tiers):	4.3105	28.00	27,640.00	8,062,354	\$37,146,534.00	81.63%	
Mid Tiers													
16	2	M		4 Corners Card 1 + 4 Corners Card 2	\$30	\$30.00	1199.3627	0.10	100.00	29,109	\$873,270.00	1.92%	
17	3	M		4 Corners Card 1 + Line Card 4 + \$10 Instant Bonus	\$30	\$30.00	1017.5235	0.12	118.00	34,311	\$1,029,330.00	2.27%	
						Total (\$30.00):	550.4927	0.23	218.00	63,420	\$1,902,600.00	4.19%	
18	1	M		4 Corners Card 3	\$50	\$50.00	1599.4251	0.08	75.00	21,828	\$1,091,400.00	2.40%	
19	4	M		4 Corners Card 1 + 4 Corners Card 2 + Line Card 4 + \$10 Instant Bonus	\$50	\$50.00	1601.2590	0.08	75.00	21,803	\$1,090,150.00	2.40%	
						Total (\$50.00):	800.1708	0.16	150.00	43,631	\$2,181,550.00	4.81%	
20	1	M		4 Corners Card 4	\$100	\$100.00	6008.9931	0.02	20.00	5,810	\$581,000.00	1.28%	
21	5	M		4 Corners Card 1 + 4 Corners Card 2 + 4 Corners Card 3 + Line Card 4 + \$10 Instant Bonus	\$100	\$100.00	2989.5744	0.04	40.00	11,818	\$1,167,800.00	2.57%	
22	1	M		X Card 1	\$100	\$100.00	5971.9894	0.02	20.00	5,846	\$584,600.00	1.29%	
						Total (\$100.00):	1498.1965	0.08	80.00	23,334	\$2,333,400.00	5.14%	
23	1	M		X Card 2	\$500	\$500.00	14970.9477	0.01	8.00	2,332	\$1,166,000.00	2.57%	
						Total (Mid Tiers):	223.0679	0.48	469.00	135,717	\$5,585,590.00	16.71%	
High Tiers													
24	1	H		X Card 3	\$1,000	\$1,000.00	281550.4032	0.00	0.42	124	\$124,000.00	0.27%	
25	1	H		X Card 4	\$30,000	\$30,000.00	193959.4444	0.00	0.06	18	\$540,000.00	1.19%	
						Total (High Tiers):	24590.3515	0.00	0.48	142	\$684,000.00	1.45%	
						Total:	4.2409	29.48	28,298.48	82,222.23	\$45,394,184.00	100.00%	

There will be no more than thirty-two (32) winners per pack.

\$10 Instant Bonus = Win \$10 instantly

No.

01/30/17

Game Name	Game No	Inv No.	Vendor	TLC PO #
Instant Bingo	1861	1029075-7	SGL	362-17-9019 RL011

Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
34,912,250	34,912.25	\$17.92	\$625,627.52
			<u>\$625,627.52</u>

Delivered	34,912,250
Ordered	35,040,000

2% under	34,339,200
2% over	35,740,800

Acceptable Range	0
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Less Sanction	\$100.00
Sub Total	\$625,527.52
Total	<u>\$625,527.52</u>

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	2M	None	None	None
5M-9.99M	Week 16	Week 19	Week 17	Week 18	3M	None	None	None
10M-14.99M	Week 19	None	None	None	4M	None	None	None
15M-19.99M	None	None	None	Week 52*	5M	Week 19	Week 43*	None
20M-24.99M	None	Week 34*	Week 38*	Week 59*	6M	Week 15	None	None
25M-29.99M	None	Week 39*	None	None	7M	None	Week 49*	None
30M-34.99M	Week 41*	None	None	Week 39*	8M	None	Week 35*	None
>35M	None	Week 61	Week 50	Week 52*	>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	2M	None	None	None
5M-9.99M	\$512,110	\$743,055	\$1,109,054	\$1,865,496	3M	None	None	None
10M-14.99M	\$511,766	None	None	None	4M	None	None	None
15M-19.99M	None	None	None	\$1,508,375	5M	\$2,537,188	\$2,329,740	None
20M-24.99M	None	\$1,078,385	\$1,398,153	\$1,450,990	6M	\$3,483,559	None	None
25M-29.99M	None	\$1,309,641	None	None	7M	None	\$2,502,908	None
30M-34.99M	\$636,048	None	None	\$3,329,657	8M	None	\$3,985,513	None
>35M	None	\$1,023,347	\$1,825,122	\$3,361,809	>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