

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

**Scratch Ticket Information**

Date Completed 6/12/2018

Game #	1898	Confirmed Packs	7,419
Game Name	Texas Lottery Gold	Active Packs	3,778
Quantity Printed	5,014,925	Warehouse Packs	1,764
Price Point	\$20	Returned Packs	87
Start Date	9/5/2017	Printed Payout Percentage	75.03%
Top Prize	\$ 1,000,000	Percent Sold	92.37%
Number of Top Prizes Remaining	0	Number of Weeks Out	40

**Current Game Sales Analysis**

**TANGIBLE COSTS**

**Expenditure Impact:**

Cost to print tickets	\$ 227,778	
Prize payout expense	\$ 69,035,570	Data from Instant Ticket Tier Liability screen in ES

**Estimated Direct Costs** \$ 69,263,348

**TANGIBLE BENEFITS**

**Revenue Impact:**

Estimated sales	\$ 92,645,724	Based on # of tkts printed, times % sold from DaVinci report, times the price point
<b>Total Estimated Benefits</b>	<u><u>\$ 92,645,724</u></u>	

**Excess of Revenue over Expended** \$ 23,382,377

**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	\$	996,620
Next week	\$	1,008,880
Next week	\$	968,760
<b>Avg Weekly Sales Current Game</b>	<b>\$</b>	<b>991,420</b>
<b>Avg Weekly Sales \$20; 5M Qty</b>	<b>\$</b>	<b>2,329,740</b>
<b>Percentage Of Variance In Sales</b>		<b>57%</b>

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

**Instant Ticket Information**

Game #	1898	Printed Payout Percentage	75.03%
Game Name	Texas Lottery Gold	Actual Payout Percentage	74.52%
Percent Sold	92.37%	Number of Weeks Out	40
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			43

**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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Instant Product \_\_\_\_\_  
 Pr \_\_\_\_\_ Date \_\_\_\_\_

**NOT REQUIRED**  
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**ALL TOP PRIZES CLAIMED**

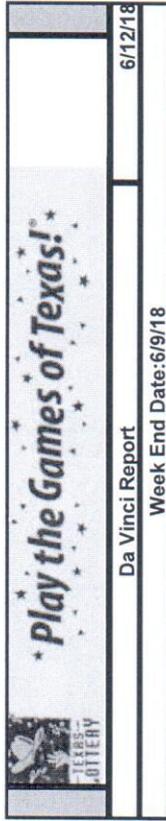
By signing below, I agree with the recommendation of the Products Department Staff to close the above game.

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

Cont' \_\_\_\_\_

Executive \_\_\_\_\_ Date \_\_\_\_\_

**NOT REQUIRED**  
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**ALL TOP PRIZES CLAIMED**



**Da Vinci Report**  
 Week End Date: 6/9/18 6/12/18

Product Line	Game	Game \$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales		
														6/9/18	6/2/18	5/26/18
Sold/Closing	1891	\$5	8,444,025	STRIKE IT RICH	11/15/17	6/10/18	7/25/18	29	51.06%	710	514	48,340	3,914	\$72,195.00	\$106,580.00	\$109,470.00
	1896	\$5	13,874,625	TEXAS LOTTERY SILVER	9/5/17	5/6/18	6/20/18	40	61.08%	14	11	67,024	3,855	\$6,875.00	\$12,720.00	\$26,215.00
	2011	\$10	6,082,250	\$50 OR \$100!	11/15/17	5/6/18	6/20/18	29	98.48%	12	1	0	1,358	\$1,700.00	\$1,270.00	\$2,850.00
	1830	\$10	10,279,550	50X SUPER TICKET	6/5/17	5/6/18	6/20/18	53	87.01%	47	13	18,218	6,470	\$2,930.00	\$5,310.00	\$10,600.00
	1897	\$10	9,120,050	TEXAS LOTTERY BLACK	9/5/17	5/9/18	6/23/18	40	90.26%	206	38	5,647	4,817	\$15,990.00	\$47,940.00	\$155,480.00
	1852	\$10	8,198,550	WHEEL OF FORTUNE	8/7/17	5/6/18	6/20/18	44	73.62%	18	30	34,723	5,920	\$670.00	\$12,130.00	\$36,850.00
	1853	\$20	7,203,050	MONEY	3/8/17	6/10/18	7/25/18	65	95.65%	1,146	936	6,201	1,092	\$394,360.00	\$494,720.00	\$609,980.00
	1898	\$20	5,014,925	TEXAS LOTTERY GOLD	9/5/17	5/6/18	6/20/18	40	92.37%	7,419	3,778	1,764	87	\$986,620.00	\$1,008,880.00	\$968,760.00
	1832	\$50	3,668,520	\$7,500,000 ULTIMATE CASH	10/17/16	5/6/18	6/20/18	86	70.87%	14	10	50,829	1,656	\$13,150.00	\$35,700.00	\$44,300.00
	1870	\$50	3,579,720	ULTIMATE MILLIONS	4/17/17	5/4/18	6/18/18	60	87.40%	129	12	13,690	4,418	\$16,250.00	\$51,300.00	\$96,350.00

**Prize Structure**  
TEXAS LOTTERY  
GAME NO. 1888 "Texas Lottery® GOLD"  
May 3, 2017 - VERSION B

Order Quantity: 5,614,925      Pack Size: 25      Pool Size: 120,000      Winners: 1,623,768      Prize Fund: \$75,255,570.00      Total Payout: \$75,255,570.00  
 Price Point: \$20.00      Packs/Game: 200,597      Number of Pools: 4179      Non-winners: 3,391,157      Payout: 75.03%  
 Revenue: \$100,298,500.00      Packs/Pool: 4,800      Overall Odds: 3.0884

Kind	Wins	Tier Level	Get	Win	Value	Odds (1 in)	Winners			Total Prize Cost	% Prize Fund	
							Pool	Prize	Total			
<b>Low Tiers</b>												
01	1	L	\$20	\$20	\$20.00	6.2506	4.00	19,200.00	802,314	\$16,046,280.00	21.32%	
Total (\$20.00):							6.2406	4.00	19,200.00	802,314	\$16,046,280.00	21.32%
<b>Mid Tiers</b>												
02	1	G	\$40	\$40	\$40.00	25.0046	1.00	4,800.00	200,560	\$8,022,400.00	10.66%	
03	1	G	\$20 (\$\$)	\$40	\$40.00	24.9908	1.00	4,800.00	200,671	\$8,026,840.00	10.67%	
Total (\$40.00):							12.4888	2.00	9,600.00	401,231	\$16,049,240.00	21.33%
04	3	G	(\$20 x 2) + \$10	\$50	\$50.00	50.0027	0.50	2,400.00	100,293	\$5,014,650.00	6.66%	
05	2	G	\$40 + \$10	\$50	\$50.00	96.9208	0.25	1,200.00	50,189	\$2,509,450.00	3.33%	
06	1	G	\$50	\$50	\$50.00	100.0663	0.25	1,200.00	50,115	\$2,505,750.00	3.33%	
Total (\$50.00):							25.0000	1.00	4,800.00	200,597	\$10,029,850.00	13.33%
07	1	M	\$100	\$100	\$100.00	200.3806	0.12	600.00	25,027	\$2,502,700.00	3.33%	
08	1	M	\$50 (\$\$)	\$100	\$100.00	119.9370	0.21	1,000.00	41,813	\$4,181,300.00	5.56%	
09	1	M	\$20 (MONEY STACK)	\$100	\$100.00	119.9083	0.21	1,000.00	41,823	\$4,182,300.00	5.56%	
10	3	M	(\$40 x 2) + \$20	\$100	\$100.00	150.0531	0.17	800.00	33,421	\$3,342,100.00	4.44%	
11	5	M	\$20 x 5	\$100	\$100.00	199.9811	0.13	600.00	25,077	\$2,507,700.00	3.33%	
Total (\$100.00):							30.0006	0.83	4,000.00	167,161	\$16,716,100.00	22.21%
12	1	M	\$200	\$200	\$200.00	910.9764	0.03	131.00	5,606	\$1,101,000.00	1.46%	
13	1	M	\$100 (\$\$)	\$200	\$200.00	601.4542	0.04	200.00	8,338	\$1,667,600.00	2.22%	
14	7	M	(\$50 x 2) + (\$20 x 5)	\$200	\$200.00	884.1546	0.03	135.00	5,672	\$1,134,400.00	1.51%	
15	2	M	\$100 + \$50 (\$\$)	\$200	\$200.00	891.7007	0.03	135.00	5,624	\$1,124,800.00	1.49%	
16	1	M	\$40 (MONEY STACK)	\$200	\$200.00	601.2379	0.04	200.00	8,341	\$1,668,200.00	2.22%	
17	2	M	\$20 (MONEY STACK) x 2	\$200	\$200.00	596.6541	0.04	200.00	8,377	\$1,675,400.00	2.23%	
18	10	M	\$20 x 10	\$200	\$200.00	600.1566	0.04	200.00	8,356	\$1,671,200.00	2.22%	
Total (\$200.00):							99.8730	0.25	1,201.00	50,213	\$10,042,600.00	13.34%
19	1	M	\$500	\$500	\$500.00	13266.9874	0.00	9.00	378	\$189,000.00	0.25%	
20	1	M	\$100 (MONEY STACK)	\$500	\$500.00	7529.9174	0.00	16.00	666	\$333,000.00	0.44%	
21	15	M	\$100 + (\$50 x 4) + (\$20 x 10)	\$500	\$500.00	13337.5665	0.00	9.00	376	\$186,000.00	0.25%	
22	5	M	\$50 (\$\$) x 5	\$500	\$500.00	7473.8077	0.00	16.00	671	\$335,500.00	0.45%	
Total (\$500.00):							2398.3381	0.01	50.00	2,091	\$1,045,500.00	1.39%
Total (Mid Tiers):							6.1081	4.09	19,681.00	821,293	\$53,833,280.00	71.60%
<b>High Tiers</b>												
23	1	H	\$1,000	\$1,000	\$1,000.00	119402.9762	0.00	1.00	42	\$42,000.00	0.06%	
24	30	H	(\$50 x 8) + (\$40 x 8) + (\$20 x 14)	\$1,000	\$1,000.00	119402.9762	0.00	1.00	42	\$42,000.00	0.06%	
25	1	H	\$500 (\$\$)	\$1,000	\$1,000.00	119402.9762	0.00	1.00	42	\$42,000.00	0.06%	
Total (\$1,000.00):							39800.9921	0.00	3.00	126	\$126,000.00	0.17%
26	1	H	\$5,000	\$5,000	\$5,000.00	501492.5000	0.00	0.24	10*	\$50,000.00	0.07%	
27	1	H	\$1,000 (MONEY STACK)	\$5,000	\$5,000.00	501492.5000	0.00	0.24	10*	\$50,000.00	0.07%	
Total (\$5,000.00):							250746.2500	0.00	0.48	20	\$100,000.00	0.13%
28	1	H	\$10,000	\$10,000	\$10,000.00	1002985.0000	0.00	0.12	5*	\$50,000.00	0.07%	
29	30	H	(\$1,000 x 7) + (\$500 x 4) + (\$100 x 5) + (\$50 x 4) + (\$40 x 5) + (\$20 x 5)	\$10,000	\$10,000.00	1002985.0000	0.00	0.12	5*	\$50,000.00	0.07%	
Total (\$10,000.00):							501492.5000	0.00	0.24	10	\$100,000.00	0.13%
30	1	H	\$1,000,000	\$1,000,000	\$1,000,000.00	1002985.0000	0.00	0.12	5*	\$5,000,000.00	6.64%	
Total (High Tiers):							21148.6028	0.00	3.83	161	\$5,328,000.00	7.08%
Total:							3.0884	8.09	39,854.83	1,623,768	\$75,255,570.00	100.00%

\*Exact Quantity by Kind Level

There will be no more than ten (10) winners per pack.

\$\$ = win DOUBLE the prize for that symbol  
 MONEY STACK = win 5 TIMES the prize for that symbol

No. 08/09/17

Game Name Texas Lottery Gold  
Game No 1898  
Inv No 1030453-2  
Vendor SGI  
TLC PO # 362-17-9019 RL035

Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
5,014,925	5,014.93	\$45.42	\$227,777.89

Delivered 5,014,925  
Ordered 5,040,000

2% under 4,939,200  
2% over 5,140,800

Acceptable Range 0

Sub Total \$227,777.89  
Total \$227,777.89

**Liability for 1898 / for Life to Date**

Product Status:  
Active

SmartCash Enabled:  
N/A

Validation Range: 08/11/2017 - 12/31/2037

**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	\$20.00	80300	\$1,606,000.00	722014	\$14,440,280.00	89.99%	4513003
2	2	N/A	\$40.00	19565	\$782,600.00	180995	\$7,239,800.00	90.24%	4525709
3	3	N/A	\$40.00	16030	\$641,200.00	184641	\$7,385,640.00	92.01%	4614322
4	4	N/A	\$50.00	7899	\$394,950.00	92394	\$4,619,700.00	92.12%	4619953
5	5	N/A	\$50.00	3971	\$198,550.00	46218	\$2,310,900.00	92.09%	4618139
6	6	N/A	\$50.00	4836	\$241,800.00	45279	\$2,263,950.00	90.35%	4530994
7	0	N/A	\$100.00	2519	\$251,900.00	22508	\$2,250,800.00	89.93%	4510166
8	0	N/A	\$100.00	3477	\$347,700.00	38336	\$3,833,600.00	91.68%	4597904
9	0	N/A	\$100.00	3404	\$340,400.00	38419	\$3,841,900.00	91.86%	4606757
10	0	N/A	\$100.00	2693	\$269,300.00	30728	\$3,072,800.00	91.94%	4610831
11	0	N/A	\$100.00	1991	\$199,100.00	23086	\$2,308,600.00	92.06%	4616762
12	0	N/A	\$200.00	530	\$106,000.00	4975	\$995,000.00	90.37%	4532107
13	0	N/A	\$200.00	638	\$127,600.00	7700	\$1,540,000.00	92.35%	4631197
14	0	N/A	\$200.00	466	\$93,200.00	5206	\$1,041,200.00	91.78%	4602908
15	0	N/A	\$200.00	458	\$91,600.00	5166	\$1,033,200.00	91.86%	4606526
16	0	N/A	\$200.00	730	\$146,000.00	7611	\$1,522,200.00	91.25%	4576021
17	0	N/A	\$200.00	689	\$137,800.00	7688	\$1,537,600.00	91.78%	4602452
18	0	N/A	\$200.00	649	\$129,800.00	7707	\$1,541,400.00	92.23%	4625422
19	0	N/A	\$500.00	33	\$16,500.00	345	\$172,500.00	91.27%	4577114
20	0	N/A	\$500.00	52	\$26,000.00	614	\$307,000.00	92.19%	4623369
21	0	N/A	\$500.00	28	\$14,000.00	348	\$174,000.00	92.55%	4641473
22	0	N/A	\$500.00	48	\$24,000.00	623	\$311,500.00	92.85%	4656182
23	0	N/A	\$1,000.00	7	\$7,000.00	35	\$35,000.00	83.33%	4179104
24	0	N/A	\$1,000.00	4	\$4,000.00	38	\$38,000.00	90.48%	4537313
25	0	N/A	\$1,000.00	3	\$3,000.00	39	\$39,000.00	92.86%	4656716
26	0	N/A	\$5,000.00	1	\$5,000.00	9	\$45,000.00	90.00%	4513432
27	0	N/A	\$5,000.00	1	\$5,000.00	9	\$45,000.00	90.00%	4513432
28	0	N/A	\$10,000.00	1	\$10,000.00	4	\$40,000.00	80.00%	4011940
29	0	N/A	\$10,000.00	0	\$0.00	5	\$50,000.00	100.00%	5014925
30	0	N/A	\$1,000,000.00	0	\$0.00	5	\$5,000,000.00	100.00%	5014925
<b>Totals:</b>				<b>151023</b>	<b>\$6,220,000.00</b>	<b>1,472,745</b>	<b>\$69,035,570.00</b>		

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

Average Number of Weeks for 85% Average Sell Through

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

Average Weekly Dollar Sales at 85% Average Sell Through

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