TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 2/26/2018

Game #	2000	Confirmed Packs	2,518
Game Name	Dia De Los Muertos	Active Packs	1,580
Quantity Printed	8,197,425	Warehouse Packs	27,534
Price Point	$5	Returned Packs	654
Start Date	9/18/2017	Printed Payout Percentage	67.99%
Top Prize	$ 100,000	Percent Sold	69.39%
Number of Top Prizes Remaining	2	Number of Weeks Out	23

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	$	209,362	Actual ticket production costs
Prize payout expense	$	18,642,200	Data from Instant Ticket Tier Liability screen in ES
Estimated Direct Costs	$	18,851,562	

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	$	28,440,966	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	$	28,440,966	

Excess of Revenue over Expended	**$**	**9,589,404**

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	$	233,160
Next week	$	283,860
Next week	$	338,640
Avg Weekly Sales Current Game	$	285,220
Avg Weekly Sales $5; 5M - 9.99M Qty	$	1,872,956
Percentage Of Variance In Sales		**85%**

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2000	Printed Payout Percentage	67.99%
Game Name	Dia De Los Muertos	Actual Payout Percentage	65.55%
Percent Sold	69.39%	Number of Weeks Out	23
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			19

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):

Instant Product Coordinator — Date 2/26/18

Products Manager — Date 2/28/18

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

Lottery Operations Division Director — Date 2/28/18

Controller — Date 3/7/18

Executive Director — Date 3-8-18

Play the Games of Texas!

Da Vinci Report — 2/26/18

Week End Date:2/24/18

Product Line	Game	$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales 2/24/18	2/17/18	2/10/18	2/3/18
Mature	1895	$3	8,990,500	TEXAS LOTTERY BLUE	9/5/17			25	62.33%	5,232	3,586	16,878	19	$361,719.00	$418,983.00	$536,118.00	$513,645.00
	1871	$5	15,075,300	$100,000 BING-O-RAMA	10/2/17			21	41.26%	14,109	8,083	93,195	11	$1,282,905.00	$1,314,730.00	$1,341,545.00	$1,342,070.00
	1794	$5	25,316,700	$5 SET FOR LIFE	3/21/16			101	62.04%	4,413	2,674	119,521	4	$578,125.00	$585,410.00	$562,685.00	$563,935.00
	1855	$5	9,912,300	COWBOYS	8/21/17			27	46.86%	3,962	2,512	61,212	261	$279,445.00	$361,910.00	$431,800.00	$397,030.00
	1859	$5	22,450,575	CROSSWORD CONNECT	6/28/17			34	45.60%	12,221	6,639	141,037	23	$1,506,805.00	$1,440,370.00	$1,435,010.00	$1,420,610.00
	2000	$5	8,197,425	DIA DE LOS MUERTOS	9/18/17			23	69.39%	2,518	1,580	27,534	654	$233,160.00	$283,860.00	$338,640.00	$368,330.00
	1856	$5	5,522,550	HOUSTON TEXANS	8/21/17			27	51.91%	3,692	1,737	27,578	346	$194,045.00	$247,390.00	$294,045.00	$258,770.00
	1891	$5	8,444,025	STRIKE IT RICH	11/15/17			14	41.88%	9,978	4,668	48,603	44	$564,990.00	$661,770.00	$764,320.00	$777,720.00
	1896	$5	13,874,625	TEXAS LOTTERY SILVER	9/5/17			25	53.65%	7,464	4,329	72,293	43	$747,925.00	$821,320.00	$848,630.00	$929,150.00
	1759	$10	28,632,550	$200 MILLION PAYOUT	8/1/16			82	61.07%	8,922	4,517	206,637	15	$1,643,490.00	$1,528,620.00	$1,554,180.00	$1,555,810.00
	2011	$10	6,082,250	$50 OR $100!	11/15/17			14	89.21%	7,279	4,157	0	114	$2,328,130.00	$2,720,270.00	$2,957,970.00	$3,178,810.00
	1830	$10	10,279,550	50X SUPER TICKET	6/5/17			38	80.66%	9,013	5,166	22,866	27	$1,216,450.00	$1,200,710.00	$1,206,910.00	$1,315,760.00
	1860	$10	13,338,450	BIG PLAY CASHWORD	7/17/17			32	46.61%	13,571	6,843	118,922	13	$1,821,040.00	$1,786,260.00	$1,776,350.00	$1,749,920.00
	1885	$10	26,550,900	MEGA LOTERIA	9/18/17			23	32.87%	23,648	9,196	317,810	5	$4,616,580.00	$4,416,450.00	$4,377,420.00	$4,253,450.00
	1897	$10	9,120,050	TEXAS LOTTERY BLACK	9/5/17			25	70.90%	11,596	6,024	33,000	9	$1,863,870.00	$1,918,340.00	$1,874,680.00	$1,975,350.00
	1852	$10	8,198,550	WHEEL OF FORTUNE	8/7/17			29	64.34%	8,494	5,465	42,184	18	$880,670.00	$988,850.00	$1,041,740.00	$1,035,560.00
	1845	$20	7,210,600	100 MILLION GOLDEN TREASURES	8/7/17			29	49.66%	12,193	4,858	125,772	12	$1,373,980.00	$1,373,220.00	$1,507,720.00	$1,671,900.00
	1671	$20	34,144,650	$500,000,000 CASH	5/18/15			145	35.56%	6,981	2,359	869,744	26	$981,720.00	$964,320.00	$966,780.00	$1,008,140.00
	1838	$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			41	18.73%	20,408	7,352	1,097,359	19	$2,746,960.00	$2,663,060.00	$2,731,860.00	$3,053,720.00
	1853	$20	7,203,050	MONEY	3/8/17			50	86.74%	8,610	3,330	24,177	25	$1,156,600.00	$1,153,680.00	$1,232,860.00	$1,375,720.00
	1898	$20	5,014,925	TEXAS LOTTERY GOLD	9/5/17			25	72.77%	14,652	5,440	31,704	28	$1,757,100.00	$1,813,720.00	$1,927,820.00	$2,204,960.00
	2002	$20	5,959,050	ULTIMATE CROSSWORD/BINGO	10/2/17			21	44.19%	14,833	5,926	108,863	23	$2,138,680.00	$2,035,000.00	$2,088,340.00	$2,142,500.00
	1832	$50	3,668,520	$7,500,000 ULTIMATE CASH	10/17/16			71	68.18%	2,603	1,140	53,681	13	$607,000.00	$683,800.00	$694,650.00	$618,400.00
	1899	$50	3,634,340	TEXAS LOTTERY PLATINUM	10/16/17			19	36.70%	13,837	4,720	93,761	19	$3,024,300.00	$3,405,650.00	$3,583,100.00	$3,628,500.00
	1870	$50	3,579,720	ULTIMATE MILLIONS	4/17/17			45	78.76%	8,809	3,093	23,949	35	$2,005,650.00	$2,231,250.00	$2,288,650.00	$2,195,950.00
Out of Wareh	2019	$1	9,298,950	FAST $50S	12/4/17			12	83.94%	4,924	3,725	0	107	$270,672.00	$352,058.00	$600,243.00	$686,277.00
	1879	$2	7,080,625	MONEY TIME	12/18/17			10	69.46%	10,184	6,017	14	78	$606,422.00	$668,586.00	$879,096.00	$965,958.00
Sold/Closing	2005	$1	9,084,450	REINDEER RICHES	11/6/17	3/11/18	4/25/18	16	95.34%	452	314	0	981	$22,151.00	$36,924.00	$247,078.00	$363,672.00
	1881	$1	8,089,500	TEXAS A&M UNIVERSITY	8/21/17	3/11/18	4/25/18	27	83.29%	2,079	2,502	598	419	$128,929.00	$157,883.00	$258,276.00	$212,491.00
	1880	$1	8,199,750	THE UNIVERSITY OF TEXAS	8/21/17	3/11/18	4/25/18	27	91.26%	1,264	949	0	420	$54,167.00	$98,262.00	$195,771.00	$164,487.00
	2085	$2	4,987,375	FELIZ NAVIDAD	11/15/17			14	90.42%	1,255	398	24	1,302	$61,602.00	$94,736.00	$283,604.00	$307,874.00
	1793	$2	38,037,250	WEEKLY GRAND	9/19/16	2/9/18	3/26/18	75	96.16%	1,407	796	0	427	$270,576.00	$549,426.00	$739,738.00	$882,810.00

Liability for *2000* / for Life to Date

Product Status: Active

SmartCash Enabled: N/A

Validation Range: 08/22/2017 - 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	$5.00	302831	$1,514,155.00	571642	$2,858,210.00	65.37%	5358647
2	2	N/A	$10.00	92095	$920,950.00	181117	$1,811,170.00	66.29%	5434216
3	3	N/A	$10.00	292297	$2,922,970.00	582090	$5,820,900.00	66.57%	5457124
4	4	N/A	$20.00	36237	$724,740.00	73067	$1,461,340.00	66.85%	5479774
5	5	N/A	$20.00	34750	$695,000.00	74544	$1,490,880.00	68.21%	5591055
6	0	N/A	$50.00	2212	$110,600.00	4612	$230,600.00	67.58%	5540229
7	0	N/A	$50.00	6381	$319,050.00	14146	$707,300.00	68.91%	5649182
8	0	N/A	$50.00	4329	$216,450.00	9318	$465,900.00	68.28%	5597098
9	0	N/A	$50.00	4322	$216,100.00	9402	$470,100.00	68.51%	5615869
10	0	N/A	$100.00	229	$22,900.00	453	$45,300.00	66.42%	5444917
11	0	N/A	$100.00	432	$43,200.00	923	$92,300.00	68.12%	5583928
12	0	N/A	$100.00	2686	$268,600.00	5757	$575,700.00	68.19%	5589550
13	0	N/A	$100.00	1328	$132,800.00	2773	$277,300.00	67.62%	5542906
14	0	N/A	$100.00	426	$42,600.00	929	$92,900.00	68.56%	5620227
15	0	N/A	$100.00	1697	$169,700.00	3764	$376,400.00	68.93%	5650083
16	0	N/A	$100.00	2127	$212,700.00	4708	$470,800.00	68.88%	5646448
17	0	N/A	$100.00	2160	$216,000.00	4666	$466,600.00	68.36%	5603455
18	0	N/A	$500.00	21	$10,500.00	47	$23,500.00	69.12%	5665867
19	0	N/A	$500.00	85	$42,500.00	188	$94,000.00	68.86%	5645113
20	0	N/A	$500.00	43	$21,500.00	96	$48,000.00	69.06%	5661530
21	0	N/A	$500.00	130	$65,000.00	286	$143,000.00	68.75%	5635729
22	0	N/A	$500.00	41	$20,500.00	94	$47,000.00	69.63%	5707836
23	0	N/A	$500.00	78	$39,000.00	194	$97,000.00	71.32%	5846692
24	0	N/A	$500.00	88	$44,000.00	184	$92,000.00	67.65%	5545316
25	0	N/A	$500.00	37	$18,500.00	96	$48,000.00	72.18%	5916938
26	0	N/A	$1,000.00	2	$2,000.00	2	$2,000.00	50.00%	4098712
27	0	N/A	$1,000.00	7	$7,000.00	9	$9,000.00	56.25%	4611051
28	0	N/A	$1,000.00	2	$2,000.00	8	$8,000.00	80.00%	6557939
29	0	N/A	$1,000.00	3	$3,000.00	7	$7,000.00	70.00%	5738197
30	0	N/A	$1,000.00	1	$1,000.00	10	$10,000.00	90.91%	7452204
31	0	N/A	$100,000.00	2	$200,000.00	3	$300,000.00	60.00%	4918455
			Totals:	787079	$9,225,015.00	1,545,135	$18,642,200.00		

NO. OF TICKETS:	8,197,425	MIN:	7,879,200
NO. POOLS:	68.31	MAX:	8,200,800
PACK SIZE:	75		
PACKS/POOL:	1,600		
PACKS/GAME:	109,299		

8,197,425

TEXAS LOTTERY COMMISSION
"DÍA DE LOS MUERTOS" GAME NUMBER 2000
END OF PRODUCTION PRIZE STRUCTURE
May 2, 2017 - VERSION 1

$5 TICKETS $40,987,125 - REVENUE PRIZE FUND - $27,867,215 PAYOUT % - 67.9912%

PRIZE TIER	# OF WINS	TIER CODE	GET.	WIN:	ODDS OF 1 IN:	WINNERS IN 68.31 POOLS	WINNERS IN 75 (PER PACK*)	WINNERS IN 120,000 (PER POOL)	PRIZE COST	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVELS
1	1	L	$5	$5	9.37	874,473	8.00	12,800	$ 4,372,365	15.69%	
2	1	L	$10	$10	30.00	273,212	2.50	4,000	$ 2,732,120	9.80%	
3	1	L	$5 (DBL)	$10	9.38	874,387	8.00	12,800	$ 8,743,870	31.38%	
4	1	L	$20	$20	75.00	109,304	1.00	1,600	$ 2,186,080	7.84%	LOW TIER
5	3	L	($5 x 2) + $10	$20	75.00	109,294	1.00	1,600	$ 2,185,880	7.84%	72.56%
6	1	M	$50	$50	1,201.26	6,824	-	100	$ 341,200	1.22%	
7	6	M	$10 (DBL) + ($5 x 4) + $10	$50	399.35	20,527	-	300	$ 1,026,350	3.68%	
8	4	M	$10 + $15 (DBL) + ($5 x 2)	$50	600.68	13,647	-	200	$ 682,350	2.45%	
9	9	M	$10 + ($5 x 8)	$50	597.51	13,724	-	200	$ 686,200	2.46%	
10	1	M	$100	$100	12,019.68	682	-	10	$ 68,200	0.24%	
11	5	M	$20 x 5	$100	6,049.76	1,355	-	20	$ 135,500	0.49%	
12	15	M	$10 (DBL) + ($5 x 12) + ($10 x 2)	$100	970.91	8,443	-	123	$ 844,300	3.03%	
13	14	M	($10 x 6) + ($5 x 8)	$100	1,998.88	4,101	-	60	$ 410,100	1.47%	
14	8	M	($5 x 6) + $20 + $50	$100	6,049.76	1,355	-	20	$ 135,500	0.49%	
15	20	M	$5 x 20	$100	1,501.08	5,461	-	80	$ 546,100	1.96%	
16	8	M	$20 (DBL) + ($5 x 4) + ($15 x 2) + $10	$100	1,199.33	6,835	-	100	$ 683,500	2.45%	
17	15	M	($10 x 5) + ($5 x 10)	$100	1,200.91	6,826	-	100	$ 682,600	2.45%	
18	1	M	$500	$500	120,550.37	68	-	1	$ 34,000	0.12%	
19	20	M	($10 x 6) + ($15 x 4) + ($40 x 5) + $50 (DBL) + ($20 x 4)	$500	30,027.20	273	-	4	$ 136,500	0.49%	
20	15	M	($10 (DBL) x 5) + ($20 x 5) + ($30 x 4) + $100	$500	58,974.28	139	-	2	$ 69,500	0.25%	
21	20	M	$50 (DBL) + ($30 x 4) + ($20 x 5) + ($10 x 10)	$500	19,705.35	416	-	6	$ 208,000	0.75%	
22	10	M	$50 x 10	$500	60,721.67	135	-	2	$ 67,500	0.24%	
23	14	M	($100 x 2) + ($50 (DBL) x 2) + ($5 (DBL) x 10)	$500	30,137.59	272	-	4	$ 136,000	0.49%	
24	20	M	($5 x 5) + ($15 x 5) + ($20 x 5) + ($50 x 4) + $100	$500	30,137.59	272	-	4	$ 136,000	0.49%	MID TIER
25	13	M	$100 (DBL) + ($20 x 10) + ($50 x 2)	$500	61,634.77	133	-	2	$ 66,500	0.24%	25.46%
26	1	H	$1,000	$1,000	2,049,356.25	4	-	-	$ 4,000	0.01%	
27	20	H	($50 x 10) + ($20 x 5) + ($50 (DBL) x 3) + ($50 x 2)	$1,000	512,339.06	16	-	-	$ 16,000	0.06%	
28	8	H	($100 (DBL) x 2) + ($50 (DBL) x 6)	$1,000	819,742.50	10	-	-	$ 10,000	0.04%	
29	6	H	($100 x 5) + $500	$1,000	819,742.50	10	-	-	$ 10,000	0.04%	
30	20	H	$50 x 20	$1,000	745,220.45	11	-	-	$ 11,000	0.04%	HIGH TIER
31	1	H	$100,000	$100,000	1,639,485.00	5 ***	-	-	$ 500,000	1.79%	1.98%
				2 decimals	3.51	2,332,214	20.50	34,138	$ 27,867,215	100.00%	100.00%
				4 decimals	3.5149						

NOTE DBL = win double the prize by revealing a 2X play symbol.

TEXAS LOTTERY COMMISSION
"DÍA DE LOS MUERTOS" GAME NUMBER 2000
END OF PRODUCTION PRIZE STRUCTURE
May 2, 2017 - VERSION 1

Consolidated odds are 1 in:	$5	9.37	874,473
	$10	7.14	1,147,599
	$20	37.50	218,598
	$50	149.80	54,722
	$100	233.82	35,058
	$500	4,799.43	1,708
	$1,000	160,733.82	51
	$100,000	1,639,485.00	5
			2,332,214

WIN:	GET	A	B	C	D
$5	$5	7 = $ 35	9 = $ 45	9 = $ 45	7 = $ 35
$10	$10	3 = $ 30	2 = $ 20	3 = $ 30	2 = $ 20
$10	$5 (DBL)	8 = $ 80	8 = $ 80	7 = $ 70	9 = $ 90
$20	$20	1 = $ 20	1 = $ 20	2 = $ 40	0 = $ 0
$20	($5 x 2) + $10	1 = $ 20	1 = $ 20	0 = $ 0	2 = $ 40
		20 $185	21 $185	# $185	20 $185

* Each of the four GLEPS types will be used in approximately 25% of the packs in the game.

** Numbers are rounded.

*** Exact prize delivery to the TLC.

Note: The maximum number of winners per pack will not exceed 23.

No. 08/23/17

Game Name	Game No	Inv No.	Vendor	TLC PO #
Dia De Los Muertos	2000	90096507	IGT	362-17-9009 RL028

Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
8,197,425	8,197.43	$25.54	$209,362.23
			$209,362.23

Delivered	8,197,425
Ordered	8,040,000
2% under	7,879,200
2% over	8,200,800
Accetable Range	0

Sub Total	$209,362.23
Total	**$209,362.23**

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	$676,611	$1,048,153	$1,872,956
10M-14.99M	$510,306	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	$1,254,186	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