

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 12/14/2017

Game #	2008	Confirmed Packs	67,007
Game Name	Season's Greetings	Active Packs	14,563
Quantity Printed	4,650,680	Warehouse Packs	29,441
Price Point	\$10	Returned Packs	30
Start Date	11/6/2017	Printed Payout Percentage	70.02%
Top Prize	\$ 250,000	Percent Sold	45.11%
Number of Top Prizes Remaining	0	Number of Weeks Out	5

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 1,421,062	Actual ticket production costs
Prize payout expense	\$ 16,605,520	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 18,026,582

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 20,979,217	Based on # of tkts printed, times % sold from DaVinci report, times the price point
-----------------	---------------	---

Total Estimated Benefits \$ 20,979,217

Excess of Revenue over Expended \$ 2,952,635

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	\$	3,809,220
Next week	\$	4,224,710
Next week	\$	4,622,150
Avg Weekly Sales Current Game	\$	4,218,693
Avg Weekly Sales \$10; 5M Qty	\$	2,379,881
Percentage Of Variance In Sales		-77%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2008	Printed Payout Percentage	70.02%
Game Name	Season's Greetings	Actual Payout Percentage	79.15%
Percent Sold	45.11%	Number of Weeks Out	5
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			20

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):

Not Required

All Top Prizes Claimed

Proc _____ Date _____

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

Lottery Operations Division Director _____

Not Required

All Top Prizes Claimed

Controlle _____ Date _____

Executiv _____ Date _____

Bowersock, Dale

From: WebsiteSupport@lottery.state.tx.us
Sent: Thursday, December 14, 2017 5:34 AM
To: ProductsNewZTP
Subject: ZTP Occurrence: Date 12/13/2017

All top prizes for the following game(s) have been claimed as of 12/13/2017.

Game Number	Game Name	Price	Prize Amount	Prizes Printed	Prizes Claimed	Pending Top Claims	Pending Top Claims Count	Prizes Remaining	Sales Begin Date	Pre-Call Date	Call Date	Sales End Date	Last Top Prize Claimed Date
2008	Season's Greetings	\$10	\$250,000	4	4	0	0	0	11/6/2017				12/13/2017

The Last Top Prize Claimed Date only reflects prizes claimed at a Texas Lottery® claim center. If the final top prize was validated at a retail location that validation date will not be reflected on this report.



Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales		
														12/18/17	12/21/17	11/25/17
Baseline	1878	\$1	854,700	CASH ON THE SPOT	9/18/17			12	0.00%	0	0	4,961	76	\$0	\$0	\$0
	2019	\$1	9,298,950	FAST \$50S	12/4/17			1	4.43%	20,175	9,249	24,991	4	\$401,977.00	\$9,750.00	\$0
	1804	\$1	829,650	LUCKY STARS	9/18/17			12	0.00%	0	0	3,832	46	\$0	\$0	\$0
	1857	\$1	30,420,450	WEEKLY HALF GRAND	10/2/17			10	24.67%	19,281	9,864	119,133	13	\$693,206.00	\$746,203.00	\$705,880.00
	2007	\$1	26,926,720	\$5 POUCH - HOLIDAY	11/6/17			5	19.62%	58,116	19,564	182,423	263	\$1,055,738.75	\$1,185,787.50	\$1,266,937.50
	2003	\$2	7,342,000	VETERANS CASH	10/16/17			8	39.03%	15,154	8,072	10,372	23	\$774,620.00	\$1,003,844.00	\$623,832.00
	1871	\$5	15,075,300	\$100,000 BING-O-RAMA	10/2/17			10	21.82%	17,350	9,078	127,137	4	\$1,391,020.00	\$1,523,065.00	\$1,648,040.00
	2010	\$5	7,326,675	\$500 FRENZY	12/4/17			1	7.26%	26,642	10,577	45,251	8	\$2,625,215.00	\$34,875.00	\$0
	1862	\$5	18,021,075	BONUS BREAK THE BANK	11/29/17			1	0.55%	17,277	4,644	209,441	4	\$476,260.00	\$21,285.00	\$0
	2000	\$5	8,197,425	DIA DE LOS MUERTOS	9/18/17			12	56.15%	9,965	5,846	30,138	39	\$890,625.00	\$1,107,200.00	\$1,257,370.00
	1891	\$5	8,444,025	STRIKE IT RICH	11/15/17			3	15.90%	22,309	10,197	58,605	4	\$1,649,530.00	\$2,102,615.00	\$2,135,060.00
	2011	\$10	6,082,250	\$50 OR \$100!	11/15/17			3	27.57%	26,290	7,876	45,408	8	\$4,222,570.00	\$4,928,470.00	\$5,442,120.00
	1885	\$10	26,550,900	MEGA LOTERIA	9/18/17			12	15.67%	26,079	8,805	405,425	5	\$3,834,820.00	\$3,902,440.00	\$4,008,350.00
	2008	\$10	4,650,880	SEASON'S GREETINGS	11/6/17			5	45.11%	67,007	14,563	29,441	30	\$3,809,220.00	\$4,224,710.00	\$4,622,150.00
	2014	\$20	9,178,150	MEGA 7S	12/4/17			1	2.41%	29,245	8,403	310,676	6	\$4,360,720.00	\$55,000.00	\$0
	2002	\$20	5,959,050	ULTIMATE CROSSWORD/BINGO	10/2/17			10	24.13%	23,262	6,576	146,706	24	\$2,200,480.00	\$2,297,000.00	\$2,497,880.00
	1899	\$50	3,634,340	TEXAS LOTTERY PLATINUM	10/16/17			8	15.76%	16,511	5,808	127,010	20	\$3,527,700.00	\$3,856,950.00	\$3,744,650.00
Mature	1626	\$1	1,091,250	DID I WIN?	9/12/14			168	0.00%	0	0	690	65	\$0	\$0	\$0
	1881	\$1	8,089,500	TEXAS A&M UNIVERSITY	8/21/17			16	57.19%	8,988	4,256	7,857	90	\$216,839.00	\$245,298.00	\$236,432.00
	1884	\$1	20,558,550	TEXAS LOTTERY RED	9/5/17			14	34.96%	14,849	7,958	63,140	9	\$464,991.00	\$509,324.00	\$487,911.00
	1880	\$1	8,199,750	THE UNIVERSITY OF TEXAS	8/21/17			16	68.23%	9,389	4,708	1,255	55	\$241,874.00	\$281,729.00	\$262,375.00
	1858	\$2	39,846,125	BREAK THE BANK	5/11/17			30	45.05%	19,170	10,277	139,612	6	\$1,342,870.00	\$1,419,410.00	\$1,426,462.00
	1861	\$2	34,912,250	INSTANT BINGO	5/11/17			32	45.10%	15,936	9,376	123,325	9	\$1,026,162.00	\$1,069,282.00	\$1,060,396.00
	1793	\$2	38,037,250	WEEKLY GRAND	9/19/16			64	83.84%	15,637	10,171	18,756	4	\$919,408.00	\$979,022.00	\$1,011,772.00
	1868	\$3	35,655,625	BONUS CASHWORD	3/6/17			40	63.96%	16,325	7,492	73,749	3	\$1,668,642.00	\$1,674,075.00	\$1,671,894.00
	1806	\$3	41,524,725	TEXAS LOTERIA	3/14/17			39	41.90%	24,665	10,264	280,233	7	\$1,361,742.00	\$1,396,056.00	\$1,438,200.00
	1895	\$3	8,990,500	TEXAS LOTTERY BLUE	9/5/17			14	40.80%	11,004	6,051	23,129	181	\$657,813.00	\$725,457.00	\$738,570.00
	1794	\$5	25,316,700	\$5 SET FOR LIFE	3/21/16			90	57.35%	3,885	2,303	136,132	6	\$484,810.00	\$487,660.00	\$507,130.00
	1840	\$5	8,009,700	7	8/7/17			18	74.44%	7,201	4,658	13,384	24	\$793,730.00	\$907,405.00	\$999,350.00
	1855	\$5	9,912,300	COWBOYS	8/21/17			16	36.37%	8,740	5,584	67,603	27	\$675,565.00	\$747,415.00	\$849,455.00

Liability for 2008 / for Life to Date

Product Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 10/11/2017 - 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	\$10.00	239512	\$2,395,120.00	225596	\$2,255,960.00	48.50%	2255765
2	2	N/A	\$20.00	178299	\$3,565,980.00	170625	\$3,412,500.00	48.90%	2274198
3	3	N/A	\$20.00	77814	\$1,556,280.00	77174	\$1,543,480.00	49.79%	2315737
4	4	N/A	\$20.00	97930	\$1,958,600.00	95740	\$1,914,800.00	49.43%	2299045
5	0	N/A	\$40.00	15658	\$626,320.00	15344	\$613,760.00	49.49%	2301788
6	0	N/A	\$40.00	15402	\$616,080.00	15590	\$623,600.00	50.30%	2339445
7	0	N/A	\$40.00	10725	\$429,000.00	10613	\$424,520.00	49.74%	2313134
8	0	N/A	\$50.00	11793	\$589,650.00	11474	\$573,700.00	49.31%	2293458
9	0	N/A	\$50.00	7669	\$383,450.00	7839	\$391,950.00	50.55%	2350830
10	0	N/A	\$50.00	6912	\$345,600.00	7233	\$361,650.00	51.13%	2378110
11	0	N/A	\$100.00	3422	\$342,200.00	3371	\$337,100.00	49.62%	2307881
12	0	N/A	\$100.00	3346	\$334,600.00	3443	\$344,300.00	50.71%	2358564
13	0	N/A	\$100.00	3891	\$389,100.00	3876	\$387,600.00	49.90%	2320849
14	0	N/A	\$100.00	3910	\$391,000.00	3857	\$385,700.00	49.66%	2309472
15	0	N/A	\$100.00	3906	\$390,600.00	3835	\$383,500.00	49.54%	2304012
16	0	N/A	\$200.00	1904	\$380,800.00	1802	\$360,400.00	48.62%	2261339
17	0	N/A	\$200.00	1393	\$278,600.00	1524	\$304,800.00	52.25%	2429769
18	0	N/A	\$200.00	1453	\$290,600.00	1464	\$292,800.00	50.19%	2334108
19	0	N/A	\$200.00	1428	\$285,600.00	1472	\$294,400.00	50.76%	2360621
20	0	N/A	\$500.00	93	\$46,500.00	100	\$50,000.00	51.81%	2409678
21	0	N/A	\$500.00	67	\$33,500.00	87	\$43,500.00	56.49%	2627332
22	0	N/A	\$500.00	197	\$98,500.00	186	\$93,000.00	48.56%	2258554
23	0	N/A	\$500.00	65	\$32,500.00	49	\$24,500.00	42.98%	1998976
24	0	N/A	\$1,000.00	26	\$26,000.00	20	\$20,000.00	43.48%	2022034
25	0	N/A	\$1,000.00	29	\$29,000.00	20	\$20,000.00	40.82%	1898236
26	0	N/A	\$1,000.00	21	\$21,000.00	23	\$23,000.00	52.27%	2431037
27	0	N/A	\$1,000.00	33	\$33,000.00	15	\$15,000.00	31.25%	1453337
28	0	N/A	\$10,000.00	6	\$60,000.00	5	\$50,000.00	45.45%	2113945
29	0	N/A	\$10,000.00	3	\$30,000.00	6	\$60,000.00	66.67%	3100453
30	0	N/A	\$250,000.00	0	\$0.00	4	\$1,000,000.00	100.00%	4650679
Totals:				686907	\$15,959,180.00	662,387	\$16,605,520.00		

2-Oct-17

TEXAS LOTTERY COMMISSION
 "SEASON'S GREETINGS" - GAME NO. 2008
 PRIZE STRUCTURE

VERSION B

GET	PRIZE	A	B	C	D	E	F
\$10	\$ 20	2 = \$ 20	2 = \$ 20	4 = \$ 40	0 = \$ -	0 = \$ -	4 = \$ 40
\$20	\$ 20	1 = \$ 20	2 = \$ 40	2 = \$ 40	2 = \$ 40	2 = \$ 40	0 = \$ -
\$10 x 2	\$ 20	1 = \$ 20	1 = \$ 20	0 = \$ -	1 = \$ 20	0 = \$ -	1 = \$ 20
\$10 DBL	\$ 20	1 = \$ 20	0 = \$ -	0 = \$ -	1 = \$ 20	2 = \$ 40	1 = \$ 20
		5 = \$ 80	5 = \$ 80	6 = \$ 80	4 = \$ 80	4 = \$ 80	6 = \$ 80

Note: There will not be more than 7 winners per pack.

No.

12/14/17

Game Name
Season's Greetings

Game No
2008

Inv No.
8505707

Vendor
PBL

TLC PO #
362-17-9010 RL034

Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
4,650,680	4,650.680	\$306.99	\$1,427,712.25
Delivered			
Ordered			
4,650,680			
4,560,000			
2% under	4,468,800		
2% over	4,651,200		
Acceptable Range			
0			
Lump Sum Charges-Hole Drilling			\$4,250.00
Sanctions			\$10,900.00
Total			\$1,421,062.25

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