

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

**Scratch Ticket Information**

Date Completed 10/24/2018

Game #	2021	Confirmed Packs	9,414
Game Name	\$1,000,000 Big Money	Active Packs	4,826
Quantity Printed	9,179,100	Warehouse Packs	186,272
Price Point	\$20	Returned Packs	37
Start Date	1/2/2018	Printed Payout Percentage	74.94%
Top Prize	\$ 1,000,000	Percent Sold	44.86%
Number of Top Prizes Remaining	3	Number of Weeks Out	42

**Current Game Sales Analysis**

**TANGIBLE COSTS**

**Expenditure Impact:**

Cost to print tickets	\$ 109,128	Actual ticket production costs
Prize payout expense	\$ 60,682,590	Data from Instant Ticket Tier Liability screen in ES
<b>Estimated Direct Costs</b>	<b>\$ 60,791,718</b>	

**TANGIBLE BENEFITS**

**Revenue Impact:**

Estimated sales	\$ 82,354,885	Based on # of tkts printed, times % sold from DaVinci report, times the price point
<b>Total Estimated Benefits</b>	<b>\$ 82,354,885</b>	

**Excess of Revenue over Expended \$ 21,563,167**

**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	\$	1,044,360
Next week	\$	1,053,100
Next week	\$	1,067,900
<b>Avg Weekly Sales Current Game</b>	<b>\$</b>	<b>1,055,120</b>
<b>Avg Weekly Sales \$20; &gt;9M Qty*</b>	<b>\$</b>	<b>3,781,160</b>
<b>Percentage Of Variance In Sales</b>		<b>72%</b>

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

**Instant Ticket Information**

Game #	2021	Printed Payout Percentage	74.94%
Game Name	\$1,000,000 Big Money	Actual Payout Percentage	73.68%
Percent Sold	44.86%	Number of Weeks Out	42
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.*			41

\* Only one game at this level with 85% sell through.

**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 Boursack*      10/24/18  
Instant Product Coordinator      Date

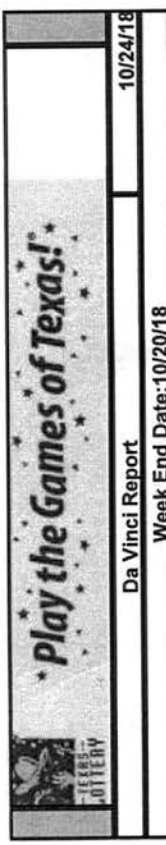
*[Signature]*      10/26/18  
Products Manager      Date

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

*[Signature]*      10-29-18  
Lottery Operations Division Director      Date

*Kathy Pyra*      10/31/2018  
Controller      Date

*[Signature]*      10/31/18  
Executive Director      Date



**Da Vinci Report**  
**Week End Date: 10/20/18**  
**10/24/18**

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														10/20/18	10/13/18	10/6/18	9/29/18
Mature	1871	\$5	15,075,300	\$100,000 BING-O-RAMA	10/21/17			55	88.79%	11,437	6,440	2,534	16	\$902,750.00	\$874,175.00	\$899,850.00	\$886,310.00
	1837	\$5	7,040,775	\$100,000 JACKPOT	6/18/18			18	87.05%	5,874	3,167	1,431	108	\$714,265.00	\$828,370.00	\$919,625.00	\$962,770.00
	1859	\$5	22,450,575	CROSSWORD CONNECT	6/28/17			68	86.96%	11,628	6,060	18,968	15	\$1,231,990.00	\$1,210,565.00	\$1,213,865.00	\$1,218,430.00
	2049	\$5	7,334,250	FROGGER	6/27/18			16	64.07%	9,184	5,323	18,040	141	\$731,295.00	\$732,530.00	\$764,820.00	\$741,325.00
	2061	\$5	7,335,675	LION'S SHARE	6/4/18			20	63.95%	3,443	2,002	27,488	713	\$334,045.00	\$389,530.00	\$439,035.00	\$488,290.00
	2013	\$5	21,411,450	LUCKY 75	12/18/17			44	84.19%	5,473	2,967	35,179	20	\$786,815.00	\$902,850.00	\$941,455.00	\$884,035.00
	2032	\$5	7,706,850	PHARAOH'S GOLD	5/21/18			22	56.23%	3,180	1,815	37,543	878	\$273,925.00	\$277,920.00	\$322,060.00	\$383,565.00
	1877	\$5	40,544,550	SUPER LOTERIA	12/11/17			45	72.84%	23,850	9,779	108,753	8	\$3,256,905.00	\$3,325,725.00	\$3,267,930.00	\$3,291,540.00
	1844	\$5	7,192,125	THE MONEY GAME	5/7/18			24	67.01%	2,944	1,689	24,867	684	\$237,575.00	\$263,665.00	\$285,925.00	\$340,265.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16			116	77.22%	8,334	3,597	115,900	16	\$992,120.00	\$1,074,030.00	\$1,125,590.00	\$1,122,780.00
	2046	\$10	8,311,000	50X THE CASH	5/7/18			24	83.66%	17,170	6,147	1,584	8	\$1,865,840.00	\$2,000,120.00	\$2,084,760.00	\$2,097,090.00
	2076	\$10	9,170,500	CASINO ACTION SUPER TICKET	6/27/18			16	36.81%	13,718	7,939	91,144	191	\$1,766,790.00	\$1,783,950.00	\$1,922,280.00	\$1,786,080.00
	2018	\$10	14,595,550	SUPER 75	1/2/18			42	82.60%	8,962	3,569	36,214	19	\$1,312,250.00	\$1,478,500.00	\$1,599,210.00	\$1,489,320.00
	2075	\$10	6,076,350	THE GLITTER IS GOLD	7/16/18			14	60.59%	12,590	5,389	27,602	26	\$1,452,900.00	\$1,594,120.00	\$1,827,970.00	\$1,828,470.00
	2021	\$20	9,179,100	\$1,000,000 BIG MONEY	1/2/18			42	44.86%	9,414	4,826	186,272	37	\$1,044,360.00	\$1,053,100.00	\$1,067,900.00	\$943,100.00
	1884	\$20	7,155,300	\$100 MILLION TEXAS RICHES	2/5/18			37	68.05%	8,915	3,901	76,617	33	\$1,219,140.00	\$1,240,600.00	\$1,399,080.00	\$1,483,220.00
	1671	\$20	34,144,850	\$500,000,000 CASH	5/18/15			179	40.84%	7,050	2,959	795,693	36	\$976,740.00	\$1,008,060.00	\$984,120.00	\$1,078,720.00
	2047	\$20	9,177,950	100X THE CASH	4/2/18			29	62.27%	20,166	7,216	108,261	15	\$2,643,940.00	\$2,723,060.00	\$2,923,940.00	\$3,057,300.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			75	27.87%	10,874	4,999	983,090	29	\$1,543,980.00	\$1,528,120.00	\$1,658,700.00	\$1,698,660.00
	2014	\$20	9,178,150	MEGA 75	12/4/17			46	82.80%	11,018	4,095	45,747	17	\$1,670,480.00	\$1,774,860.00	\$1,924,180.00	\$2,007,920.00
	2067	\$20	7,123,800	STACKS OF CASH	7/16/18			14	32.64%	16,747	7,203	165,535	16	\$2,121,060.00	\$2,258,720.00	\$2,610,620.00	\$2,874,500.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			31	14.72%	17,278	7,904	1,134,586	18	\$3,562,860.00	\$3,573,870.00	\$3,940,400.00	\$3,982,410.00
	2057	\$50	3,611,100	200X THE CASH	6/18/18			18	38.83%	13,806	5,899	88,199	18	\$3,502,150.00	\$3,418,250.00	\$3,590,400.00	\$3,570,200.00
	2030	\$50	3,670,680	ULTIMATE 75	2/19/18			35	64.95%	8,605	3,852	50,118	29	\$2,290,400.00	\$2,239,950.00	\$2,327,650.00	\$2,334,150.00
Out of Wareh	2064	\$1	8,937,750	DOUBLE DOUBLER	8/6/18			11	80.22%	5,946	4,101	0	136	\$344,217.00	\$413,820.00	\$566,424.00	\$617,638.00
	2063	\$5	5,613,825	50X FAST CASH	8/6/18			11	67.55%	15,563	5,967	0	476	\$906,075.00	\$1,076,845.00	\$1,214,755.00	\$1,422,625.00
Sold/Closing	2058	\$1	9,295,500	BLACKJACK	6/4/18	11/4/18	12/19/18	20	92.97%	905	633	8	1,513	\$46,982.00	\$55,453.00	\$76,197.00	\$95,124.00
	2037	\$1	9,299,250	SOME LIKE IT HOT	4/2/18	9/9/18	10/24/18	29	91.75%	4	0	0	4,199	-\$1,509.00	\$162.00	\$2,450.00	\$3,967.00
	2050	\$1	9,301,650	SUPER 95	6/27/18	11/4/18	12/19/18	16	94.21%	888	657	0	773	\$64,645.00	\$82,104.00	\$114,175.00	\$135,553.00
	1883	\$2	7,082,375	A CUT ABOVE	3/19/18	10/14/18	11/28/18	31	84.59%	359	233	1,550	5,141	\$20,548.00	\$54,694.00	\$65,334.00	\$66,552.00
	2009	\$2	7,076,375	BLING	2/19/18	9/9/18	10/24/18	35	78.24%	5	1	5,030	6,070	-\$6,038.00	-\$994.00	-\$3,956.00	-\$136.00
	2054	\$2	7,205,875	CRAZY CASH MULTIPLIER	4/16/18	11/4/18	12/19/18	27	88.59%	1,676	946	152	1,986	\$84,600.00	\$109,384.00	\$122,972.00	\$129,534.00

**Liability for 2021 / for Life to Date**

Product Status:  
Active

SmartCash Enabled:  
N/A

Validation Range: 09/24/2017 - 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	348008	\$6,960,160.00	263862	\$5,277,240.00	43.12%	3958382
2	2	N/A	\$25.00	347917	\$8,697,925.00	264103	\$6,602,575.00	43.15%	3961027
3	3	N/A	\$50.00	312717	\$15,635,850.00	238027	\$11,901,350.00	43.22%	3967131
4	4	N/A	\$50.00	203459	\$10,172,950.00	163695	\$8,184,750.00	44.58%	4092486
5	0	N/A	\$75.00	12961	\$972,075.00	10011	\$750,825.00	43.58%	4000172
6	0	N/A	\$75.00	62836	\$4,712,700.00	50058	\$3,754,350.00	44.34%	4070078
7	0	N/A	\$75.00	33938	\$2,545,350.00	27326	\$2,049,450.00	44.60%	4094216
8	0	N/A	\$100.00	10919	\$1,091,900.00	8232	\$823,200.00	42.98%	3945608
9	0	N/A	\$100.00	61906	\$6,190,600.00	48896	\$4,889,600.00	44.13%	4050660
10	0	N/A	\$100.00	42540	\$4,254,000.00	33894	\$3,389,400.00	44.34%	4070392
11	0	N/A	\$150.00	6494	\$974,100.00	5001	\$750,150.00	43.51%	3993447
12	0	N/A	\$150.00	36356	\$5,453,400.00	29046	\$4,356,900.00	44.41%	4076574
13	0	N/A	\$150.00	8471	\$1,270,650.00	6830	\$1,024,500.00	44.64%	4097330
14	0	N/A	\$200.00	433	\$86,600.00	334	\$66,800.00	43.55%	3997156
15	0	N/A	\$200.00	2136	\$427,200.00	1699	\$339,800.00	44.30%	4066568
16	0	N/A	\$200.00	6021	\$1,204,200.00	4692	\$938,400.00	43.80%	4020193
17	0	N/A	\$200.00	2117	\$423,400.00	1679	\$335,800.00	44.23%	4059986
18	0	N/A	\$500.00	222	\$111,000.00	159	\$79,500.00	41.73%	3830648
19	0	N/A	\$500.00	4294	\$2,147,000.00	3423	\$1,711,500.00	44.36%	4071538
20	0	N/A	\$500.00	432	\$216,000.00	340	\$170,000.00	44.04%	4042608
21	0	N/A	\$500.00	423	\$211,500.00	347	\$173,500.00	45.06%	4136555
22	0	N/A	\$1,000.00	2	\$2,000.00	3	\$3,000.00	60.00%	5507460
23	0	N/A	\$1,000.00	14	\$14,000.00	9	\$9,000.00	39.13%	3591821
24	0	N/A	\$1,000.00	2	\$2,000.00	6	\$6,000.00	75.00%	6884325
25	0	N/A	\$1,000.00	12	\$12,000.00	5	\$5,000.00	29.41%	2699735
26	0	N/A	\$10,000.00	4	\$40,000.00	2	\$20,000.00	33.33%	3059699
27	0	N/A	\$10,000.00	7	\$70,000.00	7	\$70,000.00	50.00%	4589549
28	0	N/A	\$1,000,000.00	3	\$3,000,000.00	3	\$3,000,000.00	50.00%	4589549
Totals:				1504644	\$76,898,560.00	1,161,689	\$60,682,590.00		

NO. OF TICKETS: 9,179,100  
 NO. POOLS: 76  
 PACK SIZE: 25  
 PACKS/POOL: 4,800  
 PACKS/GAME: 367,164  
 9,179,100

TEXAS LOTTERY COMMISSION  
 "51,000,000 BIG MONEY" - GAME NO. 2021  
 END OF PRODUCTION PRIZE STRUCTURE  
 13-Sep-17  
 VERSION A

Minimum: 8,820,000  
 Maximum: 9,180,000

PRIZE LEVEL	PRIZE CODE	TIER	GET	# OF WAYS TO WIN	ODDS OF 1 IN	WINNERS IN POOLS	76	25	120,000	PRIZE COST	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVELS
1	L	\$20	1	1	15.00	611,870	1,667	1,667	8,000,000	\$12,237,400	8.89%	
2	G	\$25	1	1	15.00	612,020	1,667	1,667	8,000,000	\$15,300,500	11.12%	
3	G	\$50	1	1	16.67	\$50,744	1,500	1,500	7,200,000	\$27,537,200	20.02%	LOW TIER
4	G	\$25 x 2	2	2	399.58	367,154	1,000	1,000	4,800,000	\$18,357,700	13.34%	53.37%
5	M	\$75	1	1	81.31	112,894	0.307	0.307	1,475	\$8,467,050	6.15%	
6	M	\$25**	1	1	149.83	61,264	0.167	0.167	800	\$4,594,800	3.34%	
7	M	\$25 + \$50	2	2	479.30	19,151	0.052	0.052	250	\$1,915,100	1.39%	
8	M	\$100	1	1	82.84	110,802	0.302	0.302	1,450	\$11,080,200	8.05%	
9	M	\$20**5X**	2	2	120.09	76,434	0.208	0.208	1,000	\$7,643,400	5.56%	
10	M	\$25**T** + \$25	1	1	798.53	11,495	0.031	0.031	150	\$1,724,250	1.25%	
11	M	\$150	2	2	140.35	65,402	0.178	0.178	855	\$9,810,300	7.13%	
12	M	\$25**5X** + \$25	4	4	599.90	15,301	0.042	0.042	200	\$2,295,150	1.67%	
13	M	\$25**T** + \$25 x 3	1	1	1,967.54	767	0.002	0.002	10	\$153,400	0.11%	
14	M	\$200	1	1	2,393.51	3,835	0.010	0.010	50	\$767,000	0.56%	
15	M	\$20**5X** + \$20 x 5	6	6	856.82	10,713	0.029	0.029	140	\$2,142,600	1.56%	
16	M	\$20**10X**	3	3	2,418.10	3,796	0.010	0.010	50	\$759,200	0.55%	
17	M	\$25**T** + \$25 + \$100	1	1	24,092.13	381	0.001	0.001	5	\$190,500	0.14%	
18	M	\$500	1	1	1,189.46	7,717	0.021	0.021	101	\$3,858,500	2.80%	
19	M	\$50**10X**	2	2	11,890.03	772	0.002	0.002	10	\$386,000	0.28%	
20	M	\$25 x 20	5	5	11,920.91	770	0.002	0.002	10	\$385,000	0.28%	MID TIER
21	M	\$50 x 2 + \$100 x 2 + \$200	1	1	1,835,820.00	5	0.000	0.000	0.0654	\$5,000	0.00%	42.08%
22	H	\$1,000	1	1	399,091.30	23	0.000	0.000	0.3007	\$23,000	0.02%	
23	H	\$100**10X**	14	14	1,147,387.50	8	0.000	0.000	0.1046	\$8,000	0.01%	
24	H	\$50 x 11 + \$100 + \$200 + \$50**T**	16	16	\$39,947.06	17	0.000	0.000	0.2222	\$17,000	0.01%	
25	H	\$50 x 15 + \$50**5X**	1	1	1,529,850.00	6	0.000	0.000	0.0784	\$60,000	0.04%	
26	H	\$10,000	1	1	655,650.00	14	0.000	0.000	0.1830	\$140,000	0.10%	
27	H	\$150 x 59 + \$75 x 9 + \$25 + \$50 + \$200 x 2	72	72	1,529,850.00	6	0.000	0.000	0.0784	\$6,000,000	4.36%	
28	H	\$1,000,000	1	1	3.44	2,666,333	7.26	7.26	34,857,033	\$ 137,581,150	100.00%	100.00%
					3.4426							

PAYOUT % 74.94%

REVENUE \$183,582,000 PRIZE FUND \$137,581,150

\$20 TICKETS 15,000

\* Each of the following GLEPS will be used in approximately 16.67% of each pack of 25 tickets.  
 \*\* Numbers are rounded.  
 \*\*\* This number of prizes is guaranteed delivery to the Lottery  
 \*\*\*\* Low Tier = \$20, G-Tier = \$25 - \$50, Mid-Tier = \$100 - \$599, High Tier = \$600+ (Used for Validation)

NOTE: "T" = WIN TRIPLE THE PRIZE BY REVEALING A SSS PLAY SYMBOL OR BY REVEALING THREE (3) MATCHING PLAY SYMBOLS IN GAME 7  
 NOTE: "5X" = WIN 5 TIMES THE PRIZE BY REVEALING A 5X PLAY SYMBOL.  
 NOTE: "10X" = WIN 10 TIMES THE PRIZE BY REVEALING A 10X PLAY SYMBOL.

Consolidated odds are 1 in:

\$20	611,870
\$25	612,020
\$50	917,898
\$75	197,130
\$100	206,387
\$150	92,198
\$200	19,111
\$500	9,640
\$1,000	53
\$10,000	458,955.00
\$1,000,000	20
	6
	2,666,333

No.

09/26/17

Game Name \$1,000,000 Big Money Game No 2021 Inv No 8505430 Vendor PBL TLC PO # 362-17-9010.RL035

Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
9,179,100	9,179,100	\$118.86	\$109,127.82
Delivered	9,179,100		
Ordered	9,000,000		
2% under	8,820,000		
2% over	9,180,000		
Acceptable Range	0		
<b>Total</b>			<b>\$109,127.82</b>

Instant Ticket Game Analysis  
8/28/16-8/25/18

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point					Print Quantities	Price Point				
	\$1	\$2	\$3	\$5	\$7		\$10	\$20	\$25	\$30	\$50
< 5M	None	Week 12*	None	None	None	2M	None	None	None	None	None
5M-9.99M	Week 16	Week 18	Week 17	Week 19	None	3M	None	None	None	None	Week 52*
10M-14.99M	Week 21	None	None	Week 16*	None	4M	None	None	None	None	None
15M-19.99M	None	None	Week 32*	Week 52*	None	5M	None	Week 33*	None	None	None
20M-24.99M	None	Week 34*	None	None	None	6M	Week 15	None	None	None	None
25M-29.99M	None	None	None	None	None	7M	None	Week 49*	None	None	None
30M-34.99M	Week 41	Week 57*	None	None	None	8M	None	None	None	None	None
>35M	None	Week 60	Week 64	Week 52*	None	>9M	Week 33	Week 41*	None	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Price Point					Print Quantities	Price Point				
	\$1	\$2	\$3	\$5	\$7		\$10	\$20	\$25	\$30	\$50
< 5M	None	\$714,918	None	None	None	2M	None	None	None	None	None
5M-9.99M	\$515,035	\$758,306	\$1,248,375	\$1,874,253	None	3M	None	None	None	None	\$2,913,384
10M-14.99M	\$466,349	None	None	\$2,919,843	None	4M	None	None	None	None	None
15M-19.99M	None	None	\$1,302,836	\$1,508,375	None	5M	None	\$2,578,733	None	None	None
20M-24.99M	None	\$1,078,385	None	None	None	6M	\$3,483,559	None	None	None	None
25M-29.99M	None	None	None	None	None	7M	None	\$2,502,908	None	None	None
30M-34.99M	\$632,952	\$1,039,084	None	None	None	8M	None	None	None	None	None
>35M	None	\$1,119,742	\$1,583,593	\$3,361,809	None	>9M	\$3,182,478	\$3,781,160	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