

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

10/4/2018

Game #	2058	Confirmed Packs	2,322
Game Name	Blackjack	Active Packs	1,251
Quantity Printed	9,295,500	Warehouse Packs	8
Price Point	\$1	Returned Packs	628
Start Date	6/4/2018	Printed Payout Percentage	60.02%
Top Prize	\$ 500	Percent Sold	90.84%
Number of Top Prizes Remaining	8	Number of Weeks Out	17

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 90,910	Actual ticket production costs
Prize payout expense	\$ 4,730,680	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 4,821,590

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 8,444,032	Based on # of tkts printed, times % sold from DaVinci report, times the price point
-----------------	--------------	---

Total Estimated Benefits \$ 8,444,032

Excess of Revenue over Expended \$ 3,622,442

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	\$	95,124
Next week	\$	116,744
Next week	\$	168,706
Avg Weekly Sales Current Game	\$	126,858
Avg Weekly Sales \$1; 5M - 9.9M Qty	\$	515,035
Percentage Of Variance In Sales		75%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	<u>2058</u>	Printed Payout Percentage	<u>60.02%</u>
Game Name	<u>Blackjack</u>	Actual Payout Percentage	<u>56.02%</u>
Percent Sold	<u>90.84%</u>	Number of Weeks Out	<u>17</u>
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			<u>16</u>

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):

Dale Bousack 10/4/18
Instant Product Coordinator Date

R. L. ... 10/4/18
Products Manager Date

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

Lottery Operations Division Director

Cont.

**Not Required
>85% Sold**

Executive Director

Date

Play the Games of Texas!

TEXAS
LOTTERY

Da Vinci Report

10/1/18

Week End Date: 9/29/18

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	9/29/18	9/22/18	9/15/18	9/8/18
Mature	1837	\$5	7,040,775	\$100,000 JACKPOT	6/18/18			15	79.31%	9,521	4,414	3,239	14	\$962,770.00	\$984,785.00	\$1,157,415.00	\$1,405,140.00
	1862	\$5	18,021,075	BONUS BREAK THE BANK	11/29/17			43	86.33%	14,855	7,984	7,285	4	\$1,439,645.00	\$1,395,460.00	\$1,461,350.00	\$1,574,935.00
	1859	\$5	22,450,575	CROSSWORD CONNECT	6/28/17			65	83.29%	12,174	5,981	29,009	9	\$1,218,430.00	\$1,159,220.00	\$1,290,350.00	\$1,332,175.00
	2049	\$5	7,334,250	FROGGER	6/27/18			13	57.22%	11,468	6,720	21,109	3	\$741,325.00	\$805,560.00	\$898,350.00	\$1,012,580.00
	2061	\$5	7,335,675	LION'S SHARE	6/4/18			17	60.45%	5,434	3,161	27,671	234	\$488,290.00	\$495,120.00	\$617,840.00	\$688,065.00
	2013	\$5	21,411,450	LUCKY 75	12/18/17			41	81.43%	7,180	3,712	40,135	8	\$884,035.00	\$908,420.00	\$982,735.00	\$1,063,135.00
	2032	\$5	7,708,850	PHARAOH'S GOLD	5/21/18			19	53.71%	4,984	2,698	37,632	120	\$383,565.00	\$430,165.00	\$499,450.00	\$527,115.00
	1877	\$5	40,544,550	SUPER LOTERIA	12/11/17			42	67.29%	25,168	10,038	135,598	4	\$3,291,540.00	\$3,190,845.00	\$3,398,215.00	\$3,461,710.00
	1844	\$5	7,192,125	THE MONEY GAME	5/7/18			21	64.56%	4,423	2,463	25,070	12	\$340,265.00	\$338,000.00	\$400,520.00	\$422,955.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16			113	75.86%	8,798	3,860	121,948	15	\$1,122,780.00	\$1,080,410.00	\$1,220,100.00	\$1,291,320.00
	2046	\$10	8,311,000	50X THE CASH	5/7/18			21	75.62%	18,432	6,625	12,402	0	\$2,097,090.00	\$2,087,060.00	\$2,282,840.00	\$2,533,210.00
	2076	\$10	9,170,500	CASINO ACTION SUPER TICKET	6/27/18			13	30.08%	15,962	7,880	98,878	17	\$1,786,080.00	\$1,736,770.00	\$1,823,590.00	\$1,939,880.00
	1885	\$10	26,550,900	MEGA LOTERIA	9/18/17			54	87.33%	22,246	8,504	31,485	5	\$4,069,990.00	\$4,010,010.00	\$4,355,990.00	\$4,596,940.00
	2018	\$10	14,595,550	SUPER 75	1/2/18			39	79.30%	10,761	4,193	43,033	15	\$1,489,320.00	\$1,499,930.00	\$1,569,540.00	\$1,846,300.00
	2021	\$20	9,179,100	\$1,000,000 BIG MONEY	1/2/18			39	42.89%	10,408	4,802	191,966	17	\$943,100.00	\$954,380.00	\$954,040.00	\$1,024,540.00
	1884	\$20	7,155,300	\$100 MILLION TEXAS RICHES	2/5/18			34	65.00%	10,034	4,793	82,477	23	\$1,483,220.00	\$1,428,000.00	\$1,544,180.00	\$1,515,820.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			176	40.35%	6,983	2,984	802,138	29	\$1,078,720.00	\$1,030,880.00	\$1,051,280.00	\$1,037,060.00
	2047	\$20	9,177,950	100X THE CASH	4/2/18			26	57.18%	20,343	7,969	124,943	8	\$3,057,300.00	\$2,905,620.00	\$3,000,580.00	\$3,113,840.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			72	27.10%	11,004	5,437	992,468	15	\$1,898,660.00	\$1,556,580.00	\$1,573,280.00	\$1,611,240.00
Out of Wareh	2014	\$20	9,178,150	MEGA 75	12/4/17			43	79.51%	11,669	4,621	55,883	5	\$2,007,920.00	\$1,938,740.00	\$2,049,920.00	\$2,035,180.00
	2002	\$20	5,959,050	ULTIMATE CROSSWORD/BINGO	10/2/17			52	87.16%	9,575	4,093	13,924	31	\$1,386,240.00	\$1,423,700.00	\$1,526,720.00	\$1,562,040.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			28	13.49%	18,316	8,006	1,148,959	6	\$3,982,410.00	\$3,888,150.00	\$4,069,560.00	\$4,328,730.00
	2057	\$50	3,611,100	200X THE CASH	6/18/18			15	32.26%	14,284	5,896	98,647	25	\$3,570,200.00	\$3,510,850.00	\$3,694,950.00	\$3,733,900.00
	1899	\$50	3,634,340	TEXAS LOTTERY PLATINUM	10/16/17			50	67.34%	5,290	2,372	49,903	21	\$1,220,550.00	\$1,246,450.00	\$1,236,350.00	\$1,289,500.00
	2030	\$50	3,670,680	ULTIMATE 75	2/19/18			32	60.73%	9,256	4,025	56,397	16	\$2,334,150.00	\$2,285,900.00	\$2,352,700.00	\$2,362,450.00
	2064	\$1	8,937,750	DOUBLE DOUBLER	8/6/18			8	63.86%	12,076	7,830	36	28	\$617,638.00	\$654,451.00	\$659,670.00	\$798,825.00
	1848	\$5	8,098,800	25X THE MONEY	7/16/18			11	82.86%	11,144	5,727	4	52	\$1,798,920.00	\$1,994,390.00	\$2,347,275.00	\$2,808,540.00
	2063	\$5	5,613,825	50X FAST CASH	8/6/18			8	54.91%	22,994	8,554	3	54	\$1,422,625.00	\$1,484,215.00	\$1,609,355.00	\$1,841,660.00
	2058	\$1	9,295,500	BLACKJACK	6/4/18			17	90.84%	2,322	1,251	8	628	\$95,124.00	\$116,744.00	\$168,706.00	\$219,285.00
Sold/Closing	2037	\$1	9,295,250	SOME LIKE IT HOT	4/2/18			26	91.74%	106	95	0	3,627	\$3,967.00	\$9,046.00	\$25,646.00	\$37,952.00
	2050	\$1	9,301,650	SUPER 95	6/27/18			13	91.14%	2,376	1,791	0	67	\$135,553.00	\$177,620.00	\$247,389.00	\$345,359.00
	1893	\$2	7,092,375	A CUT ABOVE	3/19/18			28	83.57%	1,093	833	1,550	4,439	\$66,552.00	\$70,568.00	\$76,698.00	\$79,562.00

Da Vinci

Liability for 2058 / for Life to DateProduct Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 05/08/2018 - 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	\$1.00	184866	\$184,866.00	744608	\$744,608.00	80.11%	7446688
2	2	N/A	\$2.00	55507	\$111,014.00	254401	\$508,802.00	82.09%	7630601
3	3	N/A	\$2.00	49850	\$99,700.00	259980	\$519,960.00	83.91%	7799903
4	4	N/A	\$5.00	4936	\$24,680.00	26048	\$130,240.00	84.07%	7814652
5	5	N/A	\$5.00	4105	\$20,525.00	26861	\$134,305.00	86.74%	8063244
6	6	N/A	\$5.00	8671	\$43,355.00	53299	\$266,495.00	86.01%	7994850
7	7	N/A	\$10.00	9287	\$92,870.00	52683	\$526,830.00	85.01%	7902450
8	8	N/A	\$10.00	7956	\$79,560.00	54014	\$540,140.00	87.16%	8102100
9	9	N/A	\$15.00	2275	\$34,125.00	13213	\$198,195.00	85.31%	7930103
10	10	N/A	\$15.00	3886	\$58,290.00	27100	\$406,500.00	87.46%	8129737
11	11	N/A	\$15.00	3613	\$54,195.00	27371	\$410,565.00	88.34%	8211565
12	0	N/A	\$40.00	150	\$6,000.00	825	\$33,000.00	84.62%	7865423
13	0	N/A	\$40.00	232	\$9,280.00	1713	\$68,520.00	88.07%	8186730
14	0	N/A	\$40.00	200	\$8,000.00	1728	\$69,120.00	89.63%	8331236
15	0	N/A	\$100.00	56	\$5,600.00	413	\$41,300.00	88.06%	8185589
16	0	N/A	\$100.00	49	\$4,900.00	422	\$42,200.00	89.60%	8328452
17	0	N/A	\$100.00	75	\$7,500.00	554	\$55,400.00	88.08%	8187133
18	0	N/A	\$500.00	8	\$4,000.00	69	\$34,500.00	89.61%	8329733
Totals:				335722	\$848,460.00	1,545,302	\$4,730,680.00		

Prize Structure

TEXAS LOTTERY
GAME NO 2058 "BLACKJACK"
January 8, 2018 - VERSION A

ORIGINAL ORDER

Order Quantity: 9,295,500 Pack Size: 150 Pool Size: 240,000 Winners: 1,881,024 Prize Fund: \$5,579,140.00 Total Payout
Price Point: \$1.00 Packs/Game: 61,970 Number of Pools: 38.73 Non-winners: 7,414,476 Payout: 60.02%
Revenue: \$9,295,500.00 Packs/Pool: 1,600 Overall Odds: 4.9417

Kind	Wins	Tier Level	Get	Win	Value	Odds (1 in)	Winners		Total Prize Cost	% Prize Fund	
							Pack	Pool			
Low Tiers											
01	1	L	\$1	\$1	\$1.00	10.0008	15.00	24,000.00	929,474	\$929,474.00	16.66%
02	1	L	\$2	\$2	\$2.00	29.9844	5.00	8,000.00	309,908	\$619,816.00	11.11%
03	2	L	\$1 x 2	\$2	\$2.00	30.0019	5.00	8,000.00	309,830	\$619,660.00	11.11%
				Total (\$2.00):		14.9991	10.00	16,000.00	619,738	\$1,239,476.00	22.22%
04	1	L	\$5	\$5	\$5.00	300.0097	0.50	800.00	30,984	\$154,920.00	2.78%
05	3	L	(\$2 x 2) + \$1	\$5	\$5.00	300.1841	0.50	800.00	30,966	\$154,830.00	2.78%
06	4	L	(\$1 x 3) + \$2	\$5	\$5.00	150.0000	1.00	1,600.00	61,970	\$309,860.00	5.55%
				Total (\$5.00):		75.0121	2.00	3,200.00	123,920	\$619,600.00	11.11%
07	1	L	\$10	\$10	\$10.00	150.0000	1.00	1,600.00	61,970	\$619,700.00	11.11%
08	4	L	\$5 + (\$2 x 2) + \$1	\$10	\$10.00	150.0000	1.00	1,600.00	61,970	\$619,700.00	11.11%
				Total (\$10.00):		75.0000	2.00	3,200.00	123,940	\$1,239,400.00	22.21%
09	1	L	\$15	\$15	\$15.00	600.1743	0.25	400.00	15,488	\$232,320.00	4.16%
10	2	L	\$10 + \$5	\$15	\$15.00	299.9903	0.50	800.00	30,986	\$464,790.00	8.33%
11	5	L	(\$5 x 2) + (\$2 x 2) + \$1	\$15	\$15.00	300.0097	0.50	800.00	30,984	\$464,760.00	8.33%
				Total (\$15.00):		120.0070	1.25	2,000.00	77,458	\$1,161,870.00	20.83%
				Total (Low Tiers):		4.9588	30.25	48,400.00	1,874,530	\$5,189,820.00	93.02%
Mid Tiers											
12	1	M	\$40	\$40	\$40.00	9533.8462	0.02	25.00	975	\$39,000.00	0.70%
13	5	M	\$15 + \$10 + (\$5 x 3)	\$40	\$40.00	4779.1774	0.03	50.00	1,945	\$77,800.00	1.39%
14	4	M	(\$15 x 2) + (\$5 x 2)	\$40	\$40.00	4821.3174	0.03	50.00	1,928	\$77,120.00	1.38%
				Total (\$40.00):		1917.3886	0.08	125.00	4,848	\$193,920.00	3.48%
15	1	M	\$100	\$100	\$100.00	19819.8294	0.01	12.00	469	\$46,900.00	0.84%
16	4	M	(\$40 x 2) + (\$10 x 2)	\$100	\$100.00	19735.6688	0.01	12.00	471	\$47,100.00	0.84%
17	5	M	\$40 + (\$20 x 2) + (\$10 x 2)	\$100	\$100.00	14778.2194	0.01	16.00	629	\$62,900.00	1.13%
				Total (\$100.00):		5924.4742	0.03	40.00	1,569	\$156,900.00	2.81%
18	1	M	\$500	\$500	\$500.00	120720.7792	0.00	2.00	77	\$38,500.00	0.69%
				Total (Mid Tiers):		1431.3982	0.10	167.00	6,454	\$389,320.00	6.98%
				Total:		4.9417	30.35	48,567.00	1,881,024	\$5,579,140.00	100.00%

SHIPMENT # 1
COMPLETE
POOLS # 1-47

9295500

929474

309908

309830

30984

30966

61970

61970

61970

15488

30986

30984

975

1945

1928

469

471

629

77

No.

10/01/18

Game Name
Blackjack

Game No
2058

Inv No.
1032425

Vendor
SGI

TLC PO #
362-18-9019 RL009

Description/Tickets Delivered Qty		Units per 1000	Unit Price	Amount
9,295,500		9,295.50	\$9.78	\$90,909.99
Delivered		9,295,500		
Ordered		9,120,000		
2% under		8,937,600		
2% over		9,302,400		
Acceptable Range		0		
Sub Total				\$90,909.99
Total				\$90,909.99

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	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