

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

5/21/2019

Game #	2100	Confirmed Packs	13,526
Game Name	Million Dollar Loteria	Active Packs	3,780
Quantity Printed	5,999,350	Warehouse Packs	995
Price Point	\$20	Returned Packs	2,470
Start Date	11/5/2018	Printed Payout Percentage	75.15%
Top Prize	\$ 1,000,000	Percent Sold	90.00%
Number of Top Prizes Remaining	0	Number of Weeks Out	28

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 298,202	Actual ticket production costs
Prize payout expense	\$ 8,823,980	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs **\$ 9,122,182**

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 107,988,300	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 107,988,300	

Excess of Revenue over Expended **\$ 98,866,118**

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	\$	1,465,180
Next week	\$	1,674,160
Next week	\$	2,050,600
Avg Weekly Sales Current Game	\$	1,729,980
Avg Weekly Sales \$20; 5M - 9.9M Qty	\$	2,300,088
Percentage Of Variance In Sales		25%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2100	Printed Payout Percentage	75.15%
Game Name	Million Dollar Loteria	Actual Payout Percentage	8.17%
Percent Sold	90.00%	Number of Weeks Out	28
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			42

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 _____
NOT REQUIRED

ALL TOP PRIZES CLAIMED
F _____
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
C _____
Executive Director _____
Date _____



Play the Games of Texas!

Da Vinci Report

Week End Date: 5/18/19

5/21/19

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	5/18/19	5/11/19	5/4/19	4/27/19
Mature	2110	\$5	7,340,250	5X EL DINERO	12/17/18			22	80.61%	3,991	2,535	10,787	504	\$355,025.00	\$390,205.00	\$483,815.00	\$452,600.00
	2042	\$5	11,373,825	BONUS BALL BINGO	10/29/18			29	62.93%	12,605	8,060	32,752	6	\$1,166,400.00	\$1,134,820.00	\$1,205,365.00	\$1,145,850.00
	2121	\$5	7,029,000	LADY LUCK	2/4/19			15	86.22%	6,430	4,889	199	26	\$918,765.00	\$967,765.00	\$1,178,485.00	\$1,131,170.00
	2055	\$5	7,342,200	LUCKY 75 HUNT	12/1/19			17	77.58%	6,753	3,948	9,177	337	\$636,905.00	\$691,320.00	\$797,505.00	\$810,675.00
	2082	\$5	22,519,650	SUPER CROSSWORD	11/26/18			25	35.57%	14,584	8,004	167,300	14	\$1,625,510.00	\$1,632,025.00	\$1,705,105.00	\$1,579,995.00
	2074	\$5	40,124,625	SUPER LOTERIA	11/21/19			17	29.78%	28,076	11,197	328,399	13	\$4,004,600.00	\$4,066,720.00	\$4,229,175.00	\$3,968,285.00
	2056	\$10	28,522,850	\$200 MILLION CASH EXPLOSION	9/4/18			37	30.54%	11,734	4,630	376,517	24	\$1,415,980.00	\$1,431,070.00	\$1,588,160.00	\$1,332,110.00
	2113	\$10	13,160,250	100X	1/7/19			19	72.07%	23,790	9,398	34,978	16	\$3,670,970.00	\$3,928,010.00	\$4,598,860.00	\$4,198,100.00
	2084	\$10	26,555,050	MEGA LOTERIA	10/1/18			33	59.36%	27,883	9,878	170,368	5	\$5,067,490.00	\$5,130,340.00	\$5,556,990.00	\$5,050,160.00
	2093	\$20	7,344,000	\$100 OR \$200	10/1/18			33	53.96%	11,055	4,607	116,193	22	\$1,513,480.00	\$1,541,880.00	\$1,909,040.00	\$1,742,480.00
	2107	\$20	8,987,375	200X	12/3/18			24	59.78%	23,044	8,272	108,313	25	\$3,065,740.00	\$3,204,540.00	\$3,863,200.00	\$3,608,080.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			105	34.34%	11,220	5,108	891,981	25	\$1,679,260.00	\$1,724,980.00	\$1,824,020.00	\$1,603,680.00
	2077	\$20	5,075,275	MILLIONAIRE CLUB	12/17/18			22	38.84%	13,092	5,211	103,581	45	\$1,041,960.00	\$1,124,980.00	\$1,254,080.00	\$1,173,180.00
	2100	\$20	5,999,350	MILLION DOLLAR LOTERIA	11/5/18			28	90.00%	13,526	3,780	995	2,470	\$1,465,180.00	\$1,674,160.00	\$2,050,600.00	\$2,204,680.00
	2067	\$20	7,123,800	STACKS OF CASH	7/16/18			44	56.62%	6,248	3,122	112,457	14	\$759,620.00	\$790,640.00	\$951,660.00	\$875,840.00
Out of Wareh	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			61	22.26%	9,010	4,841	1,042,837	22	\$2,137,830.00	\$2,206,620.00	\$2,369,610.00	\$2,126,130.00
	2114	\$30	5,971,025	300X	1/7/19			19	49.08%	20,195	7,838	89,870	14	\$3,504,990.00	\$3,750,480.00	\$4,110,630.00	\$3,930,150.00
	2057	\$50	3,611,100	200X THE CASH	6/18/18			48	77.54%	6,768	3,299	28,649	15	\$2,064,000.00	\$1,957,000.00	\$2,119,400.00	\$1,972,750.00
	2104	\$50	4,564,740	WINNING MILLIONS	11/14/18			26	48.26%	10,987	5,914	98,282	31	\$3,856,350.00	\$3,834,900.00	\$4,086,450.00	\$3,723,900.00
	2123	\$1	9,135,600	CASH PAYOUT	4/1/19			7	51.99%	16,176	11,202	20	47	\$690,803.00	\$679,145.00	\$775,412.00	\$743,273.00
	2130	\$1	9,177,150	FIND THE 9S	3/4/19			11	85.69%	4,240	3,138	0	97	\$258,116.00	\$351,932.00	\$488,034.00	\$557,471.00
	2151	\$2	6,959,000	777	3/18/19			9	74.80%	6,982	5,825	0	63	\$802,318.00	\$953,410.00	\$1,075,728.00	\$1,035,020.00
Sold/Closing	2071	\$1	9,052,050	LUCKY DOG	1/7/19	5/19/19	7/3/19	19	96.87%	295	283	0	976	\$24,411.00	\$29,494.00	\$44,295.00	\$47,145.00
	2117	\$1	9,106,650	SUPER 75 JACKPOT	2/4/19	6/9/19	7/24/19	15	91.79%	1,687	1,514	0	552	\$111,651.00	\$135,649.00	\$180,185.00	\$201,475.00
	2101	\$2	7,308,625	HOLIDAY CASH DROP	11/14/18	4/3/19	5/18/19	26	90.28%	0	0	0	4,879	-\$3,820.00	-\$5,588.00	-\$6,978.00	-\$12,548.00
	2081	\$3	35,675,375	DOUBLE BONUS CROSSWORD	3/15/18	4/29/19	6/13/19	61	98.58%	277	51	0	1,997	\$9,975.00	\$41,799.00	\$115,047.00	\$165,795.00
	2098	\$3	6,095,000	HOLIDAY WORD BLAST	11/5/18	4/14/19	5/29/19	28	86.81%	28	2	0	5,398	-\$13,311.00	-\$22,653.00	-\$37,944.00	-\$79,854.00
	2017	\$5	10,241,100	BONUS BREAK THE BANK	10/15/18			31	93.05%	4,329	1,950	340	1,637	\$409,085.00	\$532,115.00	\$759,865.00	\$915,055.00
	2069	\$5	9,910,350	COWBOYS	8/20/18	4/14/19	5/29/19	39	52.80%	19	4	57,872	3,685	-\$2,700.00	\$1,690.00	\$6,195.00	\$14,820.00
	2092	\$5	5,136,450	DIA DE LOS MUERTOS	10/1/18	4/14/19	5/29/19	33	72.43%	17	4	9,964	8,108	-\$10,525.00	-\$11,325.00	-\$8,825.00	-\$15,595.00
	2070	\$5	5,581,950	HOUSTON TEXANS	8/20/18	4/14/19	5/29/19	39	53.41%	13	5	30,961	2,809	-\$9,855.00	-\$9,600.00	-\$11,740.00	-\$30,445.00
	2102	\$5	7,213,875	MONEY MADNESS	11/14/18	5/19/19	7/3/19	26	75.49%	946	976	17,719	2,838	\$190,530.00	\$208,945.00	\$268,745.00	\$270,795.00

NO. OF TICKETS:	5,999,350	MINIMUM QTY:	5,880,000
NO. POOLS:	49.99	MAXIMUM QTY:	6,120,000
PACK SIZE:	25		
PACKS/POOL:	4,800		
PACKS/GAME:	239,974		

TEXAS LOTTERY COMMISSION
"MILLION DOLLAR LOTERIA" - GAME NUMBER 2100
END OF PRODUCTION PRIZE STRUCTURE

TICKETS		\$119,987,000 - REVENUE		PRIZE FUND - \$90,168,730		PAYOUT % - 75.148749%				
	WINS	ODDS OF 1 IN:	WINNERS IN 49.99 POOLS	WINNERS IN 25 (PER PACK*)	WINNERS IN 120,000 (PER POOL)	PRIZE COST	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVELS **		
\$20		50.02	119,934	0.50	2,400	\$ 2,398,680	2.66%	LOW TIER 15.97%		
\$20		24.99	240,070	1.00	4,800	\$ 4,801,400	5.32%			
\$20		16.66	360,014	1.50	7,200	\$ 7,200,280	7.99%			
\$30		100.14	59,910	0.25	1,200	\$ 1,797,300	1.99%			
\$30		49.98	120,039	0.50	2,400	\$ 3,601,170	3.99%			
\$30		50.02	119,935	0.50	2,400	\$ 3,598,050	3.99%			
\$30		99.95	60,025	0.25	1,200	\$ 1,800,750	2.00%		"G" TIERS 13.97%	
\$30		99.95	60,024	0.25	1,200	\$ 1,800,720	2.00%			
\$40		1,201.31	4,994	-	100	\$ 199,760	0.22%			
\$40		598.92	10,017	-	200	\$ 400,680	0.44%			
\$40		600.96	9,983	-	200	\$ 399,320	0.44%			
\$40		299.41	20,037	-	400	\$ 801,480	0.89%			
\$40		399.40	15,021	-	300	\$ 600,840	0.67%			
\$40		399.50	15,017	-	300	\$ 600,680	0.67%			
\$40		597.19	10,046	-	200	\$ 401,840	0.45%			
\$40		300.63	19,956	-	400	\$ 798,240	0.89%			
\$40		400.87	14,966	-	300	\$ 598,640	0.66%			
\$50		1,203.72	4,984	-	100	\$ 249,200	0.28%			
\$50		300.03	19,996	-	400	\$ 999,800	1.11%			
\$50		149.58	40,107	-	800	\$ 2,005,350	2.22%			
\$50		171.48	34,985	-	700	\$ 1,749,250	1.94%			
\$50		120.17	49,924	-	1,000	\$ 2,496,200	2.77%			
\$50		133.43	44,964	-	900	\$ 2,248,200	2.49%			
\$50		133.28	45,014	-	900	\$ 2,250,700	2.50%			
\$100		1,001.73	5,989	-	120	\$ 598,900	0.66%			
\$100		119.98	50,002	-	1,000	\$ 5,000,200	5.55%			
\$100		299.74	20,015	-	400	\$ 2,001,500	2.22%			
\$100		100.11	59,930	-	1,200	\$ 5,993,000	6.65%			
\$100		299.29	20,045	-	400	\$ 2,004,500	2.22%			
\$100		100.03	59,978	-	1,200	\$ 5,997,800	6.65%			
\$150		748.24	8,018	-	160	\$ 1,202,700	1.33%			
\$150		239.80	25,018	-	500	\$ 3,752,700	4.16%			
\$150		400.09	14,995	-	300	\$ 2,249,250	2.49%			
\$200		4,123.26	1,455	-	29	\$ 291,000	0.32%			
\$200		1,212.48	4,948	-	100	\$ 989,600	1.10%			
\$200		1,203.72	4,984	-	100	\$ 996,800	1.11%			
\$200		1,200.59	4,997	-	100	\$ 999,400	1.11%			
\$200		400.01	14,998	-	300	\$ 2,999,600	3.33%			
\$250		2,323.53	2,582	-	52	\$ 645,500	0.72%			
\$250		917.19	6,541	-	130	\$ 1,635,250	1.81%			
\$250		924.40	6,490	-	130	\$ 1,622,500	1.80%			
\$500		109,079.09	55	-	1	\$ 27,500	0.03%			
\$500		8,085.38	742	-	15	\$ 371,000	0.41%			
\$500		4,795.64	1,251	-	25	\$ 625,500	0.69%			
\$500		8,195.83	732	-	15	\$ 366,000	0.41%	MID TIER 63.40%		
\$1,000		119,987.00	50	-	1	\$ 50,000	0.06%			
\$1,000		39,995.67	150	-	3	\$ 150,000	0.17%			
\$1,000		119,987.00	50	-	1	\$ 50,000	0.06%			
\$1,000		39,995.67	150	-	3	\$ 150,000	0.17%			
\$5,000		1,499,837.50	4	-	-	\$ 20,000	0.02%			
\$5,000		157,877.63	38	-	-	\$ 190,000	0.21%			
\$5,000		157,877.63	38	-	-	\$ 190,000	0.21%			
\$20,000		2,999,675.00	2	-	-	\$ 40,000	0.04%			
\$20,000		1,499,837.50	4	-	-	\$ 80,000	0.09%			
\$20,000		1,499,837.50	4	-	-	\$ 80,000	0.09%			
\$1,000,000		1,199,870.00	5 ***	-	-	\$ 5,000,000	5.55%	HIGH TIER 6.66%		
2 Decimals:		3.31	1,814,222	4.75	36,285	\$ 90,168,730	100.00%	100.00%		
4 Decimals:		3.3068								

TEXAS LOTTERY COMMISSION
"MILLION DOLLAR LOTERIA" - GAME NUMBER 2100
END OF PRODUCTION PRIZE STRUCTURE

Consolidated Odds 1 in:

	I in Odds	Total # of Winners
\$20	8.33	720,018
\$30	14.29	419,933
\$40	49.98	120,037
\$50	25.00	239,974
\$100	27.78	215,959
\$150	124.91	48,031
\$200	191.17	31,382
\$250	384.25	15,613
\$500	2,158.04	2,780
\$1,000	14,998.38	400
\$5,000	74,991.88	80
\$20,000	599,935.00	10
\$1,000,000	1,199,870.00	5
	1,814,222	

PRIZE	GAME 1	GAME 2	GAME 3	GAME 4
\$20	\$20 or	\$20 or	\$20	-
\$20	-	(\$10 x 2) or	(\$10 x 2)	-
\$20	-	\$10	\$10	-
\$30	\$30 or	\$30 or	\$30	-
\$30	\$20	-	\$10	-
\$30	-	\$10 x 2	\$10	-
\$30	\$20	\$10	-	-
\$30	-	-	\$10 x 3	-

	A	B	C	D
1	=	\$ 20	0 - \$ 0	1 - \$ 20
0	=	\$ 0	3 - \$ 60	0 - \$ 0
1	=	\$ 20	2 - \$ 40	1 - \$ 20
1	=	\$ 30	0 - \$ 0	2 - \$ 40
0	=	\$ 0	1 - \$ 30	0 - \$ 0
1	=	\$ 30	0 - \$ 0	0 - \$ 0
0	=	\$ 0	0 - \$ 0	1 - \$ 30
0	=	\$ 0	0 - \$ 0	1 - \$ 30
0	=	\$ 0	1 - \$ 30	0 - \$ 0
4	=	\$100	6 - \$130	5 - \$120

* Each of the following GLEPS will be used in approximately 25% of each pack of tickets.
 ** Numbers are rounded.
 *** This exact number of prizes is guaranteed delivery to TLC.
 **** The \$30 prize level will be programmed as a G-Tier.
 ***** The calculation used for Low-Tiers in the validation tier levels column includes both "Low" and "G-Tiers".
 Note: There will be no more than 11 winners per pack.

No.

05/21/19

Game Name	Game No	Inv No.	Vendor	TLC PO #
Million Dollar Loteria	2100	90103553	IGT	362-18-9009 RL035

Units per 1000	Unit Price	Amount
5,999.35	\$50.21	\$301,227.36
		\$301,227.36

Description/Tickets Delivered Qty
5,999,350

Delivered	5,999,350
Ordered	6,000,000

2% under	5,880,000
2% over	6,120,000

Acceptable Range	0
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Sub Total	\$301,227.36
Less Sanction	\$3,025.00
Total	\$298,202.36

Liability for 2100 / for Today

Product Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 10/04/2018 - 12/31/2037

Outstanding Prizes

Tier	Ref	SmartCash	Tier Value	Count	Amount	Tickets Paid Today	Amount Paid Today	% paid	Est. Tickets Sold
1	1	N/A	\$20.00	13323	\$266,460.00	59	\$1,180.00	88.89%	5332905
2	2	N/A	\$20.00	24677	\$493,540.00	115	\$2,300.00	89.72%	5382671
3	3	N/A	\$20.00	36896	\$737,920.00	168	\$3,360.00	89.75%	5384507
4	4	N/A	\$30.00	6613	\$198,390.00	29	\$870.00	88.96%	5337128
5	5	N/A	\$30.00	12163	\$364,890.00	53	\$1,590.00	89.87%	5391463
6	6	N/A	\$30.00	12029	\$360,870.00	58	\$1,740.00	89.97%	5397639
7	7	N/A	\$30.00	6061	\$181,830.00	37	\$1,110.00	89.90%	5393568
8	8	N/A	\$30.00	6007	\$180,210.00	26	\$780.00	89.99%	5398955
9	0	N/A	\$40.00	520	\$20,800.00	1	\$40.00	89.59%	5374667
10	0	N/A	\$40.00	970	\$38,800.00	5	\$200.00	90.32%	5418400
11	0	N/A	\$40.00	1022	\$40,880.00	3	\$120.00	89.76%	5385172
12	0	N/A	\$40.00	2002	\$80,080.00	11	\$440.00	90.01%	5399924
13	0	N/A	\$40.00	1485	\$59,400.00	8	\$320.00	90.11%	5406244
14	0	N/A	\$40.00	1520	\$60,800.00	7	\$280.00	89.88%	5392104
15	0	N/A	\$40.00	1024	\$40,960.00	5	\$200.00	89.81%	5387829
16	0	N/A	\$40.00	1999	\$79,960.00	6	\$240.00	89.98%	5398392
17	0	N/A	\$40.00	1491	\$59,640.00	3	\$120.00	90.04%	5401659
18	0	N/A	\$50.00	534	\$26,700.00	0	\$0.00	89.29%	5356562
19	0	N/A	\$50.00	1986	\$99,300.00	7	\$350.00	90.07%	5403495
20	0	N/A	\$50.00	3958	\$197,900.00	20	\$1,000.00	90.13%	5407298
21	0	N/A	\$50.00	3429	\$171,450.00	19	\$950.00	90.20%	5411333
22	0	N/A	\$50.00	4935	\$246,750.00	23	\$1,150.00	90.11%	5406312
23	0	N/A	\$50.00	4490	\$224,500.00	17	\$850.00	90.01%	5400268
24	0	N/A	\$50.00	4411	\$220,550.00	18	\$900.00	90.20%	5411463
25	0	N/A	\$100.00	713	\$71,300.00	5	\$500.00	88.09%	5285117
26	0	N/A	\$100.00	5581	\$558,100.00	22	\$2,200.00	88.84%	5329729
27	0	N/A	\$100.00	2121	\$212,100.00	9	\$900.00	89.40%	5363595
28	0	N/A	\$100.00	6123	\$612,300.00	33	\$3,300.00	89.78%	5386401
29	0	N/A	\$100.00	2070	\$207,000.00	6	\$600.00	89.67%	5379811
30	0	N/A	\$100.00	6162	\$616,200.00	21	\$2,100.00	89.73%	5382990
31	0	N/A	\$150.00	806	\$120,900.00	3	\$450.00	89.95%	5396272
32	0	N/A	\$150.00	2557	\$383,550.00	10	\$1,500.00	89.78%	5386177
33	0	N/A	\$150.00	1569	\$235,350.00	7	\$1,050.00	89.54%	5371608
34	0	N/A	\$200.00	201	\$40,200.00	1	\$200.00	86.19%	5170573
35	0	N/A	\$200.00	555	\$111,000.00	3	\$600.00	88.78%	5326423
36	0	N/A	\$200.00	508	\$101,600.00	3	\$600.00	89.81%	5387859
37	0	N/A	\$200.00	507	\$101,400.00	2	\$400.00	89.85%	5390650
38	0	N/A	\$200.00	1507	\$301,400.00	5	\$1,000.00	89.95%	5396534
39	0	N/A	\$250.00	260	\$65,000.00	1	\$250.00	89.93%	5395232
40	0	N/A	\$250.00	685	\$171,250.00	0	\$0.00	89.53%	5371073
41	0	N/A	\$250.00	639	\$159,750.00	1	\$250.00	90.15%	5408658
42	0	N/A	\$500.00	8	\$4,000.00	0	\$0.00	85.45%	5126717
43	0	N/A	\$500.00	83	\$41,500.00	0	\$0.00	88.81%	5328263
44	0	N/A	\$500.00	126	\$63,000.00	1	\$500.00	89.93%	5395098
45	0	N/A	\$500.00	83	\$41,500.00	1	\$500.00	88.66%	5319095
46	0	N/A	\$1,000.00	11	\$11,000.00	0	\$0.00	78.00%	4679493
47	0	N/A	\$1,000.00	15	\$15,000.00	1	\$1,000.00	90.00%	5399415
48	0	N/A	\$1,000.00	6	\$6,000.00	0	\$0.00	88.00%	5279428
49	0	N/A	\$1,000.00	16	\$16,000.00	0	\$0.00	89.33%	5359419
50	0	N/A	\$5,000.00	1	\$5,000.00	0	\$0.00	75.00%	4499512
51	0	N/A	\$5,000.00	3	\$15,000.00	0	\$0.00	92.11%	5525717
52	0	N/A	\$5,000.00	5	\$25,000.00	0	\$0.00	86.84%	5209961
53	0	N/A	\$20,000.00	1	\$20,000.00	0	\$0.00	50.00%	2999675
54	0	N/A	\$20,000.00	1	\$20,000.00	0	\$0.00	75.00%	4499512
55	0	N/A	\$20,000.00	1	\$20,000.00	0	\$0.00	75.00%	4499512
56	0	N/A	\$1,000,000.00	0	\$0.00	1	\$1,000,000.00	100.00%	5999350
Totals:				186469	\$8,823,980.00	834	\$1,037,990.00		

Instant Ticket Game Analysis
2/26/17-2/23/19

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point					Print Quantities	Price Point			
	\$1	\$2	\$3	\$5			\$10	\$20	\$30	\$50
< 5M	None	Week 12*	None	None		2M	None	None	None	None
5M-9.99M	Week 15	Week 18	Week 18	Week 17		3M	None	None	None	Week 52*
10M-14.99M	Week 20	None	None	Week 16*		4M	None	None	None	None
15M-19.99M	Week 23	None	Week 32*	Week 48		5M	None	Week 42	None	None
20M-24.99M	None	None	None	Week 57		6M	Week 22	None	None	None
25M-29.99M	Week 58*	None	None	None		7M	None	Week 49*	None	None
30M-34.99M	Week 41*	Week 57*	None	None		8M	Week 25*	None	None	None
>35M	None	Week 55*	Week 57	Week 53*		>9M	Week 43	Week 49*	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Price Point					Print Quantities	Price Point			
	\$1	\$2	\$3	\$5			\$10	\$20	\$30	\$50
< 5M	None	\$714,918	None	None		2M	None	None	None	None
5M-9.99M	\$543,741	\$753,911	\$1,037,655	\$2,105,631		3M	None	None	None	\$2,913,384
10M-14.99M	\$527,618	None	None	\$2,919,843		4M	None	None	None	None
15M-19.99M	\$633,249	None	\$1,302,836	\$1,502,081		5M	None	\$2,300,088	None	None
20M-24.99M	None	None	None	\$1,710,701		6M	\$2,715,030	None	None	None
25M-29.99M	\$438,898	None	None	None		7M	None	\$2,502,908	None	None
30M-34.99M	\$629,856	\$1,039,084	None	None		8M	\$2,822,095	None	None	None
>35M	None	\$1,243,302	\$1,731,457	\$3,256,460		>9M	\$2,847,773	\$3,190,792	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