

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

4/3/2019

Game #	2101	Confirmed Packs	585
Game Name	Holiday Cash Drop	Active Packs	269
Quantity Printed	7,308,625	Warehouse Packs	-
Price Point	\$2	Returned Packs	3,534
Start Date	11/14/2018	Printed Payout Percentage	64.98%
Top Prize	\$ 30,000	Percent Sold	90.89%
Number of Top Prizes Remaining	0	Number of Weeks Out	19

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 355,953	Actual ticket production costs
Prize payout expense	\$ 8,017,675	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs **\$ 8,373,628**

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 13,285,619	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 13,285,619	

Excess of Revenue over Expended **\$ 4,911,991**

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	\$	28,916
Next week	\$	39,532
Next week	\$	41,636
Avg Weekly Sales Current Game	\$	36,695
Avg Weekly Sales \$2; 5M - 9.9M Qty	\$	758,306
Percentage Of Variance In Sales		95%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2101	Printed Payout Percentage	64.98%
Game Name	Holiday Cash Drop	Actual Payout Percentage	60.35%
Percent Sold	90.89%	Number of Weeks Out	19
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			18

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:
Zero Top Prize**

Date

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

Lottery Operations Division Director

Controller

**Not Required:
Zero Top Prize**

Executive

Date



Play the Games of Texas!

Da Vinci Report

Week End Date: 3/30/19

4/3/19

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														3/30/19	3/23/19	3/16/19	3/9/19
Mature	2017	\$5	10,241,100	BONUS BREAK THE BANK	10/15/18			24	81.16%	14,458	9,167	588	21	\$1,507,485.00	\$1,548,480.00	\$1,575,930.00	\$1,605,005.00
	2102	\$5	7,213,875	MONEY MADNESS	11/14/18			19	70.29%	5,140	3,033	18,446	455	\$465,885.00	\$504,390.00	\$553,540.00	\$628,345.00
	2106	\$5	7,339,125	MULTIPLIER MANIA	12/3/18			17	67.27%	6,997	3,821	19,063	359	\$593,440.00	\$631,985.00	\$686,970.00	\$787,270.00
	2082	\$5	22,519,650	SUPER CROSSWORD	11/26/18			18	25.83%	15,677	7,985	196,679	29	\$1,766,760.00	\$1,697,305.00	\$1,755,150.00	\$1,757,275.00
	2056	\$10	28,522,850	\$200 MILLION CASH EXPLOSION	9/4/18			30	27.13%	10,003	3,999	399,712	35	\$1,550,870.00	\$1,515,910.00	\$1,503,540.00	\$1,615,370.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16			139	86.23%	6,980	3,804	65,768	35	\$1,177,820.00	\$1,145,710.00	\$1,152,750.00	\$1,219,090.00
	2083	\$10	12,068,050	\$250,000 50X CASHWORD	9/17/18			28	87.92%	18,885	7,911	175	23	\$3,779,840.00	\$3,689,180.00	\$3,637,010.00	\$3,958,450.00
	2103	\$10	7,342,800	CASH BLAST	10/15/18			24	83.39%	9,771	4,583	7,674	61	\$1,512,500.00	\$1,495,350.00	\$1,565,650.00	\$1,763,770.00
	2084	\$10	26,555,050	MEGA LOTERIA	10/1/18			26	45.88%	27,645	10,339	244,471	23	\$5,734,720.00	\$5,575,550.00	\$5,548,420.00	\$5,471,360.00
	2096	\$10	4,651,020	SEASON'S GREETINGS	11/14/18			19	65.52%	5,431	785	48,111	21,686	\$97,380.00	\$133,100.00	\$152,260.00	\$214,820.00
	2093	\$20	7,344,000	\$100 OR \$200	10/1/18			26	46.02%	13,655	5,416	136,065	87	\$1,958,260.00	\$1,833,300.00	\$1,823,780.00	\$1,919,920.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			202	44.19%	6,166	2,845	750,921	41	\$1,122,100.00	\$1,096,200.00	\$1,033,800.00	\$1,066,920.00
	2047	\$20	9,177,950	100X THE CASH	4/2/18			52	89.00%	13,052	5,490	19,305	33	\$1,961,660.00	\$1,891,820.00	\$1,873,280.00	\$1,927,100.00
	2107	\$20	8,987,375	200X	12/3/18			17	46.09%	22,802	9,228	158,251	28	\$4,363,600.00	\$4,308,480.00	\$4,279,660.00	\$4,339,640.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			98	32.72%	9,492	4,810	917,364	39	\$1,634,080.00	\$1,553,420.00	\$1,566,800.00	\$1,611,620.00
	2077	\$20	5,075,275	MILLIONAIRE CLUB	12/17/18			15	30.99%	16,714	5,652	115,609	92	\$1,360,620.00	\$1,399,040.00	\$1,424,940.00	\$1,547,880.00
	2100	\$20	5,999,350	MILLION DOLLAR LOTERIA	11/5/18			21	75.79%	25,577	8,582	20,862	40	\$4,192,660.00	\$4,133,320.00	\$4,038,600.00	\$4,194,800.00
	2067	\$20	7,123,800	STACKS OF CASH	7/16/18			37	52.55%	6,899	3,450	123,208	48	\$983,180.00	\$928,540.00	\$918,160.00	\$1,000,940.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			54	20.80%	10,040	5,001	1,061,541	75	\$2,340,270.00	\$2,308,560.00	\$2,234,610.00	\$2,170,710.00
	2057	\$50	3,611,100	200X THE CASH	6/18/18			41	70.06%	7,591	3,437	41,404	55	\$2,168,650.00	\$2,154,000.00	\$2,154,550.00	\$2,236,550.00
2030	\$50	3,670,680	ULTIMATE 7S	2/19/18			58	85.95%	5,355	2,402	16,680	42	\$1,584,600.00	\$1,572,350.00	\$1,543,550.00	\$1,634,700.00	
2104	\$50	4,564,740	WINNING MILLIONS	11/14/18			19	36.81%	13,236	6,121	122,375	36	\$4,160,600.00	\$4,031,850.00	\$3,931,600.00	\$4,238,750.00	
Out of Wareh	2117	\$1	9,106,650	SUPER 7S JACKPOT	2/4/19			8	75.09%	7,472	7,090	0	68	\$620,719.00	\$718,111.00	\$788,387.00	\$959,810.00
Sold/Closing	2012	\$1	29,860,050	HOT 7'S	1/2/18	2/17/19	4/3/19	65	86.78%	12	7	22,138	3,167	\$5,088.00	\$9,840.00	\$22,965.00	\$42,823.00
	2091	\$1	9,173,550	LUCKY 8S DOUBLER	10/1/18	2/17/19	4/3/19	26	96.93%	3	1	0	1,461	-\$272.00	-\$557.00	-\$354.00	\$6,197.00
	2071	\$1	9,052,050	LUCKY DOG	1/7/19			12	93.26%	1,748	1,456	0	128	\$124,508.00	\$183,804.00	\$240,648.00	\$358,985.00
	2097	\$1	9,175,500	WINTER CASH	11/5/18	3/17/19	5/1/19	21	96.00%	48	41	0	1,785	-\$4,543.00	\$604.00	\$14,723.00	\$20,945.00
	2035	\$2	7,060,875	777	12/17/18	3/7/19	4/21/19	15	91.69%	271	54	18	1,122	\$19,196.00	\$65,172.00	\$165,170.00	\$281,978.00
	2041	\$2	7,171,375	ACES AND 8S	6/25/18	3/17/19	5/1/19	40	81.99%	160	214	5,893	2,314	\$44,736.00	\$97,130.00	\$113,524.00	\$135,762.00
	2101	\$2	7,308,625	HOLIDAY CASH DROP	11/14/18	4/14/19	5/29/19	19	90.89%	585	269	0	3,534	\$28,916.00	\$39,532.00	\$41,636.00	\$62,286.00
	2022	\$2	7,215,625	HUNTING FOR HUNDREDS	9/17/18	3/17/19	5/1/19	28	90.17%	121	140	377	3,659	\$3,714.00	\$36,704.00	\$76,450.00	\$112,218.00
	2094	\$2	7,229,875	VETERANS CASH	10/15/18	3/31/19	5/15/19	24	61.92%	2,499	2,004	5,284	6,376	\$230,380.00	\$280,474.00	\$257,460.00	\$266,740.00

Liability for 2101 / for Life to Date

Product Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 10/09/2018 - 11/15/2019

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	\$2.00	150576	\$301,152.00	619440	\$1,238,880.00	80.45%	5879429
2	2	N/A	\$5.00	65487	\$327,435.00	324077	\$1,620,385.00	83.19%	6080020
3	3	N/A	\$10.00	7498	\$74,980.00	41265	\$412,650.00	84.62%	6184820
4	4	N/A	\$10.00	21796	\$217,960.00	134250	\$1,342,500.00	86.03%	6287779
5	5	N/A	\$10.00	22445	\$224,450.00	113932	\$1,139,320.00	83.54%	6105767
6	6	N/A	\$20.00	2695	\$53,900.00	16746	\$334,920.00	86.14%	6295470
7	7	N/A	\$20.00	5993	\$119,860.00	33003	\$660,060.00	84.63%	6185417
8	8	N/A	\$20.00	2482	\$49,640.00	16997	\$339,940.00	87.26%	6377365
9	9	N/A	\$20.00	2604	\$52,080.00	16906	\$338,120.00	86.65%	6333142
10	0	N/A	\$50.00	87	\$4,350.00	522	\$26,100.00	85.71%	6264535
11	0	N/A	\$50.00	267	\$13,350.00	1807	\$90,350.00	87.13%	6367736
12	0	N/A	\$50.00	130	\$6,500.00	1028	\$51,400.00	88.77%	6488140
13	0	N/A	\$50.00	255	\$12,750.00	1939	\$96,950.00	88.38%	6459172
14	0	N/A	\$100.00	51	\$5,100.00	255	\$25,500.00	83.33%	6090520
15	0	N/A	\$100.00	35	\$3,500.00	272	\$27,200.00	88.60%	6475394
16	0	N/A	\$100.00	58	\$5,800.00	400	\$40,000.00	87.34%	6383078
17	0	N/A	\$100.00	61	\$6,100.00	394	\$39,400.00	86.59%	6328787
18	0	N/A	\$1,000.00	2	\$2,000.00	14	\$14,000.00	87.50%	6395046
19	0	N/A	\$30,000.00	0	\$0.00	6	\$180,000.00	100.00%	7308624
Totals:				282522	\$1,480,907.00	1,323,253	\$8,017,675.00		

NO. OF TICKETS: 7,308,625
 NO. POOLS: 30.45
 PACK SIZE: 125
 PACKS/POOL: 1,920
 PACKS/GAME: 58,469

TEXAS LOTTERY COMMISSION
 "HOLIDAY CASH DROP" - GAME NO. 2101
 END OF PRODUCTION PRIZE STRUCTURE
 12-Sep-18

VERSION A

		7,308,625		\$2 TICKETS		\$		REVENUE		PRIZE FUND		\$		9,498,582		PAYOUT %		64.98%	
		Minimum:		7,056,000															
		Maximum:		7,344,000															
PRIZE TIER	PRIZE LEVEL	TIER CODE	GET	# OF WAYS TO WIN	WINNERS IN POOLS	ODDS OF 1 IN:	WINNERS IN (PER PACK*)	WINNERS IN (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS								
1	1	L	\$2	1	770,016	9.49	13.17	25,285,719	\$1,540,032	16.21%									
2	2	L	\$5	1	389,564	18.76	6.66	12,792,469	\$1,947,820	20.51%									
3	3	L	\$10	1	149,88	149.88	0.83	1,601,275	\$487,630	5.13%									
4	4	L	\$2*2X" + \$2 x 3	4	156,046	46.84	2.67	5,124,225	\$1,560,460	16.43%									
5	5	L	\$5*2X"	1	136,377	53.59	2.33	4,478,336	\$1,363,770	14.36%									
6	6	L	\$20	1	19,441	375.94	0.33	638,402	\$388,820	4.09%									
7	7	L	\$10*2X"	1	38,996	187.42	0.67	1,280,547	\$779,920	8.21%									
8	8	L	\$5 x 4	4	19,479	375.21	0.33	639,650	\$389,580	4.10%	LOW TIER								
9	9	L	\$5*2X" + \$10	2	19,510	374.61	0.33	640,668	\$390,200	4.11%	93.15%								
10	0	M	\$50	1	609	12,001.03	0.01	20,000	\$30,450	0.32%									
11	0	M	\$20*2X" + \$5*2X"	2	2,074	3,523.93	0.04	68,000	\$103,700	1.09%									
12	0	M	\$5 x 10	10	1,158	6,311.42	0.02	38,000	\$57,900	0.61%									
13	0	M	\$2 x 5 + \$10*2X" + \$20	7	2,194	3,331.19	0.04	72,000	\$109,700	1.15%									
14	0	M	\$100	1	306	23,884.40	0.01	10,000	\$30,600	0.32%									
15	0	M	\$5 x 8 + \$50 + \$10	10	307	23,806.60	0.01	10,000	\$30,700	0.32%									
16	0	M	\$50*2X"	1	458	15,957.70	0.01	15,000	\$45,800	0.48%	MID TIER								
17	0	M	\$10 x 4 + \$10*2X" + \$20 x 2	7	455	16,062.91	0.01	15,000	\$45,500	0.48%	4.78%								
18	0	H	\$1,000	1	16	456,789.06	-	0.525	\$16,000	0.17%	HIGH TIER								
19	0	H	\$30,000	1	6 ***	1,218,104.17	-	0.197	\$180,000	1.90%	2.06%								
				4.55	1,605,775	4.5515	27.46	52,730	\$ 9,498,582	100.00%	100.00%								

NOTE: "2X" = Win DOUBLE the prize by revealing one (1) "Tree" Play Symbol.

Consolidated odds are 1 in:

\$2	9.49
\$5	18.76
\$10	21.42
\$20	75.02
\$50	1,211.04
\$100	4,789.40
\$1,000	456,789.06
\$30,000	1,218,104.17
	6
	1,605,775

* Each of the following GLEPS will be used in approximately 16.67% of each pack of 125 tickets.
 ** Numbers are rounded
 *** This number of prizes is guaranteed delivery to the Lottery

No.

04/03/19

Game Name	Game No	Inv No.	Vendor	TLC PO #
Holiday Cash Drop	2101	8509235	PBL	362-18-9010 RL027

Units per 1000	Unit Price	Amount
7,308.63	\$46.54	\$340,143.41
		<u>\$340,143.41</u>

Description/Tickets Delivered Qty
7,308,625

Delivered	7,308,625
Ordered	7,200,000

2% under	7,056,000
2% over	7,344,000

Acceptable Range	0
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Sub Total	\$340,143.41
Holographic Foil	\$10,909.48
Scratch FX Set Up	\$5,000.00
Less Sanction	\$100.00
Total	\$355,952.89

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

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point						Price Point					
	\$1	\$2	\$3	\$5	\$7	Print Quantities	\$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						Price Point					
	\$1	\$2	\$3	\$5	\$7	Print Quantities	\$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