

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

5/6/2019

Game #	2106	Confirmed Packs	4,400
Game Name	Multiplier Mania	Active Packs	2,601
Quantity Printed	7,339,125	Warehouse Packs	18,399
Price Point	\$5	Returned Packs	624
Start Date	12/3/2018	Printed Payout Percentage	68.00%
Top Prize	\$ 100,000	Percent Sold	72.33%
Number of Top Prizes Remaining	2	Number of Weeks Out	22

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 185,680	Actual ticket production costs
Prize payout expense	\$ 17,424,415	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 17,610,095

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 26,541,946	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits \$ 26,541,946

Excess of Revenue over Expended \$ 8,931,851

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	\$	366,150
Next week	\$	321,545
Next week	\$	396,750
Avg Weekly Sales Current Game	\$	361,482
Avg Weekly Sales \$5; 5M - 9.9M Qty	\$	2,105,631
Percentage Of Variance In Sales		83%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2106	Printed Payout Percentage	68.00%
Game Name	Multiplier Mania	Actual Payout Percentage	65.65%
Percent Sold	72.33%	Number of Weeks Out	22
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			17

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 Boussock 5/6/19
Instant Product Coordinator Date

[Signature] 5/7/19
Products Manager Date

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

[Signature] For Ryan Wendell 5/7/19
Lottery Operations Division Director Date

Kaony Lynn 5/8/19
Controller Date

[Signature] 5/8/19
Executive Director Date



Play the Games of Texas!

Da Vinci Report

5/6/19

Week End Date: 5/4/19

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	5/4/19	4/27/19	4/20/19	4/13/19
Mature	2112	\$5	19,823,025	50X	1/7/19			17	63.43%	21,465	10,080	61,459	11	\$2,934,580.00	\$2,699,585.00	\$2,870,870.00	\$3,043,590.00
	2110	\$5	7,340,250	5X EL DINERO	12/17/18			20	78.58%	5,223	3,158	10,787	677	\$483,815.00	\$452,600.00	\$520,365.00	\$616,110.00
	2042	\$5	11,373,825	BONUS BALL BINGO	10/29/18			27	58.88%	12,839	8,112	39,400	13	\$1,205,365.00	\$1,145,850.00	\$1,190,215.00	\$1,220,295.00
	2055	\$5	7,342,200	LUCKY 75 HUNT	1/21/19			15	73.96%	8,781	4,852	10,211	126	\$797,505.00	\$810,675.00	\$917,085.00	\$1,037,555.00
	2106	\$5	7,339,125	MULTIPLIER MANIA	12/3/18			22	72.33%	4,400	2,601	18,399	624	\$366,150.00	\$321,545.00	\$396,750.00	\$462,970.00
	2082	\$5	22,519,650	SUPER CROSSWORD	11/26/18			23	32.67%	15,138	8,071	176,554	21	\$1,705,105.00	\$1,579,995.00	\$1,651,475.00	\$1,892,500.00
	2074	\$5	40,124,625	SUPER LOTERIA	12/1/19			15	25.75%	27,803	11,284	352,706	6	\$4,229,175.00	\$3,968,285.00	\$3,997,915.00	\$4,025,325.00
	2056	\$10	28,522,850	\$200 MILLION CASH EXPLOSION	9/4/18			35	29.55%	9,988	4,048	385,514	24	\$1,568,160.00	\$1,332,110.00	\$1,474,010.00	\$1,492,610.00
	2113	\$10	13,160,250	100X	1/7/19			17	66.29%	22,922	9,992	51,718	22	\$4,598,860.00	\$4,198,100.00	\$4,304,760.00	\$4,518,410.00
	2084	\$10	26,555,050	MEGA LOTERIA	10/1/18			31	55.52%	28,172	9,880	192,979	24	\$5,556,990.00	\$5,050,160.00	\$5,630,200.00	\$5,687,040.00
	2093	\$20	7,344,000	\$100 OR \$200	10/1/18			31	51.88%	10,919	4,926	123,420	60	\$1,909,040.00	\$1,742,480.00	\$1,847,820.00	\$1,844,100.00
	2107	\$20	8,987,375	200X	12/3/18			22	56.29%	21,747	8,556	123,253	36	\$3,863,200.00	\$3,608,080.00	\$4,008,100.00	\$4,078,580.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			103	33.85%	9,966	5,058	900,714	31	\$1,824,020.00	\$1,603,680.00	\$1,632,360.00	\$1,648,020.00
	2077	\$20	5,075,275	MILLIONAIRE CLUB	12/17/18			20	36.71%	14,048	5,314	107,204	47	\$1,254,080.00	\$1,173,180.00	\$1,222,180.00	\$1,269,380.00
	2100	\$20	5,999,350	MILLION DOLLAR LOTERIA	11/5/18			26	87.38%	17,645	4,794	3,657	795	\$2,050,600.00	\$2,204,680.00	\$3,038,340.00	\$3,965,540.00
Out of Wareh	2087	\$20	7,123,800	STACKS OF CASH	7/16/18			42	55.54%	6,206	3,290	115,990	11	\$951,680.00	\$875,840.00	\$878,400.00	\$877,680.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			59	21.83%	9,466	4,857	1,048,689	32	\$2,369,610.00	\$2,126,130.00	\$2,286,060.00	\$2,255,760.00
	2114	\$30	5,971,025	300X	1/7/19			17	45.03%	20,262	7,985	100,152	23	\$4,110,630.00	\$3,930,150.00	\$4,116,360.00	\$4,144,230.00
	2057	\$50	3,611,100	200X THE CASH	6/18/18			46	75.31%	7,257	3,414	32,649	17	\$2,119,400.00	\$1,972,750.00	\$1,940,150.00	\$2,006,300.00
	2104	\$50	4,564,740	WINNING MILLIONS	11/14/18			24	44.89%	13,131	6,394	104,227	29	\$4,086,450.00	\$3,723,900.00	\$3,991,450.00	\$3,936,550.00
	2130	\$1	9,177,150	FIND THE 9S	3/4/19			9	79.05%	6,498	5,469	0	89	\$488,034.00	\$557,471.00	\$672,257.00	\$788,997.00
	2117	\$1	9,106,650	SUPER 75 JACKPOT	2/4/19			13	89.07%	3,109	2,594	0	279	\$180,185.00	\$201,475.00	\$263,019.00	\$359,429.00
	2059	\$10	6,046,550	777	3/4/19			9	85.45%	10,002	6,140	0	65	\$4,572,680.00	\$5,024,690.00	\$5,512,320.00	\$5,776,570.00
	2071	\$1	9,052,050	LUCKY DOG	1/7/19	5/19/19	7/3/19	17	96.27%	602	551	0	503	\$44,295.00	\$47,145.00	\$57,439.00	\$70,077.00
	2101	\$2	7,308,625	HOLIDAY CASH DROP	11/14/18	4/3/19	5/18/19	24	90.34%	32	11	0	4,791	\$6,978.00	\$12,548.00	\$-20,190.00	\$-32,150.00
Sold/Closing	2094	\$2	7,229,875	VETERANS CASH	10/15/18	3/31/19	5/15/19	29	62.48%	140	76	5,284	13,371	\$8,948.00	\$7,106.00	\$18,112.00	\$12,780.00
	2081	\$3	35,675,375	DOUBLE BONUS CROSSWORD	3/15/18	4/29/19	6/13/19	59	98.53%	1,167	391	0	365	\$115,047.00	\$165,795.00	\$217,989.00	\$274,284.00
	2098	\$3	6,095,000	HOLIDAY WORD BLAST	11/5/18	4/14/19	5/29/19	26	87.01%	74	17	0	5,175	\$-37,944.00	\$-979,854.00	\$-661,011.00	\$19,758.00
	2017	\$5	10,241,100	BONUS BREAK THE BANK	10/15/18			29	91.21%	6,031	3,278	376	877	\$759,865.00	\$915,055.00	\$1,174,735.00	\$1,381,390.00
	2099	\$5	9,910,350	COWBOYS	8/20/18	4/14/19	5/29/19	37	52.80%	93	41	57,872	3,339	\$6,195.00	\$14,820.00	\$46,470.00	\$92,180.00
	2092	\$5	5,136,450	DIA DE LOS MUERTOS	10/1/18	4/14/19	5/29/19	31	72.51%	68	47	9,964	7,929	\$-8,825.00	\$-15,595.00	\$3,045.00	\$57,525.00
	2070	\$5	5,581,950	HOUSTON TEXANS	8/20/18	4/14/19	5/29/19	37	53.48%	77	39	30,961	2,579	\$-11,740.00	\$-30,445.00	\$-13,355.00	\$54,110.00
													2/3				

NO. OF TICKETS:	7,339,125	MIN:	7,200,000
NO. POOLS:	61.16	MAX:	7,344,000
PACK SIZE:	75		
PACKS/POOL:	1,600		
PACKS/GAME:	97,855		

TEXAS LOTTERY COMMISSION
 "Multiplier Mania" GAME NUMBER 2106
 END OF PRODUCTION PRIZE STRUCTURE
 August 20, 2018 - VERSION 3

55 TICKETS \$36,695,625 - REVENUE PRIZE FUND - \$24,952,600 TOTAL PAYOUT % - 67.9988418%

PRIZE TIER	# OF WINS	TIER CODE	GET:	MULTIPLIER	WIN:	ODDS OF 1 IN:	WINNERS IN 61.16 POOLS	WINNERS IN 75 (PER PACK*)	WINNERS IN 120,000 (PER POOL)	PRIZE COST	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVELS
1	1	L	\$5		\$5	9.38	782,830	8.00	12,800	\$ 3,914,150	15.69%	
2	1	L	\$10		\$10	75.01	97,837	1.00	1,600	\$ 978,370	3.92%	
3	1	L	\$5	2X	\$10	9.37	782,863	8.00	12,800	\$ 7,828,630	31.37%	
4	1	L	\$20		\$20	75.02	97,832	1.00	1,600	\$ 1,956,640	7.84%	LOW TIER
5	2	L	\$5 x 2	2X	\$20	37.50	195,733	2.00	3,200	\$ 3,914,660	15.69%	74.51%
6	1	M	\$50		\$50	2,396.84	3,062	-	50	\$ 153,100	0.61%	
7	1	M	\$10	5X	\$50	320.21	22,920	-	375	\$ 1,146,000	4.59%	
8	6	M	\$20 + (\$5 x 4) + \$10		\$50	598.53	12,262	-	200	\$ 613,100	2.46%	
9	4	M	(\$5 x 3) + \$10	2X	\$50	319.36	22,981	-	375	\$ 1,149,050	4.60%	
10	1	M	\$100		\$100	11,933.54	615	-	10	\$ 61,500	0.25%	
11	15	M	(\$5 x 10) + (\$10 x 5)		\$100	1,521.69	4,823	-	79	\$ 482,300	1.93%	
12	2	M	\$5 x 2	10X	\$100	1,711.15	4,289	-	70	\$ 428,900	1.72%	
13	10	M	\$10 x 10		\$100	3,030.19	2,422	-	40	\$ 242,200	0.97%	
14	1	M	\$5	20X	\$100	2,007.42	3,656	-	60	\$ 365,600	1.47%	
15	6	M	\$50 + \$20 + (\$10 x 2) + (\$5 x 2)		\$100	2,987.03	2,457	-	40	\$ 245,700	0.98%	
16	8	M	(\$5 x 6) + (\$10 x 2)	2X	\$100	1,495.64	4,907	-	80	\$ 490,700	1.97%	
17	1	M	\$500		\$500	114,673.83	64	-	1	\$ 32,000	0.13%	
18	1	M	\$10	50X	\$500	62,727.56	117	-	2	\$ 58,500	0.23%	
19	7	M	(\$5 x 4) + (\$10 x 3)	10X	\$500	59,186.49	124	-	2	\$ 62,000	0.25%	
20	15	M	(\$10 x 5) + (\$5 x 10)	5X	\$500	39,886.55	184	-	3	\$ 92,000	0.37%	
21	15	M	(\$10 x 5) + (\$20 x 10)	2X	\$500	40,104.51	183	-	3	\$ 91,500	0.37%	
22	10	M	\$5 x 10	10X	\$500	58,713.00	125	-	2	\$ 62,500	0.25%	MID TIER
23	8	M	(\$10 x 6) + (\$20 x 2)	5X	\$500	60,653.93	121	-	2	\$ 60,500	0.24%	23.39%
24	1	H	\$1,000		\$1,000	733,912.50	10	-	-	\$ 10,000	0.04%	
25	5	H	\$10 x 5	20X	\$1,000	366,956.25	20	-	-	\$ 20,000	0.08%	
26	15	H	(\$100 x 5) + (\$50 x 10)		\$1,000	236,745.97	31	-	-	\$ 31,000	0.12%	
27	15	H	(\$5 x 10) + (\$10 x 5)	10X	\$1,000	236,745.97	31	-	-	\$ 31,000	0.12%	
28	10	H	\$5 x 10	20X	\$1,000	236,745.97	31	-	-	\$ 31,000	0.12%	
29	1	H	\$100,000		\$100,000	3,669,562.50	2 ***	-	-	\$ 200,000	0.80%	HIGH TIER
30	3	H	\$1,000 + (\$500 x 2)	50X	\$100,000	3,669,562.50	2 ***	-	-	\$ 200,000	0.80%	2.10%
					2 decimals:	3.59	2,042,534	20.00	33,394	\$ 24,952,600	100.00%	100.00%
					4 decimals:	3.5931						

Multiplier Bonus includes: 2X, 5X, 10X, 20X and 50X

TEXAS LOTTERY COMMISSION
 "Multiplier Mania" GAME NUMBER 2106
 END OF PRODUCTION PRIZE STRUCTURE
 August 20, 2018 - VERSION 3

Consolidated odds are 1 in:

\$5	9.38	782,830
\$10	8.33	880,700
\$20	25.00	293,565
\$50	119.87	61,225
\$100	316.76	23,169
\$500	7,994.69	918
\$1,000	59,667.68	123
\$100,000	1,834,781.25	4
		2,042,534

WIN	GET	MULTIPLIER	A	B	C	D
\$5	\$5		10 = \$ 50	6 = \$ 30	10 = \$ 50	6 = \$ 30
\$10	\$10		0 = \$ 0	2 = \$ 20	1 = \$ 10	1 = \$ 10
\$10	\$5	2X	8 = \$ 80	8 = \$ 80	7 = \$ 70	9 = \$ 90
\$20	\$20		1 = \$ 20	1 = \$ 20	2 = \$ 40	0 = \$ 0
\$20	\$5 x 2	2X	2 = \$ 40	2 = \$ 40	1 = \$ 20	3 = \$ 60
			21 = \$190	19 = \$190	21 = \$190	19 = \$190

* Each of the four GLEPS types will be used in approximately 25% of the packs in the game.

** Numbers are rounded.

*** This exact number of prizes is guaranteed delivery to the TLC.

Note: The maximum number of winners per pack will not exceed 23.

Liability for 2106 / for Life to Date

Product Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 11/06/2018 - 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	\$5.00	249571	\$1,247,855.00	533259	\$2,666,295.00	68.12%	4999366
2	2	N/A	\$10.00	30453	\$304,530.00	67384	\$673,840.00	68.87%	5054729
3	3	N/A	\$10.00	233011	\$2,330,110.00	549852	\$5,498,520.00	70.24%	5154711
4	4	N/A	\$20.00	30271	\$605,420.00	67561	\$1,351,220.00	69.06%	5068266
5	5	N/A	\$20.00	55966	\$1,119,320.00	139767	\$2,795,340.00	71.41%	5240646
6	0	N/A	\$50.00	936	\$46,800.00	2126	\$106,300.00	69.43%	5095682
7	0	N/A	\$50.00	6641	\$332,050.00	16279	\$813,950.00	71.03%	5212635
8	0	N/A	\$50.00	3439	\$171,950.00	8823	\$441,150.00	71.95%	5280794
9	0	N/A	\$50.00	6491	\$324,550.00	16490	\$824,500.00	71.75%	5266183
10	0	N/A	\$100.00	177	\$17,700.00	438	\$43,800.00	71.22%	5226889
11	0	N/A	\$100.00	1360	\$136,000.00	3463	\$346,300.00	71.80%	5269622
12	0	N/A	\$100.00	1226	\$122,600.00	3063	\$306,300.00	71.42%	5241254
13	0	N/A	\$100.00	692	\$69,200.00	1730	\$173,000.00	71.43%	5242232
14	0	N/A	\$100.00	1113	\$111,300.00	2543	\$254,300.00	69.56%	5104867
15	0	N/A	\$100.00	708	\$70,800.00	1749	\$174,900.00	71.18%	5224309
16	0	N/A	\$100.00	1410	\$141,000.00	3497	\$349,700.00	71.27%	5230266
17	0	N/A	\$500.00	17	\$8,500.00	47	\$23,500.00	73.44%	5389669
18	0	N/A	\$500.00	37	\$18,500.00	80	\$40,000.00	68.38%	5018205
19	0	N/A	\$500.00	37	\$18,500.00	87	\$43,500.00	70.16%	5149224
20	0	N/A	\$500.00	53	\$26,500.00	131	\$65,500.00	71.20%	5225137
21	0	N/A	\$500.00	53	\$26,500.00	130	\$65,000.00	71.04%	5213586
22	0	N/A	\$500.00	41	\$20,500.00	84	\$42,000.00	67.20%	4931892
23	0	N/A	\$500.00	34	\$17,000.00	87	\$43,500.00	71.90%	5276891
24	0	N/A	\$1,000.00	3	\$3,000.00	7	\$7,000.00	70.00%	5137387
25	0	N/A	\$1,000.00	5	\$5,000.00	15	\$15,000.00	75.00%	5504343
26	0	N/A	\$1,000.00	15	\$15,000.00	16	\$16,000.00	51.61%	3787935
27	0	N/A	\$1,000.00	10	\$10,000.00	21	\$21,000.00	67.74%	4971665
28	0	N/A	\$1,000.00	8	\$8,000.00	23	\$23,000.00	74.19%	5445157
29	0	N/A	\$100,000.00	2	\$200,000.00	0	\$0.00	0.00%	0
30	0	N/A	\$100,000.00	0	\$0.00	2	\$200,000.00	100.00%	7339123
Totals:				623780	\$7,528,185.00	1,418,754	\$17,424,415.00		

No.

05/06/19

Game Name	Game No	Inv No.	Vendor	TLC PO #
Multiplier Mania	2106	90104105	IGT	362-19-9009 RL002

Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
7,339,125	7,339.13	\$25.30	\$185,679.86
Delivered			
Ordered			
7,339,125			
7,200,000			
2% under			
2% over			
7,056,000			
7,344,000			
Acceptable Range			
0			

Sub Total	\$185,679.86
Total	\$185,679.86

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