

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

9/5/2019

Game #	2111	Confirmed Packs	1,244
Game Name	10X	Active Packs	1,084
Quantity Printed	29,302,200	Warehouse Packs	-
Price Point	\$1	Returned Packs	1,431
Start Date	12/3/2018	Printed Payout Percentage	60.05%
Top Prize	\$ 5,000	Percent Sold	97.09%
Number of Top Prizes Remaining	0	Number of Weeks Out	39

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 236,596	Actual ticket production costs
Prize payout expense	\$ 15,769,479	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 16,006,075

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 28,449,506	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits \$ 28,449,506

Excess of Revenue over Expended \$ 12,443,431

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	\$	96,572
Next week	\$	123,080
Next week	\$	144,861
Avg Weekly Sales Current Game	\$	121,504
Avg Weekly Sales \$1; 25M - 29.99M Qty	\$	438,898
Percentage Of Variance In Sales		72%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2111	Printed Payout Percentage	60.05%
Game Name	10X	Actual Payout Percentage	55.43%
Percent Sold	97.09%	Number of Weeks Out	39
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			58*

* 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):

Instant Pr

Pro

Date

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

Lottery Operations Division Dir

Exec Director

Date



Play the Games of Texas!

Da Vinci Report

9/5/19

Week End Date: 8/31/19

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														8/31/19	8/24/19	8/17/19	8/10/19
Mature	2134	\$5	7,221,000	\$500 FRENZY	4/15/19			20	81.67%	5,123	2,757	7,994	55	\$571,800.00	\$610,295.00	\$652,305.00	\$672,105.00
	2129	\$5	10,394,625	BONUS BREAK THE BANK	4/2/19			22	52.00%	14,487	8,282	39,855	10	\$1,271,920.00	\$1,265,955.00	\$1,318,445.00	\$1,245,465.00
	2140	\$5	7,320,300	CASH GAME	5/20/19			15	50.95%	9,657	4,597	30,846	529	\$594,700.00	\$671,965.00	\$663,270.00	\$748,065.00
	2125	\$5	7,338,750	CRAZY CASH BLOWOUT	3/18/19			24	68.30%	3,060	1,796	25,080	25	\$317,320.00	\$316,280.00	\$323,270.00	\$353,590.00
	2136	\$5	10,630,050	EMERALD 7S	5/6/19			17	74.19%	14,511	8,094	9,612	15	\$1,470,915.00	\$1,458,860.00	\$1,609,430.00	\$1,585,920.00
	2116	\$5	7,030,050	GOLDEN NUGGET	2/18/19			28	87.51%	1,707	1,276	7,851	56	\$204,705.00	\$229,890.00	\$228,165.00	\$247,530.00
	2118	\$5	7,338,825	HOT 5S HOT STREAK	3/4/19			26	70.76%	2,797	1,779	23,110	38	\$221,605.00	\$237,140.00	\$242,990.00	\$252,555.00
	2066	\$5	7,334,475	PAC-MAN SLOTS	4/1/19			22	68.84%	5,141	2,749	20,835	465	\$325,615.00	\$381,080.00	\$379,760.00	\$405,875.00
	2082	\$5	22,519,650	SUPER CROSSWORD	11/26/18			40	54.93%	12,647	7,300	110,957	19	\$1,399,215.00	\$1,303,405.00	\$1,314,260.00	\$1,330,010.00
	2074	\$5	40,124,625	SUPER LOTERIA	1/21/19			32	57.77%	23,961	10,941	179,975	15	\$3,756,455.00	\$3,613,315.00	\$3,556,565.00	\$3,613,565.00
	2056	\$10	28,522,850	\$200 MILLION CASH EXPLOSION	9/4/18			52	42.00%	13,587	5,793	305,631	15	\$2,491,320.00	\$2,302,120.00	\$2,224,810.00	\$2,195,740.00
	2166	\$10	12,139,700	\$250,000 50X CASHWORD	4/15/19			20	63.60%	19,447	8,490	52,304	17	\$3,926,240.00	\$3,716,940.00	\$3,583,700.00	\$3,715,540.00
	2084	\$10	26,555,050	MEGA LOTERIA	10/1/18			48	88.85%	22,602	10,048	16,483	4	\$5,236,610.00	\$5,022,020.00	\$4,976,890.00	\$4,911,890.00
	2137	\$10	8,137,300	RUBY 7S	5/6/19			17	78.02%	17,032	9,505	3,563	2	\$2,702,810.00	\$2,667,850.00	\$2,704,730.00	\$2,755,890.00
	2122	\$10	5,987,100	THE BIG TICKET	2/18/19			28	87.42%	5,772	3,541	3,688	20	\$702,770.00	\$696,250.00	\$672,310.00	\$666,030.00
	2093	\$20	7,344,000	\$100 OR \$200	10/1/18			48	69.54%	9,375	4,299	72,154	18	\$1,585,680.00	\$1,451,520.00	\$1,417,340.00	\$1,462,160.00
	2107	\$20	8,987,375	200X	12/3/18			39	86.61%	18,061	7,916	15,398	16	\$3,393,500.00	\$3,113,160.00	\$3,125,820.00	\$3,117,460.00
	2138	\$20	7,221,600	DIAMOND 7S	5/6/19			17	53.50%	23,406	9,662	92,966	15	\$3,883,800.00	\$3,714,020.00	\$3,642,980.00	\$3,739,320.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			120	38.76%	11,442	5,569	827,967	18	\$2,201,160.00	\$2,077,840.00	\$2,069,800.00	\$2,024,320.00
	2077	\$20	5,075,275	MILLIONAIRE CLUB	12/17/18			37	52.30%	8,362	3,991	82,188	12	\$855,900.00	\$806,720.00	\$788,220.00	\$828,940.00
	2135	\$20	6,091,275	MILLION DOLLAR LOTERIA	4/15/19			20	69.62%	24,151	9,046	31,289	11	\$4,653,100.00	\$4,363,560.00	\$4,300,800.00	\$4,338,120.00
	2067	\$20	7,123,800	STACKS OF CASH	7/16/18			59	65.26%	6,030	3,171	87,569	3	\$925,380.00	\$805,640.00	\$811,920.00	\$850,080.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			76	25.55%	8,774	4,432	997,543	13	\$2,470,920.00	\$2,311,770.00	\$2,185,530.00	\$2,127,330.00
	2114	\$30	5,971,025	300X	1/7/19			34	76.70%	15,881	7,082	27,505	11	\$3,431,010.00	\$3,225,450.00	\$3,142,950.00	\$3,101,070.00
	2141	\$50	4,623,120	MILLION DOLLAR JACKPOT	5/20/19			15	30.14%	14,192	7,426	134,233	14	\$5,101,950.00	\$4,706,000.00	\$4,446,350.00	\$4,362,600.00
	2104	\$50	4,564,740	WINNING MILLIONS	11/14/18			41	65.00%	7,303	3,661	65,869	17	\$2,523,550.00	\$2,351,100.00	\$2,163,050.00	\$2,241,650.00
Out of Wareh	2149	\$1	9,149,850	FIREBALL 5S	6/26/19			9	75.45%	6,745	5,884	20	37	\$503,574.00	\$563,377.00	\$650,861.00	\$752,029.00
Sold/Closing	2111	\$1	29,302,200	10X	12/3/18			39	97.09%	1,244	1,084	0	1,431	\$96,572.00	\$123,080.00	\$144,861.00	\$188,652.00
	2123	\$1	9,135,600	CASH PAYOUT	4/1/19			22	90.25%	898	818	0	3,131	\$51,584.00	\$58,868.00	\$63,758.00	\$75,145.00
	2133	\$2	6,943,625	\$30,000 JACKPOT	2/18/19			28	93.72%	105	138	42	2,044	-\$9,506.00	\$29,736.00	\$64,350.00	\$73,752.00
	2151	\$2	6,959,000	777	3/18/19			24	96.67%	60	52	0	1,205	\$1,442.00	\$16,030.00	\$35,308.00	\$37,476.00
	2108	\$2	7,325,375	MONEY MULTIPLIER	1/21/19			32	91.23%	96	155	135	3,598	\$8,486.00	\$29,734.00	\$63,176.00	\$74,592.00

END OF PRODUCTION PRIZE STRUCTURE
November 1, 2018 - (POOLS # 1 - 134 COMPLETE)

Prize Structure
TEXAS LOTTERY
GAME NO.2111 "10X"
June 1, 2018 - VERSION A

Order Quantity:	29,302,200	Pack Size:	150	Pool Size:	240,000	Winners:	5,985,251	Prize Fund:	\$17,222,674.00	Instant Payout	Total Payout
Price Point:	\$1.00	Packs/Game:	195,348	Number of Pools:	122.09	Non-winners:	23,316,949	Payout:	58.78%		\$17,596,774.00
Revenue:	\$29,302,200.00	Packs/Pool:	1,600			Overall Odds:	4.8957				60.05%

ORIGINAL ORDER

SHIPMENT # 1-3
COMPLETE
POOLS # 1- 134

Kind	Wins	Tier Level	Get	Win	Value	Odds (1 in)	Winners			Total Prize Cost	% Prize Fund
							Pack	Pool	Total		
Low Tiers											
01	1	L	\$1	\$1	\$1.00	10,7144	14.00	22,400.00	2,734,837	\$2,734,837.00	15.54%
02	1	L	\$2	\$2	\$2.00	42,8523	3.50	5,600.00	683,795	\$1,387,590.00	7.77%
03	2	L	\$1 x 2	\$2	\$2.00	18,7481	8.00	12,800.00	1,562,946	\$3,125,892.00	17.76%
				Total (\$2.00):		13,0421	11.50	18,400.00	2,246,741	\$4,493,482.00	25.54%
04	1	L	\$5	\$5	\$5.00	150,0976	1.00	1,600.00	195,221	\$976,105.00	5.55%
05	3	L	(\$2 x 2) + \$1	\$5	\$5.00	150,0976	1.00	1,600.00	195,221	\$976,105.00	5.55%
06	5	L	\$1 x 5	\$5	\$5.00	300,2367	0.50	800.00	97,597	\$487,985.00	2.77%
				Total (\$5.00):		60,0407	2.50	4,000.00	488,039	\$2,440,195.00	13.87%
07	1	L	\$10	\$10	\$10.00	299,7637	0.50	800.00	97,751	\$977,510.00	5.56%
08	1	L	\$1 (10X)	\$10	\$10.00	150,0207	1.00	1,600.00	195,321	\$1,953,210.00	11.10%
09	5	L	\$2 x 5	\$10	\$10.00	300,2367	0.50	800.00	97,597	\$975,970.00	5.55%
				Total (\$10.00):		75,0052	2.00	3,200.00	390,669	\$3,906,690.00	22.20%
10	1	L	\$2 (10X)	\$20	\$20.00	599,3128	0.25	400.00	48,893	\$977,860.00	5.56%
11	4	L	\$5 x 4	\$20	\$20.00	599,7421	0.25	400.00	48,858	\$977,160.00	5.55%
				Total (\$20.00):		299,7637	0.50	800.00	97,751	\$1,955,020.00	11.11%
				Total (Low Tiers):		4,9181	30.50	48,800.00	5,658,037	\$15,530,224.00	88.26%
Mid Tiers											
12	1	M	\$50	\$50	\$50.00	2484,9220	0.06	96.00	11,792	\$589,600.00	3.35%
13	5	M	\$10 x 5	\$50	\$50.00	4989,3070	0.03	48.00	5,873	\$293,650.00	1.67%
14	3	M	(\$20 x 2) + \$10	\$50	\$50.00	5005,5005	0.03	48.00	5,854	\$292,700.00	1.66%
				Total (\$50.00):		1245,8948	0.12	192.00	23,519	\$1,175,950.00	6.68%
15	1	M	\$100	\$100	\$100.00	47645,8537	0.00	5.00	615	\$61,500.00	0.35%
16	5	M	\$20 X 5	\$100	\$100.00	23939,7059	0.01	10.00	1,224	\$122,400.00	0.70%
17	2	M	\$5 (10X) x 2	\$100	\$100.00	16047,2070	0.01	15.00	1,826	\$182,600.00	1.04%
				Total (\$100.00):		7995,1432	0.02	30.00	3,665	\$366,500.00	2.08%
				Total (Mid Tiers):		1077,9208	0.14	222.00	27,184	\$1,542,450.00	8.77%
High Tiers											
18	1	H	\$5,000	\$5,000	\$5,000.00	976740,0000	0.00	0.25	30 *	\$150,000.00	0.85%
				Total (High Tiers):		976740,0000	0.00	0.25	30	\$150,000.00	0.85%
				Total (Low Tiers + Mid Tiers + High Tiers):		4,8957	30.64	49,022.25	5,985,251	\$17,222,674.00	97.87%
Other Prize Tiers											
-	-	O	\$100 Cash plus Entry	\$430.00		-	-	-	870	\$374,100.00	2.13%
				Total (Other Prize Tiers):		-	-	-	870	\$374,100.00	2.13%
				Total :		4,8957	30.64	49,022.25	5,985,251	\$17,596,774.00	100.00%

* Exact Quantity by Kind Level

10X = win 10 TIMES the prize

There will be no more than thirty-two (32) winners per pack.

Description:		A		B		C		D	
Packs/pool:		400		400		400		400	
Value	Get	Qty.	Value	Qty.	Value	Qty.	Value	Qty.	Value
1	\$1	14	\$14.00	14	\$14.00	13	\$13.00	15	\$15.00
2	\$2	3	\$6.00	3	\$6.00	4	\$8.00	4	\$8.00
	\$1 x 2	7	\$14.00	8	\$16.00	9	\$18.00	8	\$16.00
5	\$5	2	\$10.00	1	\$5.00	1	\$5.00	0	\$0.00
	(\$2 x 2) + \$1	2	\$10.00	1	\$5.00	1	\$5.00	0	\$0.00
	\$1 x 5	1	\$5.00	1	\$5.00	0	\$0.00	0	\$0.00
10	\$10	0	\$0.00	0	\$0.00	1	\$10.00	1	\$10.00
	\$1 (10X)	1	\$10.00	2	\$20.00	0	\$0.00	1	\$10.00
	\$2 x 5	1	\$10.00	1	\$10.00	0	\$0.00	0	\$0.00
20	\$2 (10X)	0	\$0.00	0	\$0.00	1	\$20.00	0	\$0.00
	\$5 x 4	0	\$0.00	0	\$0.00	0	\$0.00	1	\$20.00
		31	\$79.00	31	\$81.00	30	\$79.00	30	\$79.00

GLEPS

CONSOLIDATED ODDS		
Prize Level	Odds	Total
\$1	10.71	2,734,837
\$2	13.04	2,246,741
\$5	60.04	488,039
\$10	75.01	390,669
\$20	299.76	97,751
\$50	1,245.89	23,519
\$100	7,995.14	3,665
\$5,000	976,740.00	30
Total:	4.90	5,985,251



INTEROFFICE MEMO

Gary Grief, Executive Director Michael P. Farrell, Charitable

Payment Approval

November 12, 2018

The attached invoice(s) for service is being submitted for approval.

Vendor Name: Scientific Games, Inc
Invoice Number: 1033700-3
Tx Game name: TX 2111 10X
PO #: 362-19-9019RV2RL002

Shipment	Quantity	Price	Total
1	11397.45	\$7.37	\$83,999.21
holigraph paper			\$20,329.05
holigraph paper			\$309.78
2	12035.55	\$7.37	\$88,702.00
3	5869.2	\$7.37	\$43,256.00

Total Amount

\$236,596.04

The above referenced invoice(s) have been reviewed and certified as proper, accurate and should be paid by the Texas Lottery Commission.

Dale Bowersock (Instant Product Coordinator)
Please forward to the next person for approval

Robert Tirloni (Products Manager)
Please forward to the next person for approval

Ryan Mindell (Lottery Operations Division Director)

Please return to Maria Perez in the Office of the Controller by

11/13/18
Date

11/13/18
Date

11-14-18
Date

November 22, 2018

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

Average Number of Weeks for 85% Average Sell Through

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

Liability for 2111 / for Life to Date

Product Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 11/06/2018 - 04/18/2020

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	327355	\$327,355.00	2407482	\$2,407,482.00	88.03%	25794780
2	2	N/A	\$2.00	65264	\$130,528.00	618531	\$1,237,062.00	90.46%	26505486
3	3	N/A	\$2.00	143911	\$287,822.00	1419035	\$2,838,070.00	90.79%	26604148
4	4	N/A	\$5.00	13332	\$66,660.00	181889	\$909,445.00	93.17%	27301099
5	5	N/A	\$5.00	12281	\$61,405.00	182940	\$914,700.00	93.71%	27458851
6	6	N/A	\$5.00	6079	\$30,395.00	91518	\$457,590.00	93.77%	27477061
7	7	N/A	\$10.00	5406	\$54,060.00	92345	\$923,450.00	94.47%	27681677
8	8	N/A	\$10.00	22840	\$228,400.00	172481	\$1,724,810.00	88.31%	25875726
9	9	N/A	\$10.00	5021	\$50,210.00	92576	\$925,760.00	94.86%	27794711
10	10	N/A	\$20.00	5375	\$107,500.00	43518	\$870,360.00	89.01%	26080893
11	11	N/A	\$20.00	2073	\$41,460.00	46785	\$935,700.00	95.76%	28058934
12	0	N/A	\$50.00	517	\$25,850.00	11275	\$563,750.00	95.62%	28017495
13	0	N/A	\$50.00	193	\$9,650.00	5680	\$284,000.00	96.71%	28339263
14	0	N/A	\$50.00	228	\$11,400.00	5626	\$281,300.00	96.11%	28160945
15	0	N/A	\$100.00	27	\$2,700.00	588	\$58,800.00	95.61%	28015762
16	0	N/A	\$100.00	43	\$4,300.00	1181	\$118,100.00	96.49%	28272792
17	0	N/A	\$100.00	135	\$13,500.00	1691	\$169,100.00	92.61%	27135827
18	0	N/A	\$5,000.00	0	\$0.00	30	\$150,000.00	100.00%	29302200
Totals:				610080	\$1,453,195.00	5,375,171	\$15,769,479.00		

Barnes, Wesley

From: WebsiteSupport@lottery.state.tx.us
Sent: Thursday, September 5, 2019 5:27 AM
To: WEBSITE_SCRATCH_ZTP
Subject: ZTP Occurrence: Date 09/04/2019

CAUTION: This email originated outside the Texas Lottery's email system.
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All top prizes for the following game(s) have been claimed as of 09/04/2019.

Game Number	Game Name	Price	Prize Amount	Prizes Printed	Prizes Claimed	Pending Top Claims	Pending Top Claims Count	Prizes Remaining	Sales Begin Date	Pre-Call Date	Call Date	Sales End Date	Last Top Prize Claimed Date
2111	10X®	\$1	\$5,000	30	30		0	0	12/3/2018	8/9/2019	09/08/2019	10/23/2019	09/04/2019

The Last Top Prize Claimed Date only reflects prizes claimed at a Texas Lottery® claim center. If the final top prize was validated at a retail location that validation date will not be reflected on this report.