

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Instant Ticket Information

Date Completed

9/16/2019

Game #	2114	Confirmed Packs	17,731
Game Name	300X	Active Packs	5,955
Quantity Printed	5,971,025	Warehouse Packs	22,025
Price Point	\$30	Returned Packs	20
Start Date	1/7/2019	Printed Payout Percentage	75.08%
Top Prize	\$ 3,000,000	Percent Sold	79.76%
Number of Top Prizes Remaining	1	Number of Weeks Out	36

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 213,081	Actual ticket production costs
Promotion Prize Allocation	\$ 3,240,050	From EOPPS
Prize payout expense	\$ 102,444,652	Data from Instant Ticket Tier Liability screen in ES
Estimated Direct Costs	\$ 105,897,783	

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 142,874,686	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 142,874,686	

Excess of Revenue over Expended \$ 36,976,904

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	\$	2,486,910
Next week	\$	2,999,070
Next week	\$	3,431,010
Avg Weekly Sales Current Game	\$	2,972,330
Avg Weekly Sales \$20; 5M Qty*	\$	2,300,088
Percentage Of Variance In Sales		-29%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2114	Printed Payout Percentage	75.08%
Game Name	300X	Actual Payout Percentage	73.97%
Percent Sold	79.76%	Number of Weeks Out	36
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.*			42

* No games at this print quantity or price point for comparison so the \$20 @ 5M values were used.

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):

The 300X game needs to be pre-called on 9/27/19 to permit the game to be closed and the final drawings conducted early enough to ensure that SGI can conduct their final \$5 Million Vegas Challenge Trip Prize drawing with enough time to book all trips and fulfill all of the prizes. Time is built in to allow Alternate selections if needed.

Dale Boussock 9/16/19
Instant Product Coordinator Date

R. L. ... 9/16/19
Products Manager Date

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

Ed Rogers for Bryan Mindell 9.17.19
Lottery Operations Division Director Date

Kathy Pyna 9/18/19
Controller Date

Michael R. ... 9/18/19
Executive Director Date



Play the Games of Texas!

Da Vinci Report

Week End Date: 9/14/19

9/16/19

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														9/14/19	9/17/19	8/31/19	8/24/19
Mature	2134	\$5	7,221,000	\$500 FREZZY	4/15/19			22	84.18%	4,555	2,456	7,073	50	\$414,980.00	\$482,315.00	\$571,800.00	\$610,295.00
	2129	\$5	10,394,625	BONUS BREAK THE BANK	4/21/19			24	56.51%	14,868	7,934	35,514	13	\$1,124,500.00	\$1,220,320.00	\$1,271,920.00	\$1,265,955.00
	2140	\$5	7,320,300	CASH GAME	5/20/19			17	53.54%	8,099	3,824	30,846	482	\$431,355.00	\$515,480.00	\$594,700.00	\$671,965.00
	2136	\$5	10,630,050	EMERALD 75	5/6/19			19	78.86%	14,317	7,430	5,688	57	\$1,162,440.00	\$1,318,155.00	\$1,470,915.00	\$1,458,860.00
	2082	\$5	22,519,650	SUPER CROSSWORD	11/26/18			42	57.35%	12,854	6,978	105,733	20	\$1,341,095.00	\$1,385,980.00	\$1,399,215.00	\$1,303,405.00
	2074	\$5	40,124,625	SUPER LOTERIA	1/21/19			34	61.45%	24,748	10,563	165,783	21	\$3,654,345.00	\$3,719,190.00	\$3,756,455.00	\$3,613,315.00
	2056	\$10	28,522,850	\$200 MILLION CASH EXPLOSION	9/4/18			54	43.54%	15,877	5,725	297,327	14	\$2,191,560.00	\$2,194,410.00	\$2,491,320.00	\$2,302,120.00
	2166	\$10	12,139,700	\$250,000 50X CASHWORD	4/15/19			22	66.63%	20,386	7,842	41,536	16	\$3,581,510.00	\$3,734,090.00	\$3,926,240.00	\$3,716,940.00
	2137	\$10	8,137,300	RUBY 75	5/6/19			19	83.36%	16,935	8,561	37	31	\$1,973,510.00	\$2,374,980.00	\$2,702,810.00	\$2,667,850.00
	2093	\$20	7,344,000	\$100 OR \$200	10/1/18			50	71.43%	9,789	4,034	67,921	25	\$1,350,200.00	\$1,427,220.00	\$1,585,680.00	\$1,451,520.00
	2107	\$20	8,987,375	200X	12/3/18			41	89.79%	19,075	7,451	6,800	14	\$2,777,760.00	\$2,948,140.00	\$3,393,500.00	\$3,113,160.00
	2138	\$20	7,221,600	DIAMOND 75	5/6/19			19	58.26%	25,650	9,424	81,675	24	\$3,361,820.00	\$3,521,480.00	\$3,883,800.00	\$3,714,020.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			122	39.34%	12,080	5,401	821,976	20	\$1,838,780.00	\$2,075,040.00	\$2,201,160.00	\$2,077,840.00
	2077	\$20	5,075,275	MILLIONAIRE CLUB	12/17/18			39	53.86%	8,295	3,989	79,979	26	\$754,300.00	\$828,560.00	\$855,900.00	\$806,720.00
	2135	\$20	6,091,725	MILLION DOLLAR LOTERIA	4/15/19			22	76.61%	25,356	8,656	18,440	18	\$4,180,780.00	\$4,344,140.00	\$4,653,100.00	\$4,363,590.00
	2067	\$20	7,123,800	STACKS OF CASH	7/16/18			61	66.36%	6,438	2,963	85,165	6	\$781,820.00	\$794,780.00	\$925,380.00	\$805,640.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			78	25.88%	10,249	4,217	991,963	17	\$2,212,770.00	\$2,181,390.00	\$2,470,920.00	\$2,311,770.00
	2114	\$30	5,971,025	300X	1/7/19			36	79.76%	17,731	5,955	22,025	20	\$2,486,910.00	\$2,999,070.00	\$3,431,010.00	\$3,225,450.00
	2141	\$50	4,623,120	MILLION DOLLAR JACKPOT	5/20/19			17	34.25%	15,145	7,222	126,689	17	\$4,690,650.00	\$4,796,600.00	\$5,101,950.00	\$4,706,000.00
	2104	\$50	4,564,740	WINNING MILLIONS	11/14/18			43	67.14%	7,676	3,541	62,196	14	\$2,443,850.00	\$2,426,200.00	\$2,523,550.00	\$2,351,100.00
Out of Wareh	2149	\$1	9,149,850	FIREBALL 55	6/26/19			11	83.56%	4,878	3,813	20	57	\$315,252.00	\$426,792.00	\$503,574.00	\$563,377.00
Sold/Closing	2111	\$1	29,302,200	10X	12/3/18			41	97.46%	497	325	0	2,037	\$36,724.00	\$71,748.00	\$96,572.00	\$123,080.00
	2123	\$1	9,135,600	CASH PAYOUT	4/1/19			24	91.00%	460	386	0	3,453	\$28,468.00	\$38,534.00	\$51,584.00	\$58,888.00
	2133	\$2	6,943,625	\$30,000 JACKPOT	2/18/19			30	93.65%	32	52	42	2,242	\$5,244.00	\$3,618.00	\$8,506.00	\$29,736.00
	2151	\$2	6,959,000	777	3/18/19			26	96.66%	23	16	0	1,289	\$2,596.00	\$2,020.00	\$1,442.00	\$16,030.00
	2079	\$2	35,539,375	BLACKOUT BINGO	7/3/18			63	90.73%	11,919	7,996	3,818	12	\$884,024.00	\$952,556.00	\$919,304.00	\$878,390.00
	2108	\$2	7,325,375	MONEY MULTIPLIER	1/21/19			34	91.23%	33	69	135	3,830	\$3,338.00	\$3,644.00	\$8,486.00	\$29,734.00
	2139	\$2	6,974,375	TRIPLE PLAY	4/15/19			22	94.45%	1,111	747	0	504	\$62,456.00	\$64,700.00	\$92,312.00	\$113,718.00
	2078	\$2	35,878,375	WEEKLY GRAND	1/10/18			87	92.14%	1,533	1,722	7,313	3,393	\$365,216.00	\$433,922.00	\$504,254.00	\$563,274.00
	2109	\$3	16,346,375	30X	12/17/18			39	91.66%	3,449	4,599	366	154	\$552,801.00	\$662,193.00	\$694,467.00	\$668,739.00
	2031	\$3	5,891,500	CINCO CONNECT	3/4/19			28	71.25%	551	486	3,137	7,541	\$99,528.00	\$79,743.00	\$96,114.00	\$111,927.00
	2112	\$6	19,823,025	50X	1/7/19			36	93.44%	0	0	20	13,361	\$11,025.00	\$4,610.00	\$21,386.00	\$57,290.00

Liability for 2114 / for Life to Date

Product Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 12/13/2018 - 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	\$50.00	192071	\$9,603,550.00	703599	\$35,179,952.00	78.56%	4690574
2	2	N/A	\$75.00	25445	\$1,908,375.00	94011	\$7,050,825.00	78.70%	4699153
3	3	N/A	\$75.00	12198	\$914,850.00	47525	\$3,564,375.00	79.58%	4751485
4	4	N/A	\$75.00	12163	\$912,225.00	47560	\$3,567,000.00	79.63%	4754984
5	0	N/A	\$100.00	19323	\$1,932,300.00	70285	\$7,028,500.00	78.44%	4683437
6	0	N/A	\$100.00	17223	\$1,722,300.00	64890	\$6,489,000.00	79.03%	4718617
7	0	N/A	\$100.00	16906	\$1,690,600.00	65231	\$6,523,100.00	79.42%	4742027
8	0	N/A	\$100.00	16860	\$1,686,000.00	65192	\$6,519,200.00	79.45%	4744102
9	0	N/A	\$300.00	3788	\$1,136,400.00	13621	\$4,086,300.00	78.24%	4671798
10	0	N/A	\$300.00	3621	\$1,086,300.00	13830	\$4,149,000.00	79.25%	4732065
11	0	N/A	\$300.00	3599	\$1,079,700.00	13818	\$4,145,400.00	79.34%	4737189
12	0	N/A	\$300.00	3070	\$921,000.00	11905	\$3,571,500.00	79.50%	4746915
13	0	N/A	\$500.00	506	\$253,000.00	1972	\$986,000.00	79.58%	4751760
14	0	N/A	\$500.00	494	\$247,000.00	1995	\$997,500.00	80.15%	4785936
15	0	N/A	\$500.00	506	\$253,000.00	1972	\$986,000.00	79.58%	4751760
16	0	N/A	\$500.00	510	\$255,000.00	1998	\$999,000.00	79.67%	4756821
17	0	N/A	\$1,000.00	22	\$22,000.00	78	\$78,000.00	78.00%	4657399
18	0	N/A	\$1,000.00	24	\$24,000.00	76	\$76,000.00	76.00%	4537979
19	0	N/A	\$1,000.00	24	\$24,000.00	76	\$76,000.00	76.00%	4537979
20	0	N/A	\$1,000.00	11	\$11,000.00	39	\$39,000.00	78.00%	4657399
21	0	N/A	\$1,000.00	12	\$12,000.00	38	\$38,000.00	76.00%	4537979
22	0	N/A	\$5,000.00	1	\$5,000.00	2	\$10,000.00	66.67%	3980683
23	0	N/A	\$5,000.00	0	\$0.00	3	\$15,000.00	100.00%	5971025
24	0	N/A	\$5,000.00	0	\$0.00	2	\$10,000.00	100.00%	5971026
25	0	N/A	\$15,000.00	1	\$15,000.00	0	\$0.00	0.00%	0
26	0	N/A	\$15,000.00	0	\$0.00	2	\$30,000.00	100.00%	5971026
27	0	N/A	\$15,000.00	0	\$0.00	2	\$30,000.00	100.00%	5971026
28	0	N/A	\$100,000.00	0	\$0.00	1	\$100,000.00	100.00%	5971026
29	0	N/A	\$100,000.00	1	\$100,000.00	1	\$100,000.00	50.00%	2985513
30	0	N/A	\$3,000,000.00	1	\$3,000,000.00	2	\$6,000,000.00	66.67%	3980683
Totals:				328380	\$28,814,600.00	1,219,726	\$102,444,652.00		

END OF PRODUCTION PRIZE STRUCTURE
December 7, 2018 - (POOLS # 1 - 58 COMPLETE)

Prize Structure
TEXAS LOTTERY
GAME NO.2114 "300X"
June 1, 2018 - VERSION A

Order Quantity: 5,971,025 Pack Size: 25
Price Point: \$30.00 Packs/Game: 238,841
Revenue: \$179,130,750.00 Packs/Pool: 4,800

Pool Size: 120,000
Number of Pools: 49.76

Winners: 1,548,106
Non-winners: 4,422,919
Overall Odds: 3.8570

	Instant Payout	Total Payout
Prize Fund:	\$131,259,250.00	\$134,499,300.00
Payout:	73.28%	75.08%

Kind	Wins	Tier Level	Get	Win	Value	Odds (1 in)	Winners			Total Prize Cost	% Prize Fund
							Pack	Pool	Total		
Mid Tiers											
01	1	G	\$50	\$50	\$50.00	6.6665	3.75	18,000.00	895,670	\$44,783,500.00	33.30%
02	1	G	\$75	\$75	\$75.00	49.9851	0.50	2,400.00	119,456	\$8,959,200.00	6.66%
03	2	G	\$50 + \$25	\$75	\$75.00	99.9787	0.25	1,200.00	59,723	\$4,479,225.00	3.33%
04	3	G	\$25 x 3	\$75	\$75.00	99.9787	0.25	1,200.00	59,723	\$4,479,225.00	3.33%
Total (\$75.00):						24.9936	1.00	4,800.00	238,902	\$17,917,650.00	13.32%
05	1	M	\$100	\$100	\$100.00	66.6350	0.38	1,800.00	89,608	\$8,960,800.00	6.66%
06	2	M	\$75 + \$25	\$100	\$100.00	72.7172	0.34	1,650.00	82,113	\$8,211,300.00	6.11%
07	3	M	\$50 + (\$25 x 2)	\$100	\$100.00	72.6959	0.34	1,650.00	82,137	\$8,213,700.00	6.11%
08	4	M	\$25 x 4	\$100	\$100.00	72.7712	0.34	1,650.00	82,052	\$8,205,200.00	6.10%
Total (\$100.00):						17.7757	1.41	6,750.00	335,910	\$33,591,000.00	24.97%
09	1	M	\$300	\$300	\$300.00	342.9850	0.07	350.00	17,409	\$5,222,700.00	3.88%
10	3	M	\$100 x 3	\$300	\$300.00	342.1595	0.07	350.00	17,451	\$5,235,300.00	3.89%
11	4	M	\$75 x 4	\$300	\$300.00	342.8274	0.07	350.00	17,417	\$5,225,100.00	3.88%
12	6	M	\$50 x 6	\$300	\$300.00	398.7329	0.06	300.00	14,975	\$4,492,500.00	3.34%
Total (\$300.00):						88.7858	0.28	1,350.00	67,252	\$20,175,600.00	15.00%
13	1	M	\$500	\$500	\$500.00	2409.6146	0.01	50.00	2,478	\$1,239,000.00	0.92%
14	1	M	\$50 (10X)	\$500	\$500.00	2398.9654	0.01	50.00	2,489	\$1,244,500.00	0.93%
15	2	M	\$25 (10X) x 2	\$500	\$500.00	2409.6146	0.01	50.00	2,478	\$1,239,000.00	0.92%
16	25	M	\$20 x 25	\$500	\$500.00	2380.7915	0.01	50.00	2,508	\$1,254,000.00	0.93%
Total (\$500.00):						599.9221	0.04	200.00	9,953	\$4,976,500.00	3.70%
Total (Mid Tiers):						3.8580	6.48	31,100.00	1,547,687	\$121,444,250.00	90.29%
High Tiers											
17	1	H	\$1,000	\$1,000	\$1,000.00	59710.2500	0.00	2.00	100	\$100,000.00	0.07%
18	1	H	\$50 (20X)	\$1,000	\$1,000.00	59710.2500	0.00	2.00	100	\$100,000.00	0.07%
19	1	H	\$100 (10X)	\$1,000	\$1,000.00	59710.2500	0.00	2.00	100	\$100,000.00	0.07%
20	2	H	\$50 (10X) x 2	\$1,000	\$1,000.00	119420.5000	0.00	1.00	50	\$50,000.00	0.04%
21	25	H	\$300 + \$100 + (\$50 x 2) + (\$25 x 16) + (\$20 x 5)	\$1,000	\$1,000.00	119420.5000	0.00	1.00	50	\$50,000.00	0.04%
Total (\$1,000.00):						14927.5625	0.00	8.00	400	\$400,000.00	0.30%
22	1	H	\$5,000	\$5,000	\$5,000.00	1990341.6667	0.00	0.06	3	\$15,000.00	0.01%
23	1	H	\$500 (10X)	\$5,000	\$5,000.00	1990341.6667	0.00	0.06	3	\$15,000.00	0.01%
24	30	H	\$100 (10X) + (\$50 (10X) x 2) + (\$300 x 5) + (\$100 x 8) + (\$50 x 14)	\$5,000	\$5,000.00	2985512.5000	0.00	0.04	2	\$10,000.00	0.01%
Total (\$5,000.00):						746378.1250	0.00	0.16	8	\$40,000.00	0.03%
25	1	H	\$15,000	\$15,000	\$15,000.00	5971025.0000	0.00	0.02	1	\$15,000.00	0.01%
26	1	H	\$50 (300X)	\$15,000	\$15,000.00	2985512.5000	0.00	0.04	2	\$30,000.00	0.02%
27	30	H	\$500 x 30	\$15,000	\$15,000.00	2985512.5000	0.00	0.04	2	\$30,000.00	0.02%
Total (\$15,000.00):						1194205.0000	0.00	0.10	5	\$75,000.00	0.06%
28	1	H	\$100,000	\$100,000	\$100,000.00	5971025.0000	0.00	0.02	1	\$100,000.00	0.07%
29	6	H	(\$50 (300X) x 4) + (\$1,000 (20X) x 2)	\$100,000	\$100,000.00	2985512.5000	0.00	0.04	2	\$200,000.00	0.15%
Total (\$100,000.00):						1990341.6667	0.00	0.06	3	\$300,000.00	0.22%
30	1	H	\$3,000,000	\$3,000,000	\$3,000,000.00	1990341.6667	0.00	0.06	3 *	\$9,000,000.00	6.69%
Total (High Tiers):						14250.6963	0.00	8.38	419	\$9,815,000.00	7.50%
Total (Mid Tiers + High Tiers):						3.8570	6.48	31,108.38	1,548,106	\$131,259,250.00	97.59%
Other Prize Tiers											
-	-	O	\$100 Cash plus Entry		\$430.00	-	-	-	7,535	\$3,240,050.00	2.41%
Total (Other Prize Tiers):						-	-	-	7,535	\$3,240,050.00	2.41%
Total :						3.8570	6.48	31,108.38	1,548,106	\$134,499,300.00	100.00%

* Exact Quantity by Kind Level

10X = win 10 TIMES the prize
20X = win 20 TIMES the prize
300X = win 300 TIMES the prize

There will be no more than eight (8) winners per pack.

G-TIER - \$50 and \$75 prizes are GLEPS and programmed as low tier prizes.

No.

09/16/19

Game Name	Game No	Inv No.	Vendor	TLC PO #
300X	2114	1033912-3	SGI	362-19-9019RV2 RL7RV1

Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
5,971,025	5,971.03	\$31.40	\$187,490.19
Delivered	5,971,025		
Ordered	6,000,000		
2% under	5,880,000		
2% over	6,120,000		
Acceptable Range	0		
Sub Total			\$187,490.19
Inserts on Holographic Stock			\$25,206.30
Specialty Ink			\$384.10
Total			\$213,080.59

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

Average Number of Weeks for 85% Average Sell Through

Price Point					Price Point				
Print Quantities	\$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

Price Point					Price Point				
Print Quantities	\$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
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