

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**SUMMARY REPORT**

**Scratch Ticket Information**

Date Completed 12/23/2019

Game #	2126	Confirmed Packs	1,054
Game Name	Wild 10s	Active Packs	870
Quantity Printed	6,117,600	Warehouse Packs	-
Price Point	\$10	Returned Packs	97
Start Date	7/15/2019	Printed Payout Percentage	69.98%
Top Prize	\$ 250,000	Percent Sold	97.92%
Number of Top Prizes Remaining	1	Number of Weeks Out	23

**Current Game Sales Analysis**

**TANGIBLE COSTS**

**Expenditure Impact:**

Cost to print tickets	\$ 296,459	Actual ticket production costs
Prize payout expense	\$ 41,193,770	Data from Instant Ticket Tier Liability screen in ES

**Estimated Direct Costs** \$ 41,490,229

**TANGIBLE BENEFITS**

**Revenue Impact:**

Estimated sales	\$ 59,903,539	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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**Total Estimated Benefits** \$ 59,903,539

**Excess of Revenue over Expended** \$ 18,413,310

**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	\$	269,980
Next week	\$	370,050
Next week	\$	489,900
<b>Avg Weekly Sales Current Game</b>	<b>\$</b>	<b>376,643</b>
<b>Avg Weekly Sales \$10; 6M Qty</b>	<b>\$</b>	<b>3,723,656</b>
<b>Percentage Of Variance In Sales</b>		<b>90%</b>

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**RECOMMENDATION AND APPROVALS**

**Instant Ticket Information**

Game #	2126	Printed Payout Percentage	69.98%
Game Name	Wild 10s	Actual Payout Percentage	68.77%
Percent Sold	97.92%	Number of Weeks Out	23
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):

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*Dale Bowusock*      12/23/19  
Instant Product Coordinator      Date

*[Signature]*      1/2/20  
Products Manager      Date

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

\_\_\_\_\_  
Lottery Operations Division Director

\_\_\_\_\_  
Contractor

\_\_\_\_\_  
Executive Director      Date

**Not Required  
>85% Sold**



**Da Vinci Report**  
 Week End Date: 12/21/19  
 12/23/19

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														12/21/19	12/14/19	12/7/19	11/30/19
Sold/Closing	2143	\$5	7,320,825	TEXAS ROAD TRIP	6/17/19	1/5/20	2/19/20	27	63.49%	2,105	1,692	29,340	687	\$174,915.00	\$188,795.00	\$226,745.00	\$226,785.00
	2166	\$10	12,139,700	\$250,000 50X CASHWORD	4/15/19	11/19/19	1/3/20	36	94.81%	195	18	103	5,865	\$5,740.00	\$18,340.00	\$124,600.00	\$302,520.00
	2172	\$10	6,119,450	HIT \$500,000	9/3/19	11/14/19	12/29/19	16	78.13%	169	20	28	14,786	\$5,870.00	\$24,360.00	\$123,270.00	\$344,360.00
	2084	\$10	26,555,050	MEGA LOTERIA	10/1/18	1/5/20	2/19/20	64	99.13%	1,452	549	132	670	\$263,740.00	\$344,770.00	\$413,610.00	\$445,400.00
	2126	\$10	6,117,600	WILD 10S	7/15/19			23	97.92%	1,054	870	0	97	\$269,980.00	\$370,050.00	\$489,900.00	\$623,700.00
	2138	\$20	7,221,600	DIAMOND 7S	5/6/19	11/17/19	1/1/20	33	78.05%	95	96	45,718	13,566	\$67,040.00	\$152,420.00	\$320,780.00	\$586,720.00
	2077	\$20	5,075,275	MILLIONAIRE CLUB	12/17/18	11/24/19	1/8/20	53	61.46%	168	152	70,839	3,948	\$65,280.00	\$104,120.00	\$232,580.00	\$375,540.00
	2067	\$20	7,123,800	STACKS OF CASH	7/16/18	1/5/20	2/19/20	75	74.37%	4,084	3,003	63,637	38	\$857,800.00	\$912,600.00	\$911,680.00	\$850,180.00

**Liability for 2126 / for Life to Date**

Product Status: SmartCash Enabled: Validation Range: 03/12/2019 - 12/31/2037  
 Active N/A

**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	\$10.00	29109	\$291,090.00	664299	\$6,642,990.00	95.80%	5860785
2	2	N/A	\$20.00	9815	\$196,300.00	336851	\$6,737,020.00	97.17%	5944395
3	3	N/A	\$20.00	10864	\$217,280.00	274582	\$5,491,640.00	96.19%	5884765
4	0	N/A	\$30.00	1724	\$51,720.00	61959	\$1,858,770.00	97.29%	5951986
5	0	N/A	\$40.00	756	\$30,240.00	29843	\$1,193,720.00	97.53%	5966454
6	0	N/A	\$40.00	1142	\$45,680.00	29419	\$1,176,760.00	96.26%	5888998
7	0	N/A	\$40.00	883	\$35,320.00	35148	\$1,405,920.00	97.55%	5967677
8	0	N/A	\$50.00	977	\$48,850.00	39775	\$1,988,750.00	97.60%	5970934
9	0	N/A	\$50.00	747	\$37,350.00	29803	\$1,490,150.00	97.55%	5968014
10	0	N/A	\$50.00	1025	\$51,250.00	27067	\$1,353,350.00	96.35%	5894385
11	0	N/A	\$100.00	474	\$47,400.00	14838	\$1,483,800.00	96.90%	5928222
12	0	N/A	\$100.00	277	\$27,700.00	9902	\$990,200.00	97.28%	5951122
13	0	N/A	\$100.00	423	\$42,300.00	13601	\$1,360,100.00	96.98%	5933077
14	0	N/A	\$100.00	411	\$41,100.00	13613	\$1,361,300.00	97.07%	5938312
15	0	N/A	\$100.00	537	\$53,700.00	13493	\$1,349,300.00	96.17%	5883448
16	0	N/A	\$200.00	107	\$21,400.00	3771	\$754,200.00	97.24%	5948805
17	0	N/A	\$200.00	108	\$21,600.00	3957	\$791,400.00	97.34%	5955065
18	0	N/A	\$200.00	79	\$15,800.00	2739	\$547,800.00	97.20%	5946098
19	0	N/A	\$200.00	67	\$13,400.00	2740	\$548,000.00	97.61%	5971579
20	0	N/A	\$200.00	104	\$20,800.00	2708	\$541,600.00	96.30%	5891344
21	0	N/A	\$500.00	7	\$3,500.00	195	\$97,500.00	96.53%	5905603
22	0	N/A	\$500.00	7	\$3,500.00	200	\$100,000.00	96.62%	5910724
23	0	N/A	\$500.00	17	\$8,500.00	505	\$252,500.00	96.74%	5918367
24	0	N/A	\$500.00	6	\$3,000.00	201	\$100,500.00	97.10%	5940278
25	0	N/A	\$500.00	1	\$500.00	152	\$76,000.00	99.35%	6077615
26	0	N/A	\$500.00	5	\$2,500.00	150	\$75,000.00	96.77%	5920258
27	0	N/A	\$500.00	1	\$500.00	101	\$50,500.00	99.02%	6057623
28	0	N/A	\$1,000.00	4	\$4,000.00	48	\$48,000.00	92.31%	5647015
29	0	N/A	\$1,000.00	2	\$2,000.00	50	\$50,000.00	96.15%	5882307
30	0	N/A	\$1,000.00	3	\$3,000.00	47	\$47,000.00	94.00%	5750543
31	0	N/A	\$1,000.00	3	\$3,000.00	50	\$50,000.00	94.34%	5771320
32	0	N/A	\$10,000.00	2	\$20,000.00	7	\$70,000.00	77.78%	4758133
33	0	N/A	\$10,000.00	0	\$0.00	11	\$110,000.00	100.00%	6117599
34	0	N/A	\$250,000.00	1	\$250,000.00	4	\$1,000,000.00	80.00%	4894079
Totals:				59688	\$1,614,280.00	1,611,829	\$41,193,770.00		

NO. OF TICKETS: 6,117,600 Minimum: 5,880,000  
 NO. POOLS: 50,98 Maximum: 6,120,000  
 PACK SIZE: 2,400  
 PACKS/POOL: 122,352  
 PACKS/GAME: 6,117,600

TEXAS LOTTERY COMMISSION  
 "WILD 10X" - GAME NO. 2126  
 END OF PRODUCTION PRIZE STRUCTURE  
 5-Mar-19

\$10 TICKETS \$61,176,000 REVENUE \$42,808,050 PAYOUT % 69.98%  
 \$10 TICKETS \$61,176,000 REVENUE \$42,808,050 PAYOUT % 69.98%

VERSION A

PRIZE LEVEL	PRIZE CODE	TIER CODE	GET	# OF WAYS TO WIN	ODDS OF 1 IN	WINNERS IN POOLS (50,98)	WINNERS IN 50 (PER PACK)	WINNERS IN (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVELS
1	L	L	\$10	1	8.82	693,408	5,667	136,000	\$6,994,080	16.20%	LOW TIER
2	L	L	\$10 x 2	2	17.65	346,666	2,833	680,000	\$6,993,320	16.20%	LOW TIER
3	L	L	\$20	1	21.43	285,446	2,333	560,000	\$5,708,920	13.34%	LOW TIER
4	M	M	\$10 + \$20	2	96.06	63,683	0,571	125,000	\$1,910,490	4.46%	LOW TIER
5	M	M	\$20 x 2	2	199.93	30,599	0,250	600,000	\$1,223,960	2.86%	LOW TIER
6	M	M	\$40	1	200.18	30,561	0,250	600,000	\$1,222,440	2.86%	LOW TIER
7	M	M	\$10 x 4	4	169.79	36,031	0,294	706,000	\$1,441,240	3.37%	LOW TIER
8	M	M	\$10 x 3 + \$20	4	150.12	40,752	0,333	800,000	\$2,037,600	4.76%	LOW TIER
9	M	M	\$10 x 5	5	200.25	30,550	0,250	600,000	\$1,527,500	3.57%	LOW TIER
10	M	M	\$50	1	217.77	28,092	0,229	550,000	\$1,404,600	3.28%	LOW TIER
11	M	M	\$10 <sup>10X</sup>	1	399.53	15,312	0,125	300,000	\$1,531,200	3.58%	LOW TIER
12	M	M	\$10 x 4 + \$20 x 2 + \$20	7	601.00	10,179	0,083	200,000	\$1,017,900	2.38%	LOW TIER
13	M	M	\$10 x 5 + \$50	6	436.22	14,024	0,115	275,000	\$1,402,400	3.28%	LOW TIER
14	M	M	\$20 x 3 + \$40	4	436.22	14,024	0,115	275,000	\$1,402,400	3.28%	LOW TIER
15	M	M	\$100	1	436.04	14,030	0,115	275,000	\$1,403,000	3.28%	LOW TIER
16	M	M	\$10 x 20	20	1,577.51	3,878	0,032	76,000	\$775,600	1.81%	LOW TIER
17	M	M	\$20 <sup>10X</sup>	1	1,504.94	4,065	0,033	80,000	\$813,000	1.90%	LOW TIER
18	M	M	\$40 x 5	5	2,170.90	2,818	0,023	55,000	\$563,600	1.32%	LOW TIER
19	M	M	\$10 x 5 + \$20 x 3 + \$40 + \$50	10	2,179.41	2,807	0,023	55,000	\$561,400	1.31%	LOW TIER
20	M	M	\$200	1	2,175.53	2,812	0,023	55,000	\$562,400	1.31%	LOW TIER
21	M	M	\$10 x 5 + \$20 x 10 + \$50 x 5	20	30,285.15	202	0,002	4,000	\$101,000	0.24%	LOW TIER
22	M	M	\$20 <sup>10X</sup> + \$50 x 6	7	29,533.62	207	0,002	4,000	\$103,500	0.24%	LOW TIER
23	M	M	\$100 + \$50 x 4 + \$10 x 14 + \$40 + \$20	21	11,719.54	522	0,004	10,000	\$361,000	0.61%	LOW TIER
24	M	M	\$10 x 5 + \$20 x 5 + \$50 + \$100 + \$200	13	29,533.62	207	0,002	4,000	\$103,500	0.24%	LOW TIER
25	M	M	\$10 x 5 + \$20 <sup>10X</sup> + \$50 x 5	11	39,984.31	153	0,001	3,000	\$76,500	0.18%	LOW TIER
26	M	M	\$50 <sup>10X</sup>	1	39,468.39	155	0,001	3,000	\$77,500	0.18%	LOW TIER
27	M	M	\$500	1	39,976.47	102	0,001	2,000	\$51,000	0.12%	LOW TIER
28	H	H	\$100 <sup>10X</sup>	1	117,646.15	52	0,000	1,02	\$52,000	0.12%	LOW TIER
29	H	H	\$500 + \$100 + \$200 x 2	4	117,646.15	52	0,000	1,02	\$52,000	0.12%	LOW TIER
30	H	H	\$100 x 5 + \$500	6	122,352.00	50	0,000	0.98	\$50,000	0.12%	LOW TIER
31	H	H	\$1,000	1	115,426.42	53	0,000	1.04	\$53,000	0.12%	LOW TIER
32	H	H	\$50 x 8 + \$100 x 6 + \$500 x 14 + \$1,000 x 2	30	679,733.33	9	0,000	0.18	\$90,000	0.21%	LOW TIER
33	H	H	\$10,000	1	556,145.45	11	0,000	0.22	\$110,000	0.26%	LOW TIER
34	H	H	\$250,000	1	1,223,520.00	5 ***	0,000	0.10	\$1,250,000	2.92%	HIGH TIER
				3.66	1,671,517	13.66	32,786,551	\$ 42,808,050	100.00%	100.00%	3.87%

Note: "10X" = win 10 TIMES the prize by revealing one (1) 10X Play Symbol.

Consolidated odds are 1 in: \$10 8.82 693,408  
 \$20 9.68 632,112  
 \$30 96.06 63,683  
 \$40 62.94 97,191  
 \$50 61.55 99,394  
 \$100 90.54 67,569  
 \$200 373.48 16,380  
 \$500 3,951.94 1,548  
 \$1,000 29,533.62 207  
 \$10,000 305,880.00 20  
 \$250,000 1,223,520.00 5  
 1,671,517

\* Each of the following GLERPs will be used in approximately 16.67% of each pack of 50 tickets  
 \*\* Numbers are rounded.  
 \*\*\* This Number of prizes is guaranteed delivery to the Lottery.



# INTEROFFICE MEMO

Gary Grief, Executive Director      Michael P. Farrell, Charitable

0-0000

6-117-6000

1-0000

6-117-6000

6-117-6

48-40

296-458-90

0-0000

## Payment Approval

March 14, 2019

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

Vendor Name: Pollard Banknote Limited

P.O. Number (if applicable): 360-19-9010RL013

Invoice Number: 8510852

Tx Game Name: Wild 10s #2126

*DS*

	<u>Quantity</u>	<u>Unit Price</u>	<u>Amount</u>
Ticket size 10 x 4	6117.6	30.1	\$184,139.76
four colour process	6117.6	10.00	\$61,176.00
flourescent/neon ink	6117.6	5.32	\$32,545.63
flood UV	6117.6	3.04	\$18,597.50

Total Amount

**\$296,458.90**

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

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

*DS*

3/18/19  
Date

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

3/18/19  
Date

*Ryan Mindell*  
 Ryan Mindell (Lottery Operations Division Director)

3-19-19  
Date

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

**March 24, 2019**

## INVOICE NO.: 8510852

<b>Sold To:</b> Texas Lottery Commission P.O. Box 16630 Austin, Texas 78761-6630 United States	<b>Ship To:</b> Texas Lottery Commission P.O. Box 16630 Austin, Texas 78761-6630 United States
<b>Terms:</b> Net 30 days after date of invoice	

Invoice Date	Order No.	Your Order	Customer No.
March 14, 2019	1046234		5008

**Order name:** Wild 10s #2126  
**PO Number:**

Product Description	Quantity	Unit Price	Amount
Ticket Size 10 x 4	6,117,600	30.10 /M	184,139.76
Four colour process / Spectrum base graphics	6,117,600	10.00 /M	61,176.00
Fluorescent / Neon ink	6,117,600	5.32 /M	32,545.63
Flood UV varnish on ticket front	6,117,600	3.04 /M	18,597.50

Under unit price '/M' = price per thousand.

<b>Before Taxes:</b>	296,458.90 USD
<b>Freight:</b>	0.00
<b>Deposit:</b>	0.00
<b>Amount Due:</b>	296,458.90 USD

**Banking Instructions:**

TD New York  
 31 W. 52nd Street  
 New York, NY, 10019  
 ABA# 026003243  
 Bank Account # 3248176206

**Delivery:** Prepaid  
**Tax ID/Contract Number:** NA  
**GST Registration Number:** 819251463

RECEIVED  
 2019 MAR 14 AM 11:10  
 OFFICE OF THE  
 CONTROLLER

**Instant Ticket Game Analysis**  
8/27/17-8/31/19

**Average Number of Weeks for 85% Average Sell Through**

Print Quantities	\$1	\$2	\$3	\$5	Print Quantities	\$10	\$20	\$30
< 5M	None	Week 12*	None	None	2M	None	None	None
5M-9.99M	Week 13	Week 18	Week 15*	Week 18	3M	None	None	None
10M-14.99M	None	None	None	Week 28	4M	None	None	None
15M-19.99M	Week 23*	None	Week 33	Week 40	5M	Week 26*	Week 36	None
20M-24.99M	None	None	None	Week 45*	6M	Week 18	None	None
25M-29.99M	Week 43	None	None	None	7M	Week 25*	None	None
30M-34.99M	Week 41*	None	None	None	8M	Week 25*	Week 38*	None
>35M	None	Week 66	Week 45*	Week 53*	>9M	Week 38	Week 49	None

**Average Weekly Dollar Sales at 85% Average Sell Through**

Print Quantities	\$1	\$2	\$3	\$5	Print Quantities	\$10	\$20	\$30
< 5M	None	\$714,918	None	None	2M	None	None	None
5M-9.99M	\$643,343	\$727,322	\$1,030,894	\$2,013,538	3M	None	None	None
10M-14.99M	None	None	None	\$1,919,318	4M	None	None	None
15M-19.99M	\$633,249	None	\$1,264,141	\$2,076,678	5M	\$1,959,320	\$2,904,017	None
20M-24.99M	None	None	None	\$2,010,891	6M	\$3,723,656	None	None
25M-29.99M	\$669,499	None	None	None	7M	\$2,488,242	None	None
30M-34.99M	\$629,856	None	None	None	8M	\$2,822,095	\$4,005,888	None
>35M	None	\$981,218	\$2,027,184	\$3,256,460	>9M	\$3,796,966	\$3,195,590	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