

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 10/7/2019

Game #	2137	Confirmed Packs	9,472
Game Name	Ruby 7s	Active Packs	6,334
Quantity Printed	8,137,300	Warehouse Packs	2
Price Point	\$10	Returned Packs	63
Start Date	5/6/2019	Printed Payout Percentage	69.91%
Top Prize	\$ 277,777	Percent Sold	89.53%
Number of Top Prizes Remaining	0	Number of Weeks Out	22

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 367,905	Actual ticket production costs
2nd chance draw prizes	\$ 1,995,139	Includes 2nd chance draw prizes + fed withholding taxes
Prize payout expense	\$ 48,643,315	Data from Instant Ticket Tier Liability screen in ES
Estimated Direct Costs	\$ 51,006,359	

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 72,853,247	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 72,853,247	

Excess of Revenue over Expended \$ 21,846,888

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	\$ 1,588,760
Next week	\$ 1,667,970
Next week	\$ 1,767,690
Avg Weekly Sales Current Game	\$ 1,674,807
Avg Weekly Sales \$10; 8M Qty	\$ 2,822,095
Percentage Of Variance In Sales	41%

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

Instant Ticket Information

Game #	2137	Printed Payout Percentage	69.91%
Game Name	Ruby 7s	Actual Payout Percentage	66.77%
Percent Sold	89.53%	Number of Weeks Out	22
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			25*

* only one game at this lievel 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 Product

**NOT REQUIRED:
ZERO TOP PRIZE**

Printed Date

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

Lottery Operations Division Director

**NOT REQUIRED:
ZERO TOP PRIZE**

Contract

Executive Director Date



Play the Games of Texas!

Da Vinci Report

10/7/19

Week End Date:10/5/19

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														10/5/19	9/28/19	9/21/19	9/14/19
Mature	2140	\$5	7,320,300	CASH GAME	5/20/19			20	56.52%	5,772	2,818	30,846	1,315	\$348,775.00	\$330,760.00	\$412,245.00	\$431,355.00
	2136	\$5	10,630,050	EMERALD 7S	5/6/19			22	84.82%	11,852	7,013	642	128	\$1,085,010.00	\$986,780.00	\$1,098,205.00	\$1,162,440.00
	2150	\$5	7,214,550	RED HOT SLOTS	6/26/19			14	53.82%	10,830	4,915	25,382	883	\$651,770.00	\$647,610.00	\$778,090.00	\$791,985.00
	2082	\$5	22,519,650	SUPER CROSSWORD	11/26/18			45	60.96%	12,746	7,040	95,131	26	\$1,418,750.00	\$1,294,735.00	\$1,347,820.00	\$1,341,095.00
	2074	\$5	40,124,625	SUPER LOTERIA	1/21/19			37	66.85%	24,760	10,676	136,972	15	\$3,755,185.00	\$3,503,050.00	\$3,567,805.00	\$3,654,345.00
	2143	\$5	7,320,825	TEXAS ROAD TRIP	6/17/19			16	54.77%	7,802	4,191	30,091	423	\$505,360.00	\$513,055.00	\$589,935.00	\$647,995.00
	2056	\$10	28,522,850	\$200 MILLION CASH EXPLOSION	9/4/18			57	45.87%	15,001	5,801	285,099	35	\$2,351,720.00	\$2,185,010.00	\$2,115,920.00	\$2,191,560.00
	2166	\$10	12,139,700	\$250,000 50X CASHWORD	4/15/19			25	78.16%	19,874	7,897	21,622	12	\$3,631,560.00	\$3,330,250.00	\$3,392,830.00	\$3,581,510.00
	2137	\$10	8,137,300	RUBY 7S	5/6/19			22	89.53%	9,472	6,334	2	63	\$1,588,760.00	\$1,667,970.00	\$1,767,690.00	\$1,973,510.00
	2148	\$10	6,118,550	SUPER 10S SUPER TICKET	6/17/19			16	66.85%	13,794	7,490	16,739	34	\$1,790,860.00	\$1,635,520.00	\$1,672,170.00	\$1,720,680.00
	2093	\$20	7,344,000	\$100 OR \$200	10/1/18			53	74.19%	9,730	4,134	59,890	33	\$1,434,720.00	\$1,307,460.00	\$1,314,500.00	\$1,350,200.00
	2138	\$20	7,221,600	DIAMOND 7S	5/6/19			22	65.11%	24,402	9,501	63,021	30	\$3,463,140.00	\$3,189,320.00	\$3,239,800.00	\$3,361,820.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			125	40.22%	11,228	5,489	810,366	25	\$2,207,380.00	\$1,961,620.00	\$1,947,420.00	\$1,938,760.00
	2077	\$20	5,075,275	MILLIONAIRE CLUB	12/17/18			42	56.10%	7,930	3,756	76,016	50	\$809,220.00	\$710,220.00	\$751,560.00	\$754,300.00
	2135	\$20	6,091,725	MILLION DOLLAR LOTERIA	4/15/19			25	86.67%	20,039	8,066	1,671	22	\$4,197,580.00	\$4,018,240.00	\$4,031,320.00	\$4,180,760.00
	2067	\$20	7,123,800	STACKS OF CASH	7/16/18			64	67.95%	6,046	2,912	81,110	17	\$791,940.00	\$715,680.00	\$752,760.00	\$781,820.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			81	26.62%	10,206	4,296	983,277	26	\$2,317,380.00	\$2,142,870.00	\$2,090,310.00	\$2,212,770.00
	2141	\$50	4,623,120	MILLION DOLLAR JACKPOT	5/20/19			20	40.50%	14,921	7,285	112,419	19	\$5,053,300.00	\$4,593,750.00	\$4,815,500.00	\$4,690,650.00
	2104	\$50	4,564,740	WINNING MILLIONS	11/14/18			46	70.44%	7,756	3,583	54,469	30	\$2,634,950.00	\$2,465,050.00	\$2,436,350.00	\$2,443,850.00
Out of Wareh	2154	\$1	9,281,550	BLACKJACK	8/5/19			9	61.64%	12,301	9,802	20	112	\$664,642.00	\$625,805.00	\$662,738.00	\$631,242.00
	2120	\$2	7,211,875	DOUBLE MATCH	7/15/19			12	70.07%	8,309	7,122	50	138	\$716,212.00	\$668,742.00	\$725,474.00	\$776,922.00
	2126	\$10	6,117,600	WILD 10S	7/15/19			12	75.01%	20,449	8,070	24	63	\$2,856,340.00	\$2,550,730.00	\$2,620,280.00	\$2,881,490.00
Sold/Closing	2111	\$1	29,302,200	10X	12/3/18	9/5/19	10/20/19	44	97.53%	75	20	0	3,515	\$1,526.00	\$5,796.00	\$12,421.00	\$36,724.00
	2123	\$1	9,135,600	CASH PAYOUT	4/1/19	9/8/19	10/23/19	27	91.22%	70	78	0	4,366	\$3,882.00	\$5,967.00	\$10,557.00	\$28,468.00
	2142	\$1	9,163,200	TRIPLE YOUR CASH	6/3/19	10/1/19	11/15/19	18	84.36%	4,011	2,411	2	452	\$198,462.00	\$208,902.00	\$252,213.00	\$277,746.00
	2079	\$2	35,539,375	BLACKOUT BINGO	7/3/18			66	94.48%	6,686	7,438	20	33	\$917,198.00	\$873,926.00	\$873,276.00	\$884,024.00
	2080	\$2	40,562,000	BREAK THE BANK	6/15/18			68	90.31%	5,456	2,755	19,091	122	\$339,640.00	\$319,474.00	\$327,380.00	\$405,122.00
	2139	\$2	6,974,375	TRIPLE PLAY	4/15/19	10/6/19	11/20/19	25	95.42%	408	382	0	1,017	\$37,880.00	\$42,158.00	\$54,470.00	\$62,458.00
	2078	\$2	35,978,375	WEEKLY GRAND	1/10/18	9/8/19	10/23/19	90	92.55%	191	167	7,313	7,222	\$36,888.00	\$84,678.00	\$178,868.00	\$365,216.00
	2109	\$3	16,346,375	30X	12/17/18	10/6/19	11/20/19	42	94.36%	1,024	2,217	341	1,672	\$362,001.00	\$436,095.00	\$529,779.00	\$552,801.00
	2031	\$3	5,931,500	CINCO CONNECT	3/4/19	9/8/19	10/23/19	31	70.27%	101	86	3,137	8,625	-\$38,889.00	-\$29,172.00	-\$108,393.00	-\$99,528.00
	2125	\$5	7,338,750	CRAZY CASH BLOWOUT	3/18/19	10/6/19	11/20/19	29	70.79%	747	709	24,887	1,059	\$138,560.00	\$157,840.00	\$172,510.00	\$194,330.00

NO. OF TICKETS: 8,137,300
 NO. POOLS: 67.81
 PACK SIZE: 50
 PACKS/POOL: 2,400
 PACKS/GAME: 162,746

Minimum: 7,879,200
 Maximum: 8,200,800

TEXAS LOTTERY COMMISSION
 "RUBY 7s" - GAME NO. 2137
 END OF PRODUCTION PRIZE STRUCTURE
 25-Mar-19

VERSION A

8,137,300

\$10 TICKETS

\$81,373,000

REVENUE

INSTANT FUND
 PRIZE FUND

\$54,890,475
 \$56,885,614

INSTANT PAYOUT
 TOTAL PAYOUT %

67.46%
 69.91%

PRIZE LEVEL	PRIZE CODE	TIER CODE	GET	# OF WAYS TO WIN	WINS	ODDS OF 1 IN:	WINNERS IN 67.81 POOLS	WINNERS IN 50 (PER PACK*)	WINNERS IN 120,000 (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVELS
1	1	L	\$10	1	\$10	9.09	895,413	5.500	13200.00	\$8,954,130	15.74%	
2	2	L	\$10 x 2	2	\$20	59.97	135,683	0.833	2000.00	\$2,713,660	4.77%	LOW TIER
3	3	L	\$20	1	\$20	23.09	352,436	2.167	5200.00	\$7,048,720	12.39%	32.90%
4	0	M	\$10**3X**	1	\$30	25.00	325,466	2.000	4800.00	\$9,763,980	17.16%	
5	0	M	\$20 x 2	2	\$40	99.95	81,417	0.500	1200.00	\$3,256,680	5.72%	
6	0	M	\$40	1	\$40	200.02	40,683	0.250	600.00	\$1,627,320	2.86%	
7	0	M	\$10 x 3 + \$20	4	\$50	149.82	54,315	0.333	800.00	\$2,715,750	4.77%	
8	0	M	\$10**3X** + \$20	2	\$50	150.16	54,190	0.333	800.00	\$2,709,500	4.76%	
9	0	M	\$50	1	\$50	150.02	54,241	0.333	800.00	\$2,712,050	4.77%	
10	0	M	\$50 x 2	2	\$100	499.13	16,303	0.100	240.00	\$1,630,300	2.87%	
11	0	M	\$10 x 4 + \$20 x 3	7	\$100	500.08	16,272	0.100	240.00	\$1,627,200	2.86%	
12	0	M	\$10 x 5 + \$50	6	\$100	500.11	16,271	0.100	240.00	\$1,627,100	2.86%	
13	0	M	\$20**3X** + \$40	2	\$100	498.73	16,316	0.100	240.00	\$1,631,600	2.87%	
14	0	M	\$100	1	\$100	500.02	16,274	0.100	240.00	\$1,627,400	2.86%	
15	0	M	\$10 x 20	20	\$200	3,448.01	2,360	0.015	35.00	\$472,000	0.83%	
16	0	M	\$50**3X** + \$50	2	\$200	3,433.46	2,370	0.015	35.00	\$474,000	0.83%	
17	0	M	\$40 x 5	5	\$200	3,443.63	2,363	0.015	35.00	\$472,600	0.83%	
18	0	M	\$10 x 5 + \$20 x 3 + \$40 + \$50	10	\$200	2,317.66	3,511	0.022	52.00	\$702,200	1.23%	
19	0	M	\$200	1	\$200	3,401.88	2,392	0.015	35.00	\$478,400	0.84%	
20	0	M	\$10 x 5 + \$20 x 10 + \$50 x 5	20	\$500	29,270.86	278	0.002	4.00	\$139,000	0.24%	
21	0	M	\$100 x 5	5	\$500	23,586.38	345	0.002	5.00	\$172,500	0.30%	
22	0	M	\$100 + \$50 x 4 + \$10 x 14 + \$40 + \$20	21	\$500	23,654.94	344	0.002	5.00	\$172,000	0.30%	
23	0	M	\$10 x 5 + \$20 x 5 + \$50 x 5 + \$100	16	\$500	23,723.91	343	0.002	5.00	\$171,500	0.30%	
24	0	M	\$100**3X** + \$200	2	\$500	29,916.54	272	0.002	4.00	\$136,000	0.24%	MID TIER
25	0	M	\$500	1	\$500	29,698.18	274	0.002	4.00	\$137,000	0.24%	60.57%
26	0	H	\$100 x 10	10	\$1,000	119,666.18	68	0.000	1.00	\$68,000	0.12%	
27	0	H	\$500 + \$100 + \$200 x 2	4	\$1,000	116,247.14	70	0.000	1.03	\$70,000	0.12%	
28	0	H	\$100 x 5 + \$500	6	\$1,000	239,332.35	34	0.000	0.50	\$34,000	0.06%	
29	0	H	\$1,000	1	\$1,000	219,927.03	37	0.000	0.55	\$37,000	0.07%	
30	0	H	\$500 x 10 + \$1,000 x 5	15	\$10,000	2,034,325.00	4	0.000	0.06	\$40,000	0.07%	
31	0	H	\$10,000	1	\$10,000	1,017,162.50	8	0.000	0.12	\$80,000	0.14%	HIGH TIER
32	0	H	\$277,777	1	\$277,777	1,627,460.00	5 ***	0.000	0.07	\$1,388,885	2.44%	3.02%
						3.89	2,090,358	12.84	30,822,333	\$ 54,890,475	96.49%	96.49%
						3.8928						

DRAWINGS	Amount	Count	Percentage
Tier 1 Standard Room	\$13,637.00	35	0.84%
Tier 1 Standard Room Federal Withholding	\$4,303.26	35	0.26%
Tier 2 Premium Room	\$13,787.00	40	0.97%
Tier 2 Premium Room Federal Withholding	\$4,350.63	40	0.31%
Tier 3 Cabin	\$13,937.00	35	0.86%
Tier 3 Cabin Federal Withholding	\$4,398.00	35	0.27%
Subtotal: Drawings		220	3.51%

TOTAL: 2,090,578 \$ 56,885,614 100.00%

NOTE: "3X" = win TRIPLE the PRIZE by revealing one (1) "7" Play Symbol

Consolidated odds are 1 in:	9.09	895,413
\$20	16.67	488,119
\$30	25.00	325,466
\$40	66.64	122,100
\$50	50.00	162,746
\$100	99.92	81,436
\$200	626.14	12,996
\$500	4,384.32	1,856
\$1,000	38,934.45	209
\$10,000	678,108.33	12
\$277,777	1,627,460.00	5
		2,090,358

* Each of the following GLEPS 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.

25-Mar-19

TEXAS LOTTERY COMMISSION
"RUBY 7s" - GAME NO. 2137
PRIZE STRUCTURE

VERSION A

<u>GET</u>	<u>PRIZE</u>	<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>F</u>
\$10	\$10	6 = \$ 60	5 = \$ 50	7 = \$ 70	3 = \$ 30	4 = \$ 40	8 = \$ 80
\$10 x 2	\$20	0 = \$ -	1 = \$ 20	0 = \$ -	1 = \$ 20	1 = \$ 20	2 = \$ 40
\$20	\$20	3 = \$ 60	2 = \$ 40	2 = \$ 40	3 = \$ 60	3 = \$ 60	0 = \$ -
		9 = \$ 120	8 = \$ 110	9 = \$ 110	7 = \$ 110	8 = \$ 120	10 = \$ 120

Note: There will not be more than 15 winners per pack.

No. 10/07/19

Game Name	Game No	Inv No.	Vendor	TLC PO #
Ruby 7s	2137	8510972	PBL	362-19-9010 RL008

Description/Tickets Delivered Qty
8,137,300

Units per 1000
8,137.30

Unit Price
\$42.74

Amount
\$347,788.20
\$347,788.20

Delivered 8,137,300
Ordered 8,040,000

2% under 7,879,200
2% over 8,200,800

Accetable Range 0

Sub Total \$347,788.20
Holographic Foil 4X4 \$20,116.75
Total \$367,904.95

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

Liability for 2137 / for Life to Date

Product Status:
Active

SmartCash Enabled:
N/A

Validation Range: 04/03/2019 - 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	\$10.00	120602	\$1,206,020.00	774811	\$7,748,110.00	86.53%	7041297
2	2	N/A	\$20.00	14986	\$299,720.00	120697	\$2,413,940.00	88.96%	7238546
3	3	N/A	\$20.00	43630	\$872,600.00	308806	\$6,176,120.00	87.62%	7129938
4	0	N/A	\$30.00	36107	\$1,083,210.00	289359	\$8,680,770.00	88.91%	7234552
5	0	N/A	\$40.00	8591	\$343,640.00	72826	\$2,913,040.00	89.45%	7278664
6	0	N/A	\$40.00	5238	\$209,520.00	35445	\$1,417,800.00	87.12%	7089609
7	0	N/A	\$50.00	5486	\$274,300.00	48829	\$2,441,450.00	89.90%	7315404
8	0	N/A	\$50.00	5574	\$278,700.00	48616	\$2,430,800.00	89.71%	7300294
9	0	N/A	\$50.00	6799	\$339,950.00	47442	\$2,372,100.00	87.47%	7117305
10	0	N/A	\$100.00	1813	\$181,300.00	14490	\$1,449,000.00	88.88%	7232379
11	0	N/A	\$100.00	1730	\$173,000.00	14542	\$1,454,200.00	89.37%	7272161
12	0	N/A	\$100.00	1731	\$173,100.00	14540	\$1,454,000.00	89.36%	7271608
13	0	N/A	\$100.00	1761	\$176,100.00	14555	\$1,455,500.00	89.21%	7259034
14	0	N/A	\$100.00	2075	\$207,500.00	14199	\$1,419,900.00	87.25%	7099761
15	0	N/A	\$200.00	234	\$46,800.00	2126	\$425,200.00	90.08%	7330466
16	0	N/A	\$200.00	241	\$48,200.00	2129	\$425,800.00	89.83%	7309836
17	0	N/A	\$200.00	245	\$49,000.00	2118	\$423,600.00	89.63%	7293610
18	0	N/A	\$200.00	348	\$69,600.00	3163	\$632,600.00	90.09%	7330754
19	0	N/A	\$200.00	272	\$54,400.00	2120	\$424,000.00	88.63%	7211988
20	0	N/A	\$500.00	27	\$13,500.00	251	\$125,500.00	90.29%	7346986
21	0	N/A	\$500.00	33	\$16,500.00	312	\$156,000.00	90.43%	7358949
22	0	N/A	\$500.00	43	\$21,500.00	301	\$150,500.00	87.50%	7120137
23	0	N/A	\$500.00	29	\$14,500.00	314	\$157,000.00	91.55%	7449306
24	0	N/A	\$500.00	32	\$16,000.00	240	\$120,000.00	88.24%	7179970
25	0	N/A	\$500.00	35	\$17,500.00	239	\$119,500.00	87.23%	7097863
26	0	N/A	\$1,000.00	10	\$10,000.00	58	\$58,000.00	85.29%	6940638
27	0	N/A	\$1,000.00	10	\$10,000.00	60	\$60,000.00	85.71%	6974828
28	0	N/A	\$1,000.00	3	\$3,000.00	31	\$31,000.00	91.18%	7419302
29	0	N/A	\$1,000.00	8	\$8,000.00	29	\$29,000.00	78.38%	6377883
30	0	N/A	\$10,000.00	0	\$0.00	4	\$40,000.00	100.00%	8137300
31	0	N/A	\$10,000.00	3	\$30,000.00	5	\$50,000.00	62.50%	5085812
32	0	N/A	\$277,777.00	0	\$0.00	5	\$1,388,885.00	100.00%	8137300
Totals:				257696	\$6,247,160.00	1,832,662	\$48,643,315.00		