

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

**Scratch Ticket Information**

Date Completed 11/4/2019

Game #	2174	Confirmed Packs	9,337
Game Name	20X	Active Packs	7,679
Quantity Printed	7,042,625	Warehouse Packs	36
Price Point	\$2	Returned Packs	43
Start Date	9/3/2019	Printed Payout Percentage	65.04%
Top Prize	\$ 30,000	Percent Sold	67.87%
Number of Top Prizes Remaining	0	Number of Weeks Out	9

**Current Game Sales Analysis**

**TANGIBLE COSTS**

**Expenditure Impact:**

Cost to print tickets	\$ 324,438	Actual ticket production costs
Prize payout expense	\$ 6,268,619	Data from Instant Ticket Tier Liability screen in ES

**Estimated Direct Costs** \$ 6,593,057

**TANGIBLE BENEFITS**

**Revenue Impact:**

Estimated sales	\$ 9,559,659	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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**Total Estimated Benefits** \$ 9,559,659

**Excess of Revenue over Expended** \$ 2,966,602

**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	\$	965,332
Next week	\$	1,011,830
Next week	\$	1,184,102
Avg Weekly Sales Current Game	\$	1,053,755
Avg Weekly Sales \$2; 5M - 9.99M Qty	\$	753,911
<b>Percentage Of Variance In Sales</b>		<b>-40%</b>

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

**Instant Ticket Information**

Game #	2174	Printed Payout Percentage	65.04%
Game Name	20X	Actual Payout Percentage	65.57%
Percent Sold	67.87%	Number of Weeks Out	9
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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**NOT REQUIRED**  
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**ALL TOP PRIZES CLAIMED**

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Pr \_\_\_\_\_ Date \_\_\_\_\_

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

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

**NOT REQUIRED**  
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**ALL TOP PRIZES CLAIMED**

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

# Play the Games of Texas!

TEXAS LOTTERY

Da Vinci Report

Week End Date: 11/2/19

11/4/19

Product Line	Game	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales		
													11/2/19	10/28/19	10/12/19
Mature	2140	\$5	7,320,300	CASH GAME	5/20/19		24	59.21%	3,759	2,140	30,846	2,099	\$207,750.00	\$223,765.00	\$276,635.00
	2150	\$5	7,214,550	RED HOT SLOTS	6/26/19		18	59.04%	6,493	3,811	25,382	2,080	\$395,830.00	\$418,845.00	\$524,240.00
	2082	\$5	22,519,650	SUPER CROSSWORD	11/26/18		49	65.70%	12,771	7,647	80,317	30	\$1,393,020.00	\$1,251,215.00	\$1,342,320.00
	2074	\$5	40,124,625	SUPER LOTERIA	1/21/19		41	74.13%	25,425	11,210	96,771	20	\$3,741,970.00	\$3,583,990.00	\$3,706,160.00
	2143	\$5	7,320,825	TEXAS ROAD TRIP	6/17/19		20	59.00%	5,267	3,030	30,033	581	\$332,680.00	\$340,945.00	\$437,780.00
	2056	\$10	28,522,850	\$200 MILLION CASH EXPLOSION	9/4/18		61	49.26%	14,063	6,360	265,868	53	\$2,376,010.00	\$2,217,690.00	\$2,669,590.00
	2166	\$10	12,139,700	\$250,000 50X CASHWORD	4/15/19		29	89.89%	13,870	7,861	718	18	\$3,539,400.00	\$3,487,420.00	\$3,682,030.00
	2148	\$10	6,118,550	SUPER 10S SUPER TICKET	6/17/19		20	77.03%	10,647	5,406	9,875	97	\$1,392,180.00	\$1,387,140.00	\$1,757,300.00
	2126	\$10	6,117,600	WILD 10S	7/15/19		16	89.75%	6,101	5,048	0	107	\$1,754,680.00	\$1,991,900.00	\$2,630,970.00
	2093	\$20	7,344,000	\$100 OR \$200	10/1/18		57	78.06%	8,118	3,875	50,498	54	\$1,373,360.00	\$1,319,940.00	\$1,534,440.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17		129	41.47%	11,999	5,889	791,598	37	\$2,145,660.00	\$2,187,120.00	\$2,291,940.00
	2067	\$20	7,123,900	STACKS OF CASH	7/16/18		68	70.12%	6,012	3,121	74,690	19	\$759,400.00	\$726,380.00	\$837,380.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18		85	27.53%	11,548	4,936	968,557	52	\$2,372,010.00	\$2,142,270.00	\$2,488,630.00
	2141	\$50	4,623,120	MILLION DOLLAR JACKPOT	5/20/19		24	48.94%	15,473	7,187	92,574	45	\$4,838,250.00	\$4,622,100.00	\$5,078,800.00
	2104	\$50	4,564,740	WINNING MILLIONS	11/14/18		50	74.83%	8,442	3,566	43,764	38	\$2,516,500.00	\$2,332,000.00	\$2,638,700.00
Out of Wareh	2154	\$1	9,281,550	BLACKJACK	8/5/19		13	80.48%	5,078	5,353	0	154	\$336,464.00	\$365,114.00	\$485,943.00
	2170	\$1	9,177,900	HIT \$5,000	9/3/19		9	70.33%	8,089	9,045	2	69	\$637,216.00	\$714,134.00	\$797,436.00
	2174	\$2	7,042,625	20X	9/3/19		9	67.87%	9,337	7,679	36	43	\$965,332.00	\$1,011,830.00	\$1,184,102.00
Sold/Closing	2149	\$1	9,149,850	FIREBALL 5S	6/26/19		18	94.03%	719	901	20	1,141	\$75,908.00	\$77,259.00	\$105,387.00
	2132	\$1	16,882,800	TOPAZ 7S	5/6/19		26	91.20%	2,931	4,074	7	289	\$258,085.00	\$290,387.00	\$366,470.00
	2142	\$1	9,163,200	TRIPLE YOUR CASH	6/3/19		22	86.62%	247	67	1	4,705	\$9,267.00	\$22,876.00	\$52,020.00
	2068	\$1	30,502,050	WEEKLY HALF GRAND	8/20/18		63	91.12%	2,927	4,755	6,079	1,063	\$236,962.00	\$255,151.00	\$286,996.00
	2146	\$2	7,053,375	AMAZING 8S	6/17/19		20	90.13%	2,659	1,803	120	345	\$160,076.00	\$158,330.00	\$216,058.00
	2079	\$2	35,539,375	BLACKOUT BINGO	7/3/18		70	97.25%	1,849	2,396	4	1,141	\$310,364.00	\$391,420.00	\$542,234.00
	2080	\$2	40,562,000	BREAK THE BANK	6/15/18		72	91.59%	1,863	1,421	18,324	1,070	\$216,904.00	\$225,186.00	\$290,198.00
	2139	\$2	6,974,375	TRIPLE PLAY	4/15/19		29	95.60%	46	31	0	1,773	\$1,554.00	-\$1,348.00	\$8,092.00
	2109	\$3	16,346,375	30X	12/17/18		46	95.38%	74	115	341	3,693	\$22,521.00	\$48,681.00	\$150,798.00
	2089	\$3	5,989,875	BLOCK-O	6/3/19		22	84.99%	1,483	2,070	855	1,324	\$247,572.00	\$285,705.00	\$346,242.00
	2134	\$5	7,221,000	\$500 FRENZY	4/15/19		29	89.96%	1,059	1,125	5,673	639	\$211,555.00	\$227,845.00	\$291,450.00
	2125	\$5	7,338,750	CRAZY CASH BLOWOUT	3/18/19		33	71.13%	33	60	24,887	2,337	\$4,600.00	\$6,430.00	\$39,520.00
	2136	\$5	10,630,050	EMERALD 7S	5/6/19		26	91.34%	3,405	4,533	143	738	\$716,420.00	\$790,230.00	\$1,000,825.00
	2116	\$5	7,030,050	GOLDEN NUGGET	2/18/19		37	89.68%	14	27	7,787	1,295	\$6,185.00	\$11,255.00	\$23,835.00

**Liability for 2174 / for Life to Date**

Product Status: Active      SmartCash Enabled: N/A      Validation Range: 06/26/2019 - 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	\$2.00	261102	\$522,204.00	471177	\$942,354.00	64.34%	4531500
2	2	N/A	\$5.00	90714	\$453,570.00	191077	\$955,385.00	67.81%	4775467
3	3	N/A	\$5.00	55884	\$279,420.00	113148	\$565,740.00	66.94%	4714248
4	4	N/A	\$10.00	8696	\$86,960.00	19427	\$194,270.00	69.08%	4864953
5	5	N/A	\$10.00	8683	\$86,830.00	19526	\$195,260.00	69.22%	4874837
6	6	N/A	\$10.00	8720	\$87,200.00	19412	\$194,120.00	69.00%	4859641
7	7	N/A	\$10.00	9003	\$90,030.00	19206	\$192,060.00	68.08%	4794946
8	8	N/A	\$20.00	4218	\$84,360.00	9904	\$198,080.00	70.13%	4939113
9	9	N/A	\$20.00	9170	\$183,400.00	18953	\$379,060.00	67.39%	4746252
10	10	N/A	\$20.00	4389	\$87,780.00	9707	\$194,140.00	68.86%	4849798
11	0	N/A	\$40.00	3463	\$138,520.00	8228	\$329,120.00	70.38%	4956523
12	0	N/A	\$40.00	3493	\$139,720.00	8268	\$330,720.00	70.30%	4950975
13	0	N/A	\$40.00	3641	\$145,640.00	8125	\$325,000.00	69.05%	4863277
14	0	N/A	\$40.00	3828	\$153,120.00	7920	\$316,800.00	67.42%	4747837
15	0	N/A	\$40.00	2826	\$113,040.00	6549	\$261,960.00	69.86%	4919696
16	0	N/A	\$50.00	501	\$25,050.00	1259	\$62,950.00	71.53%	5037877
17	0	N/A	\$50.00	509	\$25,450.00	1272	\$63,600.00	71.42%	5029881
18	0	N/A	\$50.00	1380	\$69,000.00	3321	\$166,050.00	70.64%	4975230
19	0	N/A	\$50.00	1527	\$76,350.00	3167	\$158,350.00	67.47%	4751596
20	0	N/A	\$50.00	334	\$16,700.00	822	\$41,100.00	71.11%	5007818
21	0	N/A	\$100.00	38	\$3,800.00	80	\$8,000.00	67.80%	4774661
22	0	N/A	\$100.00	81	\$8,100.00	150	\$15,000.00	64.94%	4573133
23	0	N/A	\$100.00	86	\$8,600.00	153	\$15,300.00	64.02%	4508458
24	0	N/A	\$100.00	37	\$3,700.00	82	\$8,200.00	68.91%	4852901
25	0	N/A	\$1,000.00	2	\$2,000.00	5	\$5,000.00	71.43%	5030446
26	0	N/A	\$1,000.00	2	\$2,000.00	1	\$1,000.00	33.33%	2347541
27	0	N/A	\$30,000.00	0	\$0.00	5	\$150,000.00	100.00%	7042625
<b>Totals:</b>				<b>482327</b>	<b>\$2,892,544.00</b>	<b>940,944</b>	<b>\$6,268,619.00</b>		

**END OF PRODUCTION PRIZE STRUCTURE**  
**June 20, 2019 - ( POOLS # 1 - 73 COMPLETE)**

**Prize Structure**  
**TEXAS LOTTERY**  
**GAME NO 2174 "20X"**  
**March 13, 2019 - VERSION A**

Order Quantity: 7,042,625      Pack Size: 125      Pool Size: 120,000      Winners: 1,423,271      Total Payout: \$9,161,163.00  
 Price Point: \$2.00      Packs/Game: 56,341      Number of Pools: 58,66      Non-winners: 5,619,354      Payout: 65.04%  
 Revenue: \$14,085,250.00      Packs/Pool: 960      Overall Odds: 4.9482

**ORIGINAL ORDER**

SHIPMENT # 1  
 COMPLETE  
 POOLS # 1-73

Kind	Winners	Tier Level	Get	Win	Value	Odds (1 in)	Pack	Pool	Total	Total Prize Cost	% Prize Fund
01	1	L	\$2	\$2	\$2.00	9,6174	13.00	12,480.00	732,279	\$1,464,558.00	15.99%
02	2	L	\$3 + \$2	\$5	\$5.00	24,9924	5.00	4,800.00	281,791	\$1,408,955.00	15.38%
03	1	L	\$5	\$5	\$5.00	41,6644	3.00	2,880.00	169,032	\$845,160.00	9.23%
					Total (\$5.00):	15,6217	8.00	7,680.00	450,823	\$2,254,115.00	24.61%
04	5	L	\$2 x 5	\$10	\$10.00	250,4223	0.50	480.00	28,123	\$281,230.00	3.07%
05	4	L	(\$3 x 2) + (\$2 x 2)	\$10	\$10.00	249,6588	0.50	480.00	28,209	\$282,090.00	3.08%
06	2	L	\$5 x 2	\$10	\$10.00	250,3421	0.50	480.00	28,132	\$281,320.00	3.07%
07	1	L	\$10	\$10	\$10.00	249,6588	0.50	480.00	28,209	\$282,090.00	3.08%
					Total (\$10.00):	62,5050	2.00	1,920.00	112,673	\$1,128,730.00	12.30%
08	4	L	\$5 x 4	\$20	\$20.00	498,6988	0.25	240.00	14,122	\$282,440.00	3.08%
09	1	L	\$2 (10X)	\$20	\$20.00	250,4223	0.50	480.00	28,123	\$562,460.00	6.14%
10	1	L	\$20	\$20	\$20.00	498,6187	0.25	240.00	14,096	\$281,920.00	3.08%
					Total (\$20.00):	125,0000	1.00	960.00	56,341	\$1,128,820.00	12.30%
					Total (Low Tiers):	5,2086	24.00	23,040.00	1,362,116	\$5,972,223.00	65.19%
					<b>Mid Tiers</b>						
11	8	M	\$5 x 8	\$40	\$40.00	602,3971	0.21	200.00	11,691	\$467,640.00	5.10%
12	4	M	\$10 x 4	\$40	\$40.00	598,8118	0.21	200.00	11,761	\$470,440.00	5.14%
13	2	M	\$2 (10X) x 2	\$40	\$40.00	598,5573	0.21	200.00	11,766	\$470,640.00	5.14%
14	1	M	\$2 (20X)	\$40	\$40.00	599,4744	0.21	200.00	11,748	\$469,920.00	5.13%
15	1	M	\$40	\$40	\$40.00	751,2133	0.17	160.00	9,375	\$375,000.00	4.09%
					Total (\$40.00):	125,0000	1.00	960.00	56,341	\$2,253,640.00	24.60%
16	10	M	\$5 x 10	\$50	\$50.00	4001,4915	0.03	30.00	1,760	\$88,000.00	0.96%
17	5	M	\$10 x 5	\$50	\$50.00	3954,3094	0.03	30.00	1,781	\$89,050.00	0.97%
18	3	M	(\$5 x 2) + \$2 (20X)	\$50	\$50.00	1468,1121	0.08	80.00	4,701	\$235,050.00	2.57%
19	1	M	\$5 (10X)	\$50	\$50.00	1500,3462	0.08	80.00	4,694	\$234,700.00	2.56%
20	1	M	\$50	\$50	\$50.00	6092,2362	0.02	20.00	1,156	\$57,800.00	0.63%
					Total (\$50.00):	499,7605	0.25	240.00	14,092	\$704,600.00	7.69%
21	10	M	\$10 x 10	\$100	\$100.00	59883,2627	0.00	2.00	118	\$11,800.00	0.13%
22	1	M	\$10 (10X)	\$100	\$100.00	30487,5541	0.00	4.00	231	\$23,100.00	0.25%
23	1	M	\$5 (20X)	\$100	\$100.00	29487,0502	0.00	4.00	239	\$23,900.00	0.26%
24	1	M	\$100	\$100	\$100.00	59181,7227	0.00	2.00	119	\$11,900.00	0.13%
					Total (\$100.00):	9981,2801	0.01	12.00	707	\$70,700.00	0.77%
					Total (Mid Tiers):	88,0967	1.26	1,212.00	71,140	\$3,028,640.00	33.08%
					<b>High Tiers</b>						
25	10	H	\$100 x 10	\$1,000	\$1,000.00	100689,2857	0.00	0.12	7	\$7,000.00	0.08%
26	1	H	\$1,000	\$1,000	\$1,000.00	2347541,6667	0.00	0.05	3	\$3,000.00	0.03%
					Total (\$1,000.00):	704282,5000	0.00	0.17	10	\$10,000.00	0.11%
27	1	H	\$30,000	\$30,000	\$30,000.00	1408525,0000	0.00	0.08	5*	\$150,000.00	1.64%
					Total (High Tiers):	495608,3000	0.00	0.25	15	\$180,000.00	1.75%
					<b>Total:</b>	<b>4,9482</b>	<b>25.26</b>	<b>24,262.25</b>	<b>1,423,271</b>	<b>\$9,161,163.00</b>	<b>100.00%</b>

\* Exact Quantity by Kind Level

10X = win 10 TIMES the PRIZE for that symbol  
 20X = win 20 TIMES the PRIZE for that symbol

There will be no more than twenty-eight (28) winners per pack for this game.

7,042,625
732,279
281,791
169,032
28,123
28,209
28,132
28,209
14,122
28,123
14,096
11,691
11,761
11,766
11,748
9,375
1,760
1,781
4,701
4,694
1,156
118
231
239
119
7
3
5



# INTEROFFICE MEMO

Gary Grief, Executive Director      Michael P. Farrell, Charitab

## Payment Approval

June 27, 2019

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

*Rounded →*

Vendor Name: Scientific Games, Inc  
 Invoice Number: 06272019-03  
 Tx Game name: TX-2174 20 X  
 PO #: 362-19-9019RV2RL027

*DB*

Shipment	<u>Quantity</u>	<u>Price</u>	
1	7042.63	\$43.27	\$304,734.38
additional charges			\$19,704.00

**Total Amount** **\$324,438.38**

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

*Dale Bowersock* DB  
 Dale Bowersock (Scratch Ticket Strategy Coordinator)  
 Please forward to the next person for approval

6/28/19  
Date

*Gene McCreary for RT*  
 Robert Tironi (Products Manager)  
 Please forward to the next person for approval

7/1/19  
Date

*[Signature]*  
 Ryan Mindell (Lottery Operations Division Director)

7-1-19  
Date

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

July 7, 2019

**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	None	2M	None	None	None	None	
5M-9.99M	Week 15	Week 18	Week 18	Week 17	None	3M	None	None	None	Week 52*	
10M-14.99M	Week 20	None	None	Week 16*	None	4M	None	None	None	None	
15M-19.99M	Week 23	None	Week 32*	Week 48	None	5M	None	Week 42	None	None	
20M-24.99M	None	None	None	Week 57	None	6M	Week 22	None	None	None	
25M-29.99M	Week 58*	None	None	None	None	7M	None	Week 49*	None	None	
30M-34.99M	Week 41*	Week 57*	None	None	None	8M	Week 25*	None	None	None	
>35M	None	Week 55*	Week 57	Week 53*	Week 43	>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	None	2M	None	None	None	None	
5M-9.99M	\$543,741	\$753,911	\$1,037,655	\$2,105,631	None	3M	None	None	None	\$2,913,384	
10M-14.99M	\$527,618	None	None	\$2,919,843	None	4M	None	None	None	None	
15M-19.99M	\$633,249	None	\$1,302,836	\$1,502,081	None	5M	None	\$2,300,088	None	None	
20M-24.99M	None	None	None	\$1,710,701	\$2,715,030	6M	None	None	None	None	
25M-29.99M	\$438,898	None	None	None	None	7M	None	\$2,502,908	None	None	
30M-34.99M	\$629,856	\$1,039,084	None	None	\$2,822,095	8M	None	None	None	None	
>35M	None	\$1,243,302	\$1,731,457	\$3,256,460	\$2,847,773	>9M	\$3,190,792	None	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