

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

**Scratch Ticket Information**

Date Completed 11/3/2020

Game #	2228	Confirmed Packs	3,213
Game Name	Prize Piggy	Active Packs	2,187
Quantity Printed	9,299,850	Warehouse Packs	626
Price Point	\$1	Returned Packs	241
Start Date	7/6/2020	Printed Payout Percentage	60.07%
Top Prize	\$ 1,000	Percent Sold	87.88%
Number of Top Prizes Remaining	22	Number of Weeks Out	16

**Current Game Sales Analysis**

**TANGIBLE COSTS**

**Expenditure Impact:**

Cost to print tickets	\$ 105,832	Actual ticket production costs
Prize payout expense	\$ 4,529,487	Data from Instant Ticket Tier Liability screen in ES

**Estimated Direct Costs** \$ 4,635,319

**TANGIBLE BENEFITS**

**Revenue Impact:**

Estimated sales	\$ 8,172,708	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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**Total Estimated Benefits** \$ 8,172,708

**Excess of Revenue over Expended** \$ 3,537,389

**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	\$	147,924
Next week	\$	186,683
Next week	\$	243,996
Avg Weekly Sales Current Game	\$	192,868
Avg Weekly Sales \$1; 5M-9.99M Qty	\$	616,770
Percentage Of Variance In Sales		69%

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

## Instant Ticket Information

Game #	2228	Printed Payout Percentage	60.07%
Game Name	Prize Piggy	Actual Payout Percentage	55.42%
Percent Sold	87.88%	Number of Weeks Out	16
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			13

## 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):

Scratch Ticket Strategy Coordinator    Date

Products Manager \_\_\_\_\_ Date \_\_\_\_\_

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

Lottery Operations Division Di

Cont

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

Not Required -  
>85% Sold

## Bowersock, Dale

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**From:** Bowersock, Dale  
**Sent:** Wednesday, November 4, 2020 11:29 AM  
**To:** Burrola, Jessica  
**Subject:** FW: Game Close Analysis Documents - Over 85% Sold  
**Attachments:** 2162 Analysis.pdf; 2228 Analysis.pdf; 2161 Analysis.pdf; 2223 Analysis.pdf  
  
**Importance:** High

Here they are!

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**From:** Tirloni, Robert <Robert.Tirloni@lottery.state.tx.us>  
**Sent:** Wednesday, November 4, 2020 11:18 AM  
**To:** Bowersock, Dale <Dale.Bowersock@lottery.state.tx.us>  
**Subject:** FW: Game Close Analysis Documents - Over 85% Sold  
**Importance:** High

The four Game Close Analysis documents attached are approved, 11/4/2020. –RT

**Robert Tirloni**  
**Products Manager | Texas Lottery Commission**  
**Office: 512-344-5406**

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**From:** Bowersock, Dale <[Dale.Bowersock@lottery.state.tx.us](mailto:Dale.Bowersock@lottery.state.tx.us)>  
**Sent:** Monday, October 26, 2020 4:39 PM  
**To:** Tirloni, Robert <[Robert.Tirloni@lottery.state.tx.us](mailto:Robert.Tirloni@lottery.state.tx.us)>  
**Subject:** Game Close Analysis Documents - Over 85% Sold

Approved. DB 10/26/2020

Attached are the analysis documents for the “Mature” games for Pre-call for November.

Games:  
2161 – Bingo Extra  
2162 – Break the Bank  
2223 – Break the Bank Super Ticket  
2228 – Prize Piggy



*Play the Games of Texas!*

Da Vinci Report

10/26/20

Week End Date:10/24/20

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														10/24/20	10/17/20	10/10/20	10/3/20
Baseline	2252	\$1	12,231,900	\$5,000 EXTREME CASH	9/8/20			7	40.35%	11,646	9,870	25,376	22	\$666,081.00	\$671,295.00	\$783,725.00	\$915,859.00
	2259	\$1	10,139,550	7-11-21	10/5/20			3	21.97%	15,691	11,072	23,221	8	\$890,156.00	\$872,020.00	\$465,771.00	\$0
	2232	\$1	9,168,000	TRIPLE 777	8/3/20			12	73.22%	6,534	4,576	3,263	129	\$300,148.00	\$347,868.00	\$399,740.00	\$468,867.00
	2246	\$2	35,700,000	BONUS GAME BINGO	9/21/20			5	6.40%	17,169	10,419	237,421	35	\$1,091,306.00	\$1,103,050.00	\$1,051,998.00	\$882,184.00
	2240	\$2	40,055,875	BREAK THE BANK	9/21/20			5	6.06%	17,364	10,319	268,329	48	\$1,163,436.00	\$1,199,712.00	\$1,121,500.00	\$927,318.00
	2257	\$2	7,317,750	LUCKY NO. 13	9/8/20			7	48.57%	8,867	8,013	11,802	16	\$935,768.00	\$951,582.00	\$1,027,550.00	\$1,163,446.00
	2262	\$2	5,953,375	VETERANS CASH	10/19/20			1	2.90%	12,757	7,707	24,512	6	\$345,874.00	\$0	\$0	\$0
	2253	\$5	13,996,275	\$200,000 EXTREME CASH	9/8/20			7	35.48%	24,559	11,042	81,551	55	\$2,757,305.00	\$3,070,140.00	\$3,719,025.00	\$4,297,135.00
	2235	\$5	9,893,475	COWBOYS	8/17/20			10	31.28%	14,297	8,950	65,288	38	\$1,164,775.00	\$1,420,375.00	\$1,501,300.00	\$1,876,520.00
	2236	\$5	5,627,925	HOUSTON TEXANS	8/17/20			10	35.71%	12,587	6,884	26,312	256	\$800,300.00	\$947,065.00	\$1,125,340.00	\$1,509,000.00
	2260	\$5	9,129,300	LADY LUCK 7	10/5/20			3	22.80%	20,690	10,923	57,890	18	\$3,400,430.00	\$4,249,495.00	\$2,756,605.00	\$1,500.00
	2263	\$5	7,337,700	MONEY MULTIPLIER	10/19/20			1	6.46%	34,779	11,178	41,016	19	\$2,368,170.00	\$375.00	\$0	\$0
	2254	\$10	11,095,550	\$500,000 EXTREME CASH	9/8/20			7	28.67%	28,070	9,779	115,914	38	\$3,626,940.00	\$4,191,290.00	\$4,520,000.00	\$5,182,760.00
	2271	\$10	8,192,300	COOL RICHES	9/21/20			5	18.69%	37,117	9,624	82,884	141	\$2,480,990.00	\$2,890,790.00	\$3,321,530.00	\$3,852,780.00
	2264	\$10	5,629,800	MERRY MAGIC	10/19/20			1	5.10%	25,313	8,531	69,543	9	\$2,867,900.00	\$500.00	\$0	\$0
	2268	\$10	8,125,100	ROYAL WINNINGS	8/18/20			10	52.23%	23,203	8,598	42,865	41	\$2,683,520.00	\$3,176,600.00	\$3,369,610.00	\$3,633,450.00
	2255	\$20	9,050,125	\$1,000,000 EXTREME CASH	9/8/20			7	19.19%	27,119	9,198	253,243	36	\$3,891,940.00	\$4,543,960.00	\$4,905,500.00	\$5,524,120.00
	2040	\$20	7,214,300	MAD MONEY MULTIPLIER	10/19/20			1	2.56%	40,355	8,509	228,599	6	\$3,696,680.00	\$500.00	\$0	\$0
	2261	\$50	5,430,340	\$200 MILLION CASH	8/17/20			10	33.58%	27,277	7,420	142,215	38	\$6,974,750.00	\$7,238,150.00	\$8,127,700.00	\$9,907,350.00
	2274	\$50	5,139,100	500X LOTERIA SPECTACULAR	10/5/20			3	10.57%	32,065	8,243	185,036	20	\$8,992,000.00	#####	\$8,149,400.00	\$3,000.00
Mature	1878	\$1	854,700	CASH ON THE SPOT	9/18/17			162	0.00%	0	0	2,164	22	\$0	\$0	\$0	\$0
	2216	\$1	17,132,100	HOT 7S	6/1/20			21	81.00%	9,531	7,697	2,081	27	\$442,982.00	\$459,436.00	\$483,348.00	\$500,756.00
	1804	\$1	829,650	LUCKY STARS	9/18/17			162	0.00%	0	0	70	765	\$0	\$0	\$0	\$0
	2124	\$1	853,200	WINNING 7S	8/8/19			63	0.00%	0	0	4,198	576	\$0	\$0	\$0	\$0
	2230	\$2	7,334,000	FIND THE 9S	7/13/20			15	74.13%	8,479	3,610	0	1,703	\$349,724.00	\$410,360.00	\$455,696.00	\$559,136.00
	2060	\$2	35,449,750	WEEKLY GRAND	8/19/19			62	75.49%	9,671	8,789	47,231	73	\$717,654.00	\$709,180.00	\$758,270.00	\$764,288.00
	2062	\$2	7,065,750	WILD TRIPLER	7/20/20			14	83.18%	4,139	3,042	469	380	\$358,010.00	\$427,276.00	\$519,844.00	\$608,724.00
	2168	\$3	35,604,750	\$50,000 BONUS CASHWORD	2/17/20			36	63.34%	13,026	9,799	78,658	72	\$2,050,653.00	\$2,065,074.00	\$2,066,979.00	\$2,061,591.00
	2163	\$3	41,105,925	TEXAS LOTERIA	4/6/20			29	36.67%	16,416	11,879	315,332	13	\$1,541,781.00	\$1,541,004.00	\$1,536,261.00	\$1,569,951.00

**Liability for 2228 / for Life to Date**Product Status:  
ActiveSmartCash Enabled:  
N/A

Validation Range: 06/09/2020 - 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	\$1.00	238379	\$238,379.00	815676	\$815,676.00	77.38%	7196649
2	2	N/A	\$2.00	75783	\$151,566.00	296211	\$592,422.00	79.63%	7405275
3	3	N/A	\$3.00	17851	\$53,553.00	75157	\$225,471.00	80.81%	7514932
4	4	N/A	\$3.00	20029	\$60,087.00	72960	\$218,880.00	78.46%	7296745
5	5	N/A	\$5.00	21841	\$109,205.00	102138	\$510,690.00	82.38%	7661523
6	6	N/A	\$9.00	5168	\$46,512.00	25841	\$232,569.00	83.33%	7749924
7	7	N/A	\$9.00	11383	\$102,447.00	50616	\$455,544.00	81.64%	7592399
8	8	N/A	\$15.00	5009	\$75,135.00	25963	\$389,445.00	83.83%	7795815
9	9	N/A	\$15.00	5299	\$79,485.00	25728	\$385,920.00	82.92%	7711558
10	0	N/A	\$30.00	582	\$17,460.00	3281	\$98,430.00	84.93%	7898733
11	0	N/A	\$30.00	1865	\$55,950.00	9768	\$293,040.00	83.97%	7808900
12	0	N/A	\$90.00	165	\$14,850.00	1002	\$90,180.00	85.86%	7984961
13	0	N/A	\$90.00	341	\$30,690.00	1858	\$167,220.00	84.49%	7857717
14	0	N/A			\$22,000.00	54	\$54,000.00	71.05%	6607788
<b>Totals:</b>				<b>403717</b>	<b>\$1,057,319.00</b>	<b>1,506,253</b>			



# INTEROFFICE MEMO

Gary Grief, Executive Director      Tom Hanson, Charitable Bingo Operations Director

## Payment Approval

July 20, 2020

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

Vendor Name:	Scientific Games
Invoice Number:	1037943
Invoice Amount:	
Tx Game name:	Game #2228 Prize Piggy
PO #:(if applicable)	

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

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

\_\_\_\_\_  
Date

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

\_\_\_\_\_  
Date

\_\_\_\_\_  
Ryan Mindell (Lottery Operations Division Director)

\_\_\_\_\_  
Date

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

**July 30, 2020**

 <b>SCIENTIFIC GAMES</b>	<b>Invoice No</b> 1037943	<b>Invoice Date</b> 05-JUN-20	<b>Due Date</b> 05-JUL-20
	<b>Payment Terms</b> 30 NET	<b>Total Amount</b> 105,832.29	<b>Invoice Currency</b> USD
Scientific Games International, Inc. 1500 Bluegrass Lakes Parkway AlpharettaGA30004 Ph:770.664.3700	<b>Customer #</b> 27292	<b>Exchange Rate :</b>	
<b>Bill To</b>	<b>Ship To</b>		
Texas Lottery Attn: Accounts Payable P.O. BOX 16630 AustinTX 78761-6630 United States	c/o Gtech 8520 Tuscany Way Bldg 6 Suite 100 AUSTINTX 78754-4819 United States		
<b>Comments:</b>			
<b>PO #:</b>	<b>Sales Order #:</b> 9005147	<b>Bill Date :</b> 06/08/2020	

Item	Item Description	Price Point	Net Tickets	Net Sales	Unit Price	Amount
68747	TX-2228/Prize Piggy - Synchronized Scene Game	0	9,299.85	0	1.600	14,879.76
TX-2228	TX-2228/Prize Piggy # 1	1.00	9,299.85	9,300	9.780	90,952.53

Thank You For Your Business!	Subtotal	Freight	Tax	Total
	105,832.29	0.00	0.00	105,832.29

<b>Remittance Information:</b>	<b>Mailing Instructions:</b>
USD Wire Instructions: Bank: Bank of America Swift: BOFAUS3N Acct name: Scientific Games International, Inc. Acct #: 501017395032 Wire Routing #: 026009593 ACH Routing #: 122400724	Scientific Games International, Inc. PO Box 740845 Los Angeles CA 90074-0845



Prize Structure  
TEXAS LOTTERY  
GAME NO.2228 "Prize Piggy"  
January 16, 2020 - VERSION A

Order Quantity:		Pack Size:	150	Pool Size:	240,000	Winners:	1,909,970	Total Payout	
Price Point:	\$1.00	Packs/Game:	61,999	Number of Pools:	38.75	Non-winners:	7,389,880	Prize Fund:	\$5,586,806.00
Revenue:	\$9,299,850.00	Packs/Pool:	1,600			Overall Odds:	4.8691	Payout:	%

ORIGINAL ORDER

Kind	Wins	Tier	Get	Win	Value	Odds (1 in)	Winners			Total Prize Cost	% Prize Fund
		Level					Pack	Pool	Total		
Low Tiers											
01	1	L	\$1	\$1	\$1.00	8.8229	17.00	27,200.00	1,054,055	\$1,054,055.00	18.87%
02	1	L	\$2	\$2	\$2.00	25.0000	6.00	9,600.00	371,994	\$743,988.00	13.32%
03	1	L	\$3	\$3	\$3.00	99.9898	1.50	2,400.00	93,008	\$279,024.00	4.99%
04	1	L	\$1 w/ PIG	\$3	\$3.00	100.0102	1.50	2,400.00	92,989	\$278,967.00	4.99%
Total (\$3.00):						50.0000	3.00	4,800.00	185,997	\$557,991.00	9.99%
05	1	L	\$5	\$5	\$5.00	75.0115	2.00	3,200.00	123,979	\$619,895.00	11.10%
06	1	L	\$9	\$9	\$9.00	299.9081	0.50	800.00	31,009	\$279,081.00	5.00%
07	1	L	\$3 w/ PIG	\$9	\$9.00	150.0000	1.00	1,600.00	61,999	\$557,991.00	9.99%
Total (\$9.00):						99.9898	1.50	2,400.00	93,008	\$837,072.00	14.98%
08	1	L	\$15	\$15	\$15.00	300.2664	0.50	800.00	30,972	\$464,580.00	8.32%
09	1	L	\$5 w/ PIG	\$15	\$15.00	299.7341	0.50	800.00	31,027	\$465,405.00	8.33%
Total (\$15.00):						150.0000	1.00	1,600.00	61,999	\$929,985.00	16.65%
Total (Low Tiers):						4.9179	30.50	48,800.00	1,891,032	\$4,742,986.00	84.90%
Mid Tiers											
10	1	M	\$30	\$30	\$30.00	2407.4165	0.06	100.00	3,863	\$115,890.00	2.07%
11	1	M	\$10 w/ PIG	\$30	\$30.00	799.4369	0.19	300.00	11,633	\$348,990.00	6.25%
Total (\$30.00):						600.1452	0.25	400.00	15,496	\$464,880.00	8.32%
12	1	M	\$90	\$90	\$90.00	7969.0231	0.02	30.00	1,167	\$105,030.00	1.88%
13	1	M	\$30 w/ PIG	\$90	\$90.00	4229.1269	0.04	57.00	2,199	\$197,910.00	3.54%
Total (\$90.00):						2762.8788	0.05	87.00	3,366	\$302,940.00	5.42%
Total (Mid Tiers):						493.0469	0.30	487.00	18,862	\$767,820.00	13.74%
High Tiers											
14	1	H	\$1,000	\$1,000	\$1,000.00	122366.4474	0.00	2.00	76	\$76,000.00	1.36%
Total (High Tiers):						122366.4474	0.00	2.00	76	\$76,000.00	1.36%
Total :						4.8691	30.81	49,289.00	1,909,970	\$5,586,806.00	100.00%

SHIPMENT # 1
COMPLETE
POOLS # 1-47
9299850
1054055
371994
93008
92989
123979
31009
61999
30972
31027
3863
11633
1167
2199
76

Three (3) "PIG" Play Symbols = win TRIPLE the PRIZE. There will be no more than thirty-three (33) winners per pack.



**Instant Ticket Game Analysis**  
**2/25/18-2/29/20**

**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	None	None	None	2M	None	None	None	None
5M-9.99M	Week 13	Week 18	Week 16	Week 19	3M	None	None	None	Week 56*
10M-14.99M	None	None	None	Week 27	4M	Week 16*	None	None	Week 61*
15M-19.99M	Week 23	None	Week 34*	Week 26*	5M	Week 26*	Week 25*	Week 40*	None
20M-24.99M	None	None	None	None	6M	Week 20	Week 25*	None	None
25M-29.99M	Week 28*	None	None	None	7M	Week 25*	Week 64*	None	None
30M-34.99M	Week 56*	None	None	None	8M	Week 23	Week 38*	None	None
>35M	None	Week 60	Week 56	Week 47*	>9M	Week 27	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	None	None	None	2M	None	None	None	None
5M-9.99M	\$616,770	\$761,968	\$962,270	\$1,810,073	3M	None	None	None	\$2,732,470
10M-14.99M	None	None	None	\$1,848,221	4M	\$2,364,236	None	None	\$3,177,965
15M-19.99M	\$631,464	None	\$1,225,446	\$3,225,872	5M	\$1,959,320	\$4,111,875	\$3,795,213	None
20M-24.99M	None	None	None	None	6M	\$3,291,377	\$4,223,614	None	None
25M-29.99M	\$900,100	None	None	None	7M	\$2,488,242	\$1,950,276	None	None
30M-34.99M	\$462,626	None	None	None	8M	\$3,151,041	\$4,005,888	None	None
>35M	None	\$1,085,176	\$1,761,946	\$3,641,275	>9M	\$4,077,657	\$3,200,387	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