

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

4/3/2024

Game #	2523	Confirmed Packs	2,971
Game Name	20X	Active Packs	1,160
Quantity Printed	8,857,250	Warehouse Packs	8,044
Price Point	\$2	Returned Packs	1,826
Start Date	9/18/2023	Printed Payout Percentage	65.21%
Top Prize	\$ 30,000	Percent Sold	78.57%
Number of Top Prizes Remaining	0	Number of Weeks Out	28

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 352,294	Actual ticket production costs
Prize payout expense	\$ 8,588,632	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs **\$ 8,940,926**

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 13,918,283	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 13,918,283	

Excess of Revenue over Expended \$ 4,977,356

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	\$	117,916
Next week	\$	130,374
Next week	\$	146,770
Avg Weekly Sales Current Game	\$	131,687
Avg Weekly Sales \$2; 5M - 9.99M Qty	\$	836,861
Percentage Of Variance In Sales		84%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	<div>2523</div>	Printed Payout Percentage	<div>65.21%</div>
Game Name	<div>20X</div>	Actual Payout Percentage	<div>61.71%</div>
Percent Sold	<div>78.57%</div>	Number of Weeks Out	<div>28</div>
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			<div>18</div>

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):

Not Required - All Top Prizes Claimed

Scratch Ticket Strategy Coordinator Date

Not Required - All Top Prizes Claimed

Products Manager Date

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

Not Required - All Top Prizes Claimed

Lottery Operations Division Director Date

Not Required - All Top Prizes Claimed

Controller Date

Not Required - All Top Prizes Claimed

Deputy Executive Director Date

Executive Director Date

Bowersock, Dale

From: WebsiteSupport@lottery.state.tx.us
Sent: Wednesday, April 3, 2024 5:21 AM
To: WEBSITE_SCRATCH_ZTP
Subject: ZTP Occurrence: Date 04/02/2024

All top prizes for the following game(s) have been claimed as of 04/02/2024.

Game Number	Game Name	Price	Prize Amount	Prizes Printed	Prizes Claimed	Pending Top Claims	Pending Top Claims Count	Prizes Remaining	Sales Begin Date	Pre-Call Date	Call Date	Sales End Date	Last Top Prize Claimed Date
2523	20X	\$2	\$30,000	5	5		0	0	09/18/2023				04/02/2024

The Last Top Prize Claimed Date only reflects prizes claimed at a Texas Lottery® claim center. If the final top prize was validated at a retail location that validation date will not be reflected on this report.



Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														3/30/24	3/23/24	3/16/24	3/9/24
Mature	2322	\$2	7,235,625	10X THE CASH	12/18/23			15	72.62%	6,456	3,652	1,961	1,118	\$380,792.00	\$435,810.00	\$453,520.00	\$511,118.00
	2523	\$2	8,857,250	20X	9/18/23			28	78.57%	2,971	1,160	8,044	1,826	\$117,916.00	\$130,374.00	\$146,770.00	\$154,992.00
	2552	\$2	24,253,375	BREAK THE BANK	12/4/23			17	30.45%	13,704	8,902	106,477	19	\$911,456.00	\$854,750.00	\$852,748.00	\$832,316.00
	2427	\$2	30,059,250	CLASSIC BINGO!	2/20/23			58	78.06%	9,535	6,120	33,669	56	\$606,924.00	\$615,758.00	\$616,228.00	\$624,916.00
	2492	\$2	6,048,000	VETERANS CASH	10/16/23			24	63.67%	3,381	1,238	8,639	2,658	\$90,734.00	\$105,826.00	\$99,914.00	\$103,402.00
	2321	\$3	47,974,000	\$50,000 BONUS CASHWORD	4/11/22			103	87.99%	5,291	3,068	34,318	91	\$546,735.00	\$601,785.00	\$724,623.00	\$929,736.00
	2431	\$3	32,785,800	SPECIAL EDITION LOTERIA	10/17/22			76	88.14%	4,866	2,576	40,296	754	\$315,210.00	\$340,110.00	\$356,790.00	\$404,346.00
	2480	\$5	7,169,550	\$20,000,000 CASH SPECTACULAR!	12/18/23			15	55.04%	3,833	2,848	33,240	870	\$457,805.00	\$532,250.00	\$575,535.00	\$659,440.00
	2520	\$5	12,210,000	\$200,000 WINNINGS	9/5/23			30	66.15%	9,582	6,692	35,609	18	\$910,415.00	\$895,745.00	\$861,145.00	\$873,420.00
	2502	\$5	16,958,025	BINGO TIMES 20	9/18/23			28	46.13%	12,407	8,571	96,360	204	\$1,426,620.00	\$1,381,850.00	\$1,393,170.00	\$1,421,275.00
	2537	\$5	7,324,125	LUCKY X10	12/4/23			17	70.17%	2,844	2,202	20,974	1,219	\$396,500.00	\$452,805.00	\$492,420.00	\$587,425.00
	2505	\$5	32,640,150	SUPER CASHWORD	6/5/23			43	49.29%	18,669	9,779	186,645	22	\$1,917,110.00	\$1,889,475.00	\$1,875,735.00	\$1,958,915.00
	2509	\$5	30,168,450	SUPER LOTERIA	12/18/23			15	41.50%	39,327	16,461	165,640	24	\$5,577,650.00	\$5,433,750.00	\$5,294,590.00	\$5,336,295.00
	2534	\$5	7,059,750	WILD 7	11/15/23			19	61.85%	2,035	1,492	28,065	2,682	\$232,045.00	\$253,210.00	\$280,020.00	\$347,165.00
	2506	\$10	24,386,600	\$250,000 50X CASHWORD	6/19/23			41	59.08%	31,519	9,783	150,464	23	\$3,622,480.00	\$3,618,710.00	\$3,470,040.00	\$3,644,890.00
	2521	\$10	10,146,750	\$500,000 WINNINGS	9/5/23			30	53.46%	13,940	6,583	70,394	25	\$1,325,330.00	\$1,251,430.00	\$1,158,160.00	\$1,215,190.00
	2464	\$10	23,085,050	100X CASH BLITZ	1/2/23			65	53.62%	5,545	2,489	203,541	64	\$570,700.00	\$543,840.00	\$594,850.00	\$604,190.00
	2386	\$10	8,145,250	BREAK THE BANK SUPER TICKET	11/6/23			21	32.10%	9,983	6,115	91,874	19	\$1,252,990.00	\$1,269,670.00	\$1,276,060.00	\$1,333,980.00
	2413	\$10	28,619,300	CASH BLOWOUT	3/6/23			56	43.12%	10,439	5,092	306,644	15	\$1,269,310.00	\$1,322,850.00	\$1,231,440.00	\$1,335,970.00
	2527	\$10	8,199,900	PINK DIAMONDS	10/2/23			26	69.06%	10,358	4,627	30,765	46	\$1,041,730.00	\$1,076,390.00	\$1,212,780.00	\$1,351,660.00
	2533	\$10	6,120,000	THE PERFECT GIFT	10/30/23			22	84.51%	2,173	1,002	2,639	10,620	\$227,470.00	\$315,580.00	\$374,600.00	\$465,170.00
	2514	\$20	8,189,250	\$1,000,000 CASH BLAST	12/4/23			17	27.53%	21,273	8,112	202,636	30	\$2,074,280.00	\$1,989,640.00	\$1,979,080.00	\$2,075,380.00
	2513	\$20	10,162,000	\$1,000,000 CROSSWORD	10/16/23			24	59.41%	43,785	10,014	100,383	41	\$5,603,700.00	\$5,326,840.00	\$5,195,420.00	\$5,331,940.00
	2490	\$20	8,189,275	\$1,000,000 GOLD RUSH	10/2/23			26	44.58%	10,367	4,084	163,679	27	\$1,322,700.00	\$1,269,960.00	\$1,318,800.00	\$1,428,540.00
	2522	\$20	9,178,700	\$1,000,000 WINNINGS	9/5/23			30	35.67%	16,864	6,454	208,791	39	\$1,517,000.00	\$1,468,460.00	\$1,415,280.00	\$1,467,560.00
	2535	\$20	6,119,575	\$85,000,000 EXPLOSION	11/15/23			19	46.03%	23,065	7,753	94,679	50	\$1,796,620.00	\$1,824,720.00	\$1,852,460.00	\$1,991,240.00
	2418	\$20	8,171,725	200X THE CASH	7/3/23			39	62.56%	7,485	1,957	108,959	1,299	\$674,720.00	\$637,680.00	\$628,560.00	\$698,080.00
	2367	\$20	16,392,750	CASH SPECTACULAR	11/15/21			124	73.27%	8,196	3,457	160,144	28	\$1,221,680.00	\$1,173,140.00	\$1,081,860.00	\$1,058,400.00
	2511	\$20	25,214,400	MILLION DOLLAR LOTERIA	6/5/23			43	68.82%	64,557	13,030	220,000	53	\$9,074,380.00	\$8,738,300.00	\$8,517,540.00	\$8,605,880.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			315	85.44%	7,635	3,935	182,286	30	\$1,692,450.00	\$1,582,140.00	\$1,535,070.00	\$1,654,290.00
	2517	\$30	9,225,150	MILLIONAIRE MAKER	8/14/23			33	36.70%	11,028	5,830	213,767	47	\$2,495,100.00	\$2,479,620.00	\$2,411,520.00	\$2,469,420.00
	2387	\$30	9,009,725	PREMIER CASH	4/4/22			104	87.01%	6,145	3,032	35,311	28	\$922,410.00	\$876,930.00	\$857,370.00	\$889,920.00
	2468	\$30	8,544,000	VIP CLUB	2/20/23			58	57.62%	5,909	2,417	134,329	65	\$779,070.00	\$790,380.00	\$797,880.00	\$886,530.00

Liability for 2523 / for Life to Date**Product Status:**
Active**SmartCash Enabled:**
N/A**Validation Range:** 08/22/2023 - 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	271117	\$542,234.00	650101	\$1,300,202.00	70.57%	6250536
2	2	N/A	\$5.00	153584	\$767,920.00	413312	\$2,066,560.00	72.91%	6457635
3	3	N/A	\$10.00	9145	\$91,450.00	26303	\$263,030.00	74.20%	6572225
4	4	N/A	\$10.00	18657	\$186,570.00	52201	\$522,010.00	73.67%	6525125
5	5	N/A	\$10.00	8269	\$82,690.00	27109	\$271,090.00	76.63%	6787019
6	6	N/A	\$20.00	4487	\$89,740.00	13193	\$263,860.00	74.62%	6609372
7	7	N/A	\$20.00	8797	\$175,940.00	26651	\$533,020.00	75.18%	6659178
8	8	N/A	\$20.00	4094	\$81,880.00	13636	\$272,720.00	76.91%	6812039
9	0	N/A	\$40.00	4393	\$175,720.00	13287	\$531,480.00	75.15%	6656463
10	0	N/A	\$40.00	3946	\$157,840.00	13752	\$550,080.00	77.70%	6882410
11	0	N/A	\$40.00	5038	\$201,520.00	12692	\$507,680.00	71.58%	6340452
12	0	N/A	\$40.00	3925	\$157,000.00	13825	\$553,000.00	77.89%	6898675
13	0	N/A	\$50.00	557	\$27,850.00	1636	\$81,800.00	74.60%	6607597
14	0	N/A	\$50.00	1449	\$72,450.00	4448	\$222,400.00	75.43%	6680862
15	0	N/A	\$50.00	1427	\$71,350.00	4483	\$224,150.00	75.85%	6718621
16	0	N/A	\$50.00	868	\$43,400.00	2835	\$141,750.00	76.56%	6781070
17	0	N/A	\$100.00	50	\$5,000.00	165	\$16,500.00	76.74%	6797424
18	0	N/A	\$100.00	94	\$9,400.00	276	\$27,600.00	74.59%	6607029
19	0	N/A	\$100.00	92	\$9,200.00	281	\$28,100.00	75.34%	6672619
20	0	N/A	\$100.00	80	\$8,000.00	306	\$30,600.00	79.27%	7021550
21	0	N/A	\$100.00	54	\$5,400.00	170	\$17,000.00	75.89%	6722020
22	0	N/A	\$1,000.00	0	\$0.00	4	\$4,000.00	100.00%	8857250
23	0	N/A	\$1,000.00	1	\$1,000.00	5	\$5,000.00	83.33%	7381041
24	0	N/A	\$1,000.00	0	\$0.00	5	\$5,000.00	100.00%	8857250
25	0	N/A	\$30,000.00	0	\$0.00	5	\$150,000.00	100.00%	8857250
Totals:				500124	\$2,963,554.00	1,290,681	\$8,588,632.00		

End of Production Prize Structure

TEXAS LOTTERY
GAME NO.2523 "20X"
April 10, 2023 - VERSION C

											Total Payout	
Order Quantity:	8,857,250	Pack Size:	125	Pool Size:	120,000	Winners:	1,790,805	Prize Fund:	\$11,552,186.00			
Price Point:	\$2.00	Packs/Game:	70,858	Number of Pools:	73.81	Non-winners:	7,066,445	Payout:	65.21%			
Revenue:	\$17,714,500.00	Packs/Pool:	960			Overall Odds:	4.9460					

Kind	Wins	Tier	Get	Win	Value	Odds (1 in)	Winners			Total Prize Cost	% Prize Fund
		Level					Pack	Pool	Total		
Low Tiers											
01	1	L	\$2	\$2	\$2.00	9.6147	13.00	12,480.00	921,218	\$1,842,436.00	15.95%
02	1	L	\$5	\$5	\$5.00	15.6241	8.00	7,680.00	566,896	\$2,834,480.00	24.54%
03	1	L	\$10	\$10	\$10.00	249.8660	0.50	480.00	35,448	\$354,480.00	3.07%
04	1	L	\$2 (5X)	\$10	\$10.00	125.0000	1.00	960.00	70,858	\$708,580.00	6.13%
05	5	L	\$2 x 5	\$10	\$10.00	250.3604	0.50	480.00	35,378	\$353,780.00	3.06%
Total (\$10.00):						62.5141	2.00	1,920.00	141,684	\$1,416,840.00	12.26%
06	1	L	\$20	\$20	\$20.00	500.9757	0.25	240.00	17,680	\$353,600.00	3.06%
07	2	L	\$2 (5X) x 2	\$20	\$20.00	249.8660	0.50	480.00	35,448	\$708,960.00	6.14%
08	10	L	\$2 x 10	\$20	\$20.00	499.5629	0.25	240.00	17,730	\$354,600.00	3.07%
Total (\$20.00):						125.0000	1.00	960.00	70,858	\$1,417,160.00	12.27%
Total (Low Tiers):						5.2081	24.00	23,040.00	1,700,656	\$7,510,916.00	65.02%
Mid Tiers											
09	1	M	\$40	\$40	\$40.00	500.9757	0.25	240.00	17,680	\$707,200.00	6.12%
10	3	M	\$5 (5X) + \$5 + \$2 (5X)	\$40	\$40.00	500.4662	0.25	240.00	17,698	\$707,920.00	6.13%
11	1	M	\$2 (20X)	\$40	\$40.00	499.5629	0.25	240.00	17,730	\$709,200.00	6.14%
12	7	M	\$20 + \$10 + (\$2 x 5)	\$40	\$40.00	499.0000	0.25	240.00	17,750	\$710,000.00	6.15%
Total (\$40.00):						125.0000	1.00	960.00	70,858	\$2,834,320.00	24.53%
13	1	M	\$50	\$50	\$50.00	4038.8737	0.03	30.00	2,193	\$109,650.00	0.95%
14	1	M	\$10 (5X)	\$50	\$50.00	1501.9925	0.08	80.00	5,897	\$294,850.00	2.55%
15	2	M	\$5 (5X) x 2	\$50	\$50.00	1498.6887	0.08	80.00	5,910	\$295,500.00	2.56%
16	5	M	\$10 x 5	\$50	\$50.00	2391.9120	0.05	50.00	3,703	\$185,150.00	1.60%
Total (\$50.00):						500.3248	0.25	240.00	17,703	\$885,150.00	7.66%
17	1	M	\$100	\$100	\$100.00	41196.5116	0.00	3.00	215	\$21,500.00	0.19%
18	1	M	\$5 (20X)	\$100	\$100.00	23938.5135	0.01	5.00	370	\$37,000.00	0.32%
19	1	M	\$20 (5X)	\$100	\$100.00	23745.9786	0.01	5.00	373	\$37,300.00	0.32%
20	4	M	\$40 + \$10 (5X) + (\$5 x 2)	\$100	\$100.00	22946.2435	0.01	5.00	386	\$38,600.00	0.33%
21	10	M	\$10 x 10	\$100	\$100.00	39541.2946	0.00	3.00	224	\$22,400.00	0.19%
Total (\$100.00):						5648.7564	0.02	21.00	1,568	\$156,800.00	1.36%
Total (Mid Tiers):						98.2730	1.27	1,221.00	90,129	\$3,876,270.00	33.55%
High Tiers											
22	1	H	\$1,000	\$1,000	\$1,000.00	2214312.5000	0.00	0.07	4	\$4,000.00	0.03%
23	1	H	\$50 (20X)	\$1,000	\$1,000.00	1476208.3333	0.00	0.07	6	\$6,000.00	0.05%
24	10	H	\$100 x 10	\$1,000	\$1,000.00	1771450.0000	0.00	0.07	5	\$5,000.00	0.04%
Total (\$1,000.00):						590483.3333	0.00	0.20	15	\$15,000.00	0.13%
25	1	H	\$30,000	\$30,000	\$30,000.00	1771450.0000	0.00	0.07	5 *	\$150,000.00	1.30%
Total (High Tiers):						442862.5000	0.00	0.27	20	\$165,000.00	1.43%
Total :						4.9460	25.27	24,261.27	1,790,805	\$11,552,186.00	100.00%

* Exact Quantity by Kind Level

5X = win 5 TIMES the prize
20X = win 20 TIMES the prize

The \$40 prizes are included in the GLEPS but are programmed as Mid-Tier and not part of the Low-Tier file.



INTEROFFICE MEMO

Gary Grief, Executive Director LaDonna Castañuela, Charitable Bingo Operations Director


Payment Approval

August 23, 2023

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

Vendor Name	Scientific Games
P.O. Number (if applicable)	362-23-9019RV1RL022
Tx Game #/Name	Game #2523 20X
Draw #	
Invoice Number	TX 082223
Invoice Amount	\$352,294.17


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)

8/23/2023

Date

JB
8/23/2023


 Will Russ (Products Manager)

8/24/2023

Date




 Robert Tirloni (Lottery Operations Division Director)

8/24/2023

Date

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

In an effort to close out FY 23 please forward ASAP, thank you for your help.



Invoice: TX 082223
 "TX 2523 20X"[™]
 August 22, 2023

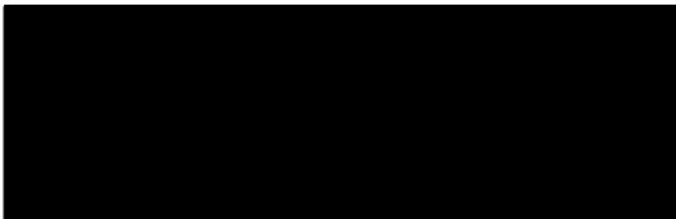
Supplier : Scientific Games International
 1500 Bluegrass Lakes Parkway
 Alpharetta, Georgia 30004 USA

Customer : TEXAS LOTTERY
 Attn: Accounts Payable
 P.O. BOX 16630
 AUSTIN, TX 78761-6630
 United States

<u>Game</u>	<u>Shipment</u>	<u>Description</u>	<u>Quantity</u>	<u>Price Per</u>	<u>Total Amount</u>	<u>SG Invoice #</u>
TX-2523	1	TX-2523 20X	4,530,500	38 \$	172,159.00	1046445
Additional Charges: 4 Pack inserts Printed on Foil Stock(up to 200,000 pieces)			72,012	0.139 \$	10,009.67	
Additional Charges: 17,300 additional 4"x4" Pack Inserts			1	5709 \$	5,709.00	
TX-2523	2	TX-2523 20X	4,326,750	38 \$	164,416.50	1046446
Total Due					<u>\$352,294.17</u>	

***Please include the SG invoice numbers with your remittance**

Due Date: September 20, 2023



Scratch Ticket Game Closing Analysis

08/29/21 Thru 08/26/23

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point				Price Point				
	\$1	\$2	\$3	\$5	\$10	\$20	\$30	\$50	\$100
< 5M	None	None	None	None	None	None	None	None	None
5M-9.99M	None	Week 18	Week 13	Week 16	Week 26	Week 39	None	Week 55	None
10M-14.99M	Week 18	*Week 28	None	None	Week 37	None	None	*Week 75	None
15M-19.99M	Week 28	None	None	*Week 47	None	*Week 35	None	None	None
20M-24.99M	None	None	None	None	None	None	None	None	None
25M-29.99M	None	*Week 59	*Week 54	None	*Week 72	None	None	None	None
30M-34.99M	None	*Week 55	None	*Week 63	None	None	None	None	None
>=35M	None	None	None	*Week 55	*Week 51	None	None	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Price Point				Price Point				
	\$1	\$2	\$3	\$5	\$10	\$20	\$30	\$50	\$100
< 5M	None	None	None	None	None	None	None	None	None
5M-9.99M	None	\$836,861	\$1,218,171	\$2,103,552	\$2,534,946	\$3,775,938	None	\$4,951,385	None
10M-14.99M	\$525,017	\$620,682	None	None	\$2,836,350	None	None	\$5,794,776	None
15M-19.99M	\$530,463	None	None	\$1,645,025	None	\$8,401,824	None	None	None
20M-24.99M	None	None	None	None	None	None	None	None	None
25M-29.99M	None	\$830,007	\$1,352,586	None	\$3,385,773	None	None	None	None
30M-34.99M	None	\$1,037,735	None	\$2,208,309	None	None	None	None	None
>=35M	None	None	None	\$4,608,748	\$8,277,057	None	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

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