

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

7/29/2024

Game #	2560	Confirmed Packs	6,437
Game Name	\$50, \$100 or \$500!	Active Packs	1,476
Quantity Printed	7,209,700	Warehouse Packs	206
Price Point	\$10	Returned Packs	1,925
Start Date	2/5/2024	Printed Payout Percentage	69.97%
Top Prize	\$ 500	Percent Sold	90.72%
Number of Top Prizes Remaining	754	Number of Weeks Out	25

Current Game Sales AnalysisTANGIBLE COSTS**Expenditure Impact:**

Cost to print tickets	\$ 663,945	Actual ticket production costs
Prize payout expense	\$ 45,156,650	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs**\$ 45,820,595**TANGIBLE BENEFITS**Revenue Impact:**

Estimated sales	\$ 65,406,398	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 65,406,398	

Excess of Revenue over Expended \$ 19,585,803INTANGIBLE 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	\$	455,480
Next week	\$	625,840
Next week	\$	717,760
Avg Weekly Sales Current Game	\$	599,693
Avg Weekly Sales \$10; 5M-9.99M Qty	\$	2,234,215
Percentage Of Variance In Sales		73%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2560	Printed Payout Percentage	69.97%
Game Name	\$50, \$100 or \$500!	Actual Payout Percentage	69.04%
Percent Sold	90.72%	Number of Weeks Out	25
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			26

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):

Dale Bowersack

7/30/2024

Scratch Ticket Strategy Coordinator Date

Will Russ

7/30/2024

Products Manager Date

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

Not required - over 85% sell through

Lottery Operations Division Director Date

Not required - over 85% sell through

Controller Date

N/A

Deputy Executive Director Date

Not required - over 85% sell through

Executive Director Date



Play the Games of Texas!

Da Vinci Report

7/29/24

Week End Date:7/27/24

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														7/27/24	7/20/24	7/13/24	7/6/24
Mature	2588	\$100	5,243,580	\$400 MILLION MEGA BUCKS	2/5/24			25	30.65%	27,061	7,106	205,255	93	\$5,530,600.00	\$5,478,100.00	\$4,861,700.00	\$5,512,900.00
	2515	\$100	8,875,515	LOTERIA SUPREME	4/3/23			69	54.86%	24,719	6,904	232,152	123	\$5,090,200.00	\$4,969,600.00	\$4,539,500.00	\$4,939,300.00
Sold/Closing	2519	\$1	17,373,600	\$5,000 WINNINGS	9/5/23	8/4/24	9/18/24	47	85.09%	2,732	2,509	7,541	69	\$127,780.00	\$143,576.00	\$133,954.00	\$145,429.00
	2322	\$2	7,235,625	10X THE CASH	12/18/23	7/7/24	8/21/24	32	85.55%	209	55	1,549	5,282	-\$7,950.00	\$1,480.00	\$24,698.00	\$41,590.00
	2427	\$2	30,059,250	CLASSIC BINGO!	2/20/23	7/7/24	8/21/24	75	87.82%	377	124	21,839	4,262	-\$11,662.00	\$10,924.00	\$44,906.00	\$111,186.00
	2480	\$5	7,169,550	\$20,000,000 CASH SPECTACULAR!	12/18/23	7/7/24	8/21/24	32	62.24%	112	74	32,365	2,803	-\$320.00	\$17,300.00	\$35,540.00	\$73,360.00
	2520	\$5	12,210,000	\$200,000 WINNINGS	9/5/23	8/4/24	9/18/24	47	84.12%	3,046	2,623	14,702	247	\$364,395.00	\$431,265.00	\$455,765.00	\$500,655.00
	2537	\$5	7,324,125	LUCKY X10	12/4/23	7/7/24	8/21/24	34	76.08%	90	41	20,321	2,265	\$3,490.00	\$14,175.00	\$46,430.00	\$55,330.00
	2509	\$5	30,168,450	SUPER LOTERIA	12/18/23			32	92.35%	16,219	5,952	36	2,538	\$2,051,150.00	\$2,328,900.00	\$2,429,240.00	\$2,946,180.00
	2547	\$5	7,056,150	YEAR OF THE DRAGON	1/16/24	8/4/24	9/18/24	28	71.98%	537	474	23,966	364	\$72,350.00	\$94,345.00	\$97,815.00	\$125,070.00
	2560	\$10	7,209,700	\$50, \$100 OR \$500!	2/5/24			25	90.72%	6,437	1,476	206	1,925	\$455,480.00	\$625,840.00	\$717,760.00	\$1,027,720.00
	2521	\$10	10,146,750	\$500,000 WINNINGS	9/5/23	8/4/24	9/18/24	47	68.24%	4,417	2,669	49,612	145	\$548,820.00	\$624,450.00	\$607,570.00	\$666,910.00
	2555	\$10	7,962,650	LADY LUCK 777	4/1/24	7/19/24	9/2/24	17	74.35%	13,950	5,271	7,692	456	\$1,714,010.00	\$2,286,240.00	\$2,349,340.00	\$2,723,670.00
	2527	\$10	8,199,900	PINK DIAMONDS	10/2/23	7/7/24	8/21/24	43	79.74%	364	123	26,948	3,553	\$720.00	\$64,430.00	\$135,580.00	\$230,390.00
	2513	\$20	10,162,000	\$1,000,000 CROSSWORD	10/16/23	7/8/24	8/22/24	41	87.09%	5,473	731	13,906	10,293	\$472,740.00	\$1,021,820.00	\$1,478,400.00	\$1,911,920.00
	2490	\$20	8,189,275	\$1,000,000 GOLD RUSH	10/2/23	8/4/24	9/18/24	43	51.32%	1,813	769	153,237	381	\$228,120.00	\$284,820.00	\$302,500.00	\$341,000.00
	2522	\$20	9,178,700	\$1,000,000 WINNINGS	9/5/23	8/4/24	9/18/24	47	45.20%	5,112	2,707	183,457	1,215	\$609,400.00	\$632,420.00	\$685,040.00	\$777,580.00
	2367	\$20	16,392,750	CASH SPECTACULAR	11/15/21	7/7/24	8/21/24	141	77.22%	490	168	142,460	3,368	\$64,600.00	\$154,920.00	\$389,900.00	\$498,340.00
	2423	\$50	6,608,840	\$1,000,000 DIAMOND RICHES	8/1/22	8/4/24	9/18/24	104	86.37%	3,010	1,687	34,903	111	\$725,700.00	\$802,950.00	\$765,700.00	\$881,350.00

Liability for 2560 / for Life to Date**Product Status:**
Active**SmartCash Enabled:**
N/A**Validation Range:** 01/10/2024 - 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	\$50.00	60853	\$3,042,650.00	515933	\$25,796,650.00	89.45%	6449050
2	2	N/A	\$100.00	7172	\$717,200.00	64917	\$6,491,700.00	90.05%	6492420
3	3	N/A	\$100.00	11513	\$1,151,300.00	96638	\$9,663,800.00	89.35%	6442205
4	0	N/A	\$500.00	200	\$100,000.00	1900	\$950,000.00	90.48%	6523061
5	0	N/A	\$500.00	239	\$119,500.00	2133	\$1,066,500.00	89.92%	6483258
6	0	N/A	\$500.00	315	\$157,500.00	2376	\$1,188,000.00	88.29%	6365755
Totals:				80292	\$5,288,150.00	683,897	\$45,156,650.00		

End of Production Prize Structure
TEXAS LOTTERY
GAME NO.2560 "\$50, \$100 OR \$500!"
October 9, 2023 - VERSION A

Order Quantity:	7,209,700	Pack Size:	50	Pool Size:	120,000	Winners:	764,189	Prize Fund:	\$50,444,800.00
Price Point:	\$10.00	Packs/Game:	144,194	Number of Pools:	60.08	Non-winners:	6,445,511	Payout:	69.97%
Revenue:	\$72,097,000.00	Packs/Pool:	2,400			Overall Odds:	9.4344		

Kind	Wins	Tier	Get	Win	Value	Odds (1 in)	Winners			Total Prize Cost	% Prize Fund
		Level					Pack	Pool	Total		
Mid Tiers											
01	1	G	\$50	\$50	\$50.00	12.4998	4.00	9,600.00	576,786	\$28,839,300.00	57.17%
02	2	G	\$50 x 2	\$100	\$100.00	100.0111	0.50	1,200.00	72,089	\$7,208,900.00	14.29%
03	1	G	\$100	\$100	\$100.00	66.6633	0.75	1,800.00	108,151	\$10,815,100.00	21.44%
Total (\$100.00):						40.0006	1.25	3,000.00	180,240	\$18,024,000.00	35.73%
04	10	M	\$50 x 10	\$500	\$500.00	3433.1905	0.01	35.00	2,100	\$1,050,000.00	2.08%
05	5	M	\$100 x 5	\$500	\$500.00	3039.5025	0.02	40.00	2,372	\$1,186,000.00	2.35%
06	1	M	\$500	\$500	\$500.00	2679.1899	0.02	45.00	2,691	\$1,345,500.00	2.67%
Total (\$500.00):						1006.5196	0.05	120.00	7,163	\$3,581,500.00	7.10%
Total :						9.4344	5.30	12,720.00	764,189	\$50,444,800.00	100.00%



Invoice: TX 010924
 "TX 2560 \$50, \$100 OR \$500!"
 January 9, 2024

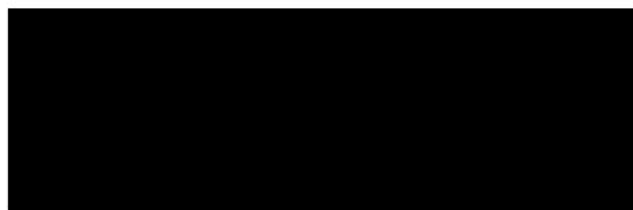
Supplier : Scientific Games International
 1500 Bluegrass Lakes Parkway
 Alpharetta, Georgia 30004 USA

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-2560	1	TX-2560 \$50, \$100 OR \$500!	2,388,250	89.36	\$ 213,414.02	1047430
Additional Charges: 3 Pack Inserts Printed on Foil Stock(up to 200,000 pieces)			141,630	0.139	\$ 19,686.57	
TX-2560	2	TX-2560 \$50, \$100 OR \$500!	2,391,800	89.36	\$ 213,731.25	1047431
TX-2560	3	TX-2560 \$50, \$100 OR \$500!	2,429,650	89.36	\$ 217,113.52	1047424
Total Due					<u>\$663,945.36</u>	

*Please include the SG invoice numbers with your remittance

Due Date: February 8, 2024



Scratch Ticket Game Closing Analysis

02/27/22 Thru 02/24/24

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 17	Week 13	Week 20	Week 26	*Week 36	*Week 97	*Week 56	None
10M-14.99M	*Week 15	*Week 28	None	None	*Week 29	None	None	None	None
15M-19.99M	Week 30	None	None	None	None	Week 53	None	None	None
20M-24.99M	None	None	None	*Week 76	None	None	None	None	None
25M-29.99M	None	None	None	None	None	None	None	None	None
30M-34.99M	None	None	*Week 68	None	None	None	None	None	None
>=35M	None	None	*Week 97	*Week 52	*Week 54	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	\$889,989	\$1,232,303	\$1,698,404	\$2,234,215	\$3,886,072	\$2,359,958	\$4,641,250	None
10M-14.99M	\$649,617	\$620,682	None	None	\$3,571,641	None	None	None	None
15M-19.99M	\$506,021	None	None	None	None	\$6,498,580	None	None	None
20M-24.99M	None	None	None	\$1,301,423	None	None	None	None	None
25M-29.99M	None	None	None	None	None	None	None	None	None
30M-34.99M	None	None	\$1,222,418	None	None	None	None	None	None
>=35M	None	None	\$1,254,889	\$4,803,626	\$7,966,148	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

Unaudited - For Internal Use Only

From: [Gough, Riley](#)
To: [Bowersock, Dale](#)
Subject: RE: August Pre-call Recommendations
Date: Tuesday, July 30, 2024 10:54:56 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)
[image007.png](#)
[image008.png](#)
[image009.png](#)

CAUTION: This email originated outside the Texas Lottery's email system.
DO NOT click links or open attachments unless you expect them from the sender and know the content is safe.

Hi Dale,

Please remove from the list \$10 Cash Blowout (#2413) and \$30 Winners Circle (#2053). We would like to wait to pre-call those two games. Otherwise, the list looks good

Thanks,
Riley

From: Bowersock, Dale <Dale.Bowersock@lottery.state.tx.us>
Sent: Monday, July 29, 2024 8:46 AM
To: Gough, Riley <Riley.Gough@IGT.com>
Subject: August Pre-call Recommendations

CAUTION: This email originated outside of IGT. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Riley,
Below are the Pre-call recommendations for August.

Game Close Dates:
Pre-Call: 8/9/24
Call: 9/8/24
Close: 10/23/24
EOV: 4/21/25

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														7/27/24	7/20/24	7/13/24	7/6/24
	2417	\$1	9,996,450	7-11-21	3/18/24			19	80.18%	5,039	3,834	1,941	826	\$217,460.00	\$233,880.00	\$237,039.00	\$276,376.00
	2546	\$2	9,246,750	BONUS 7	1/16/24			28	64.43%	2,803	1,035	18,541	3,110	\$89,510.00	\$96,920.00	\$107,360.00	\$116,724.00
	2554	\$5	7,213,575	50X THE WIN	3/4/24			21	63.99%	1,896	674	29,597	1,384	\$150,895.00	\$172,485.00	\$195,930.00	\$235,715.00
	2550	\$5	7,211,325	SHOW ME 100X	2/5/24			25	68.54%	1,103	628	27,464	649	\$104,670.00	\$99,595.00	\$124,620.00	\$145,170.00
	2553	\$5	7,274,325	WINNING 75	2/19/24			23	62.32%	1,697	1,013	30,792	2,062	\$143,495.00	\$161,405.00	\$171,360.00	\$219,005.00
	2386	\$10	8,145,250	BREAK THE BANK SUPER TICKET	11/6/23			38	52.13%	7,242	4,903	64,488	43	\$813,190.00	\$767,360.00	\$778,220.00	\$863,060.00
	2413	\$10	28,616,300	CASH BLOWOUT	3/6/23			73	48.06%	6,380	2,874	286,271	121	\$621,340.00	\$654,010.00	\$654,460.00	\$650,780.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			332	87.51%	5,196	3,209	157,350	41	\$1,141,050.00	\$1,186,860.00	\$1,039,680.00	\$1,170,180.00
	2560	\$10	7,206,700	\$50, \$100 OR \$500	2/5/24			25	90.72%	6,437	1,476	206	1,925	\$455,480.00	\$625,840.00	\$717,760.00	\$1,027,720.00

Please let me know if you have any concerns.

Thanks,
Dale

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