

TEXAS LOTTERY COMMISSION
Instant Ticket Game Closing Analysis
SUMMARY REPORT

Instant Ticket Information

Date Completed 2/3/2014

Game #	1523	Confirmed Packs	4,581
Game Name	Joker's Wild	Active Packs	2,113
Quantity Printed	7,216,950	Warehouse Packs	14,210
Price Point	\$5	Returned Packs	880
Start Date	9/23/2013	Printed Payout Percentage	68.00%
Top Prize	\$ 50,000	Percent Sold	75.75%
Number of Top Prizes Remaining	2	Number of Weeks Out	19

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 168,155	Actual ticket production costs
Prize payout expense	\$ 18,091,260	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 18,259,415

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 27,334,198	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	<u>\$ 27,334,198</u>	

Excess of Revenue over Expended \$ 9,074,783

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	\$	376,270
Next week	\$	444,630
Next week	\$	547,440
Avg Weekly Sales Current Game	\$	456,113
Avg Weekly Sales \$5; 5M-9.99M Qty	\$	1,838,488
Percentage Of Variance In Sales		75%

**Instant Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS**

Instant Ticket Information

Game #	1523	Printed Payout Percentage	68.00%
Game Name	Joker's Wild	Actual Payout Percentage	66.19%
Percent Sold	75.75%	Number of Weeks Out	19
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			16

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 Bownsoch 2/4/14
Instant Product Coordinator Date

Dale Bownsoch
for Robert Tribni 2/4/14 *Robert Tribni*
Products Manager Date

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

[Signature] 2/10/14
Lottery Operations Division Director Date

Kathy Pyka 2/10/14
Controller Date

[Signature] 2/11/14
Executive Director Date



Play the Games of Texas!

Da Vinci Report

2/3/14

Week End Date:2/1/14

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														2/1/14	1/25/14	1/18/14	1/11/14
Mature	1537	\$3	30,479,750	BONUS CASHWORD 1537	2/5/13			52	84.82%	17,515	7,867	8,797	7	\$1,681,860.00	\$1,584,099.00	\$1,645,380.00	\$1,676,190.00
	1451	\$3	30,316,625	BONUS WORD CROSSWORD	2/11/13			51	60.73%	14,088	6,155	73,107	10	\$1,032,366.00	\$1,025,412.00	\$1,037,616.00	\$1,030,389.00
	1507	\$3	14,953,500	TWISTED BINGO	8/26/13			23	48.24%	15,456	7,976	36,612	7	\$970,338.00	\$894,600.00	\$972,858.00	\$951,417.00
	1546	\$5	15,373,800	BINGO MULTI PRIZE 1546	7/22/13			28	33.59%	13,073	5,505	116,037	8	\$970,575.00	\$943,455.00	\$1,010,775.00	\$995,035.00
	1454	\$5	15,444,225	BONUS BREAK THE BANK	2/4/13			52	77.16%	12,969	5,206	27,204	12	\$901,220.00	\$899,225.00	\$1,010,440.00	\$931,885.00
	1556	\$5	15,395,025	BONUS WEEKLY GRAND	9/9/13			21	66.03%	20,701	7,413	39,670	14	\$1,282,140.00	\$1,274,645.00	\$1,451,775.00	\$1,470,845.00
	1528	\$5	9,883,200	DALLAS COWBOYS	8/12/13			25	53.03%	9,875	3,322	45,437	1,389	\$401,405.00	\$404,530.00	\$517,905.00	\$556,390.00
	1529	\$5	5,627,700	HOUSTON TEXANS	8/12/13			25	71.45%	7,771	2,279	7,202	2,371	\$252,700.00	\$264,205.00	\$314,215.00	\$329,955.00
	1523	\$5	7,216,950	JOKER'S WILD	9/23/13			19	75.75%	4,581	2,113	14,210	880	\$376,270.00	\$444,630.00	\$547,440.00	\$607,800.00
	1453	\$5	15,434,850	MONTHLY BONUS	2/11/13			51	65.68%	7,033	2,690	59,590	178	\$389,305.00	\$374,635.00	\$469,075.00	\$446,095.00
	1561	\$5	8,140,125	SAPPHIRE 7S	10/7/13			17	55.69%	7,261	2,624	35,836	473	\$564,435.00	\$585,265.00	\$757,305.00	\$727,355.00
	1564	\$5	8,098,350	TRIM THE TREE	10/21/13			15	69.80%	6,212	3,781	13,421	4,417	\$521,815.00	\$565,760.00	\$777,890.00	\$1,042,810.00
	1433	\$10	28,798,950	\$200 MILLION CASH SPECTACULAR	2/13/12			103	89.35%	10,083	3,267	46,123	13	\$952,240.00	\$995,700.00	\$1,231,300.00	\$1,113,420.00
	1547	\$10	6,119,350	\$250,000 BINGO	6/24/13			32	49.42%	8,383	3,945	48,620	12	\$601,490.00	\$555,750.00	\$661,130.00	\$625,870.00
	1536	\$10	28,495,300	10X MEGA MONEY	1/7/13			56	72.53%	14,268	5,293	134,819	3	\$1,460,010.00	\$1,480,350.00	\$1,830,680.00	\$1,706,130.00
	1557	\$10	12,235,900	SUPER WEEKLY GRAND	9/9/13			21	54.55%	20,243	7,521	81,348	5	\$1,725,720.00	\$1,823,940.00	\$2,119,470.00	\$2,091,530.00
	1520	\$20	6,075,825	\$1,000,000 JACKPOT	7/8/13			30	67.06%	14,730	5,497	58,014	7	\$1,534,320.00	\$1,518,200.00	\$1,720,960.00	\$1,511,620.00
	1387	\$20	34,320,175	\$500M EXTREME CASH BLAST	8/13/12			77	28.82%	17,096	4,879	952,629	41	\$1,529,120.00	\$1,537,760.00	\$1,666,640.00	\$1,559,520.00
	1354	\$20	34,606,625	\$500 MILLION FRENZY	3/7/11			152	56.23%	7,805	2,772	593,245	42	\$787,720.00	\$709,600.00	\$820,340.00	\$742,460.00
	1531	\$20	5,138,925	20X CASH	8/26/13			23	46.19%	15,875	5,148	87,660	33	\$1,526,900.00	\$1,435,760.00	\$1,575,560.00	\$1,509,980.00
	1394	\$50	3,830,860	\$7,500,000 FORTUNE	11/19/12			63	62.19%	9,897	3,984	57,150	26	\$1,640,000.00	\$1,501,750.00	\$1,537,500.00	\$1,579,900.00
	1277	\$50	3,830,320	CASINO ACTION	1/3/12			109	79.11%	3,973	1,633	33,226	93	\$573,750.00	\$530,500.00	\$591,550.00	\$570,000.00
Out of Warehouse	1574	\$2	7,341,125	BREAK THE BANK LIMITED EDITION	12/16/13			7	57.88%	16,168	7,667	34	15	\$1,145,580.00	\$1,124,912.00	\$1,258,966.00	\$1,246,746.00
Sold/Closing	1533	\$1	10,270,350	CASH 2 GO	7/8/13	1/5/14	2/19/14	30	92.51%	198	152	0	3,919	\$12,717.00	\$19,199.00	\$25,311.00	\$31,755.00
	1541	\$1	10,196,250	FIND THE 9'S	8/5/13	1/5/14	2/19/14	26	94.86%	84	65	4	2,806	\$11,287.00	\$14,137.00	\$21,755.00	\$35,954.00
	1532	\$1	10,279,950	LADY BUCKS	7/22/13	1/5/14	2/19/14	28	94.31%	111	66	0	3,199	\$7,008.00	\$9,646.00	\$12,459.00	\$28,745.00
	1487	\$1	12,236,550	TONS OF FUN	8/26/13	2/16/14	4/2/14	23	80.62%	3,026	2,867	4,017	3,029	\$186,999.00	\$173,023.00	\$229,826.00	\$254,773.00
	1518	\$2	5,897,000	CASH BAM BOOM	6/24/13	1/5/14	2/19/14	32	90.05%	51	48	1,385	2,630	\$3,938.00	\$1,516.00	-\$2,458.00	\$15,828.00
	1504	\$2	6,051,375	JUST MATCH	7/22/13	1/14/14	2/28/14	28	90.70%	279	204	906	1,941	\$17,752.00	\$27,758.00	\$50,736.00	\$76,792.00
	1457	\$2	8,322,625	KISS	4/29/13	1/5/14	2/19/14	40	64.72%	143	80	17,440	4,487	-\$6,008.00	-\$2,520.00	-\$22,216.00	\$2,142.00
	1558	\$2	5,137,375	SCAREDY CASH	9/23/13	2/16/14	4/2/14	19	88.19%	422	269	0	3,579	\$20,568.00	\$26,640.00	\$45,938.00	\$49,146.00
	1474	\$2	6,130,375	VETERANS CASH	2/25/13	1/5/14	2/19/14	49	79.29%	96	23	0	9,415	-\$2,496.00	-\$4,298.00	-\$11,824.00	-\$8,036.00

NO. OF TICKETS: 7,216,950
 NO. POOLS: 60,14
 PACK SIZE: 75,00
 PACKS/POOL: 1,600,00
 PACKS/GAME: 96,226

7,216,950

\$5 TICKETS \$36,084,750 - REVENUE

TEXAS LOTTERY COMMISSION
 "JOKER'S WILD" - INSTANT GAME NO. 1523
 PRIZE STRUCTURE
 FEBRUARY 11, 2013 - VERSION B
 PRIZE FUND - \$24,538,290

PAYOUT % - 68.00%

PRIZE TIER	# WINS	TIER CODE	GET:	WIN:	ODDS OF 1 IN:	WINNERS IN 60,14 POOLS	WINNERS IN 75 (PER PACK*)	WINNERS IN 120,000 (PER POOL)	PRIZE COST	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVELS	pre-gyro 7,221,525	gyro 4,575	final 7,216,950
1	1	L	\$5	\$5	10.71	673,593	7.00	11,200	\$ 3,367,965	13.73%		674,015	422	673,593
2	1	L	\$10	\$10	10.00	721,500	7.50	12,000	\$ 7,215,000	29.40%		721,974	474	721,500
3	1	L	\$15	\$15	37.49	192,509	2.00	3,200	\$ 2,887,635	11.77%		192,633	124	192,509
4	2	L	\$10 x 2	\$20	75.00	96,226	1.00	1,600	\$ 1,924,520	7.84%	LOW TIER	96,287	61	96,226
5	1	L	\$20	\$20	49.98	144,391	1.50	2,400	\$ 2,887,820	11.77%	74.51%	144,474	83	144,391
6	4	M	\$10 x 3 + \$20	\$50	1,196.64	6,031	-	100	\$ 301,550	1.23%		6,031	0	6,031
7	3	M	\$15 x 2 + \$20	\$50	803.13	8,986	-	150	\$ 449,300	1.83%		8,986	0	8,986
8	1	M	\$50	\$50	1,200.42	6,012	-	100	\$ 300,600	1.23%		6,012	0	6,012
9	10	M	\$10 x 10	\$100	2,408.06	2,997	-	50	\$ 299,700	1.22%		2,997	0	2,997
10	1	M	\$5 x 20 (WA)	\$100	1,201.02	6,009	-	100	\$ 600,900	2.45%		6,009	0	6,009
11	2	M	\$50 x 2	\$100	2,406.45	2,999	-	50	\$ 299,900	1.22%		2,999	0	2,999
12	5	M	\$20 x 5	\$100	2,400.05	3,007	-	50	\$ 300,700	1.23%		3,007	0	3,007
13	4	M	\$10 + \$20 x 2 + \$50	\$100	2,413.70	2,990	-	50	\$ 299,000	1.22%		2,990	0	2,990
14	1	M	\$100	\$100	2,396.86	3,011	-	50	\$ 301,100	1.23%		3,011	0	3,011
15	5	M	\$10 x 3 + \$20 + \$50	\$100	2,186.29	3,301	-	55	\$ 330,100	1.35%		3,301	0	3,301
16	20	M	\$10 x 6 + \$15 x 6 + \$20 + \$40 x 2 + \$50 x 5	\$500	106,131.62	68	-	1	\$ 34,000	0.14%		68	0	68
17	1	M	\$10 x 6 + \$15 x 6 + \$20 + \$40 x 2 + \$50 x 5 (WA)	\$500	5,969.35	1,209	-	20	\$ 604,500	2.46%		1,209	0	1,209
18	8	M	\$50 x 6 + \$100 x 2	\$500	15,004.05	481	-	8	\$ 240,500	0.98%		481	0	481
19	16	M	\$10 + \$20 x 12 + \$50 + \$100 x 2	\$500	17,863.74	404	-	7	\$ 202,000	0.82%		404	0	404
20	10	M	\$50 x 10	\$500	13,242.11	545	-	9	\$ 272,500	1.11%		545	0	545
21	5	M	\$100 x 5	\$500	13,290.88	543	-	9	\$ 271,500	1.11%		543	0	543
22	9	M	\$50 x 8 + \$100	\$500	13,389.52	539	-	9	\$ 269,500	1.10%		539	0	539
23	1	M	\$500	\$500	23,662.13	305	-	5	\$ 152,500	0.62%	MID TIER	307	2	305
24	18	M	\$10 x 10 + \$50 x 8	\$500	59,644.21	121	-	2	\$ 60,500	0.25%	22.78%	129	8	121
25	20	H	\$50 x 20	\$1,000	120,282.50	60	-	1	\$ 60,000	0.24%		67	7	60
26	1	H	\$50 x 20 (WA)	\$1,000	59,644.21	121	-	2	\$ 121,000	0.49%		124	3	121
27	6	H	\$100 x 5 + \$500	\$1,000	118,310.66	61	-	-	\$ 61,000	0.25%		72	11	61
28	10	H	\$100 x 10	\$1,000	176,023.17	41	-	-	\$ 41,000	0.17%		49	8	41
29	2	H	\$500 x 2	\$1,000	232,804.84	31	-	-	\$ 31,000	0.13%		40	9	31
30	1	H	\$1,000	\$1,000	141,508.82	51	-	-	\$ 51,000	0.21%	HIGH TIER	57	6	51
31	1	H	\$50,000	\$50,000	1,202,825.00	6	-	-	\$ 300,000	1.22%		13	7	6
					3.84	1,878,148	19.00	31,228	\$ 24,538,290	100.00%	100.00%	61		61

WA (JOKER) = win all 20 prizes!

There will be no more than 21 winners per pack.

TEXAS LOTTERY COMMISSION
 "JOKER'S WILD" - INSTANT GAME NO. 1523
 PRIZE STRUCTURE
 FEBRUARY 11, 2013 - VERSION B

Consolidated odds are 1 in:

\$5	10.71	673,593
\$10	10.00	721,500
\$15	37.49	192,509
\$20	29.99	240,617
\$50	343.19	21,029
\$100	296.82	24,314
\$500	1,712.21	4,215
\$1,000	19,772.47	365
\$50,000	1,202,825.00	6
		1,878,148

* Each of the below GLEPS will be each be used in approximately 25% of all packs per pool.
 ** Numbers are rounded.
 *** Low Tier=\$1-\$24.99, Mid Tier=\$25-\$599, High Tier=\$600+ (Used for Validation Purposes)

WIN:	A	B	C	D
\$5 \$5	7 = \$ 35	6 = \$ 30	7 = \$ 35	8 = \$ 40
\$10 \$10	5 = \$ 50	9 = \$ 90	8 = \$ 80	8 = \$ 80
\$15 \$15	3 = \$ 45	2 = \$ 30	1 = \$ 15	2 = \$ 30
\$20 \$10 x 2	1 = \$ 20	1 = \$ 20	1 = \$ 20	1 = \$ 20
\$20 \$20	2 = \$ 40	1 = \$ 20	2 = \$ 40	1 = \$ 20
	18 \$190	19 \$190	19 \$190	20 \$190

TLC/VLC/VLC

APPROVED:

TEXAS LOTTERY COMMISSION

DATE



Welcome fedwards - Last Accessed Time is : Mon Feb 03 2014 03:32:43 PM CST

Account Preference | Label Center | Logout

Home > Instant Services > Validation Activities > View Game Liability Inquiry go>

Product: 1523-JOKER'S WILD

Range: Today
 Life to Date
 From mm/dd/yyyy to mm/dd/yyyy

Liability for 1523 / JOKER'S WILD for Life to Date

Product Status: Active

SmartCash Enabled: N/A

Validation Range: 04/27/2013 - 12/31/2037

Printer-friendly view

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	\$5.00	184599	\$922,995.00	488994	\$2,444,970.00	72.59%	5239135
2	2	N/A	\$10.00	193674	\$1,936,740.00	527826	\$5,278,260.00	73.16%	5279686
3	3	N/A	\$15.00	50801	\$762,015.00	141708	\$2,125,620.00	73.61%	5312476
4	4	N/A	\$20.00	23494	\$469,880.00	72732	\$1,454,640.00	75.58%	5454900
5	5	N/A	\$20.00	38220	\$764,400.00	106171	\$2,123,420.00	73.53%	5306638
6	0	N/A	\$50.00	1447	\$72,350.00	4584	\$229,200.00	76.01%	5485408
7	0	N/A	\$50.00	2191	\$109,550.00	6795	\$339,750.00	75.62%	5457286
8	0	N/A	\$50.00	1554	\$77,700.00	4458	\$222,900.00	74.15%	5351490
9	0	N/A	\$100.00	719	\$71,900.00	2278	\$227,800.00	76.01%	5485556
10	0	N/A	\$100.00	1445	\$144,500.00	4564	\$456,400.00	75.95%	5481471
11	0	N/A	\$100.00	749	\$74,900.00	2250	\$225,000.00	75.03%	5414517
12	0	N/A	\$100.00	718	\$71,800.00	2289	\$228,900.00	76.12%	5493714
13	0	N/A	\$100.00	739	\$73,900.00	2251	\$225,100.00	75.28%	5433228
14	0	N/A	\$100.00	824	\$82,400.00	2187	\$218,700.00	72.63%	5241936
15	0	N/A	\$100.00	790	\$79,000.00	2511	\$251,100.00	76.07%	5489779
16	0	N/A	\$500.00	15	\$7,500.00	53	\$26,500.00	77.94%	5624975
17	0	N/A	\$500.00	298	\$149,000.00	911	\$455,500.00	75.35%	5438082
18	0	N/A	\$500.00	122	\$61,000.00	359	\$179,500.00	74.64%	5386455
19	0	N/A	\$500.00	96	\$48,000.00	308	\$154,000.00	76.24%	5502031
20	0	N/A	\$500.00	139	\$69,500.00	406	\$203,000.00	74.50%	5376296
21	0	N/A	\$500.00	133	\$66,500.00	410	\$205,000.00	75.51%	5449262
22	0	N/A	\$500.00	130	\$65,000.00	409	\$204,500.00	75.88%	5476312
23	0	N/A	\$500.00	89	\$44,500.00	216	\$108,000.00	70.82%	5111020
24	0	N/A	\$500.00	28	\$14,000.00	93	\$46,500.00	76.86%	5546912
25	0	N/A	\$1,000.00	20	\$20,000.00	40	\$40,000.00	66.67%	4811300
26	0	N/A	\$1,000.00	30	\$30,000.00	91	\$91,000.00	75.21%	5427623
27	0	N/A	\$1,000.00	16	\$16,000.00	45	\$45,000.00	73.77%	5323979
28	0	N/A	\$1,000.00	12	\$12,000.00	29	\$29,000.00	70.73%	5104672
29	0	N/A	\$1,000.00	14	\$14,000.00	17	\$17,000.00	54.84%	3957682
30	0	N/A	\$1,000.00	16	\$16,000.00	35	\$35,000.00	68.63%	4952808
31	0	N/A	\$50,000.00	2	\$100,000.00	4	\$200,000.00	66.67%	4811300
Totals:				503124	\$6,447,030.00	1,375,024	\$18,091,260.00		

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No.	02/03/14				
	Game Name	Game No	Inv No.	Vendor	TLC PO #
	Joker's Wild	1523	11298	SGI	362-13-9005 RL025

Truck #	Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
1	3,691,125	3,691.13	\$23.30	\$86,003.21
2	3,525,825	3,525.83	\$23.30	\$82,151.72
				<u>\$168,154.93</u>

Delivered	7,216,950
Ordered	7,080,000

2% under	6,938,400
2% over	7,221,600

Accetable Range	0
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Total **\$168,154.93**

Instant Ticket Games
08/28/11 - 08/24/13

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point				
	\$1	\$2	\$3	\$5	\$7
< 5M	None	None	None	None	None
5M-9.99M	Week 16	Week 17	Week 17	Week 16	Week 23*
10M-14.99M	Week 16	None	None	Week 17*	None
15M-19.99M	None	Week 20*	Week 21	Week 52	None
20M-24.99M	None	None	None	None	None
25M-29.99M	None	None	None	None	None
30M-34.99M	Week 43	Week 48	Week 42*	None	None
>35M	None	Week 68*	None	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Price Point				
	\$1	\$2	\$3	\$5	\$7
< 5M	None	None	None	None	None
5M-9.99M	\$470,233	\$750,928	\$1,082,721	\$1,838,488	\$1,343,832
10M-14.99M	\$618,817	None	None	\$2,529,425	None
15M-19.99M	None	\$1,320,286	\$1,904,348	\$1,248,585	None
20M-24.99M	None	None	None	None	None
25M-29.99M	None	None	None	None	None
30M-34.99M	\$626,019	\$1,132,099	\$1,852,605	None	None
>35M	None	\$1,280,932	None	None	None

None = no games at this level

* only one game at this level

Bowersock, Dale

From: Tirloni, Robert
Sent: Friday, January 31, 2014 12:38 PM
To: Edwards, Fran; House, Yuvonne; McCoy, Rene; Terrell, Julie; Bowersock, Dale; Calderon, Sylvia; Burrola, Jessica; Edwards, Teresa; Rivers, Conchita
Cc: Austin, Casey; Schuhmann, Stacy; Stuckey, Kelly; Pyka, Kathy; Anger, Michael; Bland, Angie; Adams, Merry
Subject: R. Tirloni -- Out of Office 2/3 & 2/4
Importance: High

I will be out of the office on Monday, Feb. 3 and Tuesday, Feb. 4. I will return on Wednesday, Feb. 5. Dale Bowersock will be in charge of the department with my signature authority.

Conchita, for any drawings related issues/situations, please call my personal cell.

Robert Tirloni
Products & Drawings Manager
Texas Lottery Commission
✉ robert.tirloni@lottery.state.tx.us
☎ 512-344-5406