

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 4/30/2018

Game #	1891	Confirmed Packs	3,073
Game Name	Strike It Rich	Active Packs	1,584
Quantity Printed	8,444,025	Warehouse Packs	48,340
Price Point	\$5	Returned Packs	2,657
Start Date	11/15/2017	Printed Payout Percentage	67.99%
Top Prize	\$ 100,000	Percent Sold	49.31%
Number of Top Prizes Remaining	3	Number of Weeks Out	23

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 833,088	Actual ticket production costs
Prize payout expense	\$ 13,615,505	Data from Instant Ticket Tier Liability screen in ES
Estimated Direct Costs	\$ 14,448,593	

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 20,818,744	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 20,818,744	

Excess of Revenue over Expended \$ 6,370,151

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	\$	186,480
Next week	\$	229,465
Next week	\$	244,440
Avg Weekly Sales Current Game	\$	220,128
Avg Weekly Sales \$5; 5M-9.99M Qty	\$	1,865,496
Percentage Of Variance In Sales		88%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	<input type="text" value="1891"/>	Printed Payout Percentage	<input type="text" value="67.99%"/>
Game Name	<input type="text" value="Strike It Rich"/>	Actual Payout Percentage	<input type="text" value="65.40%"/>
Percent Sold	<input type="text" value="49.31%"/>	Number of Weeks Out	<input type="text" value="23"/>
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			<input type="text" value="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):

Dale Dvorscak 4/30/18
Instant Product Coordinator Date

[Signature] 5/6/18
Products Manager Date

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

[Signature] 5-7-18
Lottery Operations Division Director Date

Kaomy Pyma 5/8/18
Controller Date

[Signature] 5/18/18
Executive Director Date



Play the Games of Texas!

Da Vinci Report
Week End Date: 4/28/18

4/30/18

Product Line	Game	\$	TKX Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales				
														4/28/18	4/21/18	4/14/18	4/7/18	
Mature	1871	\$5	15,075,300	\$100,000 BING-O-RAWA	10/21/17			30	56.14%	12,935	7,679	65,465	10	\$1,087,475.00	\$1,166,525.00	\$1,189,235.00	\$1,222,460.00	
	1794	\$5	25,316,700	\$5 SET FOR LIFE	3/21/16			110	66.25%	5,010	2,864	104,692	4	\$540,265.00	\$545,930.00	\$609,165.00	\$572,620.00	
	1882	\$5	18,021,075	BONUS BREAK THE BANK	11/29/17			21	46.60%	16,556	8,520	100,527	3	\$1,815,010.00	\$1,846,330.00	\$1,909,395.00	\$1,909,650.00	
	1899	\$5	22,450,575	CROSSWORD CONNECT	6/28/17			43	57.61%	12,480	6,614	105,384	13	\$1,470,595.00	\$1,406,720.00	\$1,460,725.00	\$1,406,275.00	
	2023	\$5	7,120,425	DAZZLING DOLLARS X9	1/15/18			15	88.02%	6,322	3,501	0	152	\$793,955.00	\$979,875.00	\$1,144,920.00	\$1,258,040.00	
	2013	\$5	21,411,450	LUCKY 75	12/18/17			19	53.90%	17,890	6,861	104,299	4	\$2,142,330.00	\$2,246,145.00	\$2,319,430.00	\$2,418,670.00	
	2020	\$5	9,179,325	MONEY	1/2/18			17	53.91%	9,560	4,819	40,427	18	\$661,925.00	\$678,460.00	\$805,515.00	\$830,360.00	
	1891	\$5	8,444,025	STRIKE IT RICH	11/15/17			23	49.31%	3,073	1,584	48,340	2,657	\$186,480.00	\$229,465.00	\$244,440.00	\$278,470.00	
	1877	\$5	40,544,550	SUPER LOTERIA	12/11/17			20	29.38%	27,093	10,649	338,881	2	\$3,849,690.00	\$3,845,430.00	\$3,903,840.00	\$3,700,275.00	
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16			91	65.52%	8,424	3,817	182,656	21	\$1,226,590.00	\$1,245,150.00	\$1,243,280.00	\$1,240,370.00	
	1860	\$10	13,338,450	BIG PLAY CASHWORD	7/17/17			41	58.93%	13,407	6,423	87,203	3	\$1,677,450.00	\$1,710,150.00	\$1,686,530.00	\$1,745,420.00	
	1885	\$10	28,550,900	MEGA LOTERIA	9/18/17			32	49.42%	25,241	9,263	229,173	2	\$4,747,550.00	\$4,812,460.00	\$4,730,500.00	\$4,719,410.00	
	2018	\$10	14,595,550	SUPER 75	1/2/18			17	45.99%	19,559	7,207	127,969	5	\$3,295,900.00	\$3,285,060.00	\$3,228,760.00	\$3,279,010.00	
	1897	\$10	9,120,050	TEXAS LOTTERY BLACK	9/5/17			34	86.90%	8,634	4,369	8,844	16	\$1,256,240.00	\$1,305,700.00	\$1,319,810.00	\$1,401,480.00	
	2021	\$20	9,179,100	\$1,000,000 BIG MONEY	1/2/18			17	28.42%	18,880	6,694	234,840	13	\$1,663,460.00	\$1,796,760.00	\$1,824,100.00	\$1,940,060.00	
	1845	\$20	7,210,600	100 MILLION GOLDEN TREASURES	8/7/17			38	56.59%	9,158	3,514	110,397	30	\$838,700.00	\$872,900.00	\$862,720.00	\$956,360.00	
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			154	36.79%	5,793	2,033	853,746	30	\$860,960.00	\$795,640.00	\$824,440.00	\$797,240.00	
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			50	21.58%	17,315	5,749	1,063,207	15	\$1,760,800.00	\$1,815,980.00	\$1,830,100.00	\$1,913,860.00	
	2014	\$20	9,178,150	MEGA 75	12/4/17			21	49.67%	23,726	6,155	151,866	3	\$3,326,500.00	\$3,257,720.00	\$3,221,760.00	\$3,402,600.00	
	1898	\$20	5,014,925	TEXAS LOTTERY GOLD	9/5/17			34	85.96%	11,424	4,051	10,600	27	\$1,122,700.00	\$1,148,520.00	\$1,124,800.00	\$1,247,420.00	
2002	\$20	5,959,050	ULTIMATE CROSSWORD/BINGO	10/21/17			30	58.20%	13,852	4,627	78,556	22	\$1,681,900.00	\$1,724,480.00	\$1,735,360.00	\$1,724,120.00		
1899	\$50	3,634,340	TEXAS LOTTERY PLATINUM	10/16/17			28	47.58%	11,087	3,719	78,197	38	\$1,839,500.00	\$1,868,300.00	\$1,822,050.00	\$1,939,500.00		
1870	\$50	3,579,720	ULTIMATE MILLIONS	4/17/17			54	86.09%	6,289	2,332	14,692	32	\$1,304,650.00	\$1,283,900.00	\$1,202,250.00	\$1,307,450.00		
Out of Wareh	2024	\$1	9,211,950	WILD 9'S	3/5/18		8	72.65%	8,809	7,036	4	36	\$603,608.00	\$683,015.00	\$739,432.00	\$885,477.00		
Sold/Closing	2019	\$1	9,298,950	FAST \$50S	12/4/17		21	93.97%	597	523	0	1,294	\$36,362.00	\$39,331.00	\$58,023.00	\$65,203.00		
	1894	\$1	20,598,550	TEXAS LOTTERY RED	9/5/17		34	67.03%	1,774	2,077	36,314	1,438	\$131,117.00	\$166,841.00	\$188,647.00	\$198,219.00		
	2007	\$1	26,926,720	\$5 POUCH - HOLIDAY	11/6/17		25	38.85%	1,469	299	174,587	23,341	\$14,943.75	\$18,037.50	\$18,646.25	\$24,546.25		
	2085	\$2	4,987,375	FELIZ NAVIDAD	11/15/17		23	90.43%	55	5	15	2,902	-\$12,404.00	-\$42,438.00	-\$51,102.00	\$9,886.00		
	2003	\$2	7,342,000	VETERANS CASH	10/16/17		28	83.58%	2,878	1,097	419	841	\$27,334.00	\$164,478.00	\$165,450.00	\$191,522.00		
	1868	\$3	35,655,625	BONUS CASHWORD	3/6/17		60	97.49%	1,065	305	0	646	\$155,565.00	\$408,561.00	\$770,646.00	\$1,110,579.00		
	1895	\$3	8,990,500	TEXAS LOTTERY BLUE	9/5/17		34	69.05%	135	164	16,113	3,419	-\$6,360.00	\$4,059.00	\$80,319.00	\$213,444.00		
Da Vinci	2010	\$5	7,326,675	\$500 FRENZY	12/4/17		21	92.72%	3,304	2,319	43	287	\$396,270.00	\$477,725.00	\$562,860.00	\$654,535.00		

Liability for 1891 / for Life to Date

Product Status: SmartCash Enabled: N/A
 Active N/A

Validation Range: 07/12/2017 - 12/31/2037

Outstanding Prizes

Tier Ref	SmartCash	Tier Value	Count	Amount	Tickets		% paid	Est. Tickets Sold
					Paid Life to Date	Amount Paid Life to Date		
1	1	N/A	463107	\$2,315,535.00	400029	\$2,000,145.00	46.35%	3913467
2	2	N/A	89449	\$894,490.00	79445	\$794,450.00	47.04%	3971932
3	3	N/A	108420	\$1,084,200.00	98015	\$980,150.00	47.48%	4009209
4	4	N/A	225546	\$2,255,460.00	187297	\$1,872,970.00	45.37%	3830852
5	5	N/A	29816	\$447,240.00	26453	\$396,795.00	47.01%	3969677
6	6	N/A	19602	\$294,030.00	17917	\$268,755.00	47.75%	4032399
7	7	N/A	69031	\$1,035,465.00	62339	\$935,085.00	47.45%	4006942
8	8	N/A	19541	\$293,115.00	17997	\$269,955.00	47.94%	4048354
9	9	N/A	9761	\$195,220.00	9008	\$180,160.00	47.99%	4052628
10	10	N/A	19559	\$391,180.00	17976	\$359,520.00	47.89%	4043953
11	11	N/A	9845	\$196,900.00	8905	\$178,100.00	47.49%	4010348
12	12	N/A	9904	\$198,080.00	8846	\$176,920.00	47.18%	3983778
13	0	N/A	7231	\$361,550.00	6775	\$338,750.00	48.37%	4084554
14	0	N/A	7341	\$367,050.00	6719	\$335,950.00	47.79%	4035234
15	0	N/A	7266	\$363,300.00	6802	\$340,100.00	48.35%	4082759
16	0	N/A	7510	\$375,500.00	6607	\$330,350.00	46.80%	4091095
17	0	N/A	6138	\$306,900.00	5595	\$279,750.00	47.69%	4026618
18	0	N/A	4241	\$424,100.00	3836	\$383,600.00	47.49%	4010310
19	0	N/A	4274	\$427,400.00	3600	\$360,000.00	45.72%	3860615
20	0	N/A	4111	\$411,100.00	3711	\$371,100.00	47.44%	4006108
21	0	N/A	4365	\$436,500.00	3838	\$383,800.00	46.79%	3950770
22	0	N/A	3204	\$320,400.00	2908	\$290,800.00	47.58%	4017543
23	0	N/A	4853	\$485,300.00	4514	\$451,400.00	48.19%	4069214
24	0	N/A	184	\$92,000.00	169	\$84,500.00	47.88%	4042606
25	0	N/A	288	\$144,000.00	301	\$150,500.00	51.10%	4315197
26	0	N/A	387	\$387,500.00	329	\$164,500.00	45.95%	3880005
27	0	N/A	94	\$94,000.00	70	\$70,000.00	42.68%	3604157
28	0	N/A	22	\$22,000.00	26	\$26,000.00	54.17%	4573846
29	0	N/A	3	\$300,000.00	5	\$500,000.00	62.50%	5277515
30	0	N/A						
Totals:			1142358	\$15,088,765.00	996860	\$13,615,505.00		

No.

07/13/17

Game Name
Strike It Rich

Game No
1891

Inv No.
8504872

Vendor
PBL

TLC PO #
362-17-9010 RL022

Description/Tickets Delivered Qty	Units per 1000	Unit Price
8,444,025	8,444.025	\$98.66

Amount
\$833,087.51
\$833,087.51

Delivered	8,444,025
Ordered	8,280,000

2% under 8,114,400
2% over 8,445,600

Acceptable Range 0

Total

\$833,087.51

NO. OF TICKETS (+/-2%): 8,444,025
 NO. POOLS: 23,46
 PACK SIZE: 75
 PACKS/POOL: 4,800
 PACKS/GAME: 112,587

Minimum Quantity: 8,114,400
 Maximum Quantity: 8,445,600

8,444,025

\$5 TICKETS

\$42,220,125

REVENUE

PRIZE FUND

\$28,704,270

PAYOUT %

67.99%

TEXAS LOTTERY COMMISSION
 "STRIKE IT RICH" - GAME NO. 1891
 END OF PRODUCTION PRIZE STRUCTURE
 2/7-Jun-17

VERSION A

PRIZE TIER	PRIZE CODE	TIER CODE	GET:	# OF WAYS TO WIN:	WIN:	ODDS OF 1 IN:	WINNERS IN POOLS	WINNERS IN (PER PACK*)	WINNERS IN (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS
1	1	L	\$5	1	\$5	9.78	863,136	7,6604	36,799	\$4,315,680	15.03%	
2	2	L	\$10	1	\$10	50.00	168,894	1,5001	7,201	\$1,688,940	5.88%	
3	3	L	\$5 x 2	2	\$10	40.90	206,435	1,8336	8,801	\$2,064,350	7.19%	
4	4	L	\$5**2X**	1	\$10	20.45	412,843	3,6669	17,601	\$4,128,430	14.38%	
5	5	L	\$15	1	\$15	150.07	56,269	0,4998	2,399	\$844,035	2.94%	
6	6	L	\$5 x 3	3	\$15	225.06	37,519	0,3332	1,600	\$562,785	1.96%	
7	7	L	\$5**2X** + \$5	2	\$15	64.28	131,370	1,1668	5,601	\$1,970,550	6.87%	
8	8	L	\$5 + \$10	2	\$15	224.95	37,538	0,3334	1,600	\$563,070	1.96%	
9	9	L	\$5 x 4	4	\$20	449.89	18,769	0,1667	800	\$375,380	1.31%	
10	10	L	\$5**2X** + \$10	2	\$20	224.96	37,535	0,3334	1,600	\$750,700	2.62%	
11	11	L	\$10 x 2	2	\$20	450.35	18,750	0,1665	799	\$375,000	1.31%	LOW TIER
12	12	L	\$20	1	\$20	450.35	18,750	0,1665	799	\$375,000	1.31%	62.76%
13	0	M	\$5 x 4 + \$10 x 3	7	\$50	602.89	14,006	0.13	600	\$700,300	2.44%	
14	0	M	\$5 x 2 + \$20**2X**	3	\$50	600.57	14,060	0.13	600	\$703,000	2.45%	
15	0	M	\$5 x 2 + \$10 x 2 + \$20	5	\$50	600.23	14,068	0.13	600	\$703,400	2.45%	
16	0	M	\$5 x 4 + \$10 + \$20	6	\$50	599.16	14,093	0.13	600	\$704,650	2.45%	
17	0	M	\$10**5X**	1	\$50	598.15	14,117	0.13	600	\$705,850	2.46%	
18	0	M	\$50	1	\$50	719.68	11,733	0.10	500	\$586,650	2.04%	
19	0	M	\$100	1	\$100	1,045.44	8,077	0.07	345	\$807,700	2.81%	
20	0	M	\$50**2X**	1	\$100	1,072.39	7,874	0.07	335	\$787,400	2.74%	
21	0	M	\$10**10X**	1	\$100	1,079.52	7,822	0.07	335	\$782,200	2.73%	
22	0	M	\$20**5X**	1	\$100	1,029.38	8,203	0.07	348	\$820,300	2.86%	
23	0	M	\$5**\$10 x 2 + \$15 x 2	5	\$100	1,381.55	6,112	0.05	261	\$611,200	2.13%	
24	0	M	\$5**5X** + \$5**10X** + \$10 x 2 + \$5	5	\$100	901.47	9,367	0.08	400	\$936,700	3.26%	
25	0	M	\$500	1	\$500	23,920.75	353	0.00	15	\$176,500	0.61%	
26	0	M	\$50 x 3 + \$100 + \$250	5	\$500	14,336.21	589	0.01	25	\$294,500	1.03%	
27	0	M	\$100**2X** + \$50 x 6	7	\$500	11,793.33	716	0.01	30	\$358,000	1.25%	MID TIER
28	0	H	\$1,000	1	\$1,000	51,487.96	164	0.00	6,99	\$164,000	0.57%	
29	0	H	\$1,000	1	\$1,000	173,917.19	48	0.00	2,05	\$48,000	0.17%	HIGH TIER
30	0	H	\$100,000	1	\$100,000	1,055,503.13	8 ***	0.00	0,341070	\$800,000	2.79%	3.53%
						3.95	2,139,218	19.00	91,203,66	\$ 28,704,270	100.00%	100.00%
						3.9472	863,136					

Note: **2X** = win DOUBLE the prize by revealing one (1) "7" Play Symbol
 Note: **5X** = win 5X the prize by revealing two (2) "7" Play Symbols
 Note: **10X** = win 10X the prize by revealing three (3) "7" Play Symbols

Consolidated odds are 1 in: \$5
 \$10 9.78
 \$15 32.14
 \$20 90.02
 \$50 102.88
 \$100 177.94
 \$500 5,092.90
 \$1,000 39,830.31
 \$100,000 1,055,503.13

* Each of the following GLEEPS will be used in approximately 16.67% of each
 ** Numbers are rounded.
 *** This Number of prizes is guaranteed delivery to the Lottery.

863,136
 788,172
 262,696
 93,804
 82,077
 47,455
 1,658
 212
 8
 2,139,218

Instant Ticket Game Analysis
2/28/16-2/24/18

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point					Print Quantities	Price Point				
	\$1	\$2	\$3	\$5			\$10	\$20	\$50		
< 5M	None	Week 12*	None	None	None	2M	None	None	None	None	
5M-9.99M	Week 16	Week 19	Week 17	Week 18	3M	None	None	None	None	None	
10M-14.99M	Week 19	None	None	None	4M	None	None	None	None	None	
15M-19.99M	None	None	None	Week 52*	5M	Week 19	Week 43*	None	None	None	
20M-24.99M	None	Week 34*	Week 38*	Week 59*	6M	Week 15	None	None	None	None	
25M-29.99M	None	Week 39*	None	None	7M	None	Week 49*	None	None	None	
30M-34.99M	Week 41*	None	None	Week 39*	8M	None	Week 35*	None	None	None	
>35M	None	Week 61	Week 50	Week 52*	>9M	Week 31	Week 41*	None	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	\$50		
< 5M	None	\$714,918	None	None	2M	None	None	None	None	None	
5M-9.99M	\$512,110	\$743,055	\$1,109,054	\$1,865,496	3M	None	None	None	None	None	
10M-14.99M	\$511,766	None	None	None	4M	None	None	None	None	None	
15M-19.99M	None	None	None	\$1,508,375	5M	\$2,537,188	\$2,329,740	None	None	None	
20M-24.99M	None	\$1,078,385	\$1,398,153	\$1,450,990	6M	\$3,483,559	None	None	None	None	
25M-29.99M	None	\$1,309,641	None	None	7M	None	\$2,502,908	None	None	None	
30M-34.99M	\$636,048	None	None	None	8M	None	\$3,985,513	None	None	None	
>35M	None	\$1,023,347	\$1,825,122	\$3,361,809	>9M	\$3,614,099	\$3,781,160	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