

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 3/26/2018

Game #	2007	Confirmed Packs	5,432
Game Name	Holiday Gift Pack	Active Packs	867
Quantity Printed	6,731,680	Warehouse Packs	174,587
Price Point	\$5	Returned Packs	20,131
Start Date	11/6/2017	Printed Payout Percentage	67.97%
Top Prize	\$ 50,000	Percent Sold	39.53%
Number of Top Prizes Remaining	4	Number of Weeks Out	20

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 2,170,226	Actual ticket production costs
Prize payout expense	\$ 8,244,722	Data from Instant Ticket Tier Liability screen in ES
Estimated Direct Costs	\$ 10,414,948	

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 13,305,166	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 13,305,166	

Excess of Revenue over Expended \$ 2,890,218

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	\$	39,335
Next week	\$	45,951
Next week	\$	57,000
Avg Weekly Sales Current Game	\$	47,429
Avg Weekly Sales \$5; 5M - 9.99M Qty	\$	1,865,496
Percentage Of Variance In Sales		97%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2007	Printed Payout Percentage	67.97%
Game Name	Holiday Gift Pack	Actual Payout Percentage	61.97%
Percent Sold	39.53%	Number of Weeks Out	20
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			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):

John Bowyer 3/26/18
Instant Product Coordinator Date

R. Lu 3/29/18
Products Manager Date

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

[Signature] 4-2-18
Lottery Operations Division Director Date

Kathy Ryan 4/3/2018
Controller Date

[Signature] 4/3/18
Executive Director Date

Play the Games of Texas!

Da Vinci Report

Week End Date: 3/24/18

3/26/18

Product Line	Game	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Wats	Return	3/24/18	3/17/18	3/10/18	3/3/18	Net Sales
Baseline	2012	\$1	HOT 7S	1/2/18			12	35.06%	16,635	8,651	100,838	0	\$699,493.00	\$747,621.00	\$868,915.00	\$974,922.00	\$868,915.00
	1622	\$1	PICK 3	2/5/18			7	38.79%	17,384	9,959	16,172	12	\$565,614.00	\$563,551.00	\$642,879.00	\$769,127.00	\$642,879.00
	2024	\$1	WLD 9'S	3/5/18			3	29.62%	17,781	10,898	10,510	0	\$1,071,527.00	\$1,091,130.00	\$565,579.00	\$0	\$565,579.00
	1893	\$2	A CUT ABOVE	3/19/18			1	3.65%	23,989	7,942	19,897	9	\$517,522.00	\$0	\$0	\$0	\$0
	1874	\$2	BIG MONEY	1/15/18			10	56.20%	15,869	7,496	383	5	\$649,836.00	\$734,360.00	\$884,876.00	\$1,007,922.00	\$884,876.00
	2009	\$2	BLING	2/19/18			5	28.30%	18,954	9,889	10,355	1	\$751,098.00	\$881,402.00	\$955,264.00	\$909,234.00	\$955,264.00
	2078	\$2	WEEKLY GRAND	1/10/18			10	10.07%	15,938	9,457	230,632	0	\$982,854.00	\$1,049,126.00	\$1,076,700.00	\$1,043,152.00	\$1,076,700.00
	2081	\$3	DOUBLE BONUS CROSSWORD	3/15/18			1	0.15%	11,113	1,673	263,842	0	\$156,000.00	\$0	\$0	\$0	\$0
	2016	\$3	WILD 7S	1/2/18			12	41.24%	15,996	9,587	48,277	1	\$1,599,777.00	\$1,647,693.00	\$1,770,270.00	\$1,920,345.00	\$1,770,270.00
	2023	\$5	DAZZLING DOLLARS X9	1/15/18			10	72.14%	16,843	6,236	1,378	3	\$1,540,375.00	\$1,788,305.00	\$2,079,750.00	\$2,440,100.00	\$2,079,750.00
	2025	\$5	GAME OF LUCK	2/5/18			7	41.72%	19,920	8,101	32,963	0	\$1,659,235.00	\$1,821,005.00	\$2,068,855.00	\$2,624,000.00	\$2,068,855.00
	2033	\$5	HIGH ROLLER	3/5/18			3	21.43%	29,310	10,872	33,903	0	\$2,385,120.00	\$3,159,135.00	\$2,310,450.00	\$0	\$2,310,450.00
	2020	\$5	MONEY	1/2/18			12	45.32%	13,909	6,485	44,753	1	\$969,660.00	\$1,140,975.00	\$1,274,340.00	\$1,545,275.00	\$1,140,975.00
	2029	\$5	NUMBERS GAME	2/19/18			5	33.60%	26,422	9,049	27,224	0	\$1,710,210.00	\$2,131,445.00	\$2,662,405.00	\$3,546,865.00	\$2,131,445.00
	2036	\$5	POWER 5S	3/19/18			1	6.42%	28,967	9,788	61,957	0	\$2,707,000.00	\$0	\$0	\$0	\$0
	1847	\$10	\$250,000 CASH WINFALL	3/19/18			1	4.10%	31,019	7,843	74,483	0	\$2,511,300.00	\$0	\$0	\$0	\$0
	2018	\$10	SUPER 7S	1/2/18			12	34.56%	23,288	7,206	155,248	1	\$3,714,360.00	\$4,113,360.00	\$4,354,870.00	\$4,962,230.00	\$4,113,360.00
	2026	\$10	SUPER HIT SUPER TICKET	3/5/18			3	11.93%	35,792	7,650	82,941	2	\$2,881,170.00	\$3,506,780.00	\$2,366,370.00	\$0	\$3,506,780.00
	2021	\$20	\$1,000,000 BIG MONEY	1/2/18			12	23.30%	23,775	7,292	247,293	3	\$2,219,700.00	\$2,595,740.00	\$2,923,520.00	\$3,489,180.00	\$2,595,740.00
	1884	\$20	\$100 MILLION TEXAS RICHES	2/5/18			7	23.61%	29,986	8,326	175,842	0	\$3,728,680.00	\$4,508,920.00	\$4,730,820.00	\$5,409,960.00	\$4,508,920.00
	2053	\$30	\$750 MILLION WINNER'S CIRCLE	3/19/18			1	0.57%	36,052	8,435	1,306,375	0	\$5,871,390.00	\$0	\$0	\$0	\$0
	2030	\$50	ULTIMATE 7S	2/19/18			5	12.33%	20,102	6,117	131,496	4	\$4,204,350.00	\$4,704,000.00	\$4,882,400.00	\$5,314,250.00	\$4,704,000.00
Mature	1878	\$1	CASH ON THE SPOT	9/18/17			27	0.00%	0	0	4,678	73	\$0	\$0	\$0	\$0	\$0
	1626	\$1	DID I WIN?	9/12/14			184	0.00%	0	0	446	65	\$0	\$0	\$0	\$0	\$0
	1804	\$1	LUCKY STARS	9/18/17			27	0.00%	0	0	3,304	60	\$0	\$0	\$0	\$0	\$0
	1894	\$1	TEXAS LOTTERY RED	9/8/17			29	62.61%	7,428	4,354	37,561	158	\$234,337.00	\$262,312.00	\$281,140.00	\$305,906.00	\$262,312.00
	1857	\$1	WEEKLY HALF GRAND	10/2/17			25	59.89%	15,458	9,834	53,130	6	\$612,647.00	\$641,433.00	\$681,002.00	\$709,073.00	\$641,433.00
	2007	\$1	\$5 POUCH - HOLIDAY	11/6/17			20	39.53%	5,432	967	174,567	20,131	\$39,335.00	\$45,951.25	\$57,000.00	\$71,665.00	\$45,951.25
	1858	\$2	BREAK THE BANK	5/11/17			45	71.27%	18,662	9,543	58,538	6	\$1,297,088.00	\$1,386,386.00	\$1,428,402.00	\$1,466,958.00	\$1,386,386.00
	1861	\$2	INSTANT BINGO	5/11/17			47	69.38%	15,956	8,899	56,983	11	\$1,106,274.00	\$1,149,158.00	\$1,215,390.00	\$1,243,742.00	\$1,149,158.00

6,731,680
\$5

Liability for 2007 / for Life to Date

Product Status: SmartCash Enabled: Validation Range: 10/19/2017 - 12/31/2037
 Active N/A

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	3184732	\$3,184,732.00	1650824	\$1,650,824.00	34.14%	9192588
2	2	N/A	\$2.00	35483	\$70,966.00	20583	\$41,166.00	36.71%	9885361
3	3	N/A	\$2.00	426894	\$853,788.00	246272	\$492,544.00	36.58%	9850909
4	4	N/A	\$2.00	1026212	\$2,052,424.00	544616	\$1,089,232.00	34.67%	9335664
5	5	N/A	\$4.00	70921	\$283,684.00	41311	\$165,244.00	36.81%	9911341
6	6	N/A	\$5.00	536785	\$2,683,925.00	304576	\$1,522,880.00	36.20%	9747578
7	7	N/A	\$6.00	34987	\$209,922.00	21079	\$126,474.00	37.60%	10123574
8	8	N/A	\$6.00	71025	\$426,150.00	41155	\$246,930.00	36.69%	9878491
9	9	N/A	\$8.00	69525	\$556,200.00	42691	\$341,528.00	38.04%	10243892
10	10	N/A	\$10.00	82242	\$822,420.00	48504	\$485,040.00	37.10%	9989243
11	11	N/A	\$10.00	45607	\$456,070.00	27343	\$273,430.00	37.48%	10092629
12	12	N/A	\$20.00	56748	\$1,134,960.00	34388	\$687,760.00	37.73%	10160156
13	13	N/A	\$20.00	11230	\$224,600.00	6997	\$139,940.00	38.39%	10336657
14	14	N/A	\$20.00	45773	\$915,460.00	27168	\$543,360.00	37.25%	10029271
15	15	N/A	\$20.00	864	\$17,280.00	539	\$10,780.00	38.42%	10344620
16	0	N/A	\$30.00	863	\$25,890.00	540	\$16,200.00	38.49%	10363812
17	0	N/A	\$40.00	182	\$7,280.00	101	\$4,040.00	35.69%	9609889
18	0	N/A	\$50.00	6270	\$313,500.00	3839	\$191,950.00	37.98%	10225707
19	0	N/A	\$100.00	709	\$70,900.00	420	\$42,000.00	37.20%	10017026
20	0	N/A	\$100.00	183	\$18,300.00	100	\$10,000.00	35.34%	9514742
21	0	N/A	\$100.00	185	\$18,500.00	104	\$10,400.00	35.99%	9689892
22	0	N/A	\$250.00	70	\$17,500.00	44	\$11,000.00	38.60%	10392769
23	0	N/A	\$500.00	37	\$18,500.00	23	\$11,500.00	38.33%	10321909
24	0	N/A	\$500.00	70	\$35,000.00	41	\$20,500.00	36.94%	9945905
25	0	N/A	\$5,000.00	3	\$15,000.00	2	\$10,000.00	40.00%	10770685
26	0	N/A	\$50,000.00	4	\$200,000.00	2	\$100,000.00	33.33%	8975572
			Totals:	5707604	\$14,632,951.00	3,063,262	\$8,244,722.00		

NO. OF POUCHES: (+/-2%)
 NO. OF TICKETS:
 NO. POOLS:
 PACK SIZE:
 PACKS/POOL:
 PACKS/GAME:
 POUCHES/PACK:

6,731,680
 26,926,720
 55
 6,000
 336,584
 20

6,468,000
 6,732,000

TEXAS LOTTERY COMMISSION
 HOLIDAY GIFT PACK #2007
 END OF PRODUCTION PRIZE STRUCTURE
 10-Oct-17

VERSION A

67.97%

Any Ticket	3.5" x 3" (\$1) Tickets Get:	3.5" x 4.5" (\$2) Tickets Get:	# OF WAYS TO WIN:	POUCH WINNERS IN 55 POOLS:	POUCH WINNERS IN 80 (PER PACK *):	POUCH WINNERS IN 480,000 (Per Pool):	PRIZE FUND \$22,877,673	PRIZE COST	PAYOUT %	VALIDATION TIER LEVELS
Any Ticket	3.5" x 3" (\$1) Tickets Get:	3.5" x 4.5" (\$2) Tickets Get:	# OF WAYS TO WIN:	POUCH WINNERS IN 55 POOLS:	POUCH WINNERS IN 80 (PER PACK *):	POUCH WINNERS IN 480,000 (Per Pool):	PRIZE FUND \$22,877,673	PRIZE COST	PAYOUT %	VALIDATION TIER LEVELS
Get:	Amt.1	Amt.2	Amt.3	Amt.4	1 in:	1 in:	1 in:	1 in:	1 in:	1 in:
\$1	\$1	\$1	\$1	\$1	2.21	3,040,412	9.21	\$3,040,412	13.290%	13.290%
\$1 (DBL)	\$1	\$1	\$2	\$2	7.06	955,736	2.89	\$1,907,472	8.338%	8.338%
\$1 x 2	\$1	\$1	\$2	\$2	10.00	673,163	2.04	\$1,346,326	5.885%	5.885%
\$1 x 4	\$1	\$1	\$4	\$4	30.00	224,409	0.68	\$897,636	3.924%	3.924%
\$1 (DBL) x 2	\$1 D	\$1 D	\$2	\$2	30.00	224,405	0.68	\$897,620	3.924%	3.924%
\$5	\$5	\$5	\$5	\$5	8.00	841,361	2.55	\$4,206,805	18.388%	18.388%
\$5 + \$1	\$5 + \$1	\$5 + \$1	\$6	\$6	60.01	112,180	0.34	\$673,080	2.942%	2.942%
\$1 x 6	\$1 x 6	\$1 x 2	\$6	\$6	60.01	112,175	0.34	\$673,050	2.942%	2.942%
\$1 x 2 + \$1 (DBL) x 2	\$1 x 2	\$1 x 2	\$4	\$4	59.98	112,232	0.34	\$673,392	2.943%	2.943%
\$10	\$10	\$10	\$10	\$10	59.98	112,236	0.34	\$1,122,360	4.906%	4.906%
\$5 x 2	\$5 x 2	\$5 x 2	\$2	\$2	119.96	56,114	0.17	\$561,140	2.453%	2.453%
\$1 (DBL) + \$2 x 4	\$2	\$1 D	\$5	\$5	120.07	56,066	0.17	\$560,660	2.451%	2.451%
\$20	\$1 D	\$1 D	\$20	\$20	120.08	56,061	0.17	\$1,121,220	4.901%	4.901%
\$1 (DBL) x 2 + \$2 (DBL) x 4	\$1 D	\$2 D x 2	\$20	\$20	119.98	56,108	0.17	\$1,122,160	4.905%	4.905%
\$10 (DBL)	\$50	\$20 x 2	\$10	\$10	119.96	56,117	0.17	\$1,122,340	4.906%	4.906%
\$50	\$50	\$20	\$50	\$50	959.75	7,014	0.02	\$350,700	1.533%	1.533%
\$5 x 2 + \$20 x 2	\$10 D	\$10	\$4	\$4	399.84	16,836	0.05	\$841,800	3.680%	3.680%
\$10 (DBL) + \$10 x 3	\$10 D	\$10 x 2	\$10	\$10	400.12	16,824	0.05	\$841,200	3.677%	3.677%
\$100	\$100	\$5 D x 3	\$100	\$100	12,085.60	557	0.00	\$55,700	0.243%	0.243%
[\$5 (DBL) x 5] + \$50	\$5 D x 2	\$5 D x 2	\$50	\$50	4,798.06	1,403	0.00	\$140,300	0.613%	0.613%
\$250	\$10 x 3 + \$20 + \$50	\$20	\$50	\$50	59,049.82	114	0.00	\$28,500	0.125%	0.125%
\$50 + \$50 (DBL) + \$100	\$50 D	\$100	\$3	\$3	23,293.01	289	0.00	\$72,250	0.316%	0.316%
\$10 + \$20 x 2 + \$50 x 2 + \$100	\$10	\$20 x 2	\$6	\$6	23,786.86	283	0.00	\$70,750	0.309%	0.309%
\$500	\$500	\$20 x 2	\$100	\$100	112,194.67	60	0.00	\$30,000	0.131%	0.131%
\$250 x 2	\$250 x 2	\$250 x 2	\$250	\$250	60,645.77	111	0.00	\$55,500	0.243%	0.243%
\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	1,346,336.00	5	0.00	\$25,000	0.109%	0.109%
\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	1,121,946.67	6	0.00	\$300,000	1.311%	1.311%

Note: Individual ticket wins from the Any Ticket Gets column will be randomly distributed over any ticket in the pouch

Note: Individual ticket wins from the \$1 Tickets Get columns (Amt 1, Amt 2) will be randomly distributed over the \$1 tickets

Note: Individual ticket wins from the \$2 Tickets Get columns (Amt 3, Amt 4) will be randomly distributed over the \$2 tickets

Note: DBL = win double the prize by revealing a Wreath, Star, Gingerbread or Elf symbol.

Consolidated Pouch odds are 1 in:	Consolidated Ticket odds are 1 in:
\$1	\$1
\$2	\$2
\$4	\$4
\$5	\$5
\$6	\$6
\$10	\$10
\$20	\$20
\$50	\$50
\$100	\$100
\$250	\$250
\$500	\$500
\$5,000	\$5,000
\$50,000	\$50,000

Consolidated Pouch odds are 1 in:	Consolidated Ticket odds are 1 in:
\$1	\$1
\$2	\$2
\$4	\$4
\$5	\$5
\$6	\$6
\$10	\$10
\$20	\$20
\$50	\$50
\$100	\$100
\$250	\$250
\$500	\$500
\$5,000	\$5,000
\$50,000	\$50,000

* Each of the following GLEPS will be used in approximately 16.67% of each pack of 80 tickets
 ** Numbers are rounded
 *** This number of prizes is guaranteed delivery to the Lottery

Note:
 A Prize of \$5 or Higher in Any Pouch: 1 in 4.17
 A Prize of \$5 or Higher on Any Ticket: 1 in 17.68

Ticket Odds 1 in:

6,731,680 pouches
 8,770,866 tickets

100.00%

No.

03/26/18

Game Name
Holiday Gift Pack

Game No
2007

Inv No.
8505747

Vendor
PBL

362-17-9010 RL033

TLC PO #

Amount
\$2,170,226.32
\$2,170,226.32

Description/Tickets Delivered Qty Units per 1000 Unit Price
6,731,680 6,731.680 \$322.39

Delivered 6,731,680
Ordered 6,600,000

2% under 6,468,000
2% over 6,732,000

Acceptable
Range 0

Total \$2,170,226.32

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
5M-9.99M	Week 16	Week 19	Week 17	Week 18	None	3M	None	None	None
10M-14.99M	Week 19	None	None	None	None	4M	None	None	None
15M-19.99M	None	None	None	Week 52*	Week 19	5M	Week 19	Week 43*	None
20M-24.99M	None	Week 34*	Week 38*	Week 59*	Week 15	6M	Week 15	None	None
25M-29.99M	None	Week 39*	None	None	None	7M	None	Week 49*	None
30M-34.99M	Week 41*	None	None	Week 39*	None	8M	None	Week 35*	None
>35M	None	Week 61	Week 50	Week 52*	Week 31	>9M	Week 31	Week 41*	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	None	2M	None	None	None
5M-9.99M	\$512,110	\$743,055	\$1,109,054	\$1,865,496	None	3M	None	None	None
10M-14.99M	\$511,766	None	None	None	None	4M	None	None	None
15M-19.99M	None	None	None	\$1,508,375	\$2,537,188	5M	\$2,537,188	\$2,329,740	None
20M-24.99M	None	\$1,078,385	\$1,398,153	\$1,450,990	\$3,483,559	6M	\$3,483,559	None	None
25M-29.99M	None	\$1,309,641	None	None	None	7M	None	\$2,502,908	None
30M-34.99M	\$636,048	None	None	\$3,329,657	None	8M	None	\$3,985,513	None
>35M	None	\$1,023,347	\$1,825,122	\$3,361,809	\$3,614,099	>9M	\$3,614,099	\$3,781,160	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