

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 7/2/2018

Game #	2025	Confirmed Packs	5,499
Game Name	Game of Luck	Active Packs	2,819
Quantity Printed	8,104,275	Warehouse Packs	21,394
Price Point	\$5	Returned Packs	385
Start Date	2/5/2018	Printed Payout Percentage	68.02%
Top Prize	\$ 100,000	Percent Sold	70.45%
Number of Top Prizes Remaining	1	Number of Weeks Out	21

Current Game Sales Analysis

TANGIBLE COSTS			
Expenditure Impact:			
Cost to print tickets	\$ 352,178	Actual ticket production costs	
Prize payout expense	\$ 18,977,990	Data from Instant Ticket Tier Liability screen in ES	
Estimated Direct Costs	\$ 19,330,168		
TANGIBLE BENEFITS			
Revenue Impact:			
Estimated sales	\$ 28,547,309	Based on # of tkts printed, times % sold from DaVinci report, times the price point	
Total Estimated Benefits	\$ 28,547,309		
Excess of Revenue over Expended	\$ 9,217,140		

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	\$	397,665
Next week	\$	467,440
Next week	\$	537,190
Avg Weekly Sales Current Game	\$	467,432
Avg Weekly Sales \$5; 5M-9.99M Qty	\$	1,865,496
Percentage Of Variance In Sales		75%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2025	Printed Payout Percentage	68.02%
Game Name	Game of Luck	Actual Payout Percentage	66.48%
Percent Sold	70.45%	Number of Weeks Out	21
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):

Del Boussek 7/2/18
Instant Product Coordinator Date

Shirley McCoy for RT 7/2/18
Products Manager Date

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

Raymond Chase 7-2-18
Lottery Operations Division Director Date
for Ryan Mundell

Kathy Ryna 7/5/18
Controller Date

Ly Brij 7/16/18
Executive Director Date



Da Vinci Report
 Week End Date: 6/30/18
 7/2/18

Product Line	Game	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
													6/30/18	6/23/18	6/16/18	6/9/18
Mature	2081	\$3	DOUBLE BONUS CROSSWORD	3/15/18			15	28.93%	18,488	9,178	172,226	10	\$2,116,383.00	\$2,145,327.00	\$2,169,279.00	\$2,327,379.00
	1806	\$3	TEXAS LOTERIA	3/14/17			68	76.53%	21,611	10,360	93,800	18	\$1,306,950.00	\$1,336,740.00	\$1,346,436.00	\$1,380,865.00
	2016	\$3	WILD 7S	1/2/18			26	77.04%	8,347	5,366	13,762	179	\$786,045.00	\$854,724.00	\$952,242.00	\$1,064,322.00
	1871	\$5	\$100,000 BING-O-RAMA	10/2/17			39	68.83%	12,943	6,757	40,715	16	\$940,695.00	\$985,000.00	\$1,033,700.00	\$1,046,940.00
	1862	\$5	BONUS BREAK THE BANK	11/29/17			30	63.97%	15,702	7,950	60,182	8	\$1,581,300.00	\$1,621,320.00	\$1,691,575.00	\$1,724,815.00
	1859	\$5	CROSSWORD CONNECT	6/28/17			52	68.69%	12,669	6,198	72,334	14	\$1,245,250.00	\$1,299,545.00	\$1,356,990.00	\$1,381,965.00
	2025	\$5	GAME OF LUCK	2/5/18			21	70.45%	5,499	2,819	21,394	385	\$397,665.00	\$467,440.00	\$537,190.00	\$668,335.00
	2033	\$5	HIGH ROLLER	3/5/18			17	63.99%	7,932	4,171	20,265	554	\$468,620.00	\$607,530.00	\$720,970.00	\$719,480.00
	2013	\$5	LUCKY 7S	12/18/17			28	68.03%	12,785	5,025	71,184	43	\$1,352,400.00	\$1,431,075.00	\$1,545,290.00	\$1,582,585.00
	2029	\$5	NUMBERS GAME	2/19/18			19	67.57%	6,570	2,955	19,189	644	\$399,205.00	\$479,165.00	\$558,510.00	\$682,145.00
	2036	\$5	POWER 5'S	3/19/18			15	75.06%	10,638	5,108	9,944	45	\$919,320.00	\$1,053,875.00	\$1,155,200.00	\$1,269,960.00
	1877	\$5	SUPER LOTERIA	12/11/17			29	45.69%	27,175	10,328	251,234	21	\$3,408,160.00	\$3,490,060.00	\$3,544,420.00	\$3,599,725.00
	1759	\$10	\$200 MILLION PAYOUT	8/1/16			100	69.97%	11,038	5,073	152,957	18	\$1,540,570.00	\$1,566,700.00	\$1,595,760.00	\$1,558,980.00
	1847	\$10	\$250,000 CASH WINFALL	3/19/18			15	61.99%	15,349	7,416	21,426	12	\$1,692,300.00	\$1,808,200.00	\$1,895,020.00	\$1,995,470.00
	1860	\$10	BIG PLAY CASHWORD	7/17/17			50	68.86%	12,520	6,530	58,789	8	\$1,523,920.00	\$1,554,240.00	\$1,595,190.00	\$1,587,280.00
	1895	\$10	MEGA LOTERIA	9/18/17			41	65.67%	27,805	9,933	139,402	22	\$4,697,810.00	\$4,820,470.00	\$4,805,970.00	\$4,900,850.00
	2018	\$10	SUPER 7S	1/2/18			26	62.54%	13,937	5,966	86,517	11	\$2,348,040.00	\$2,470,020.00	\$2,545,890.00	\$2,686,450.00
	2026	\$10	SUPER HIT SUPER TICKET	3/5/18			17	46.82%	14,840	6,078	53,934	225	\$1,275,530.00	\$1,415,690.00	\$1,498,990.00	\$1,553,760.00
	2021	\$20	\$1,000,000 BIG MONEY	1/2/18			26	35.53%	12,645	5,402	216,061	30	\$1,201,400.00	\$1,357,200.00	\$1,350,820.00	\$1,436,900.00
	1845	\$20	100 MILLION GOLDEN TREASURES	8/7/17			47	61.62%	6,265	3,362	98,988	20	\$913,860.00	\$906,960.00	\$789,020.00	\$818,300.00
	1884	\$20	\$100 MILLION TEXAS RICHES	2/5/18			21	49.27%	17,509	7,155	117,621	21	\$2,294,240.00	\$2,373,500.00	\$2,415,160.00	\$2,369,740.00
	1671	\$20	\$500,000,000 CASH	5/18/15			163	38.25%	8,885	3,515	828,826	29	\$1,309,600.00	\$1,254,420.00	\$1,343,960.00	\$1,272,020.00
	1838	\$20	INSTANT MILLIONAIRE	5/15/17			59	23.95%	13,306	5,958	1,033,889	24	\$1,914,060.00	\$1,896,180.00	\$1,825,960.00	\$1,876,720.00
	2014	\$20	MEGA 7S	12/4/17			30	63.95%	16,084	5,943	106,894	21	\$2,811,700.00	\$2,842,460.00	\$2,951,340.00	\$2,821,180.00
	2002	\$20	ULTIMATE CROSSWORD/BINGO	10/2/17			39	71.10%	11,896	4,283	50,078	45	\$1,619,460.00	\$1,656,300.00	\$1,685,380.00	\$1,700,460.00
	2053	\$30	\$750 MILLION WINNER'S CIRCLE	3/19/18			15	8.16%	24,161	8,592	1,215,752	16	\$4,305,960.00	\$4,428,570.00	\$4,754,130.00	\$4,860,420.00
	1899	\$50	TEXAS LOTTERY PLATINUM	10/16/17			37	57.61%	8,407	3,121	63,190	41	\$1,636,400.00	\$1,843,000.00	\$2,160,950.00	\$2,223,400.00
	2030	\$50	ULTIMATE 7S	2/19/18			19	42.66%	15,624	4,958	82,062	20	\$2,969,050.00	\$3,672,000.00	\$4,137,950.00	\$4,222,450.00
Out of Wareh	2037	\$1	SOME LIKE IT HOT	4/2/18			13	80.32%	6,155	4,173	0	374	\$266,256.00	\$333,185.00	\$392,982.00	\$447,115.00
Sold/Closing	2024	\$1	WILD 9'S	3/5/18	7/8/18	8/22/18	17	93.75%	690	653	0	933	\$56,101.00	\$74,811.00	\$103,439.00	\$138,611.00
	1858	\$2	BREAK THE BANK	5/11/17	6/26/18	8/10/18	59	92.97%	9,396	4,553	333	83	\$963,424.00	\$1,137,682.00	\$1,193,010.00	\$1,229,986.00
	1861	\$2	INSTANT BINGO	5/1/17			61	90.38%	14,082	8,255	1,674	12	\$947,778.00	\$961,556.00	\$950,648.00	\$1,019,334.00

Liability for 2025 / for Life to Date

Product Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 09/29/2017 - 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	\$5.00	289849	\$1,449,245.00	574417	\$2,872,085.00	66.46%	5386343
2	2	N/A	\$10.00	70639	\$706,390.00	145380	\$1,453,800.00	67.30%	5454147
3	3	N/A	\$10.00	101733	\$1,017,330.00	222628	\$2,226,280.00	68.64%	5562439
4	4	N/A	\$15.00	35084	\$526,260.00	72973	\$1,094,595.00	67.53%	5472975
5	5	N/A	\$15.00	33173	\$497,595.00	74884	\$1,123,260.00	69.30%	5616300
6	6	N/A	\$20.00	17348	\$346,960.00	36637	\$732,740.00	67.87%	5499978
7	7	N/A	\$20.00	33375	\$667,500.00	74682	\$1,493,640.00	69.11%	5601150
8	8	N/A	\$20.00	16360	\$327,200.00	37712	\$754,240.00	69.74%	5652249
9	0	N/A	\$50.00	4340	\$217,000.00	9181	\$459,050.00	67.90%	5502947
10	0	N/A	\$50.00	6117	\$305,850.00	14127	\$706,350.00	69.78%	5655458
11	0	N/A	\$50.00	6050	\$302,500.00	14196	\$709,800.00	70.12%	5682519
12	0	N/A	\$50.00	4000	\$200,000.00	9452	\$472,600.00	70.26%	5694440
13	0	N/A	\$50.00	4054	\$202,700.00	9499	\$474,950.00	70.09%	5680108
14	0	N/A	\$100.00	1433	\$143,300.00	2953	\$295,300.00	67.33%	5456435
15	0	N/A	\$100.00	2315	\$231,500.00	5166	\$516,600.00	69.05%	5596402
16	0	N/A	\$100.00	2071	\$207,100.00	4733	\$473,300.00	69.56%	5637497
17	0	N/A	\$100.00	2073	\$207,300.00	4673	\$467,300.00	69.27%	5613886
18	0	N/A	\$100.00	4158	\$415,800.00	9362	\$936,200.00	69.25%	5611850
19	0	N/A	\$100.00	2007	\$200,700.00	4724	\$472,400.00	70.18%	5687801
20	0	N/A	\$500.00	104	\$52,000.00	235	\$117,500.00	69.32%	5618007
21	0	N/A	\$500.00	94	\$47,000.00	249	\$124,500.00	72.59%	5883278
22	0	N/A	\$500.00	100	\$50,000.00	243	\$121,500.00	70.85%	5741512
23	0	N/A	\$500.00	103	\$51,500.00	240	\$120,000.00	69.97%	5670629
24	0	N/A	\$1,000.00	22	\$22,000.00	46	\$46,000.00	67.65%	5482303
25	0	N/A	\$1,000.00	23	\$23,000.00	45	\$45,000.00	66.18%	5363123
26	0	N/A	\$1,000.00	20	\$20,000.00	48	\$48,000.00	70.59%	5720664
27	0	N/A	\$1,000.00	17	\$17,000.00	51	\$51,000.00	75.00%	6078206
28	0	N/A	\$10,000.00	2	\$20,000.00	3	\$30,000.00	60.00%	4862565
29	0	N/A	\$10,000.00	1	\$10,000.00	4	\$40,000.00	80.00%	6483420
30	0	N/A	\$100,000.00	1	\$100,000.00	5	\$500,000.00	83.33%	6753562
Totals:				636666	\$8,584,730.00	1,328,548	\$18,977,990.00		

END OF PRODUCTION PRIZE STRUCTURE
September 8, 2017 - (POOLS # 1 – 77 COMPLETE)

Prize Structure
 TEXAS LOTTERY

GAME NO.2025 "GAME OF LUCK"
 May 19, 2017 - VERSION A

Order Quantity: **8,104,275** Pack Size: **75** Pool Size: **120,000** Winners: **1,965,214** Prize Fund: **\$27,562,720.00**
 Price Point: **\$5.00** Packs/Game: **108,057** Number of Pools: **67.54** Non-winners: **6,139,061** Payout: **68.02%**
 Revenue: **\$40,521,375.00** Packs/Pool: **1,600** Overall Odds: **4.1239**

Total Payout

Kind	Wins	Tier Level	Get	Win	Value	Odds (1 in)	Winners		Total	Total Prize Cost	% Prize Fund
							Pack	Pool			
Low Tiers											
01	1	L	\$5	\$5	\$5.00	9.3771	8.00	12,800.00	864,266	\$4,321,330.00	15.68%
02	1	L	\$10	\$10	\$10.00	37.5165	2.00	3,200.00	216,019	\$2,160,190.00	7.84%
03	1	L	\$5 (2X)	\$10	\$10.00	24.9854	3.00	4,800.00	324,361	\$3,243,610.00	11.77%
					Total (\$10.00):	14.9974	5.00	8,000.00	540,380	\$5,403,800.00	19.61%
04	1	L	\$15	\$15	\$15.00	75.0000	1.00	1,600.00	108,057	\$1,620,855.00	5.88%
05	2	L	\$10 + \$5	\$15	\$15.00	75.0000	1.00	1,600.00	108,057	\$1,620,855.00	5.88%
					Total (\$15.00):	37.5000	2.00	3,200.00	216,114	\$3,241,710.00	11.76%
06	1	L	\$20	\$20	\$20.00	150.1209	0.50	800.00	53,985	\$1,079,700.00	3.92%
07	1	L	\$10 (2X)	\$20	\$20.00	75.0000	1.00	1,600.00	108,057	\$2,161,140.00	7.84%
08	3	L	\$10 + (\$5 x 2)	\$20	\$20.00	149.8793	0.50	800.00	54,072	\$1,081,440.00	3.92%
					Total (\$20.00):	37.5000	2.00	3,200.00	216,114	\$4,322,280.00	15.68%
					Total (Low Tiers):	4.4120	17.00	27,200.00	1,836,874	\$17,289,120.00	62.73%
Mid Tiers											
09	1	M	\$50	\$50	\$50.00	599.3843	0.13	200.00	13,521	\$676,050.00	2.45%
10	2	M	\$15 (2X) + \$10 (2X)	\$50	\$50.00	400.3297	0.19	300.00	20,244	\$1,012,200.00	3.67%
11	5	M	\$5 (2X) x 5	\$50	\$50.00	400.2902	0.19	300.00	20,246	\$1,012,300.00	3.67%
12	3	M	\$20 (2X) + (\$5 x 2)	\$50	\$50.00	602.4587	0.12	200.00	13,452	\$672,600.00	2.44%
13	4	M	\$20 + \$15 + \$10 + \$5	\$50	\$50.00	597.9691	0.13	200.00	13,553	\$677,650.00	2.46%
					Total (\$50.00):	100.0330	0.75	1,200.00	81,016	\$4,050,800.00	14.70%
14	1	M	\$100	\$100	\$100.00	1847.7599	0.04	65.00	4,386	\$438,600.00	1.59%
15	1	M	\$50 (2X)	\$100	\$100.00	1083.3144	0.07	111.00	7,481	\$748,100.00	2.71%
16	4	M	(\$15 (2X) x 3) + \$10	\$100	\$100.00	1191.1045	0.06	100.00	6,804	\$680,400.00	2.47%
17	5	M	\$10 (2X) x 5	\$100	\$100.00	1201.3452	0.06	100.00	6,746	\$674,600.00	2.45%
18	15	M	(\$10 x 5) + (\$5 x 10)	\$100	\$100.00	599.4286	0.13	200.00	13,520	\$1,352,000.00	4.91%
19	12	M	(\$15 x 4) + (\$5 x 8)	\$100	\$100.00	1204.0224	0.06	100.00	6,731	\$673,100.00	2.44%
					Total (\$100.00):	177.4607	0.42	676.00	45,668	\$4,566,800.00	16.57%
20	1	M	\$500	\$500	\$500.00	23906.4159	0.00	5.00	339	\$169,500.00	0.62%
21	5	M	\$50 (2X) x 5	\$500	\$500.00	23627.6239	0.00	5.00	343	\$171,500.00	0.62%

No.

09/27/17

Game Name
Game of Luck

Game No
2025

Inv No.
1030856-3

Vendor
SGI

TLC PO #
362-17-9019 RL034

Description/Tickets Delivered Qty
8,104,275

Units per 1000
8,104.28

Unit Price
\$38.23

Amount
\$309,826.43

Delivered
8,104,275

Ordered
8,040,000

2% under
7,879,200

2% over
8,200,800

Acceptable
Range
0

Sub Total
\$309,826.43

Void Samples
\$42,351.90

Total
\$352,178.33

**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	
5M-9.99M	Week 16	Week 19	Week 17	Week 18	None	3M	None	None	
10M-14.99M	Week 19	None	None	None	None	4M	None	None	
15M-19.99M	None	None	None	Week 52*	Week 19	5M	Week 19	Week 43*	
20M-24.99M	None	Week 34*	Week 38*	Week 59*	Week 15	6M	Week 15	None	
25M-29.99M	None	Week 39*	None	None	None	7M	None	Week 49*	
30M-34.99M	Week 41*	None	None	Week 39*	None	8M	None	Week 35*	
>35M	None	Week 61	Week 50	Week 52*	Week 31	>9M	Week 31	Week 41*	

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

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

Page, Ray

From: Bland, Angie
Sent: Monday, July 2, 2018 7:55 AM
To: Mendoza, Merry; Biard, Bob; Cripe, Kelly; Fernandez, Mike; Grief, Gary; Pyka, Kathy; Rogers, Ed; Trevino, Nelda; Schuhmann, Stacy; Stuckey, Kelly; Terrell, Julie; McCoy, Rene; Bowersock, Dale; Page, Ray; Tirloni, Robert; Sanchez, Sheila; Austin, Casey; Smylie, Stewart; Veselka, David; Kidd, Clay; Leeper, Andrew; Ross, Dana; Simpson, MaryBeth; Daniel, Conchita; Carney, James; Young, Michelle; Byrd, Michelle; Moreno, Heidi; Pimentel, Tami; Perez, Liesa; Perez, Maria; Medina, Iris; Burrola, Jessica; Briones, Angela; Edwards, Teresa; Rogers, Ed; Anderson, Lisa; Thomas, Lyndi; Kloesel, Shannon; Guarnero, Annika
Cc: Mindell, Ryan
Subject: Ryan Mindell out of office; Ray Page in charge July 2-6

All,

Ryan Mindell will be out of the office July 2-6, 2018. In his absence Ray Page will be in charge of Lottery Operations and will have full signature authority, including jackpot estimation.

Have a great day!
Angie

McCoy, Rene

From: Tirloni, Robert
Sent: Friday, June 22, 2018 9:23 PM
To: Products
Cc: Mendoza, Merry; Bland, Angie; Mindell, Ryan; Austin, Casey; Pyka, Kathy; Stuckey, Kelly
Subject: Robert Tirloni -- out of office 6/25 -7/4

Follow Up Flag: Flag for follow up
Flag Status: Flagged

I will be out of the office from Monday, 6/25 – Wednesday, 7/4 returning on Thursday, 7/5.

Rene' McCoy will have my signature/approval authority while I am out including approving ISR's and ereqs.

Thanks.

Robert Tirloni | Products Manager
Texas Lottery Commission
512-344-5406