

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 4/15/2019

Game #	2030	Confirmed Packs	5,347
Game Name	Ultimate 7's	Active Packs	2,354
Quantity Printed	3,670,680	Warehouse Packs	15,345
Price Point	\$50	Returned Packs	50
Start Date	2/19/2018	Printed Payout Percentage	77.84%
Top Prize	\$ 4,777,000	Percent Sold	86.74%
Number of Top Prizes Remaining	1	Number of Weeks Out	59

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 218,185	Actual ticket production costs
Prize payout expense	\$ 119,673,840	Data from Instant Ticket Tier Liability screen in ES
Estimated Direct Costs	\$ 119,892,025	

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 159,197,392	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 159,197,392	

Excess of Revenue over Expended \$ 39,305,367

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	\$		1,766,350
Next week	\$		1,584,600
Next week	\$		1,572,350
Avg Weekly Sales Current Game	\$		1,641,100
Avg Weekly Sales \$50; 3M Qty*	\$		2,913,384
Percentage Of Variance In Sales			44%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2030	Printed Payout Percentage	77.84%
Game Name	Ultimate 7's	Actual Payout Percentage	75.17%
Percent Sold	86.74%	Number of Weeks Out	59
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.*			52

*Only one game at this level with an 85% sell through.

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):

Dan Boursal 4/15/19
Instant Product Coordinator Date

PLW 4/16/19
Products Manager Date

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

Lottery Operations Division Director

Controller

Execu Date

**Not Required
>85% Sold**

Play the Games of Texas!

-TELEVISION
-LOTTERY

Da Vinci Report 4/9/19

Week End Date: 4/6/19

Product Line	Game	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
													4/6/19	3/30/19	3/23/19	3/16/19
Mature	2017	\$5	10,241,100	BONUS BREAK THE BANK	10/15/18		25	83.72%	12,232	8,591	513	53	\$1,564,995.00	\$1,507,485.00	\$1,548,480.00	\$1,575,930.00
	2102	\$5	7,213,875	MONEY MADNESS	11/14/18		20	71.32%	4,805	2,689	18,275	610	\$439,730.00	\$465,885.00	\$504,380.00	\$553,540.00
	2106	\$5	7,338,125	MULTIPLIER MANIA	12/3/18		18	68.47%	6,532	3,496	18,836	564	\$547,905.00	\$593,440.00	\$631,985.00	\$686,970.00
	2082	\$5	22,519,650	SUPER CROSSWORD	11/26/18		19	27.23%	15,318	7,782	193,062	42	\$1,826,750.00	\$1,766,760.00	\$1,697,305.00	\$1,755,150.00
	2056	\$10	28,522,850	\$200 MILLION CASH EXPLOSION	9/4/18		31	27.63%	9,676	3,856	397,614	73	\$1,707,890.00	\$1,550,870.00	\$1,515,910.00	\$1,503,540.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16		140	86.61%	6,860	3,770	63,813	56	\$1,298,550.00	\$1,177,820.00	\$1,145,710.00	\$1,152,750.00
	2103	\$10	7,342,800	CASH BLAST	10/15/18		25	85.26%	9,264	4,397	5,924	95	\$1,636,660.00	\$1,512,500.00	\$1,495,350.00	\$1,565,650.00
	2084	\$10	26,555,050	MEGA LOTERIA	10/1/18		27	47.87%	26,786	10,266	235,362	22	\$6,159,600.00	\$5,734,720.00	\$5,575,550.00	\$5,548,420.00
	2098	\$10	4,651,020	SEASON'S GREETINGS	11/14/18		20	65.66%	4,837	686	48,111	23,066	\$89,360.00	\$97,380.00	\$133,100.00	\$152,260.00
	2093	\$20	7,344,000	\$100 OR \$200	10/1/18		27	47.21%	13,550	5,450	133,173	121	\$2,050,300.00	\$1,958,260.00	\$1,839,300.00	\$1,823,780.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15		203	44.35%	6,195	2,804	748,974	48	\$1,238,540.00	\$1,122,100.00	\$1,086,200.00	\$1,033,800.00
	2047	\$20	9,177,950	100X THE CASH	4/2/18		53	89.99%	12,518	5,539	16,368	95	\$2,124,540.00	\$1,961,660.00	\$1,891,820.00	\$1,873,280.00
	2107	\$20	8,987,375	200X	12/3/18		18	48.24%	21,873	9,104	151,947	32	\$4,549,680.00	\$4,363,600.00	\$4,308,480.00	\$4,279,660.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17		99	32.94%	9,295	4,878	914,645	76	\$1,827,320.00	\$1,634,080.00	\$1,553,420.00	\$1,566,800.00
	2077	\$20	5,075,275	MILLIONAIRE CLUB	12/17/18		16	32.21%	15,979	5,598	114,171	70	\$1,490,080.00	\$1,360,620.00	\$1,399,040.00	\$1,424,940.00
	2100	\$20	5,995,350	MILLION DOLLAR LOTERIA	11/5/18		22	78.89%	22,819	8,392	16,808	52	\$4,451,220.00	\$4,192,660.00	\$4,133,320.00	\$4,038,600.00
	2067	\$20	7,123,800	STACKS OF CASH	7/16/18		38	53.19%	6,687	3,432	121,834	56	\$1,077,580.00	\$983,180.00	\$928,540.00	\$918,160.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18		55	21.00%	9,894	4,990	1,059,100	117	\$2,498,370.00	\$2,340,270.00	\$2,308,560.00	\$2,234,610.00
	2057	\$50	3,611,100	200X THE CASH	6/18/18		42	71.14%	7,369	3,447	39,920	52	\$2,333,450.00	\$2,168,650.00	\$2,154,000.00	\$2,154,550.00
	2030	\$50	3,670,680	ULTIMATE 75	2/19/18		59	86.74%	5,347	2,354	15,345	50	\$1,766,350.00	\$1,584,600.00	\$1,572,350.00	\$1,543,550.00
	2104	\$50	4,564,740	WINNING MILLIONS	11/14/18		20	38.44%	12,927	6,155	119,028	58	\$4,416,350.00	\$4,160,600.00	\$4,031,850.00	\$3,931,600.00
Out of Wareh	2130	\$1	9,177,150	FIND THE 9S	3/4/19		5	54.26%	17,169	9,868	40	38	\$1,008,472.00	\$1,102,521.00	\$1,104,854.00	\$1,032,393.00
	2117	\$1	9,106,650	SUPER 75 JACKPOT	2/4/19		9	79.26%	6,463	5,578	0	76	\$477,896.00	\$620,719.00	\$718,111.00	\$788,367.00
Sold/Closing	2071	\$1	9,052,050	LUCKY DOG	1/7/19		13	94.11%	1,614	1,150	0	224	\$97,614.00	\$124,508.00	\$183,804.00	\$240,648.00
	2097	\$1	9,175,500	WINTER CASH	11/5/18		22	95.99%	31	21	0	1,854	-\$1,330.00	-\$4,543.00	\$604.00	\$14,723.00
	2035	\$2	7,060,875	777	12/17/18		16	91.72%	184	17	18	2,190	\$6,508.00	\$19,196.00	\$65,172.00	\$165,170.00
	2041	\$2	7,171,375	ACES AND 8S	6/25/18		41	82.05%	94	127	5,893	2,587	\$15,410.00	\$44,736.00	\$87,130.00	\$113,524.00
	2101	\$2	7,308,825	HOLIDAY CASH DROP	11/14/18		20	90.82%	431	166	0	3,770	\$7,190.00	\$28,916.00	\$39,532.00	\$41,636.00
	2022	\$2	7,215,625	HUNTING FOR HUNDREDS	9/17/18		29	90.16%	77	89	377	3,814	\$1,348.00	\$3,714.00	\$6,704.00	\$76,450.00
	2084	\$2	7,229,875	VETERANS CASH	10/15/18		25	62.44%	1,709	1,320	5,284	8,612	\$129,556.00	\$230,380.00	\$280,474.00	\$257,460.00
	2081	\$3	35,675,375	DOUBLE BONUS CROSSWORD	3/15/18		55	97.88%	3,534	1,379	0	140	\$400,185.00	\$475,197.00	\$676,344.00	\$660,395.00
	2098	\$3	6,095,000	HOLIDAY WORD BLAST	11/5/18		22	87.92%	535	215	0	4,245	\$31,353.00	\$32,190.00	\$55,212.00	\$72,450.00

NO. OF TICKETS: 3,670,680
 NO. POOLS: 31
 PACK SIZE: 20
 PACKS/POOL: 6,000
 PACKS/GAME: 183,534

MIN: 3,528,000
 MAX: 3,672,000

TEXAS LOTTERY COMMISSION
 "ULTIMATE 7s" - GAME NUMBER 2030
 END OF PRODUCTION PRIZE STRUCTURE
 NOVEMBER 17, 2017 - VERSION 2

PRIZE TIER	# OF WINS	TIER CODE	GET	WINS	WINNERS IN POOLS	WINNERS IN (PER PACK*)	WINNERS IN (PER POOL)	PRIZE COST	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVELS**
1	1	G	\$70	3,670,680	3,670,680	3.00	18,000	\$38,529,540	26.97%	
2	2	G	\$100	1,835,340	1,835,340	0.50	3,000	\$9,175,200	6.42%	
3	2	G	\$50 x 2	1,835,340	1,835,340	0.50	3,000	\$9,175,200	6.42%	
4	8	G	(\$10 x 6) + (\$20 x 2)	1,835,340	1,835,340	0.50	3,000	\$9,175,200	6.42%	
5	1	M	\$150	1,835,340	1,835,340	-	1,000	\$4,591,500	3.21%	
6	3	M	\$50 x 3	1,835,340	1,835,340	-	1,000	\$4,591,500	3.21%	
7	10	M	(\$10 x 5) + (\$20 x 5)	1,835,340	1,835,340	-	1,000	\$4,591,500	3.21%	
8	1	M	\$200	1,835,340	1,835,340	-	1,500	\$9,174,800	6.42%	
9	1	M	\$10 (WINX20)	1,835,340	1,835,340	-	1,500	\$9,174,800	6.42%	
10	4	M	\$50 x 4	1,835,340	1,835,340	-	1,000	\$6,119,200	4.28%	
11	15	M	(\$10 x 10) + (\$20 x 5)	1,835,340	1,835,340	-	1,000	\$6,119,200	4.28%	
12	1	M	\$500	1,835,340	1,835,340	-	250	\$3,826,500	2.68%	
13	3	M	\$20 (WINX20) + (\$50 x 2)	1,835,340	1,835,340	-	200	\$3,055,500	2.14%	
14	36	M	(\$10 x 25) + (\$20 x 10) + \$50	1,835,340	1,835,340	-	200	\$3,055,500	2.14%	
15	1	M	(\$10 x 20) + (\$20 x 15) (WINALL)	1,835,340	1,835,340	-	300	\$4,588,500	3.21%	
16	1	H	\$2,500	1,835,340	1,835,340	-	16	\$1,212,500	0.85%	
17	15	H	(\$500 x 2) + (\$100 x 10) + (\$50 x 2) + \$20 (WINX20)	1,835,340	1,835,340	-	17	\$1,275,000	0.89%	
18	7	H	(\$50 (WINX20) x 2) + (\$100 x 5)	1,835,340	1,835,340	-	17	\$1,315,000	0.92%	
19	1	H	(\$50 x 24) + (\$100 x 9) + (\$200 x 2) (WINALL)	1,835,340	1,835,340	-	17	\$1,305,000	0.91%	
20	1	H	\$10,000	1,835,340	1,835,340	-	1	\$10,000	0.22%	
21	35	H	(\$50 (WINX20) x 5) + (\$100 x 25) + (\$500 x 5)	1,835,340	1,835,340	-	2	\$610,000	0.43%	
22	1	H	(\$100 x 11) + (\$500 x 6) + (\$200 x 17) + \$2,500 (WINALL)	1,835,340	1,835,340	-	2	\$610,000	0.43%	
23	1	H	\$4,777,000	1,835,340	1,835,340	3 ***	35,522	\$142,868,990	100.00%	HIGH TIER 14.68%
				2 decimals	3.38	4.50				
				4 decimals	1,086,525					
					3,3784					

Reveal "7" symbol = WINX20
 Reveal "77" symbol = WINALL

TEXAS LOTTERY COMMISSION
 "ULTIMATE 7s" - GAME NUMBER 2030
 END OF PRODUCTION PRIZE STRUCTURE
 NOVEMBER 17, 2017 - VERSION 2

Consolidated odds are 1 in:

PRIZE	GET	A	B	C	D
\$70	6.67	2 = \$140	4 = \$280	2 = \$140	4 = \$280
\$100	13.33	1 = \$100	0 = \$0	0 = \$0	1 = \$100
\$150	40.01	1 = \$100	0 = \$0	1 = \$100	0 = \$0
\$200	26.65	0 = \$0	1 = \$100	1 = \$100	0 = \$0
\$500	126.34	0 = \$0	1 = \$100	1 = \$100	0 = \$0
\$2,500	1,796.71	1 = \$100	5 = \$380	4 = \$340	5 = \$380
\$10,000	23,991.37	1 = \$100	5 = \$380	4 = \$340	5 = \$380
\$4,777,000	1,223,560.00	1 = \$100	5 = \$380	4 = \$340	5 = \$380
		3	3	3	3
		1,086,525	1,086,525	35,522	142,868,990
		3.38	3.3784	4.50	100.00%

* Each of the following GLEPS will be used in approximately 25% of each pack of tickets.
 ** Numbers are rounded.
 *** This exact number of prizes are guaranteed delivery to the Lottery.
 **** \$70 & \$100 prizes are GLEP and programmed as low tier prizes.
 Note: There will be no more than 8 winners per pack for this game.

Liability for 2030 / for Life to Date

Product Status: Active
 SmartCash Enabled: N/A
 Validation Range: 01/23/2018 - 12/31/2037

Outstanding Prizes

Tier Ref	SmartCash	Tier Value	Count	Amount	Tickets	Amount Paid	% paid	Est. Tickets Sold
1	N/A	\$70.00	80555	\$5,638,850.00	469867	\$32,890,690.00	85.36%	3133471
2	N/A	\$100.00	13683	\$1,368,300.00	78069	\$7,806,900.00	85.09%	3123270
3	N/A	\$100.00	12797	\$1,279,700.00	79060	\$7,906,000.00	86.07%	3159301
4	N/A	\$100.00	12742	\$1,274,200.00	79040	\$7,904,000.00	86.12%	3161083
5	N/A	\$150.00	4607	\$691,050.00	25927	\$3,889,050.00	84.91%	3116844
6	N/A	\$150.00	4264	\$639,600.00	26346	\$3,951,900.00	86.07%	3159351
7	N/A	\$150.00	4181	\$627,150.00	26414	\$3,962,100.00	86.33%	3169058
8	N/A	\$200.00	4562	\$912,400.00	26054	\$5,210,800.00	85.10%	3123722
9	N/A	\$200.00	6579	\$1,315,800.00	39295	\$7,859,000.00	85.66%	3144251
10	N/A	\$200.00	4195	\$839,000.00	26401	\$5,280,200.00	86.29%	3167395
11	N/A	\$200.00	4133	\$826,600.00	26501	\$5,300,200.00	86.51%	3175448
12	N/A	\$500.00	1114	\$557,000.00	6539	\$3,269,500.00	85.44%	3136361
13	N/A	\$500.00	843	\$421,500.00	5268	\$2,634,000.00	86.21%	3164317
14	N/A	\$500.00	808	\$404,000.00	5305	\$2,652,500.00	86.78%	3185499
15	N/A	\$500.00	1331	\$665,500.00	7846	\$3,923,000.00	85.50%	3138297
16	N/A	\$2,500.00	76	\$190,000.00	409	\$1,022,500.00	84.33%	3095480
17	N/A	\$2,500.00	78	\$195,000.00	432	\$1,080,000.00	84.71%	3109281
18	N/A	\$2,500.00	70	\$175,000.00	456	\$1,140,000.00	86.69%	3182186
19	N/A	\$2,500.00	71	\$177,500.00	451	\$1,127,500.00	86.40%	3171411
20	N/A	\$10,000.00	3	\$30,000.00	28	\$280,000.00	90.32%	3315452
21	N/A	\$10,000.00	8	\$80,000.00	53	\$530,000.00	86.89%	3189279
22	N/A	\$10,000.00	11	\$110,000.00	50	\$500,000.00	81.97%	3008754
23	N/A	\$4,777,000.00	1	\$4,777,000.00	2	\$9,554,000.00	66.67%	2447119
Totals:				156712	\$23,195,150.00	929,813	\$119,673,840.00	

No.

04/09/19

Game Name Ultimate 7s	Game No 2030	Inv No. 90099238	Vendor IGT	TLC PO # 362-18-9009 RL017
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Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
3,670,680	3,670.68	\$59.44	\$218,185.22
Delivered			
Ordered			
3,670,680			
3,600,000			
2% under	3,528,000		
2% over	3,672,000		
Acceptable Range	0		
Sub Total			\$218,185.22
Total			\$218,185.22

Instant Ticket Game Analysis
8/28/16-8/25/18

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point						Print Quantities	Price Point				
	\$1	\$2	\$3	\$5	\$7			\$10	\$20	\$25	\$30	\$50
< 5M	None	Week 12*	None	None	None		2M	None	None	None	None	None
5M-9.99M	Week 16	Week 18	Week 17	Week 19	None		3M	None	None	None	None	Week 52*
10M-14.99M	Week 21	None	None	Week 16*	None		4M	None	None	None	None	None
15M-19.99M	None	None	Week 32*	Week 52*	None		5M	None	Week 33*	None	None	None
20M-24.99M	None	Week 34*	None	None	None		6M	Week 15	None	None	None	None
25M-29.99M	None	None	None	None	None		7M	None	Week 49*	None	None	None
30M-34.99M	Week 41	Week 57*	None	None	None		8M	None	None	None	None	None
>35M	None	Week 60	Week 64	Week 52*	None		>9M	Week 33	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	\$7			\$10	\$20	\$25	\$30	\$50
< 5M	None	\$714,918	None	None	None		2M	None	None	None	None	None
5M-9.99M	\$515,035	\$758,306	\$1,248,375	\$1,874,253	None		3M	None	None	None	None	\$2,913,384
10M-14.99M	\$466,349	None	None	\$2,919,843	None		4M	None	None	None	None	None
15M-19.99M	None	None	\$1,302,836	\$1,508,375	None		5M	None	\$2,578,733	None	None	None
20M-24.99M	None	\$1,078,385	None	None	None		6M	\$3,483,559	None	None	None	None
25M-29.99M	None	None	None	None	None		7M	None	\$2,502,908	None	None	None
30M-34.99M	\$632,952	\$1,039,084	None	None	None		8M	None	None	None	None	None
>35M	None	\$1,119,742	\$1,583,593	\$3,361,809	None		>9M	\$3,182,478	\$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