

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**SUMMARY REPORT**

**Scratch Ticket Information**

Date Completed

9/4/2018

Game #	1860	Confirmed Packs	11,587
Game Name	Big Play Cashword	Active Packs	6,392
Quantity Printed	13,338,450	Warehouse Packs	32,208
Price Point	\$10	Returned Packs	6
Start Date	7/17/2017	Printed Payout Percentage	70.04%
Top Prize	\$ 250,000	Percent Sold	79.99%
Number of Top Prizes Remaining	2	Number of Weeks Out	59

**Current Game Sales Analysis**

**TANGIBLE COSTS**

**Expenditure Impact:**

Cost to print tickets	\$ 759,758	Actual ticket production costs
Prize payout expense	\$ 74,389,610	Data from Instant Ticket Tier Liability screen in ES

**Estimated Direct Costs** \$ 75,149,368

**TANGIBLE BENEFITS**

**Revenue Impact:**

Estimated sales	\$ 106,694,262	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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**Total Estimated Benefits** \$ 106,694,262

**Excess of Revenue over Expended** \$ 31,544,893

**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	\$	1,515,880
Next week	\$	1,489,280
Next week	\$	1,460,620
Avg Weekly Sales Current Game	\$	1,488,593
Avg Weekly Sales \$10; >9M Qty	\$	3,614,099
Percentage Of Variance In Sales		59%

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**RECOMMENDATION AND APPROVALS**

**Instant Ticket Information**

Game #	1860	Printed Payout Percentage	70.04%
Game Name	Big Play Cashword	Actual Payout Percentage	69.72%
Percent Sold	79.99%	Number of Weeks Out	59
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			31

**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):

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Dan Bousack 9/4/18  
Instant Product Coordinator Date

[Signature] 9/4/18  
Products Manager Date

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

[Signature] 9-6-18  
Lottery Operations Division Director Date

Kathy Lynn 9/7/2018  
Controller Date

[Signature] 9/10/18  
Executive Director Date



Play the Games of Texas!

Da Vinci Report

Week End Date: 9/1/18

9/4/18

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														9/1/18	8/25/18	8/18/18	8/11/18
Mature	1806	\$3	41,524,725	TEXAS LOTERIA	3/14/17			77	86.08%	20,270	11,489	39,877	7	\$1,389,150.00	\$1,306,515.00	\$1,318,029.00	\$1,317,894.00
	2016	\$3	16,392,375	WILD 7S	1/2/18			35	88.06%	5,471	4,586	2,675	4	\$570,495.00	\$512,298.00	\$530,067.00	\$553,449.00
	1871	\$5	15,075,300	\$100,000 BINGO-RAMA	10/2/17			48	79.94%	11,663	7,102	18,789	9	\$955,040.00	\$898,570.00	\$899,765.00	\$901,880.00
	1862	\$5	18,021,075	BONUS BREAK THE BANK	11/29/17			39	79.81%	14,705	8,232	21,733	2	\$1,611,590.00	\$1,558,710.00	\$1,563,160.00	\$1,566,980.00
	2038	\$5	7,339,500	CINCO	4/2/18			22	58.55%	4,431	2,210	30,128	1,720	\$253,550.00	\$286,795.00	\$280,930.00	\$337,200.00
	1859	\$5	22,450,575	CROSSWORD CONNECT	6/28/17			61	78.83%	11,540	6,415	41,845	10	\$1,268,485.00	\$1,211,135.00	\$1,240,120.00	\$1,236,845.00
	2013	\$5	21,411,450	LUCKY 7S	12/18/17			37	77.84%	7,944	4,264	48,236	21	\$1,113,045.00	\$1,065,855.00	\$1,075,985.00	\$1,109,280.00
	2032	\$5	7,706,850	PHAROAH'S GOLD	6/21/18			15	48.94%	7,219	4,493	38,036	220	\$572,630.00	\$640,135.00	\$705,685.00	\$782,330.00
	1877	\$5	40,544,550	SUPER LOTERIA	12/11/17			38	60.70%	25,094	10,516	169,427	3	\$3,420,220.00	\$3,355,680.00	\$3,352,565.00	\$3,359,765.00
	1844	\$5	7,192,125	THE MONEY GAME	5/7/18			17	60.38%	6,390	3,732	25,634	82	\$477,305.00	\$540,040.00	\$589,640.00	\$626,410.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16			109	74.31%	8,269	4,652	130,488	16	\$1,381,590.00	\$1,313,450.00	\$1,279,340.00	\$1,270,420.00
	2046	\$10	8,311,000	50X THE CASH	5/7/18			17	64.79%	17,220	8,443	28,472	0	\$2,722,620.00	\$2,655,700.00	\$2,635,820.00	\$2,668,450.00
	1860	\$10	13,338,450	BIG PLAY CASHWORD	7/17/17			59	78.99%	11,587	6,392	32,208	6	\$1,515,880.00	\$1,488,280.00	\$1,480,620.00	\$1,480,900.00
	1885	\$10	26,550,900	MEGA LOTERIA	9/18/17			50	80.92%	24,570	9,874	59,201	3	\$4,625,970.00	\$4,420,070.00	\$4,382,000.00	\$4,356,080.00
	2018	\$10	14,595,550	SUPER 7S	1/2/18			35	74.81%	10,022	5,107	54,507	8	\$1,968,560.00	\$1,860,820.00	\$1,909,680.00	\$1,903,850.00
	2021	\$20	9,179,100	\$1,000,000 BIG MONEY	12/1/18			35	40.78%	9,516	4,678	200,349	53	\$894,700.00	\$999,780.00	\$1,015,080.00	\$993,080.00
	1884	\$20	7,155,300	\$100 MILLION TEXAS RICHES	2/5/18			30	60.83%	11,443	5,253	91,793	39	\$1,628,360.00	\$1,560,660.00	\$1,598,040.00	\$1,636,940.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			172	39.74%	7,059	3,042	810,001	32	\$1,078,880.00	\$1,036,060.00	\$1,047,520.00	\$1,050,780.00
	2047	\$20	9,177,950	100X THE CASH	4/2/18			22	50.60%	21,338	8,148	146,801	13	\$3,323,000.00	\$3,151,200.00	\$3,172,040.00	\$3,160,640.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			68	26.17%	11,082	5,572	1,004,469	26	\$1,729,920.00	\$1,586,640.00	\$1,640,540.00	\$1,624,380.00
	2014	\$20	9,178,150	MEGA 7S	12/4/17			39	75.13%	12,238	4,971	70,172	11	\$2,239,920.00	\$2,040,980.00	\$2,088,620.00	\$2,086,220.00
	2002	\$20	5,959,050	ULTIMATE CROSSWORD/BINGO	10/2/17			48	82.21%	9,209	3,974	25,328	34	\$1,502,240.00	\$1,467,500.00	\$1,413,140.00	\$1,436,980.00
	2053	\$30	34,080,725	\$750 MILLION WINNERS CIRCLE	3/19/18			24	11.89%	17,247	8,048	1,170,025	6	\$4,867,110.00	\$4,363,410.00	\$4,272,680.00	\$4,274,190.00
	1899	\$50	3,634,340	TEXAS LOTTERY PLATINUM	10/16/17			46	64.60%	5,838	2,433	53,926	24	\$1,339,100.00	\$1,276,800.00	\$1,322,150.00	\$1,273,200.00
	2030	\$50	3,670,880	ULTIMATE 7S	2/19/18			28	55.64%	9,941	4,205	64,114	43	\$2,456,550.00	\$2,381,900.00	\$2,404,000.00	\$2,458,900.00
	Out of Wareh	\$1	9,256,500	BLACKJACK	6/4/18			13	84.39%	4,004	3,269	8	312	\$284,989.00	\$339,394.00	\$431,705.00	\$538,913.00
	2050	\$1	9,301,650	SUPER 9S	6/27/18			9	81.40%	5,143	4,884	0	23	\$472,011.00	\$591,736.00	\$754,101.00	\$877,615.00
	Sold/Closing	\$1	1,091,250	DID I WIN?	9/12/14			207	0.00%	0	0	446	245	\$0	\$0	\$0	\$0
	1622	\$1	11,141,400	PICK 3	2/5/18			30	83.96%	143	190	3,937	4,963	\$17,487.00	\$20,395.00	\$44,803.00	\$81,871.00
	2037	\$1	9,298,250	SOME LIKE IT HOT	4/2/18			22	90.82%	699	807	0	2,378	\$46,583.00	\$54,791.00	\$64,999.00	\$76,667.00
	1857	\$1	30,420,450	WEEKLY HALF GRAND	10/2/17			48	88.87%	196	46	7,224	5,069	\$14,550.00	\$33,645.00	\$64,154.00	\$169,400.00
	1874	\$2	7,249,875	BIG MONEY	1/15/18			33	90.27%	97	57	0	3,621	-\$2,078.00	-\$12,268.00	\$128.00	\$37,668.00

Da Vinci

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## Liability for 1860 / for Life to Date

Product Status:  
ActiveSmartCash Enabled:  
N/A

Validation Range: 06/07/2017 - 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	\$10.00	135228	\$1,352,280.00	487389	\$4,873,890.00	78.28%	10441433
2	2	N/A	\$10.00	85355	\$853,550.00	314877	\$3,148,770.00	78.67%	10493841
3	3	N/A	\$10.00	100215	\$1,002,150.00	388861	\$3,888,610.00	79.51%	10605310
4	4	N/A	\$20.00	53643	\$1,072,860.00	213012	\$4,260,240.00	79.88%	10655153
5	5	N/A	\$20.00	72175	\$1,443,500.00	283416	\$5,668,320.00	79.70%	10631118
6	6	N/A	\$20.00	72207	\$1,444,140.00	283549	\$5,670,980.00	79.70%	10631174
7	7	N/A	\$20.00	36301	\$726,020.00	141607	\$2,832,140.00	79.60%	10616823
8	8	N/A	\$20.00	72562	\$1,451,240.00	283102	\$5,662,040.00	79.60%	10617160
9	0	N/A	\$30.00	26494	\$794,820.00	106835	\$3,205,050.00	80.13%	10687947
10	0	N/A	\$30.00	26583	\$797,490.00	106819	\$3,204,570.00	80.07%	10680498
11	0	N/A	\$50.00	8771	\$438,550.00	35727	\$1,786,350.00	80.29%	10709308
12	0	N/A	\$50.00	8899	\$444,950.00	35601	\$1,780,050.00	80.00%	10671059
13	0	N/A	\$50.00	8853	\$442,650.00	35590	\$1,779,500.00	80.08%	10681444
14	0	N/A	\$50.00	11152	\$557,600.00	44456	\$2,222,800.00	79.95%	10663468
15	0	N/A	\$100.00	2776	\$277,600.00	11123	\$1,112,300.00	80.03%	10674406
16	0	N/A	\$100.00	2804	\$280,400.00	11027	\$1,102,700.00	79.73%	10634306
17	0	N/A	\$100.00	6589	\$658,900.00	25584	\$2,558,400.00	79.52%	10606748
18	0	N/A	\$100.00	4518	\$451,800.00	17711	\$1,771,100.00	79.68%	10627436
19	0	N/A	\$100.00	4508	\$450,800.00	17756	\$1,775,600.00	79.75%	10637689
20	0	N/A	\$200.00	2229	\$445,800.00	8889	\$1,777,800.00	79.95%	10664281
21	0	N/A	\$200.00	2242	\$448,400.00	8872	\$1,774,400.00	79.83%	10647717
22	0	N/A	\$500.00	1149	\$574,500.00	4414	\$2,207,000.00	79.35%	10583483
23	0	N/A	\$1,000.00	889	\$889,000.00	3222	\$3,222,000.00	78.38%	10454022
24	0	N/A	\$5,000.00	96	\$480,000.00	372	\$1,860,000.00	79.49%	10602357
25	0	N/A	\$10,000.00	44	\$440,000.00	216	\$2,160,000.00	83.08%	11081173
26	0	N/A	\$15,000.00	21	\$315,000.00	89	\$1,335,000.00	80.91%	10792018
27	0	N/A	\$250,000.00	2	\$500,000.00	7	\$1,750,000.00	77.78%	10374349
Totals:				746305	\$19,034,000.00	2,870,123	\$74,389,610.00		

NO. OF TICKETS: 13,338,450  
 NO. POOLS: 111,15  
 PACK SIZE: 50  
 PACKS/POOL: 2,400  
 PACKS/GAME: 266,769

Minimum: 12,818,400  
 Maximum: 13,341,600

TEXAS LOTTERY COMMISSION  
 "BIG PLAY CASHWORD" - GAME NO. 1860  
 END OF PRODUCTION PRIZE STRUCTURE  
 23-May-17

VERSION A

\$10 TICKETS

\$133,384,500 REVENUE

PRIZE FUND

\$93,423,610

PAYOUT %

70.04%

PRIZE TIER	PRIZE CODE	TIER CODE	GEET	# OF WAYS TO WIN	WIN	ODDS OF 1 IN	WINNERS IN POOLS	WINNERS IN 50 (PER PACK*)	WINNERS IN 120,000 (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVELS
1	1	L	3 WORDS + 3 WORDS	2	\$10	21.42	622,617	2.33	5,601,403	\$6,226,170	6.66%	48.64%
2	2	L	4 WORDS/PUZZLE 1 or 2	1	\$10	33.33	400,232	1.50	3,600,706	\$4,002,320	4.28%	
3	3	L	\$5 BONUS WORD + 3 WORDS	2	\$10	27.27	489,076	1.83	4,399,996	\$4,890,760	5.24%	
4	4	L	\$10 BONUS WORD + 4 WORDS	2	\$20	50.02	266,655	1.00	2,398,974	\$5,333,100	5.71%	
5	5	L	3 WORDS + 3 WORDS + 4 WORDS	3	\$20	37.51	355,991	1.33	3,199,091	\$7,111,820	7.61%	
6	6	L	4 WORDS + 4 WORDS	2	\$20	37.49	355,756	1.33	3,200,576	\$7,115,120	7.62%	
7	7	L	\$20 BONUS WORD	1	\$20	74.97	177,908	0.67	1,600,558	\$3,558,160	3.81%	
8	8	L	5 WORDS/PUZZLE 1 or 2	1	\$20	37.50	355,664	1.33	3,199,748	\$7,113,280	7.61%	
9	9	M	\$10 BONUS WORD + 5 WORDS	2	\$30	100.04	133,329	0.500	1,199,501	\$3,999,870	4.28%	
10	10	M	\$5 BONUS WORD + 4 WORDS + 4 WORDS + 3 WORDS	4	\$30	99.99	133,402	0.500	1,200,157	\$4,002,060	4.28%	
11	11	M	\$10 BONUS WORD + 4 WORDS + 4 WORDS + 5 WORDS	4	\$50	299.75	44,498	0.167	400,328	\$2,224,900	2.38%	
12	12	M	\$10 BONUS WORD + 5 WORDS + 5 WORDS	3	\$50	299.74	44,500	0.167	400,346	\$2,225,000	2.38%	
13	13	M	\$20 BONUS WORD + 5 WORDS + 4 WORDS	3	\$50	300.12	44,443	0.167	399,834	\$2,222,150	2.38%	
14	14	M	6 WORDS/PUZZLE 1 or 2	1	\$50	239.87	55,608	0.208	500,280	\$2,780,400	2.98%	
15	15	M	\$50 BONUS WORD + 6 WORDS	2	\$100	959.67	13,899	0.052	125,043	\$1,389,900	1.49%	
16	16	M	6 WORDS + 6 WORDS	2	\$100	964.39	13,831	0.052	124,431	\$1,383,100	1.48%	
17	17	M	7 WORDS/PUZZLE 1 or 2	1	\$100	414.59	32,173	0.121	289,446	\$3,217,300	3.44%	MID TIER
18	18	M	\$20 BONUS WORD + 6 WORDS + 5 WORDS + 4 WORDS	4	\$100	600.05	22,229	0.083	199,984	\$2,222,900	2.38%	
19	19	M	\$50 BONUS WORD + 5 WORDS + 5 WORDS + 4 WORDS	4	\$100	599.10	22,264	0.083	200,299	\$2,226,400	2.38%	
20	20	M	\$100 BONUS WORD + 7 WORDS	2	\$200	1,199.72	11,118	0.042	100,024	\$2,223,600	2.38%	
21	21	M	7 WORDS + 7 WORDS	2	\$200	1,200.15	11,114	0.042	99,988	\$2,222,800	2.38%	
22	22	M	8 WORDS/PUZZLE 1 or 2	1	\$500	2,397.71	5,563	0.021	50,048	\$2,781,500	2.98%	
23	23	H	8 WORDS + 8 WORDS	2	\$1,000	3,244.58	4,111	0.015	36,985	\$4,111,000	4.40%	
24	24	H	9 WORDS/PUZZLE 1 or 2	1	\$5,000	28,500.96	468	0.002	4,210	\$2,340,000	2.50%	
25	25	H	9 WORDS + 9 WORDS	2	\$10,000	51,301.73	260	0.001	2,339	\$2,600,000	2.78%	HIGH TIER
26	26	H	9 WORDS + 9 WORDS + 9 WORDS	3	\$15,000	121,258.64	110	0.000	0,990	\$1,650,000	1.77%	
27	27	H	10 WORDS/PUZZLE 1 or 2	1	\$250,000	1,482,050.00	9 ***	0.000	0,081	\$2,250,000	2.41%	13.86%
						3.69	3,616,428	13.56	32,535,367	\$93,423,610	100.00%	100.00%
						3.6883						

Note: 10 WORDS on PUZZLE 1 or 2 = \$250,000  
 Note: 9 WORDS on PUZZLE 3 = \$5,000

Consolidated odds are 1 in:

\$10	8.82	1,511,925
\$20	8.82	1,511,574
\$30	50.01	266,731
\$50	70.56	189,049
\$100	127.77	104,396
\$200	599.97	22,232
\$500	2,397.71	5,563
\$1,000	3,244.58	4,111
\$5,000	28,500.96	468
\$10,000	51,301.73	260
\$15,000	121,258.64	110
\$250,000	1,482,050.00	9
		3,616,428

\* Each of the following GL EPS will be used in approximately 16.67% of each pack of 50 tickets.  
 \*\* Numbers are rounded.  
 \*\*\* This number of prizes is guaranteed delivery to the Lottery

No.

06/13/17

Game Name  
Big Play Cashword

Game No  
1860

Inv No.  
8504576

Vendor  
PBL

TLC PO #  
362-17-9010 RL030

Description/Tickets Delivered Qty

13,338,450

Units per 1000  
13,338,450

Unit Price  
\$56.96

Amount  
\$759,758.11  
\$759,758.11

Delivered  
Ordered

13,338,450  
13,080,000

2% under  
2% over

12,818,400  
13,341,600

Acceptable  
Range

0

Total

\$759,758.11



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

**Average Number of Weeks for 85% Average Sell Through**

Price Point					Price Point			
Print Quantities	\$1	\$2	\$3	\$5	Print Quantities	\$10	\$20	\$50
< 5M	None	Week 12*	None	None	2M	None	None	None
5M-9.99M	Week 16	Week 19	Week 17	Week 18	3M	None	None	None
10M-14.99M	Week 19	None	None	None	4M	None	None	None
15M-19.99M	None	None	None	Week 52*	5M	Week 19	Week 43*	None
20M-24.99M	None	Week 34*	Week 38*	Week 59*	6M	Week 15	None	None
25M-29.99M	None	Week 39*	None	None	7M	None	Week 49*	None
30M-34.99M	Week 41*	None	None	Week 39*	8M	None	Week 35*	None
>35M	None	Week 61	Week 50	Week 52*	>9M	Week 31	Week 41*	None

**Average Weekly Dollar Sales at 85% Average Sell Through**

Price Point					Price Point			
Print Quantities	\$1	\$2	\$3	\$5	Print Quantities	\$10	\$20	\$50
< 5M	None	\$714,918	None	None	2M	None	None	None
5M-9.99M	\$512,110	\$743,055	\$1,109,054	\$1,865,496	3M	None	None	None
10M-14.99M	\$511,766	None	None	None	4M	None	None	None
15M-19.99M	None	None	None	\$1,508,375	5M	\$2,537,188	\$2,329,740	None
20M-24.99M	None	\$1,078,385	\$1,398,153	\$1,450,990	6M	\$3,483,559	None	None
25M-29.99M	None	\$1,309,641	None	None	7M	None	\$2,502,908	None
30M-34.99M	\$636,048	None	None	\$3,329,657	8M	None	\$3,985,513	None
>35M	None	\$1,023,347	\$1,825,122	\$3,361,809	>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