

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 4/16/2018

Game #	1868	Confirmed Packs	4,138
Game Name	Bonus Cashword	Active Packs	2,576
Quantity Printed	35,655,625	Warehouse Packs	-
Price Point	\$3	Returned Packs	124
Start Date	3/6/2017	Printed Payout Percentage	66.03%
Top Prize	\$ 50,000	Percent Sold	97.04%
Number of Top Prizes Remaining	0	Number of Weeks Out	58

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 599,015	Actual ticket production costs
Prize payout expense	\$ 66,973,421	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 67,572,436

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 103,800,656	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits \$ 103,800,656

Excess of Revenue over Expended \$ 36,228,220

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	\$	770,646
Next week	\$	1,110,579
Next week	\$	1,739,226
Avg Weekly Sales Current Game	\$	1,206,817
Avg Weekly Sales \$3; >35M Qty	\$	1,825,122
Percentage Of Variance In Sales		34%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	1868	Printed Payout Percentage	66.03%
Game Name	Bonus Cashword	Actual Payout Percentage	64.52%
Percent Sold	97.04%	Number of Weeks Out	58
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			50

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):

Instant Ticket # _____
**Not Required:
Zero Top Prize**

Date _____

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

Lottery Operations Division Director
**Not Required:
Zero Top Prize**

Executive Director Date _____



Da Vinci Report
 Week End Date: 4/14/18
 4/16/18

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	4/14/18	4/7/18	3/31/18	3/24/18
Sold/Closing	1868	\$3	35,655,625	BONUS CASHWORD	3/6/17			58	97.04%	4,138	2,576	0	124	\$770,646.00	\$1,110,579.00	\$1,739,226.00	\$2,206,524.00
	1895	\$3	8,990,500	TEXAS LOTTERY BLUE	9/5/17	4/8/18	5/23/18	32	68.14%	513	806	16,113	2,781	\$80,319.00	\$213,444.00	\$271,716.00	\$271,395.00
	2010	\$5	7,326,675	\$500 FRENZY	12/4/17			19	90.57%	4,729	3,119	43	160	\$562,860.00	\$654,535.00	\$826,050.00	\$886,995.00
	1840	\$5	8,009,700	7	8/7/17	3/11/18	4/25/18	36	90.61%	22	18	6,292	2,744	\$3,920.00	\$10,145.00	\$27,600.00	\$63,375.00
	1855	\$5	9,912,300	COWBOYS	8/21/17	4/8/18	5/23/18	34	49.44%	486	346	60,921	3,372	-\$6,800.00	\$140,410.00	\$168,020.00	\$221,845.00
	2000	\$5	8,197,425	DIA DE LOS MUERTOS	9/18/17	4/8/18	5/23/18	30	71.48%	219	210	27,479	2,336	\$18,165.00	\$79,375.00	\$93,730.00	\$143,950.00
	1846	\$5	5,626,275	FAST CASH MULTIPLIER	7/17/17	3/11/18	4/25/18	39	84.05%	42	15	6,708	3,618	-\$13,240.00	-\$6,250.00	\$13,460.00	\$15,550.00
	1856	\$5	5,522,550	HOUSTON TEXANS	8/21/17	4/8/18	5/23/18	34	54.74%	446	289	27,420	3,470	-\$44,330.00	\$86,135.00	\$108,955.00	\$139,050.00
	1807	\$5	40,880,700	SUPER LOTERIA	12/5/16	4/8/18	5/23/18	71	98.10%	662	257	4,484	2,858	\$146,650.00	\$243,550.00	\$389,990.00	\$508,125.00
	1896	\$5	13,874,625	TEXAS LOTTERY SILVER	9/5/17	5/6/18	6/20/18	32	59.58%	3,182	2,351	67,132	87	\$425,665.00	\$460,615.00	\$572,730.00	\$520,060.00
	2011	\$10	6,082,250	\$50 OR \$100!	11/15/17	5/6/18	6/20/18	21	98.01%	948	392	0	251	\$203,920.00	\$251,370.00	\$352,900.00	\$534,600.00
	1830	\$10	10,279,550	50X SUPER TICKET	6/5/17	5/6/18	6/20/18	45	86.01%	4,584	1,894	18,218	603	\$475,810.00	\$480,110.00	\$630,220.00	\$663,730.00
	1852	\$10	8,198,550	WHEEL OF FORTUNE	8/7/17	5/6/18	6/20/18	38	71.48%	4,739	3,644	34,852	111	\$657,990.00	\$663,850.00	\$801,170.00	\$794,270.00
	1853	\$20	7,203,050	MONEY	3/8/17			57	91.92%	7,517	2,491	11,736	40	\$785,260.00	\$862,620.00	\$1,060,840.00	\$1,048,280.00
	1832	\$50	3,668,520	\$7,500,000 ULTIMATE CASH	10/17/16	5/6/18	6/20/18	78	70.09%	1,693	912	51,135	33	\$413,700.00	\$408,050.00	\$536,900.00	\$481,550.00

NO. OF TICKETS: 35,655,625
 NO. POOLS: 297.13
 PACK SIZE: 125
 PACKS/POOL: 960
 PACKS/GAME: 285,245

TEXAS LOTTERY COMMISSION
 "BONUS CASHWORD" - GAME NO. 1868
 END OF PRODUCTION PRIZE STRUCTURE
 26-Jan-17

VERSION A

PRIZE TIER	PRIZE CODE	TIER CODE	GET.	#OF WAYS TO WIN:	WIN:	ODDS OF 1 IN:	WINNERS IN 297.13 POOLS	WINNERS IN 125 (PER PACK*)	WINNERS IN 120,000 (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS	
1	1	L	3 WORDS	1	\$3	10.42	3,422,940	12.00	11,520,000	\$10,268,820	14.54%		
2	2	L	4 WORDS	1	\$5	6.94	5,134,213	18.00	17,279,337	\$25,671,065	36.35%		
3	3	L	5 WORDS	1	\$10	50.00	713,176	2.50	2,400,214	\$7,131,760	10.10%	LOW TIER	
4	4	L	6 WORDS	1	\$20	83.33	427,885	1.50	1,440,059	\$8,557,700	12.12%	73.10%	
5	0	M	7 WORDS	1	\$100	473.85	75,247	0.264	253,246	\$7,524,700	10.65%	MID TIER	
6	0	M	8 WORDS	1	\$500	1,935.70	18,420	0.065	61,993	\$9,210,000	13.04%	23.69%	
7	0	H	9 WORDS	1	\$5,000	383,393.82	93	0.000	0.313	\$465,000	0.66%	HIGH TIER	
8	0	H	10 WORDS	1	\$50,000	990,434.03	36	0.000	0.121	\$1,800,000	2.55%	3.21%	
							9,792,010	34.33	32,955,283	\$70,629,045	100.00%	100.00%	
							3.64						
							3.6413						

66.03%

Consolidated odds are 1 in:

\$3	3,422,940
\$5	5,134,213
\$10	713,176
\$20	427,885
\$100	75,247
\$500	18,420
\$5,000	93
\$50,000	36
	<u>9,792,010</u>

* Each of the following GLEPS will be used in approximately 16.67% of each pack of 125 tickets.
 ** Numbers are rounded.

No.

02/03/17

Game Name Bonus Casword Game No 1868 Inv No. 8503287 Vendor PBL TLC PO # 362-17-9010 RL008

Description/Tickets Delivered Qty Units per 1000 Unit Price Amount

35,655,625

35,655.63

\$16.80

\$599,014.50
\$599,014.50

Delivered 35,655,625
Ordered 35,040,000

2% under 34,339,200
2% over 35,740,800

Acceptable Range 0

Total \$599,014.50

Liability for 1868 / for Life to Date

Product Status:
Active

SmartCash Enabled:
N/A

Validation Range: 02/01/2017 - 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	\$3.00	357105	\$1,071,315.00	3065835	\$9,197,505.00	89.57%	31935781
2	2	N/A	\$5.00	274058	\$1,370,290.00	4860155	\$24,300,776.00	94.66%	33752371
3	3	N/A	\$10.00	29686	\$296,860.00	683490	\$6,834,900.00	95.84%	34171457
4	4	N/A	\$20.00	15633	\$312,660.00	412252	\$8,245,040.00	96.35%	34352928
5	0	N/A	\$100.00	2950	\$295,000.00	72297	\$7,229,700.00	96.08%	34257774
6	0	N/A	\$500.00	589	\$294,500.00	17831	\$8,915,500.00	96.80%	34515496
7	0	N/A	\$5,000.00	3	\$15,000.00	90	\$450,000.00	96.77%	34505443
8	0	N/A	\$50,000.00	0	\$0.00	36	\$1,800,000.00	100.00%	35655623
Totals:				680024	\$3,655,625.00	9,111,986	\$66,973,421.00		

**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
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