

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

**Scratch Ticket Information**

Date Completed

2/26/2018

Game #	1895	Confirmed Packs	5,232
Game Name	Texas Lottery Blue	Active Packs	3,586
Quantity Printed	8,990,500	Warehouse Packs	16,878
Price Point	\$3	Returned Packs	19
Start Date	9/5/2017	Printed Payout Percentage	66.10%
Top Prize	\$ 100,000	Percent Sold	62.33%
Number of Top Prizes Remaining	5	Number of Weeks Out	25

**Current Game Sales Analysis**

**TANGIBLE COSTS**

**Expenditure Impact:**

Cost to print tickets	\$ 229,258	Actual ticket production costs
Prize payout expense	\$ 10,259,739	Data from Instant Ticket Tier Liability screen in ES

**Estimated Direct Costs** \$ 10,488,997

**TANGIBLE BENEFITS**

**Revenue Impact:**

Estimated sales	\$ 16,811,336	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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**Total Estimated Benefits** \$ 16,811,336

**Excess of Revenue over Expended** \$ 6,322,339

**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	\$	361,719
Next week	\$	418,983
Next week	\$	536,118
Avg Weekly Sales Current Game	\$	438,940
Avg Weekly Sales \$3; 5M - 9.99M Qty	\$	1,048,153
Percentage Of Variance In Sales		58%

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

**Instant Ticket Information**

Game #	<div>1895</div>	Printed Payout Percentage	<div>66.10%</div>
Game Name	<div>Texas Lottery Blue</div>	Actual Payout Percentage	<div>61.03%</div>
Percent Sold	<div>62.33%</div>	Number of Weeks Out	<div>25</div>
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			<div>17</div>

**Recommendation**


☒ Based on the findings in this Summary Report, I am recommending closing the above game.

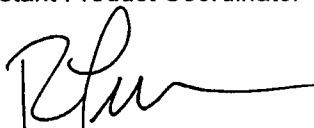
☐ I am recommending closing the above game based on the below business reason(s):

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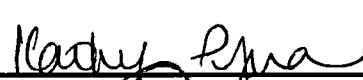
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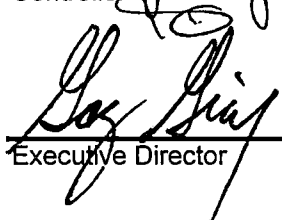
 2/26/18  
Instant Product Coordinator      Date

 2/28/18  
Products Manager      Date

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

 2/28/18  
Lottery Operations Division Director      Date

 3/7/18  
Controller      Date

 3-8-18  
Executive Director      Date



Play the Games of Texas!

Da Vinci Report

Week End Date: 2/24/18

2/26/18

Product Line	Game	\$	TK Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	2/24/18	2/27/18	2/28/18	2/2/18
Mature	1895	\$3	8,990,500	TEXAS LOTTERY BLUE	9/5/17			25	62.33%	5,232	3,566	16,878	19	\$361,719.00	\$418,983.00	\$536,118.00	\$513,845.00
	1871	\$5	15,075,300	\$100,000 BINGO-RAMA	10/2/17			21	41.28%	14,109	8,083	93,195	11	\$1,282,905.00	\$1,314,730.00	\$1,341,545.00	\$1,342,070.00
	1794	\$5	25,316,700	\$5 SET FOR LIFE	3/21/16			101	62.04%	4,413	2,674	119,521	4	\$578,125.00	\$585,410.00	\$562,685.00	\$563,935.00
	1855	\$5	9,912,300	COMBOYS	8/21/17			27	46.88%	3,962	2,512	61,212	261	\$279,445.00	\$361,910.00	\$431,800.00	\$397,030.00
	1859	\$5	22,450,575	CROSSWORD CONNECT	6/28/17			34	45.60%	12,221	6,639	141,037	23	\$1,508,805.00	\$1,440,370.00	\$1,435,010.00	\$1,420,610.00
	2000	\$5	8,187,425	DIA DE LOS MUERTOS	9/18/17			23	69.38%	2,518	1,580	27,534	654	\$233,160.00	\$283,860.00	\$338,640.00	\$368,330.00
	1856	\$5	5,522,550	HOUSTON TEXANS	8/21/17			27	51.91%	3,692	1,737	27,578	346	\$194,045.00	\$247,390.00	\$294,045.00	\$258,770.00
	1891	\$5	8,444,025	STRIKE IT RICH	11/15/17			14	41.88%	9,978	4,668	48,603	44	\$564,990.00	\$661,770.00	\$764,320.00	\$777,720.00
	1896	\$5	13,874,625	TEXAS LOTTERY SILVER	9/5/17			25	53.65%	7,464	4,329	72,293	43	\$747,925.00	\$821,320.00	\$848,630.00	\$829,150.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16			82	61.07%	8,822	4,517	206,637	15	\$1,643,490.00	\$1,528,620.00	\$1,554,180.00	\$1,555,810.00
	2011	\$10	6,082,250	\$50 OR \$100!	11/15/17			14	89.21%	7,279	4,157	0	114	\$2,328,130.00	\$2,220,270.00	\$2,957,970.00	\$3,178,810.00
	1830	\$10	10,279,550	50X SUPER TICKET	6/5/17			38	80.66%	9,013	5,166	22,866	27	\$1,216,450.00	\$1,200,710.00	\$1,206,910.00	\$1,315,780.00
	1860	\$10	13,338,450	BIG PLAY CASHWORD	7/17/17			32	46.61%	13,571	6,843	118,922	13	\$1,821,040.00	\$1,786,260.00	\$1,776,350.00	\$1,749,920.00
	1885	\$10	26,550,900	MEGA LOTERIA	9/18/17			23	32.87%	23,648	9,186	317,810	5	\$4,616,580.00	\$4,416,450.00	\$4,377,420.00	\$4,253,450.00
	1897	\$10	9,120,050	TEXAS LOTTERY BLACK	9/5/17			25	70.90%	11,586	6,024	33,000	9	\$1,863,870.00	\$1,918,340.00	\$1,874,680.00	\$1,875,350.00
	1852	\$10	8,198,550	WHEEL OF FORTUNE	8/7/17			29	64.34%	8,494	5,465	42,184	18	\$880,670.00	\$888,850.00	\$1,041,740.00	\$1,035,560.00
Out of Wareh	1845	\$20	7,210,800	100 MILLION GOLDEN TREASURES	8/7/17			29	49.66%	12,193	4,858	125,772	12	\$1,373,980.00	\$1,373,220.00	\$1,507,720.00	\$1,671,900.00
	1671	\$20	34,144,850	\$500,000,000 CASH	5/18/15			145	35.56%	5,981	2,359	869,744	26	\$981,720.00	\$964,320.00	\$966,780.00	\$1,008,140.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			41	18.73%	20,408	7,352	1,097,359	19	\$2,746,960.00	\$2,663,060.00	\$2,731,860.00	\$3,053,720.00
	1853	\$20	7,203,050	MONEY	3/8/17			50	86.74%	8,610	3,330	24,177	25	\$1,156,600.00	\$1,153,680.00	\$1,232,860.00	\$1,375,720.00
	1898	\$20	5,014,925	TEXAS LOTTERY GOLD	9/5/17			25	72.77%	14,652	5,440	31,704	28	\$1,757,100.00	\$1,613,720.00	\$1,927,820.00	\$2,204,960.00
	2002	\$20	5,858,050	ULTIMATE CROSSWORD/BINGO	10/2/17			21	44.19%	14,833	5,926	108,863	23	\$2,138,680.00	\$2,035,000.00	\$2,088,340.00	\$2,142,500.00
	1832	\$50	3,668,520	\$7,500,000 ULTIMATE CASH	10/17/16			71	68.18%	2,603	1,140	53,681	13	\$607,000.00	\$683,800.00	\$694,650.00	\$618,400.00
	1899	\$50	3,634,340	TEXAS LOTTERY PLATINUM	10/16/17			19	36.70%	13,837	4,720	93,761	19	\$3,024,300.00	\$3,405,650.00	\$3,583,100.00	\$3,628,500.00
	1870	\$50	3,579,720	ULTIMATE MILLIONS	4/17/17			45	78.75%	8,809	3,063	23,949	35	\$2,005,650.00	\$2,231,250.00	\$2,288,650.00	\$2,195,950.00
	2019	\$1	9,298,950	FAST \$805	12/4/17			12	83.94%	4,924	3,725	0	107	\$270,672.00	\$352,056.00	\$600,243.00	\$686,277.00
Sold/Closing	1879	\$2	7,080,625	MONEY TIME	12/18/17			10	69.46%	10,184	6,017	14	78	\$605,422.00	\$668,566.00	\$879,096.00	\$965,958.00
	2005	\$1	9,084,450	REINDEER RICHES	11/6/17	3/1/18	4/25/18	16	95.34%	452	314	0	981	\$22,151.00	\$36,924.00	\$247,078.00	\$363,672.00
	1881	\$1	8,089,500	TEXAS A&M UNIVERSITY	8/21/17	3/1/18	4/25/18	27	83.29%	2,078	2,502	698	419	\$128,929.00	\$157,883.00	\$266,276.00	\$212,491.00
	1890	\$1	8,199,750	THE UNIVERSITY OF TEXAS	8/21/17	3/1/18	4/25/18	27	91.26%	1,264	949	0	420	\$54,167.00	\$89,262.00	\$119,771.00	\$164,487.00
	2085	\$2	4,987,375	FELIZ NAVIDAD	11/15/17			14	90.42%	1,255	388	24	1,302	\$61,602.00	\$94,736.00	\$283,604.00	\$307,874.00
Da Vinci	1793	\$2	38,037,250	WEEKLY GRAND	9/19/16	2/9/18	3/26/18	75	96.16%	1,407	796	0	427	\$270,576.00	\$249,426.00	\$739,738.00	\$882,810.00
												213					

Liability for 1895 / for Life to Date

Product Status: SmartCash Enabled:  
Active N/A Outstanding Prizes

Validation Range: 08/10/2017 - 12/31/2037

Tier Ref	SmartCash	Tier Value	Count	Amount	Tickets		% paid	Est. Tickets Sold
					Paid Life to Date	Amount Paid Life to Date		
1	1	N/A	569694	\$1,709,082.00	724938	\$2,174,814.00	56.00%	724938
2	2	N/A	186141	\$930,705.00	245495	\$1,227,475.00	56.88%	245495
3	3	N/A	30402	\$304,020.00	41501	\$415,010.00	57.72%	41501
4	4	N/A	29856	\$298,560.00	42043	\$420,430.00	58.48%	42043
5	5	N/A	30387	\$455,805.00	41537	\$623,055.00	57.75%	41537
6	6	N/A	14503	\$217,545.00	21498	\$322,470.00	59.72%	21498
7	7	N/A	14404	\$216,060.00	21519	\$322,785.00	59.90%	21519
8	8	N/A	7588	\$151,760.00	10370	\$207,400.00	57.75%	10370
9	9	N/A	7361	\$147,220.00	10629	\$212,580.00	59.08%	10629
10	10	N/A	7281	\$145,620.00	10684	\$213,680.00	59.47%	10684
11	11	N/A	7199	\$143,980.00	10812	\$216,240.00	60.03%	10812
12	0	N/A	3088	\$154,400.00	4380	\$219,000.00	58.65%	0
13	0	N/A	6000	\$300,000.00	9004	\$450,200.00	60.01%	0
14	0	N/A	4498	\$224,900.00	6765	\$338,250.00	60.06%	0
15	0	N/A	4465	\$223,250.00	6807	\$340,350.00	60.39%	0
16	0	N/A	4443	\$222,150.00	6804	\$340,200.00	60.50%	0
17	0	N/A	785	\$78,500.00	1088	\$108,800.00	58.09%	0
18	0	N/A	3061	\$306,100.00	4400	\$440,000.00	58.97%	0
19	0	N/A	1496	\$149,600.00	2238	\$223,800.00	59.94%	0
20	0	N/A	1498	\$149,800.00	2233	\$223,300.00	59.85%	0
21	0	N/A	2250	\$225,000.00	3354	\$335,400.00	59.85%	0
22	0	N/A	94	\$47,000.00	135	\$67,500.00	58.95%	0
23	0	N/A	116	\$58,000.00	187	\$93,500.00	61.72%	0
24	0	N/A	115	\$57,500.00	190	\$95,000.00	62.30%	0
25	0	N/A	116	\$58,000.00	189	\$94,500.00	61.97%	0
26	0	N/A	30	\$30,000.00	46	\$46,000.00	60.53%	0
27	0	N/A	33	\$33,000.00	43	\$43,000.00	56.58%	0
28	0	N/A	31	\$31,000.00	45	\$45,000.00	59.21%	0
29	0	N/A	5	\$500,000.00	4	\$400,000.00	44.44%	0
Totals:			936940	\$7,568,557.00	1,228,938	\$10,259,739.00		

END OF PRODUCTION PRIZE STRUCTURE  
July 31, 2017 - (POOLS # 1 - 83 COMPLETE)

Prize Structure  
TEXAS LOTTERY  
GAME NO. 1895 "Texas Lottery @ BLUE"  
March 24, 2017 - VERSION A

Order Quantity: 8,990,500  
Price Point: \$3.00  
Revenue: \$26,971,500.00

Pack Size: 125  
Packs/Game: 71,924  
Packs/Pool: 960

Pool Size: 120,000  
Number of Pools: 74,92

Winners: 2,165,878  
Non-winners: 6,824,622  
Overall Odds: 4:1510

Prize Fund: \$17,828,296.00  
Payoff: 66.10%

Total Payout

Pool	Winnings	Level	Get	Winnings	Value	Odds (1:O)	Prize	Pool	Total	Total Prize Cost	% Prize Fund	
Total (\$10,113.9)												
01	1	L	\$3	\$3	\$3.00	6.944	18.00	17,280.00	1,294,632	\$3,883,896.00	21.79%	
02	1	L	\$5	\$5	\$5.00	20,828	6.00	5,760.00	431,636	\$2,158,180.00	12.11%	
03	1	L	\$10	\$10	\$10.00	125,036	1.00	960.00	71,903	\$719,030.00	4.03%	
04	1	L	\$5 (\$5)	\$10	\$10.00	125,043	1.00	960.00	71,899	\$718,980.00	4.03%	
Total (\$10.00)												
05	1	L	\$15	\$15	\$15.00	82,520	2.00	1,920.00	143,802	\$1,438,020.00	8.07%	
06	2	L	\$10 + \$5	\$15	\$15.00	126,000	1.00	960.00	71,924	\$1,078,860.00	6.05%	
07	5	L	\$3 x 5	\$15	\$15.00	249,792	0.50	480.00	36,001	\$540,015.00	3.03%	
Total (\$15.00)												
08	1	L	\$20	\$20	\$20.00	500,604	0.25	2,400.00	17,958	\$359,160.00	2.01%	
09	1	L	\$10 (\$5)	\$20	\$20.00	499,749	0.25	2,400.00	17,980	\$359,800.00	2.02%	
10	2	L	\$15 + \$5	\$20	\$20.00	500,443	0.25	2,400.00	17,965	\$359,300.00	2.02%	
11	3	L	\$10 + (\$5 x 2)	\$20	\$20.00	499,167	0.25	2,400.00	18,011	\$360,220.00	2.02%	
Total (\$20.00)												
Total (\$10,113.9)												
12	1	M	\$50	\$50	\$50.00	1203,868	0.10	100.00	7,468	\$373,400.00	2.09%	
13	2	M	\$20 (\$5) + \$5 (\$5)	\$50	\$50.00	599,209	0.21	200.00	15,004	\$750,200.00	4.21%	
14	4	M	(\$10 (\$5) x 2) + (\$5 x 2)	\$50	\$50.00	798,232	0.16	150.00	11,263	\$563,150.00	3.16%	
15	4	M	(\$15 x 2) + (\$10 x 2)	\$50	\$50.00	797,658	0.16	150.00	11,272	\$563,600.00	3.16%	
16	5	M	\$15 (\$5) + (\$5 x 4)	\$50	\$50.00	799,367	0.16	150.00	11,247	\$562,350.00	3.15%	
Total (\$50.00)												
17	1	M	\$100	\$100	\$100.00	4800,054	0.03	25.00	1,873	\$187,300.00	1.05%	
18	1	M	\$50 (\$5)	\$100	\$100.00	1204,993	0.10	100.00	7,461	\$187,100.00	1.05%	
19	6	M	(\$20 x 3) + (\$15 x 2) + \$10	\$100	\$100.00	2407,737	0.05	50.00	3,734	\$373,400.00	2.09%	
20	5	M	(\$15 (\$5) x 3) + (\$5 x 2)	\$100	\$100.00	2409,675	0.05	50.00	3,731	\$373,100.00	2.09%	
21	15	M	(\$10 x 5) + (\$5 x 10)	\$100	\$100.00	1604,305	0.08	75.00	6,604	\$560,400.00	3.14%	
Total (\$100.00)												
22	1	M	\$500	\$500	\$500.00	392,653	0.00	3.00	229	\$114,500.00	0.64%	
23	5	M	\$50 (\$5) x 5	\$500	\$500.00	2967,617	0.00	4.00	303	\$151,500.00	0.85%	
24	5	M	\$100 x 5	\$500	\$500.00	29477,049	0.00	4.00	305	\$152,500.00	0.86%	
25	15	M	(\$100 x 3) + (\$50 x 2) + (\$10 x 4) + (\$5 x 4)	\$500	\$500.00	29477,049	0.00	4.00	305	\$152,500.00	0.86%	
Total (\$500.00)												
Total (\$10,113.9)												
26	1	H	\$1,000	\$1,000	\$1,000.00	118,296	0.526	1.00	76	\$76,000.00	0.43%	
27	1	H	\$500 (\$5)	\$1,000	\$1,000.00	118,296	0.526	1.00	76	\$76,000.00	0.43%	
28	15	H	(\$100 x 5) + (\$50 x 10)	\$1,000	\$1,000.00	118,296	0.526	1.00	76	\$76,000.00	0.43%	
Total (\$1,000.00)												
29	1	H	\$100,000	\$100,000	\$100,000.00	989,844	4.444	0.00	0.12	9	\$90,000.00	0.50%
Total (\$10,113.9)												
Total: 4,1510 30,411 26,908,12 2,165,878 \$17,828,296.00 100.00%												

\*Exact Quantity by Kind Level

\$5 = WIN DOUBLE the prize for that symbol

There will be no more than thirty-two (32) winners per pool.

ORIGINAL ORDER  
SHIPMENT # 1-2  
COMPLETE  
POOLS # 1-83

8,990,500	1,294,632
	431,636
	71,903
	71,899
	71,924
	36,001
	35,923
	17,958
	17,990
	17,965
	18,011
	7,468
	15,004
	11,263
	11,272
	11,247
	1,873
	7,461
	3,734
	3,731
	5,604
	229
	303
	305
	305
	76
	76
	76
	9

No.

08/09/17

Game Name  
Texas Lottery Blue

Game No  
1895

Inv No.  
1030421-2

Vendor  
SGI

TLC PO #  
362-17-9019 RL029

Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
8,990,500	8,990.50	\$25.50	\$229,257.75
Delivered	8,990,500		
Ordered	9,000,000		
2% under	8,820,000		
2% over	9,180,000		
Acceptable Range	0		

Sub Total	\$229,257.75
Total	\$229,257.75

# Scratch Ticket Game Analysis

## 8/30/15-8/26/17

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

Quantities	Price Point			
	\$1	\$2	\$3	\$5
< 5M	None	None	None	None
5M-9.99M	Week 14	Week 21	Week 17	Week 19
10M-14.99M	Week 20	None	None	Week 13*
15M-19.99M	None	Week 21*	None	Week 34
20M-24.99M	None	Week 44	Week 33	Week 59
25M-29.99M	Week 33*	Week 38	None	None
30M-34.99M	None	None	None	Week 39*
>35M	None	Week 57*	Week 48*	None

Quantities	Price Point			
	\$10	\$20	\$30	\$50
2M	None	None	None	None
3M	None	None	None	None
4M	None	None	None	None
5M	Week 20	Week 43*	None	None
6M	Week 16*	None	None	None
7M	None	None	None	None
8M	None	Week 35*	None	None
>9M	Week 27	Week 51*	None	None

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

Quantities	Price Point			
	\$1	\$2	\$3	\$5
< 5M	None	None	None	None
5M-9.99M	\$553,916	\$676,611	\$1,048,153	\$1,872,956
10M-14.99M	\$510,306	None	None	\$4,200,786
15M-19.99M	None	\$1,273,552	None	\$2,144,435
20M-24.99M	None	\$899,634	\$1,654,317	\$1,612,912
25M-29.99M	\$665,806	\$1,254,186	None	None
30M-34.99M	None	None	None	\$3,329,657
>35M	None	\$1,050,513	\$1,875,795	None

Quantities	Price Point			
	\$10	\$20	\$30	\$50
2M	None	None	None	None
3M	None	None	None	None
4M	None	None	None	None
5M	\$2,379,881	\$2,329,740	None	None
6M	\$3,257,867	None	None	None
7M	None	None	None	None
8M	None	\$3,985,513	None	None
>9M	\$3,597,569	\$3,423,888	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  
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