

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

**Scratch Ticket Information**

Date Completed 7/30/2018

Game #	2009	Confirmed Packs	3,045
Game Name	Bling	Active Packs	1,351
Quantity Printed	7,076,375	Warehouse Packs	5,030
Price Point	\$2	Returned Packs	2,867
Start Date	2/19/2018	Printed Payout Percentage	64.98%
Top Prize	\$ 30,000	Percent Sold	75.40%
Number of Top Prizes Remaining	2	Number of Weeks Out	23

**Current Game Sales Analysis**

**TANGIBLE COSTS**

**Expenditure Impact:**

Cost to print tickets	\$ 160,421	Actual ticket production costs
Prize payout expense	\$ 6,470,916	Data from Instant Ticket Tier Liability screen in ES
<b>Estimated Direct Costs</b>	<b>\$ 6,631,337</b>	

**TANGIBLE BENEFITS**

**Revenue Impact:**

Estimated sales	\$ 10,671,174	Based on # of tkts printed, times % sold from DaVinci report, times the price point
<b>Total Estimated Benefits</b>	<b>\$ 10,671,174</b>	

**Excess of Revenue over Expended \$ 4,039,836**

**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	\$	108,314
Next week	\$	131,952
Next week	\$	128,050
Avg Weekly Sales Current Game	\$	122,772
Avg Weekly Sales \$2; 5M-9.99M Qty	\$	743,055
<b>Percentage Of Variance In Sales</b>		<b>83%</b>

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

**Instant Ticket Information**

Game #	2009	Printed Payout Percentage	64.98%
Game Name	Bling	Actual Payout Percentage	60.64%
Percent Sold	75.40%	Number of Weeks Out	23
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			19

**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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*Debi Boussock*      7/30/18  
Instant Product Coordinator      Date

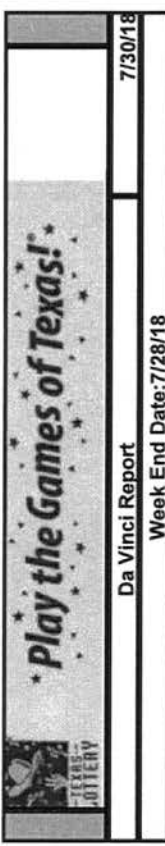
*[Signature]*      8/6/18  
Products Manager      Date

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

*[Signature]*      8-6-18  
Lottery Operations Division Director      Date

*Kathy Lynn*      8/7/18  
Controller      Date

*[Signature]*      8/8/18  
Executive Director      Date



Da Vinci Report  
 Week End Date: 7/28/18  
 7/30/18

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	7/28/18	7/21/18	7/14/18	7/7/18
Baseline	2043	\$1	17,131,950	5X THE CASH	5/7/18			12	50.17%	15,467	9,543	29,113	5	\$602,809.00	\$596,167.00	\$643,068.00	\$695,634.00
	2058	\$1	9,295,500	BLACKJACK	6/4/18			8	60.35%	14,172	8,609	165	1	\$636,072.00	\$658,235.00	\$659,017.00	\$733,909.00
	2050	\$1	9,301,650	SUPER 9S	6/27/18			4	41.83%	17,010	10,950	5,085	3	\$920,361.00	\$917,976.00	\$972,377.00	\$854,214.00
	2015	\$2	7,274,625	2X CASH	6/18/18			6	30.53%	14,585	7,992	16,860	3	\$605,706.00	\$674,508.00	\$874,300.00	\$953,262.00
	2041	\$2	7,171,375	ACES AND 8S	6/25/18			5	9.66%	14,365	4,911	31,191	0	\$450,890.00	\$433,776.00	\$339,268.00	\$141,962.00
	2079	\$2	35,539,375	BLACKOUT BINGO	7/3/18			4	1.83%	12,644	5,491	259,167	0	\$684,008.00	\$447,098.00	\$163,250.00	\$7,750.00
	2080	\$2	40,562,000	BREAK THE BANK	6/15/18			6	4.27%	13,587	7,248	287,612	0	\$933,818.00	\$877,678.00	\$840,958.00	\$592,564.00
	2028	\$2	7,235,875	CINCO 5 SPOT	5/21/18			10	50.25%	9,696	5,001	11,792	26	\$470,386.00	\$488,776.00	\$601,804.00	\$734,156.00
	2048	\$2	7,212,875	DOUBLE MATCH	7/16/18			2	7.86%	19,918	8,756	22,532	4	\$726,404.00	\$406,810.00	\$0	\$0
	2044	\$3	7,341,125	THE CASH WHEEL	5/21/18			10	52.60%	12,027	7,652	5,568	13	\$947,814.00	\$1,012,296.00	\$1,163,625.00	\$1,272,204.00
	1837	\$5	7,040,775	\$100,000 JACKPOT	6/18/18			6	42.47%	17,881	7,764	26,119	3	\$1,831,720.00	\$1,985,670.00	\$2,462,520.00	\$2,760,355.00
	1848	\$5	8,098,800	25X THE MONEY	7/16/18			2	19.23%	15,514	8,715	57,795	4	\$4,649,445.00	\$3,136,815.00	\$0	\$0
	2049	\$5	7,334,250	FROGGER	6/27/18			4	29.07%	19,239	10,152	37,748	3	\$1,696,400.00	\$2,058,330.00	\$2,747,890.00	\$3,085,705.00
	2061	\$5	7,335,675	LION'S SHARE	6/4/18			8	40.99%	14,513	7,352	33,960	21	\$1,211,920.00	\$1,285,220.00	\$1,483,485.00	\$1,633,595.00
	2032	\$5	7,706,850	PHARAOH'S GOLD	5/21/18			10	39.51%	12,540	6,701	40,627	52	\$920,285.00	\$980,330.00	\$1,175,840.00	\$1,337,440.00
	1844	\$5	7,192,125	THE MONEY GAME	5/7/18			12	52.06%	10,942	5,537	27,357	87	\$755,590.00	\$805,390.00	\$955,585.00	\$1,049,840.00
	2046	\$10	8,311,000	50X THE CASH	5/7/18			12	48.54%	20,806	8,161	53,792	6	\$2,570,100.00	\$2,687,900.00	\$3,145,960.00	\$3,278,750.00
	2076	\$10	9,170,500	CASINO ACTION SUPER TICKET	6/27/18			4	11.12%	22,318	6,421	131,258	16	\$1,990,040.00	\$2,279,900.00	\$2,662,980.00	\$2,451,270.00
	2075	\$10	6,076,350	THE GLITTER IS GOLD	7/16/18			2	10.33%	21,742	9,035	74,818	6	\$4,012,200.00	\$2,264,730.00	\$0	\$0
	2067	\$20	7,123,800	STACKS OF CASH	7/16/18			2	5.30%	29,771	8,897	227,836	5	\$4,477,180.00	\$3,069,620.00	\$0	\$0
2057	\$50	3,611,100	200X THE CASH	6/18/18			6	13.12%	16,874	6,099	131,112	14	\$3,903,400.00	\$3,841,750.00	\$4,182,550.00	\$4,131,400.00	
Mature	1878	\$1	854,700	CASH ON THE SPOT	9/18/17			45	0.00%	0	0	4,660	146	\$0	\$0	\$0	\$0
	2012	\$1	29,860,050	HOT 7'S	1/2/18			30	63.01%	7,667	4,532	59,131	37	\$267,158.00	\$290,226.00	\$312,743.00	\$339,122.00
	1804	\$1	829,650	LUCKY STARS	9/18/17			45	0.00%	0	0	2,821	386	\$0	\$0	\$0	\$0
	2037	\$1	9,299,250	SOME LIKE IT HOT	4/2/18			17	87.11%	2,955	2,072	0	1,176	\$106,211.00	\$143,610.00	\$168,810.00	\$212,253.00
	1893	\$2	7,092,375	A CUT ABOVE	3/19/18			19	76.88%	4,580	2,158	1,620	2,330	\$200,828.00	\$215,378.00	\$234,016.00	\$302,964.00
	2009	\$2	7,076,375	BLING	2/19/18			23	75.40%	3,045	1,351	5,030	2,867	\$108,314.00	\$131,952.00	\$128,050.00	\$179,240.00
	2054	\$2	7,205,875	CRAZY CASH MULTIPLIER	4/16/18			15	73.12%	8,388	4,283	342	551	\$367,870.00	\$403,590.00	\$448,342.00	\$537,534.00
	2078	\$2	35,978,375	WEEKLY GRAND	1/10/18			28	31.90%	15,149	8,265	168,632	5	\$752,458.00	\$719,624.00	\$781,412.00	\$805,696.00
	2081	\$3	35,675,375	DOUBLE BONUS CROSSWORD	3/15/18			19	36.68%	17,274	9,106	151,286	3	\$1,979,687.00	\$2,019,207.00	\$2,088,396.00	\$2,202,732.00

**Liability for 2009 / for Life to Date**

Product Status: Active      SmartCash Enabled: N/A      Validation Range: 10/18/2017 - 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	\$2.00	243925	\$487,850.00	492018	\$984,036.00	66.86%	4730942
2	2	N/A	\$5.00	105322	\$526,610.00	234324	\$1,171,620.00	68.99%	4882037
3	3	N/A	\$10.00	50852	\$508,520.00	119024	\$1,190,240.00	70.07%	4958077
4	4	N/A	\$10.00	31183	\$311,830.00	82051	\$820,510.00	72.46%	5127644
5	5	N/A	\$10.00	21086	\$210,860.00	54369	\$543,690.00	72.05%	5098872
6	6	N/A	\$20.00	2830	\$56,600.00	6585	\$131,700.00	69.94%	4949328
7	7	N/A	\$20.00	2569	\$51,380.00	6865	\$137,300.00	72.77%	5149386
8	8	N/A	\$20.00	10211	\$204,220.00	27551	\$551,020.00	72.96%	5162894
9	9	N/A	\$20.00	5136	\$102,720.00	13725	\$274,500.00	72.77%	5149421
10	0	N/A	\$50.00	642	\$32,100.00	1568	\$78,400.00	70.95%	5020704
11	0	N/A	\$50.00	882	\$44,100.00	2377	\$118,850.00	72.94%	5161259
12	0	N/A	\$50.00	864	\$43,200.00	2367	\$118,350.00	73.26%	5184085
13	0	N/A	\$100.00	144	\$14,400.00	354	\$35,400.00	71.08%	5030194
14	0	N/A	\$100.00	225	\$22,500.00	655	\$65,500.00	74.43%	5267074
15	0	N/A	\$100.00	214	\$21,400.00	522	\$52,200.00	70.92%	5018842
16	0	N/A	\$100.00	208	\$20,800.00	676	\$67,600.00	76.47%	5411345
17	0	N/A	\$1,000.00	6	\$6,000.00	10	\$10,000.00	62.50%	4422734
18	0	N/A	\$30,000.00	2	\$60,000.00	4	\$120,000.00	66.67%	4717583
<b>Totals:</b>				<b>476301</b>	<b>\$2,725,090.00</b>	<b>1,045,045</b>	<b>\$6,470,916.00</b>		

NO. OF TICKETS: 7,076,375  
 NO. POOLS: 29,48  
 PACK SIZE: 125  
 PACKS/POOL: 1920  
 PACKS/GAME: 56,611

Minimum: 6,820,800  
 Maximum: 7,099,200

TEXAS LOTTERY COMMISSION  
 "BLING" - GAME NO. 2009  
 END OF PRODUCTION PRIZE STRUCTURE  
 8-Oct-17

VERSION A

7,076,375

\$2 TICKETS

\$ 14,152,750

REVENUE

PRIZE FUND \$

9,196,006

PAYOUT %

64.98%

PRIZE TIER	PRIZE LEVEL	TIER CODE	GET	# OF WAYS TO WIN	ODDS OF 1 IN	WINNERS IN POOLS	WINNERS IN (PER PACK*)	WINNERS IN (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVELS
1	1	L	\$2	1	9.62	735,943	13.00	249,600,000	\$1,471,886	16.01%	
2	2	L	\$5	1	20.83	339,646	6.00	1,151,932.2	\$1,698,230	18.47%	
3	3	L	\$10	1	41.66	169,876	3.00	576,145.8	\$1,698,760	18.47%	
4	4	L	\$2 x 5	5	62.49	113,234	2.00	384,040.7	\$1,132,340	12.31%	
5	5	L	\$3 x 2	2	93.78	75,455	1.33	255,910.7	\$754,550	8.21%	
6	6	L	\$20	1	751.61	9,415	0.17	319,316	\$188,300	2.05%	
7	7	L	\$10 x 2	2	750.09	9,434	0.17	319,960	\$188,680	2.05%	
8	8	L	\$5 x 4	4	187.39	37,762	0.67	1280,724	\$755,240	8.21%	LOW TIER
9	9	L	\$5 x 2 + \$10	3	375.19	18,861	0.33	639,683	\$377,220	4.10%	89.88%
10	0	M	\$50	1	3,201.98	2,210	0.04	74,954	\$110,500	1.20%	
11	0	M	\$5 x 10	10	2,171.33	3,259	0.06	110,531	\$162,950	1.77%	
12	0	M	\$2 x 5 + \$10 x 2 + \$20	8	2,190.15	3,231	0.06	109,582	\$161,550	1.76%	
13	0	M	\$100	1	14,209.59	498	0.01	16,890	\$49,800	0.54%	
14	0	M	\$5 x 8 + \$50 + \$10	10	8,041.34	880	0.02	29,846	\$88,000	0.96%	
15	0	M	\$50 x 2	2	9,614.64	736	0.01	24,962	\$73,600	0.80%	MID TIER
16	0	M	\$10 x 6 + \$20 x 2	8	8,004.95	884	0.02	29,981	\$88,400	0.96%	
17	0	H	\$1,000	1	442,273.44	16	-	0,543	\$16,000	0.17%	HIGH TIER
18	0	H	\$30,000	1	1,179,395.83	6***	-	0,203	\$180,000	1.96%	2.13%
					4.65	1,521,346	26.87	51,597	\$ 9,196,006	100.00%	100.00%
					4.6514						

Consolidated odds are 1 in:

\$2	9.62	735,943
\$5	20.83	339,646
\$10	41.66	169,876
\$20	75.16	9,415
\$50	3,201.98	2,210
\$100	8,041.34	880
\$1,000	442,273.44	16
\$30,000	1,179,395.83	6
		1,521,346

\* Each of the following GLEIPS will be used in approximately 16.67% of each pack of 125 tickets  
 \*\* Numbers are rounded  
 \*\*\* This number of prizes is guaranteed delivery to the Lottery

No.

07/30/18

Game Name  
Bling

Game No  
2009

Inv No.  
8505786

Vendor  
PBL

TLC PO #  
362-18-9010 RL003

Description/Tickets Delivered Qty

7,076,375

Units per 1000  
7,076.38

Unit Price  
\$22.67

Amount  
\$160,421.42

\$160,421.42

Delivered  
Ordered

7,076,375  
6,960,000

2% under  
2% over

6,820,800  
7,099,200

Acceptable  
Range

0

Sub Total  
Total

\$160,421.42  
\$160,421.42

**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  
Unaudited - For Internal Use Only