

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 11/5/2018

Game #	2015	Confirmed Packs	4,238
Game Name	2X Cash	Active Packs	2,745
Quantity Printed	7,274,625	Warehouse Packs	7,750
Price Point	\$2	Returned Packs	.20
Start Date	6/18/2018	Printed Payout Percentage	64.99%
Top Prize	\$ 30,000	Percent Sold	71.80%
Number of Top Prizes Remaining	2	Number of Weeks Out	20

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 134,872	Actual ticket production costs
Prize payout expense	\$ 6,532,557	Data from Instant Ticket Tier Liability screen in ES
Estimated Direct Costs	\$ 6,667,429	

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 10,446,362	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 10,446,362	

Excess of Revenue over Expended \$ 3,778,933

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	\$	242,498
Next week	\$	263,014
Next week	\$	285,504
Avg Weekly Sales Current Game	\$	263,672
Avg Weekly Sales \$2; 5-9.99 M Qty	\$	758,306
Percentage Of Variance In Sales		65%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2015	Printed Payout Percentage	64.99%
Game Name	2X Cash	Actual Payout Percentage	62.53%
Percent Sold	71.80%	Number of Weeks Out	20
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			18

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):

De Bourisack *11/6/18*
Instant Product Coordinator Date

[Signature] *11/9/18*
Products Manager Date

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

Ed Rogers *11-12-18*
Lottery Operations Division Director Date

Kathryn Lynn *11/15/18*
Controller Date

[Signature] *11/15/18*
Executive Director Date



Da Vinci Report
 Week End Date: 11/3/18
 11/5/18

Product Line	Game	\$	Tx Rtn	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	11/3/18	10/27/18	10/20/18	10/13/18
Baseline	2091	\$1	9,173,550	LUCKY 8S DOUBLER	10/1/18			5	41.64%	17,864	11,641	2,287	4	\$909,855.00	\$900,200.00	\$864,919.00	\$760,001.00
	2068	\$1	30,502,050	WEEKLY HALF GRAND	8/20/18			11	18.99%	12,788	10,106	139,204	13	\$516,526.00	\$557,925.00	\$549,852.00	\$581,607.00
	2097	\$1	9,175,500	WINTER CASH	11/5/18			0	0.00%	32	7	23,442	0	\$0	\$0	\$0	\$0
	2022	\$2	7,215,625	HUNTING FOR HUNDREDS	9/17/18			7	43.20%	15,719	9,169	5,847	10	\$938,158.00	\$869,348.00	\$872,410.00	\$984,318.00
	2084	\$2	7,229,875	VETERANS CASH	10/15/18			3	6.40%	15,476	10,411	26,984	9	\$359,960.00	\$265,806.00	\$299,240.00	\$0
	2088	\$3	6,095,000	HOLIDAY WORD BLAST	11/5/18			0	0.00%	24	8	15,633	0	\$0	\$0	\$0	\$0
	1828	\$3	41,527,800	TEXAS LOTERIA	9/17/18			7	6.22%	19,408	9,963	486,362	7	\$1,438,650.00	\$1,371,669.00	\$1,275,240.00	\$1,241,334.00
	2087	\$5	7,708,125	\$25,000,000 PAYOUT	9/4/18			9	48.07%	15,065	7,203	29,356	5	\$1,422,375.00	\$1,502,175.00	\$1,633,240.00	\$1,915,985.00
	2042	\$5	11,373,825	BONUS BALL BINGO	10/29/18			1	0.27%	6,577	2,229	136,844	16	\$154,500.00	\$0	\$0	\$0
	2017	\$5	10,241,100	BONUS BREAK THE BANK	10/15/18			3	10.47%	18,022	8,823	92,104	13	\$2,315,855.00	\$2,104,555.00	\$839,860.00	\$0
	2069	\$5	9,910,350	COWBOYS	9/20/18			11	28.59%	12,398	7,297	72,561	5	\$970,185.00	\$1,048,195.00	\$1,155,375.00	\$1,329,440.00
	2092	\$5	5,136,450	DIA DE LOS MUERTOS	10/1/18			5	33.95%	20,680	10,633	11,874	6	\$1,693,040.00	\$1,771,160.00	\$1,969,720.00	\$2,085,235.00
	2090	\$5	7,087,800	DIAMOND MINE 8X	9/17/18			7	45.28%	17,099	8,119	24,330	13	\$1,893,265.00	\$1,836,445.00	\$2,098,650.00	\$2,457,040.00
	2099	\$5	7,332,825	HOLIDAY GREETINGS	11/5/18			0	0.00%	29	11	60,349	0	\$0	\$0	\$0	\$0
	2070	\$5	5,581,950	HOUSTON TEXANS	8/20/18			11	31.51%	10,475	5,161	32,973	89	\$563,665.00	\$671,705.00	\$788,200.00	\$1,085,980.00
	2095	\$5	7,337,700	RED HOT 7S	10/15/18			3	33.38%	22,985	9,317	27,229	11	\$4,631,675.00	\$4,789,580.00	\$2,826,180.00	\$0
	2056	\$10	28,522,850	\$200 MILLION CASH EXPLOSION	9/4/18			9	11.66%	22,328	6,801	471,941	13	\$2,972,400.00	\$2,901,430.00	\$3,150,640.00	\$3,672,570.00
	2083	\$10	12,068,050	\$250,000 50X CASHWORD	9/17/18			7	21.67%	22,397	8,055	154,713	9	\$4,106,580.00	\$3,743,760.00	\$3,814,060.00	\$3,958,820.00
	2103	\$10	7,342,800	CASH BLAST	10/15/18			3	14.58%	23,634	8,253	90,040	5	\$3,877,810.00	\$4,015,730.00	\$2,814,200.00	\$0
	2084	\$10	26,555,050	MEGA LOTERIA	10/1/18			5	5.63%	25,748	8,382	463,047	4	\$3,954,290.00	\$3,632,260.00	\$3,212,960.00	\$2,826,620.00
2093	\$20	7,344,000	\$100 OR \$200	10/1/18			5	13.74%	26,324	9,208	213,952	12	\$3,865,460.00	\$3,695,220.00	\$4,060,940.00	\$4,793,420.00	
2100	\$20	5,999,350	MILLION DOLLAR LOTERIA	11/5/18			0	0.00%	35	5	188,222	0	\$0	\$0	\$0	\$0	
Mature	1878	\$1	854,700	CASH ON THE SPOT	9/18/17			59	0.00%	0	0	3,845	247	\$0	\$0	\$0	\$0
	2012	\$1	29,860,050	HOT 7S	1/2/18			44	74.04%	3,718	2,971	43,281	10	\$189,852.00	\$185,397.00	\$195,679.00	\$187,617.00
	1804	\$1	829,650	LUCKY STARS	9/18/17			59	0.00%	0	0	817	551	\$0	\$0	\$0	\$0
	2015	\$2	7,274,625	2X CASH	6/18/18			20	71.80%	4,238	2,745	7,750	20	\$242,498.00	\$263,014.00	\$285,504.00	\$318,582.00
	2041	\$2	7,171,375	ACES AND 8S	6/25/18			19	56.03%	7,909	4,584	10,680	14	\$374,798.00	\$410,832.00	\$439,178.00	\$469,438.00
	2079	\$2	35,539,375	BLACKOUT BINGO	7/3/18			18	23.52%	15,210	9,391	190,026	7	\$1,181,938.00	\$1,200,808.00	\$1,109,928.00	\$1,160,176.00
	2080	\$2	40,562,000	BREAK THE BANK	6/15/18			20	24.45%	15,921	9,278	216,931	16	\$1,263,256.00	\$1,286,570.00	\$1,215,124.00	\$1,237,240.00
	2028	\$2	7,235,875	CINCO 5 SPOT	5/21/18			24	72.35%	1,838	1,094	10,659	1,422	\$97,690.00	\$123,316.00	\$126,150.00	\$148,894.00

Liability for 2015 / for Life to Date

Product Status: SmartCash Enabled: Active

Validation Range: 12/20/2017 - 12/31/2037

Outstanding Prizes

Tier Ref	SmartCash	Tier Value	Count	Amount	Tickets	Amount Paid	Life to Date	% paid	Est. Tickets Sold
1	N/A	\$2.00	280796	\$561,592.00	563062	\$1,126,124.00	66.72%	4853974	
2	N/A	\$4.00	124276	\$497,104.00	263707	\$1,054,828.00	67.97%	4944468	
3	N/A	\$5.00	54631	\$273,155.00	119937	\$599,685.00	68.71%	4998033	
4	N/A	\$10.00	17833	\$178,330.00	40332	\$403,320.00	69.34%	5044273	
5	N/A	\$20.00	14162	\$283,240.00	34349	\$686,980.00	70.81%	5150916	
6	N/A	\$20.00	23290	\$465,800.00	54266	\$1,085,320.00	69.97%	5090061	
7	N/A	\$20.00	8780	\$175,600.00	20366	\$407,320.00	69.88%	5083202	
8	N/A	\$30.00	1114	\$33,420.00	2672	\$80,160.00	70.58%	5134125	
9	N/A	\$30.00	1527	\$45,810.00	3772	\$113,160.00	71.18%	5178313	
10	N/A	\$30.00	1301	\$39,030.00	3233	\$96,990.00	71.31%	5187221	
11	N/A	\$30.00	1131	\$33,930.00	2669	\$80,070.00	70.24%	5109466	
12	N/A	\$50.00	604	\$30,200.00	1395	\$69,750.00	69.78%	5076589	
13	N/A	\$50.00	630	\$31,500.00	1657	\$82,850.00	72.45%	5270683	
14	N/A	\$50.00	664	\$33,200.00	1602	\$80,100.00	70.70%	5142960	
15	N/A	\$100.00	368	\$36,800.00	851	\$85,100.00	69.81%	5078511	
16	N/A	\$100.00	370	\$37,000.00	846	\$84,600.00	69.57%	5061128	
17	N/A	\$100.00	351	\$35,100.00	870	\$87,000.00	71.25%	5183393	
18	N/A	\$100.00	346	\$34,600.00	859	\$85,900.00	71.29%	5185811	
19	N/A	\$100.00	353	\$35,300.00	863	\$86,300.00	70.97%	5162830	
20	N/A	\$1,000.00	3	\$3,000.00	17	\$17,000.00	85.00%	6183431	
21	N/A	\$30,000.00	2	\$60,000.00	4	\$120,000.00	66.67%	4849749	
Totals:									
			532532	\$2,923,711.00	1,117,329	\$6,532,557.00			

NO. OF TICKETS: (+/-2%) 7,274,625 Minimum: 7,056,000 Maximum: 7,344,000
 NO. POOLS: 30
 PACK SIZE: 125
 PACKS/POOL: 1,920
 PACKS/GAME: 58,197

TEXAS LOTTERY COMMISSION
 "2X CASH" - GAME NO. 2015
 END OF PRODUCTION PRIZE STRUCTURE
 1-Dec-17
 VERSION A

PRIZE TIER	PRIZE LEVEL REFERENCE NUMBER	TIER CODE	GET	# OF WAYS TO WIN	\$2 TICKETS	ODDS OF 1 IN:	WINNERS IN 30 POOLS	WINNERS IN 125 (PER PACK*)	WINNERS IN 240,000 (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS
1	\$2	L	\$2	1	8.62	843,858	14.50	27840.049	\$1,687,716	17.848%		
2	\$2 ^{2X}	L	\$2 ^{2X}	1	18.75	387,983	6.67	12800.099	\$1,551,932	16.412%		
3	\$5	L	\$5	1	41.67	174,568	3.00	5759.241	\$872,840	9.230%		
4	\$10	L	\$10	1	125.07	58,165	1.00	1918.944	\$581,650	6.151%		
5	\$10 + \$5 ^{2X}	L	\$10 + \$5 ^{2X}	2	149.96	48,511	0.83	1600.445	\$970,220	10.260%		
6	\$20	L	\$20	1	93.80	77,556	1.33	2558.680	\$1,551,120	16.403%		LOW TIER
7	\$10 ^{2X}	L	\$10 ^{2X}	1	249.59	29,146	0.50	961.567	\$582,920	6.164%		82.47%
8	\$2 ^{2X} + \$2 x 3 + \$20	M	\$2 ^{2X} + \$2 x 3 + \$20	5	1,921.45	3,786	0.07	125.000	\$113,580	1.201%		
9	\$5 ^{2X} + \$5 x 4	M	\$5 ^{2X} + \$5 x 4	5	1,372.83	5,299	0.09	175.000	\$158,970	1.681%		
10	\$10 ^{2X} + \$5 x 2	M	\$10 ^{2X} + \$5 x 2	3	1,604.46	4,534	0.08	150.000	\$136,020	1.438%		
11	\$50	M	\$50	1	1,914.38	3,800	0.07	125.000	\$114,000	1.206%		
12	\$50	M	\$50	1	3,639.13	1,999	0.03	66.000	\$99,950	1.057%		
13	\$2 x 5 + \$20 ^{2X}	M	\$2 x 5 + \$20 ^{2X}	6	3,180.86	2,287	0.04	75.000	\$114,350	1.209%		
14	\$20 ^{2X} + \$10	M	\$20 ^{2X} + \$10	2	3,210.34	2,266	0.04	75.000	\$113,300	1.198%		
15	\$100	M	\$100	1	5,967.70	1,219	0.02	40.000	\$121,900	1.289%		
16	\$5 x 6 + \$20 ^{2X} + \$30	M	\$5 x 6 + \$20 ^{2X} + \$30	8	5,982.42	1,216	0.02	40.000	\$121,600	1.286%		
17	\$20 ^{2X} + \$5 x 2 + \$50	M	\$20 ^{2X} + \$5 x 2 + \$50	4	5,957.92	1,221	0.02	40.000	\$122,100	1.291%		
18	\$20 ^{2X} + \$10 x 6	M	\$20 ^{2X} + \$10 x 6	7	6,037.03	1,205	0.02	40.000	\$120,500	1.274%		MID TIER
19	\$50 + \$30 + \$20	M	\$50 + \$30 + \$20	3	5,982.42	1,216	0.02	40.000	\$121,600	1.286%		15.42%
20	\$1,000	H	\$1,000	1	363,731.25	20	-	0.660	\$20,000	0.211%		HIGH TIER
21	\$30,000	H	\$30,000	1	1,212,437.50	6	6.***	0.198	\$180,000	1.903%		2.11%
					4.41	1,649,861	28.35	54,431	\$ 9,456,268	100.00%		100.00%
					4.4092							

NOTE: "2X" = Win DOUBLE the PRIZE.

Consolidated odds are 1 in:
 \$2 8.62
 \$4 18.75
 \$5 41.67
 \$10 125.07
 \$20 149.96
 \$30 174.19
 \$50 1,110.29
 \$100 1,197.08
 \$1,000 363,731.25
 \$30,000 1,212,437.50

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

No.

11/05/18

Game Name

2X Cash

Game No

2015

Inv No.

8506351

Vendor

PBL

TLC PO #

362-18-9010 RL002

Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
7,274,625	7,274.63	\$18.54	\$134,871.55
Delivered			
Ordered			
7,274,625			
7,200,000			
2% under	7,056,000		
2% over	7,344,000		
Acceptable Range	0		
		Sub Total	\$134,871.55
		Total	\$134,871.55

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	None	2M	None	None	None	None	None	None
5M-9.99M	Week 16	Week 18	Week 17	Week 19	None	None	3M	None	None	None	None	None	Week 52*
10M-14.99M	Week 21	None	None	Week 16*	None	None	4M	None	None	None	None	None	None
15M-19.99M	None	None	Week 32*	Week 52*	None	None	5M	Week 33*	None	None	None	None	None
20M-24.99M	None	Week 34*	None	None	None	Week 15	6M	None	None	None	None	None	None
25M-29.99M	None	None	None	None	None	None	7M	Week 49*	None	None	None	None	None
30M-34.99M	Week 41	Week 57*	None	None	None	None	8M	None	None	None	None	None	None
>35M	None	Week 60	Week 64	Week 52*	None	Week 33	>9M	Week 41*	None	None	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	None	2M	None	None	None	None	None	None
5M-9.99M	\$515,035	\$758,306	\$1,248,375	\$1,874,253	None	None	3M	None	None	None	None	None	\$2,913,384
10M-14.99M	\$466,349	None	None	\$2,919,843	None	None	4M	None	None	None	None	None	None
15M-19.99M	None	None	\$1,302,836	\$1,508,375	None	None	5M	\$2,578,733	None	None	None	None	None
20M-24.99M	None	\$1,078,385	None	None	None	\$3,483,559	6M	None	None	None	None	None	None
25M-29.99M	None	None	None	None	None	None	7M	\$2,502,908	None	None	None	None	None
30M-34.99M	\$632,952	\$1,039,084	None	None	None	None	8M	None	None	None	None	None	None
>35M	None	\$1,119,742	\$1,583,593	\$3,361,809	None	\$3,182,478	>9M	\$3,781,160	None	None	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