

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 11/23/2020

Game #	2062	Confirmed Packs	2,261
Game Name	Wild Tripler	Active Packs	1,380
Quantity Printed	7,065,750	Warehouse Packs	271
Price Point	\$2	Returned Packs	1,532
Start Date	7/20/2020	Printed Payout Percentage	65.04%
Top Prize	\$ 30,000	Percent Sold	89.03%
Number of Top Prizes Remaining	2	Number of Weeks Out	18

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 106,763	Actual ticket production costs
Prize payout expense	\$ 7,770,309	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs **\$ 7,877,072**

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 12,581,274	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits **\$ 12,581,274**

Excess of Revenue over Expended **\$ 4,704,202**

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	\$	156,098
Next week	\$	179,980
Next week	\$	230,792
Avg Weekly Sales Current Game	\$	188,957
Avg Weekly Sales \$2; 5M - 9.99M Qty	\$	786,271
Percentage Of Variance In Sales		76%

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RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2062	Printed Payout Percentage	65.04%
Game Name	Wild Tripler	Actual Payout Percentage	61.76%
Percent Sold	89.03%	Number of Weeks Out	18
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			16

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):

Scratch Ticket Strategy Coordinator Date

Products Manager Date

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

Lottery Operations Division Director Date

Contractor Date

Executive Director Date

