

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 4/29/2019

Game #	2081	Confirmed Packs	2,014
Game Name	Double Bonus Crossword	Active Packs	884
Quantity Printed	35,675,375	Warehouse Packs	-
Price Point	\$3	Returned Packs	205
Start Date	3/15/2018	Printed Payout Percentage	66.05%
Top Prize	\$ 50,000	Percent Sold	98.42%
Number of Top Prizes Remaining	0	Number of Weeks Out	58

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 859,063	Actual ticket production costs
Prize payout expense	\$ 67,885,773	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 68,744,836

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 105,335,112	Based on # of tkts printed, times % sold from DaVinci report, times the price point
-----------------	----------------	---

Total Estimated Benefits \$ 105,335,112

Excess of Revenue over Expended \$ 36,590,276

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	\$	165,795	
Next week	\$	217,989	
Next week	\$	274,284	
Avg Weekly Sales Current Game	\$	219,356	
Avg Weekly Sales \$3; >35M	\$	1,583,593	
Percentage Of Variance In Sales		86%	

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2081	Printed Payout Percentage	66.05%
Game Name	Double Bonus Crossword	Actual Payout Percentage	64.45%
Percent Sold	98.42%	Number of Weeks Out	58
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			64

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 Product Coordinator _____ Date _____

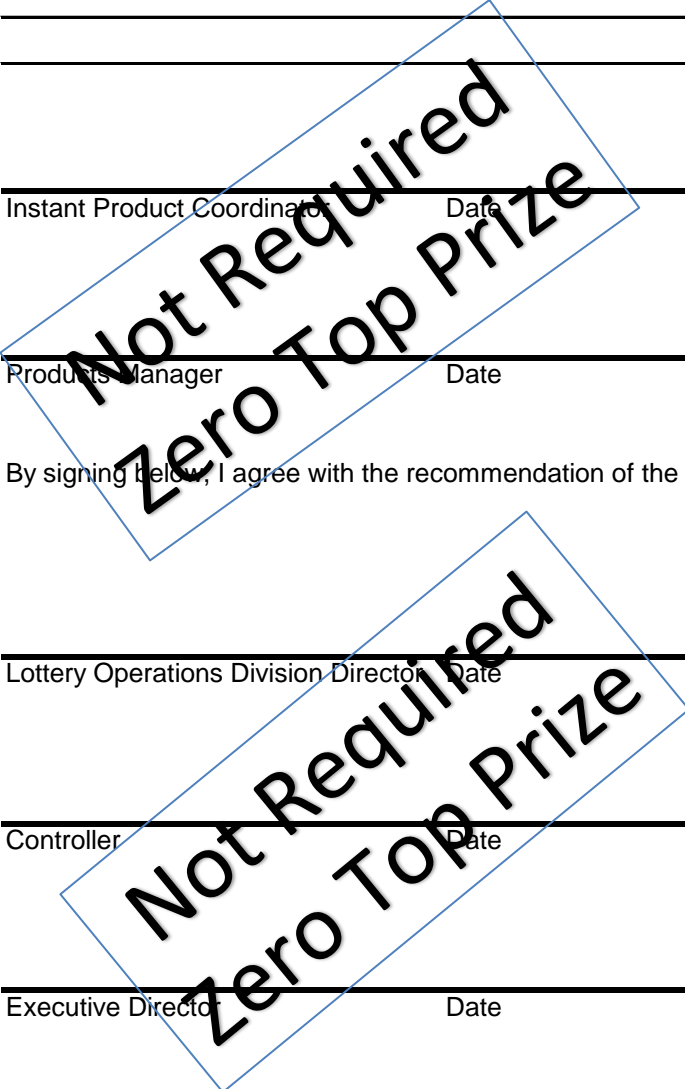
Products Manager _____ Date _____

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

Lottery Operations Division Director _____ Date _____

Controller _____ Date _____

Executive Director _____ Date _____





Play the Games of Texas!

Da Vinci Report
4/29/19

Week End Date: 4/27/19

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														4/27/19	4/20/19	4/13/19	4/6/19
Mature	2055	\$5	7,342,200	LUCKY 7S HUNT	1/21/19			14	71.79%	10,047	5,087	10,438	188	\$810,675.00	\$917,085.00	\$1,037,555.00	\$1,273,980.00
	2106	\$5	7,339,125	MULTIPLIER MANIA	12/3/18			21	71.33%	4,986	2,770	18,399	602	\$321,545.00	\$396,750.00	\$462,970.00	\$547,905.00
	2082	\$5	22,519,650	SUPER CROSSWORD	11/26/18			22	31.16%	15,886	7,805	179,832	7	\$1,579,995.00	\$1,651,475.00	\$1,692,500.00	\$1,826,750.00
	2074	\$5	40,124,625	SUPER LOTERIA	1/21/19			14	23.65%	28,905	10,977	361,825	7	\$3,968,285.00	\$3,997,915.00	\$4,025,325.00	\$4,335,935.00
	2056	\$10	28,522,850	\$200 MILLION CASH EXPLOSION	9/4/18			34	29.00%	9,793	3,703	388,828	47	\$1,332,110.00	\$1,474,010.00	\$1,492,610.00	\$1,707,890.00
	2113	\$10	13,160,250	100X	1/7/19			16	62.80%	24,890	9,620	58,075	22	\$4,198,100.00	\$4,304,760.00	\$4,518,410.00	\$5,037,740.00
	2084	\$10	26,555,050	MEGA LOTERIA	10/1/18			30	53.42%	29,167	9,754	201,571	5	\$5,050,160.00	\$5,630,200.00	\$5,687,040.00	\$6,159,600.00
	2093	\$20	7,344,000	\$100 OR \$200	10/1/18			30	50.58%	12,317	5,212	124,840	173	\$1,742,480.00	\$1,847,820.00	\$1,844,100.00	\$2,050,300.00
	2107	\$20	8,987,375	200X	12/3/18			21	54.14%	22,802	8,488	128,946	25	\$3,608,080.00	\$4,008,100.00	\$4,078,580.00	\$4,549,680.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			102	33.58%	10,278	4,809	903,915	33	\$1,603,680.00	\$1,632,360.00	\$1,648,020.00	\$1,827,320.00
	2077	\$20	5,075,275	MILLIONAIRE CLUB	12/17/18			19	35.47%	14,735	5,431	108,544	26	\$1,173,180.00	\$1,222,180.00	\$1,269,380.00	\$1,490,080.00
	2100	\$20	5,999,350	MILLION DOLLAR LOTERIA	11/5/18			25	85.67%	19,582	5,136	5,152	143	\$2,204,680.00	\$3,038,340.00	\$3,965,540.00	\$4,451,220.00
	2067	\$20	7,123,800	STACKS OF CASH	7/16/18			41	54.87%	6,705	3,319	117,157	40	\$875,840.00	\$878,400.00	\$877,680.00	\$1,077,580.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			58	21.60%	10,107	4,893	1,050,767	66	\$2,126,130.00	\$2,286,060.00	\$2,255,760.00	\$2,498,370.00
	2114	\$30	5,971,025	300X	1/7/19			16	42.74%	21,122	7,974	103,960	54	\$3,930,150.00	\$4,116,360.00	\$4,144,230.00	\$4,752,660.00
	2057	\$50	3,611,100	200X THE CASH	6/18/18			45	74.14%	7,560	3,375	34,167	11	\$1,972,750.00	\$1,940,150.00	\$2,006,300.00	\$2,333,450.00
	2104	\$50	4,564,740	WINNING MILLIONS	11/14/18			23	43.10%	13,552	6,339	106,917	38	\$3,723,900.00	\$3,991,450.00	\$3,936,550.00	\$4,416,350.00
Out of Wareh	2130	\$1	9,177,150	FIND THE 9S	3/4/19			8	73.73%	8,444	6,594	0	79	\$557,471.00	\$672,257.00	\$788,997.00	\$1,008,472.00
	2117	\$1	9,106,650	SUPER 7S JACKPOT	2/4/19			12	87.09%	3,724	3,076	0	173	\$201,475.00	\$263,019.00	\$359,429.00	\$477,896.00
	2059	\$10	6,046,550	777	3/4/19			8	77.89%	17,006	7,908	2	68	\$5,024,690.00	\$5,512,320.00	\$5,776,570.00	\$6,389,620.00
Sold/Closing	2071	\$1	9,052,050	LUCKY DOG	1/7/19	5/19/19	7/3/19	16	95.78%	910	716	0	340	\$47,145.00	\$57,439.00	\$70,077.00	\$97,614.00
	2097	\$1	9,175,500	WINTER CASH	11/5/18	3/17/19	5/1/19	25	95.93%	9	0	0	2,071	-\$2,308.00	-\$891.00	-\$3,298.00	-\$1,330.00
	2041	\$2	7,171,375	ACES AND 8S	6/25/18	3/17/19	5/1/19	44	82.01%	16	6	5,893	3,336	-\$1,922.00	-\$544.00	-\$1,604.00	\$15,410.00
	2101	\$2	7,308,625	HOLIDAY CASH DROP	11/14/18	4/3/19	5/18/19	23	90.39%	60	19	0	4,534	-\$12,548.00	-\$20,190.00	-\$32,150.00	\$7,190.00
	2022	\$2	7,215,625	HUNTING FOR HUNDRED\$	9/17/18	3/17/19	5/1/19	32	90.00%	6	8	377	4,324	-\$4,370.00	-\$4,248.00	-\$16,676.00	\$1,348.00
	2094	\$2	7,229,875	VETERANS CASH	10/15/18	3/31/19	5/15/19	28	62.55%	276	140	5,284	12,448	\$7,106.00	\$18,112.00	\$12,780.00	\$129,556.00
	2081	\$3	35,675,375	DOUBLE BONUS CROSSWORD	3/15/18	5/19/19	7/3/19	58	98.42%	2,014	884	0	205	\$165,795.00	\$217,989.00	\$274,284.00	\$400,185.00
	2098	\$3	6,095,000	HOLIDAY WORD BLAST	11/5/18	4/14/19	5/29/19	25	87.21%	127	35	0	4,947	-\$79,854.00	-\$61,011.00	\$19,758.00	\$31,353.00
	2087	\$5	7,708,125	\$25,000,000 PAYOUT	9/4/18	3/17/19	5/1/19	34	80.32%	14	6	16,436	3,071	\$810.00	\$3,320.00	\$7,555.00	\$36,240.00
	2069	\$5	9,910,350	COWBOYS	8/20/18	4/14/19	5/29/19	36	52.79%	189	98	57,872	3,068	\$14,820.00	\$46,470.00	\$92,180.00	\$146,080.00
	2092	\$5	5,136,450	DIA DE LOS MUERTOS	10/1/18	4/14/19	5/29/19	30	72.55%	130	98	9,964	7,711	-\$15,595.00	\$3,045.00	\$57,525.00	\$73,060.00
	2090	\$5	7,087,800	DIAMOND MINE 9X	9/17/18	3/17/19	5/1/19	32	92.50%	8	5	3,277	3,237	\$3,690.00	\$3,430.00	\$6,905.00	\$28,530.00

Liability for 2081 / for Life to Date

Product Status:
Active

SmartCash Enabled:
N/A

Validation Range: 03/15/2018 - 12/11/2019

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	248367	\$745,101.00	2367606	\$7,102,818.00	90.51%	32288265
2	2	N/A	\$3.00	45858	\$137,574.00	763005	\$2,289,015.00	94.33%	33652781
3	3	N/A	\$5.00	138421	\$692,105.00	3191449	\$15,957,245.00	95.84%	34192367
4	4	N/A	\$5.00	87260	\$436,300.00	1720557	\$8,602,785.00	95.17%	33953390
5	5	N/A	\$10.00	7259	\$72,590.00	278068	\$2,780,680.00	97.46%	34767758
6	6	N/A	\$10.00	12269	\$122,690.00	415774	\$4,157,740.00	97.13%	34652811
7	7	N/A	\$20.00	1982	\$39,640.00	93192	\$1,863,840.00	97.92%	34932434
8	8	N/A	\$20.00	2028	\$40,560.00	93071	\$1,861,420.00	97.87%	34914592
9	9	N/A	\$20.00	5598	\$111,960.00	232194	\$4,643,880.00	97.65%	34835520
10	0	N/A	\$50.00	1172	\$58,600.00	31534	\$1,576,700.00	96.42%	34396969
11	0	N/A	\$50.00	593	\$29,650.00	32098	\$1,604,900.00	98.19%	35028239
12	0	N/A	\$50.00	726	\$36,300.00	36429	\$1,821,450.00	98.05%	34978286
13	0	N/A	\$100.00	1286	\$128,600.00	50797	\$5,079,700.00	97.53%	34794501
14	0	N/A	\$100.00	522	\$52,200.00	11361	\$1,136,100.00	95.61%	34108216
15	0	N/A	\$500.00	208	\$104,000.00	10185	\$5,092,500.00	98.00%	34961386
16	0	N/A	\$5,000.00	0	\$0.00	103	\$515,000.00	100.00%	35675375
17	0	N/A	\$50,000.00	0	\$0.00	36	\$1,800,000.00	100.00%	35675375
Totals:				553549	\$2,807,870.00	9,327,459	\$67,885,773.00		

NO. OF TICKETS: 35,675,375
 NO. POOLS: 297,29
 PACK SIZE: 125
 PACKS/POOL: 960
 PACKS/GAME: 285,403

Minimum: 34,339,200
 Maximum: 35,740,800

TEXAS LOTTERY COMMISSION
 "DOUBLE BONUS CROSSWORD" - GAME NO. 2081
 END OF PRODUCTION PRIZE STRUCTURE
 2-Mar-18
 VERSION A

PRIZE TIER	PRIZE CODE	TIER CODE	GET	#OF WAYS TO WIN	WIN	ODDS OF 1 IN	WINNERS IN 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	13.64	2,615,973	9.17	8,800,000	\$7,847,919	11.10%	66.05%
2	2	L	BONUS \$3	1	\$3	44.11	808,863	2.83	2,720,000	\$2,426,589	3.43%	
3	3	L	4 WORDS	1	\$5	10.71	3,329,870	11.67	11,200,000	\$16,649,350	23.55%	
4	4	L	BONUS \$5	1	\$5	19.73	1,807,817	6.33	6,080,000	\$9,039,085	12.79%	
5	5	L	4 WORDS + BONUS \$5	2	\$10	125.03	285,327	1.00	960,000	\$2,853,270	4.04%	
6	6	L	5 WORDS	1	\$10	83.35	428,043	1.50	1,440,000	\$4,280,430	6.05%	
7	7	L	5 WORDS + BONUS \$10	2	\$20	374.84	95,174	0.33	320,000	\$1,903,480	2.69%	
8	8	L	5 WORDS + BONUS \$5 x 2	3	\$20	375.14	95,099	0.33	320,000	\$1,901,980	2.69%	
9	9	L	6 WORDS	1	\$20	150.03	237,792	0.83	800,000	\$4,755,840	6.73%	LOW TIER
10	0	M	BONUS \$50	1	\$50	1,090.79	32,706	0.115	110,000	\$1,635,300	2.31%	73.07%
11	0	M	5 WORDS + BONUS \$20 x 2	3	\$50	1,091.29	32,691	0.115	110,000	\$1,634,550	2.31%	
12	0	M	6 WORDS + BONUS \$20 + BONUS \$10	3	\$50	960.18	37,155	0.130	125,000	\$1,857,750	2.63%	
13	0	M	7 WORDS	1	\$100	684.97	52,083	0.182	175,000	\$5,208,300	7.37%	
14	0	M	BONUS \$100	1	\$100	3,002.22	11,883	0.042	40,000	\$1,188,300	1.68%	MID TIER
15	0	M	8 WORDS	1	\$500	3,432.63	10,393	0.036	35,000	\$5,196,500	7.35%	23.65%
16	0	H	9 WORDS	1	\$5,000	346,362.86	103	0.000	0.346	\$515,000	0.73%	HIGH TIER
17	0	H	10 WORDS	1	\$50,000	990,982.64	36	0.000	0.121	\$1,800,000	2.55%	100.00%
							3.61	9,881,008	34.62	\$70,693,643	100.00%	
							3.6105		33,235,468			

Consolidated odds are 1 in:

\$3	10.42	3,424,836
\$5	6.94	5,137,687
\$10	50.01	713,370
\$20	83.34	428,065
\$50	347.88	102,552
\$100	557.72	63,966
\$500	3,432.63	10,393
\$5,000	346,362.86	103
\$50,000	990,982.64	36
		9,881,008

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

No.

04/09/19

Game Name Game No Inv No. Vendor TLC PO #

Double Bonus Crossword 2081 8507153 PBL 362-18-9010 RL010

Units per 1000 Unit Price Amount

35,675.38 \$24.08 \$859,063.03

\$859,063.03

Description/Tickets Delivered Qty

35,675,375

Delivered
Ordered

35,675,375
35,040,000

2% under
2% over

34,339,200
35,740,800

Acceptable
Range

0

Sub Total \$859,063.03
Total **\$859,063.03**

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