

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 3/13/2019

Game #	2092	Confirmed Packs	2,063
Game Name	Dia de los Muertos	Active Packs	1,193
Quantity Printed	5,136,450	Warehouse Packs	9,964
Price Point	\$5	Returned Packs	6,246
Start Date	10/1/2018	Printed Payout Percentage	67.98%
Top Prize	\$ 100,000	Percent Sold	70.40%
Number of Top Prizes Remaining	1	Number of Weeks Out	22

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 144,848	Actual ticket production costs
Prize payout expense	\$ 11,702,775	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 11,847,623

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 18,080,304	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 18,080,304	

Excess of Revenue over Expended \$ 6,232,681

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	\$	151,990
Next week	\$	181,040
Next week	\$	241,280
Avg Weekly Sales Current Game	\$	191,437
Avg Weekly Sales \$5; 5M - 9.9M Qty	\$	1,874,253
Percentage Of Variance In Sales		90%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2092	Printed Payout Percentage	67.98%
Game Name	Día de los Muertos	Actual Payout Percentage	64.73%
Percent Sold	70.40%	Number of Weeks Out	22
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):

out of office - R. Linn

Instant Product Coordinator Date

R. Linn *3/13/19*

Products Manager Date

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

R. Linn *3-13-19*

Lottery Operations Division Director Date

Kathy Lynn *3/13/19*

Controller Date

Bob Bradford for Gary Linn *3-13-2019*

Executive Director Date



Play the Games of Texas!

Da Vinci Report
Week End Date: 3/21/19

3/4/19

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														3/2/19	2/23/19	2/18/19	2/9/19
Mature	1828	\$3	41,527,800	TEXAS LOTERIA	9/17/18			24	26.66%	21,583	10,879	370,058	26	\$1,717,896.00	\$1,568,079.00	\$1,584,570.00	\$1,614,204.00
	2042	\$5	11,373,825	BONUS BALL BINGO	10/29/18			18	39.21%	14,228	8,460	67,433	28	\$1,358,870.00	\$1,253,865.00	\$1,262,755.00	\$1,342,430.00
	2017	\$5	10,241,100	BONUS BREAK THE BANK	10/15/18			20	67.71%	15,712	9,469	16,612	11	\$1,723,490.00	\$1,533,320.00	\$1,640,800.00	\$1,668,385.00
	2089	\$5	9,910,350	COMBOYS	8/20/18			28	50.24%	3,366	2,194	57,904	1,112	\$342,450.00	\$385,935.00	\$444,480.00	\$448,230.00
	2092	\$5	5,136,450	DIA DE LOS MUERTOS	10/1/18			22	70.40%	2,063	1,193	9,964	6,246	\$151,990.00	\$181,040.00	\$241,280.00	\$258,245.00
	2070	\$5	5,581,950	HOUSTON TEXANS	8/20/18			28	51.82%	2,249	1,084	30,975	794	\$152,805.00	\$207,060.00	\$226,310.00	\$242,015.00
	2102	\$5	7,213,875	MONEY MADNESS	11/14/18			15	63.81%	8,008	4,592	20,297	301	\$750,995.00	\$766,275.00	\$847,730.00	\$969,105.00
	2082	\$5	22,519,650	SUPER CROSSWORD	11/26/18			14	18.97%	16,678	8,559	215,751	44	\$1,823,100.00	\$1,683,680.00	\$1,708,995.00	\$1,769,950.00
	2056	\$10	28,522,850	\$200 MILLION CASH EXPLOSION	9/4/18			26	24.72%	9,909	4,140	413,256	60	\$1,763,350.00	\$1,651,550.00	\$1,780,000.00	\$1,761,960.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16			135	84.41%	6,916	3,884	76,175	20	\$1,257,230.00	\$1,131,430.00	\$1,157,820.00	\$1,165,000.00
	2083	\$10	12,068,050	\$250,000 50X CASHWORD	9/17/18			24	74.10%	19,423	7,974	31,193	36	\$4,068,750.00	\$3,640,080.00	\$3,660,710.00	\$3,732,210.00
	2103	\$10	7,342,800	CASH BLAST	10/15/18			20	73.86%	11,625	5,476	18,913	74	\$2,009,390.00	\$1,946,940.00	\$2,077,160.00	\$2,111,540.00
	2084	\$10	26,555,050	MEGA LOTERIA	10/1/18			22	36.53%	25,305	9,805	296,776	32	\$5,617,590.00	\$5,155,540.00	\$5,110,450.00	\$5,081,690.00
	2096	\$10	4,651,020	SEASONS GREETINGS	11/14/18			15	64.15%	13,192	2,392	48,111	12,422	\$298,210.00	\$394,360.00	\$466,770.00	\$875,560.00
	2093	\$20	7,344,000	\$100 OR \$200	10/1/18			22	40.35%	13,350	5,127	153,703	75	\$1,980,000.00	\$1,751,720.00	\$1,861,980.00	\$1,787,280.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/16/15			188	43.49%	6,001	2,883	760,958	34	\$1,093,040.00	\$979,360.00	\$988,540.00	\$996,820.00
	2047	\$20	9,177,950	100X THE CASH	4/2/18			48	84.38%	13,614	5,537	35,424	47	\$2,057,040.00	\$1,980,580.00	\$1,894,380.00	\$1,950,500.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			94	31.70%	9,406	4,545	931,939	33	\$1,614,760.00	\$1,454,560.00	\$1,453,820.00	\$1,420,200.00
	2100	\$20	5,999,350	MILLION DOLLAR LOTERIA	11/5/18			17	60.49%	28,877	8,516	53,278	49	\$4,431,000.00	\$3,938,060.00	\$3,997,200.00	\$4,025,800.00
	2067	\$20	7,123,800	STACKS OF CASH	7/16/18			33	49.57%	7,257	3,483	131,333	36	\$1,061,340.00	\$861,960.00	\$890,320.00	\$936,180.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			50	19.82%	10,431	4,912	1,074,665	82	\$2,252,490.00	\$2,029,140.00	\$2,120,160.00	\$2,062,560.00
	2057	\$50	3,611,100	200X THE CASH	6/18/18			37	64.74%	7,973	3,514	50,563	49	\$2,356,700.00	\$2,156,150.00	\$2,210,950.00	\$2,129,350.00
	2030	\$50	3,670,680	ULTIMATE 75	2/19/18			54	82.12%	5,354	2,425	23,716	32	\$1,706,600.00	\$1,506,450.00	\$1,511,450.00	\$1,557,050.00
	2104	\$50	4,564,740	WINNING MILLIONS	11/14/18			15	28.89%	13,084	5,953	140,743	54	\$4,400,800.00	\$4,022,150.00	\$4,024,100.00	\$3,876,700.00
Out of Wareh	2071	\$1	9,052,050	LUCKY DOG	1/7/19			8	82.74%	4,536	4,984	0	77	\$502,328.00	\$631,370.00	\$804,628.00	\$1,060,583.00
	2035	\$2	7,060,875	777	12/17/18			11	87.90%	3,722	2,439	18	95	\$407,432.00	\$494,734.00	\$679,460.00	\$967,858.00
Sold/Closing	2012	\$1	29,860,050	HOT 75	1/2/18	2/17/19	4/3/19	61	86.51%	274	574	22,138	2,244	\$82,461.00	\$131,200.00	\$161,656.00	\$271,890.00
	2091	\$1	9,173,550	LUCKY 85 DOUBLER	10/1/18	2/17/19	4/3/19	22	96.88%	102	110	0	1,155	\$8,938.00	\$29,656.00	\$42,244.00	\$106,758.00
	2097	\$1	9,175,500	WINTER CASH	11/5/18	3/17/19	5/1/19	17	95.67%	511	365	0	1,170	\$23,056.00	\$41,741.00	\$56,656.00	\$272,902.00
	2041	\$2	7,171,375	ACES AND 85	6/25/18	3/17/19	5/1/19	36	79.21%	1,982	1,930	5,901	452	\$144,876.00	\$149,480.00	\$153,964.00	\$169,784.00
	2022	\$2	7,215,625	HUNTING FOR HUNDREDS	9/17/18	3/17/19	5/1/19	24	88.57%	1,290	1,266	377	2,265	\$124,680.00	\$159,202.00	\$181,764.00	\$221,084.00
	2094	\$2	7,229,875	VETERANS CASH	10/15/18	3/31/19	5/15/19	20	54.23%	12,832	4,787	5,288	616	\$286,636.00	\$299,168.00	\$326,074.00	\$344,564.00

Da Vinci

Liability for 2092 / for Life to Date

Product Status:
Active

SmartCash Enabled:
N/A

Validation Range: 09/07/2018 - 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	\$5.00	190189	\$950,945.00	357653	\$1,788,265.00	65.28%	3353278
2	2	N/A	\$10.00	57783	\$577,830.00	113382	\$1,133,820.00	66.24%	3402453
3	3	N/A	\$10.00	183395	\$1,833,950.00	364566	\$3,645,660.00	66.53%	3417350
4	4	N/A	\$20.00	22724	\$454,480.00	45689	\$913,780.00	66.78%	3430331
5	5	N/A	\$20.00	21614	\$432,280.00	46945	\$938,900.00	68.47%	3517126
6	0	N/A	\$50.00	1410	\$70,500.00	2887	\$144,350.00	67.19%	3450996
7	0	N/A	\$50.00	4031	\$201,550.00	8775	\$438,750.00	68.52%	3519627
8	0	N/A	\$50.00	2670	\$133,500.00	5898	\$294,900.00	68.84%	3535805
9	0	N/A	\$50.00	2653	\$132,650.00	5897	\$294,850.00	68.97%	3542648
10	0	N/A	\$100.00	136	\$13,600.00	295	\$29,500.00	68.45%	3515667
11	0	N/A	\$100.00	262	\$26,200.00	585	\$58,500.00	69.07%	3547607
12	0	N/A	\$100.00	1656	\$165,600.00	3620	\$362,000.00	68.61%	3524251
13	0	N/A	\$100.00	796	\$79,600.00	1784	\$178,400.00	69.15%	3551715
14	0	N/A	\$100.00	248	\$24,800.00	592	\$59,200.00	70.48%	3619974
15	0	N/A	\$100.00	1091	\$109,100.00	2315	\$231,500.00	67.97%	3491157
16	0	N/A	\$100.00	1319	\$131,900.00	2980	\$298,000.00	69.32%	3560507
17	0	N/A	\$100.00	1380	\$138,000.00	2924	\$292,400.00	67.94%	3489539
18	0	N/A	\$500.00	19	\$9,500.00	25	\$12,500.00	56.82%	2918437
19	0	N/A	\$500.00	55	\$27,500.00	116	\$58,000.00	67.84%	3484375
20	0	N/A	\$500.00	28	\$14,000.00	59	\$29,500.00	67.82%	3483339
21	0	N/A	\$500.00	77	\$38,500.00	181	\$90,500.00	70.16%	3603478
22	0	N/A	\$500.00	29	\$14,500.00	57	\$28,500.00	66.28%	3404391
23	0	N/A	\$500.00	46	\$23,000.00	126	\$63,000.00	73.26%	3762748
24	0	N/A	\$500.00	46	\$23,000.00	120	\$60,000.00	72.29%	3713096
25	0	N/A	\$500.00	29	\$14,500.00	58	\$29,000.00	66.67%	3424300
26	0	N/A	\$1,000.00	3	\$3,000.00	1	\$1,000.00	25.00%	1284112
27	0	N/A	\$1,000.00	5	\$5,000.00	9	\$9,000.00	64.29%	3302003
28	0	N/A	\$1,000.00	3	\$3,000.00	6	\$6,000.00	66.67%	3424300
29	0	N/A	\$1,000.00	3	\$3,000.00	5	\$5,000.00	62.50%	3210281
30	0	N/A	\$1,000.00	2	\$2,000.00	8	\$8,000.00	80.00%	4109160
31	0	N/A	\$100,000.00	1	\$100,000.00	2	\$200,000.00	66.67%	3424299
			Totals:	493703	\$5,756,985.00	967,560	\$11,702,775.00		

No.

03/04/19
 Game Name Dia De Los Muertos
 Game No 2092
 Inv No. 90103122
 Vendor IGT
 TLC PO # 362-18-9009 RL030

Description/Tickets Delivered Qty
 5,136,450

Units per 1000
 5,136.45

Unit Price
 \$28.20

Amount
 \$144,847.89
 \$144,847.89

Delivered 5,136,450
 Ordered 5,040,000

2% under 4,939,200
 2% over 5,140,800

Acceptable Range 0

Sub Total \$144,847.89
 Total \$144,847.89

NO. OF TICKETS: \$136,450
 NO. POOLS: 4280
 PACK SIZE: 75
 PACKS/POOL: 1,600
 PACKS/GAME: 68,486

MIN: 4,939,200
 MAX: \$1,400,800

TEXAS LOTTERY COMMISSION
 "DIA DE LOS MUERTOS" GAME NUMBER 2092
 PRIZE STRUCTURE
 June 29, 2018 - VERSION 2
 \$5 TICKETS \$25,682,250 - REVENUE
 PRIZE FUND - \$17,459,760
 PAYOUT % - 67.98%

PRIZE TIER	# OF WINS	TIER CODE	GEET	WINNERS IN POOLS	WINNERS IN (PER PACK*)	WINNERS IN (PER POOL)	PRIZE COST	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVYS	
1	1	L	\$5	938	4280	8.00	2,739,210	13.69%		
2	2	L	\$10	30.01	2.50	4,000	1,711,650	9.80%		
3	1	L	\$5 (DBL)	9.37	8.00	12,800	5,479,610	31.38%		
4	1	L	\$20	75.08	1.00	1,600	1,368,260	7.84%	LOW TIER	
5	3	L	(\$5 x 2) + \$10	74.92	1.00	1,600	1,371,180	7.85%	72.57%	
6	1	M	\$50	1,195.36	4.297	100	214,850	1.23%		
7	6	M	\$10 (DBL) + (\$5 x 4) + \$10	401.10	12.806	300	640,300	3.67%		
8	4	M	\$10 + \$15 (DBL) + (\$5 x 2)	599.49	8.568	200	428,400	2.45%		
9	9	M	\$10 + (\$5 x 8)	600.75	8.550	200	427,500	2.45%		
10	1	M	\$20 x 5	11,917.52	43.1	10	43,100	0.25%		
11	5	M	\$10 (DBL) + (\$5 x 12) + (\$10 x 2)	6,064.29	84.7	20	84,700	0.49%		
12	15	M	(\$10 x 6) + (\$5 x 12) + (\$10 x 2)	973.55	5.276	123	527,600	3.02%		
13	14	M	(\$10 x 6) + (\$5 x 8)	1,990.87	2.580	60	258,000	1.48%		
14	8	M	(\$5 x 6) + \$20 + \$50	6,114.82	84.0	20	84,000	0.48%		
15	20	M	\$5 x 20	1,508.06	3.406	80	340,600	1.95%		
16	8	M	\$20 (DBL) + (\$5 x 4) + (\$15 x 2) + \$10	1,194.80	4.299	100	429,900	2.46%		
17	15	M	(\$10 x 5) + (\$5 x 10)	1,193.41	4.304	100	430,400	2.47%		
18	1	M	\$500	116,737.50	44	1	22,000	0.13%		
19	20	M	(\$10 x 6) + (\$15 x 4) + (\$40 x 5) + \$50 (DBL) + (\$20 x 4)	30,037.72	171	4	85,500	0.49%		
20	15	M	(\$10 (DBL) x 5) + (\$20 x 5) + (\$50 x 4) + \$100	99,039.66	87	2	43,500	0.25%		
21	20	M	(\$50 (DBL) + (\$50 x 4) + (\$20 x 5) + (\$10 x 10)	19,908.72	258	6	129,000	0.74%		
22	10	M	\$50 x 10	59,726.16	86	2	43,000	0.25%		
23	14	M	(\$100 x 2) + (\$50 (DBL) x 2) + (\$5 (DBL) x 10)	29,863.08	172	4	86,000	0.49%		
24	20	M	(\$5 x 5) + (\$15 x 5) + (\$20 x 5) + (\$50 x 4) + \$100	30,942.47	166	4	83,000	0.48%	MID TIER	
25	13	M	(\$100 (DBL) + (\$20 x 10) + (\$50 x 2)	99,039.66	87	2	43,500	0.25%	25.46%	
26	1	H	\$1,000	1,284,112.50	4	-	4,000	0.02%		
27	20	H	(\$50 x 10) + (\$20 x 5) + (\$50 (DBL) x 3) + (\$50 x 4)	366,889.29	14	-	14,000	0.08%		
28	8	H	(\$100 (DBL) x 2) + (\$50 (DBL) x 6)	570,716.67	9	-	9,000	0.05%		
29	6	H	(\$100 x 5) + \$500	642,056.25	8	-	8,000	0.05%		
30	20	H	\$50 x 20	513,645.00	10	-	10,000	0.06%		
31	1	H	\$100,000	1,712,150.00	3 ***	-	300,000	1.72%	HIGH TIER	
				2 decimals: 3.52	1,461,263	20.50	34,138	\$ 17,459,760	100.00%	100.00%
				4 decimals: 3.5151						

Consolidated odds are 1 in:

\$5	938	547,842
\$10	714	719,126
\$20	37.50	136,972
\$50	150.10	34,221
\$100	233.66	21,983
\$500	4,795.94	1,071
\$1,000	114,143.33	45
\$100,000	1,712,150.00	3

TEXAS LOTTERY COMMISSION
 "DIA DE LOS MUERTOS" GAME NUMBER 2092
 PRIZE STRUCTURE
 June 29, 2018 - VERSION 2

WINNERS	GEET	A	B	C	D
\$5	\$5	7 = \$ 35	9 = \$ 45	9 = \$ 45	7 = \$ 35
\$10	\$10	3 = \$ 30	2 = \$ 20	3 = \$ 30	2 = \$ 20
\$10	\$5 (DBL)	8 = \$ 80	8 = \$ 80	7 = \$ 70	9 = \$ 90
\$20	\$20	1 = \$ 20	1 = \$ 20	2 = \$ 40	0 = \$ 0
\$20	(\$5 x 2) + \$10	1 = \$ 20	1 = \$ 20	0 = \$ 0	2 = \$ 40
		20	21	21	20
		\$185	\$185	\$185	\$185

* Each of the four GEET types will be used in approximately 25% of the packs in the game.
 ** Numbers are rounded.
 *** Exact number of prizes is guaranteed delivery to the TLCC.
 Note: The maximum number of winners per pack will not exceed 23.

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	Week 52*	None	
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	None	None	None	
20M-24.99M	None	Week 34*	None	None	None	None	None	None	None	None	None	None	None	None	
25M-29.99M	None	None	None	None	None	None	None	None	None	None	None	None	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	Week 33	Week 41*	None	None	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	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	None	None	None	
20M-24.99M	None	\$1,078,385	None	None	None	None	None	None	None	None	None	None	None	None	
25M-29.99M	None	None	None	None	None	None	None	None	None	None	None	None	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	None	None	None	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