

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

2/4/2019

Game #	2097	Confirmed Packs	1,407
Game Name	Winter Cash	Active Packs	2,393
Quantity Printed	9,175,500	Warehouse Packs	-
Price Point	\$1	Returned Packs	657
Start Date	11/5/2018	Printed Payout Percentage	60.01%
Top Prize	\$ 500	Percent Sold	91.36%
Number of Top Prizes Remaining	8	Number of Weeks Out	13

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 136,348	Actual ticket production costs
Prize payout expense	\$ 4,647,159	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 4,783,507

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 8,382,737	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits \$ 8,382,737

Excess of Revenue over Expended \$ 3,599,230

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	\$	337,647
Next week	\$	301,010
Next week	\$	341,463
Avg Weekly Sales Current Game	\$	326,707
Avg Weekly Sales \$1; 5M-9.99M Qty	\$	515,035
Percentage Of Variance In Sales		37%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	<u>2097</u>	Printed Payout Percentage	<u>60.01%</u>
Game Name	<u>Winter Cash</u>	Actual Payout Percentage	<u>55.44%</u>
Percent Sold	<u>91.36%</u>	Number of Weeks Out	<u>13</u>
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			<u>16</u>

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):

Dale J Bourusock 2/4/19
Instant Product Coordinator Date

[Signature] 2/6/19
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

Contract

**Not Required
>85% Sold**

Executive

Date



Play the Games of Texas!

Da Vinci Report

Week End Date: 2/2/19

2/4/19

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														2/2/19	1/28/19	1/19/19	1/12/19
Sold/Closing	2091	\$1	9,173,550	LUCKY 88 DOUBLER	10/1/18	2/17/19	4/3/19	18	94.83%	655	1,277	0	485	\$117,311.00	\$105,410.00	\$136,949.00	\$175,901.00
	2097	\$1	9,175,500	WINTER CASH	11/5/18			13	91.36%	1,407	2,393	0	657	\$337,647.00	\$301,010.00	\$341,463.00	\$411,563.00
	2048	\$2	7,212,875	DOUBLE MATCH	7/16/18	1/13/19	2/27/19	29	93.02%	62	112	84	2,967	\$17,962.00	\$26,222.00	\$50,790.00	\$72,086.00
	2063	\$5	5,613,825	50X FAST CASH	8/6/18	12/27/18	2/10/19	26	83.95%	82	2	0	9,941	\$3,105.00	\$7,705.00	\$23,105.00	\$47,145.00
	1862	\$5	18,021,075	BONUS BREAK THE BANK	11/29/17	1/13/19	2/27/19	61	97.23%	85	44	274	4,943	\$20,760.00	\$34,940.00	\$74,875.00	\$99,685.00
	1859	\$5	22,450,575	CROSSWORD CONNECT	6/28/17	1/14/19	2/28/19	83	97.37%	523	172	108	2,933	\$46,040.00	\$139,850.00	\$383,675.00	\$545,130.00
	2049	\$5	7,334,250	FROGGER	6/27/18	2/17/19	4/3/19	31	80.35%	2,075	2,912	10,350	1,548	\$313,745.00	\$303,340.00	\$327,360.00	\$325,685.00
	2095	\$5	7,337,700	RED HOT 7S	10/15/18	12/28/18	2/11/19	16	90.23%	145	16	0	7,217	\$6,795.00	\$6,060.00	\$37,985.00	\$204,875.00
	1877	\$5	40,544,550	SUPER LOTERIA	12/1/17			60	96.10%	13,677	4,216	27	367	\$2,009,875.00	\$2,765,745.00	\$3,402,675.00	\$3,449,650.00
	2046	\$10	8,311,000	50X THE CASH	5/7/18	12/19/18	2/2/19	39	96.80%	0	0	0	3,822	\$8,160.00	\$1,510.00	\$3,830.00	\$13,690.00
	2018	\$10	14,595,550	SUPER 7S	1/2/18			57	94.96%	6,668	3,010	3,485	21	\$1,180,280.00	\$1,027,120.00	\$1,049,350.00	\$1,126,880.00
	2014	\$20	9,178,150	MEGA 7S	12/4/17			61	93.56%	7,788	2,856	11,242	27	\$1,162,480.00	\$1,061,060.00	\$1,058,000.00	\$1,086,300.00

Liability for 2097 / for Life to Date

Product Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 09/13/2018 - 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	\$1.00	222951	\$222,951.00	878160	\$878,160.00	79.75%	7317661
2	2	N/A	\$2.00	43003	\$86,006.00	201638	\$403,276.00	82.42%	7562630
3	3	N/A	\$2.00	56724	\$113,448.00	249192	\$498,384.00	81.46%	7474147
4	4	N/A	\$4.00	12820	\$51,280.00	68673	\$274,692.00	84.27%	7732064
5	5	N/A	\$4.00	18161	\$72,644.00	93887	\$375,548.00	83.79%	7688313
6	6	N/A	\$5.00	11628	\$58,140.00	69919	\$349,595.00	85.74%	7867141
7	7	N/A	\$8.00	5794	\$46,352.00	35038	\$280,304.00	85.81%	7873510
8	8	N/A	\$10.00	1353	\$13,530.00	8818	\$88,180.00	86.70%	7954926
9	9	N/A	\$10.00	2606	\$26,060.00	17740	\$177,400.00	87.19%	8000263
10	10	N/A	\$20.00	2467	\$49,340.00	17910	\$358,200.00	87.89%	8064641
11	11	N/A	\$20.00	2302	\$46,040.00	18145	\$362,900.00	88.74%	8142487
12	0	N/A	\$40.00	561	\$22,440.00	4803	\$192,120.00	89.54%	8215869
13	0	N/A	\$50.00	272	\$13,600.00	2584	\$129,200.00	90.48%	8301642
14	0	N/A	\$100.00	266	\$26,600.00	2133	\$213,300.00	88.91%	8158124
15	0	N/A	\$100.00	64	\$6,400.00	444	\$44,400.00	87.40%	8019531
16	0	N/A	\$500.00	8	\$4,000.00	43	\$21,500.00	84.31%	7736205
Totals:				380980	\$858,831.00	1,669,127	\$4,647,159.00		

NO. OF TICKETS: 9,175,500
 NO. POOLS: 25.49
 PACK SIZE: 150
 PACKS/POOL: 2,400
 PACKS/GAME: 61,170

Minimum: 8,820,000
 Maximum: 9,180,000

TEXAS LOTTERY COMMISSION
 "WINTER CASH" - GAME NO. 2097
 END OF PRODUCTION PRIZE STRUCTURE
 14-Aug-18

VERSION A

\$1 TICKETS

\$9,175,500

REVENUE

PRIZE FUND

\$5,505,990

PAYOUT % 60.01%

PRIZE TIER	PRIZE CODE	TIER CODE	GEL	# OF WAYS TO WIN	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	\$1	1	\$1	8.33	1,101,111	18,000	43,200.00	\$1,101,111	20.00%	
2	2	L	\$2	1	\$2	37.51	244,641	4,000	9,600.00	\$489,282	8.89%	
3	3	L	\$1**2X**	1	\$2	29.99	305,916	5,000	12,000.00	\$611,832	11.11%	
4	4	L	\$4	1	\$4	112.59	81,493	1,333	3,200.00	\$325,972	5.92%	
5	5	L	\$2**2X**	1	\$4	81.89	112,048	1,833	4,400.00	\$448,192	8.14%	
6	6	L	\$5	1	\$5	112.52	81,547	1,333	3,200.00	\$407,735	7.41%	
7	7	L	\$4**2X**	1	\$8	224.71	40,832	0.667	1,600.00	\$326,656	5.93%	
8	8	L	\$5**2X**	1	\$10	902.12	10,171	0.167	400.00	\$101,710	1.85%	
9	9	L	\$10	1	\$10	450.97	20,346	0.333	800.00	\$203,460	3.70%	
10	10	L	\$10**2X**	1	\$20	450.29	20,377	0.333	800.00	\$407,540	7.40%	
11	11	L	\$20	1	\$20	448.75	20,447	0.333	800.00	\$408,940	7.43%	LOW TIER
12	12	M	\$20**2X**	1	\$40	1,710.57	5,364	0.088	210.00	\$214,560	3.90%	
13	13	M	\$50	1	\$50	3,212.71	2,856	0.047	112.00	\$142,800	2.59%	
14	14	M	\$50**2X**	1	\$100	3,824.72	2,399	0.039	94.00	\$239,900	4.36%	
15	15	M	\$100	1	\$100	18,062.01	508	0.008	20.00	\$50,800	0.92%	
16	16	M	\$500	1	\$500	179,911.76	51	0.001	2.00	\$25,500	0.46%	MID TIER
						4.48	2,050,107	33.52	80,438.00	\$5,505,990	100.00%	100.00%
						4.4756						

NOTE: "2X" = Win DOUBLE the prize by revealing one (1) Star Play Symbol with two (2) matching prize amounts.

Consolidated odds are 1 in:

\$1	8.33	1,101,111
\$2	16.67	550,557
\$4	47.41	193,541
\$5	112.52	81,547
\$8	224.71	40,832
\$10	300.67	30,517
\$20	224.76	40,824
\$40	1,710.57	5,364
\$50	3,212.71	2,856
\$100	3,156.35	2,907
\$500	179,911.76	51
		2,050,107

* Each of the following GLEPS will be used in approximately 16.67% of each pack of 150 tickets.
 ** Numbers are rounded.

No.

02/04/19

Game Name
Winter Cash

Game No
2097

Inv No.
8508989

Vendor
PBL

TLC PO #
362-18-9010 RL023

Description/Tickets Delivered Qty

Units per 1000
9,175.50

Unit Price
\$14.86

Amount
\$136,347.92
\$136,347.92

Delivered
Ordered

9,175,500
9,000,000

2% under
2% over

8,820,000
9,180,000

Acceptable
Range

0

Sub Total
Total

\$136,347.92
\$136,347.92

Instant Ticket Game Analysis
8/28/16-8/25/18

Average Number of Weeks for 85% Average Sell Through

Price Point							Price Point						
Print Quantities	\$1	\$2	\$3	\$5	\$7	Print Quantities	\$10	\$20	\$25	\$30	\$50		
< 5M	None	Week 12*	None	None	None	2M	None	None	None	None	None		
5M-9.99M	Week 16	Week 18	Week 17	Week 19	None	3M	None	None	None	None	Week 52*		
10M-14.99M	Week 21	None	None	Week 16*	None	4M	None	None	None	None	None		
15M-19.99M	None	None	Week 32*	Week 52*	None	5M	None	Week 33*	None	None	None		
20M-24.99M	None	Week 34*	None	None	None	6M	Week 15	None	None	None	None		
25M-29.99M	None	None	None	None	None	7M	None	Week 49*	None	None	None		
30M-34.99M	Week 41	Week 57*	None	None	None	8M	None	None	None	None	None		
>35M	None	Week 60	Week 64	Week 52*	None	>9M	Week 33	Week 41*	None	None	None		

Average Weekly Dollar Sales at 85% Average Sell Through

Price Point							Price Point						
Print Quantities	\$1	\$2	\$3	\$5	\$7	Print Quantities	\$10	\$20	\$25	\$30	\$50		
< 5M	None	\$714,918	None	None	None	2M	None	None	None	None	None		
5M-9.99M	\$515,035	\$758,306	\$1,248,375	\$1,874,253	None	3M	None	None	None	None	\$2,913,384		
10M-14.99M	\$466,349	None	None	\$2,919,843	None	4M	None	None	None	None	None		
15M-19.99M	None	None	\$1,302,836	\$1,508,375	None	5M	None	\$2,578,733	None	None	None		
20M-24.99M	None	\$1,078,385	None	None	None	6M	\$3,483,559	None	None	None	None		
25M-29.99M	None	None	None	None	None	7M	None	\$2,502,908	None	None	None		
30M-34.99M	\$632,952	\$1,039,084	None	None	None	8M	None	None	None	None	None		
>35M	None	\$1,119,742	\$1,583,593	\$3,361,809	None	>9M	\$3,182,478	\$3,781,160	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
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