

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 6/3/2019

Game #	2103	Confirmed Packs	2,396
Game Name	Cash Blast	Active Packs	1,758
Quantity Printed	7,342,800	Warehouse Packs	-
Price Point	\$10	Returned Packs	84
Start Date	10/15/2018	Printed Payout Percentage	70.05%
Top Prize	\$ 500	Percent Sold	96.63%
Number of Top Prizes Remaining	143	Number of Weeks Out	33

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 765,629	Actual ticket production costs
Prize payout expense	\$ 49,244,290	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 50,009,919

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 70,953,476	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits \$ 70,953,476

Excess of Revenue over Expended \$ 20,943,558

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	\$	603,720
Next week	\$	738,460
Next week	\$	893,630
Avg Weekly Sales Current Game	\$	745,270
Avg Weekly Sales \$10; 6M Qty*	\$	2,715,030
Percentage Of Variance In Sales		73%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2103	Printed Payout Percentage	70.05%
Game Name	Cash Blast	Actual Payout Percentage	69.40%
Percent Sold	96.63%	Number of Weeks Out	33
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.*			22

* No games at the 7M print quantity so the 6M print quantity data was used.

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 Boussock 6/3/19
Instant Product Coordinator Date

[Signature] 6/9/19
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

Exec Director Date

Not Required
>85% Sold



Da Vinci Report
 Week End Date: 6/1/19
 6/3/19

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales				
														6/1/19	6/25/19	6/18/19	6/11/19	6/4/19
Sold/Closing	2059	\$10	6,046,550	777	3/4/19			13	96.03%	2,565	1,570	0	83	\$790,020.00	\$1,122,450.00	\$1,701,990.00	\$2,782,900.00	
	2103	\$10	7,342,800	CASH BLAST	10/15/18			33	96.63%	2,396	1,758	0	84	\$603,720.00	\$736,460.00	\$893,630.00	\$1,106,440.00	
	2096	\$10	4,651,020	SEASON'S GREETINGS	11/14/18	5/19/19	7/3/19	28	66.08%	230	57	48,111	29,153	-\$9,890.00	-\$9,210.00	\$17,160.00	\$26,880.00	
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15	5/19/19	7/3/19	211	45.27%	302	328	742,665	2,295	\$259,180.00	\$494,100.00	\$631,740.00	\$824,800.00	
	2047	\$20	9,177,950	100X THE CASH	4/2/18	5/10/19	6/24/19	61	95.35%	1,878	252	57	6,649	\$94,720.00	\$326,160.00	\$850,780.00	\$1,565,840.00	
	2014	\$20	9,178,150	MEGA 75	12/4/17	5/19/19	7/3/19	78	99.65%	53	24	0	450	\$17,720.00	\$27,260.00	\$72,500.00	\$81,660.00	
	2100	\$20	5,999,350	MILLION DOLLAR LOTERIA	11/5/18	5/21/19	7/5/19	30	91.19%	4,809	694	829	3,974	\$394,180.00	\$1,029,640.00	\$1,465,180.00	\$1,674,160.00	
	2030	\$50	3,670,690	ULTIMATE 75	2/19/18	5/19/19	7/3/19	67	91.17%	317	298	11,601	2,328	\$232,300.00	\$502,900.00	\$841,600.00	\$1,067,350.00	

Liability for 2103 / for Life to Date

Product Status: SmartCash Enabled: N/A
 Active

Validation Range: 09/27/2018 - 12/31/2037

Outstanding Prizes

Tier Ref	SmartCash	Tier Value	Count	Amount	Tickets	Amount Paid	% paid	Est. Tickets Sold
1	N/A	\$20.00	23889	\$479,780.00	489863	\$9,797,260.00	95.33%	7000003
2	N/A	\$30.00	11538	\$346,140.00	245547	\$7,366,410.00	95.51%	7013254
3	N/A	\$40.00	1620	\$64,800.00	35086	\$1,403,440.00	95.59%	7018729
4	N/A	\$40.00	1318	\$52,720.00	35337	\$1,413,480.00	96.40%	7078775
5	N/A	\$50.00	3259	\$162,950.00	70236	\$3,511,800.00	95.57%	7017197
6	N/A	\$50.00	1378	\$68,900.00	35328	\$1,766,400.00	96.25%	7067139
7	N/A	\$100.00	695	\$69,500.00	17678	\$1,767,800.00	96.22%	7065042
8	N/A	\$100.00	1222	\$122,200.00	29341	\$2,934,100.00	96.00%	7049212
9	N/A	\$100.00	951	\$95,100.00	25360	\$2,536,000.00	96.39%	7077397
10	N/A	\$100.00	874	\$87,400.00	20613	\$2,061,300.00	95.93%	7044126
11	N/A	\$100.00	1376	\$137,600.00	27933	\$2,793,300.00	95.31%	6998069
12	N/A	\$100.00	627	\$62,700.00	15291	\$1,529,100.00	96.06%	7053571
13	N/A	\$150.00	605	\$90,750.00	11618	\$1,742,700.00	95.05%	6979354
14	N/A	\$150.00	301	\$45,150.00	7372	\$1,105,800.00	96.08%	7054753
15	N/A	\$150.00	298	\$44,700.00	7356	\$1,103,400.00	96.11%	7056916
16	N/A	\$200.00	100	\$20,000.00	2652	\$530,400.00	96.37%	7075983
17	N/A	\$200.00	138	\$27,600.00	2624	\$524,800.00	95.00%	6975925
18	N/A	\$200.00	110	\$22,000.00	2632	\$526,400.00	95.99%	7048231
19	N/A	\$200.00	111	\$22,200.00	2641	\$528,200.00	95.97%	7046633
20	N/A	\$200.00	74	\$14,800.00	2069	\$413,800.00	96.55%	7089245
21	N/A	\$200.00	49	\$9,800.00	1482	\$296,400.00	96.80%	7107792
22	N/A	\$250.00	117	\$29,250.00	2339	\$584,750.00	95.24%	6993000
23	N/A	\$250.00	95	\$23,750.00	2351	\$587,750.00	96.12%	7057613
24	N/A	\$250.00	47	\$11,750.00	1487	\$371,750.00	96.94%	7117825
25	N/A	\$250.00	39	\$9,750.00	1001	\$250,250.00	96.25%	7067444
26	N/A	\$500.00	24	\$12,000.00	713	\$356,500.00	96.74%	7103685
27	N/A	\$500.00	32	\$16,000.00	642	\$321,000.00	95.25%	6994180
28	N/A	\$500.00	41	\$20,500.00	1176	\$588,000.00	96.63%	7095425
29	N/A	\$500.00	46	\$23,000.00	1064	\$532,000.00	95.86%	7038503
Totals:								
				51074	\$2,192,790.00	1,098,832	\$49,244,290.00	

NO. OF TICKETS (+/-2%): 7,342,800
 NO. POOLS: 61.19
 PACK SIZE: 50
 PACKS/POOL: 2,400
 PACKS/GAME: 146,856

Minimum Quantity: 7,056,000
 Maximum Quantity: 7,344,000

TEXAS LOTTERY COMMISSION
 "CASH BLAST" - GAME NO. 2103
 END OF PRODUCTION PRIZE STRUCTURE
 21-Sep-18

VERSION A

7,342,800 \$10 TICKETS \$73,428,000 REVENUE \$31,437,080 PAYOUT % 70.05%

PRIZE TIER	PRIZE CODE	TIER CODE	GET	# OF WAYS TO 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	\$20	1	14.29	513,852	3,499	8,397,6467	\$10,277,040	19.98%	
2	2	G	\$30	1	28.56	257,085	1,7506	4,201,4218	\$7,172,550	14.99%	
3	3	G	\$40	1	200.04	36,706	0.2499	599,8693	\$1,468,240	2.85%	
4	4	G	\$20 x 2	2	200.32	36,655	0.2496	599,0358	\$1,466,200	2.85%	
5	5	G	\$50	1	99.91	73,495	0.5005	1,201,095	\$3,674,750	7.14%	LOW TIER
6	6	G	\$25 x 2	2	200.04	36,706	0.2499	599,8693	\$1,853,300	3.57%	51.39%
7	0	M	\$20 x 3	5	399.65	18,373	0.13	300	\$1,837,300	3.57%	
8	0	M	\$20 "5X"	1	240.25	30,563	0.21	500	\$3,056,300	5.94%	
9	0	M	\$25 x 4	4	279.08	26,311	0.18	430	\$2,631,100	5.12%	
10	0	M	\$50 x 2	2	341.73	21,487	0.15	350	\$2,148,700	4.18%	
11	0	M	\$100	1	250.53	29,309	0.20	480	\$2,930,900	5.70%	
12	0	M	\$40 x 2 + \$20	3	461.29	15,918	0.11	260	\$1,591,800	3.09%	
13	0	M	\$150	1	600.74	12,223	0.08	200	\$1,833,450	3.56%	
14	0	M	\$50 x 3	3	956.97	7,673	0.05	125	\$1,150,950	2.24%	
15	0	M	\$100 + \$25 x 2	3	959.34	7,654	0.05	125	\$1,148,100	2.23%	
16	0	M	\$50 x 4	4	2,658.17	2,752	0.02	45	\$550,400	1.07%	
17	0	M	\$200	1	2,658.51	2,762	0.02	45	\$552,400	1.07%	
18	0	M	\$100 x 2	1	2,668.17	2,742	0.02	45	\$548,400	1.07%	
19	0	M	\$40 "5X"	2	4,796.08	1,531	0.01	25	\$428,600	0.83%	
20	0	M	\$20 "5X" + \$100	2	3,426.41	2,143	0.01	35	\$428,600	0.83%	
21	0	M	\$20 "5X" + \$50 x 2	3	4,796.08	1,531	0.01	25	\$428,600	0.83%	
22	0	M	\$250	1	2,989.74	2,456	0.02	40	\$614,000	1.19%	
23	0	M	\$50 "5X"	1	3,001.96	2,446	0.02	40	\$611,500	1.19%	
24	0	M	\$100 x 2 + \$50	3	4,786.70	1,534	0.01	25	\$428,600	0.83%	
25	0	M	\$40 "5X" + \$50	2	7,060.38	1,040	0.01	17	\$260,000	0.51%	
26	0	M	\$40 "5X" + \$50	3	9,963.09	737	0.01	12	\$368,500	0.72%	
27	0	M	\$100 "5X"	1	10,894.36	674	0.00	11	\$337,000	0.66%	
28	0	M	\$25 x 20	20	6,033.53	1,217	0.01	20	\$608,500	1.18%	
29	0	M	\$500	1	6,615.14	1,110	0.01	18	\$555,000	1.08%	MID TIER

Note: 5X = win 5 TIMES the prize by revealing one (1) 5X Play Symbol.

Consolidated odds are 1 in:

\$20	14.29	513,852
\$30	28.56	257,085
\$40	100.09	73,361
\$50	110.201	66,653
\$100	51.72	141,961
\$150	266.53	27,550
\$200	500.12	14,682
\$250	982.18	7,476
\$500	1,964.37	3,738
		1,149,906

* Each of the following GLEIPS will be used in approximately 25% of each pack of 50 tickets.
 ** Numbers are rounded.
 *** \$30, \$40 and \$50 prizes are GLEIPS and are programmed as low-tier prizes.

No.

06/03/19
Game Name
Cash Blast
Game No
2103
Inv No.
8509084
Vendor
PBL
TLC PO #
362-18-9010 RL029

Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
7,342,800	7,342.80	\$101.04	\$741,916.51
Delivered			\$741,916.51
Ordered			\$741,916.51

2% under 7,056,000
 2% over 7,344,000
 Acceptable Range 0

Sub Total	\$741,916.51
Holographic Foil	\$18,712.30
Scratch FX Set Up	\$5,000.00
Total	\$765,628.81

Instant Ticket Game Analysis
2/26/17-2/23/19

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Price Point					Print Quantities	Price Point				
	\$1	\$2	\$3	\$5			\$10	\$20	\$30	\$50	
< 5M	None	Week 12*	None	None		2M	None	None	None	None	
5M-9.99M	Week 15	Week 18	Week 18	Week 17		3M	None	None	None	Week 52*	
10M-14.99M	Week 20	None	None	Week 16*		4M	None	None	None	None	
15M-19.99M	Week 23	None	Week 32*	Week 48		5M	None	Week 42	None	None	
20M-24.99M	None	None	None	Week 57		6M	Week 22	None	None	None	
25M-29.99M	Week 58*	None	None	None		7M	None	Week 49*	None	None	
30M-34.99M	Week 41*	Week 57*	None	None		8M	Week 25*	None	None	None	
>35M	None	Week 55*	Week 57	Week 53*		>9M	Week 43	Week 49*	None	None	

Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Price Point					Print Quantities	Price Point				
	\$1	\$2	\$3	\$5			\$10	\$20	\$30	\$50	
< 5M	None	\$714,918	None	None		2M	None	None	None	None	
5M-9.99M	\$543,741	\$753,911	\$1,037,655	\$2,105,631		3M	None	None	None	\$2,913,384	
10M-14.99M	\$527,618	None	None	\$2,919,843		4M	None	None	None	None	
15M-19.99M	\$633,249	None	\$1,302,836	\$1,502,081		5M	None	\$2,300,088	None	None	
20M-24.99M	None	None	None	\$1,710,701		6M	\$2,715,030	None	None	None	
25M-29.99M	\$438,898	None	None	None		7M	None	\$2,502,908	None	None	
30M-34.99M	\$629,856	\$1,039,084	None	None		8M	\$2,822,095	None	None	None	
>35M	None	\$1,243,302	\$1,731,457	\$3,256,460		>9M	\$2,847,773	\$3,190,792	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