

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed 10/13/2019

Game #	2136	Confirmed Packs	10,503
Game Name	Emerald 7s	Active Packs	6,690
Quantity Printed	10,630,050	Warehouse Packs	267
Price Point	\$5	Returned Packs	292
Start Date	5/6/2019	Printed Payout Percentage	67.70%
Top Prize	\$ 177,777	Percent Sold	86.62%
Number of Top Prizes Remaining	1	Number of Weeks Out	23

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 350,606	Actual ticket production costs
2nd chance draw prizes	\$ 1,179,049	Includes 2nd chance draw prizes + fed withholding taxes
Prize payout expense	\$ 29,489,318	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs **\$ 31,018,973**

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 46,038,747	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 46,038,747	

Excess of Revenue over Expended **\$ 15,019,774**

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	\$	955,885
Next week	\$	1,085,010
Next week	\$	986,780
Avg Weekly Sales Current Game	\$	1,009,225
Avg Weekly Sales \$5; 10M-14.99M Qty*	\$	2,919,843
Percentage Of Variance In Sales		65%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2136	Printed Payout Percentage	67.70%
Game Name	Emerald 7s	Actual Payout Percentage	66.61%
Percent Sold	86.62%	Number of Weeks Out	23
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.*			16

* only one gamer at this level with 85% sell through

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):

The Emerald 7s game needs to be pre-called on 10/18/19 to permit the game to be closed and the final drawings conducted early enough to ensure that all Big Cedar Lodge trip prizes get claimed and the winners' trips get scheduled prior to the event.

Dale Bronsack 10/13/19
 Scratch Ticket Strategy Coordinator Date

[Signature] 10/15/19
 Products Manager Date

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

 Lottery Operations Division Dir

 Controller

 Execut. Date

**Not Required
 >85% Sold**



Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														10/12/19	10/5/19	9/28/19	9/21/19
Baseline	2176	\$1	9,127,800	BOOT SCOOTIN' BUCKS	10/7/19			1	3.94%	24,411	8,321	23,039	0	\$359,405.00	\$150.00	\$0	\$0
	2124	\$1	853,200	WINNING 75	8/8/19			9	0.00%	0	0	4,242	0	\$0	\$0	\$0	\$0
	2174	\$2	7,042,625	20X	9/3/19			6	45.43%	15,391	10,762	2,944	3	\$1,125,078.00	\$1,263,756.00	\$1,219,126.00	\$1,183,864.00
	2161	\$2	34,822,125	BINGO EXTRA	10/7/19			1	0.87%	21,891	7,958	243,650	2	\$608,032.00	\$250.00	\$0	\$0
	2162	\$2	40,877,750	BREAK THE BANK	8/6/19			10	12.53%	14,582	9,441	259,473	5	\$1,151,220.00	\$1,193,468.00	\$1,087,466.00	\$1,064,784.00
	2060	\$2	35,449,750	WEEKLY GRAND	8/19/19			8	8.34%	16,180	11,314	230,260	13	\$1,017,568.00	\$1,104,044.00	\$885,350.00	\$798,698.00
	2175	\$5	7,206,550	\$100,000 FREZY	9/16/19			4	23.50%	24,540	9,983	37,272	18	\$2,125,240.00	\$2,487,925.00	\$2,406,635.00	\$1,449,285.00
	2152	\$5	5,625,525	50X FAST CASH	7/15/19			13	66.08%	12,298	6,797	4,337	86	\$852,975.00	\$971,710.00	\$942,025.00	\$1,026,115.00
	2157	\$5	7,339,200	5X EL DINERO	10/7/19			1	3.95%	36,116	9,917	44,601	0	\$1,449,675.00	\$375.00	\$0	\$0
	2165	\$5	11,079,000	BINGO TIMES 20	8/5/19			10	37.73%	18,250	8,991	62,304	29	\$1,769,140.00	\$1,976,445.00	\$1,907,900.00	\$2,019,935.00
	2155	\$5	7,239,375	BONUS JACKPOT	8/5/19			10	42.31%	20,387	7,380	24,973	720	\$986,490.00	\$1,217,085.00	\$1,241,125.00	\$1,341,325.00
	2158	\$5	9,750,750	COWBOYS	8/19/19			8	25.95%	14,110	8,552	72,219	18	\$1,486,615.00	\$1,772,610.00	\$1,498,060.00	\$1,499,280.00
	2171	\$5	7,335,525	HIT \$250,000	9/3/19			6	54.28%	28,647	11,487	906	27	\$3,115,300.00	\$3,509,340.00	\$3,389,870.00	\$3,777,420.00
	2159	\$5	5,826,275	HOUSTON TEXANS	8/19/19			8	26.92%	13,259	6,477	33,499	34	\$1,035,785.00	\$1,325,525.00	\$850,175.00	\$930,880.00
	2172	\$10	6,119,450	HIT \$500,000	9/3/19			6	42.80%	25,630	10,509	29,896	13	\$4,261,300.00	\$4,515,040.00	\$4,439,550.00	\$4,799,370.00
	2167	\$10	26,558,050	MEGA LOTERIA	9/16/19			4	5.66%	26,682	8,911	460,107	12	\$4,719,680.00	\$4,448,150.00	\$3,937,160.00	\$1,933,160.00
	2144	\$20	6,114,200	MILLION DOLLAR LOTERIA	10/7/19			1	2.05%	32,642	7,854	195,167	0	\$2,509,160.00	\$0	\$0	\$0
	2173	\$30	5,135,150	HIT \$1,000,000	9/3/19			6	16.68%	29,250	9,380	129,662	53	\$4,289,250.00	\$4,608,240.00	\$4,473,570.00	\$4,672,530.00
Mature	1878	\$1	854,700	CASH ON THE SPOT	9/18/17			108	0.00%	0	0	2,415	61	\$0	\$0	\$0	\$0
	1804	\$1	829,650	LUCKY STARS	9/18/17			108	0.00%	0	0	101	765	\$0	\$0	\$0	\$0
	2132	\$1	16,882,800	TOPAZ 75	5/6/19			23	85.78%	7,743	7,258	23	88	\$386,492.00	\$444,410.00	\$391,809.00	\$438,965.00
	2146	\$2	7,053,375	AMAZING 8S	6/17/19			17	86.34%	3,609	2,726	120	512	\$283,092.00	\$322,014.00	\$316,998.00	\$420,710.00
	2052	\$3	35,669,250	\$50,000 BONUS CASHWORD	2/4/19			36	59.08%	14,621	9,607	89,383	20	\$1,869,756.00	\$1,916,148.00	\$1,752,485.00	\$1,770,843.00
	2089	\$3	5,989,875	BLOCKO	6/3/19			19	80.10%	3,145	3,263	855	1,140	\$381,195.00	\$452,454.00	\$447,573.00	\$530,786.00
	1828	\$3	41,527,800	TEXAS LOTERIA	9/17/18			56	64.20%	19,030	11,578	163,335	25	\$1,513,428.00	\$1,497,780.00	\$1,384,437.00	\$1,390,749.00
	2129	\$5	10,394,625	BONUS BREAK THE BANK	4/21/19			28	64.88%	13,992	8,066	24,685	9	\$1,067,360.00	\$1,161,650.00	\$1,071,305.00	\$1,049,665.00
	2140	\$5	7,320,300	CASH GAME	5/20/19			21	57.28%	5,216	2,570	30,846	1,738	\$278,100.00	\$348,775.00	\$330,760.00	\$412,245.00
	2136	\$5	10,630,050	EMERALD 7S	5/6/19			23	86.62%	10,503	6,690	267	292	\$955,885.00	\$1,085,010.00	\$986,780.00	\$1,098,205.00
	2150	\$5	7,214,550	RED HOT SLOTS	6/28/19			15	55.33%	9,573	4,522	25,382	1,312	\$546,180.00	\$651,770.00	\$647,610.00	\$778,090.00
	2082	\$5	22,519,650	SUPER CROSSWORD	11/28/18			46	62.15%	13,171	6,943	91,069	28	\$1,342,320.00	\$1,418,750.00	\$1,294,735.00	\$1,347,820.00



Welcome dhowersock - Last Accessed Time Is : Sun Oct 13 2019 10:48:52 AM CDT Account Preference | Online Help | Label Center | Logout

Home > Instant Services > Validation Activities > View Game Liability Inquiry > go

Product: 2136-EMERALD 7S

Range: Today
 Life to Date
 From [mm/dd/yyyy] to [mm/dd/yyyy]

Liability for 2136 / for Life to Date Validation Range: 03/29/2019 - 12/31/2037

Product Status: Active SmartCash Enabled: N/A Outstanding Prizes Printer-friendly view

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	191416	\$957,080.00	966328	\$4,831,640.00	83.47%	8872527
2	2	N/A	\$10.00	54916	\$549,160.00	299463	\$2,994,630.00	84.50%	8982774
3	3	N/A	\$10.00	91874	\$918,740.00	475026	\$4,750,260.00	83.79%	8907303
4	4	N/A	\$15.00	14241	\$213,615.00	80248	\$1,203,720.00	84.93%	9027931
5	5	N/A	\$15.00	16703	\$250,545.00	101357	\$1,520,355.00	85.85%	9126122
6	6	N/A	\$15.00	10199	\$152,985.00	60599	\$908,985.00	85.59%	9098709
7	7	N/A	\$20.00	3307	\$66,140.00	20394	\$407,880.00	86.05%	9146839
8	8	N/A	\$20.00	3689	\$73,780.00	19890	\$397,800.00	84.35%	8966949
9	9	N/A	\$20.00	3534	\$70,680.00	20097	\$401,940.00	85.05%	9040333
10	0	N/A	\$25.00	7360	\$184,000.00	45827	\$1,145,675.00	86.16%	9159067
11	0	N/A	\$25.00	7419	\$185,475.00	45665	\$1,141,625.00	86.02%	9144398
12	0	N/A	\$50.00	4721	\$236,050.00	30742	\$1,537,100.00	86.89%	9214928
13	0	N/A	\$50.00	4774	\$238,700.00	30703	\$1,535,150.00	86.54%	9199606
14	0	N/A	\$50.00	5069	\$253,450.00	30297	\$1,514,850.00	85.67%	9106447
15	0	N/A	\$100.00	780	\$78,000.00	4314	\$431,400.00	84.69%	9002362
16	0	N/A	\$100.00	3242	\$324,200.00	17412	\$1,741,200.00	84.30%	8961481
17	0	N/A	\$100.00	682	\$68,200.00	4349	\$434,900.00	86.44%	9189045
18	0	N/A	\$100.00	944	\$94,400.00	5853	\$585,300.00	86.11%	9153697
19	0	N/A	\$200.00	71	\$14,200.00	463	\$92,600.00	86.70%	9216691
20	0	N/A	\$200.00	148	\$29,600.00	860	\$172,000.00	85.32%	9068288
21	0	N/A	\$200.00	129	\$25,800.00	906	\$181,200.00	87.54%	9305145
22	0	N/A	\$500.00	74	\$37,000.00	522	\$261,000.00	87.58%	9310211
23	0	N/A	\$500.00	81	\$40,500.00	514	\$257,000.00	86.39%	9182933
24	0	N/A	\$500.00	81	\$40,500.00	392	\$196,000.00	82.89%	8809682
25	0	N/A	\$1,000.00	16	\$16,000.00	85	\$85,000.00	84.16%	8416081
26	0	N/A	\$1,000.00	16	\$16,000.00	49	\$49,000.00	75.38%	8013422
27	0	N/A	\$177,777.00	1	\$177,777.00	4	\$711,108.00	80.00%	8504039
Totals:				425487	\$5,312,677.00	2,262,359	\$29,489,518.00		



NO. OF TICKETS (+/-2%): 10,630,050 Minimum Quantity: 10,231,200
 NO. POOLS: 29 53 Maximum Quantity: 10,648,800
 PACK SIZE: 75
 PACKS/POOL: 4,800
 PACKS/GAME: 141,734

TEXAS LOTTERY COMMISSION
 "EMERALD 75" - GAME NO. 2136
 END OF PRODUCTION PRIZE STRUCTURE
 19-MAR-18

VERSION A

PRIZE TIER	PRIZE CODE	TIER CODE	GETS	# 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
1	1	L	\$5	1	9.18	1,157,744	8.1684	39,208,453	\$3,788,720	16.09%	LOW TIER
2	2	L	\$10	1	30.00	354,379	2.5003	12,001,490	\$3,543,790	9.83%	LOW TIER
3	3	L	\$5 "2X"	1	18.75	366,900	3.9997	19,198,788	\$3,669,000	15.76%	LOW TIER
4	4	L	\$15	1	112.50	94,489	0.6667	3,199,987	\$1,417,335	3.94%	LOW TIER
5	5	L	\$5 x 3	3	90.04	118,060	0.833	3,998,202	\$1,770,900	4.92%	LOW TIER
6	6	L	\$5 + \$10	2	150.15	70,798	0.4995	2,397,652	\$1,061,970	2.95%	LOW TIER
7	7	L	\$5 x 4	4	448.51	23,701	0.1672	802,664	\$474,020	1.32%	LOW TIER
8	8	L	\$10 "2X"	1	450.83	23,579	0.1664	798,535	\$471,580	1.31%	LOW TIER
9	9	L	\$20	1	449.83	23,631	0.1667	800,295	\$472,620	1.31%	LOW TIER
10	0	M	\$5 x 5	5	199.86	53,187	0.38	1,800	\$1,329,675	3.70%	MID TIER
11	0	M	\$10 "2X" + \$5	2	200.25	35,084	0.38	1,800	\$1,327,100	3.69%	MID TIER
12	0	M	\$5 x 6 + \$10 x 2	8	35.463	35,463	0.25	1,200	\$1,773,150	4.93%	MID TIER
13	0	M	\$5 x 4 + \$10 + \$20	6	299.63	35,477	0.25	1,200	\$1,773,850	4.93%	MID TIER
14	0	M	\$50	1	300.57	35,366	0.25	1,200	\$1,768,500	4.91%	MID TIER
15	0	M	\$100	1	2,086.78	5,094	0.04	172	\$509,400	1.42%	MID TIER
16	0	M	\$50 "2X"	1	\$14.67	20,654	0.15	700	\$2,085,400	5.74%	MID TIER
17	0	M	\$10 x 6 + \$20 x 2	8	2,112.91	5,031	0.04	170	\$503,100	1.40%	MID TIER
18	0	M	\$50 + \$10 x 2 + \$15 x 2	5	1,563.93	6,797	0.05	230	\$679,700	1.89%	MID TIER
19	0	M	\$200	1	19,906.46	534	0.00	18	\$106,800	0.30%	MID TIER
20	0	M	\$20 x 10	10	10,545.68	1,008	0.01	34	\$201,600	0.56%	MID TIER
21	0	M	\$5 x 6 + \$20 x 2 + \$15 x 2 + \$100	11	10,270.58	1,035	0.01	35	\$207,000	0.58%	MID TIER
22	0	M	\$200 "2X" + \$100	2	17,835.65	596	0.00	20	\$298,000	0.83%	MID TIER
23	0	M	\$50 x 4 + \$100 + \$200	6	17,865.63	595	0.00	20	\$297,500	0.83%	MID TIER
24	0	M	\$500	1	22,473.68	473	0.00	16	\$236,500	0.66%	MID TIER
25	0	H	\$100 x 4 + \$50 x 12	16	105,248.02	101	0.00	342	\$1,010,000	2.89%	HIGH TIER
26	0	H	\$1,000	1	163,539.23	65	0.00	220	\$850,000	2.47%	HIGH TIER
27	0	H	\$177,777	1	2,126,010.00	5 ***	0.00	0.169331	\$888,883	2.47%	HIGH TIER

DRAWINGS	Tier 1 Standard Room	Tier 2 Premium Room	Tier 3 Cabin	Subtotal Drawings	TOTAL:
Tier 1 Standard Room Federal Withholding	\$13,637.00	\$4,204.84	\$13,787.00	20	2,687,976
Tier 2 Premium Room Federal Withholding	\$4,353.21	\$13,937.00	\$4,399.58	20	35,980,944
Tier 3 Cabin Federal Withholding	\$4,399.58			130	
Subtotal Drawings					
TOTAL:	2,687,976	35,980,944	100.00%		



INTEROFFICE MEMO

Gary Grief, Executive Director Michael P. Farrell, Charitable

Payment Approval

April 2, 2019

The attached invoice(s) for service is being submitted for approval.

Vendor Name: Pollard Banknote Limited

P.O. Number (if applicable): 360-19-9010RL007

Invoice Number: 8510941

Tx Game Name: Emerald 7s #2136

	Quantity	Unit Price	Amount
Ticket size 4 x 8	10630.05	21.66	\$230,246.88
four colour process	10630.05	8.00	\$85,040.40
Multiple Play Area	10630.05	1.60	\$17,008.08
ITVM cards	1	18310.53	\$18,310.53

Total Amount **\$350,605.89**

The above referenced invoice(s) have been reviewed and certified as proper, accurate and should be paid by the Texas Lottery Commission.

Dale Bowersock DBS 4/3/19
 Dale Bowersock (Instant Product Coordinator) Date
 Please forward to the next person for approval

Robert Tirfoni 4/4/19
 Robert Tirfoni (Products Manager) Date
 Please forward to the next person for approval

Ryan Mindell 4-4-19
 Ryan Mindell (Lottery Operations Division Director) Date

Please return to Maria Perez in the Office of the Controller by

April 12, 2019

INVOICE NO.: 8510941

Sold To: Texas Lottery Commission P.O. Box 16630 Austin, Texas 78761-6630 United States	Ship To: Texas Lottery Commission P.O. Box 16630 Austin, Texas 78761-6630 United States
Terms: Net 30 days after date of invoice	

Invoice Date	Order No.	Your Order	Customer No.
March 28, 2019	1028638		5008

Order name: EMERALD 7s #2136
 PO Number:

Product Description	Quantity	Unit Price	Amount
Ticket Size 4 x 8	10,630,050	21.66 /M	230,246.88
Four colour process / Spectrum base graphics	10,630,050	8.00 /M	85,040.40
Multiple Play Area	10,630,050	1.60 /M	17,008.08
ITVM cards	1	18,310.53 Ea	18,310.53

Under unit price '/M' = price per thousand.

Before Taxes:	350,605.89 USD
Freight:	0.00
Deposit:	0.00
Amount Due:	350,605.89 USD

Banking Instructions:
 TD New York
 31 W. 52nd Street
 New York, NY, 10019
 ABA# 026003243
 Bank Account # 3248176206

Delivery: Prepaid
 Tax ID/Contract Number: NA
 GST Registration Number: 819251463

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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	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	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