

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Instant Ticket Information

Date Completed

3/2/2020

Game #	2159	Confirmed Packs	2,846
Game Name	Houston Texans	Active Packs	1,693
Quantity Printed	5,626,275	Warehouse Packs	23,946
Price Point	\$5	Returned Packs	536
Start Date	8/19/2019	Printed Payout Percentage	67.91%
Top Prize	\$ 100,000	Percent Sold	60.16%
Number of Top Prizes Remaining	2	Number of Weeks Out	27

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 232,459	Actual ticket production costs
Licensing Fee	\$ 293,750	
Non-cash Prize Allocation	\$ 1,349,390	
Prize payout expense	\$ 10,175,865	Data from Instant Ticket Tier Liability screen in ES
Estimated Direct Costs	\$ 10,593,168	

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 16,923,835	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 16,923,835	

Excess of Revenue over Expended \$ 6,330,667

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	\$	255,410
Next week	\$	289,020
Next week	\$	298,910
Avg Weekly Sales Current Game	\$	281,113
Avg Weekly Sales \$5; 5M-9.99M Qty	\$	2,013,538
Percentage Of Variance In Sales		86%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2159	Printed Payout Percentage	67.91%
Game Name	Houston Texans	Actual Payout Percentage	68.10%
Percent Sold	60.16%	Number of Weeks Out	27
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			18

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):

This Houston Texans game needs to be pre-called in March to permit the game to be closed and the final drawing conducted prior to the launch of the next Houston Texans game tentatively scheduled to launch in August 2020, as well as to ensure the winners of season ticket prizes from the final drawing will receive tickets to the next season.

Dale Bowersack 3/2/2020
Scratch Ticket Strategy Coordinator Date

[Signature] 3/2/2020
Products Manager Date

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

El Rogers for Ryan Mindell 3-2-2020
Lottery Operations Division Director Date

Kathy Ryna 3/6/2020
Controller Date

[Signature] 3/9/20
Executive Director Date



Da Vinci Report
 Week End Date: 2/22/20
 2/24/20

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Wart	Return	Net Sales				
														2/22/20	2/18/20	2/8/20	2/1/20	
Mature	2158	\$5	9,750,750	COWBOYS	8/19/19			27	57.81%	3,785	2,788	46,656	581	\$395,030.00	\$461,930.00	\$539,290.00	\$521,720.00	
	2159	\$5	5,626,275	HOUSTON TEXANS	8/19/19			27	60.16%	2,846	1,893	23,946	536	\$255,410.00	\$289,020.00	\$298,910.00	\$316,350.00	
	2088	\$5	7,343,025	MERRY MONEY	11/4/19			16	84.90%	4,056	1,879	209	7,069	\$367,150.00	\$540,970.00	\$895,615.00	\$746,120.00	
	2186	\$5	7,113,225	POWER 55	11/18/19			14	75.00%	8,767	5,146	8,053	106	\$955,650.00	\$1,097,005.00	\$1,228,925.00	\$1,358,245.00	
	2082	\$5	22,519,650	SUPER CROSSWORD	11/26/18			65	85.74%	12,264	7,679	19,839	12	\$1,403,980.00	\$1,503,935.00	\$1,454,445.00	\$1,413,035.00	
	2056	\$10	28,522,850	\$200 MILLION CASH EXPLOSION	9/4/18			77	63.97%	14,542	5,992	181,255	64	\$2,412,000.00	\$2,414,500.00	\$2,419,810.00	\$2,519,360.00	
	2224	\$10	12,075,500	\$250,000 50X CASHWORD	11/4/19			16	55.83%	22,167	9,137	70,119	29	\$4,065,370.00	\$4,173,750.00	\$4,247,020.00	\$4,230,970.00	
	2187	\$10	7,259,850	DIAMOND DOLLARS	11/18/19			14	76.01%	13,859	6,627	12,038	24	\$2,131,250.00	\$2,309,980.00	\$2,462,760.00	\$2,794,620.00	
	2167	\$10	26,558,050	MEGA LOTERIA	9/16/19			23	46.40%	27,244	10,766	239,347	18	\$5,795,240.00	\$5,726,440.00	\$5,746,890.00	\$5,776,790.00	
	2181	\$10	4,473,300	WINTER WINNINGS	10/21/19			18	86.69%	3,165	1,281	0	6,146	\$378,520.00	\$557,870.00	\$893,970.00	\$796,700.00	
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			145	47.56%	14,827	6,211	702,959	35	\$2,575,260.00	\$2,555,800.00	\$2,689,600.00	\$2,876,500.00	
	2144	\$20	6,114,200	MILLION DOLLAR LOTERIA	10/7/19			20	77.20%	25,087	8,872	17,667	38	\$4,411,160.00	\$4,394,300.00	\$4,593,840.00	\$4,752,660.00	
	2178	\$20	7,183,550	MONEY	10/21/19			18	65.91%	20,685	8,363	65,298	31	\$2,847,300.00	\$3,037,540.00	\$3,557,000.00	\$4,116,840.00	
	2053	\$30	34,080,725	\$750 MILLION WINNERS CIRCLE	3/19/18			101	31.74%	10,216	5,309	911,577	33	\$2,758,950.00	\$2,694,870.00	\$2,705,220.00	\$2,708,190.00	
	2173	\$30	5,135,150	HIT \$1,000,000	9/3/19			25	62.86%	15,611	7,580	50,088	53	\$3,092,070.00	\$3,309,510.00	\$3,261,900.00	\$3,379,230.00	
	2141	\$50	4,623,120	MILLION DOLLAR JACKPOT	5/20/19			40	73.82%	10,150	4,441	43,582	58	\$2,873,400.00	\$2,952,750.00	\$2,816,900.00	\$2,937,600.00	
	2104	\$50	4,564,740	WINNING MILLIONS	11/14/18			66	89.98%	6,955	2,874	11,245	67	\$1,943,300.00	\$1,971,600.00	\$1,903,700.00	\$1,941,400.00	
	Out of Warena	2188	\$1	9,075,750	ICY HOT 'S	12/21/19			12	86.50%	4,360	2,624	0	302	\$172,567.00	\$239,586.00	\$542,586.00	\$520,295.00
		2105	\$1	9,056,850	WILD CHERRY DOUBLER	12/16/19			10	80.75%	5,774	4,670	0	99	\$356,770.00	\$438,947.00	\$956,214.00	\$914,139.00
		2115	\$2	7,216,500	WILD CASH	12/16/19			10	68.23%	10,361	6,917	81	82	\$668,168.00	\$768,118.00	\$1,024,170.00	\$1,103,504.00
2073		\$10	6,117,950	777	12/16/19			10	75.23%	15,899	8,054	6	64	\$3,026,000.00	\$3,347,730.00	\$3,809,580.00	\$4,165,890.00	
Sadd/Closing		2176	\$1	9,127,800	BOOT SCOOTIN' BUCKS	10/7/19			20	93.89%	1,159	998	0	610	\$59,715.00	\$83,972.00	\$150,399.00	\$143,070.00
	2182	\$1	9,020,700	FROSTY FUN	11/4/19			16	94.22%	730	400	0	1,631	\$35,047.00	\$56,840.00	\$278,906.00	\$283,682.00	
	2170	\$1	9,177,900	HIT \$5,000	9/3/19			25	96.44%	72	40	0	1,534	\$4,448.00	\$9,289.00	\$43,466.00	\$46,854.00	
	2052	\$3	35,669,250	\$50,000 BONUS CASHWORD	2/4/19			55	92.34%	10,892	7,078	1,148	79	\$1,495,059.00	\$1,810,680.00	\$1,885,458.00	\$1,828,269.00	
	2175	\$5	7,208,550	\$100,000 FRENZY	9/16/19			23	74.92%	2,400	2,563	16,303	634	\$454,330.00	\$514,370.00	\$569,665.00	\$601,555.00	
	2152	\$5	5,625,525	50X FAST CASH	7/15/19			32	95.18%	99	70	72	2,337	\$14,250.00	\$32,170.00	\$107,060.00	\$146,490.00	
	2165	\$5	11,079,000	BINGO TIMES 20	8/5/19			29	87.46%	1,433	1,100	509	4,730	\$381,840.00	\$686,490.00	\$1,385,170.00	\$1,474,550.00	
	2129	\$5	10,394,625	BONUS BANG THE BANK	4/21/19			47	90.82%	1,614	1,525	4,881	2,915	\$277,180.00	\$336,630.00	\$399,895.00	\$415,140.00	
	2155	\$5	7,239,375	BONUS JACKPOT	8/5/19			29	71.99%	1,860	1,804	20,578	945	\$286,960.00	\$328,900.00	\$342,470.00	\$355,875.00	
	2074	\$5	40,124,625	SUPER LOTERIA	12/1/19			57	94.54%	9,468	3,683	12,710	90	\$1,316,640.00	\$1,355,125.00	\$1,442,600.00	\$1,483,445.00	
	2148	\$10	6,118,550	SUPER 10S SUPER TICKET	6/17/19			36	95.93%	46	17	0	3,214	\$6,280.00	\$19,300.00	\$53,540.00	\$175,890.00	

Da Vinci

Liability for 2159 / for Life to Date

Product Status: Active SmartCash Enabled: N/A Validation Range: 06/21/2019 - 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	263931	\$1,319,655.00	336251	\$1,681,255.00	56.02%	3152111
2	2	N/A	\$10.00	126752	\$1,267,520.00	173319	\$1,733,190.00	57.76%	3249698
3	3	N/A	\$10.00	161686	\$1,616,860.00	213373	\$2,133,730.00	56.89%	3200816
4	4	N/A	\$20.00	46837	\$936,740.00	65670	\$1,313,400.00	58.37%	3284039
5	5	N/A	\$20.00	16020	\$320,400.00	21507	\$430,140.00	57.31%	3224459
6	0	N/A	\$50.00	10640	\$532,000.00	15070	\$753,500.00	58.62%	3297859
7	0	N/A	\$50.00	4012	\$200,600.00	5397	\$269,850.00	57.36%	3227229
8	0	N/A	\$100.00	1935	\$193,500.00	2738	\$273,800.00	58.59%	3296542
9	0	N/A	\$100.00	1138	\$113,800.00	1647	\$164,700.00	59.14%	3327280
10	0	N/A	\$100.00	1955	\$195,500.00	2761	\$276,100.00	58.55%	3293923
11	0	N/A	\$100.00	1171	\$117,100.00	1673	\$167,300.00	58.83%	3309689
12	0	N/A	\$100.00	783	\$78,300.00	1087	\$108,700.00	58.13%	3270460
13	0	N/A	\$100.00	981	\$98,100.00	1375	\$137,500.00	58.36%	3283585
14	0	N/A	\$100.00	774	\$77,400.00	1096	\$109,600.00	58.61%	3297538
15	0	N/A	\$100.00	194	\$19,400.00	276	\$27,600.00	58.72%	3303940
16	0	N/A	\$500.00	42	\$21,000.00	60	\$30,000.00	58.82%	3309573
17	0	N/A	\$500.00	191	\$95,500.00	280	\$140,000.00	59.45%	3344707
18	0	N/A	\$500.00	303	\$151,500.00	401	\$200,500.00	56.96%	3204739
19	0	N/A	\$5,000.00	4	\$20,000.00	4	\$20,000.00	50.00%	2813137
20	0	N/A	\$5,000.00	1	\$5,000.00	1	\$5,000.00	50.00%	2813137
21	0	N/A	\$100,000.00	1	\$100,000.00	1	\$100,000.00	50.00%	2813137
22	0	N/A	\$100,000.00	1	\$100,000.00	1	\$100,000.00	50.00%	2813137
Totals:				639352	\$7,579,875.00	843,988	\$10,175,865.00		



INTEROFFICE MEMO

Gary Grief, Executive Director Michael P. Farrell, Charitable Bingo Op

Payment Approval

June 28, 2019

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

Vendor Name: IGT Global Solutions Corporation
 Invoice Number: 90107957
 Tx Game name: Game #2159 Houston Texans
 PO #: 362-19-9009RL021

	Quantity:	Unit Price:	An
Truck 1	2757.750	\$39.86	\$109
Truck 2	2868.525	\$39.86	\$114
additional POS cards	75.017	\$109.25	\$8,

Rounding Adjustment

DB

Total Amount Due

\$232,458.93

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

Dale Bowersock DB
7/1/19
 Dale Bowersock (Scratch Ticket Strategy Coordinator)
 Please forward to the next person for approval

7/1/19
Date

Robert Tironi for RT
 Robert Tironi (Products Manager)
 Please forward to the next person for approval

7/1/19
Date

Ryan Mindell
 Ryan Mindell (Lottery Operations Division Director)

7-1-19
Date

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

July 8, 2019



BILL TO: 2011A
 Texas Lottery Commission
 Gail Grief, Executive Director
 611 East 6th Street
 Austin TX 78701

IGT Global Solutions Corporation
 470-A IGT Solutions Corp. in the State of Texas
 10 Memorial Boulevard
 Providence, RI 02901
 USA
 Telephone 401 492 1000
 Fax 401 392 1234
 FED ID No. 05-0189840

INVOICE

INVOICE NUMBER: 90107957
 DATE: June 27, 2019 JUN 28 PM 2:18

DEPARTMENT

OFFICE OF THE
 COMPTROLLER

INV ITEM NO	CUSTOMER NO	SALES ORD	SO ITEM NO
001	Game# 2159, 0114, 01010	85508	
002	Game# 2159, 0114, 01020	85508	
003	Game# 2159, 0114, 01080	85508	
004	Game# 2159, 0114, 01092	85508	

DESCRIPTION	QUANTITY	UNIT PRICE	EXTENDED AMOUNT
"HOUSTON TEXANS" 2159 Ticket#1 2,867,525 PC 8 00" x 4 00" Tickets 5.24 50/M Full HV (56.08 per sq inch per thousand) 2.56/M Post Ticket (50.40 per sq inch per thousand) 0.11 80/M TOTAL \$ 19,86/M	2,868,525	6.9586	19,949.41
"HOUSTON TEXANS" 2159 Ticket#2 2,868,525 PV	2,868,525	0.10925	313,606.61
Post Inserts Game 2159 8011 Inserts 50,000 @ 74.699 (\$109.25 per thousand) Rounding Adjustment	75,017	0.10925	8,200.61
TOTAL AMOUNT DUE			20,463.63

REMARKS:
 Rounding (Total) \$ 2348.92
 PAYMENT TERMS:
 Due within 30 days

Cont. Inued.

ADDENDUM NUMBER 3

TO

TRADEMARK LICENSE AND PROMOTIONAL AGREEMENT

BETWEEN LICENSOR AND SPONSOR

CONTRACT YEAR JULY 1, 2019 – JUNE 30, 2020

2019-2020 NFL SEASON This ADDENDUM NO. 3 TO TRADEMARK LICENSE AND PROMOTIONAL AGREEMENT BETWEEN LICENSOR AND SPONSOR is attached to and fully incorporated into that certain TRADEMARK LICENSE AND PROMOTIONAL AGREEMENT, effective as of the last date shown the signature lines therein, by and between Houston NFL Holdings, L.P., d/b/a Houston Texans, and the Texas Lottery Commission (the "Agreement").

1. FEES AND CONSIDERATION

In consideration of being granted the right to use the Team's Trademarks during the Term, SPONSOR shall allocate funds not to exceed two hundred ninety-three thousand seven hundred fifty dollars (\$293,750) for Licensing Fees and one million one hundred ninety-two thousand three hundred dollars (\$1,192,300) in Merchandise and Experiential Allocation payments for the following:

a. Payment to LICENSOR of a royalty based upon the actual Sales of the Game (as defined in section 1.3 of the Agreement) that occur up to and including the date of the NFL Super Bowl game, as follows:

Licensing Fee Sales Allocation

(Based on actual ticket sales – invoiced monthly)

Sell Through Range*	Licensing Percentage	Price per Ticket	Actual Sales	Licensing Fee
Up to 4 million tickets	1.00	\$5	\$20,000,000	\$200,000
4,000,001 to 5.5 million	1.25	\$5	\$7,500,000	\$93,750
Total Licensing Fee Allocation:				\$293,750

* License percentage fees apply directly to the relevant sales tier and are not retroactive to lower sales levels.

SPONSOR (with the assistance of PRINTER) agrees to print with the intent to distribute and sell approximately five million five hundred thousand (5,500,000) Texas Lottery scratch tickets bearing the Team's Trademarks and that the scratch tickets shall be sold at retail for a price of \$5.00 per ticket.

NO. OF TICKETS: 5,626,275 MIN: 5,409,600
 NO. POOLS: 46,891 MAX: 5,630,400
 PACK SIZE: 75
 PACKS/POOL: 1,600
 PACKS/GAME: 75,017

TEXAS LOTTERY COMMISSION
 "HOUSTON TEXANS" - GAME NUMBER 2159
 END OF PRODUCTION PRIZE STRUCTURE
 MAY 20, 2019 - VERSION 6

PRIZE TIER	PRIZE TYPE	# WINS	TIER CODE	GET	WINNERS IN POOL	INSTANT FUND - \$17,755,740.00	INSTANT PAYOUT %	PERCENT OF PRIZE FUND**	VALIDATION TIER LEVELS
1	1	1	L	\$5	600,182	8.00	3,000,910	15.71%	
2	1	2	L	\$5 x 2	18,75	4.00	3,000,710	15.71%	
3	1	1	L	\$10	375,059	5.00	3,750,590	19.63%	
4	1	3	L	(\$5 x 2) + \$10	112,507	1.50	2,250,140	11.78%	LOW TIER
5	1	1	L	\$20	149,93	0.50	750,540	3.93%	66.75%
6	1	1	M	\$10 (\$5N)	25,710	-	500 \$	6.73%	
7	1	1	M	\$50	597,97	-	1,285,500	2.46%	
8	1	11	M	\$10 (\$5N) + (\$5 x 10)	1,204.00	-	470,450	2.46%	
9	1	20	M	\$5 x 20	2,020.21	-	467,300	2.45%	
10	1	7	M	\$5 (\$5N) + \$10 (\$5N) + (\$5 x 5)	2,785	-	278,500	1.46%	
11	1	7	M	\$5 (\$5N) x 2 + (\$10 x 5)	1,193.02	-	471,600	2.47%	
12	1	3	M	(\$5 (\$5N) x 2) + (\$50 x 5)	1,978.30	-	284,400	1.49%	
13	1	7	M	\$50 + \$5 (\$5N) + (\$5 x 5)	3,008.70	-	187,000	0.98%	
14	1	1	M	\$20 (\$5N)	2,388.06	-	235,600	1.23%	
15	1	1	M	\$100	3,008.70	-	187,000	0.98%	
16	1	1	M	\$500	11,970.80	-	47,000	0.25%	
17	1	6	M	\$50 (\$5N) + \$20 (\$5N) + (\$10 (\$5N) x 2) + (\$5 (\$5N) x 2)	55,159.56	-	51,000	0.27%	
18	1	20	M	\$20 (\$5N) x 4 + (\$5 x 12) + (\$10 x 4)	11,945.38	-	235,500	1.23%	MID TIER
19	1	18	H	(\$100 (\$5N) x 4) + (\$500 x 4) + (\$100 x 10)	7,991.87	-	352,000	1.84%	23.83%
20	1	1	H	\$5,000	703,284.38	-	40,000	0.21%	
21	1	20	H	\$5,000 x 20	100,000	-	200,000	1.05%	
22	1	1	H	\$100,000	100,000	-	200,000	1.05%	
SUBTOTAL					1,483,340	19.00	17,755,740	92.94%	HIGH TIER
2 decimals:					3.79	-	-	-	2.46%
4 decimals:					3.7930	-	-	-	92.94%

DRAWINGS										
MERCHANDISE ALLOCATION										
HOUSTON TEXANS MERCHANDISE PRIZE PACK					870	-	-	\$	469,800	2.46%
PRIVATE SUITE & ON-FIELD CONTEST EXPERIENCE					5	-	-	\$	247,750	1.30%
PRIVATE PLANE AWAY GAME TRIP					5	-	-	\$	249,750	1.31%
SEASON TICKETS FOR 2 (ONE YEAR)					45	-	-	\$	225,000	1.18%
PRIVATE SUITE & ON-FIELD CONTEST EXPERIENCE Federal Withholding					5	-	-	\$	78,228.95	0.41%
PRIVATE PLANE AWAY GAME TRIP Federal Withholding					5	-	-	\$	78,860.55	0.41%
TOTAL					935	-	-	\$	1,349,389.50	7.06%
					1,484,275	-	-	\$	19,105,129.50	100.00%

TEXAS LOTTERY COMMISSION
 "HOUSTON TEXANS" - GAME NUMBER 2159
 END OF PRODUCTION PRIZE STRUCTURE
 MAY 20, 2019 - VERSION 6

Instant consolidated odds are 1 in:

\$5	9.37	600,182
\$10	8.33	675,130
\$20	37.50	1,50,034
\$50	160.21	35,119
\$100	260.67	21,584
\$500	4,405.85	1,277
\$5,000	562,627.50	10
\$100,000	#####	4
		1,483,340

PRIZE GET:

\$5	6 = \$30	8 = \$40	10 = \$50	8 = \$40
\$5	5 = \$50	4 = \$40	5 = \$50	7 = \$50
\$10	5 = \$50	5 = \$50	3 = \$30	2 = \$70
\$20	1 = \$20	2 = \$40	1 = \$20	2 = \$40
\$20	1 = \$20	0 = \$0	1 = \$20	0 = \$0
\$20	18 = \$170	19 = \$170	20 = \$170	19 = \$170

* Each of the following GLEPS will be used in approximately 25% of each pack of tickets.
 ** Numbers are rounded.
 *** Exact prize delivery to TLC.
 NOTE: There will be no more than 22 winners per pack.

Instant Ticket Game Analysis
8/27/17-8/31/19

Average Number of Weeks for 85% Average Sell Through

Print Quantities	Average Number of Weeks for 85% Average Sell Through					Print Quantities	Average Number of Weeks for 85% Average Sell Through				
	\$1	\$2	\$3	\$5			\$10	\$20	\$30	\$50	
< 5M	None	Week 12*	None	None	None	2M	None	None	None	None	
5M-9.99M	Week 13	Week 18	Week 15*	Week 18	None	3M	None	None	Week 57	None	
10M-14.99M	None	None	None	Week 28	None	4M	None	None	None	None	
15M-19.99M	Week 23*	None	Week 33	Week 40	5M	Week 26*	Week 36	None	None	None	
20M-24.99M	None	None	None	Week 45*	6M	Week 18	None	None	None	None	
25M-29.99M	Week 43	None	None	None	7M	Week 25*	None	None	None	None	
30M-34.99M	Week 41*	None	None	None	8M	Week 25*	Week 38*	None	None	None	
>35M	None	Week 66	Week 45*	Week 53*	>9M	Week 38	Week 49	None	None	None	

Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Average Weekly Dollar Sales at 85% Average Sell Through					Print Quantities	Average Weekly Dollar Sales at 85% Average Sell Through				
	\$1	\$2	\$3	\$5			\$10	\$20	\$30	\$50	
< 5M	None	\$714,918	None	None	None	2M	None	None	None	None	
5M-9.99M	\$643,343	\$727,322	\$1,030,894	\$2,013,538	None	3M	None	None	\$2,730,007	None	
10M-14.99M	None	None	None	\$1,919,318	None	4M	None	None	None	None	
15M-19.99M	\$633,249	None	\$1,264,141	\$2,076,678	5M	\$1,959,320	\$2,904,017	None	None	None	
20M-24.99M	None	None	None	\$2,010,891	6M	\$3,723,656	None	None	None	None	
25M-29.99M	\$669,499	None	None	None	7M	\$2,488,242	None	None	None	None	
30M-34.99M	\$629,856	None	None	None	8M	\$2,822,095	\$4,005,888	None	None	None	
>35M	None	\$981,218	\$2,027,184	\$3,256,460	>9M	\$3,796,966	\$3,195,590	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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