

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**SUMMARY REPORT**

**Scratch Ticket Information**

Date Completed

6/21/2021

Game #	2283	Confirmed Packs	1,921
Game Name	Neon 7s	Active Packs	1,577
Quantity Printed	7,217,625	Warehouse Packs	270
Price Point	\$2	Returned Packs	484
Start Date	2/15/2021	Printed Payout Percentage	64.98%
Top Prize	\$ 30,000	Percent Sold	90.27%
Number of Top Prizes Remaining	0	Number of Weeks Out	18

**Current Game Sales Analysis**

**TANGIBLE COSTS**

**Expenditure Impact:**

Cost to print tickets	\$ 143,975	Actual ticket production costs
Prize payout expense	\$ 7,623,575	Data from Instant Ticket Tier Liability screen in ES

**Estimated Direct Costs** \$ 7,767,550

**TANGIBLE BENEFITS**

**Revenue Impact:**

Estimated sales	\$ 13,030,700	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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**Total Estimated Benefits** \$ 13,030,700

**Excess of Revenue over Expended** \$ 5,263,150

**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	\$	140,850
Next week	\$	165,822
Next week	\$	227,386
Avg Weekly Sales Current Game	\$	178,019
Avg Weekly Sales \$2; 5M - 9.99M Qty	\$	776,573
Percentage Of Variance In Sales		77%

**TEXAS LOTTERY COMMISSION**  
**Scratch Ticket Game Closing Analysis**  
**RECOMMENDATION AND APPROVALS**

**Instant Ticket Information**

Game #	2283	Printed Payout Percentage	64.98%
Game Name	Neon 7s	Actual Payout Percentage	58.50%
Percent Sold	90.27%	Number of Weeks Out	18
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			16

**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):

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*--Not Required, All Top Prizes Claimed--*

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Scratch Ticket Strategy Coordinator      Date

*--Not Required, All Top Prizes Claimed--*

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Products Manager      Date

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

*--Not Required, All Top Prizes Claimed--*

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Lottery Operations Division Director      Date

*--Not Required, All Top Prizes Claimed--*

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Controller      Date

*--Not Required, All Top Prizes Claimed--*

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Executive Director      Date



# Play the Games of Texas!

Da Vinci Report

6/21/21

Week End Date:6/19/21

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														6/19/21	6/12/21	6/5/21	5/29/21
Mature	2334	\$5	10,266,675	\$50,000 POKER	3/15/21			14	65.05%	9,550	5,884	30,185	50	\$1,220,865.00	\$1,422,515.00	\$1,697,220.00	\$1,605,470.00
	2280	\$5	22,744,950	50X THE CASH	1/4/21			24	67.98%	17,436	9,285	66,413	26	\$2,181,470.00	\$2,311,120.00	\$2,588,150.00	\$2,334,120.00
	2250	\$5	22,721,550	BINGO TIMES 20	11/23/20			30	39.77%	14,350	9,176	156,175	13	\$1,486,425.00	\$1,533,595.00	\$1,654,275.00	\$1,537,885.00
	2247	\$5	18,355,500	BONUS BREAK THE BANK	12/28/20			25	32.55%	15,647	9,762	136,965	11	\$1,427,225.00	\$1,485,290.00	\$1,570,030.00	\$1,456,085.00
	2286	\$5	9,173,475	MONEY MONEY MONEY	2/1/21			20	71.85%	5,638	3,893	23,283	107	\$612,540.00	\$722,595.00	\$861,970.00	\$826,590.00
	2332	\$5	19,670,175	SUPER CROSSWORD	2/8/21			19	40.66%	18,952	9,187	123,810	29	\$2,272,835.00	\$2,377,100.00	\$2,472,790.00	\$2,371,670.00
	2249	\$5	54,041,700	SUPER LOTERIA	11/2/20			33	58.58%	31,801	14,285	244,448	19	\$4,981,065.00	\$5,083,790.00	\$5,354,595.00	\$5,180,400.00
	2291	\$5	12,237,675	WILLY WONKA GOLDEN TICKET	3/1/21			16	60.71%	10,266	6,483	45,387	76	\$976,550.00	\$1,056,005.00	\$1,282,020.00	\$1,257,535.00
	2248	\$10	21,021,400	\$250,000 50X CASHWORD	1/18/21			22	50.68%	28,917	8,943	164,559	58	\$3,932,560.00	\$4,029,970.00	\$4,445,120.00	\$4,260,780.00
	2335	\$10	12,021,150	\$50 OR \$100!	12/7/20			28	63.87%	10,116	3,606	70,417	288	\$1,027,260.00	\$1,070,250.00	\$1,217,980.00	\$1,127,520.00
	2281	\$10	17,131,100	100X THE CASH	1/4/21			24	74.76%	27,505	8,316	46,512	33	\$3,016,270.00	\$3,261,060.00	\$3,852,350.00	\$3,677,300.00
	2284	\$10	5,907,900	JUMBO BUCKS 300X	2/15/21			18	67.54%	17,056	8,030	9,100	460	\$1,467,150.00	\$1,530,960.00	\$1,645,560.00	\$1,594,440.00
	2320	\$10	10,137,050	LIMITED EDITION	2/1/21			20	50.88%	9,150	3,943	84,385	46	\$903,310.00	\$1,035,560.00	\$1,345,670.00	\$1,361,500.00
	2258	\$10	39,197,450	MEGA LOTERIA	3/15/21			14	27.55%	47,677	12,128	499,428	18	\$7,746,390.00	\$7,892,390.00	\$8,635,030.00	\$8,237,050.00
	2292	\$10	10,252,350	WILD \$10	3/1/21			16	52.47%	13,510	6,015	75,478	174	\$1,329,180.00	\$1,489,510.00	\$1,856,260.00	\$1,901,210.00
	2287	\$20	8,996,025	\$1,000,000 CROSSWORD	2/1/21			20	57.22%	30,726	8,562	109,481	29	\$4,175,440.00	\$4,349,700.00	\$4,814,240.00	\$4,670,960.00
	2255	\$20	9,050,125	\$1,000,000 EXTREME CASH	9/8/20			41	73.33%	18,491	6,688	67,861	48	\$1,813,880.00	\$1,976,900.00	\$2,314,420.00	\$2,242,320.00
	2282	\$20	9,107,850	200X THE CASH	1/4/21			24	69.55%	19,328	6,292	81,429	54	\$2,482,840.00	\$2,861,560.00	\$3,636,060.00	\$3,612,100.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			214	75.11%	19,689	7,248	313,863	144	\$2,401,860.00	\$2,474,340.00	\$2,594,240.00	\$2,527,360.00
	2040	\$20	7,214,300	MAD MONEY MULTIPLIER	10/19/20			35	59.12%	8,013	3,178	104,707	130	\$802,240.00	\$897,520.00	\$1,089,640.00	\$1,137,480.00
	2209	\$30	12,028,825	\$250 MILLION CASH PARTY	3/16/20			66	62.15%	12,818	5,661	160,458	288	\$1,911,000.00	\$1,854,150.00	\$2,126,970.00	\$2,037,480.00
	2053	\$30	34,080,725	\$750 MILLION WINNER'S CIRCLE	3/19/18			170	52.91%	12,588	5,353	620,267	33	\$2,600,730.00	\$2,688,210.00	\$2,779,290.00	\$2,736,930.00
	2337	\$50	6,074,900	\$5 MILLION FORTUNE	1/18/21			22	56.32%	17,911	6,833	103,549	66	\$5,828,250.00	\$5,785,050.00	\$6,250,200.00	\$6,249,850.00
	2274	\$50	5,139,100	500X LOTERIA SPECTACULAR	10/5/20			37	87.80%	9,618	2,887	16,065	153	\$2,172,350.00	\$2,125,100.00	\$2,277,350.00	\$2,307,300.00
	2338	\$50	5,118,680	500X LOTERIA SPECTACULAR	3/15/21			14	37.19%	24,504	7,143	124,867	70	\$6,056,050.00	\$6,020,100.00	\$6,354,050.00	\$6,079,650.00
Sold/Closing	2290	\$1	10,869,000	INNER WINNER CHICKEN DINNER	3/1/21			16	91.47%	2,522	2,093	296	192	\$122,487.00	\$160,923.00	\$212,662.00	\$278,494.00
	2275	\$2	7,218,375	777	12/21/20	5/6/21	6/20/21	26	94.24%	0	0	238	679	-\$100.00	\$3,962.00	\$8,186.00	\$7,556.00
	2269	\$2	7,308,125	GIFTS GALORE	11/16/20	5/9/21	6/23/21	31	82.93%	28	5	3,859	4,337	-\$4,900.00	-\$3,616.00	-\$7,262.00	-\$47,560.00
	2283	\$2	7,217,625	NEON 7S	2/15/21			18	90.27%	1,921	1,577	270	484	\$140,850.00	\$165,822.00	\$227,386.00	\$278,752.00
	2225	\$2	7,337,875	TRIPLE 333S	1/18/21	6/6/21	7/21/21	22	95.54%	132	91	272	699	\$12,972.00	\$27,850.00	\$46,474.00	\$52,962.00
	2262	\$2	5,953,375	VETERANS CASH	10/19/20	5/9/21	6/23/21	35	77.37%	48	22	5,349	2,381	-\$3,776.00	\$2,782.00	\$8,494.00	-\$12,542.00
	2168	\$3	35,604,750	\$50,000 BONUS CASHWORD	2/17/20	5/9/21	6/23/21	70	98.40%	37	16	228	2,113	-\$5,133.00	\$2,124.00	\$6,666.00	\$7,926.00

**Liability for 2283 / for Life to Date**Product Status:  
ActiveSmartCash Enabled:  
N/A

Validation Range: 07/15/2020 - 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	\$2.00	135801	\$271,602.00	557036	\$1,114,072.00	80.40%	5802918
2	2	N/A	\$5.00	47834	\$239,170.00	240923	\$1,204,615.00	83.43%	6021990
3	3	N/A	\$6.00	65499	\$392,994.00	165426	\$992,556.00	71.64%	5170435
4	4	N/A	\$6.00	9399	\$56,394.00	48342	\$290,052.00	83.72%	6042750
5	5	N/A	\$10.00	1926	\$19,260.00	12502	\$125,020.00	86.65%	6254141
6	6	N/A	\$10.00	9858	\$98,580.00	62311	\$623,110.00	86.34%	6231725
7	7	N/A	\$10.00	2179	\$21,790.00	12304	\$123,040.00	84.95%	6131717
8	8	N/A	\$15.00	19223	\$288,345.00	53001	\$795,015.00	73.38%	5296595
9	9	N/A	\$15.00	1812	\$27,180.00	12577	\$188,655.00	87.41%	6308712
10	10	N/A	\$15.00	2027	\$30,405.00	12414	\$186,210.00	85.96%	6204528
11	0	N/A	\$30.00	966	\$28,980.00	6976	\$209,280.00	87.84%	6339732
12	0	N/A	\$30.00	906	\$27,180.00	6896	\$206,880.00	88.39%	6379485
13	0	N/A	\$30.00	2855	\$85,650.00	7976	\$239,280.00	73.64%	5315093
14	0	N/A	\$30.00	1306	\$39,180.00	9561	\$286,830.00	87.98%	6350208
15	0	N/A	\$30.00	805	\$24,150.00	5207	\$156,210.00	86.61%	6251193
16	0	N/A	\$90.00	145	\$13,050.00	1372	\$123,480.00	90.44%	6527739
17	0	N/A	\$90.00	256	\$23,040.00	2163	\$194,670.00	89.42%	6453792
18	0	N/A	\$90.00	150	\$13,500.00	750	\$67,500.00	83.33%	6014687
19	0	N/A	\$90.00	461	\$41,490.00	1335	\$120,150.00	74.33%	5364994
20	0	N/A	\$90.00	81	\$7,290.00	525	\$47,250.00	86.63%	6252892
21	0	N/A	\$900.00	6	\$5,400.00	17	\$15,300.00	73.91%	5334766
22	0	N/A	\$900.00	2	\$1,800.00	16	\$14,400.00	88.89%	6415666
23	0	N/A	\$30,000.00	0	\$0.00	10	\$300,000.00	100.00%	7217625
Totals:				303497	\$1,756,430.00	1,219,640	\$7,623,575.00		

**-END OF PRODUCTION PRIZE STRUCTURE**  
**July 8, 2020 - ( POOLS # 1 – 69 COMPLETE)**

**Prize Structure**  
 TEXAS LOTTERY  
 GAME NO.2283 "NEON 7s"  
 May 5, 2020 - VERSION A

<b>Order Quantity:</b>	<b>7,217,625</b>	<b>Pack Size:</b>	125	<b>Pool Size:</b>	120,000	<b>Winners:</b>	1,523,137	<b>Total Payout</b>	
<b>Price Point:</b>	\$2.00	<b>Packs/Game:</b>	57,741	<b>Number of Pools:</b>	60.15	<b>Non-winners:</b>	5,694,488	<b>Prize Fund:</b>	\$9,380,005.00
<b>Revenue:</b>	\$14,435,250.00	<b>Packs/Pool:</b>	960			<b>Overall Odds:</b>	<b>4.7387</b>	<b>Payout:</b>	<b>64.98%</b>

**ORIGINAL ORDER**

**SHIPMENT # 1**  
**COMPLETE**  
**POOLS # 1-69**

Kind	Wins	Tier Level	Get	Win	Value	Odds (1 in)	Winners			Total Prize Cost	% Prize Fund
							Pack	Pool	Total		
Low Tiers											
01	1	L	\$2	\$2	\$2.00	10.4175	12.00	11,520.00	692,837	\$1,385,674.00	14.77%
02	1	L	\$5	\$5	\$5.00	24.9955	5.00	4,800.00	288,757	\$1,443,785.00	15.39%
03	1	L	\$2 w/ "7"	\$6	\$6.00	31.2553	4.00	3,840.00	230,925	\$1,385,550.00	14.77%
04	1	L	\$6	\$6	\$6.00	125.0000	1.00	960.00	57,741	\$346,446.00	3.69%
Total (\$6.00):						25.0034	5.00	4,800.00	288,666	\$1,731,996.00	18.46%
05	5	L	\$2 x 5	\$10	\$10.00	500.2512	0.25	240.00	14,428	\$144,280.00	1.54%
06	2	L	\$5 x 2	\$10	\$10.00	100.0100	1.25	1,200.00	72,169	\$721,690.00	7.69%
07	1	L	\$10	\$10	\$10.00	498.3515	0.25	240.00	14,483	\$144,830.00	1.54%
Total (\$10.00):						71.4051	1.75	1,680.00	101,080	\$1,010,800.00	10.78%
08	1	L	\$5 w/ "7"	\$15	\$15.00	99.9339	1.25	1,200.00	72,224	\$1,083,360.00	11.55%
09	2	L	\$10 + \$5	\$15	\$15.00	501.6071	0.25	240.00	14,389	\$215,835.00	2.30%
10	1	L	\$15	\$15	\$15.00	499.8009	0.25	240.00	14,441	\$216,615.00	2.31%
Total (\$15.00):						71.4234	1.75	1,680.00	101,054	\$1,515,810.00	16.16%
Total (Low Tiers):						4.9020	25.50	24,480.00	1,472,394	\$7,088,065.00	75.57%
Mid Tiers											
11	6	M	\$5 x 6	\$30	\$30.00	908.7919	0.14	132.00	7,942	\$238,260.00	2.54%
12	5	M	\$6 x 5	\$30	\$30.00	925.0993	0.14	130.00	7,802	\$234,060.00	2.50%
13	1	M	\$10 w/ "7"	\$30	\$30.00	666.3858	0.19	180.00	10,831	\$324,930.00	3.46%
14	2	M	\$15 x 2	\$30	\$30.00	664.1782	0.19	180.00	10,867	\$326,010.00	3.48%
15	1	M	\$30	\$30	\$30.00	1200.5364	0.10	100.00	6,012	\$180,360.00	1.92%
Total (\$30.00):						166.0981	0.75	722.00	43,454	\$1,303,620.00	13.90%
16	10	M	(\$10 x 8) + (\$5 x 2)	\$90	\$90.00	4757.8279	0.03	25.00	1,517	\$136,530.00	1.46%
17	6	M	\$15 x 6	\$90	\$90.00	2983.7226	0.04	40.00	2,419	\$217,710.00	2.32%
18	3	M	\$10 w/ "7" x 3	\$90	\$90.00	8019.5833	0.02	15.00	900	\$81,000.00	0.86%
19	1	M	\$30 w/ "7"	\$90	\$90.00	4018.7222	0.03	30.00	1,796	\$161,640.00	1.72%
20	1	M	\$90	\$90	\$90.00	11910.2723	0.01	10.00	606	\$54,540.00	0.58%
Total (\$90.00):						997.1850	0.13	120.00	7,238	\$651,420.00	6.94%
Total (Mid Tiers):						142.3819	0.88	842.00	50,692	\$1,955,040.00	20.84%
High Tiers											
21	10	H	\$90 x 10	\$900	\$900.00	313809.7826	0.00	0.42	23	\$20,700.00	0.22%
22	1	H	\$900	\$900	\$900.00	400979.1667	0.00	0.25	18	\$16,200.00	0.17%
Total (\$900.00):						176039.6341	0.00	0.68	41	\$36,900.00	0.39%
23	1	H	\$30,000	\$30,000	\$30,000.00	721762.5000	0.00	0.17	10 *	\$300,000.00	3.20%
Total (High Tiers):						141522.0588	0.00	0.85	51	\$336,900.00	3.59%
Total :						4.7387	26.38	25,322.85	1,523,137	\$9,380,005.00	100.00%

\* Exact Quantity by Kind Level

"7" = win TRIPLE the PRIZE

There will be no more than twenty-seven (27) winners per pack.

**7,217,625**

**692,837**

**288,757**

**230,925**

**57,741**

**14,428**

**72,169**

**14,483**

**72,224**

**14,389**

**14,441**

**7,942**

**7,802**

**10,831**

**10,867**

**6,012**

**1,517**

**2,419**

**900**

**1,796**

**606**

**23**

**18**

**10**



# INTEROFFICE MEMO

Gary Grief, Executive Director      Tom Hanson, Charitable Bingo Operations Director

## Payment Approval

July 16, 2020

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

Vendor Name:	Scientific Games
Invoice Number:	1038190
Invoice Amount:	\$143,974.84
Tx Game name:	Game #2283 Neon 7's
PO #:(if applicable)	

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

\_\_\_\_\_  
Dale Bowersock (Scratch Ticket Strategy Coordinator)  
Please forward to the next person for approval

\_\_\_\_\_  
Date

\_\_\_\_\_  
Robert Tirloni (Products Manager)  
Please forward to the next person for approval

\_\_\_\_\_  
Date

\_\_\_\_\_  
Ryan Mindell (Lottery Operations Division Director)

\_\_\_\_\_  
Date

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

**July 26, 2020**

 <b>SCIENTIFIC GAMES</b>	<b>Invoice No</b> 1038190	<b>Invoice Date</b> 12-JUL-20	<b>Due Date</b> 11-AUG-2020
Scientific Games International, Inc. 1500 Bluegrass Lakes Parkway AlpharettaGA30004 Ph:770.664.3700	<b>Payment Terms</b> 30 NET	<b>Total Amount</b> 143,974.84	<b>Invoice Currency</b> USD
	<b>Customer #</b> 27292	<b>Exchange Rate :</b>	
<b>Bill To</b>	<b>Ship To</b>		
Texas Lottery Attn: Accounts Payable P.O. BOX 16630 AustinTX 78761-6630 United States	c/o Gtech 8520 Tuscany Way Bldg 6 Suite 100 AUSTINTX 78754-4819 United States		
<b>Comments:</b>			
<b>PO #:</b>	<b>Sales Order #:</b> 9005227	<b>Bill Date :</b> 07/14/2020	

Item	Item Description	Price Point	Net Tickets	Net Sales	Unit Price	Amount
123456	TX-2283/NEON 7s - Fluorescent Ink(s)	0	7,217.62	0	4.800	34,644.60
353	Specialty Ink Pack Inserts - (3) Fluorescent Colors -	0	1.00	0	271.930	271.93
TX-2283	TX-2283/NEON 7s # 1	2.00	7,217.62	14,435	15.110	109,058.31

Thank You For Your Business!	Subtotal	Freight	Tax	Total
	<b>143,974.84</b>	<b>0.00</b>	<b>0.00</b>	<b>143,974.84</b>

<b>Remittance Information:</b>	<b>Mailing Instructions:</b>
USD Wire Instructions: Bank: Bank of America Swift: BOFAUS3N Acct name: Scientific Games International, Inc. Acct #: 501017395032 Wire Routing #: 026009593 ACH Routing #: 122400724	Scientific Games International, Inc. PO Box 740845 Los Angeles CA 90074-0845



**Closing Scratch Ticket Game Analysis**  
**2/24/19-2/27/21**

**Average Number of Weeks for 85% Average Sell Through**

	A	B	C	D		E	F	G	H
	Price Point					Price Point			
Print Quantities	\$1	\$2	\$3	\$5	Print Quantities	\$10	\$20	\$30	\$50
< 5M	None	None	None	None	2M	None	None	None	None
5M-9.99M	Week 14	Week 16	Week 17	Week 17	3M	None	None	None	None
10M-14.99M	Week 16	None	None	Week 25	4M	Week 16*	None	None	Week 51*
15M-19.99M	Week 23	None	Week 31	Week 48	5M	Week 13*	None	Week 38*	Week 35*
20M-24.99M	None	None	None	Week 38	6M	Week 14	Week 24	None	None
25M-29.99M	Week 32*	None	None	None	7M	Week 16	Week 34	None	None
30M-34.99M	None	Week 46*	None	None	8M	Week 21	Week 40	None	None
>35M	None	Week 63	None	Week 42*	>9M	Week 30	Week 36*	None	None

**Average Weekly Dollar Sales at 85% Average Sell Through**

	A	B	C	D		E	F	G	H
	Price Point					Price Point			
Print Quantities	\$1	\$2	\$3	\$5	Print Quantities	\$10	\$20	\$30	\$50
< 5M	None	None	None	None	2M	None	None	None	None
5M-9.99M	\$560,738	\$776,573	\$927,958	\$1,946,842	3M	None	None	None	None
10M-14.99M	\$607,596	None	None	\$2,218,148	4M	\$2,364,236	None	None	\$3,873,162
15M-19.99M	\$633,975	None	\$1,585,325	\$1,515,020	5M	\$3,760,439	None	\$3,506,730	\$6,271,944
20M-24.99M	None	None	None	\$2,468,328	6M	\$4,039,631	\$4,400,564	None	None
25M-29.99M	\$776,998	None	None	None	7M	\$3,884,366	\$3,675,833	None	None
30M-34.99M	None	\$1,280,700	None	None	8M	\$3,381,845	\$3,828,587	None	None
>35M	None	\$1,061,088	None	\$4,122,095	>9M	\$4,682,820	\$5,671,831	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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