

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

**Scratch Ticket Information**

Date Completed 3/6/2017

Game #	1813	Confirmed Packs	4,240
Game Name	Hit the Jackpot	Active Packs	3,168
Quantity Printed	8,420,625	Warehouse Packs	36,009
Price Point	\$5	Returned Packs	498
Start Date	10/3/2016	Printed Payout Percentage	68.03%
Top Prize	\$ 100,000	Percent Sold	59.95%
Number of Top Prizes Remaining	4	Number of Weeks Out	22

**Current Game Sales Analysis**

**TANGIBLE COSTS**

**Expenditure Impact:**

Cost to print tickets	\$ 268,534	Actual ticket production costs
Prize payout expense	\$ 16,610,950	Data from Instant Ticket Tier Liability screen in ES
<b>Estimated Direct Costs</b>	<b>\$ 16,879,484</b>	

**TANGIBLE BENEFITS**

**Revenue Impact:**

Estimated sales	\$ 25,240,823	Based on # of tkts printed, times % sold from DaVinci report, times the price point
<b>Total Estimated Benefits</b>	<b>\$ 25,240,823</b>	

**Excess of Revenue over Expended \$ 8,361,340**

**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	\$		473,440
Next week	\$		476,490
Next week	\$		550,115
<b>Avg Weekly Sales Current Game</b>	<b>\$</b>		<b>500,015</b>
Avg Weekly Sales \$5, 5M - 9 99M Qty	\$		1,964,653
<b>Percentage Of Variance In Sales</b>			<b>75%</b>

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

**Instant Ticket Information**

Game #	<input type="text" value="1813"/>	Printed Payout Percentage	<input type="text" value="68.03%"/>
Game Name	<input type="text" value="Hit the Jackpot"/>	Actual Payout Percentage	<input type="text" value="65.81%"/>
Percent Sold	<input type="text" value="59.95%"/>	Number of Weeks Out	<input type="text" value="22"/>
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run			<input type="text" value="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)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Dale Boussock      3/6/17  
Instant Product Coordinator      Date

[Signature]      3/9/17  
Products Manager      Date

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

Ed Page for Michael Anzen      3-10-17  
Lottery Operations Division Director      Date

Kathy Egan      3/14/17  
Controller      Date

Bob Beard      03.14.2017  
Executive Director      Date  
for Gary Brief

**Play the Games of Texas!**

**Da Vinci Report** 3/6/17

Week End Date: 3/4/17

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														3/4/17	2/25/17	2/18/17	2/11/17
Mature	1794	\$5	25,316,700	\$5 SET FOR LIFE	3/21/16			50	40.30%	7,906	4,532	187,954	24	\$965,145.00	\$826,900.00	\$794,420.00	\$677,970.00
	1790	\$5	20,391,825	100,000 MEGA BINGO	1/18/16			59	69.12%	11,757	6,650	63,939	21	\$1,144,760.00	\$1,021,970.00	\$1,013,135.00	\$1,050,195.00
	1808	\$5	18,320,550	BONUS BREAK THE BANK	11/7/16			17	34.69%	16,819	8,657	132,285	19	\$1,933,540.00	\$1,780,695.00	\$1,755,610.00	\$1,830,880.00
	1776	\$5	9,894,750	COWBOYS	8/1/16			31	55.51%	3,181	2,129	51,579	861	\$322,940.00	\$334,365.00	\$406,835.00	\$450,300.00
	1817	\$5	7,998,975	GOLDEN TICKET	11/7/16			17	77.06%	8,740	5,454	8,713	88	\$1,231,810.00	\$1,175,215.00	\$1,246,465.00	\$1,335,625.00
	1813	\$5	8,420,625	HIT THE JACKPOT	10/3/16			22	59.95%	4,240	3,168	36,009	498	\$473,440.00	\$476,490.00	\$559,115.00	\$600,400.00
	1777	\$5	5,529,750	HOUSTON TEXANS	8/1/16			31	58.27%	2,030	936	26,193	956	\$115,740.00	\$137,465.00	\$176,395.00	\$207,810.00
	1820	\$5	8,115,750	WILD CASH BONANZA	11/16/16			15	67.76%	10,101	6,091	17,131	95	\$1,232,505.00	\$1,177,265.00	\$1,241,475.00	\$1,335,075.00
	1869	\$10	6,113,400	\$1,000,000 HIGH ROLLER	11/16/16			15	85.75%	10,461	5,705	0	140	\$2,752,450.00	\$2,783,340.00	\$2,756,430.00	\$2,890,720.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16			31	38.89%	13,895	6,902	327,099	43	\$2,498,870.00	\$2,170,780.00	\$2,186,490.00	\$2,199,340.00
	1764	\$20	6,112,700	\$1,000,000 RICHES	8/15/16			29	53.02%	11,524	6,020	95,306	58	\$1,668,480.00	\$1,501,120.00	\$1,494,860.00	\$1,406,820.00
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			94	28.75%	6,689	3,238	961,405	31	\$1,302,480.00	\$1,147,540.00	\$1,031,320.00	\$926,660.00
	1387	\$20	34,320,175	\$500M EXTREME CASH BLAST	8/13/12			238	60.79%	8,773	3,692	522,990	86	\$1,375,400.00	\$1,194,560.00	\$1,127,800.00	\$1,055,100.00
	1734	\$20	5,908,875	MILLIONAIRE'S CLUB	6/6/16			39	79.93%	10,401	5,088	30,033	42	\$1,909,120.00	\$1,700,080.00	\$1,688,460.00	\$1,592,580.00
	1779	\$20	8,076,320	SUPER BREAK THE BANK	10/3/16			22	47.38%	22,151	7,330	180,085	148	\$2,116,200.00	\$1,928,540.00	\$1,974,540.00	\$1,899,640.00
	1832	\$50	3,668,520	\$7,500,000 ULTIMATE CASH	10/17/16			20	32.79%	11,943	5,750	104,158	33	\$3,389,350.00	\$3,089,700.00	\$2,952,550.00	\$2,975,400.00
	1756	\$50	3,666,680	HIGH ROLLER CASINO ACTION	4/18/16			46	51.04%	3,736	2,057	82,999	73	\$999,700.00	\$906,800.00	\$820,900.00	\$849,600.00
Out of Wareh	1760	\$3	6,113,625	WORD GAMES	1/16/17			7	68.26%	8,094	6,820	0	106	\$1,597,233.00	\$1,527,300.00	\$1,714,332.00	\$2,014,038.00
Sold/Closing	1772	\$1	11,178,450	CASH 2 GO	10/3/16	2/10/17	3/27/17	22	94.71%	293	388	0	1,059	\$32,686.00	\$52,000.00	\$124,183.00	\$289,658.00
	1819	\$1	9,119,700	HIPSTER HOLIDAY	11/16/16	3/19/17	5/3/17	15	95.97%	339	330	0	1,266	\$23,156.00	\$30,571.00	\$49,441.00	\$206,054.00
	1810	\$1	10,206,150	THE UNIVERSITY OF TEXAS	9/6/16			26	93.31%	2,084	1,519	0	153	\$83,000.00	\$92,813.00	\$170,742.00	\$324,975.00
	1805	\$2	6,028,375	PITBULL	7/18/16	2/19/17	4/5/17	33	84.22%	68	125	3,255	3,211	-\$24,816.00	\$7,432.00	\$44,116.00	\$60,550.00
	1816	\$2	5,136,625	VETERANS CASH	11/7/16	2/15/17	4/1/17	17	79.92%	864	731	0	1,930	\$28,524.00	\$82,654.00	\$226,628.00	\$345,238.00
	1770	\$2	7,244,000	WILD 7'S DOUBLER	10/3/16	3/19/17	5/3/17	22	96.24%	443	690	0	296	\$87,398.00	\$90,976.00	\$122,192.00	\$147,930.00
	1798	\$3	35,460,375	BONUS CASHWORD	2/29/16			53	94.81%	6,920	6,743	0	71	\$2,018,334.00	\$2,114,154.00	\$2,113,566.00	\$2,162,580.00
	1811	\$5	8,192,325	\$100,000 CASH	9/6/16	2/22/17	4/8/17	26	91.85%	1,130	1,205	1,999	675	\$422,845.00	\$556,655.00	\$581,590.00	\$645,310.00
	1782	\$5	8,369,025	CRAZY CASH	9/19/16	3/19/17	5/3/17	24	56.69%	1,842	2,089	41,042	1,048	\$370,125.00	\$375,755.00	\$429,650.00	\$477,125.00
	1815	\$5	7,649,475	GARLAND RICHES	10/17/16	3/19/17	5/3/17	20	90.85%	1,148	911	0	5,355	\$164,620.00	\$221,810.00	\$341,220.00	\$615,340.00
	1796	\$5	30,592,725	SUPER LOTERIA	2/29/16	3/19/17	5/3/17	53	95.66%	1,686	608	11,479	1,652	\$274,635.00	\$326,750.00	\$363,350.00	\$429,265.00
	1769	\$10	5,500,500	\$250,000 EXTREME GREEN	7/5/16	2/19/17	3/26/17	35	95.44%	103	173	0	3,006	\$63,570.00	\$115,880.00	\$276,910.00	\$440,300.00
	1818	\$10	5,249,950	OLIDAY COUNTDOWN SUPER TICK	11/7/16	3/19/17	5/3/17	17	81.68%	2,924	1,679	0	10,238	\$420,190.00	\$531,670.00	\$719,030.00	\$1,054,840.00
	1740	\$20	10,279,550	HIT \$1,000,000	12/21/15	2/3/17	3/20/17	63	93.83%	478	332	11,412	6,699	\$238,520.00	\$499,900.00	\$1,035,960.00	\$1,570,360.00

**Liability for 1813 / for Life to Date**

Product Status SmartCash Enabled Validation Range. 09/07/2016 - 12/31/2037  
 Active N/A

**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	469267	\$2,346,335.00	615987	\$3,079,935 00	56 76%	4779522
2	2	N/A	\$10 00	135748	\$1,357,480 00	182391	\$1,823,910 00	57.33%	4827594
3	3	N/A	\$10 00	185221	\$1,852,210.00	263845	\$2,638,450.00	58.75%	4947468
4	4	N/A	\$15 00	31648	\$474,720 00	43211	\$648,165.00	57 72%	4860653
5	5	N/A	\$15 00	38323	\$574,845.00	55259	\$828,885.00	59.05%	4972273
6	6	N/A	\$15.00	23068	\$346,020 00	33131	\$496,965.00	58.95%	4964211
7	7	N/A	\$20.00	7551	\$151,020 00	11105	\$222,100.00	59.53%	5012384
8	8	N/A	\$20 00	7643	\$152,860 00	11045	\$220,900 00	59 10%	4976766
9	9	N/A	\$20 00	7677	\$153,540 00	11046	\$220,920 00	59 00%	4967912
10	10	N/A	\$20 00	7911	\$158,220 00	10826	\$216,520.00	57 78%	4865329
11	0	N/A	\$50.00	5646	\$282,300.00	8334	\$416,700 00	59.61%	5019848
12	0	N/A	\$50 00	5676	\$283,800.00	8387	\$419,350 00	59 64%	5021957
13	0	N/A	\$50 00	5669	\$283,450 00	8334	\$416,700.00	59.52%	5011603
14	0	N/A	\$50 00	5667	\$283,350.00	8367	\$418,350 00	59.62%	5020334
15	0	N/A	\$50.00	5714	\$285,700.00	8383	\$419,150.00	59 47%	5007455
16	0	N/A	\$50 00	4938	\$246,900.00	6799	\$339,950 00	57.93%	4877892
17	0	N/A	\$100.00	3509	\$350,900 00	4580	\$458,000 00	56.62%	4767766
18	0	N/A	\$100.00	3237	\$323,700 00	4589	\$458,900 00	58 64%	4937675
19	0	N/A	\$100.00	3165	\$316,500.00	4674	\$467,400 00	59.62%	5020793
20	0	N/A	\$100.00	3434	\$343,400 00	4757	\$475,700 00	58 08%	4890356
21	0	N/A	\$100.00	2447	\$244,700.00	3617	\$361,700.00	59.65%	5022658
22	0	N/A	\$200.00	452	\$90,400.00	621	\$124,200 00	57.88%	4873446
23	0	N/A	\$250.00	283	\$70,750 00	373	\$93,250.00	56.86%	4787946
24	0	N/A	\$250.00	329	\$82,250 00	473	\$118,250 00	58.98%	4966278
25	0	N/A	\$250 00	153	\$38,250.00	252	\$63,000 00	62.22%	5239499
26	0	N/A	\$300 00	360	\$108,000 00	522	\$156,600.00	59 18%	4983635
27	0	N/A	\$400.00	161	\$64,400.00	220	\$88,000.00	57 74%	4862303
28	0	N/A	\$500.00	228	\$114,000.00	315	\$157,500.00	58.01%	4884892
29	0	N/A	\$500 00	167	\$83,500.00	235	\$117,500 00	58 46%	4922504
30	0	N/A	\$500.00	164	\$82,000.00	238	\$119,000 00	59.20%	4985345
31	0	N/A	\$1,000.00	47	\$47,000.00	63	\$63,000.00	57.27%	4822721
32	0	N/A	\$1,000.00	39	\$39,000.00	62	\$62,000 00	61.39%	5169096
33	0	N/A	\$100,000 00	4	\$400,000 00	4	\$400,000 00	50 00%	4210312
			<b>Totals.</b>	<b>965546</b>	<b>\$12,031,500.00</b>	<b>1,312,045</b>	<b>\$16,610,950.00</b>		

No.

10/04/16

Game Name	Game No	Inv No.	Vendor	TLC PO #
Hit The Jackpot	1813	8501886	PBL	362-16-9010 RL022

Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
8,420,625	8,420.63	\$31.89	<u>\$268,533.73</u>
			\$268,533.73

Delivered	8,420,625
Ordered	8,280,000

2% under	8,114,400
2% over	8,445,600

Accetable Range	0
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Total \$268,533.73

NO. OF TICKETS (+/-2%): 8,420,625  
 NO. POOLS: 23  
 PACK SIZE: 75  
 PACKS/POOL: 4,800  
 PACKS/GAME: 112,275

Minimum Quantity: 8 114 400  
 Maximum Quantity: 8 445,600

TEXAS LOTTERY COMMISSION  
 "HIT THE JACKPOT" GAME NO. 1813  
 END OF PRODUCTION PRIZE STRUCTURE  
 24-Aug 16

VERSION A

8 420,625      \$5 TICKETS      \$42 103,125      REVENUE      PRIZE FUND      \$28,642,450      PAYOUT %      68.03%

PRIZE TIER	PRIZE CODE	TIER CODE	GET:	#OF WAYS		ODDS OF 1 IN	WINNERS IN 23 POOLS	WINNERS IN 75 (PER PACK*)	WINNERS IN 360,000 (Per Pool)	PRIZE COST	PERCENT OF PRIZE FUND **	VALIDATION TIER LEVELS	
				TO WIN	WIN								
1	1	L	\$5	1	\$5	7.76	1 085,254	9.666	46,396.9646	\$5,426,270	18.94%		
2	2	L	\$10	1	\$10	26.47	318,139	2.8336	13,601 1329	\$3,181,390	11.11%		
3	3	L	\$5x2	2	\$10	18.75	449,066	3.9997	19,198.5464	\$4,490,660	15.68%		
4	4	L	\$15	1	\$15	112.49	74,859	0.6667	3,200.3848	\$1,122,885	3.92%		
5	5	L	\$5x3	3	\$15	89.98	93,582	0.8335	4,000.8337	\$1,403,730	4.90%		
6	6	L	\$5+\$10	2	\$15	149.84	56,199	0.5005	2 402.6293	\$842,985	2.94%		
7	7	L	\$5x4	4	\$20	451.36	18,656	0.1662	797.5845	\$373,120	1.30%		
8	8	L	\$5x2+\$10	3	\$20	450.59	18,688	0.1664	798.9526	\$373,760	1.30%		
9	9	L	\$10x2	2	\$20	449.75	18,723	0.1668	800.4489	\$374,460	1.31%		
10	10	L	\$20	1	\$20	449.41	18,737	0.1669	801.0474	\$374,740	1.31%	LOW TIER	
11	0	M	\$5x6+\$10x2	8	\$50	602.33	13,980	0.13	600	\$699,000	2.44%	62.72%	
12	0	M	\$5x2+\$20x2	4	\$50	598.78	14,063	0.13	600	\$703,150	2.45%		
13	0	M	\$5x2+\$10x2+\$20	5	\$50	601.34	14,003	0.13	600	\$700,150	2.44%		
14	0	M	\$5x4+\$10+\$20	6	\$50	600.02	14,034	0.13	600	\$701,700	2.45%		
15	0	M	\$10x5	5	\$50	597.33	14,097	0.13	600	\$704,850	2.46%		
16	0	M	\$50	1	\$50	717.44	11,737	0.10	500	\$586,850	2.05%		
17	0	M	\$100	1	\$100	1,041.00	8,089	0.07	347	\$808,900	2.82%		
18	0	M	\$50x2	2	\$100	1,075.98	7,826	0.07	335	\$782,600	2.73%		
19	0	M	\$10x6+\$20x2	8	\$100	1,074.20	7,839	0.07	335	\$783,900	2.74%		
20	0	M	\$5x20 "WA"	1	\$100	1,028.03	8,191	0.07	348	\$819,100	2.86%		
21	0	M	\$50+\$10x2+\$15x2	5	\$100	1,388.63	6,064	0.05	261	\$606,400	2.12%		
22	0	M	\$10x20 "WA"	1	\$200	7,847.74	1,073	0.01	45	\$214,600	0.75%		
23	0	M	\$250	1	\$250	12,836.32	656	0.01	28	\$164,000	0.57%		
24	0	M	\$10x15+\$20x5	20	\$250	10,499.53	802	0.01	34	\$200,500	0.70%		
25	0	M	\$5x6+\$10x2+\$15x2+\$20+\$50+\$100	13	\$250	20,791.67	405	0.00	17	\$101,250	0.35%		
26	0	M	\$5x5 + \$10x3 + \$15x5 + \$20x6 + \$50	20	\$300	9,547.19	882	0.01	37	\$264,600	0.92%		
27	0	M	\$20x20	20	\$400	22,101.38	381	0.00	16	\$152,400	0.53%		
28	0	M	\$5x10+\$10x2+\$20x4+\$50x3+\$100x2	21	\$500	15,507.60	543	0.00	23	\$271,500	0.95%		
29	0	M	\$50x3+\$100+\$250	5	\$500	20,946.83	402	0.00	17	\$201,000	0.70%	MID TIER	
30	0	M	\$100x5	5	\$500	20,946.83	402	0.00	17	\$201,000	0.70%	33.75%	
31	0	H	\$20x10+\$250x3+\$50	14	\$1,000	76,551.14	110	0.00	4.70	\$110,000	0.38%		
32	0	H	\$1,000	1	\$1,000	83,372.52	101	0.00	4.32	\$101,000	0.35%	HIGH TIER	
33	0	H	\$100,000	1	\$100,000	1,052,578.13	8 ***	0.00	0.342017	\$800,000	2.79%	3.53%	
							3 70	2,277 591	20.28	97 367 89	\$ 28,642,450	100.00%	100.00% ****
							3.6972						

Consolidated odds are 1 in

\$5	7.76	1,085,254
\$10	10.98	767,205
\$15	37.48	224,640
\$20	112.57	74,804
\$50	102.80	81,914
\$100	221.54	38,009
\$200	7,847.74	1,073
\$250	4,519.93	1,863
\$300	9,547.19	882
\$400	22,101.38	381
\$500	6,251.39	1,347
\$1,000	39,908.18	211
\$100,000	1,052,578.13	8
		2,277 591

Note: "WA" = WIN ALL 20 PRIZES INSTANTLY by revealing a Star Play Symbol

\* Each of the following GLEPS will be used in approximately 16.67% of each pack of 75 tickets.  
 \*\* Numbers are rounded.  
 \*\*\* This Number of prizes is guaranteed delivery to the Lottery

**Instant Ticket Game Analysis**  
8/31/14-8/27/16

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

Print Quantities	Price Point			
	\$1	\$2	\$3	\$5
< 5M	None	None	None	None
5M-9.99M	Week 11*	Week 20	Week 18*	Week 18
10M-14.99M	Week 18	None	Week 26	Week 26
15M-19.99M	None	Week 21*	None	Week 26
20M-24.99M	Week 35*	None	Week 25	Week 40
25M-29.99M	Week 29	Week 38	Week 33	None
30M-34.99M	None	None	None	None
>35M	None	None	None	None

Print Quantities	Price Point			
	\$10	\$20	\$25	\$50
2M	None	None	None	None
3M	None	Week 12*	None	None
4M	None	None	None	None
5M	Week 17	Week 47*	None	None
6M	Week 27	None	None	None
7M	None	None	None	None
8M	Week 19	None	None	None
>9M	Week 30	Week 39*	None	None

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

Print Quantities	Price Point			
	\$1	\$2	\$3	\$5
< 5M	None	None	None	None
5M-9.99M	\$578,969	\$671,321	\$861,712	\$1,964,653
10M-14.99M	\$557,959	None	\$1,236,839	\$2,142,670
15M-19.99M	None	\$1,273,552	None	\$2,531,546
20M-24.99M	\$551,431	None	\$2,124,488	\$2,208,168
25M-29.99M	\$786,366	\$1,169,247	\$2,004,832	None
30M-34.99M	None	None	None	None
>35M	None	None	None	None

Print Quantities	Price Point			
	\$10	\$20	\$25	\$50
2M	None	None	None	None
3M	None	\$5,141,903	None	None
4M	None	None	None	None
5M	\$2,712,692	\$2,150,202	None	None
6M	\$1,986,191	None	None	None
7M	None	None	None	None
8M	\$4,563,190	None	None	None
>9M	\$3,124,159	\$4,464,715	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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