

Massachusetts State Lottery Commission Meeting

Executive Director's Report

Delivered by Paul R. Sternburg
September 18, 2013



Lottery Sales Update

- Overall sales for the month of August were \$5 million higher than August 2012. The FY14 prize payout was 71.7 percent as compared with 71.3 percent for August FY13. Even though the payout percentage for FY14 was 0.4 percent higher this year, our overall monthly net profit for the month was \$11 million higher because of fewer accrued prizes.
- Our overall prize payout for the first two months of FY14 is 70.9 percent, as compared FY13's payout for the first two months of 74.0 percent. This 3.1 percent difference is driving a net profit increase of \$24 million for the first two months. As previously explained, the prize payout percentage fluctuates based on the schedule or rate at which players cash in prizes.
- August's sales increase can be attributed to a \$2 million spike in the Instant Ticket portfolio; a \$5 million increase in Powerball sales due to the \$425 million jackpot that was the third largest in Powerball history and \$100 million more than last year's jackpot during the same time frame; and, \$1 million in new sales from Jackpot Poker, which debuted in June 2013.
- There were four draw games that experienced sales decreases in August, including a \$1 million decline in Mega Millions sales due to a smaller jackpot as compared to last year's offerings; a \$1 million decrease in Lucky for Life sales; a \$1 million decrease in Megabucks Doubler sales due to a smaller jackpot this year; and, a \$2 million decrease in Race Game sales because there have been no ticket sales since the game officially ended on June 11, 2013.

September 2013 Instant Ticket Release (Sept. 17)

Full of \$50s

Price Point: \$1

Top Prize: \$10,000

Fire & Ice

Price Point: \$2

Top Prize: \$50,000

Scary Cash

Price Point: \$5

Top Prize: \$250,000

Win It All!

Price Point: \$5

Top Prize: \$1,000,000

Platinum Millions

Price Point: \$20

Top Prize: \$10,000,000



August 2013 Instant Ticket Sales Update



Wild Joker

Price Point: \$1

6 Week Sales: \$2,464,626



Silver 7's

Price Point: \$2, 6 Week Sales: \$6,945,224



Black Ace Tripler

Price Point: \$2, 6 Week Sales: \$6,958,924



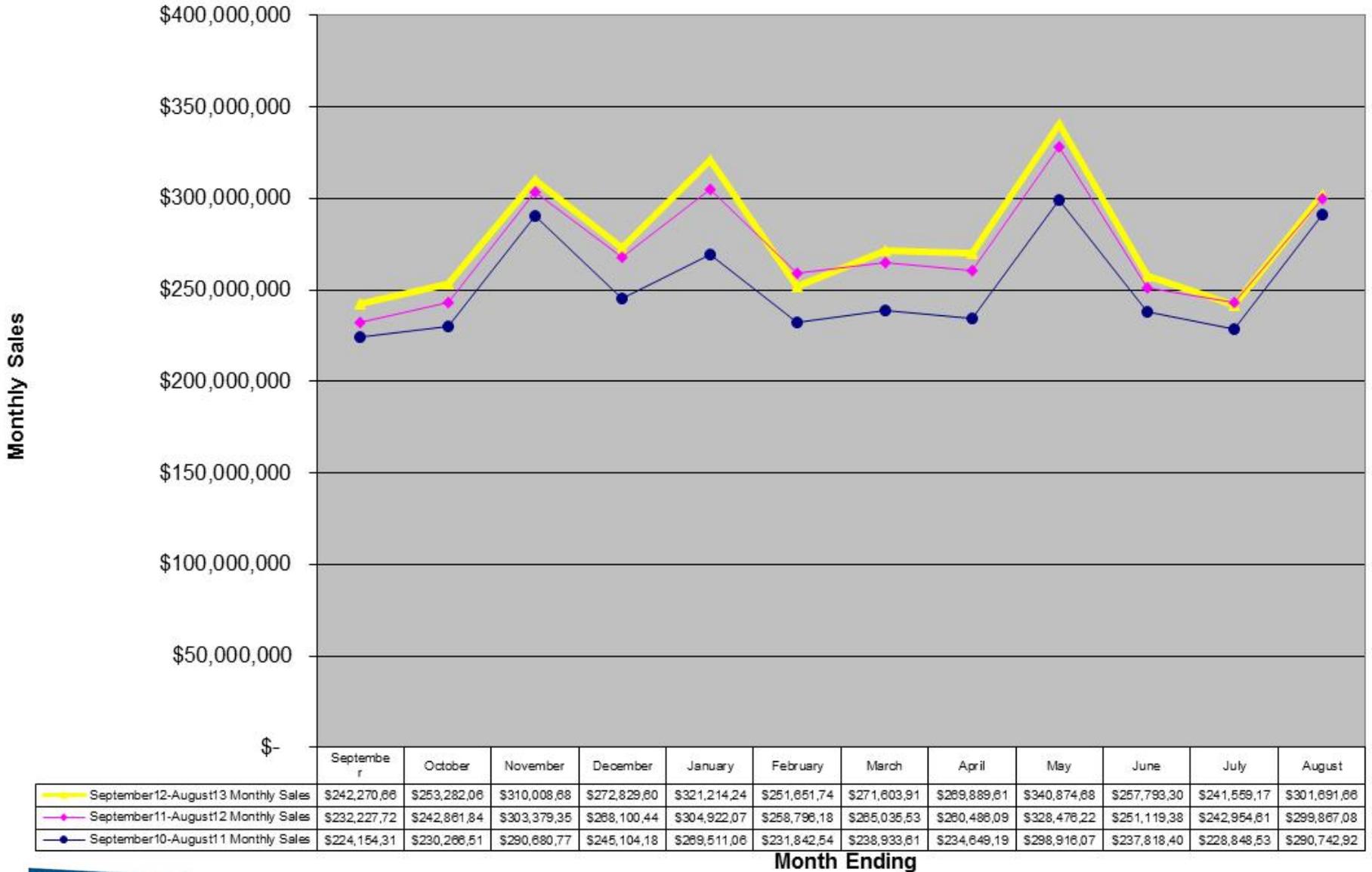
Cash Blast

Price Point: \$5

6 Week Sales: \$20,279,565

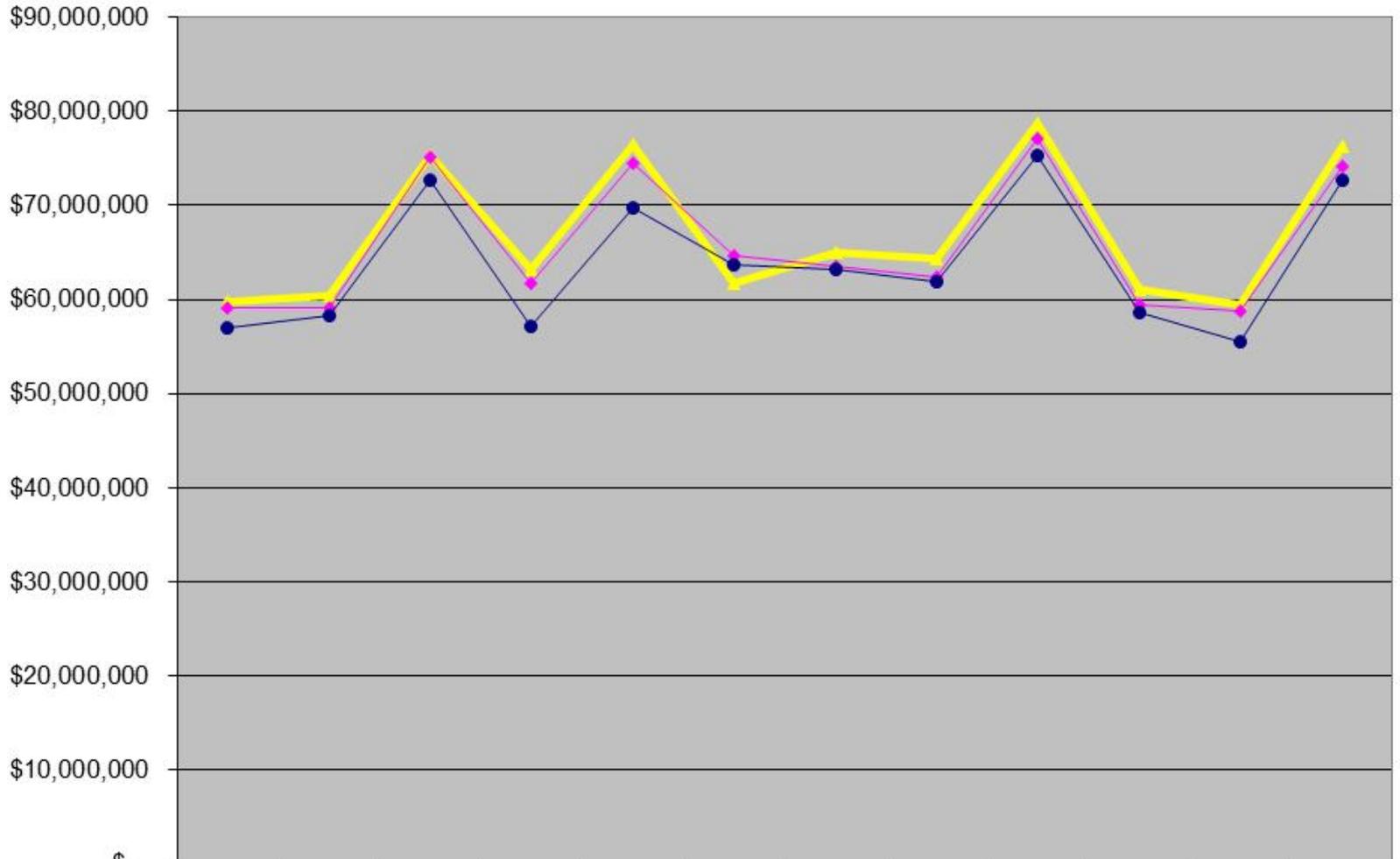


Instant Game Monthly Sales September 10 thru August 13



KENO Game Monthly Sales September 10 thru August 13

Monthly Sales

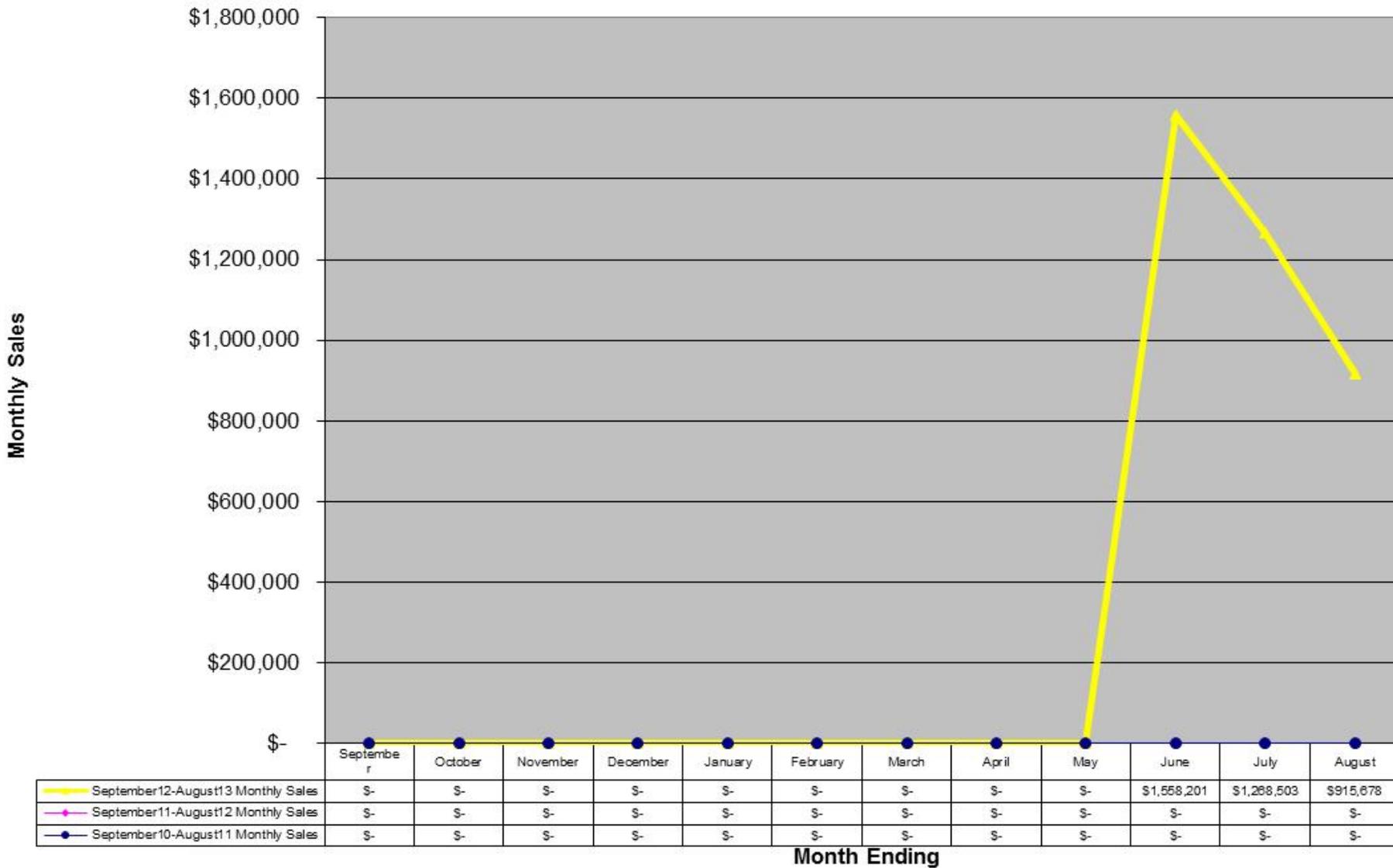


	September	October	November	December	January	February	March	April	May	June	July	August
September 12-August 13 Monthly Sales	\$59,776,650	\$60,406,576	\$75,360,152	\$63,209,606	\$76,453,588	\$61,657,662	\$65,033,276	\$64,280,486	\$78,695,207	\$61,032,421	\$59,478,963	\$76,327,447
September 11-August 12 Monthly Sales	\$59,167,172	\$59,077,681	\$75,178,823	\$61,681,424	\$74,466,681	\$64,684,172	\$63,579,007	\$62,438,549	\$77,066,745	\$59,496,498	\$58,834,238	\$74,168,553
September 10-August 11 Monthly Sales	\$56,939,601	\$58,222,815	\$72,659,946	\$57,173,914	\$69,753,994	\$63,723,343	\$63,268,022	\$61,946,220	\$75,374,599	\$58,809,862	\$55,511,595	\$72,637,541

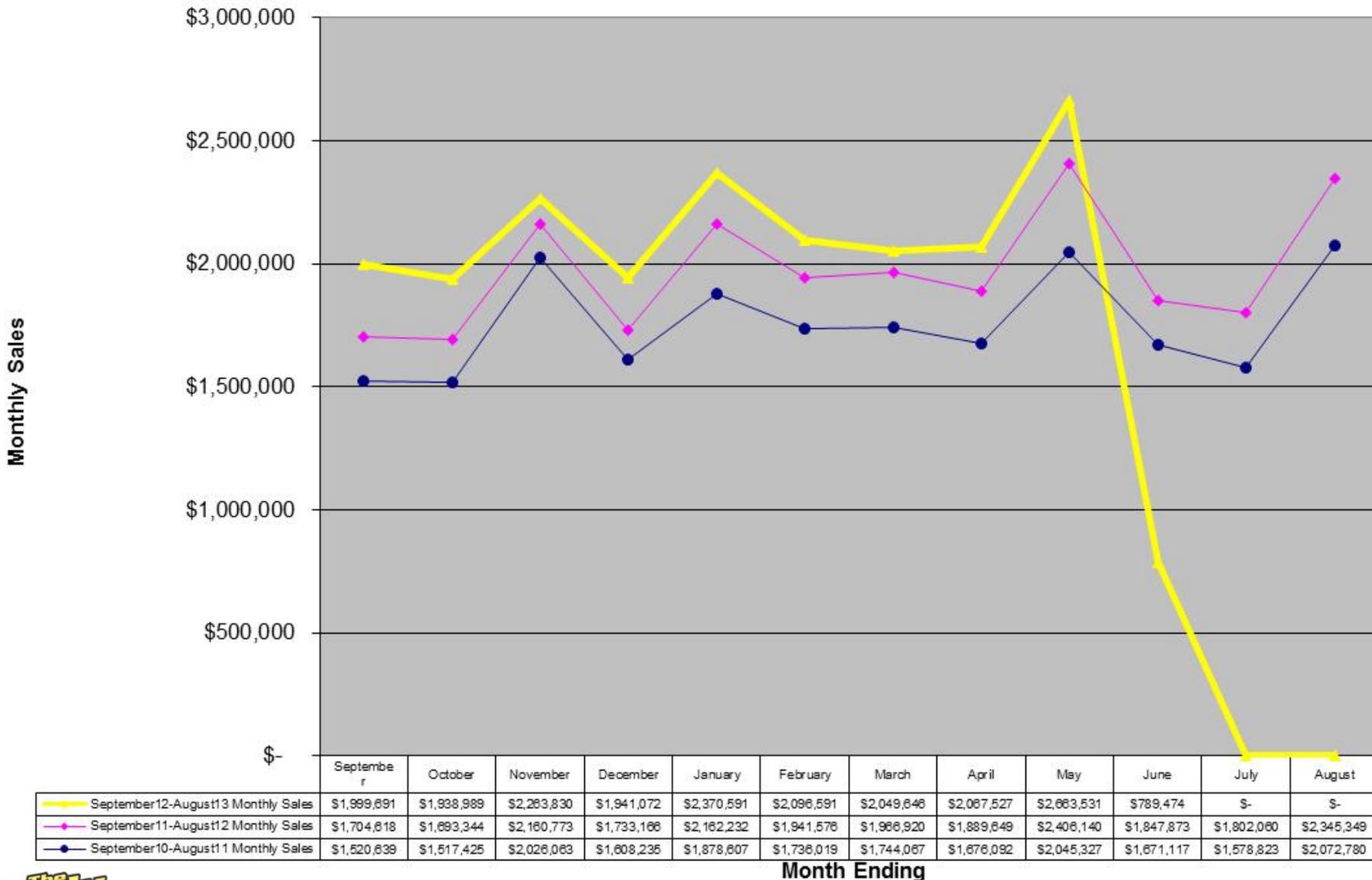
Month Ending



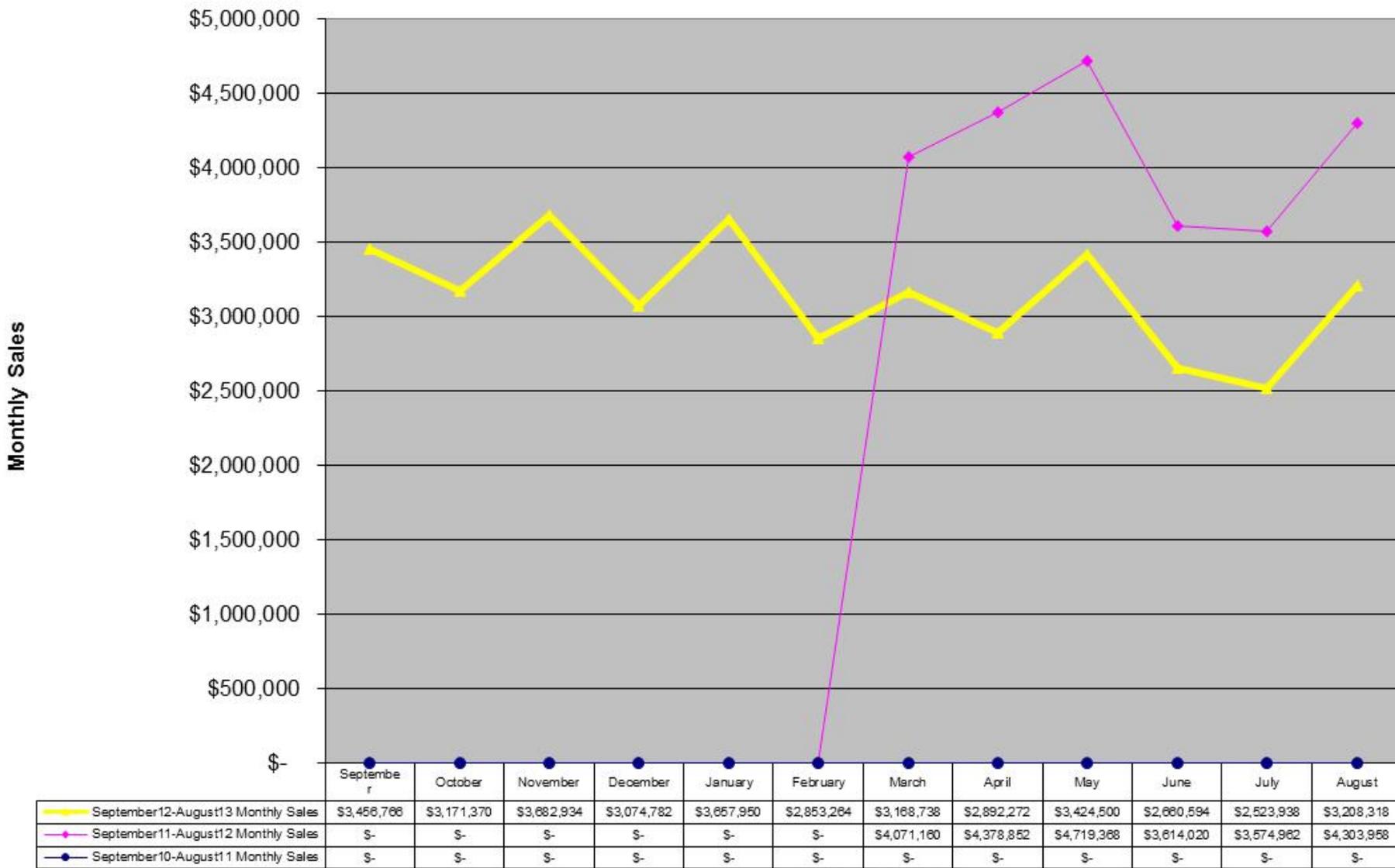
Poker Game Monthly Sales September 10 thru August 13



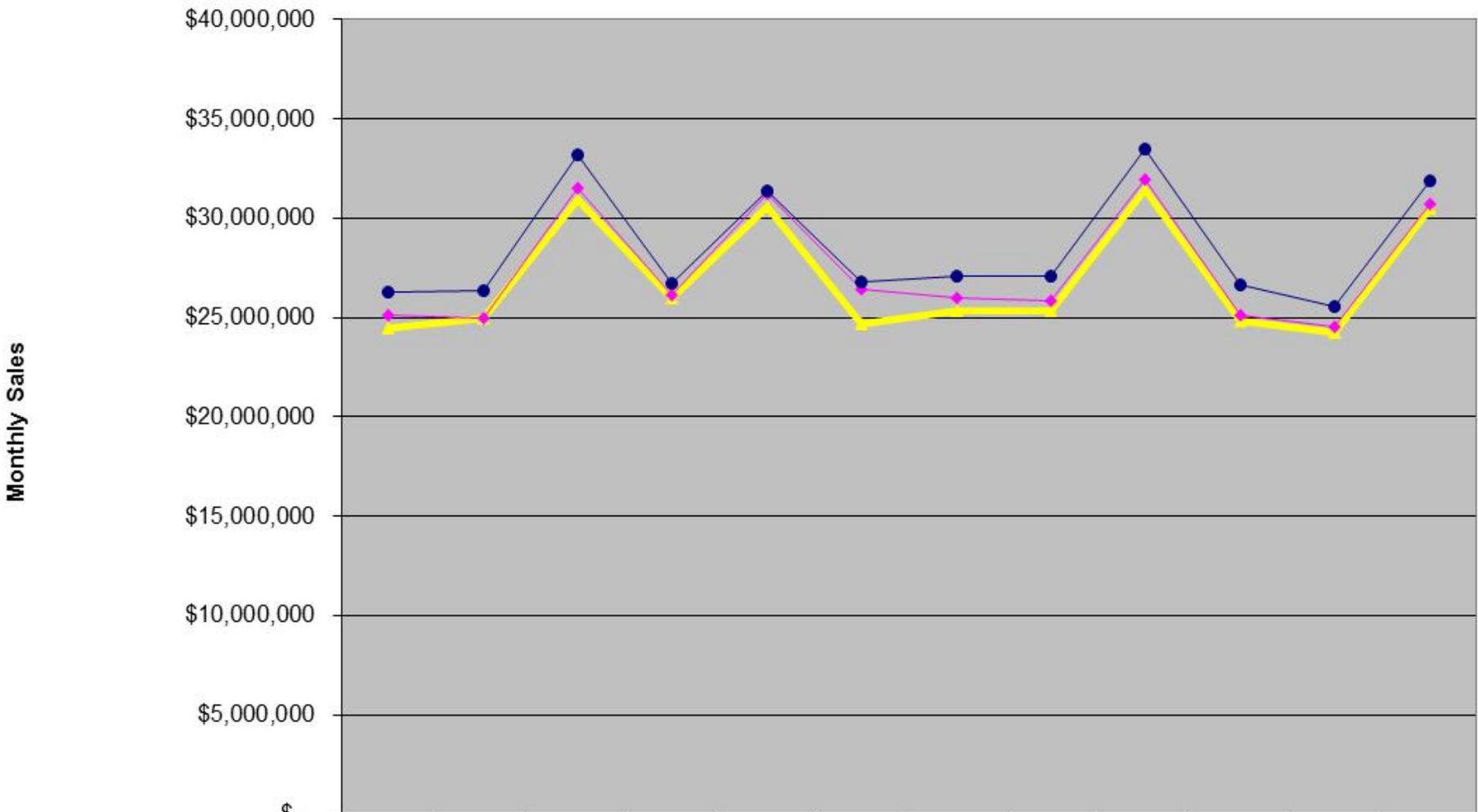
Race Game Monthly Sales September 10 thru August 13



Lucky For Life Game Monthly Sales September 10 thru August 13



Numbers Game Monthly Sales September 10 thru August 13

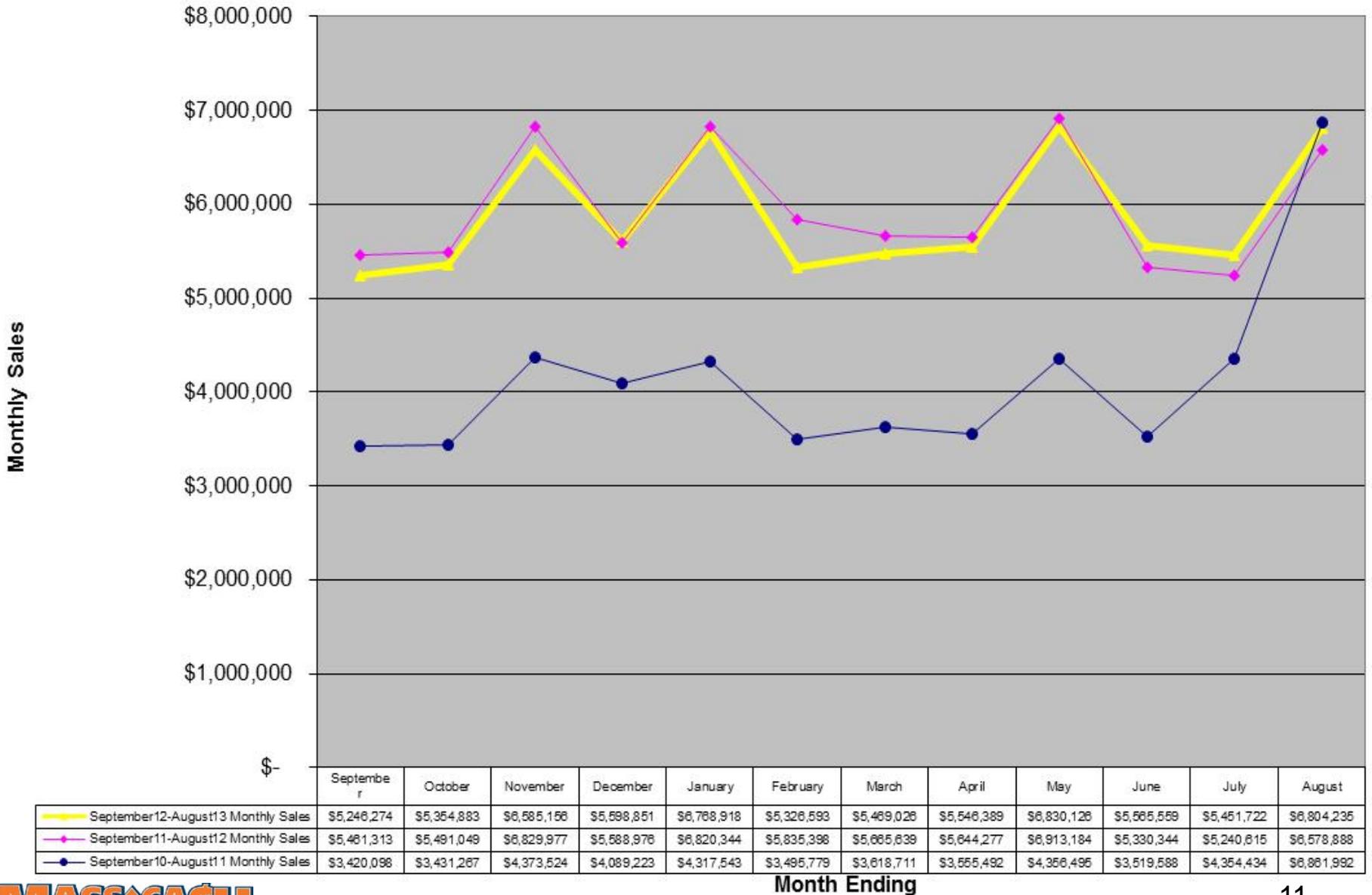


	September	October	November	December	January	February	March	April	May	June	July	August
September 12-August 13 Monthly Sales	\$24,467,660	\$24,978,979	\$30,897,851	\$25,954,498	\$30,586,264	\$24,691,167	\$25,313,511	\$25,327,469	\$31,433,198	\$24,832,381	\$24,232,454	\$30,508,479
September 11-August 12 Monthly Sales	\$25,134,513	\$24,989,841	\$31,502,648	\$28,103,834	\$31,223,074	\$26,412,960	\$25,986,016	\$25,821,532	\$31,954,317	\$25,122,691	\$24,550,515	\$30,735,573
September 10-August 11 Monthly Sales	\$26,268,575	\$26,342,732	\$33,189,633	\$26,725,004	\$31,355,851	\$26,812,928	\$27,063,003	\$27,070,774	\$33,498,382	\$26,620,647	\$25,548,523	\$31,896,957

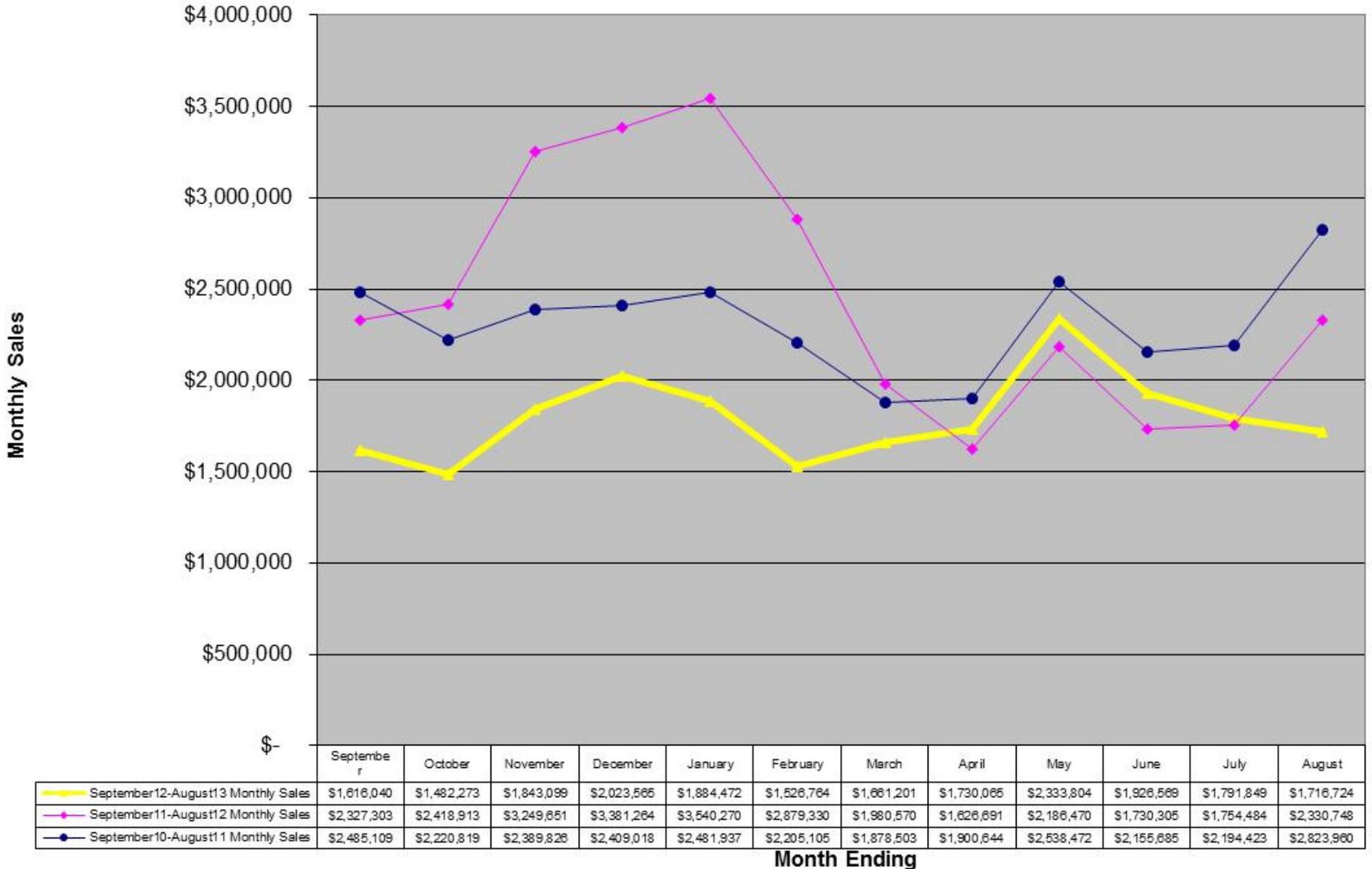
Month Ending



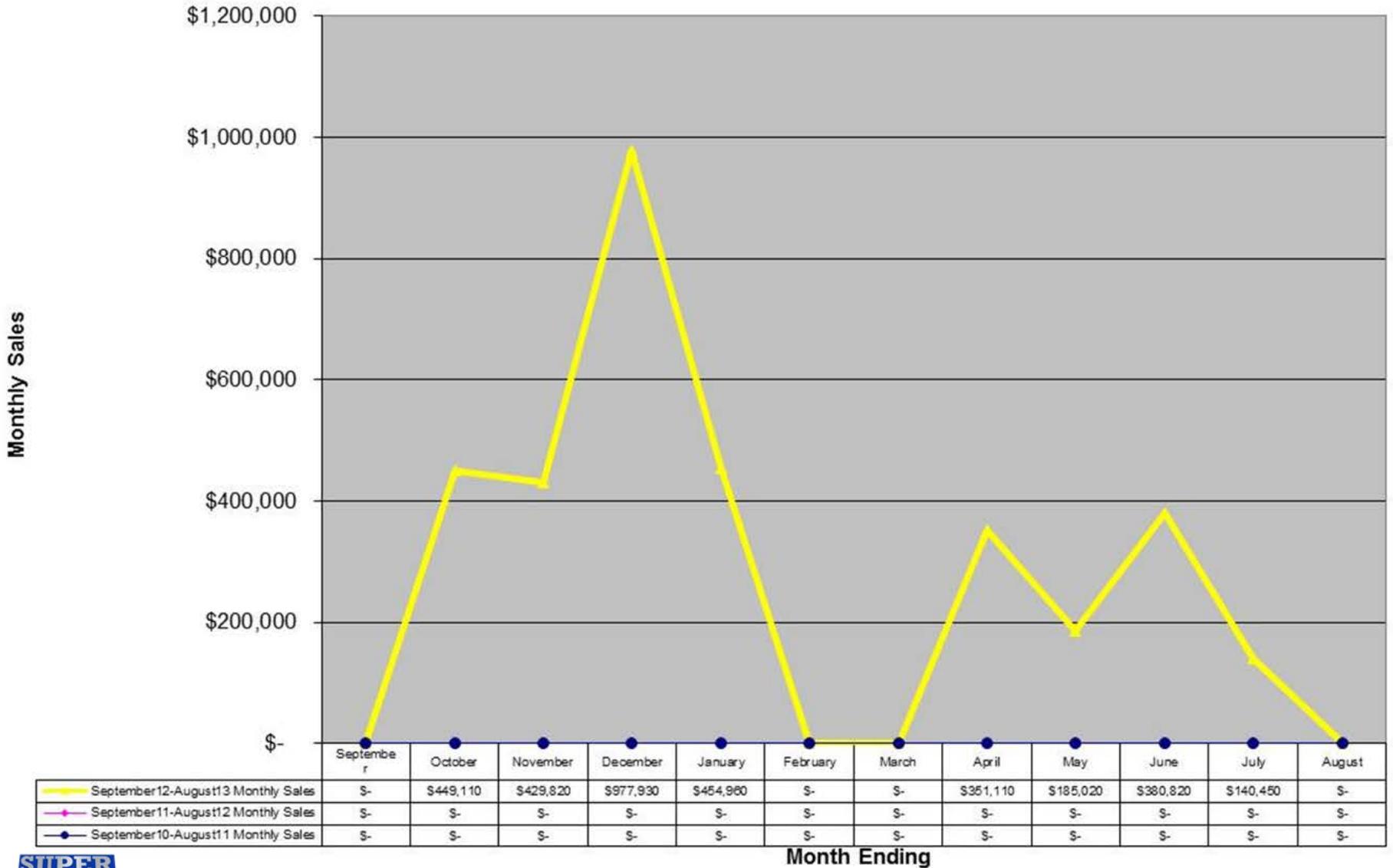
Mass Cash Game Monthly Sales September 10 thru August 13



Megabucks Game Monthly Sales September 10 thru August 13

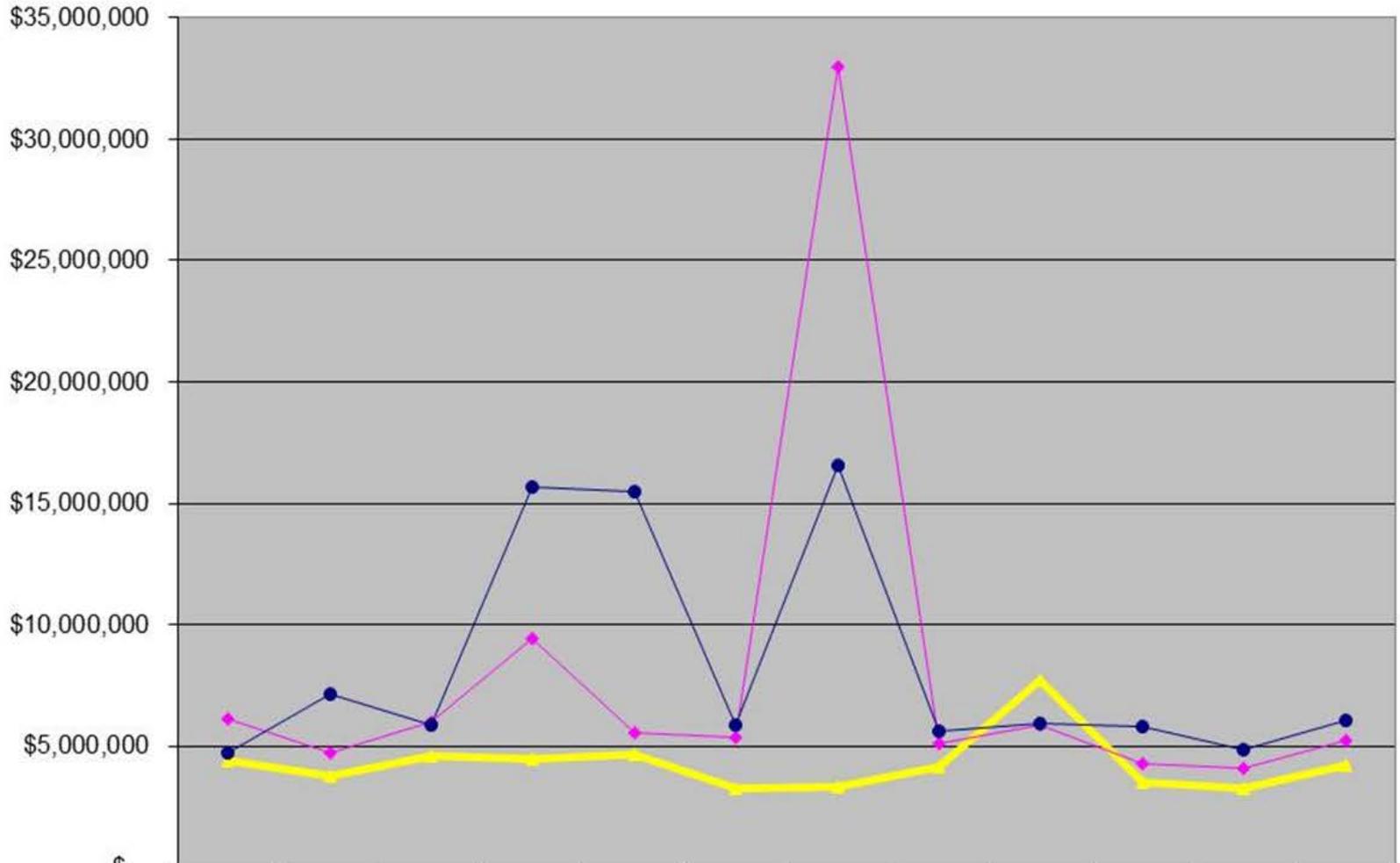


Super 50-50 Raffle Monthly Sales September 10 thru August 13



Mega Millions Game Monthly Sales September 10 thru August 13

Monthly Sales

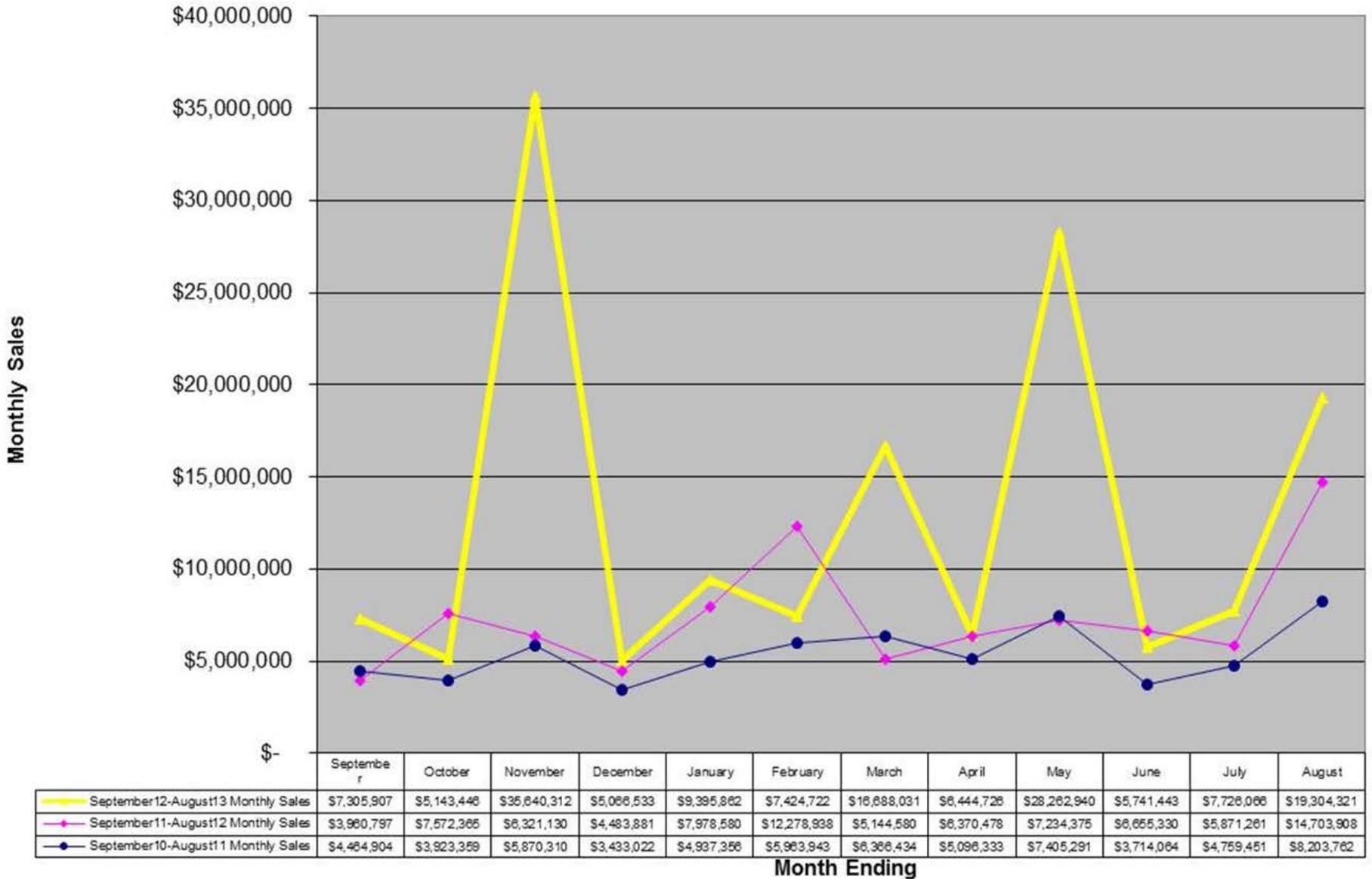


	September	October	November	December	January	February	March	April	May	June	July	August
September 12-August 13 Monthly Sales	\$4,408,529	\$3,798,620	\$4,622,314	\$4,464,771	\$4,689,133	\$3,259,650	\$3,339,999	\$4,156,059	\$7,702,167	\$3,524,100	\$3,274,059	\$4,237,931
September 11-August 12 Monthly Sales	\$6,093,254	\$4,732,239	\$5,999,489	\$9,455,588	\$5,561,441	\$5,356,677	\$32,974,084	\$5,113,305	\$5,867,252	\$4,288,693	\$4,070,293	\$5,214,203
September 10-August 11 Monthly Sales	\$4,721,634	\$7,127,421	\$5,863,271	\$15,659,859	\$15,471,338	\$5,890,784	\$16,576,585	\$5,595,416	\$5,916,940	\$5,824,818	\$4,881,039	\$6,044,294

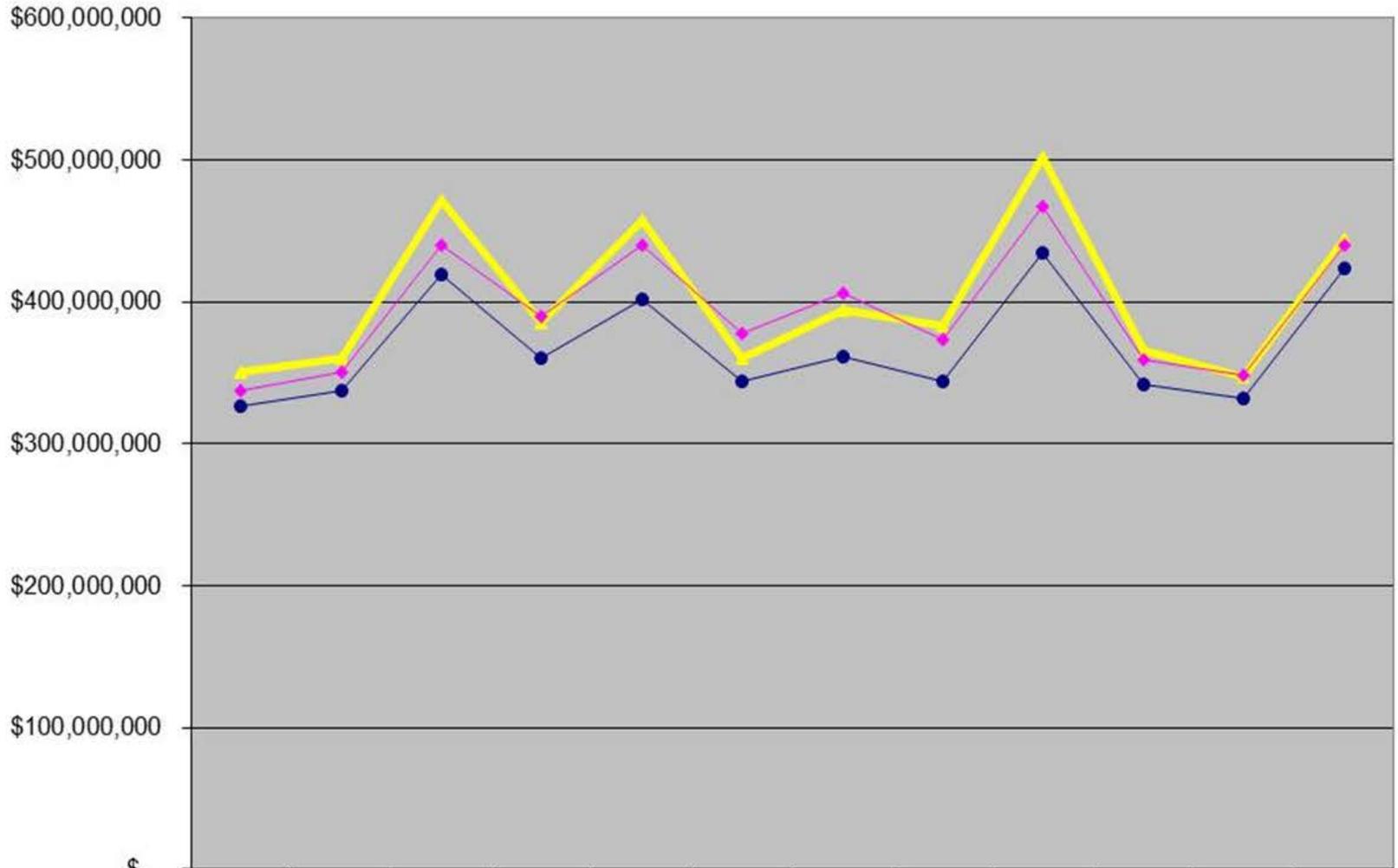
Month Ending



Powerball Game Monthly Sales September 10 thru August 13



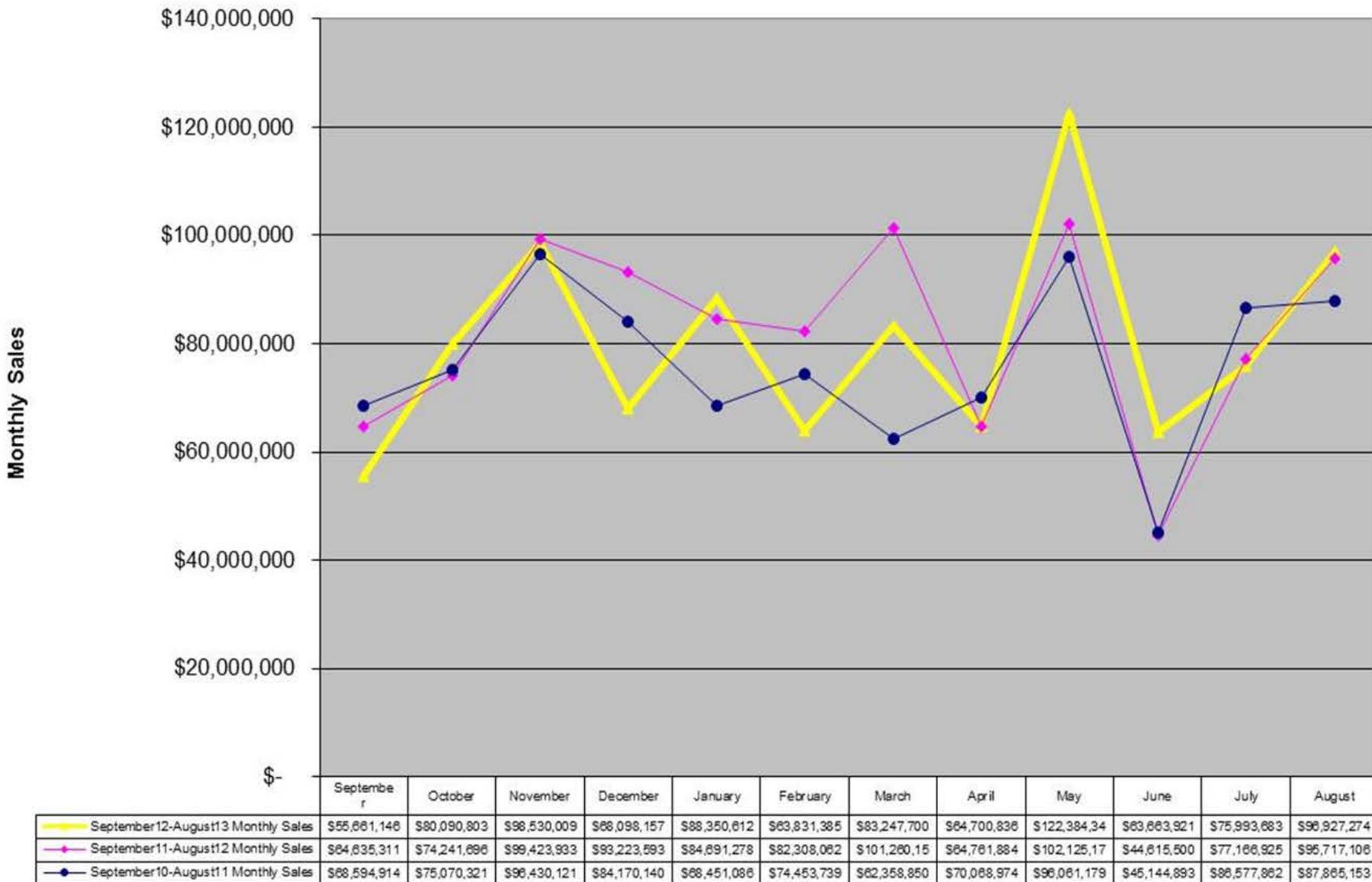
All Game Monthly Sales September 10 thru August 13



	September	October	November	December	January	February	March	April	May	June	July	August
September12-August13 Monthly Sales	\$350,548,19	\$360,006,31	\$471,334,14	\$385,141,21	\$457,475,98	\$360,488,15	\$394,327,36	\$382,685,71	\$502,405,17	\$365,804,86	\$347,447,17	\$444,714,79
September11-August12 Monthly Sales	\$337,777,46	\$350,610,08	\$439,409,55	\$389,381,14	\$439,555,90	\$378,185,23	\$406,403,48	\$373,769,43	\$466,824,07	\$359,205,13	\$348,653,04	\$440,248,26
September10-August11 Monthly Sales	\$325,929,14	\$337,685,84	\$419,433,11	\$360,673,19	\$402,014,40	\$343,565,06	\$361,290,35	\$343,489,86	\$434,978,67	\$341,858,51	\$332,008,02	\$423,385,04

Month Ending

Net Profit Monthly Sales September 10 thru August 13



MSLC Revenue Results

August FY14 vs. FY13

(\$ millions)

Through August 31, 2013

	FY14	% of Total	FY13	% of Total	\$ Change	% Change
Instant Tickets	\$302	67.8%	\$300	68.1%	\$2	0.6%
MegaMillions	4	1.0%	5	1.2%	-1	-18.5%
Powerball	19	4.3%	15	3.3%	5	31.3%
Keno	76	17.2%	74	16.9%	2	2.9%
Mass Cash	7	1.5%	7	1.5%	0	3.0%
Race Game	0	0.0%	2	0.5%	-2	-100.0%
Lucky For Life	3	0.7%	4	1.0%	-1	100.0%
Numbers Game	31	6.9%	31	7.0%	0	-0.7%
Super 50-50 Raffle	0	0.0%	0	0.0%	0	100.0%
Megabucks	2	0.4%	2	0.5%	-1	-26.2%
Jackpot Poker	1	0.2%	0	0.0%	1	100.0%
Total	\$445	100.0%	\$440	100.0%	\$4	1.0%
Instant Tickets	\$302	67.8%	\$300	68.1%	\$2	0.6%
Online Games	143	32.2%	140	31.9%	3	1.9%
Total	\$445	100.0%	\$440	100.0%	\$4	1.0%

MSLC Revenue Results								
Year-to-Date FY14 vs. FY13								
(\$ millions)								
Through August 31, 2013								
			FY14	% of Total	FY13	% of Total	\$ Change	% Change
Instant Tickets	to		\$543	68.6%	\$543	68.8%	\$0	0.1%
MegaMillions	50.0		8	0.9%	9	1.2%	-2	-19.1%
Powerball	50.0		27	3.4%	21	2.6%	6	31.2%
Keno	70.0		136	17.1%	133	16.9%	3	2.1%
Mass Cash	55.0		12	1.5%	12	1.5%	0	3.7%
Race Game	70.0		0	0.0%	4	0.5%	-4	-100.0%
Lucky For Life	60.0		6	0.7%	8	1.0%	-2	100.0%
Numbers Game	63.0		55	6.9%	55	7.0%	-1	-1.0%
Super 50-50 Raffle			0	0.0%	0	0.0%	0	100.0%
Megabucks	55.0		4	0.4%	4	0.5%	-1	-14.6%
Jackpot Poker			2	0.3%	0	0.0%	2	100.0%
Total			\$792	100.0%	\$789	100.0%	\$3	0.4%
Instant Tickets	to		\$543	68.6%	\$543	68.8%	\$0	0.1%
Online Games	to		249	31.4%	246	31.2%	3	1.1%
Total			\$792	100.0%	\$789	100.0%	\$3	0.4%

In-state Games Logo Redesign

Current Logos



New Logos



In-state Games Logo Redesign

Current Logos



New Logos



Lottery Reform Scorecard

Governance

- The Lottery, along with other public agencies and offices that may be affected by expanded gaming, is participating on the Massachusetts Gaming Commission's Gaming Research Advisory Committee, examining the social and economic impacts of gambling in Massachusetts.

Thank you for the opportunity to share this information. We look forward to your feedback and to further discussion on these figures, as well as other Lottery initiatives.

