

Massachusetts State Lottery Commission Meeting

Monthly Sales & Marketing Report

Presented on: January 28, 2014



Lottery Sales Update

- Lottery sales were down \$1 million overall for the month as compared to December 2012 sales. This decline can be directly attributed to the two snowstorms that occurred in December. The decline in sales for the month would have been far greater if not for the \$648 million Mega Millions jackpot, which was the second-highest ranking jackpot in history.
- The prize payout for the month of December was 71.1 percent as compared to 74.4 percent in December 2012. Our overall prize payout is 70.6 percent through the first six months of the year, compared to 72.5 percent for the same time period last year. Our net profit is \$39.5 million ahead of last year, largely because the prize payout is nearly 2 percent lower this year.
- Mega Millions saw an increase in sales of \$18 million thanks to the multi-state game's \$648 million jackpot offering. Even during the height of the snowstorm on December 18, the day of the near-record high drawing, Massachusetts Lottery retailers were ringing in as much as \$11,000 a minute in Mega Millions ticket sales.
- Games experiencing decreased sales for the month were: Instant Tickets, which were down \$14 million; KENO which was down \$2 million; The Numbers Game, which was down \$1 million; Lucky for Life, which was down \$1 million; and, the SUPER 50/50 Raffle, which was down \$1 million. Additionally, \$2 million in sales from The Daily Race Game were not achieved this December since game sales ceased in June 2012.

February Instant Ticket Release (February 25)

Sapphire Cash

Price Point: \$1

Top Prize: \$10,000

Lucky Shamrocks

Price Point: \$2

Top Prize: \$50,000

\$50 Grand

Price Point: \$2

Top Prize: \$50,000

Silver, Gold, Platinum 8s

Price Point: \$5

Top Prize: \$1,000,000



January Instant Ticket Sales Update

10X The Cash

Price Point: \$1

3 Week Sales: \$1,532,592

20X The Cash

Price Point: \$2

3 Week Sales: \$4,633,742

40X The Cash

Price Point: \$5

3 Week Sales: \$12,113,885

100X The Cash

Price Point: \$10

3 Week Sales: \$19,861,200



January Instant Ticket Advertising (Jan. 7 – 22)

BostonHerald.com:

- Sliding HomePage Billboard (988x250; 988x35) 1x per week
Ran: 1/7, 1/15, 1/22
- Rectangle (300x250) 50,000 imp
- Boston Herald Radio 20 spots

Boston.com

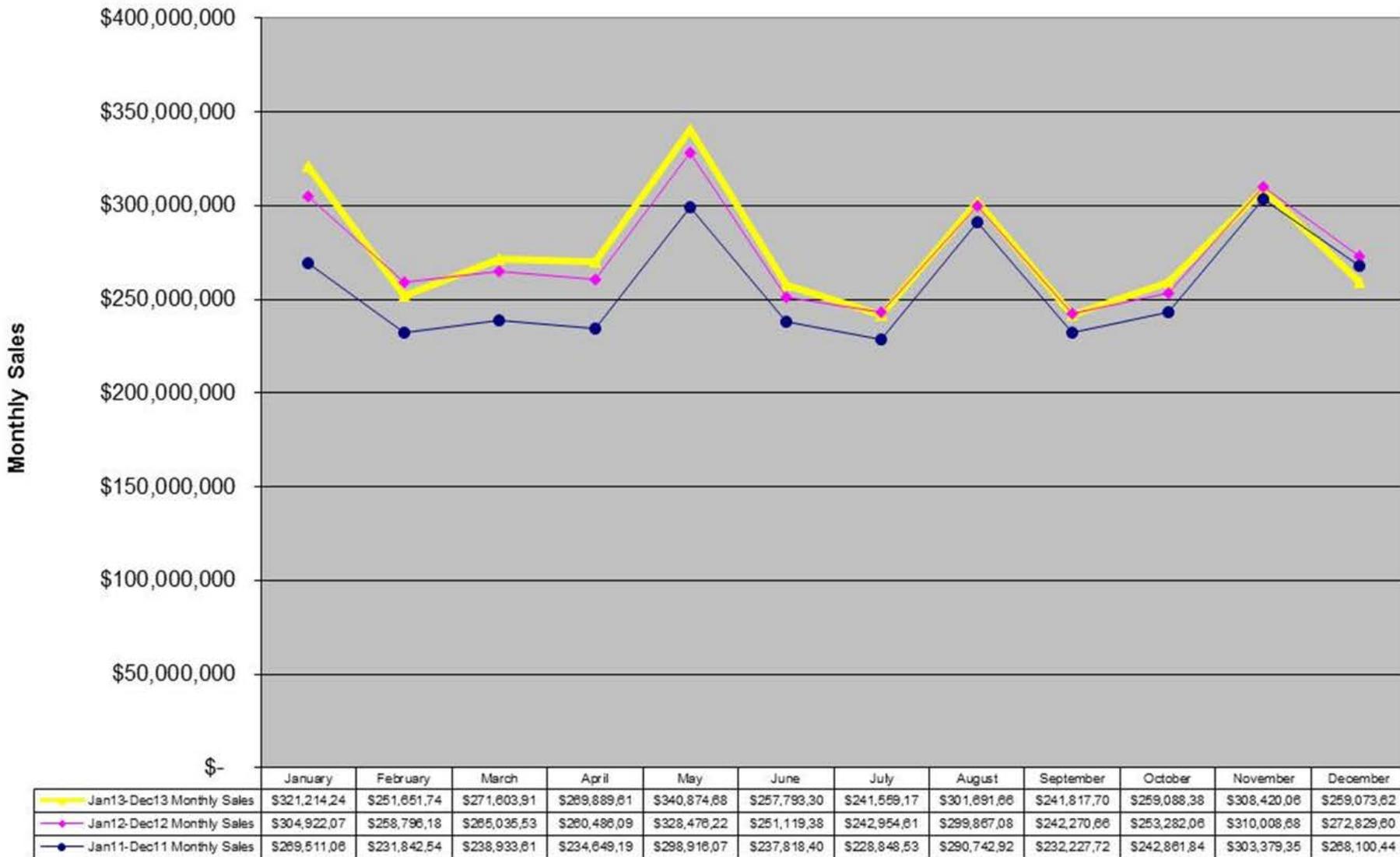
- HomePage Overlay Ran: 1/15, 1/22
- Home Page Big Ad (300x250) - 350,000 imp

Radio (Boston Media Market)

- :10s & :15s product spots, aired 1/7 – 1/22



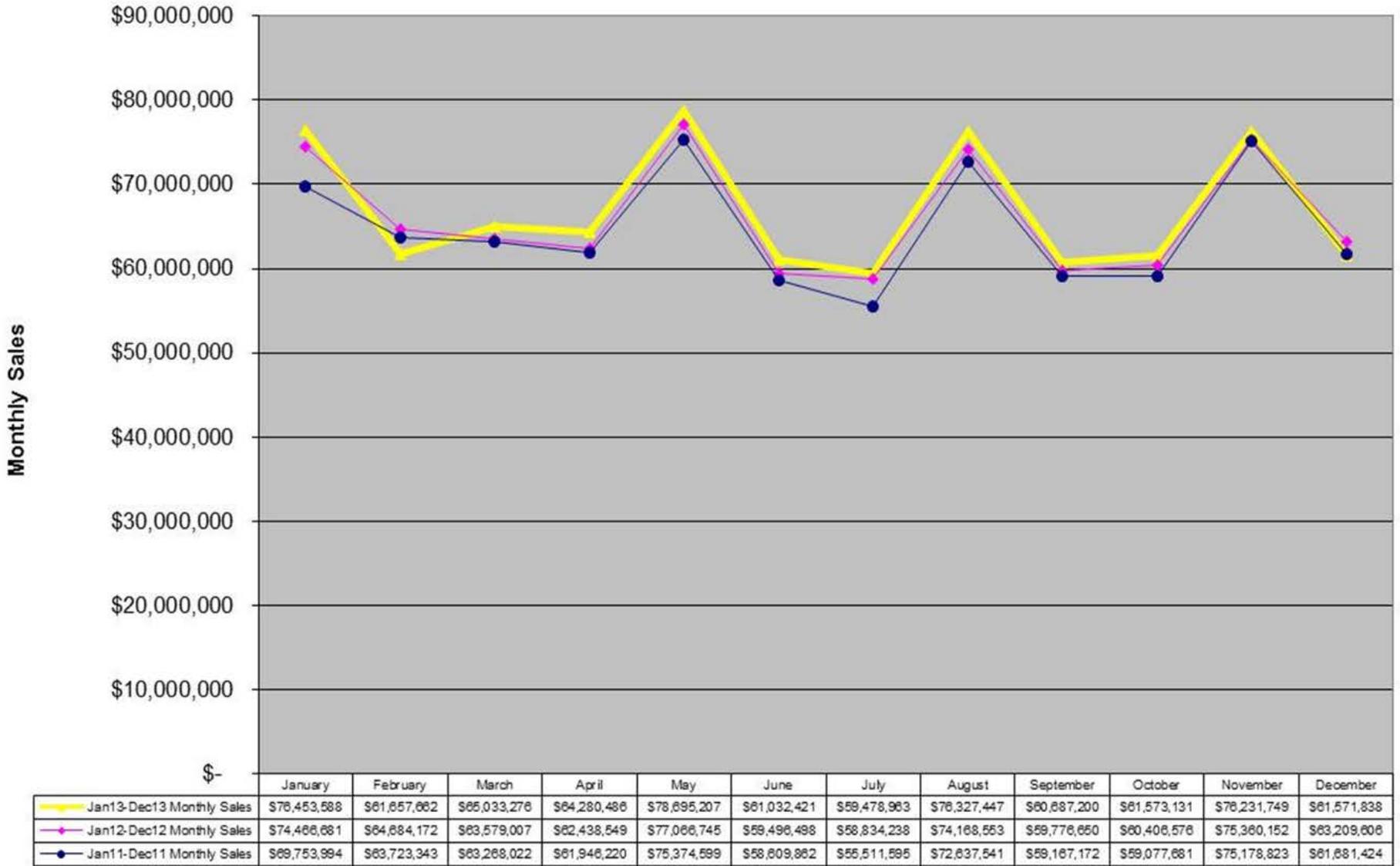
Instant Game Monthly Sales January 11 thru December 13



Month Ending

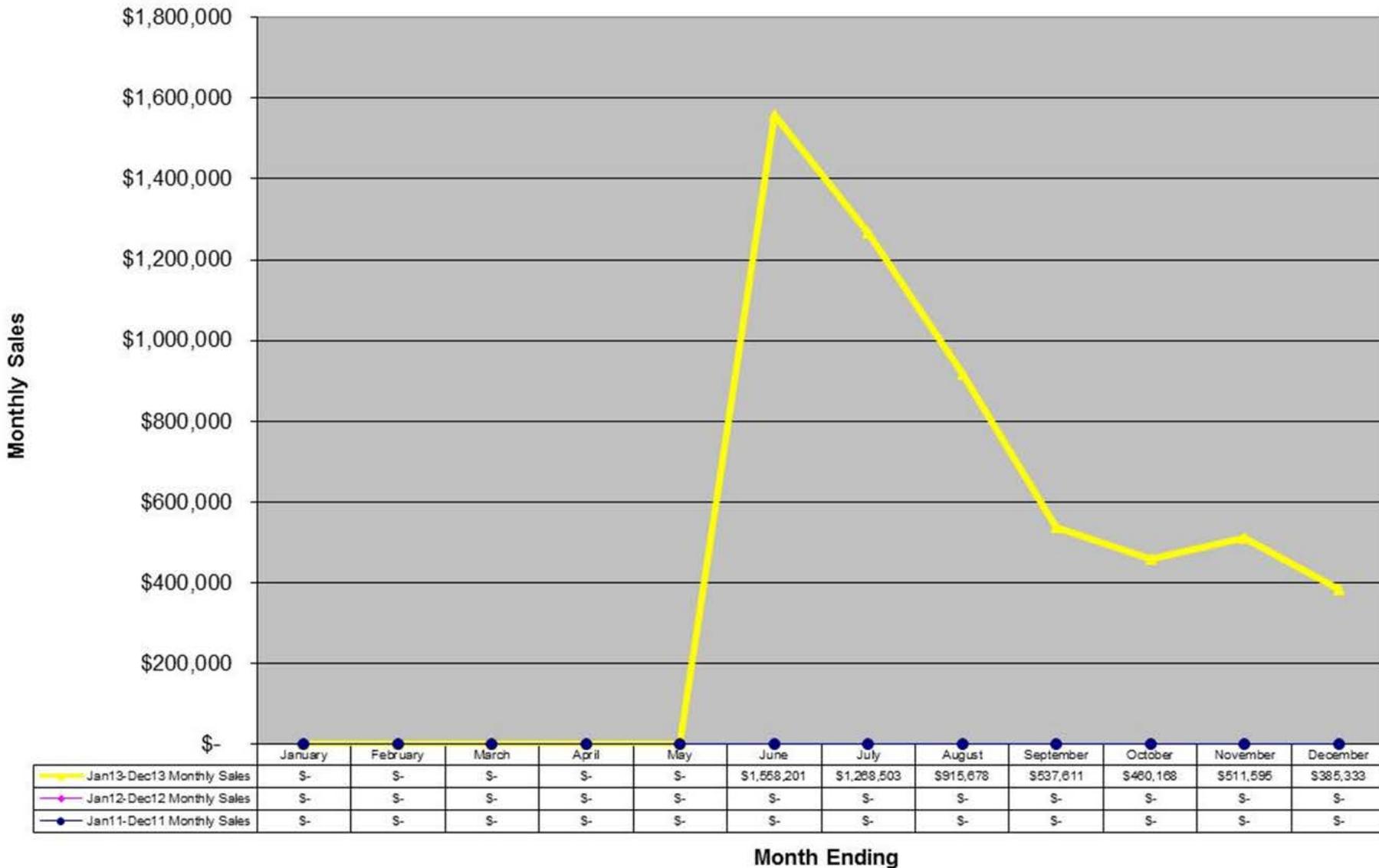


KENO Game Monthly Sales January 11 thru December 13

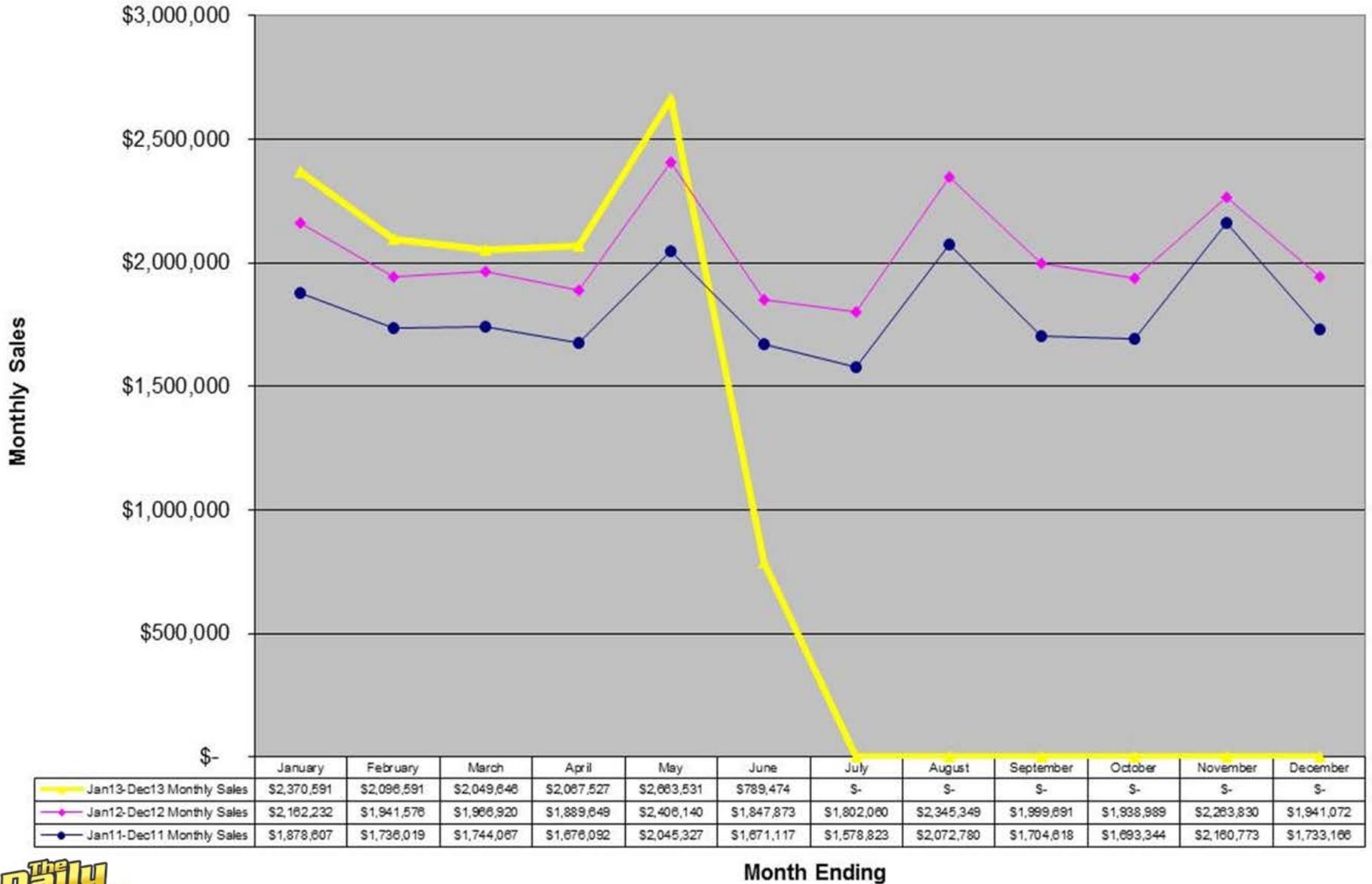


Month Ending

Poker Game Monthly Sales January 11 thru December 13



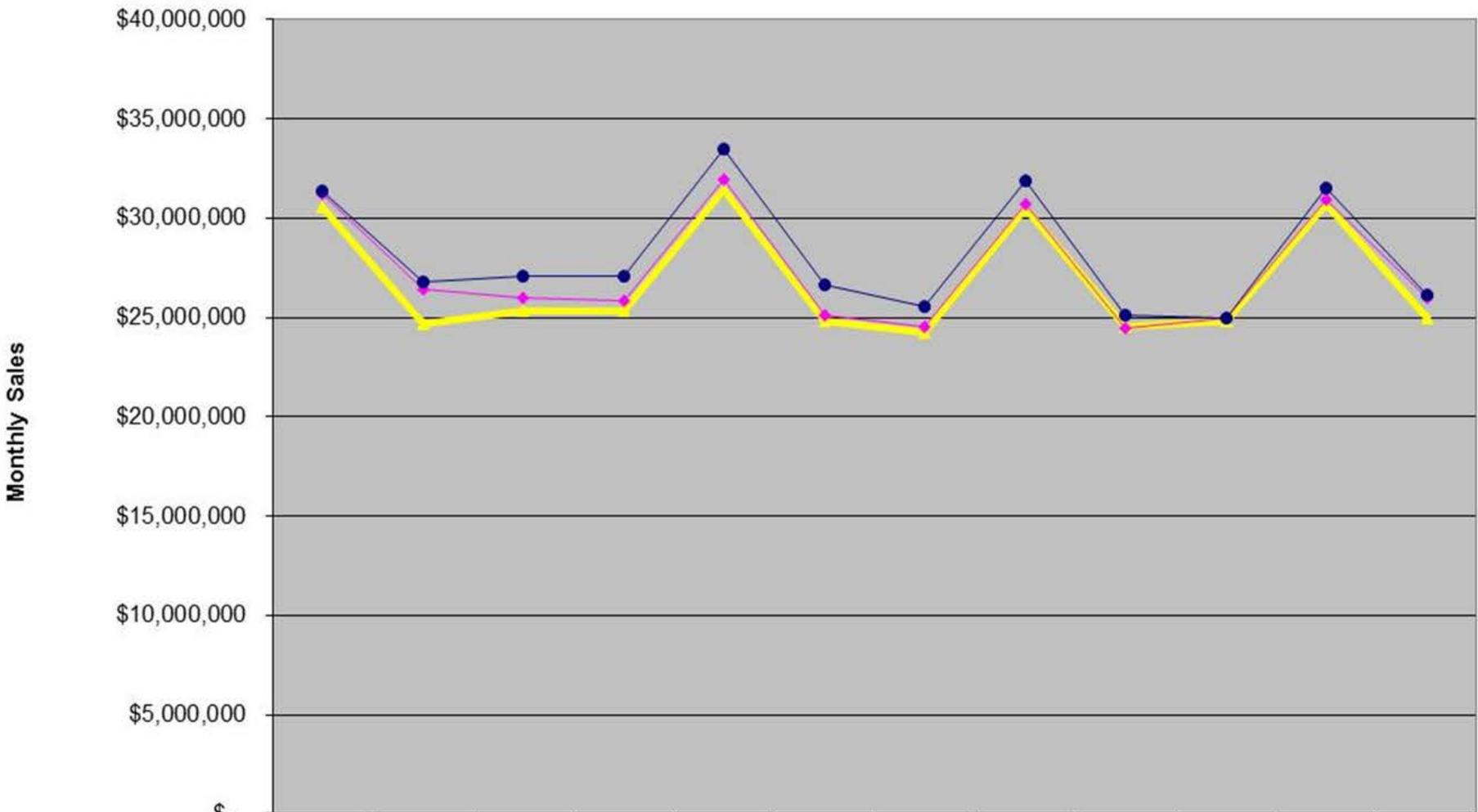
Race Game Monthly Sales January 11 thru December 13



Lucky For Life Game Monthly Sales January 11 thru December 13



Numbers Game Monthly Sales January 11 thru December 13

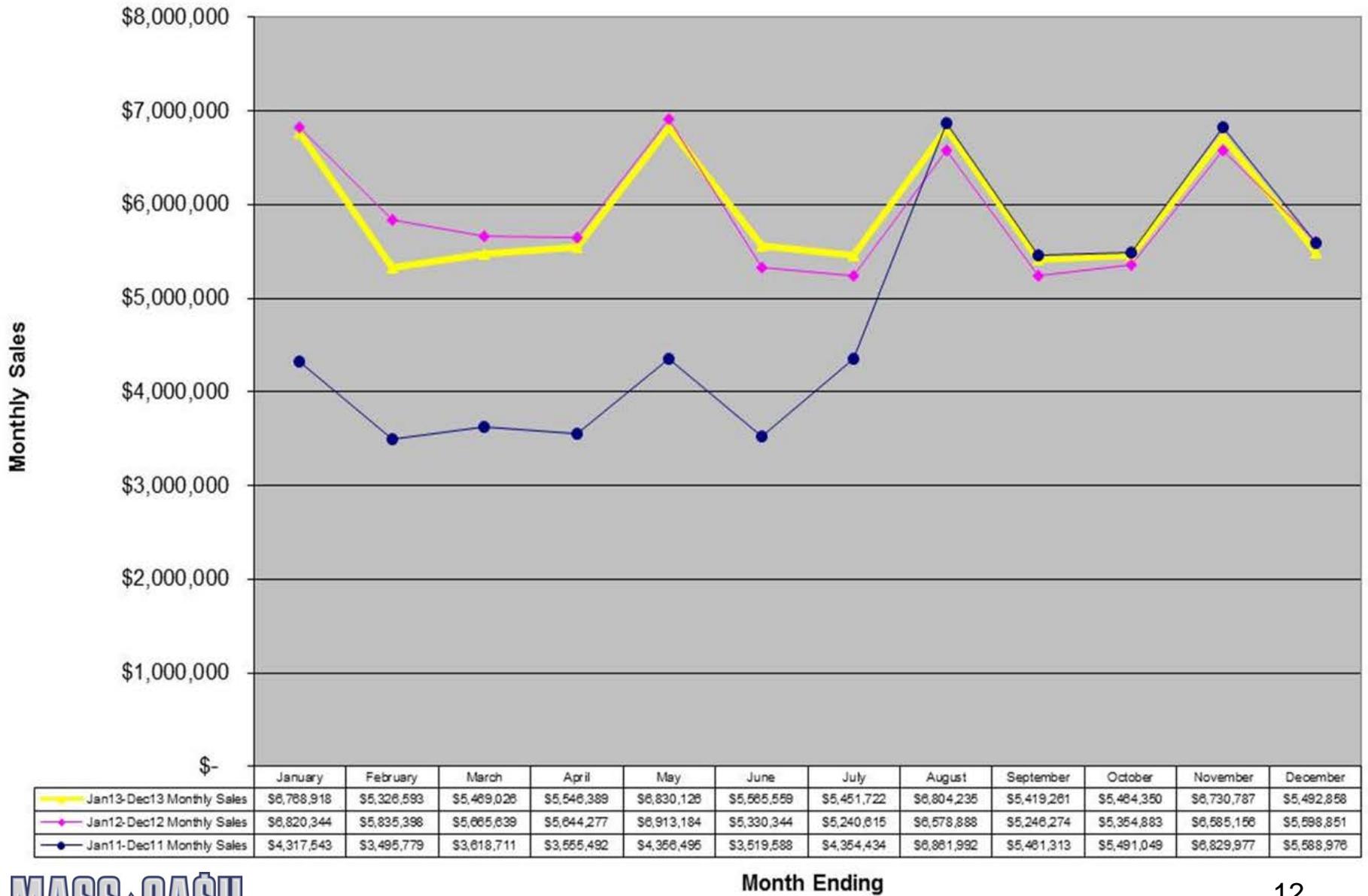


	January	February	March	April	May	June	July	August	September	October	November	December
Jan13-Dec13 Monthly Sales	\$30,586,254	\$24,691,167	\$25,313,511	\$25,327,459	\$31,433,198	\$24,832,381	\$24,232,454	\$30,508,479	\$24,537,422	\$24,782,395	\$30,736,106	\$24,956,648
Jan12-Dec12 Monthly Sales	\$31,223,074	\$26,412,960	\$25,986,016	\$25,821,532	\$31,954,317	\$25,122,691	\$24,550,515	\$30,735,573	\$24,467,660	\$24,978,979	\$30,897,851	\$25,954,498
Jan11-Dec11 Monthly Sales	\$31,355,851	\$26,812,928	\$27,063,003	\$27,070,774	\$33,498,382	\$26,620,647	\$25,548,523	\$31,896,957	\$25,134,513	\$24,989,841	\$31,502,648	\$26,103,834

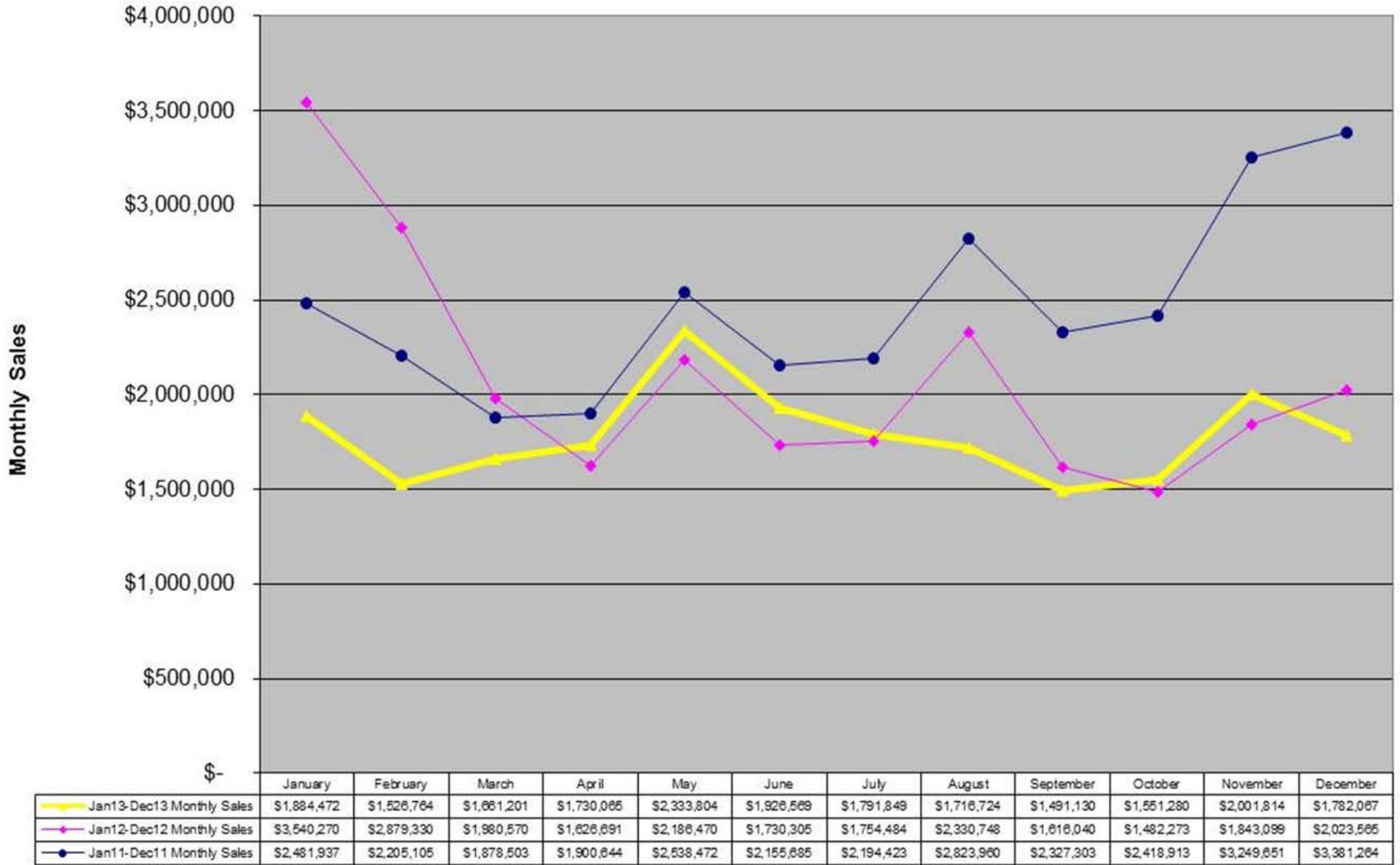


Month Ending

Mass Cash Game Monthly Sales January 11 thru December 13

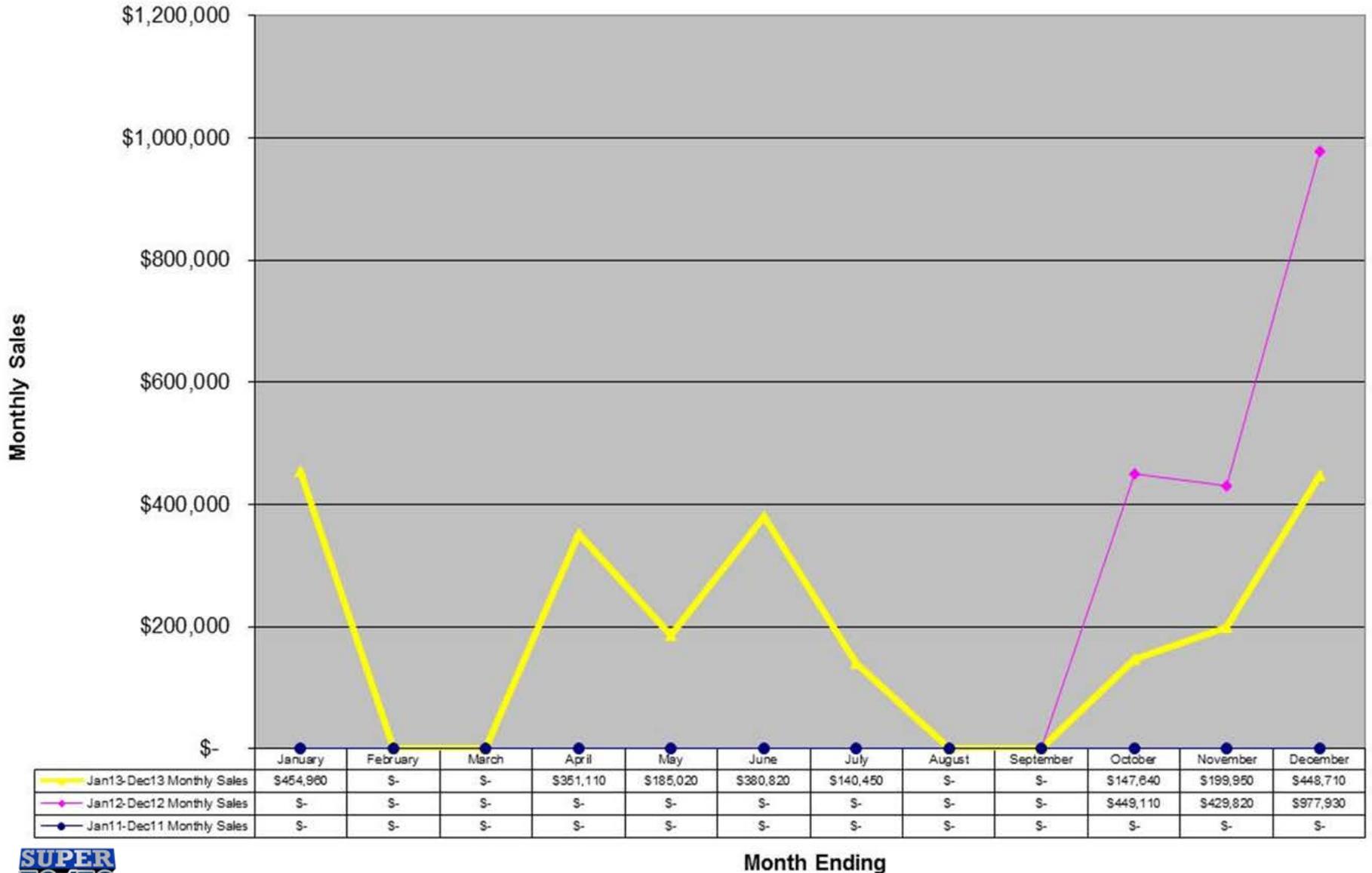


Megabucks Game Monthly Sales January 11 thru December 13

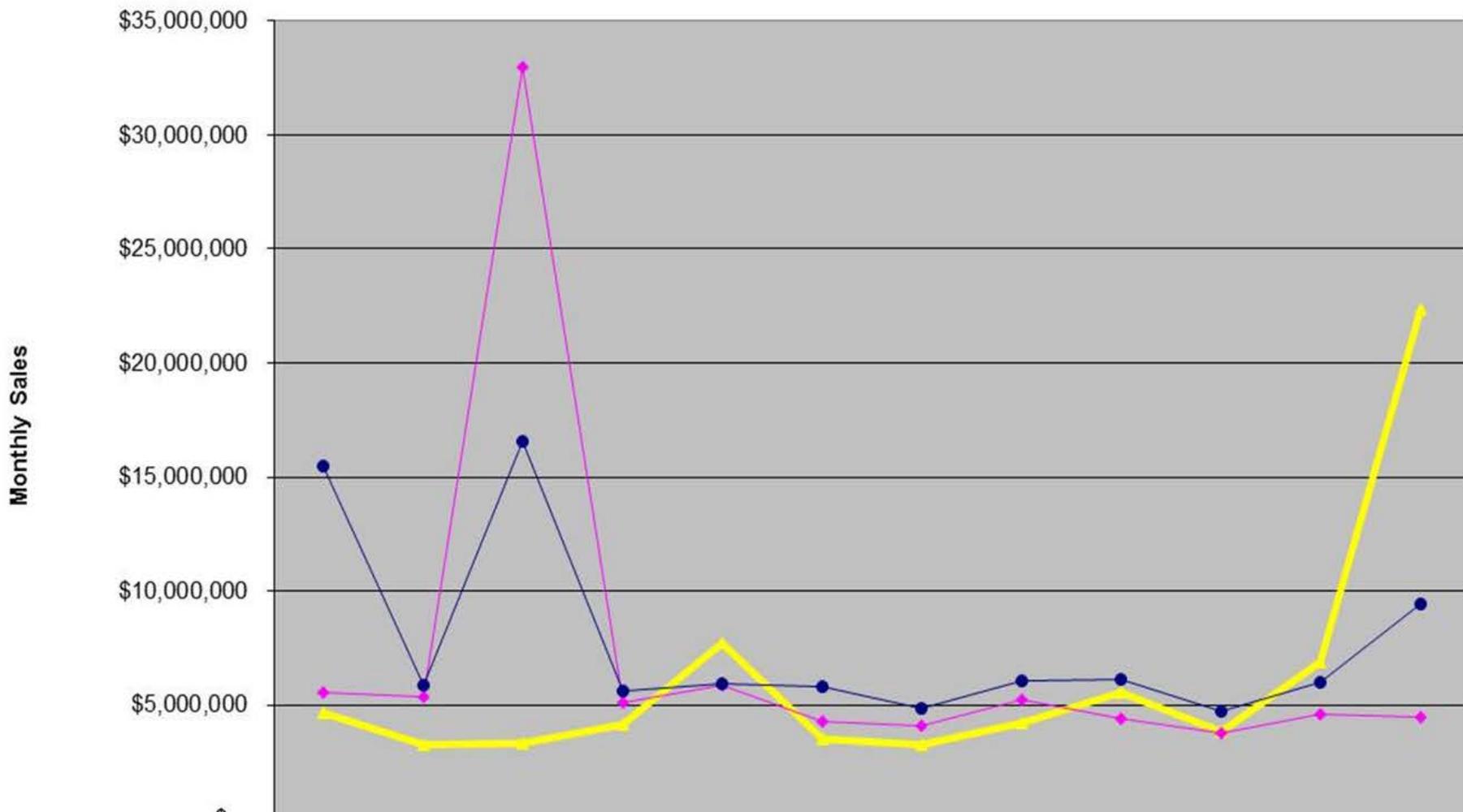


Month Ending

Online Raffle Game Monthly Sales January 11 thru December 13



Mega Millions Game Monthly Sales January 11 thru December 13

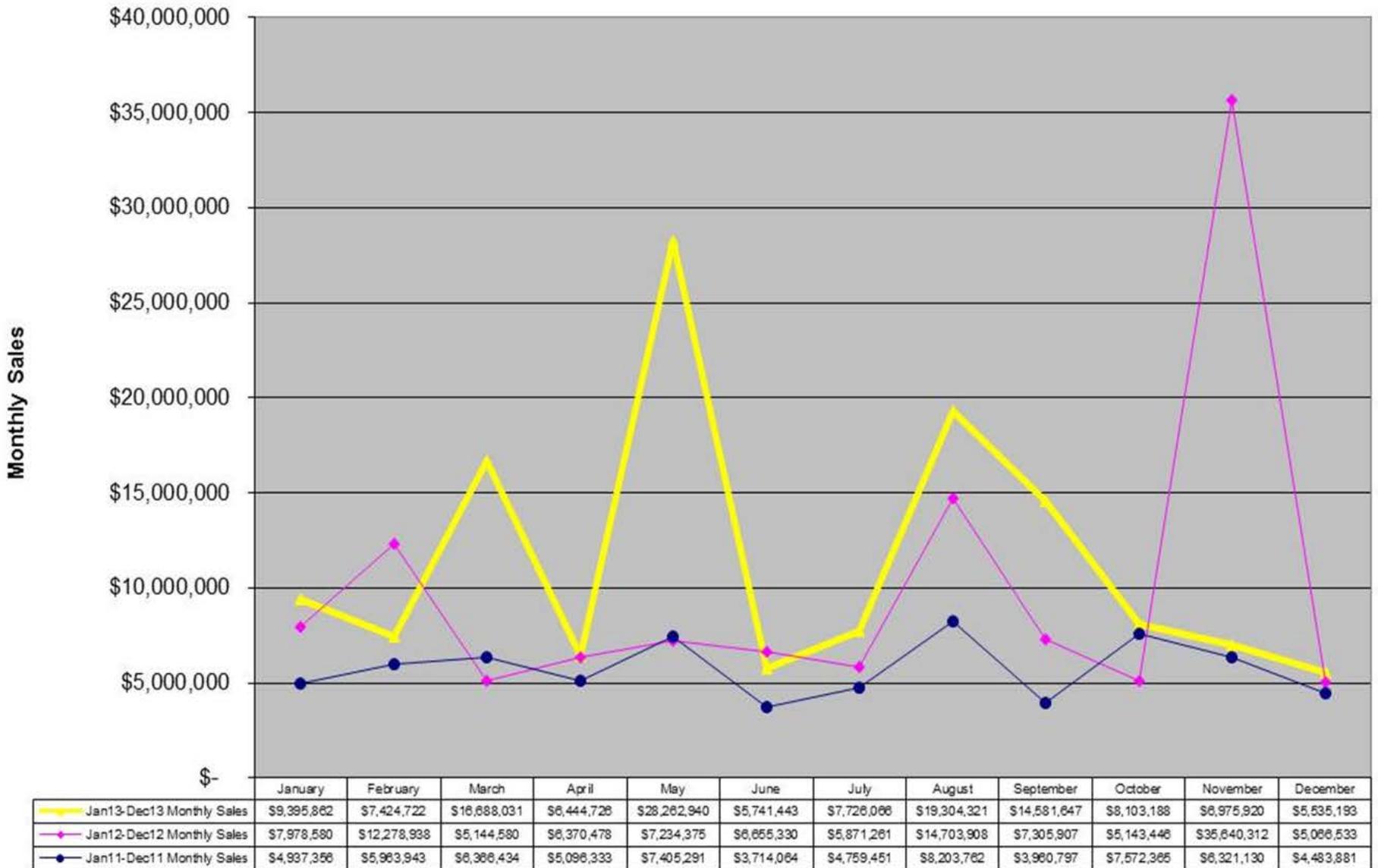


	January	February	March	April	May	June	July	August	September	October	November	December
Jan13-Dec13 Monthly Sales	\$4,689,133	\$3,259,650	\$3,339,999	\$4,156,059	\$7,702,167	\$3,524,100	\$3,274,059	\$4,237,931	\$5,540,262	\$3,841,489	\$6,908,127	\$22,380,898
Jan12-Dec12 Monthly Sales	\$5,561,441	\$5,356,677	\$32,974,064	\$5,113,305	\$5,867,252	\$4,288,693	\$4,070,293	\$5,214,203	\$4,408,529	\$3,798,620	\$4,622,314	\$4,464,771
Jan11-Dec11 Monthly Sales	\$15,471,338	\$5,890,784	\$16,576,565	\$5,595,416	\$5,916,940	\$5,824,818	\$4,881,039	\$6,044,294	\$6,093,254	\$4,732,239	\$5,999,489	\$9,455,586

Month Ending

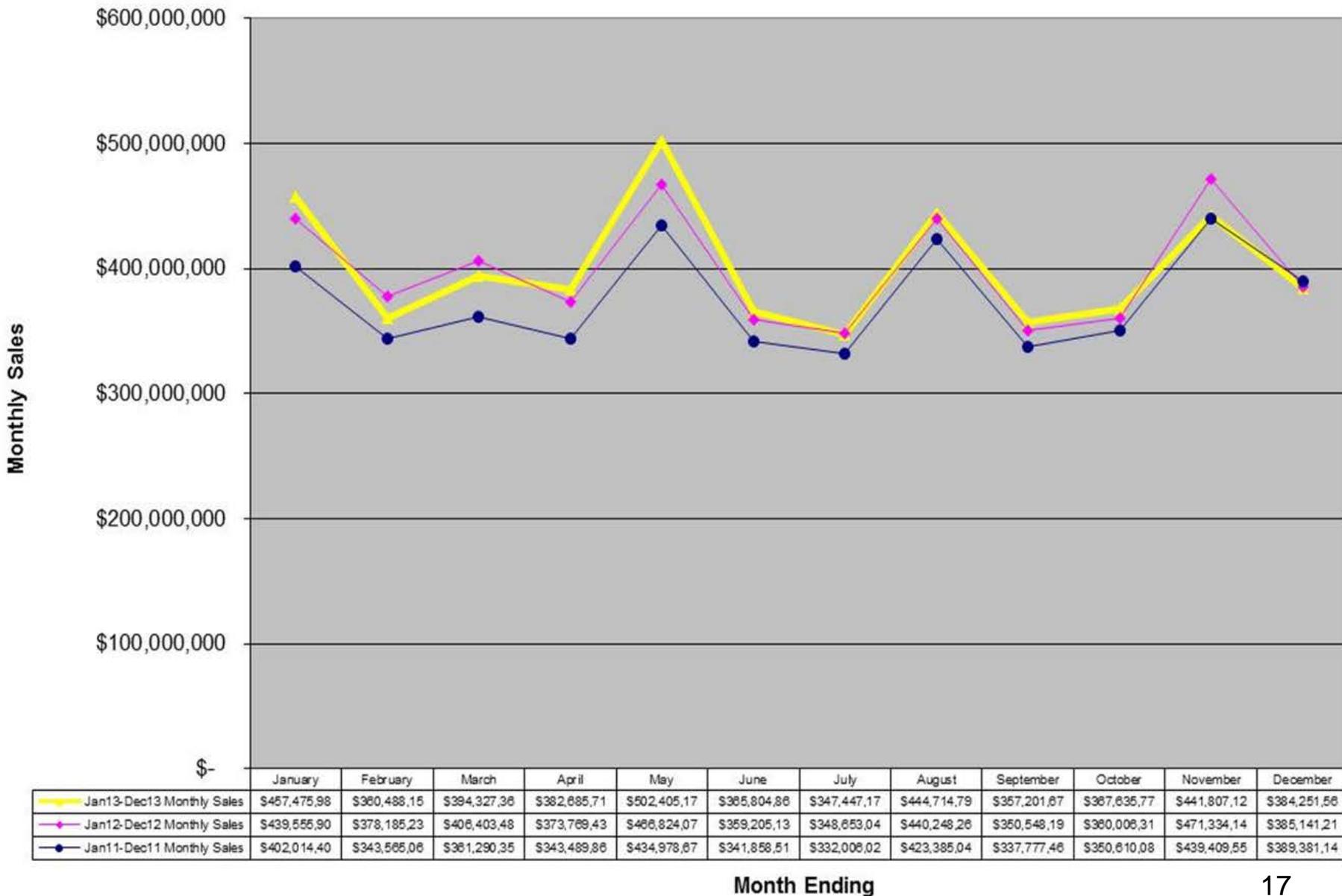


Powerball Game Monthly Sales January 11 thru December 13

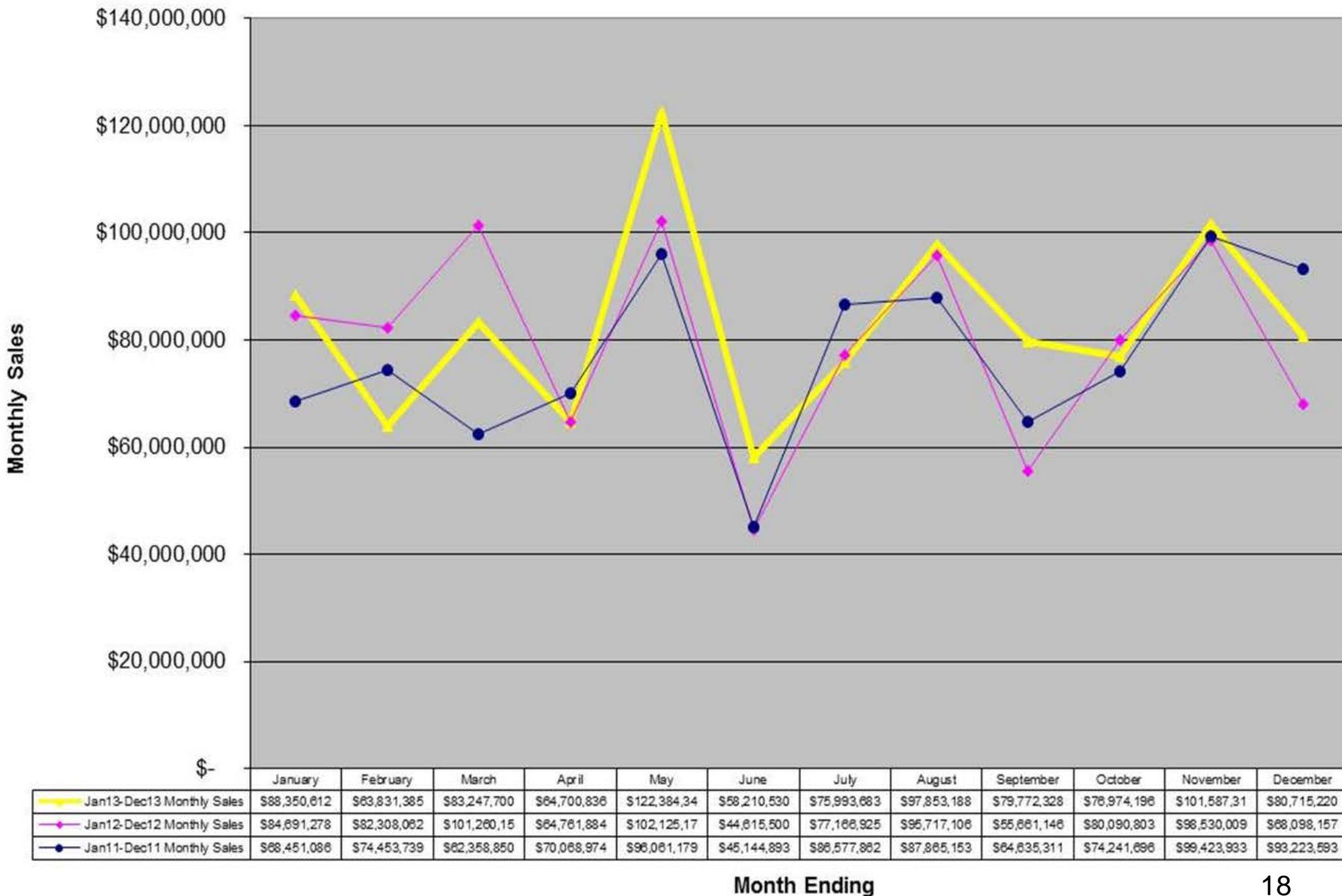


Month Ending

All Game Monthly Sales January 11 thru December 13



Net Profit Monthly Sales January 11 thru December 13



MSLC Revenue Results										
December FY14 vs. FY13										
(\$ millions)										
Through December 28, 2013										
		FY14	% of Total		FY13	% of Total		\$ Change		% Change
Instant Tickets	69.9 to 80.4	\$259	67.4%		\$273	70.8%		-\$14		-5.0%
MegaMillions	50.0	22	5.8%		4	1.2%		18		402.2%
Powerball	50.0	6	1.4%		5	1.3%		0		7.8%
Keno	70.0	62	16.0%		63	16.4%		-2		-2.5%
Mass Cash	55.0	5	1.4%		6	1.5%		0		-1.9%
Race Game	70.0	0	0.0%		2	0.5%		-2		-100.0%
Lucky For Life	60.0	3	0.7%		3	0.8%		-1		-16.1%
Numbers Game	63.0	25	6.5%		26	6.7%		-1		-3.8%
Super 50-50 Raffle		0	0.1%		1	0.3%		-1		-54.0%
Megabucks	55.0	2	0.5%		2	0.5%		0		-10.0%
Jackpot Poker		0	0.1%		0	0.0%		0		0.0%
Total		\$384	100.0%		\$385	100.0%		-\$1		-0.2%
Instant Tickets	69.9 to 80.4	\$259	67.4%		\$273	70.8%		-\$14		-5.0%
Online Games	50.0 to 70.0	125	32.6%		112	29.2%		13		11.4%
Total		\$384	100.0%		\$385	100.0%		-\$1		-0.2%

MSLC Revenue Results										
Year-to-Date FY14 vs. FY13										
(\$ millions)										
Through December 28, 2013										
			FY14	% of Total		FY13	% of Total		\$ Change	% Change
Instant Tickets	69.9 to 80.4		\$1,612	68.8%		\$1,621	68.8%		-\$10	-0.6%
MegaMillions	50.0		46	2.0%		27	1.1%		20	73.7%
Powerball	50.0		62	2.7%		74	3.1%		-12	-15.6%
Keno	70.0		396	16.9%		392	16.6%		4	1.0%
Mass Cash	55.0		35	1.5%		35	1.5%		1	2.3%
Race Game	70.0		0	0.0%		12	0.5%		-12	-100.0%
Lucky For Life	60.0		17	0.7%		21	0.9%		-5	-21.6%
Numbers Game	63.0		160	6.8%		162	6.9%		-2	-1.1%
Super 50-50 Raffle			1	0.0%		2	0.1%		-1	-50.7%
Megabucks	55.0		10	0.4%		11	0.5%		-1	-7.2%
Jackpot Poker			4	0.2%		0	0.0%		4	100.0%
Total			\$2,343	100.0%		\$2,356	100.0%		-\$13	-0.5%
Instant Tickets	69.9 to 80.4		\$1,612	68.8%		\$1,621	68.8%		-\$10	-0.6%
Online Games	50.0 to 70.0		732	31.2%		735	31.2%		-3	-0.5%
Total			\$2,343	100.0%		\$2,356	100.0%		-\$13	-0.5%

Human Resources Training Update

January 2013 - December 2013

- Performance Evaluations
- Ethics-On line
- Office of Campaign Political Finance
- Discrimination and Harassment (Managers & Staff)
- Customer Service
- Self Service Time and Attendance (Time Approver, TCD, On Line Time Reporters)
- Compulsive Gambling
- Computer Training (New Operating System –Windows 7)
 - Microsoft Word
 - Microsoft Excel
 - Microsoft Outlook
 - Microsoft Windows
 - Powerpoint
- A+ Certification Training
- Forklift Training
- Cell phone bill review
- Sales
 - Jackpot Poker (Sales, All Staff, Agent)
 - Player Activated Training

New Training Initiative: Safe Driver Program

- Facts-Lottery Field Services
 - 7,400+ Agents in 351 cities and towns
 - 130 employees serving these agents in person using state vehicles
 - Sales Representatives
 - SR Sales Representatives
 - Field Service Technicians
 - Asset Protection Staff
 - 6 days per week operations, 52 weeks per year
 - Approximately 225,000 hours of field services in state vehicles per year.
- Goal: To expose the workforce to safe driving techniques and reduce motor vehicle risks.
- Similar program to those utilized by other transit-type organizations (Exxon, Penske, Quest Diagnostics, UPS, Frito lay, etc.).
- Utilizes both on line training and behind the wheel assessments.

Safe Driver Program Implementation

- Procurement – Purchase Request has been submitted.
- Phase 1 - May-June 2014 (Introduction)
 - Staff would be assigned two on line courses (e.g., small vehicle forward motion, small vehicle backward motion, distracted driving, driving in inclement weather, global road safety, following from a distance, intersection safety and lane changes/merging)
- Phase 2 – July 2014-June 2015
 - Train the Trainer program (4 Staff)
 - Certified Trainers will train the 130 staff who operate in the field
 - Additional on-line courses.

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.

