

# Massachusetts State Lottery Commission Meeting

## *Executive Director's Report*

Delivered by: Beth Bresnahan

April 29, 2014



# Lottery Sales Update

- Lottery sales were down \$4 million for the month of March, as compared to March 2013. The prize payout for March 2014 was 73.1 percent, significantly less than the 73.8 percent payout of last March.
- The year-to-date prize payout is now 71.6 percent, well below the budgeted rate of 72.3 percent. Consequently, our net profit is \$47 million ahead of last year's pace despite a sales decrease of \$17 million through the first nine months of the fiscal year.
- The Lottery experienced sales increases in several games in March, including: KENO, which was up \$3 million; and, Mega Millions, which was up \$7 million thanks to the multi-state game's \$414 million jackpot won on March 18<sup>th</sup> by ticketholders in Florida and Maryland. In addition, the Lottery benefited from over \$400,000 in new sales from Jackpot Poker, a second monitor game that was not in operation last March.
- Powerball sales were down \$12 million in March, primarily due to the multi-state jackpot reaching a maximum of \$96 million, as compared to \$320 million in March 2013. There was also a sales decline of \$1 million in the regional Lucky for Life game. The Daily Race Game did not generate any sales last month because the game officially ended in June 2013; the monitor game generated over \$2 million in sales in March 2013.

# April Instant Ticket Sales Update

## 2014 Boston Red Sox

Price Point \$2

4 Week Sales: \$4,519,574

## \$500 A Week For Life!

Price Point: \$1

4.5 Day Sales: \$51,000

## \$1,000 A Week For Life!

Price Point: \$2

4.5 Day Sales: \$169,800

## \$2,500 A Week For Life!

Price Point: \$5

4.5 Day Sales: \$972,750

## World Class Millions

Price Point: \$30

4.5 Day Sales: \$8,056,500



# World Class Millions Radio Advertising



**Radio Flight Dates:** April 22 – May 11, 2014

- Predominantly recorded :30 spots
- :60 endorsements on three stations (WXKS-FM, WBMX-FM, WBZ- AM)

Market	Station
Boston	WBMX-FM
	WBQT-FM
	WBZ-AM
	WBZ-FM
	WKLB-FM
	WMJX-FM
	WROR-FM
	WXKS-FM
	WXRV-FM
	WZLX-FM

Station/Personality	Total :60 Endorsement Spots
WXKS-FM/Matty in the Morning (6a – 10a)	2x per week/6x total
WBMX-FM/Fast Freddy (3p – 7p)	4x per week/12x total
WBZ-AM/Walt Perkins (6a – 8:30a)	3x per week/9x total



# World Class Millions Digital Advertising

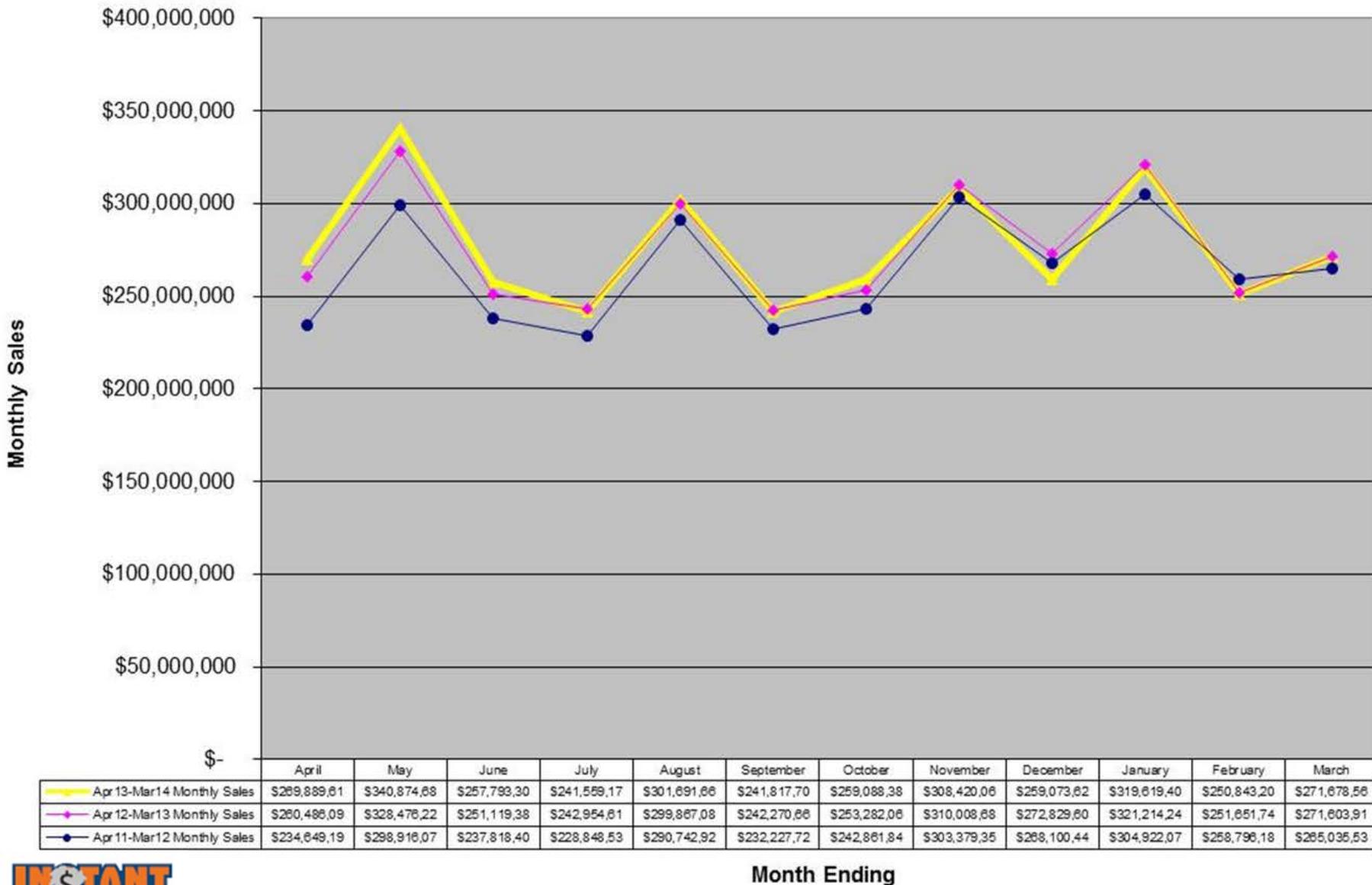
## Digital Flight Dates: April 22 – May 13, 2014

- BostonHerald.com:** Sliding Homepage Billboard on 4/22, 4/23/, 4/24, 4/28, 4/29, 4/30, 5/6, 5/7, 5/12, 5/13
- CBSBoston.com:** Homepage Pushdown & Skin on 4/22, 4/28, 5/9, 5/13
- Boston.com:** Section overlays of 400,000 Massachusetts-only page views on Weather (W), Red Sox (RS) and Bruins (B) as follows 4/22 (W), 4/23 (RS), 4/24 (RS), 4/25 (W), 4/28 (RS), 4/29 (RS), 4/30 (RS), 5/1 (RS), 5/2 (W), 5/3 (B), 5/4 (B), 5/5 (B), 5/6 (B), 5/7 (B), 5/9 (RS)
- Facebook:** Paid advertising targeting Mass 18+ non-page fans only

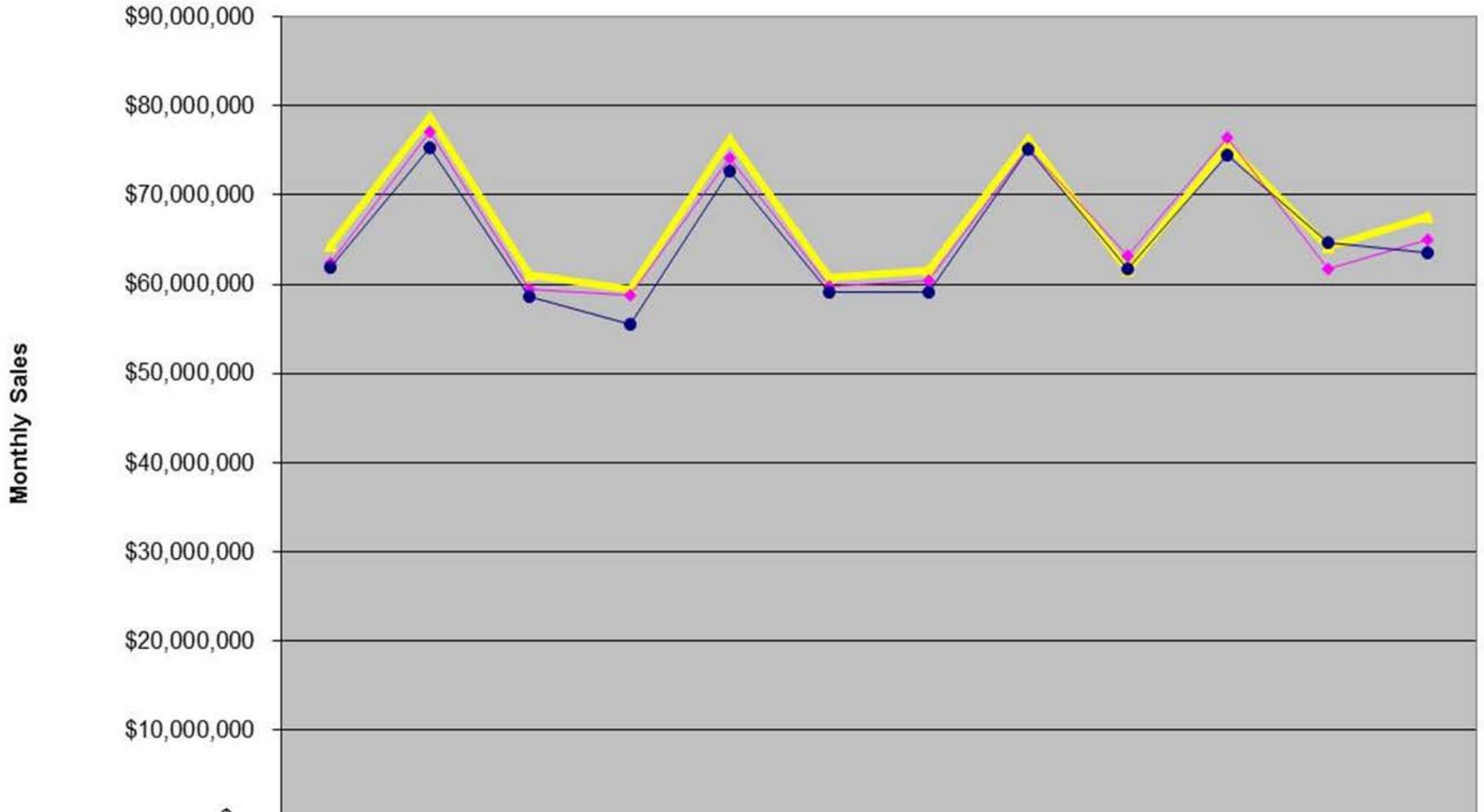




## Instant Game Monthly Sales April 11 thru March 14



## KENO Game Monthly Sales April 11 thru March 14



	April	May	June	July	August	September	October	November	December	January	February	March
Apr 13-Mar14 Monthly Sales	\$64,280,486	\$78,695,207	\$61,032,421	\$59,478,963	\$76,327,447	\$60,687,200	\$61,573,131	\$76,231,749	\$61,571,838	\$75,581,963	\$64,246,191	\$67,630,583
Apr 12-Mar13 Monthly Sales	\$62,438,549	\$77,066,745	\$59,496,498	\$58,834,238	\$74,168,553	\$59,776,650	\$60,406,576	\$75,360,152	\$63,209,606	\$76,453,588	\$61,657,662	\$65,033,276
Apr 11-Mar12 Monthly Sales	\$61,946,220	\$75,374,599	\$58,609,862	\$55,511,595	\$72,837,541	\$59,167,172	\$59,077,681	\$75,178,823	\$61,681,424	\$74,466,681	\$64,684,172	\$63,579,007



Month Ending

# KENO Memorial Day 2<sup>nd</sup> Chance Promotion

We will be offering KENO players a second chance promotion for the Memorial Day holiday weekend.

Every non-winning KENO, KENO Bonus & KENO-to-Go ticket sold from May 23<sup>rd</sup> through May 26<sup>th</sup> will have a second chance to win \$2,014.

We offer similar promotions during various holiday weekends throughout the year that yield a sales boost during the promotional period.

**MEMORIAL DAY WEEKEND**

You have a Second Chance  
**TO WIN!**

**KENO**

Twenty Prizes Of  
**\$2,014**  
Will Be Awarded

Every non-winning **KENO, KENO BONUS** and **KENO to-go** ticket sold **May 23 through May 26, 2014** will have a second chance to win!

Visit [masslottery.com](http://masslottery.com) on **May 27, 2014** after 2 p.m. to check the serial numbers on your non-winning **KENO** tickets to see if you have won.

Serial Number

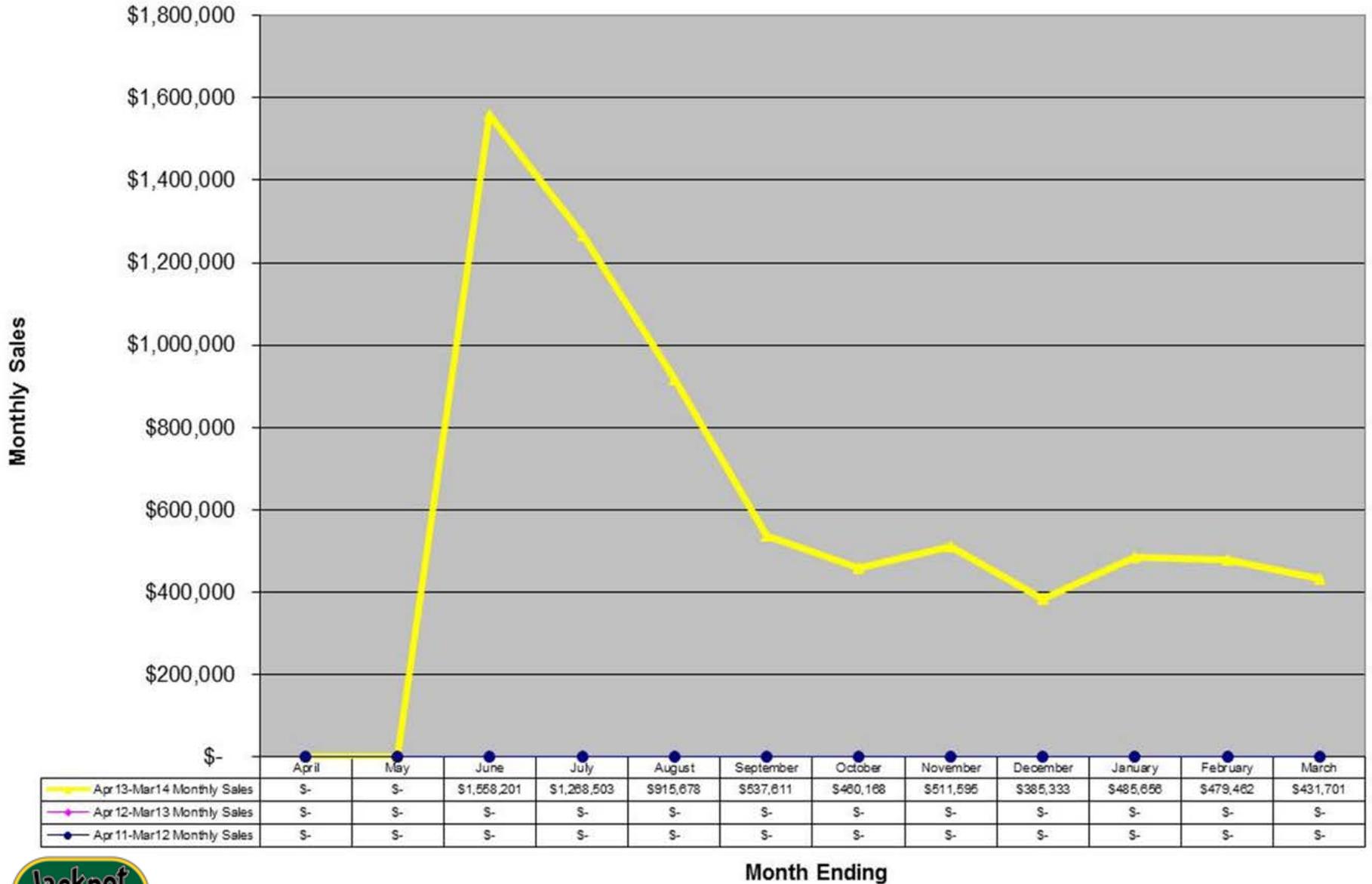
Winning ticket holders in the "2014 Memorial Day Weekend" drawing must claim their prizes by June 27, 2014 at a Lottery Regional Office (check [www.masslottery.com](http://www.masslottery.com) for office locations). To claim a prize, winning ticket holder must present winning ticket and proper identification. Prize check will be mailed approximately two weeks after prize is claimed. Actual prize amount will be less applicable taxes and withholdings.

You must be 18 years or older to play the Massachusetts Lottery.

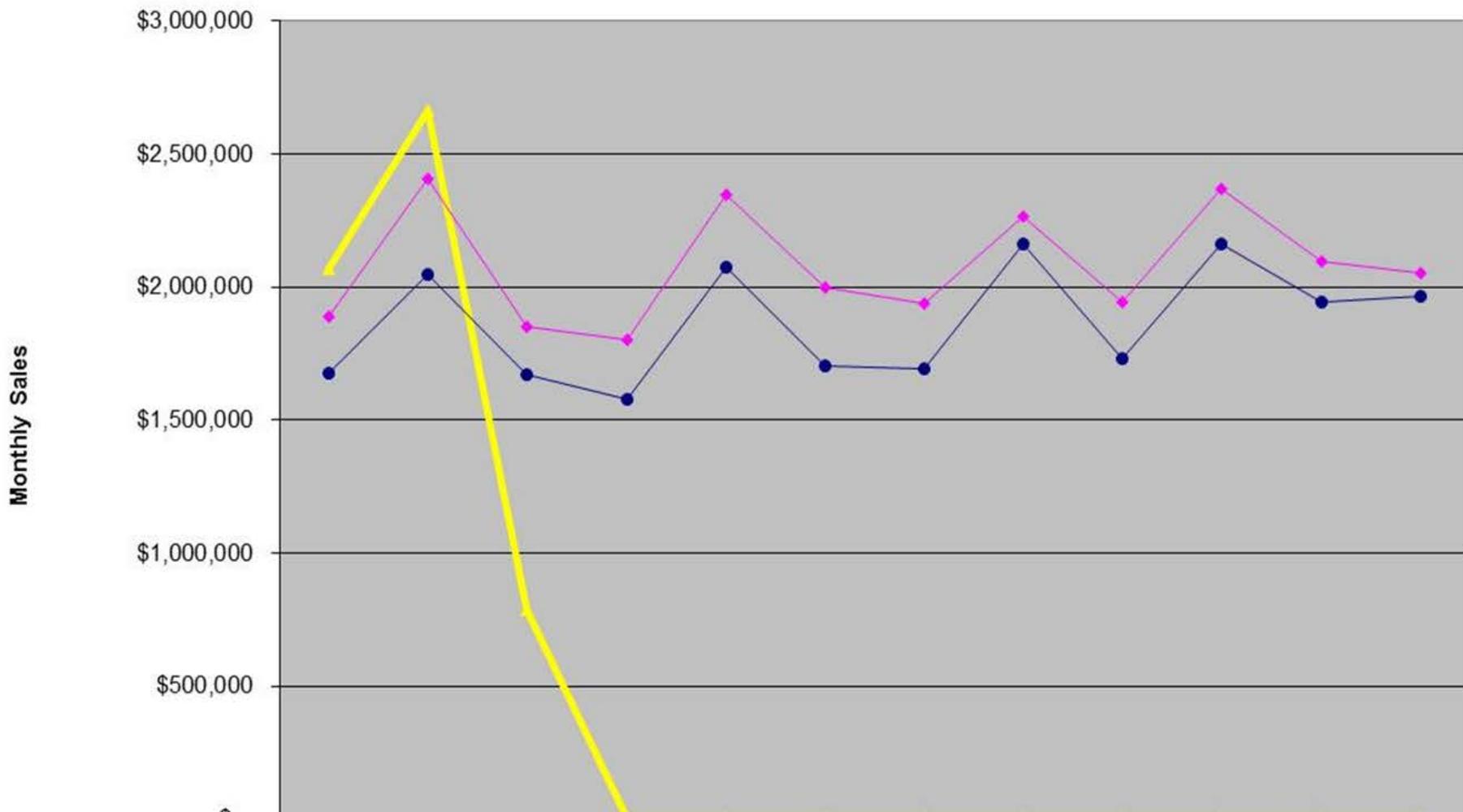
**THE LOTTERY**



## Poker Game Monthly Sales April 11 thru March 14



## Race Game Monthly Sales April 11 thru March 14

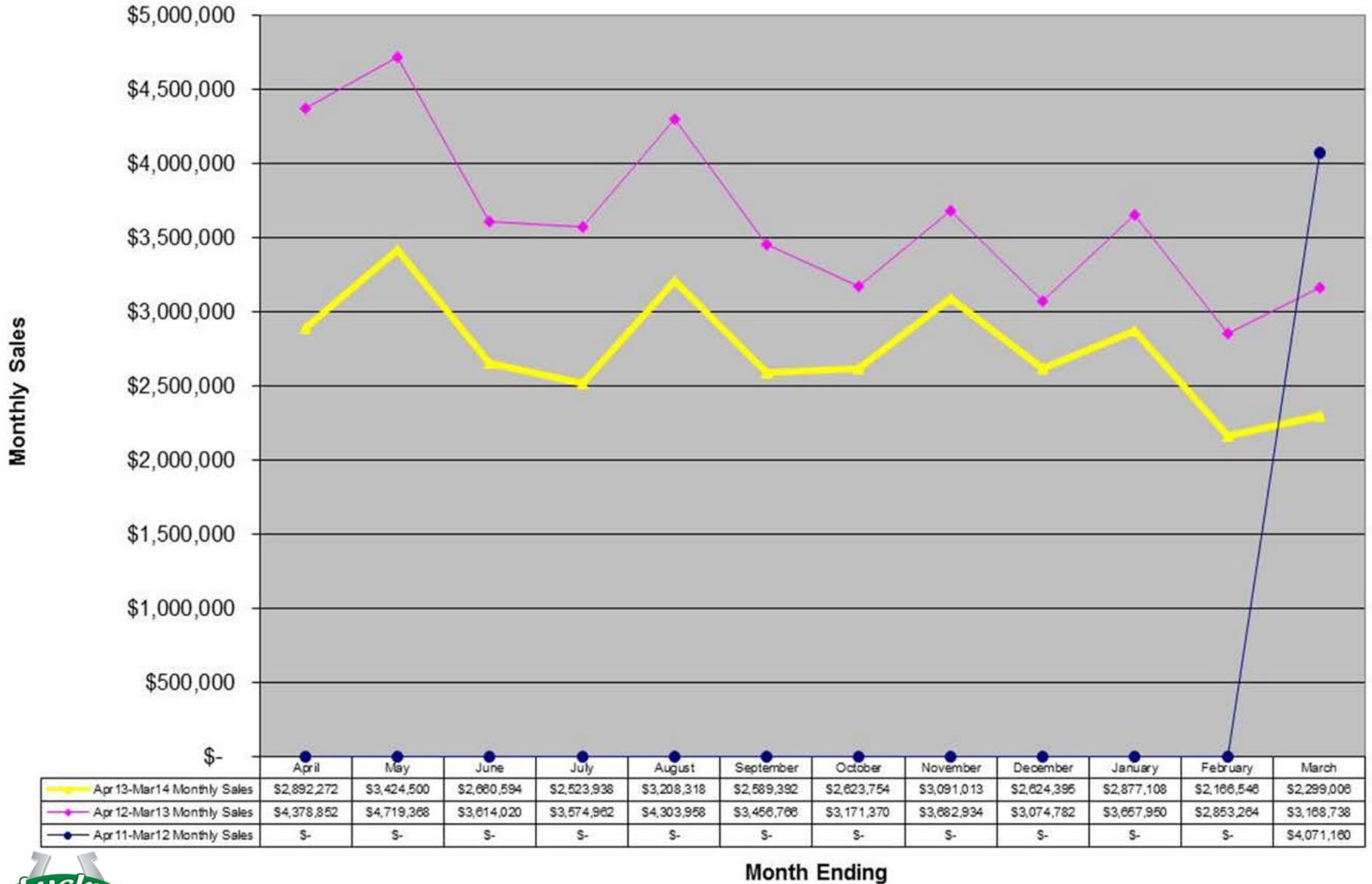


	April	May	June	July	August	September	October	November	December	January	February	March
Apr 13-Mar14 Monthly Sales	\$2,087,527	\$2,663,531	\$789,474	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Apr 12-Mar13 Monthly Sales	\$1,889,649	\$2,406,140	\$1,847,873	\$1,802,060	\$2,345,349	\$1,999,691	\$1,938,989	\$2,263,830	\$1,941,072	\$2,370,591	\$2,096,591	\$2,049,646
Apr 11-Mar12 Monthly Sales	\$1,676,092	\$2,045,327	\$1,671,117	\$1,578,823	\$2,072,780	\$1,704,618	\$1,693,344	\$2,160,773	\$1,733,166	\$2,162,232	\$1,941,576	\$1,966,920

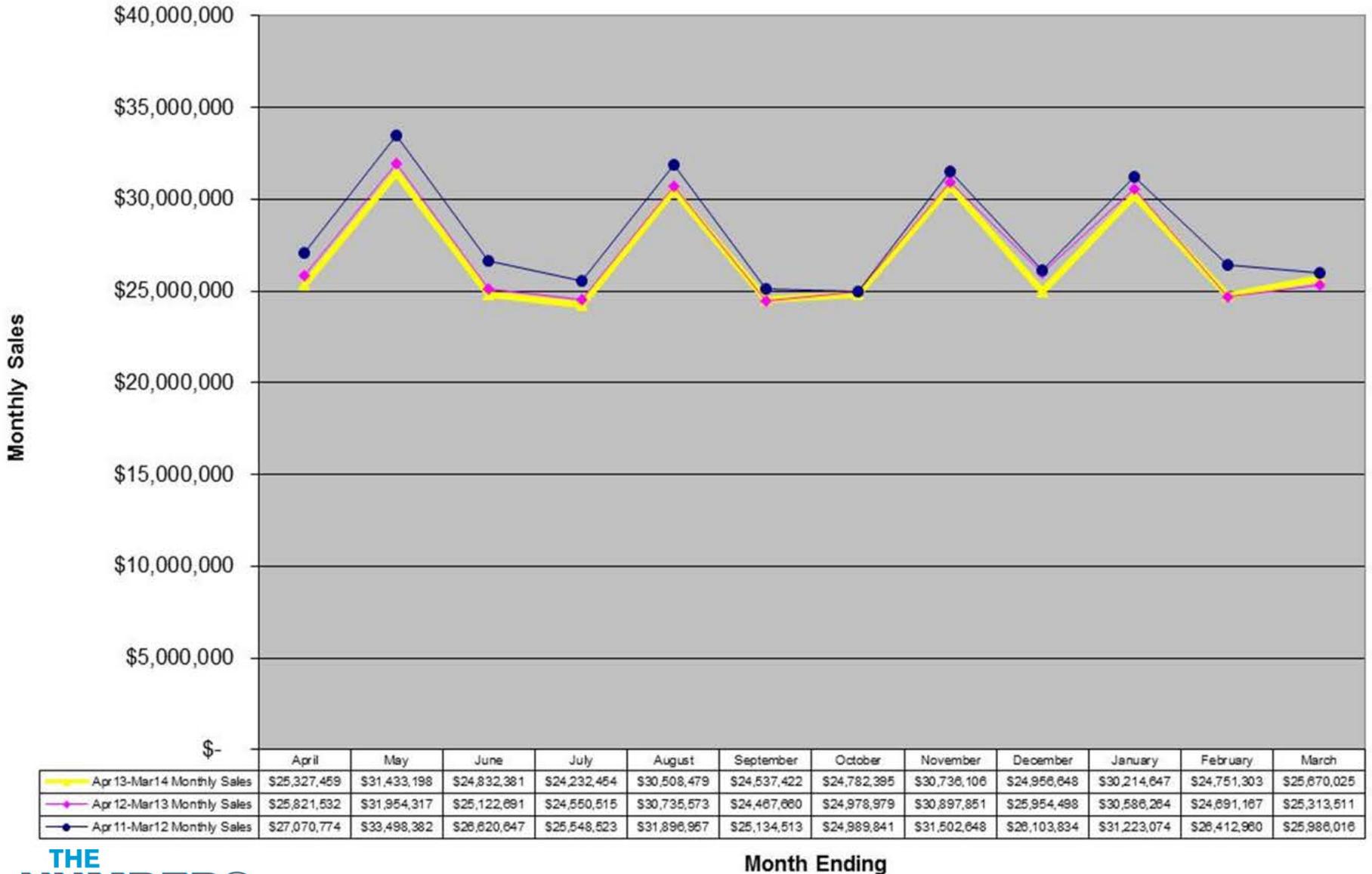
Month Ending



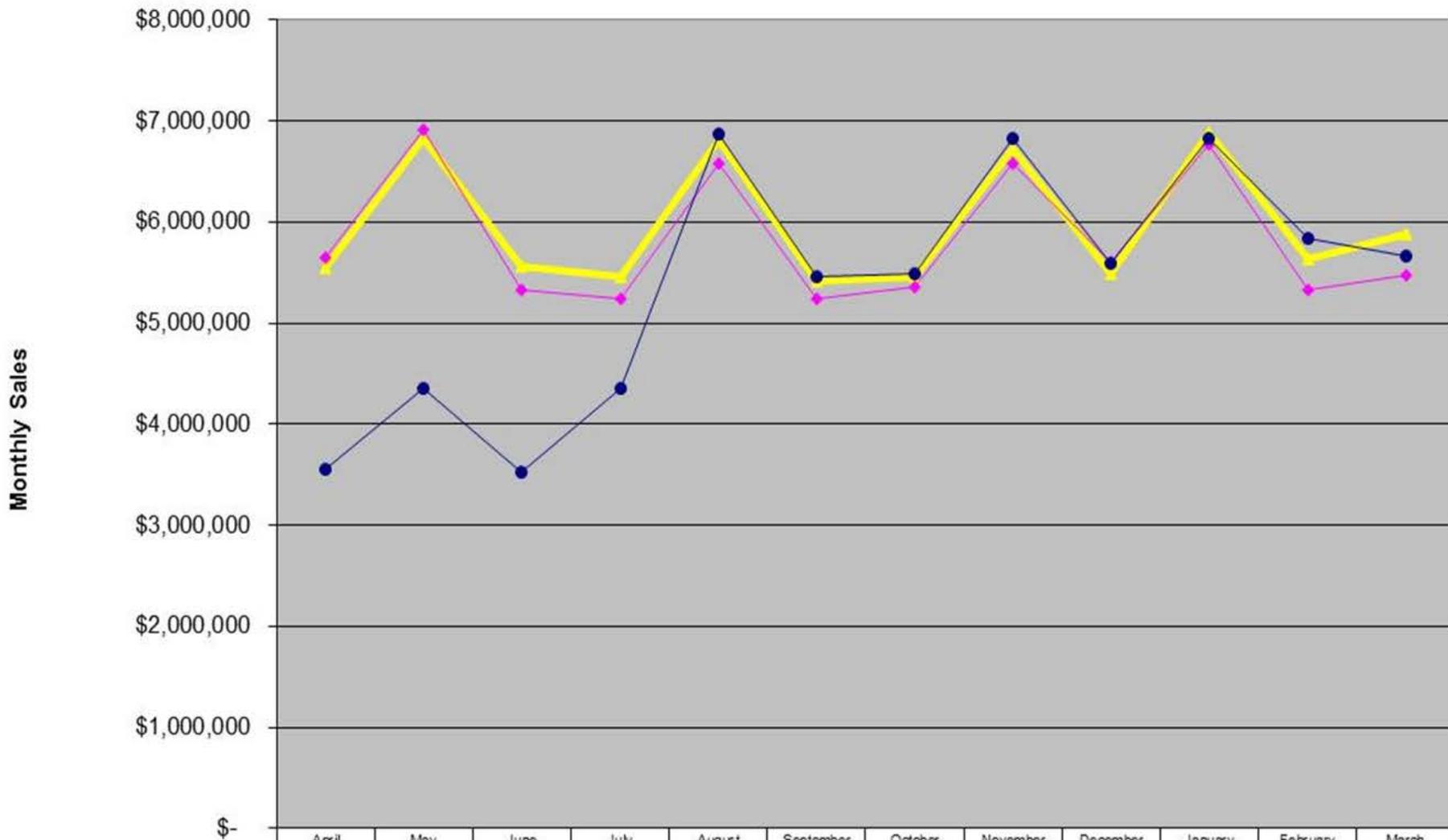
## Lucky For Life Game Monthly Sales April 11 thru March 14



## Numbers Game Monthly Sales April 11 thru March 14



## Mass Cash Game Monthly Sales April 11 thru March 14



	April	May	June	July	August	September	October	November	December	January	February	March
Apr 13-Mar14 Monthly Sales	\$5,546,389	\$6,830,128	\$5,565,569	\$5,451,722	\$6,804,235	\$5,419,281	\$5,464,350	\$6,730,787	\$5,492,858	\$6,884,188	\$5,837,428	\$5,879,562
Apr 12-Mar13 Monthly Sales	\$5,644,277	\$6,913,184	\$5,330,344	\$5,240,615	\$6,578,888	\$5,246,274	\$5,354,883	\$6,685,166	\$5,698,851	\$6,768,918	\$5,326,593	\$5,469,026
Apr 11-Mar12 Monthly Sales	\$3,555,492	\$4,356,495	\$3,519,588	\$4,354,434	\$6,861,992	\$5,461,313	\$5,491,049	\$6,829,977	\$5,588,976	\$6,820,344	\$5,835,398	\$5,665,639

# MASS CASH “Lucky Ticket” Promotion

The Lottery will be offering a promotion to MASS CASH players in May that will provide chances to win an additional \$2,014.

Any player who purchases seven days (or more) of MASS CASH wagers on a single ticket beginning May 4<sup>th</sup> through May 17<sup>th</sup> will receive a promotional “lucky ticket” at the point of purchase.

On May 19<sup>th</sup>, 20 MASS CASH promotional ticket serial numbers will be randomly selected to win \$2,014 prizes. All winning serial numbers will be posted on [masslottery.com](http://masslottery.com).

The last time the Mass Cash game had any promotion behind it was in July 2011 when the game expanded from three to seven nights-a-week.

**MASS CASH**



**WINNING IS IN THE FORECAST!**

						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

**YOUR BEST CHANCE TO WIN \$100,000 7 DAYS A WEEK!**



**GET YOUR \$2014 LUCKY TICKET!**

PLAY MASS CASH FOR 7 DAYS OR MORE ON A SINGLE TICKET, RECEIVE A PROMOTIONAL TICKET FOR A CHANCE TO WIN \$2,014!

**LIMITED TIME ONLY: MAY 4 THROUGH MAY 17, 2014!**

On May 19, 2014, twenty (20) lucky MASS CASH promotional ticket serial numbers will be randomly chosen by computer and posted on [masslottery.com](http://masslottery.com) after 2 p.m.

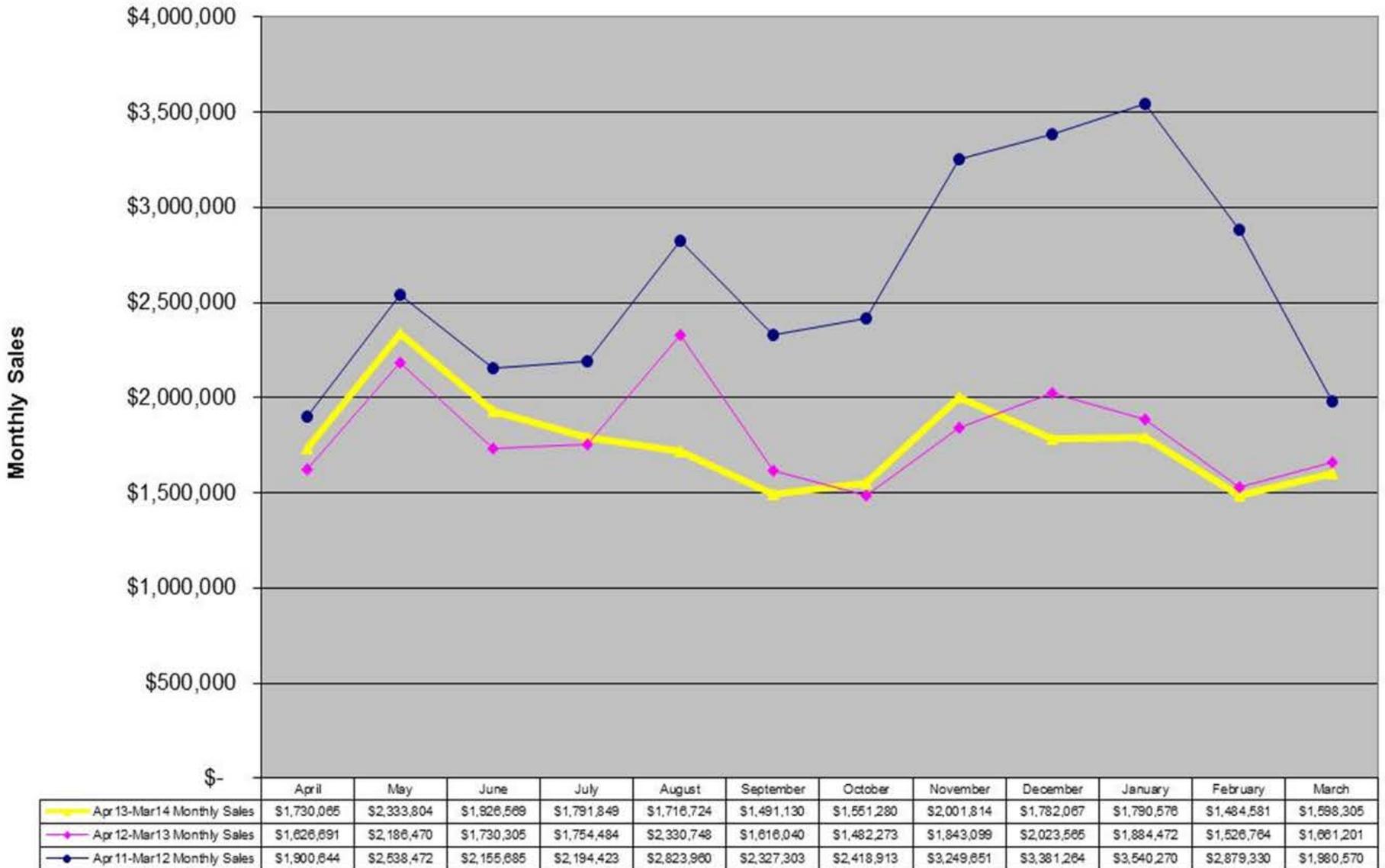
**EACH OF THE 20 TICKETS SELECTED WILL WIN \$2,014!**

Please **do not** mail in your MASS CASH promotional ticket to enter. To claim a prize you must have your winning promotional ticket. Promotional ticket prizes must be claimed by June 18, 2014 at a Lottery regional office. Prizes will be mailed within three weeks of claim. Please visit [masslottery.com](http://masslottery.com) for more details.



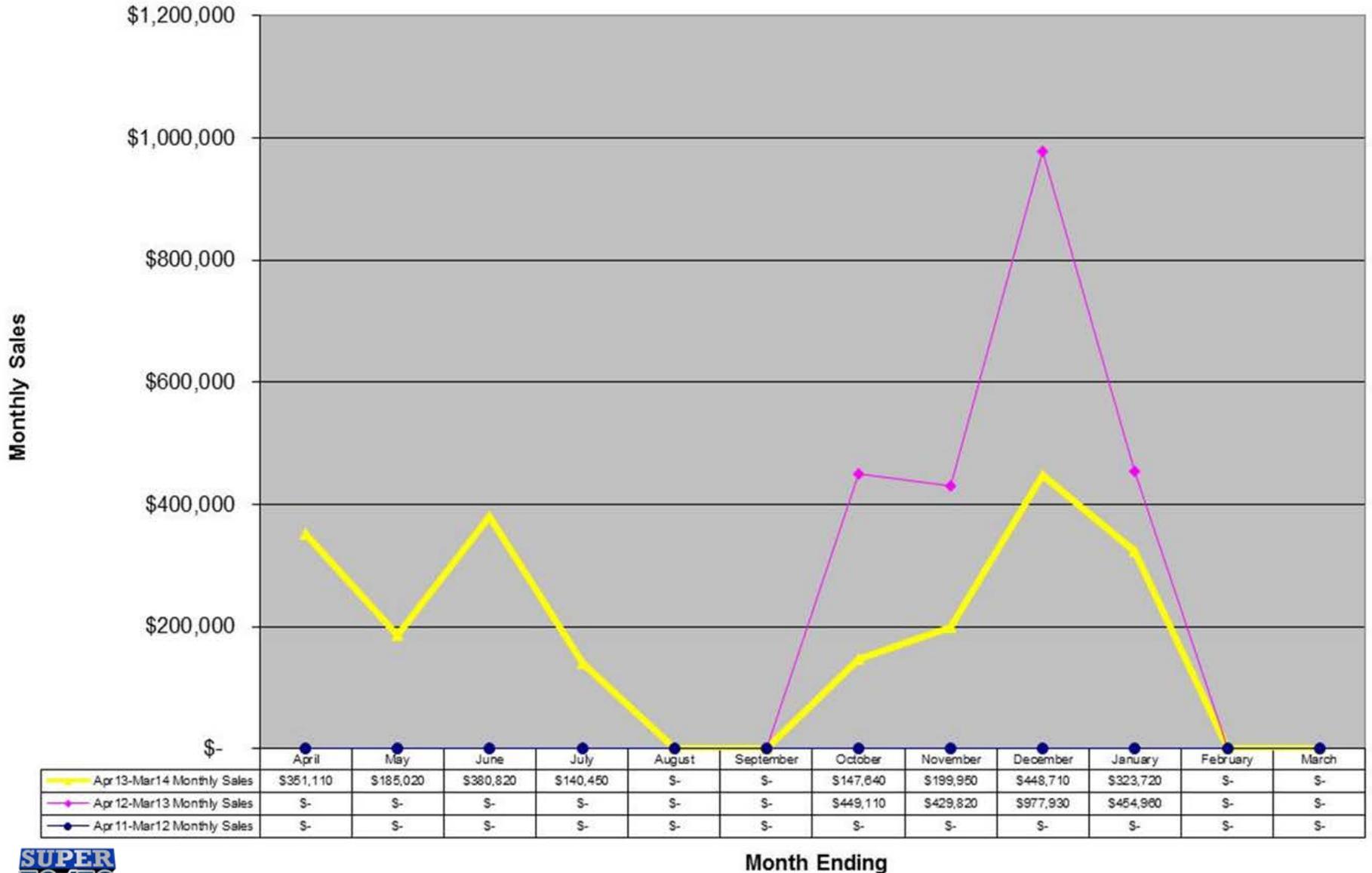
You must be 18 years or older to play the Lottery.

## Megabucks Game Monthly Sales April 11 thru March 14

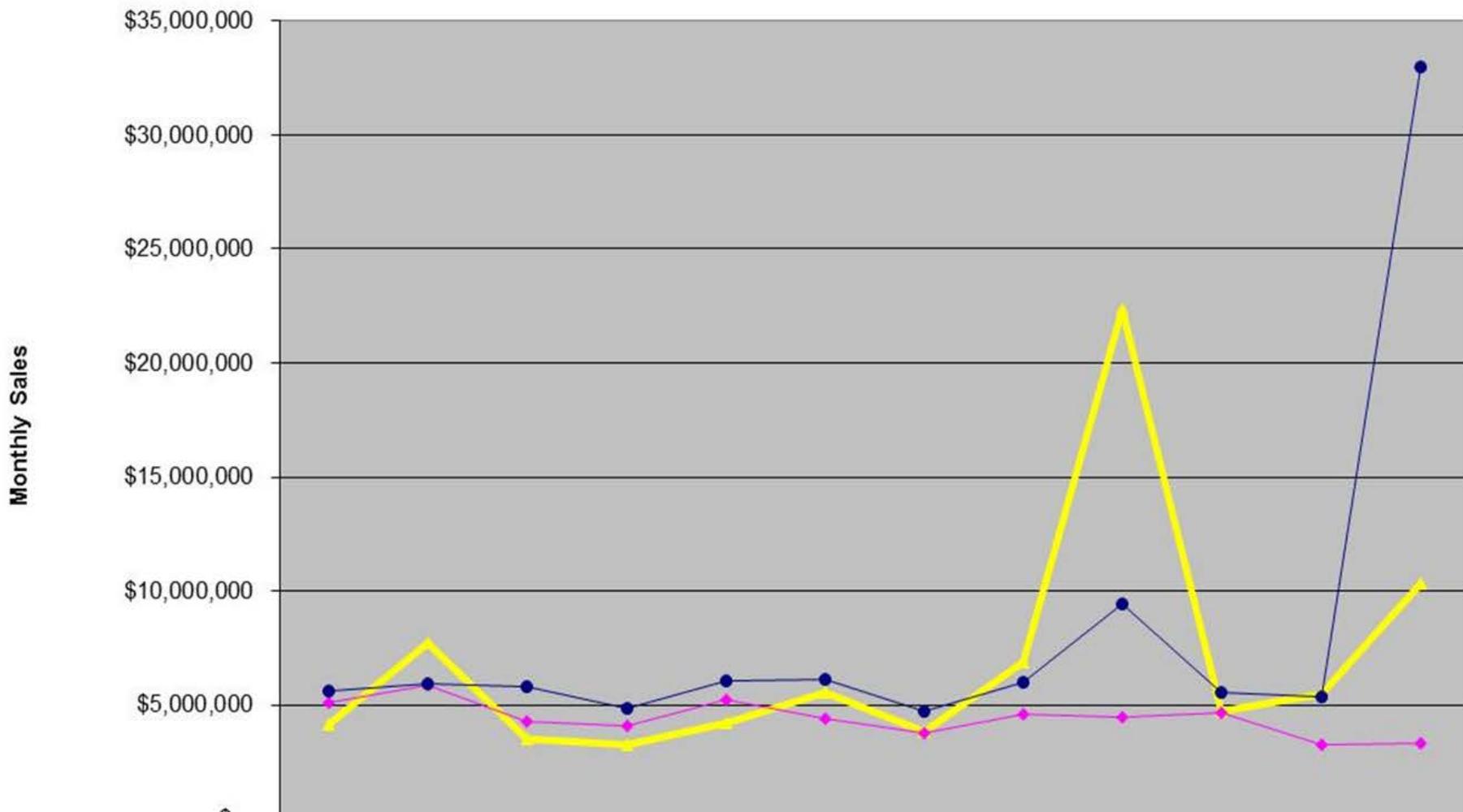


Month Ending

## Online Raffle Game Monthly Sales April 11 thru March 14



## Mega Millions Game Monthly Sales April 11 thru March 14

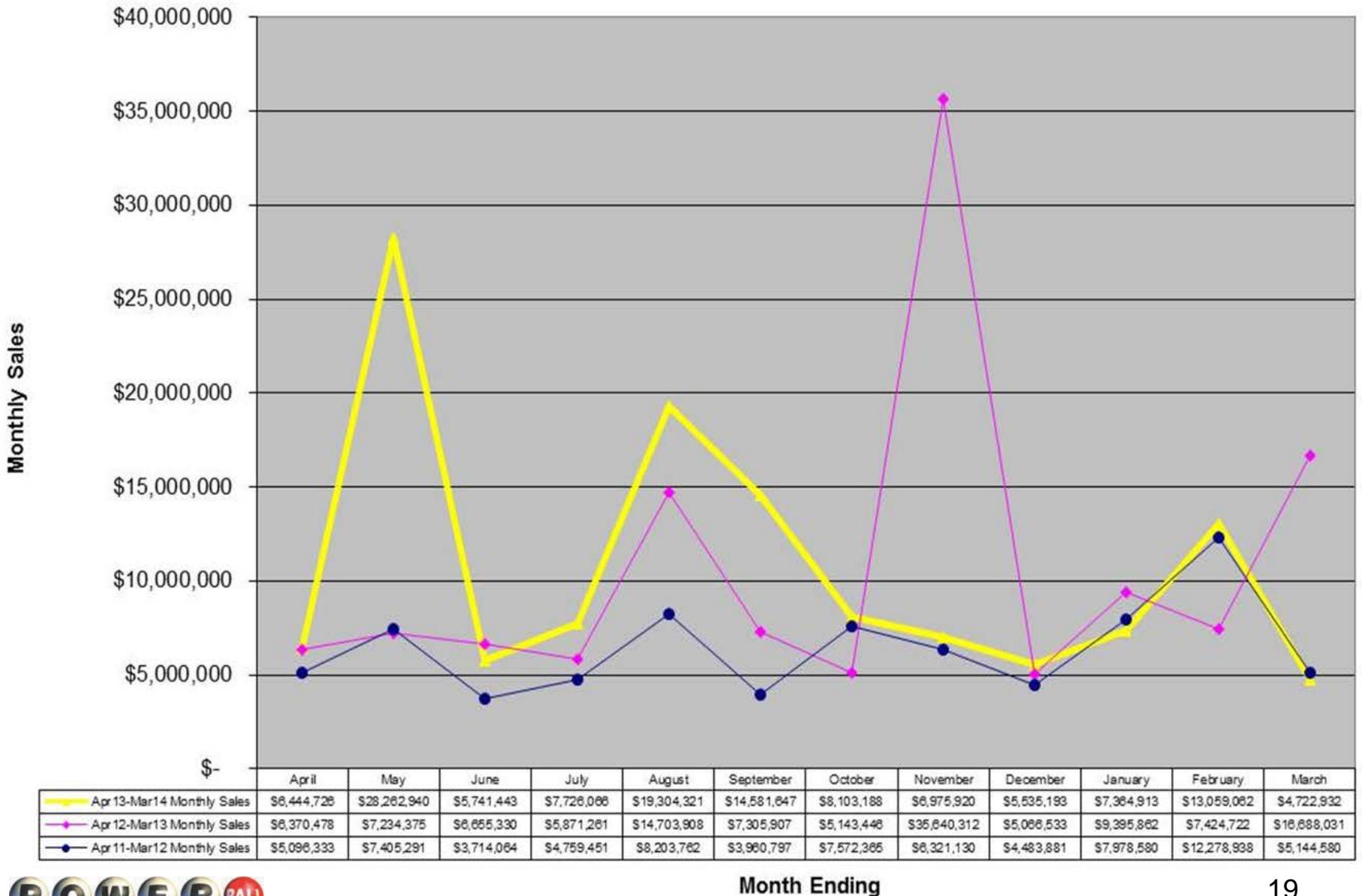


	April	May	June	July	August	September	October	November	December	January	February	March
Apr 13-Mar14 Monthly Sales	\$4,156,059	\$7,702,167	\$3,524,100	\$3,274,059	\$4,237,931	\$5,540,292	\$3,841,489	\$6,908,127	\$22,380,898	\$4,697,709	\$5,504,599	\$10,293,322
Apr 12-Mar13 Monthly Sales	\$5,113,305	\$5,887,252	\$4,288,693	\$4,070,293	\$5,214,203	\$4,408,529	\$3,798,620	\$4,622,314	\$4,464,771	\$4,689,133	\$3,259,650	\$3,339,999
Apr 11-Mar12 Monthly Sales	\$5,595,416	\$5,916,940	\$5,824,818	\$4,881,039	\$6,044,294	\$6,093,254	\$4,732,239	\$5,999,489	\$9,455,598	\$5,561,441	\$5,356,677	\$32,974,064

Month Ending

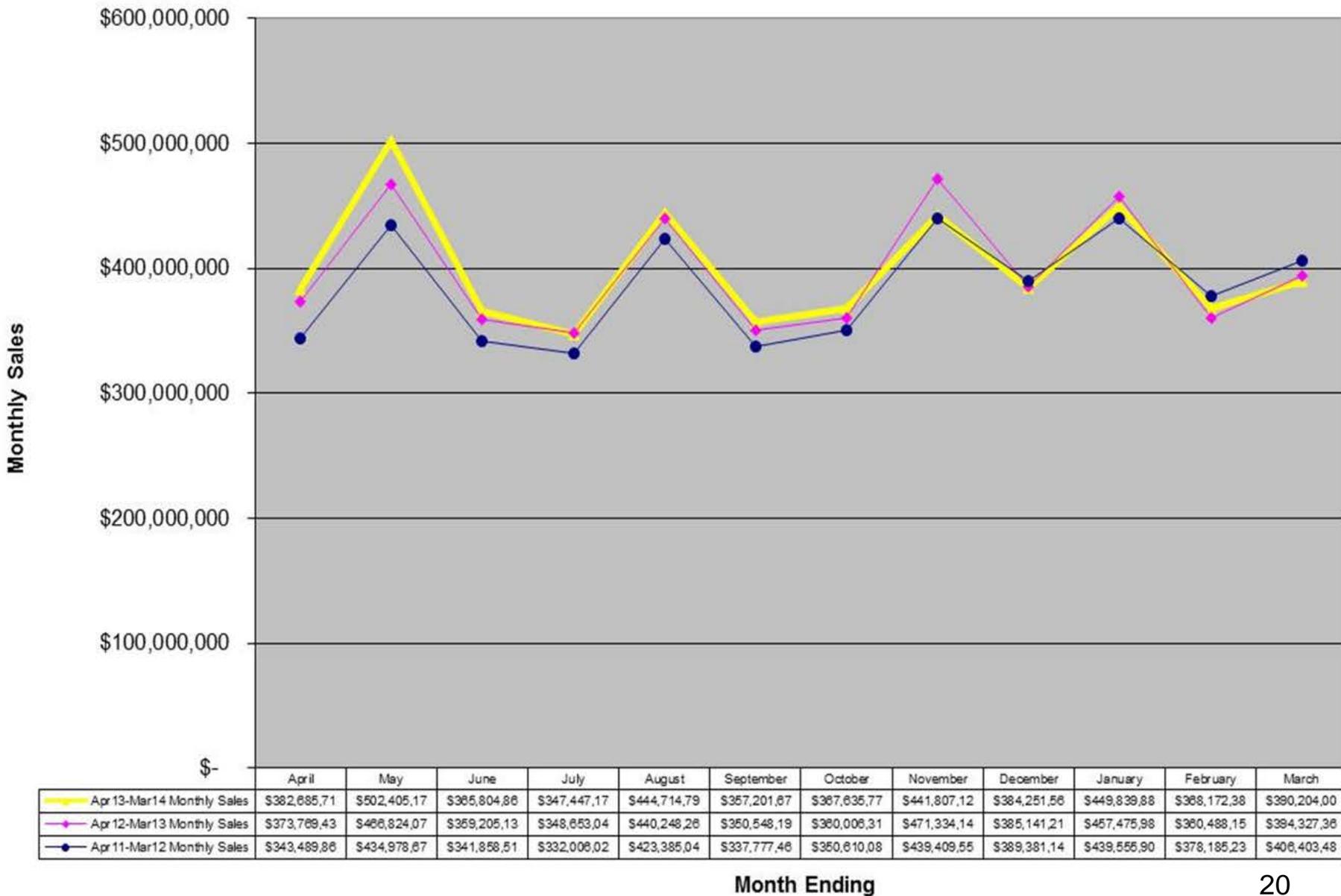


## Powerball Game Monthly Sales April 11 thru March 14

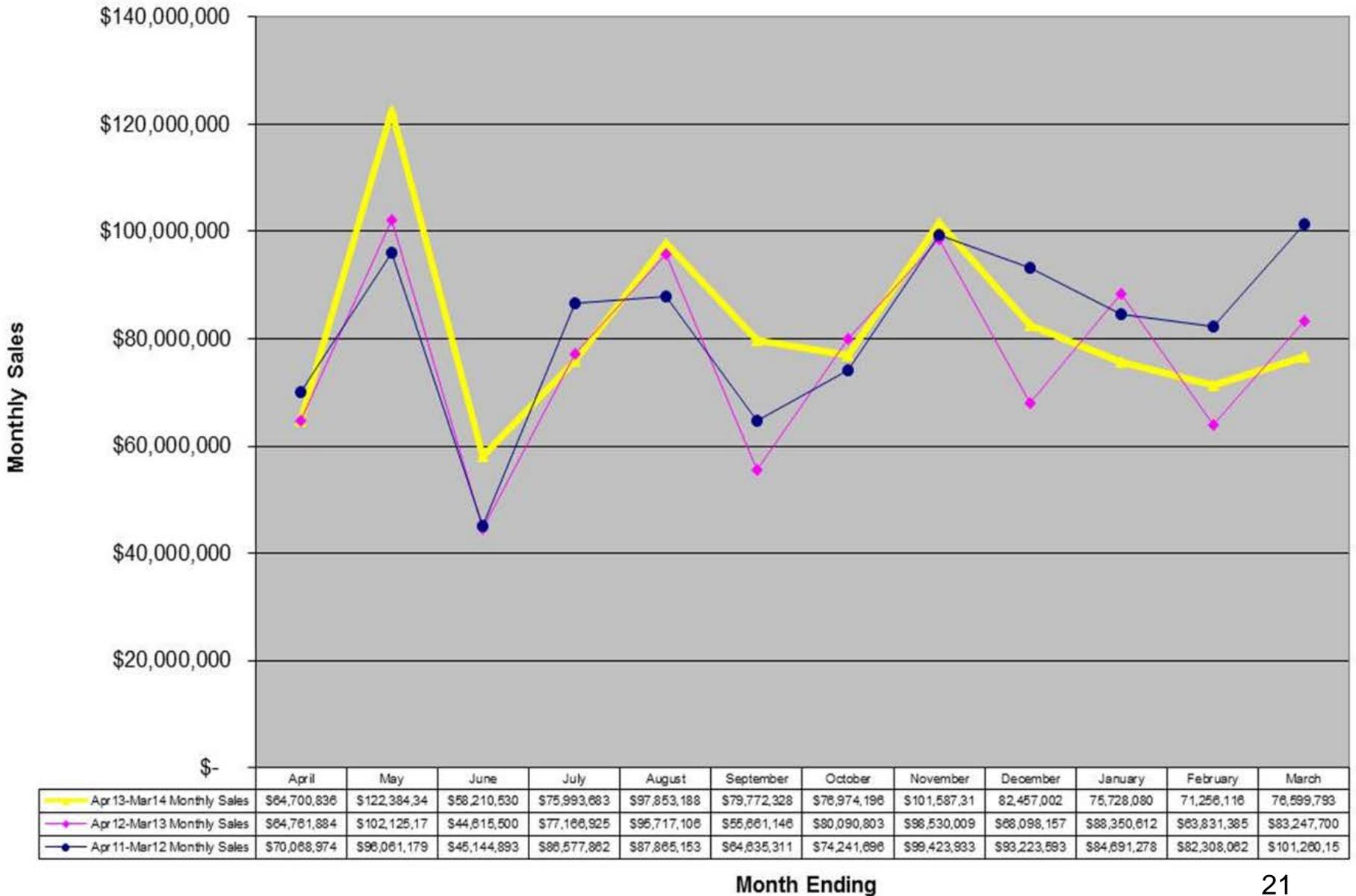


Month Ending

## All Game Monthly Sales April 11 thru March 14



## Net Profit Monthly Sales April 11 thru March 14



## MSLC Revenue Results

### March FY14 vs. FY13

(\$ millions)

Through March 29, 2014

	<b>FY14</b>	<b>% of Total</b>	<b>FY13</b>	<b>% of Total</b>	<b>\$ Change</b>	<b>% Change</b>
<b>Instant Tickets</b>	\$272	69.6%	\$272	68.9%	\$0	0.0%
<b>MegaMillions</b>	10	2.6%	3	0.8%	7	212.1%
<b>Powerball</b>	5	1.2%	17	4.2%	-12	-71.9%
<b>Keno</b>	68	17.3%	65	16.5%	3	4.0%
<b>Mass Cash</b>	6	1.5%	5	1.4%	0	7.9%
<b>Race Game</b>	0	0.0%	2	0.5%	-2	-100.0%
<b>Lucky For Life</b>	2	0.6%	3	0.8%	-1	-28.1%
<b>Numbers Game</b>	26	6.6%	25	6.4%	0	1.6%
<b>Super 50-50 Raffle</b>	0	0.0%	0	0.0%	0	0.0%
<b>Megabucks</b>	2	0.4%	2	0.4%	0	-5.9%
<b>Jackpot Poker</b>	0	0.1%	0	0.0%	0	0.0%
<b>Total</b>	<b>\$390</b>	<b>100.0%</b>	<b>\$394</b>	<b>100.0%</b>	<b>-\$4</b>	<b>-1.0%</b>
<b>Instant Tickets</b>	\$272	69.6%	\$272	68.9%	\$0	0.0%
<b>Online Games</b>	119	30.4%	123	31.1%	-4	-3.4%
<b>Total</b>	<b>\$390</b>	<b>100.0%</b>	<b>\$394</b>	<b>100.0%</b>	<b>-\$4</b>	<b>-1.0%</b>

## MSLC Revenue Results

### Year-to-Date FY14 vs. FY13

(\$ millions)

Through March 29, 2014

	<b>FY14</b>	<b>% of Total</b>	<b>FY13</b>	<b>% of Total</b>	<b>\$ Change</b>	<b>% Change</b>
<b>Instant Tickets</b>	\$2,454	69.1%	\$2,466	69.1%	-\$12	-0.5%
<b>MegaMillions</b>	67	1.9%	38	1.1%	29	76.0%
<b>Powerball</b>	87	2.5%	107	3.0%	-20	-18.5%
<b>Keno</b>	603	17.0%	595	16.7%	8	1.4%
<b>Mass Cash</b>	54	1.5%	52	1.5%	2	3.1%
<b>Race Game</b>	0	0.0%	19	0.5%	-19	-100.0%
<b>Lucky For Life</b>	24	0.7%	31	0.9%	-7	-22.3%
<b>Numbers Game</b>	240	6.8%	242	6.8%	-2	-0.7%
<b>Super 50-50 Raffle</b>	1	0.0%	2	0.1%	-1	-43.5%
<b>Megabucks</b>	15	0.4%	16	0.5%	-1	-5.6%
<b>Jackpot Poker</b>	5	0.2%	0	0.0%	5	100.0%
<b>Total</b>	<b>\$3,551</b>	<b>100.0%</b>	<b>\$3,568</b>	<b>100.0%</b>	<b>-\$17</b>	<b>-0.5%</b>
<b>Instant Tickets</b>	\$2,454	69.1%	\$2,466	69.1%	-\$12	-0.5%
<b>Online Games</b>	1,098	30.9%	1,103	30.9%	-5	-0.5%
<b>Total</b>	<b>\$3,551</b>	<b>100.0%</b>	<b>\$3,568</b>	<b>100.0%</b>	<b>-\$17</b>	<b>-0.5%</b>

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.

