

Massachusetts State Lottery Commission Meeting

Executive Director's Report

Delivered by: Beth Bresnahan

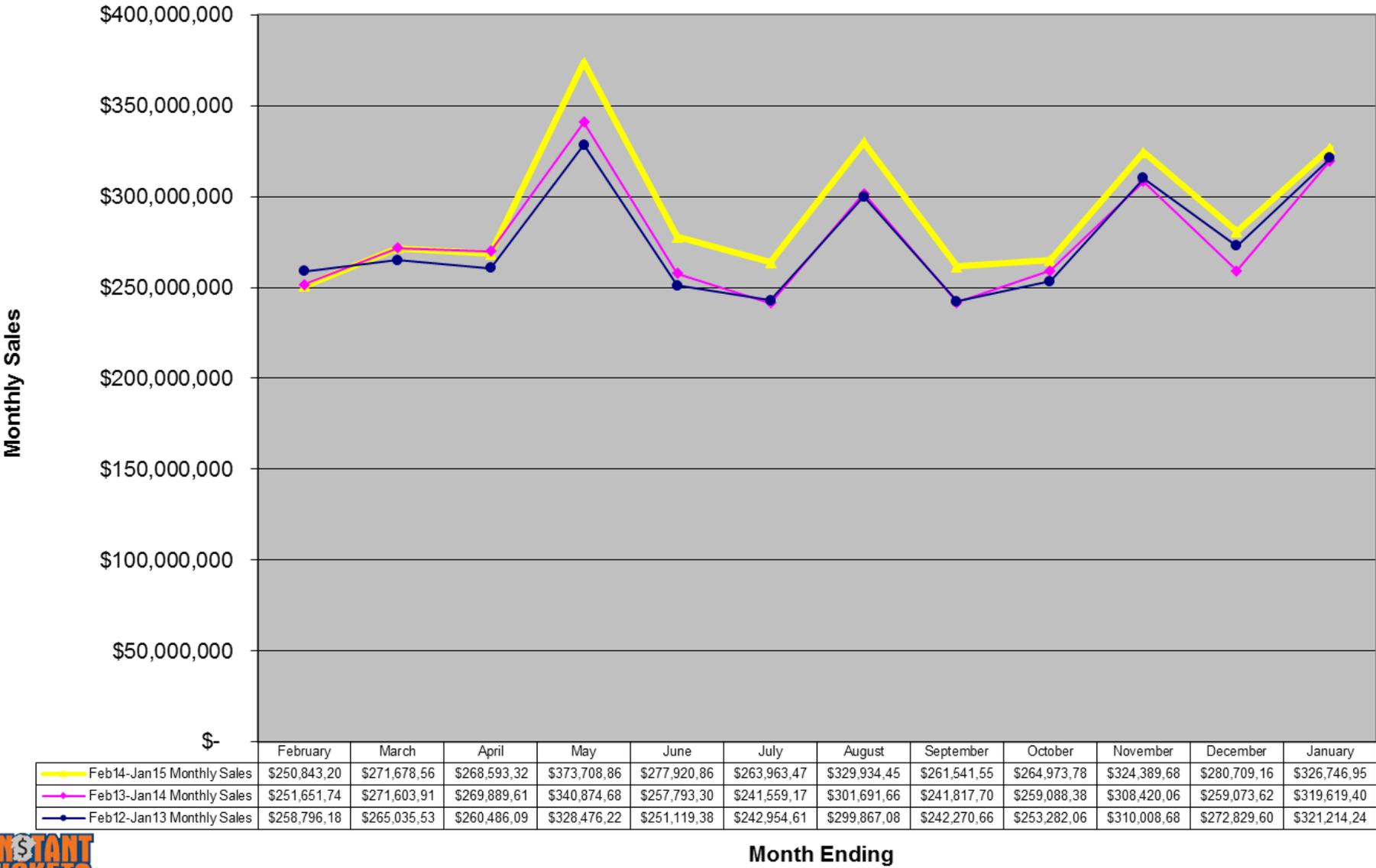
February 24, 2015



Lottery Sales Update

- January sales were up \$18 million as compared to January 2014.
- Instant Ticket sales for the month were up \$7 million; while the multi-state jackpot games, Mega Millions and Powerball, saw respective increases of \$6 million and \$5 million thanks to larger top prize offerings; and, KENO sales increased by \$2 million. Additionally, Megabucks Doubler and Mass Cash experienced slight sales increases.
- The games in the online/draw game portfolio, Lucky for Life, Jackpot Poker, and The Numbers Game, each saw minimal sales declines in January.
- The estimated prize payout for the month was 73.21 percent, as compared to 75.48 percent in January 2014. As previously explained, the payout percentage fluctuates based on the timing at which players cash in their prizes.
- While the year-over-year decrease was significant, the estimated FY15 prize payout through January is 72.46 percent as compared to 71.37 percent for the first seven months of FY14. This has decreased year-over-year net profit by an estimated \$8.1 million.

Instant Game Monthly Sales February 12 thru January 15



January Instant Ticket Sales Update

7-11-21

Price Point: \$1

6 Week Sales: \$XXXXXXXX



Hit \$50,000

Price Point: \$2

6 Week Sales: \$XXXXXXXX



Red Hot and Wild 7's

Price Point: \$5

6 Week Sales: \$XXXXXX



Lucky Green Tripler

Price Point: \$2

6 Week Sales: \$XXXXXXXX



Magic 8 Ball

Price Point: \$2

6 Week Sales: \$XXXXXXXX



March Instant Ticket Release (3.3.15)

10X The Cash

Price Point: \$1

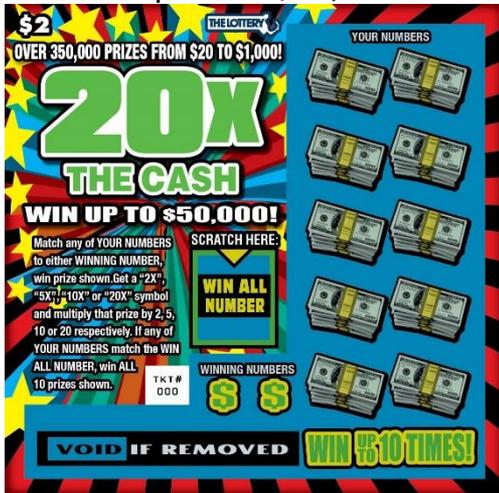
Top Prize: \$10,000



20X The Cash

Price Point: \$2

Top Prize: \$50,000



40X The Cash

Price Point: \$5

Top Prize: \$1,000,000



100X The Cash

Price Point: \$10

Top Prize: \$4,000,000



January Instant Ticket POS Advertising

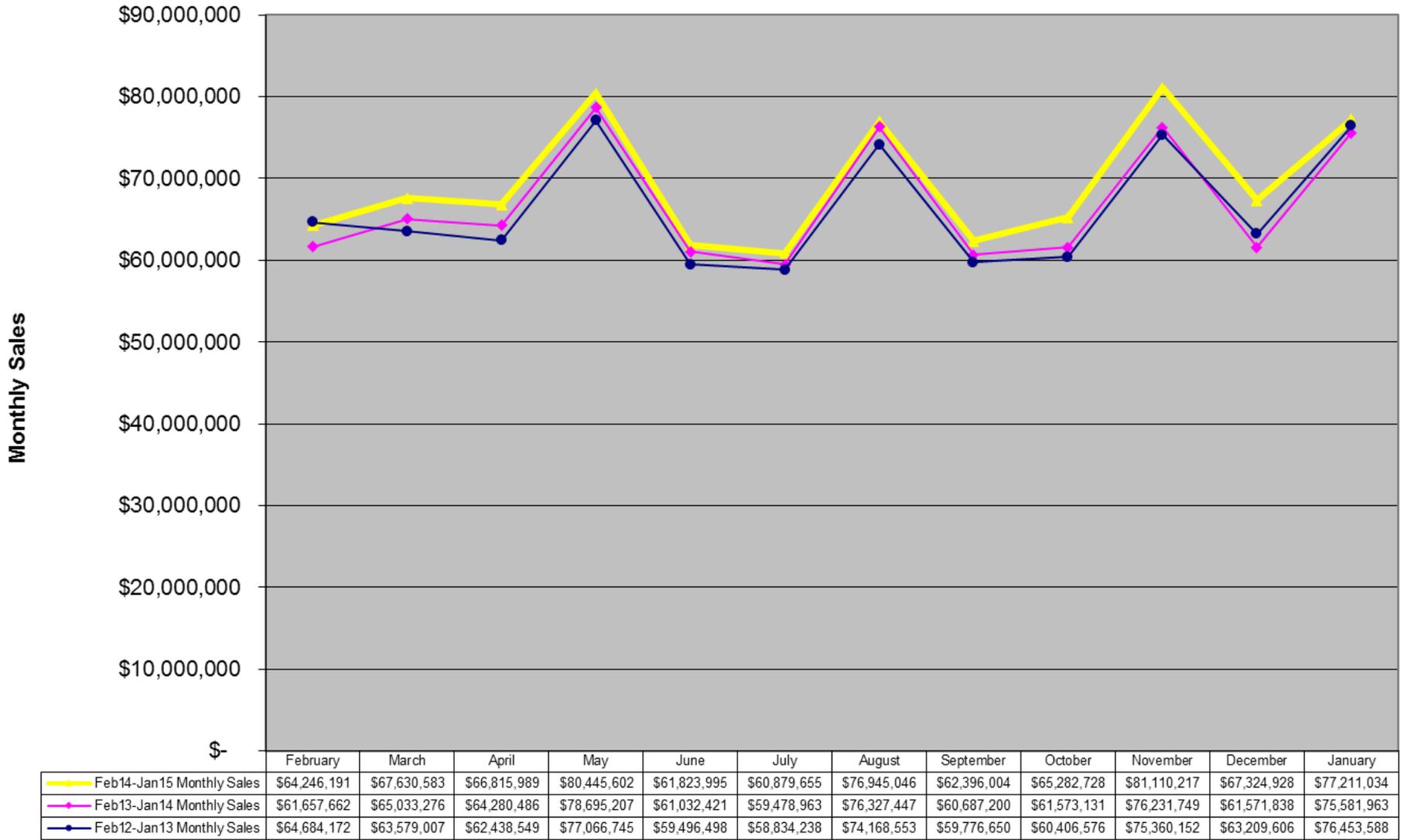
Wobbler/Shelf Talker



11x17 Poster

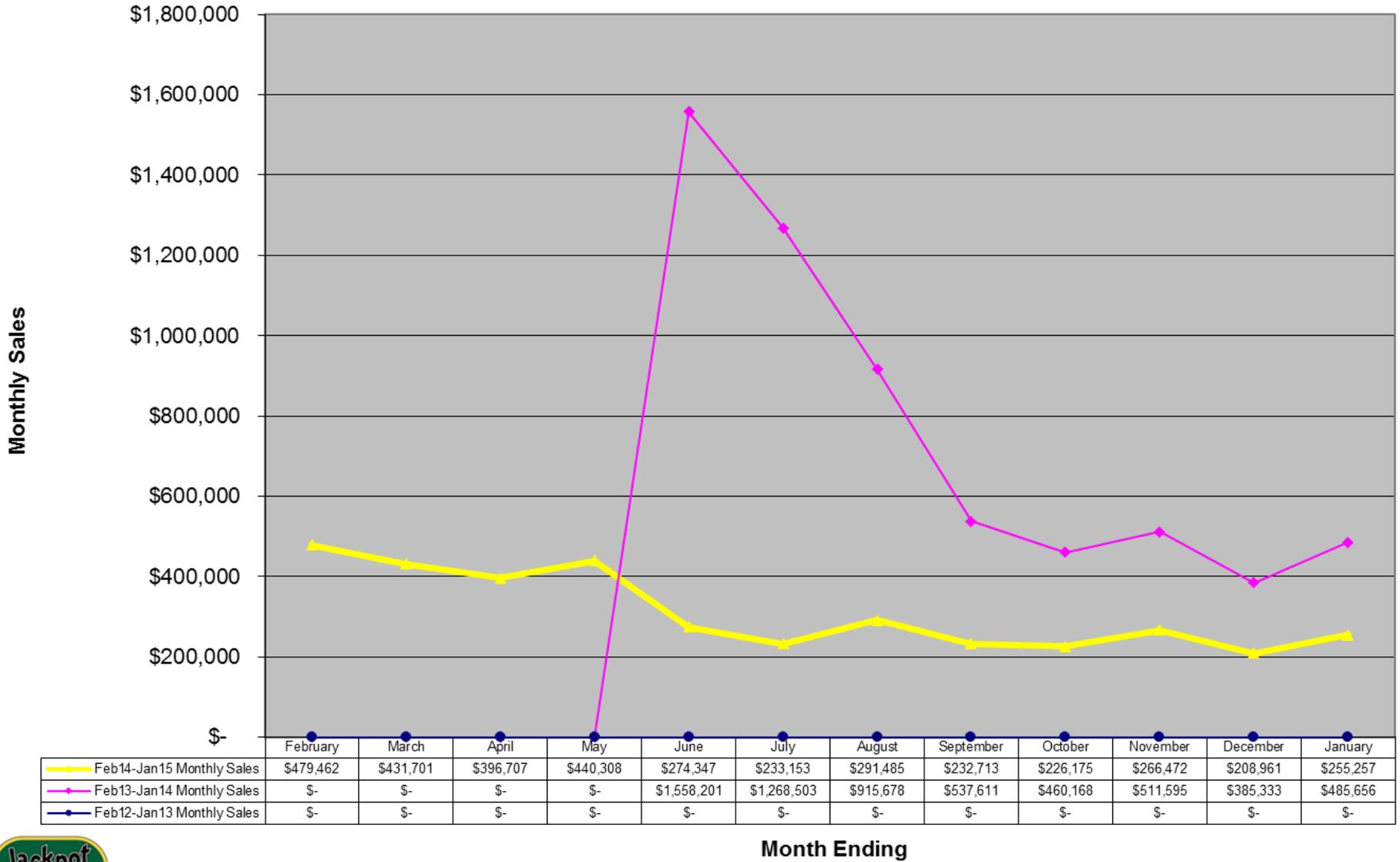


KENO Game Monthly Sales February 12 thru January 15

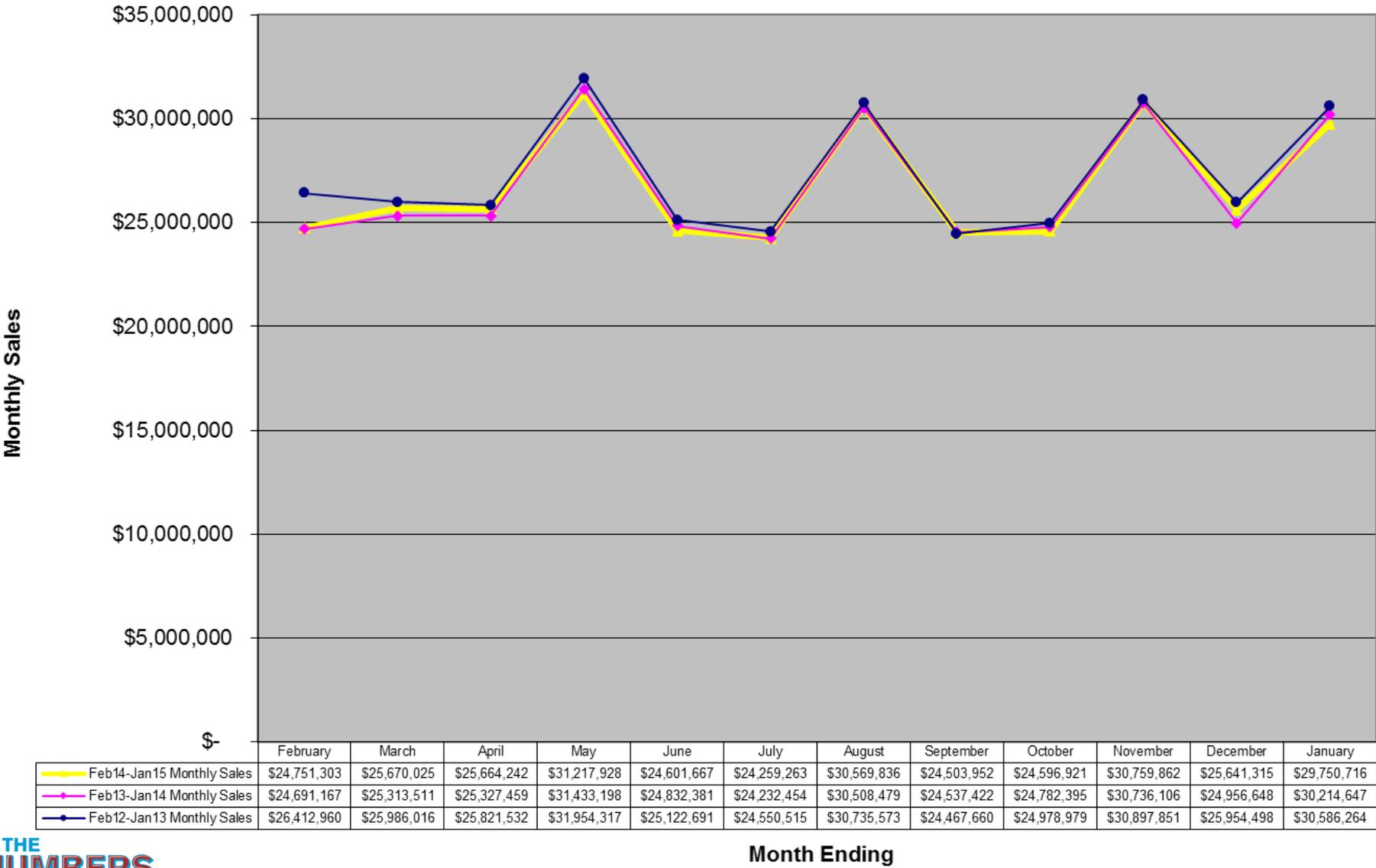


Month Ending

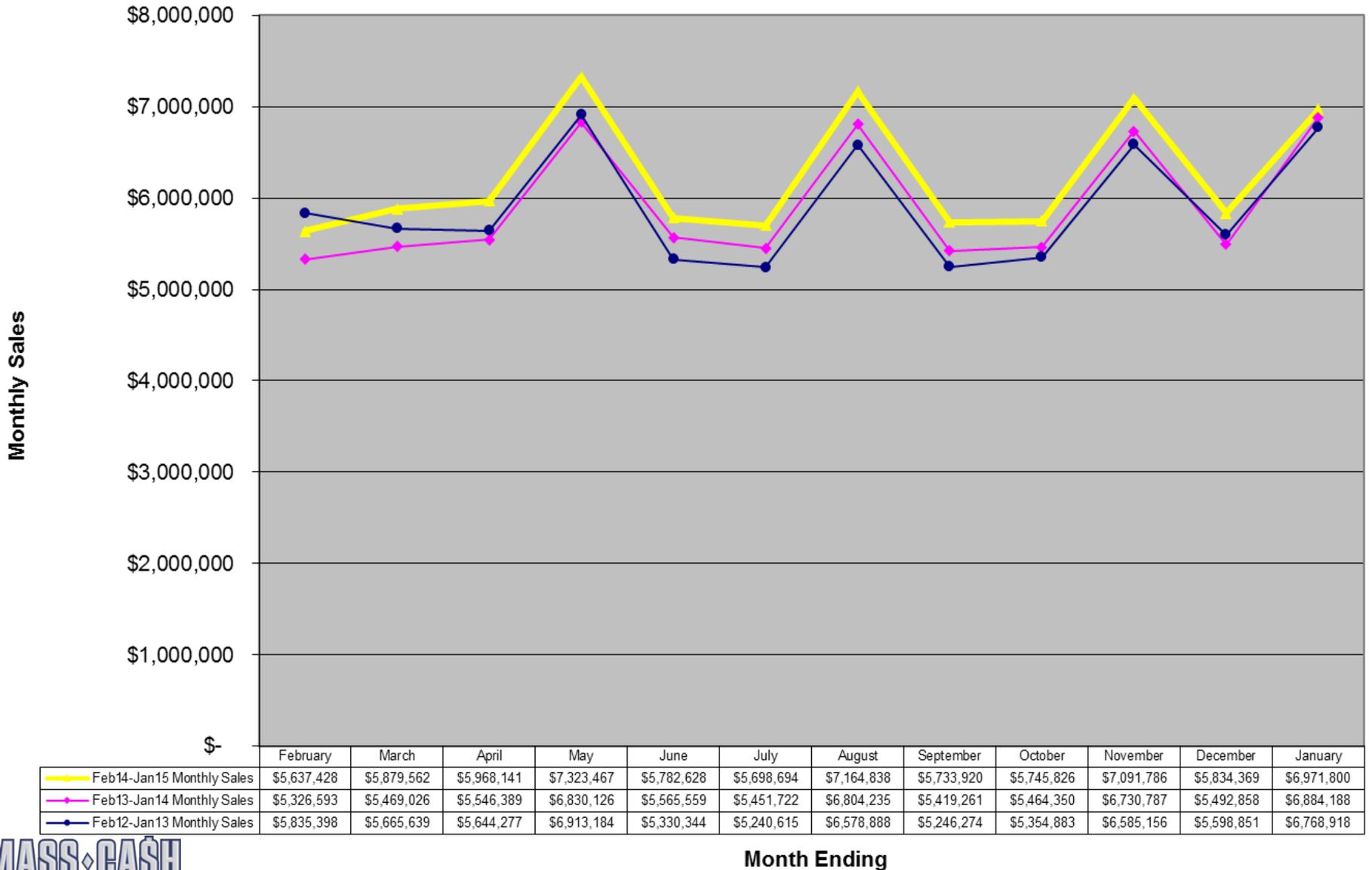
Poker Game Monthly Sales February 12 thru January 15



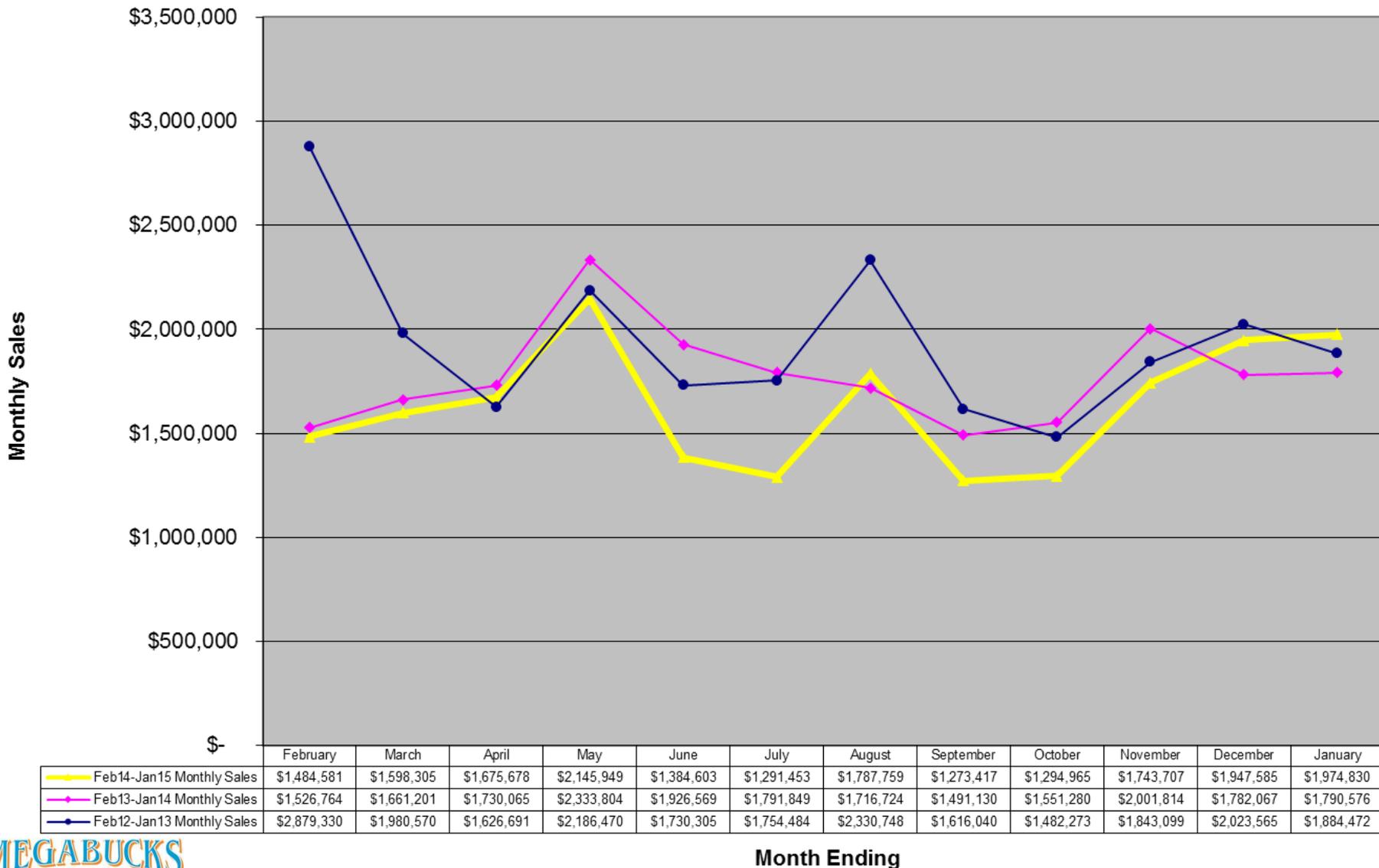
Numbers Game Monthly Sales February 12 thru January 15



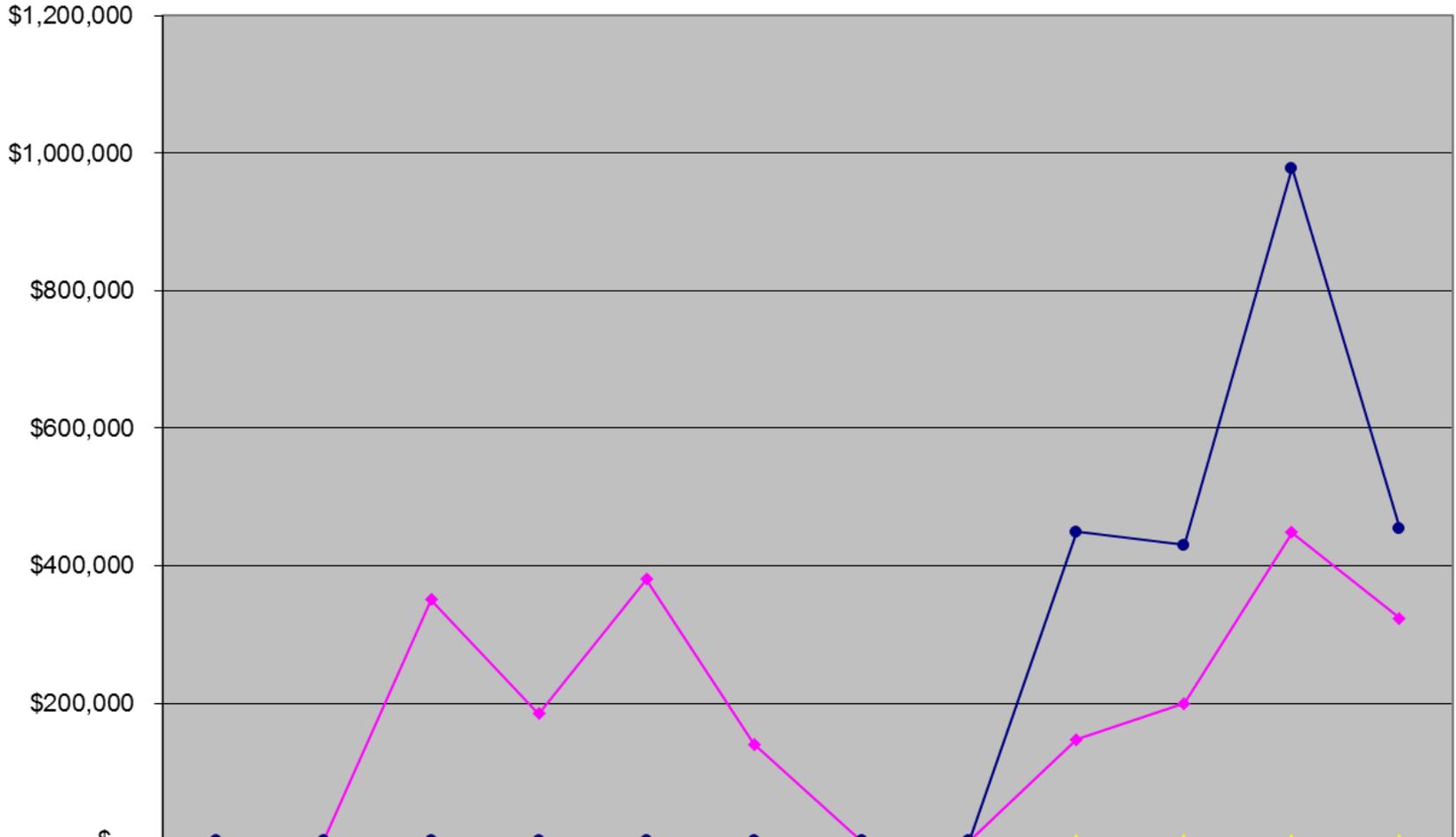
Mass Cash Game Monthly Sales February 12 thru January 15



Megabucks Game Monthly Sales February 12 thru January 15



Online Raffle Game Monthly Sales February 12 thru January 15

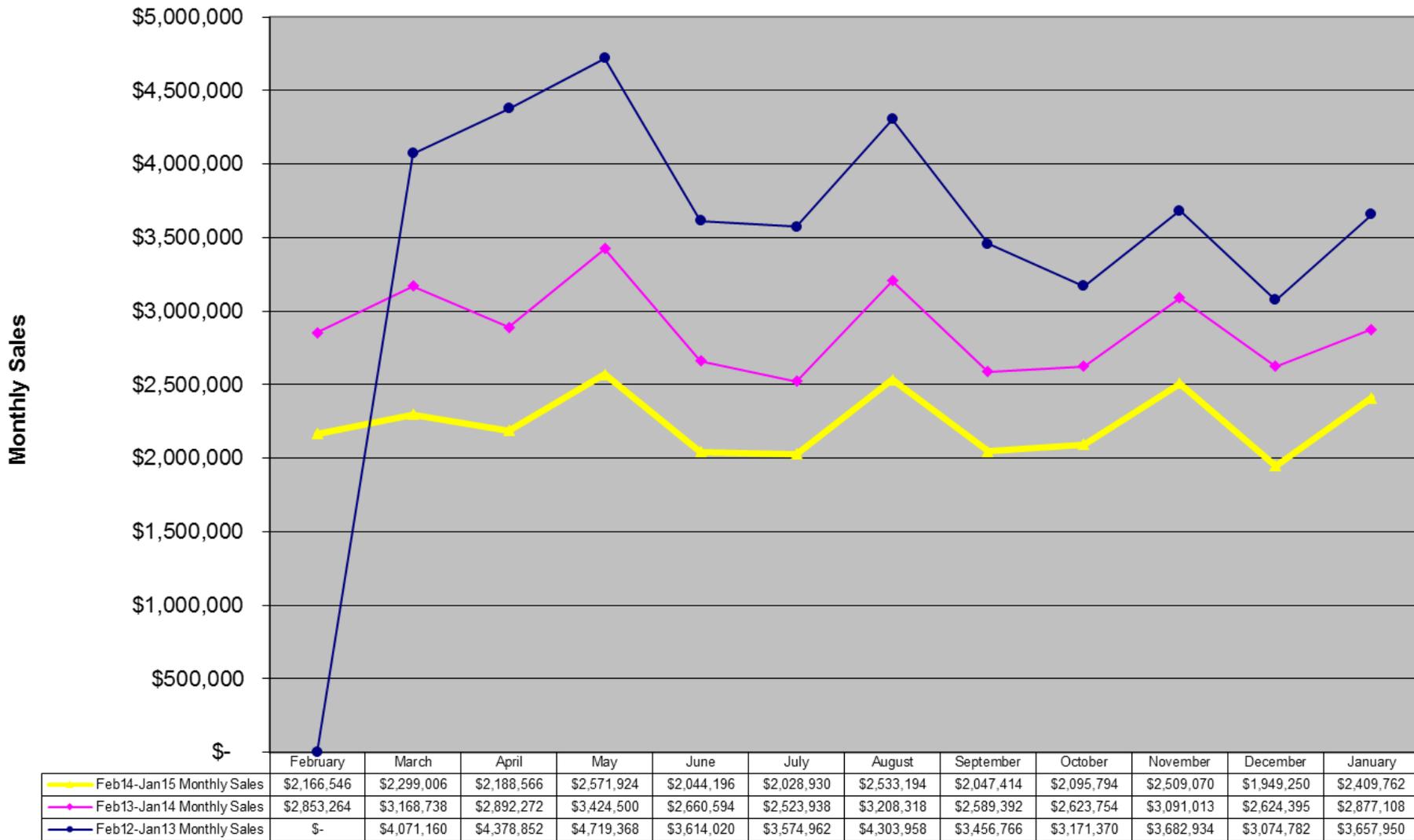


	February	March	April	May	June	July	August	September	October	November	December	January
Feb14-Jan15 Monthly Sales	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Feb13-Jan14 Monthly Sales	\$-	\$20	\$351,110	\$185,020	\$380,820	\$140,450	\$-	\$10	\$147,640	\$199,950	\$448,710	\$323,720
Feb12-Jan13 Monthly Sales	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$10	\$449,110	\$429,820	\$977,930	\$454,960

Month Ending

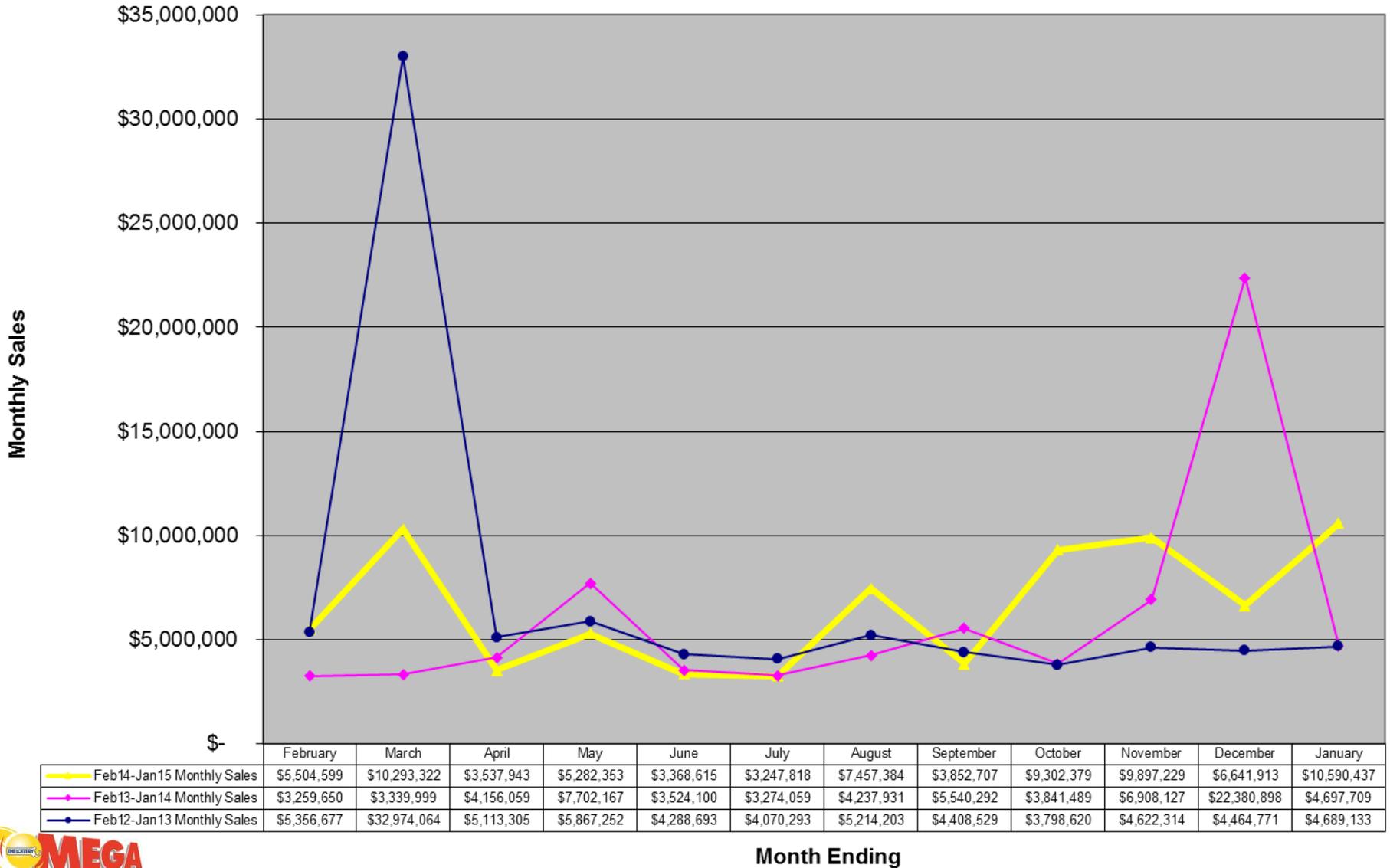


Lucky For Life Game Monthly Sales February 12 thru January 15

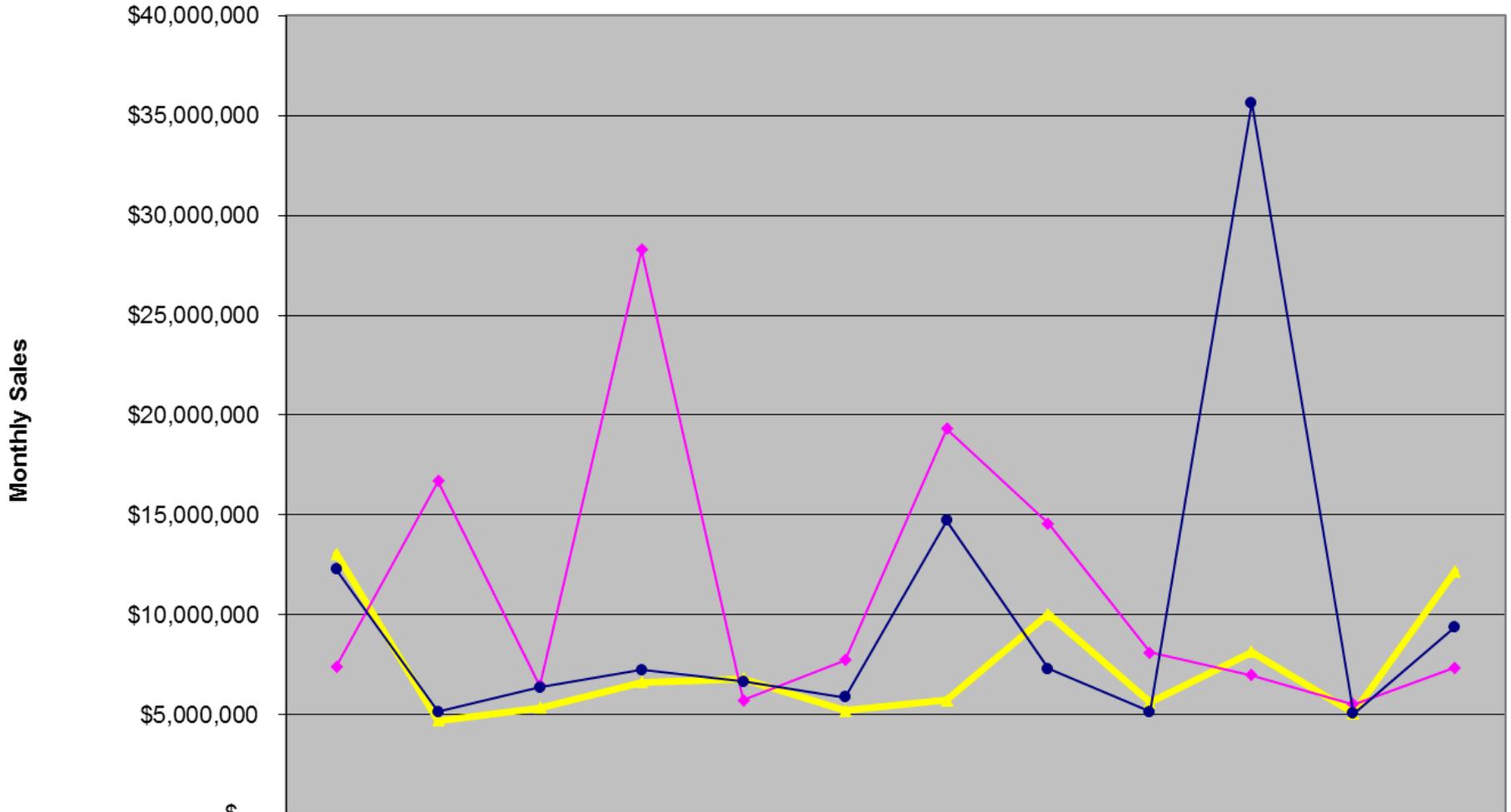


Month Ending

Mega Millions Game Monthly Sales February 12 thru January 15



Powerball Game Monthly Sales February 12 thru January 15

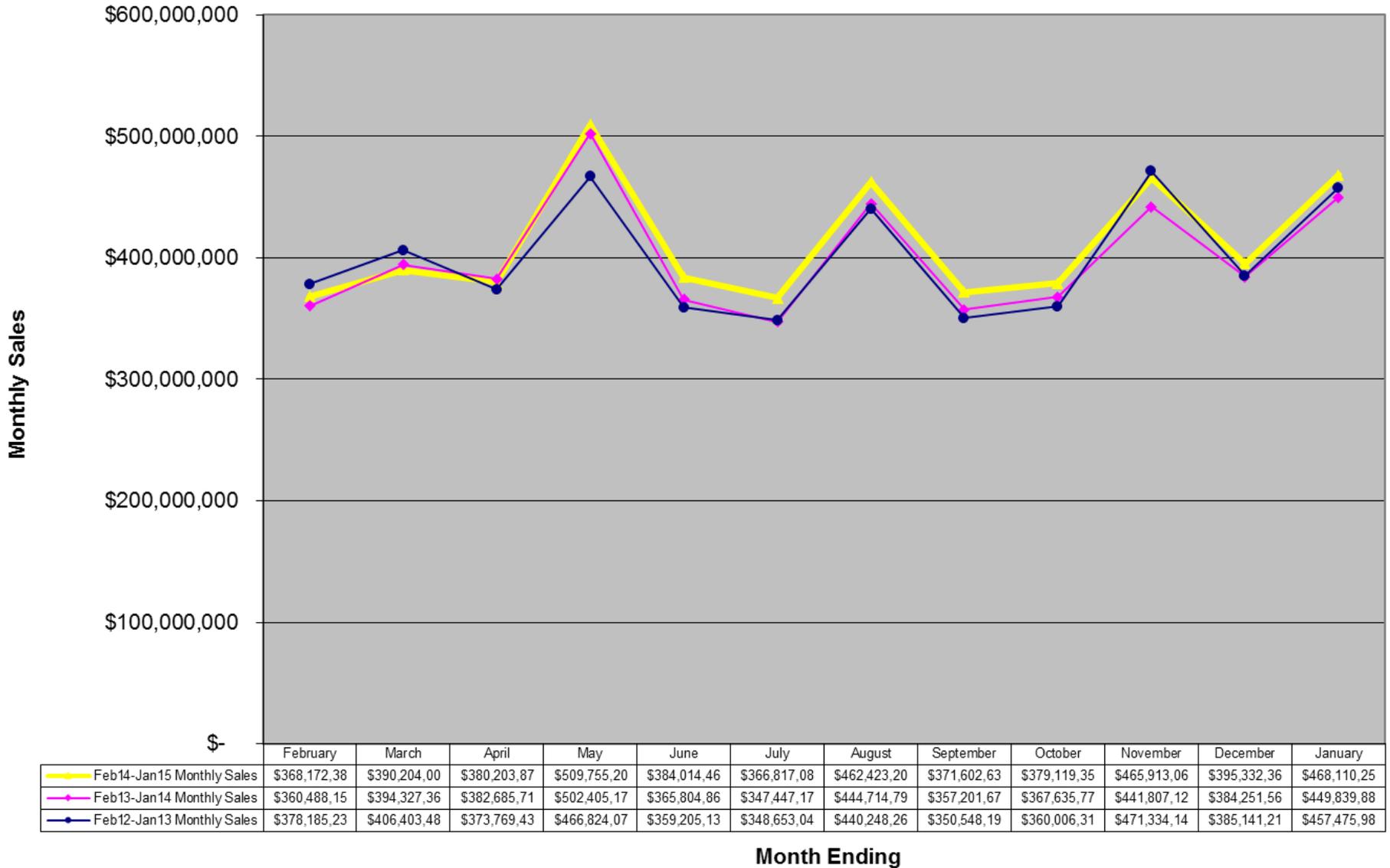


	February	March	April	May	June	July	August	September	October	November	December	January
Feb14-Jan15 Monthly Sales	\$13,059,062	\$4,722,932	\$5,363,276	\$6,618,810	\$6,813,545	\$5,214,641	\$5,739,212	\$10,020,958	\$5,600,787	\$8,145,031	\$5,074,881	\$12,199,470
Feb13-Jan14 Monthly Sales	\$7,424,722	\$16,688,031	\$6,444,726	\$28,262,940	\$5,741,443	\$7,726,066	\$19,304,321	\$14,581,647	\$8,103,188	\$6,975,920	\$5,535,193	\$7,364,913
Feb12-Jan13 Monthly Sales	\$12,278,938	\$5,144,580	\$6,370,478	\$7,234,375	\$6,655,330	\$5,871,261	\$14,703,908	\$7,305,907	\$5,143,446	\$35,640,312	\$5,066,533	\$9,395,862

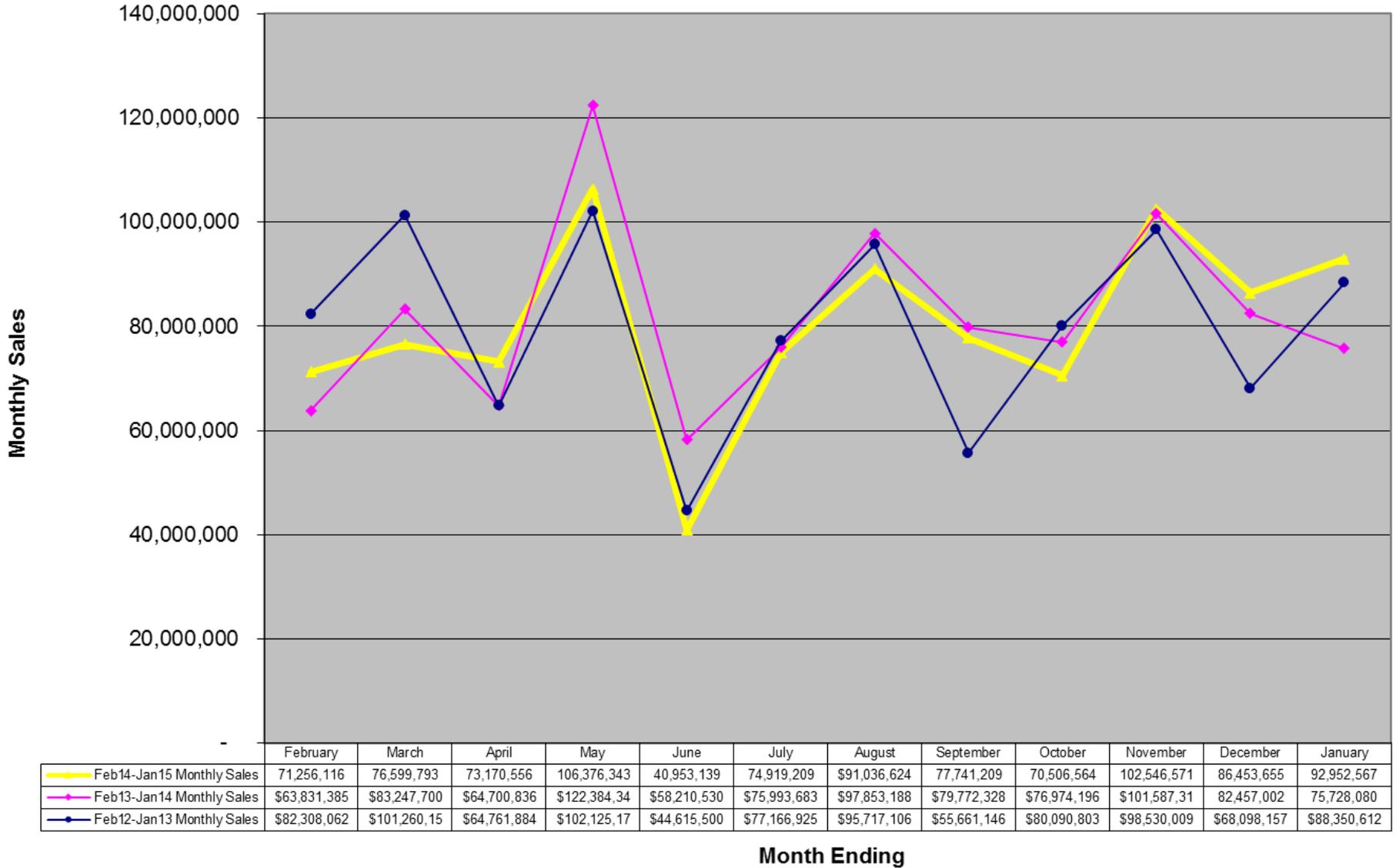
Month Ending



All Game Monthly Sales February 12 thru January 15



Net Profit Monthly Sales February 12 thru January 15



MSLC Revenue Results

January FY15 vs. FY14

(\$ millions)

Through January 31, 2015

	FY15	% of Total	FY14	% of Total	\$ Change	% Change
Instant Tickets	\$327	69.8%	\$320	71.1%	\$7	2.2%
MegaMillions	11	2.3%	5	1.0%	6	125.5%
Powerball	12	2.6%	7	1.6%	5	65.7%
Keno	77	16.5%	76	16.8%	2	2.2%
Mass Cash	7	1.5%	7	1.5%	0	1.3%
Race Game	0	0.0%	0	0.0%	0	0.0%
Lucky For Life	2	0.5%	3	0.6%	0	-16.3%
Numbers Game	30	6.4%	30	6.7%	0	-1.5%
Super 50-50 Raffle	0	0.0%	0	0.1%	0	-100.0%
Megabucks	2	0.4%	2	0.4%	0	10.3%
Jackpot Poker	0	0.1%	0	0.1%	0	-47.4%
Total	\$468	100.0%	\$450	100.0%	\$18	4.1%
Instant Tickets	\$327	69.8%	\$320	71.1%	\$7	2.2%
Online Games	141	30.2%	130	28.9%	11	8.6%
Total	\$468	100.0%	\$450	100.0%	\$18	4.1%

MSLC Revenue Results

Year-to-Date FY15 vs. FY14

(\$ millions)

Through January 31, 2015

	FY15	% of Total	FY14	% of Total	\$ Change	% Change
Instant Tickets	\$2,052	70.5%	\$1,931	69.1%	\$121	6.3%
MegaMillions	51	1.8%	51	1.8%	0	0.2%
Powerball	52	1.8%	70	2.5%	-18	-25.3%
Keno	491	16.9%	471	16.9%	20	4.2%
Mass Cash	44	1.5%	42	1.5%	2	4.7%
Race Game	0	0.0%	0	0.0%	0	0.0%
Lucky For Life	16	0.5%	20	0.7%	-4	-20.3%
Numbers Game	190	6.5%	190	6.8%	0	0.1%
Super 50-50 Raffle	0	0.0%	1	0.0%	-1	-100.0%
Megabucks	11	0.4%	12	0.4%	-1	-6.7%
Jackpot Poker	2	0.1%	5	0.2%	-3	-62.4%
Total	\$2,909	100.0%	\$2,793	100.0%	\$116	4.2%
Instant Tickets	\$2,052	70.5%	\$1,931	69.1%	\$121	6.3%
Online Games	857	29.5%	862	30.9%	-5	-0.5%
Total	\$2,909	100.0%	\$2,793	100.0%	\$116	4.2%

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.

