

# **Massachusetts State Lottery Commission Meeting**

*Executive Director's Report*

**Delivered by: Michael R. Sweeney**

**September 27, 2016**



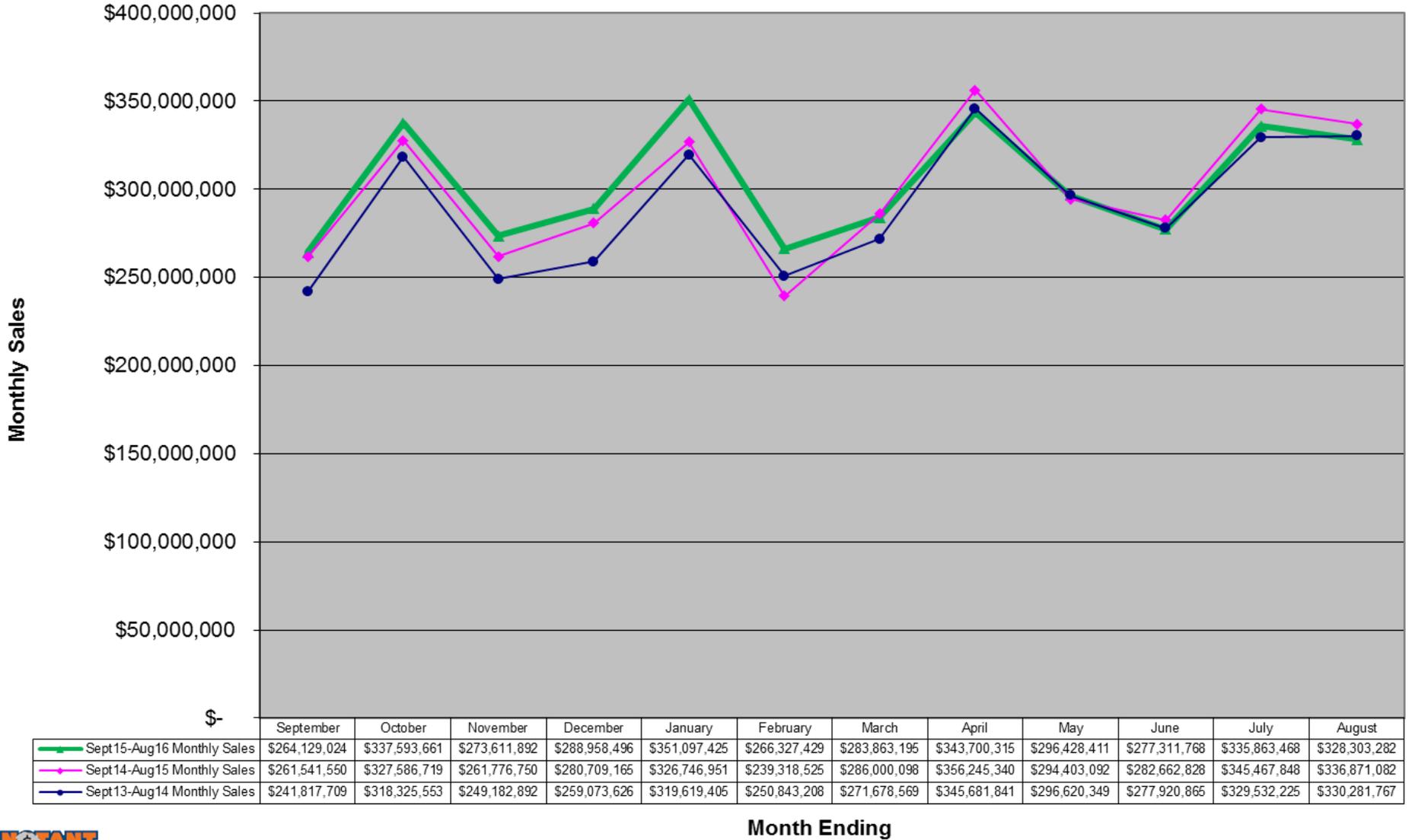
# Fiscal Year 2016 - Final Statement of Operations

- Record-setting net profit of \$989.4 million, surpassing previous high of \$985.9 million set in FY15
- Record-setting sales of \$5.234 billion, surpassing previous high of \$5.015 billion set in FY15

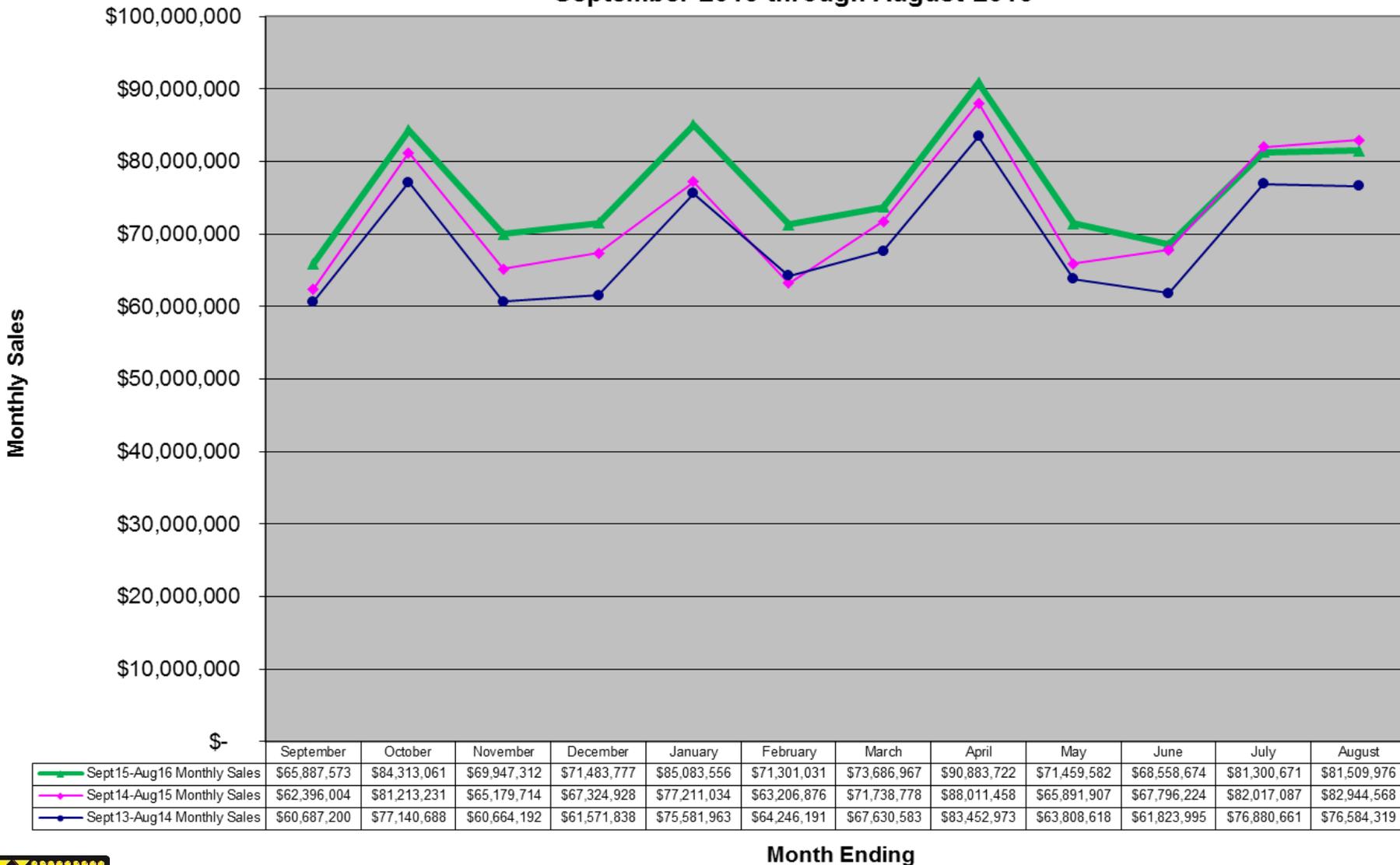
# Lottery Sales Update - August

- Overall sales for August of 2016 were down \$5.1 million from August 2015.
- Net profit for August 2016 was \$107.6 million compared to \$100.1 million in August 2015, an increase of \$7.5 million.
- Our prize payout for August 2016 was 70.34 percent, as compared to 72.12 percent in August 2015. Due to lower instant ticket jackpot prizes claimed and the absence of last fiscal year's accrual related to the \$20 million end of game Mega Cash prize, our year-to-date prize payout for the first two months of FY17 is 71.16 percent, as compared to 74.72 percent for the first two months of FY16.
- Due to the lower prize payout and a shift in the calendar that resulted in 5 additional days being included in the net profit figure for the first two months of FY17, our year-to-date net profit for the first two months of FY17 is \$199.6 million compared to \$152.4 million for the first two months of FY16. After subtracting a 5-day average net profit figure of \$15.4 million, the adjusted year-over-year change for the first two months of FY17 vs. the first two months of FY16 is a \$31.8 million increase in net profit.
- Powerball and Mass Cash experienced sales increases in August of 2016 over August of last year. Powerball sales were up over \$1 million and Mass Cash sales were up \$201,855.
- Sales of the new All or Nothing monitor game, which launched July 18, totaled \$4.3 million for the month of August.
- Instant Ticket sales were down \$8.6 million in August of 2016 compared to August of 2015. Compared to August of 2015, KENO sales for August of 2016 were down \$1.4 million, Lucky for Life sales were down \$203,018, Numbers Game sales were down \$116,189, Megabucks Doubler sales were down \$43,734 and Mega Millions sales were down \$4,548.

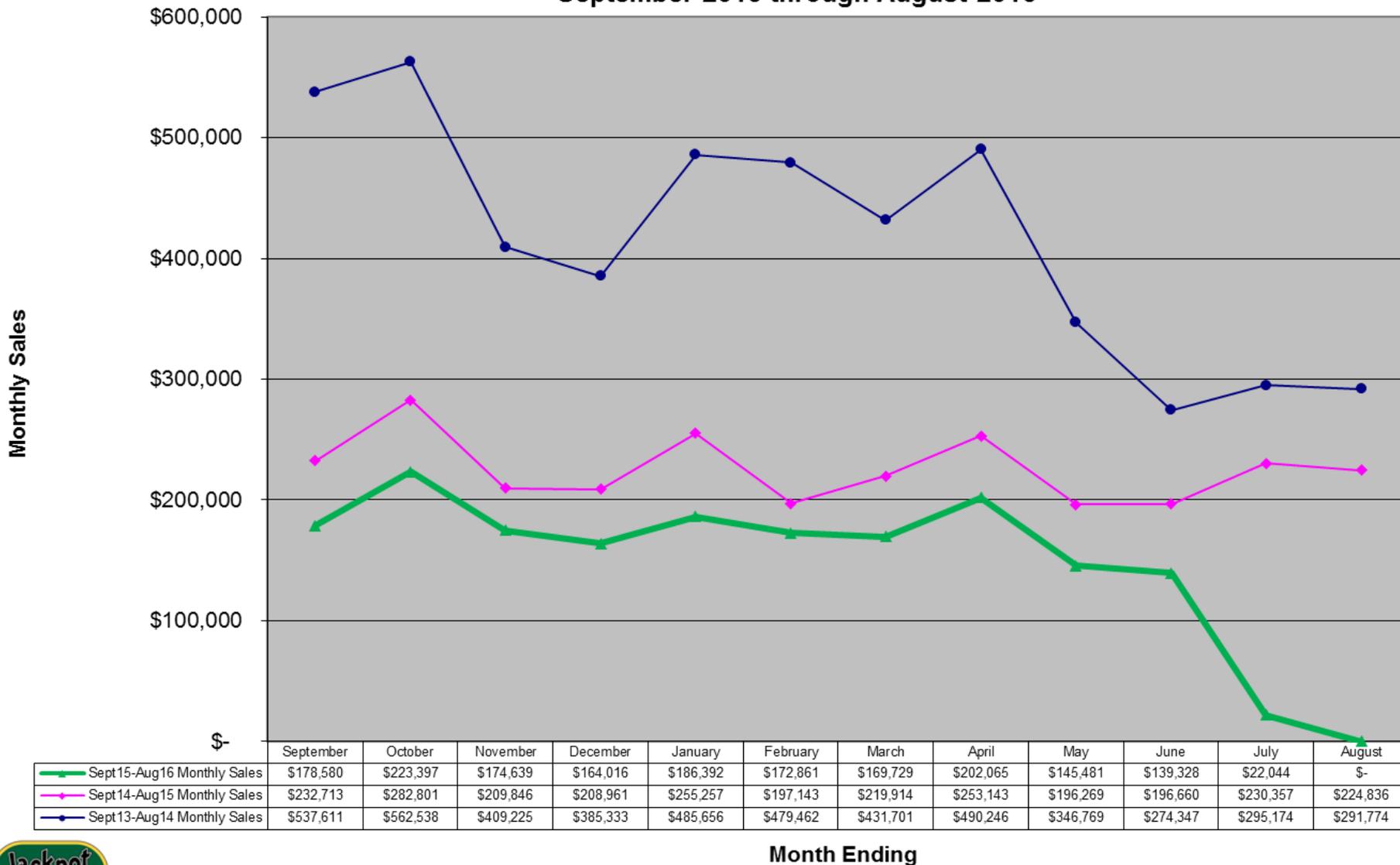
## Instant Ticket Games Monthly Sales Unadjusted Non Fiscal Year September 2013 through August 2016



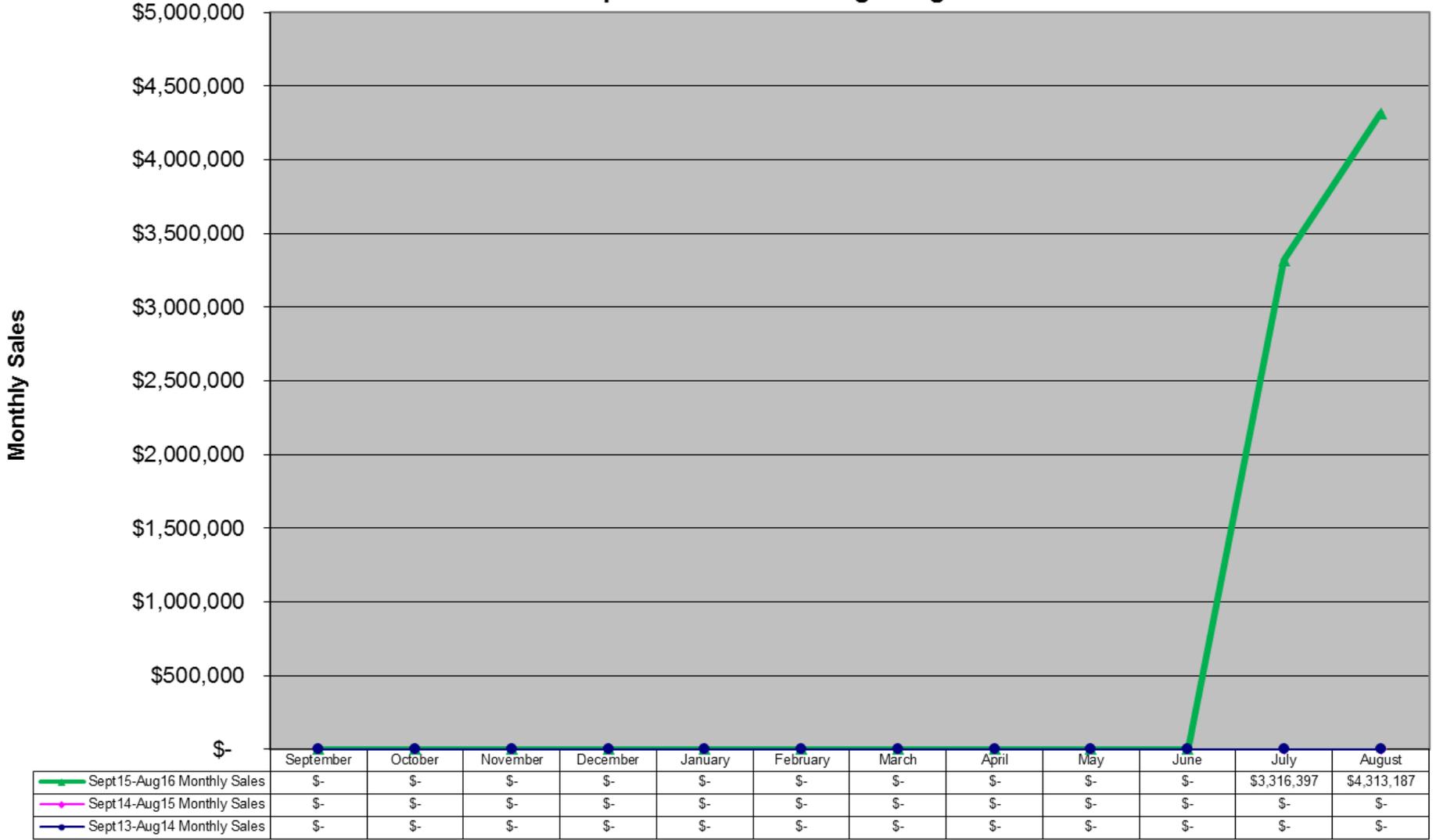
## KENO Game Monthly Sales Unadjusted Non Fiscal Year September 2013 through August 2016



## Jackpot Poker Game Monthly Sales Unadjusted Non Fiscal Year September 2013 through August 2016



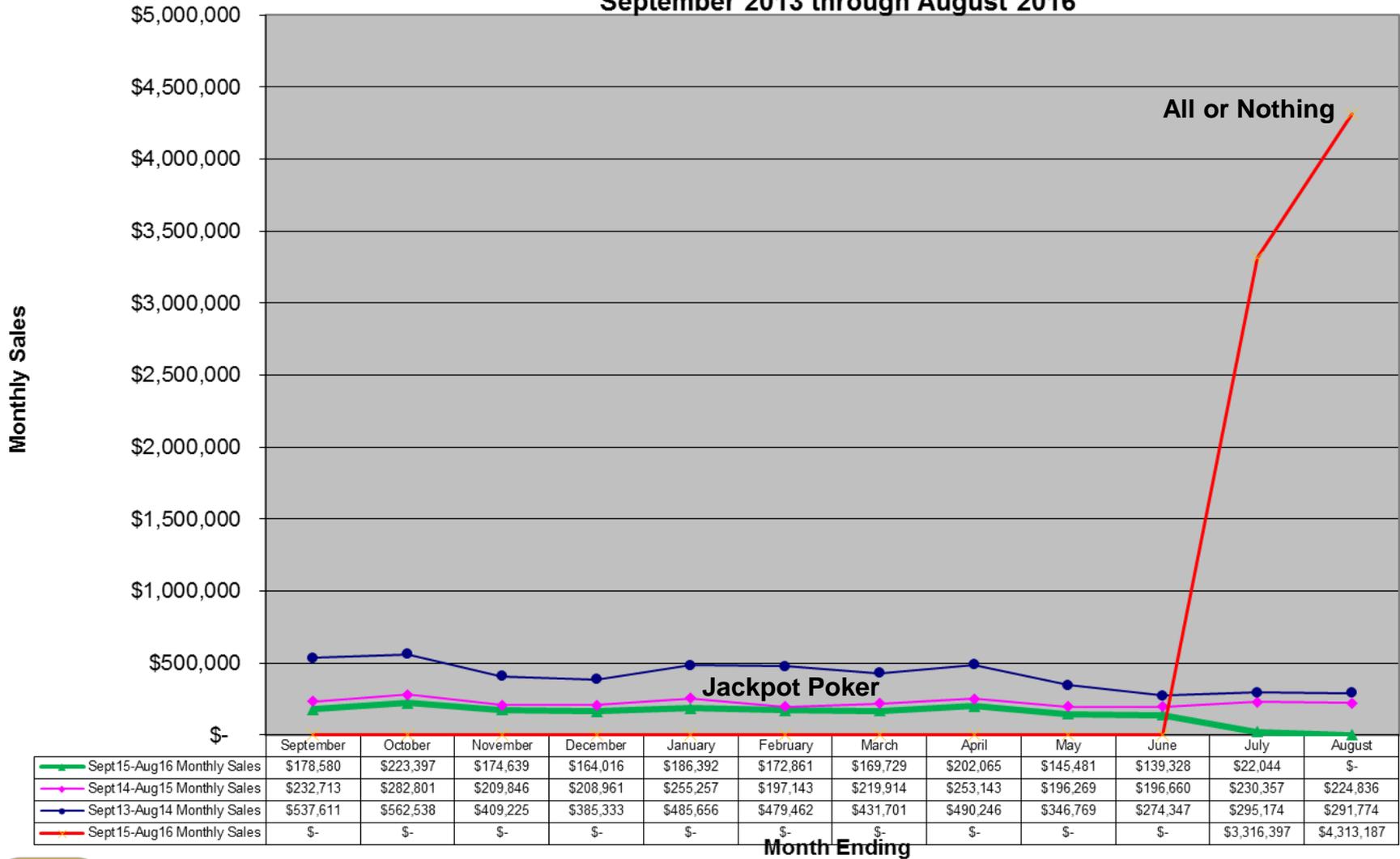
## All or Nothing Game Monthly Sales Unadjusted Non Fiscal Year September 2013 through August 2016



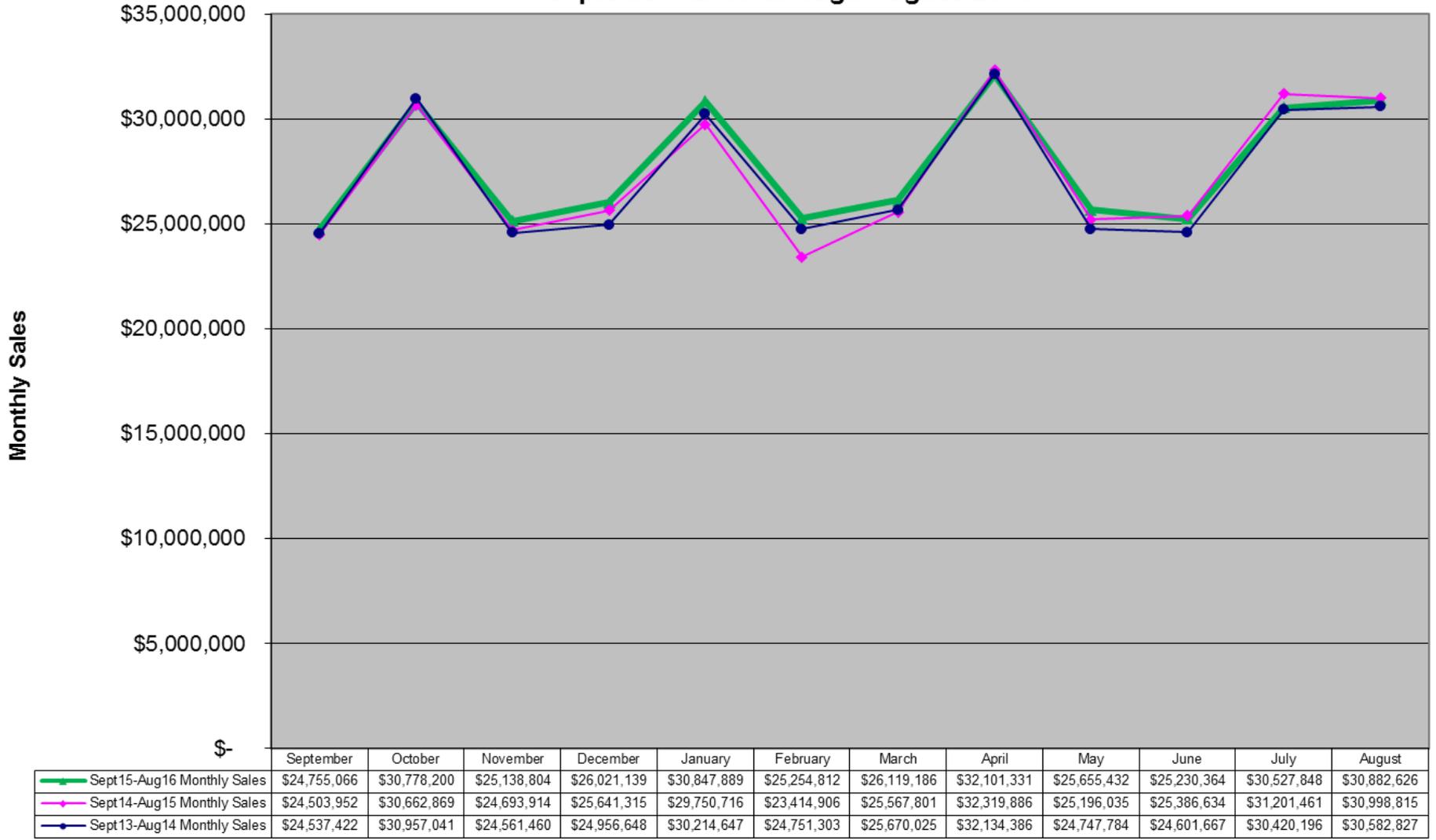
Month Ending



# Jackpot Poker and All or Nothing Monthly Sales Unadjusted Non Fiscal Year September 2013 through August 2016

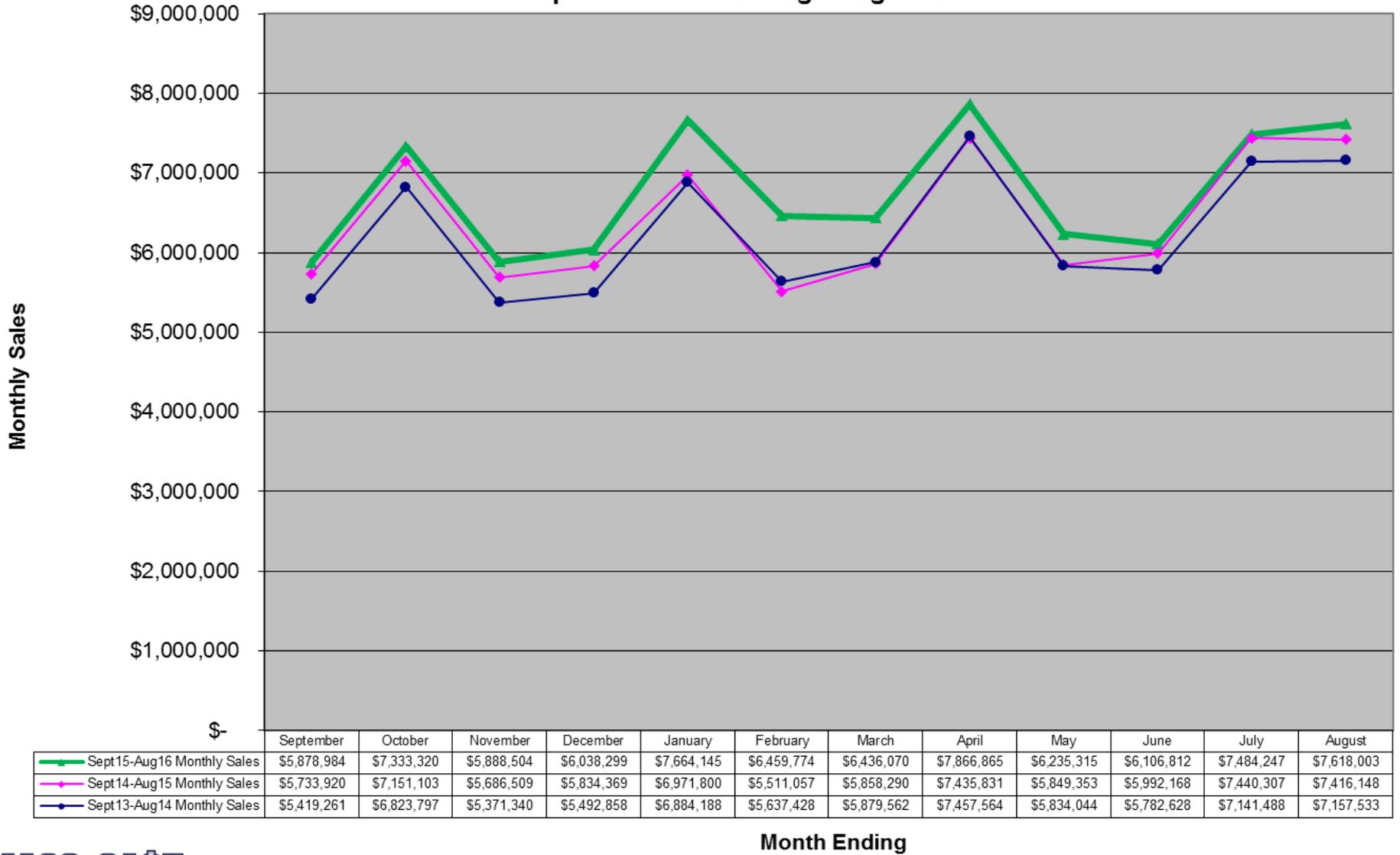


## Numbers Game Monthly Sales Unadjusted Non Fiscal Year September 2013 through August 2016

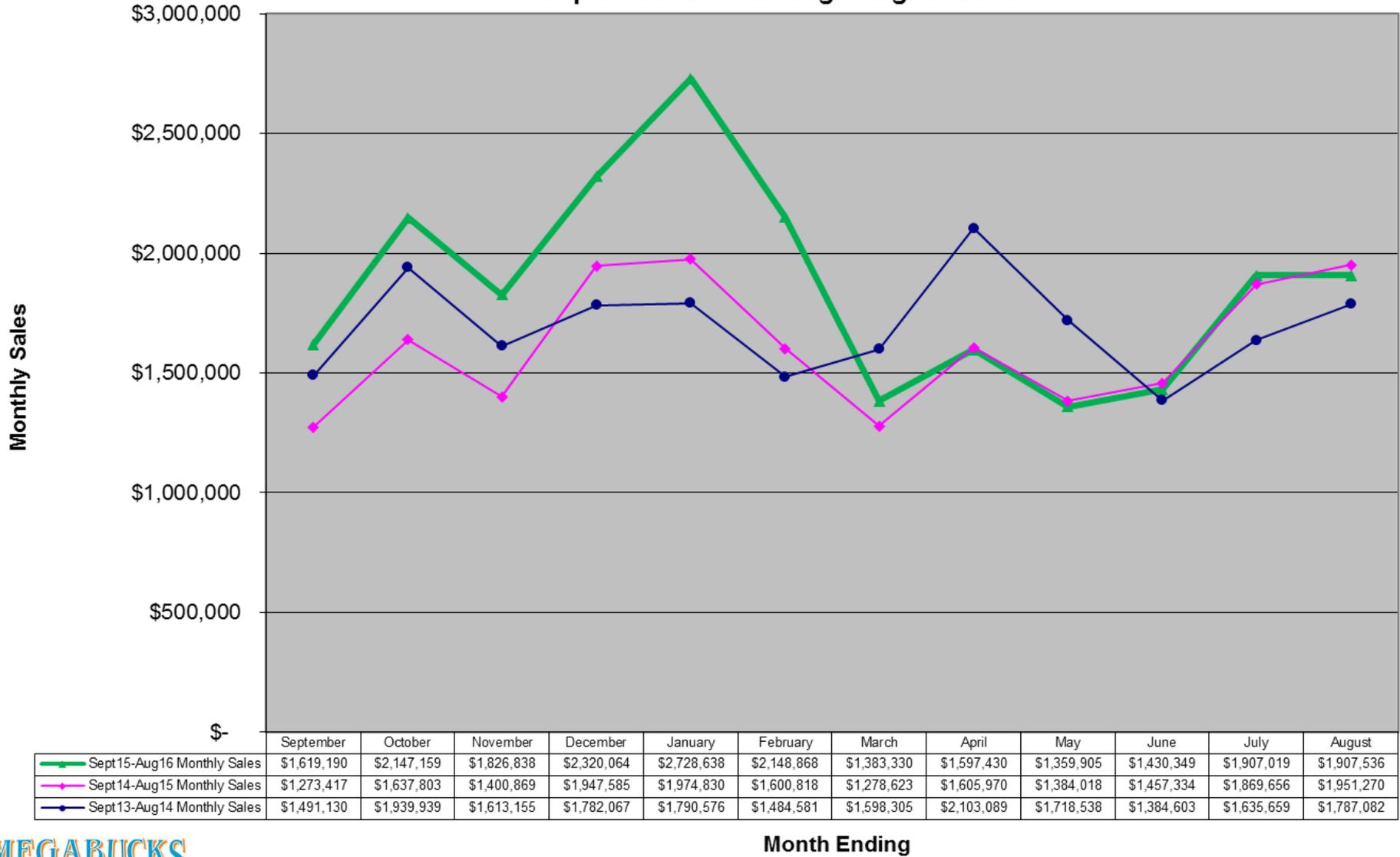


**Month Ending**

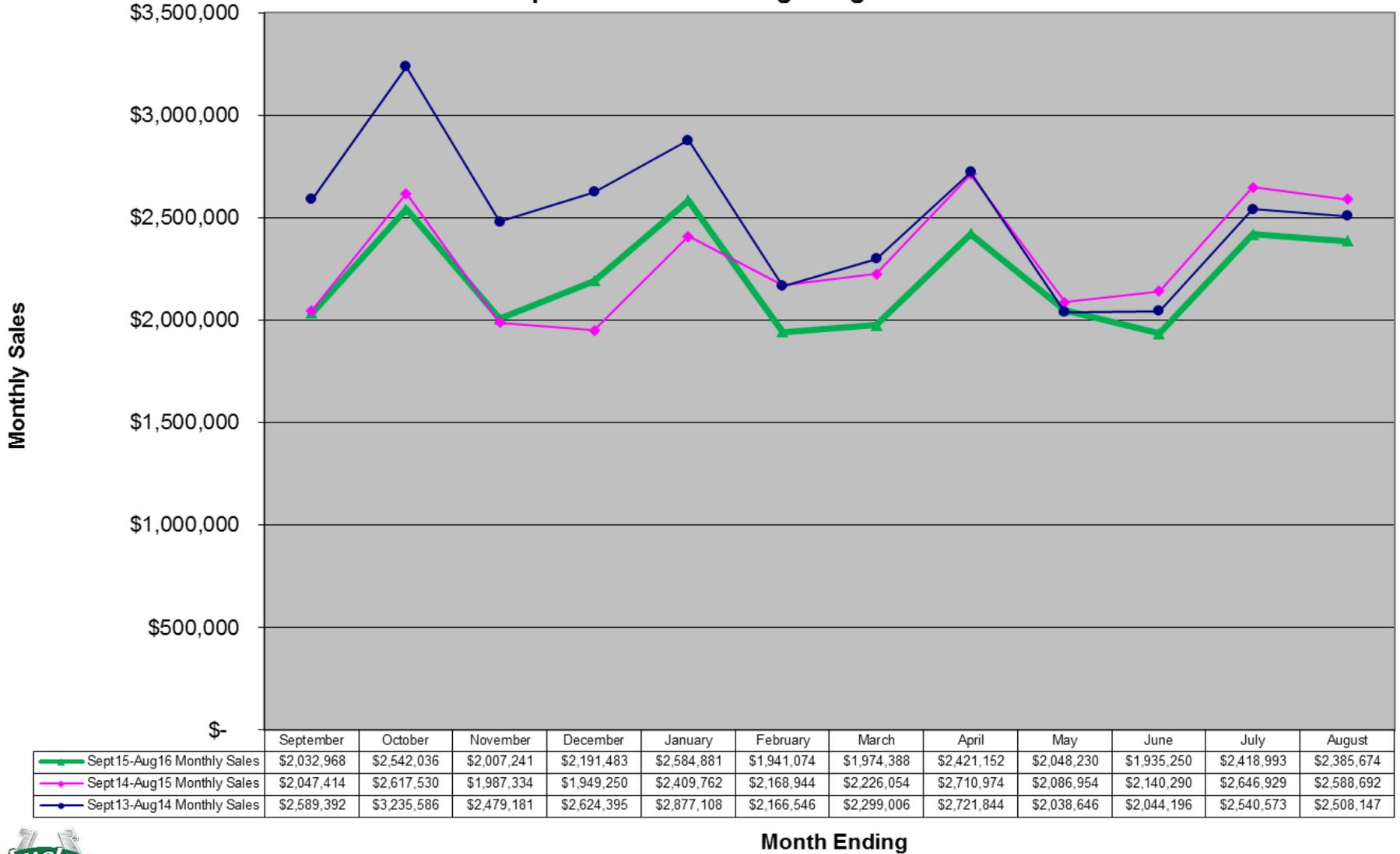
## Mass Cash Game Monthly Sales Unadjusted Non Fiscal Year September 2013 through August 2016



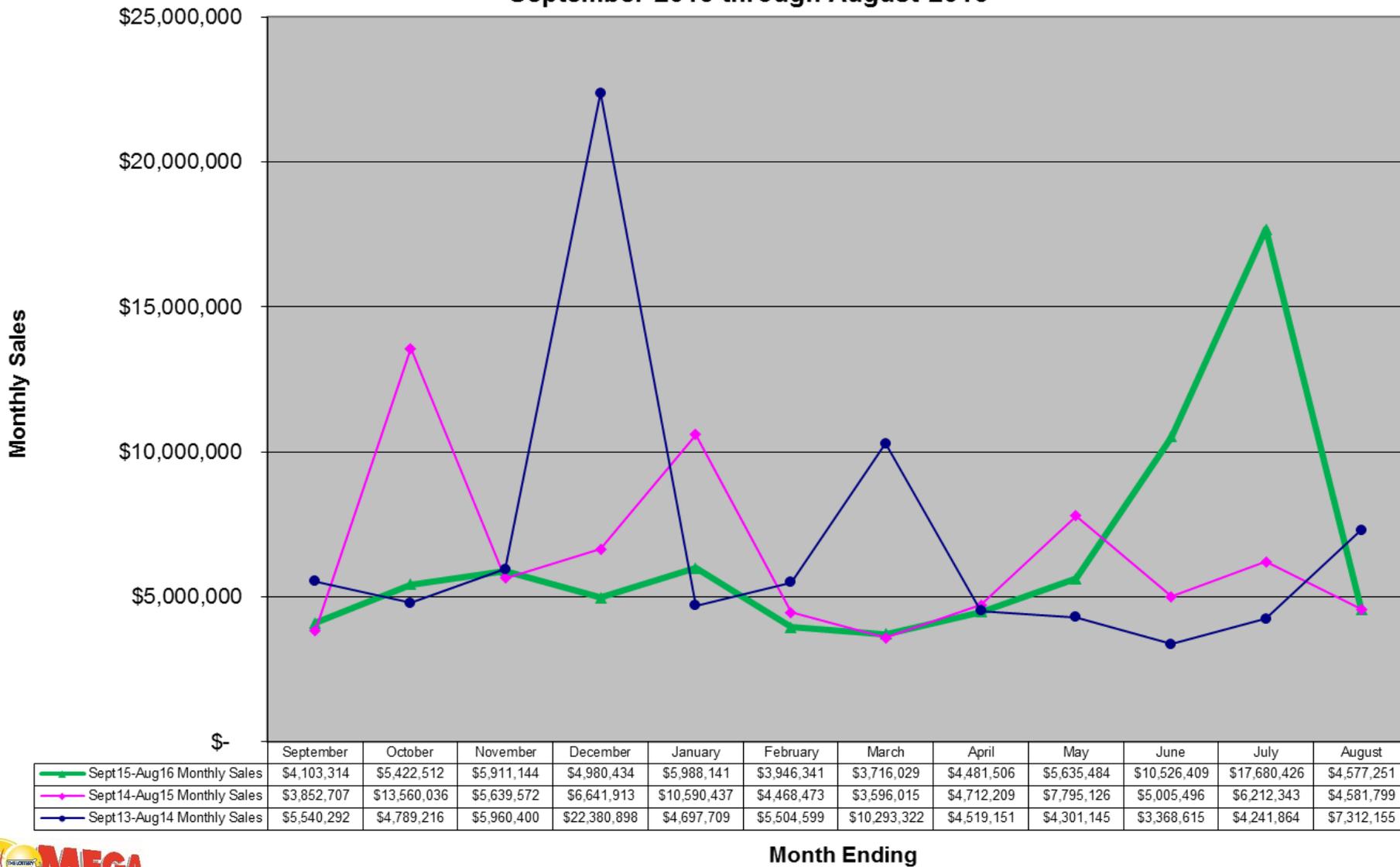
## Megabucks Doubler Game Monthly Sales Unadjusted Non Fiscal Year September 2013 through August 2016



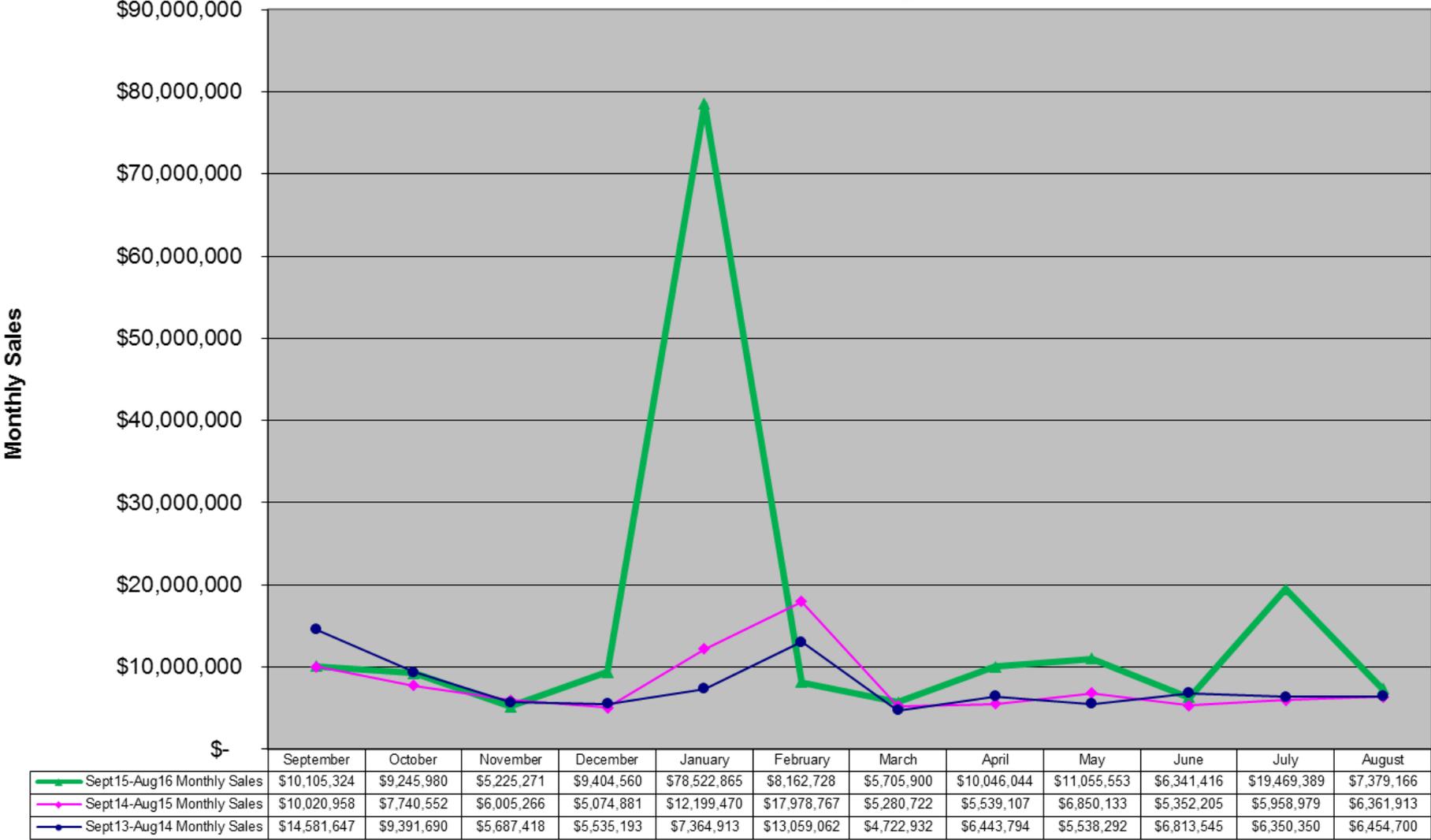
## Lucky for Life Game Monthly Sales Unadjusted Non Fiscal Year September 2013 through August 2016



## Mega Millions Game Monthly Sales Unadjusted Non Fiscal Year September 2013 through August 2016



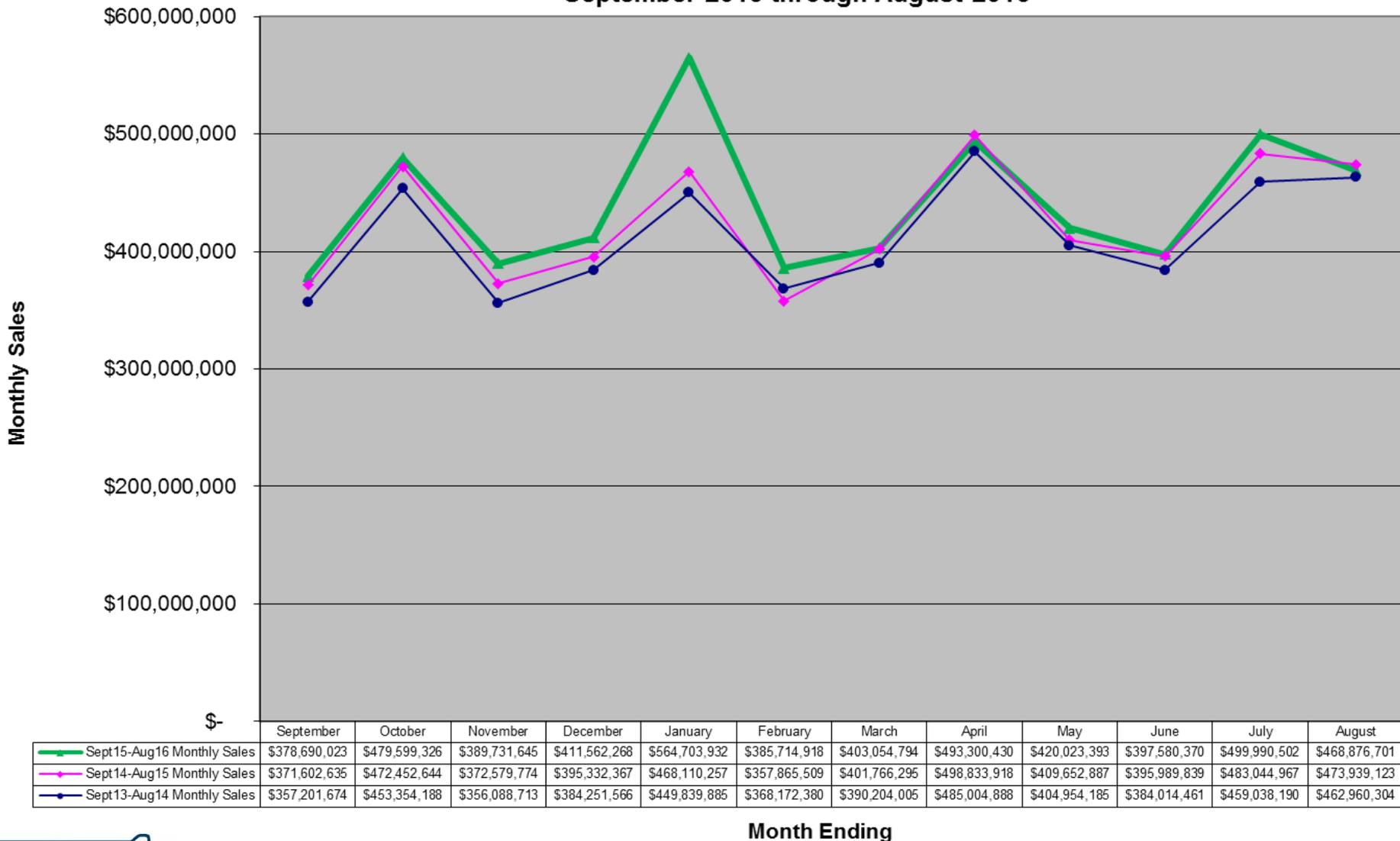
# Powerball Game Monthly Sales Unadjusted Non Fiscal Year September 2013 through August 2016



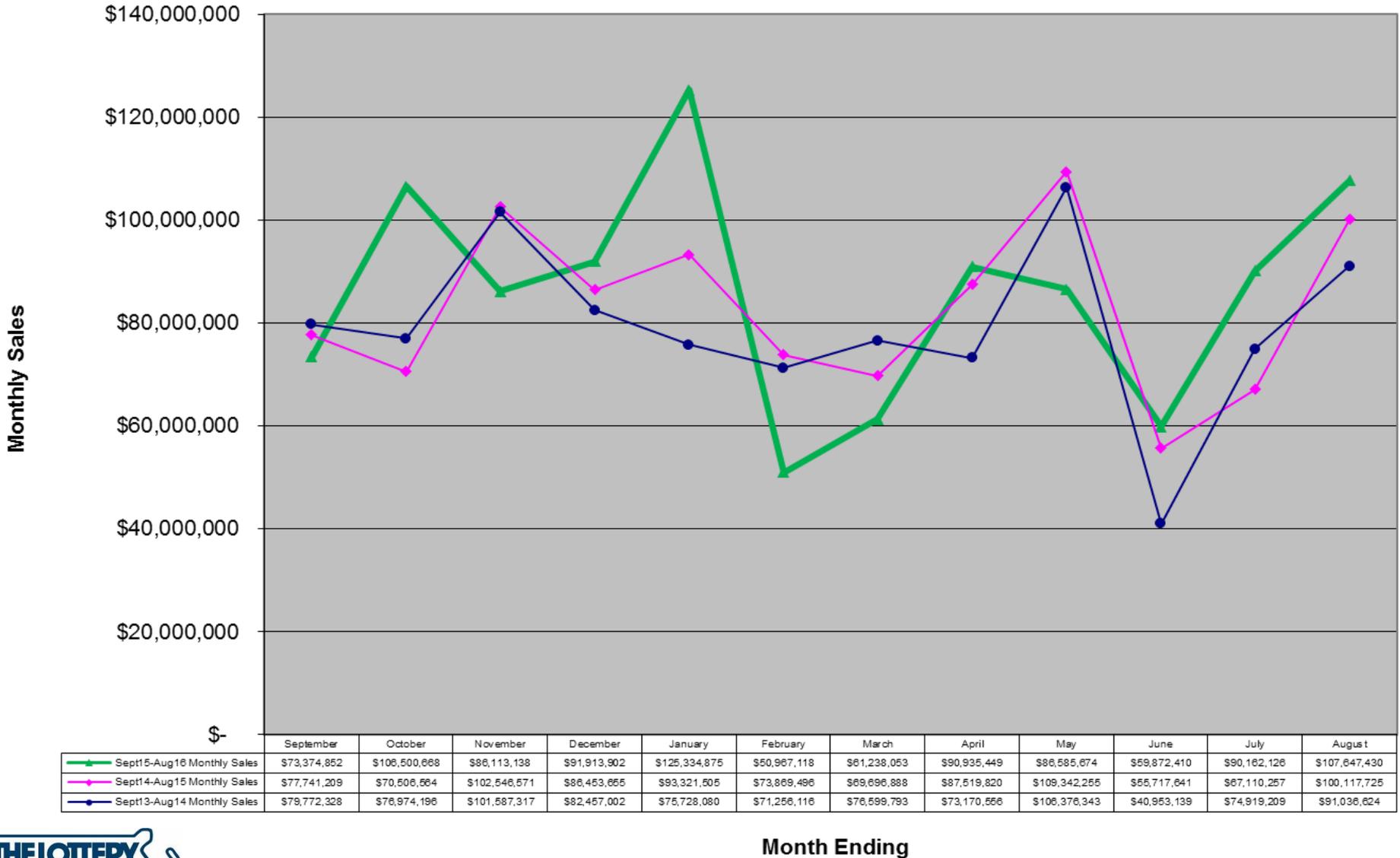
Month Ending



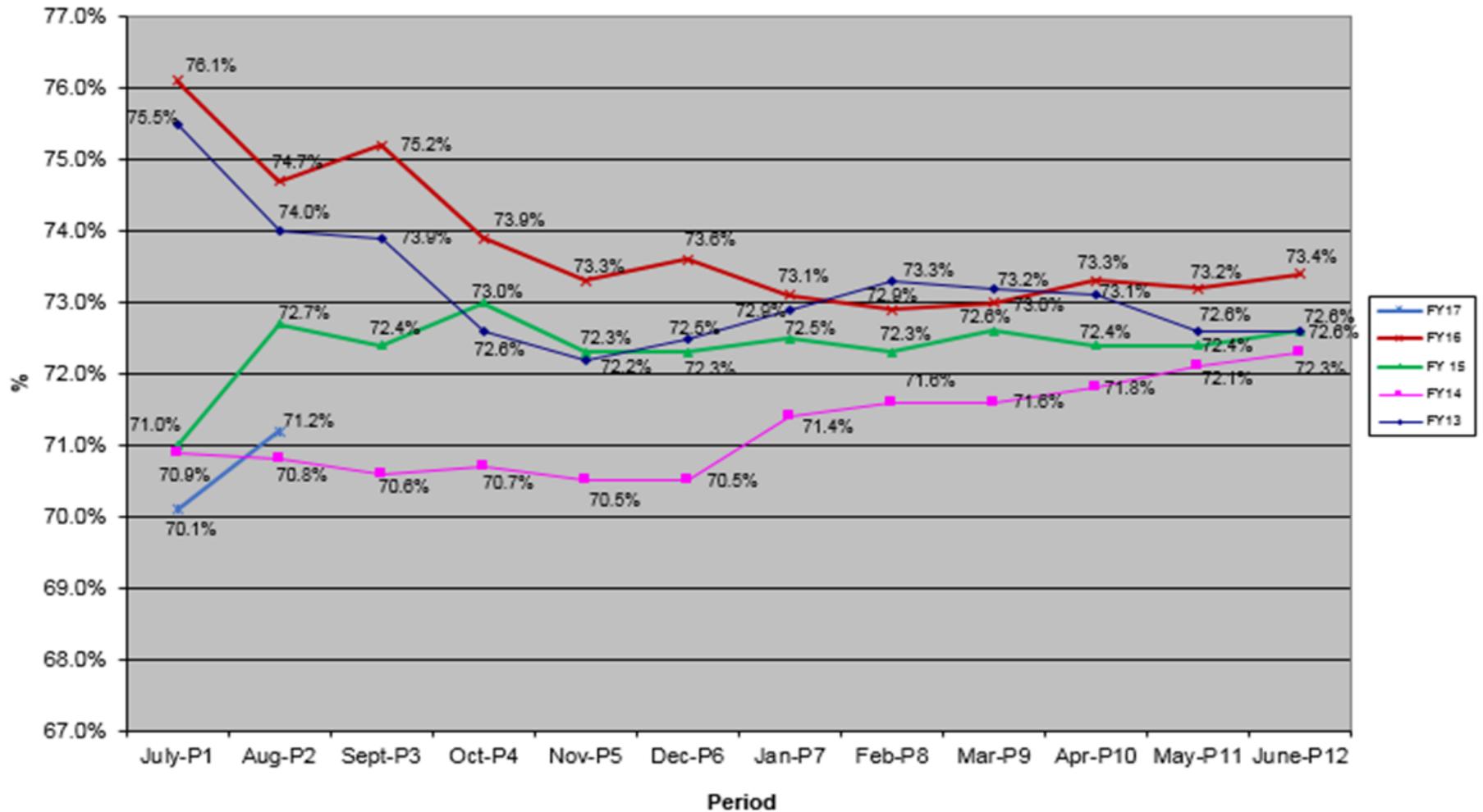
## All Games Monthly Sales Unadjusted Non Fiscal Year September 2013 through August 2016



## Monthly Net Profit September 2013 through August 2016



### 5 Year Comparison Prize Payout as a % of Sales Through August 2016



# MSLC Gross Sales Results

## AUGUST FY17 vs. FY16 Unadjusted Non Fiscal Year

(\$ millions)

Through September 3, 2016

	FY17	% of Total	FY16	% of Total	\$ Change	% Change
<b>Instant Tickets</b>	\$328.3	70.0%	\$336.9	71.1%	-\$8.6	-2.5%
<b>Mega Millions</b>	\$4.6	1.0%	\$4.6	1.0%	\$0.0	-0.1%
<b>Powerball</b>	\$7.4	1.6%	\$6.4	1.3%	\$1.0	16.0%
<b>KENO</b>	\$81.5	17.4%	\$82.9	17.5%	-\$1.4	-1.7%
<b>Mass Cash</b>	\$7.6	1.6%	\$7.4	1.6%	\$0.2	2.7%
<b>All or Nothing</b>	\$4.3	0.9%	\$0.0	0.0%	\$4.3	100.0%
<b>Lucky for Life</b>	\$2.4	0.5%	\$2.6	0.5%	-\$0.2	-7.8%
<b>Numbers Game</b>	\$30.9	6.6%	\$31.0	6.5%	-\$0.1	-0.4%
<b>Megabucks Doubler</b>	\$1.9	0.4%	\$2.0	0.4%	\$0.0	-2.3%
<b>Jackpot Poker</b>	\$0.0	0.0%	\$0.2	0.0%	-\$0.2	-100.0%
<b>Total</b>	\$468.9	100.0%	\$473.9	100.0%	-\$5.1	-1.1%
<b>Instant Tickets</b>	\$328.3	70.0%	\$336.9	71.1%	-\$8.6	-2.5%
<b>Draw Games + KENO</b>	\$140.6	30.0%	\$137.1	28.9%	\$3.5	2.6%
<b>Total</b>	\$468.9	100.0%	\$473.9	100.0%	-\$5.1	-1.1%
Unadjusted	Month	7/31/16-9/3/16	Month	8/2/15-9/5/15		
		5 weeks		5 weeks		
		35 days		35 days		



# MSLC Gross Sales Results

## YEAR-TO-DATE FY17 vs. FY16 Unadjusted Non Fiscal Year

(\$ millions)								
Through September 3, 2016								
	FY17	% of Total	FY16	% of Total	\$ Change	% Change		
<b>Instant Tickets</b>	\$664.2	68.6%	\$682.3	71.3%	-\$18.2	-2.7%		
<b>Mega Millions</b>	\$22.3	2.3%	\$10.8	1.1%	\$11.5	106.2%		
<b>Powerball</b>	\$26.8	2.8%	\$12.3	1.3%	\$14.5	117.9%		
<b>KENO</b>	\$162.8	16.8%	\$165.0	17.2%	-\$2.2	-1.3%		
<b>Mass Cash</b>	\$15.1	1.6%	\$14.9	1.6%	\$0.2	1.7%		
<b>All or Nothing</b>	\$7.6	0.8%	\$0.0	0.0%	\$7.6	100.0%		
<b>Lucky for Life</b>	\$4.8	0.5%	\$5.2	0.5%	-\$0.4	-8.2%		
<b>Numbers Game</b>	\$61.4	6.3%	\$62.2	6.5%	-\$0.8	-1.3%		
<b>Megabucks Doubler</b>	\$3.8	0.4%	\$3.8	0.4%	\$0.0	-0.2%		
<b>Jackpot Poker</b>	\$0.0	0.0%	\$0.5	0.0%	-\$0.4	-95.2%		
<b>Total</b>	\$968.9	100.0%	\$957.0	100.0%	\$11.9	1.2%		
<b>Instant Tickets</b>	\$664.2	68.6%	\$682.3	71.3%	-\$18.2	-2.7%		
<b>Draw Games + KENO</b>	\$304.7	31.4%	\$274.6	28.7%	\$30.1	10.9%		
<b>Total</b>	\$968.9	100.0%	\$957.0	100.0%	\$11.9	1.2%		
Unadjusted	Year	6/26/16-9/3/16	Year	6/28/15-9/5/15				
		10 weeks		10 weeks				
		70 days		70 days				



# August Instant Tickets Sales Update

## Fast Bucks

Price Point: \$1

7 Week Sales: \$2,603,305



## Red Hot \$100,000!

Price Point: \$2

7 Week Sales: \$6,189,305



## Win It All

Price Point: \$5

7 Week Sales: \$24,146,985



# Monopoly™ Jackpot Instant Ticket Update



- Game launched Tuesday, August 9  
Price Point: \$10  
7 Week Sales: \$38,514,100
- 7,115 new Red Carpet VIP Club registrations in the 7 weeks since the launch of the game (must be registered in VIP Club to enter Second Chance Drawings for this game)
- 3,560 of the 7,115 new registrants (50%) have entered solely Monopoly Jackpot Second Chance Drawings
- 2,929 new registrations in the 7 weeks prior to the launch of the game



# Monopoly™ Jackpot Instant Ticket Update



- 601,917 tickets entered into the Monopoly Jackpot Second Chance Drawing to date
- 7,328 downloads of the “MA Lottery 2<sup>nd</sup> Chance” mobile application since it launched on Sept. 6
- Since the launch of the mobile app on Sept. 6, 66,560 of the 284,806 tickets (23.4%) entered into the Second Chance Drawing have been entered using the app



# September Instant Tickets Sales Update



## Loose Change (2 scenes)

Price Point: \$1  
1 Week Sales: \$53,430



\$

Price Point: \$5  
1 Week Sales: \$697,745

## \$100,000 Triple Diamonds

Price Point: \$2  
1 Week Sales: \$90,676



## \$10,000,000 Gold

Price Point: \$20  
1 Week Sales: \$784,460

## Spooky Cash

Price Point: \$5  
1 Week Sales: \$368,515



# Lucky for Life Promotion (October 2-15)

From October 2 through October 15, players who spend \$8 or more on a single Lucky for Life ticket (single drawing or multiple advance draws) will receive a promotional ticket for a chance to win \$2,016.

On October 17, twenty (20) winning promotional ticket serial numbers will be randomly selected and posted on [masslottery.com](http://masslottery.com).



The poster features the Lucky for Life logo at the top left, which includes a horseshoe and the text "Lucky -FOR- LIFE THE GAME OF A LIFETIME". To the right, bold blue text reads: "SPEND \$8 OR MORE ON A SINGLE LUCKY FOR LIFE TICKET, RECEIVE A PROMOTIONAL TICKET FOR A CHANCE TO WIN \$2,016!". Below this, two images of tickets are shown: one is a standard ticket with numbers, and the other is a promotional ticket with a claim form. The claim form includes fields for "NAME", "STREET", "CITY", "STATE", "ZIP", and "PHONE", along with a "serial number" field. At the bottom, green text states: "LIMITED TIME ONLY: OCTOBER 2 THROUGH OCTOBER 15, 2016!". Below that, black text explains: "On October 17, 2016, twenty (20) LUCKY FOR LIFE promotional ticket serial numbers from tickets purchased October 2 through October 15, 2016 will be randomly chosen and posted on [masslottery.com](http://masslottery.com) after 2 p.m." A blue banner below reads: "EACH OF THE 20 TICKETS DRAWN WILL WIN \$2,016!". At the bottom left, there are social media icons for Facebook, Twitter, Instagram, and YouTube. At the bottom right is the "THE LOTTERY" logo with the website [masslottery.com](http://masslottery.com).

**SPEND \$8 OR MORE ON A SINGLE LUCKY FOR LIFE TICKET, RECEIVE A PROMOTIONAL TICKET FOR A CHANCE TO WIN \$2,016!**

**LIMITED TIME ONLY: OCTOBER 2 THROUGH OCTOBER 15, 2016!**

On October 17, 2016, twenty (20) LUCKY FOR LIFE promotional ticket serial numbers from tickets purchased October 2 through October 15, 2016 will be randomly chosen and posted on [masslottery.com](http://masslottery.com) after 2 p.m.

**EACH OF THE 20 TICKETS DRAWN WILL WIN \$2,016!**

Please do not mail in your LUCKY FOR LIFE promotional ticket. To claim a prize, you must have your winning promotional ticket and complete a claim form at a Lottery regional office by November 17, 2016. Prizes will be mailed within three weeks of filing claim. Visit [masslottery.com](http://masslottery.com) for more details.

[f](#) [t](#) [i](#) [v](#)

You must be 18 years or older to play the Lottery.  
If you have a problem with gambling, help is available. Call 1-800-426-1234.

**THE LOTTERY**  
[masslottery.com](http://masslottery.com)

8.5 x 11 Poster



# Social Media Messaging



**Agent Incentive Wheel Spin  
(Instagram)**

 mastalottery

13 likes      4w

mastalottery Congratulations to the five Grand Prize Finalists in our Ultimate Agent Incentive! Bradford Shell #4039 in Bradford, represented by Joseph Hamza, won \$100,000! The following four agent locations won \$10,000 each:  
Sunoco A Plus #6003, Beverly  
Energy North #2121, Berlin  
Handy Spa, Belmont  
Charlton Gas & Market, Charlton City

 Massachusetts State Lottery updated their cover photo.  
Published by Christian Teja [?] · 22 hrs · 🌐



2,332 people reached

**September ticket launch  
(Facebook)**

Boost Post

 Mass. State Lottery @MAStateLottery · Sep 12

👍 Add a comment...

Congratulations to our first \$4 million winner in the new #MonopolyJackpot game! More at [masslottery.com/winners](https://masslottery.com/winners)



**Winner awareness  
(Twitter)**



# Social Media Messaging

**Massachusetts State Lottery** shared Around Town on FOX25's post.  
Published by Christian Teja [?] · August 29 at 4:40pm · 🌟

Lottery Executive Director Michael Sweeney was interviewed on FOX25 News at Friday's #ZipTrip in Burlington.

**Around Town on FOX25**  
August 29 at 1:31pm · 🌟

Massachusetts State Lottery gives back to towns and cities across the Commonwealth every year.

Learn more: <http://www.fox25boston.com/.../burlington-ziptrip-m.../430240337>



Burlington ZipTrip: Mass. Lottery  
Burlington ZipTrip: Mass. Lottery

**Fox 25 Zip Trip interview (Facebook)**

**Red Sox Instant Tickets (Twitter)**

Mass. State Lottery @MASStateLottery · Sep 15  
These tickets can always be purchased at face value. #RedSox #GoSox #RedSoxNation



**MA Council legislative briefing (Instagram)**



**mastatellottery**

aimonas, rezervk143, dagwandinners, 1d mikepellegrino1, nazrah\_nasty, clos3cas and mekanic83 like this

mastatellottery The Lottery is participating in this morning's Massachusetts Council on Compulsive Gambling's legislative briefing on the social and economic impacts of gambling in Massachusetts.

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

