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# Massachusetts State Lottery Commission Meeting

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## *Executive Director's Report*

Delivered by: Mark William Bracken

June 24, 2025



# Lottery Sales Update – May

## Figures for the month of May 2025

- Overall unadjusted sales for May of 2025 were **down \$3.5 million** from May 2024.
- Estimated May 2025 net profit and prize payout figures do not include accruals for prizes won that have not yet been paid.
  - Due in part to a \$7.9 million decrease in Instant Ticket grand prizes claimed in May 2025 compared to May 2024 (\$11.1 million compared to \$19.0 million):
    - Estimated net profit for May 2025 was \$117.5 million compared to \$114.3 million in May 2024, resulting in **an estimated \$3.2 million increase in net profit.**
    - Estimated prize payout for May 2025 was 71.57 percent, compared to 72.92 percent in May 2024.

## Figures for Fiscal Year 2025

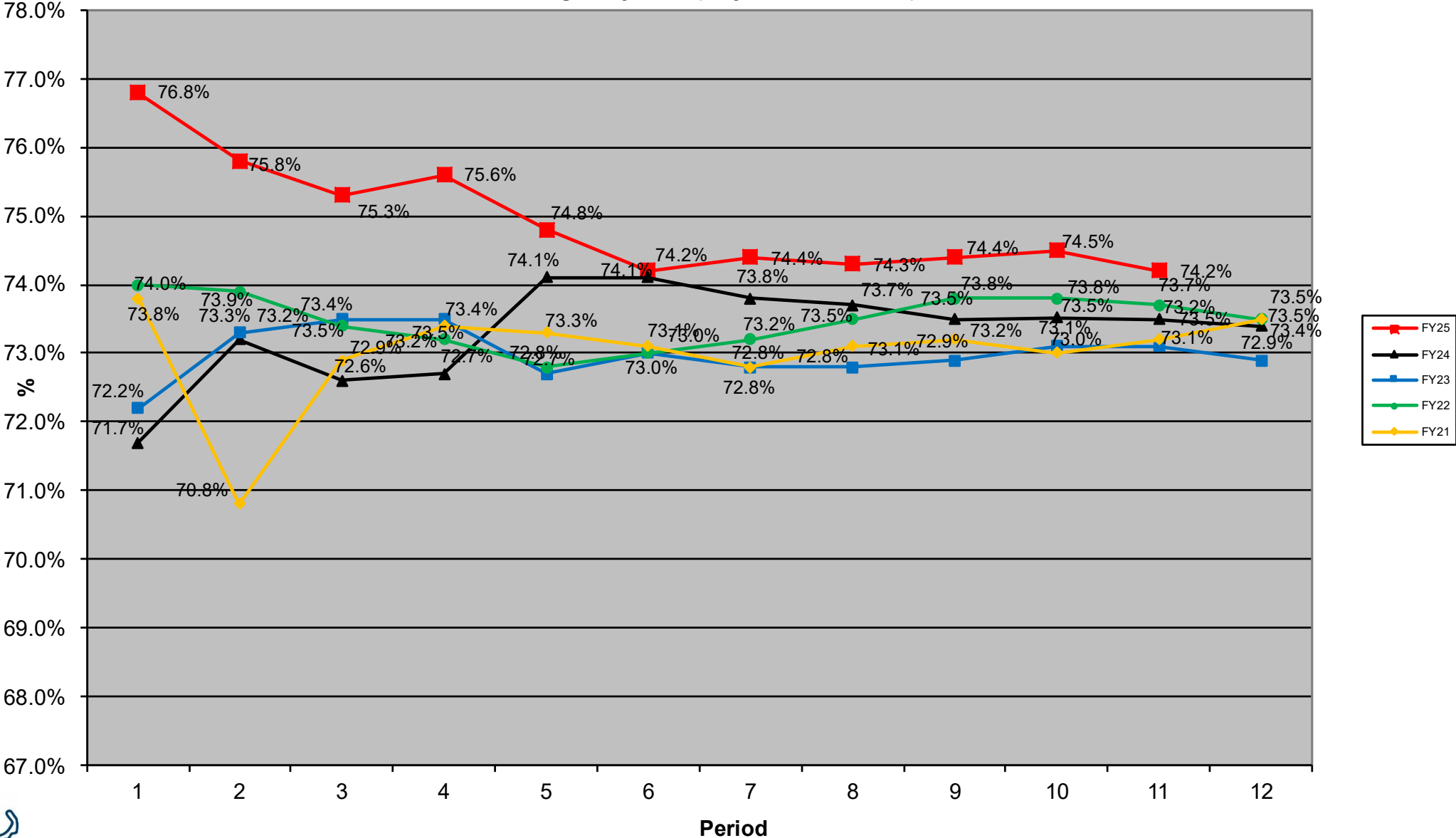
- Overall unadjusted sales for the first 11 months of FY25 were **down \$182.4 million** from the first 11 months of FY24.
- Our estimated FY25 year-to-date net profit and prize payout figures both include accruals for prizes won that have not yet been paid.
  - Due in part to a **\$119.5 million decrease** in sales of Powerball and a **\$52.4 million decrease** in Instant Ticket sales in the first 11 months of FY25 compared to the first 11 months of FY24:
    - Our estimated year-to-date net profit for the first 11 months of FY25 is \$990.1 million compared to \$1.084 billion for the first 11 months of FY24. After adding a 2-day average net profit figure of \$5.9 million due to a shift in the calendar, the adjusted year-over-year change for the first 11 months of FY25 vs. the first 11 months of FY24 is **an estimated \$88.8 million decrease in net profit.**
    - Our estimated year-to-date prize payout for the first 11 months of FY25 is 74.24 percent, compared to 73.46 percent for the first 11 months of FY24.

## May 2025 sales breakdown

- Compared to May of 2024, Keno sales were **up \$1.9 million** and Instant Ticket sales were **up \$1.5 million.**
- Compared to May of 2024, **Mega Millions** sales were **down \$3.8 million** (high jackpot of \$189 million compared to \$522 million in May 2024), **Powerball** sales were **down \$1.3 million** (high jackpot of \$204.5 million compared to \$214.9 million in May 2024), **Numbers Game** sales were **down \$1.0 million**, **Megabucks** sales were **down \$371,216** (high jackpot of \$1.3 million compared to \$5.37 million in May 2024), **Wheel of Luck** sales were **down \$282,755**, **Mass Cash** sales were **down \$225,033**, and **Lucky for Life** sales were **down \$9,416.**

# Prize Payout Percentage, Fiscal Year-to-Date by Month

5 Year Comparison  
Prize Payout as a % of Sales  
Through May 2025 (May 2025 Estimated)



# May Sales

MSLC Gross Sales Results									
MAY FY25 vs. FY24 Unadjusted Non Fiscal Year									
(\$ millions)									
Through May 31, 2025									
		FY25	% of Total		FY24	% of Total		\$ Change	% Change
Instant Tickets		\$386.4	67.5%		\$384.9	66.8%		\$1.5	0.4%
Numbers Game		\$31.1	5.4%		\$32.1	5.6%		-\$1.0	-3.1%
Mass Cash		\$7.8	1.4%		\$8.0	1.4%		-\$0.2	-2.8%
Megabucks		\$2.0	0.4%		\$2.4	0.4%		-\$0.4	-15.5%
Mega Millions		\$6.3	1.1%		\$10.1	1.7%		-\$3.8	-37.4%
Powerball		\$7.1	1.2%		\$8.3	1.4%		-\$1.3	-15.3%
Lucky for Life		\$4.6	0.8%		\$4.6	0.8%		\$0.0	-0.2%
Keno		\$125.8	22.0%		\$123.9	21.5%		\$1.9	1.5%
Wheel of Luck		\$1.6	0.3%		\$1.9	0.3%		-\$0.3	-14.8%
Total		\$572.7	100.0%		\$576.2	100.0%		-\$3.5	-0.6%
Instant Tickets		\$386.4	67.5%		\$384.9	66.8%		\$1.5	0.4%
Draw Games		\$58.9	10.3%		\$65.5	11.4%		-\$6.6	-10.1%
Monitor Games		\$127.5	22.3%		\$125.8	21.8%		\$1.6	1.3%
Total		\$572.7	100.0%		\$576.2	100.0%		-\$3.5	-0.6%
Unadjusted	Month	4/27/25-5/31/25		Month	4/28/24-6/1/24				
		5 weeks			5 weeks				
		35 days			35 days				

# FY 2025 vs. FY 2024 Sales

MSLC Gross Sales Results									
Year-to-Date FY25 vs. FY24 Unadjusted Non Fiscal Year									
(\$ millions)									
Through May 31, 2025									
		FY25	% of Total		FY24	% of Total		\$ Change	% Change
Instant Tickets		\$3,638.2	66.5%		\$3,690.6	65.3%		-\$52.4	-1.42%
Numbers Game		\$298.2	5.5%		\$304.7	5.4%		-\$6.5	-2.1%
Mass Cash		\$74.8	1.4%		\$77.0	1.4%		-\$2.2	-2.8%
Megabucks		\$23.1	0.4%		\$23.8	0.4%		-\$0.7	-2.8%
Mega Millions		\$101.5	1.9%		\$138.9	2.5%		-\$37.4	-26.9%
Powerball		\$84.8	1.6%		\$204.3	3.6%		-\$119.5	-58.5%
Lucky for Life		\$44.6	0.8%		\$43.4	0.8%		\$1.1	2.6%
Keno		\$1,185.2	21.7%		\$1,145.1	20.3%		\$40.2	3.51%
Wheel of Luck		\$17.3	0.3%		\$18.7	0.3%		-\$1.4	-7.3%
Holiday Raffle		\$0.0	0.0%		\$3.8	0.1%		-\$3.8	-100.0%
Total		\$5,467.7	100.0%		\$5,650.1	100.0%		-\$182.4	-3.2%
Instant Tickets		\$3,638.2	66.5%		\$3,690.6	65.3%		-\$52.4	-1.4%
Draw Games		\$627.0	11.5%		\$795.8	14.1%		-\$168.8	-21.2%
Monitor Games		\$1,202.5	22.0%		\$1,163.7	20.6%		\$38.8	3.3%
Total		\$5,467.7	100.0%		\$5,650.1	100.0%		-\$182.4	-3.2%
Unadjusted		Year	6/30/24-5/31/25		Year	7/2/23-6/1/24			
			48 weeks			48 weeks			
			336 days			336 days			

# Mass Cash Midday Drawing Addition



*New logo to accompany launch on July 20*

Beginning Sunday, July 20, Mass Cash will be adding a midday drawing.

Occurring **twice a day at both 2 p.m. and 9 p.m.**, Mass Cash drawings will be held in conjunction with The Numbers Game drawings.



# Keno 7x Bonus Promotion

**July 3-6**

During this promotion, a 7x multiplier will be included in addition to the 3, 4, 5 and 10x bonus multipliers, resulting in more games having a Bonus multiplier.

Playing Keno Bonus doubles the price of a wager, while offering players the chance to multiply their prizes 3, 4, 5, 7 or 10 times.

When you play the Bonus and win a prize, the prize is multiplied by the value of the Bonus multiplier.





# July 15 Instant Ticket Launch

# WINNER WINNER CHICKEN DINNER

**Price Point: \$2**  
**Top Prize: \$50,000**  
**Quantity: 5,040,000**



## \$100 STACKED

**Price Point: \$2**  
**Top Prize: \$100,000**  
**Quantity: 10,080,000**



**\$500 CASH**

**Price Point: \$5**  
**Top Prize: \$1,000,000**  
**Quantity: 15,120,000**



## \$1,000,000 BONUS WINS

**Price Point: \$5**  
**Top Prize: \$1,000,000**  
**Quantity: 10,080,000**  
**(two-sided ticket)**

## BONUS PLAY AREA





# July 15 Instant Ticket Launch – POS

NEW

HOT  
WINNINGS

\$5

LOADED WITH \$500 PRIZES

\$500 CASH

WIN UP TO \$1,000,000!

\$5

\$1,000,000 BONUS WINS

12 CHANCES TO WIN ON THE FRONT, PLUS 4 MORE ON THE BACK

UP TO 16 TIMES

\$2

WINNER WINNER CHICKEN DINNER

WIN UP TO \$50,000!

\$2

\$100 STACKED

LOADED WITH \$100 PRIZES

Over  
\$118,000,000  
in TOTAL PRIZES

Over  
9,400,000  
TOTAL WINNERS

Must be 18 or older to play  
Please recycle your Lottery tickets  
Problem Gambling Helpline: 800-327-5050

THE LOTTERY

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8.5" x 11" Poster

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# The Instant Game Show

The Lottery completed its 50th anniversary celebration of *The Instant Game* with a multi-tiered, live game show at our Dorchester headquarters on May 29.

## **The Instant Cash Game**

Five in person attendees “scratched” the giant, interactive ticket for their chance to win up to \$1,000. Playing on behalf of five web entrants, a total of **\$3,750** was won.

## **Watch and Win**

Airing on the Lottery’s YouTube and Facebook channels on June 4, five \$100 prizes were given to online viewers who watched the recording of *The Instant Game Show*.

## **The Instant Jackpot Game**

The four winners in *The Instant Game*’s final bonus drawing participated in a game show, with one contestant winning a **\$100,000** and the three other contestants received \$5,000 each.

## **By the Numbers**

- Over **6,750** views on Facebook and YouTube
- **4,619** online entries in *The Instant Game Show* promotions
- Over **150** in-person entries for *The Instant Game Show*



**TOTAL PRIZES AWARDED: \$119,750**

*Including five \$100 door prizes*



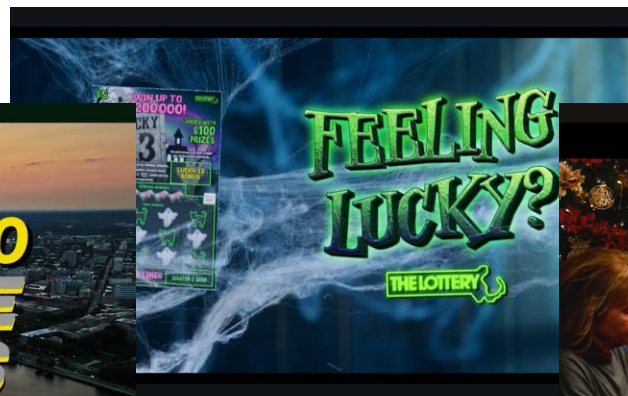
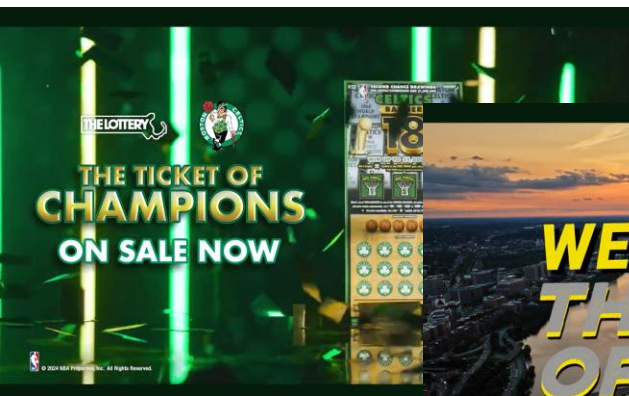
# Boston/New England Regional Emmy® Award



*Keith Macri, Jimmy Brockett, and Erik Freitas*

The Lottery received its second Regional Emmy® Award for Editor – Short Form Content (Up to 10 Minutes) at the 2025 Boston/New England Emmy® Awards Ceremony that took place Saturday, June 7.

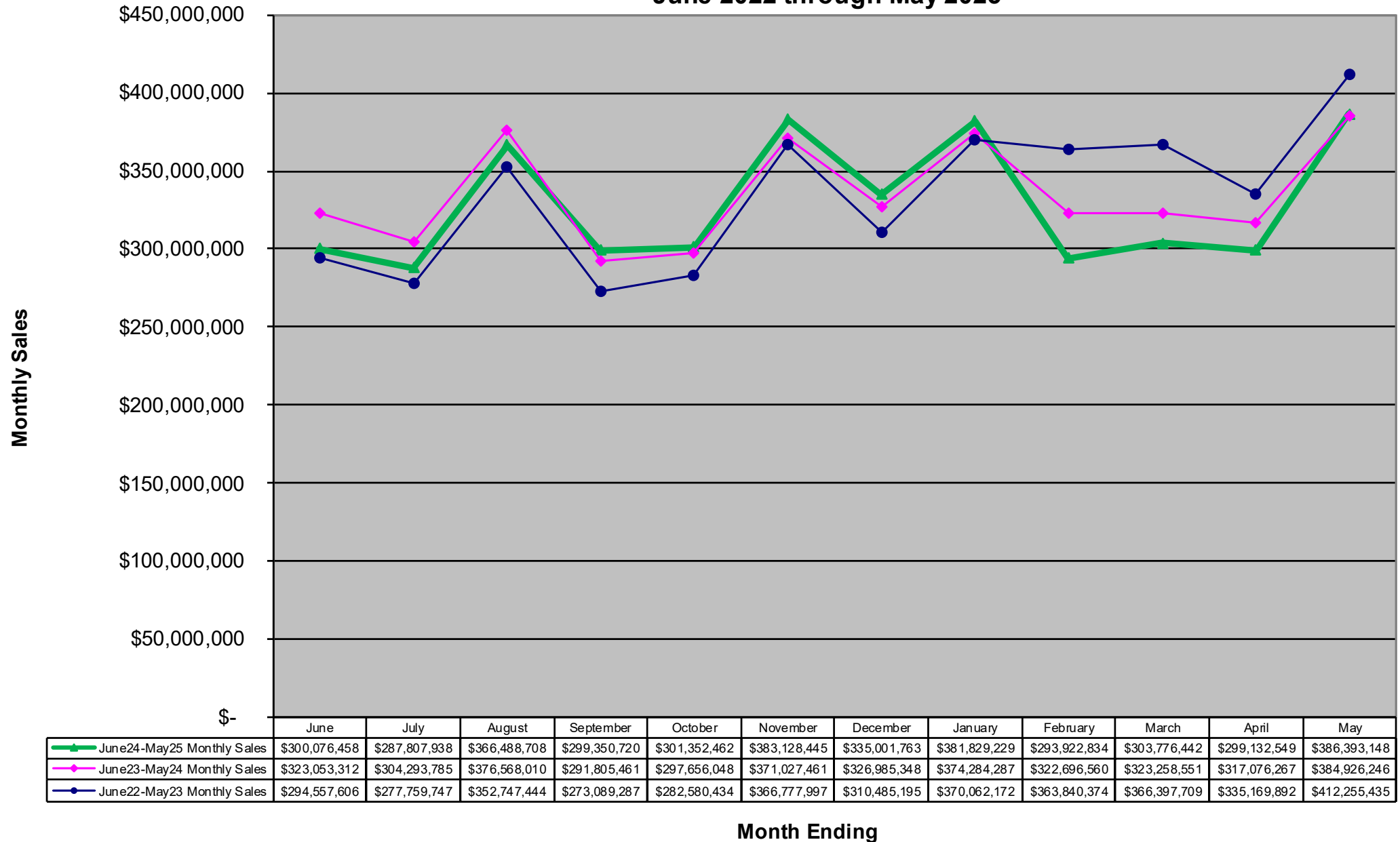
The winning submission was a composite of promotional videos written, produced, and edited by Lottery team members Keith Macri (Creative Director), James Brockett (Editor & Producer), and Erik Freitas (Senior Editor & Producer).



# Instant Tickets Games Monthly Sales

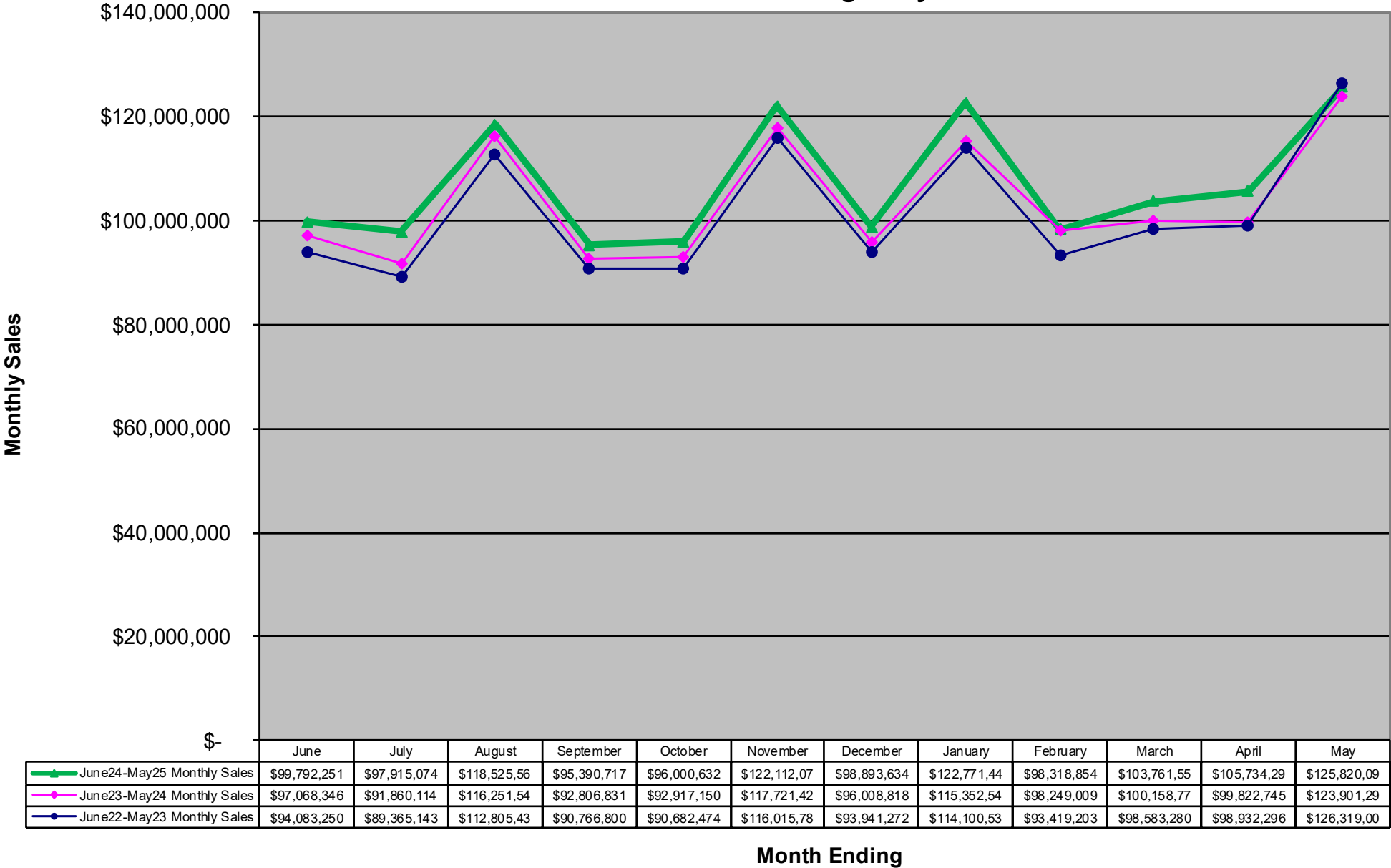
## Unadjusted Non Fiscal Year

### June 2022 through May 2025





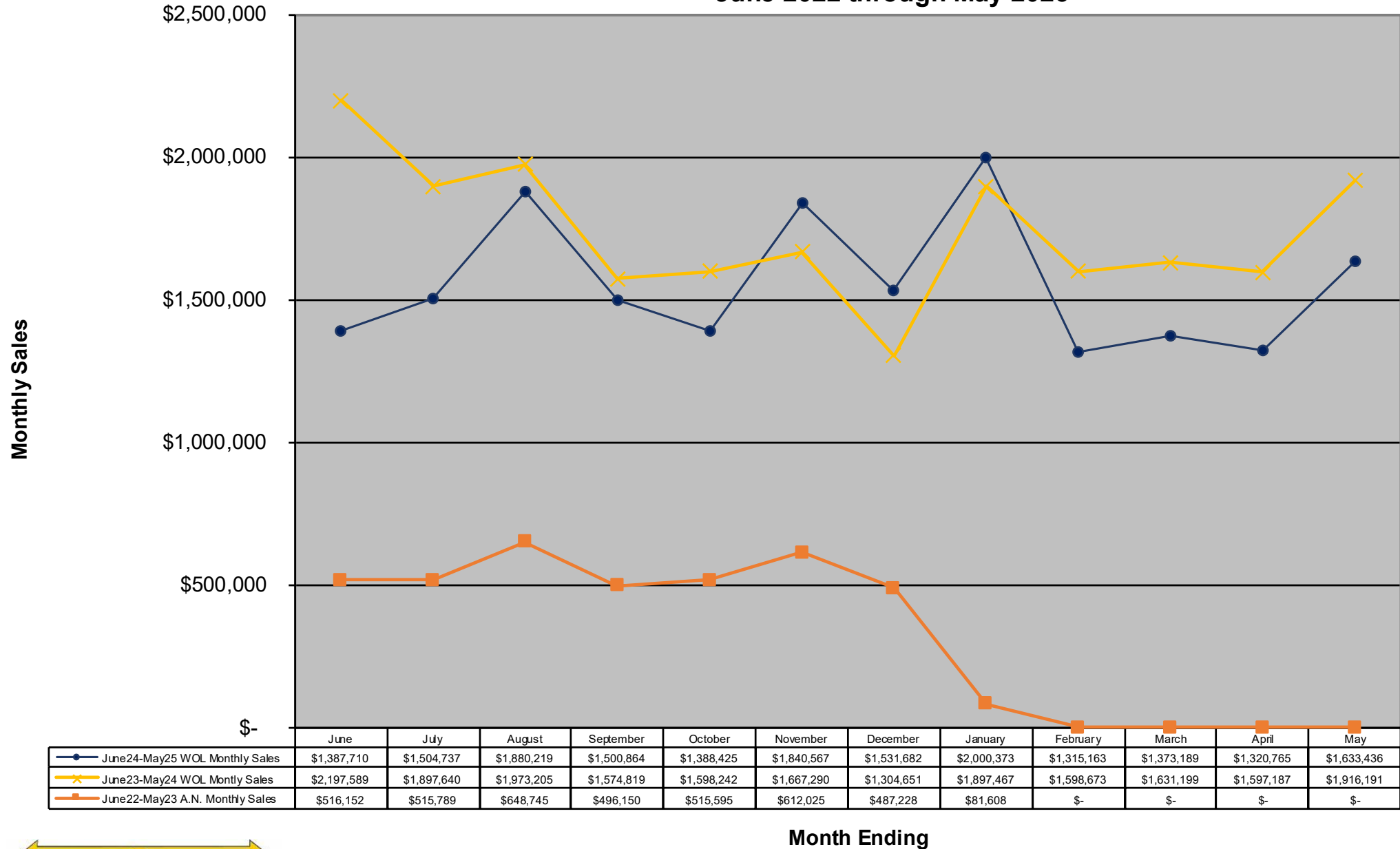
Keno Game Monthly Sales  
Unadjusted Non Fiscal Year  
June 2022 through May 2025



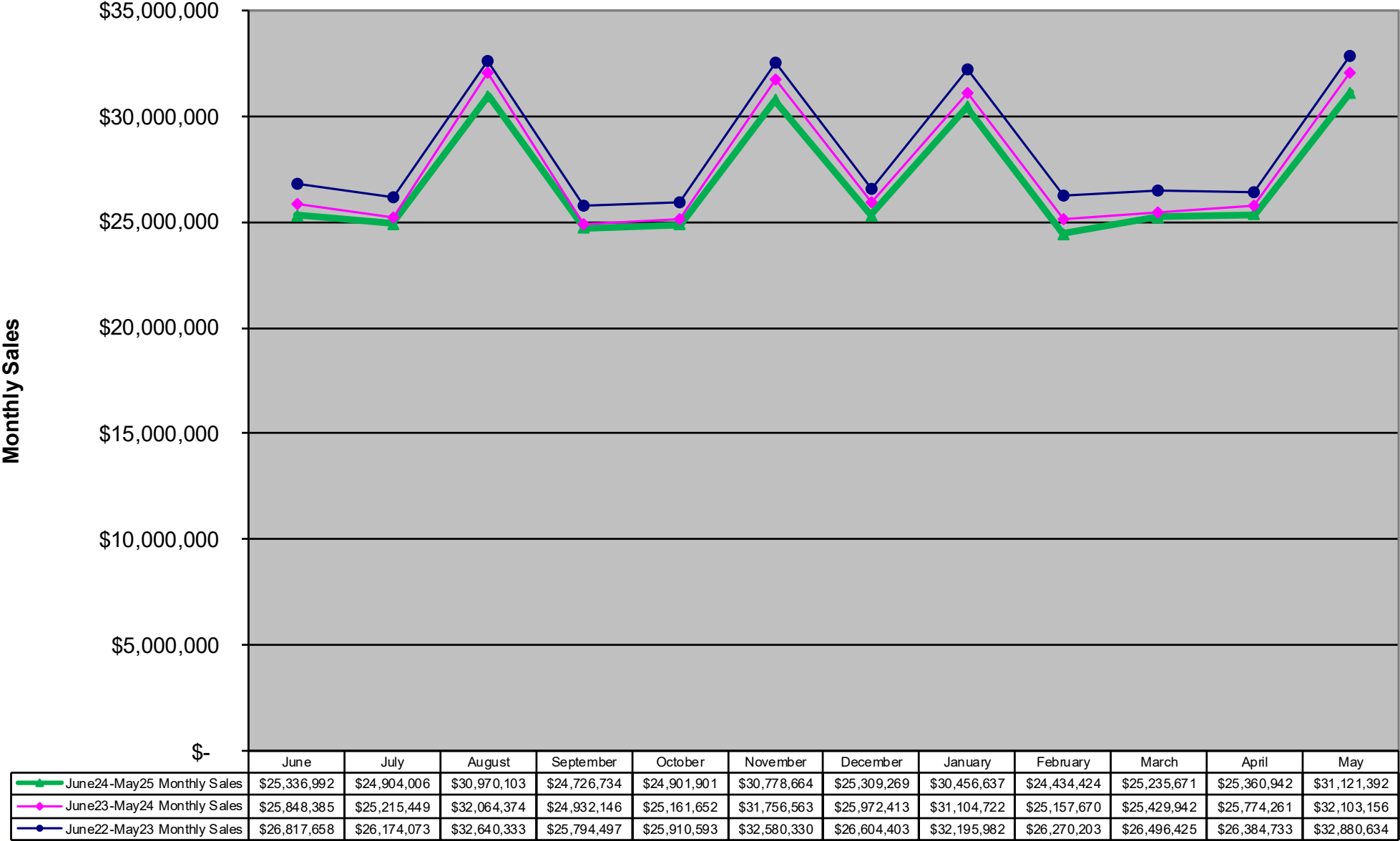
# Wheel of Luck and All or Nothing Games Monthly Sales

## Unadjusted Non Fiscal Year

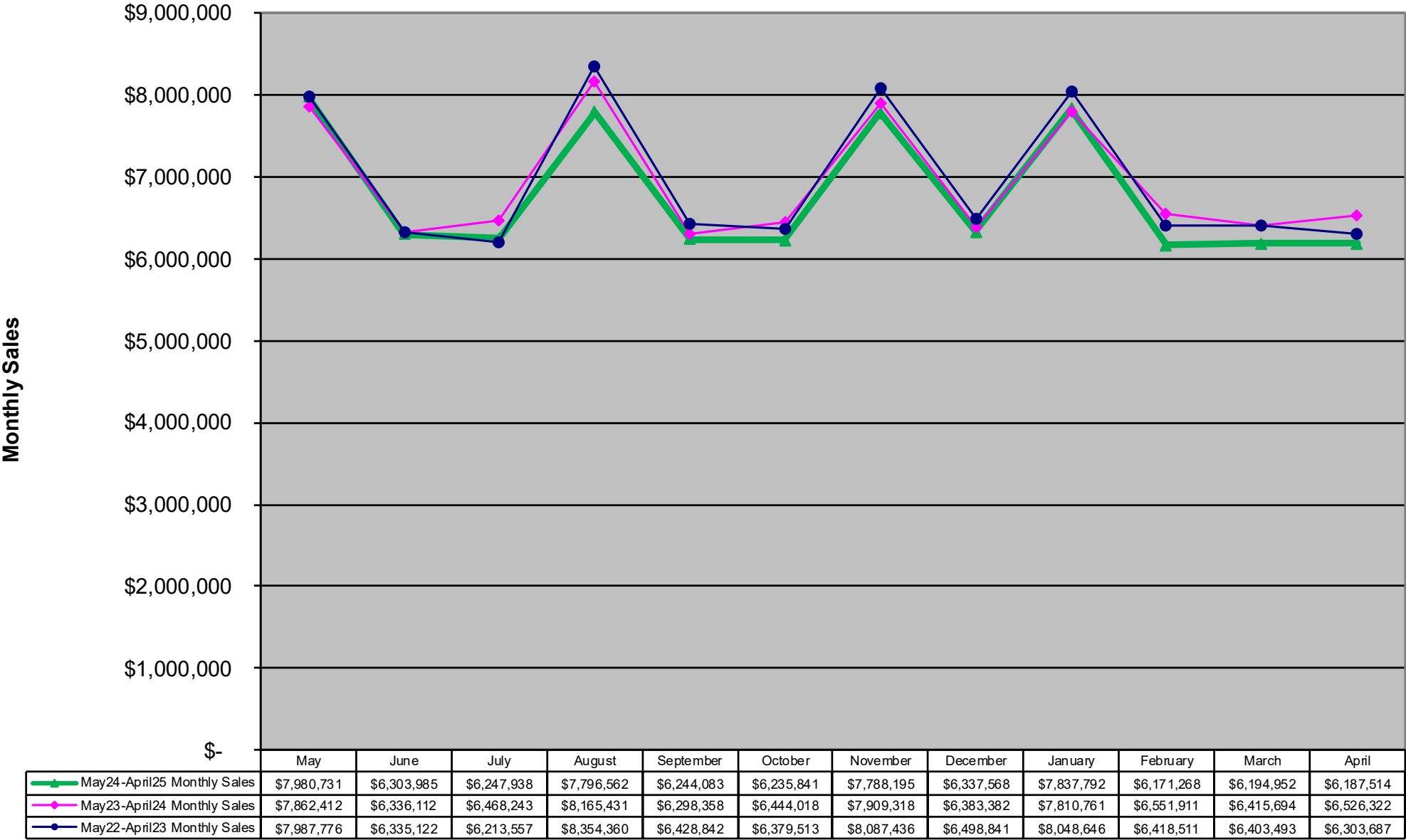
### June 2022 through May 2025



Numbers Game Monthly Sales  
Unadjusted Non Fiscal Year  
June 2022 through May 2025



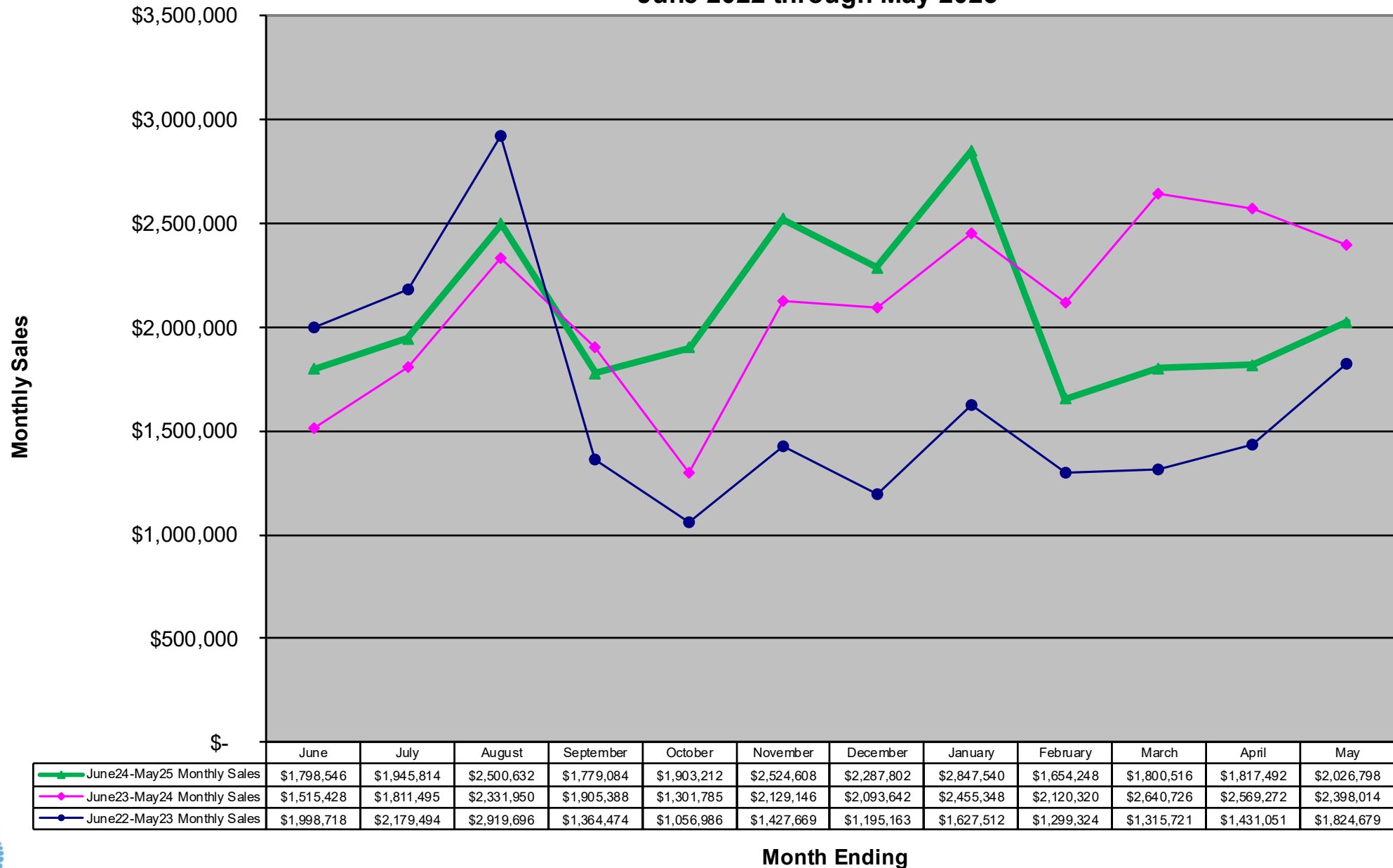
# Mass Cash Game Monthly Sales Unadjusted Non Fiscal Year May 2022 through April 2025



Month Ending

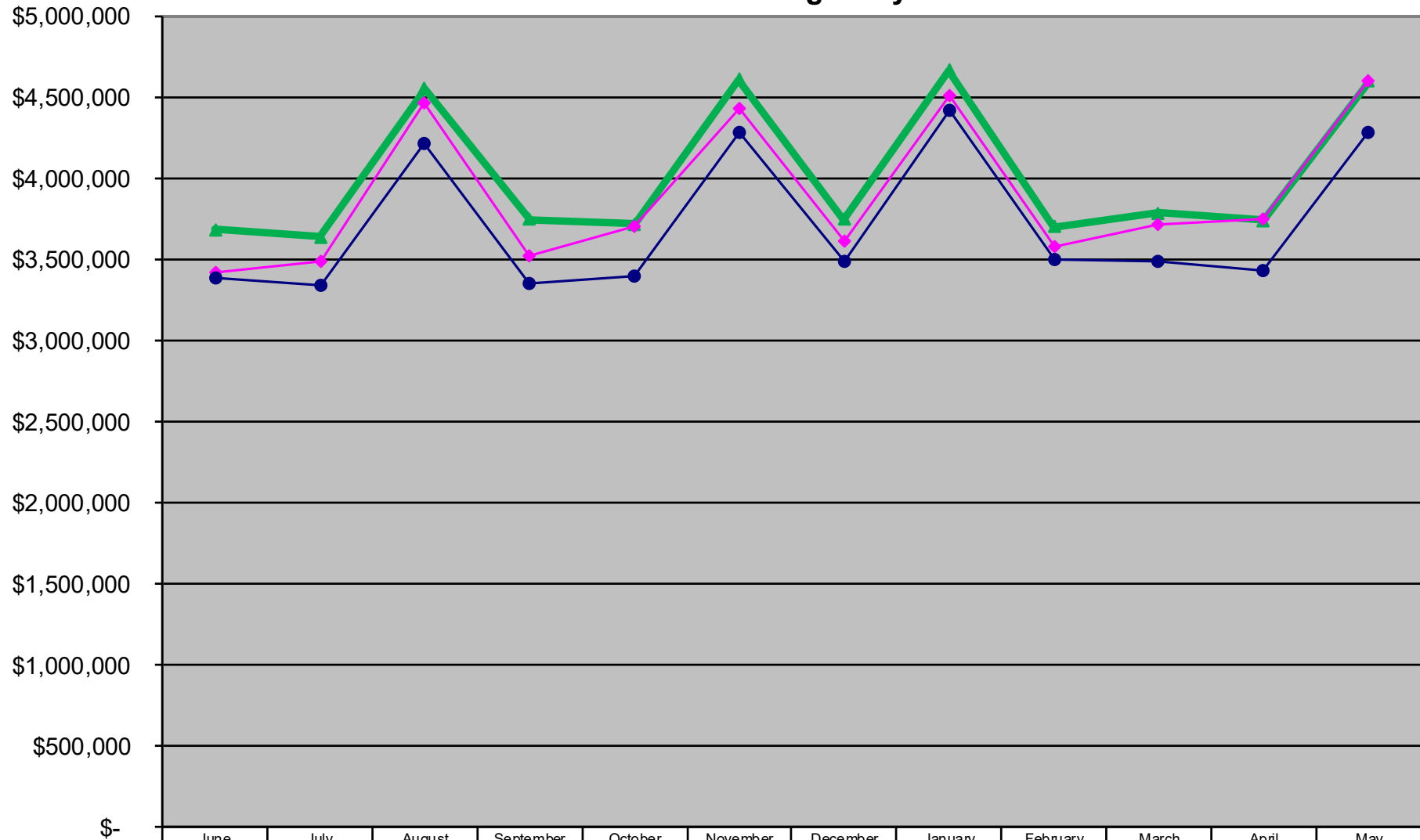


# Megabucks Game Monthly Sales Unadjusted Non Fiscal Year June 2022 through May 2025



# Lucky for Life Game Monthly Sales Unadjusted Non Fiscal Year June 2022 through May 2025

Monthly Sales

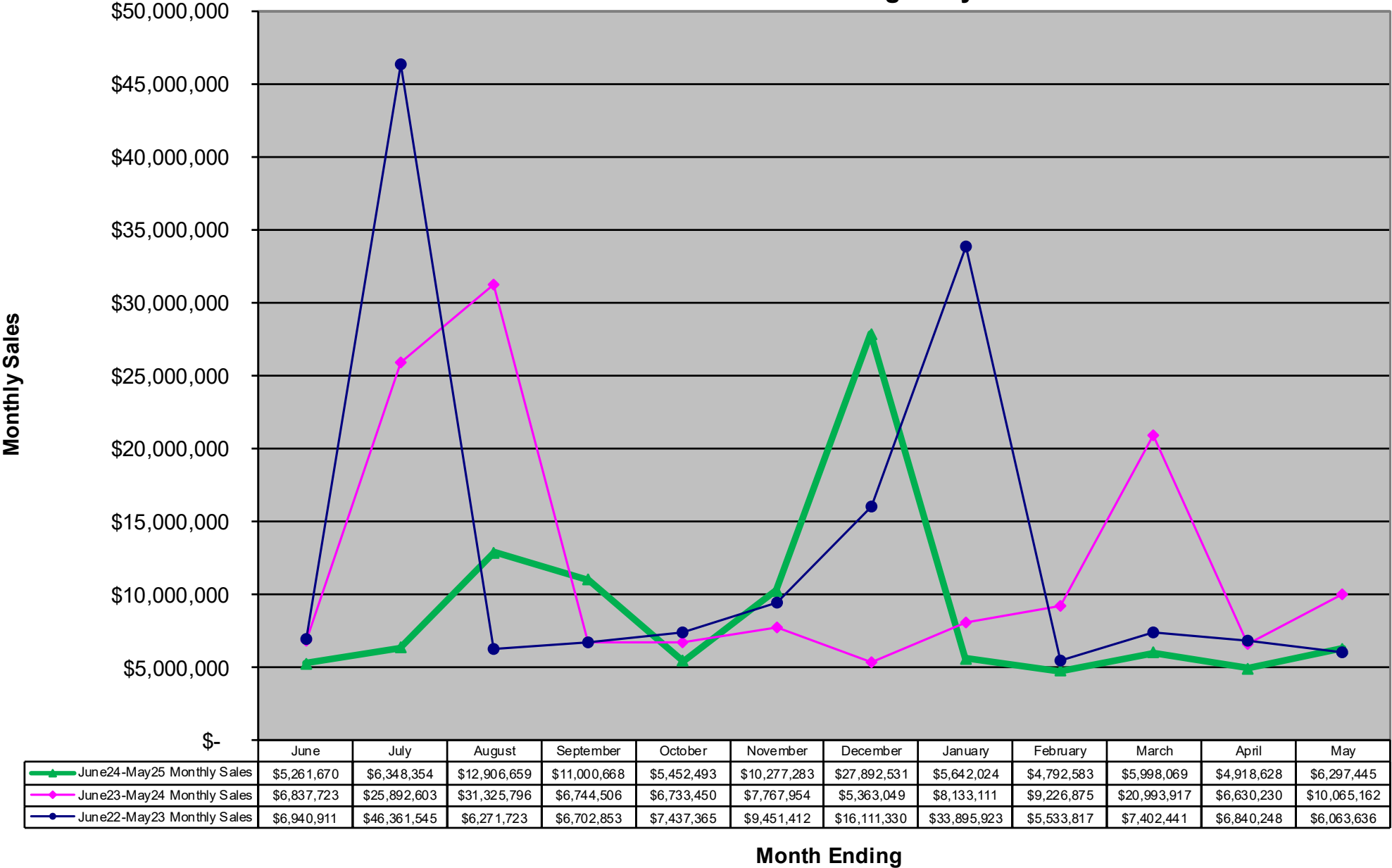


	June	July	August	September	October	November	December	January	February	March	April	May
June24-May25 Monthly Sales	\$3,687,316	\$3,645,670	\$4,559,294	\$3,754,374	\$3,724,212	\$4,616,420	\$3,752,372	\$4,675,156	\$3,706,922	\$3,788,702	\$3,748,100	\$4,602,318
June23-May24 Monthly Sales	\$3,426,064	\$3,493,898	\$4,468,028	\$3,523,486	\$3,708,656	\$4,440,908	\$3,614,836	\$4,514,702	\$3,580,764	\$3,721,402	\$3,752,188	\$4,611,734
June22-May23 Monthly Sales	\$3,395,412	\$3,350,406	\$4,216,014	\$3,354,730	\$3,399,396	\$4,287,294	\$3,494,558	\$4,421,384	\$3,504,312	\$3,493,526	\$3,433,024	\$4,287,198

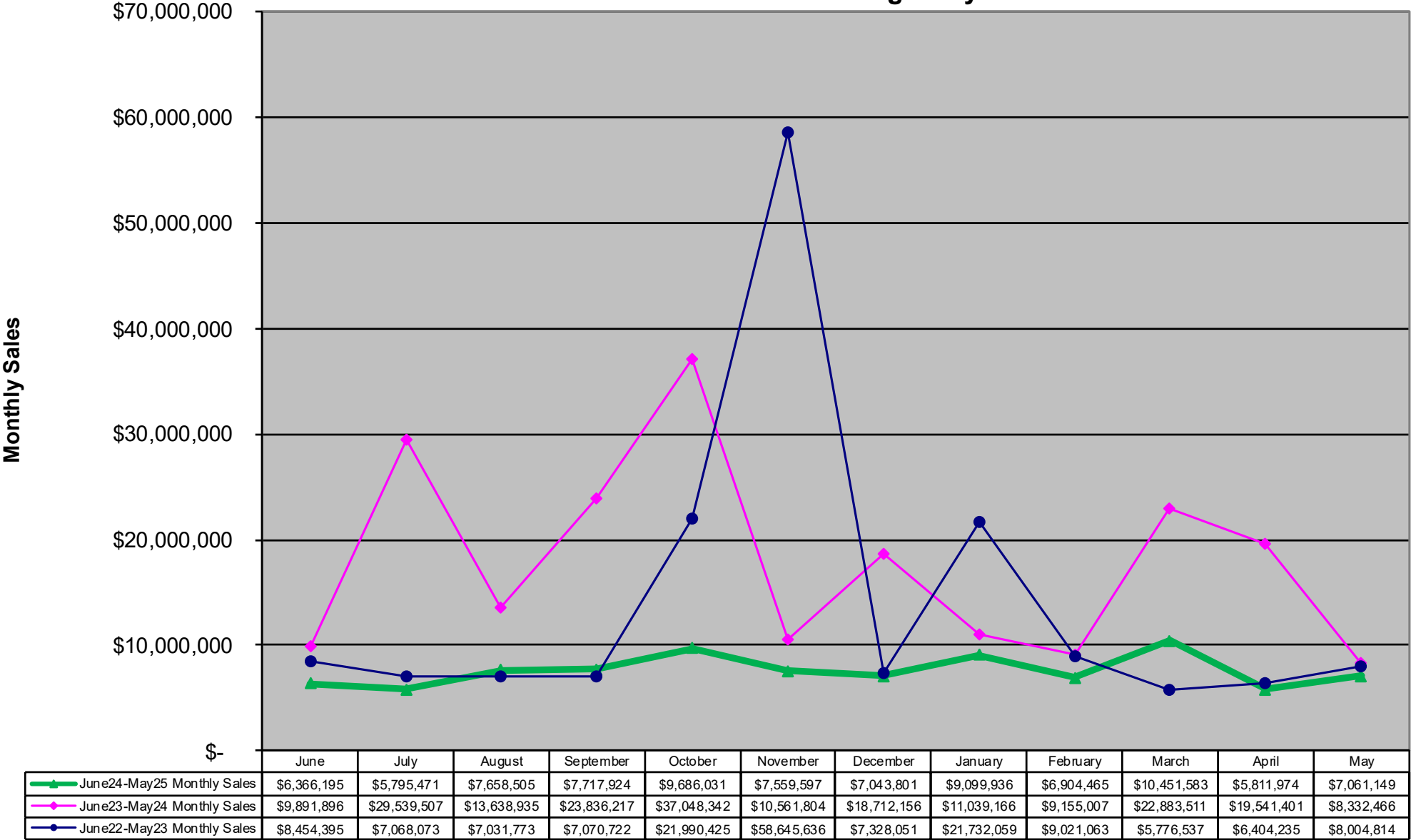
Month Ending



Mega Millions Game Monthly Sales  
Unadjusted Non Fiscal Year  
June 2022 through May 2025

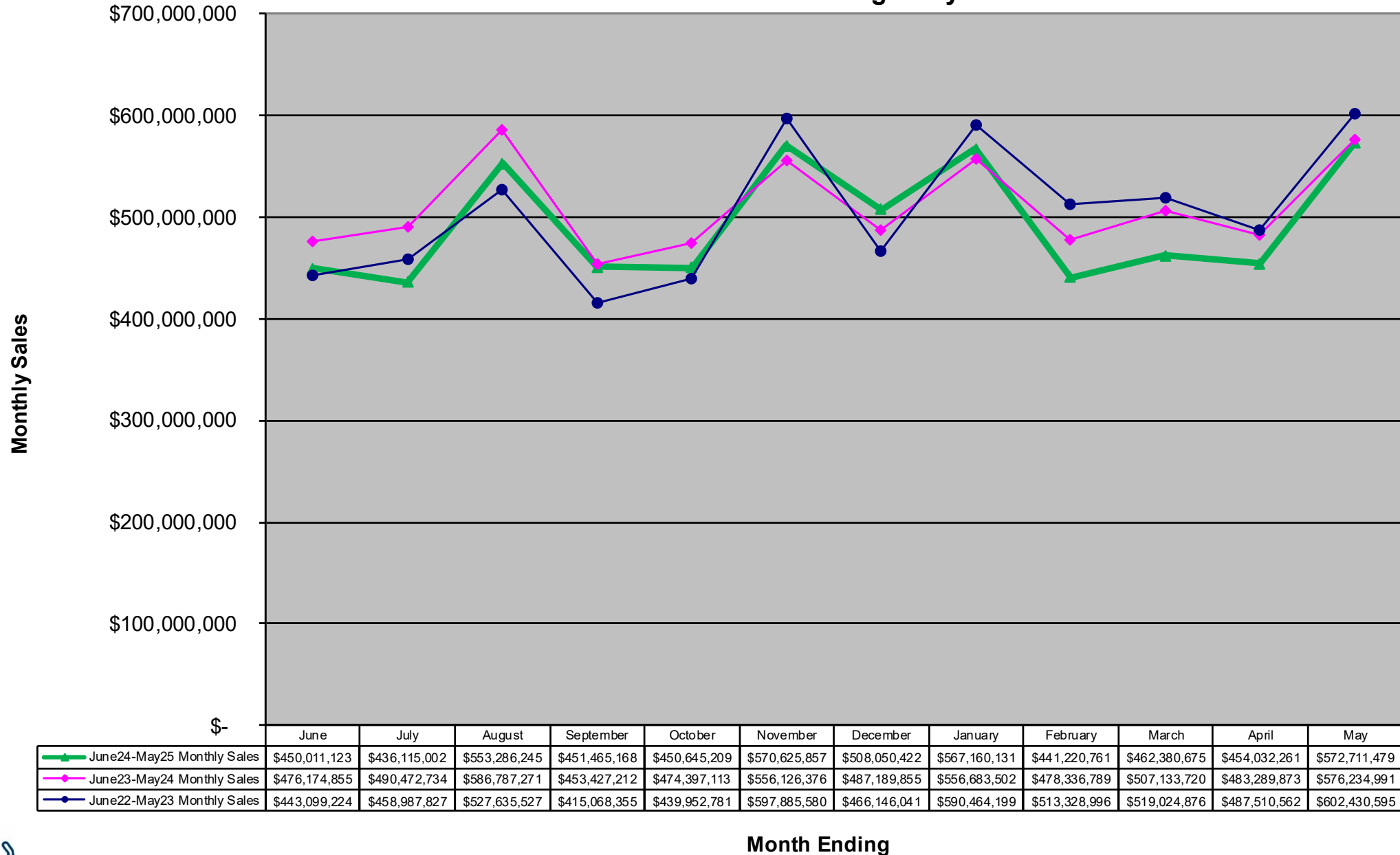


Powerball Game Monthly Sales  
Unadjusted Non Fiscal Year  
June 2022 through May 2025





# All Games Monthly Sales Unadjusted Non Fiscal Year June 2022 through May 2025



# Monthly Net Profit

## June 2022 through May 2025

(Estimated Figure for May 2025)

