

---

# Massachusetts State Lottery Commission Meeting

---

## *Executive Director's Report*

Delivered by: Mark William Bracken

January 28, 2025



# Lottery Sales Update – December

## Figures for the month of December 2024

- Overall unadjusted sales for December of 2024 were **up \$20.9 million** from December 2023.
- Estimated December 2024 net profit and prize payout figures do not include accruals for prizes won that have not yet been paid.
  - Due in part to a \$13.0 million decrease in Instant Ticket grand prizes claimed in December 2024 compared to December 2023 (\$9.0 million compared to \$22.0 million):
    - Estimated net profit for December 2024 was \$100.0 million compared to \$95.8 million in December 2023, resulting in an **estimated \$4.2 million increase in net profit**.
    - Estimated prize payout for December 2024 was 72.09 percent, compared to 72.14 percent in December 2023.

## Figures for Fiscal Year 2025

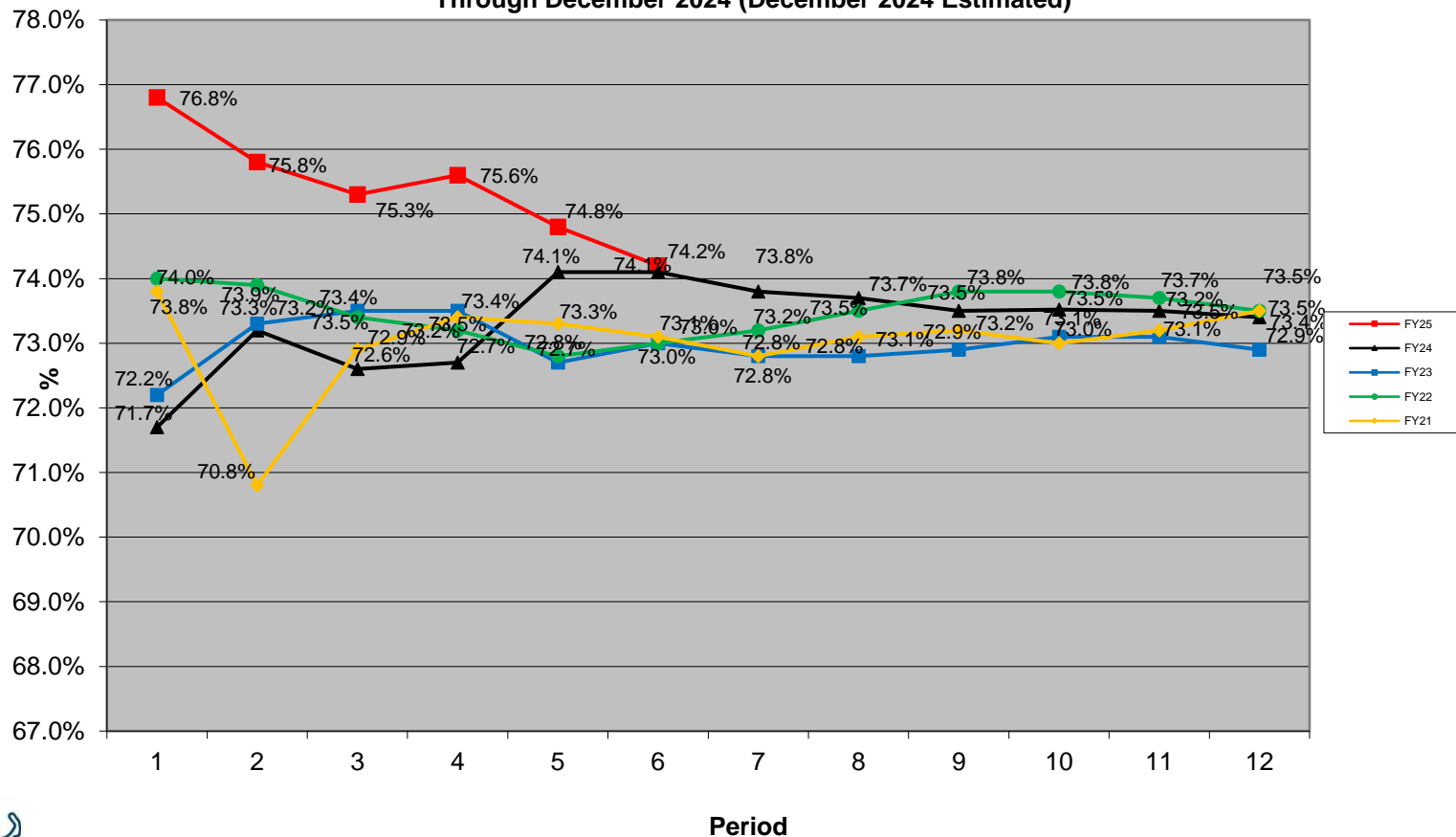
- Overall unadjusted sales for the first six months of FY25 were **down \$78.2 million** from the first six months of FY24.
- Our estimated FY25 year-to-date net profit and prize payout figures both include accruals for prizes won that have not yet been paid.
  - Due in part to an \$87.9 million decrease in sales of Powerball and a \$44.4 million decrease in Instant Ticket grand prizes claimed in the first six months of FY25 compared to the first six months of FY24 (\$153.4 million compared to \$197.8 million):
    - Our estimated year-to-date net profit for the first six months of FY25 is \$538.0 million compared to \$574.3 million for the first six months of FY24. After adding a 2-day average net profit figure of \$6.0 million due to a shift in the calendar, the adjusted year-over-year change for the first six months of FY25 vs. the first six months of FY24 is an **estimated \$30.3 million decrease in net profit**.
    - Our estimated year-to-date prize payout for the first six months of FY25 is 74.24 percent, compared to 74.06 percent for the first six months of FY24.

## December 2024 sales breakdown

- Compared to December of 2023, **Mega Millions** sales were **up \$22.5 million** (high jackpot of \$1.22 billion compared to \$395 million in December 2023), **Instant Ticket** sales were **up \$8.0 million**, **Keno** sales were **up \$2.9 million**, **Wheel of Luck** sales were **up \$227,031**, **Megabucks** sales were **up \$194,160** (high jackpot of \$4.95 million compared to \$1.61 million in December 2023), and **Lucky for Life** sales were **up \$137,536**.
- Compared to December of 2023, **Powerball** sales were **down 11.7 million** (high jackpot of \$256 million compared to \$760 million in December 2023), **Numbers Game** sales were **down \$663,144**, and **Mass Cash** sales were **down \$45,814**.

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

5 Year Comparison  
Prize Payout as a % of Sales  
Through December 2024 (December 2024 Estimated)



# December Sales

## MSLC Gross Sales Results

### DECEMBER FY25 vs. FY24 Unadjusted Non Fiscal Year

(\$ millions)

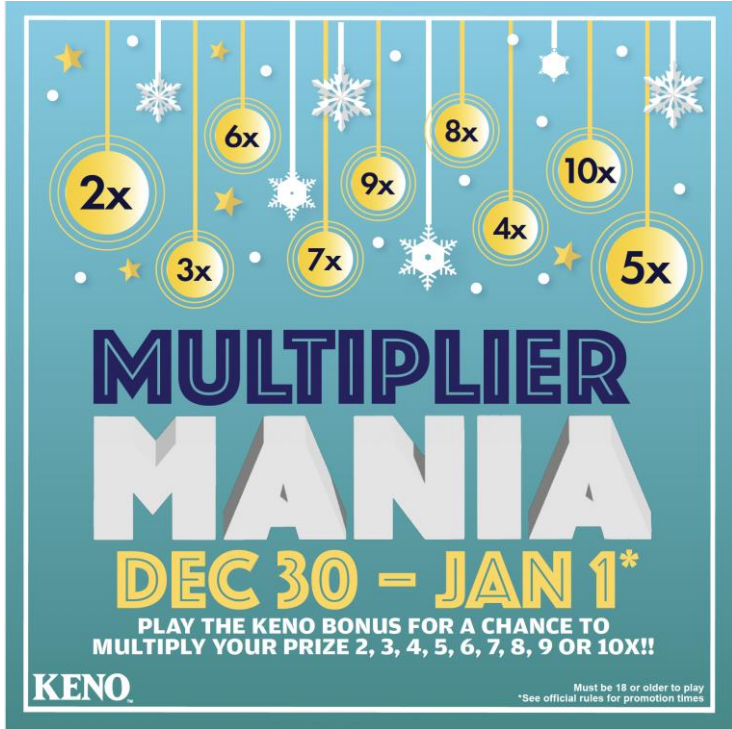
Through December 28, 2024

	FY25	% of Total	FY24	% of Total	\$ Change	% Change
<b>Instant Tickets</b>	\$335.0	65.9%	\$327.0	67.1%	\$8.0	2.5%
<b>Numbers Game</b>	\$25.3	5.0%	\$26.0	5.3%	-\$0.7	-2.6%
<b>Mass Cash</b>	\$6.3	1.2%	\$6.4	1.3%	\$0.0	-0.7%
<b>Megabucks</b>	\$2.3	0.5%	\$2.1	0.4%	\$0.2	9.3%
<b>Mega Millions</b>	\$27.9	5.5%	\$5.4	1.1%	\$22.5	420.1%
<b>Powerball</b>	\$7.0	1.4%	\$18.7	3.8%	-\$11.7	-62.4%
<b>Lucky for Life</b>	\$3.8	0.7%	\$3.6	0.7%	\$0.1	3.8%
<b>Keno</b>	\$98.9	19.5%	\$96.0	19.7%	\$2.9	3.0%
<b>Wheel of Luck</b>	\$1.5	0.3%	\$1.3	0.3%	\$0.2	17.4%
<b>Holiday Raffle</b>	\$0.0	0.0%	\$0.8	0.2%	-\$0.8	-100.0%
<b>Total</b>	\$508.0	100.0%	\$487.2	100.0%	\$20.9	4.3%
<b>Instant Tickets</b>	\$335.0	65.9%	\$327.0	67.1%	\$8.0	2.5%
<b>Draw Games</b>	\$72.6	14.3%	\$62.9	12.9%	\$9.7	15.5%
<b>Monitor Games</b>	\$100.4	19.8%	\$97.3	20.0%	\$3.1	3.2%
<b>Total</b>	\$508.0	100.0%	\$487.2	100.0%	\$20.9	4.3%
Unadjusted	Month	12/1/24-12/28/24	Month	12/3/23-12/30/23		
		4 weeks		4 weeks		
		28 days		28 days		

# FY 2025 vs. FY 2024 Sales

MSLC Gross Sales Results								
YEAR-TO-DATE FY25 vs. FY24 Unadjusted Non Fiscal Year								
(\$ millions)								
Through December 28, 2024								
	FY25	% of Total	FY24	% of Total	\$ Change	% Change		
Instant Tickets	\$1,973.1	66.4%	\$1,968.3	64.6%	\$4.8	0.2%		
Numbers Game	\$161.6	5.4%	\$165.1	5.4%	-\$3.5	-2.1%		
Mass Cash	\$40.7	1.4%	\$41.7	1.4%	-\$1.0	-2.4%		
Megabucks	\$12.9	0.4%	\$11.6	0.4%	\$1.4	11.8%		
Mega Millions	\$73.9	2.5%	\$83.8	2.7%	-\$10.0	-11.9%		
Powerball	\$45.5	1.5%	\$133.3	4.4%	-\$87.9	-65.9%		
Lucky for Life	\$24.1	0.8%	\$23.2	0.8%	\$0.8	3.5%		
Keno	\$628.8	21.2%	\$607.6	19.9%	\$21.3	3.5%		
All or Nothing	\$0.0	0.0%	\$0.0	0.0%	\$0.0	0.0%		
Wheel of Luck	\$9.6	0.3%	\$10.0	0.3%	-\$0.4	-3.7%		
Holiday Raffle	\$0.0	0.0%	\$3.7	0.1%	-\$3.7	-100.0%		
Total	\$2,970.2	100.0%	\$3,048.4	100.0%	-\$78.2	-2.6%		
Instant Tickets	\$1,973.1	66.4%	\$1,968.3	64.6%	\$4.8	0.2%		
Draw Games	\$358.6	12.1%	\$462.5	15.2%	-\$103.9	-22.5%		
Monitor Games	\$638.5	21.5%	\$617.6	20.3%	\$20.9	3.4%		
Total	\$2,970.2	100.0%	\$3,048.4	100.0%	-\$78.2	-2.6%		
Unadjusted	Year	6/30/24-12/28/24	Year	7/2/23-12/30/23				
		26 weeks		26 weeks				
		182 days		182 days				

# Keno Multiplier Mania Promotion Results



During this promotion, 2X, 6X, 7X, 8X, and 9X multipliers were added to the usual 3X, 4X, 5X and 10X multipliers, resulting in more games having a Bonus multiplier.

## Last Year (2X promo)

	Keno Sales
Sat, Dec 30	\$4,414,478
Sun, Dec 31	\$3,903,501
Mon, Jan 1	\$2,816,241
3-DAY TOTAL	\$11,134,220

## This Year

	Keno Sales
Mon, Dec 30	\$4,154,262
Tue, Dec 31	\$5,092,104*
Wed, Jan 1	\$3,941,797
3-DAY TOTAL	\$13,188,163 (+18.4%)
SALES FOR WEEK	\$28,769,670*

**\*HIGHEST SINGLE DAY AND SINGLE WEEK  
KENO SALES EVER (GAME LAUNCHED IN 1993)**

# February 18 Instant Ticket Launch

## \$100 a Week for Life

Price Point: \$1  
Top Prize: \$100/WFL  
Quantity: 10,080,000



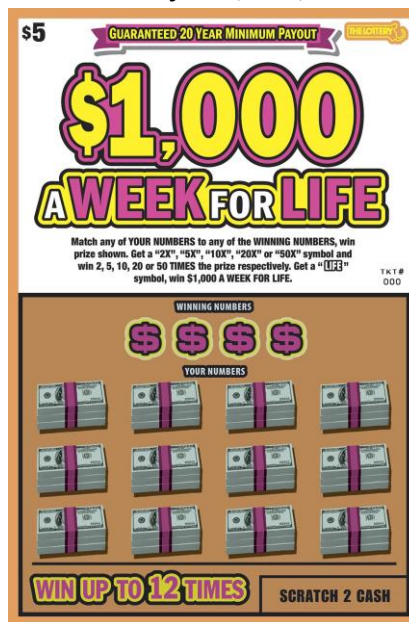
## \$200 a Week for Life

Price Point: \$2  
Top Prize: \$200/WFL  
Quantity: 12,096,000



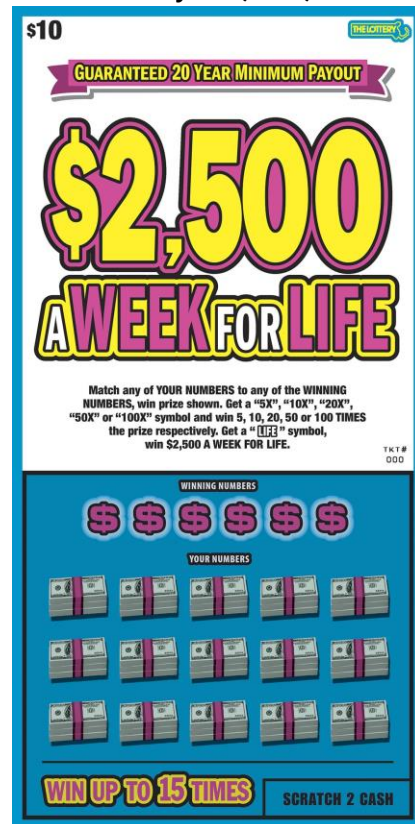
## \$1,000 a Week for Life

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



## \$2,500 a Week for Life

Price Point: \$10  
Top Prize: \$2,500 WFL  
Quantity: 16,128,000





# February 18 Instant Ticket Launch – Advertising

Point of Sale, 8.5 x 11 Poster



:15 Video





# Scan to Enter – Cash Celebration Promotion

## How to Enter

- Players can participate by scanning or manually **entering three of the same eligible non-winning tickets** from the eligible list for the first time through the MA Lottery app or website.
- Once three of the same eligible non-winning tickets are successfully scanned or entered, players will receive one entry into the promotion, which will instantly reflect in their account.

Prizes	Total # of Winners	Prize Totals
\$2,025	25	\$50,625
\$525	25	\$13,125
\$425	25	\$10,625
\$325	25	\$8,125
\$225	25	\$5,625
\$125	325	\$40,625
<b>TOTAL</b>	<b>450</b>	<b>\$128,750</b>



## Eligible Games

- \$30 – MILLIONS
- \$20 – \$10,000,000 LUCKY BUCKS
- \$10 – \$50,000 WINTER GREEN
- \$10 – \$4,000,000 PLATINUM JACKPOT
- \$10 – \$4,000,000 JUMBO CASH
- \$10 – FABULOUS FORTUNE

# Cash Celebration Agent Incentive

Every book of Instant Tickets from the eligible list below that is activated between January 21 and March 14 earns agents one entry into a drawing. Winning Agents will be randomly selected from the entries received. Agents are limited to one prize only. Prizes will be credited directly to Agents' Lottery accounts.



Prizes	Total # of Winners	Prize Totals
\$5,000	2	\$10,000
\$1,000	15	\$15,000
\$500	100	\$50,000
\$100	500	\$50,000
<b>TOTAL</b>	<b>617</b>	<b>\$125,000</b>

## Eligible Games

\$30 – MILLIONS  
\$20 – \$10,000,000 LUCKY BUCKS  
\$10 – \$50,000 WINTER GREEN  
\$10 – \$4,000,000 PLATINUM JACKPOT  
\$10 – \$4,000,000 JUMBO CASH  
\$10 – FABULOUS FORTUNE

## Account Registrations



409,372

## Email Opt-Ins



264,642

(~ 65% of Account Holders)

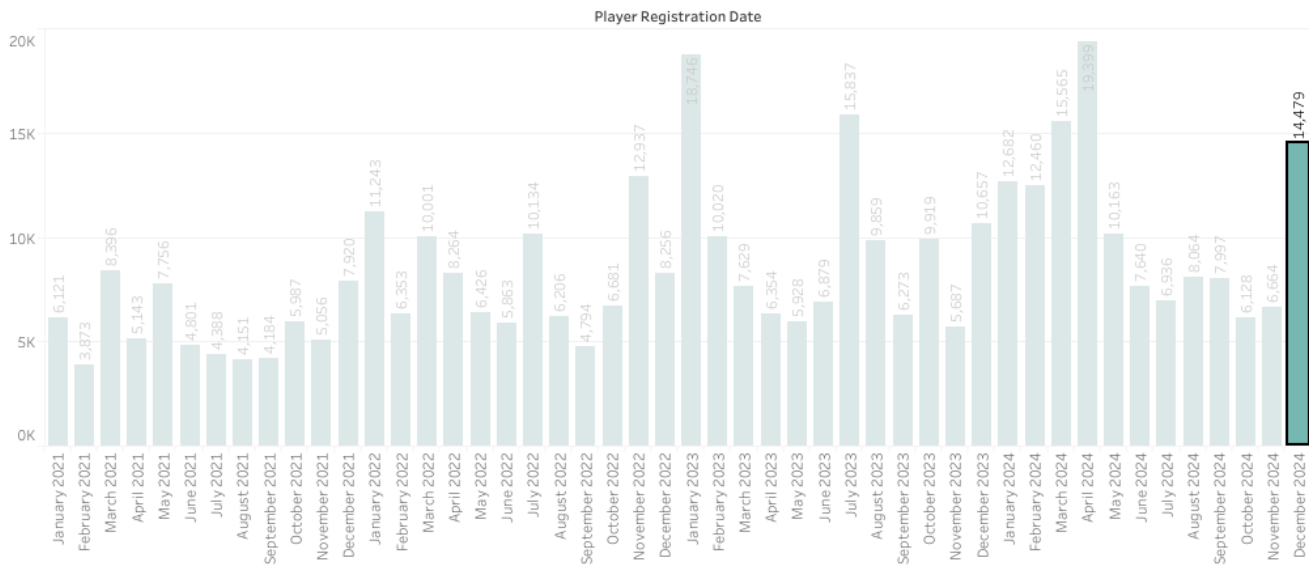
## SMS Opt-Ins



246,728

(~ 61% of Account Holders)

## Mass Lottery Player Account Registrations by Month



## Ticket Scanner Usage Metrics



**187,380,072**  
Total Tickets Scanned

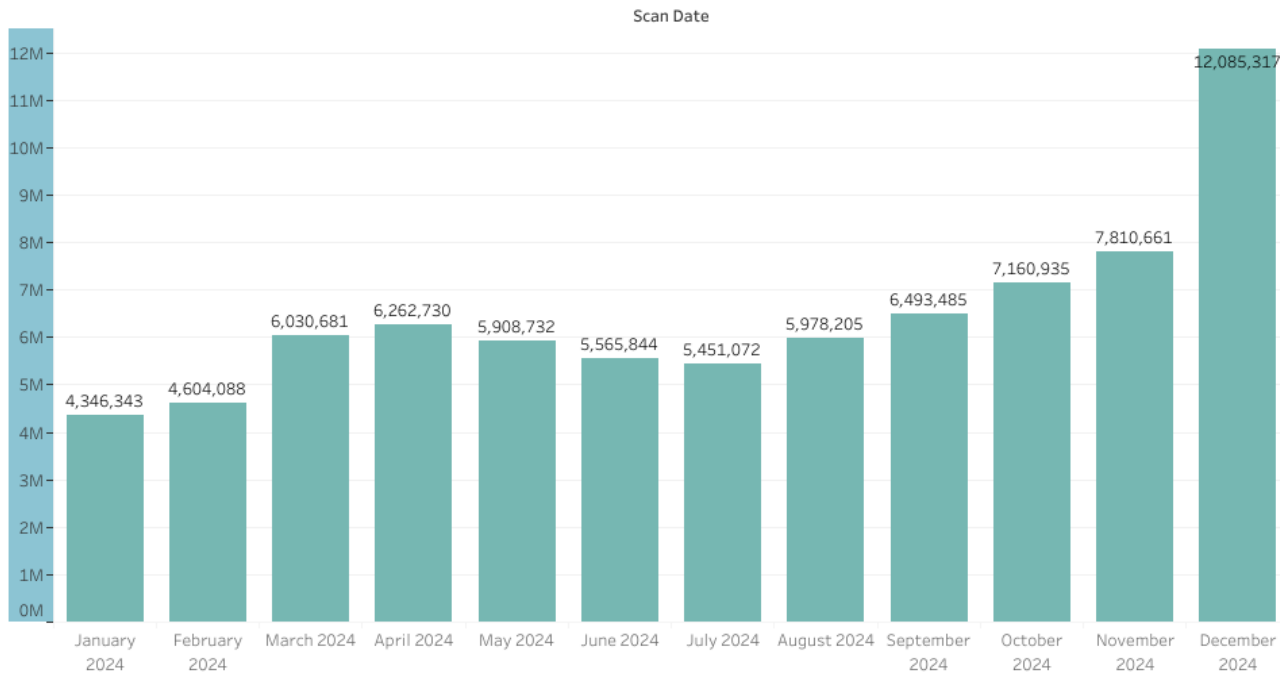


**341,151**  
Unique Scanning Players



**86%** % of Account Holders Who  
Have Scanned a Ticket

Tickets Scanned by Month - Past 12 Months





## Mobile Cashing Metrics



**53,332**  
**Unique Players**  
**Claiming**



**139,137**  
**Total # of**  
**Mobile Claims**

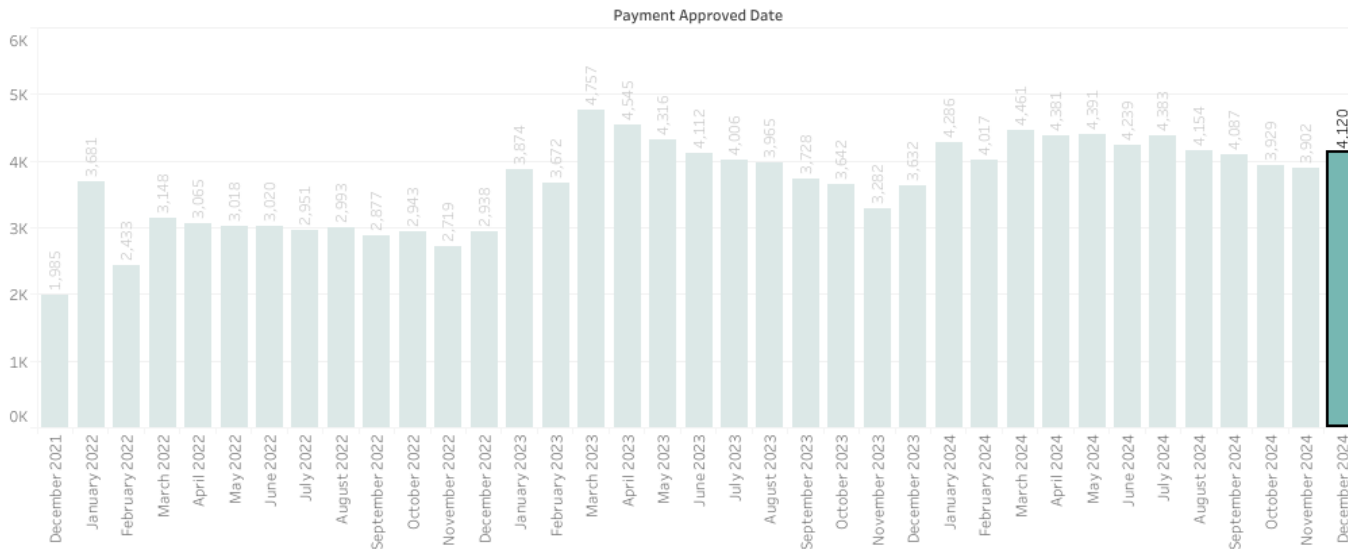


**\$186,605,373.25**  
**Total Amount Claimed**



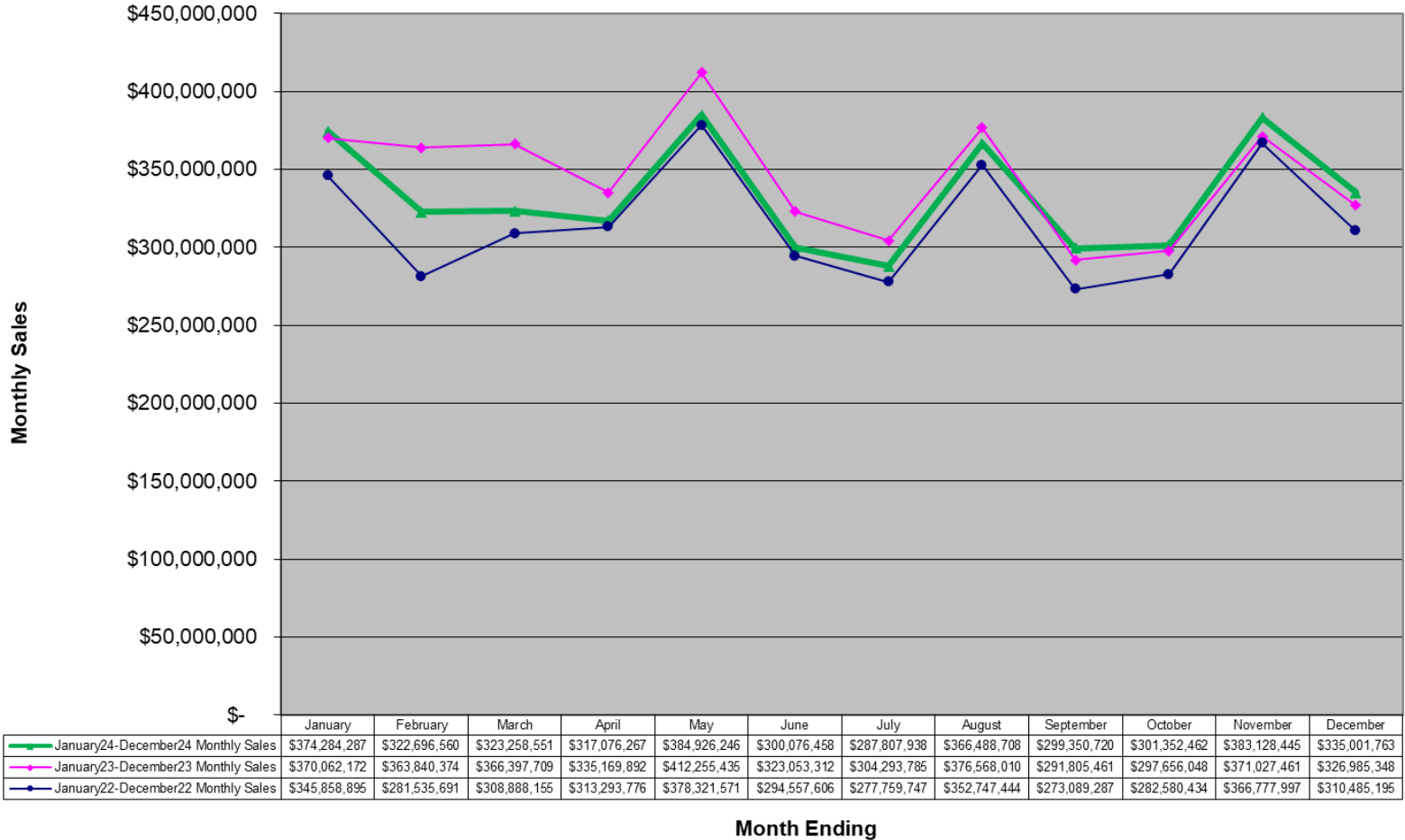
**35%**  
**% of Eligible Scanned**  
**Tickets That Have**  
**Been Claimed\***

### Mobile Claims by Month

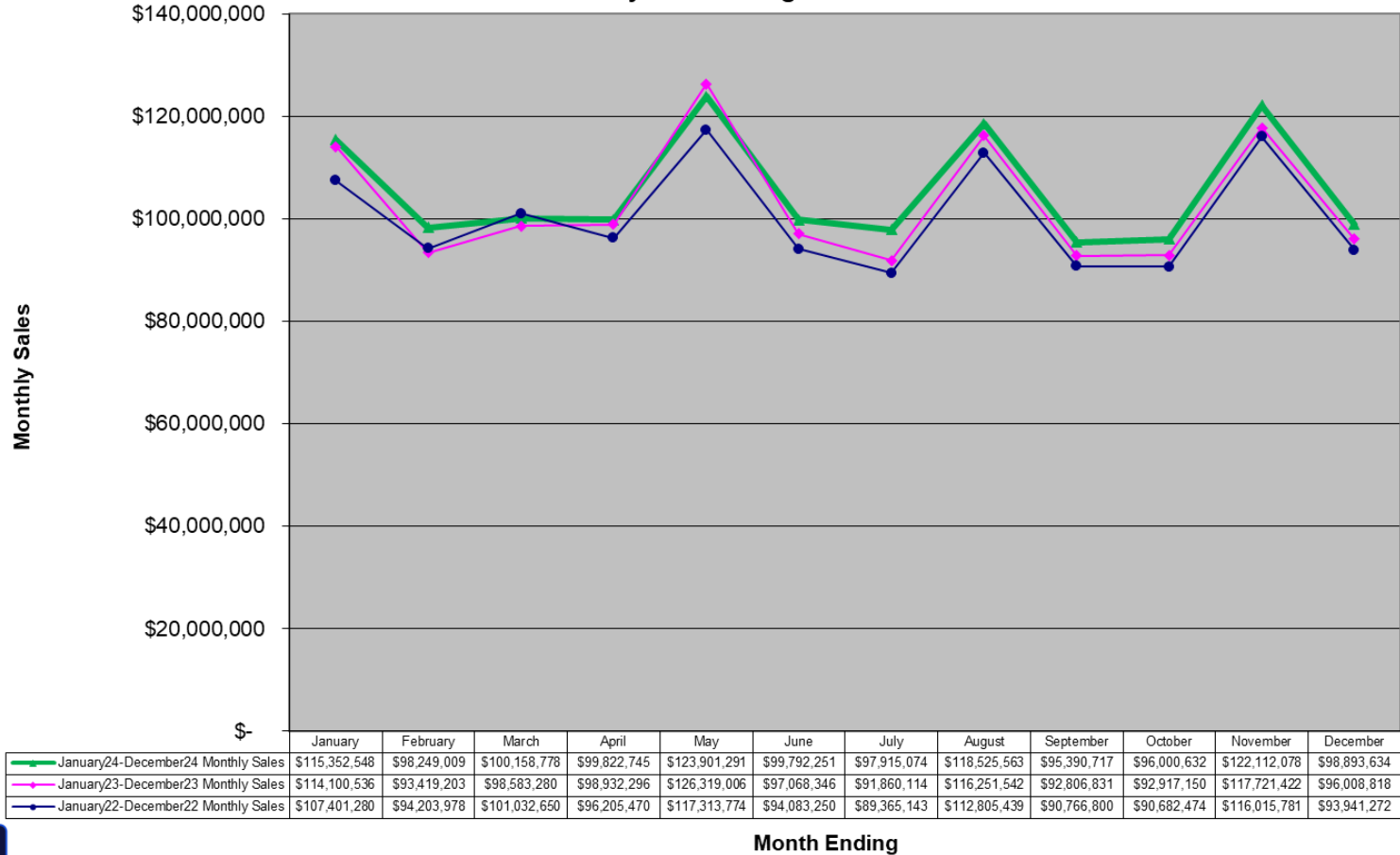


\* Includes instances where the same unique ticket was scanned multiple times

# Instant Ticket Games Monthly Sales Unadjusted Non Fiscal Year January 2022 through December 2024

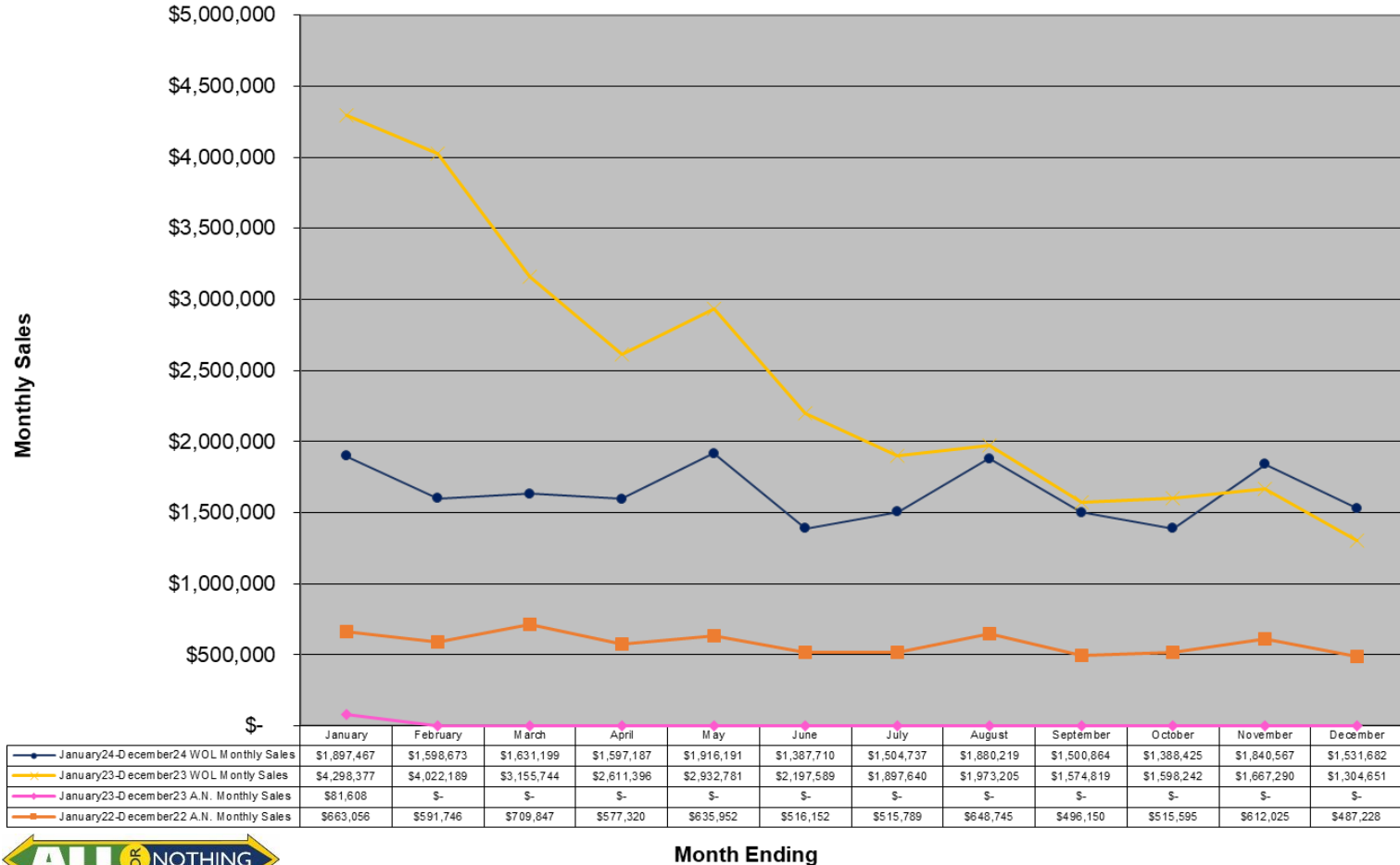


# Keno Game Monthly Sales Unadjusted Non Fiscal Year January 2022 through December 2024

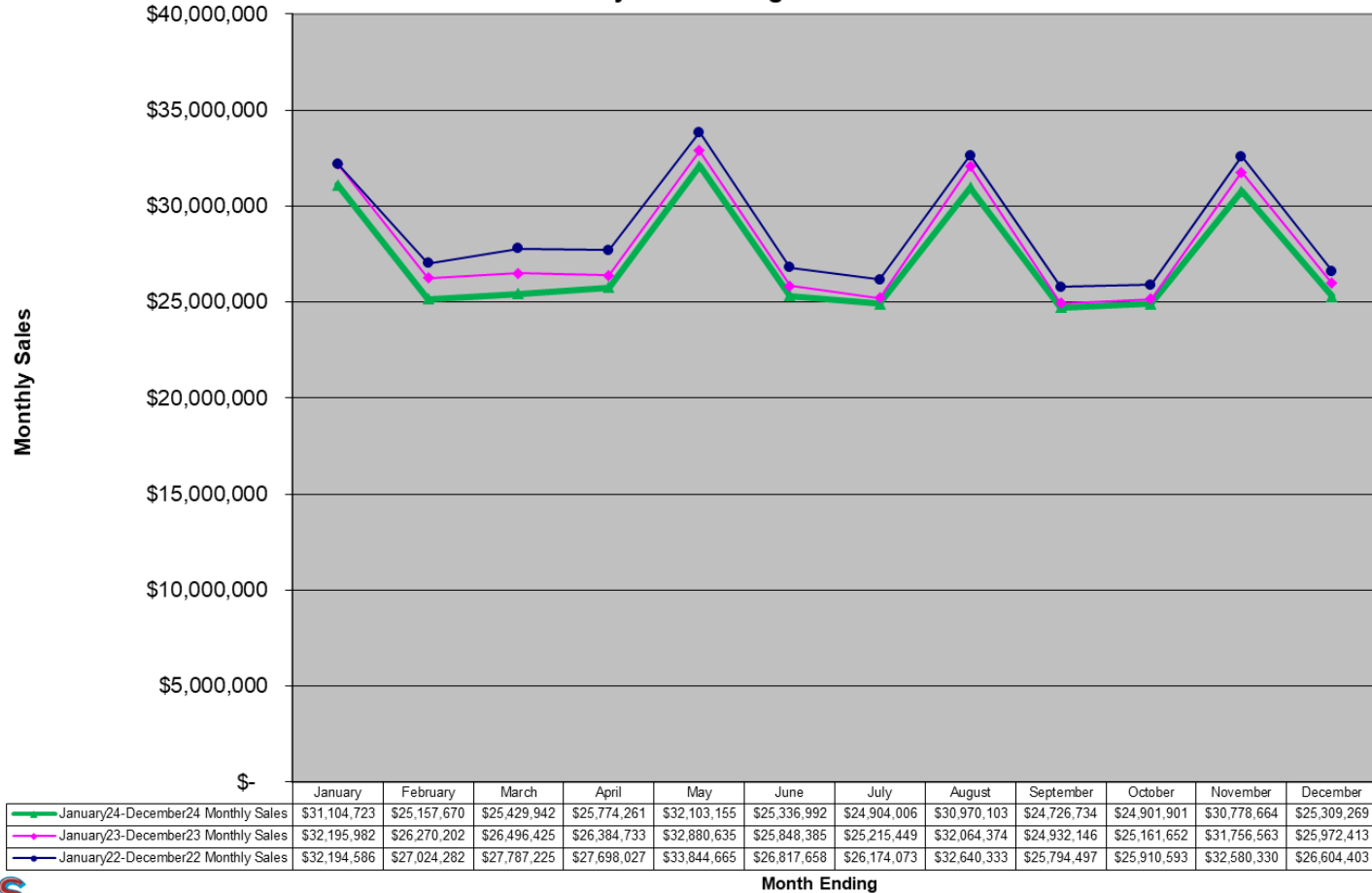




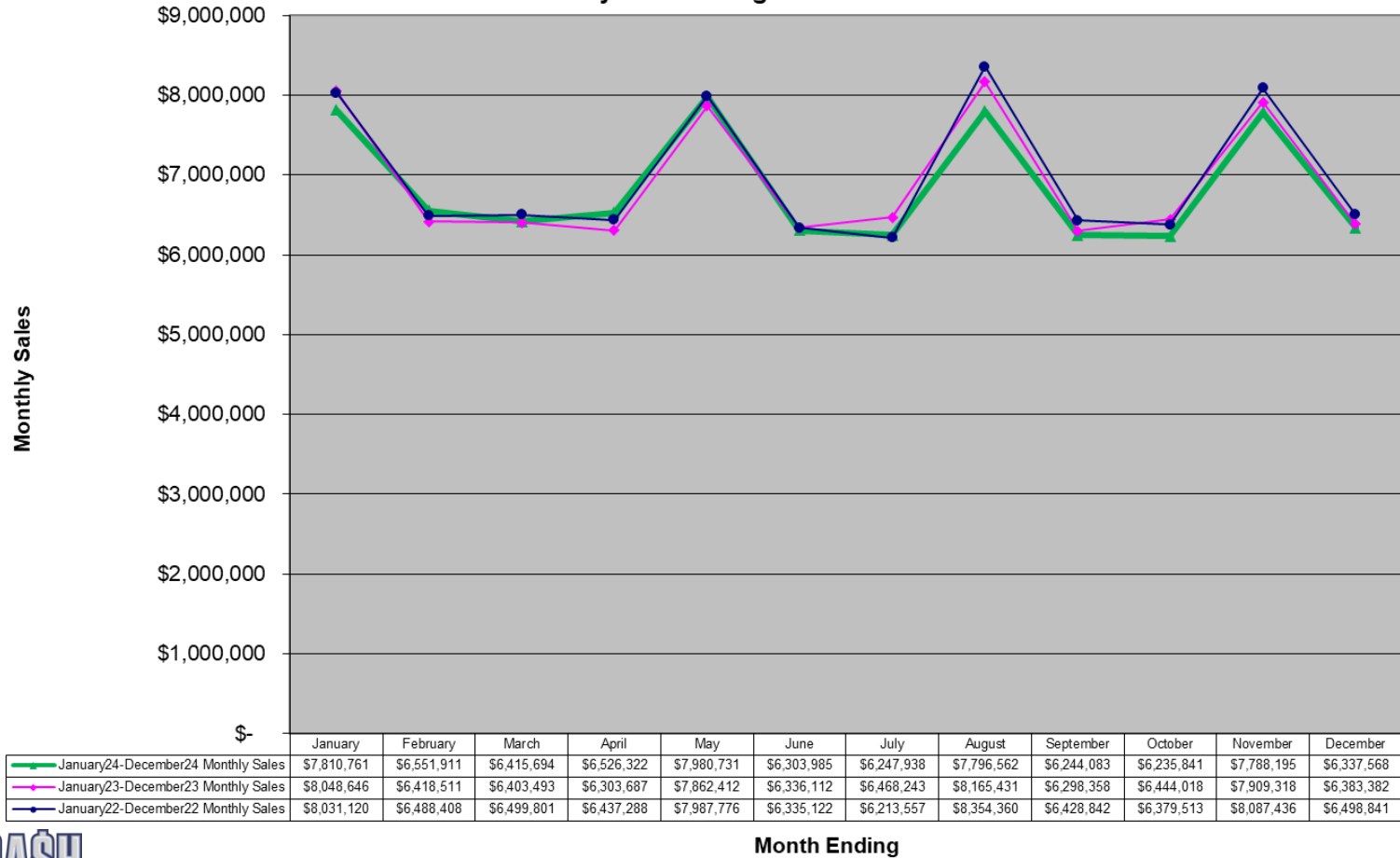
**Wheel of Luck and All or Nothing Games Monthly Sales**  
**Unadjusted Non Fiscal Year**  
**January 2022 through December 2024**



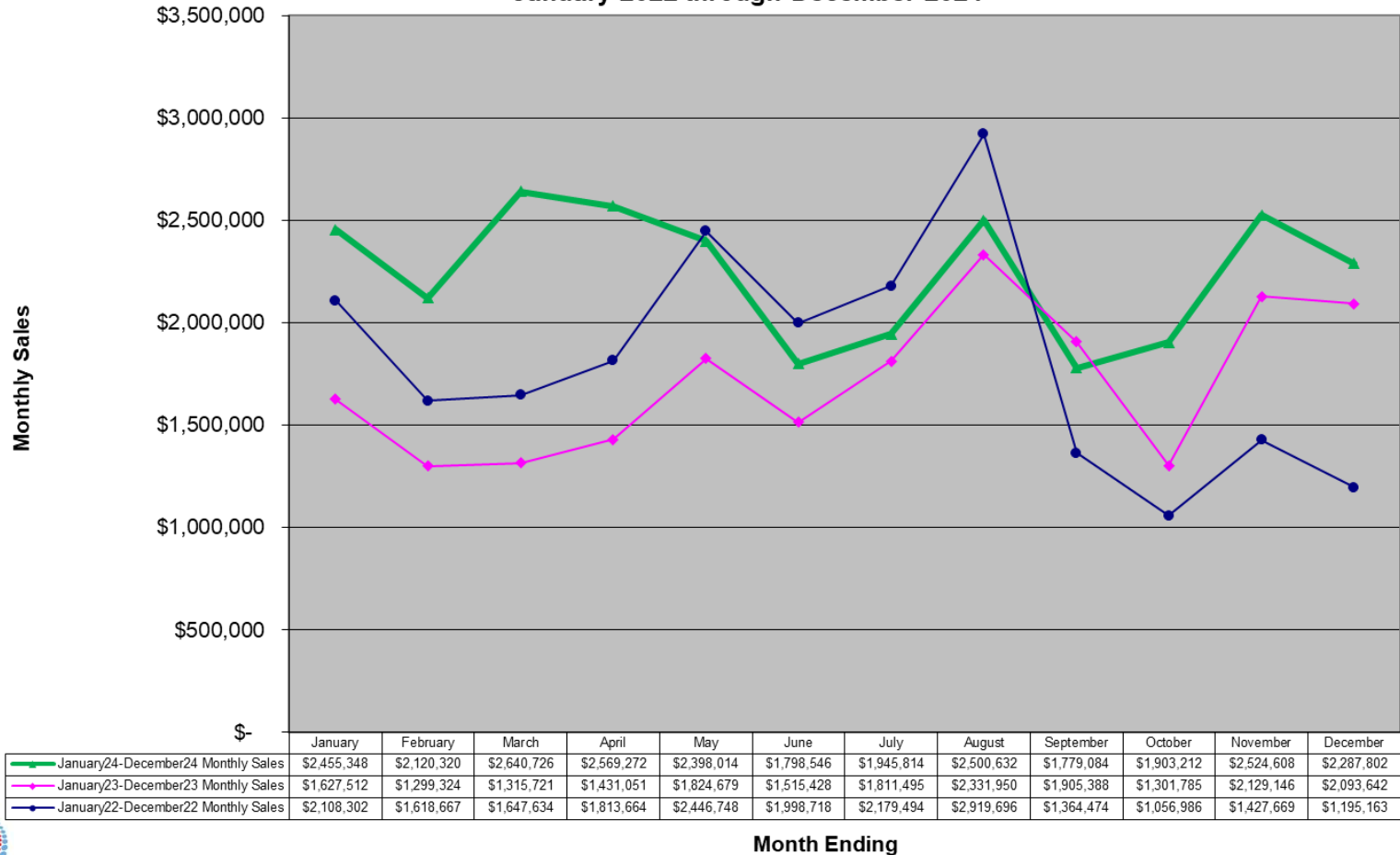
# **Numbers Game Monthly Sales** **Unadjusted Non Fiscal Year** **January 2022 through December 2024**



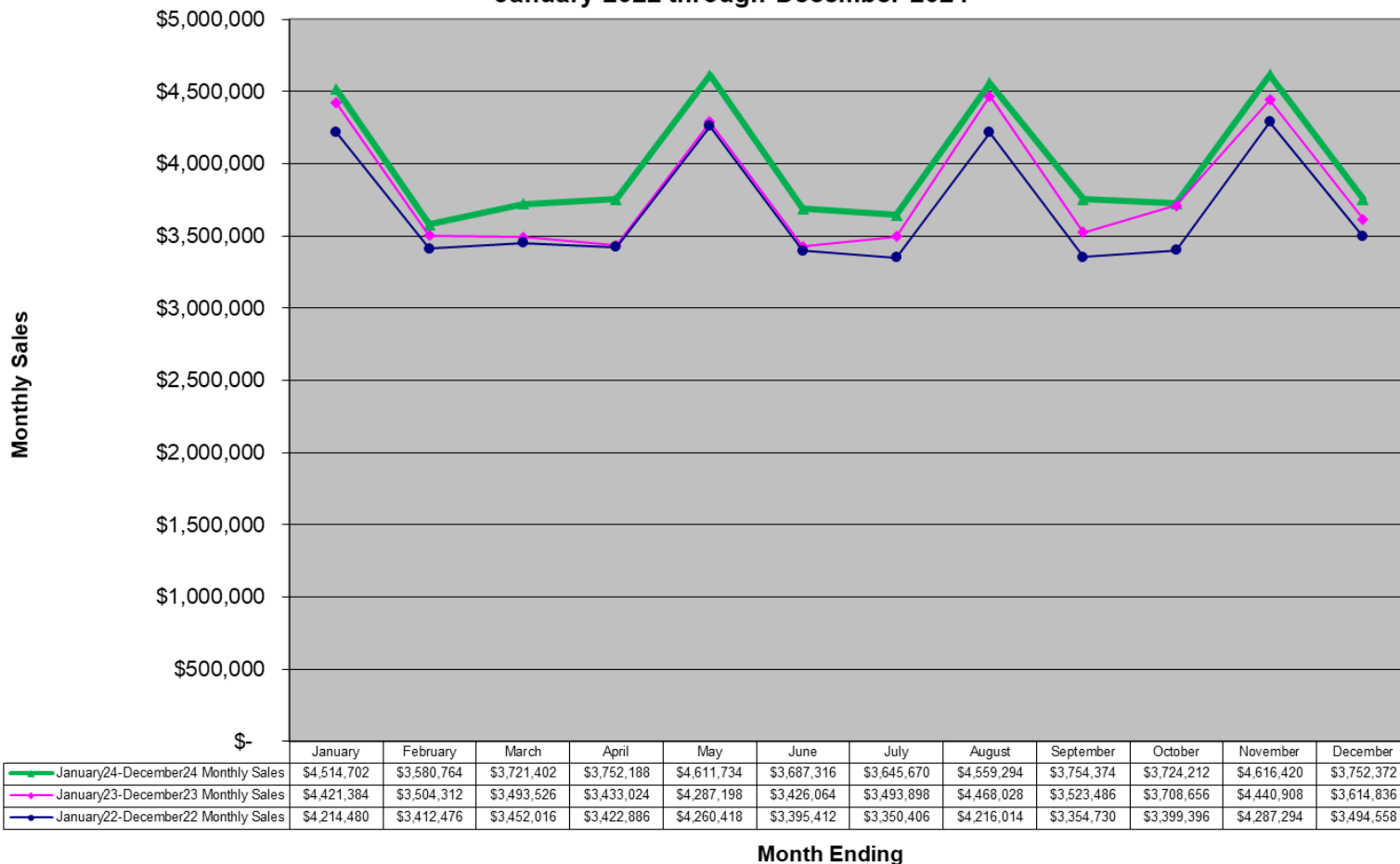
# **Mass Cash Game Monthly Sales** **Unadjusted Non Fiscal Year** **January 2022 through December 2024**



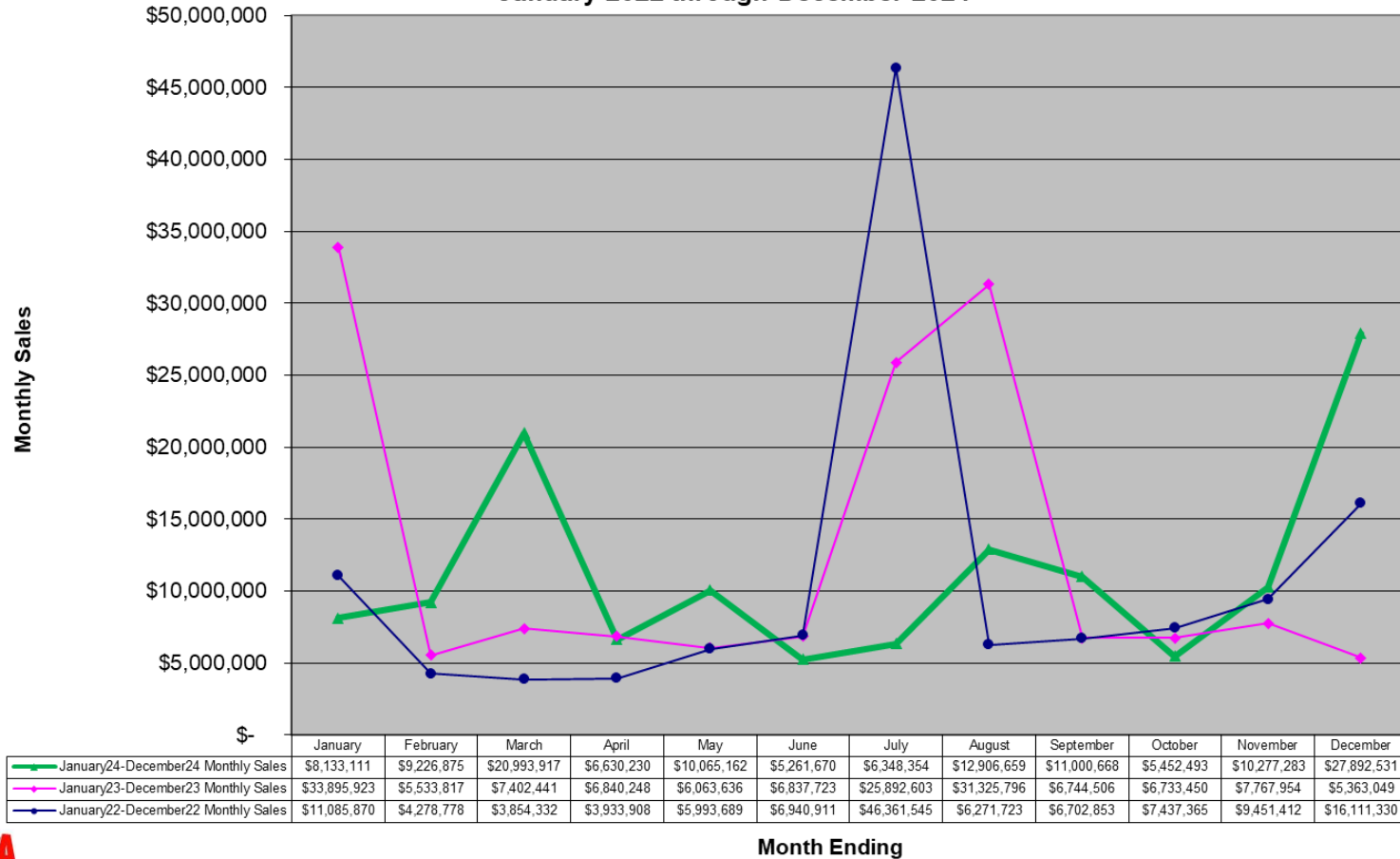
# Megabucks Game Monthly Sales Unadjusted Non Fiscal Year January 2022 through December 2024



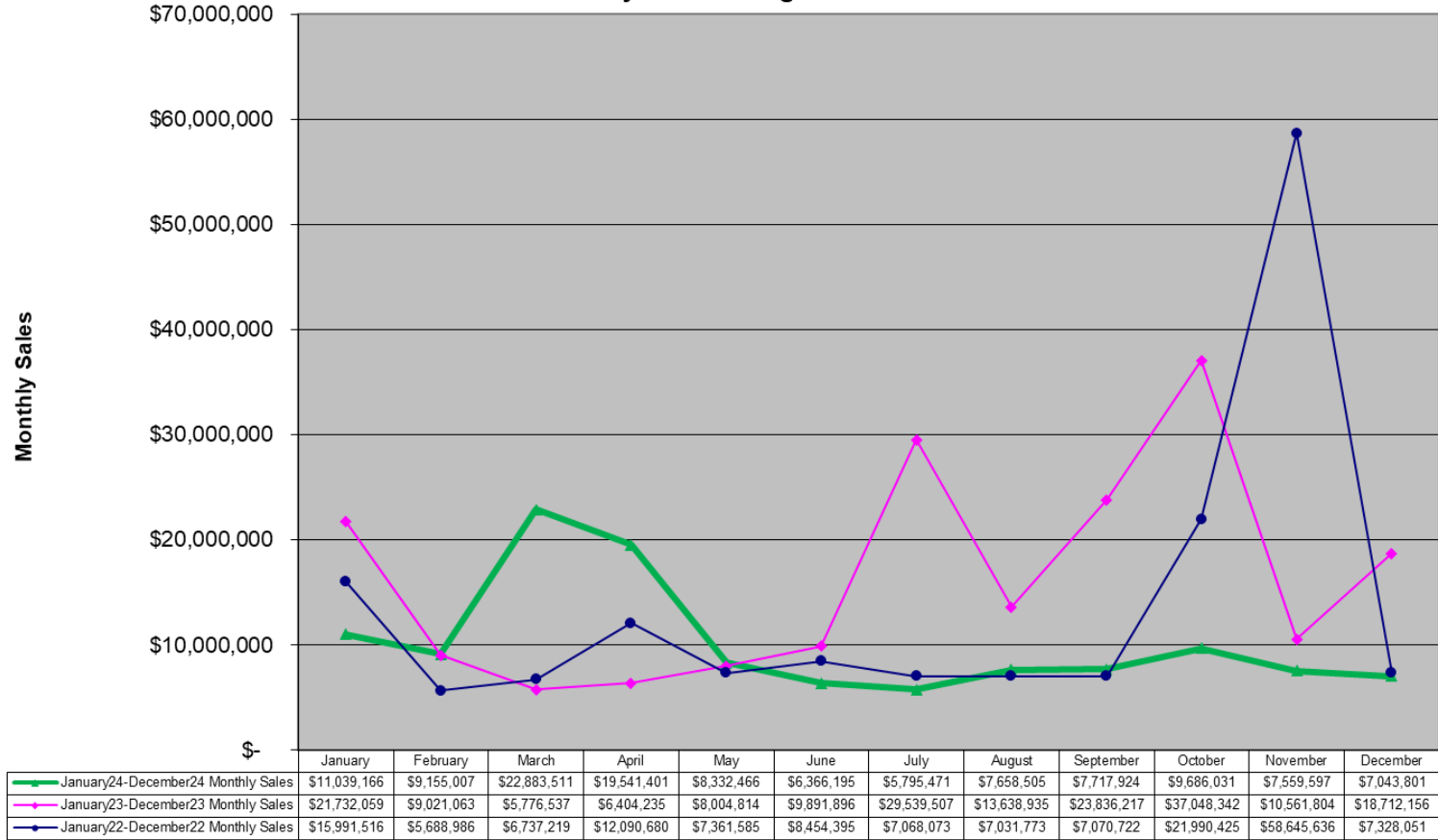
# Lucky for Life Game Monthly Sales Unadjusted Non Fiscal Year January 2022 through December 2024



# Mega Millions Game Monthly Sales Unadjusted Non Fiscal Year January 2022 through December 2024



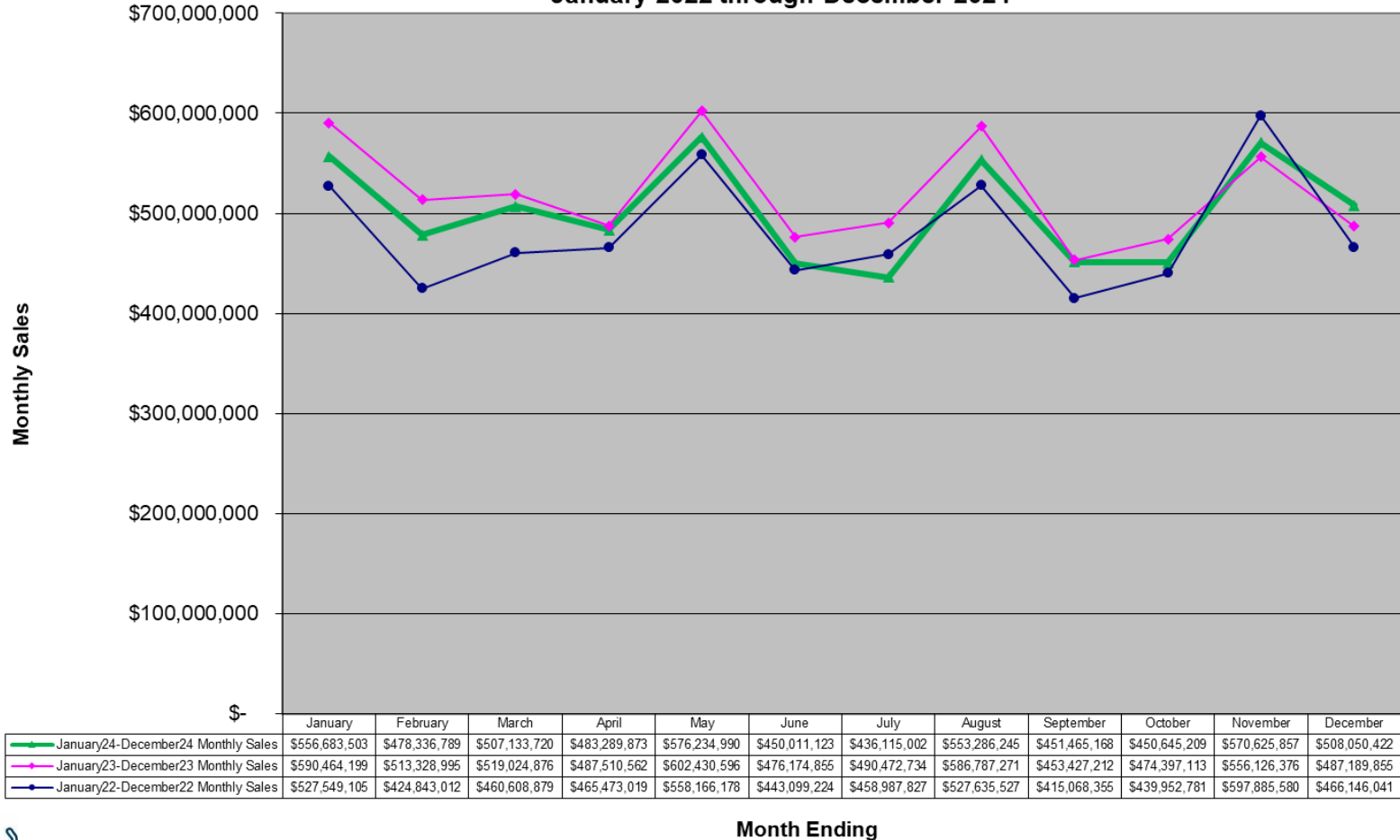
**Powerball Game Monthly Sales  
Unadjusted Non Fiscal Year  
January 2022 through December 2024**



**Month Ending**



# All Games Monthly Sales Unadjusted Non Fiscal Year January 2022 through December 2024



# Monthly Net Profit January 2022 through December 2024 (Estimated Figure for December 2024)

