
Massachusetts State Lottery Commission Meeting

Executive Director's Report

Delivered by: Mark William Bracken

October 27, 2026



Lottery Sales Update – September

Figures for the month of September 2026

Overall unadjusted sales for September of 2026 were up **\$128.2 million** from September 2025. (*Combined*)

- Retail sales for September of 2026 were down \$54.8 million.
- Online sales for September of 2026 totaled \$183.0 million.

Estimated September 2026 net profit and prize payout figures do not include accruals for prizes won that have not yet been paid.

- Estimated net profit for September 2026 was \$71.9 million compared to \$70.5 million in September 2025. The year-over-year change for September of 2026 vs. September of 2025 is an **estimated \$1.4 million increase in net profit**. (*Combined*)
 - Retail net profit for September of 2026 is \$57.9 million, an estimated \$12.6 million decrease compared to September 2025.
 - Online net profit for September of 2026 is \$14.0 million.
- Estimated prize payout for September 2026:
 - Retail prize payout: 77.80% compared to 76.80% in September 2025
 - Online prize payout: 91.26%

Figures for Fiscal Year 2027

Overall unadjusted sales for the first three months of FY27 were up **\$241.2 million** from the first three months of FY26. (*Combined*)

- Retail sales for the first three months of FY27 were down \$81.2 million.
- Online sales for the first three months of FY27 totaled \$322.4 million.

Our estimated FY27 year-to-date net profit and prize payout figures both include accruals for prizes won that have not yet been paid.

- Our estimated year-to-date net profit for the first three months of FY27 is \$254.5 million compared to \$245.7 million for the first three months of FY26. After adding a 1-day average net profit figure of \$3.0 million due to a shift in the calendar, the adjusted year-over-year change for the first three months of FY27 vs. the first three months of FY26 is an **estimated \$11.8 million increase in net profit**. (*Combined*)
 - Retail net profit for the first three months of FY27 is \$234.9 million, an estimated \$8.1 million decrease compared to the first three months of FY26.
 - Online net profit for the first three months of FY27 is \$19.5 million.
- Our estimated year-to-date prize payout for the first three months of FY27:
 - Retail year-to-date prize payout: 75.12% compared to 75.60% for the first three months of FY26
 - Online year-to-date prize payout: 91.56%

Lottery Sales Update – September 2026 vs. 2025 Sales Breakdown

Retail-only Games

- Keno sales were up \$2.2 million
- Wheel of Luck sales were down \$295,619
- Numbers Game sales were down \$922,940
- Scratch Ticket sales were down \$21.4 million

Online-only Games

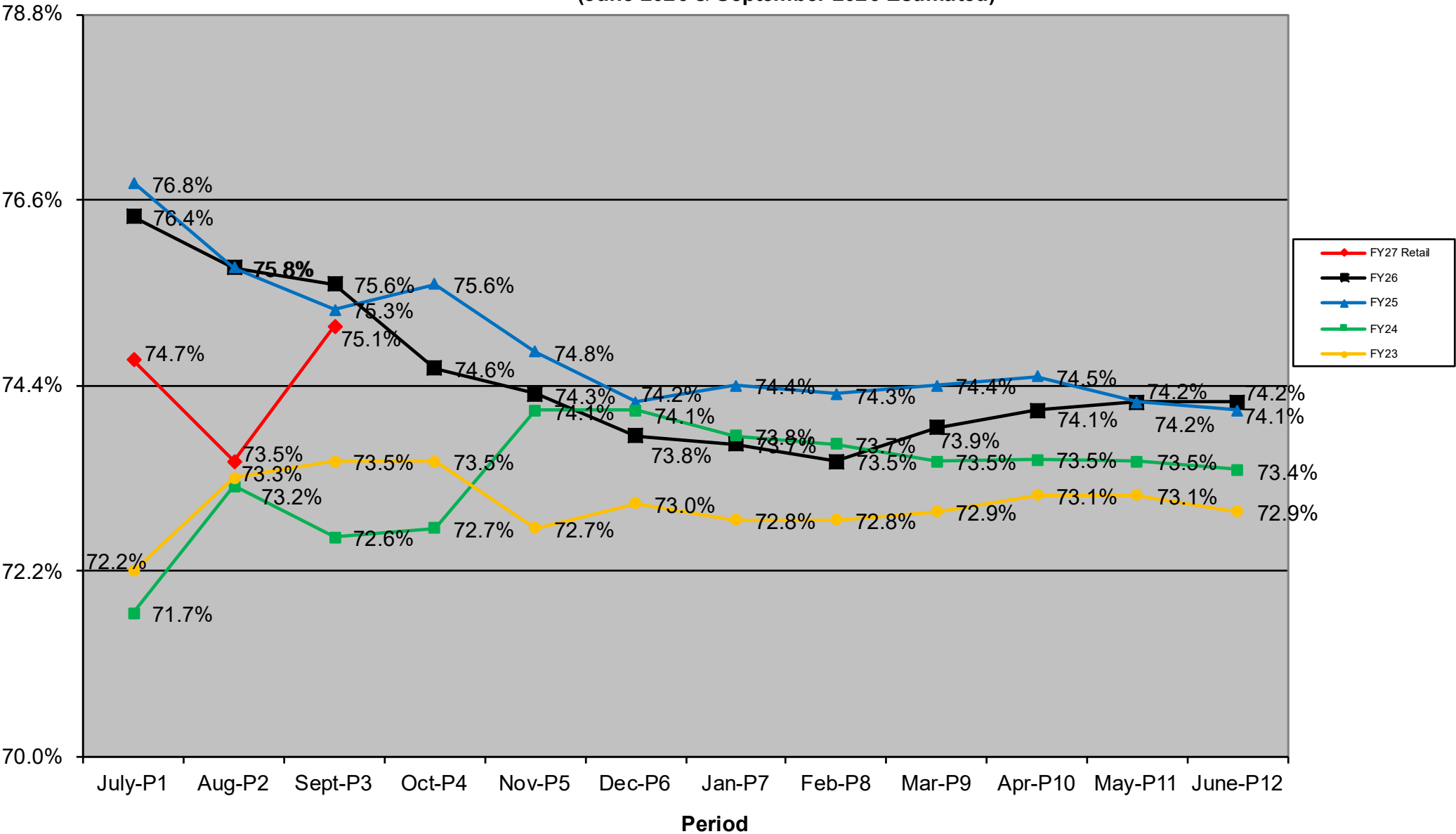
- eInstant sales were \$181.4 million
- Mass 3 sales were \$77,722
- Mass 4 sales were \$75,836

Games available at Retail and Online (Combined)

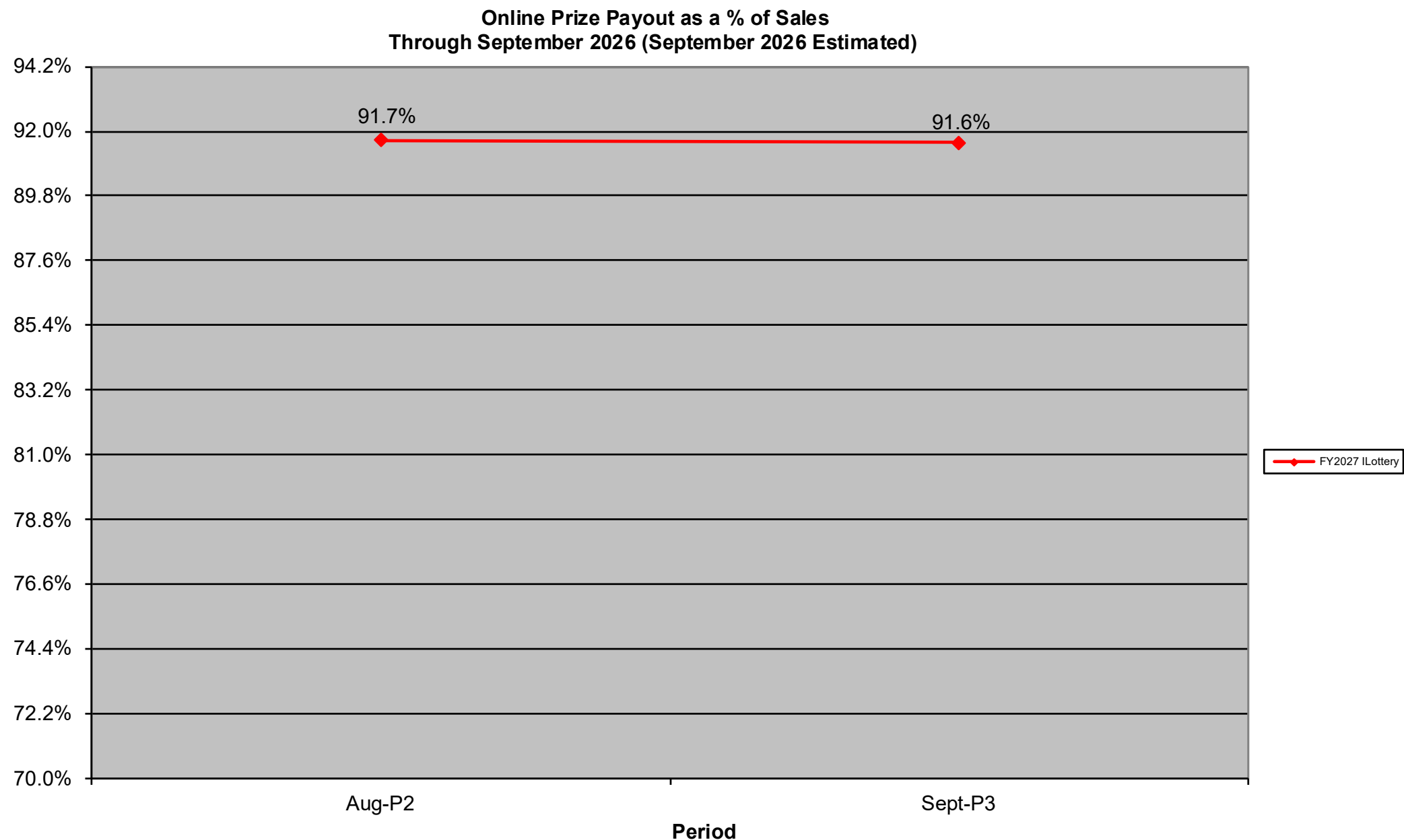
- Megabucks sales were up \$809,040
 - High jackpot of \$29.71 million compared to \$5.45 million in September 2025
- Mass Cash sales were down \$444,815
- Millionaire for Life sales were down \$868,858
- Mega Millions sales were down \$2.7 million
 - High jackpot of \$300 million compared to \$497 million in September 2025
- Powerball sales were down \$29.6 million
 - High jackpot of \$409 million compared to \$1.78 billion in September 2025

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

Retail 5 Year Comparison
Prize Payout as a % of Sales
Through September 2026
(June 2026 & September 2026 Estimated)



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



September Sales

MSLC Gross Sales Results

SEPTEMBER FY27 vs. FY26 Unadjusted Non Fiscal Year

Through September 26, 2026 (\$ millions)

	FY27	% of Total	FY26	% of Total	\$ Change	% Change
Scratch Tickets	\$270.6	45.0%	\$292.0	61.7%	-\$21.4	-7.3%
Numbers Game	\$23.2	3.9%	\$24.1	5.1%	-\$0.9	-3.8%
Keno	\$98.7	16.4%	\$96.6	20.4%	\$2.2	2.3%
Wheel of Luck	\$0.9	0.2%	\$1.2	0.3%	-\$0.3	-24.2%
eInstant	\$181.4	30.2%	\$0.0	0.0%	\$181.4	100%
Mass 3	\$0.1	0.0%	\$0.0	0.0%	\$0.1	100%
Mass 4	\$0.1	0.0%	\$0.0	0.0%	\$0.1	100%
Mass Cash (retail)	\$6.6	1.1%	\$7.3	1.5%	-\$0.7	-10.1%
Mass Cash (online)	\$0.3	0.0%	\$0.0	0.0%	\$0.3	100%
Megabucks (retail)	\$3.1	0.5%	\$2.5	0.5%	\$0.6	23.1%
Megabucks (online)	\$0.2	0.0%	\$0.0	0.0%	\$0.2	100%
Mega Millions (retail)	\$4.7	0.8%	\$7.7	1.6%	-\$3.0	-39.0%
Mega Millions (online)	\$0.2	0.0%	\$0.0	0.0%	\$0.2	100%
Powerball (retail)	\$7.9	1.3%	\$37.9	8.0%	-\$30.1	-79.3%
Powerball (online)	\$0.4	0.1%	\$0.0	0.0%	\$0.4	100%
Millionaire for Life/Lucky for Life (retail)	\$2.6	0.4%	\$3.7	0.8%	-\$1.1	-30.0%
Millionaire for Life/Lucky for Life (online)	\$0.2	0.0%	\$0.0	0.0%	\$0.2	100%
Total	\$601.2	100.0%	\$473.0	100.0%	\$128.2	27.1%
Retail Only	\$393.5	65.4%	\$413.9	87.5%	-\$20.4	-4.9%
Online Only	\$181.6	30.2%	\$0.0	0.0%	\$181.6	100%
Combined	\$26.2	4.4%	\$59.1	12.5%	-\$32.9	-55.7%
Total	\$601.2	100.0%	\$473.0	100.0%	\$128.2	27.1%
Unadjusted	Month	8/30/26-9/26/26	Month	8/31/25-9/27/25		
		4 weeks		4 weeks		
		28 days		28 days		

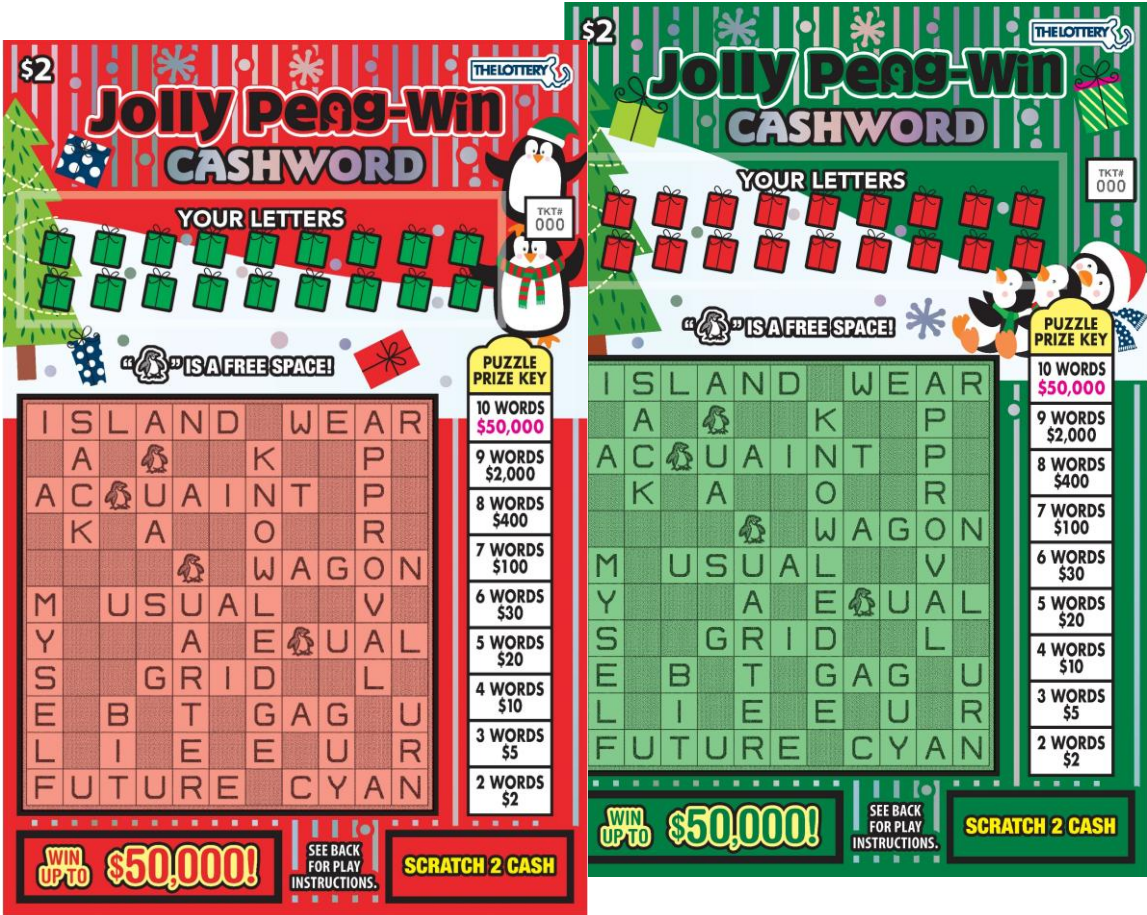
FY 2027 vs. FY 2026 Sales

MSLC Gross Sales Results									
YEAR-TO-DATE FY27 vs. FY26 Unadjusted Non Fiscal Year									
Through September 26, 2026 (\$ millions)									
		FY27	% of Total		FY26	% of Total		\$ Change	% Change
Scratch Tickets		\$895.7	51.9%		\$952.5	64.2%		-\$56.8	-6.0%
Numbers Game		\$75.8	4.4%		\$78.6	5.3%		-\$2.8	-3.6%
Keno		\$319.5	18.5%		\$313.0	21.1%		\$6.6	2.1%
Wheel of Luck		\$3.2	0.2%		\$3.9	0.3%		-\$0.8	-19.1%
eInstant		\$318.4	18.5%		\$0.0	0.0%		\$318.4	100%
Mass 3		\$0.2	0.0%		\$0.0	0.0%		\$0.2	100%
Mass 4		\$0.2	0.0%		\$0.0	0.0%		\$0.2	100%
Mass Cash (retail)		\$21.7	1.3%		\$21.1	1.4%		\$0.6	3.0%
Mass Cash (online)		\$0.6	0.0%		\$0.0	0.0%		\$0.6	100%
Megabucks (retail)		\$15.5	0.9%		\$7.1	0.5%		\$8.4	118.6%
Megabucks (online)		\$0.7	0.0%		\$0.0	0.0%		\$0.7	100%
Mega Millions (retail)		\$21.2	1.2%		\$19.4	1.3%		\$1.8	9.3%
Mega Millions (online)		\$0.4	0.0%		\$0.0	0.0%		\$0.4	100%
Powerball (retail)		\$40.1	2.3%		\$75.5	5.1%		-\$35.4	-46.9%
Powerball (online)		\$1.4	0.1%		\$0.0	0.0%		\$1.4	100%
Millionaire for Life/Lucky for Life (retail)		\$9.0	0.5%		\$11.8	0.8%		-\$2.8	-23.6%
Millionaire for Life/Lucky for Life (online)		\$0.5	0.0%		\$0.0	0.0%		\$0.5	100%
Total		\$1,724.1	100.0%		\$1,482.9	100.0%		\$241.2	16.3%
Retail Only		\$1,294.2	75.1%		\$1,348.0	90.9%		-\$53.8	-4.0%
Online Only		\$318.8	18.5%		\$0.0	0.0%		\$318.8	100%
Combined		\$111.2	6.4%		\$134.9	9.1%		-\$23.7	-17.6%
Total		\$1,724.1	100.0%		\$1,482.9	100.0%		\$241.2	16.3%
Unadjusted	Year	6/28/26-9/26/26		Year	6/29/25-9/27/25				
		13 weeks			13 weeks				
		91 days			91 days				

October 6 Ticket Launch

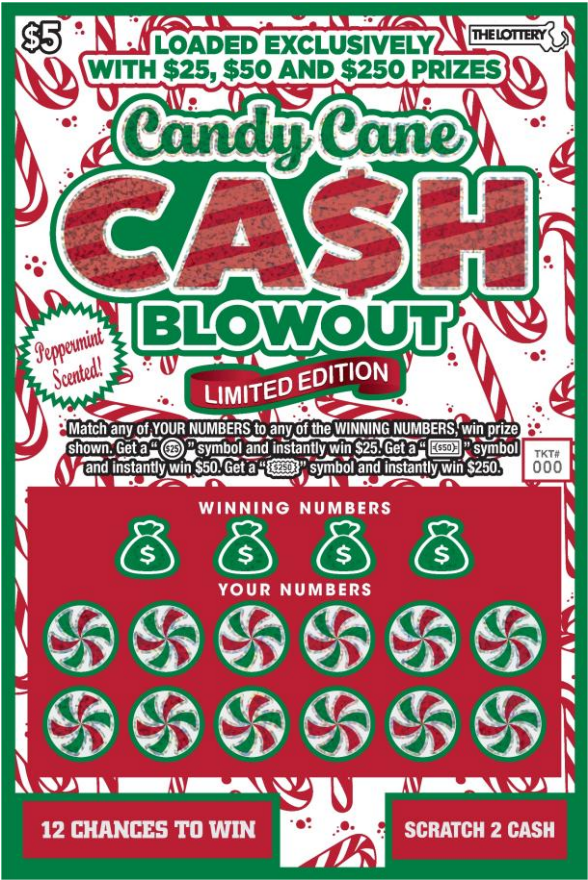
Jolly Peng-Win Cashword

Price Point: \$2
Top Prize: \$50,000
Quantity: 4,032,000



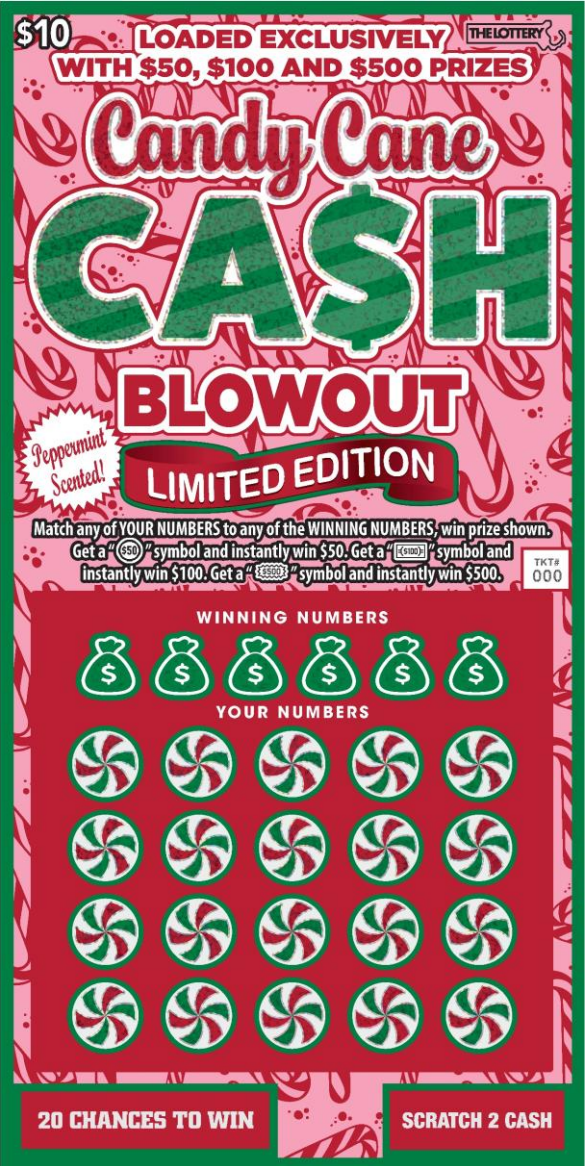
Candy Cane Cash Blowout

Price Point: \$5
Top Prize: \$250
Quantity: 5,040,000



Candy Cane Cash Blowout

Price Point: \$10
Top Prize: \$500
Quantity: 8,064,000



October 6 Ticket Launch Commercial



October 27 Ticket Launch

Jingle Jumbo Bucks 10X

Price Point: \$1
Top Prize: \$10,000
Quantity: 4,032,000



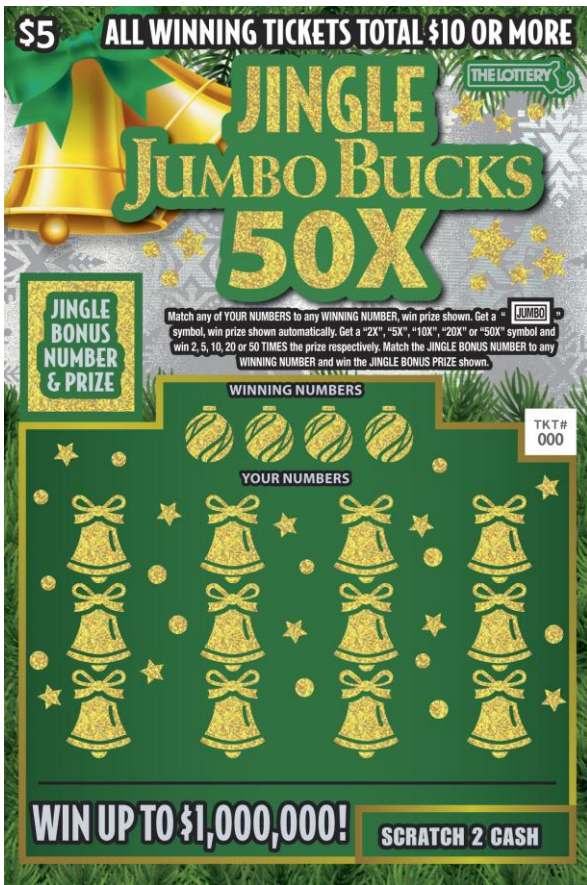
Jingle Jumbo Bucks 20X

Price Point: \$2
Top Prize: \$100,000
Quantity: 5,040,000



Jingle Jumbo Bucks 50X

Price Point: \$5
Top Prize: \$1,000,000
Quantity: 7,056,000



Jingle Jumbo Bucks 100X

Price Point: \$10
Top Prize: \$2,500,000
Quantity: 8,064,000



October Holiday Ticket Suite – POS



8.5" x 11" Poster



8" x 4" Topper



8.5" x 11" Poster

October Holiday Ticket Suite Commercial



18+ to play at retail | 21+ to play online
MA Problem Gambling Helpline: 800-327-5050

October Holiday Ticket Suite Animation



Powerball Xs & Os – October 19 Launch



A green promotional poster for the Powerball Xs & Os game. At the top is the 'POWERBALL Xs & Os' logo with an NFL shield. Below it, the text 'GET YOUR TICKET TODAY!' is written in large, bold, white and yellow letters. A blue banner with white text says '× DRAWS EVERY SUNDAY ×'. Below the banner is a Super Bowl trophy icon with 'SUPER BOWL' text underneath. Further down, it says 'Enter tickets at PowerballOfficial.com for a chance to win a Super Bowl LXI trip.' At the bottom, there is a disclaimer: '18+ to play at retail | 21+ to play online MA Problem Gambling Helpline: 800-327-5050 Powerball Xs & Os results are randomly drawn and not based on, determined by, or dependent on the outcome of NFL games.' The 'THE LOTTERY' logo is in the bottom left corner. A small 'POWERBALL Xs & Os' logo is in the bottom left corner of the poster.

POWERBALL
Xs & Os

**GET YOUR
TICKET
TODAY!**

× DRAWS EVERY SUNDAY ×


SUPER BOWL

Enter tickets at
PowerballOfficial.com
for a chance to win a Super Bowl LXI trip.

18+ to play at retail | 21+ to play online
MA Problem Gambling Helpline: 800-327-5050
Powerball Xs & Os results are randomly drawn and not based on,
determined by, or dependent on the outcome of NFL games.

THE LOTTERY

New multi-state draw game in partnership with the NFL currently available through Mass Lottery Online

GAME DETAILS:

\$5 per play

Draws every Sunday at 10 p.m.

Players choose 8 NFL team logos out of 32

Progressive Jackpot starting at \$1 million

PROMOTIONAL PRIZE PROGRAM:

Every Powerball Xs & Os ticket can earn points in the national Powerball promotional prize program featuring exclusive prizes including game tickets, trips, merchandise and **a trip to Super Bowl LXI.**

Players must create an account through the Powerball Official app or website and link their Mass Lottery Player Account prior to purchase in order to earn points with their ticket purchase.



Post Time Payout – October 19 Launch



New virtual horse racing game available through Mass Lottery Online

- 12 horses in each race
- Players select:
 - Draw/race time
 - Type of wager
 - Win, Place, Show
 - Exacta, Trifecta, Superfecta
 - Horse number(s)
 - Amount of wager
 - Multiplier option
- Quic Pic available for Win, Place, Show
- New race every two minutes

A promotional graphic for the Post Time Payout Horse Racing game. The background features a close-up of a brown horse's head on the right and a jockey in a red and yellow silks on the left. In the center, a smartphone displays the game's interface. The interface shows a live race feed at the top, followed by a "SELECT YOUR WAGER TYPE" section with buttons for "Win", "Place", and "Show". Below this is a "Win/Place/Show" section with a table of odds. The "THE LOTTERY" logo is visible in the top right corner of the phone screen and on the main graphic. Large, bold, yellow text on the right side of the graphic reads "IT'S POST TIME!". At the bottom, a banner contains the text "18+ to play at retail | 21+ to play online" and "MA Problem Gambling Helpline: 800-327-5050".

THE LOTTERY

IT'S POST TIME!

POST TIME PAYOUT
HORSE RACING

18+ to play at retail | 21+ to play online
MA Problem Gambling Helpline: 800-327-5050

Post Time Payout Commercial



18+ to play at retail | 21+ to play online
MA Problem Gambling Helpline: 800-327-5050

September Retail Promotions – Keno



Scan to Enter

KENO™

AUG 25 – SEPT 7

\$50,000 in prizes to be awarded!

KENO tickets shown with details: 7 SPOTS, 2 SPOTS, 3 SPOTS, 5 SPOTS, 10 SPOTS, 1.00 PER DRAW, 2.00 PER DRAW.

THE LOTTERY

18+ to play at retail | 21+ to play online
MA Problem Gambling Helpline: 800-327-5050

Total Tickets Sold During Promotion:
4,504,772 (\$48,672,479)
Unique Players: 34,573
Total Entries: 11,922,317



KENO™

TOUGH AS NINES

SEPT 3 – 7*

9x

THE LOTTERY

*See official rules for promotion times
18+ to play at retail | 21+ to play online
MA Problem Gambling Helpline: 800-327-5050

Additional multiplier of 9X added to Keno Bonus, resulting in more games having a Bonus multiplier.

Promotion resulted in 2% increase in sales in FY27 compared to FY26.



September Retail Promotions – Scan to Enter



\$100,000
in Prizes to be awarded!

Scan to Enter
FALL FRENZY

Sept 14 – Oct 2

Includes all 8 scenes!

THE LOTTERY

18+ to play at retail | 21+ to play online
MA Problem Gambling Helpline: 800-327-5050
Ghostbusters TM & © 2026 Columbia Pictures Industries, Inc. All Rights Reserved

The banner features a red background with falling dollar signs and images of various scratch-off tickets including Ghostbusters, Lion's Share, and Cash Blast.

Unique Players: 17,709

Total Entries: 121,527



\$75,000
in prizes to be awarded!

Scan to Enter
THE NUMBERS GAME

SEPT 15 – OCT 5

THE LOTTERY

18+ to play at retail | 21+ to play online
MA Problem Gambling Helpline: 800-327-5050

The banner features a blue background with white balls marked with dollar signs and an image of a Numbers Game ticket showing the numbers 3 5 1 9.

Total Tickets Sold During Promotion:

8,889,939 (\$17,554,671)

Unique Players: 12,945

Total Tickets Entered: 584,331

Recent Retail Winners



\$5 MILLION

September 22

\$5,000,000 100X Cashword



\$4 MILLION

September 29

Strike It Rich



\$20,000 A Month For 10 Years

September 15

Decade of Dollars



\$20,000 A Month For 10 Years

September 28

Decade of Dollars



\$2 MILLION

October 5

\$2,000,000 Stacked



\$1 MILLION

October 15

\$500 CASH



Recent Online Winners



\$735,227

October 1

Timber Wolf



\$651,767

October 16

Timber Wolf



\$475,118

September 16

Big Crush Multiplier



\$416,405

September 13

Timber Wolf



\$342,781

September 24

Wheel of Bonuses

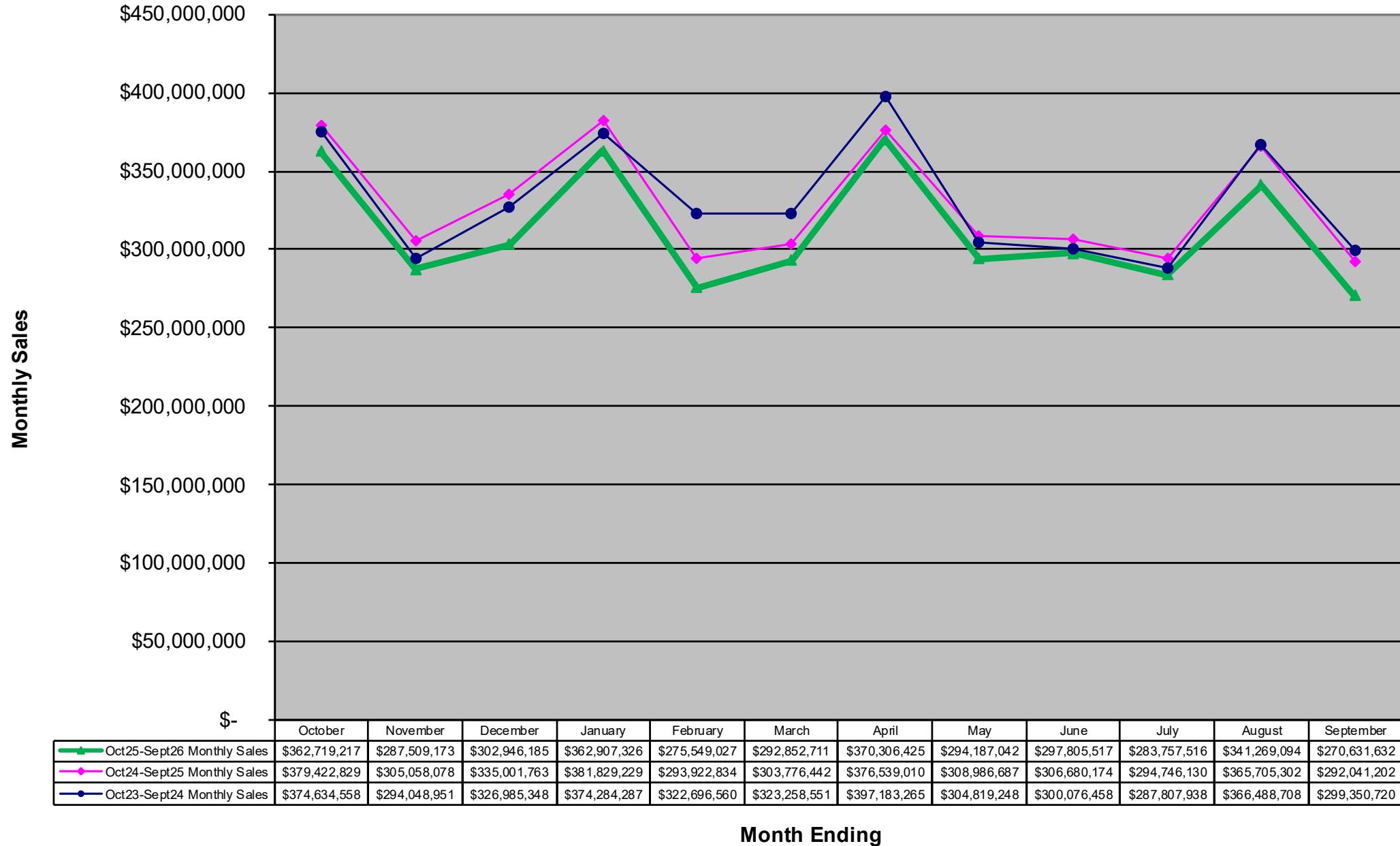


\$251,096

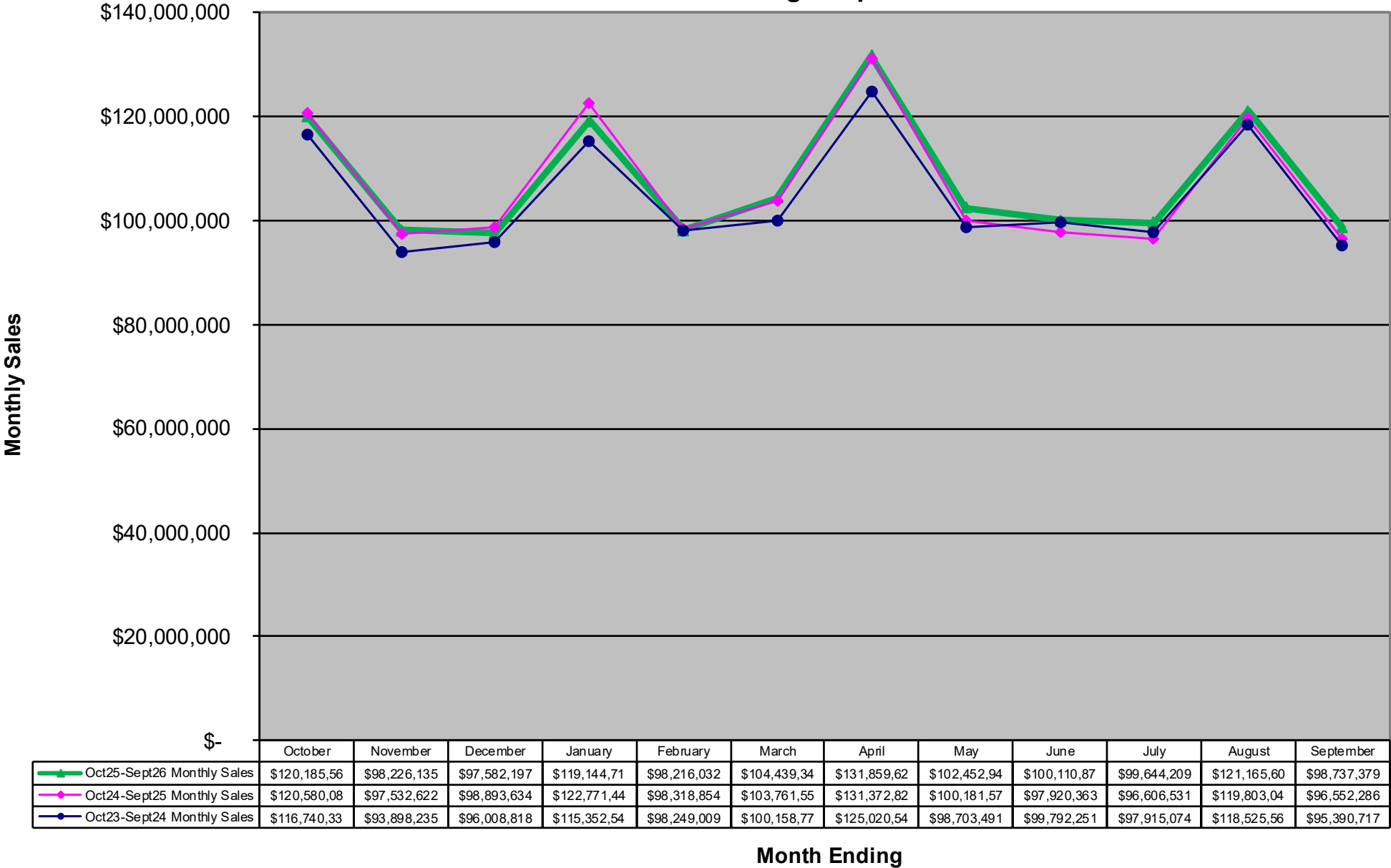
October 4

Big Crush Multiplier

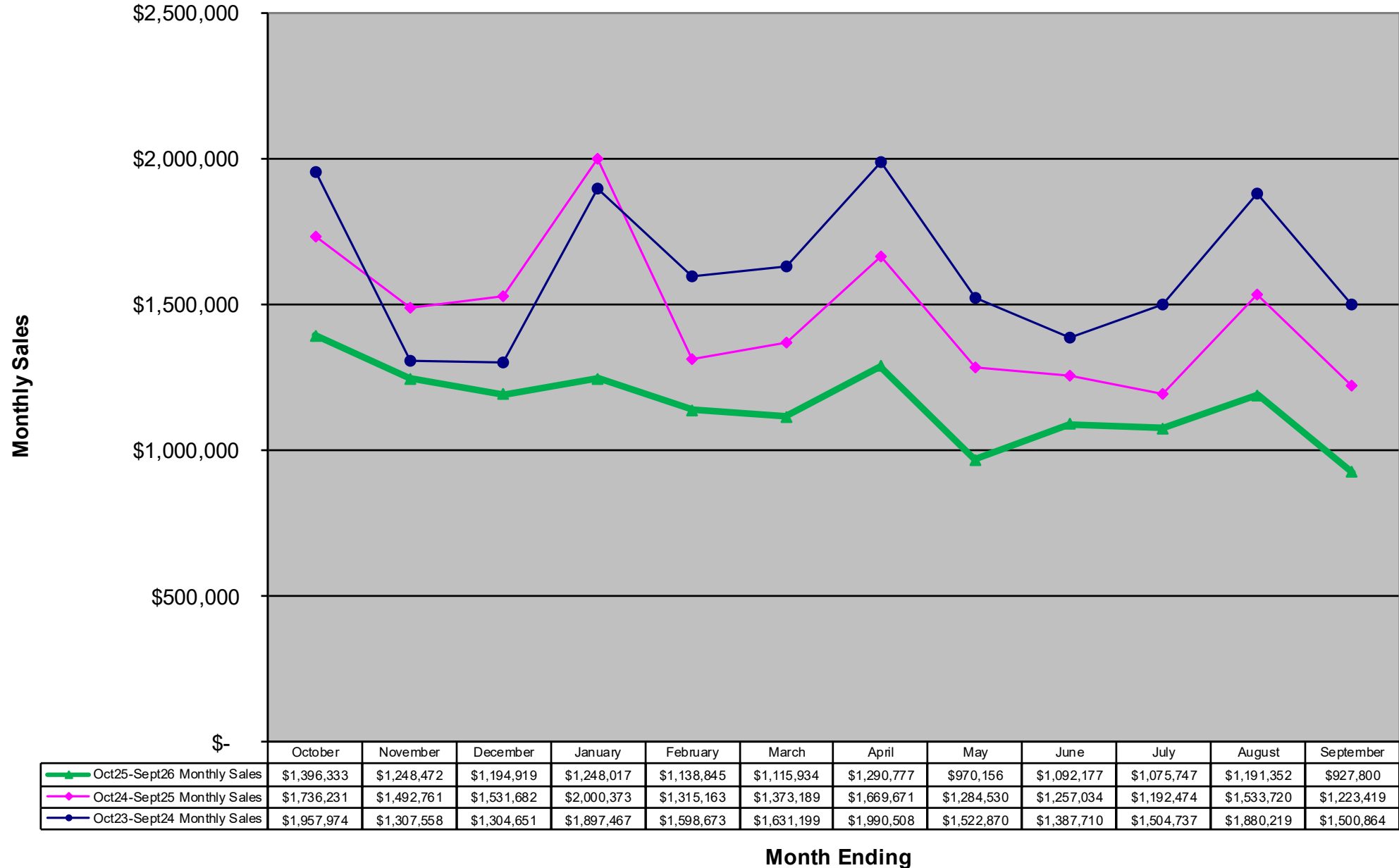
Scratch Ticket Games Monthly Sales Unadjusted Non Fiscal Year October 2023 through September 2026



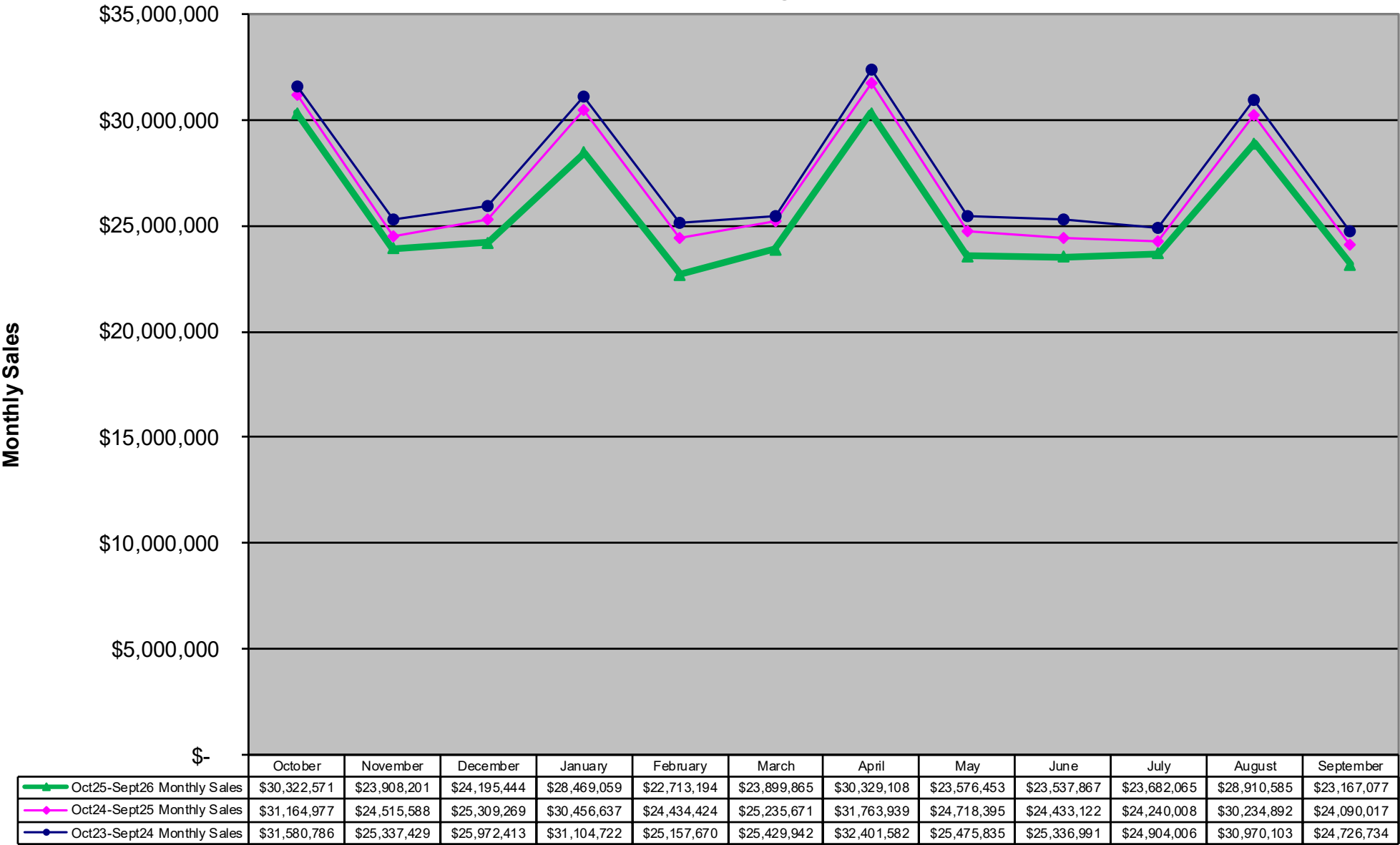
Keno Game Monthly Sales
Unadjusted Non Fiscal Year
October 2023 through September 2026



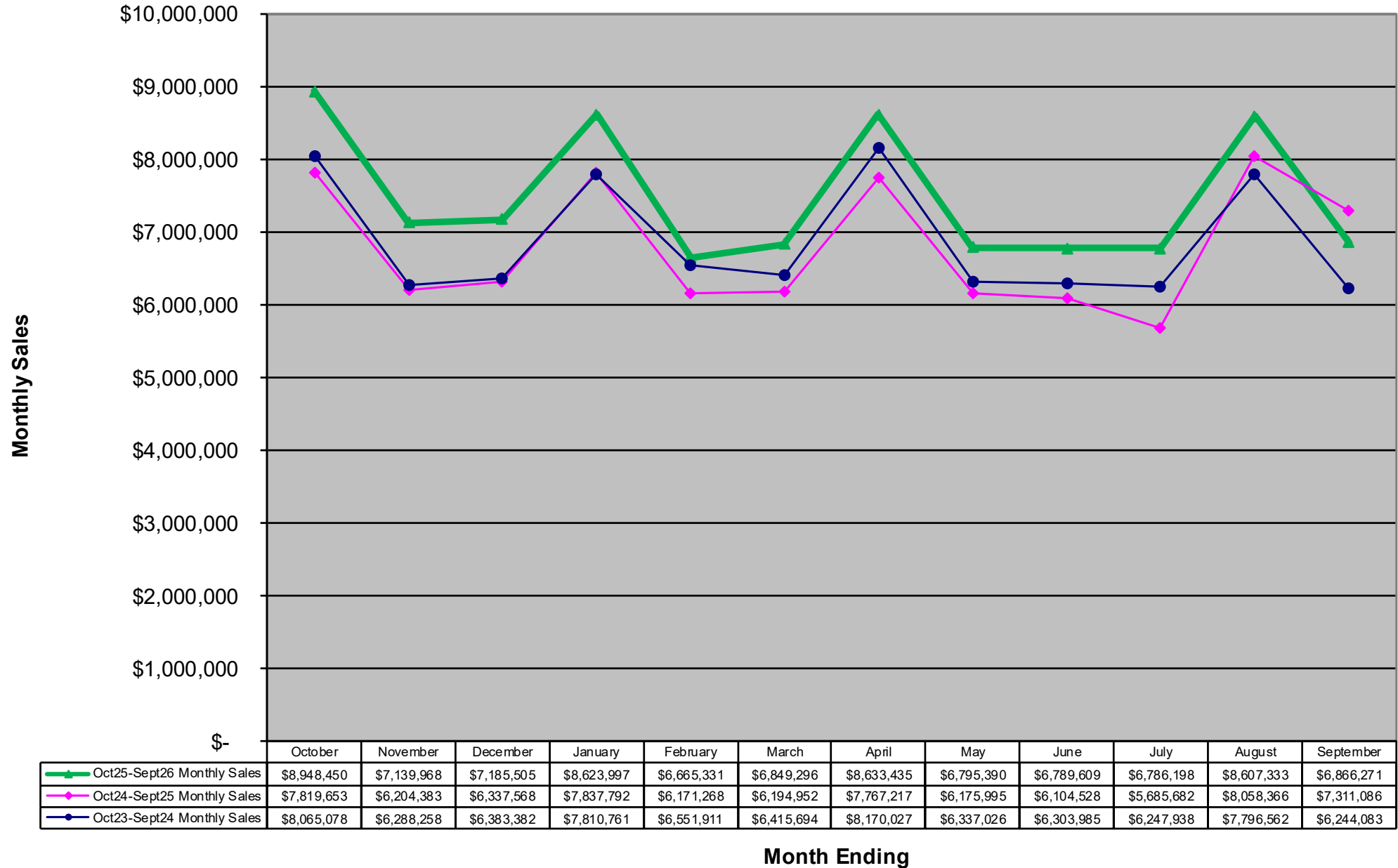
Wheel of Luck Game Monthly Sales Unadjusted Non Fiscal Year October 2023 through September 2026



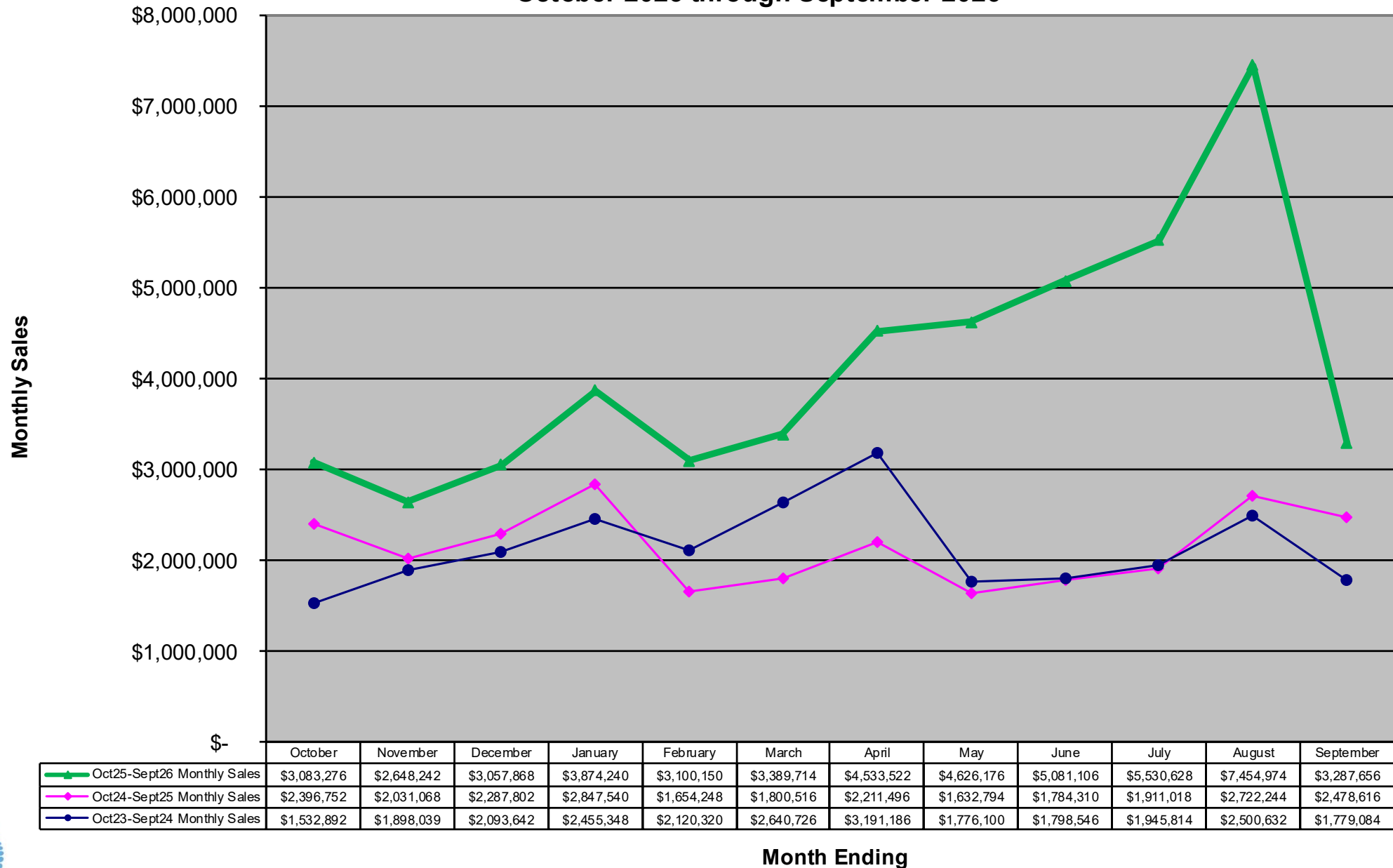
Numbers Game Monthly Sales Unadjusted Non Fiscal Year October 2023 through September 2026



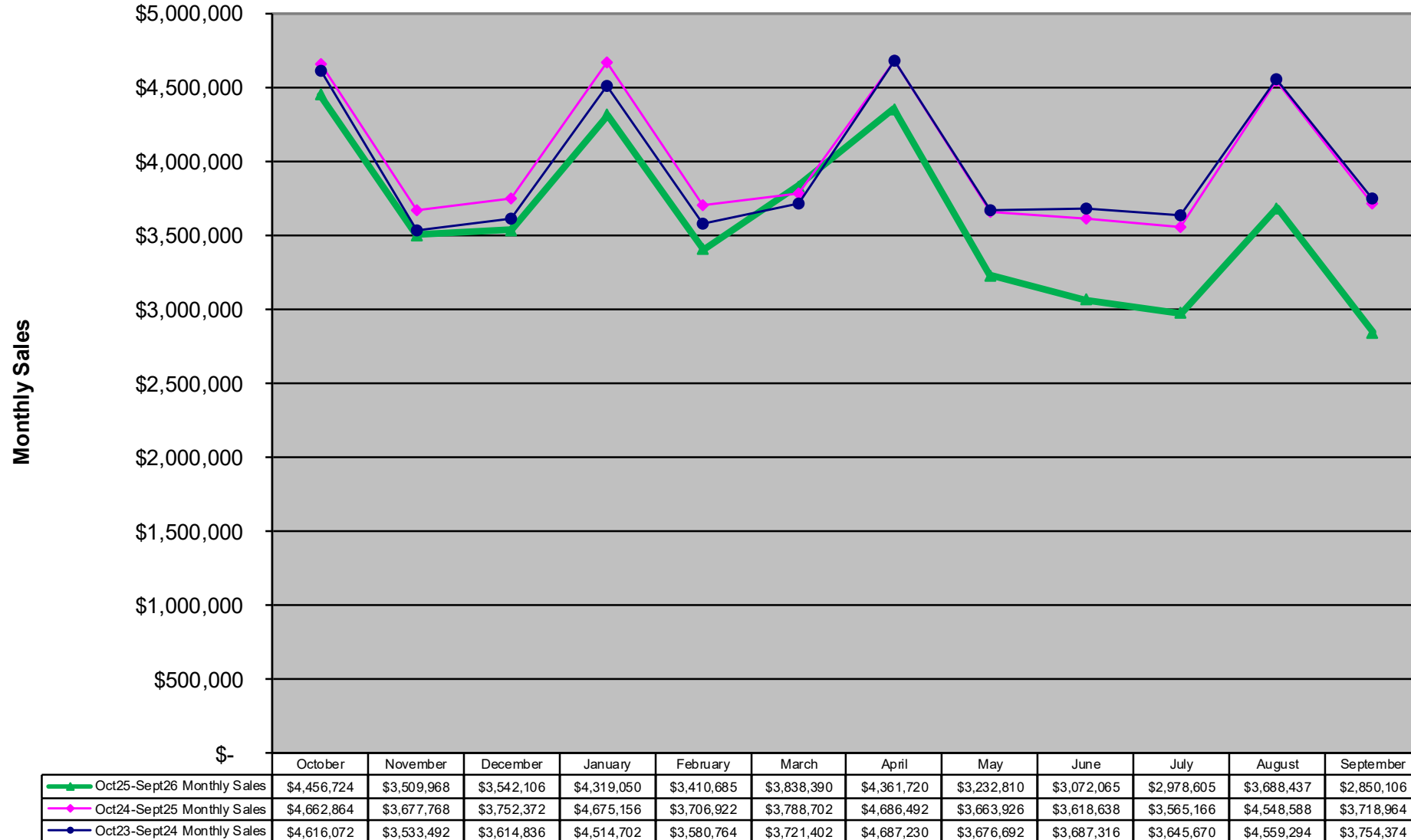
Mass Cash Game Monthly Sales Unadjusted Non Fiscal Year October 2023 through September 2026



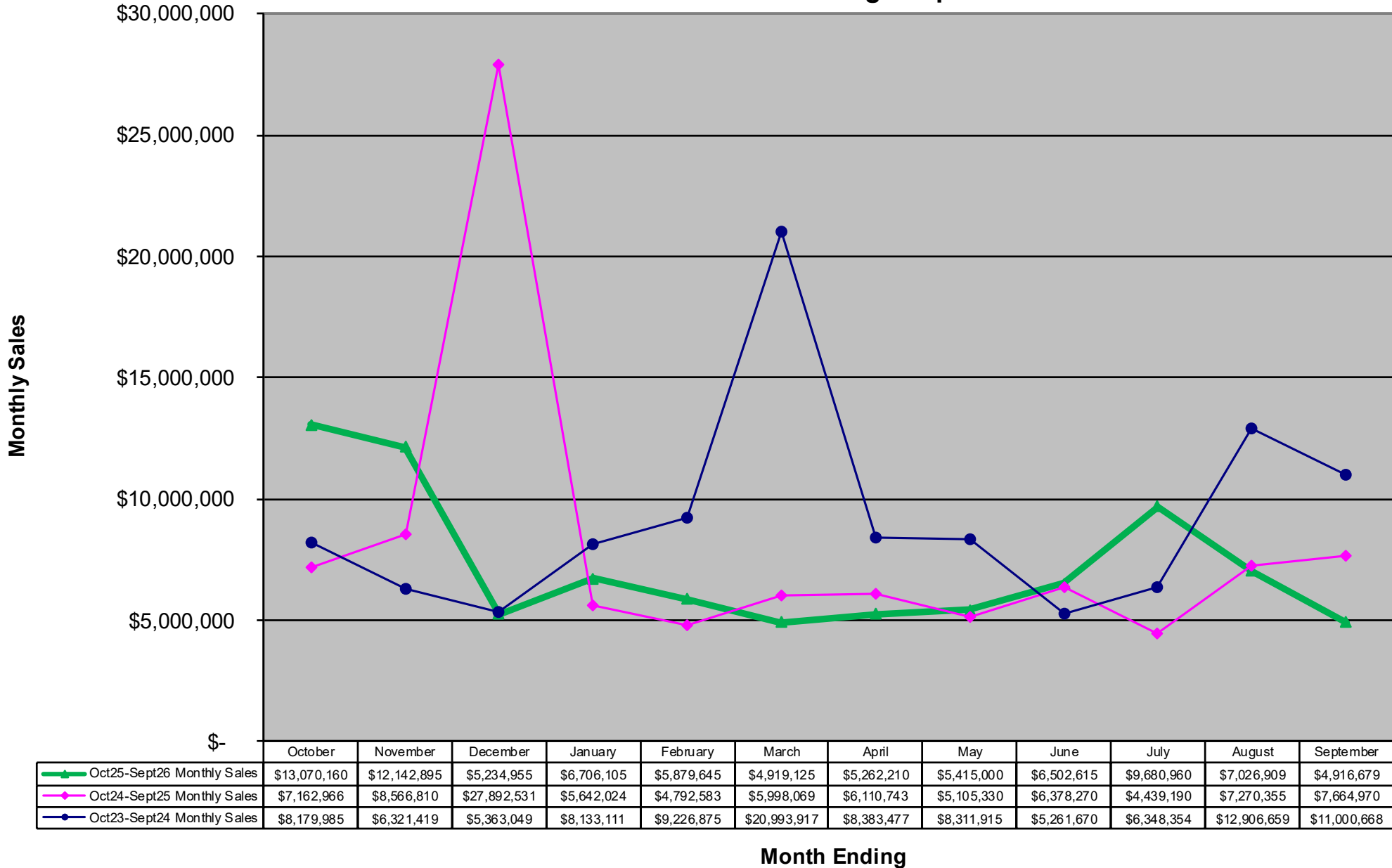
Megabucks Game Monthly Sales Unadjusted Non Fiscal Year October 2023 through September 2026



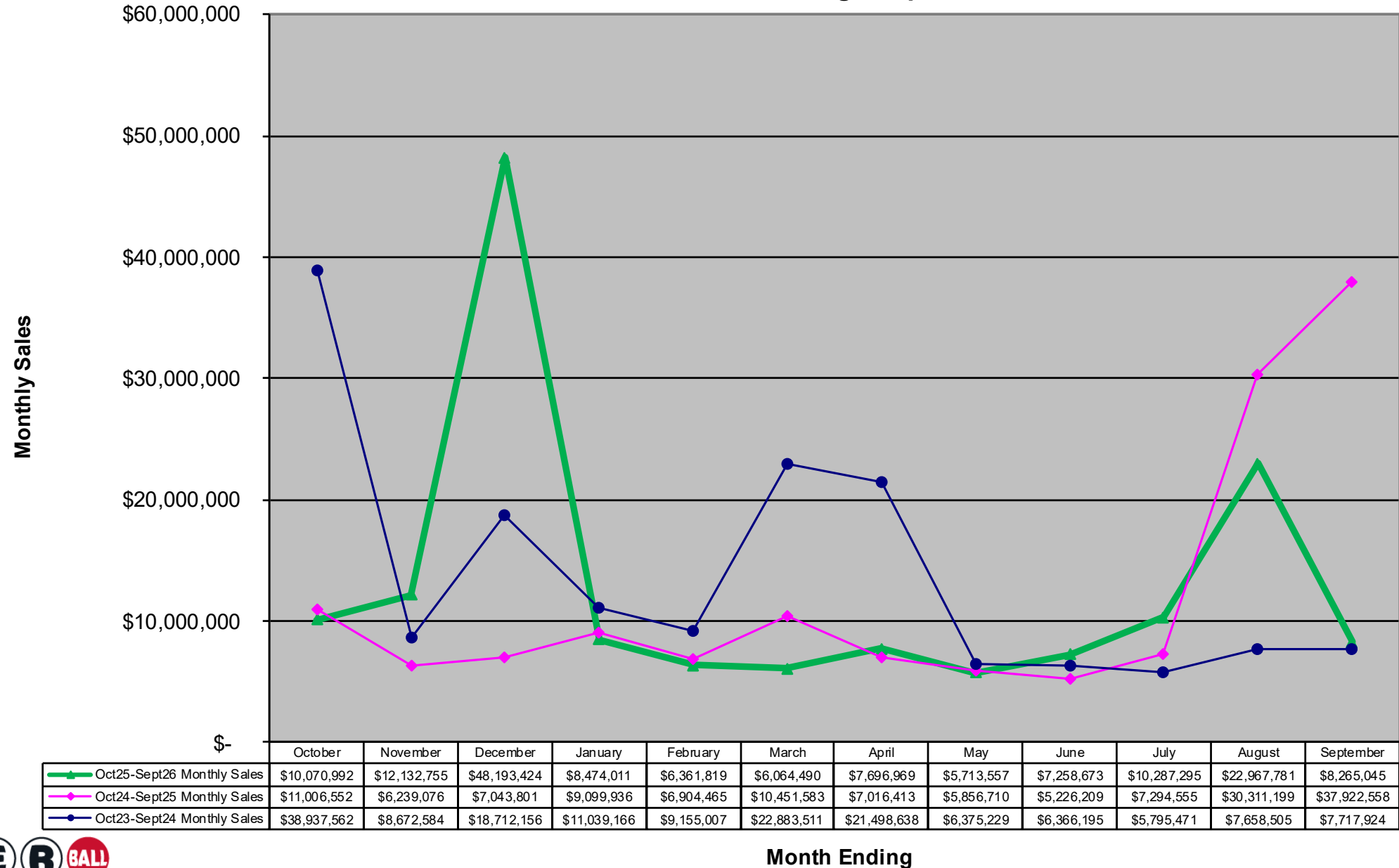
Millionaire for Life/Lucky for Life Game Monthly Sales
Unadjusted Non Fiscal Year
October 2023 through September 2026



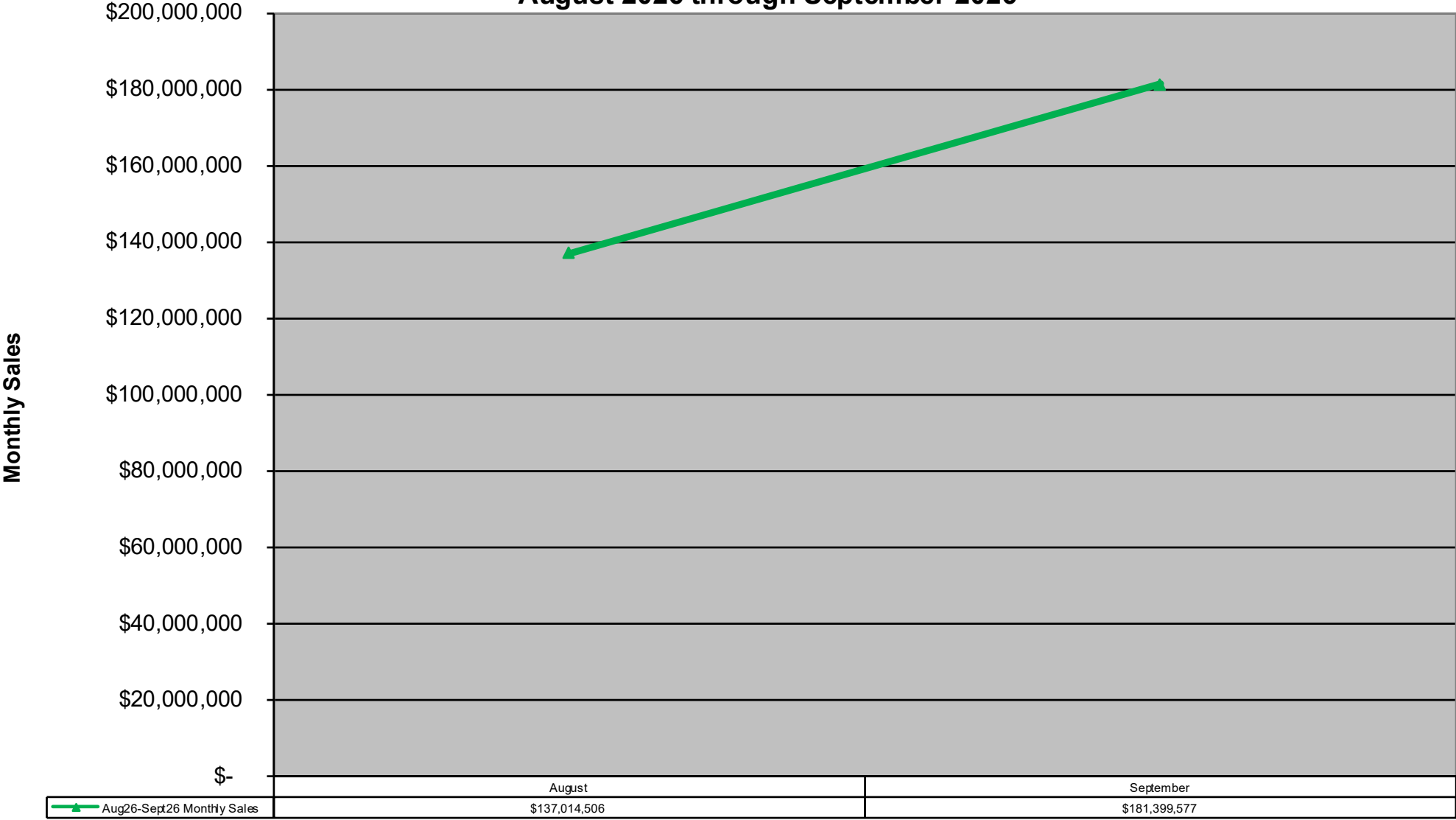
Mega Millions Game Monthly Sales Unadjusted Non Fiscal Year October 2023 through September 2026



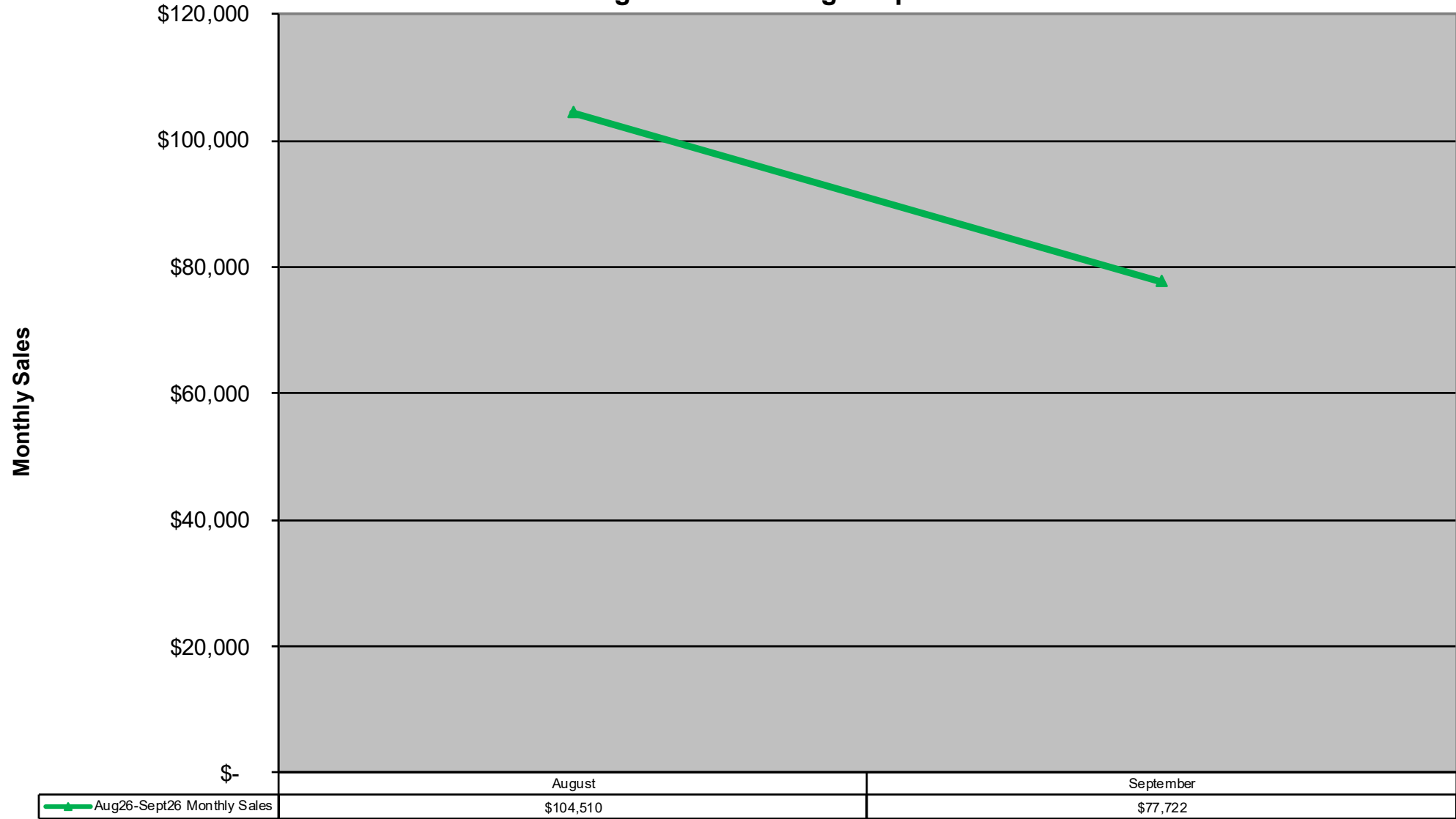
Powerball Game Monthly Sales Unadjusted Non Fiscal Year October 2023 through September 2026



eInstant Game Monthly Sales
Unadjusted Non Fiscal Year
August 2026 through September 2026



Mass 3 Game Monthly Sales Unadjusted Non Fiscal Year August 2026 through September 2026



Aug26-Sept26 Monthly Sales

August

\$104,510

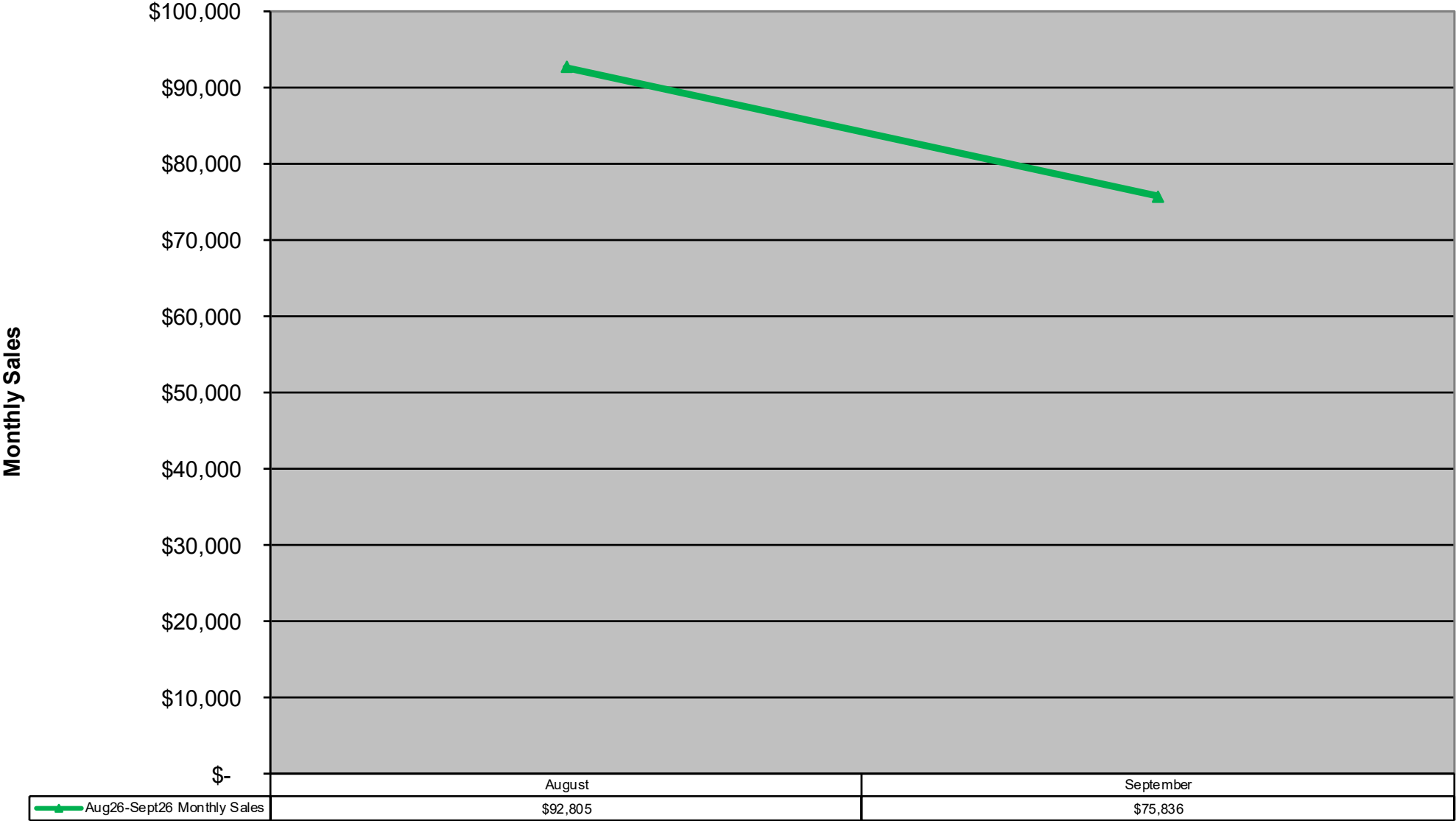
September

\$77,722

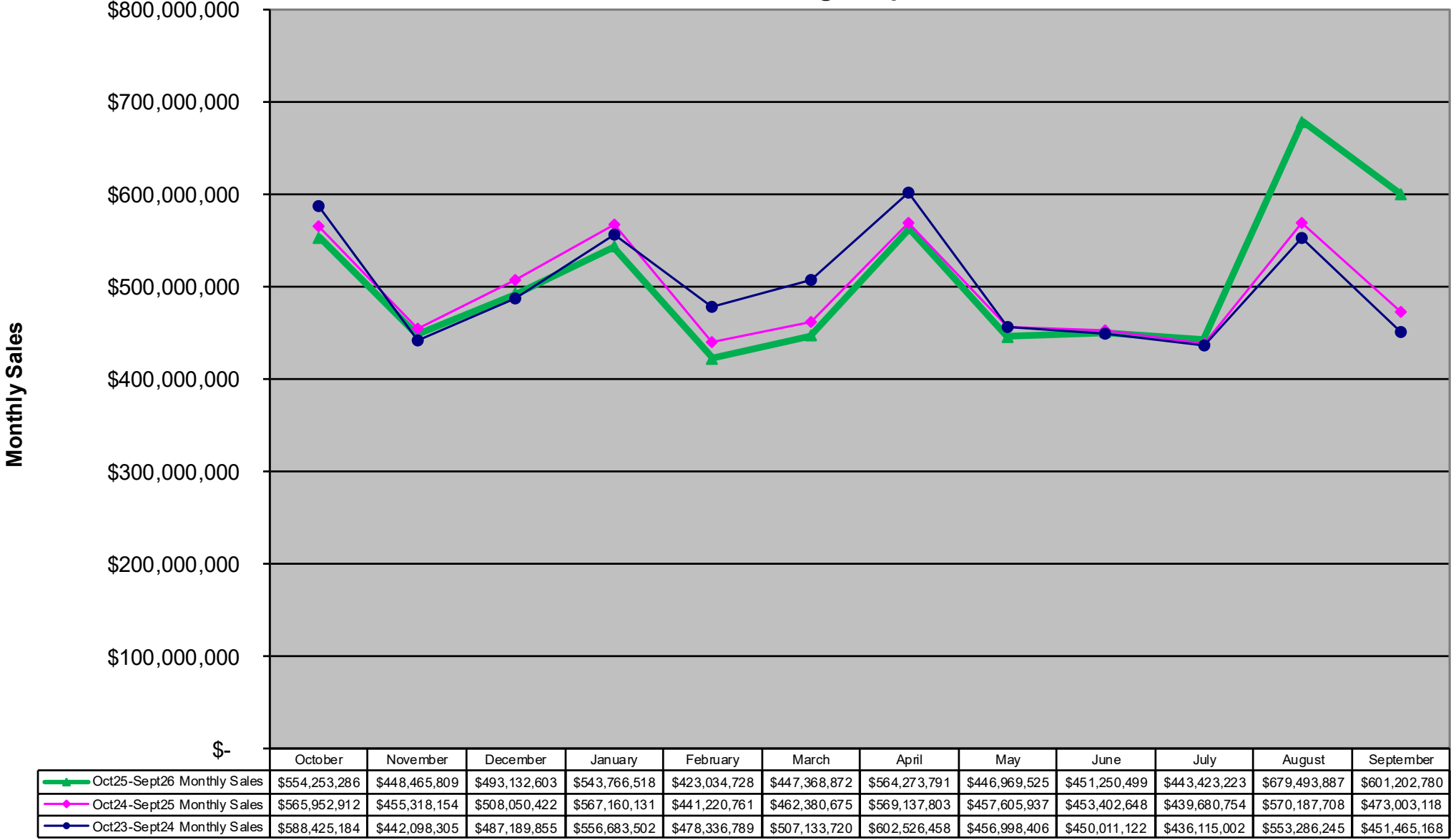
Month Ending



Mass 4 Game Monthly Sales
Unadjusted Non Fiscal Year
August 2026 through September 2026



All Games Monthly Sales - Combined
Unadjusted Non Fiscal Year
October 2023 through September 2026



Monthly Net Profit - Combined

October 2023 through September 2026

(Estimated Figure for June & September 2026)

