
Massachusetts State Lottery Commission Meeting

Executive Director's Report

Delivered by: Mark William Bracken

February 27, 2024



Lottery Sales Update – January

- Overall unadjusted sales for January of 2024 were **down \$33.8 million** from January 2023.

Figures for the month of January 2024

- Estimated January 2024 net profit and prize payout figures do not include accruals for prizes won that have not yet been paid.
 - Due primarily to a \$25.8 million decrease in Mega Millions sales and a \$10.7 million decrease in Powerball sales resulting from smaller jackpots:
 - Estimated net profit for January 2024 was \$94.5 million compared to \$122 million in January 2023, resulting in **an estimated \$27.5 million decrease in net profit.**
 - Estimated prize payout for January 2024 was 74.96 percent, compared to 71.72 percent in January 2023.

Figures for Fiscal Year 2024

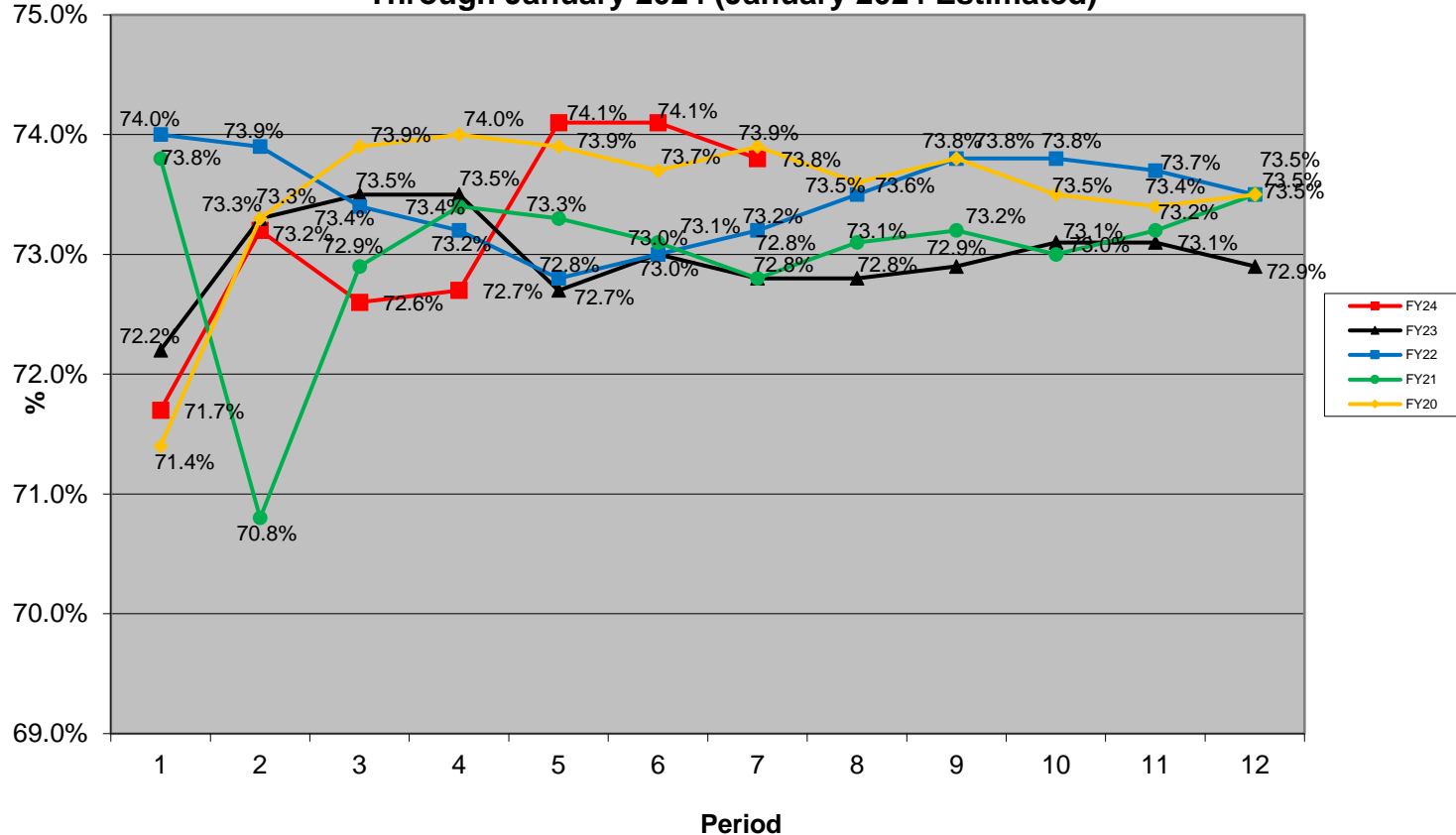
- Our estimated FY24 year-to-date net profit and prize payout figures both include accruals for prizes won that have not yet been paid.
 - Due in part to a \$38.8 million increase in Instant Ticket grand prizes claimed in the first seven months of FY24 compared to the first seven months of FY23 (\$216.8 million vs. \$178.0 million):
 - Our estimated year-to-date net profit for the first seven months of FY24 is \$682.7 million compared to \$707.3 million for the first seven months of FY23. After adding a 1-day average net profit figure of \$3.1 million due to a shift in the calendar, the adjusted year-over-year change for the first seven months of FY24 vs. the first seven months of FY23 is **an estimated \$21.5 million decrease in net profit.**
 - Our estimated year-to-date prize payout for the first seven months of FY24 is 73.82 percent, compared to 72.77 percent for the first seven months of FY23.

January 2024 sales breakdown

- **Instant Ticket** sales were **up \$4.2 million**, **Keno** sales were **up \$1.3 million**, **Megabucks Doubler** sales were **up \$827,836** (addition of third weekly drawing and \$2 price point effective November 12, 2023), and **Lucky for Life** sales were **up \$93,318**.
- Compared to January of 2023, **Mega Millions** sales were **down \$25.8 million** (high jackpot of \$311 million vs. \$1.35 billion in January 2023), **Powerball** sales were **down \$10.7 million** (high jackpot of \$842.4 million on Jan. 1, 2024 vs. high jackpot of \$613 million on Jan. 30, 2023), **Wheel of Luck** sales were **down \$2.4 million**, **Numbers Game** sales were **down \$1.1 million**, and **Mass Cash** sales were **down \$237,885**.

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

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



January Sales

MSLC Gross Sales Results

JANUARY FY24 vs. FY23 Unadjusted Non Fiscal Year

(\$ millions)

Through February 3, 2024

	FY24	% of Total	FY23	% of Total	\$ Change	% Change
Instant Tickets	\$374.3	67.2%	\$370.1	62.7%	\$4.2	1.1%
Numbers Game	\$31.1	5.6%	\$32.2	5.5%	-\$1.1	-3.4%
Mass Cash	\$7.8	1.4%	\$8.0	1.4%	-\$0.2	-3.0%
Megabucks	\$2.5	0.4%	\$1.6	0.3%	\$0.8	50.9%
Mega Millions	\$8.1	1.5%	\$33.9	5.7%	-\$25.8	-76.0%
Powerball	\$11.0	2.0%	\$21.7	3.7%	-\$10.7	-49.2%
Lucky for Life	\$4.5	0.8%	\$4.4	0.7%	\$0.1	2.1%
Keno	\$115.4	20.7%	\$114.1	19.3%	\$1.3	1.1%
All or Nothing	\$0.0	0.0%	\$0.1	0.0%	-\$0.1	-100.0%
Wheel of Luck	\$1.9	0.3%	\$4.3	0.7%	-\$2.4	-55.9%
Holiday Raffle	\$0.1	0.0%	\$0.0	0.0%	\$0.1	100.0%
Total	\$556.7	100.0%	\$590.5	100.0%	-\$33.8	-5.7%
Instant Tickets	\$374.3	67.2%	\$370.1	62.7%	\$4.2	1.1%
Draw Games	\$65.1	11.7%	\$101.9	17.3%	-\$36.8	-36.1%
Monitor Games	\$117.2	21.1%	\$118.5	20.1%	-\$1.2	-1.0%
Total	\$556.7	100.0%	\$590.5	100.0%	-\$33.8	-5.7%
Unadjusted	Month	12/31/23-2/3/24	Month	1/1/23-2/4/23		
		5 weeks		5 weeks		
		35 days		35 days		

FY 2024 vs. FY 2023 Sales

MSLC Gross Sales Results

YEAR-TO-DATE FY24 vs. FY23 Unadjusted Non Fiscal Year

(\$ millions)

Through February 3, 2024

	FY24	% of Total	FY23	% of Total	\$ Change	% Change
Instant Tickets	\$2,424.9	65.1%	\$2,307.6	64.0%	\$117.3	5.1%
Numbers Game	\$202.7	5.4%	\$208.6	5.8%	-\$6.0	-2.9%
Mass Cash	\$51.1	1.4%	\$51.6	1.4%	-\$0.5	-1.0%
Megabucks	\$14.4	0.4%	\$12.3	0.3%	\$2.1	17.5%
Mega Millions	\$94.0	2.5%	\$128.3	3.6%	-\$34.3	-26.7%
Powerball	\$147.4	4.0%	\$132.9	3.7%	\$14.4	10.9%
Lucky for Life	\$28.6	0.8%	\$27.4	0.8%	\$1.3	4.6%
Keno	\$746.9	20.0%	\$731.7	20.3%	\$15.2	2.1%
All or Nothing	\$0.0	0.0%	\$3.5	0.1%	-\$3.5	-100.0%
Wheel of Luck	\$12.5	0.3%	\$4.3	0.1%	\$8.2	190.1%
Holiday Raffle	\$3.8	0.1%	\$0.0	0.0%	\$3.8	100.0%
Total	\$3,726.3	100.0%	\$3,608.2	100.0%	\$118.0	3.3%

Instant Tickets	\$2,424.9	65.1%	\$2,307.6	64.0%	\$117.3	5.1%
Draw Games	\$542.0	14.5%	\$561.1	15.6%	-\$19.2	-3.4%
Monitor Games	\$759.4	20.4%	\$739.5	20.5%	\$19.9	2.7%
Total	\$3,726.3	100.0%	\$3,608.2	100.0%	\$118.0	3.3%

Unadjusted

Year

6/25/23-2/3/24

32 weeks

224 days

Year

6/26/22-2/4/23

32 weeks

224 days

Lifetime Millions/\$50 Price Point Sales Update

	FEBRUARY 2023	FEBRUARY 2024		
	Billion Dollar Extravaganza	Lifetime Millions	Billion Dollar Extravaganza	Combined \$50 Price Point
Week 1 (5 days)	\$19,294,900	\$10,669,200	\$9,439,650	\$20,108,850
Week 2	\$33,268,350	\$18,519,300	\$6,350,950	\$24,870,250
Week 3	\$33,275,600	\$18,084,250	\$5,720,150	\$23,804,400
TOTAL	\$85,838,850	\$47,272,750	\$21,510,750	\$68,783,500

Season Tickets/Extended Wagers Update

The Lottery had previously announced plans to introduce “Extended Wagers” as an alternative to Season Tickets. Due to challenges related to multi-state games and efforts to maintain consistency among all draw games, we will not be moving forward with Extended Wagers.

To continue to play our draw games, all tickets must be purchased at retail locations. The most draws customers are able to purchase on a single ticket for each of our draw games are as follows:

Game	Bet Slip	Manual
Mass Cash	30	30
Megabucks	20	21
Numbers Game	14	14
Lucky for Life	10	30
Mega Millions	7	15
Powerball	7	15

Mass Cash Match 4 Doubler Promotion Results

- 7% increase in Mass Cash sales from the previous two weeks of sales
- 4% increase in sales YOY
- Best two weeks of Mass Cash sales in 7 months (Week ending July 22, 2023)



MASS • CA\$H
Match 4
Doubler
February 5 – 18
**All Match 4 prizes
will be doubled
to \$500!**

Must be 18 or older to play

Megabucks Madness Promotion

A green promotional graphic for the Megabucks Madness promotion. The background is a vibrant green with scattered white and yellow starburst and dot patterns. The main title 'Megabucks Madness!' is centered, with 'Megabucks' in white and 'Madness!' in yellow. Below the title, white text describes the offer: 'Buy \$6 or more of Megabucks on a single ticket, get a free \$1 Mass Cash Quic Pic'. The dates 'March 12 - 31' are written in yellow script. In the bottom left, a white ticket stub is shown with a yellow starburst saying 'FREE' and the text 'MASS CASH' and 'MUST BE 18 OR OLDER TO PLAY'. The 'MEGA BUCKS' logo is in the bottom right, and a helpline number is at the very bottom right.

**Megabucks
Madness!**

Buy \$6 or more of Megabucks
on a single ticket, get a
free \$1 Mass Cash Quic Pic

March 12 - 31

FREE
MASS CASH
MUST BE 18 OR OLDER TO PLAY

**MEGA
BUCKS**

Problem Gambling Helpline: 800-327-5050



JAWS Instant Ticket Launch (March 26)

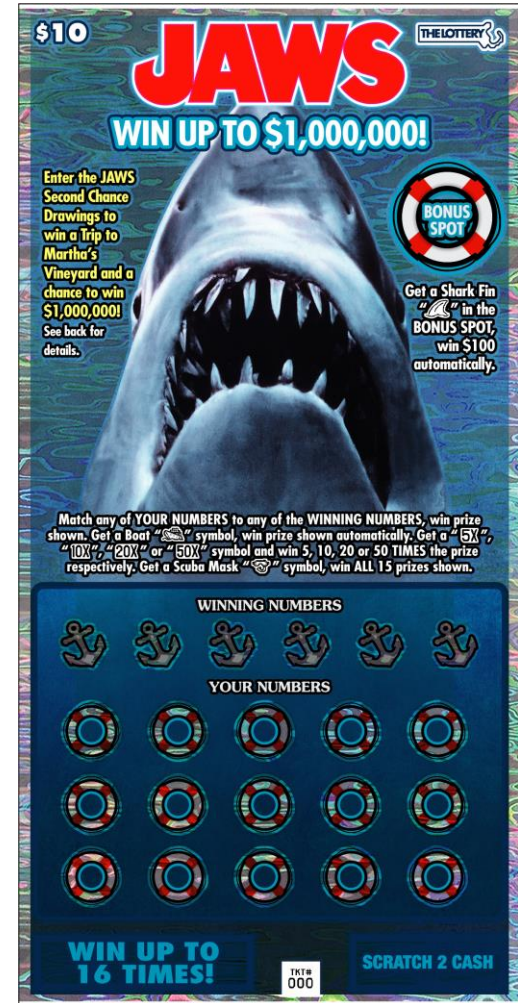
JAWS

Price Point: \$10

Quantity: 8,064,000

Printed on Scratch FX® - “Shimmering Waters”

- First U.S. lottery to launch a JAWS instant ticket
- Win up to \$1 million instantly
- Offering 5 Second Chance Drawings with top prizes of trips for two to Martha’s Vineyard and a chance to win \$1,000,000
- 6 trip winners in each drawing for a total of 30



JAWS Second Chance VIP Trip to Martha's Vineyard

30 total winners will win a 3-night stay for two on Martha's Vineyard at the Harbor View Hotel in Edgartown.

Package includes:

- Black car service to and from port, ferry to and from Island, and island transportation
- JAWS branded welcome gift
- Daily breakfast; Welcome toast/dinner with entertainment at Harbor View Hotel; Taste of the Vineyard Dinner at Harbor View Lawn
- \$1,000 spending cash
- JAWS Island Tour with custom guided bus across the island
- Private JAWS movie screening at Harbor View Hotel
- "Shark Infested Waters" on Harbor View Lawn

JAWS Game Show:

Each of the 30 winners will win a cash prize. Prizes will be determined by random selection. 30 prizes total:

1 - \$1,000,000

2 - \$2,000

1 - \$10,000

10 - \$1,000

4 - \$5,000

12 - \$500



JAWS Instant Ticket Launch – POS

NEW!

To enter Second Chance Drawings, you must have a registered Mass Lottery Player Account. Visit masslottery.com for more info.

PLAY THE LOTTERY'S NEW **JAWS** TICKET TODAY!

WIN UP TO \$1,000,000 INSTANTLY

JAWS

Enter the **JAWS** Second Chance Drawings for a chance to win a trip to Martha's Vineyard where one winner will win **\$1,000,000!**

THE LOTTERY
masslottery.com

Must be 18 years or older to play. Problem Gambling Helpline: 1-800-327-5050. Please recycle your lottery tickets.

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Lug (die-cut)

NEW!

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PLAY THE LOTTERY'S NEW **JAWS** TICKET TODAY!

WIN UP TO \$1,000,000 INSTANTLY

JAWS

Enter the **JAWS** Second Chance Drawings for a chance to win a trip to Martha's Vineyard where one winner will win **\$1,000,000!**

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8.5" x 11" Poster

WIN UP TO \$1,000,000 INSTANTLY

PLAY THE LOTTERY'S NEW **JAWS** TICKET TODAY!

JAWS

Enter the **JAWS** Second Chance Drawings for a chance to win a trip to Martha's Vineyard where one winner will win **\$1,000,000!**

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Standee



JAWS Promotional Ticket

For use as giveaway items, we are introducing our first free promotional ticket in conjunction with the launch of the \$10 JAWS ticket.

Ticket Details

- Price: \$0
- Size: 4x4
- Quantity: 25,000 (50 tickets per book, 500 total books)

Prizes

- Every ticket is a winner
- Prizes are \$1, \$2, or \$5
- Prizes are redeemable at all retail locations
- Retailers will receive a 1% cashing bonus for every promotional ticket redeemed.

Prize Structure

<u>Prize Amount</u>	<u>Total Odds (1 in)*</u>	<u>Total Prizes*</u>
\$5	10.00	2,500
\$2	1.67	15,000
\$1	3.33	7,500
Overall	1.00	25,000



Keno Summer-Themed Game Presentation

GAME 2558827 CLOSED

SUPPORTING OUR 351 CITIES
AND TOWNS SINCE 1972



DEBORAH B. GOLDBERG
STATE TREASURER




MARK WILLIAM BRACKEN
EXECUTIVE DIRECTOR

Play the Keno Bonus for a chance to multiply your prize!

BONUS MULTIPLIER

10x 5x 5x 4x

NO BONUS

GAME 2558827

Play the Keno Bonus for a chance to multiply your prize!

BONUS MULTIPLIER

10x

GAME 2558827

Play the Keno Bonus for a chance to multiply your prize!

KENO

72

10x BONUS

GAME 2558827

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70
71	72	73	74	75	76	77	78	79	80

Play the Keno Bonus for a chance to multiply your prize!

Keno Bonus Promotions



During these promotions, an additional multiplier(s) will be added to Keno Bonus, 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. When you play the Bonus and win a prize, the prize is multiplied by the value of the Bonus multiplier for that game.

Lifetime Millions TV Commercial in Super Bowl

As part of our advertising campaign for *Lifetime Millions*, we had a local commercial spot in the Super Bowl. When this opportunity presented itself, we challenged our in-house production team to create something memorable that would really capture the moment.





BIG GAME COMMERCIAL

TV

IMPRESSIONS

2.1 MILLION



BIG GAME COMMERCIAL

YouTube, FB, & IG

IMPRESSIONS

43,000

% WATCHED

94%

VIEWS

14,500

ENGAGEMENT

377

ORGANIC



BIG GAME COMMERCIAL

YouTube

VIEWS BREAK DOWN

64% CAME FROM EXTERNAL SITES OR APPS

24% CAME FROM OUR EMAIL OR WEBSITE



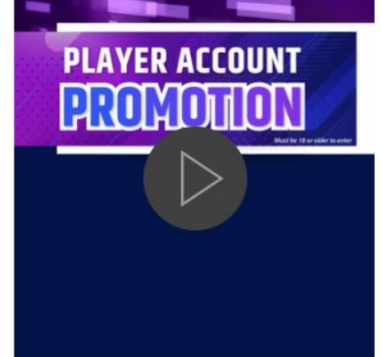
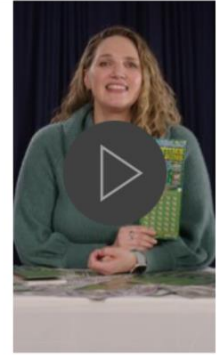
BOSTONGLOBE.COM	30.5%
BOSTON.COM	20.7%
MASSLIVE.COM	5.5%
MSN.COM	5.1%

**88%
OF
VIEWS
CAME
FROM
OUTSIDE
YOUTUBE**

Social Media

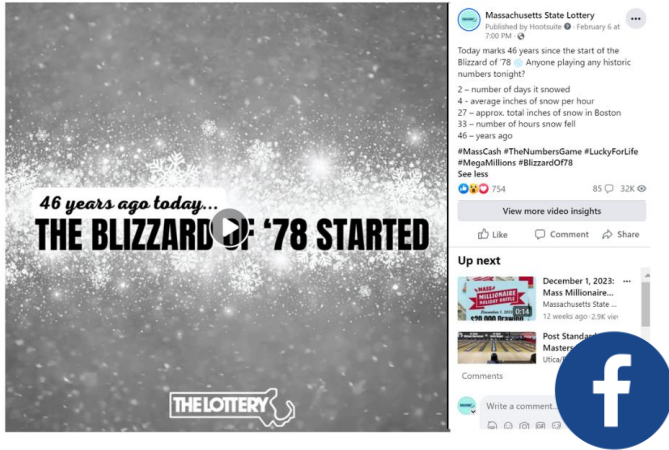
LIFETIME MILLIONS – Organic Content - Combined Reach of OVER 125,000

> Tease > Big Game Commercial > Trending > Video Shorts > Wheel Spins > Winner > 2nd Chance



Social Media

Leading Organic Content * 1/24/24-2/21/24 *



Trending
Interactive
90K Reach

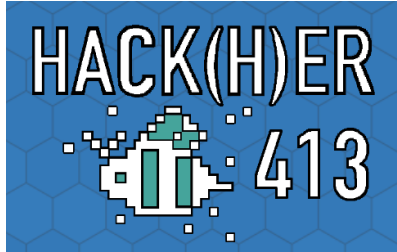


People DO WIN
Interactive
5.42K Reach



Informative
Impressions 1.2K

Hack(H)er413, UMass-Amherst (February 17-18)



In its sixth year, the mission of Hack(H)er413 is to create a welcoming and inclusive environment for all women (cis and trans) and non-binary empowering students of all ethnic, gender, socioeconomic, and educational backgrounds and identities to come innovate, learn, and feel safe while doing so.

This hackathon is entirely student organized and aims to increase diversity and inclusion in the technology industry.

A hackathon is a technology marathon where participants form teams to collaborate in creating unique programming or hardware projects to present to a panel of judges and win prizes while attending workshops. Participants are encouraged to learn and develop new technical skills, network with sponsor company representatives, and innovate with passion.



The Lottery's participation included:

- Interacting with attendees at a career fair
- Creating a category for participants to compete in: "Create a Lottery Game"
- Judging the "Create a Lottery Game" competition
- Awarding cash prizes to the winning teams in that category

Mass Lottery/Boston Children's Hospital Blood Drives

For the second consecutive year, the Mass Lottery is hosting blood drives to support the needs of patients from Boston Children's Hospital. Blood donations from these drives will directly benefit Boston Children's patients undergoing cancer treatment, cardiac surgery or transplant, and those with genetic blood disorders and who need regular blood transfusions.



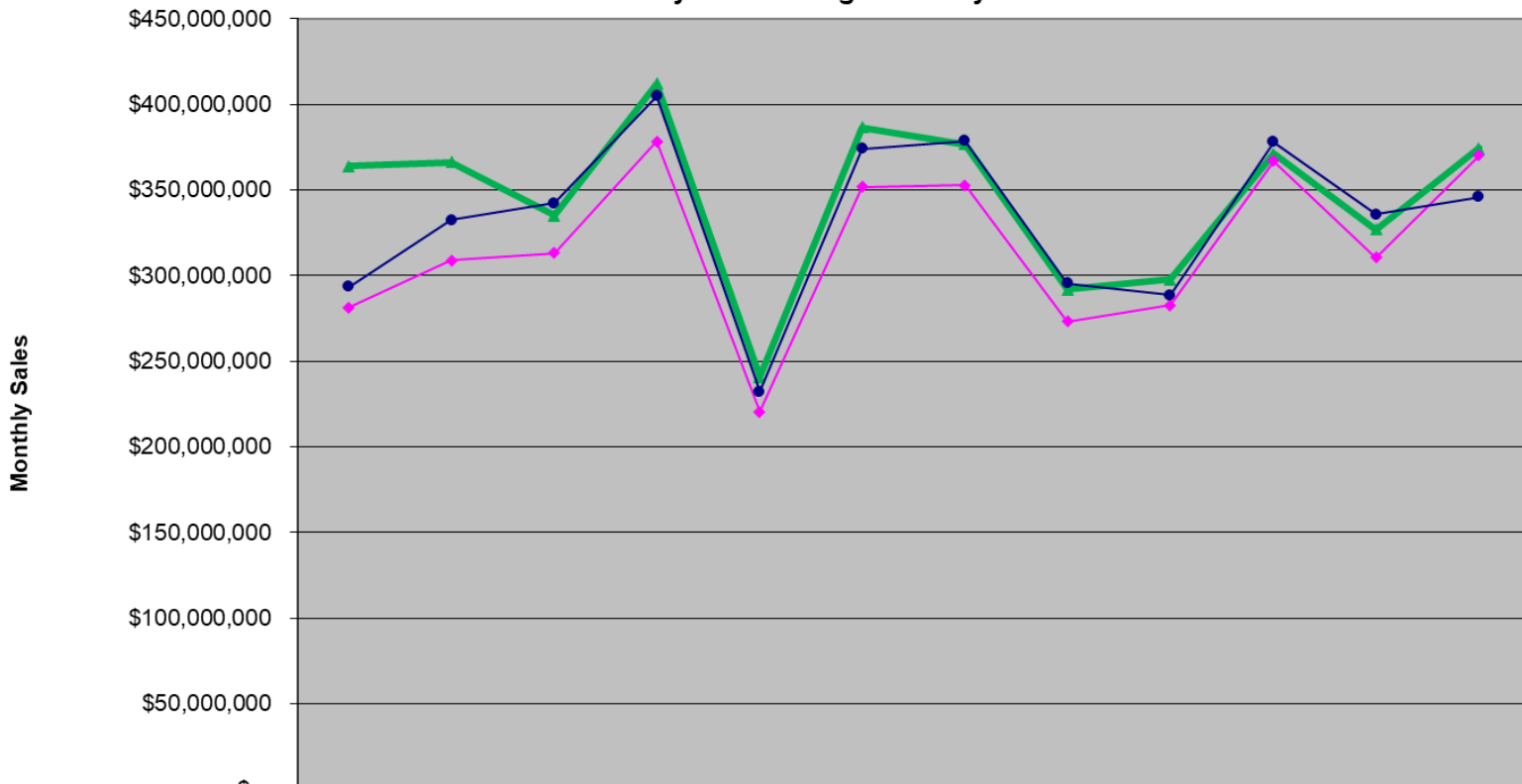
Blood Drive Schedule

February 21 – Dorchester
February 28 – Braintree

More than 50 total registrants,
including over 40 employees.



Instant Ticket Games Monthly Sales Unadjusted Non Fiscal Year February 2021 through January 2024

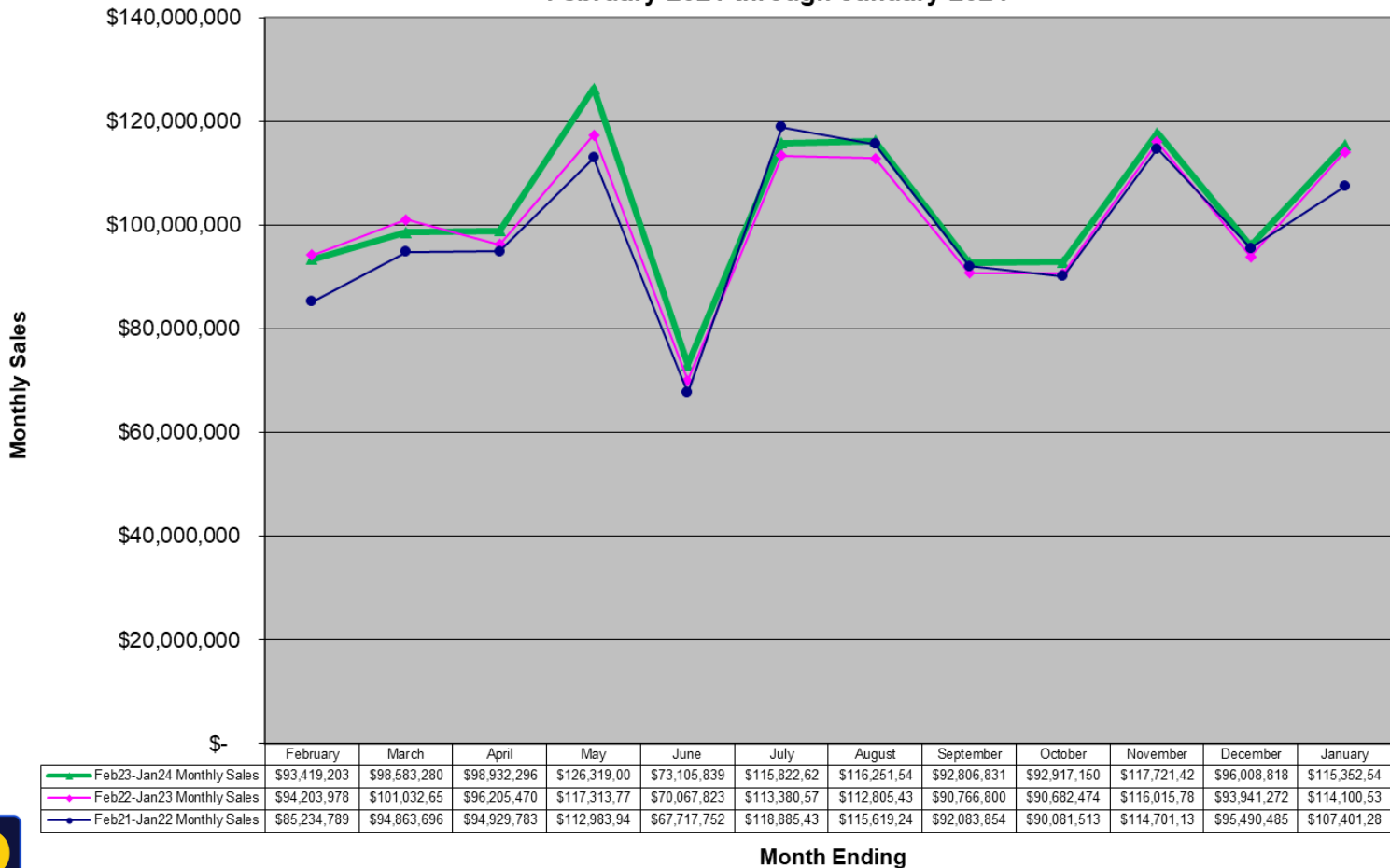


	February	March	April	May	June	July	August	September	October	November	December	January
Feb23-Jan24 Monthly Sales	\$363,840,374	\$366,397,709	\$335,169,892	\$412,255,435	\$240,731,242	\$386,615,855	\$376,568,010	\$291,805,461	\$297,656,048	\$371,027,461	\$326,985,348	\$374,284,287
Feb22-Jan23 Monthly Sales	\$281,535,691	\$308,888,155	\$313,293,776	\$378,321,571	\$220,460,627	\$351,856,726	\$352,747,444	\$273,089,287	\$282,580,434	\$366,777,997	\$310,485,195	\$370,062,172
Feb21-Jan22 Monthly Sales	\$293,479,277	\$332,345,593	\$342,445,519	\$404,975,458	\$232,408,376	\$374,077,694	\$378,559,590	\$295,453,928	\$288,618,476	\$377,974,238	\$335,617,590	\$345,858,895

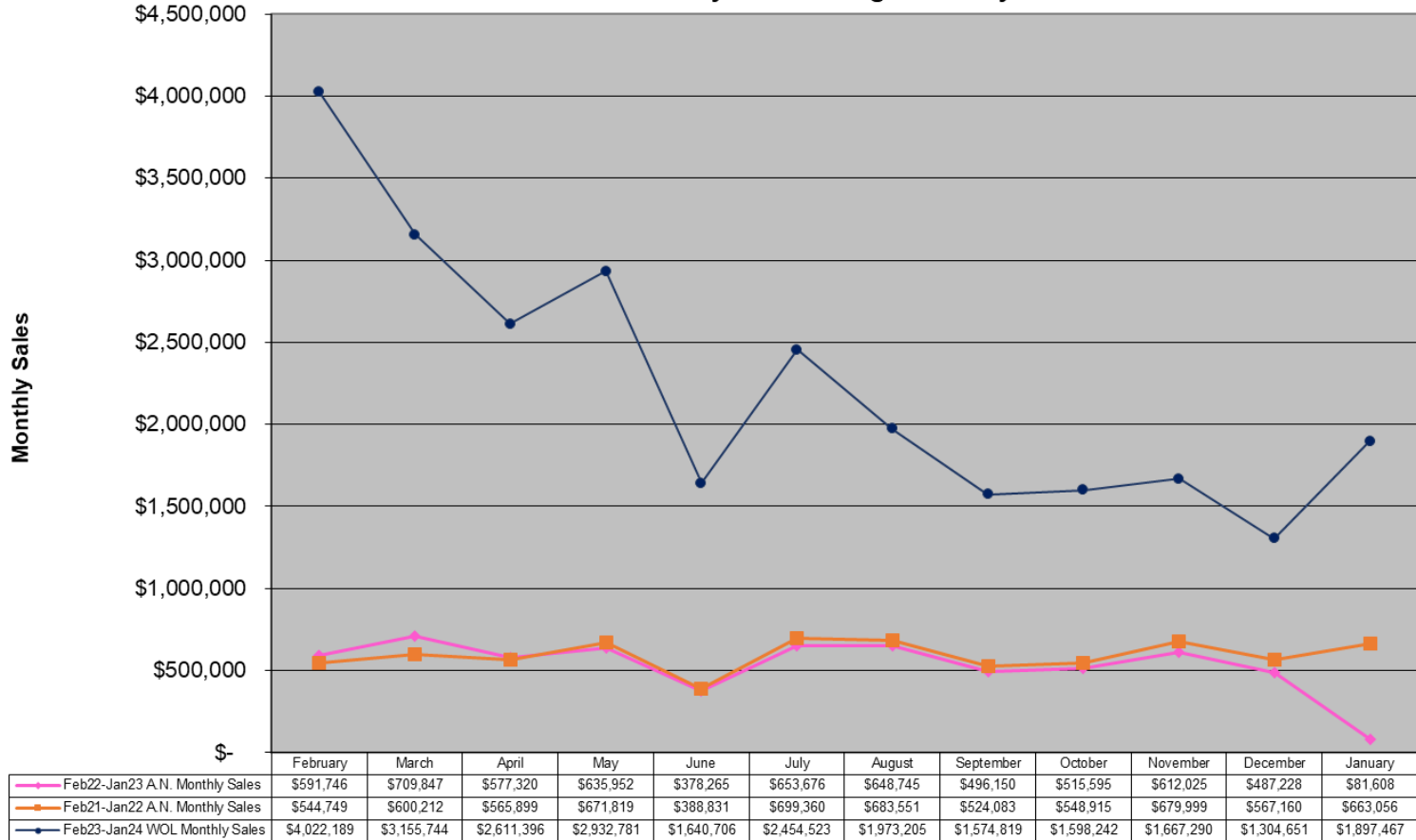
Month Ending



Keno Game Monthly Sales Unadjusted Non Fiscal Year February 2021 through January 2024

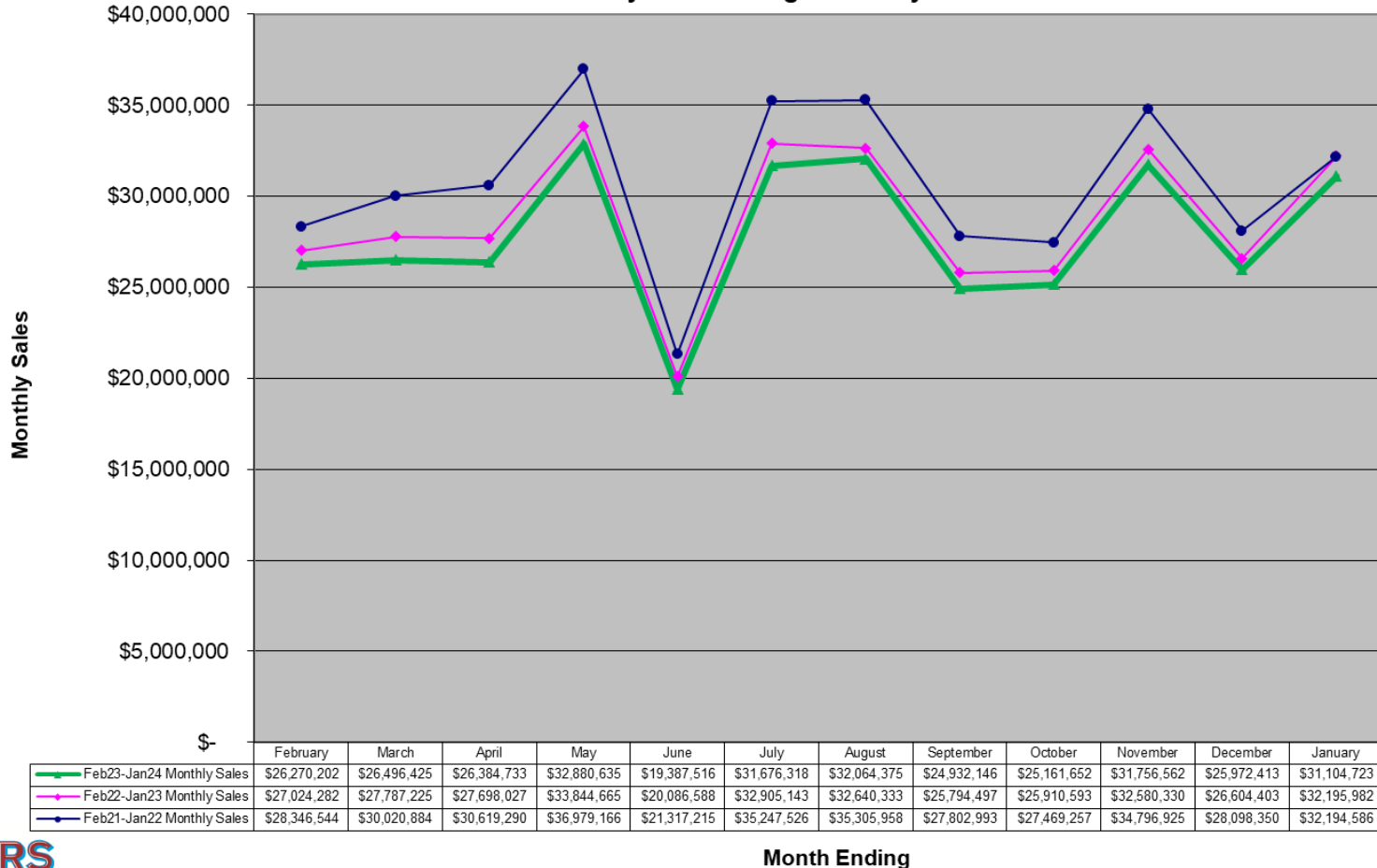


Wheel of Luck and All or Nothing Games Monthly Sales Unadjusted Non Fiscal Year February 2021 through January 2024

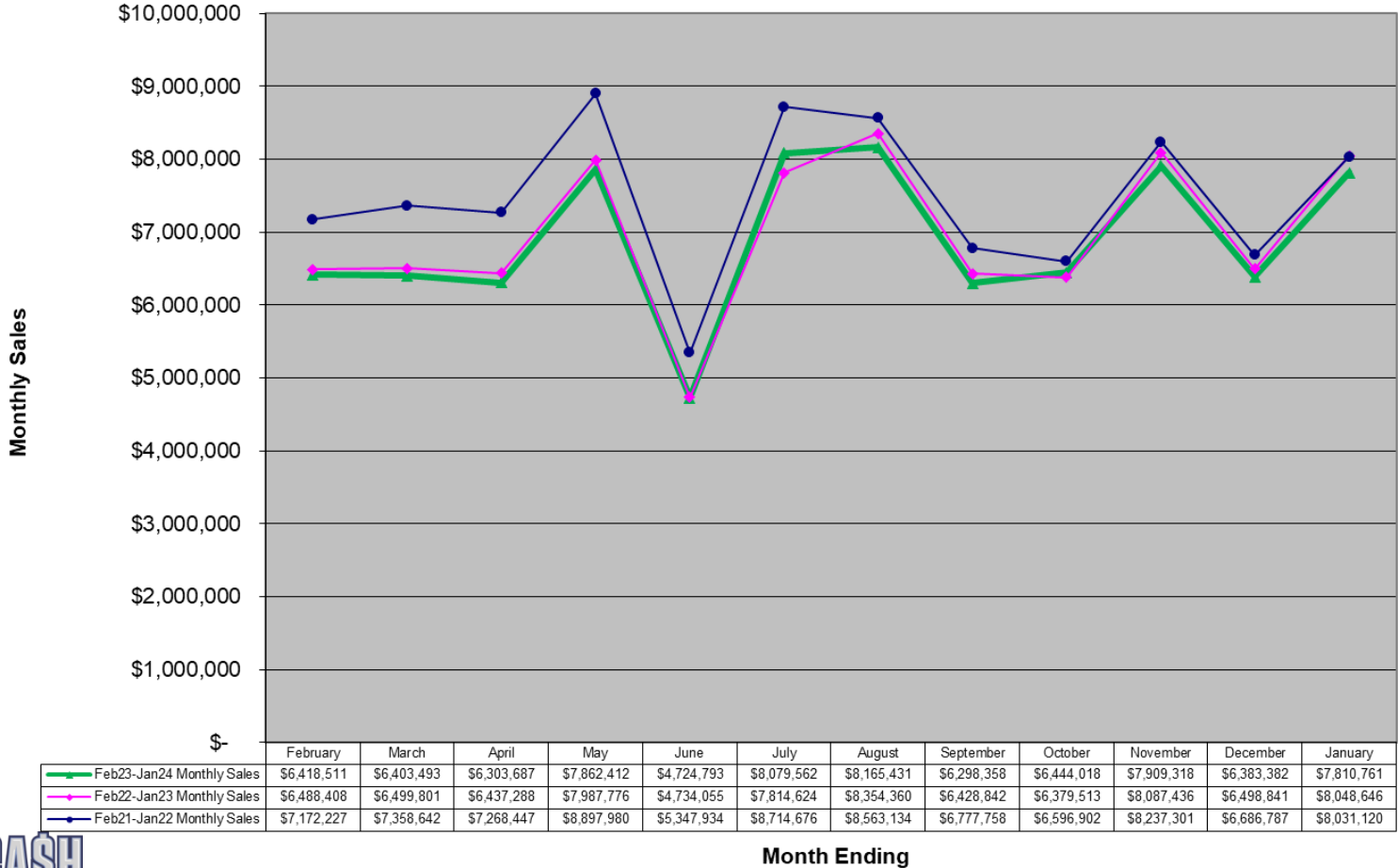


Month Ending

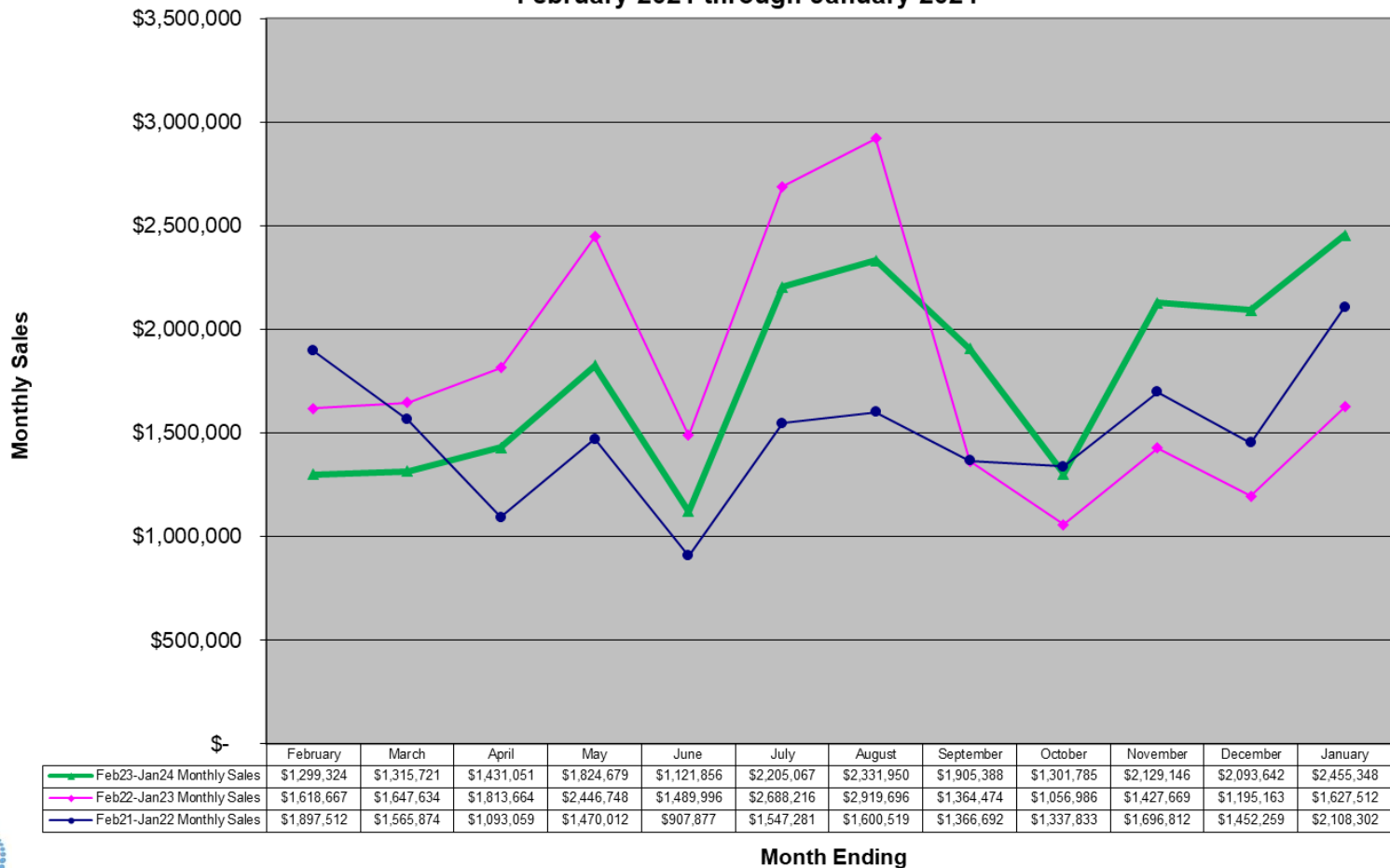
Numbers Game Monthly Sales Unadjusted Non Fiscal Year February 2021 through January 2024



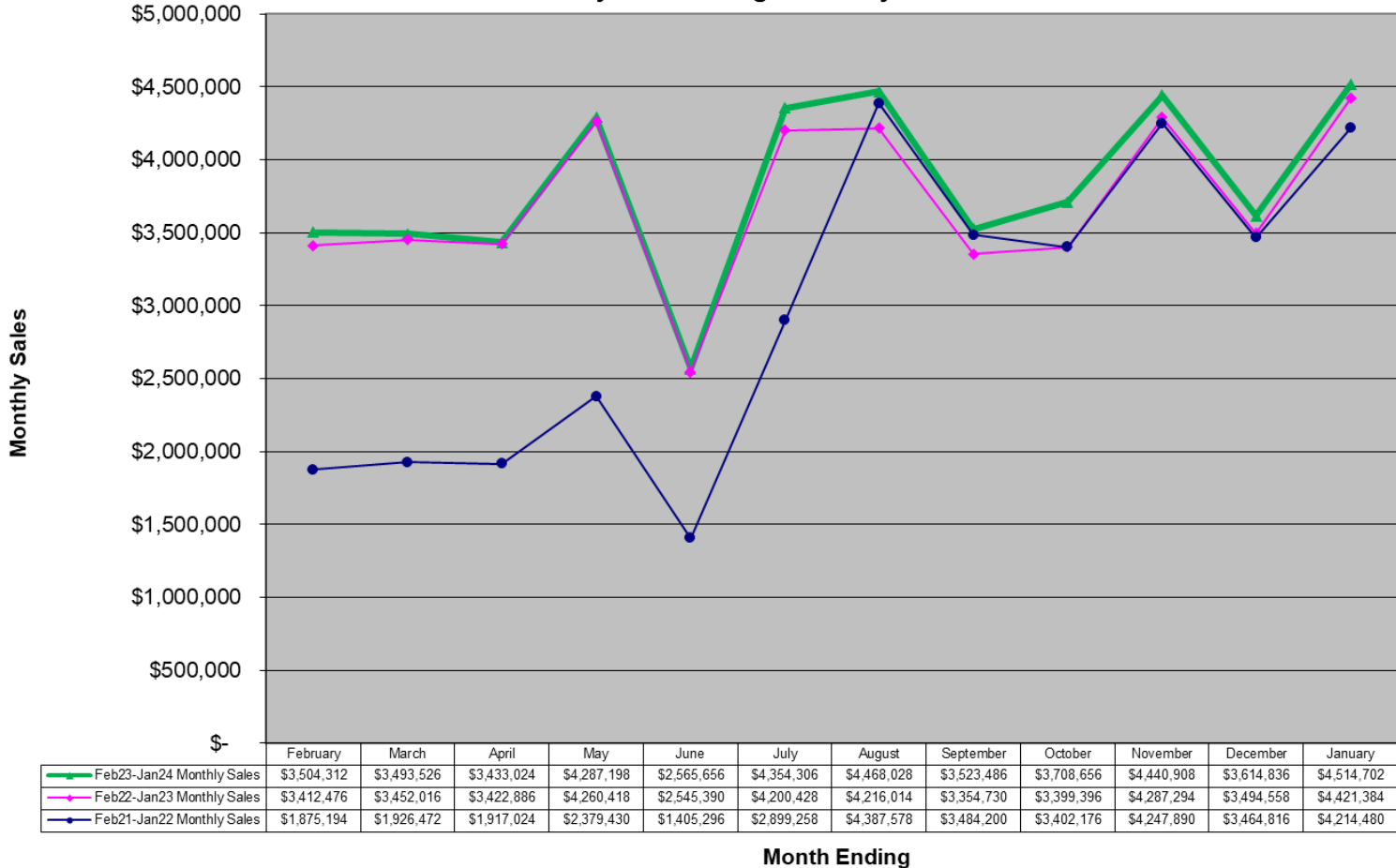
Mass Cash Game Monthly Sales Unadjusted Non Fiscal Year February 2021 through January 2024



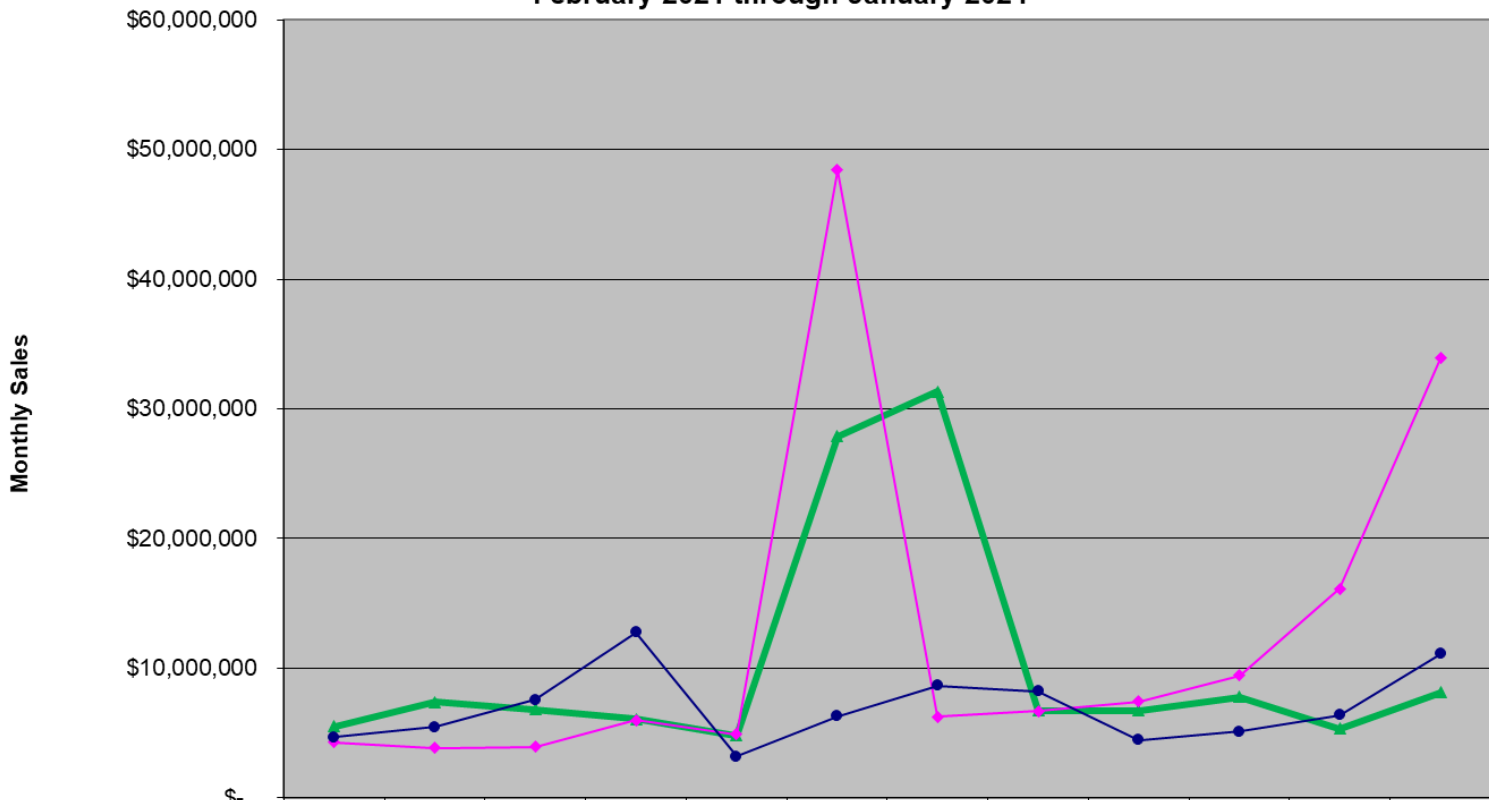
Megabucks Game Monthly Sales Unadjusted Non Fiscal Year February 2021 through January 2024



Lucky for Life Game Monthly Sales Unadjusted Non Fiscal Year February 2021 through January 2024



Mega Millions Game Monthly Sales Unadjusted Non Fiscal Year February 2021 through January 2024

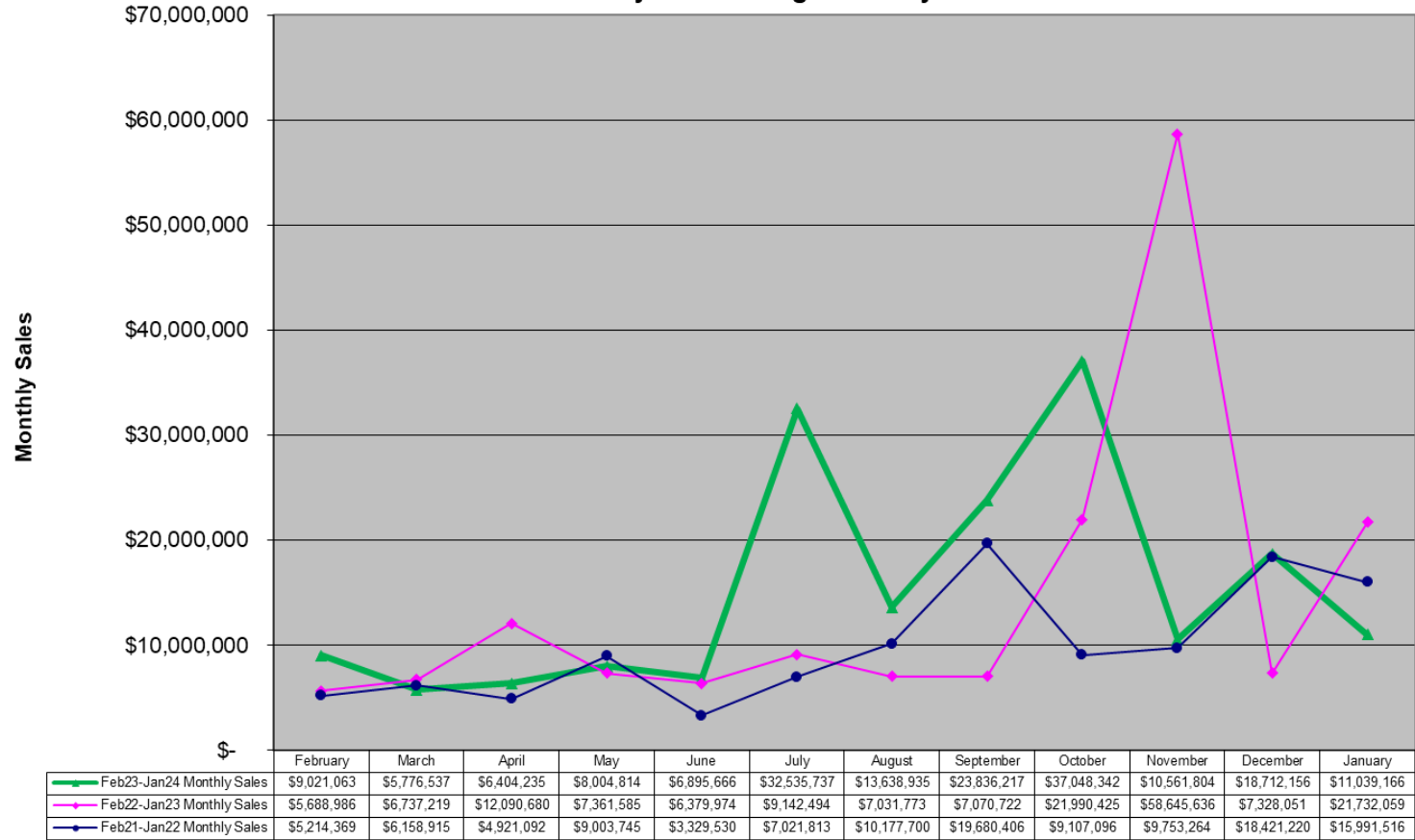


	February	March	April	May	June	July	August	September	October	November	December	January
Feb23-Jan24 Monthly Sales	\$5,533,817	\$7,402,441	\$6,840,248	\$6,063,636	\$4,829,890	\$27,900,436	\$31,325,796	\$6,744,506	\$6,733,450	\$7,767,954	\$5,363,049	\$8,133,111
Feb22-Jan23 Monthly Sales	\$4,278,778	\$3,854,332	\$3,933,908	\$5,993,689	\$4,889,493	\$48,412,963	\$6,271,723	\$6,702,853	\$7,437,365	\$9,451,412	\$16,111,330	\$33,895,923
Feb21-Jan22 Monthly Sales	\$4,700,796	\$5,481,180	\$7,562,598	\$12,784,127	\$3,181,964	\$6,289,357	\$8,663,659	\$8,241,962	\$4,455,287	\$5,108,738	\$6,378,372	\$11,085,870

Month Ending

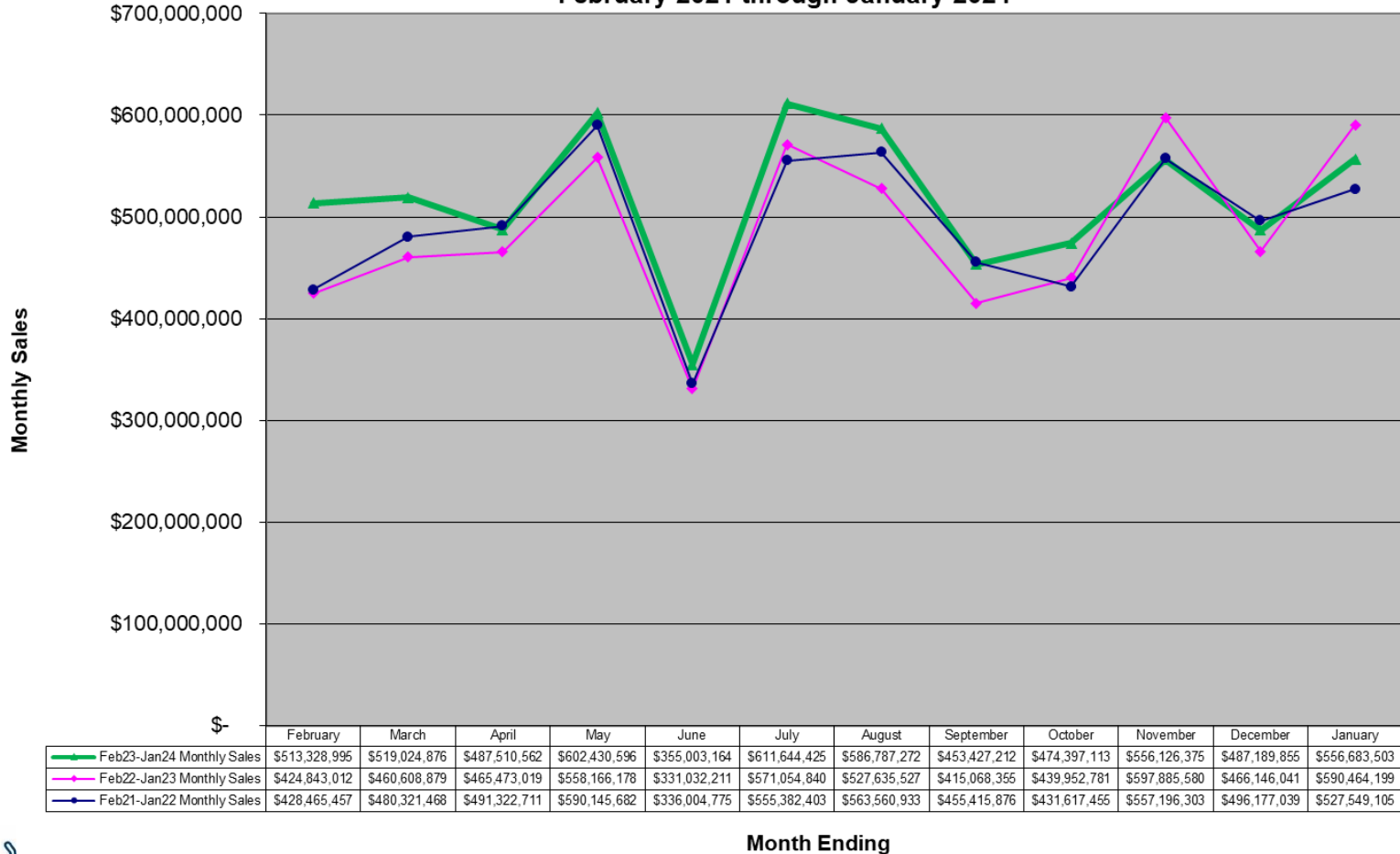


Powerball Game Monthly Sales Unadjusted Non Fiscal Year February 2021 through January 2024



Month Ending

All Games Monthly Sales Unadjusted Non Fiscal Year February 2021 through January 2024



Monthly Net Profit February 2021 through January 2024 (Estimated Figure for January 2024)

