

---

# Massachusetts State Lottery Commission Meeting

---

## *Executive Director's Report*

Delivered by: Mark William Bracken

May 28, 2024



# Lottery Sales Update – April

## Figures for the month of April 2024

- Overall unadjusted sales for April of 2024 were **down \$4.2 million** from April 2023.
- Estimated April 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 \$10.8 million decrease in prize payouts compared to April of 2023:
    - Estimated net profit for April 2024 was \$82.5 million compared to \$80.0 million in April 2023, resulting in **an estimated \$2.5 million increase in net profit**.
    - Estimated prize payout for April 2024 was 74.65 percent, compared to 76.12 percent in April 2023.

## Figures for Fiscal Year 2024

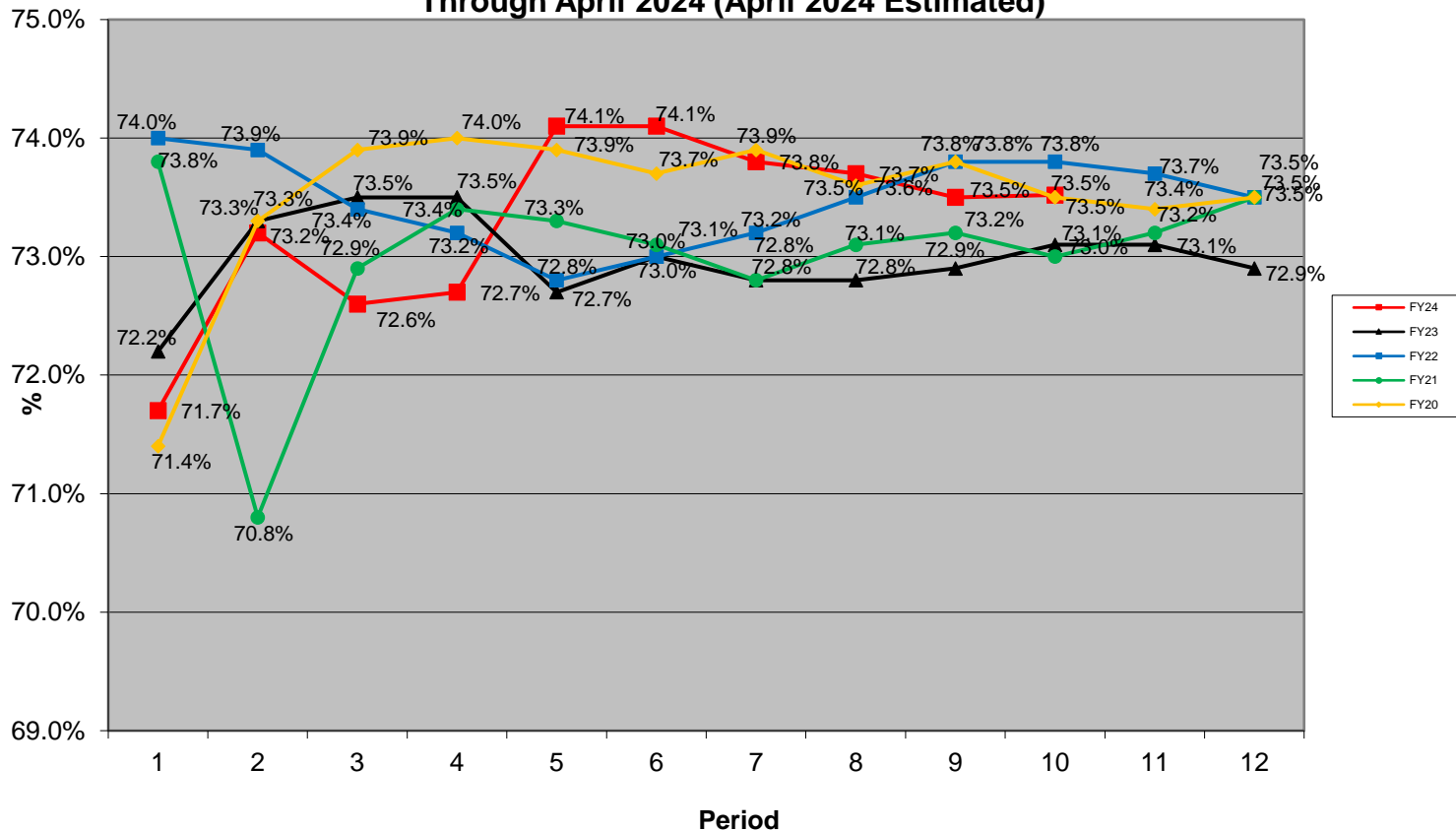
- Overall unadjusted sales for the first 10 months of FY24 were **up \$66.9 million** from the first 10 months of FY23.
- Our estimated FY24 year-to-date net profit and prize payout figures both include accruals for prizes won that have not yet been paid.
  - Due in part to a \$47.6 million increase in Instant Ticket grand prizes claimed in the first 10 months of FY24 compared to the first 10 months of FY23 (\$269.2 million vs. \$221.6 million):
    - Our estimated year-to-date net profit for the first 10 months of FY24 is \$970.6 million compared to \$992.6 million for the first 10 months of FY23. After adding a 1-day average net profit figure of \$3.2 million due to a shift in the calendar, the adjusted year-over-year change for the first 10 months of FY24 vs. the first 10 months of FY23 is **an estimated \$18.8 million decrease in net profit**.
    - Our estimated year-to-date prize payout for the first 10 months of FY24 is 73.52 percent, compared to 73.13 percent for the first 10 months of FY23.

## April 2024 sales breakdown

- **Powerball** sales were **up \$13.1 million** (high jackpot of \$1.32 billion vs. high jackpot of \$252.6 million), **Megabucks** sales were **up \$1.1 million**, **Keno** sales were **up \$890,449**, **Lucky for Life** sales were **up \$319,164**, and **Mass Cash** sales were **up \$222,635**.
- Compared to April of 2023, **Instant Ticket** sales were **down \$18.1 million**, **Wheel of Luck** sales were **down \$1 million**, **Numbers Game** sales were **down \$610,472**, and **Mega Millions** sales were **down \$210,018** (high jackpot of \$257 million vs. \$476 million in April 2023).

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

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



# April Sales

MSLC Gross Sales Results									
APRIL FY24 vs. FY23 Unadjusted Non Fiscal Year									
(\$ millions)									
Through April 27, 2024									
		FY24	% of Total		FY23	% of Total		\$ Change	% Change
Instant Tickets		\$317.1	65.6%		\$335.2	68.8%		-\$18.1	-5.4%
Numbers Game		\$25.8	5.3%		\$26.4	5.4%		-\$0.6	-2.3%
Mass Cash		\$6.5	1.4%		\$6.3	1.3%		\$0.2	3.5%
Megabucks		\$2.6	0.5%		\$1.4	0.3%		\$1.1	79.5%
Mega Millions		\$6.6	1.4%		\$6.8	1.4%		-\$0.2	-3.1%
Powerball		\$19.5	4.0%		\$6.4	1.3%		\$13.1	205.1%
Lucky for Life		\$3.8	0.8%		\$3.4	0.7%		\$0.3	9.3%
Keno		\$99.8	20.7%		\$98.9	20.3%		\$0.9	0.9%
Wheel of Luck		\$1.6	0.3%		\$2.6	0.5%		-\$1.0	-38.8%
Holiday Raffle		\$0.0	0.0%		\$0.0	0.0%		\$0.0	0.0%
Total		\$483.3	100.0%		\$487.5	100.0%		-\$4.2	-0.9%
Instant Tickets		\$317.1	65.6%		\$335.2	68.8%		-\$18.1	-5.4%
Draw Games		\$64.8	13.4%		\$50.8	10.4%		\$14.0	27.6%
Monitor Games		\$101.4	21.0%		\$101.5	20.8%		-\$0.1	-0.1%
Total		\$483.3	100.0%		\$487.5	100.0%		-\$4.2	-0.9%
Unadjusted	Month	3/31/24-4/27/24		Month	4/2/23-4/29/23				
		4 weeks			4 weeks				
		28 days			28 days				

# FY 2024 vs. FY 2023 Sales

MSLC Gross Sales Results								
YEAR-TO-DATE FY24 vs. FY23 Unadjusted Non Fiscal Year								
(\$ millions)								
Through April 27, 2024								
	FY24	% of Total	FY23	% of Total	\$ Change	% Change		
Instant Tickets	\$3,388.0	65.2%	\$3,373.0	65.8%	\$15.0	0.4%		
Numbers Game	\$279.0	5.4%	\$287.8	5.6%	-\$8.8	-3.0%		
Mass Cash	\$70.6	1.4%	\$70.7	1.4%	-\$0.2	-0.2%		
Megabucks	\$21.8	0.4%	\$16.3	0.3%	\$5.4	33.2%		
Mega Millions	\$130.8	2.5%	\$148.1	2.9%	-\$17.2	-11.6%		
Powerball	\$199.0	3.8%	\$154.1	3.0%	\$44.8	29.1%		
Lucky for Life	\$39.7	0.8%	\$37.8	0.7%	\$1.9	5.0%		
Keno	\$1,045.1	20.1%	\$1,022.6	19.9%	\$22.5	2.2%		
All or Nothing	\$0.0	0.0%	\$3.5	0.1%	-\$3.5	-100.0%		
Wheel of Luck	\$17.3	0.3%	\$14.1	0.3%	\$3.2	22.8%		
Holiday Raffle	\$3.8	0.1%	\$0.0	0.0%	\$3.8	100.0%		
Total	\$5,195.0	100.0%	\$5,128.1	100.0%	\$66.9	1.3%		
Instant Tickets	\$3,388.0	65.2%	\$3,373.0	65.8%	\$15.0	0.4%		
Draw Games	\$744.6	14.3%	\$714.9	13.9%	\$29.8	4.2%		
Monitor Games	\$1,062.4	20.5%	\$1,040.2	20.3%	\$22.2	2.1%		
Total	\$5,195.0	100.0%	\$5,128.1	100.0%	\$66.9	1.3%		
Unadjusted	Year	6/25/23-4/27/24	Year	6/26/22-4/29/23				
		44 weeks		44 weeks				
		308 days		308 days				

# Fishin' For Quic Pics Recap

- Overall Sales lift: \$4.6 million (3 percent YOY)
- 2.6 million increase in number of tickets printed (7 percent)
- 11 percent increase in Draw Games sales
- 4 percent increase in non-jackpot draw game sales (\$1.6 million)
- \$631,026 increase in monitor games sales (1 percent)
- Average amount spent on a single ticket increased by 10 cents
- 2,717,477 free Quic Pics awarded



# Fishin' For Quic Pics – Three \$100,000 Prize Winners

LOCAL

## 3 Massachusetts residents win \$100K lottery prizes during free ticket promotion



By Frank O'Laughlin, Boston 25 News Staff

May 16, 2024 at 1:53 pm EDT



(Left to right: Leonard Beach, Stephen Foley, Luiz Santos -- Mass. State Lottery)

**"I'm a Mass Cash guy now!"**

*\$100,000 winner who won free ticket with Numbers Game purchase*

MASSACHUSETTS

## Three Massachusetts residents win \$100,000 in Mass Cash free ticket promotion



DORCHESTER, Mass. (WWLP) – What do Beach, Foley, and Santos have in common? They are three winners of \$100,000 each in the Massachusetts State Lottery's free Quic Pic ticket promotion.



# “The Instant Game” Advertising (May 29 Launch)

## Advertising Campaign

May 29 – June 7

Radio

Paid Social

(Facebook, Instagram)

Animation (:15)



# June 4 Instant Ticket Launch



## **Bonus 10X**

Price Point: \$1

Top Prize: \$10,000

Quantity: 8,064,000

## **Bonus 20X**

Price Point: \$2

Top Prize: \$100,000

Quantity: 10,080,000



**Bonus 50X**  
Price Point: \$5  
Top Prize: \$1,000,000  
Quantity: 12,096,000



## **Bonus 100X**

Price Point: \$10

Top Prize: \$4,000,000

Quantity: 15,120,000



# June 4 Instant Ticket Launch – POS



8.5" x 11" Poster



5" Round Decal

# June 4 Instant Ticket Launch – Television Spot (:30)

Advertising Campaign, June 4-29

TV, Connected TV, Paid Social (Facebook, Instagram)



Video available at <https://www.youtube.com/watch?v=1Bbou4kqp0M>

# Keno Memorial Day Week Promotion

- New Keno promotion concept for week of Memorial Day: Bonus Multipliers from 2X through 10X
- Data analysis used to interpret previous promotions and create new concept
- Players responded positively to new multipliers being introduced
- Promotion theme matches new “Americana” graphics



# Keno "Americana" 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**

NO BONUS

10x 5x 3x 5x 3x NO

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!*

NEXT GAME **2:59** | **GAME 2558827** | **10x BONUS**

4	9	11	17	22
23	27	31	36	37
39	45	49	50	55
63	68	72	73	79

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

# Social Media

## MEMORIAL DAY: UNOFFICIAL START OF A “WINNING” SUMMER!

Look back...



Facebook Highest Organic Reach and Impressions – 4/24-5/21/24



Instagram Highest Organic Reach and Impressions – 4/24-5/21/24



Facebook 132% higher Reach than median story – 4/24-5/21/24



And forward!

120+ Scheduled Retailer Events



Sponsorships



Instant Releases

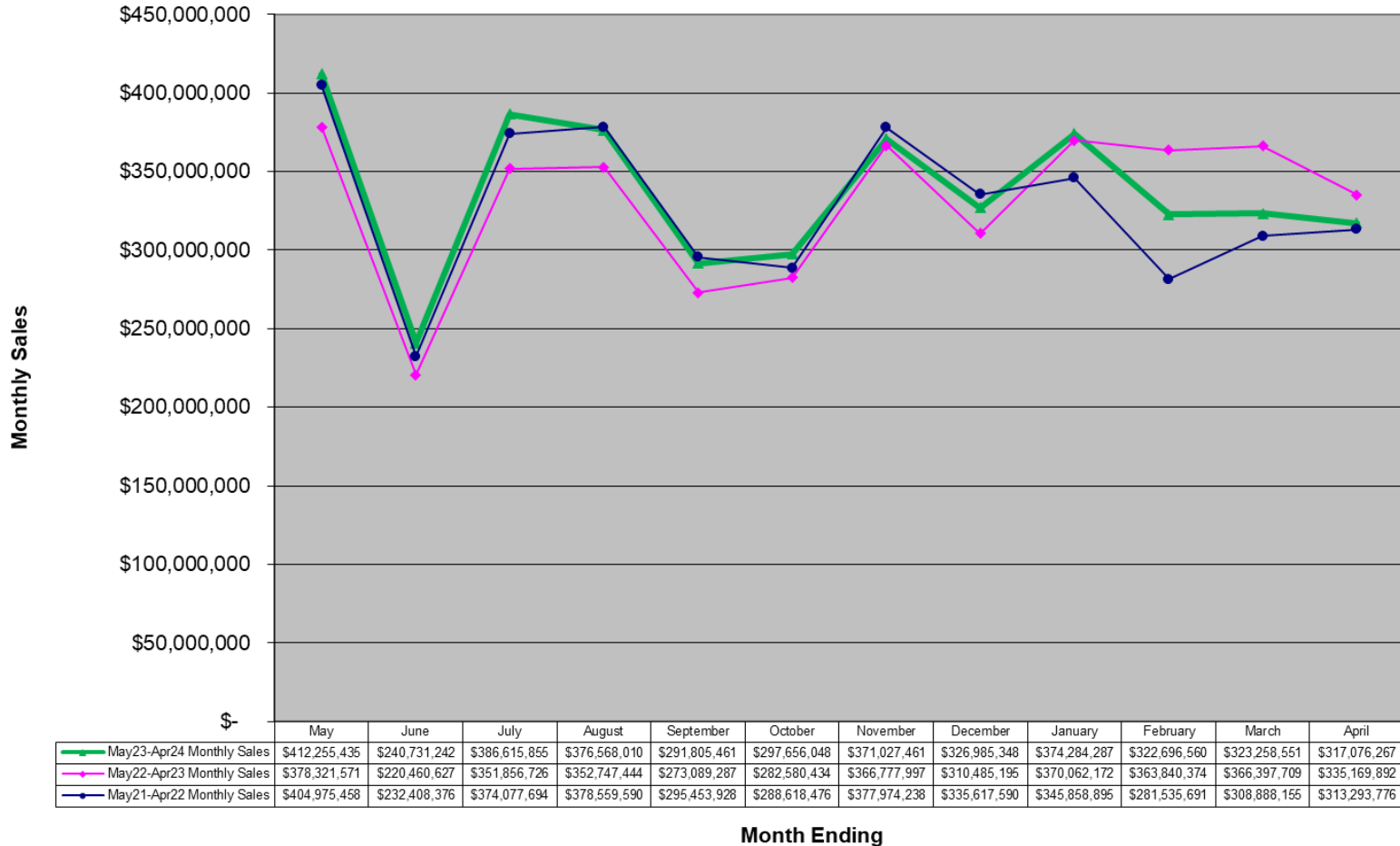


# La Fleur's "Fleurry Award" Winner

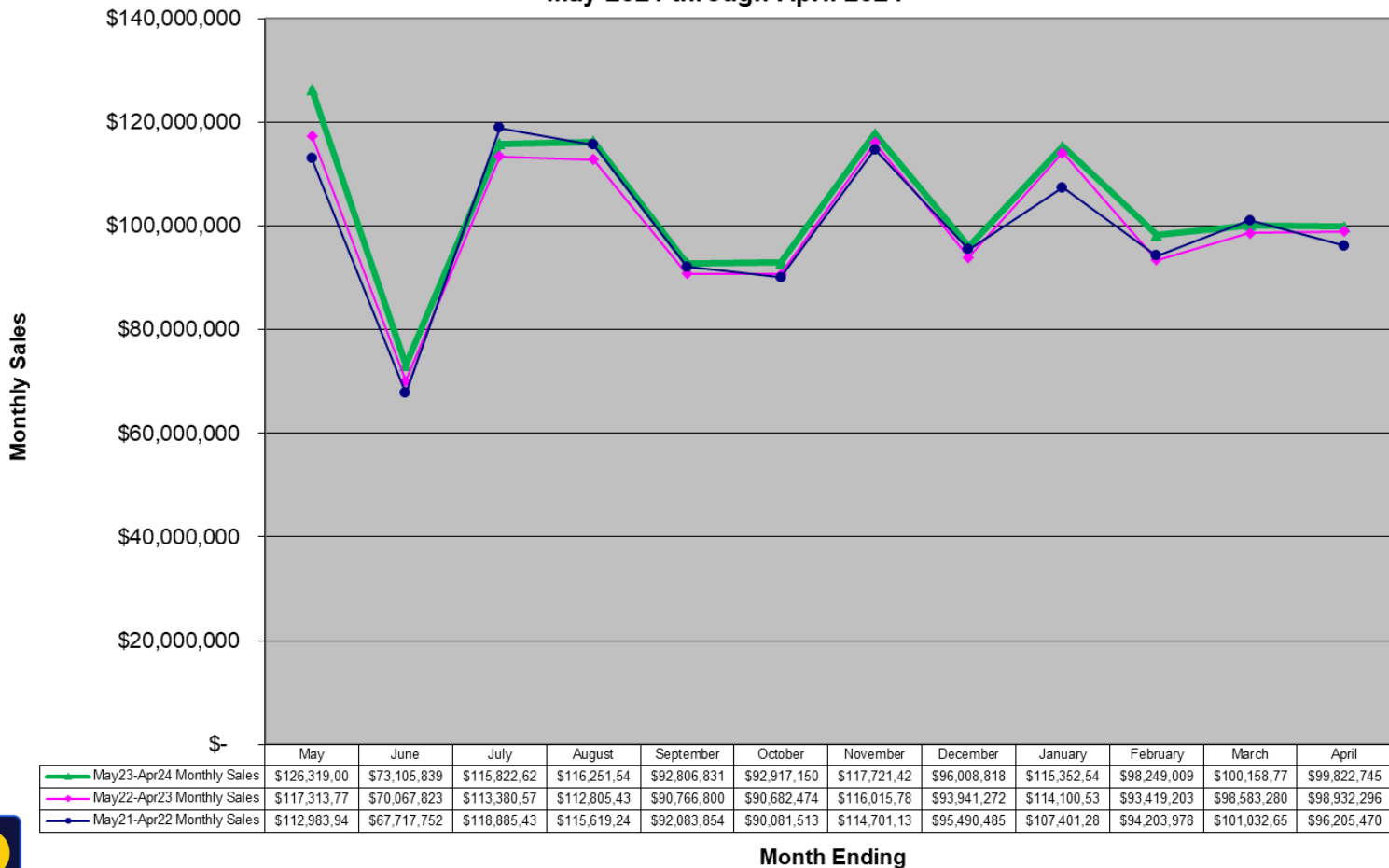
For exceptional creativity and dedication in advertising.



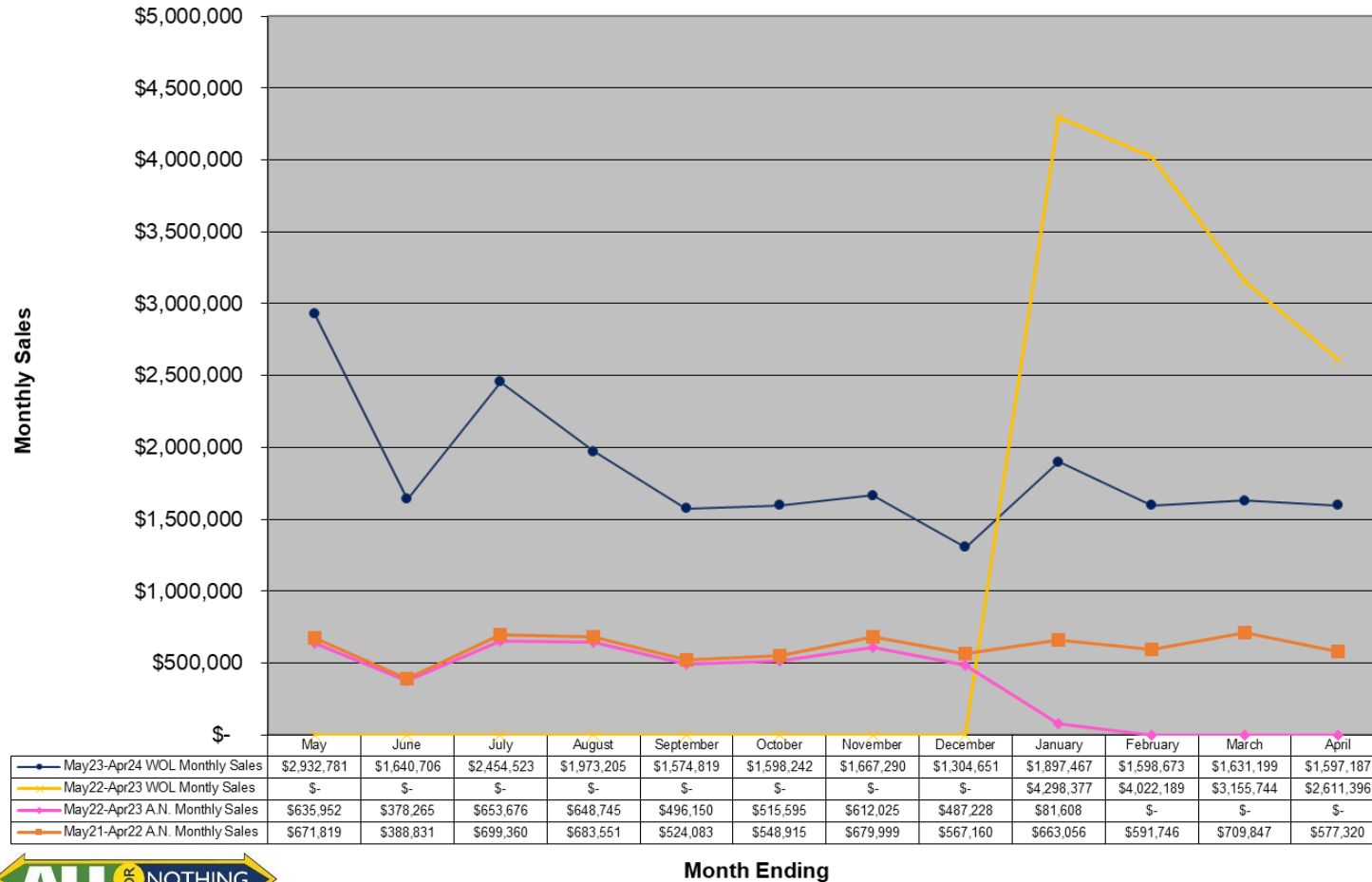
# Instant Ticket Games Monthly Sales Unadjusted Non Fiscal Year May 2021 through April 2024



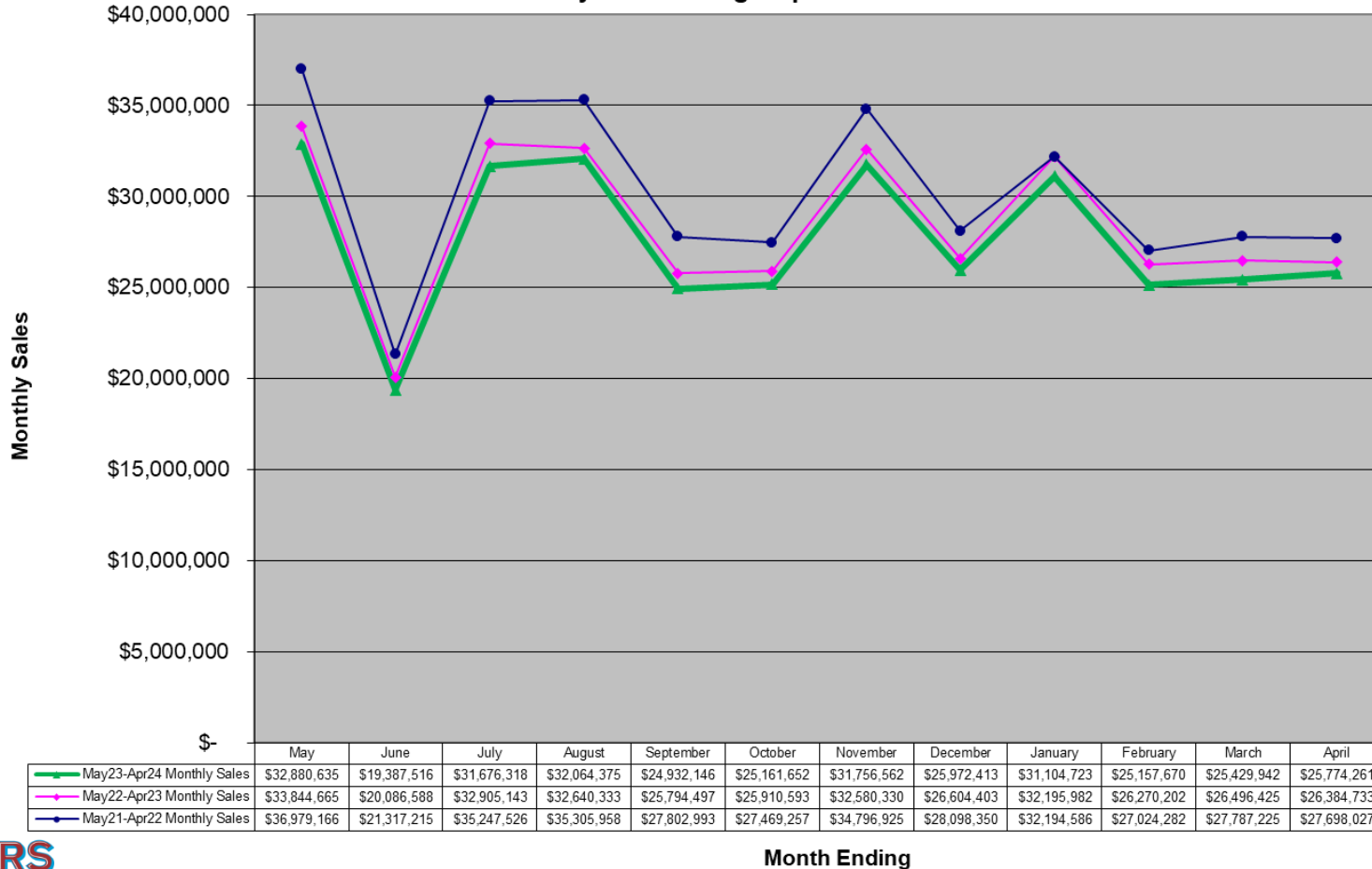
# Keno Game Monthly Sales Unadjusted Non Fiscal Year May 2021 through April 2024



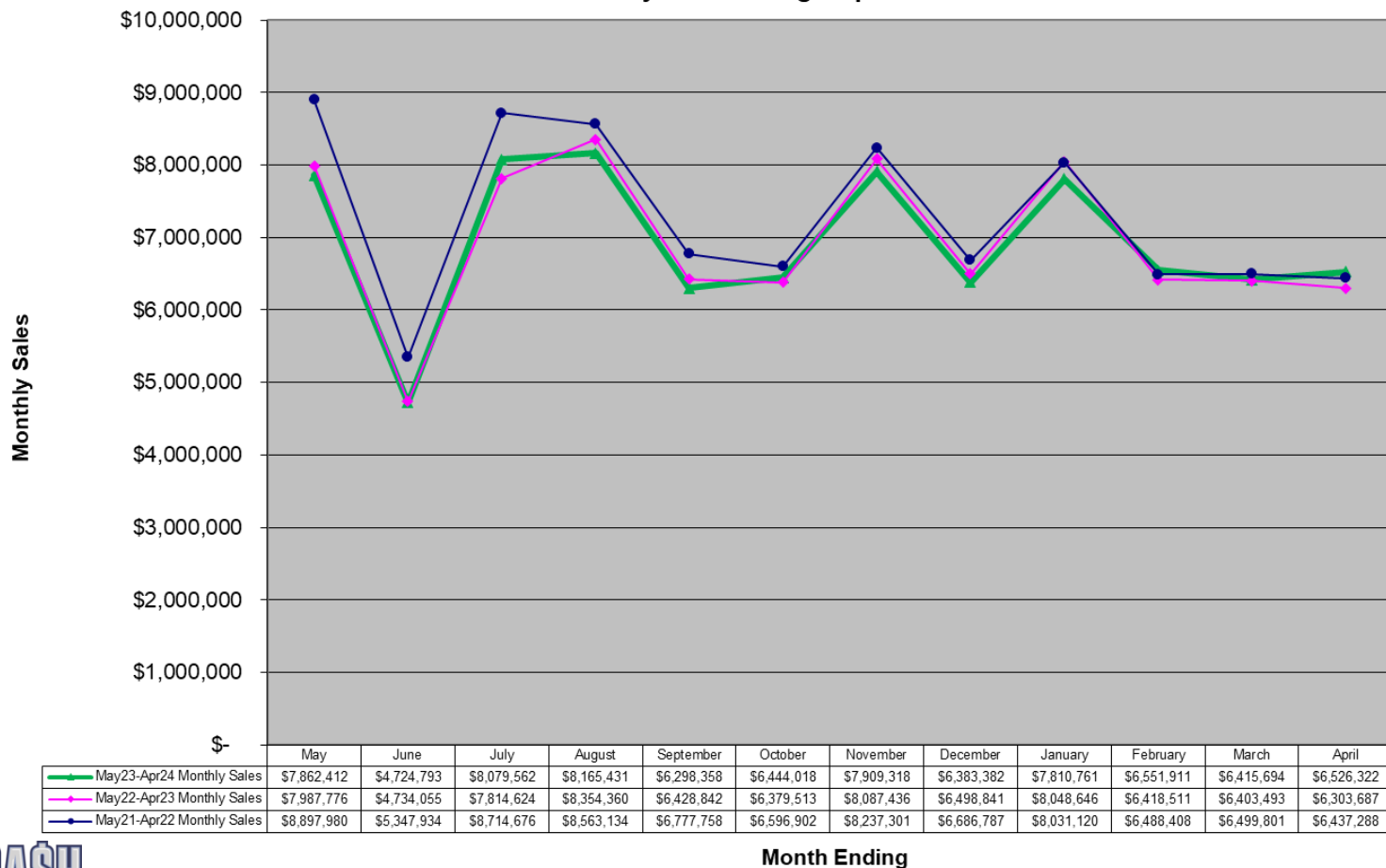
# All or Nothing and Wheel of Luck Games Monthly Sales Unadjusted Non Fiscal Year May 2021 through April 2024



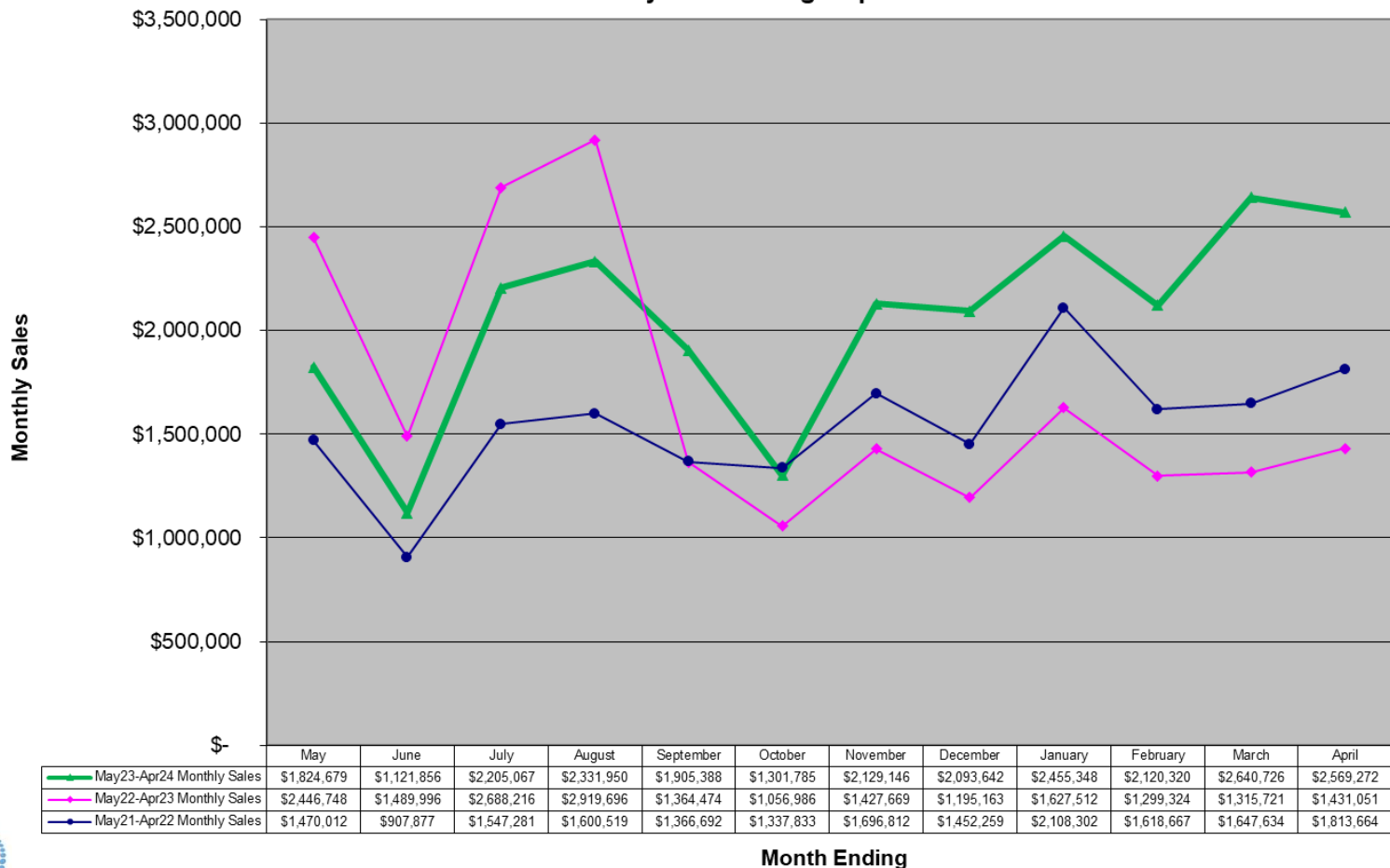
# Numbers Game Monthly Sales Unadjusted Non Fiscal Year May 2021 through April 2024



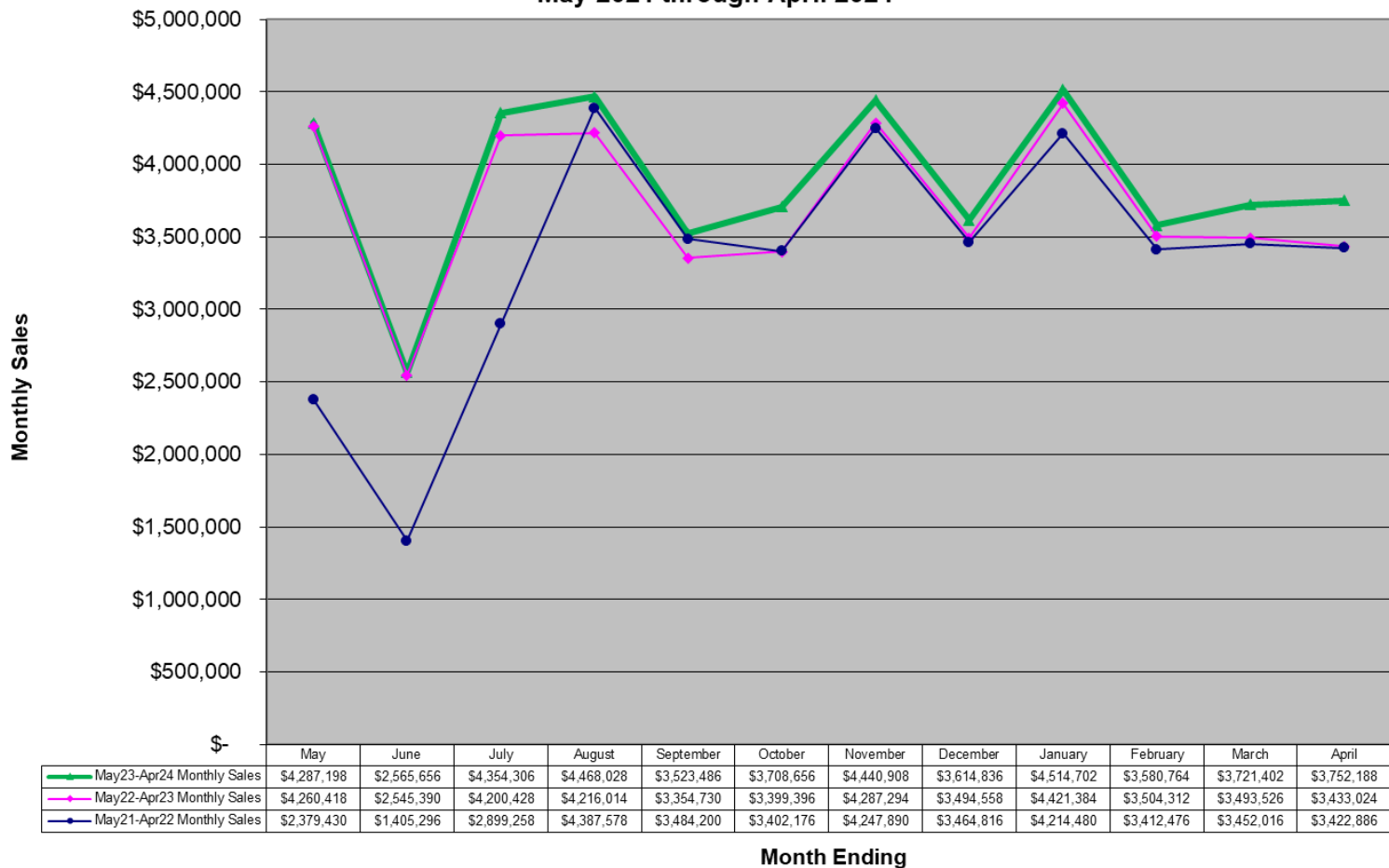
# Mass Cash Game Monthly Sales Unadjusted Non Fiscal Year May 2021 through April 2024



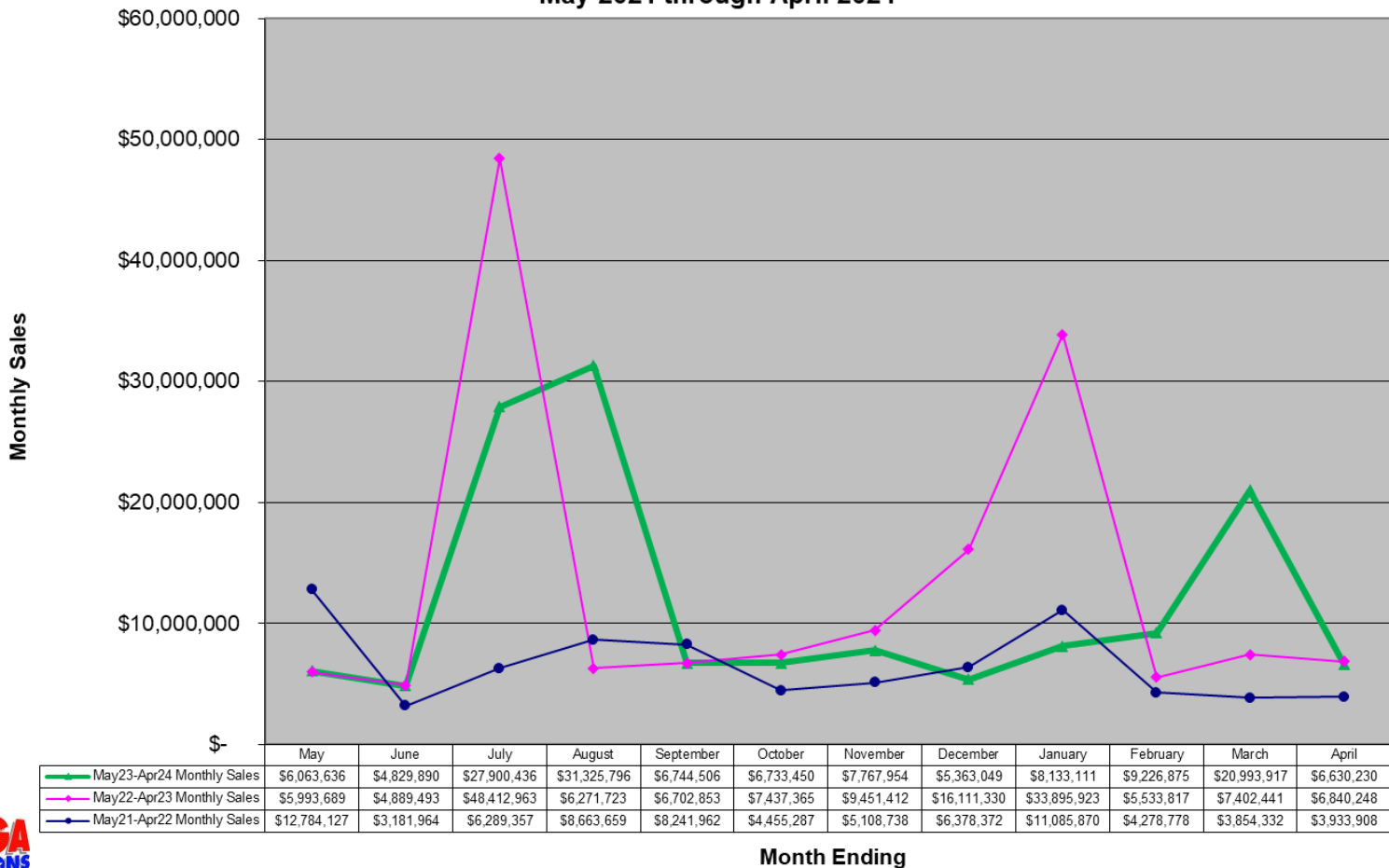
# Megabucks Game Monthly Sales Unadjusted Non Fiscal Year May 2021 through April 2024



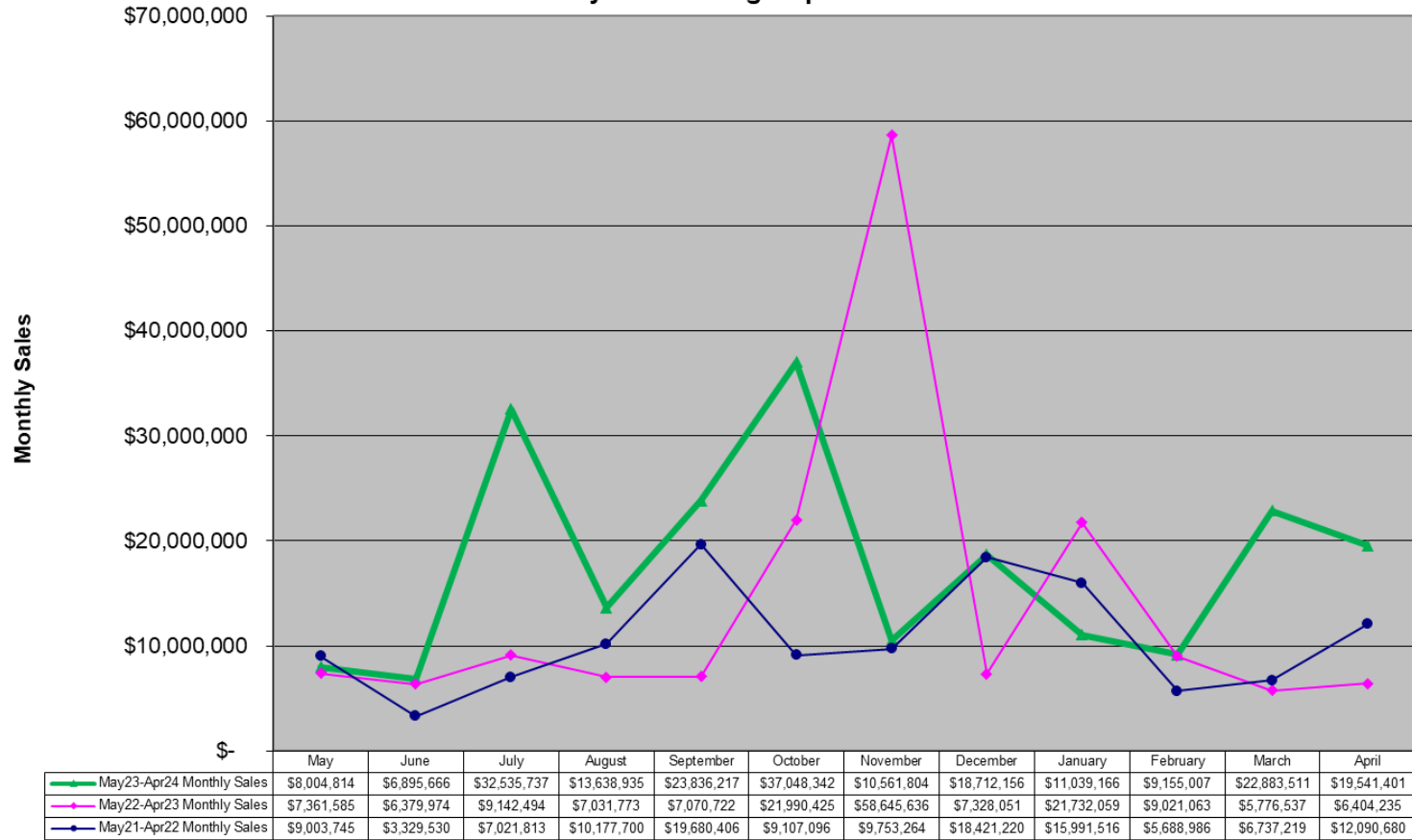
# Lucky for Life Game Monthly Sales Unadjusted Non Fiscal Year May 2021 through April 2024



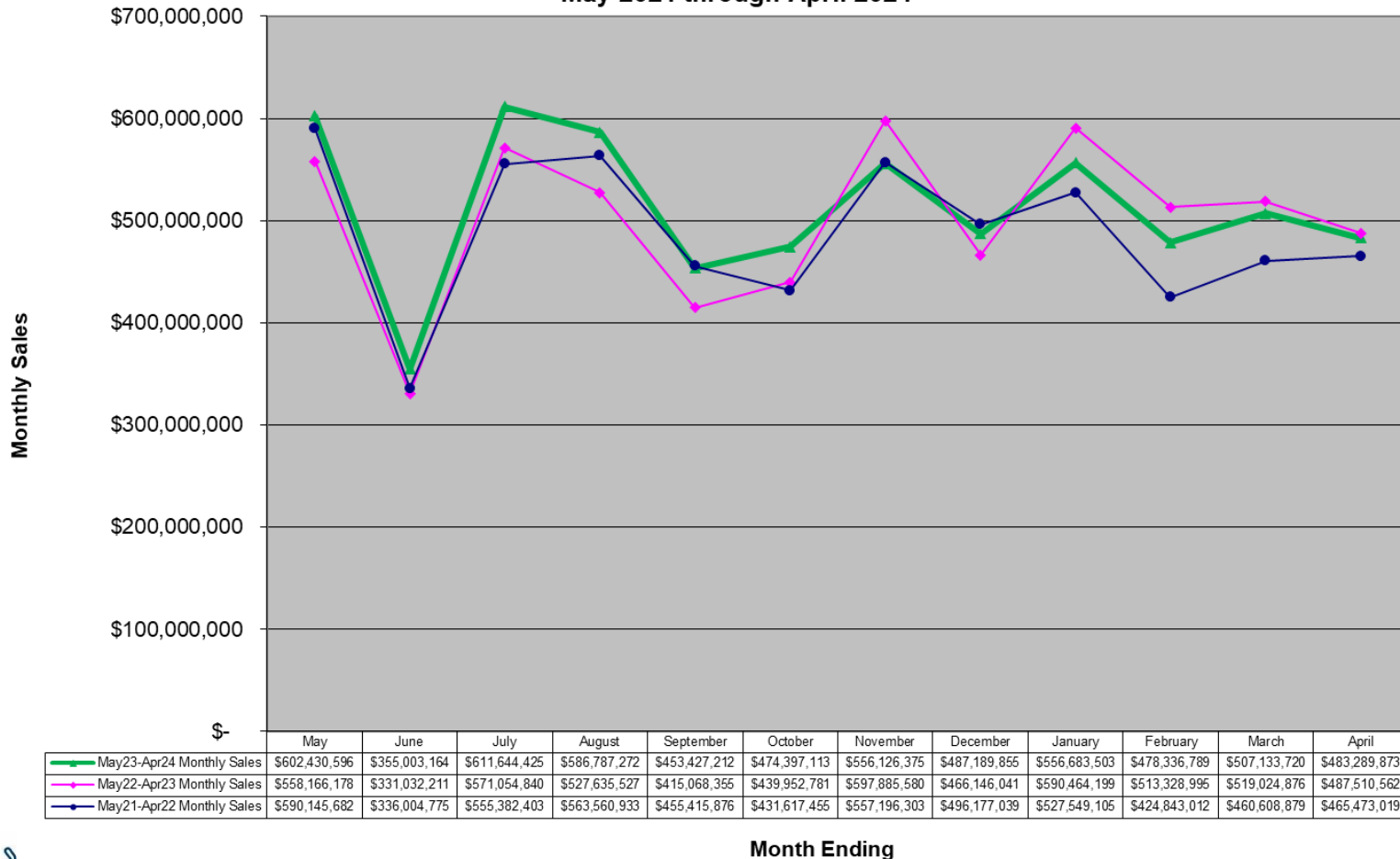
# Mega Millions Game Monthly Sales Unadjusted Non Fiscal Year May 2021 through April 2024



# Powerball Game Monthly Sales Unadjusted Non Fiscal Year May 2021 through April 2024



# All Games Monthly Sales Unadjusted Non Fiscal Year May 2021 through April 2024



**Monthly Net Profit**  
**May 2021 through April 2024**  
 (Estimated Figure for April 2024)

