
Massachusetts State Lottery Commission Meeting

Executive Director's Report

Delivered by: Mark William Bracken

October 31, 2023



Lottery Sales Update – September

- Overall unadjusted sales for September of 2023 were **up \$38.4 million** from September 2022.

Figures for the month of September 2023

- Estimated September 2023 net profit and prize payout figures do not include accruals for prizes won that have not yet been paid.
 - Due in part to an \$18.7 million increase in Instant Ticket sales for the month of September, a \$16.8 million increase in Powerball sales for the month, and an \$11 million decrease in Instant Ticket grand prizes being claimed for the month (\$8 million in September 2023 compared to \$19 million in September 2022):
 - Estimated Net profit for September 2023 was \$108.2 million compared to \$79.3 million in September 2022, resulting in an **estimated \$28.9 million increase in net profit**.
 - Estimated prize payout for September 2023 was 68.88 percent, compared to 73.00 percent in September 2022.

Figures for Fiscal Year 2024

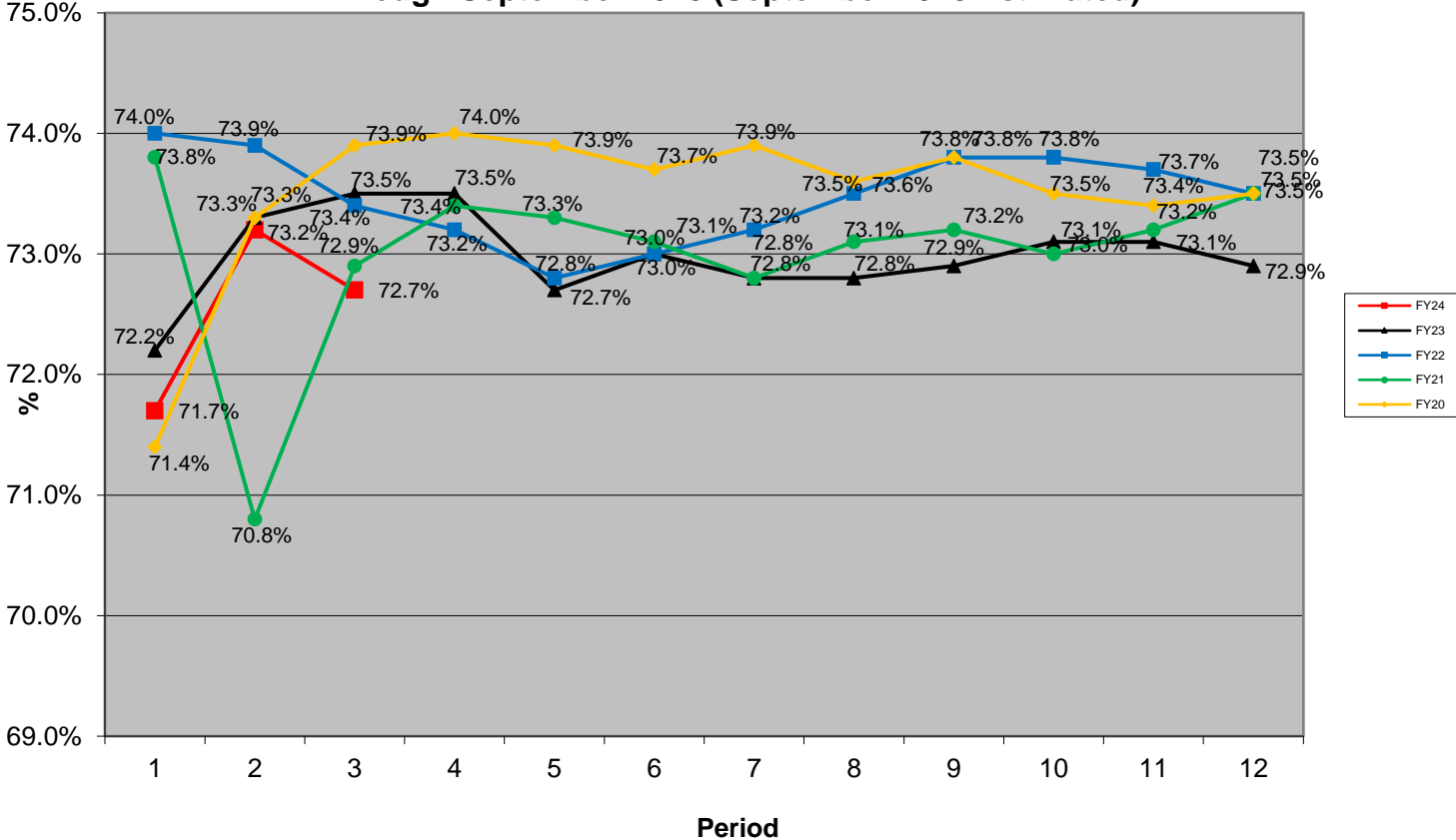
- Our estimated FY24 year-to-date net profit and prize payout figures both include accruals for prizes won that have not yet been paid.
 - Our estimated year-to-date net profit for the first three months of FY24 is \$315.1 million compared to \$278.5 million for the first three months of FY23. After adding a 1-day average net profit figure of \$3.4 million due to a shift in the calendar, the adjusted year-over-year change for the first three months of FY24 vs. the first three months of FY23 is an **estimated \$40.0 million increase in net profit**.
 - Our estimated year-to-date prize payout for the first three months of FY24 is 72.65 percent, compared to 73.54 percent for the first three months of FY23.

September 2023 sales breakdown

- **Instant Ticket** sales were **up \$18.7 million**, **Powerball** sales were **up \$16.8 million** (high jackpot of \$960 million compared to \$300 million in September 2022), **Keno** sales were **up \$2.0 million**, **Megabucks Doubler** sales were **up \$540,914** (high jackpot of \$11.0 million compared to a record \$16.35 million in September 2022), **Lucky for Life** sales were **up \$168,756**, and **Mega Millions** sales were **up \$41,653** (high jackpot of \$267 million compared to \$355 million in September 2022). **Wheel of Luck** sales were **\$1.1 million** higher than last September's **All or Nothing** sales.
- Compared to September of 2022, **Numbers Game** sales were **down \$862,351** and **Mass Cash** sales were **down \$130,484**.

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

5 Year Comparison
 Prize Payout as a % of Sales
 Through September 2023 (September 2023 Estimated)



September Sales

MSLC Gross Sales Results

SEPTEMBER FY24 vs. FY23 Unadjusted Non Fiscal Year

(\$ millions)

Through September 30, 2023

	FY24	% of Total	FY23	% of Total	\$ Change	% Change
Instant Tickets	\$291.8	64.4%	\$273.1	65.8%	\$18.7	6.9%
Numbers Game	\$24.9	5.5%	\$25.8	6.2%	-\$0.9	-3.3%
Mass Cash	\$6.3	1.4%	\$6.4	1.5%	-\$0.1	-2.0%
Megabucks Doubler	\$1.9	0.4%	\$1.4	0.3%	\$0.5	39.7%
Mega Millions	\$6.7	1.5%	\$6.7	1.6%	\$0.0	0.6%
Powerball	\$23.8	5.3%	\$7.1	1.7%	\$16.8	237.1%
Lucky for Life	\$3.5	0.8%	\$3.4	0.8%	\$0.2	5.0%
Keno	\$92.8	20.5%	\$90.8	21.9%	\$2.0	2.2%
All or Nothing	\$0.0	0.0%	\$0.5	0.1%	-\$0.5	-100.0%
Wheel of Luck	\$1.6	0.3%	\$0.0	0.0%	\$1.6	100.0%
Total	\$453.4	100.0%	\$415.1	100.0%	\$38.4	9.2%
Instant Tickets	\$291.8	64.4%	\$273.1	65.8%	\$18.7	6.9%
Draw Games	\$67.2	14.8%	\$50.7	12.2%	\$16.5	32.6%
Monitor Games	\$94.4	20.8%	\$91.3	22.0%	\$3.1	3.4%
Total	\$453.4	100.0%	\$415.1	100.0%	\$38.4	9.2%
Unadjusted	Month	9/3/23-9/30/23	Month	9/4/22-10/1/22		
		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 September 30, 2023							
	FY24	% of Total	FY23	% of Total	\$ Change	% Change	
Instant Tickets	\$1,055.0	63.9%	\$977.7	64.6%	\$77.3	7.9%	
Numbers Game	\$88.7	5.4%	\$91.3	6.0%	-\$2.7	-2.9%	
Mass Cash	\$22.5	1.4%	\$22.6	1.5%	-\$0.1	-0.2%	
Megabucks Doubler	\$6.4	0.4%	\$7.0	0.5%	-\$0.5	-7.6%	
Mega Millions	\$66.0	4.0%	\$61.4	4.1%	\$4.6	7.5%	
Powerball	\$70.0	4.2%	\$23.2	1.5%	\$46.8	201.2%	
Lucky for Life	\$12.3	0.7%	\$11.8	0.8%	\$0.6	4.9%	
Keno	\$324.9	19.7%	\$317.0	20.9%	\$7.9	2.5%	
All or Nothing	\$0.0	0.0%	\$1.8	0.1%	-\$1.8	-100.0%	
Wheel of Luck	\$6.0	0.4%	\$0.0	0.0%	\$6.0	100.0%	
Total	\$1,651.9	100.0%	\$1,513.8	100.0%	\$138.1	9.1%	
Instant Tickets	\$1,055.0	63.9%	\$977.7	64.6%	\$77.3	7.9%	
Draw Games	\$266.0	16.1%	\$217.3	14.4%	\$48.7	22.4%	
Monitor Games	\$330.9	20.0%	\$318.8	21.1%	\$12.1	3.8%	
Total	\$1,651.9	100.0%	\$1,513.8	100.0%	\$138.1	9.1%	
Unadjusted	Year	6/25/23-9/30/23	Year	6/26/22-10/1/22			
		14 weeks		14 weeks			
		98 days		98 days			

Wheel of Luck Promotion Results

Goal

- Continue to raise awareness of new game

Strategy

- Offer a free prize that is the most popular choice of Keno players (5-Spot play)

Results

- 14,902 free tickets awarded for purchasing \$10 or more on a singlet ticket
- \$10 or more on a single ticket comparisons:
 - Weekend before promo: 12,979
 - Weekend after promo: 13,339



Double Your Luck Promo

Oct 5 – 9*

Buy \$10 or more of *The Wheel of Luck* on a single ticket, get a FREE \$2 Keno 5-Spot Quic Pic

The Wheel OF LUCK and KENO™

*Promotion starts 5:00 AM on 10/5 and ends 8:59 PM on 10/9 Must be 18 or older to play

Keno 2X Bonus Promotion

November 24-27

During this promotion, an additional multiplier of 2X 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 2, 3, 4, 5 or 10 times.

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

**BLACK FRIDAY
THROUGH
CYBER MONDAY**

KENO

2X

Bonus time

**NOV
24-27***

Must be 18 or older to play
Problem Gambling Helpline: 800-327-5050
*See Administrative Bulletin for promotion times

The graphic features a black background with white, distressed-style text for the top section. Below this, the word 'KENO' is written in large, bold, yellow letters with a black outline. A pink and yellow '2X' multiplier is positioned above the word 'Bonus' in the 'Bonus time' section, which is written in a black, cursive font. The dates 'NOV 24-27*' are displayed in white and yellow. A blue arrow points from the dates towards the '2X' multiplier. The background of the graphic is a light blue color with a faint, dark blue pattern.

Mass Millionaire Holiday Raffle Update

- 10% of ticket run sold in first two days of sales (only 2.6% of time elapsed in the game)
- 21.2% of ticket run sold in advance of first weekly drawing (five days of sales)
- 76% redemption rate on coupons
- No evidence of cannibalization of other products
- 187,040 of 550,000 tickets (34 percent) sold through Sunday, October 29



Ticket sales began Monday, October 16

Megabucks Game Changes

Starting November 12

- Megabucks (dropping “Doubler”)
- Three drawings per week:
Monday, Wednesday, Saturday
(same days as Powerball)
- 5 fewer numbers to chose from, improving odds of winning
- All prize tiers other than jackpot will double
- Sales begin November 12
- First drawing November 13
- \$2 per play (currently \$1)



New logo

Match	Old Game 6 out of 49	New Game 6 out of 44
6 numbers	Jackpot (Avg \$5,200,000) Odds: 1:13,983,826	Jackpot (Avg \$6,752,000) Odds: 1:7,059,052
5 numbers	\$2,500 Odds: 1:54,201	\$5,000 Odds: 1:30,961
4 numbers	\$100 Odds: 1:1,032	\$200 Odds: 1:669
3 numbers	\$2 Odds: 1:57	\$4 Odds: 1:42

Megabucks Game Changes – Awareness Campaign

**LESS
BALLS
ARE
BETTER**

**MEGA
BUCKS**

**BETTER ODDS
BETTER JACKPOTS**

**STARTING NOV 12
THREE DRAWINGS PER WEEK
MONDAY, WEDNESDAY, AND SATURDAY**

\$2

**MEGA
BUCKS**

THELOTTERY

Must be 18 or older to play

missalottery.com



Cash Wheel Live in Salem, Friday the 13th

To capture the excitement of the Halloween season, we conducted a Facebook Live event at Derby Square in Salem on Friday, October 13. Randomly selected contestants had the chance to spin to win cash prizes up to \$600.

2 methods of entry:

- Online in advance
- In-person at event

5 online winners and 5 in-person winners for each event

Bonus Round for Facebook Live viewers with chances to win \$100



Cash Wheel Live in Salem, Friday the 13th



IEWS: 4.7k ENGAGEMENTS: 1.7K
REACH: 10.5k COMMENTS: 1.3K

LIVE BROADCAST >
HIGHEST REACTIONS ON FACEBOOK
IN LAST 90 DAYS: CASH WHEEL LIVE 383 / 56 MEDIAN



EMAIL AVERAGE OPEN RATE: 72.9%
EMAIL OPT-INS: 3,135

ONLINE ENTRIES: 3,812
ONSITE ENTRIES: 193



Link to Full Show: [10/13/23 Cash Wheel Live](#)

Social Media

Engagement = Stronger relationship with customers

- Builds brand loyalty
- Increase “sharing” opportunities
- Increase sales

5-day Facebook promotion

- 5 prize packs provided by partners
- 4,004 comments (point of entry)
- 53,967 reach
- Direct messaging – congrats + pick up
- Coming soon HALLOWEEN PROMO

Highest comments on a post

Facebook post

Join the fun and test your Universal Monsters knowledge.

Sep 25, 2023, 6:01 AM

This post received **2,584%** more comments (1,369 comments) than your median post (51 comments) on Facebook.

Massachusetts State Lottery
Published by Hootsuite · September 25 at 9:01 AM ·

Join the fun and test your Universal Monsters knowledge with the Lottery's promotional Universal Monsters Trivia today!

Post your answer to today's question in the comments for your chance to win a Universal Monsters Prize Pack (\$230 value!)

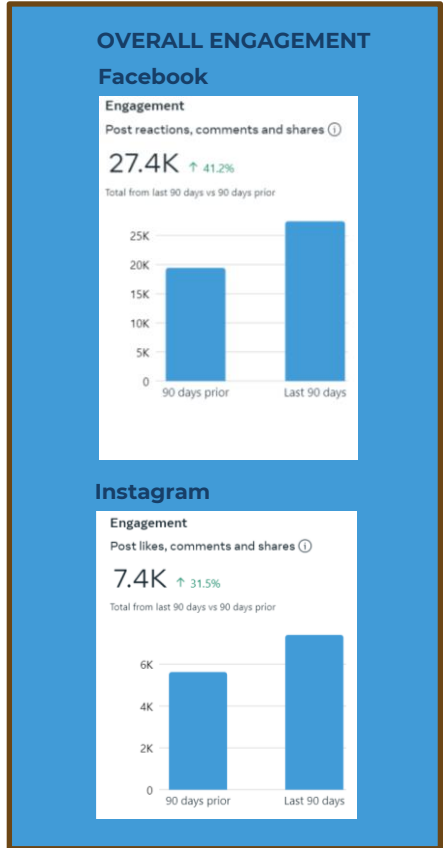
Learn More > masslottery.com/about/universal-monsters-trivia-9-2023 No purchase necessary to enter. Must be 18 or older to enter. Limit one entry per person, per day.

MONSTERS

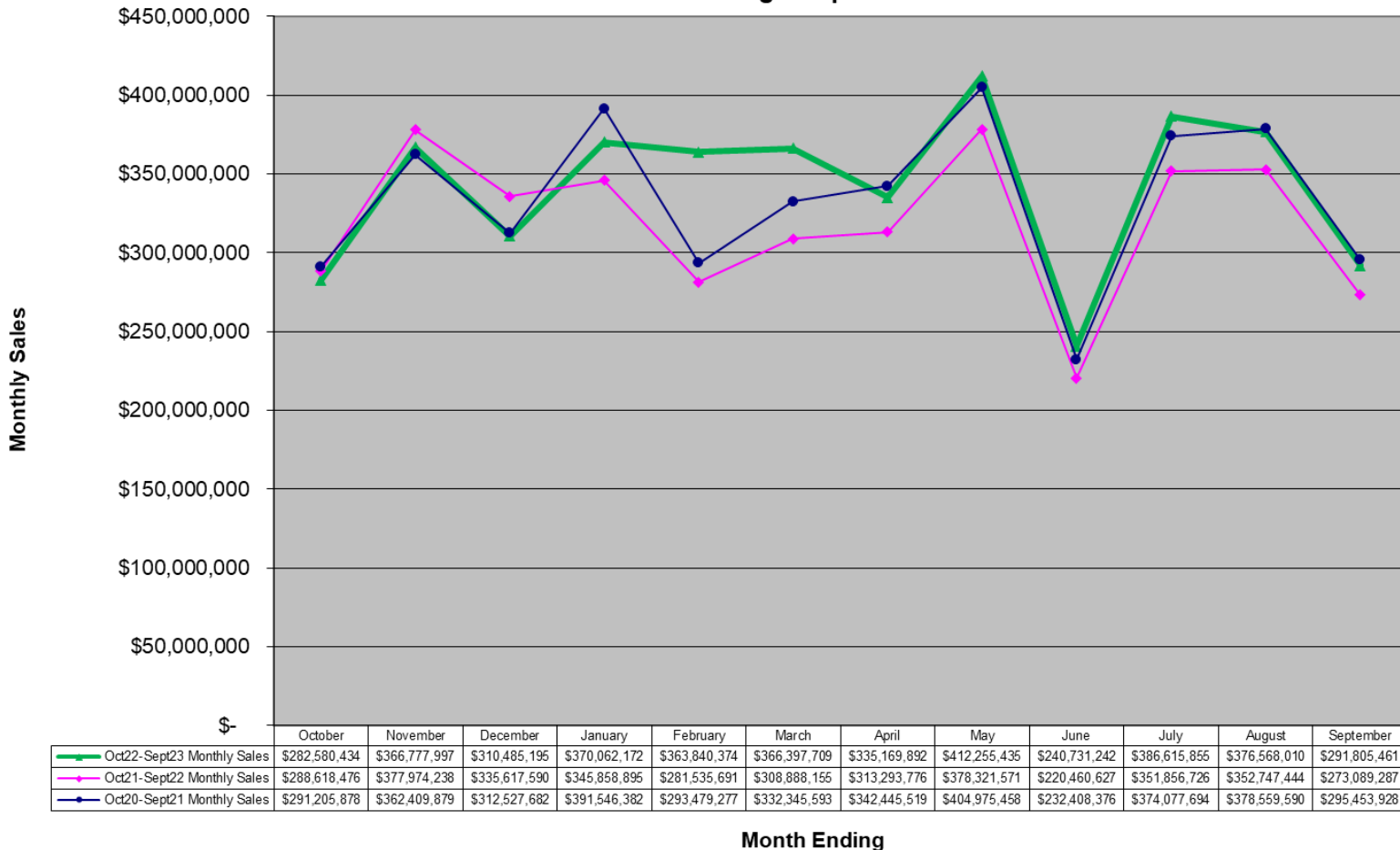
Which actor played Dracula?

A) BELA LUGOSI
B) EDWARD VAN SLOAN
C) LON CHANEY JR.

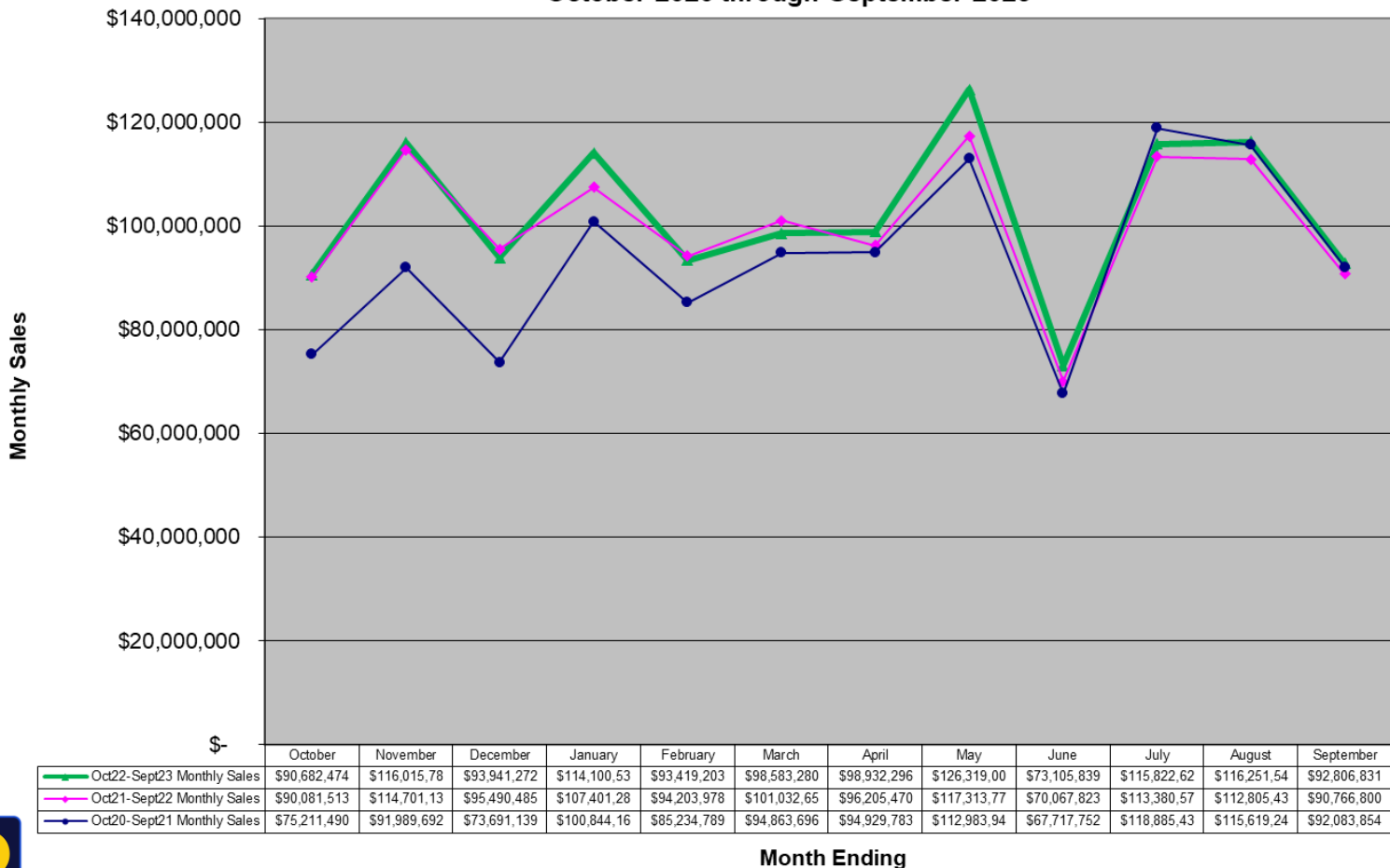
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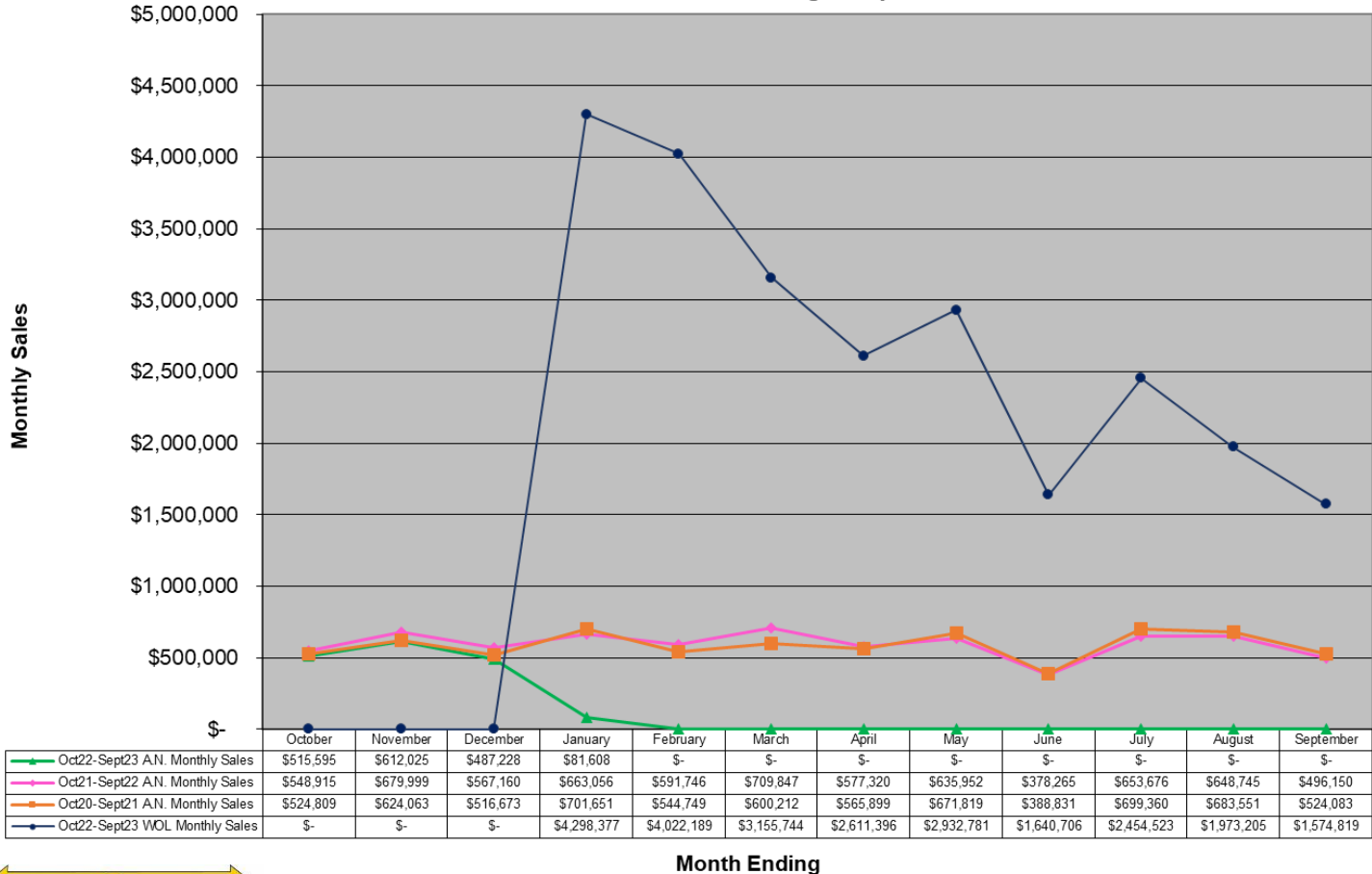
Instant Ticket Games Monthly Sales Unadjusted Non Fiscal Year October 2020 through September 2023



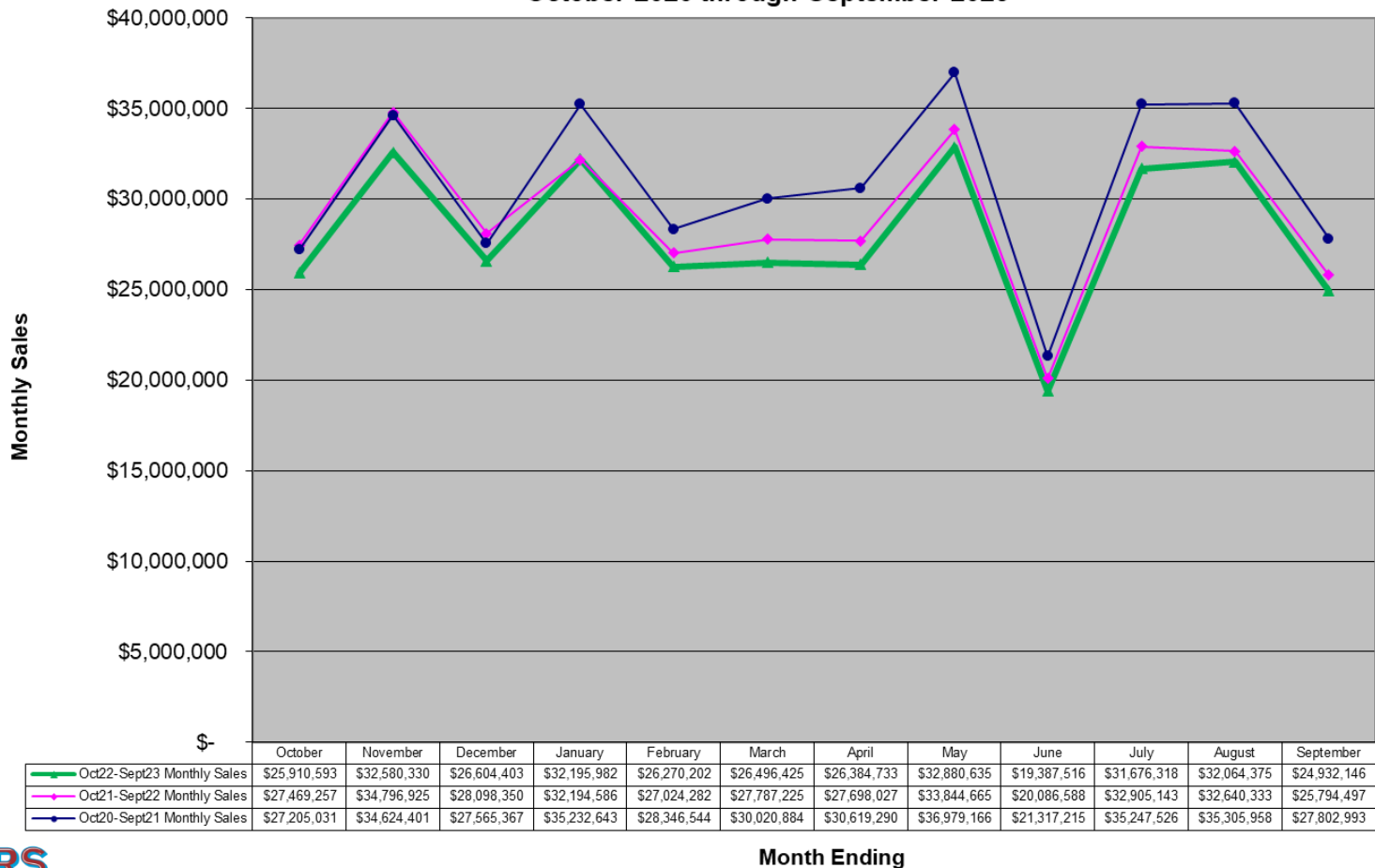
Keno Game Monthly Sales Unadjusted Non Fiscal Year October 2020 through September 2023



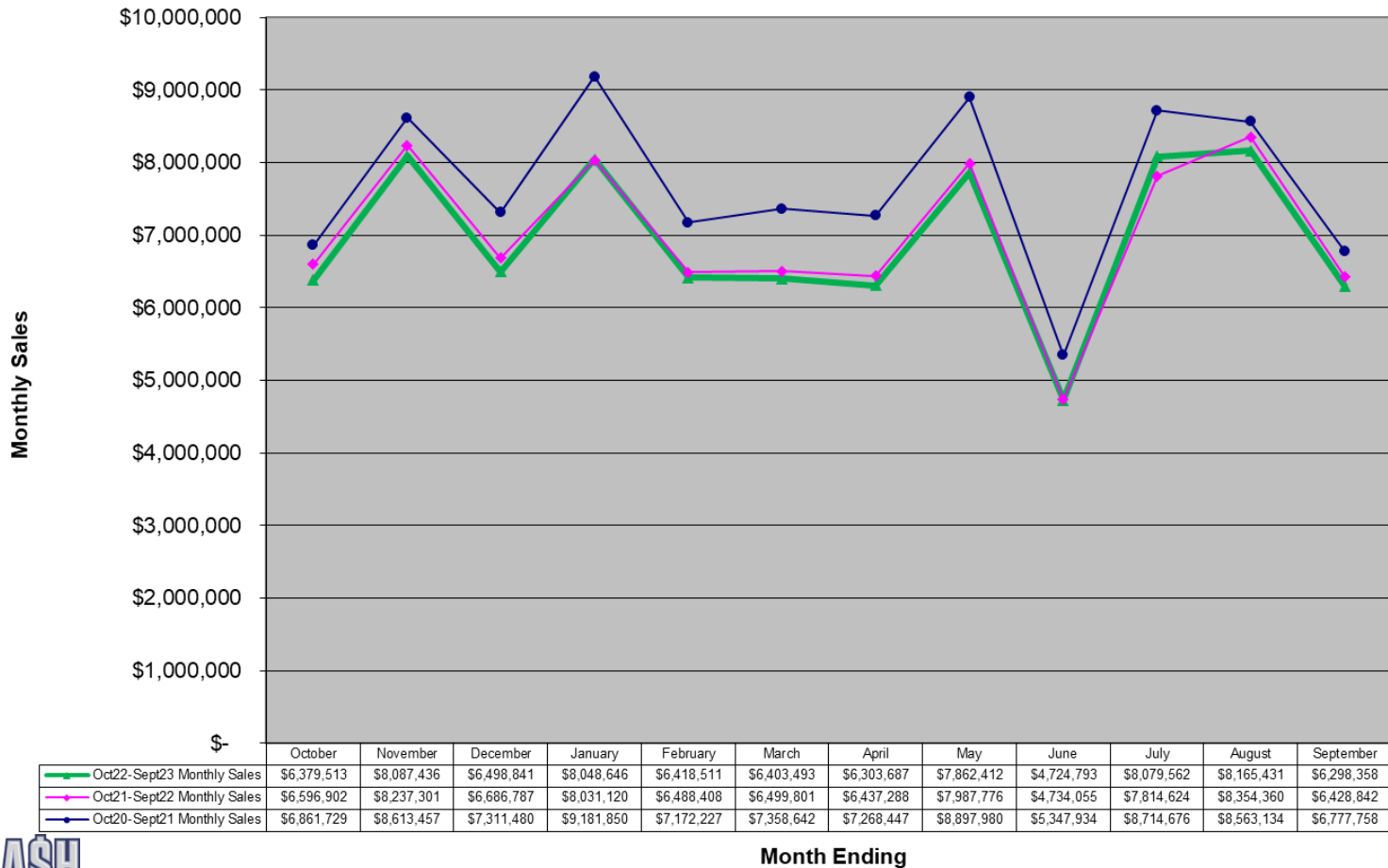
Wheel of Luck and All or Nothing Games Monthly Sales Unadjusted Non Fiscal Year October 2020 through September 2023



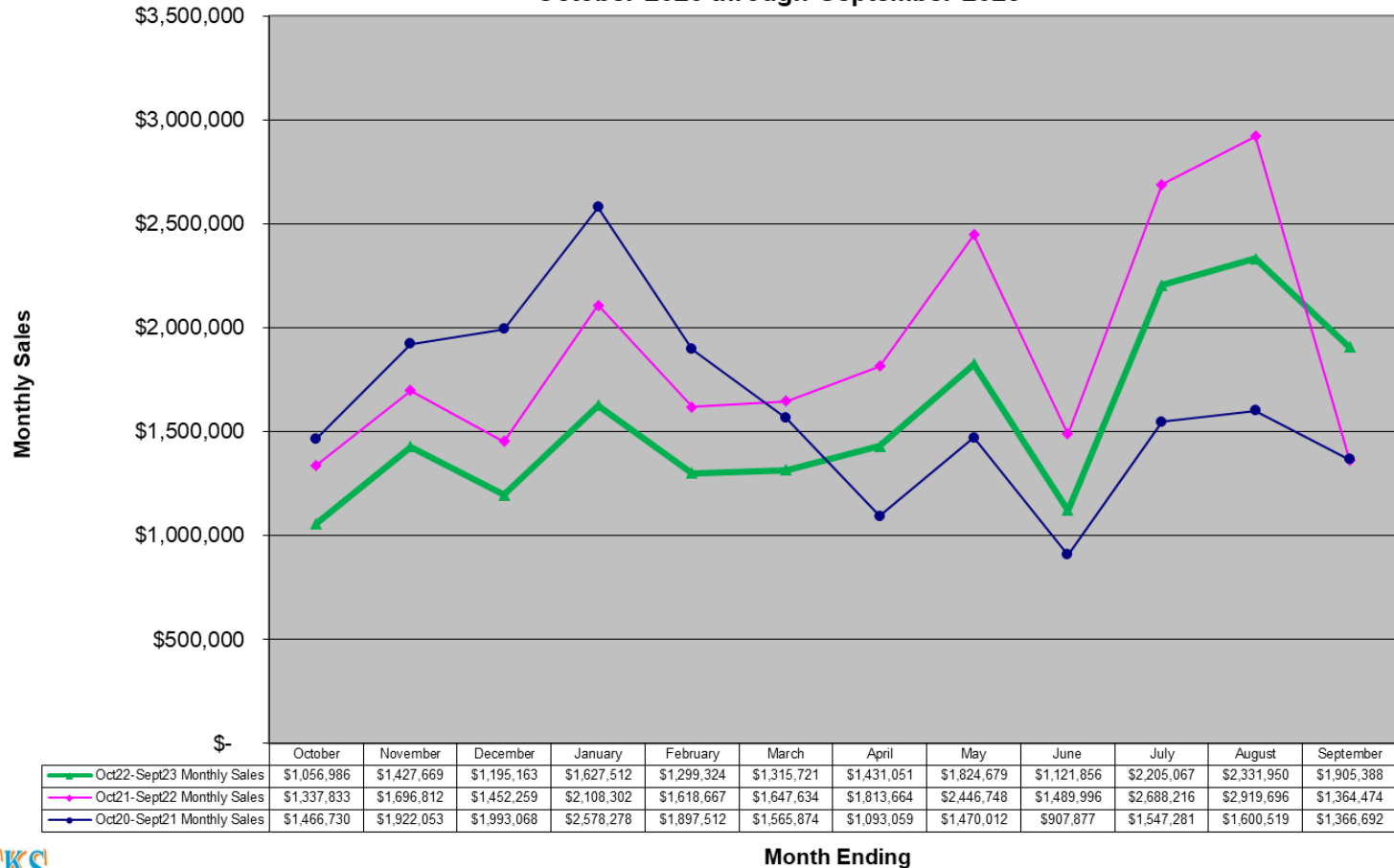
Numbers Game Monthly Sales Unadjusted Non Fiscal Year October 2020 through September 2023



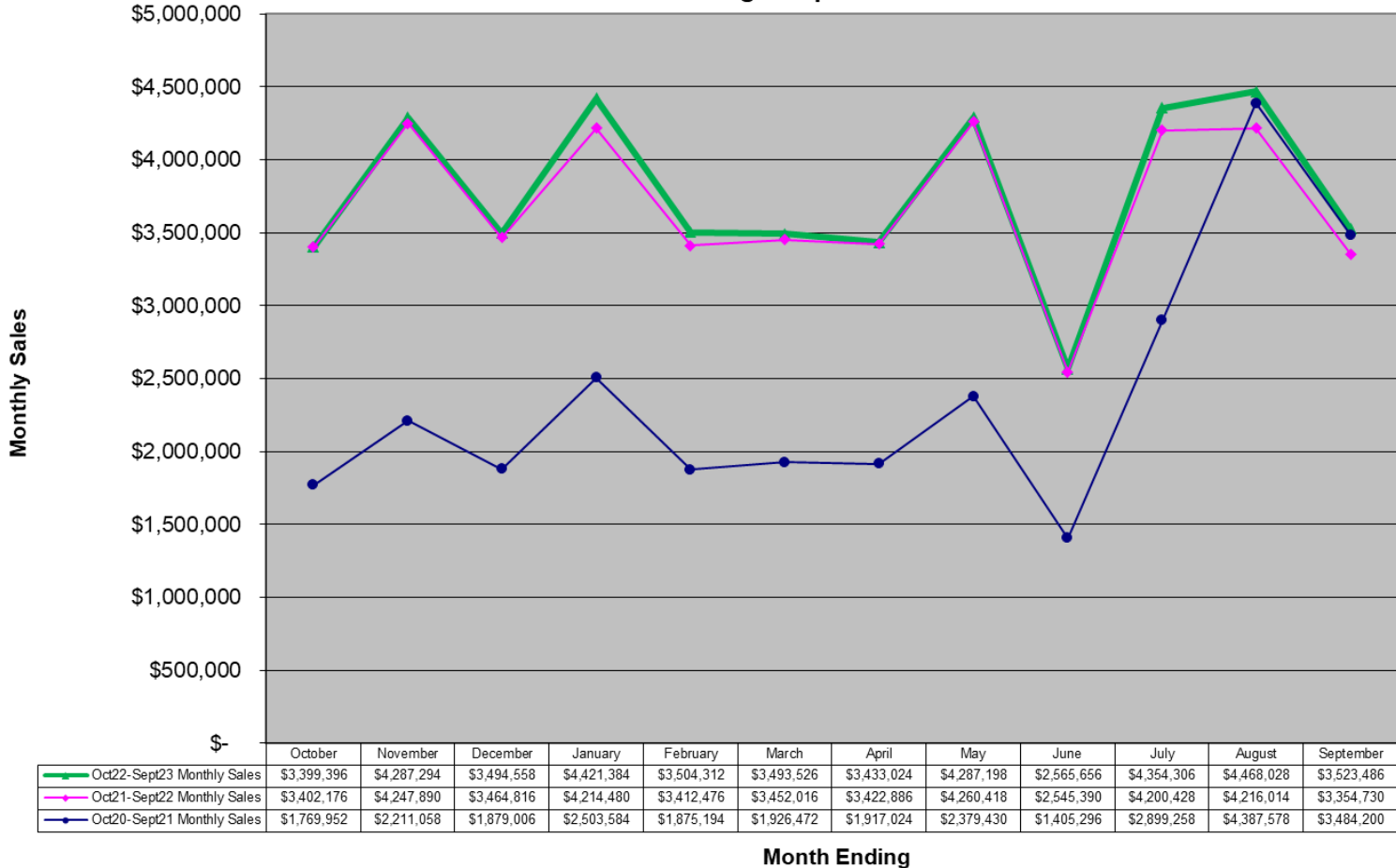
Mass Cash Game Monthly Sales Unadjusted Non Fiscal Year October 2020 through September 2023



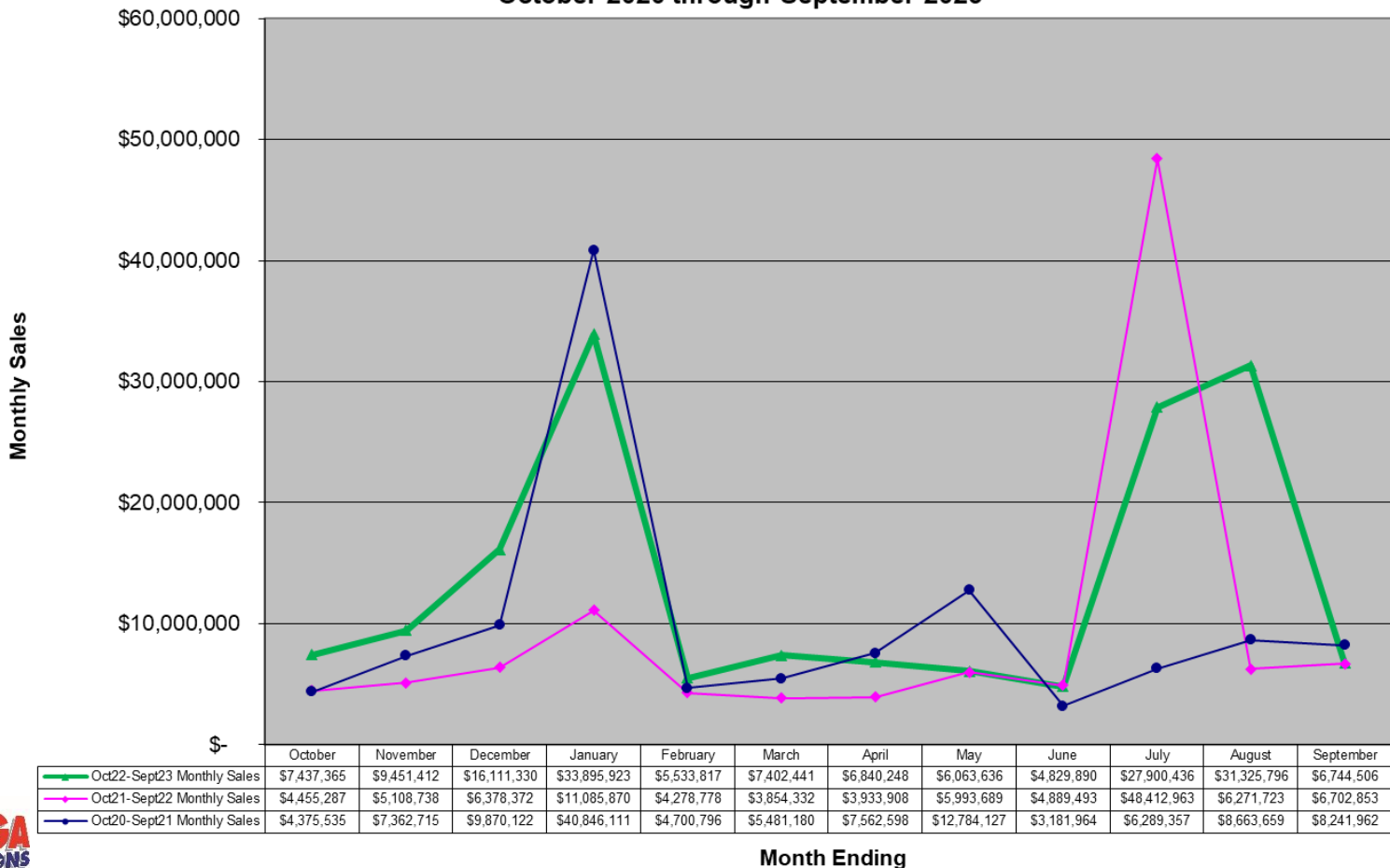
Megabucks Doubler Game Monthly Sales Unadjusted Non Fiscal Year October 2020 through September 2023



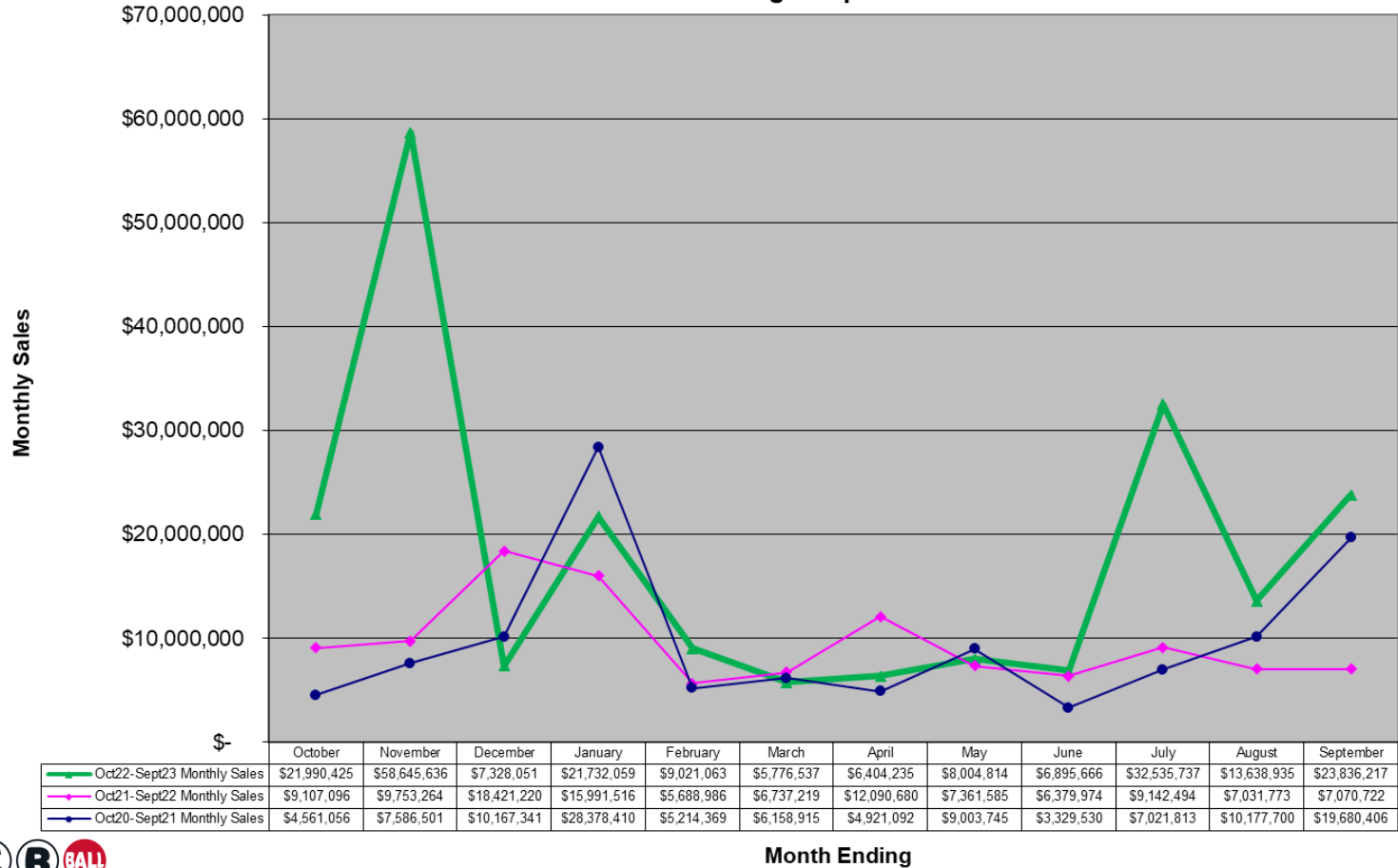
Lucky for Life Game Monthly Sales Unadjusted Non Fiscal Year October 2020 through September 2023



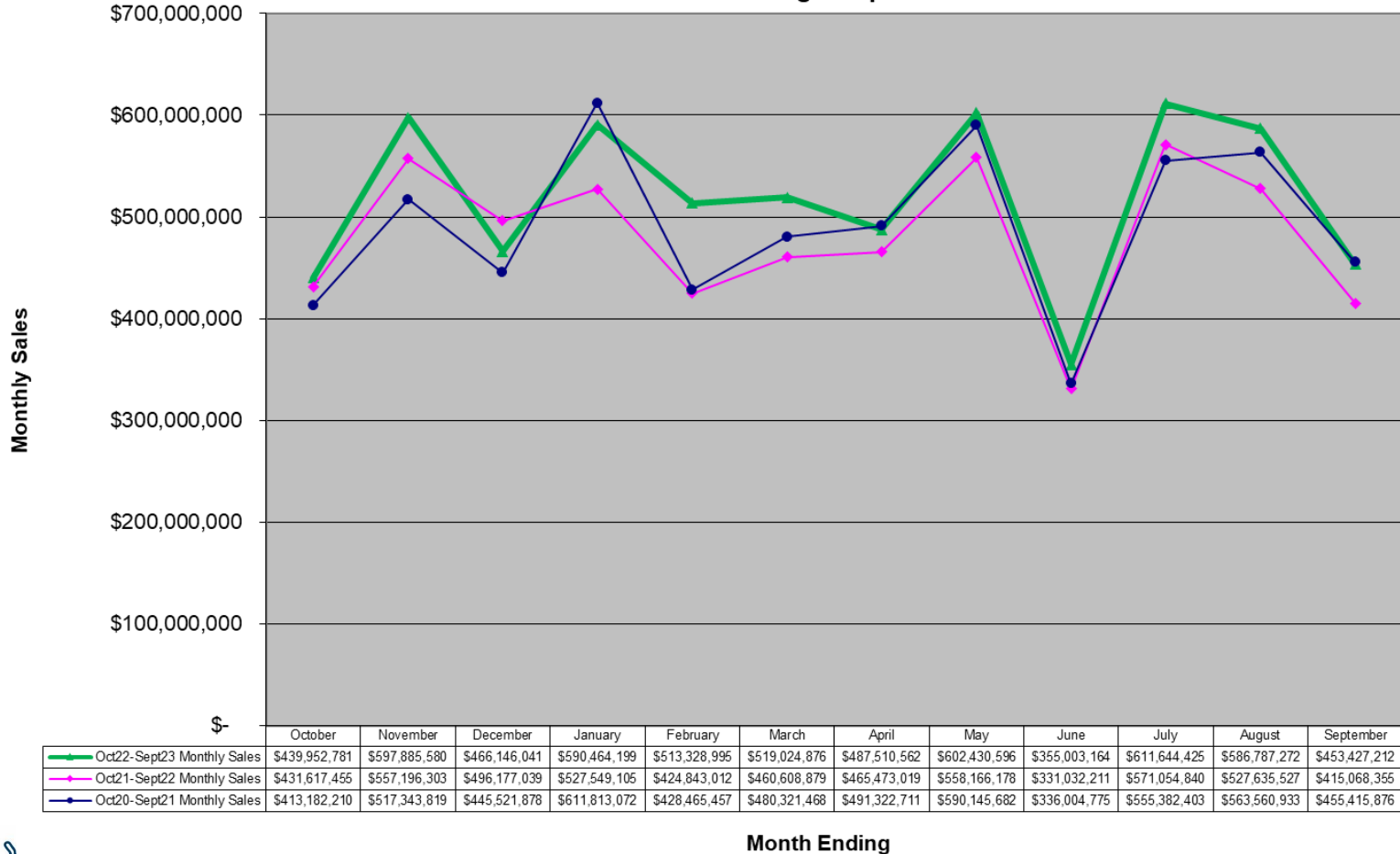
Mega Millions Game Monthly Sales Unadjusted Non Fiscal Year October 2020 through September 2023



Powerball Game Monthly Sales Unadjusted Non Fiscal Year October 2020 through September 2023



All Games Monthly Sales Unadjusted Non Fiscal Year October 2020 through September 2023



Monthly Net Profit October 2020 through September 2023 (Estimated Figure for September 2023)

