

FY 2021 RESULTS | DESKCON RECAP | NASPL AWARDS

THE OFFICIAL PUBLICATION OF THE NORTH AMERICAN ASSOCIATION OF STATE & PROVINCIAL LOTTERIES

INSIGHTS

NOVEMBER/DECEMBER 2021

Holiday Instant Catalog



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I hope that you're having a wonderful holiday season. As we approach the end of 2021, it is natural for us to pause and reflect. When I look back on the past year, I can't help but marvel at what we have been able to achieve amid another challenging year.

This edition of *Insights* focuses on sales, which is a fitting theme for our final issue of what has been a historic year.

In FY 2021, total traditional lottery sales in the U.S. and Canada soared past the \$100 billion mark for the first time. Just about every American lottery reported double-digit gains in sales, some more than 30%. That all translates to increased transfers for our beneficiaries during this critical time.

In Georgia, we set a record with more than \$6 billion in sales for FY21. Florida became the first

U.S. lottery to top \$9 billion in traditional lottery sales in a fiscal year, and both California and Texas surpassed \$8 billion for the first time.

Every single one of our lotteries has an incredible story to tell.

Throughout the year, we introduced new games and concepts while enhancing existing games to keep our products fresh and exciting for players. One notable highlight was the expansion of Powerball to add a third weekly drawing on Mondays, as well as the Double Play feature.

While a few jurisdictions offered online sales prior to the pandemic, many more are now exploring and implementing iLottery.

When we reflect on the past year, we are mindful of our mission and responsibility to our beneficiaries. The record dollars that we generated were for our citizens and the good causes throughout our jurisdictions.

While there were many challenges in 2021, we worked together and got the job done for the millions of beneficiaries who depend on us.

One of the things I admire and respect the most about our industry is the way that we collaborate and champion each other. Our combined strength helps us succeed individually and collectively.

We are grateful for our incredible team members, retail partners, players, vendors, and others who support us throughout the year. I'd also like to extend a special thanks to the NASPL Executive Committee, staff, and each of our members for your support and commitment this year and every year.

As we celebrate the holidays, I hope that you look back at 2021 with gratitude, pride, and a sense of accomplishment for a job well done.

Wishing you and your loved ones a very safe, happy, and healthy holiday season.

Sending my best,

Gretchen Corbin

President and CEO,
Georgia Lottery Corporation
NASPL President



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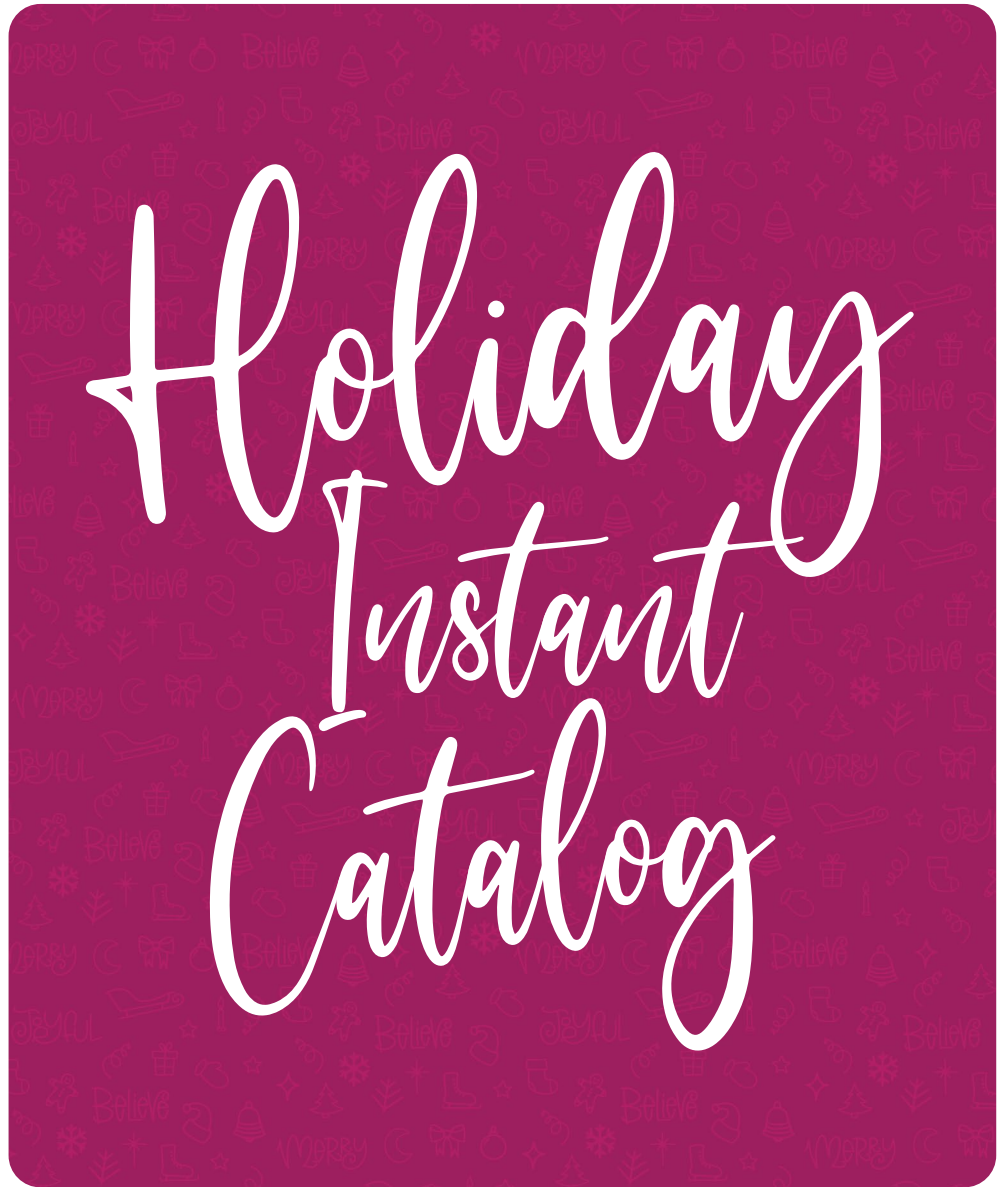
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A New Start for Scientific Games Lottery in 2022

With decades in the lottery business, the Scientific Games Lottery Group will return to its roots in 2022. Once the acquisition of Scientific Games Corporation's lottery business by Brookfield Business Partners L.P. is completed, which is expected in the second quarter next year, the "new" standalone Scientific Games Lottery Group will focus 100% on the products and services offered to lotteries around the world. The move comes eight years after the company first started diversifying into the gaming business with acquisitions of WMS Gaming and Bally Technologies in 2013 and 2014, respectively.

Pat McHugh, currently serving as the company's Lottery Group Chief Executive, will assume the role of Chief Executive Officer of Scientific Games upon closing – the name stays with the new lottery-focused company. He noted that the Lottery Group has been seeing record growth in recent years, reaching \$1 billion in revenues for the first time, so the timing is right.

"When we first acquired the gaming companies, there were a lot of synergies. We were able to combine technologies and experiences across the lottery and casino channels." That included things like sharing systems, learning from the advanced loyalty programs in place in the casino industry, how to collect and use data for improved analytics, and handling

cashless payments. The combined company also had the resources to make acquisitions, especially related to digital technology and content. "We're positioned where it makes sense to separate so we can accelerate innovation and growth focused specifically on our industry. We all walk away with much increased financial capacity and a greater suite of products."

"Everything we are doing today is around the intersect of games, enabling technology, analytics and services."

McHugh noted that the lottery industry is used to thinking of the supplier community as either instant game providers or systems providers. "For Scientific Games Lottery, we've progressed beyond that. We're not an instant game company, we're not a systems company – we're a lottery company. Everything we are doing today is around the intersect of games, enabling technology, analytics and services. More and more, our business has become bundled across those categories in both retail and

digital. We're heavily focused on the digital expansion of the industry, but we're also very bullish on retail and will continue to invest heavily there."

The \$6.05 billion purchase by Brookfield (\$5.825 billion in cash with additional consideration based on achieving EBITDA targets) allows the company to pay down debt, putting Scientific Games in a better financial position to make strategic investments in lottery innovations going forward. All existing operations under the Lottery Group stay intact, with the addition of the company's iLottery assets (which have been shared with the company's Digital Group) and lottery sports betting platforms. "There has been very positive feedback," said McHugh. "I think our customers are very pleased to know that we are going to be focused 100% on the lottery industry and better positioned for the future."

Since the proposed sale of the Lottery Group in June, innovation has continued. The company signaled the acquisition of Sideplay Entertainment, a digital instant game studio, in late August. "That would not have happened without this transaction, so we are starting to already get that flexibility to accelerate investment into our lottery business." ■

Speed and convenience has become the standard expectations for consumers, who want a fluid, integrated experience for all their retail needs.

Who has time to queue at different checkouts for different products?

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Making A Difference

Pam Jackson

Sales Specialist, Michigan Lottery

There is a wealth of information available to lotteries – or any business – today, but how an organization actually uses that information plays a big role in just how successful they are. Just ask Pam Jackson, a Sales Specialist at the Michigan Lottery, who knows a thing or two about how valuable good information can be. Especially when that information provides an essential link between lotteries and the retailers who sell their products.

“Pam is an integral part of the success of the Michigan Lottery and our Sales team without ever entering a store,” said Michigan Lottery Chief Deputy Commissioner William Griffin. “She controls our routing to ensure that the 75 District Sales Representatives and 25 Merchandisers visit retailers on a bi-weekly basis at a minimum. She provides vital reporting for Lottery, and serves as the liaison between Sales and the Lottery’s Tech Support group to ensure all of the Sales staff has the technology they need at their fingertips to do their jobs efficiently. All of that is impressive, but it’s Pam’s mastery of gem|Intelligence, our sales software, that makes her stand out the most. She was in on the early development, and continues to contribute to its growth and refinement. Through that software, we know in real time a retailer’s sales, inventory, display facings and more. Pam is a vital part of Lottery and has played a big role in helping grow our contribution to the School Aid Fund over the last several years.”

Jackson joined the Lottery in 2006 as Marketing Coordinator, assisting the product, marketing and sales teams in a variety of ways. She became a Sales Analyst in 2008 and then Sales Specialist in 2016;



it is there that she thrives, working with the DSRs to ensure they have all the tools they need. She also assists with the administration of all the hardware used in the field, everything from IGT's terminals and self-service equipment to the digital signage from Carmanah Signs – in total some 50,000 individual units.

As noted, she is an expert in Scientific Games' gem|Intelligence retailer relationship management software application, and also handles all the routings of DSRs as they make their retailer stops each day. By using Roadnet software from



UPS, she makes sure routings are as efficient and cost-effective as possible so that the reps can visit the most retailers in the least amount of time. The routings are imported into gem|Intelligence daily, so the sales reps can easily see their stops for the day. The system ensures that every sales rep is scheduled for visits to their assigned retailers every two weeks, although there is flexibility with some types of accounts that may be on a monthly cycle.

By helping to keep sales reps on target, which in turn helps keep retailers engaged, Jackson's role is



indeed crucial to the Lottery's success – and one she is thrilled to perform at the highest level. "It brings me great pride to be able to help behind the scenes."

Away from the Lottery, Jackson and her husband Rodney enjoy watching and playing sports, especially softball. She still plays softball twice a week, and credits her college basketball days for instilling in her the team values that are so valuable as a Lottery employee.

The couple have a son and two daughters from previous marriages, and three grandsons. All three are avid sports players as well – anything goes but especially football, soccer and basketball. Besides sports, Jackson enjoys everything that makes the family happy, from backyard barbecues to all sorts of games. She's proud of her son Jordan Martin, a coach who is a special education para-professional who works with disabled children. And also of Rodney's daughters, Tonrae and Mikailah – one is in health care and one is a coach and provides services for disadvantaged children. "My family and friends are my pride and joy, and my grandkids are amazing."

Prior to joining the Lottery, Jackson worked for Michigan State University in roles that included communications, marketing and sales. She has a Bachelor's degree in marketing from Ferris State University.

What made you first join the Michigan Lottery?

I was just looking for a change. I was working in communications and marketing at the Michigan State University College of Nursing for years. Nurses are amazing, but I wanted a little something more fun and exciting. And that ended up being the Michigan Lottery! I thought back then that I was making a great move, but it just keeps getting better and better. What a great experience it has been as my role has evolved. It is such a great fit for me, and hopefully for the Lottery as well.

Lottery sales reps were among industry employees most impacted by the pandemic. Did your own role change as you worked with the district reps?

Not really, because it's always been my role to help them in whatever ways they need. But I have to say that



Does anything that came out of the pandemic strike you as a change for the better?

Well, we already had a really robust system – the Michigan Lottery is at the top of the game, in my opinion, in terms of leadership, our sales teams and our use of technology. So I think we already had the “best of the best.” The only thing I can really point to as having changed is the level of communication within the organization. That’s gotten better as the leadership has done a great job of keeping us safe, keeping us up to date on what’s supposed to happen and what is happening. And we’re smashing our goals, having just completed a record-breaking year again on all fronts including money to the School Aid Fund. Everything has just skyrocketed and we all work together for the better of the whole organization.

After 15 years at the Lottery, what have you seen change the most?

I know I sound like I’m repeating myself, but from my perspective it’s all about the technology. Laptops in the field used by the DSRs can do anything they need, all facilitated by the gem|Intelligence system. They can



during this pandemic, I am most grateful for both technology and our leadership here at the Lottery. The leadership has really pushed us forward and led us through it – the way they are supposed to – in order to keep everyone safe and to allow for changes to happen in terms of the technology. To be quite honest, gem|Intelligence was a great tool prior to this, and we didn’t skip a beat as it became even more important for us over the past 20 months. Everything our sales reps do is logged in through the system, whether they are out in the field or working from home. Especially during the pandemic, it was important to track every contact with every retailer to make sure everyone’s needs were met.

We have customized the software to such a degree that there’s nothing we can’t access with one or two clicks. It’s my job to make sure it continues to work for us in the best way possible, because if it’s not working properly, or if the data is incorrect, our reps can’t do their jobs. As I always say, “good information in, good information out.”



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capture signatures from retailers on the spot, like when they sign up for a promotion or get promotional tickets. Our reps all use iPhones now, and because the system can be accessed on any device, they have the option of using those as well. We've used other retailer relationship software before, but gem|Intelligence really is an incredible platform. There are certainly other technology tools that have evolved over the years that have helped us grow sales. Together with IGT, for example, we can closely monitor our vending equipment to make sure the bins stay stocked; we can evaluate how well specific games are doing; and there are tools to make

sure we are getting the right products at the right price points in every store.

What's your next big challenge?

I'm a lead in the program for rolling out our new gaming equipment in 2022. We'll have all new terminals for the retailers and even better reporting. That's one thing I'm really looking forward to – easier and more comprehensive reporting since I do a lot of sales analysis. While gem|Intelligence gives us everything we need down to the individual retailer level, I'm excited about Lottery-wide reporting improvements that will help in other

ways. Our retailers will also enjoy the system upgrades that will improve their own reporting as well as other enhancements for them in particular.

What do you enjoy most about working at the Lottery?

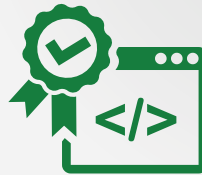
Everything, really! But I especially enjoy helping others, so I find great pride in being able to help everyone here be better at what they do, which of course makes the Lottery as successful as it can be. I enjoy the people I work with. It takes all of us, the whole Lottery team along with our vendors, to make us as great as we are! ■

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Holiday Scratchers Ticket Testing

By Ross Carter
Research Manager
Missouri Lottery



The Missouri Lottery has been testing our holiday Scratchers tickets with players from our players club since the 2015 holiday season (FY16). We listened to our players' feedback, and they have responded by purchasing our holiday games in record numbers ever since.

Background

Prior to FY15, we would review and select holiday games that we found festive and that we thought would sell. About this time, our advertising budget increased and we began our "Second Chance of a Lifetime" promotion campaigns (which includes the holiday promotion), so we considered adding a \$20 game to the holiday lineup. In FY14 and FY15, we chose what we thought were good holiday games, as shown on the opposite page.

Sales from both of these years were less than the prior two years. We needed to figure out why these seemingly good holiday games did not resonate with our players and find some features and games that would. With our investment in robust holiday promotions backed with premium advertising – both for the holiday promotion and our "Scratchers as

Gifts” campaign – we needed successful holiday games to support our holiday marketing program. We made a great call and asked our players for help.

Survey Setup

We tested a handful of games at each price point to see what players liked by setting up an online survey that randomly served up each game by price point. We made the prizes and callouts the same for each ticket across the price point and instructed the players that all prizes are considered the same at each price point. We asked players to rate several game characteristics, including the name, theme or style, artwork, colors, play area and overall impression. We then asked them which of the games they would play and which games they would buy as gifts. Lastly, we had them rank the games from first to last by each price point.

More importantly, we allowed the players a chance to tell us what they liked and didn’t like in their own words. Open-ended comments can be painful to summarize, but it is an exercise that can yield some surprising insights. We have been able gain some knowledge of what our players really want in a holiday Scratchers ticket. Some of the holiday ticket features they like can also apply to other non-holiday Scratchers tickets too.

Results

The first year (FY16) after holiday ticket testing yielded our top holiday sales year, even if you disregard the addition of the \$20 game. The next two years (FY17 and FY18) ended being flat as we were searching for the right prize structure and ticket strategy for the \$20 price point games. By the fourth round of ticket testing (FY19), we began having successful games in the other price points, which allowed us time to land on a winning \$20 strategy.



Many of the tickets included either special printing and/or paper, and we were uncertain if these special features were getting lost in our online survey. We conducted a follow-up survey with just over 100 respondents to further explore this. We mailed sample tickets, ink and paper so that some of the special features would be apparent and then sent a follow-up online survey.

The results showed that our players were intrigued by the clear ticket and some of the unique inks. We were already considering a clear ticket and this helped push in that direction. However, it took a year for us to test and get prepared so it wasn’t launched until FY21. The \$5 clear ticket Holiday Cash was our top selling \$5 holiday game of all time.

By FY20 and FY21, our holiday Scratchers also set sales records at other price points. We set records at the \$5 and \$10 price points with the players helping us decide on a unique play style with a play area around the perimeter – almost in an advent calendar style with some bonus areas in the middle.

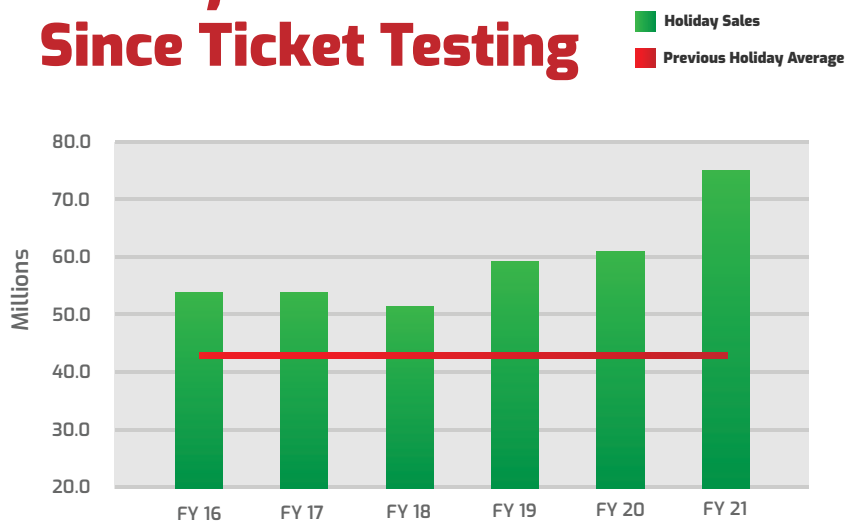
It took a few years to get the right \$20 holiday games in the market. For our market size and the short holiday window for game sales, offering an enticing prize structure proved challenging. It does appear that our players are mostly buying the \$20 game for themselves and are more inclined to purchase the lower price point games as gifts.

Our first \$20 offerings were mostly slightly oversized folding tickets with multiple play areas that didn't appeal to our typical \$20 players. As we found out, they viewed the \$20 games as a mash up of four \$5 games and not one premium game. By FY20, we tested and produced a \$20 game with a secondary play area on the ticket back (aka Scratch My Back) that we typically only use at a \$5 price point. This popular feature was a hit on our \$20 holiday games. In just two years, we doubled the sales of our \$20 game – the price point index went from 0.75 to 1.54 so they now sell over 50% better than a typical \$20 game.

Summary

We have had no issues getting player responses even though it is a longer, more involved survey. We have averaged more than 3,700 completed responses over the last seven years of testing. Our players do like to offer their opinions, and they like to see (and inform) what may be coming to a store near them.

Holiday Games Sales Since Ticket Testing



Our players have told us that they prefer a well-defined play area not hidden under latex. They also prefer mostly traditional holiday colors, though there can be some variation. The color preference is for more bold colors and highlights, and they prefer tickets that are bright and festive with a clear holiday theme. Darker colors can be okay as long as they are accompanied with some pop of color and/or sparkle. In short, the players prefer a simple, bright holiday-themed game with an obvious play area ... and more winners.

We realize that our FY21 holiday sales (December 2020) may have been positively impacted by the pandemic, but we were already seeing good returns so who knows if it would have been any different. We had seen a 42.7% increase in holiday sales comparing the last holiday pre-pandemic (FY20, or December 2019) to the pre-testing average (the six-year average prior to the first year of testing).

When we first started this research, it was important to have successful holiday games to justify our investment in a holiday promotion and advertising campaigns. Now that we have had to scale back our advertising, it is even more vital to have successful holiday games, since they are the cornerstone of our Scratchers sales during the heaviest sales season of the year. At this point, we are continuing with our holiday ticket testing program. Our players are enthusiastic about helping out and being insiders, plus we have gotten remarkable sales results. ■



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CONGRATULATIONS,

on your induction into the PGRI Lottery Industry Hall of Fame, Class of 2021. As GLI's director of Lottery Solutions, you have worked closely with our lottery clients and engineering teams to identify technical and business challenges facing U.S. and international lotteries. You've championed the industry in leadership roles with the Montana Lottery, the NASPL and the MUSL for over a decade. Thank you for your dedication; we are proud to celebrate you as a 2021 Lottery Hall of Fame Inductee. Congratulations,

ANGELA WONG.

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Player Health and Safer Gaming:

A Joint Venture for Lotteries and Communities



By Marlene Warner, Executive Director,
Massachusetts Council on Gaming and Health

In every community some people will support a lottery, some people will oppose a lottery, and many people will be indifferent. Their individual feelings are often informed by their interest in play and jackpots, knowledge of where the money goes, confidence in the integrity of the game, and understanding as to whether the lottery is a good corporate citizen when it comes to the health and wellbeing of its players, employees, and the community at large.

A focus on player health and safer gaming has traditionally spurred lotteries to display a helpline number, train staff on problem gambling signs and symptoms, and offer advice to set a budget and only play for fun. But a connection to your cities and towns allows safer gaming and player health initiatives to go further, and for a symbiotic relationship to be built between the lottery and the local entities.

Let people know you care about them. Work with local prevention, treatment and recovery agencies to make sure you understand where people are being referred for help when they call a helpline or when they discuss their gambling issues on a live chat forum. From there, using anonymous stories, make sure you illustrate the kind of care and experiences people have. For example, you can go well beyond “[We] refer all people with gambling problems to the helpline” by saying something like this: “[We] work with the helpline staff in [state] and we are comfortable with their referral agencies. In fact, we’ve gone to meet with [agency name] and we’ve seen their facility. They have certified clinicians, staff with wonderful demeanors, and excellent treatment outcomes. We were impressed with ...” All this essentially demonstrates that you care what happens to your customers and that you are concerned about making sure they get the best possible care.

Ensure that services are comprehensive and covered. As a state agency with public employees, lotteries are not legally allowed to lobby. However, you can ask probing questions that let people to know you are interested enough to inquire. Ask if local treatment

... a connection to your cities and towns allows safer gaming and player health initiatives to go further, and for a symbiotic relationship to be built between the lottery and the local entities.

agencies offer culturally and linguistically appropriate clinical services to all parts of your state, not just in predominantly white communities or those with English as a primary language. Find out if local insurance companies cover treatment for gambling disorder or only for comorbid or coexisting conditions such as anxiety, depression, etc. Do you know if your state-paid “public” insurance program recognizes gambling as a disorder? An easy solution to all this is to work with local and state health departments and advocates to help your team understand the hurdles to accessing treatment.

Demonstrate that you want balanced and stable players. It is not enough to say that people should do things other than play lottery – you may need to point out some of these alternate activities and provide some direction on how to access resources that help players stay balanced. What if you recommended that players only play once a week, and from there connect them to other things to do in their communities? Possibly have a database that connects them, using a zip code, to free museums, online concerts, community fairs and festivals, community colleges online, etc. In addition, you can recommend no-cost access to services such as financial literacy programs, self-help meetings and recovery centers, where they may find people in search of similar community connections.

Evaluate your safer gaming and player health initiatives – and publicize the findings. Every state has colleges and universities. Most of them have students and professors that would be eager to take a project on such as evaluating a campaign, looking at the long-term effects of an employee training, analyzing content of past advertising initiatives, etc. Not only will the results be fantastic to know and build upon, but the public will be impressed that you wanted to know how to improve and used a local resource for this learning process.

Spotlight your community vendors and partners. People like to know the human side of the businesses they frequent. It makes them feel good and that they are part of the solution. So, in addition to highlighting

People like to know the human side of the businesses they frequent.

where your revenue and taxes go in your state (which is always a wise tactic), and where your annual community-service day was (people love these pictures and stories), also highlight who helps get you there. Can you talk about a veterans group that mass produces the t-shirts your employees wear or that services your lottery vehicles? What about a women-owned business that prints your holiday cards or produces your lottery agent lighted signage? Is there a minority-owned business that is leading your digital marketing or auditing your financials? Has a local group of individuals with disabilities helped your recycling and upcycling efforts or catered your staff events? Having these messages on your website and social media offers a glimpse of your values and the importance you place on local businesses and the welfare of your neighbors. And that immediately allows people to know how much you respect your players and their communities.

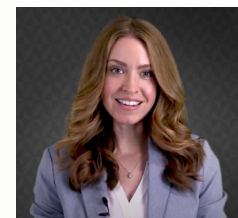
Protect and learn from kids. Enlist a group of civically minded kids through an advocacy-focused after-school program (like Girls Inc.) or a local leadership initiative, along with a local child psychologist or pediatrician, to keep you on your toes as it relates to the prevention of underage gambling. You can also educate them about why gambling is only appropriate for adults. Literally no one else will tell you more specifically and honestly how you are doing, and they will love learning more about how the brain works, how products are created, and why there is a minimum age to gamble. Run a pilot to see how a cross section of your retail agents do with “almost” selling to minors (don’t let them complete the transaction!). Show a panel of kids images that you are contemplating using on a scratch ticket and ask them what they are drawn toward – and then don’t use those images. Have them describe what elements of the games they play online attract them and determine how to not replicate that in online lottery games. Overall, offering children an opportunity to be a part of a focus group and an associated learning experience, and benefiting from the real-world views of community youth, is a win-win for both the lottery and the kids.

These are just a few of the ways lotteries can partner with their local communities – the opportunities are endless. It is obvious that lotteries need people to gamble, but lotteries are also interdependent on the resources and community entities that can make them stronger. ■

THE NASPL ANNUAL CONFERENCE

DeskCon 2021 *That's a Wrap!*

NASPL concluded its 2021 virtual conference season in October with DeskCon, which provided keynote speakers, breakout sessions, a trade show, and presentations of the Batchy, Hickey and Powers Awards, plus the Buddy Roogow Innovation Awards and the Ott Brown Scholarship Award. All in all, it was a great mix of educational programs and honoring the best the industry has to offer. Still, we hope to see everyone – in person – at our 2022 scheduled events!



Keynote Speakers

DeskCon opened with keynote speaker **Duncan Wardle**, who for more than 20 years came up with “mad, audacious” ideas for The Walt Disney Company as Head of Innovation and Creativity. He now helps other companies learn how to think differently and what it takes to be truly innovative.

Wardle discussed all the barriers to innovation, including some volunteered by the attendees, such as time, risk, existing laws, etc. He noted that kids do several things better than adults – they are curious, spontaneous, honest, and always ask “why?” But adults are better than kids at things like strategy, planning, critical thinking and analysis. “Both of these styles of thinking are required,” he said.

The biggest barrier to innovation is actually people – all of us. “We have a River of Thinking and we need a way out of that river.”

To find that way out, Wardle made several suggestions on how to think differently. For example, you will get a much more expansive response by asking

“Can you help with a different way?” instead of “What do you think?” And when confronted with a new idea, all too often people will say “no, because,” when they really should be saying “yes, and” – that is the response that quickly turns a small idea into a big one, expanding the conversation or idea instead of contracting it. As an added bonus, it becomes “our” idea instead of “my” idea.

He noted that people sometimes get their best ideas when they are somewhere besides work – in the shower or out walking, for example – and they need to be mindful when they do get these ideas. And all too often people are closed to ideas because there are rules against them. What happens if you think about breaking the rules? Wardle advised everyone to list the rules that apply to the lottery industry and apply “what if” to each rule. What if you COULD impact or change one of those rules? Get some audacious thinking going. Look at others who have solved problems and borrow their ideas. People are creatures of habit, so it’s



Jalak Jobanputra

important to introduce freshness into the process. Set aside some time each week to share ideas, without meetings or emails getting in the way. And remember that it’s critical to find the insights that are NOT in the data that now flows to every company. “Spend a day in the living room of your consumer.”

Keynote speaker **Jalak Jobanputra**, Founding Partner of FuturePerfect Ventures, explored cryptocurrency and blockchain technology and the roles they play in our future. “Bitcoin enabled money transfer to happen instantaneously,” she said, and there are fewer costs from intermediaries such as banks. Another advantage is verification of each computer in the chain – if one computer fails, it simply exits the system without impacting any of the others. “The actual bitcoin blockchain has never been hacked.”

Blockchain also allows for decentralized finance, creating a global market of investors and borrowers, and for fractionalization, opening up opportunities for distributing capital. Non-fungible

tokens (NFTs) are any piece of usable data residing in a blockchain, and they can be fractionalized. A lottery ticket could be an NFT, for example. There can also be asset-backed tokens, where an individual could “sell” 2% of a home to pay for renovations, for example, and the investor would get interest on their money. In this case, the concept of fractional ownership helps both the asset owner and the investor.

The final keynote speaker at DeskCon was **Brittany Hodak**, Chief Experience Officer for Experience.com, a fan engagement agency. She spoke about creating superfans – customers who are so delighted with their experience with you that they are compelled to take an action or tell others.

Superfans are created, not bought, and to do that you create stories that connect with your customers’ stories. “Every customer is an influencer, and every person wants to be validated. You have to know why people should care about your lottery.”

Hodak closed by heaping



Duncan Wardle



Brittany Hodak

praise on Chewy for its customer engagement efforts, noting that the customer is at the center of everything the company does. She emphasized that the best marketing doesn't cost anything; it's all about what you do and how you do it, and lotteries already have a wonderful advantage. "Lotteries have incredible stories to tell, both about winners and the important things that they do!"

Educational Program

Always popular at NASPL conferences – in-person or virtual – are the discussions among top-level associate members. At DeskCon 2021, Rebecca Paul, President and Chief Executive Officer of the Tennessee Education Lottery Corp., led a discussion with Jay Gendron, Chief Operating Officer of Lottery, IGT; Pat McHugh, Executive Vice President and Group Chief Executive of Lottery, Scientific Games; Byron Boothe, Chief Executive Officer, INTRALOT; Doug Pollard, Co-Chief Executive Officer, Pollard Banknote; and Simon Butler,

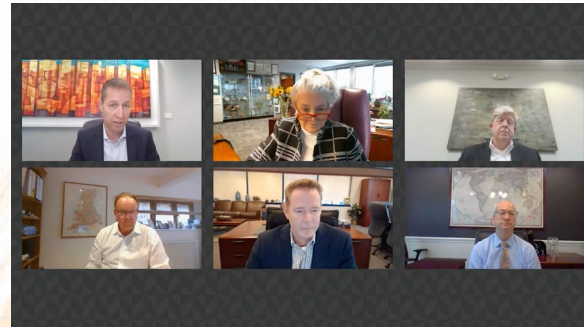
Chief Executive Officer, Abacus Solutions.

They talked about how important collaboration is between lotteries and their vendors in order to lead the industry forward in the face of expanding competition along with legislative and other constraints. They all agreed that lotteries need to expand further into the digital space in order to ensure future growth, but that it's important to expand distribution by growing the retail presence as well. Strengthening the retail offer in an era of self-service and multi-lane environments is actually one key to providing the "permissions," if you will, for expanding the digital footprint. It's all about modernizing the industry on all fronts to reach the broadest possible player base.

In another session, Walmart's Anne Johnson, Director of Lottery & Automated Kiosks, discussed the latest developments affecting lottery at the world's largest retailer in a conversation with NASPL Executive Director David Gale. The company continues to undergo a transformation of the front area of its stores as part of ongoing

research to find and eliminate the pain points for their customers. She noted that the latest designs provide more flexibility on a store by store basis, including the placement of lottery equipment. Taller vending machines are not off the table, for example, along with jackpot signage and even lottery digital content on screens throughout the store. "New designs in store layout unlocks some new potential for lottery placement."

Johnson noted that during Deskcon week, Walmart launched lottery sales at its 3,000th store, this one in Austin, Texas. She was excited about reaching that milestone, and about what the future looks like for Walmart and lottery. She's looking forward to collaboration in new areas and even the potential of in-lane sales if the right solution can be found that removes as much complexity out of every transaction as possible. Walmart may have entered



the lottery industry in an effort to stay competitive in the marketplace, but the company's goal is to always make things better, and that includes improving upon the processes and procedures that currently exist in the lottery industry.

A number of breakout sessions provided a range of topics relevant to the industry today: lottery operations continuity and disaster recovery; self-service optimization; regulating sports betting; an Ohio responsible gambling case study; the Powerball draw process; lottery brand power; the future of draw games; the NASPL research resource; and coping strategies for positive mental health during the pandemic. Most of these sessions are available for review on the NASPL Matrix.

A new addition to DeskCon this year was a virtual trade show. Attendees could browse through



exhibitor pages and reach out to company representatives for more personalized information. Many of NASPL's Associate Members took advantage of the opportunity, as did a few other industry vendors. Exhibitors included IGT, INTRALOT, Scientific Games, Abacus, Pollard Banknote, NeoPollard Interactive, Alchemy3, Atlas Experiences, Carmanah Signs, EQL Games, FileSolve, GoldenRace, InMarket, Jackpocket, Sightline Payments, Spectra Systems and Szrek2Solutions.

Awarding the Best

While the industry eagerly awaits all the NASPL awards each fall, a particular highlight is hearing from the finalists of the Buddy Roogow Innovation Awards for the best new instant and draw games. After all, lotteries borrow great ideas implemented by others, and good new games are meant to be shared.

For Best New Instant Game, the finalists were the New York Lottery and Western Canada Lottery Corp.

For WCLC, The Bigger Spin \$10 game is an improvement on its successful \$5 The Big Spin game. Both games tap into the excitement of in-store wins while recalling nostalgia with the prize wheels on the old television game shows. Key to success is retailer involvement, celebrating the wins right alongside the players in the store when the wheel (shown on the customer display) stops on a prize. The Bigger Spin will continue to be a staple in the WCLC product line.

Winning the Buddy Roogow Innovation Award for Best New Instant Game was the New York Lottery, for its "collectible love letter to New York" – the New York Series. Designed as a strategy to help New Yorkers cope during what was the early epicenter of the pandemic, the New York Series featured an unprecedented design

dramatically different from any other game, with black and white drawings featuring five key New York destinations and landmarks. The goal was to offer entertainment and digital engagement in an effort to reintroduce lottery alongside the new routines that developed with the pandemic.

The finalists for the Best New Draw Game were Ontario Lottery and Gaming and the Wyoming Lottery.

WyoLotto took a regional game, 2x2, and introduced to the local audience as game for Wyoming. All of the advertisements featured the "two" theme and the visuals were all unique to Wyoming. The Lottery even created game t-shirts and distributed them to all of their retailers to wear on the day of launch. 2x2 was a great new addition to WyoLotto's limited portfolio.

Ontario Lottery and Gaming took home the Buddy Roogow Innovation Award for Best New Draw Game for its unique Lightning Lotto. The only lotto game where the winning numbers are drawn BEFORE the players purchase their tickets, Lightning Lotto has energized the draw game line in Ontario. The name reflects the idea that the jackpot can be won anytime, anywhere, like a lightning strike, and that visual on all creative materials helped build energy: "You don't strike the jackpot, the jackpot strikes you." And players responded – sales smashed all of OLG's targets. The development of Lightning Lotto was featured in the May/June 2021 issue of *Insights*.

Of course, the awards didn't end there. On the following pages you will learn about the deserving individuals receiving this year's Powers Awards and Ott Brown Scholarship, and also find a complete listing of every lottery that took home a NASPL Batches or Hickey award in 2021. ■

THE **NASPL** **AWARDS**

During DeskCon 2021, NASPL announced the winners of the prestigious Powers Awards and Ott Brown Scholarship.

The Powers Awards – named in honor of the late “Father of U.S. Lotteries” Edward J. Powers – are presented each year in recognition of the extraordinary contributions made by lottery and vendor employees through outstanding job performance.

NASPL congratulates this year’s winners, each nominated by their lottery’s senior leadership.



Elizabeth Alex

Director of Human Resources, Ohio Lottery Commission

Elizabeth has been with the Ohio Lottery for nearly 27 years, and her knowledge and experience have been more critical than ever as the agency navigated the pandemic and its enormous impact on employees and the industry as a whole. When the agency was forced to transition to working from home, she immediately initiated the business continuity plan – which she and her staff have worked hard over the years to create and maintain – and worked with all department directors to ensure the Lottery did not skip a beat. Further, she has been a constant valuable resource in dealing with personnel issues and adjusting to managing a remote workforce. She recently authored the agency’s new teleworking policy as well, which may allow the Lottery to incorporate a hybrid approach permanently into its operations and culture, resulting in hundreds of thousands of dollars in potential annual savings.



Steve Beck

Vice President of Customer Success, Intralot – New Mexico

With wide-ranging industry experience and fierce dedication to his staff and lottery customers, Steve is more than a vendor to the New Mexico Lottery; he is a seasoned partner in their business. In the past year, his direction and leadership during the pandemic was critical to meeting performance objectives with their gaming system. During that time, Intralot in New Mexico faced development of two new draw games, preparation for adding Walmart as a retailer, staffing changes beyond their control, and myriad system enhancements requested by the Lottery. The local and corporate teams were up to the task, due in no small part to Steve’s guidance and coordination. His efforts directly impacted the New Mexico Lottery by ensuring continuity of operations during a difficult time.



Danny Bogus

Chief Executive Officer, Gambyl – Massachusetts

The impact of the pandemic challenged the Massachusetts Lottery to think about how they could best serve their customers and meet them where they live – in the virtual world. Danny and his team eagerly embraced the challenge to develop an app that would allow customers to check if their lottery product was a winner and to actually cash lottery prizes. The app has been a smashing success with customers. Additionally, the new remote ticket cashing app, when adopted by 50% of the Lottery's player base, will reduce trips to claims centers by over 78,000 per year, resulting in a reduction of 983 metric tons of carbon dioxide. And that's a win for everyone.



Carolyn Cabell

Chief Operating Officer, New Mexico Lottery Authority

Carolyn draws on her more than 16 years in the industry to help lead New Mexico's executive team, overseeing the gaming products, IT, sales, marketing, procurement, finance, and security departments, as well as the relationships with the Lottery's gaming vendors. Her leadership attributes during the COVID-19 pandemic distinguished herself to colleagues and vendors alike. Her methodical and disciplined management approach brought order and structure to Lottery operations and helped the staff become even more efficient and effective than before. Carolyn's ability to multitask, combined with her strong work ethic, makes her an indispensable part of the Lottery's management, and her significant contributions during the past year will help produce a record return for scholarships.



Amber Chappell

Finance Manager, Illinois Lottery

Amber's hard work and due diligence ensured that the Lottery was successful during one of the most challenging times in its history, leading the finance team through the pandemic and helping to address the aftermath of problems seen during times of civil unrest. She worked days, nights and weekends, even stepping up to provide support in vacant roles, while also coordinating participation in both internal and external audits. Her drive and commitment to the industry is evidenced by her willingness to continually increase her knowledge and productivity, and she is a valued asset to the Illinois Lottery.



Townley Cheek

Corporate Social Responsibility & Communications Manager, North Carolina Education Lottery

At the North Carolina Education Lottery, the job of building the corporate social responsibility program rests with Townley, and you could not find anyone more passionate about caring for their players. Recently, she guided the lottery through recertification for its Level 4 certificate in the World Lottery Association Responsible Gaming Framework, and played a large part in the creation and development of the Lottery's new player-centered responsible gaming program, Play Smart. Townley works to ensure that responsible gaming is embedded in the Lottery's culture, and to make its RG content approachable and digestible for everyone. She has led the way in a key shift in messaging, from just sharing information on problem gambling resources to prevention and education, providing players with everything they need to enjoy the experience, make informed decisions and play the games how they are meant to be played – for fun.



Suzanne Colley

Director of Operations, Connecticut Lottery Corporation

Suzanne has established herself as a leader who not only demands excellence of herself and her team but has the capacity to inspire others to reach that standard each day. She currently leads the Lottery's warehouse, facilities, purchasing and records retention functions, supporting all members of her team and encouraging them to reach their professional goals and remain inspired in their work. Her approach and drive each day are unmistakable, and for over 20 years she has been a critical part of the Connecticut Lottery's success.



Pamela Conway

Procurement Director, IGT – Indiana

Pam has gone above and beyond this year to support the Hoosier Lottery. She has been instrumental in managing the inside sales process, and her vision and efforts have created a more engaged team across instant ticket sales, product management, and the sales organizations. Pam also created a clear process for managing inventory, ensuring more players have access to the most popular games with limited top prizes remaining, while also limiting the financial exposure to the Lottery. She approaches her work with integrity, discipline, and a customer-first approach that helps the Lottery attain record success.



Scott Dahl

Vice President & Group Creative Director, Periscope – Minnesota

Scott is the creative force behind the brilliant team at Periscope, the Minnesota Lottery's advertising agency of record. Under his leadership, the Lottery has successfully rebranded, continually generated award-winning work (both within the lottery industry and the larger advertising community), and met goals to increase the player base and grow sales. He has been an essential and appreciated piece of the Lottery team.



Conchita M. Daniel

Drawings Supervisor, Texas Lottery Commission

Conchita has effectively managed the drawings program for the Texas Lottery for more than 21 years. She has seen the Lottery through transformative growth, in both the drawings department and the draw studio capacity and design. The pandemic brought especially daunting challenges. Understanding and addressing the safety concerns of her staff, thinking outside the box to split her team into two separate work groups, working tirelessly in her team's effort to maintain COVID protocols, and dealing with vendors to make necessary modifications, she dealt with each challenge head-on, while keeping the security and integrity of each drawing intact. She has also overseen the entire modernization of the Lottery's draw game business practices and developed a robust business continuity program that is a model in the lottery industry. There has never been a challenge too daunting for Conchita; she rolls up her sleeve and gets the job done.



Meghan Dondero

Vice President, Sales, Scientific Games – Tennessee

Meghan goes above and beyond for the Tennessee Education Lottery, especially throughout this last year. As instant ticket sales surged during the pandemic, she didn't miss a beat, ensuring that the Lottery was readily equipped to serve their retailers with plenty of instant tickets. She navigated communication with the Lottery in an effective manner as well, and helped them to pivot, to help drive sales with continual product planning, instant ticket research and other strategic guidance. As a result, the Tennessee Education Lottery had a record year and their highest profit transfer ever. Meghan's passion, effort and drive helped them achieve this monumental milestone.



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Amy Drooker

Vice President of Sales, Kentucky Lottery Corporation

Even with COVID restrictions in place, Amy led the Kentucky Lottery sales staff to achieve record heights, while showing that she genuinely cares about her employees and retailers. She works hard to position her staff members to step into management roles and encourages open communication and feedback all across her group. She is the type to never ask anyone to do anything she hasn't done or won't do herself. Her support and positivity extend to her retailers as well; the Lottery has received tremendous feedback, thanking Amy and her team for caring about them as people during these difficult circumstances. Her contributions have been a crucial part of the organization's record-breaking efforts.



Cassandra Fenstermaker

Deputy Chief Counsel, Pennsylvania Lottery

Cassandra has been a key contributor to the Pennsylvania Lottery's success for over five years. Most recently, she has been instrumental in the legal defense of the state's iLottery program. Shortly after beginning sales online, the Lottery was sued by a consortium of Pennsylvania commercial casinos, alleging that the Lottery was exceeding its legislative grant of authority and offering games that were reserved for the state's commercial casinos – slots games. Cassandra led the charge to successfully fight the allegations, with the Commonwealth Court ultimately deciding in the Lottery's favor. Thanks largely in part to her tireless work and unwavering dedication, this legal decision ensures that the successful iLottery program will continue to generate substantial profits that will continue to benefit older Pennsylvanians.



Tim Hallet

Account Development Manager, IGT – South Carolina

Tim expertly guided his team through the challenges of this year, navigating the pandemic's impact while also maintaining a high level of service during a record-breaking revenue year for the South Carolina Education Lottery. He helped find unique solutions to the issues presented by health and safety concerns, production capabilities and supply chain shortages, regional power outages caused by extreme weather, and more. Tim exemplifies the team member mentality; he's one who considers the success of the Lottery in every action he takes, above and beyond what any written contractual requirements may stipulate. He is a tried-and-true partner of the South Carolina Education Lottery.



Brian Janecek

Marketing Manager, IGT – Virginia

Brian is an indispensable professional who works with the Virginia Lottery on a variety of projects, including the Lottery's gaming system, draw portfolio and scratch portfolio. He is endlessly patient, incredibly effective and an essential player in their IGT partnership. Whenever a roadblock pops up, he is the first to respond, pivoting quickly from issue to issue. He adds a positive note to every meeting he attends, and for the Lottery, Brian is more than just a vendor partner; he is an essential part of the team. His knowledge, attitude and performance help drive Virginia toward every success they enjoy.

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There is no time for novices. Why Chance It...

Think Jumbo!



Blair Johnson

Director of Client Services, Scientific Games – Pennsylvania

Blair went above and beyond his normal job duties and demonstrated exceptional job performance this year to ensure the successful conversion of the PA iLottery system. This conversion was the first known iLottery system conversion involving internet instant games and online draw games in the United States. Blair worked tirelessly and overcame many challenges, including a global pandemic and an extremely aggressive timeframe, to ensure success. He has been a key member of the PA Lottery's team for more than nine years, and his prior experience made him a perfect fit for managing the system conversion. He also has a unique ability to translate and explain complex technical system matters in layman's terms, which was key during this fast-paced implementation of a new system.



Nicole G. Jordan

Director of Marketing & Communications, DC Office of Lottery & Gaming

Nicole consistently excels as a star personality, point guard, and special teams' coach within the DC Lottery team. As agency spokesperson, Nicole fittingly phrases the agency's contributions to the vitality and vibrancy of the city it serves. During the COVID-19 stay-at-home period, she was an influence in the agency's #SafeBet initiatives, including enhancements and elevation of online player engagement. She also played an important part in the fast-track product launches of iLottery and GambetDC, the Lottery's online gaming and sports wagering platforms. She embodies the DC Lottery tagline – "When you play, we all WIN" – sharing her ambition with all of those around her, and making winning a true team effort.



Charles Klink

Product Development & Marketing Director, Wisconsin Lottery

Chuck's capabilities are countless. His ability to communicate, both internally and externally, is second to none, and his keen eye and ear for product information campaigns have played a significant role in the increased sales of the Lottery's products. He is conscientious of the laws and regulations of the state of Wisconsin, making sure to work within them, but not letting them hold him back from thinking outside the box. He strives for excellence, demanding accountability and participation from his staff, but always allowing them to learn from their mistakes. And even through these toughest times, Chuck never lost his fun-loving attitude. He is a leader that the Wisconsin Lottery feels lucky to have on their team.



David Like

Assistant State Sales Manager, Minnesota State Lottery

David works with the State Sales Manager to ensure that yearly Lottery revenue goals are achieved, and that the Lottery is well-positioned for long-term sales growth, focusing on driving incremental sales opportunities through adding traditional retail locations, non-traditional locations and placing lottery vending machines. He also oversees the corporate account staff and directs corporate activity related to strategic planning, acquisition, presentations and service. Along with the State Sales Manager, David works directly with all six sales regions and 30 sales reps on initiatives, including training and business development with a detailed plan for adding new retailers. His dedication helped the Lottery achieve a record-breaking year and raise millions for the state of Minnesota.

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Patty Lyons

Manager/Customer Service, Massachusetts State Lottery Commission

Over the past year, Patty flawlessly dealt with the numerous public health safety measures put into place, serving as the organization's on-the-ground voice, providing assurances and steady leadership for the team at headquarters. She acted as the Lottery's quarterback, handling its post-shutdown reopening smoothly and providing outstanding leadership to the team and the highest level of customer service to players. When complex prize claim issues arise, she personally guides customers through the process, providing clear explanations and presenting the Lottery in the best light. Patty brings her "A" game every day, setting the standard for leadership within the Lottery and interactions with the public.



Sara McWhirter

Director of Sales & Marketing, Scientific Games Enhanced Partnership – Kentucky

During the pandemic, scratch-off ticket sales in Kentucky saw a jump of more than 30%. Key to this effort was the work of Lottery partner Scientific Games and the leadership of Sara McWhirter. When many businesses – especially those centered in warehouse settings – found themselves extremely disrupted, Sara worked tirelessly with her team to keep the product moving. This solid work in the face of what could have been a business disaster was not surprising, as she has shown herself to be a fantastic leader time and time again. She has always been a terrific partner in day-to-day operations, going out of her way to express any opportunities to grow business, listening to the Lottery's needs, and giving ideas on how to grow.



J. Craig Perry

Director of Security, South Carolina Education Lottery

Craig masterfully handled the challenges presented over the last year, not only ensuring the welfare of his employees, but maintaining the integrity of lottery operations flawlessly through record-breaking sales. He was instrumental in directing, overseeing, and maintaining effective and secure operations as the Lottery established alternative claims procedures. He successfully managed the health and wellbeing of the essential draw talent and draw operations team as well, without interrupting the widely viewed nightly drawings. During this time, Craig also led an upgrade of the draw machines and design review for a new draw studio, and directed and oversaw numerous security upgrades at Lottery headquarters. His integrity, commitment and drive have guided him throughout his career, and his accomplishments during the past year epitomize those traits and mirror the standard of excellence modeled by Ed Powers.



Robin Peters

Sales Project Coordinator, Arizona State Lottery

Robin has been a trusted team member since she started her career at the Arizona Lottery in 1985. In her current role, she oversees corporate account reporting and internal sales reporting, with a keen eye for identifying errors and a knack for finding solutions. Robin is a trusted team member who contributes countless hours to special projects ranging from new game launches to system conversions, and she is regularly the first person to volunteer to participate in a new project, embracing it as an opportunity to learn. Her thoughtful insights have been a major contribution to the success of the Arizona Lottery.

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Jodi Ryon

Deputy Secretary of Gaming Operations, Florida Lottery

Jodi has a proven record of bringing large-scale projects to life, leading others, and meeting challenges head-on. In the past year alone, she led efforts to reopen lottery offices after they were closed for several weeks due to the COVID-19 pandemic. She also helped to expand opportunities for players to redeem high prize lottery tickets at their local Lottery district offices; assisted in launching the Lottery's new mobile app; oversaw the resolution of several audits; and co-lead efforts to develop a scope of work for a new Lottery prize payment system. Jodi serves as the contract manager for the Lottery's gaming system contract as well, overseeing initiatives that help keep the Lottery running smoothly and efficiently.



Matt Schwartz

Director of Finance, Kansas Lottery

Matt has been incredibly valuable during the past year's COVID-related crisis. He has a job that has to continue, regardless of whether the office is open or closed, and whether work is done remotely or not. He has been instrumental in making sure the Lottery's cash flow has been maintained over the past year, helped adjust the claims process to meet new health guidelines, and made sure all the Lottery's bills were paid. Matt is a tremendous asset to the organization, and a key part of the Kansas Lottery's success.



James Session

Vice President of Financial Management, Georgia Lottery Corporation

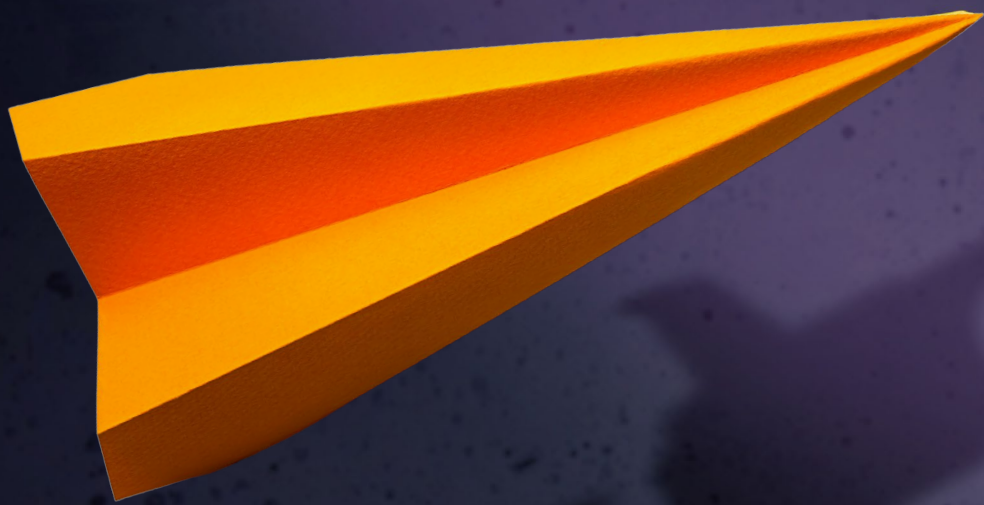
Since joining the Finance department in 2013, James has served in an exceptional manner, bringing years of experience and expertise to the Georgia Lottery. Under his leadership, his team pivoted and kept the finance department working efficiently during a period of extraordinary challenges presented by the pandemic, including total remote operations for the first time in the organization's history. As the business quickly adapted to a changing environment, James not only made sure that the needs of Georgia Lottery staff were met, but he also ensured that customers and vendors were served as well, with no disruption in payments and services. His commitment to excellence and dedication to the organization and its employees has never been more evident, and he continues to meet the daily challenges the Lottery faces, guided by sound judgment and genuine concern for its internal and external customers.



Brad Thompson

Vice President, Sales & Marketing, Pollard Banknote - Texas

With over three decades of experience, Brad is a leader in the lottery industry, and his clients receive invaluable, sales-boosting guidance on all aspects of the instant ticket product. For the Texas Lottery, he has long been a trusted partner for creative and innovative scratch ticket solutions. Understanding all the drivers of successful instant games, Brad helps steer the design, development and delivery of games that generate sales growth. He also oversees the ongoing development and integration of the licensed brands and promotional events in the Pollard portfolio, designing and executing client-specific marketing strategies. He never brings a cookie-cutter approach to issues, instead delivering thoughtful and well-reasoned guidance.



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Kristi Thompson

Administrator and Chief Financial Officer, Michigan Lottery

Formerly a logistics and supply-chain consultant with Ernst & Young, Kristi quickly established herself as a leader and problem solver for the Michigan Lottery. Over the past year, she took point on navigating the unprecedented challenges posed by the COVID-19 global pandemic, working tirelessly with teams across the agency to secure cleaning and safety supplies; revise policies and procedures to align with state and federal guidance; provide flexibility for team-member needs; update business continuity plans for alternative worksites; meet new reporting and audit requirements; coordinate with other agencies; and prepare several return-to-work plans with contingencies and alternatives. As a result of her impressive efforts, the Lottery was able to meet these challenges and is far better positioned to respond to future concerns as they arise.



Tara Williamson

Claims Manager, Hoosier Lottery

While each day can bring new challenges, nothing compares to this past year. During this time, Tara helped create a new method of processing claims when the Lottery closed to the public and developed new procedures to follow, all while ensuring that employees remained safe. She's a great communicator who considers each department and how any potential change will impact all areas, and her quick thinking and ability to adjust will benefit the organization in future crisis management situations. There is no question that she deserves this recognition for her tireless efforts to help keep her team and the entire Hoosier Lottery organization on course during the pandemic, as it recorded the highest scratch-off sales ever in its more than 30-year history.



Michael A. Young Sr.

Change Control Manager, Virginia Lottery

Virginia's remarkable digital transformation occurred rapidly over the past year. However, it is Mike's 32 years of industry and information technology knowledge that provided valuable insight to the talented team and vendor partner that enabled a near flawless project execution. There is no challenge too big or small for Mike when it comes to finding solutions to tricky new problems, and his can-do attitude has been contagious throughout the process. He has made significant contributions to Virginia's newfound iLottery achievements and epitomizes both integrity and success.



Jon Zajdel

General Manager, Intralot – District of Columbia

Jon has proven to be among the most dedicated, skilled, and passionate individuals in the business. His experiences have given him a unique and highly valuable skill set that played a key and pivotable roll in the DC Lottery's ability to successfully launch two de novo gaming platforms in one year. This accomplishment would not have been possible without Jon's tireless dedication, deep technical knowledge of Intralot's front and back-end systems, and his absolute passion to ensure that his customers are successful. Recently, he also assumed not one, but two additional senior roles, as Project Manager for Sports Wagering and iLottery. He serves as a great role model for others who desire to ascend to higher levels and bigger things within the industry.



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THE **NASPL** **AWARDS**

Ott Brown NASPL Scholarship

This award represents what was most important to its namesake, the late Ott Brown: creating opportunities for people to learn and grow. In that spirit, this scholarship allows the worthy recipient to participate in an upcoming NASPL Lottery Leadership Institute at no cost.

For the first time ever, in a year that has been unique in so many ways, the Ott Brown Scholarship has been presented to two winners.

NASPL congratulates this year's scholarship recipients!



Justina Pierce

Digital Communications Coordinator, Georgia Lottery Corporation

Justina Pierce has been a part of the Georgia Lottery's Corporate Affairs Department for nearly three years working as a Digital Communications Coordinator and managing the Lottery's official website and multiple microsites. She is an extremely talented, hard-working, intelligent, and kind member of the team, and since day one she has freely and graciously added to her responsibilities by offering her exceptional graphic design talents across the organization, wherever requested. She is a go-getter, a self-motivator and a pleasure to work with, which has earned her the respect of her colleagues and made a positive impact throughout the Lottery.



Jessie Teague

Digital Marketing Manager, Kentucky Lottery Corporation

After joining the Kentucky Lottery Corporation in 2017, Jessie Teague immediately distinguished herself as a go-to employee. Over the years, her role has expanded to now managing digital marketing and social media for all of the state's iLottery, draw based games, Fast Play games and scratch-offs. She's been identified as a future leader in the organization, thanks to her willingness to try new things, take the time to learn new skills, and jump in wherever needed – especially when it comes to giving back in the community. Her work has been crucial to Kentucky's record-breaking sales efforts.

NASPL 2021 Awards Winners

Batchy Awards

TV Advertising - Instant Games
New York Lottery
New York Series - All Aboard
McCann New York

TV Advertising - Daily Draw Games
Georgia Lottery Corporation
Cash Pop - Win One, Give One
BBDO Atlanta

TV Advertising - Lotto/Spiel Games
Colorado Lottery
Lotto+ - Winning Country
Cactus Inc

TV Advertising - Corporate/Beneficiary
Georgia Lottery Corporation
Pre-Cool
BBDO Atlanta

TV Advertising - Keno Games
Georgia Lottery Corporation
Keno - Western
BBDO Atlanta

TV Advertising - Coordinated Campaign
Connecticut Lottery Corporation
Keno - Your Numbers Are Waiting
Decker

Radio Advertising - Instant Games
California Lottery Commission
Pac-Man Interview
David & Goliath

Radio Advertising - Daily Draw Games
Ontario Lottery and Gaming Corporation
Lightning Lotto - Powerful Force
BBDO Canada

Radio Advertising - Lotto/Spiel Games
Ontario Lottery and Gaming Corporation
Daily Grand - Mondays
Sid Lee

Radio Advertising - Corporate/Beneficiary
Florida Lottery
Funding Futures
PPK

Radio Advertising - Keno Games
North Carolina Education Lottery
Carolina Keno - In a World
Wunderman Thompson Atlanta

Radio Advertising - Coordinated Campaign
California Lottery Commission
Pac-Man Interview Series
David & Goliath

Print Advertising - Retailer Signage/ Merchandising
Texas Lottery Commission
Hawaii Dream Getaway QR
Surfboard Standee
Third Ear

Print Advertising - Outdoor
California Lottery Commission
Pac-Man Scratchers
David & Goliath

Print Advertising - Color or Black and White
Texas Lottery Commission
All or Nothing - Match
Texas Lottery Commission

Print Advertising - Corporate/Beneficiary
South Dakota Lottery
Abe Door Cling
Lawrence & Schiller

Print Advertising - Coordinated Print Campaign
New York Lottery
New York Series Campaign
McCann New York

Special Category - Original Music for TV or Radio
Maryland Lottery and Gaming Control Agency
Ravens - Love Football
GKV

Special Category - Use of Humor (Radio)
California Lottery Commission
Pac-Man Interview
David & Goliath

Special Category - Use of Humor (TV)
New York Lottery
The Multiplier Series
McCann New York

Special Category - Use of Cinematography
California Lottery Commission
Get Your Quarters Ready
David & Goliath

Special Category - TV or Radio Spot Fitting No Other Category
Georgia Lottery Corporation
Holiday Scratcher - December Surprise
BBDO Atlanta

Special Category - Corporate/Beneficiary Video
Georgia Lottery Corporation
Graduation
BBDO Atlanta

Special Category - TV Campaign Under \$25,000
Tennessee Education Lottery Corporation
Hit Instant Games - The Sequel
The Buntin Group

Corporate Communications - Employee/Player Newsletter
Maryland Lottery and Gaming Control Agency
Gazette Employee Newsletter
GKV

Corporate Communications - Retailer Newsletter
Kentucky Lottery Corporation
The Quarter - Summer 2020
Bandy Carroll Helligge

Responsible Gambling Communications - Print
Wisconsin Lottery
It's Not Easy to Hide
CMR/Hoffman York

Responsible Gambling Communications - Television
Ontario Lottery and Gaming Corporation
PlaySmart Behind the Jackpot - Slots
FCB Toronto

Responsible Gambling Communications - Radio
Virginia Lottery
Faces
Virginia Lottery

Responsible Gambling Communications - Electronic
Hoosier Lottery
Positive Play Engagement
Laughlin Constable

Responsible Gambling Communications - Coordinated Campaign
Ohio Lottery Commission
Not for Kids Campaign
Fahlgren Mortine

Best New Media
New York Lottery
\$1,000,000 Premiere - Mystery of the Missing Ticket
McCann New York

Multicultural Advertising
New York Lottery
\$1,000,000 Premiere - Who Dunit
McCann New York

Hickey Awards

Hickey Special Events Promotion
Georgia Lottery Corporation
Winner at Dinner
BBDO Atlanta

Hickey Potpourri Promotion
Maryland Lottery and Gaming Control Agency
\$2 Million VaxCash Promotion
GKV

Hickey Website
Texas Lottery Commission
Redesigned Texas Lottery Website
Texas Lottery Commission

Best New Instant and Draw Game

Best New Instant Game
New York Lottery
New York Series
McCann New York

Best New Draw Game
Ontario Lottery and Gaming Corporation
Lightning Lotto
BBDO Canada

Best of the Batch



Georgia Lottery Corporation
Pre-Cool
BBDO Atlanta

INSIGHTS PRESENTS:

Holiday Instant Catalog

It's that special time of year again for the *Insights* annual Holiday Ticket Catalog. This feature includes a gallery of holiday tickets from every North American lottery that offers instant games, as well as some general information including game type, price point, odds of winning and top prize. Be sure to check our March/April 2022 issue for a review of how these games performed in the market. Enjoy the creative works of our members.

NASPL wishes everyone a wonderful holiday season!

Arizona Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
White Elephant	SG	Find	\$1	4,560,000	1 in 4.2	\$500
Holiday Cash Drop	SG	Find	\$2	2,640,000	1 in 4.1	\$10,000
Christmas Crossword	PBL	Crossword	\$3	2,280,000	1 in 3.18	\$20,000
Peppermint Payout!	PBL	Key Number Match	\$5	2,520,000	1 in 3.51	\$50,000
25 Days of Winning	SG	Find	\$10	2,100,000	1 in 3.17	\$100,000
50X Cash	SG	Key Number Match	\$20	3,240,000	1 in 3.05	\$500,000

Arkansas Scholarship Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Holiday Luck	SG	Key Number Match	\$1	1,440,000	1 in 4.6	\$3,000

Atlantic Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Cool Cash	SG	Word Game	\$5	1,000,000	1 in 3.78	\$50,000
Merry & Bright (National Game)	PBL	Key Number Match	\$10	400,000	1 in 3.07	\$250,000
Holiday Pack	SG	Variety	\$25	200,000	1 in 1.00	\$150,000

British Columbia Lottery Corp.



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Holiday Wishes	PBL	Symbol Match	\$1	1,500,000	1 in 3.3	\$10,000
Gingerbread Doubler	PBL	Key Number Match	\$1	1,500,000	1 in 3.3	\$10,000
Gifts of Gold	PBL	Key Number Match	\$2	800,000	1 in 3.3	\$20,000
Happy Pawlidays	PBL	Symbol Match	\$2	800,000	1 in 3.3	\$20,000
Wish List	PBL	Letter Match	\$3	800,000	1 in 3.5	\$50,000
Stocking Stuffer	PBL	Multi-Game Ticket	\$3	750,000	1 in 3.5	\$50,000
Winter Greetings X10	PBL	Key Number Match	\$5	750,000	1 in 3.3	\$100,000
Snowflake 777	PBL	Key Number Match	\$5	750,000	1 in 3.3	\$100,000
Treasure Tree	PBL	Multi-Game Ticket	\$10	250,000	1 in 3.1	\$125,000
Merry & Bright (National Game)	PBL	Key Number Match	\$10	500,000	1 in 3.07	\$250,000
Holiday Gift Pack	PBL	Variety	\$20	400,000	1 in 2.0	\$250,000

California Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Peppermint Payout	SG	Symbol Match	\$1	2,200,000	1 in 4.11	\$1,000
Happy Holidays	SG	Key Number Match	\$5	18,000,000	1 in 3.42	\$100,000
Winter Bucks	SG	Symbol Match	\$10	12,000,000	1 in 2.92	\$1,000,000
\$5 Million Roaring 2022	SG	Key Number Match	\$20	12,000,000	1 in 3	\$5,000,000

Colorado Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Winter Magic	SG	Key Symbol Match	\$1	2,880,000	1 in 4.20	\$5,000
Happy Holidays	SG	Key Number Match	\$2	1,200,000	1 in 4.05	\$10,000
Deck the Halls	SG	Key Symbol Match	\$3	720,000	1 in 3.13	\$35,000
Holly-Day Payout	SG	Key Number Match	\$5	1,200,000	1 in 3.71	\$100,000
\$250,000 Holiday Delight	SG	Key Number Match	\$10	720,000	1 in 3.64	\$250,000

Connecticut Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Holiday Bonus	SG	Key Number Match	\$1.00	1,362,800	1 in 3.54	\$1,000
Holiday Cash	SG	Key Number Match	\$2.00	1,048,800	1 in 3.56	\$10,000
Holiday Winnings	SG	Key Number Match	\$5.00	1,048,800	1 in 3.54	\$50,000

DC Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Festive \$50s	PBL	Key Number Match	\$1	240,000	1 in 4.7	\$1,000
A Wreath of Franklins	PBL	Key Number Match	\$2	160,000	1 in 4.7	\$4,000
Full of \$500s - Holiday Edition	PBL	Key Number Match	\$5	180,000	1 in 3.6	\$500



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Delaware Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Naughty or Nice	SG	Key Number Match	\$1	360,000	1 in 4.95	\$500
Best Present Ever!	SG	Symbol Find	\$2	210,000	1 in 4.58	\$1,000
Oh, Snap	SG	Symbol Find	\$3	150,000	1 in 3.67	\$2,000
Holiday Ca\$h for Word\$	SG	Key Word Match	\$5	150,000	1 in 3.68	\$5,000
Baby, It's Cold Outside!	SG	Key Number Match	\$5	150,000	1 in 3.60	\$5,000
Cash Flurries	SG	Key Number Match	\$10	180,000	1 in 3.78	\$10,000

Florida Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
\$10,000 Holiday Winnings	IGT	Key Number Match	\$1	23,040,000	1 in 4.72	\$10,000
\$50,000 Holiday Winnings	IGT	Key Number Match	\$2	27,000,000	1 in 4.36	\$50,000
\$1,000,000 Holiday Winnings	IGT	Key Number Match	\$5	21,600,000	1 in 3.81	\$1,000,000
Holiday Winnings Blowout	PBL	Key Number Match	\$10	28,800,000	1 in 8.75	\$500
Gold Rush Limited* - Holiday Pulse	SG	Key Number Match	\$20	6,480,000*	1 in 2.65	\$5,000,000

*Holiday Pulse ordered. Total quantity 75,000,000

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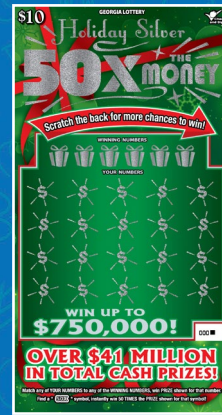
Game Verification

Fraud Detection

RNG Audit



Georgia Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Holly Jolly Jackpot	SG	Match 3	\$1	8,640,000	1 in 4.48	\$5,000
Merry Money Multiplier	SG	Key Number Match	\$2	7,200,000	1 in 4.29	\$30,000
Ornament Series	SG	Key Number Match	\$3	3,600,000	1 in 3.67	\$150,000
Festive \$500s	SG	Key Number Match	\$5	5,760,000	1 in 3.79	\$500
Holiday Silver 50X The Money	SG	Key Number Match	\$10	6,240,000	1 in 3.26	\$750,000
Holiday Gold 100X The Money	SG	Key Number Match	\$20	2,400,000	1 in 3.09	\$1,500,000

Hoosier Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Holiday Cheer	IGT	Key Number Match	\$1	6,000,000	1 in 4.57	\$1,000
Holiday Cash	IGT	Key Number Match	\$2	3,600,000	1 in 4.29	\$10,000
Candy Cane Crossword	IGT	Crossword	\$3	3,840,000	1 in 3.95	\$30,000
Holiday Bonus	IGT	Key Number Match	\$5	3,000,000	1 in 3.75	\$75,000
Festive \$500s	IGT	Key Number Match	\$10	2,880,000	1 in 3.70	\$500

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- ▶ Illumination enhances customer experience
- ▶ Increase visibility of Lottery presence



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Idaho Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Holiday Fa La La Fun	PBL	Key Number Match	\$1	780,000	1 in 2.29	\$5,000
Beary Merry Christmas	PBL	Key Number Match	\$2	480,000	1 in 3.01	\$1,000
Silver Bells	PBL	Key Number Match	\$5	420,000	1 in 3.5	\$50,000
Sugar Cookies Cashword	PBL	Crossword	\$5	420,000	1 in 3.5	\$50,000
Holiday Bonus	PBL	Multiple	\$10	330,000	1 in 3.3	\$100,000
Christmas Spirit	PBL	Key Number Match	\$20	210,000	1 in 3.1	\$200,000

Illinois Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Holiday Cash	SG	Match Three	\$1	11,040,000	1 in 4.19	\$500
Holiday Fun Doubler	SG	Key Number Match	\$2	4,560,000	1 in 4.35	\$20,000
Peppermint Payout 9X	SG	Symbol Match	\$3	4,200,000	1 in 3.88	\$50,000
Full of \$500s Holiday Edition	PBL	Key Number Match	\$5	5,760,000	1 in 4.23	\$100,000
\$250,000 Holiday Bonus	SG	Key Number Match	\$10	2,280,000	1 in 3.37	\$250,000
Cold Cash Blowout	SG	Symbol Reveal	\$10	5,280,000	1 in 9.72	\$500
\$1,000,000 Merry Multiplier	SG	Key Number Match	\$20	2,040,000	1 in 2.87	\$1,000,000



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Iowa Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
White Elephant	SG	Match 3	\$1	1,655,800	1 in 4.35	\$1,000
Winter Greetings	PBL	Find Symbol	\$1	1,629,000	1 in 4.70	\$1,000
Ho Oh No!	IGT	Key Number Match	\$2	962,400	1 in 3.55	\$20,000
Deck The Halls	IGT	Key Number Match	\$2	1,032,750	1 in 3.55	\$20,000
Holiday Bingo	PBL	Bingo	\$2	1,407,900	1 in 3.34	\$25,000
\$20,000 Holiday Crossword	PBL	Crossword	\$2	1,005,000	1 in 3.33	\$20,000
Extended Holiday	IGT	Extended Play	\$3	1,131,500	1 in 3.11	\$30,000
\$30,000 Holiday Crossword	PBL	Crossword	\$3	2,063,900	1 in 3.52	\$30,000
Tree-Mendous	SG	Find Symbol	\$5	1,133,280	1 in 3.74	\$50,000
\$50,000 Holiday Crossword	PBL	Crossword	\$5	1,575,640	1 in 3.34	\$50,000
Holiday Magic	SG	Key Number Match	\$10	838,080	1 in 2.86	\$100,000
\$100,000 Holiday Crossword	PBL	Crossword	\$10	879,210	1 in 3.29	\$100,000
Reindeer Games	IGT	Multiple	\$20	377,595	1 in 2.61	\$25,000

Kansas Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
The Perfect Gift	PBL	Key Number Match	\$1	1,800,000	1 in 3.18	\$1,000
The Perfect Gift	PBL	Key Number Match	\$2	1,200,000	1 in 3.20	\$10,000
The Perfect Gift	PBL	Key Number Match	\$5	750,000	1 in 3.00	\$25,000
The Perfect Gift	PBL	Key Number Match	\$10	400,020	1 in 2.66	\$75,000

Kentucky Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Gnome For The Holidays	SG	Key Number Match	\$1	4,320,000.00	1 in 4.79	\$5,000
Polar Payout	SG	Key Symbol Find	\$2	2,400,000.00	1 in 3.83	\$24,000
Peppermint Payout	SG	Extended Linked Grid	\$3	2,400,000.00	1 in 3.56	\$25,000
Frosty Cash	SG	Key Number Match	\$5	1,800,000.00	1 in 3.97	\$100,000
Full Of \$500'S Holiday Edition	SG	Key Number Match	\$5	1,800,000.00	1 in 3.97	\$500
Tree-Mendous Winnings	SG	Key Number Match	\$10	1,440,000.00	1 in 3.06	\$200,000
Money Limited Edition	SG	Key Number Match	\$20	1,440,000.00	1 in 3.60	\$500,000

Loto-Québec



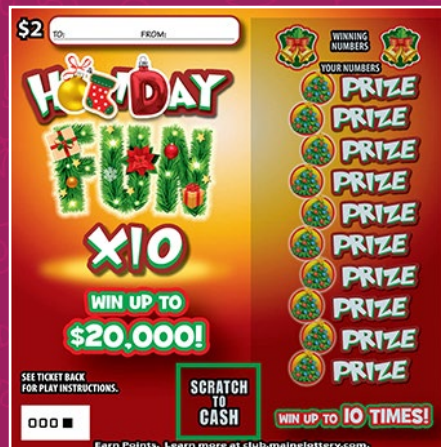
Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
7 chanceux de Noël	PBL	3 Prizes Match	\$1	2,000,000	1 in 4	\$7,777
Cadeau Surprise	PBL	3 Symbols/Prizes Match	\$2	4,000,000	1 in 4	12 gifts (value of \$9,825)
Bingo des fêtes	PBL	Bingo	\$3	2,200,000	1 in 3.7	\$25,000
Mots Cachés des fêtes	SG	Crossword	\$3	2,350,000	1 in 3.4	\$25,000
Richesse des fêtes (National Game)	PBL	Key Symbol Match	\$10	3,800,000	1 in 3.07	\$250,000

Louisiana Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Holiday Fun	SG	Match 3	\$1	1,920,000	1 in 4.82	\$500
The Ornament Game	SG	Key Number Match	\$2	960,000	1 in 4.59	\$12,000
\$100,000 Happy Holidays	SG	Key Number Match	\$5	960,000	1 in 4.11	\$100,000

Maine State Lottery



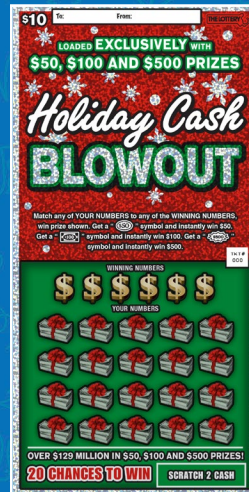
Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Holiday Fun X5	SG	Key Number Match	\$1	1,680,000	1 in 4.50	\$250
Holiday Fun X10	SG	Key Number Match	\$2	840,000	1 in 4.12	\$20,000
Holiday Fun X20	SG	Key Number Match	\$5	840,000	1 in 3.75	\$100,000

Maryland Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Holiday Cheer	PBL	Symbol Reveal	\$1	4,080,000	1 in 4.52	\$1,000
Cookies and Cash	PBL	Key Number Match	\$2	3,120,000	1 in 3.96	\$10,000
Peppermint Payout!	PBL	Key Number Match	\$3	3,360,000	1 in 4.03	\$30,000
Holiday Riches	PBL	Key Number Match	\$5	4,320,000	1 in 3.93	\$50,000
GOLD	PBL	Key Number Match	\$10	3,120,000	1 in 3.37	\$100,000

Massachusetts Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
\$10,000 Winter Winnings	SG	Key Number Match	\$1	10,080,000	1 in 4.83	\$10,000
\$100,000 Winter Winnings	SG	Key Number Match	\$2	12,096,000	1 in 4.63	\$100,000
\$1,000,000 Winter Winnings	SG	Key Number Match	\$5	15,120,000	1 in 4.14	\$1,000,000
Holiday Cash Blowout	SG	Key Number Match	\$10	16,128,000	1 in 8.88	\$500
\$10,000,000 Winter Riches	SG	Key Number Match	\$20	10,080,000	1 in 2.94	\$10,000,000

Michigan Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Candy Cane Ca\$h	PBL	Symbol Match	\$1	9,600,000	1 in 4.68	\$500
Season's Joy	PBL	Key Number Match	\$2	8,400,000	1 in 4.54	\$30,000
Holiday Magic	PBL	Key Number Match	\$5	5,700,000	1 in 4.08	\$300,000
Peppermint Payout Millions	PBL	Key Number Match	\$10	3,900,000	1 in 3.62	\$500,000

Minnesota Lottery



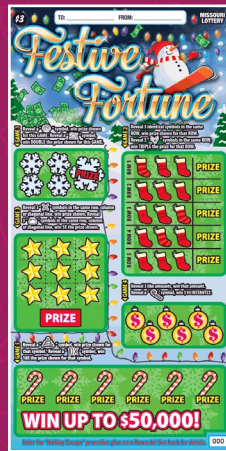
Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
The Perfect Gift!	PBL	Find Number	\$1	3,600,000	1 in 3.80	\$5,000
Stocking Stuffer	PBL	Find Number	\$2	2,640,000	1 in 3.87	\$10,000
Holiday \$500s	PBL	Key Number Match	\$5	3,000,000	1 in 3.98	\$500
Holiday \$1,000s	PBL	Key Number Match	\$10	1,800,000	1 in 3.76	\$1,000

Mississippi Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Merry Money	IGT	Key Number Match	\$1	2,880,000	1 in 5.00	\$3,000
Gnome for the Holidays	IGT	Find	\$2	1,920,000	1 in 4.88	\$20,000
Holiday Wishes	IGT	Find	\$5	840,000	1 in 4.35	\$50,000

Missouri Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Stocking Stuffer	PBL	Symbol Reveal	\$1	8,640,000	1 in 4.74	\$1,000
Secret Santa	IGT	Symbol Reveal	\$2	4,800,000	1 in 4.38	\$25,000
Festive Fortune	PBL	Multiple Games	\$3	4,080,000	1 in 3.82	\$50,000
Holiday Cash (Clear Play)	PBL	Key Number Match	\$5	3,720,000	1 in 3.59	\$100,000
Cash Flurries	SG	Key Number Match	\$10	2,160,000	1 in 3.24	\$200,000
Merry Money	SG	Key Number Match/ Scratch My Back	\$20	1,320,000	1 in 2.95	\$300,000

Montana Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
White Elephant	SG	Match 3	\$1	140,000	1 in 4.71	\$1,000
Baby It's Cold Outside	SG	Key Symbol Match	\$1	140,000	1 in 4.75	\$1,500
Holiday Double Win	SG	Tic Tac Toe	\$2	100,000	1 in 4.42	\$12,000
Cash Flurries	SG	Key Number Match	\$5	160,000	1 in 3.8	\$75,000

Nebraska Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Merry Match 2!	IGT	Symbol Match	\$1	912,000	1 in 3.96	\$10,000
Holiday Prize Lines	IGT	Grid - Coordinate	\$3	360,000	1 in 3.65	30,000
Grandma Got Run Over By A Reindeer	IGT	Key Number Match	\$5	312,000	1 in 3.68	\$50,000

New Hampshire Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
\$50 Holiday Frenzy / \$50 Frenzy	SG	Key Number Match	\$1	1,224,300 (65/35 Split)	1 in 4.67	\$500
\$100 Holiday Frenzy / \$100 Frenzy	SG	Key Number Match	\$2	1,228,950 (75/25 Split)	1 in 4.49	\$20,000
\$250 Holiday Frenzy / \$250 Frenzy	SG	Key Number Match	\$5	1,341,500 (70/30 Split)	1 in 4.18	\$100,000
\$500 Holiday Frenzy / \$500 Frenzy	SG	Key Number Match	\$10	1,453,450 (33/67 Split)	1 in 3.47	\$200,000

New Jersey Lottery



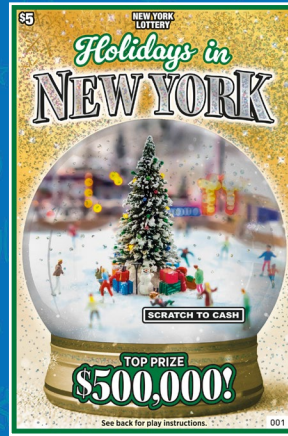
Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Festive \$50's	SG	Find Symbol	\$1	6,960,000	1 in 4.62	\$500
Holiday Lucky Times 10	SG	Key Number Match	\$2	7,200,000	1 in 4.23	\$20,000
Holiday Delight	SG	Key Number Match	\$5	3,600,000	1 in 4.52	\$200,000
\$50 and \$100 Blowout!	SG	Find Symbol	\$10	3,600,000	1 in 8.57	\$100

New Mexico Lottery



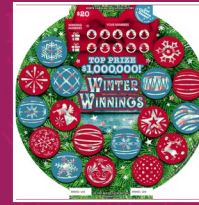
Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Mistle Toads	SG	Key Number Match	\$1	690,000	1 in 4.76	\$25
Holiday Gold	SG	Key Number Match	\$2	480,000	1 in 3.88	\$500
Cash for Christmas	SG	Key Number Match	\$5	360,000	1 in 3.52	\$1,000

New York Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
White Elephant	SG	Symbol Match	\$1	5,040,000	1 in 4.65	\$500
Holiday Cash	IGT	Key Number Match	\$2	7,200,000	1 in 4.63	\$20,000
Lucky 13	SG	Key Number Match	\$5	8,880,000	1 in 4.06	\$1,000,000
Holidays In New York	PBL	Key Number Match	\$5	6,000,000	1 in 4.06	\$500,000
Holiday Magic	SG	Key Number Match	\$10	5,040,000	1 in 3.47	\$1,000,000

North Carolina Education Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Season's Greetings	SG	Find	\$1	6,240,000	1 in 4.76	\$5,000
Holiday Doubler	SG	Key Number Match	\$2	4,560,000	1 in 4.55	\$20,000
Peppermint Payout X3	SG	Extended	\$3	3,240,000	1 in 4.01	\$75,000
Holiday Cheer	SG	Find	\$5	4,560,000	1 in 4.07	\$150,000
Merry Money Blowout	SG	Key Number Match	\$10	2,400,000	1 in 9.95	\$500
Winter Winnings	SG	Key Number Match	\$20	1,440,000	1 in 2.95	\$1,000,000

Ohio Lottery



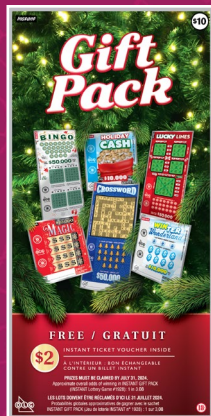
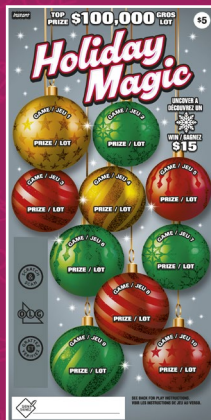
Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Holiday Cash	SG	Reveal	\$1	17,200,000	1 in 3.99	\$500
National Lampoon's Christmas Vacation	SG	Key Number Match	\$2	6,800,000	1 in 3.81	\$10,000
Peppermint Payout	SG	Extended Play	\$3	5,000,000	1 in 3.73	\$50,000
Holiday Lucky Times 10	SG	Key Number Match	\$5	7,400,000	1 in 3.64	\$250,000
\$500,000 Happy Holidays	SG	Key Number Match	\$10	6,000,000	1 in 3.40	\$500,000
\$1 Million Merry & Bright	SG	Key Number Match	\$20	3,200,000	1 in 3.03	\$1,000,000

Oklahoma Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Frosty the Doughman	SG	Match 3 Symbols	\$1	1,200,000	1 in 4.14	\$3,000

Ontario Lottery & Gaming



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Candy Cane Cash	PBL	Match 3	\$2	1,800,000	1 in 3.43	\$35,000
Sleigh Bell Bucks	PBL	Key Symbol Match	\$3	3,080,000	1 in 3.74	\$75,000
Holly Jolly Jackpot	PBL	Key Number Match	\$3	3,080,000	1 in 3.69	\$75,000
Holiday Magic	PBL	Match 3	\$5	2,800,000	1 in 3.68	\$100,000
Instant Holiday Gift Pack	PBL	Variety	\$10	1,950,000	1 in 3.08	\$50,000
Merry & Bright (National Game)	PBL	Key Number Match	\$10	1,500,000	1 in 3.07	\$250,000
24 Days to Celebrate	PBL	Match 3	\$20	1,000,000	1 in 3.23	\$250,000

Oregon Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Winter Wishes	PBL	Match 3	\$1	1,860,000	1 in 3.91	\$1,500
Gnome for the Holidays	IGT	Key Symbol Match	\$2	960,000	1 in 4.07	\$10,000
Holiday Cheer	PBL	Find Symbol	\$5	542,000	1 in 3.74	\$50,000
Oregon Ornaments	SG	Key Number Match	\$10	250,000	1 in 3.35	\$75,000
Season's Greetings	IGT	Key Number Match	\$20	152,000	1 in 2.90	\$150,000

Pennsylvania Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Gnome for the Holidays	SG	Find	\$1	12,600,000	1 in 4.57	\$5,000
Gingerbread Dough	SG	Find	\$2	9,600,000	1 in 4.32	\$20,000
Naughty or Nice	SG	Key Number Match	\$3	8,400,000	1 in 4.26	\$50,000
Ho Ho Whole Lotta \$500s	SG	Key Number Match	\$5	13,200,000	1 in 4.09	\$250,000
Snow Much Fun	SG	Key Number Match	\$10	9,000,000	1 in 3.63	\$500,000
\$1,000,000 Merry and Bright	SG	Key Number Match	\$20	6,600,000	1 in 3.22	\$1,000,000

Loteria Electronica (Puerto Rico)



Rhode Island Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Merry & Bright	IGT	Key Number Match	\$1	1,000,000	1 in 4.77	\$1,000
Holiday Cash Times 10	IGT	Key Number Match	\$2	588,000	1 in 4.19	\$5,000
Holiday Gold Rush	IGT	Key Number Match	\$5	540,000	1 in 3.60	\$30,000

South Carolina Education Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
White Elephant	SG	Key Number Match	\$1	1,440,000	1 in 4.84	\$5,000
Happy Pawlidays!	SG	Find	\$2	1,920,000	1 in 4.43	\$30,000

South Dakota Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Snow Days	SG	Symbol Match	\$1	450,000	1 in 4.9	\$1,000
Secret Santa	SG	Find	\$2	240,000	1 in 4.5	\$2,000
Holiday Multiplier	SG	Extended Play Match	\$3	210,000	1 in 4.3	\$500
Merry Money	SG	Key Number Match	\$5	180,000	1 in 4.2	\$5,000

Tennessee Education Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Holiday Cash	SG	Key Number Match	\$1	2,880,000	1 in 4.19	\$500
Holiday Money	SG	Key Number Match	\$2	2,880,000	1 in 4.14	\$20,000
Merry and Bright	SG	Key Number Match	\$5	1,440,000	1 in 4.00	\$100,000
Holiday Delight	SG	Key Number Match	\$10	720,000	1 in 2.90	\$200,000
Holiday Cash Bonus	SG	Key Number Match	\$20	600,000	1 in 2.82	\$500,000

Texas Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Cozy Cash	PBL	Match 3	\$1	11,160,000	1 in 4.49	\$500
Break the Snowbank	IGT	Key Number Match	\$2	7,200,000	1 in 4.25	\$30,000
Winter Words	IGT	Crossword	\$3	6,000,000	1 in 4.02	\$30,000
25 Days of Winning	PBL	Symbol Match	\$5	7,056,000	1 in 3.87	\$100,000
Holiday Lucky Times 100	PBL	Key Number Match	\$10	6,000,000	1 in 3.89	\$250,000

Vermont Lottery



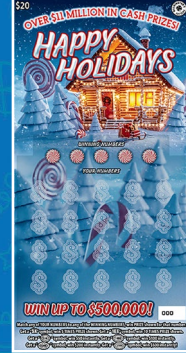
Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
A Little Cashword	PBL	Crossword	\$1	600,000	1 in 4.14	\$250
Santa Paws	PBL	Match 3	\$2	350,000	1 in 4.13	\$1,000
Season's Greetings	PBL	Key Number Match	\$5	270,000	1 in 4.29	\$5,000
Holiday Magic	PBL	Key Number Match	\$5	270,000	1 in 4.53	\$5,000
25 Days of Winning	PBL	Reveal	\$10	245,000	1 in 3.58	\$25,000

Virginia Lottery



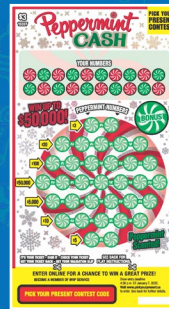
Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Holly Dough!	IGT	Reveal 3	\$1	6,000,000	1 in 4.64	\$1,000
Holiday Cheer	IGT	Key Number Match	\$2	3,840,000	1 in 4.51	\$20,000
Winter Winnings	IGT	Key Number Match	\$5	3,240,000	1 in 3.80	\$500
Winfall	IGT	Key Number Match	\$10	4,560,000	1 in 6.45	\$500,000

Washington's Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Oh, Snap	SG	Match 3	\$1	1,800,000	1 in 3.91	\$5000
Tree-Mendous Winnings	SG	Match 3	\$1	1,800,000	1 in 3.91	\$5000
Twelve Elves	SG	Find	\$5	1,260,000	1 in 3.38	\$50,000
Holiday Countdown	SG	Match 2	\$10	540,050	1 in 3.12	\$200,000
Happy Holidays	SG	Key Number Match	\$20	780,000	1 in 3.06	\$500,000

Western Canada Lottery Corp.



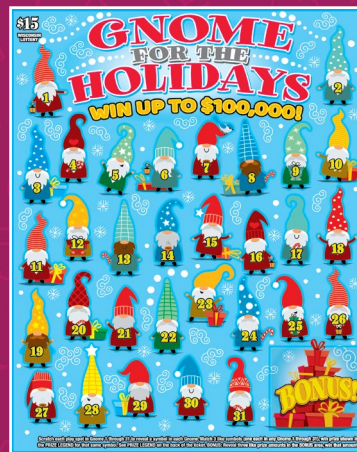
Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Tis The Season	PBL	Match 3 Prize	\$1	1,200,000	1 in 3.57	\$10,000
Holiday 7s	PBL	Match 3 Prize	\$1	1,800,000	1 in 4.18	\$7,777
Stocking Stuffer	PBL	Key Number Match	\$2	1,000,000	1 in 3.01	\$20,000
Holiday Magic	PBL	Variety	\$3	800,000	1 in 3.76	\$50,000
Peppermint Cash	PBL	Number Match	\$3	800,000	1 in 2.90	\$50,000
Silver Bells Crossword	PBL	Crossword	\$3	1,440,000	1 in 3.00	\$75,000
A Festive Gift	PBL	Key Number Match	\$5	750,000	1 in 3.20	\$100,000
Merry Christmas	PBL	Number Match	\$5	750,000	1 in 2.98	\$100,000
Merry & Bright (National Game)	PBL	Key Number Match	\$10	500,000	1 in 3.07	\$250,000
Player's Choice Mega Pack	PBL	Variety	\$20	800,000	1 in 1.00	\$1,000,000
Christmas Countdown	PBL	Match 3 Symbols	\$30	300,000	1 in 2.89	\$300,000

West Virginia Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Star Bucks / Web Winners	IGT	Key Number Match	\$1	1,560,000	1 in 4.65	\$1,000
Sweet Winnings / Monster Cash	IGT	Key Number Match	\$2	1,080,000	1 in 4.39	\$2,000
Addams Family Fortune	IGT/ Alchemy3	Key Number Match	\$5	600,000	1 in 4.16	\$13,000
Big Country Christmas / Big Luck	IGT	Find	\$10	720,000	1 in 3.78	\$100,000

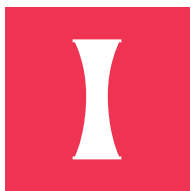
Wisconsin Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds of Winning	Top Prize
Winter Greetings	PBL	Key Number Match	\$1	1,440,000	1 in 4.2	\$100
Naughty or Nice Crossword	PBL	Crossword	\$3	960,000	1 in 3.5	\$30,000
Holiday Cash Drop	PBL	Key Number Match	\$5	1,200,000	1 in 4.2	\$500
Winner Wonderland	SG	Key Number Match	\$10	600,000	1 in 3.7	\$50,000
Gnome for the Holidays	PBL	Match 3	\$15	480,000	1 in 2.9	\$100,000
Holiday Winnings	PBL	Key Number Match	\$20	480,000	1 in 3.2	\$100,000



Flying



If fiscal 2020 was the year of instant tickets, as we said here a year ago, then fiscal 2021 was the year of just about everything.

From instant games to most types of draw games, lottery tickets were hot commodities during the year, flying out the door (and increasingly through digital channels) at a record pace. Almost every lottery reported double-digit gains in sales.

In total, American lotteries generated almost \$98.1 billion in sales of traditional lottery products, a whopping increase of \$15.3 billion, or 18.5%. When combined with net revenue from casino style gaming – which rebounded nicely in most jurisdictions after pandemic-related shutdowns – and sports betting, revenues soared to more than \$105 billion, up 17.5% or \$15.7 billion.

As it turned out, many of the new players introduced to lottery during the early stages of the pandemic, when other gaming and entertainment options were not available, kept playing. At the same time, the luck of the draw worked in the industry's

favor with jackpot games. And that's what made fiscal 2021 different than other "super years" in recent memory – the strength in draw games, from the big national jackpot games to local lotto and daily numbers games. That meant that bottom line transfers to beneficiaries also increased significantly in most cases. When sales increases are driven solely by higher price points on instant games, which come with higher prize payouts, total transfers often increase at a lower rate, even as the actual dollars still rise.

In fiscal 2021, revenue to beneficiaries jumped by 17.7% to \$28.1 billion across the United States. That's important revenue for education, the environment, economic development, cities and towns, senior citizens, veterans, and other programs funded by lotteries.

North of the border, results were also impressive, if a little more mixed. Overall in Canada for fiscal 2021, the four lotteries that report sales were up 6.1% in traditional products, to almost C\$8.0 billion. Including net revenue from gaming in the Atlantic provinces, primarily video lottery terminals, total sales across the four

lotteries were C\$8.3 billion, up 4.4%. Altogether, Canada's five lotteries sent C\$2.8 billion to their governments for the causes they support.

Of course, the biggest challenge is always maintaining momentum after any strong year. In the United States, it's easy to predict that an 18.5% gain cannot possibly be duplicated, but only time will tell.

Changes at the Top

The New York Lottery, which has led American lotteries in traditional game sales for as long as we can remember, was finally toppled by the fast-growing lotteries in Florida, California and Texas. That said, with the help of video gaming machines the New York Lottery still ranks second overall and delivers more profits to its beneficiary (education) than any other North American lottery.

Reaching \$9 billion in sales with a 20.9% increase, the Florida Lottery is the first American lottery to surpass that milestone in traditional game sales. The previous record was \$8.2 billion set by New York in fiscal 2019; that was also the year total New York revenues, including video gaming,

High

Fiscal 2021 was the most amazing year in lottery history, with numerous things coming together to produce historic growth.

By Patricia McQueen

surpassed \$10 billion. More about Florida a bit later.

The California Lottery also pushed past the previous high with \$8.4 billion in sales (+27.1%), and not far behind was the Texas Lottery, checking in with \$8.1 billion in sales (+20.9%). New York's traditional sales of almost \$7.7 billion in fiscal 2021 placed it fourth.

For California, fiscal 2021 was an impressive turnaround from the previous year, when sales fell by 10.4% – in dollar terms, a staggering drop of \$766 million. Much of that was due to sharp declines in both Powerball and Mega Millions, but the inability to continue its instant ticket program in a normal way saw those sales drop in the fourth quarter of fiscal 2020 while they soared in many other jurisdictions. For example, the California Lottery significantly reduced the number of new games released, suspended most marketing activities and pulled field staff during the stay-at-home orders, which California enacted earlier than some other states. But most importantly there were distribution challenges.

Things changed in fiscal 2021. Nearly \$1.4 billion of California's total

increase of \$1.8 billion came from instant tickets. "We suspect the biggest reason for these significant gains was the fact that we were able to resolve distribution challenges that stunted sales last fiscal year," explained Deputy Director of Finance Nicholas Buchen. "Specifically, the need to follow social distancing protocols essentially halved the number of workstations our warehouse workers could use to ship to our retailers. Because of that, we have added more pick and pack stations to fulfill orders more quickly and still safely. We also think our core Scratchers players may have spent more on lottery games since other fun activities were off limits during the pandemic's stay-at-home orders."

Also deserving mention are three lotteries which surged past the \$5 billion mark in traditional sales for the first time, joining Massachusetts in a "second flight" cluster of big lotteries after the top four. Georgia, Pennsylvania and Michigan all increased sales by about 19% to land in this group.

Double-digit gains were certainly the story of fiscal 2021, as all but two lotteries grew their sales of

traditional lottery products by 10% or more. New York and the District of Columbia were the two exceptions, but both of these lotteries continue to face pandemic-specific challenges including their different year-ends (New York's fiscal year ends in March, DC's in September), plus product and other differences quite unique to their jurisdictions.

Because the Mississippi Lottery's 50% increase in sales was due to fiscal 2021 being its first full year of sales, the leader in percentage terms including only established lotteries was Idaho. With a 34% increase in sales, the Idaho Lottery had gains across the board, especially in instant games and pulltabs, which combine to account for 79% of the Lottery's sales. There was also an impressive 31% increase in revenues to beneficiaries, enabling Idaho to achieve the milestone of delivering \$1 billion to beneficiaries over the Lottery's 32 years.

The Wyoming Lottery was next with a 31.7% increase; without instant games, Wyoming (and North Dakota) rely heavily on the multistate jackpot games. Right behind was the Arizona Lottery, with a 31.1% increase in

Of course, the biggest challenge is always maintaining momentum after any strong year. In the United States, it's easy to predict that an 18.5% gain cannot possibly be duplicated, but only time will tell.

sales – the largest percentage increase among lotteries with sales of at least \$1 billion. The Oklahoma Lottery checked in with a 29.5% gain, and rounding out the top five by this measure was the New Hampshire Lottery at 28.4%.

All Games Ahead

Just as most lotteries reported sales increases, so did most game categories, at least in aggregate. Instant games were up 17.8%, adding almost \$9.9 billion to their totals, reaching nearly \$65.4 billion across America. But because of strong increases in Mega Millions and Powerball, along with daily numbers games, instant games didn't gain any ground in terms of market share. These paper tickets accounted for 66.7% of total traditional sales in fiscal 2021, compared to 67.0% in fiscal 2020.

The instant games leaders in percentage terms (again not counting Mississippi and its first full year) were Idaho (+31.3%), Arizona (+30.8%), Oregon (+30.8), Kentucky (+29.8%) and Oklahoma (+29.1%). In sheer dollar value, California (+\$1.4 billion), Florida (+\$1.2 billion) and Texas (+\$1.1 billion) added the most instant sales, but Georgia and Pennsylvania were also impressive in adding more than a half-billion each to the category.

With a \$1 billion jackpot in January 2021, the industry's first flirtation with that mark since October 2018, Mega Millions sales soared 46.2% to almost \$4.2 billion, a gain of \$1.3 billion. Also last January, the Powerball jackpot reached \$700 million, and sales for the year of that game were just over \$4 billion, a gain of \$995 million or 33.0%. Combined, these two games increased their market share from 7.1% in fiscal 2020 to 8.4% in fiscal 2021.

Daily numbers games actually make up the largest category of draw games, reaching almost \$13.1 billion in fiscal 2021, up 14.0% or \$1.6 billion. Many lotteries find that these games are

closely aligned with instant games and move together.

Leading performers among lotteries offering two- to five-digit daily numbers games in fiscal 2021 were Arkansas (+31.6%), Idaho (+31.5%), Illinois (+28.8%), North Carolina (+24.0%) and South Carolina (+23.1%). In dollar terms, adding the most to the category were Michigan (+\$188 million), Georgia (+\$186 million), Illinois (+\$155 million), Ohio (+\$144 million) and North Carolina (+\$141 million).

Monitor games are another big category, contributing \$4.9 billion to sales across the country – with Virginia added to the mix during the year, they were offered in 22 jurisdictions by the end of fiscal 2021 and category sales were up 11.0%.

The last of the “big” categories is “all other lotto games,” consisting mostly of in-state products and a few small regional games. Together, they were up 10.0% in fiscal 2021, or \$342.1 million. The category includes both jackpot lotto games and daily draw lotto games with rolling jackpots or set top prizes. Jackpots are obviously the driving factor for most of these games, but some of the daily draw lotto games benefited from the same phenomenon as daily numbers games. The addition of extra features for an extra cost is always a welcome way to boost sales, along with adding more drawings if possible.

Florida Rocks

It's worth exploring what made the Florida Lottery the first in North America to reach \$9 billion in total sales of traditional lottery products. It was firing on all cylinders in fiscal 2021, with gains in all game categories and double-digit gains in most.

Instant tickets, of course, led the way. In fiscal 2020, Florida landed at the top of the charts in terms of instant ticket sales for the first time, and it stayed there in fiscal 2021 with

United States Sales Summary

(Dollars in millions)

	FY20	FY21	Increase (Decrease)	Percent Change
Instants	\$55,477.1	\$65,357.1	\$9,880.0	17.8%
Pulltabs	208.2	287.5	79.3	38.1%
iLottery eInstants (net)	330.8	514.8	184.0	55.6%
Powerball	3,014.5	4,009.4	994.9	33.0%
Mega Millions	2,860.2	4,182.6	1,322.4	46.2%
Lotto America	57.2	56.7	(0.5)	-0.9%
For Life games *	569.7	605.3	35.7	6.3%
All other lotto games	3,407.8	3,750.0	342.1	10.0%
Daily numbers (2-5 digits)	11,477.7	13,089.6	1,611.9	14.0%
Monitor games	4,419.1	4,906.7	487.6	11.0%
Daily keno	63.3	67.1	3.8	6.0%
Terminal-based instant games	657.2	937.1	279.9	42.6%
Raffles	38.5	42.5	4.0	10.5%
Hybrid instant/draw games	21.6	18.5	(3.1)	-14.2%
All other games	175.0	227.2	52.2	29.8%
Total draw games	26,761.8	31,892.7	5,130.9	19.2%
Total traditional games	82,777.9	98,052.0	15,274.1	18.5%
Electronic gaming machines (net)	6,074.5	6,052.1	(22.4)	-0.4%
Table games (net)	656.6	791.9	135.4	20.6%
Sports betting (net)	76.5	363.1	286.6	374.7%
Grand total sales	\$89,585.4	\$105,259.1	\$15,673.7	17.5%

* Includes Lucky for Life, Cash4Life and Win for Life

\$6.8 billion sold, an increase of 20.5%. While there were no changes to price points or payouts during the year, Deputy Secretary of Product and Sales Justin Rock noted that players have been gravitating towards higher price points so average purchase prices have increased. But there has also been an ongoing effort to better manage all aspects of the games. “We look at Scratch-Offs as something within our control,” he said. “We have a lot of metrics that we can emphasize with our sales team to make sure they are keeping an eye on those levers we think we can control.”

Key among them are making sure vending machines are as close to 100% full at all times and achieving activation rates of 97% by the third day of a new game launch. During fiscal 2021, despite the fact that sales reps were not in the field for most of the year, vending averaged 94% full and activation still got as high as 95%. To achieve those levels by just making phone calls “speaks volumes to the relationships that they have with the retailers,” noted Rock.

Other things during the year that really helped move the needle included joint promotions between

Scratch-Off and draw games that encouraged cross play; a relaunch of Florida Lotto that went to the \$2 price point and added a Double Play option; changing the add-on option for the Pick daily numbers games to Fireball; increased debit acceptance and willingness of corporate accounts to allow POS messaging that debit is accepted for lottery purchases; and even adding drop boxes at district offices to help players claim prizes without missing a beat.

It also didn’t hurt that in Florida, there is a direct correlation between Pick players and Scratch-Off players,

"People can rely on us for some sense of enjoyment during a time of crisis. We were really excited to be able to take that crown."

-Justin Rock

so when instant ticket sales grow, so do daily numbers games.

With California and Texas hot on its heels, will Florida continue leading the way in the current year? "I wish I had a crystal ball, because I'm always asked what's going to happen next," said Rock. After all, players may be shifting away from higher price points as their priorities change, and sports betting may become a reality in Florida. But on the plus side, Florida is introducing its first \$50 game in February. "The value proposition of that game, with the largest prize we've ever done on a Scratch-Off ticket along with the best odds to win \$1 million of any game, is a pretty significant driver."

In January, Florida is introducing Cash Pop (with five drawings per day) while Fast Play will be retired. "Personally, I think Cash Pop is a super exciting game," said Rock. "We felt we had reached maximum capacity for products we can offer in the market, so to make Cash Pop viable we really had to let something go."

Another project with big future potential is the pilot program with Winn-Dixie, selling Scratch-Off tickets in-lane. "We are starting to really get some traction with that."

Rock reflects on what fiscal 2021 has meant for Florida. "Being number one was a goal of ours, so it's huge for the whole team. It means that we have a business that runs like a well-oiled machine, despite things that are out of our control. It means that our principles are sound, that the business is running as efficiently as possible, and we can persevere through the greatest of challenges. People can rely on us for some sense of enjoyment during a time of crisis. We were really excited to be able to take that crown."

Online Sales

The pandemic certainly gave a welcome boost to online sales for those lotteries that can offer that purchase option. By the end of fiscal

2021, 11 lotteries were offering sales online of either traditional draw games, eInstants, or both. Offering only draw games were Illinois, North Carolina and North Dakota. Offering both (although typically not including all draw games) were the District of Columbia, Georgia, Kentucky, Michigan, New Hampshire, Pennsylvania, Rhode Island and Virginia. Two others were offering eGaming, Delaware and West Virginia.

Net revenues (after prizes) for eInstant games topped \$500 million in fiscal 2021, led by Michigan, Pennsylvania and newcomer Virginia, which entered the market with a big splash. Total sales of draw games, grouped in the game categories in the accompanying charts, also topped \$500 million. The Illinois Lottery is far and away the leader in this category, accounting for one-third of the U.S. total through its online sales and subscriptions platform. That lottery's commitment to modernization took a new twist in November 2021 with the introduction of Fast Play online – the first American lottery to offer this product in digital form.

Sports Betting

By the end of fiscal 2021, nine lotteries were operating or regulating sports betting, and gross gaming revenue for sports betting under their management was \$363 million, an almost five-fold increase from the previous year. Some of that growth was due to the dearth of actual sports in the final quarter of fiscal 2020, but it was also due to a full year of activity from the newcomers that year, plus fiscal 2021 newcomers Tennessee and Virginia. Both of the newest entrants act strictly as sports betting regulators, from licensing the competitive operators to gathering tax revenues.

Despite starting in November 2020, the Tennessee Education Lottery quickly jumped ahead of the pack in gross gaming revenue, with \$127.5 million for the partial fiscal year. That

Canada Sales Summary

(Dollars in millions)

	FY20	FY21	Increase (Decrease)	Percent Change
Instants	\$2,259.4	\$2,598.0	\$338.6	15.0%
Pulltabs	123.4	91.4	(32.1)	-26.0%
Lotto 6/49	1,006.8	989.8	(17.0)	-1.7%
Lotto Max	1,898.5	1,971.7	73.3	3.9%
For Life games	117.3	109.5	(7.7)	-6.6%
All other lotto games	266.6	307.5	40.9	15.3%
Daily numbers (2-4 digits)	198.1	220.5	22.4	11.3%
Spiel games	548.7	568.7	20.1	3.7%
Sports betting	452.0	375.3	(76.8)	-17.0%
Club Keno	321.1	375.8	54.7	17.0%
Daily keno	99.9	114.1	14.2	14.2%
Hybrid instant/draw games	150.6	155.4	4.8	3.2%
All other games	55.2	75.8	20.6	37.4%
Total draw games	5,114.8	5,264.3	\$149.5	2.9%
Total traditional games	7,497.6	7,953.6	456.0	6.1%
Electronic gaming machines (net)	409.2	301.1	(108.1)	-26.4%
Table games (net)	2.0	0.7	(1.3)	-63.5%
Grand total sales	\$7,908.8	\$8,255.5	\$346.6	4.4%

Note:

These figures do not include Québec, which has changed to reporting all games on a net basis (gross gaming revenue); net figures are not comparable.

reflects the nature of the state's online/mobile-only operation with competitive licensees. A similar startup has been experienced by the Virginia Lottery, which launched last January and still reported the second-highest gross gaming revenue among all lotteries overseeing this activity at \$49.3 million.

Of the others, Delaware and Montana are strictly facility-based, Oregon is online/mobile only, and New Hampshire, Rhode Island, West Virginia and the District of Columbia have both retail and online/mobile options in place.

At least three more lotteries

will join the sports betting club in fiscal 2022. The Connecticut Lottery launched retail and online/mobile sports betting in October, Maryland Lottery and Gaming issued its first sports betting licenses in November, and the Louisiana Lottery is in development on its share of the Louisiana sports betting model.

Casino Gaming

While most casino gaming operated by lotteries rebounded in fiscal 2021 after early shutdowns, in some cases to new record highs, some jurisdictions were not so lucky

with extended shutdowns. This was particularly true for lotteries whose fiscal years end in March – New York and the two Canadian lotteries where video gaming is included here (Loto-Québec and Atlantic Lottery).

Still, these activities generated tremendous revenues. Gaming machines brought in \$6.1 billion in total net win across eight American jurisdictions: Delaware, Maryland, New York, Ohio, Oregon, Rhode Island, South Dakota and West Virginia. Table games, available in Delaware, Maryland, Rhode Island and West Virginia, produced net win of \$791.9 million during the year.

Canadian Experience

Canada's fiscal 2021 runs from April 2020 to March 2021, almost in lock step with the worst of the pandemic. Three provinces completely shut down retail lottery sales for periods of time (Manitoba, Québec and Newfoundland/Labrador), while about 2,000 of Ontario's retailers withdrew from offering lottery products for several months. And as noted earlier, the lotteries operating video lottery terminals (Loto-Québec and the Atlantic provinces) also took a big hit when those locations were shut down.

All things considered, Canada's lotteries did quite well, with traditional sales up a combined 6.1% in British Columbia, Ontario, and the nine provinces and territories managed by Atlantic Lottery and Western Canada Lottery Corp. Ontario remains the largest lottery, with sales of almost C\$4.4 billion in fiscal 2021, up 6.0%. Sales in British Columbia were up 11.0%. WCLC's largest province, Alberta, grew sales by 5.0%, and the smaller WCLC members posted some impressive gains.

In most provinces, instant ticket revenues were up sharply, in keeping with trends in the United States. And like their American counterparts, daily numbers games (offered in Ontario, Québec and the WCLC regions) followed suit, except in the provinces where there were retail shutdowns.

Of the big national lotto games, Lotto Max was the better performer, with sales up almost 4% overall. Lotto 6/49 saw a small decline in sales. Among other draw categories, Ontario was the winner in the regional (provincial) lotto category, with sales up almost 28% thanks primarily to the new and innovative Lightning Lotto, a welcome addition to the ranks.

Atlantic Lottery was the only operator to post an increase in sports betting. It took advantage of the near

shutdown of sports in the first few months of the fiscal year to conduct player research on its Pro-Line brand. That research showed that the product was attractive, but they needed to build awareness of recent enhancements. Adding Pro-Line to Atlantic Lottery's mobile app and launching a new imaging campaign paid off, with substantial growth in the second half of the year, especially with its online offerings.

Sports betting is taking a whole new direction for Canada in fiscal 2022, with the launch of single-event wagering beginning in late August after a change in Canadian law.

Notes on the Charts

In presenting the data underlying our annual review of lottery sales, it is always important that games are categorized similarly across jurisdictions. The advent of sports betting and iLottery brought new challenges, as these products may be reported as gross play (or handle) in some jurisdictions and as net after prizes in others.

With sports betting, we immediately took the position that it should be reported here as net after prizes (gross gaming revenue), similar to the lottery offerings of gaming machines and table games.

After much discussion about iLottery, beginning with this FY21 report we have standardized eInstants as net after prizes in all jurisdictions offering these products. There may still be some differences in the way bonuses are counted, but now the numbers are more generally comparable across jurisdictions. We felt this was an important step to take, as gross play for eInstants varies dramatically from jurisdiction to jurisdiction, depending on things such as game mix and prize payout percentages – some lotteries focus on play value and high returns to players while others keep closer ties to the retail ticket model. Draw game sales through iLottery, though,

continue to be reported as actual sales and these numbers are included in their respective game categories.

We also add our usual caveats regarding transfers to beneficiaries. Depending on factors that include accounting methods and various statutory requirements or appropriations based on previous performance or projections, transfers may not be indicative of current-year profits. In particular during the pandemic, some funding programs have been supplemented by an infusion of general fund revenues because of sales impacts. We also note that we include statutory or dedicated funding to problem gambling programs that are in addition to standard beneficiary transfers; it's important for lotteries to be recognized for all the contributions they make to society.

Because of all these factors we believe are for the good of the industry, the numbers for some jurisdictions on the following pages may vary from what lotteries publish in their own annual reports.

One final note about fiscal years. It has always been the case that different year-ends can impact lotteries relative to their peers if the timing of a big jackpot pushes sales into different years. The pandemic and related shutdowns have also had different impacts based on a lottery's fiscal year. We note that Canada's lotteries end their year on March 31, while in the United States most years end June 30; the exceptions are New York (March 31), Texas (August 31), and Michigan and the District of Columbia (September 30). ■



Fiscal 2021 Lottery Sales and Revenues

United States

	Daily Numbers Games					
	Instants	Pulltabs	2-digit	3-digit	4-digit	5-digit
Arizona	\$1,109,833,567	\$11,994,834		\$17,360,803		
Arkansas	529,369,617			12,016,776	\$6,548,725	
California	6,409,463,025			186,173,371	37,815,136	
Colorado	573,017,390			15,920,621		
Connecticut	837,705,000			150,901,900	89,498,400	
Delaware	111,525,279			36,554,537	29,374,467	
D.C.	46,672,386		\$528,525	42,816,610	58,633,847	\$26,110,301
Florida	6,827,864,268		29,428,884	465,135,213	293,297,166	75,042,064
Georgia	4,005,837,424			639,909,914	418,740,922	10,449,167
Idaho	227,165,052	66,843,524		2,655,481	591,528	
Illinois	2,214,449,117			352,334,061	342,669,612	
Indiana	1,384,469,000			50,266,000	45,716,000	
Iowa	316,934,651	12,771,423		9,540,166	5,470,759	
Kansas	210,112,806	8,392,122		8,888,309		
Kentucky	961,683,000			194,206,000	60,156,000	
Louisiana	333,364,160			77,046,159	65,607,488	
Maine	314,638,768			6,829,849	5,243,894	
Maryland	1,003,932,546			290,798,740	395,655,033	
Massachusetts	4,030,034,000	325,000		370,681,000	(2)	
Michigan	2,448,568,782	33,671,641		535,866,644	634,092,580	
Minnesota	615,569,031			22,153,895		
Mississippi	427,528,829			15,381,993		
Missouri	1,215,705,180	152,933,048		110,512,923	75,539,150	
Montana	29,887,139					
Nebraska	123,343,203			7,780,637		
New Hampshire	320,407,938			5,879,229	5,271,505	
New Jersey	2,072,653,994			452,801,635	290,990,746	
New Mexico	95,472,000			5,885,000	1,948,000	
New York (3)	4,231,743,000			942,313,000	903,244,000	
North Carolina	2,560,822,000			498,617,000	227,756,000	
North Dakota						
Ohio	2,315,934,709			485,861,057	283,992,647	66,109,594
Oklahoma	256,040,427			6,978,105		
Oregon	196,029,843				1,996,712	
Pennsylvania	3,757,858,023		6,387,009	305,756,782	260,946,766	60,794,082
Rhode Island	134,625,405			24,297,239	(2)	
South Carolina	1,763,009,448			311,503,983	154,226,763	
South Dakota	47,477,806					
Tennessee	1,736,564,000			84,199,000	52,984,000	
Texas	6,616,975,019			310,263,223	141,847,441	
Vermont	131,683,523			1,351,916	1,283,803	
Virginia	1,302,108,413			390,284,730	376,114,441	
Washington	701,182,226			23,193,223	15,279,984	
West Virginia	173,142,225			8,722,636	5,002,445	
Wisconsin	634,653,960	525,015		28,888,918	18,640,090	
Wyoming						
Total U.S.	\$65,357,057,178	\$287,456,607	\$36,344,417	\$7,508,528,275	\$5,306,176,049	\$238,505,207

General notes: All figures should be considered preliminary and unaudited. Lotto games include all lotto-style games other than those specifically identified. Add-on games are generally included with the host game sales; exceptions are if a game is available on several base games, then it is included in the "other" category. Internet sales of draw games, where applicable, are included in the relevant draw game categories. Because we have standardized instants and sports betting as net revenue after prizes, the total "sales" for some jurisdictions may differ from that reported in annual financial statements. Revenues to beneficiaries may reflect either actual fiscal year transfers or net income available for distribution; includes revenue from gaming operations where applicable and dedicated funding of state problem gambling programs.

Specific notes: (1) iLottery instant games are now standardized across jurisdictions as gross play minus prizes. In some jurisdictions, the net figure shown may also be after bonuses. The number shown for Rhode Island includes both instant and keno games. (2) Massachusetts and Rhode Island do not separate sales of 3- and 4-digit daily numbers games. (3) New York's transfers include \$692.8 million in Lottery Aid Guarantee from the state's General Fund.

Fiscal 2021 Lottery Sales and Revenues

United States

	Lotto	Powerball	Mega Millions	Lotto America	For Life Games	Daily Keno
Arizona	\$66,020,317	\$98,917,963	\$90,114,543			
Arkansas	10,332,159	26,748,835	23,809,304		\$3,391,638	
California	435,904,880	408,281,672	529,089,816			
Colorado	66,461,947	66,889,633	57,130,873		15,511,810	
Connecticut	53,770,000	64,193,000	57,075,000		17,764,000	
Delaware	4,721,412	19,339,761	16,656,171	\$2,711,357	3,214,748	
D.C.		7,604,282	6,489,479		2,226,616	
Florida	594,662,951	363,670,548	337,062,733		69,240,444	
Georgia	131,867,847	125,427,204	159,599,414		23,232,672	
Idaho	6,448,022	26,323,815	19,803,804	2,343,635	3,265,888	
Illinois	219,916,605	127,249,596	157,781,960			
Indiana	57,039,000	78,730,000	60,036,000		7,351,000	\$20,097,000
Iowa		43,419,695	28,980,779	6,441,090	5,555,026	
Kansas	13,044,761	29,374,349	22,956,721	5,217,739	5,395,180	
Kentucky	13,315,000	61,307,000	50,155,000		7,750,000	
Louisiana	36,197,428	64,086,034	48,238,423			
Maine	11,212,365	18,925,541	13,698,534	1,723,803	3,542,432	
Maryland	54,210,521	93,235,563	107,949,942		20,851,709	
Massachusetts	116,630,000	97,714,000	116,690,000		24,366,000	
Michigan	162,579,188	149,236,365	175,044,284		23,066,113	8,848,365
Minnesota	33,014,149	58,352,990	41,076,447	8,691,121	7,862,160	
Mississippi	1,934,974	34,616,313	31,107,379			
Missouri	57,090,500	71,308,315	58,814,950		11,124,566	
Montana	8,731,458	10,435,889	7,612,237	1,860,478	2,755,484	
Nebraska	19,488,322	30,031,998	20,369,086		4,269,444	
New Hampshire	11,771,555	31,229,927	26,906,044		5,643,728	
New Jersey	236,929,160	175,330,245	213,755,652		59,699,839	
New Mexico	5,810,000	22,803,000	18,084,000	3,767,000		
New York (3)	278,413,000	257,074,000	333,933,000		119,718,000	31,836,000
North Carolina	90,513,000	138,362,000	118,863,000		24,917,000	
North Dakota	5,354,382	10,540,153	8,817,242	2,248,769	3,422,848	
Ohio	85,092,921	120,051,004	152,728,746		22,248,318	
Oklahoma	4,348,120	37,907,518	31,975,939	5,359,626	4,141,007	
Oregon	29,242,902	40,541,274	33,631,835		3,820,432	
Pennsylvania	272,424,446	195,497,350	178,461,571		29,439,426	
Rhode Island	8,343,821	20,945,689	15,673,683		4,806,790	
South Carolina	29,074,167	79,508,820	65,084,403		13,364,594	
South Dakota	2,902,894	11,154,182	7,254,244	1,842,551	2,982,758	
Tennessee	18,416,000	84,715,000	67,556,000	9,738,000	13,561,000	
Texas	285,367,522	328,228,799	380,586,592			
Vermont	4,641,374	7,986,128	6,457,234		1,871,994	
Virginia	50,086,557	103,409,694	129,473,910		31,254,468	
Washington	75,962,470	57,778,573	70,965,530			6,364,495
West Virginia	5,044,417	27,355,170	19,434,999	4,733,870		
Wisconsin	62,603,867	74,690,046	58,462,936			
Wyoming	13,018,892	8,850,372	7,112,951		2,703,984	
Total U.S.	\$3,749,955,272	\$4,009,379,304	\$4,182,562,390	\$56,679,039	\$605,333,115	\$67,145,860

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Fiscal 2021 Lottery Sales and Revenues

United States

	Monitor Games		Raffles	Terminal-based	Hybrid Lotto/	iLottery
	Keno	Others		Instant Games	Instant-win	eInstants (1)
Arizona				\$45,132,479		
Arkansas				19,717,873		
California	\$373,301,793					
Colorado						
Connecticut	136,004,000			37,090,000		
Delaware	9,693,911					
D.C.	6,348,135	\$7,536,617		10,601,202		\$894,956
Florida				20,814,800		
Georgia	235,450,715			6,263,472		50,281,503
Idaho			\$2,500,000	14,081,409		
Illinois				35,564,265		
Indiana				24,161,000		
Iowa				23,478,424		
Kansas	12,290,902	7,337,964	3,000,000			
Kentucky	88,639,000	11,514,000		13,638,000	5,039,000	18,733,000
Louisiana				405,903		
Maine				13,857,148	1,064,321	
Maryland	273,532,999	298,661,489		66,527,727	5,793,802	
Massachusetts	1,057,229,000	6,981,000				
Michigan	566,575,380		3,028,972	73,315,609	6,630,243	225,565,680
Minnesota			6,999,390	9,921,507		
Mississippi						
Missouri	58,460,427					
Montana			3,600,000	7,182,209		
Nebraska						
New Hampshire	47,903,528			16,505,654		23,720,031
New Jersey	110,693,661	41,935,464		28,823,896		
New Mexico				1,116,000		
New York (3)	567,863,000					
North Carolina	80,642,000			64,861,000		
North Dakota						
Ohio	577,361,166	28,716,043		192,137,974		
Oklahoma						
Oregon	98,927,011		2,499,850			
Pennsylvania	41,641,045	13,271,898	10,000,000	143,898,223		101,705,008
Rhode Island	78,821,109	1,275,117				2,406,967
South Carolina						
South Dakota						
Tennessee	16,141,000					
Texas						
Vermont				6,251,509		
Virginia	46,168,831		10,000,000	61,746,903		91,464,311
Washington						
West Virginia	5,812,452					
Wisconsin			874,985			
Wyoming						
Total U.S.	\$4,489,501,064	\$417,229,592	\$42,503,197	\$937,094,186	\$18,527,366	\$514,771,457

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Fiscal 2021 Lottery Sales and Revenues

United States

 Traditional Sales			EGMs (Net)	Table Game (Net)	Live Sports Betting (Net)
	Other	Total Sales	% Change			
Arizona		\$1,439,374,506	31.1%			
Arkansas		631,934,927	18.9%			
California	\$37,914,124	8,417,943,817	27.1%			
Colorado		794,932,274	20.7%			
Connecticut		1,444,001,300	10.6%			
Delaware		233,791,643	22.6%	\$375,661,019	\$43,854,096	\$29,261,323
D.C.		216,462,955	4.0%			6,183,231
Florida		9,076,219,071	20.9%			
Georgia	70,161,260	5,877,221,514	19.5%			
Idaho		372,022,158	34.0%			
Illinois		3,449,965,216	21.3%			
Indiana	9,869,000	1,737,734,000	25.6%			
Iowa		452,592,011	21.7%			
Kansas		326,010,853	18.6%			
Kentucky	290,000	1,486,425,000	26.2%			
Louisiana		624,945,595	22.8%			
Maine		390,736,655	24.4%			
Maryland		2,611,150,070	19.2%	1,160,392,614	585,329,183	
Massachusetts		5,820,650,000	11.0%			
Michigan		5,046,089,846	18.8%			
Minnesota		803,640,690	20.2%			
Mississippi		510,569,488	50.3%			
Missouri		1,811,489,059	19.7%			
Montana	97,955	72,162,849	21.0%			5,483,308
Nebraska		205,282,690	12.1%			
New Hampshire		495,239,138	28.4%			38,965,589
New Jersey		3,683,614,292	14.6%			
New Mexico		154,885,000	21.9%			
New York (3)		7,666,137,000	-0.8%	928,740,000		
North Carolina		3,805,352,000	26.2%			
North Dakota		30,383,394	24.6%			
Ohio		4,330,234,176	24.7%	1,186,204,390		
Oklahoma		346,750,742	29.5%			
Oregon	2,282,856	408,972,715	21.3%	860,326,742		29,147,647
Pennsylvania	47,486,107	5,425,567,736	19.1%			
Rhode Island		291,195,820	18.6%	345,066,349	79,459,088	36,187,491
South Carolina		2,415,772,179	14.7%			
South Dakota		73,614,435	26.6%	300,234,223		
Tennessee		2,083,874,000	13.2%			127,541,000
Texas	43,934,799	8,107,203,394	20.9%			
Vermont		161,527,481	17.6%			
Virginia		2,592,112,258	20.6%			49,317,884
Washington		950,726,501	16.3%			
West Virginia		249,248,213	20.6%	895,478,300	83,269,066	40,998,480
Wisconsin	15,201,548	894,541,365	23.3%			
Wyoming		31,686,200	31.7%			
Total U.S.	\$227,237,649	\$98,051,986,224	18.5%	\$6,052,103,637	\$791,911,433	\$363,085,953

General notes: All figures should be considered preliminary and unaudited. Lotto games include all lotto-style games other than those specifically identified. Add-on games are generally included with the host game sales; exceptions are if a game is available on several base games, then it is included in the "other" category. Internet sales of draw games, where applicable, are included in the relevant draw game categories. Because we have standardized instant and sports betting as net revenue after prizes, the total "sales" for some jurisdictions may differ from that reported in annual financial statements. Revenues to beneficiaries may reflect either actual fiscal year transfers or net income available for distribution; includes revenue from gaming operations where applicable and dedicated funding of state problem gambling programs.

Specific notes: (1) Lottery instant games are now standardized across jurisdictions as gross play minus prizes. In some jurisdictions, the net figure shown may also be after bonuses. The number shown for Rhode Island includes both instant and keno games. (2) Massachusetts and Rhode Island do not separate sales of 3- and 4-digit daily numbers games. (3) New York's transfers include \$692.8 million in Lottery Aid Guarantee from the state's General Fund.

Fiscal 2021 Lottery Sales and Revenues

United States

	Total FY21 Lottery Sales	Total FY20 Lottery Sales	% Change	FY21 Prizes Traditional Games	FY21 Total Transfers to Beneficiaries
Arizona	\$1,439,374,506	\$1,097,959,637	31.1%	\$977,813,848	\$287,832,983
Arkansas	631,934,927	531,442,861	18.9%	440,146,475	106,417,224
California	8,417,943,817	6,622,003,405	27.1%	5,610,605,541	1,868,273,604
Colorado	794,932,274	658,839,497	20.7%	516,931,607	169,352,135
Connecticut	1,444,001,300	1,305,284,000	10.6%	929,753,000	418,000,000
Delaware	682,568,081	562,242,115	21.4%	138,263,000	218,072,989
D.C.	222,646,186	208,839,711	6.6%	124,080,117	40,350,000
Florida	9,076,219,071	7,505,112,000	20.9%	6,611,235,509	2,226,000,000
Georgia	5,877,221,514	4,916,171,506	19.5%	3,552,156,440	1,545,354,276
Idaho	372,022,158	277,602,491	34.0%	252,890,557	72,500,000
Illinois	3,449,965,216	2,844,536,131	21.3%	2,329,352,588	776,316,320
Indiana	1,737,734,000	1,384,068,000	25.6%	1,143,858,000	375,548,000
Iowa	452,592,011	371,953,494	21.7%	288,877,229	101,733,503
Kansas	326,010,853	274,992,121	18.6%	200,187,234	73,170,878
Kentucky	1,486,425,000	1,177,500,000	26.2%	967,546,000	354,762,000
Louisiana	624,945,595	509,110,039	22.8%	353,848,720	207,497,710
Maine	390,736,655	314,111,308	24.4%	268,986,167	71,120,053
Maryland	4,356,871,867	3,469,863,679	25.6%	1,657,451,021	1,312,135,274
Massachusetts	5,820,650,000	5,244,583,644	11.0%	4,283,225,000	1,112,576,000
Michigan	5,046,089,846	4,247,423,113	18.8%	3,056,992,766	1,400,990,000
Minnesota	803,640,690	668,568,208	20.2%	518,925,588	188,829,614
Mississippi	510,569,488	339,776,406	50.3%	282,248,741	138,961,541
Missouri	1,811,489,059	1,512,740,039	19.7%	1,266,025,781	345,032,500
Montana	77,646,157	59,725,344	30.0%	43,145,354	12,979,533
Nebraska	205,282,690	183,075,525	12.1%	122,341,140	48,178,938
New Hampshire	534,204,727	390,880,137	36.7%	310,919,300	144,388,388
New Jersey	3,683,614,292	3,215,391,366	14.6%	2,245,238,722	1,105,100,000
New Mexico	154,885,000	127,053,161	21.9%	84,769,000	46,482,000
New York (3)	8,594,877,000	9,740,528,000	-11.8%	4,416,559,000	3,590,653,000
North Carolina	3,805,352,000	3,016,205,554	26.2%	2,462,425,000	937,819,000
North Dakota	30,383,394	24,391,859	24.6%	16,316,277	7,420,000
Ohio	5,516,438,566	4,292,459,860	28.5%	2,841,607,360	1,362,320,581
Oklahoma	346,750,742	267,763,235	29.5%	224,003,729	80,985,984
Oregon	1,298,447,104	1,143,257,642	13.6%	266,065,927	654,439,622
Pennsylvania	5,425,567,736	4,556,619,591	19.1%	3,544,902,394	1,302,616,260
Rhode Island	751,908,748	700,332,034	7.4%	183,812,885	301,803,081
South Carolina	2,415,772,179	2,106,368,282	14.7%	1,593,669,810	609,044,545
South Dakota	373,848,658	292,876,857	27.6%	46,604,837	161,877,606
Tennessee	2,211,415,000	1,840,799,912	20.1%	1,253,821,000	524,387,000
Texas	8,107,203,394	6,704,027,783	20.9%	5,418,271,340	1,998,313,536
Vermont	161,527,481	137,387,256	17.6%	108,154,781	31,888,699
Virginia	2,641,430,142	2,148,605,253	22.9%	1,539,882,998	774,563,852
Washington	950,726,501	817,299,097	16.3%	603,091,484	229,047,174
West Virginia	1,268,994,058	1,026,160,641	23.7%	155,303,951	561,550,631
Wisconsin	894,541,365	725,439,712	23.3%	559,690,376	236,696,163
Wyoming	31,686,200	24,065,886	31.7%	17,465,484	4,330,924
Total U.S.	\$105,259,087,247	\$89,585,437,391	17.5%	\$63,829,463,078	\$28,137,713,120

General notes: All figures should be considered preliminary and unaudited. Lotto games include all lotto-style games other than those specifically identified. Add-on games are generally included with the host game sales; exceptions are if a game is available on several base games, then it is included in the "other" category. Internet sales of draw games, where applicable, are included in the relevant draw game categories. Because we have standardized instant and sports betting as net revenue after prizes, the total "sales" for some jurisdictions may differ from that reported in annual financial statements. Revenues to beneficiaries may reflect either actual fiscal year transfers or net income available for distribution; includes revenue from gaming operations where applicable and dedicated funding of state problem gambling programs.

Specific notes: (1) Lottery instant games are now standardized across jurisdictions as gross play minus prizes. In some jurisdictions, the net figure shown may also be after bonuses. The number shown for Rhode Island includes both instant and keno games. (2) Massachusetts and Rhode Island do not separate sales of 3- and 4-digit daily numbers games. (3) New York's transfers include \$692.8 million in Lottery Aid Guarantee from the state's General Fund.

Fiscal 2021 Lottery Sales and Revenues

Canada

	Instants	Pulltabs	Daily Numbers		
			2-digit	3-digit	4-digit
British Columbia	\$350,344,159	\$17,679,264			
Ontario	1,628,408,136		\$31,931,470	\$80,826,147	\$81,134,163
Alberta	231,080,370		1,216,804	12,739,257	4,658,086
Manitoba	71,539,696		263,444	3,626,419	1,213,952
NW Territories	9,395,754		17,692	98,193	48,066
Saskatchewan	71,801,600		200,376	1,973,163	505,988
Yukon	4,011,969		8,274	36,381	9,447
WCLC Total	387,829,389		1,706,590	18,473,413	6,435,539
New Brunswick	72,463,264	12,616,771			
Newfoundland & Labrador	58,410,713	39,586,777			
Nova Scotia	85,598,562	15,300,823			
Prince Edward Island	14,925,231	6,169,083			
Atlantic Lottery Total	231,397,770	73,673,453			
Canada (Excluding Québec)	\$2,597,979,454	\$91,352,717	\$33,638,060	\$99,299,560	\$87,569,702

Gross Gaming Revenue and Proceeds*

Québec	\$199,341,000			\$23,058,000	
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	Lotto	Lotto Max	Lotto 6/49	For Life	Spiel
British Columbia	\$36,461,993	\$324,128,565	\$162,909,860	\$24,608,941	\$85,970,817
Ontario	173,477,324	1,052,294,554	543,388,070	48,930,077	266,799,454
Alberta	50,588,258	319,751,300	143,219,044	20,080,253	101,161,030
Manitoba	8,789,048	64,877,349	30,163,621	3,190,782	20,427,812
NW Territories	580,281	5,617,668	2,095,959	298,778	1,409,654
Saskatchewan	11,635,276	69,799,366	32,496,213	3,842,975	23,834,878
Yukon	548,576	3,120,215	1,477,177	227,578	1,044,629
WCLC Total	72,141,439	463,165,898	209,452,014	27,640,366	147,878,003
New Brunswick	8,177,823	35,712,130	22,539,890	2,906,449	20,350,502
Newfoundland & Labrador	6,694,094	44,046,162	19,693,685	2,335,102	21,631,707
Nova Scotia	9,155,683	46,495,479	28,061,563	2,795,520	22,871,401
Prince Edward Island	1,429,401	5,894,504	3,774,294	320,642	3,241,766
Atlantic Lottery Total	25,457,001	132,148,275	74,069,432	8,357,713	68,095,376
Canada (Excluding Québec)	\$307,537,757	\$1,971,737,293	\$989,819,376	\$109,537,097	\$568,743,650

Gross Gaming Revenue and Proceeds*

Québec	\$47,594,000	\$208,773,000	\$122,638,000	\$21,605,000	\$71,601,000
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General Notes:

All figures in Canadian dollars.

Internet sales, where applicable, may be listed in "other" or in the specific game categories, depending on the types of games and the individual lottery.

Atlantic Lottery net proceeds for PEI include revenues from operations at the racetrack entertainment centers and from the harness racing industry.

Ontario net to government doesn't include the contribution from online lottery sales, as online operations are consolidated.

*Québec changed reporting on all games to a net basis (gross gaming revenue) beginning in FY19.

Fiscal 2021 Lottery Sales and Revenues

Canada

	Hybrid	Club Keno	Daily Keno	Sports	Other
British Columbia	\$6,262,327	\$358,771,770		\$30,893,186	\$23,667,721
Ontario	103,087,545		\$103,089,048	233,732,596	8,909,875
Alberta	25,392,500	10,310,954		43,574,478	
Manitoba	4,770,677	1,618,842		10,731,017	
NW Territories	990,083	552,429		621,101	
Saskatchewan	5,755,114	2,969,280		10,516,183	
Yukon	440,987	1,596,560		292,959	
WCLC Total	37,349,361	17,048,065		65,735,738	
New Brunswick	2,251,836		3,296,549	13,134,731	13,559,172
Newfoundland & Labrador	3,085,786		2,239,511	7,967,072	13,411,711
Nova Scotia	2,996,341		4,940,795	20,343,332	14,072,904
Prince Edward Island	366,512		553,986	3,447,797	2,196,755
Atlantic Lottery Total	8,700,475		11,030,841	44,892,931	43,240,541
Canada (Excluding Québec)	\$155,399,708	\$375,819,835	\$114,119,889	\$375,254,451	\$75,818,137
Gross Gaming Revenue and Proceeds*					
Québec	\$12,641,000		\$72,581,000	\$29,378,000	\$51,700,000

 Traditional Games		EGMs (Net)	Table Games (Net)
	Total Sales /GGR	% Change		
British Columbia	\$1,421,698,604	11.0%		
Ontario	4,356,008,461	6.0%		
Alberta	963,772,334	5.0%		
Manitoba	221,212,659	-8.2%		
NW Territories	21,725,658	15.0%		
Saskatchewan	235,330,412	11.9%		
Yukon	12,814,752	16.7%		
WCLC Total	1,454,855,815	4.0%		
New Brunswick	207,009,116	10.9%	\$108,253,365	
Newfoundland & Labrador	219,102,319	-13.5%	77,420,194	
Nova Scotia	252,632,403	8.5%	91,269,531	
Prince Edward Island	42,319,969	12.3%	24,182,296	\$719,410
Atlantic Lottery Total	721,063,807	1.5%	301,125,386	719,410
Canada (Excluding Québec)	\$7,953,626,687	6.1%	\$301,125,386	\$719,410
Gross Gaming Revenue and Proceeds*				
Québec	\$860,912,000	-7.4%	\$213,798,000	

General Notes:

All figures in Canadian dollars.

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Fiscal 2021 Lottery Sales and Revenues

Canada

	Total FY21 Lottery Sales/GGR	Total FY20 Lottery Sales/GGR	% Change	FY21 Prizes Traditional Games	FY21 Proceeds to Beneficiaries
British Columbia	\$1,421,698,604	\$1,280,364,499	11.0%	\$818,510,095	\$275,889,570
Ontario	4,356,008,461	4,107,822,908	6.0%	2,464,000,000	1,129,000,000
Alberta	963,772,334	917,891,814	5.0%	504,136,143	336,600,956
Manitoba	221,212,659	240,974,687	-8.2%	117,869,707	58,522,196
NW Territories	21,725,658	18,889,154	15.0%	12,196,407	6,767,640
Saskatchewan	235,330,412	210,239,080	11.9%	125,342,279	74,473,247
Yukon	12,814,752	10,977,630	16.7%	7,049,502	4,110,184
WCLC Total	1,454,855,815	1,398,972,365	4.0%	766,594,038	480,474,223
New Brunswick	315,262,480	319,175,836	-1.2%		118,597,000
Newfoundland & Labrador	296,522,513	373,881,330	-20.7%		94,344,000
Nova Scotia	343,901,934	356,313,617	-3.5%		118,897,000
Prince Edward Island	67,221,676	72,302,878	-7.0%		14,706,000
Atlantic Lottery Total	1,022,908,603	1,121,673,661	-8.8%	601,866,814	346,544,000
Canada (Excluding Québec)	\$8,255,471,483	\$7,908,833,433	4.4%	\$4,650,970,947	\$2,231,907,793
Gross Gaming Revenue and Proceeds*					
Québec	\$1,074,710,000	\$1,782,902,000	-39.7%	n/a	\$573,933,000

General Notes:

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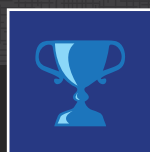
Ontario net to government doesn't include the contribution from online lottery sales, as online operations are consolidated.

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The NASPL Matrix



NASPL Resource Index



Awards



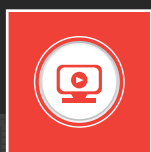
Responsible Gambling



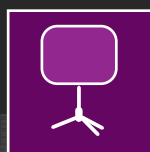
Insights



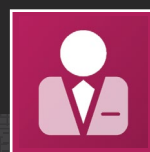
Lottery 101



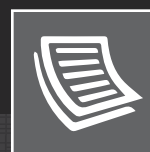
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NASPL and Lottery Industry Schedule of Events

2022 SCHEDULE

March 2022

NCPG Problem Gambling
Awareness Month

April 11-14, 2022

NASPL Lottery
Leadership Institute
Hyatt Regency Cleveland Arcade
Cleveland, OH
Hosted by the Ohio Lottery

June 20-24, 2022

NASPL Directors' Meeting
Nashville, TN
Hosted by the Tennessee Education
Lottery

July 25-29, 2022

NASPL Professional
Development Seminar
Indianapolis, IN
Hosted by the Hoosier Lottery

October 16-20, 2022

World Lottery Summit
Vancouver Convention Center
Vancouver, BC
Hosted by BCLC
worldlotterysummit.org

December 2022

NCPG/McGill University
Gift Responsibly Campaign

2023 SCHEDULE

March 2023

NCPG Problem Gambling
Awareness Month

April 23-27, 2023

NASPL Lottery
Leadership Institute
Hyatt Regency Cleveland Arcade
Cleveland, OH
Hosted by the Ohio Lottery

July 17-20, 2023

NASPL Professional
Development Seminar
Denver, CO
Hosted by the Colorado Lottery

October 30 - November 2, 2023

NASPL Annual Conference
Milwaukee, WI
Hosted by the Wisconsin Lottery

December 2023

NCPG/McGill University
Gift Responsibly Campaign

2024 SCHEDULE

March 2024

NCPG Problem Gambling
Awareness Month

April 2024

NASPL Lottery
Leadership Institute
Dates to be Determined

July 22-24, 2024

NASPL Professional
Development Seminar
Omaha, NE
Hosted by the Nebraska Lottery

September 9-12, 2024

NASPL Annual Conference
Kansas City, MO
Hosted by the Missouri Lottery

December 2024

NCPG/McGill University
Gift Responsibly Campaign



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