

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

INSIGHTS

NOVEMBER/DECEMBER 2022



**WORLD LOTTERY
SUMMIT 2022
VANCOUVER**

There was a long-awaited buzz in the air in Vancouver as the World Lottery Summit finally got underway this past October.

From the **NASPL** PRESIDENT



As we enter the last month of the year and I enter my second month of service as your NASPL President, I am excited for what 2023 brings for our industry. It was great to see so many of you in Vancouver during the recent World Lottery Summit. Congratulations to all of our award winners.

This is an exciting time for our industry and one that I am proud to help champion. Inflation and other economic factors continue to drive changes in the way we do business. As cashless and self-service technologies evolve, lotteries are finding innovative solutions for selling products to their players.

We also must look toward other trends, including engaging prizes that offer players the chance to win a once-in-a-lifetime experience rather than just cash prizes. I know many lotteries offer season tickets to professional sports teams, trips to tropical destinations, and even VIP experiences with world-class musicians. As more music venues reopened in 2022, the Hoosier Lottery expanded our partnerships by offering behind-the-scenes opportunities with some of the biggest touring musical acts. Lotteries are looking to engage their loyalty program members through exciting promotions and second chance opportunities such as these.

For those lotteries entering a legislative session, feel free to contact your lottery colleagues for information if the need arises for data or guidance. This type of collaboration is the backbone of NASPL.

We must continually look to our players to help guide our next steps. Whether it is more interactive or innovative games, iLottery, or different price points, each of us must bring our best ideas forward to help our industry as a whole.

As NASPL President, I look forward to working alongside each member lottery to move our industry to the next level.

I wish you all happy holidays and a wonderful new year!

Sarah M. Taylor

*Executive Director, Hoosier Lottery
NASPL President*



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Immediate Past President Gretchen Corbin passes the gavel to incoming NASPL President Sarah Taylor.
Photo by **Domagalski Photography**

The Science Inside *the Success*



130
lottery customers in
50 COUNTRIES

5
INSTANT
GAME
production facilities on
4 CONTINENTS

3,000+
employees

40+
locations
worldwide

With 70% of global instant scratch game retail sales, 30+ iLottery customers, 40+ systems customers, and partner to the largest government sports betting program in the world, Scientific Games brings 50 years of innovation and experience to responsibly drive lottery performance.



'Tis the Season to Gift Responsibly



As we approach the merriest time of year, NASPL is again partnering with the National Council on Problem Gambling and the International Centre for Youth Gambling Problems and High-Risk Behaviors at McGill University to build awareness that lottery products are not an appropriate gift for minors.

Research shows that the earlier the participation or exposure to gambling in childhood, the more likely a person is to develop a gambling problem later in life. Gambling exposure during childhood is often through some kind of lottery product, given by an adult who is likely unaware of the associated risks.

In 2013, the NASPL board of directors unanimously passed a resolution stating that the NCPG/McGill University Holiday Campaign is an effective way to promote responsible gift giving of lottery games and products, and that member organizations are encouraged to participate to the extent allowed by their governing laws and regulation.

This year, for the fifth year in a row, 100% of eligible U.S. and Canadian lotteries, along with numerous international lotteries and non-lottery organizations, have joined the campaign to promote responsible gambling.

“Youth problem gambling has emerged as a significant and growing public health issue,” said Keith Whyte,

NCPG Executive Director. “We are thrilled to have such support from the lottery community, as well as the non-lottery participants, for the 2022 Gift Responsibly Campaign as we work to minimize gambling-related harm.”

During November and December, participating organizations work to educate communities about the dangers of buying lottery tickets for children, raise awareness about the risks of youth gambling, and support responsible gambling practices. The campaign offers several levels of engagement for lotteries, with higher levels of participation indicating additional campaign activity commitments. These activities may include TV and radio public service announcements, social media messaging, digital advertising, in-store signage, or retailer training. Every activity is designed to convey the overarching message: Lottery products are not appropriate gifts for underage children.

“The partnership between NASPL and NCPG is impactful and continues to benefit the North American lottery industry,” said Andrew White, NASPL Vice President of Operations. “Along with the support, the effort and participation within each jurisdiction continues to grow. It’s exciting to look back to where we started, see the meaningful progress, and look forward to where we are going.”

NASPL has a long history of

partnering with NCPG to advance important responsible gambling resources for the lottery industry. Beginning in 2014, in collaboration with NCPG and the North Carolina Education Lottery, NASPL worked to create comprehensive RG training materials for both lottery employees and retailers; the group effort culminated in the release of specialized training videos to be shared among the membership. From then on, NASPL has continued to develop and expand its RG efforts and related training components to better serve the evolving industry through its Responsible Gambling Verification programs, participation in the annual Problem Gambling Awareness Month, continued educational opportunities and more.

Responsible gambling resources, including Verification Program information, employee and retailer training videos, and a downloadable RG Toolkit are available to NASPL members on the NASPL Matrix. ■



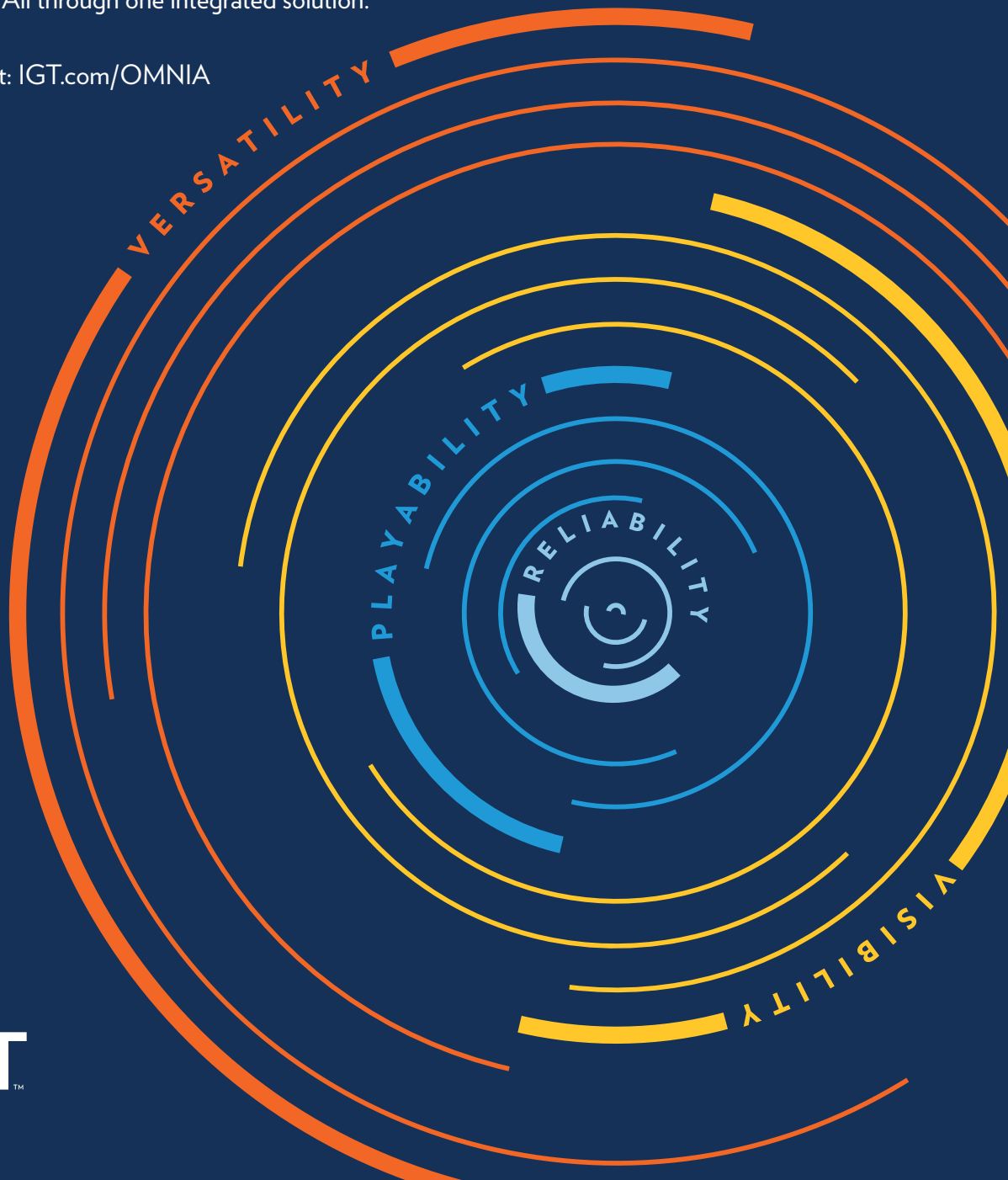


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Kathy Caparo

*Senior Graphic Designer,
IGT Indiana, Working on
Behalf of the Hoosier Lottery*



Talented people express their talent in numerous ways, but it isn't always visually obvious to others.

With a graphic designer, though, the creative juices that flow within are clear to even casual observers. You may not know WHY you love this point-of-sale graphic, or that page of an important report, but you know you love what you see – the work of a graphic designer. Businesses depend on people like Kathy Caparo, who for 24 years has been providing some of the most important visuals that make the Hoosier Lottery a success.

“Kathy is a wonderfully talented artist and designer who always expects her work to exceed even the highest expectations,” said Byron King, Studio Manager for IGT Indiana. “Her kindness and generosity go beyond measure. She is always looking for ways to help others and spends a great deal of her personal time volunteering to assist anyone in need.”

Caparo began her career with the Hoosier Lottery in 1998 when hired as an Assistant Graphic Designer. Promoted to Senior Graphic Designer in 2001, she seamlessly made the transition to IGT Indiana when that company began an integrated services agreement with the Hoosier Lottery in 2012. She designs and collaborates on a broad spectrum of projects, from annual reports, brand guidelines, business plans and corporate social responsibility projects to digital and retail-facing imagery including promotions, logos, event graphics, point-of-sale materials and winner awareness.

The design team closely monitors consumer and design trends, and is given extensive guidance through both player feedback panels and the player segmentation studies and market segments identified by the Lottery’s advertising agency and IGT



"Kathy is a wonderfully talented artist and designer who always expects her work to exceed even the highest expectations."

- Byron King, Studio Manager, IGT Indiana

Indiana’s marketing team. “A lot of our advertising correlates to the various segments, and that plays a huge role as we design the creative materials,” said Caparo.

As any graphics designer would, she spends a lot of her free time creating her own original art. She’s adept at painting and drawing, and most recently she’s been dabbling in collages; she had a gallery showing in November. She and her husband of 21 years, Dan, have the luxury of bouncing ideas off each other, as he is also a graphic designer.

After seeing the impacts of Hurricane Maria on Puerto Rico in



2017, Caparo founded The H.O.P.E. Art Project (Helping Others Through Personal Expression), organizing a team of local artists and marketing professionals for an annual charity art auction. Beginning with the 2022 auction last spring, all proceeds now go to the Indiana chapter of the National Alliance on Mental Illness (NAMI). More than \$8,000 was raised at that one auction alone, and 113 artists submitted pieces for sale.

She also likes to read, especially non-fiction and history books, and she's a fan of the History Channel. When at home she loves to cook, and she and Dan both enjoy traveling. "We really love Europe because of the history and the architecture," and Paris is the most-favored destination. Caparo is also active in her church; as a sacristan, she performs a variety of duties to prepare for and assist with the Mass.

A recipient of numerous service awards from IGT Indiana, she has a Bachelor of Fine Arts in visual communications from the Herron School of Art and Design in Indianapolis.



What made you originally join the Hoosier Lottery?

I was working as a production coordinator/graphic designer for a graphics company, and when it closed down I interviewed for jobs with the Indiana Chamber of Commerce and the Hoosier Lottery. I ended up with offers from both of them. After my interview at the Lottery, and hearing about the culture here as well as the details about the job, I thought that the Lottery was a place I wanted to work. It just seemed like a fun job and a great fit – it's a fun product and you get to make people happy every day. And now I've been here for 24 years, and not a day goes by where I am not grateful to be with the Hoosier Lottery and IGT Indiana.

Over the years, what projects/designs for the Hoosier Lottery are you most proud of? What have been the most challenging?

A couple of things stand out. I am so proud of the CSR team with our application and ultimate achievement of Level 4 Certification in the WLA's Responsible Gaming Framework. I created the overall design and graphics and worked with the team over a six-month period in developing our application. It was important to give it a professional look while making sure our brand identity came through as we showcased our RG efforts and campaigns.

Then there was a complete rebranding of our signage at the Indiana State Fair in 2019. I think we have one of the biggest and best state fairs in the country, and we have a very large footprint there. Our area used to be called Lotto Town, and we rebranded it as Hoosier Lottery Town. We updated the colors, developed new signage to direct traffic to our free ticket giveaway area, and other signage to encourage players to download our myLOTTERY app and to help with how-to-play information. There was also the design and development of five fun new onsite game activities for attendees. It was a new overall footprint that was very impactful and inviting to our players.

The State Fair rebrand also highlighted one of the biggest challenges when it comes to design: finding just the right amount of words to include, whether at events or at retail. We need to provide people with the right information, in a way that doesn't add to the clutter, so they will actually read it and pay attention to what we are trying to say. At the fair, every year we struggled to direct traffic to our ticket giveaway area, and I think we were very successful with improvements in the 2019 rebrand.

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Is there anything you wish the Hoosier Lottery, or lotteries in general, could be doing differently?

One thing that we do very well here at IGT Indiana is a program called Fresh Eyes route rides, and I think it provides a great opportunity for other lotteries if they aren't already doing something similar. Fresh Eyes is implemented by our sales team, where the key account representatives go out to a wide variety of locations on a quarterly basis to evaluate our footprint and signage at retail. In 2021, the graphics design team took the opportunity to go with the sales team on a Fresh Eyes route ride to see our point-of-sale materials and their actual impact in the retail space. We had never done that before, and I would encourage other designers to go out with the sales/marketing team to see your work where it is being used. It really opens your eyes to see retail marketing trends and what works in various retail spaces; it also can spark new insights for other signage possibilities. It gives you ideas of what you are competing against in the retail environment, and shows you what colors pop in stores. We can see ways to reposition or redesign our POS materials to stand out in the constantly-changing retail marketplace.

After our ride-along last year, our three-person design team presented

our findings and recommendations to the sales team. One thing I really noticed, for example, was how yellow and orange really popped in the stores, whereas maybe we had focused on blues and greens. I also noticed that white is coming on strong in retail, increasingly used as backgrounds by other brands to help cut through the colorful retail clutter. Even our own games are so colorful that they can get lost. So I started adding more yellow and white to my retail designs. One of our team members, Taylor Figg, also noticed a difference in the way we present our "winner clouds" – stickers with a big winner's initials, prize and game that celebrate a store's winners. The ones we were using for Fast Play (a more recent game introduction) were bigger than the other, older designs, and would often cover up other parts of our POS materials. So she created a smaller footprint for them and made some additional design changes that are more in line with the ones used for other games.

What do you enjoy most about your job?

There are so many things. There's a wide variety of projects including key account signage, event promotional signage, statewide point-of-sale materials, corporate social responsibility projects and a host of other projects that I get to design. It's also wonderful that the

creative team we have is like no other. We work so well together and have a supervisor who is so supportive – it all encourages us to bring out our strengths in our work. And finally, what is not to love about bringing a little fun and games to people every day?

Tell us about The H.O.P.E. Art Project.

It began in response to watching the news of the impact of Hurricane Maria, which devastated Puerto Rico in 2017. I saw all the resources that were sitting in trucks not getting to the people, and thought there was something that maybe the art community could do to help. I had a connection to Puerto Rico through my brother-in-law, whose mother resides there. She was able to find us five impacted families, and we held a small and impromptu art auction at a local coffee shop. Seeing the positive impact that small auction had on those five families, our team thought we would make it an annual art auction. With the impact of COVID on mental health, we decided to support the mental health community and give all the proceeds to NAMI Indiana beginning in 2022. The current team consists of other IGT Indiana employees and even additional marketing and artist professionals: Alison Baker, Kim Donlan, Taylor Figg and Kirby Kendall (all with IGT Indiana), Rebecca Bilbrey (IVY Tech Assistant Professor of Visual Communication) and Tasha Goodman (Media Developer and Illustrator at Stericycle). We also had artwork contributions from other IGT employees and those on the planning team. IGT has supported H.O.P.E. through its Employee Giving Program, and was the sponsor of the 2022 auction. We would love to expand our team to help us make a difference to the mental health community. If anyone is interested or would like to donate a piece of artwork for the next auction, you can email us at thehopeartproject@gmail.com ■

INNOVATING

WITH OUTSTANDING GAMES



Centering Affected Family Members in Gambling Prevention and Treatment

By **Odessa Dwarika**

Chief Programs Officer, Massachusetts
Council on Gambling and Health

People who struggle with their gambling, regardless of whether it is lottery, casino, sports wagering or another type of gambling, will directly negatively impact the people around them. Typically, for every individual with a clinical gambling disorder, there are at least seven family members, friends and/or coworkers impacted. While the lottery industry has taken great strides to positively support people at risk for gambling problems, not much has been done to support the loved ones in their lives.

Western culture tends to view gambling disorder as an individual problem, as opposed to a problem that develops and plays out within the context of family relationships. Approaching it as exclusively an individual issue allows for missed opportunities in prevention, treatment and recovery.

Most gambling behavior begins within a social and recreational context. Children growing up within a network of family members who gamble – even if that gambling is not problematic – are more likely to develop gambling problems as adolescents and adults. Normalization

of gambling behavior is a risk factor. As more gambling venues seek to make themselves “family friendly” by adding water parks, arcades or movie theatres, increasing numbers of children become exposed at a young age. Gambling may be perceived as a way for families to bond, relax and enjoy themselves together.

Typically, for every individual with a clinical gambling disorder, there are at least seven family members, friends and/or coworkers impacted.

Conversely, gambling can be used to escape painful family relationships or loss of relationships. Gambling can be a socially acceptable way to spend time outside of a high-conflict home environment. The dissociative effect of gambling provides a powerful escape. This escape can be from traumatic memories, the realities of

current abuse, or the intense grief over the loss of a loved one.

Gambling disorder in an individual often creates situations of great harm for family members. Loss of assets and property, particularly housing, is not uncommon in families where gambling disorder is present. Severe gambling problems can lead to financial crimes and subsequent incarceration of a parent, leaving children or spouses without support. Dependent children of parents with problem gambling are more vulnerable to neglect. They may be left unattended in cars, hotel rooms or homes as adult caretakers leave them to gamble.

Violence in the home is one of the most negative effects of problem gambling. Spouses and children experience significantly higher rates of physical and verbal violence than in families without disordered gambling. In most cases, a gambling loss precedes the violence. In a U.S.-based study, female spouses of men with disordered gambling were 10 times more likely to end up in the emergency room from being physically assaulted by their partner than the wives of men who did not meet this criterion. Wives of men with



Image by Freepik

problematic gambling *and* alcohol use were 50 times more likely to be admitted to the ER for severe injury.

Special supports should be made available to family members regardless of whether the person with the gambling disorder seeks help. Mental health interventions, support groups, and legal and financial counseling should be designed with these family members in mind. For households impacted by gambling, screening for violence, child maltreatment and suicidality should be routine.

It would be wrong to see families only as potential victims. Families who are educated on the signs and problems associated with problem gambling can act as a tremendous resource. Problem gambling-aware families are more likely to protect assets early on, help reduce stigma around gambling disorder, provide intervention, and encourage help-seeking behaviors such as treatment and recovery. Affected adult family members who can access both emotional and logistical support for themselves are better able to protect their children and limit future harm.

Helpline staff often hear from a range of family members. There are

increasing calls or chats from parents concerned about their college age children engaging in sports betting. Adult children may reach out about an elderly parent who is rapidly gambling away their retirement nest egg on Keno. Spouses may try to educate themselves on how to help a partner who doesn't seem to be interested in reducing their visits to the local slot parlor despite what seems like obvious harm to the family. Helplines, chatlines and educational materials should speak to these concerns as family will often seek help earlier than the person engaged in the gambling.

Peer-support groups like Gam-Anon, Al-Anon and therapist-led family support groups are another way that affected family members can access emotional support, reduce feelings of isolation, and learn from the journeys of their peers. Kindbridge Behavioral Health is one example of a nationwide organization that offers virtual individual and group therapy for people impacted by a family member's gambling. They also offer mental health management services for casino and gaming industry employees, as this demographic

is especially susceptible to gambling disorder.

Because of the internet, many free resources are just one click away for people looking for more information and support. Social media provides Facebook groups for affected family members, podcasts, YouTube videos and other materials created with families in mind.

The impact on family finances can be particularly devastating. Financial counseling early on can help protect certain assets before they are depleted. Unfortunately, deception around accessing these assets is the norm and many families aren't aware of the issue until it is too late. Help with housing and employment have been shown to create resilience for affected family members. Policies that increase affordable housing, provide quality education and childcare, and help people access employment that pays a living wage will ultimately benefit those experiencing economic hardship, including families impacted by gambling.

One thing is clear: When we center the voices and needs of gambling-affected families in our work, everyone stands to benefit. ■

MICHIGAN



LOTTERY
— 50TH ANNIVERSARY —

FOR FUN.
FOR SCHOOLS.
FOR 50 YEARS.

Motoring in **MICHIGAN**

The 50-year-old Michigan Lottery has been running on all cylinders in recent years, driving both retail and online sales to new heights.

By Patricia McQueen

It all began on November 13, 1972, when sales of The Green Ticket began, leading up to the Michigan Lottery's first weekly drawing on November 24, 1972. After 50 years of operation, the Lottery's central message is about the revenue raised for the state's School Aid Fund, which benefits public education programs. Through FY22, more than \$27 billion has been sent to the Fund since the Lottery's launch. And like fine wine, the Michigan Lottery seems to get better with age.

Preliminary FY22 results show the Lottery posted its second-best contribution to the School Aid Fund in its 50-year history, and is coming off an amazing stretch of growth. Total sales grew from more than \$3.5 billion in FY18 to almost \$4.9 billion in FY22, an increase of 37% in just four years. That growth considerably outperforms the average of all American lotteries during the same period. There has also been a healthy increase in net revenue to the School Aid Fund, up 27% from FY18 to the preliminary number of \$1.2 billion in FY22, also comparing favorably to the greater lottery industry.

It's an often-repeated phrase, but truly "a rising tide lifts all boats" applies to the Michigan Lottery's recent years, with gains across the board in retail sales of instant tickets, pull tabs and draw games, and of course online sales.

Is there a secret to all that success? Commissioner Brian O. Neill thinks so. "Excellent coordination between our exceptional teams, vendors and retailers allows for greater agility and execution.



"Our success over the last 50 years would simply not be possible without creativity, hard work and dedication across the operation."

Brian O. Neill
Commissioner

Our success over the last 50 years would simply not be possible without creativity, hard work and dedication across the operation. We are grateful to have so many people who are excited to be part of the Lottery's mission and open to new ideas as the Lottery evolves to meet changes in player expectations."

Indeed, fueling the Michigan Lottery engine is a wide variety of games and platforms, offering something for everyone. And of course, each segment has its own secrets to success.

Draw Games Galore

The Lottery offers a robust portfolio of draw games: Lotto 47, Fantasy 5, Poker Lotto, Mega Millions, Powerball, Lucky for Life, Daily 3, Daily 4, Keno (daily) and Club Keno. Fast Cash (instant-win games printed through lottery terminals) were added to the mix in FY17.

The organization's roots are heavily grounded in the Detroit metro area, so it's no surprise that the two daily numbers games are the Lottery's dominant draw-based products. In fact, Michigan sells more daily numbers games than any state except New York, and nearly 50% of its total draw game sales come from just Daily 3 and Daily 4. Michigan ranks right up there with Club Keno sales as well; it's one of three lotteries in a distant cluster behind runaway leader Massachusetts. The three product lines alone accounted for almost \$1.7 billion in FY22, nearly three-quarters of total draw game sales.

Draw Games Product Manager Mandy Miller noted that Daily 3 and Daily 4 continue to be strong performers despite their age. Daily 3 began in 1977 and Daily 4 followed in

Michigan Lottery At a Glance

	Sales						Net to School Aid Fund
	Instant Game Sales	Pulltab Sales	Draw Game Sales	Instant Net Win*	Total Sales	Total Prizes	
FY22	\$2,380,954,304	\$43,172,941	2,299,352,057	\$173,373,117	\$4,896,852,419	\$3,097,042,047	\$1,200,000,000
FY21	2,448,568,782	33,671,641	2,344,659,703	219,189,719	5,046,089,845	3,056,992,766	1,419,805,619
FY20	2,038,248,900	28,314,307	1,976,627,604	204,232,301	4,247,423,112	2,583,556,991	1,179,881,729
FY19	1,655,482,986	33,613,075	2,086,959,791	108,104,246	3,884,160,098	2,364,658,271	1,070,649,555
FY18	1,488,232,496	32,895,016	1,969,993,193	86,945,892	3,578,066,597	2,215,041,087	941,282,589

Fiscal years end September 30; FY2022 numbers are unaudited.

* After instant prizes and the deduction of iLottery promotions for all products sold online, not just instant.

Current games:

Instant tickets: Approximately 45 new games launched annually; \$1, \$2, \$5, \$10, \$20, \$30 and \$50

Pull tabs: Approximately 24 new games launched annually; \$0.50, \$1, \$2 and \$5

Terminal games: Mega Millions, Powerball, Lotto 47, Fantasy 5, Poker Lotto, Lucky for Life, Daily 3, Daily 4, Club Keno, Daily Keno, Fast Cash

Vital statistics:

Number of employees: About 200

Number of licensed retailers: About 10,500

Self-service equipment: About 3,000 units

1981; FY21 was a record year for both games. Although sales declined in FY22, it was still the second-highest sales year in history for these games. She noted that it was remarkable to have record sales for products that really haven't changed much over the years. "Our last change was in 2014 when we introduced the 1-Off bet type."

That product stability is actually one key to these games' success – players love the games just the way they are. "We don't tinker with them, but we do run promotions," noted Miller. Those are centered around bonus payouts, and their frequency depends on how payouts are averaging in a given year. "We've seen other states make modifications to their daily games over the years, but those changes seem to evaporate and eventually fall off the radar or are discontinued," added Advertising and Promotions Director Tim Shafer.



Another factor in their success is the amazing lottery culture fostered by Detroit retailers; it's worth noting that the daily games are not offered online to keep that culture unique. Regional Sales Manager Tiffany Payne covers the Detroit metro area. "Daily numbers games are part of the routine in the city, part of the lifestyle," she explained. There are convenient options to play multi-draw tickets, but many players still prefer to come in every day before the midday and evening drawings to get their numbers in. Retailers take notice, and also notice the other products lottery players buy while they are in the

store. "When you get a retailer who recognizes the benefits Lottery adds to their business, it works wonders."

In such an environment, winner awareness is also a key factor embraced by retailers. "When people win over a certain amount, the news travels and it creates a buzz that someone in the neighborhood won a big prize," be it \$20,000 or \$200,000. The Lottery will provide a poster or banner for retailers to get the word out. "It's a real conversation piece for the retailers," emphasized Payne.

The Michigan team also gives careful consideration when adding features to other games. For its in-state lotto games (Lotto 47 and Fantasy 5), Michigan offers two add-on options, EZ Match and Double Play. Both provide additional winning opportunities for an extra purchase – EZ Match offers an instant win feature, while Double Play offers a second drawing with all non-jackpot



prizes doubled. Double Play came about because Michigan had watched other states roll out \$2 in-state lotto games. “We weren’t sure that Michigan was ready for a doubling of the price point for our games here,” explained Shafer. Instead, the add-on allows players to wager more money if they want to do so in order to have another opportunity to win. “With Double Play, there’s a direct benefit to players in wagering that additional dollar, rather than just plopping down \$2 for the base game with ‘perhaps’ a marginally better prize structure.”

That’s in line with the Lottery’s general philosophy that players play lottery games to win money, not to increase their chances of “not winning.” So you won’t see much in the way of discounted tickets or “buy one, get one” offers in Michigan. “Our promotions focus on bonus payouts and increasing prize amounts in order for players to have a better winning experience,” said Shafer.

At this writing, the team was awaiting results of research testing that considered potential new draw games to add to the product mix; a new game could be added by next fall.

“Our promotions focus on bonus payouts and increasing prize amounts in order for players to have a better winning experience.”

Tim Shafer
Advertising and Promotions Director

Research-Driven Instants

Since FY18, Michigan’s instant sales have grown from just shy of \$1.5 billion to almost \$2.4 billion in FY22, an impressive increase of 60%. That’s more than any other American lottery, except for a couple of small lotteries with special circumstances, and is particularly noteworthy given the simultaneous rise of iLottery.

One factor that has to help Michigan with its instant games in particular is that every potential game is tested with focus groups. It’s a requirement of the Lottery’s contracting process, which ensures objectivity in game development and gives the players a chance to voice their likes and dislikes. Without a primary print vendor, Michigan can choose the games that test well from any vendor responding to RFPs. The Lottery specifies the parameters for a new games solicitation, like top prize, maximum number of bonus spots, etc. “All the elements that go into games that we know our players like,” explained Printed Products Manager Lindsay Sands. “They bring games to us, and we focus test them. We want to get the best games possible, but we

also want to make it fair for everybody to have an equal opportunity to have their game be awarded.”

Depending on the Lottery’s current needs, focus groups are generally conducted quarterly. After a focus group series is completed, an online survey is conducted, with the hope of getting at least 900 respondents.

“We gather all that information, add some of our own comments, and then make selections based on data,” said Sands. “Focus group testing definitely digs deep and gets down to the nitty-gritty, and players will let us know their feelings. There is no rhyme or reason as to why a game makes a player feel a certain way.” She acknowledged that it is a cumbersome process and requires a lot of work, “but I think it’s worth it to make sure that we put out the most successful games for players as possible,” said Sands. Clearly the players have responded by putting their money on the table.

The Lottery’s first \$50 game, \$300,000,000 Diamond Riches, was released last summer in honor of its 50th anniversary year, and it has done spectacularly well. So well, in fact, that another \$50 game hit the market in December. The instant product line now ranges from \$1 to \$50; the prize payout on \$1 games averages about 61% and it goes up from there – about 78% on \$30 games and just over 80% on the first \$50 game.

Second-chance drawings tied to instant games are generally used sparingly so they will be very attractive when offered. The Lottery’s core games – Cashword, Wild Time and Bingo – each have ongoing second-chance drawings for all of their versions, anchored by dedicated microsites with interactive play opportunities.

iLottery Success

Those core games and their interactive components were the

“Focus group testing definitely digs deep and gets down to the nitty-gritty, and players will let us know their feelings. There is no rhyme or reason as to why a game makes a player feel a certain way.”

Lindsay Sands

Printed Products Manager

precursor to Michigan’s iLottery program – getting players used to playing online for fun before iLottery made its debut with eInstant games in August 2014. Selected draw games were added to the online portfolio beginning in January 2015. Only Lotto 47, Fantasy 5, Mega Millions, Powerball and Lucky for Life are offered online. Importantly, daily numbers games and Club Keno are not part of the online mix; as noted earlier, these products generate by far the most sales of any of the Lottery’s draw games, and Michigan recognizes the importance of these games for its retailers.

While eInstant revenues did decline in FY22 for the first time since launch, online sales of draw games set a new record, assisted by July’s billion-dollar run in Mega Millions (remember, Michigan has a September 30 year-end). Many external factors have affected lottery play across the industry in the past couple

of years. In Michigan in particular, there has been a significant increase in other forms of online gaming, with 15 casinos (the three Detroit casinos plus tribal casinos throughout the state) currently licensed for online gaming and/or sports betting.

Pressed to define the perhaps undefinable, Digital Gaming Operations Manager Zac Strickler echoed the sentiment that success comes from teamwork. “The secret to the success of iLottery here is an extremely driven and dedicated team of people that truly care about our good cause – the Lottery is all about giving money to schools. We have a very strong drive to leave no stone unturned.”

He added that over the years, the Lottery’s digital team has steadily increased the entertainment value of the games. “Our team and our vendors have done a very good job of focusing on that increased entertainment value and an improved experience for the players using our product. There’s a constant focus on the user experience, and the entertainment players get from the games. That’s probably the biggest key to our success.”

How does he define entertainment value? Like everything else, it comes from looking at the data. “We look at data for virtually everything we do.” That said, sometimes you have to go with what you believe in regardless of what the data says, but that’s only a minority of decisions made.

So which games grab peoples’ attention? Which play features? Which games have staying power, with the most numbers of players continuing to play after newness wears off? These are things that determine what games are the most entertaining, and the development team studies the data and zeroes in on these aspects to provide similar experiences with new games and themes.

Personalization is also important, impacting the all-important efforts to keep players engaged. The Lottery



uses an engine called Bloomreach to personalize content for players and to improve in-app messaging; app users are 50% of the Lottery's online user base. "We are connecting with players better than ever using in-app messages," said Strickler. "That's been another key to player engagement."

There's also plenty of evidence that the Lottery's online user base includes large numbers of active retail players – about half of active users are retail players. They're easy to identify because the Lottery's incredibly popular ticket-scanning feature in the app requires online registration. Another important indicator is the ability to withdraw online winnings at retail through a voucher system, which launched in 2019. It's fast (the vast majority of withdrawal requests are approved within 15 minutes) and it provides an obvious benefit to retailers – they hand players their winnings (up to \$200 per voucher), which the player may decide to spend in the store on lottery or any other retail products.

Cross-channel marketing and crossover games are also on the menu. A recent example of the latter is Pac-Man, introduced as an instant game, a pull tab and an online eInstant. Not only does it help with marketing efforts by combining a message for all product lines, it fosters familiarity with a brand when it's seen at retail and on the app.

While eInstant revenues declined in FY22, iLottery is still in its growth phase. There remains a large pool of Michigan adults who could

potentially be interested in playing online but who haven't registered yet. The big recent jackpots in Powerball and Mega Millions were huge drivers of new depositors in the system, setting records for various performance indicators.

One Lottery, One Success

Clearly the Michigan Lottery is keeping the engine running smoothly with multiple components all working in sync. "We have tried to create 'one lottery' in general, and we all communicate with each other," emphasized Payne. The marketing

and products teams in both retail and digital align their efforts to the best of their abilities. "A large part of that is supporting overall branding for the Lottery," said Strickler. "There's a lot of evidence out there to suggest that at times, overall branding may be more effective than a specific item being advertised."

The importance of retail can't be underestimated. "We value our strong relationships with more than 10,000 retail locations across Michigan," said Neill. "We are in the final stages of a statewide equipment refresh that will improve the retail sales experience for both players and retailers. While we continuously review new technology and methods of sale, we do so with an eye towards supporting retail sales and overall operations."

There are several initiatives currently underway to not only improve the online experiences but also provide benefits to all players. These include a significant website redesign with a mobile-first emphasis; a better interface of the mobile app with the retail ticket checker that intelligently monitors activity across products and channels and allows for a seamless integration with second-chance drawings; a mobile cashing program; a loyalty program for all players regardless of where they play; and new suppliers for online game content to provide an even wider variety of games.

Everything is designed to ensure that the Michigan Lottery will be motoring on for the next 50 years. ■

"We value our strong relationships with more than 10,000 retail locations across Michigan."

Brian O. Neill
Commissioner



**WORLD LOTTERY
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The World at Their Feet

There was a long-awaited buzz in the air in Vancouver, British Columbia, as the World Lottery Summit finally got underway on October 16. A two-year delay due to the pandemic was quickly forgotten, and lottery executives from around the world met in person for the first time since 2019. By all considerations, it was a resounding success – from the variety of keynote speakers and lottery-specific parallel sessions to the vendor discussions, awards presentations, networking opportunities and a full tradeshow floor. Here are some of the educational highlights.

Keynote Presentations

Eight keynote speakers throughout the Summit gave attendees plenty of food for thought – from inspirational and leadership topics to technology and sustainability trends to consumer engagement strategies. Their presentations are available for full viewing on the NASPL Matrix.

The opening keynote address was provided by **Catriona Le May Doan**, a world-record speed skater who earned two Olympic gold medals. She currently serves as the President and Chief Executive Officer of Sport Calgary, an organization helping to advance amateur sports. She emphasized how the Olympics brings everyone together – especially those who excel in individual competition while supporting their team’s efforts. “Teams coming together with a common goal can lead to success.” A good leader might do all the right things, but without the important connections to others, they get nowhere. What we do every day has impacts on others. So it’s critical for a leader to stay connected to everyone, and at the same time be willing to fail. Leadership and success are defined by resilience, by how you deal with both the failures and the successes.

Michel Laprise, an author and show director with Cirque du Soleil, explained how the world-renowned organization fosters creativity and innovation. The key is a “circle of innovation and creation,” where people come together to step outside their comfort zone, to remove the routine, and to collaborate in order to make the impossible, possible. He recommended that every organization create its own circle of innovation, involving people from all divisions. “The bigger the challenge, the more we act together. Together we can send each of us to a higher level than we could get with just ourselves.”

A look into how artificial intelligence and digitization are radically changing our lives was provided by **Dr. Ayesha Khanna**, Co-Founder and Chief Executive Officer of ADDO AI, an artificial intelligence solutions firm. She explained the development of hyper-local smart cities, where everything anyone needs is located within a few square blocks, and where every space can serve multiple functions. “Technology is what makes this happen.” With sustainability a driving force, the future lies in a world that is highly multi-functional and highly digitized, providing people what they want via artificial intelligence. Voice and facial recognition make every customer unique, and machines can now even understand emotions. However, she emphasized that the power of digitization comes with responsibilities: More data requires more power, so it’s important to find innovative cooling methods to reduce energy usage; you must have consent when acquiring and using customer data; and we must ensure that our AI isn’t biased and controlled.

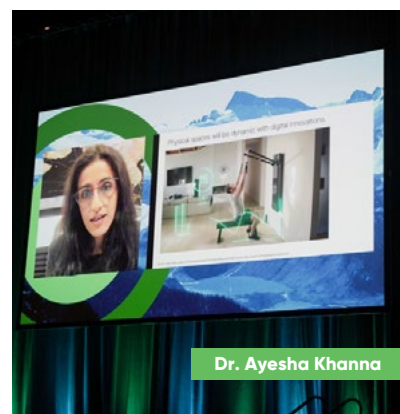
A standing ovation greeted **Dr. Chika Stacy Oriuwa** when the dedicated advocate for workplace diversity and inclusion completed her presentation. A resident doctor in psychiatry at the University of Toronto, she explained that from a young age she wanted to be a doctor – precisely because she never saw Black doctors. She had an “aspiration to become what I could not see.” She was the only Black student in her medical class at the University of Toronto. “There was a paucity of diversity in medical training and medicine.” She encouraged the audience to think about their organizations and how they can encourage equity and diversity. Look around the table to see who is represented and who is not represented, and learn and unlearn any conscious and unconscious biases



Catriona Le May Doan



Michel Laprise



Dr. Ayesha Khanna



Dr. Chika Stacy Oriuwa

that you may have. She relayed some of the negative comments she's heard in her lifetime, yet said there were "many more of support and encouragement. Take the negatives and spur that into action."

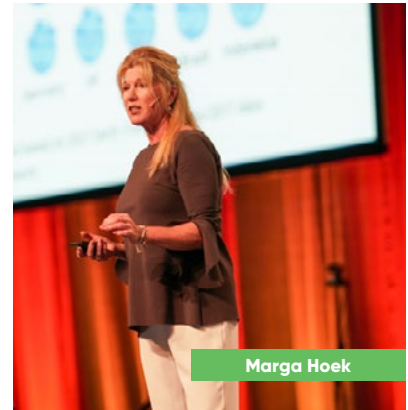
Sustainability is more than just a buzzword of the day – it's a very real concern for any organization that values corporate social responsibility. Global sustainable business thought leader **Marga Hoek** began her presentation with a moving video from the perspective of Mother Nature: "Nature doesn't need people, people need nature." She pointed out that we are currently living as if we had 1.75 planets available for resources, and that just a little change will not help – we have to go beyond net-zero goals and actually create a positive impact. The good news is that technology does help, because we can stop making things that have only one function. We can create energy-positive buildings. And delivering on global sustainable development goals will unleash \$12 trillion in business opportunities. "The size of our solutions must be equal to the size of the problem."

Leonard Brody provided an interesting perspective on what he calls "reset" moments in history, cycles that reset the Earth's operating system. The cycles provide a predictable and repetitive pattern, and resets may be caused by a financial crisis, war, a technology shift, or a medical crisis; a fifth cause will come within a decade – climate change. The first such reset was the British industrial revolution, which changed the relationship between machines, technology and humans; the most recent reset was triggered by the pandemic. Each reset results in behaviors that provide a new normal; first comes economic devaluation and recovery that may last between nine to 18 months, then there's a period of economic growth that lasts three to 12 years. "Resets always end in growth. Companies

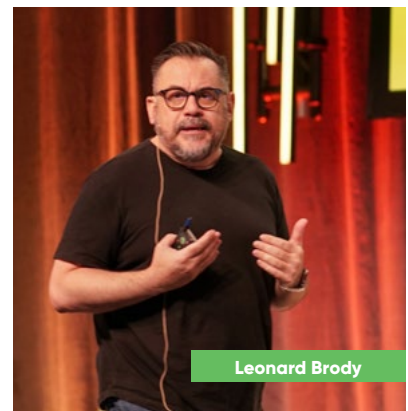
that do well are those that focus on the growth stage." He explained that lotteries are in a good position to take advantage of a key consumer trend: Buyers need to understand the value system of a company or they won't buy its products. "Look at the consumers who are coming into your buying market – they are fundamentally different than the ones who came before them." He noted that young people don't understand lotteries. "These consumers would appreciate the lotteries' stories, they just need to learn these stories. So figure out a way to get your message across."

Another keynote speaker also emphasized the need for lotteries to do a better job telling their stories. **Jim Harris** is an expert in disruptive innovation, specializing in change and leadership. He noted that a simple Google search on "lottery" doesn't return any of the good stories that are buried multiple levels deep on lotteries' websites. "Lotteries do the best work in the world, and you don't do a good job telling your story!" The pandemic has created a decade of change in just 2½ years, and it's critical to recognize and adapt to the disruption. He also warned that innovation is a continuous process – you can't just innovate and then stop. It's important to take advantage of the super-computer in everyone's hip pocket. "We have to be mobile centric – 100% of your products have to be mobile." He also explained that by 2025, 75% of employees will be millennials and Gen Z, and they value experiences more than anything else. An increasing number of employers are allowing people to work remotely in far-flung locations for periods of time, providing the experiences these generations so desire.

Wrapping up the impressive slate of keynotes was **Lars Silberbauer**, a specialist in brand evolution and engagement. Before recently joining Nokia, he was Global Head of Digital



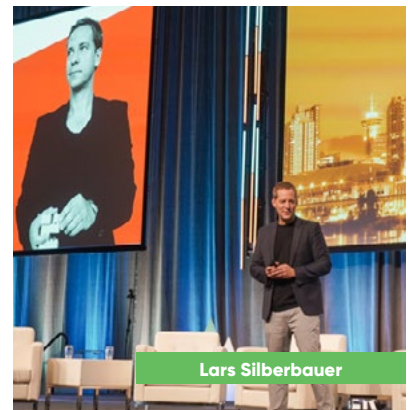
Marga Hoek



Leonard Brody



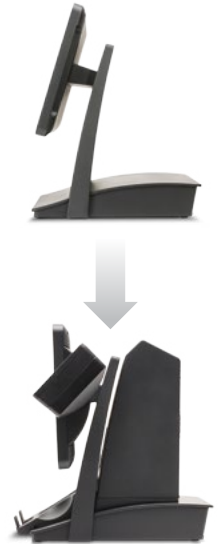
Jim Harris



Lars Silberbauer



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Lottery Innovation and Creativity

Engagement and Brand Marketing for the Olympics. Echoing other keynote speakers, he explained that the pace of change and disruption is increasing rapidly, yet business marketing and advertising executives tend to do business as usual. If we recognize that the human mind is not built for rapid change, there are ways to overcome the challenges in order to drive change. First, peel the brand onion. Find the core needs of your brand. The Olympics went from focusing on the gold medals to building emotions about the journey to the Olympics. Next, become part of the community. Become consumer-centric; for example, Lego welcomes submissions for Lego set ideas. Finally, do what feels right, not what feels safe. Leadership is a behavior, not a title.

Diving Deep

Nine parallel sessions rounded out the educational program at the Summit, with a variety of lottery industry presenters from around the world discussing a number of important topics.

1. Lottery Innovation and Creativity

Moderator Sarah M. Taylor, Executive Director of the Hoosier Lottery, noted that “innovation and creativity are surrounding us, especially here at the Summit. Our industry until recent years has mostly sold the same products in the same ways.” She noted that the Hoosier Lottery is driving innovation through the use of CRM to optimize marketing.

Gregg Edgar, Executive Director of the Arizona Lottery, gave an inside look at the innovative new products offered in Arizona. The Lottery’s guiding principle is not about selling tickets. “We sell an opportunity for people to have a little bit of fun, dream big, and do more good for our community. At the heart of every aspect of our operations is how we can do more good for our good causes.” That means exploring price points, retail relationships and new games from a data-driven mindset.

With keno prohibited by statute, the Arizona Lottery launched Quick Draw, a series of different games, each drawn once per hour. And with online gambling also off the table for

the Lottery, innovative approaches to sweepstakes and rewards programs allow activity in the online space. “It’s all about bringing new games, new thoughts and new energy into the draw game category,” explained Edgar.

Claudio Ossandón, the Marketing and Sales Director for Chile’s Loteria de Concepción, explained how the organization completed a digital transformation of the Chilean scratch market. In a market with very high costs of printing and transportation, along with societal challenges, scratch games were very difficult to sell. In just three years, sales of scratch games went from 70% paper to 98% digital, with a nearly 750% increase in total sales. This was accomplished by developing digital scratch games that satisfied customers and providing new ways to promote the games, such as an exciting television game show.

Francesco Parola, Senior Vice President of IGT Italy and head of Lotterie Nazionali and LottoItalia, explained that there are numerous things the industry can do to keep lotteries relevant and “cool” in today’s

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Leadership for a Customer-Focused Organization

environment. In this discussion, he focused on tools for the players and for the retail point of sale. For both players and retailers, it's critical to continually innovate in the digital space. For players, mobile apps can deliver a consistent branding experience to create the best possible "on the go" experience. For retailers, digital tools for ordering and training make it easy to sell and manage lottery products. "Not only do all these things improve the processes for our players and our retailers, they deliver growth!"

Digital innovation was also discussed by Jason Barrs, Senior Vice President, Global Sales & Business Development, for Carmanah Signs. By improving lotteries' digital execution at retail, from jackpot signage to more complicated displays that provide information and even creative content, the point of sale truly becomes a lottery destination for players.

2. Leadership for a Customer-Focused Organization

A focus on customers is increasingly evident in the titles of lottery

executives and managers these days, and it's important to create an optimal working environment to attract the best employees. That, in turn, creates an improved customer experience. This session was led by Peter ter Weeme, Chief Social Purpose Officer and Vice President, Player Experience, for the British Columbia Lottery Corp.

Nancy Kennedy, Chief Lottery and Customer Officer for Ontario Lottery and Gaming, noted that OLG had not done an employee survey in seven years, so it wasn't surprising that satisfaction was quite low. "We knew we had to change radically in order to attract employee talent." The goal was to build a fun, inclusive and performance-driven environment that starts at the top. By improving the employee experience, an improved customer experience follows. There is definitely a link between employees and customers: Engaged employees equals engaged customers. "We are in business to do good, and we need to attract new customers to continue our mandate. If you don't have engaged employees, you aren't going to do well."



Diversity and Inclusion

The Lottery Corporation in Australia has also focused on creating a better working environment. "We want an employee base that is similar to our customer base," explained Chief Customer and Marketing Officer Andrew Shepherd. That means nurturing employee diversity, creating a customer-centric culture through constant measuring, improving and listening, and a focus first on customer retention, then acquisition. By creating a "people experience" (PX) for employees that matches the customer experience (CX), the organization has built a better employee environment, which in turn improves the customer experience. "And better customer experiences lead to better commercial performance."



3. Diversity and Inclusion

This truly international panel discussion showcased the importance of diversity and inclusion at lotteries around the world. “The adoption of diversity, equity and inclusion practices is not only the right thing to do, but also creates a proven positive business impact,” began moderator Rose Hudson, President and Chief Executive Officer of the Louisiana Lottery.

At the Belgium National Lottery, it’s important to embrace differences, as that leads to the most innovative outcomes, noted Chief Executive Officer Jannie Haek. It’s also important to break the rules, as “disruptive innovation will emerge from a less



bureaucratic and less organized environment, more open to diversity and individual failure.”

Many Latin American lotteries have made efforts to strengthen diversity and inclusion, two things that must go together. “Diversity is a fact, inclusion is an attitude,” said Esmeralda Britton González, President and Chief Executive Officer of Costa Rica’s Junta de Protección Social. These efforts lead to more productive business practices, furthers lotteries’ social purpose, and reinforces human rights.

The Oregon Lottery has recently established a DEI program, something that should be an integral part of any CSR strategy, said Executive Director Barry Pack. He noted that younger professionals are prioritizing a diverse workplace, and noted that NASPL has a new CSR working group that will be developing standards and best practices for lotteries.

For Michelle Carinci, Director of Lottotech (Mauritius National Lottery), the focus should be less on acronyms and buzzwords and more on action such as voluntary involvement; a mentoring program; a task

force of individuals from different areas focusing on creating connection, contact and exposure; and social accountability.

4. Illegal Gaming: How to Counter Non-Authorized Operators

The growth of internet gaming has resulted in an increase of operators selling in jurisdictions without authorization; this is generally more of a concern for other jurisdictions than it is in the United States. In Canada, for example, a coalition has been formed comprising of the British Columbia Lottery Corp.; Alberta Gaming, Liquor & Cannabis; Manitoba Liquor and Lotteries; Loto-Québec; and Atlantic Lottery. Their advocacy work raises public awareness of the prevalence of illegal operators, and advises media platform owners of their duty to comply with existing laws and regulations by refusing to accept misleading advertisements for illegal gambling websites.

Loto-Québec’s Isabelle Jean, Executive Vice President and Chief Operating Officer of Lottery Games, highlighted some of the activities



Marketing: Reaching New Audiences

undertaken to fight illegal operators and their positive outcomes. One way for the organization to differentiate itself from illegal websites throughout Canada was to add a legal tagline which appears on all of Loto-Québec's branded products, websites and mobile apps: "100% legal Loto-Québec." It has also launched 15-second responsible gaming TV ads, showing its responsible gaming measures such as encouraging players to set play time limits. Through its increased number of partnerships and exclusive advertising and sponsorship rights with sports entities, Loto-Québec is also able to raise awareness of the risks of exposing fans to illegal websites.

Session moderator Andreas Kötter, from Germany's Westlotto, who chairs the WLA's Illegal Lotteries Betting Commission (ILBC), opened with a short definition of what WLA considers as illegal lotteries, which are those that provide services in a jurisdiction in which they are not authorized to operate. Illegal operators are harmful to the legal lotteries industry because they disregard laws and responsible gaming, offer products in jurisdictions in which they

are not authorized to do so, provide no guarantee that services will be rendered as advertised, avoid taxes, and may infringe intellectual property rights.

5. Marketing: Reaching New Audiences

All lotteries focus on reaching new audiences to build their customer base. Texas Lottery Executive Director Gary Grief began this session with an explanation of the Texas Lottery's challenges, including budget limitations, a limited product portfolio with stakeholder gaming sensitivities, and sheer geographic size. Lottery officials have made the most of what they can do, leading the American lottery industry in retailer expansion and in-lane sales developments. There has also been a great deal of success capitalizing on branding partnerships to counter a limited advertising budget. Texas has also led the industry by introducing higher-price point tickets, with several \$50 instant games (its first was introduced in 2007) and adding America's first \$100 game earlier this year.

Washington's Lottery, also known as the Department of Imagination, has a focus on the customer experience, not just the product. That's in part because of product limitations – games in Washington can have no more than one drawing per day in an industry that has gravitated towards multiple daily draws elsewhere. Director Marcus Glasper described a recent market segmentation study that helped identify consumer groups that have potential to grow the player base if reached in the appropriate ways. Marketing spend has shifted towards some of the most promising groups, with innovative promotions designed to engage these groups without alienating others.

Alexandre Tauszig from Skilrock Technologies explained the challenges in emerging markets that historically have had only traditional paper lotteries. Some have had success transforming these games into digital products with improved customer experiences. In Brazil, for example, there has been a successful focus to reach new audiences through online innovation.

A different way of looking at



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demographics, and who plays the games, was proposed by Avi Levy, Marketing Director for Israel's Mifal Hapais. "Is age the problem, or is it the state of mind? We can reach young audiences with traditional tickets, we just have to do it right." That means focusing on the brand and the marketing strategy, not the product. Mifal Hapais makes a distinction between a "life changer" and a "day changer" – does winning a game change someone's life, or do you simply want to have a game that changes someone's day?

6. Transformation, Innovation and Security

As organizations continue to transform and innovate, whether to overcome post-COVID challenges or as part of their natural evolution, security plays a crucial role in safeguarding the institutional integrity and credibility of gaming operators.

This session was moderated by European Lotteries President Hansjörg Höltkemeier and included panelists Robert Nitz, Director of Information Security at the Multi-State Lottery Association (MUSL), and Reidar Nordby, Chairman of the Board of Multilot Corp. They explored some of the enabling technologies for lottery and sports betting operations, and whether security would stifle or strengthen innovation. There was unanimous agreement that, moving forward, it was key to ensure security by design from the get-go in lottery platforms, which should also consider regulation and laws.

On global trends, as lotteries continue to evolve, they face challenges of aging traditional players, the next generation of customers, and rapidly changing life patterns, including purchasing behavior. This is coupled with new entertainment opportunities, thanks to innovative technologies and growing amounts of



data to be managed.

Nordby noted the need to be customer focused and to tailor and develop exciting products and keep transforming. While data structure is the key to compliance and security must be managed coherently in one platform, when it comes to creating growth, it is very important to focus on faster development, more efficient operations, and to fully utilize the potential of customer dialogue and engagement.

Nitz explained how MUSL works with state lotteries and their vendors to ensure they meet all MUSL security requirements. He also elaborated on lottery-specific measures to ensure

integrity of ticket data as well as the vital process of data submission by MUSL members prior to a draw, to maintain the integrity of a play.

7. CSR-RG

Despite the pandemic and all the challenges it brought, responsible gambling and corporate social responsibility did not fall by the wayside, and remained a focus for lotteries around the world. This session was led by WLA Secretary General Lynne Roiter.

Romana Girandon, President and Chief Executive Officer of Loterija Slovenije, discussed the purpose

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of lotteries, dating back to 1441 in Belgium. Even though lotteries have always collected funds for public good, that alone is not enough. Player health, employee well-being and environmental sustainability are all essential focal points for a successful and effective organization. The more we integrate these principles into our companies, she said, the stronger they will be.

The Oregon Lottery's Senior Marketing Product Manager, Stacy Shaw, spoke about the next steps for lotteries that already have strong responsible gambling or corporate social responsibility programs in place. Complacency isn't an option; continued innovation and progressive thought is crucial to maintaining and improving a successful organization. Oregon is working to establish RG as part of the customer experience and embedding this into every aspect of lottery operations. Their new Diversity, Equity, Inclusion and Belonging program will soon follow this path and become ingrained throughout the Lottery's framework.

Ryan McCarthy, Director of Public

Health for the British Columbia Lottery Corp., expressed the organization's lofty goal of having the healthiest players on earth. To achieve this, they're focusing on educating players, encouraging positive play, refining voluntary self-exclusion and other support programs, and looking at safer product environments. BCLC is also working to educate employees on player health and the specific impacts they can have, and evaluating games that can be potentially problematic.

José Luis Sánchez, Head of CSR and Quality for Sociedad Estatal Loterías y Apuestas del Estado (SELAE), gave insightful perspectives from the Spanish market.

8. Lottery Workplaces Adapting to a Post-COVID World

There's no doubt that the pandemic forever changed the way organizations manage their employees and the expectations those employees have about their work environment. Georgia Lottery President and Chief Executive Officer Gretchen Corbin



led this session that explored how some lotteries have adapted.

Western Canada Lottery Corp. was represented by Vice President of Information Technology Tedda Sandercock and Vice President of Human Resources and Corporate Services Allyson Meakin. They explained that WCLC has changed in both technology and culture. The cultural shift actually began several years ago, but was accelerated with COVID. Today, the organization has a successful hybrid model, with collaboration, empowerment and accountability, plus an emphasis on work-life harmonization. Prioritized are tools and approaches that allow for maximum productivity no matter where an employee is located.



Biweekly newsletters and quarterly remote town halls all help communicate what is happening throughout the organization.

Today, WCLC has some permanently remote teams like its call centers. Before the pandemic, WCLC had difficulty keeping call center employees, but now they are committed and engaged. That has been a big win. The biggest challenges still being addressed are talent acquisition and team building; in the latter case, relationships can erode without everyone onsite and regular face-to-face interaction. WCLC is also doing a compensation study to explore what potential employees expect with government vs. private employment.

The Nebraska Lottery is part of



the Nebraska Department of Revenue, which developed a policy for performance and remote vs. office hours. “At our peak, we were probably 50/50 office/remote,” explained Director Brian Rockey. “Our executive and PR staff could work remotely pretty easily, but security and others weren’t as easy. We did a lot of rotation as time went on. We were flexible as long as the work got done.”

A number of positive initiatives have come from the COVID experience in Nebraska, such as the addition of ticket checking and playslip features on the Lottery’s mobile app, an expansion of EFT payments on larger prizes, using Facebook Live as a substitute for field events, and retailer-driven efforts to get vending machine authorization.

Jumbo Interactive Founder and Chief Executive Officer Mike Veverka noted that 65% of its employees work from home. Engineers actually work better from home; in fact, the company has to be careful that they don’t work too hard so they don’t burn out! Some jobs, however, still require in-office work, especially those that

involve keeping the systems secure. To improve the employee work experience, Jumbo added a relocation policy that allows employees to work remotely anywhere in the world for up to 180 days. “It’s very popular, especially for younger employees who want to see the world before settling down with a family.”

Closing out the session was Martin Blach, Managing Director of Germany’s LOTTO Hessen. He agreed with all the other presenters, especially regarding the importance of work-life balance and the need to offer potential employees remote work in order to be competitive in the labor market. He did note that LOTTO Hessen is not allowed to use MS Teams due to security concerns.

9. Sports Data Rights

The debate around sports data rights and their use by betting operators has advanced to a point where exclusive data deals have become part of the landscape. Currently four market players – Sportradar, Genius Sports, Stats Perform and IMG Arena



– hold major portfolios of betting data, offering products and services spanning the entire sports data and betting streaming value chain.

As sports betting continues to grow, particularly since the liberalization of the U.S. market, it is essential for the lotteries to be able to access the data required to operate sports betting, particularly in-play betting, in a transparent and financially sustainable way.

This session was moderated by Jean-Luc Moner-Banet, Chief Executive Officer of Switzerland's Loterie Romande, and included Gilles Maillet, Director of Sports Integrity for Française des Jeux (the French National Lottery); Fabian Garcia of Uruguay's Banca de Quinielas de Montevideo; Luca Esposito, Executive Director of both the WLA and Global Lottery Monitoring System; and Carsten Koerl, Founder and Chief Executive Officer of Sportradar. They reflected on issues, challenges and how this could evolve for sports betting activities within the WLA ecosystem.

Key concerns raised by lottery panelists included:

- Exclusive contracts have led to rising data costs for most operators, including the lotteries.

- Such contracts up for renewal in 2023-24 – Laliga, ATP tour, Premier League – could lead to further cost hikes.
- In general, lotteries operate in only one jurisdiction and cannot distribute the cost over several jurisdictions. As a result, they cannot leverage any economies of scale.
- This may lessen the lottery offer and clients may be lost, also to illegal markets.
- The lotteries would need to receive better services with data cost increases, which at the moment are not evident.

The lottery panelists agreed that they must communicate with all stakeholders to ensure that their unique position is understood and to see how to move forward together. In the case of WLA, which has both lottery and supplier members, it is especially important to share information around this strategic industry debate and find a positive solution.

A Really Big Trade Show

Not surprisingly, the World Lottery Summit had a packed trade

show floor, as it was the first big opportunity since 2019 for vendors to showcase their wares to lottery executives. There was everyone from the biggest technology, game and printing companies down to the smallest providers of supplies, retail products and service solutions. In total 44 booths filled the exhibit hall:

Abacus Solutions, Adesso, Akanis Technologies, Alchemy3, Appsflyer, Atlas Experiences, Beijing Zhongcai Printing Co., Ltd., Carmanah Signs, Carousel, China Sports Lottery Printing Co., CM Global, Custom SPA, EQL Games, European Lottery Association, FDJ Gaming, FORMULARIOS EUROPEOS, S.A., GameSense, Genlot, GLL, Groupe Carrus, Henschel-Steinau, IGT, ILTS, Inspired Entertainment, INTRALOT, Jackpocket, Jumbo Interactive, Kanzan, KEBA, Multilot, NeoGames, Optimove, Pollard Banknote, Pro-Lite, Qlot, Ryo-Catteau, Sadamel SA, Scientific Games, Smartplay, Spectra Systems, Szrek2Solutions, Take-A-Ticket Inc., TQG and the World Lottery Association. ■

Reporting provided by Patricia McQueen (NASPL), Antoinette Price (WLA) and Mackenzie Whitacre (NASPL)

NASPL 2022 Award Winners

Batchy Awards

Television Advertising -
Instant Games
Washington's Lottery
Kraken – Time to Rise

Television Advertising - Lotto
and Daily Numbers Games
**South Carolina Education
Lottery**
Cash Pop – Light of the Party

Television Advertising -
Monitor Games
Georgia Lottery
KENO – Lost Treasure

Television Advertising -
Fast Play and Specialty Games
Kansas Lottery
Holiday Millionaire Raffle –
Something Wants In

Television Advertising -
Corporate/Beneficiary
Florida Lottery
It's Your Ticket

Television Advertising -
Coordinated Campaign
Loto-Québec
Lotto 6/49 – Neighbors,
Thermometre and Baseball

Radio Advertising -
Instant Games
Connecticut Lottery
Win for Life – Win Day

Radio Advertising - Lotto
and Daily Numbers Games
New Jersey Lottery
Pick 4-Tet

Radio Advertising -
Corporate/Beneficiary
Michigan Lottery
50th Anniversary

Radio Advertising -
Coordinated Campaign
Kansas Lottery
Jackpot and Draw Games –
Book of Luck

Print Advertising - Retailer
Signage/Merchandising
Tennessee Education Lottery
Jumbo Bucks Premium Suite

Print Advertising -
Out of Home (Includes Digital)
Washington's Lottery
Kraken – Time to Rise

Print Advertising -
Traditional Media Print Ad
California Lottery
Lunar New Year 2022

Print Advertising -
Corporate/Beneficiary
Hoosier Lottery
WTMG Government Tunnel
Signage

Print Advertising -
Coordinated Campaign
Washington's Lottery
Kraken – Time to Rise

Digital Media - Instant Games
Washington's Lottery
Seahawks – Bring It In

Digital Media -
All Draw Games
Maryland Lottery
Powerball – Too Fun

Digital Media -
Corporate/Beneficiary
Minnesota Lottery
Drone Bee

Digital Media - Digital Media
Advertising Not Fitting Another
Category
Kansas Lottery
Virtual Vault Party

Digital Media -
Coordinated Campaign
Pennsylvania Lottery
Lottery Love

Special Category - Original
Music for Television, Radio,
Digital Media or Promotional
Event
California Lottery
Scratchers Brand – Sweaters

Special Category -
Use of Humor, Radio
**North Carolina Education
Lottery**
Winners Club – Roll Call

Special Category -
Use of Humor, Television
Washington's Lottery
Kraken – Time to Rise

Special Category - Use of
Humor, Digital Media
Washington's Lottery
Kraken – Time to Rise

Special Category -
Use of Cinematography
Colorado Lottery
Bank Run

Special Category -
Corporate/Beneficiary Video
Texas Lottery
30 Years of Winning – 30th
Anniversary Documentary

Special Category - TV
Campaign Under \$25k (USD)
West Virginia Lottery
Holiday Animated

Corporate Communications -
Employee/Player Newsletter
Maryland Lottery
Maryland Lottery and Gaming
Gazette – October 2021

Corporate Communications -
Retailer Newsletter
Western Canada Lottery Corp.
LottoLine Special Edition

Corporate Communications -
Annual Report
Kentucky Lottery
FY21 Annual Report

Responsible Gambling
Communications - Print
Ontario Lottery and Gaming
OLG PlaySmart – My PlayBreak
Brochure

Responsible Gambling
Communications - Digital
Media
Ohio Lottery
Not for Kids Campaign

Responsible Gambling
Communications -
Coordinated Campaign
Ohio Lottery
Keep It Fun Ohio

Multicultural Advertising
California Lottery
Scratchers Brand – Air Band

Hickey Awards

Live Special Events Promotion
Minnesota Lottery
The Perfect Parking Spot

Digital Special Events
Promotion
Kansas Lottery
Virtual Vault Party

Potpourri Promotion
Ontario Lottery and Gaming
Lotto Max – Dream Drop

Website, Microsite or App
New York Lottery
Lucky Dog Microsite

Buddy Roogow Innovation Award

Best New Instant Game
New Mexico Lottery
HGTV's My Lottery Dream
Home Scratchers

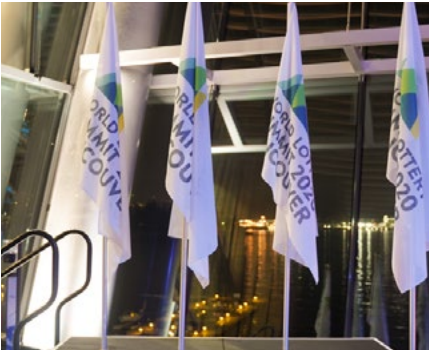
NASPL Futures Award

Minnesota Lottery
Drone Bee

Best of the Batch



Texas Lottery
30 Years of Winning – 30th
Anniversary Documentary

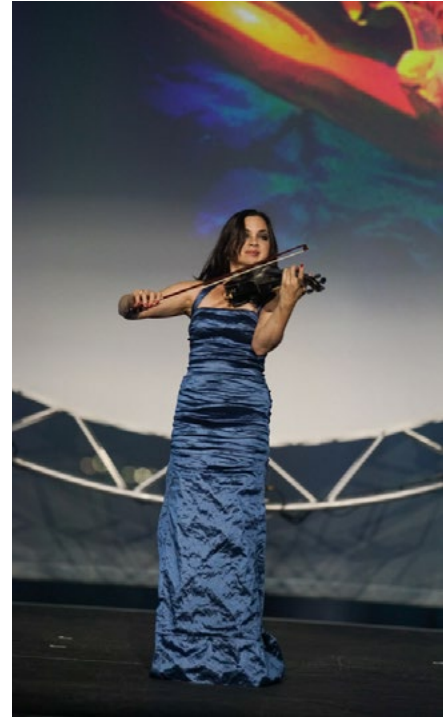


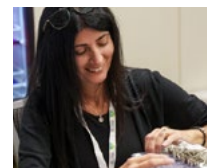
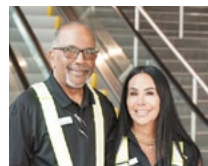
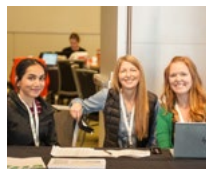
WLS 2022

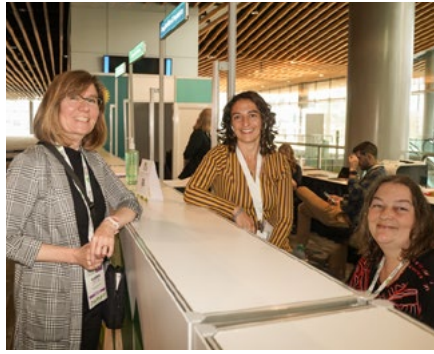
Photo Recap

A look back at the World Lottery Summit

Photos by Domagalski Photography



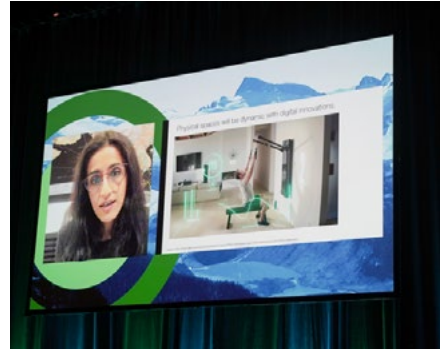






















\$1 Holiday CASH

WIN UP TO \$1,000!

WINNING NUMBERS

YOUR NUMBERS

SEE TICKET BACK FOR PLAY INSTRUCTIONS

\$1 FLORIDA TO-CASH

WIN UP TO \$10,000!

WINNING NUMBER

YOUR NUMBERS

WIN UP TO 5 TIMES!

\$1 Reindeer RICHES

WIN UP TO \$1,000!

SCRATCH 2 CASH

Match any of YOUR NUMBERS to the WINNING NUMBER, win the PRIZE shown. Reveal a "C" symbol, win TRIPLE the PRIZE shown!

\$1 Meow Christmas

WIN UP TO \$5,000!

Match any of YOUR NUMBERS to the WINNING NUMBER, win the PRIZE shown for that symbol. Reveal a "C" symbol, win ALL 10 PRIZES shown!

\$2 Holiday Delight

TOP PRIZE \$12,000!

WINNING NUMBERS

YOUR NUMBERS

PRIZE PRIZE PRIZE PRIZE PRIZE

PRIZE PRIZE PRIZE PRIZE PRIZE

WIN UP TO 11 TIMES!

\$1 GNOME FOR THE HOLIDAYS

WIN UP TO \$500!

Reveal 3 like prizes, win that prize. Reveal 2 like prizes and a "G" symbol, win DOUBLE that prize!

\$2 Lucky Holiday Bucks

WIN UP TO \$20,000!

Reveal a "B" symbol in the PLAY AREA, win the PRIZE shown for that symbol. Reveal a "C" symbol, win ALL 10 PRIZES shown!

\$1 Gnome FOR THE HOLIDAYS

WIN UP TO \$5,000!

Reveal a "G" symbol, win prize shown for that symbol. Reveal a "2X" symbol, win DOUBLE the prize shown for that symbol. Reveal a "3X" symbol, win TRIPLE the prize shown for that symbol!

\$2 Silver Bells

WIN UP TO \$25,000!

Match any of YOUR NUMBERS to either of the WINNING NUMBERS, win the PRIZE shown for that number. If you win, scratch MULTIPLIER and multiply your TOTAL winning prize on this ticket!

\$3 Pen-win

WIN UP TO \$500!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win the PRIZE shown for that symbol. Reveal a "C" symbol, win TRIPLE the PRIZE shown for that symbol.

\$5 Peppermint PAYOUT

WIN UP TO \$200,000!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win the PRIZE shown for that symbol. Reveal a "C" symbol, win TRIPLE the PRIZE shown for that symbol.

\$10 Winter Wishes

WIN UP TO \$500,000!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win the PRIZE shown for that symbol. Reveal a "C" symbol, win TRIPLE the PRIZE shown for that symbol.

\$5 FESTIVE \$500s

WIN UP TO \$500!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win the PRIZE shown for that symbol. Reveal a "C" symbol, win TRIPLE the PRIZE shown for that symbol.

\$2 MERRY MONEY Multiplier

WIN UP TO \$5,000!

Match any of YOUR NUMBERS to either of the WINNING NUMBERS, win the PRIZE shown for that number. If you win, scratch MULTIPLIER and multiply your TOTAL winning prize on this ticket!

\$20 2023

WIN UP TO \$5,000,000!

Match any of YOUR NUMBERS to any of the eight "2023" winning numbers, win that prize. Reveal a "C" symbol, win TRIPLE the prize shown for that symbol.

\$5 MERRY MONEY

LOADED WITH \$500 TOP PRIZES!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win the PRIZE shown for that symbol. Reveal a "C" symbol, win TRIPLE the PRIZE shown for that symbol.

\$10 Holiday FORTUNE

WIN UP TO \$250,000!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win the PRIZE shown for that symbol. Reveal a "C" symbol, win TRIPLE the PRIZE shown for that symbol.

\$1 WHITE ELEPHANT

TOP PRIZE \$500!

Get 3 like prizes, win that amount. Get 2 like prizes and a "W" symbol, win DOUBLE that amount.

\$1 Sleigh Bells

WIN UP TO \$10,000!

Match any of YOUR SYMBOLS to any of the WINNING SYMBOLS, win the PRIZE shown for that symbol. Reveal a "C" symbol, win TRIPLE the PRIZE shown for that symbol.

\$10 25 DAYS OF Winning

WIN UP TO \$100,000!

Match any of YOUR NUMBERS to any of the 25 winning numbers, win that prize. Reveal a "C" symbol, win TRIPLE the prize shown for that symbol.

\$3 WHAT'S UNDER THE TREE?

WIN UP TO \$150,000!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win the PRIZE shown for that symbol. Reveal a "C" symbol, win TRIPLE the PRIZE shown for that symbol.

\$3 HOLIDAY CASH

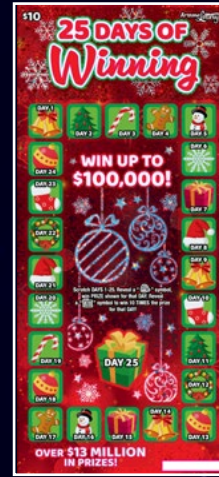
WIN UP TO \$500!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win the PRIZE shown for that symbol. Reveal a "C" symbol, win TRIPLE the PRIZE shown for that symbol.

Holiday Instant Catalog

It's that special time of year again as we present the 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 2023 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	Top Prize
Stocking Stuffer	PBL	Find	\$1	3,360,000	1 in 4.23	\$500
Polar Payout	SG	Find	\$2	2,160,000	1 in 4.10	\$10,000
To Me, From Santa	SG	Fast Play - Symbol Match	\$2	720,000	1 in 3.74	\$500
Candy Cane Crossword	PBL	Crossword	\$3	2,040,000	1 in 3.18	\$20,000
Sleigh Bell Bucks	PBL	Symbol Match	\$5	2,280,000	1 in 3.51	\$50,000
Holiday Cash Drop	SG	Fast Play - KNM	\$5	480,000	1 in 3.43	\$10,000
25 Days of Winning	SG	Find	\$10	1,800,000	1 in 3.17	\$100,000
100X the Cash	SG	Key Number Match	\$20	3,240,000	1 in 3.05	\$500,000

Arkansas Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
White Elephant	SG	Match 3 Prizes	\$1	1,320,000	1 in 4.56	\$500
Peppermint Payout	SG	Key Symbol Find	\$2	1,080,000	1 in 4.07	\$1,000

Atlantic Lottery



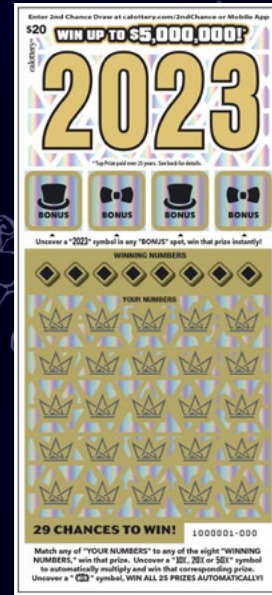
Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Let it Snow	SG	Word Match	\$5	1,000,200	1 in 3.75	\$50,000
Holiday Fortune	PBL	Symbol Match and KNM	\$10	500,000	1 in 3.07	\$250,000
Holiday Pack	SG	Symbol Match and KNM	\$25	194,320	1 in 1.00	\$150,000

British Columbia Lottery Corp.



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Sleigh Bells	PBL	Key Number Match	\$1	1,400,000	1 in 3.30	\$10,000
Ugly Sweater	PBL	Key Number Match	\$1	1,400,000	1 in 3.30	\$10,000
Silver & Gold Riches	PBL	Key Symbol Match	\$2	800,000	1 in 3.30	\$20,000
Bah Humbugs	PBL	Key Number Match	\$2	800,000	1 in 3.30	\$20,000
Snowglobe Winnings	PBL	Key Number Match	\$3	800,000	1 in 3.50	\$50,000
Season's Greetings	PBL	KNM, KSM	\$3	750,000	1 in 3.50	\$50,000
Peppermint Payout	PBL	Key Number Match	\$5	750,000	1 in 3.30	\$100,000
Santa's Slots X10	PBL	Key Symbol Match	\$5	750,000	1 in 3.30	\$100,000
Holiday Fortune	PBL	KNM, KSM	\$10	500,000	1 in 3.07	\$125,000
Treasure Tree	PBL	KNM, KSM	\$10	250,000	1 in 3.10	\$250,000
Holiday Gift Pack	PBL	Multi-pack	\$20	400,000	1 in 2.00	\$150,000

California Lottery



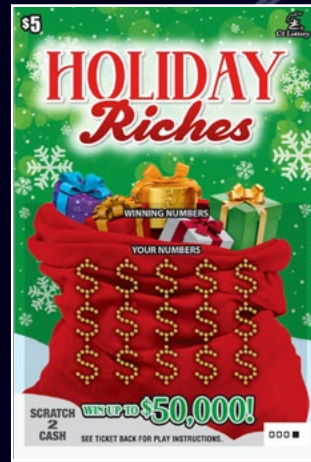
Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Oh, Snap	SG	Find	\$1	24,000,000	1 in 4.11	\$1,000
Holiday Cash	SG	Find	\$5	17,600,000	1 in 3.51	\$100,000
The Perfect Gift!	PBL	Key Number Match	\$10	14,800,000	1 in 3.30	\$1,000,000
2023	SG	Key Number Match	\$20	14,400,000	1 in 3.00	\$5,000,000

Colorado Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Holiday Wishes	SG	Key Number Match	\$1	2,880,000	1 in 4.20	\$5,000
It's Gold Outside	SG	Key Number Match	\$2	1,200,000	1 in 4.05	\$10,000
Holiday Classic Cash	SG	Key Number Match	\$3	702,000	1 in 3.13	\$35,000
Holiday Wins	SG	Key Number Match	\$5	1,200,000	1 in 3.71	\$100,000
Holiday Treasure	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	Top Prize
Holiday CASH	SG	Key Number Match	\$1	1,400,000	1 in 3.53	\$1,000
Merry Money Multiplier	SG	Key Number Match	\$2	1,200,000	1 in 3.48	\$10,000
Holiday Riches	SG	Key Number Match	\$5	1,100,000	1 in 3.41	\$50,000
Holiday Bonus	SG	Key Number Match	\$10	1,000,000	1 in 3.22	\$100,000

DC Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Peppermint Payout	SG	Reveal Symbol	\$1	240,000	1 in 4.75	\$1,000
Merry Money Multiplier	SG	Key Number Match	\$2	160,000	1 in 4.33	\$5,000
Festive \$500s	SG	Key Number Match	\$5	180,000	1 in 4.26	\$500

Delaware Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Merry Money	SG	Match 3	\$1	360,000	1 in 4.78	\$500
Season's Greetings	SG	Find	\$2	240,000	1 in 4.58	\$1,000
Holiday Cheer	SG	Find	\$5	240,000	1 in 3.60	\$5,000
The most Wonderful Time of the year!	SG	Key Number Match	\$10	240,000	1 in 3.78	\$10,000

Florida Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Florida 10x the Ca\$h	IGT	Key Number Match	\$1	39,110,400	1 in 4.72	\$10,000
Florida 20x the Ca\$h	IGT	Key Number Match	\$2	34,920,000	1 in 4.69	\$100,000
Florida 50x the Ca\$h	IGT	Key Number Match	\$5	28,867,200	1 in 3.78	\$1,000,000
Florida 100x the Ca\$h	IGT	Key Number Match	\$10	34,920,000	1 in 3.43	\$2,000,000
Florida 300x the Ca\$h	IGT	Key Number Match	\$30	8,148,000	1 in 2.93	\$15,000,000

\$50,000 *Lucky Pick* GAME SHOW



INNOVATING WINNING MOMENTS

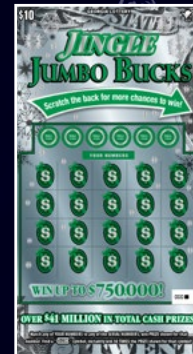
- Fully Produced Game Show
- Interactive Creative Technology
- Customizable Configurations

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innovative winning moments...

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**Atlas**
EXPERIENCES

Georgia Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Unwrap the Cash	SG	Find	\$1	8,640,000	1 in 4.65	\$5,000
Holiday Red/Green/Gold	SG	Key Number Match	\$2	7,200,000	1 in 4.31	\$30,000
What's Under the Tree	SG	Find	\$3	3,600,000	1 in 3.74	\$150,000
Holiday Hundreds	SG	Key Number Match	\$5	5,760,000	1 in 3.43	\$100,000
Jingle Jumbo Bucks	SG	Key Number Match	\$10	6,240,000	1 in 3.24	\$750,000
Millionaire Jingle Jumbo Bucks	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	Top Prize
Holiday Doubler	IGT	Symbol Match	\$1	6,000,000	1 in 4.57	\$1,000
Holiday 7s	IGT	Symbol Find	\$2	3,600,000	1 in 4.35	\$7,000
Holly Jolly Bingo	IGT	Bingo	\$3	3,000,000	1 in 3.91	\$40,000
Merry Money	IGT	Symbol Match	\$5	3,240,000	1 in 3.89	\$500

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CM GLOBAL

Idaho Lottery

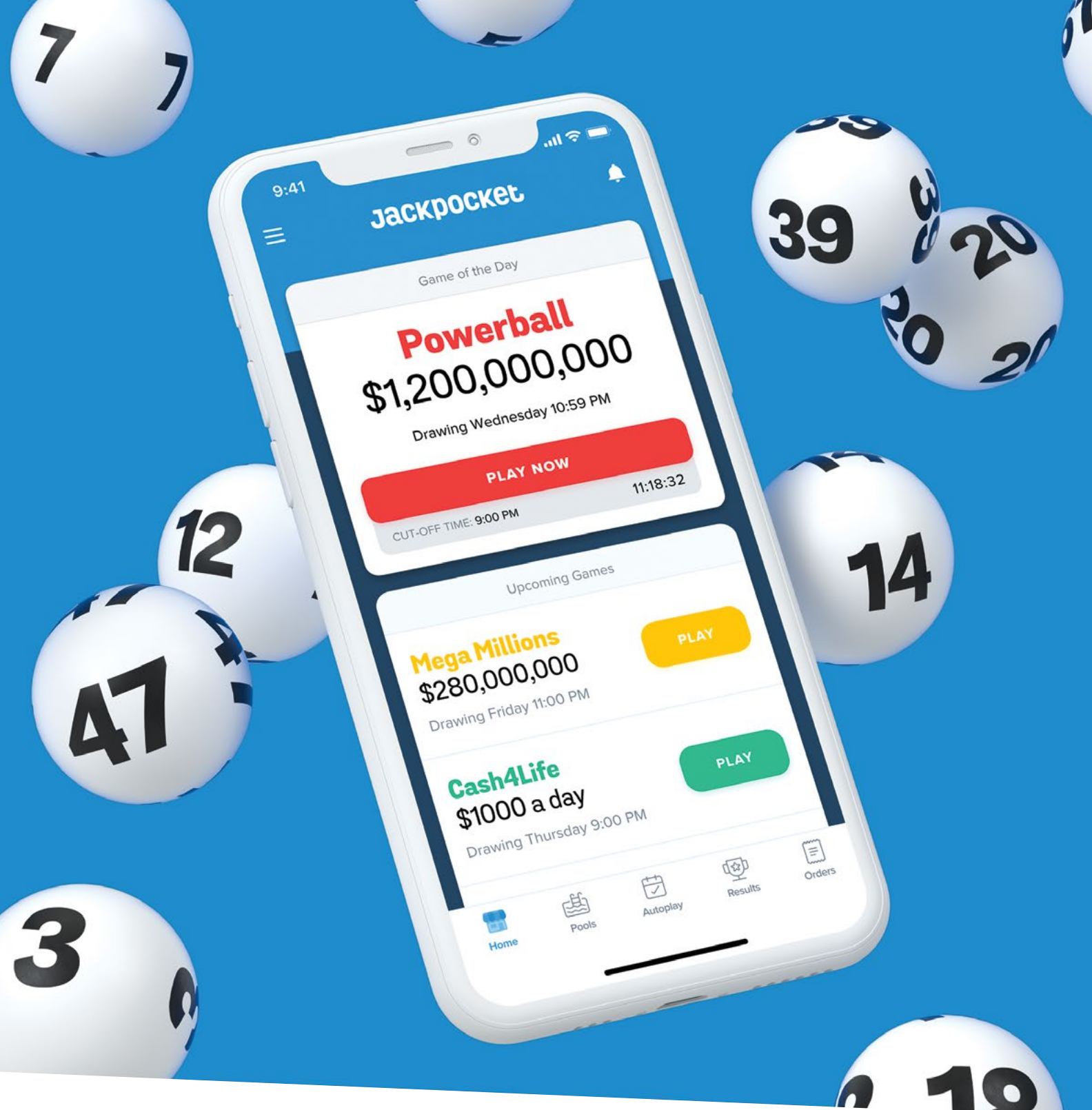


Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
12 Strays of Christmas	SG	Match 3	\$1	780,000	1 in 2.84	\$1,000
Woohville	SG	Match 3	\$2	480,000	1 in 3.06	\$10,000
Sleigh'n Crossword	SG	Crossword	\$3	660,000	1 in 3.31	\$30,000
Magic Mint	SG	Key Number Match	\$5	540,000	1 in 3.43	\$50,000
Winter Wishes	SG	Key Number Match	\$10	330,000	1 in 3.35	\$100,000
Merry Magic	SG	Key Number Match	\$20	220,000	1 in 3.71	\$200,000

Illinois Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Holiday Cash Doubler	SG	Symbol Reveal	\$1	10,560,000	1 in 4.37	\$500
National Lampoon's Christmas Vacation	SG	Key Number Match	\$2	5,040,000	1 in 4.28	\$20,000
Winter Winnings	SG	Key Number Match	\$2	2,640,000	1 in 4.24	\$20,000
Peppermint Payday	SG	Multiple Games	\$3	3,240,000	1 in 3.97	\$50,000
\$500 Holiday Gold	SG	Key Number Match	\$5	4,800,000	1 in 4.08	\$100,000
Holiday Sparkle	PBL	Key Number Match	\$10	2,520,000	1 in 3.34	\$250,000
Big Blizzard Blowout	SG	Symbol Reveal	\$10	5,280,000	1 in 9.72	\$500
Merry Mega Multiplier	SG	Key Number Match	\$20	2,040,000	1 in 3.18	\$1,000,000



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Iowa Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Reindeer Riches	IGT	Key Number Match	\$1	1,726,200	1 in 4.31	\$1,000
Stocking Stuffer	IGT	Match 2 Symbols	\$1	1,764,600	1 in 4.17	\$500
Silver Bells Bingo	PBL	Bingo	\$2	1,461,300	1 in 3.65	\$25,000
\$20,000 Holiday Crossword	PBL	Crossword	\$2	753,000	1 in 3.42	\$20,000
Gnome for the Holidays	PBL	Find Symbol	\$2	843,600	1 in 3.81	\$5,000
Snow Much Fun	SG	Key Number Match	\$2	974,850	1 in 3.71	\$10,000
Candy Cane Crossword	PBL	Crossword	\$3	2,013,900	1 in 3.52	\$30,000
Merry Money	IGT	Find Symbol	\$3	1,131,800	1 in 3.11	\$30,000
Peng-Win Crossword	PBL	Crossword	\$5	1,723,920	1 in 3.34	\$50,000
Ho Ho Whole Lotta \$500s	SG	Key Number Match	\$5	1,124,760	1 in 3.59	\$500
Very Merry Crossword	PBL	Crossword	\$10	879,150	1 in 3.29	\$100,000
When It's Gold Outside	SG	Key Number Match	\$10	881,430	1 in 2.86	\$100,000
The Perfect Gift	PBL	Multiple Games	\$20	377,655	1 in 2.64	\$25,000



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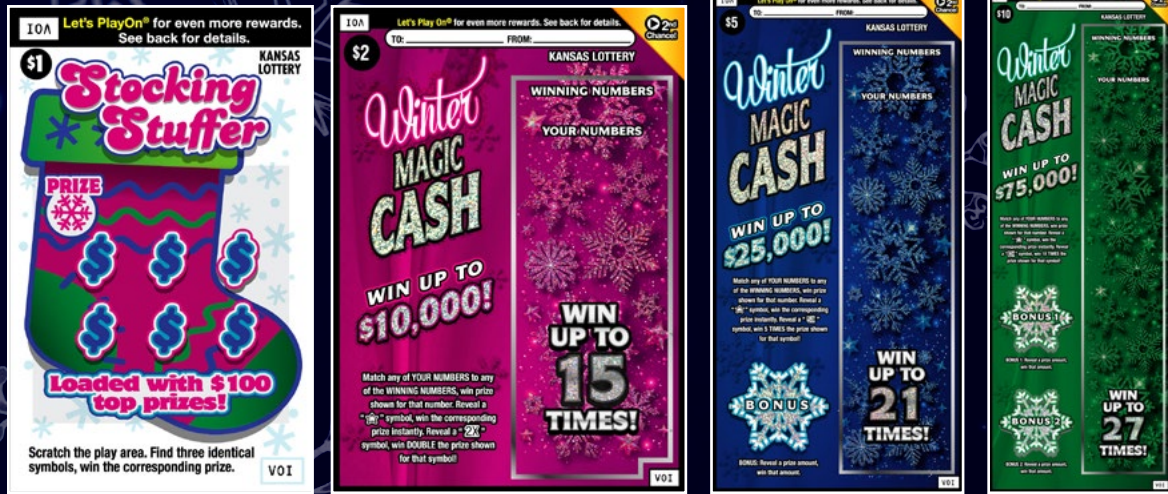
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Kansas Lottery

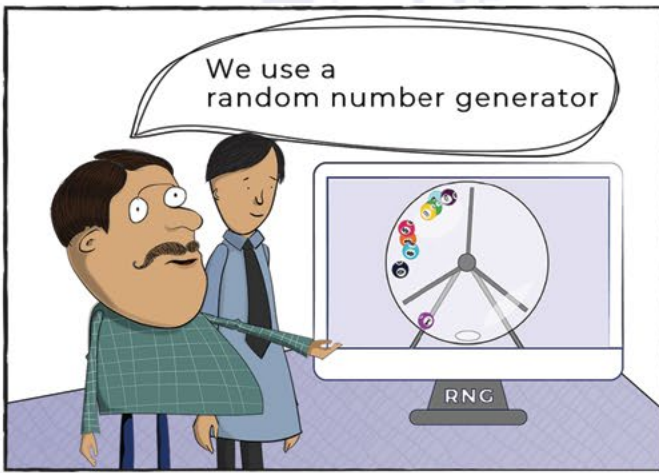


Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Stocking Stuffer	PBL	Symbol Match	\$1	1,800,000	1 in 3.30	\$100
Winter Magic Cash	PBL	Key Number Match	\$2	1,200,000	1 in 3.20	\$10,000
Winter Magic Cash	PBL	Key Number Match	\$5	750,000	1 in 3.00	\$25,000
Winter Magic Cash	PBL	Key Number Match	\$10	400,000	1 in 2.66	\$75,000

Kentucky Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
White Elephant	SG	Symbol Find	\$1	4,320,000	1 in 4.56	\$1,000
Elf	SG	Key Number Match	\$2	2,400,000	1 in 3.83	\$14,000
Frosty Fun	SG	Match 3	\$3	2,400,000	1 in 3.69	\$25,000
Ho Ho Whole Lotta \$500's	SG	Key Number Match	\$5	3,600,000	1 in 3.97	\$500
Winter Ice Multiplier	SG	Key Number Match	\$5	3,600,000	1 in 3.51	\$100,000
Snow Much Fun	SG	Key Number Match	\$10	1,440,000	1 in 3.06	\$150,000



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Loto-Québec



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
7 chanceux des fêtes	SG	Match 3 Symbols	\$1	2,000,000	1 in 4.00	\$7,777
Cadeau surprise	SG	Match 3 Symbols	\$2	4,000,000	1 in 4.00	\$9,825
Bingo Édition des fêtes	SG	Classic Bingo	\$3	2,350,000	1 in 3.70	\$25,000
Mots cachés Édition des fêtes	SG	Letter Match	\$3	2,500,000	1 in 3.40	\$25,000
Richesse des fêtes	PBL	Match Numbers + Match 3 Symbols	\$10	4,100,000	1 in 3.07	\$250,000
Calendrier de l'avent	SG	Key Number Match	\$15	720,000	1 in 2.60	\$80,000
Célébration 2023	SG	Key Number Match + Live Draw on TV + Daily Draw	\$25	3,000,000	1 in 2.80	5,000,000

Louisiana Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Gnome for the Holidays	SG	Match 3	\$1	2,040,000	1 in 4.82	\$500
Cheery & Bright	SG	Key Number Match	\$2	960,000	1 in 4.50	\$12,000
Crossword Gold	SG	Crossword	\$3	1,800,000	1 in 3.83	\$30,000
Deck the Halls	SG	Find symbol	\$5	960,000	1 in 4.29	\$100,000

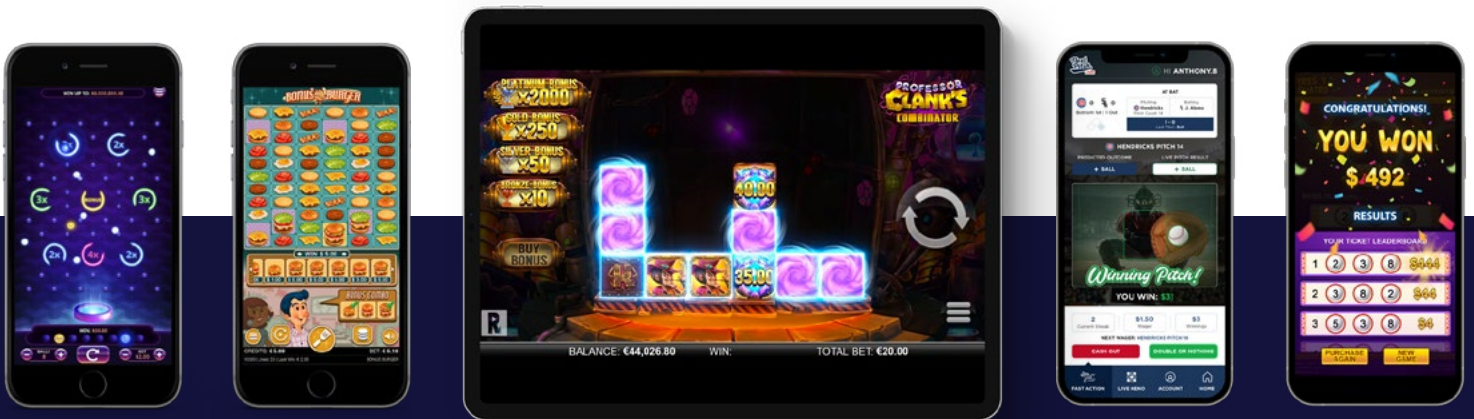


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Greentube games scheduled for launch through Michigan's iLottery in 2023

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Maine Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Holiday \$100's	SG	Key Number Match	\$1	1,680,000	1 in 4.50	\$100
Holiday \$200's	SG	Key Number Match	\$2	840,000	1 in 4.64	\$200
Holiday \$500's	SG	Key Number Match	\$5	840,000	1 in 4.48	\$500

Maryland Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Chillin'	PBL	Symbol Reveal	\$1	4,120,600	1 in 4.45	\$1,000
Holiday Cash Drop	PBL	Symbol Reveal	\$2	3,164,600	1 in 3.96	\$10,000
Peppermint Payout	PBL	Extended Play, Match the #/Symbol	\$3	3,405,800	1 in 4.03	\$30,000
Holiday Ca\$h	PBL	Symbol Reveal	\$5	4,369,860	1 in 3.93	\$50,000
Blizzard Bucks	PBL	Symbol Reveal	\$10	3,125,200	1 in 3.37	\$100,000
The Game Of Life	SG	Match 3, Auto Win	\$20	4,090,080	1 in 3.02	\$1,000,000



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Massachusetts Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
\$500 Holiday Bonus	SG	Key Number Match	\$1	4,032,000	1 in 4.77	\$500
\$100,000 Holiday Bonus	SG	Key Number Match	\$2	10,080,000	1 in 4.64	\$100,000
\$1,000,000 Holiday Bonus	SG	Key Number Match	\$5	12,096,000	1 in 4.15	\$1,000,000
When It's Gold Outside	SG	Key Number Match	\$10	6,048,000	1 in 8.18	\$50,000
Winter Cash Blowout	SG	Key Number Match	\$10	16,128,000	1 in 8.88	\$500

Michigan Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Tinsel Town	PBL	Match 3	\$1	9,900,000	1 in 4.54	\$500
Merry Money X12	PBL	Key Number Match	\$2	8,400,000	1 in 4.55	\$30,000
Cashing Through the Snow	PBL	Key Number Match	\$5	5,700,000	1 in 4.11	\$300,000
The Perfect Gift	PBL	Key Number Match	\$10	4,200,000	1 in 3.77	\$500,000

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Minnesota Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Gnome for the Holidays	PBL	Find	\$1	3,480,000	1 in 3.80	\$5,000
Bah Humbucks	PBL	Find	\$2	2,520,000	1 in 3.89	\$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	1,680,000	1 in 3.76	\$1,000

Mississippi Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Festive 50s	IGT	Key Number Match	\$1	2,400,000	1 in 4.98	\$50
Lucky Holiday Bucks	IGT	Find	\$2	1,440,000	1 in 4.67	\$20,000
Winter Green	IGT	Key Number Match	\$5	840,000	1 in 4.39	\$100,000

Missouri Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Gnome for the Holidays	SG	Key Number Match	\$1	7,680,000	1 in 4.62	\$1,000
Frosty the Doughman	SG	Key Number Match	\$2	4,800,000	1 in 4.44	\$25,000
Deck the Halls	SG	Symbol Reveal	\$3	3,600,000	1 in 3.76	\$50,000
O' Christmas Tree	PBL	Key Number Match	\$5	3,600,000	1 in 3.59	\$100,000
Silver Bells	SG	Key Number Match	\$10	2,160,000	1 in 3.24	\$200,000
Holiday Gold	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	Top Prize
Cookie Dough	SG	Key Number Match	\$1	140,000	1 in 4.70	\$1,000
Jingle Bucks	SG	Key Number Match	\$1	140,000	1 in 4.70	\$2,000
Holiday Delight	SG	Key Number Match	\$2	120,000	1 in 4.30	\$12,000
Winter Cash	SG	Key Number Match	\$5	160,000	1 in 3.60	\$75,000

Nebraska Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Holiday Wishes 2X	IGT	Key Number Match	\$1	912,000	1 in 3.96	\$10,000
Holiday Wishes 10X	IGT	Key Number Match	\$5	360,000	1 in 3.50	\$50,000
Holiday Wishes 20X	IGT	Key Number Match	\$10	180,000	1 in 3.22	\$20,000

New Hampshire Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Festive \$50!	SG	Key Number Match	\$1	436,050	1 in 4.67	\$500
Festive \$100!	SG	Key Number Match	\$2	610,800	1 in 4.47	\$20,000
Festive \$250!	SG	Key Number Match	\$5	523,900	1 in 4.26	\$100,000
Festive \$500!	SG	Key Number Match	\$10	845,900	1 in 3.47	\$200,000

New Jersey Lottery



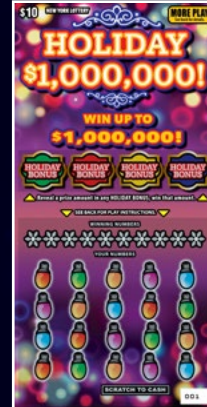
Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Sleigh Bills	SG	Find Symbol	\$1	6,960,000	1 in 4.64	\$500
Snow Me the Money	SG	Key Number Match	\$2	7,200,000	1 in 4.41	\$10,000
Peppermint Payout	SG	Key Number Match	\$5	3,600,000	1 in 4.52	\$200,000
Winter Wishes	SG	Key Number Match	\$10	3,600,000	1 in 3.89	\$500,000

New Mexico Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Gnome for the Holidays	SG	Key Number Match	\$1	600,000	1 in 4.69	\$25
Snow Much Fun	SG	Key Number Match	\$2	480,000	1 in 3.94	\$500
Holiday Cash	SG	Linked Play Action	\$3	240,000	1 in 3.94	\$500
Holiday Luck	SG	Key Symbol Match	\$5	360,000	1 in 3.60	\$1,000

New York Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Holiday 7s/Lucky 7s	SG	Tic-tac-toe	\$1	25,200,000	1 in 4.96	\$7,000
Holiday Luck	PBL	Key Number Match	\$2	9,600,000	1 in 4.51	\$20,000
Holiday Fun!	SG	Key Number Match	\$5	6,480,000	1 in 3.98	\$500,000
\$1,000,000 Golden Fortune	SG	Key Number Match	\$5	10,080,000	1 in 4.06	\$1,000,000
Holiday \$1,000,000!	SG	Key Number Match	\$10	5,520,000	1 in 3.46	\$1,000,000
VIP Millions	SG	Key Number Match	\$30	21,600,000	1 in 3.59	\$5,000,000

North Carolina Education Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Holiday \$50's	SG	Key Number Match	\$1	6,240,000	1 in 4.78	\$5,000
Holiday \$100's	SG	Key Number Match	\$2	4,560,000	1 in 4.44	\$20,000
Holiday Ca\$h for Word\$	SG	Extended Play	\$3	3,240,000	1 in 3.99	\$75,000
Holiday \$500's	SG	Key Number Match	\$5	5,040,000	1 in 4.17	\$150,000
Holiday Cash Blowout	SG	Key Number Match	\$10	2,640,000	1 in 9.95	\$500
Holiday Spectacular	SG	Multiple	\$20	1,440,000	1 in 3.06	\$250,000

Ohio Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Holiday Cash	SG	Match 3	\$1	17,200,000	1 in 3.99	\$500
Betty Boop	SG	Key Number Match	\$2	6,800,000	1 in 3.74	\$10,000
Peppermint Payout Multiplier	SG	Extend Play	\$3	5,000,000	1 in 3.69	\$50,000
Holiday Lucky Times 10	SG	Key Number Match	\$5	7,400,000	1 in 3.64	\$250,000
Holiday 50X the Money	SG	Key Number Match	\$10	6,000,000	1 in 3.40	\$500,000
\$1,000,000 Merry Multiplier	SG	Key Number Match	\$20	3,200,000	1 in 3.16	\$1,000,000

Oklahoma Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Holiday Frenzy	SG	Key Number Match	\$1	960,000	1 in 4.24	\$20
Winner Wonderland	SG	Key Number Match	\$2	960,000	1 in 3.33	\$15,000

Ontario Lottery and Gaming



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Happy Pawliday\$	PBL	Key Number Match	\$2	1,800,000	1 in 3.41	\$35,000
Snowball Frenzy	PBL	Pattern Game	\$3	2,800,000	1 in 3.61	\$75,000
Sweet Cash	PBL	Symbol Match	\$3	3,080,000	1 in 3.64	\$75,000
Winter Wild Card	PBL	Outcome Based	\$5	2,800,000	1 in 3.73	\$100,000
Frosty \$500	PBL	Loaded Game - Key Number Match	\$5	2,800,000	1 in 4.57	\$500
Holiday Fortune (National Game)	PBL	Key Number Match + Match 3	\$10	1,500,000	1 in 3.07	\$250,000
Instant Holiday Gift Pack	PBL	Multiple Play Styles	\$20	1,950,000	1 in 3.19	\$100,000

Oregon Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Holiday Treasures	SG	Match 3	\$1	1,890,000	1 in 4.47	\$500
Peek Season	SG	Find Symbol	\$2	960,000	1 in 3.83	\$10,000
Stocking Stuffer	SG	Key Symbol Match	\$5	570,000	1 in 3.66	\$50,000
What's Under the Tree?	SG	Key Number Match	\$10	260,000	1 in 3.18	\$75,000
Winter Bucks	SG	Find Symbol	\$20	160,000	1 in 2.83	\$150,000

Pennsylvania Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Cash Yet-tacular	SG	Find; Doubler	\$1	12,600,000	1 in 4.63	\$5,000
Let It Snow	SG	Key Number Match	\$2	7,200,000	1 in 4.41	\$20,000
Sleigh Ride	SG	Key Number Match	\$3	6,000,000	1 in 4.30	\$50,000
Oh Ca\$hmas Tree	SG	Key Number Match	\$5	11,400,000	1 in 4.29	\$200,000
Ho Ho Holly \$50 or \$100	SG	Key Number Match	\$10	8,400,000	1 in 7.59	\$100
We Wish You a Merry Million	SG	Key Number Match	\$20	6,000,000	1 in 3.45	\$1,000,000
\$3 Million Snow Bank	SG	Key Number Match	\$30	6,000,000	1 in 2.94	\$3,000,000

Rhode Island Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Holiday Cash	IGT	Symbol Match	\$1	960,000	1 in 4.61	\$1,000
Mistle Dough	IGT	Key Number Match	\$2	588,000	1 in 3.86	\$5,000
Stocking Stuffers	IGT	Key Number Match	\$5	540,000	1 in 3.56	\$30,000
Holiday Blowout	IGT	Key Number Match	\$10	150,000	1 in 3.33	\$500

South Carolina Education Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Holiday Animals	SG	Key Number Match	\$1	1,680,000	1 in 4.83	\$5,000
Seasons Greetings	SG	Key Number Match	\$2	1,920,000	1 in 4.37	\$30,000
\$200,000 Holiday Jackpot	SG	Extended Play - Other	\$5	2,880,000	1 in 3.98	\$200,000

South Dakota Lottery

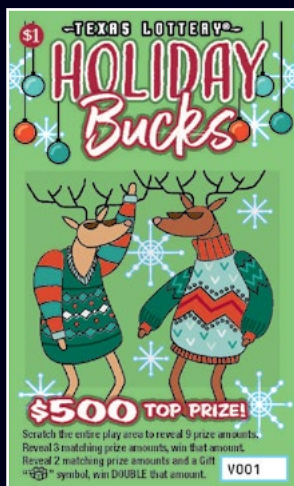


Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Gnome for the Holidays	SG	Find Symbol	\$1	450,000	1 in 4.70	\$1,000
Holiday Money	SG	Key Number Match	\$2	240,000	1 in 4.40	\$2,000
Twisted Christmas	SG	Extended Play - Other	\$3	210,000	1 in 4.40	\$500
Holiday Classic	SG	Key Number Match	\$5	180,000	1 in 4.00	\$5,000

Tennessee Education Lottery



Texas Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Holiday Bucks	PBL	Match 3 of X	\$1	11,160,000	1 in 4.49	\$500
Winter Words	SG	Crossword	\$3	6,000,000	1 in 4.02	\$50,000
Nutcracker Cash	SG	Key Number Match	\$5	7,200,000	1 in 3.91	\$100,000
Peppermint Payout Deluxe	IGT	Key Number Match	\$10	6,000,000	1 in 3.62	\$250,000

Vermont Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Season's Greetings	PBL	Reveal	\$1	450,000	1 in 4.25	\$250
Gnome for the Holidays	PBL	Reveal	\$2	400,000	1 in 4.09	\$1,500
Merry Magic	PBL	Reveal	\$5	270,000	1 in 4.28	\$5,000
Holiday Wishes	PBL	Key Number Match	\$5	270,000	1 in 4.07	\$5,000
Holiday Riches	PBL	Key Number Match	\$10	245,000	1 in 3.53	\$20,000

Virginia Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Holiday Cash Drop	IGT	Symbol Match	\$1	7,680,000	1 in 4.62	\$25
Festive Bucks	IGT	Key Number Match	\$2	3,240,000	1 in 4.32	\$50
Holiday Winnings	IGT	Key Number Match/ Symbol Match	\$5	3,600,000	1 in 4.00	\$200
Festive Riches	IGT	Key Number Match	\$10	1,560,000	1 in 5.38	\$500

Washington's Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Holiday Cash	IGT	Key Number Match	\$1	1,791,800	1 in 3.84	\$5,000
Festive \$50	IGT	Key Number Match	\$1	1,796,400	1 in 3.83	\$50
Peppermint Payout	SG	Key Number Match	\$5	1,283,150	1 in 3.38	\$50,000
Snow Much Fun	SG	Key Number Match	\$10	1,020,600	1 in 3.68	\$250,000
Merry Multiplier	SG	Key Number Match / Find	\$20	801,750	1 in 3.43	\$500,000

West Virginia Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Meowly Christmas / Hide!	IGT	Find	\$1	1,440,000	1 in 4.34	\$3,000
Peppermint Bark 7s / Scream! 7s	IGT	Find	\$2	1,080,000	1 in 4.74	\$7,000
Christmas Tails / Run!	IGT	Find	\$5	480,000	1 in 4.00	\$25,000
Big Cookie Countdown / Big Spooky	IGT	Pair Symbol Match	\$10	600,000	1 in 3.54	\$50,000

Western Canada Lottery Corp.



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Gift Tag Greetings	PBL	Match 3 Prize Amounts	\$1	1,200,000	1 in 3.75	\$10,000
Candy Cane Cash	PBL	Match 3 Prize Amounts	\$1	1,500,000	1 in 3.26	\$10,000
Gnome for the Holidays	PBL	Key Number Match	\$2	800,000	1 in 3.12	\$25,000
Snowglobe Winnings	PBL	Extended Play Key Number Match	\$3	900,000	1 in 2.90	\$50,000
Very Merry Cro\$\$word	PBL	Crossword	\$4	900,000	1 in 3.00	\$75,000
Festive \$500s	PBL	Key Number Match	\$5	750,000	1 in 3.59	\$500
Christmas Riches	PBL	Extended Play Symbol Match	\$5	750,000	1 in 3.55	\$100,000
Treasure Tree	PBL	Multi - Number/Symbol Match, Symbol Reveal	\$10	500,000	1 in 3.09	\$200,000
Holiday Fortune	PBL	Key Number Match	\$10	500,000	1 in 3.07	\$250,000
Player's Choice Mega Pack	PBL	Various Play Styles	\$20	850,000	1 in 1.00	\$1,000,000
Deck the Halls	PBL	Match 3 Prize Amounts	\$30	300,000	1 in 3.31	\$500,000

Wisconsin Lottery



Game Name	Vendor	Game Type	Price Point	Quantity Ordered	Odds	Top Prize
Chillin'	PBL	Find the Symbol	\$1	1,680,000	1 in 4.30	\$100
Sugar Cookie Crossword	PBL	Crossword	\$3	960,000	1 in 3.70	\$30,000
Festive \$500's	PBL	Find the Symbol	\$5	1,440,000	1 in 4.20	\$500
Tis the Season	IGT	Key Number Match	\$10	660,000	1 in 3.70	\$50,000
Holiday Party Countdown	PBL	Match 3	\$15	660,000	1 in 2.80	\$100,000
The Perfect Gift	PBL	Key Number Match	\$20	480,000	1 in 3.10	\$100,000



Happy Holidays from your friends at NASPL!

A Bounce for Many, But Even Overall

Aggregate American lottery sales were about even in fiscal 2022, while strength in casino style gaming and sports betting advanced total revenues; Canadian lotteries had a great year.

By Patricia McQueen

We knew that fiscal 2021, with double-digit gains almost across the board, was going to be an impossible act to follow. And sure enough, more than two-thirds of American lotteries experienced a “pandemic bounce” in fiscal 2022, with sales backing off record highs. Still, fourteen American lotteries managed to increase sales of traditional products during the year, and strength at the top helped offset declines when viewed on a national scale.

We always caution readers against comparing lotteries, given differences in history, product mix, demographics, stakeholder concerns and even geographies. These differences have never factored into results more than they have since March 2020, with the unprecedented changes wrought by the pandemic.

In total, American lotteries generated \$98.0 billion in sales of traditional lottery products in fiscal 2022, almost even with the previous year’s \$98.1 billion. When combined with net revenue from casino style

gaming and sports betting – which soared past their pre-pandemic highs to reach almost \$9.9 billion – total revenues jumped to \$107.9 billion, up 2.5% from the previous year.

Due to that extra revenue provided by gaming, the total returned to lotteries’ beneficiaries set a new industry record, surpassing \$28.6 billion in fiscal 2022, up from \$28.2 billion the previous year. That’s important revenue for education, the environment, economic development, cities and towns, senior citizens, veterans, and other programs funded by lotteries.


Canadian lotteries had a great fiscal 2022, as the four lotteries that report sales were up 7.3% in traditional products, to C\$8.5 billion. Including net revenue from gaming in the Atlantic provinces, primarily video lottery terminals, total sales across the four lotteries were C\$8.9 billion, up 7.7%. As will be noted later, Loto-Québec had an outstanding year, although the organization reports only GGR for all products so it’s impossible to combine results on the

revenue side. All together, Canada’s five lotteries sent more than C\$3.5 billion to their governments for the causes they support, up 26% from the previous year and almost reaching the pre-pandemic high.

The Big Get Bigger

The top four lotteries in terms of traditional game sales in fiscal 2021 retained their spots in fiscal 2022, and perhaps remarkably, all four reported an increase in sales. Combined, the four lotteries – Florida, California, Texas and New York – brought \$1.4 billion in additional sales to their markets. Florida held the top spot it reached for the first time in fiscal 2021, with a 2.7% gain to reach \$9.3 billion. California had another strong year (up 5.3% to almost \$8.9 billion) to narrow Florida’s lead, while Texas’ \$8.3 billion in sales was a 2.3% increase.

The most impressive performance among these behemoths was actually turned in by New York, which generated \$512 million in additional



sales (+6.7%), with gains across most products but particularly with instant games, Powerball and Quick Draw (Keno).

Massachusetts edged past Georgia to reclaim the fifth spot in fiscal 2022.

While New York and California led the industry in terms of percentage gains in traditional sales, honorable mention goes to the Colorado Lottery, third by that measure with an increase of 4.0% to set a new state sales record at \$826.9 million. Strong instant games were key (up 3.0%), but a record Colorado Lotto+ jackpot during the year fueled the fire as well. And the North Carolina Education Lottery continued its perfect record of growth every year since inception in 2006, with a 2.1% increase to land just shy of \$3.9 billion.

A few other lotteries managed to follow up their historic fiscal 2021 with small gains in fiscal 2022, although most remaining lotteries reported small declines.

The New York Lottery reclaimed its top spot among lotteries when revenue from other forms of gaming is

included; the pandemic had cut video lottery revenues in half when the racetrack casinos were closed during five months of fiscal 2021 (April to August 2020, since New York ends its year on March 31). The state surpassed its previous record of \$10.29 billion, set in fiscal 2019, to hit \$10.36 billion in fiscal 2022. That gave it a 20.5% increase in total sales (traditional sales plus VLT net win) for the year. New York continues to generate the most revenues for its beneficiary of any North American lottery; \$3.6 billion was sent to education in fiscal 2022.

That percentage gain in total sales (traditional sales plus gaming net win) was surpassed by just two other jurisdictions with gaming: Oregon, with a network of VLTs at selected locations, was up 29%, and Rhode Island, with machine and table gaming at two facilities, was up more than 25%. Not surprisingly, these two jurisdictions also led the way in terms of percentage increase in revenues to their beneficiaries. The Montana Lottery also delivered big additional returns for

its good causes; the nation's smallest lottery with a full product line benefited from the revenues generated from sports betting.

Game Highlights

Instant games, which provide two-thirds of traditional game sales in the U.S., declined slightly in aggregate, down from \$65.357 billion in fiscal 2021 to \$64.975 billion in fiscal 2022, or 0.6%. It's the first decline in total instant game sales in the last 10 years, and with draw games up marginally, instant game market share slipped slightly, from 66.6% of traditional games to 66.3%.

There were instant game bright spots, even though 32 lotteries reported a decline in sales of these products. Twelve posted increases, while two lotteries, North Dakota and Wyoming, are prohibited by law from offering instant games. Leading the way were California and New York (both up 6.8%), North Carolina (+3.5%), Colorado (+3.0%), Florida and Oklahoma (both up 2.9%).

United States Sales Summary

	FY21	FY22	Increase (Decrease)	Percent Change
Instants	\$65,357.0	\$64,975.4	(\$381.6)	-0.6%
Pulltabs	287.5	316.2	28.7	10.0%
iLottery eInstants (net)	514.8	544.5	29.8	5.8%
Powerball	4,009.5	5,181.5	1,172.0	29.2%
Mega Millions	4,182.7	3,109.9	(1,072.9)	-25.6%
Lotto America	56.7	62.2	5.5	9.7%
For Life games *	605.3	693.2	87.9	14.5%
All other lotto games	3,750.0	3,566.7	(183.3)	-4.9%
Daily numbers (2-5 digits)	13,143.4	12,663.1	(480.3)	-3.7%
Monitor games	4,906.7	5,351.3	444.6	9.1%
Daily keno	67.1	67.6	0.5	0.7%
Terminal-based instant games	937.1	1,111.0	173.9	18.6%
Raffles	42.5	48.2	5.7	13.5%
Hybrid instant/draw games	18.5	13.6	(4.9)	-26.5%
All other games	227.2	329.8	102.6	45.2%
Total draw games	31,946.9	32,198.3	251.4	0.8%
Total traditional games	98,106.1	98,034.5	(71.6)	-0.1%
Electronic gaming machines (net)	6,052.1	8,305.2	2,253.1	37.2%
Table games (net)	791.9	962.7	170.8	21.6%
Sports betting (net)	293.2	617.7	324.4	110.6%
Grand total sales	\$105,243.4	\$107,920.0	\$2,676.6	2.5%

* Includes Lucky for Life, Cash4Life and Win for Life

Powerball and Mega Millions, ever dependent on random jackpots, virtually offset each other – Powerball's billion-plus gain during the year was almost exactly matched by Mega Millions' decline. Combined, they produced almost \$8.3 billion in sales, up 1.2% in total. The ebbs and flows of these games can sometimes make or break lotteries – especially smaller lotteries – in any given year, but the long-term trend is remarkably stable. Sales of the two games were just over

\$8 billion in fiscal 2013 and \$8.3 billion in fiscal 2022. During that period, they combined for a low of \$5.9 billion in fiscal 2020 to a high of \$10.2 billion in fiscal 2019. Fiscal 2023 got off to a rousing start for both, as Mega Millions had a \$1.3 billion jackpot in late July and Powerball's \$2 billion jackpot in November set a new world record.

Daily numbers games continue to comprise the largest category of draw games, and they declined 3.7% to come in just shy of \$12.7 billion after

record highs in fiscal 2021; it's still the second-largest total in history. Most individual jurisdictions were down during the year, although there were a few bright spots here too, such as New York (up 3.3%, adding \$61.2 million to the category) and Florida (up 1.7%, adding \$14.8 million). Off a very small base, Idaho posted a 6.9% increase, while Mississippi completed its first full year with the daily games so its 56% product gain is based on comparison to a partial year.

Monitor games continued recovery in some jurisdictions that had been hit hard with the pandemic's impacts on the social environments in which many of these games are played. Total sales of Keno and other games were up 9.1% to more than \$5.3 billion across the 22 jurisdictions where they were offered during the year. Double-digit gains were recorded in Massachusetts, which leads the industry with more than \$1.2 billion in sales, New Hampshire, New York, Oregon and Rhode Island.

The last of the "big" categories is "all other lotto games," consisting mostly of in-state products and a few small regional games. Although down 4.9% overall (to \$3.6 billion in fiscal 2022), there were positive points. These typically come from jackpot runs or game changes, including add-on components. Top performances came in Arizona, Colorado, Maryland, New Hampshire, New Jersey, New Mexico, Ohio and Wisconsin.

Continuing their growth and expansion to new jurisdictions are instant games printed via the lottery terminals (which may be called Fast Play, InstaPlay, EZ Play, Fast Cash, Print 'n Play or other names, depending on the jurisdiction). In aggregate, they surpassed \$1 billion for the first time, up 18.6% over fiscal 2021 with a total of \$1.1 billion. Sold in 25 different jurisdictions by the end of fiscal 2022, the industry leaders by sales are Ohio (where the category also includes touch terminal versions of the game), Pennsylvania and Illinois. The last-named state launched the first-ever online version of Fast Play, and that form brought in 75% of the category total for Illinois.

Online Sales

By the end of fiscal 2022, 11 lotteries were offering online sales of either traditional draw games, eInstants, or both. Offering only draw games are Illinois, North Carolina and North Dakota. Offering both – although

typically not including all draw games – are District of Columbia, Georgia, Kentucky, Michigan, New Hampshire, Pennsylvania, Rhode Island and Virginia. Two others continue to offer eGaming, Delaware and West Virginia. Connecticut and West Virginia are expecting to launch iLottery programs during 2023.

Monitor games continued recovery in some jurisdictions that had been hit hard with the pandemic's impacts on the social environments in which many of these games are played.

As noted last year, we have standardized eInstant reporting as net after prizes in all jurisdictions offering these products, so the numbers included here may differ from what a lottery presents in their public financials. We felt this was an important step, given the considerable

differences in eInstant performance based on things like game mix and prize payout percentages. There may still be some differences in the way bonuses are counted, but now the numbers are more generally comparable across jurisdictions. Draw game sales through iLottery, though, continue to be reported as actual sales and these numbers are included in their respective game categories.

In fiscal 2022, net revenues for eInstant games closed in on \$550 million, led by Michigan, impressive second-year startup Virginia, Pennsylvania and Georgia. Total sales of draw games, grouped in the regular game categories in the accompanying charts, soared to more than \$730 million. The Illinois Lottery continues to be far and away the leader in this category, producing \$278 million in sales online and through subscriptions, with a big boost provided by the online introduction of Fast Play.

Sports Betting

Two additional lotteries came into the sports betting fold in fiscal 2022, bringing the total to 10 that either operated or regulated sports betting at the end of the year. Connecticut launched online and retail sports betting in October 2021, while Maryland opened its casino sports books last December. Total gross gaming revenue for sports betting in these 10 jurisdictions was \$617.7 million in fiscal 2022, up 110% from the previous year. We have tried to standardize sports betting reporting on gross gaming revenue (handle minus winnings), but some lotteries may deduct promotions offered by the operators from that amount, and that number is not necessarily trivial when it comes to online operations in particular.

The Virginia Lottery shot out of the gate with its launch in January 2021, quickly leading the lottery pack by a large margin and recording more than \$383 million in gross gaming

Canada Sales Summary

	FY21	FY22	Increase (Decrease)	Percent Change
Instants	\$2,598.0	\$2,502.1	(\$95.8)	-3.7%
Pulltabs	91.4	115.4	24.0	26.3%
Lotto 6/49	989.8	1,032.8	43.0	4.3%
Lotto Max	1,971.7	2,327.7	356.0	18.1%
For Life games	109.5	117.2	7.7	7.0%
All other lotto games	307.5	322.0	14.4	4.7%
Daily numbers (2-4 digits)	220.5	231.8	11.3	5.1%
Spiel games	568.7	635.3	66.6	11.7%
Sports betting	375.3	491.4	116.1	31.0%
Club Keno	375.8	387.6	11.8	3.1%
Daily keno	114.1	115.7	1.6	1.4%
Hybrid instant/draw games	155.4	146.2	(9.2)	-5.9%
All other games	75.8	110.4	34.6	45.6%
Total draw games	5,264.3	5,918.2	\$653.9	12.4%
Total traditional games	7,953.6	8,535.7	582.1	7.3%
Electronic gaming machines (net)	301.1	353.2	52.0	17.3%
Table games (net)	0.7	0.9	0.2	30.6%
Grand total sales	\$8,255.5	\$8,889.8	\$634.4	7.7%

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.

revenue in fiscal 2022. The Lottery acts strictly as a regulator for the activity, conducted entirely online during the year.

The Tennessee Education Lottery actually did all the work to develop and launch that state's sports betting in November 2020, but oversight of the online activity was transferred to a new state agency at the end of 2021, so the Lottery is no longer in the sports betting business.

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 soon offer sports betting – Kansas, Louisiana and Ohio.

Casino Gaming

Lotteries offering gaming machines and table games reached record highs in those activities, as consumers fully embraced gaming again after the challenges of the previous two years.

Gross gaming revenue from video lottery terminals or slot

machines soared to \$8.3 billion, up 37% for the year and 14% from the pre-pandemic high of \$7.26 billion in fiscal 2019. Table games activity grew by more than 21% to \$963 million in fiscal 2022, nearly matching its previous high, also in fiscal 2019.

Eight American jurisdictions offer VLTs or slots: Delaware, Maryland, New York, Ohio, Oregon, Rhode Island, South Dakota and West Virginia. Table games are available in Delaware, Maryland, Rhode Island and West Virginia.

The Kansas Lottery also oversees casino gaming in that state, but

their casino revenues have not been included in our annual reviews.

Canadian Experience

While American lottery revenues in aggregate were virtually even with the record-smashing year before, in Canada things were much brighter. The flagship Lotto Max was the star performer among draw games, with sales up 18.1% across the country. A second-quarter stretch with seven straight drawings offering the maximum prize of C\$70 million worked wonders, as did another run of high jackpots toward the end of the fiscal year. More than one-quarter of Canada's total sales of traditional games came from this one product.

All Canadian lotteries end their fiscal years on March 31, so their fiscal 2021 numbers felt the strongest impact from the pandemic, especially when retail lottery sales were suspended for a time in some jurisdictions. Therefore, it's not surprising that sales in Manitoba, managed by the Western Canada Lottery Corp. (WCLC), jumped almost 25% in fiscal 2022 – that province had shut down retail lottery sales for a period of time during the previous year.

A similar phenomenon occurred in Québec, where gross gaming revenue from traditional lottery products (Loto-Québec no longer reports sales) increased by more than 21% in fiscal 2022. Add in revenue from video lottery terminals, which are climbing back after extensive shutdowns, and the province recorded an impressive 45% increase in total lottery revenues, although they were still below pre-pandemic levels.

The four regions managed by Atlantic Lottery also showed strong growth; in addition to gains in Lotto Max, they also had great success with their iLottery program. The larger Canadian lotteries generally combine their eInstant game revenues with their online casino operations, which

are not included here. The figures for Atlantic Lottery, however, do include net revenues from eInstant games, and the corporation's total traditional lottery revenues were up 15.5%.

All of Atlantic's member provinces contributed to that growth, but a particularly strong showing came in Newfoundland and Labrador. Retail locations in that region were more sharply restricted during the pandemic, so instant games and pulltabs in particular had a big rebound during the year.

Canada's largest lottery, Ontario Lottery and Gaming, posted a healthy 6.7% increase in traditional lottery sales during the year. British Columbia Lottery Corp. was up 6.1%, and WCLC's total lottery sales across its five provinces and territories were up 6.4%.

Single-event sports betting was legalized in Canada in August 2021, but the country's largest lotteries are offering such betting only to their online customers, which are not included in their lottery classifications. They continue to offer retail sports betting as a lottery product. Both forms of sports betting are included in the numbers for Atlantic Canada and WCLC.

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 both products, we have taken the position of reporting "sales" as net after prizes (gross gaming revenue), similar to the lottery offerings of gaming machines and table games.

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 government programs.

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 also had different impacts depending 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 2022 Lottery Sales and Revenues - United States

	Daily Numbers Games					
	Instants	Pulltabs	2-digit	3-digit	4-digit	5-digit
Arizona	\$1,043,163,134	\$14,055,474		\$16,782,279		
Arkansas	480,101,229			12,294,808	\$6,474,253	
California	6,842,609,188			184,317,983	37,191,183	
Colorado	590,288,982			15,315,871		
Connecticut	801,290,360			140,352,747	134,027,008	
Delaware	110,860,247			34,639,952	28,716,718	
D.C.	43,879,775		\$427,375	38,332,133	52,543,774	\$22,948,015
Florida	7,025,297,674		26,396,592	469,439,886	305,139,284	76,733,403
Georgia	3,742,947,147			606,634,190	420,165,600	10,628,734
Idaho	222,270,041	78,325,887		2,346,461	1,123,620	
Illinois	2,156,839,632			305,246,356	311,133,615	
Indiana	1,342,882,000			49,300,000	46,103,000	
Iowa	293,126,549	12,698,408		9,265,786	5,602,824	
Kansas	199,318,827	7,688,587		8,470,832		
Kentucky	963,495,000			187,070,000	57,064,000	
Louisiana	292,763,765			70,091,620	58,331,284	10,499,241
Maine	310,962,935			6,357,640	5,012,706	
Maryland	1,022,614,582			266,550,955	373,129,866	27,147,440
Massachusetts	3,906,886,000	623,000		358,131,000	(2)	
Michigan	2,380,954,304	43,172,941		486,175,522	584,504,962	
Minnesota	561,636,704			22,406,621		
Mississippi	340,267,238			18,987,283	5,006,712	
Missouri	1,195,318,049	158,512,368		104,312,339	71,412,387	
Montana	25,461,626					
Nebraska	117,224,441			7,610,101		
New Hampshire	313,978,943			5,390,225	4,926,302	
New Jersey	2,059,170,275			432,347,660	274,814,811	
New Mexico	80,132,000			4,900,000	1,942,000	
New York (3)	4,517,682,000			958,642,000	948,111,000	
North Carolina	2,649,696,702			487,398,367	221,997,153	
North Dakota						
Ohio	2,287,878,709			438,197,349	267,733,404	64,480,462
Oklahoma	263,450,730			6,855,361		
Oregon	163,404,873				1,971,791	
Pennsylvania	3,513,376,188		6,278,030	282,625,751	245,582,637	58,483,731
Rhode Island	130,562,609			22,855,155	(2)	
South Carolina	1,599,001,689			289,142,466	153,342,524	
South Dakota	48,287,378					
Tennessee	1,690,804,492			81,474,369	50,586,895	
Texas	6,727,299,485			298,751,281	146,800,420	
Vermont	121,324,105			1,283,868	1,302,913	
Virginia	1,325,071,263			349,713,514	361,898,368	
Washington	665,228,910			21,406,687	14,150,868	
West Virginia	168,838,096			8,041,107	4,930,069	
Wisconsin (4)	637,777,252	1,128,015		27,773,177	19,114,934	
Wyoming						
Total U.S.	\$64,975,425,128	\$316,204,680	\$33,101,996	\$7,137,230,700	\$5,221,888,882	\$270,921,025

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 itemized funding of state problem gambling programs. **Specific notes:** (1) Lottery instant games are standardized across jurisdictions as gross play of 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 transfers include \$90 million in Lottery Aid Guarantee from the state's General Fund. (4) Wisconsin transfers to beneficiaries include \$72.875 million received from the state's General Fund and passed through.

Fiscal 2022 Lottery Sales and Revenues - United States

	Lotto	Powerball	Mega Millions	Lotto America	For Life Games	Daily Keno
Arizona	\$68,850,817	\$117,499,953	\$60,245,415			
Arkansas	9,262,233	31,021,045	15,488,984		\$6,240,794	
California	421,365,981	569,876,489	372,827,096			
Colorado	82,661,057	83,117,675	35,103,706		20,392,162	
Connecticut	45,626,822	79,968,877	39,652,319		30,514,784	
Delaware	4,079,046	23,549,529	11,140,647	\$2,745,442	5,311,026	
D.C.		7,512,148	6,059,937		3,008,452	
Florida	557,758,514	494,132,354	239,214,649		64,820,392	
Georgia	116,713,059	158,562,474	109,053,790		24,559,359	
Idaho	5,885,556	30,242,308	13,885,979	2,586,664	4,586,090	
Illinois	221,304,800	165,035,230	106,770,655			
Indiana	54,710,000	104,218,000	40,191,000		6,805,000	\$19,273,000
Iowa		53,076,000	20,375,167	7,011,217	8,071,004	
Kansas	10,120,210	35,701,571	15,977,810	5,756,034	7,815,706	
Kentucky	11,928,000	71,139,000	35,485,000		11,719,000	
Louisiana	31,148,869	68,347,423	31,648,247			
Maine	9,844,437	22,739,300	8,922,060	1,955,785	6,575,644	
Maryland	58,758,433	127,606,698	81,010,176		19,509,877	
Massachusetts	109,885,000	132,033,000	76,676,000		44,891,000	
Michigan	116,088,482	167,092,529	172,837,013		35,720,242	8,121,757
Minnesota	26,702,708	72,803,812	25,440,923	10,951,647		
Mississippi	12,503,180	36,774,147	19,324,477			
Missouri	47,565,442	89,999,012	40,708,465		13,360,546	
Montana	9,235,694	12,358,549	4,985,921	1,970,872	3,726,200	
Nebraska	19,018,155	35,700,122	14,640,733		8,071,636	
New Hampshire	11,381,951	40,586,171	18,805,610		8,351,696	
New Jersey	220,307,883	241,001,378	147,238,717		58,808,827	
New Mexico	7,322,000	25,839,000	11,744,000	3,923,000		
New York (3)	282,165,000	358,376,000	294,562,000		120,869,000	34,143,000
North Carolina	74,691,197	180,352,701	83,459,044		40,812,158	
North Dakota	4,773,350	12,008,483	5,537,197	2,254,191	4,603,942	
Ohio	87,836,358	151,245,261	99,849,698		37,622,419	
Oklahoma	3,939,120	44,344,880	19,558,422	5,858,500	6,336,364	
Oregon	29,404,998	57,488,112	24,614,302		3,821,104	
Pennsylvania	263,335,318	267,932,737	111,205,376		26,497,620	
Rhode Island	5,859,173	26,184,419	10,907,256		8,056,757	
South Carolina	28,521,927	105,087,484	44,297,151			
South Dakota	2,160,788	14,212,321	4,497,019	1,842,762	4,255,630	
Tennessee	15,139,608	108,484,996	43,742,817	10,425,877	12,254,042	
Texas	279,821,397	405,846,353	392,917,107			
Vermont	3,906,918	9,192,290	4,211,317		2,802,214	
Virginia	44,865,893	133,446,065	92,599,907		29,459,358	
Washington	71,536,770	80,591,302	48,668,992			6,102,583
West Virginia	4,666,745	31,466,165	12,930,196	4,896,281		
Wisconsin (4)	63,475,807	88,715,587	35,978,225			
Wyoming	10,555,619	9,032,521	4,874,893		2,943,158	
Total U.S.	\$3,566,684,314	\$5,181,541,471	\$3,109,865,415	\$62,178,272	\$693,193,203	\$67,640,340

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 elnstant 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 itemized funding of state problem gambling programs. **Specific notes:** (1) iLottery elnstant games are standardized across jurisdictions as gross play of prizes. In some jurisdictions, the net figure shown may also be after bonuses. The number shown for Rhode Island includes both elnstant and keno games. (2) Massachusetts and Rhode Island do not separate sales of 3- and 4-digit daily numbers games. (3) New York transfers include \$90 million in Lottery Aid Guarantee from the state's General Fund. (4) Wisconsin transfers to beneficiaries include \$72.875 million received from the state's General Fund and passed through.

Fiscal 2022 Lottery Sales and Revenues - United States

 Monitor Games		Raffles	Terminal Based	Hybrid Lotto/	iLottery
	Keno	Other		Instant Games	Instant Win	eInstants (1)
Arizona				\$46,023,213		
Arkansas				18,681,356		
California	\$401,837,336					
Colorado						
Connecticut	141,929,432			38,684,135		
Delaware	9,691,782					
D.C.	6,161,849	\$7,400,166		9,606,501		\$2,231,118
Florida				10,830,239		
Georgia	226,622,903			5,454,726		69,090,000
Idaho			\$2,500,000	12,562,286		
Illinois				129,949,125		
Indiana				29,349,000		
Iowa				23,436,815		
Kansas	12,196,076	6,939,383	3,000,000			
Kentucky	83,120,000	11,486,000		14,646,000	3,288,000	29,991,000
Louisiana				20,097,752		
Maine				12,314,093	1,111,913	
Maryland	287,135,225	319,006,371		76,928,138	3,353,402	
Massachusetts	1,217,191,000	7,273,000				
Michigan	618,914,193		1,537,350	95,493,523	5,863,364	180,376,237
Minnesota			6,999,460	13,218,036		
Mississippi						
Missouri	56,508,126					
Montana			5,000,000	7,913,939		
Nebraska						
New Hampshire	53,538,435			17,995,228		29,856,652
New Jersey	111,988,553	46,159,886	3,251,010	39,064,177		
New Mexico				1,072,000		
New York (3)	663,531,000					
North Carolina	81,216,166		1,924,204	65,502,961		
North Dakota						
Ohio	621,642,556	32,552,564		208,661,030		
Oklahoma						
Oregon	112,010,235		2,499,710			
Pennsylvania	41,243,100	14,472,036	10,000,000	149,121,596		84,756,091
Rhode Island	89,730,021	1,432,895				2,989,784
South Carolina						
South Dakota						
Tennessee	14,431,092					
Texas						
Vermont				7,460,007		
Virginia	46,962,415		10,500,000	56,972,703		145,257,329
Washington						
West Virginia	5,269,096	1,756,789				
Wisconsin (4)			1,014,583			
Wyoming						
Total U.S.	\$4,902,870,591	\$448,479,090	\$48,226,317	\$1,111,038,579	\$13,616,679	\$544,548,211

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Fiscal 2022 Lottery Sales and Revenues - United States

 Traditional Games			EGMs (Net)	Table Games (Net)	Live Sports Betting (Net)
	Other	Total Sales	% Change			
Arizona	\$1,750,650	\$1,368,370,935	-4.9%			
Arkansas		579,564,702	-8.3%			
California	35,724,912	8,865,750,168	5.3%			
Colorado		826,879,453	4.0%			
Connecticut		1,452,046,484	-3.1%			\$10,762,997
Delaware		230,734,389	-1.3%	\$428,092,227	\$56,369,427	20,802,526
D.C.		200,111,241	-7.7%			7,172,667
Florida	54,865,172	9,324,628,158	2.7%			
Georgia	62,691,801	5,553,123,783	-5.5%			
Idaho		376,314,892	1.2%			
Illinois		3,396,279,413	-1.6%			
Indiana	10,024,000	1,702,855,000	-2.0%			
Iowa		432,663,770	-4.4%			
Kansas		312,985,036	-4.0%			
Kentucky		1,480,431,000	-0.4%			
Louisiana		582,928,201	-6.7%			
Maine		385,796,513	-1.3%			
Maryland		2,662,751,163	2.0%	1,331,811,554	669,968,678	19,653,634
Massachusetts		5,853,589,000	0.6%			
Michigan		4,896,852,419	-3.0%			
Minnesota		740,159,911	-7.9%			
Mississippi		432,863,037	-15.2%			
Missouri	2,248,608	1,779,945,342	-1.7%			
Montana	1,160	70,653,961	-2.1%			7,124,030
Nebraska		202,265,188	-1.5%			
New Hampshire		504,811,213	2.0%			51,608,874
New Jersey		3,634,153,177	-1.3%			
New Mexico		136,874,000	-11.6%			
New York (3)		8,178,081,000	6.7%	2,177,403,000		
North Carolina		3,887,050,652	2.1%			
North Dakota		29,177,163	-4.0%			
Ohio		4,297,699,807	-0.8%	1,331,288,649		
Oklahoma		350,343,377	1.0%			
Oregon	1,932,814	397,147,939	-2.9%	1,246,146,763		32,052,189
Pennsylvania	46,379,103	5,121,289,314	-5.6%			
Rhode Island		298,578,069	2.5%	481,150,833	125,047,864	39,749,519
South Carolina	34,171,248	2,253,564,489	-6.7%			
South Dakota		75,255,898	2.2%	325,447,665		
Tennessee		2,027,344,188	-2.7%			
Texas	45,456,034	8,296,892,076	2.3%			
Vermont		151,483,632	-6.2%			
Virginia	21,748,148	2,618,494,963	1.0%			383,900,849
Washington		907,686,112	-4.5%			
West Virginia		242,794,544	-2.6%	983,824,076	111,276,576	44,845,602
Wisconsin (4)	12,843,274	887,820,854	-0.8%			
Wyoming		27,406,190	-13.5%			
Total U.S.	\$329,836,924	\$98,034,491,816	-0.1%	\$8,305,164,767	\$962,662,545	\$617,672,888

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Fiscal 2022 Lottery Sales and Revenues - United States

	Total FY22 Lottery Sales	Total FY21 Lottery Sales	% Change	FY22 Prizes Traditional Games	FY22 Total Transfers to Beneficiaries
Arizona	\$1,368,370,935	\$1,439,374,506	-4.9%	\$925,422,473	\$269,516,487
Arkansas	579,564,702	631,934,927	-8.3%	402,406,066	99,762,041
California	8,865,750,168	8,417,943,817	5.3%	5,834,035,932	2,029,925,844
Colorado	826,879,453	794,932,274	4.0%	538,889,327	180,318,037
Connecticut	1,462,809,481	1,497,770,000	-2.3%	900,634,289	405,294,215
Delaware	735,998,569	682,568,081	7.8%	134,901,807	234,525,848
D.C.	207,283,909	223,091,052	-7.1%	114,095,614	40,670,000
Florida	9,324,628,158	9,076,219,071	2.7%	6,301,595,000	2,333,000,000
Georgia	5,553,123,783	5,877,221,514	-5.5%	3,344,518,922	1,474,402,897
Idaho	376,314,892	372,022,158	1.2%	257,122,291	73,000,000
Illinois	3,396,279,413	3,449,965,216	-1.6%	2,211,364,041	833,574,013
Indiana	1,702,855,000	1,737,734,000	-2.0%	1,138,516,000	346,811,000
Iowa	432,663,770	452,592,011	-4.4%	274,214,107	97,951,422
Kansas	312,985,036	326,010,853	-4.0%	191,473,867	79,113,872
Kentucky	1,480,431,000	1,486,425,000	-0.4%	955,936,000	360,820,000
Louisiana	582,928,201	624,945,595	-6.7%	328,416,619	191,200,000
Maine	385,796,513	390,736,655	-1.3%	264,781,407	72,093,343
Maryland	4,684,185,029	4,356,871,866	7.5%	1,694,992,593	1,418,086,431
Massachusetts	5,853,589,000	5,820,650,000	0.6%	4,309,812,000	1,105,438,000
Michigan	4,896,852,419	5,046,089,845	-3.0%	3,097,042,047	1,200,990,000
Minnesota	740,159,911	803,640,690	-7.9%	469,773,141	172,628,345
Mississippi	432,863,037	510,569,488	-15.2%	251,256,203	122,883,142
Missouri	1,779,945,342	1,811,489,059	-1.7%	1,264,391,793	400,260,827
Montana	77,777,991	77,646,157	0.2%	40,251,355	16,811,224
Nebraska	202,265,188	205,282,690	-1.5%	119,566,977	49,429,938
New Hampshire	556,420,087	534,113,498	4.2%	321,750,250	146,560,830
New Jersey	3,634,153,177	3,683,614,292	-1.3%	2,209,064,696	1,111,000,000
New Mexico	136,874,000	154,884,903	-11.6%	74,113,610	41,071,408
New York (3)	10,355,484,000	8,594,877,000	20.5%	4,902,482,000	3,608,105,000
North Carolina	3,887,050,652	3,805,352,369	2.1%	2,543,961,254	932,933,412
North Dakota	29,177,163	30,383,394	-4.0%	15,361,112	6,720,000
Ohio	5,628,988,456	5,516,438,566	2.0%	2,785,798,689	1,409,358,000
Oklahoma	350,343,377	346,750,742	1.0%	226,704,786	79,337,377
Oregon	1,675,346,891	1,298,447,104	29.0%	257,168,546	910,500,891
Pennsylvania	5,121,289,314	5,425,567,736	-5.6%	3,376,123,705	1,195,151,930
Rhode Island	944,526,285	751,908,748	25.6%	189,714,870	388,641,696
South Carolina	2,253,564,489	2,415,772,179	-6.7%	1,486,911,542	561,822,682
South Dakota	400,703,563	373,848,658	7.2%	42,934,496	179,250,127
Tennessee	2,027,344,188	2,083,873,000	-2.7%	1,220,735,637	485,581,610
Texas	8,296,892,076	8,107,203,394	2.3%	5,599,718,047	1,998,416,918
Vermont	151,483,632	161,527,481	-6.2%	100,687,914	31,136,102
Virginia	3,002,395,812	2,699,133,154	11.2%	1,543,004,698	807,285,994
Washington	907,686,112	950,726,501	-4.5%	573,989,678	216,838,367
West Virginia	1,382,740,798	1,268,994,058	9.0%	152,451,118	550,955,506
Wisconsin (4)	887,820,854	894,541,365	-0.8%	556,852,371	340,590,610
Wyoming	27,406,190	31,686,200	-13.5%	15,721,416	3,183,244
Total U.S.	\$107,919,992,015	\$105,243,370,866	2.5%	\$63,560,660,306	\$28,612,948,630

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Fiscal 2022 Lottery Sales and Revenues - Canada

 Daily Numbers				
	Instants	Pulltabs	2-digit	3-digit	4-digit
British Columbia	\$325,456,017	\$17,520,003			
Ontario	1,563,603,528		\$34,990,526	\$82,667,171	\$85,386,437
Alberta	206,898,775		1,415,216	12,766,499	5,183,880
Manitoba	78,592,618		366,076	4,423,896	1,767,905
NW Territories	7,872,354		11,540	73,351	41,035
Saskatchewan	62,486,187		228,576	1,895,928	520,959
Yukon	3,595,413		14,988	29,256	7,378
WCLC Total	359,445,347		2,036,396	19,188,930	7,521,157
New Brunswick	70,725,028	14,351,632			
Newfoundland & Labrador	79,941,086	59,593,531			
Nova Scotia	86,110,440	17,233,450			
Prince Edward Island	16,850,007	6,700,960			
Atlantic Lottery Total	253,626,561	97,879,572			
Canada (Excluding Quebec)	\$2,502,131,453	\$115,399,575	\$37,026,922	\$101,856,101	\$92,907,594

Gross Gaming Revenue and Proceeds*					
Quebec	\$298,225,000			\$24,343,000	

	Lotto	Lotto Max	Lotto 6/49	For Life	Spiel
British Columbia	\$37,860,822	\$393,494,342	\$173,236,863	\$26,027,844	\$97,241,808
Ontario	183,595,810	1,260,007,043	567,292,129	52,923,357	305,394,951
Alberta	51,498,004	349,721,669	144,465,433	21,419,982	106,736,381
Manitoba	9,944,672	88,577,495	36,348,214	3,813,165	26,189,399
NW Territories	608,179	6,184,050	2,029,710	298,581	1,448,133
Saskatchewan	11,764,845	82,719,995	34,137,132	4,106,157	26,190,883
Yukon	535,019	3,451,430	1,466,196	225,315	1,090,359
WCLC Total	74,350,719	530,654,639	218,446,685	29,863,200	161,655,155
New Brunswick	8,379,003	38,965,885	22,251,942	2,931,714	21,270,427
Newfoundland & Labrador	7,097,279	48,476,365	20,344,371	2,378,610	22,863,745
Nova Scotia	9,230,828	49,674,400	27,507,111	2,783,121	23,476,213
Prince Edward Island	1,438,065	6,455,070	3,765,090	322,998	3,398,303
Atlantic Lottery Total	26,145,175	143,571,720	73,868,514	8,416,443	71,008,688
Canada (Excluding Quebec)	\$321,952,526	\$2,327,727,744	\$1,032,844,191	\$117,230,844	\$635,300,602

Gross Gaming Revenue and Proceeds*					
Quebec	\$73,572,000	\$274,472,000	\$136,308,000	\$29,323,000	\$81,062,000

Notes: All figures in Canadian dollars; may not add to totals due to rounding. 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

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Fiscal 2022 Lottery Sales and Revenues - Canada

	Hybrid	Club Keno	Daily Keno	Sports	Other
British Columbia	\$6,157,563	\$369,833,190		\$39,732,380	\$21,811,635
Ontario	94,140,207		\$105,158,409	299,634,298	11,701,349
Alberta	26,316,905	10,883,700		54,944,484	
Manitoba	5,594,351	2,106,757		17,855,546	
NW Territories	762,842	491,175		866,360	
Saskatchewan	6,325,771	2,979,349		13,968,929	
Yukon	366,770	1,315,078		391,147	
WCLC Total	39,366,639	17,776,059		88,026,466	
New Brunswick	1,840,885		3,251,761	19,416,387	28,352,816
Newfoundland & Labrador	2,018,070		2,131,573	11,605,213	23,765,037
Nova Scotia	2,358,262		4,666,383	27,566,066	21,518,256
Prince Edward Island	319,612		519,175	5,422,123	3,272,031
Atlantic Lottery Total	6,536,829		10,568,892	64,009,789	76,908,141
Canada (Excluding Quebec)	\$146,201,238	\$387,609,249	\$115,727,301	\$491,402,933	\$110,421,125

Gross Gaming Revenue and Proceeds*					
Quebec			\$80,143,000	\$36,147,000	\$9,864,000

..... Traditional Games				
	Total Sales	% Change	EGMs (Net)	Table Games (Net)
British Columbia	\$1,508,372,467	6.1%		
Ontario	4,646,495,215	6.7%		
Alberta	992,250,928	3.0%		
Manitoba	275,580,094	24.6%		
NW Territories	20,687,310	-4.8%		
Saskatchewan	247,324,711	5.1%		
Yukon	12,488,349	-2.5%		
WCLC Total	1,548,331,392	6.4%		
New Brunswick	231,737,479	11.9%	\$115,166,760	
Newfoundland & Labrador	280,214,881	27.9%	105,256,664	
Nova Scotia	272,124,530	7.7%	99,812,716	
Prince Edward Island	48,463,435	14.5%	32,934,719	\$939,563
Atlantic Lottery Total	832,540,324	15.5%	353,170,860	939,563
Canada (Excluding Quebec)	\$8,535,739,398	7.3%	\$353,170,860	\$939,563

Gross Gaming Revenue and Proceeds*			
Québec	\$1,043,458,000	21.6%	\$516,574,000

Notes: All figures in Canadian dollars; may not add to totals due to rounding. 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

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Fiscal 2022 Lottery Sales and Revenues - Canada

	Total FY22 Lottery Sales	Total FY21 Lottery Sales	% Change	FY22 Prizes Traditional Games	FY22 Proceeds to Beneficiaries
British Columbia	\$1,508,372,467	\$1,421,698,604	6.1%	\$854,964,151	\$367,987,796
Ontario	4,646,495,215	4,356,008,461	6.7%	2,547,000,000	1,266,000,000
Alberta	992,250,928	963,772,334	3.0%	517,861,913	344,808,562
Manitoba	275,580,094	221,212,659	24.6%	145,858,588	77,495,169
NW Territories	20,687,310	21,725,658	-4.8%	11,365,291	6,603,097
Saskatchewan	247,324,711	235,330,412	5.1%	130,023,419	79,061,125
Yukon	12,488,349	12,814,752	-2.5%	6,756,724	4,060,076
WCLC Total	1,548,331,392	1,454,855,815	6.4%	811,865,935	512,028,029
New Brunswick	346,904,239	315,262,480	10.0%		139,337,000
Newfoundland & Labrador	385,471,545	296,522,513	30.0%		135,147,000
Nova Scotia	371,937,246	343,901,934	8.2%		140,166,000
Prince Edward Island	82,337,717	67,221,676	22.5%		23,490,000
Atlantic Lottery Total	1,186,650,747	1,022,908,603	16.0%	439,656,903	438,141,000
Canada (Excluding Quebec)	\$8,889,849,821	\$8,255,471,483	7.7%	\$4,653,486,989	\$2,584,156,825
Gross Gaming Revenue and Proceeds*					
Québec	\$1,560,032,000	\$1,072,164,000	45.5%	n/a	\$947,246,000

Notes: All figures in Canadian dollars; may not add to totals due to rounding. 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

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NASPL and Lottery Industry Schedule of Events

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

June 12-15, 2023
Directors' Meeting and Dialogue
Omni Royal Orleans
New Orleans, LA
Hosted by the Louisiana 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



**Lottery
Leadership
Institute**

Develop Your Future Leaders

April 23-27, 2023
Cleveland, Ohio

Hosted by:



NASPL would like to thank all of our **Associate Members** for their continuing support.





October 30 - November 2, 2023
Milwaukee, WI

Hosted by the Wisconsin Lottery

More information coming soon.