

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

A LOOK BACK AT  
**NASPL 2023**  
BREWING THE BEST

# INSIGHTS

NOVEMBER/DECEMBER 2023



**BREWING THE BEST**  
NASPL '23 • MILWAUKEE, WI



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**N**

ew beginnings are all around us, all of the time, from moving to a new home, to seasonal change, to making new friends, to starting a new job.

Seven years ago, I worked for Governor Scott Walker as his Deputy Chief of Staff. Though I was honored to work for him, I had reached a point where I was ready for a change and started to put plans in motion to take a new position with a different government agency. Before making the jump, a dear friend of mine, who happened to be the Deputy Secretary of the Department of Revenue, texted me a message – “Wanna be the Lottery Director?”

My initial response was, “Ha ha,” but soon after, my gut was telling me to do it. Once I took the job, I never looked back. Fast forward to the present; I’m having the time of my life. I work with an incredible team in an industry I love, and now I am humbled and honored to have been elected by my esteemed colleagues as NASPL President.

I’d like to thank all of you who have sent me congratulatory texts, emails and messages since I accepted the gavel from my friend, colleague and newly inducted PGRI Hall of Famer Sarah Taylor at the NASPL 2023 Conference in Milwaukee. I’m overwhelmed by the warm welcome I have received from so many of you.

I’ve been fortunate to work with some outstanding people at the Wisconsin Lottery, and I’ve been incredibly lucky to learn from, collaborate with, and get inspired by so many people from within the lottery industry as a whole. To all of the lottery industry vendor partners, I’d like to thank you for your NASPL partnerships. I am looking forward to working more closely with you on expanding our relationships.

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One of the many reasons I enjoy working in the lottery business is how well our organizations work together and collaborate on initiatives important to our industry. A great example is the November/December Gift Responsibly Campaign.

More than 140 lottery and non-lottery organizations partnered with the National Council on Problem Gambling (NCPG) and the International Centre for Youth Gambling and High Risk Behaviours at McGill University on the Gift Responsibly Campaign to further awareness that lottery products are not appropriate gifts for minors. This is the sixth year in a row that 100% of the eligible U.S. and Canadian lotteries, along with numerous international lotteries and non-lottery organizations, participated in this campaign.

Responsible gambling is essential to our industry. In 2015, the NASPL-NCPG Responsible Gambling Best Practices and Verification program was introduced, marking the first time a segment of the U.S. gambling industry adopted a responsible gambling framework and independent verification process. And earlier this year, with the assistance of RG consultant Bev Mehmel and the NCPG, we have updated the program to include additional “Advice to Applicants” sections within the Best

Practices. This guidance was created from assessor feedback and comments, along with common and frequent pain points gathered from past submissions, making the verification process more accessible than ever. Open to all U.S. and Canadian member lotteries, please reach out to NASPL Vice President of Operations, Andy White, if you are interested in participating in one of the three different verification levels.

Other responsible gambling resources to explore within the NASPL Matrix include responsible gambling guidelines, a tool kit, and advertising samples.

I know we are all committed to encouraging responsible play with our players and doing what we can to prevent underage gambling. Thank you for your efforts and let's keep up the good work!



**Cindy Polzin**  
Director, Wisconsin Lottery  
NASPL President



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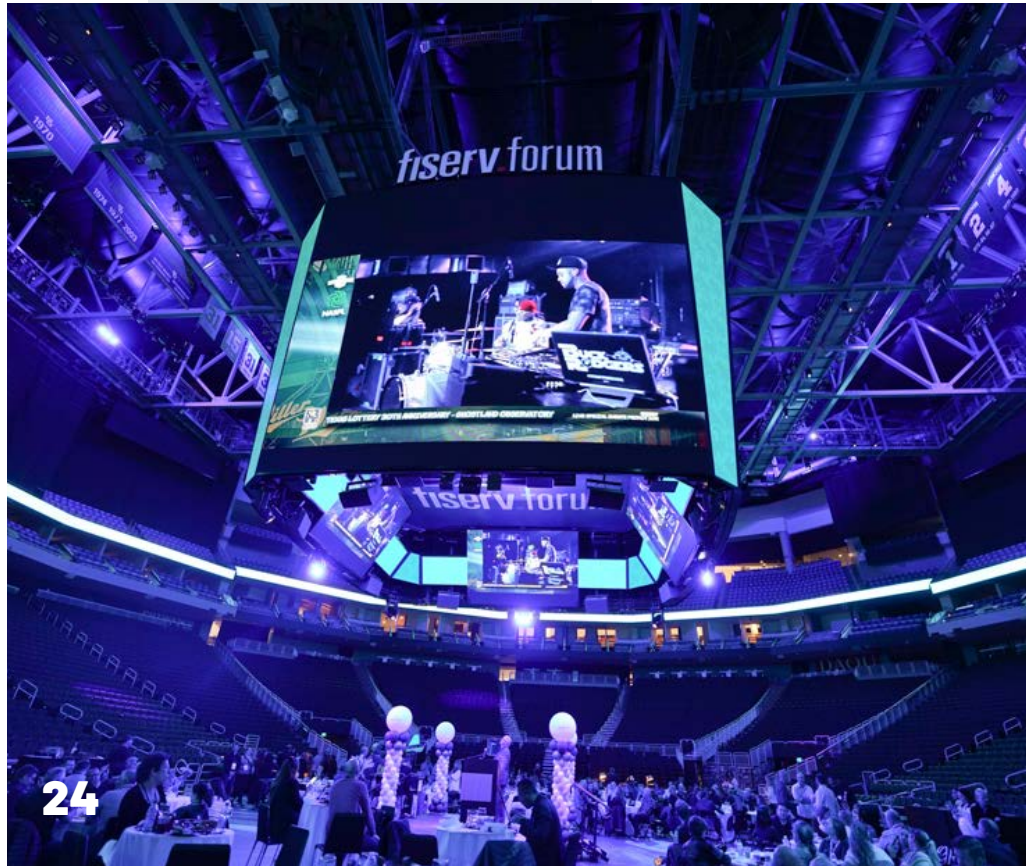
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By Patricia McQueen

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VIRGINIA LOTTERY

# Five Ways a Jackpot Run is Good News for the Community

By John Hagerty, Senior Public Affairs Specialist, Virginia Lottery

**W**hen the advertised Powerball or Mega Millions jackpot grows to a billion dollars or more, it can be difficult to wrap your head around those jaw-dropping amounts, even for those of us who work in the lottery industry. Lately, it's been occurring with increasing frequency, so much so that I've actually heard people say they don't play until the jackpot hits that billion-dollar threshold.

The phenomenon of the "jackpot run," when the top prize grows through a series of drawings to a noteworthy amount, has occurred sporadically since jackpot draw games first began. Although several lotteries experienced it with their in-state jackpot games, jackpot runs really took off with the advent of multistate games, with players from multiple states contributing to a single common jackpot pool.

When that happens, it seems everyone is talking about it: coworkers, news media, store clerks, strangers on the street. Then it all ends suddenly when someone, somewhere, has the incredible luck to match all six numbers.

In my 22 years working at the Virginia Lottery, I've experienced several jackpot runs, and it's become clear to me that the phenomenon has tangible benefits for the general public, regardless of whether they choose to play. Here are five reasons why a jackpot run is good news for the community:

**1. The shared experience at the retailer.** If you've ever been in a store when people are swarming to buy tickets for the big drawing, there's a unique sense of community. Sure, it's unlikely

that if one of the other customers wins a large prize, they would share it with you, a stranger. Nevertheless, there's still that excitement, that palpable feeling of shared experience. The atmosphere is a lot like strangers raising a collective voice to cheer for a favorite sports team.

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***It's no secret that the big jackpot brings more people into lottery retailers, and those people usually make additional purchases.***

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**2. Good for business.** It's no secret that the big jackpot brings more people into lottery retailers, and those people usually make additional purchases. This is particularly true with convenience stores. The big jackpot may have brought them in the door, but research has consistently shown that those customers will walk out with additional purchases. So while lottery tickets themselves don't have much of a profit margin for retailers, the big jackpot spurs spending on other products.

**3. Something positive to talk about.** With all the bad news in the world, the chance of winning a large prize, whether the massive jackpot or a large "lesser" prize, is an energizing thought for anyone. Talk to people standing in line to buy tickets and they'll almost always tell you about all the good they would do in the world if they won that jackpot. They'd help their family, friends, community, favored charities, even total strangers. In a time of global worry and

uncertainty, the thought of being able to do some good in the world is a great tonic.

**4. Making a social experience out of it.** A jackpot run always brings an uptick in lottery pools. Coworkers, friends, maybe family members pool their money for the shared experience. The agreement is that everyone in the pool contributes money to buy tickets, and if one of the tickets wins, the prize is split among the participants. I believe (although I have no hard data to support it) that jackpot pooling has increased as the world and communities have become more connected via technology. Whether or not a pool wins, the shared social experience of the pool is great for the community.

**5. Money for good causes.** This one is obvious. Since lotteries are typically run by a state or government jurisdiction, each state or entity can decide how to designate those profits. In my state, Virginia, the beneficiary is K-12 public education, and we work very hard to make sure all Virginians know it. That's a benefit that's shared by players and non-players alike.

I've often said that the beauty of the lottery is that those ping pong balls bouncing around in the air machine don't care who you are or where you live. The numbered balls don't care about your income, your demographics, your politics or anything else about you. Although the odds of winning that jackpot are extremely long, the strange and exciting phenomenon of the jackpot run is good news for the community.

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**MAKING A DIFFERENCE**

# TYRA WILKINS

Communications Specialist,  
Virginia Lottery



VIRGINIA LOTTERY



**L**otteries are unique in the government world, because they actively market and sell a consumer product. They also have employees who take pride in their roles helping lotteries raise money for good causes. Those same employees are often generous with their time in other ways. Just ask Tyra Wilkins, an energetic member of

the Virginia Lottery Communications and Customer Relations team who is leading the charge in the Lottery's reinvigorated Outreach Program. She's tasked with encouraging employees to volunteer their time in the community, and since the program's launch in July, over 75 employees have already participated in at least one volunteer opportunity – with nine non-profits

benefiting from that assistance.

“Creating a work environment where employees buy into our mission to support K-12 public education is noble and we are proud of it,” said Virginia Lottery Interim Director Tony Russell. “Creating an environment where you release employees’ passion for helping others through volunteering is electric. Tyra is the face of that energy for the Lottery. Her passion to lead our Lottery Outreach program has resulted in numerous stories from employees telling others of their positive experiences.”

Wilkins has a long history with the Virginia Lottery, starting as an Administrative Assistant in 1997 and moving into other roles before finding her niche as a Special Events Associate in 2007. She worked full-time in that capacity before expanding her horizons at other state agencies for about six years, from 2013 to 2019. The lure of the Lottery was strong, though, and during that time she still kept in touch by working part time on Lottery special events such as fairs and festivals, mostly on weekends. She returned for full-time employment in May 2019.



That was in a new position (formerly Experiential Marketing Specialist, now Communications Specialist), as the Lottery had shifted from using events as primarily sales avenues to the creation of fun experiences that introduce more Virginians to the Lottery. “We are more mission-focused now,” noted Wilkins. “That gives me the opportunity to be more ‘boots on the ground’ and really engage with new lottery players while sharing more about our mission, making sure that people know where our profits go.”

As one means to that end, several years ago the Marketing and Communications departments collaborated to create a promotional Scratchier ticket with a dual objective: to remind Virginians about the Lottery’s support of K-12 public education and to create winning experiences (with 1-in-2 odds of winning \$1 to \$50). In addition, the Lottery has partnered with RedPeg, an

experiential marketing company, to help set up fun experiences at events – and even online – to encourage even more engagement.

When COVID-19 interrupted plans not even a year after Wilkins returned to the Lottery, the team created Friday Fundays Live on Facebook as a way to keep up engagement while in-person events were scrapped. Initially twice monthly, Friday Fundays continue once a month to this day. “We have such a great time, and we have a HUGE following!”

Wilkins enjoys spending her spare time with family. She’s very close with her twin sister Tara, and they do everything together. Their parents also live in the Richmond area, so family time is paramount. She’s very proud of her son Jarice, who attended the College of William and Mary on a full academic scholarship. He was married in Mexico on Nov. 4, and the whole family went to

Mexico for the event. “He is a great kid, and my daughter-in-love (as I like to call her) is amazing.”

She also enjoys traveling, to warm weather places with beaches, and loves the Middle East – Doha in Qatar specifically, where her mother taught fashion design and chaired the fashion department for Virginia Commonwealth University for 20 years in a special educational collaboration. She also likes reading and shopping, and is very mindful of her physical as well as mental health. “Work-life balance is extremely important.”

Wilkins has an associate’s degree in Arts of Marketing from Strayer University, and earlier this year completed the HIGHER Ground Women’s Leadership Development Program offered through Virginia Commonwealth University.

### What circumstances brought you to full-time lottery employment in 2019?

I started my state service with the Virginia Lottery in 1997 as a part-time employee, which feels like so long ago. During my early years at the Lottery, I worked in several different departments, including with the Special Events team in Marketing. I held an admin role assisting the Special Events Coordinators, and also had the opportunity to travel across the state with them, working retail events, festivals and fairs. Even though I moved on to a full-time position with another state agency in 2007, I was fortunate to be able to stay on as a part-time Special Events Associate with the Lottery.

I had always wanted to come back and work for the Virginia Lottery full-time. I loved being out in the community, engaging with players, selling products, and sharing the Lottery’s important mission of raising revenue for K-12 public education. As luck would have it, two full-time Experiential Marketing positions came open in 2019, and I was selected for one of them.

# solving the in-lane puzzle



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**What are some of the most impactful lottery events that you have been involved with?**

Two events come to mind. One would have to be our partnership with VA Pride. We were the main sponsor last year for their Pridefest event in Richmond, where our headquarters is located. The event had been postponed for two years due to COVID, so to have it finally happen was big! The Lottery even combined the pride colors and our logo, which to me really represented that we were Partners in Pride. It demonstrated the importance of diversity and inclusion, and I was so proud to be a Virginia Lottery employee.

The second would have to be our Lottery Outreach kick-off event, which was held this past August just ahead of schools reopening for the new school year. We partnered with Virginia Commonwealth University Alumni as a sponsor for the Ultimate Backpack Supply Drive. The Lottery had 26 employees volunteer. Collectively, we

packed almost 3,500 backpacks that were going to elementary, middle and high school students across five different school districts. It was awesome to be a part of an initiative that directly benefited deserving students, fitting perfectly with our mission.

**How do you encourage lottery employees to expand their volunteering horizons, and how important is the Outreach program for the Virginia Lottery?**

It's actually pretty easy! I am a true extrovert – I love talking, engaging and getting to know people, so I use those skills to encourage my colleagues to get involved. I really think most people want to give back to their community, but it may be something they've never done before. That's where the Lottery Outreach program comes in. We had a previous program that tied volunteering efforts to K-12 public schools, but that presented some barriers in that not all employees were comfortable volunteering in a school.

After surveying our employees, we discovered that employees had a wide variety of volunteer interests.

Full-time employees are eligible for 24 Lottery Outreach hours each calendar year, and it's my job to build partnerships with organizations in the community that need volunteers. We circulate opportunities internally and employees choose what interests them; they become representatives of the Virginia Lottery when participating in these volunteer opportunities. And for employees at our customer service centers and in field sales, we recognize that they aren't always in a position to be away from their desks or their sales routes. To that end, I am looking for opportunities to bring directly to them during their regular monthly meetings. For their first project, they created word mats for an elementary school here in Henrico County, helping younger students learn words.

Internally, Lottery Outreach really shows our team that as an agency, it's important for us to give back in more

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ways than one. We know companies that offer volunteer opportunities are more likely to attract and retain employees, and employee volunteerism positively impacts company and agency brands amongst the public. We want people excited about getting out in the communities where we live and work. And externally, it shows that we are more than just a state agency. We are here to serve our community and it's important that we show our customers, partners and stakeholders who WE are as people.

My personal favorite volunteer activity has been with Habitat for Humanity. Being hands on to help with building a home is really exciting, and I've learned so much with them.

### **Is there anything you think the Virginia Lottery, or lotteries in general, could be doing differently?**

There is definitely an opportunity for lotteries to provide their employees with a dedicated number of hours to volunteer in their communities. Doing so not only benefits the community and creates a sense of pride for employees, it also builds relationships across the agency for team members who don't typically work together. The Virginia Lottery brand benefits, too. As

I look ahead for Lottery Outreach, I'd like to see it grow bigger and better, with more partnerships and opportunities for employees. I love the idea of an agency-wide Lottery Outreach Day during National Volunteer Week (held each April), where our nearly 400 employees across the state could complete an act of service of their choice. That would be a challenge to implement, because obviously we can't have everyone out of the office for a day, but maybe there's still a way we can do something. Give me time to come up with ideas!

### **What do you like most about working at the Virginia Lottery? The least?**

What I like most is the amazing team I work with in Communications and Customer Relations. I've learned so much being a part of this team, which embodies the culture that's the foundation of the Virginia Lottery. We have five core values: integrity, empowerment, innovation, customer focus and collaboration. These values are important to us as an agency, and that's important to me – knowing I work for an agency that demonstrates these values each and every day means a lot. Not just that, but as state employees with an important mission, I am

reminded that we truly are servants of the communities where we live and work. We spend time building relationships with our retailers, our players and our education stakeholders. What we are doing is all for them.

If I had to pick one opportunity for positive change, the first thing that comes to mind would be the building we work in. When I first started with the Virginia Lottery, our headquarters occupied one entire side of a building in downtown Richmond. If you were on the elevator with someone, you knew they were likely a Lottery employee. It made seeing people and getting to know them so much easier. We also had an auditorium where we could host agency-wide meetings or other events. We now are in a building just a few blocks away that we share with other state agencies, and we no longer have a singular meeting space for the entire agency; being together all in one room is a thing of the past. So that just means every time I see a new face on my floor or someone getting on the elevator from another Lottery floor, I quickly introduce myself and tell them about Lottery Outreach and how they can get involved! ■



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# Prioritizing ESG and Including RG/PG

*By Marlene Warner, Chief Executive Officer,  
Massachusetts Council on Gaming and Health*

**W**hile gambling is a form of entertainment, or a common pastime, it is also a behavior that has long been established as a public health issue due to its wide availability and ubiquitous nature, and because of how deeply integrated it is into our normal life routines. Both the positive and negative outcomes of gambling not only impact the individuals involved, but also influence and impact the purveyors of the games, the communities in which the people who gamble are situated, and the family and coworkers of those people who gamble. We, as an industry, see the results of these influences and impacts daily.

As I prepared to write this column, I wondered about all the ways that I interface with the lottery – unintentionally. And then one day I decided to pay attention.

I woke up and turned on the radio and heard a lottery advertisement during the morning broadcast of my favorite wakeup show. Then after getting the kids off to school, I stopped for gas and grabbed something from the convenience store. I surveyed the scratch tickets at the front counter, and observed the level of detail provided that people ahead of me were using to determine what to buy.

From there I went to the post office to mail something, and on the ground near my feet were three previously scratched tickets. At work

I was reading the news service from our state capitol, and skimmed an article related to the Treasurer’s push for iLottery and the need to feel in alignment with sports betting (which is available online). That afternoon as I picked up my daughter from theater rehearsal, people were talking about summer plans. They described what they had actually planned for camp and vacations, versus what their dreams were for the summer if they would ever “win the lottery.”

As is typical with a busy family of five, I didn’t have time to cook in between rehearsals and games, so I stopped for pizzas and stared blindly at the Keno screen as I waited for them to assemble my order. That evening, my 17-year-old son (a very recent high school graduate) and his friends talked about things they are excited to do during the summer as they all turn 18 and go off to college. They talked about several rites of passage, including playing the lottery. Finally, to zone out after a long day, I turned on the television and found an episode of a cable tv show devoted to finding homes for people that had won the lottery.

Nothing I had done that day was out of the ordinary. As someone who rarely, if ever, gambles, and despite my day job, I interface a great deal with gambling – and for the purposes of this article, lottery products – quite a bit. As a normal member of society, and as

evidenced by my one-day experience, lottery products are a part of where I live, work and play, and they impact not only me, but also my family, coworkers and fellow community members. So, given their integration into our world, we need to see the impact as a public health issue and address it with a “social determinants of health” lens. But how does a state agency focused on lottery products and sales do that? And why would they want to do that?

These are intriguing questions that land solidly in RG (Responsible Gaming) and ESG (Environment, Social, and Governance) policy. Most lotteries have focused on the essential PG (Problem Gambling) solutions and policies; they are appropriately placing the Helpline number in visible places, offering guidance on resources in the community, assessing if their advertising is intriguing at-risk and youth populations enough for them to gamble, and training their teams on how to recognize the signs and symptoms of gambling problems in their patrons and staff. While those elements go further than many have in the past, the next wave is to focus on how to appeal to Generation Z. And one of the most compelling things about this upcoming group is how important socially-conscious entities are to them. If they trust you, they’ll trust your products.

But how does a lottery become

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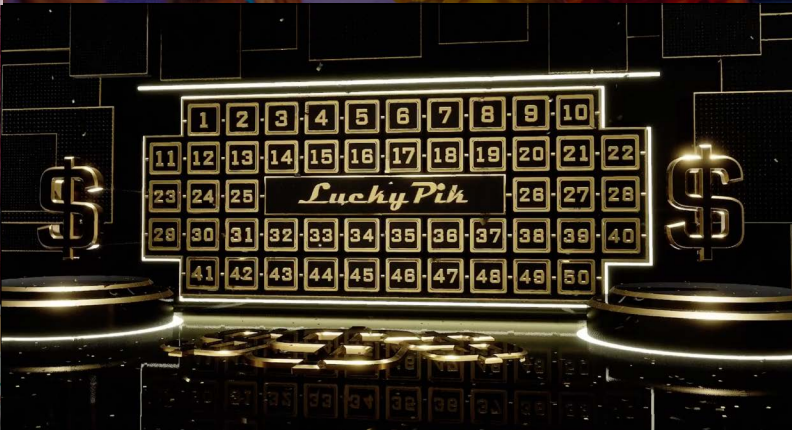
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equipped to achieve this level of trust? And what does this have to do with responsible or problem gambling anyway?

The first thing to do is to make sure you have a goal – or many goals – for your ESG work, and make sure they are S.M.A.R.T. goals (specific, measurable, achievable, relevant, and time-bound) and relate back to your customers. Your goal in the first year could simply be:

*Utilize local people in recovery from gambling problems, who represent multiple demographics, to serve as a part of our monthly product and marketing review teams through digital meeting means.*

This goal allows a lottery to report progress in all areas of the ESG, while also addressing attention to positive play consideration in the majority of their players: the people who play without a problem. And it is something that can be easily reported to a Commission and the public, with minimal costs.

Here are some additional ideas and areas where your lottery may want to determine how it can be effective and forward-thinking, and take credit for its efforts.

**Environmental:** *Is your lottery and its related processes being good environmental stewards?*

1. Where and how are your products made? Have you checked the ESG goals/reports of your suppliers and vendors, including their use of paper, technology and inks, along with how items are disposed of, how energy is generated, and so forth?
2. How are your products provided, packaged, and delivered? Are those processes reviewed with a focus on the materials and recycling? In terms of your game marketing, what are

the policies and processes regarding physical signage, billboards, energy-efficient digital signage, and even the vehicles to deliver these items?

3. Where is your product sold and distributed? Are the stores/buildings responsible about waste management, water usage, chemicals for cleaning, etc.?
4. Are all your partners, affiliates and relationships utilizing appropriate tools and resources to best maintain the environment where they are situated? And has your lottery acknowledged who originally owned the land?
5. Are there opportunities to involve the community in the policy- and decision-making around the lottery's operations?

**Social:** *Is your lottery doing more than just giving money away? Is your lottery effecting real change in the communities most impacted by your business?*

6. Are you utilizing minority/women/veteran-owned local businesses for the majority of your work?
7. Are your legal, financial, advertising and other contracts with companies that have ESG policies that align with your lottery's values?
8. How does your lottery contribute to the health and well-being of your customers and employees? Are there mental health resources gambling-informed and available in other languages?
9. When receiving RG/PG training, does your staff learn about the communities most impacted? Do they know and understand why youth are at-risk?

10. What policies and related metrics has your lottery put in place in terms of DEI? Have those been considered when offering benefits? Or are there options for people of various affinity groups to gather and discuss their experiences in safe spaces?

**Governance:** *How does your lottery's governance ensure equity across its entire operation, including its leadership? How is it sustained?*

11. Is there a way to make sure your governance is reflective of your wider community/state? Are you able to make sure players are well-represented?
12. How does your governance respond to the happiness and needs of your employees?
13. Is there equity in decision making? How are all voices heard and considered?
14. How does your lottery ensure transparency and integrity in the decision-making processes?
15. Are all programs measured and sent through a feedback loop to improve program efficacy?

Clearly, ESG is hard. It can be bulky, difficult to incorporate, and easy to push aside. But if the ubiquitous nature of lottery products tells us anything, it is that we are responsible for and should be paying attention to not only the most frequent players, but also to the environment, communities, and the people most impacted by the work and operations of the lottery. This article has just tipped the surface of what is possible. If you are interested in learning more, stay tuned for upcoming information from the NASPL RG committee. ■



Reaching 45% of American adults, GSTV engages **115 million unique monthly viewers** with **sight, sound, and motion video** across tens of thousands of fuel retailers



**62%**

of GSTV viewers will head into the c-store today

**8**

GSTV viewers buy an average of 8 lottery tickets each month

**+36%**

lift in purchase intent of future lottery games after running ads with GSTV

**25%**

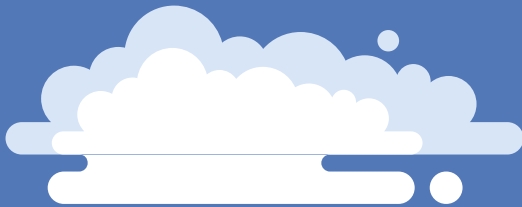
of GSTV viewers purchased Powerball and/or Mega Millions lottery tickets in the past 12 months

GSTV IS A PROUD MEMBER OF NASPL  
VISIT [GSTV.COM/LOTTERY](http://GSTV.COM/LOTTERY)

NICK YACOBUCCI  
[NICK.YACOBUCCI@GSTV.COM](mailto:NICK.YACOBUCCI@GSTV.COM)  
313.580.0600

Source: Comscore; MRI-Simmons, Fall 2022 double base, A18+ (based on viewers of video ads at gas stations in the last 30 days); MFour lottery client study, Q3 2022, ad-exposed respondents vs. unexposed control; GSTV audience insights survey via MFour, 2021.

# We All Use the Cloud Without Knowing It



By Paul Lawson,  
Chief Technology Officer  
and Chief Security Officer,  
Abacus Solutions

**I**n an age where we use cloud services in our everyday lives without even thinking about it, it is hard to imagine that the mere idea of cloud computing was unthinkable just a few decades ago.

Today, we store photos and music in the cloud, collaborate simultaneously on documents, watch videos on demand and connect with people around the world via social networks. All of these are services that rely on cloud technologies and are deeply embedded in our personal and business lives.

But when did cloud computing become “a thing?”

The definition of cloud computing is “the on-demand availability of computing resources (such as storage and infrastructure), as services over the internet. It eliminates the need for individuals and businesses to self-manage physical resources themselves, and only pay for what they use.”

Cloud computing would simply not have been possible without the rapid expansion of the internet, which started back in 1969, but it

took another 27 years before the term “cloud computing” was used by the IT company Compaq in an internal document, referring to the concept of “distributed computing,” and then another 10 years before Amazon launched the very first true cloud computing services worldwide. Amazon Web Services (AWS) offered virtual computers for rent and allowed people to use their own programs and applications online.

What followed was a very rapid expansion of the services offered, with Google entering the market in 2008, followed by players like Microsoft, IBM and Oracle. Today, the public cloud market is divided among a few big players, with only four companies sharing over two-thirds of the cloud market in 2022. AWS, Azure, Google Cloud and Alibaba Cloud make up for 70% of cloud infrastructure.

## Everything Happens for a Reason

When I joined Abacus 10 years ago, one of my first tasks as CTO was to look at how we built and hosted all our gateway environments for the entire business. The option on the

table at the time was physical hardware hosted in a data center supplied and managed by one of our existing partners. Two weeks into the job, the partner pulled out and we were left with no way forward to manage our infrastructure.

Everything happens for a reason, and a quick phone call to a former colleague meant I was on a train the next day traveling into London to start the discussion on the move to cloud computing. I sketched out the initial idea of our cloud computing environment architecture on the back of an envelope during that journey, and now wish I had kept that original infrastructure sketch as part of Abacus history. With the help of our new partners, the first contract to go live with the Abacus Gateway platform was based on a pure private cloud system, all based around that original sketch on a train.

## Why Move to Cloud-Hosted Platforms?

For Abacus the move to a cloud-hosted solution was an easy one to make. It gave us the power and



flexibility in a hosted environment at a fraction of the cost we would have had to spend to get the physical hardware in place to host our solution, and the managed services fees for the platform gave us a wealth of industry experience across a wide range of disciplines without the need to hire permanent infrastructure specialists. There are many advantages to moving to a cloud infrastructure, and each business is different. Ten years ago, we laid down some ground rules on what we expected to achieve from cloud computing and that ethos still stands today.

### **Flexibility**

As a business, we only have a finite resource to focus between all our responsibilities so flexibility is key. The ability to call on demand managed service expertise along with the ability to scale resources such as extra bandwidth were critical factors in our decision. The cloud-based service we built can meet that demand instantly, rather than undergoing a complex (and expensive) update to an on-premise IT infrastructure.

### **Security**

All organizations have security concerns, and the lottery industry (just like the finance industry) is very sensitive to these concerns. However, the move to cloud-hosted solutions allowed us to increase our security footprint by leveraging the power of many of the powerful and flexible components available to us in the cloud environment. We are also utilizing additional machine learning to prevent potential attacks to our platforms, with constant updates based on the latest vulnerabilities without impacting the overall infrastructure.

### **Containerization**

The move to cloud computing has made the ability to containerize our platform, making it much easier to manage and control. We can segregate all our various customers within the environment to ensure data does not cross boundaries, giving us much better control over auditing of the platforms. This segregation allows for better resilience and potential cost savings across shared security components, which will be passed along to the lottery operators. We have also started the move to granular containerization of the applications themselves, giving us a much quicker build time and maintenance footprint.

### **Scalability**

As we bring on more and more customers to the Abacus platform, any environment we build will have the ability to scale easily with zero impact to the existing customer base. The cloud environment we now have in place allows for additional environments to build and bolt to the current architecture. Our move to Infrastructure as a Service (IaaS) three years ago has simplified our entire solution, allowing the build of new platforms virtually with the push of a button.

### **Sustainability**

Given the current state of the environment, it's no longer enough for organizations to place a recycling bin in the breakroom and claim that they're doing their part to help the planet. Abacus is a carbon neutral company, and our move to cloud computing helps reduce our carbon footprint. Cloud infrastructures support environmental proactivity, powering virtual services rather than physical products and hardware, improving energy efficiency.

### **Embrace the Cloud**

It hasn't always been an easy ride. When we first started working with the U.S. market, it became clear there was a problem around audit and control of the environment as laid out in the MUSL Rule 2 guidelines. Part of the audit process required visits to review the security of our data center, and with a cloud environment this is simply not possible. Additional wording and amendments had to be made to Rule 2 to allow cloud computing to be used in the processing of lottery transactions.

As a business we are constantly learning, and the infrastructure we have in place today looks nothing like that original sketch on the train. That learning and improvement will never stop as we move forward, with additional monitoring and controls constantly being added to the platform. For example, we have new machine learning in place to monitor our environment allowing us to light up test environments when needed, and take them offline when not, giving us greater control over our costs. This AI learning is also helping, monitoring the security footprint of the entire hosted platform, giving us proactive control and reports on all aspects of security.

As an industry we should always look to constantly move with the times and embrace any technology that enhances scalability, security and control of our environments to offer our customers the best solutions possible. Companies and lotteries have been slowly moving things like document storage to cloud systems for some time now, and the pandemic only accelerated that change. However, it is time to start looking at how else the cloud can help drive change within our industry. ■



# BREWING THE BEST *in Milwaukee*



**A strong educational program and a well-represented trade show led the way at the NASPL annual conference.**

**BY PATRICIA MCQUEEN**

All NASPL 2023 Photos by  
**Domagalski Photography**  
[domagalskiphotography.com](http://domagalskiphotography.com)

The NASPL Annual Conference, held in Milwaukee Oct. 30 to Nov. 2, attracted some 750 attendees drawn by the enthusiastic preparations of host Wisconsin Lottery and the NASPL team. To add some local flavor, scattered throughout the event were examples of Wisconsin traditions, including a meat raffle and a cow milking contest. While selected highlights of the keynote and general sessions are provided here, you can find full videos of those sessions on the NASPL Matrix. Also at the conference, the prestigious Batchy and Hickey awards were presented to deserving winners in all categories; a full list of the winners appears on page 29.

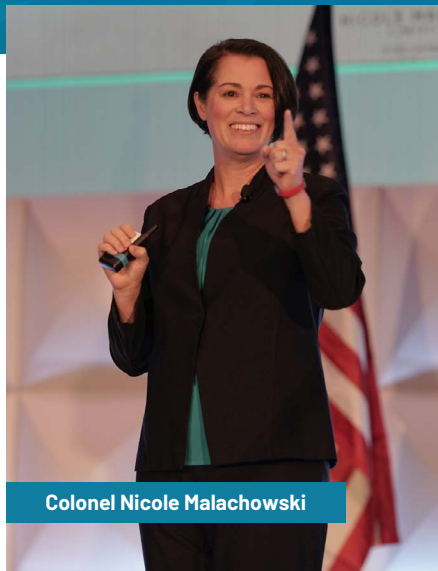


## Keynote Impressions

The first keynote speaker was **Colonel Nicole Malachowski**, the first-ever woman to be part of the elite USAF Thunderbirds Air Demonstration Squadron. She kicked things off by recounting her experiences breaking the barriers of cultural paradigms and her own self-doubt. Success comes from teamwork, she emphasized. “I’ve never been the best, but I’ve been part of the best teams!” Teamwork involves courage, trust and vulnerability, and it’s critical to appreciate all the members of your team because they take as much pride in their jobs as you do. Her rousing presentation produced a standing ovation.

Keynote presenter **John McHugh** stressed how important it is for companies to give employees a sense of purpose – and do it with compassion. As Vice President of External Affairs for Kwik Trip, Inc., McHugh knows that successful organizations have employees who understand that what they do actually matters. “We all have a need to belong,” he explained, and happiness at work is driven more by knowing that someone in the organization cares about you than it is simply by money.

Serial entrepreneur and disruptor **Jay Samit** noted that while business as usual is dead, every obstacle is an opportunity in disguise. In just five years, a majority of Fortune 500 company revenues will come from products and services that do not even exist today. Yet one person with determination can always make a difference. It’s all about how you handle the inevitable disruption – take what is already there and pivot to apply that to something new. “Some of the greatest ideas failed at their original intent, but they pivoted and took off!” Samit talked at length about artificial intelligence and its ability to connect



Colonel Nicole Malachowski



Jay Samit



John McHugh

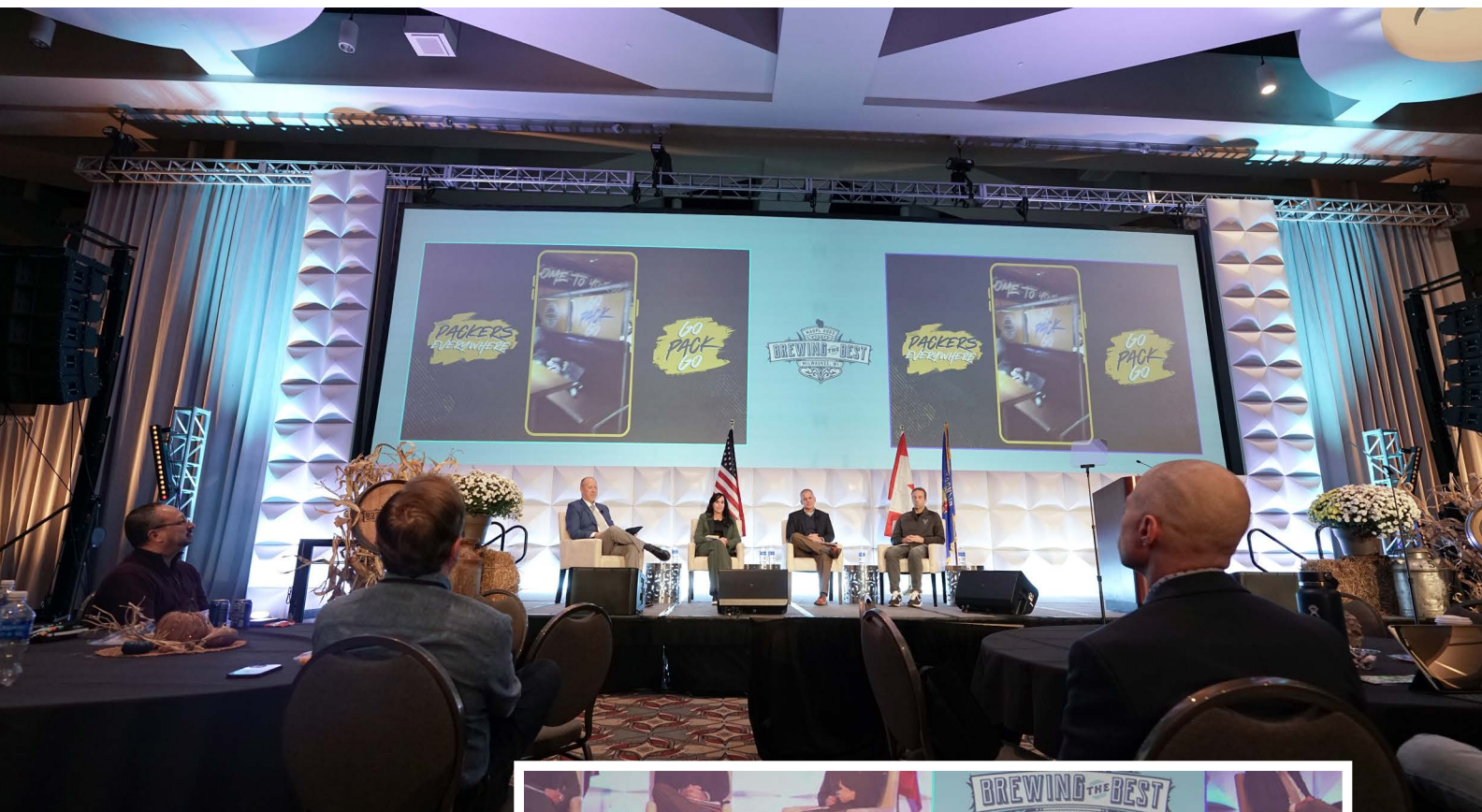


Matt Scott

things in ways we never could have done before. At the same time, it’s critical to learn exactly what to ask AI, because it can hallucinate and will always try to give you what you want – even if what you want doesn’t actually exist!

Closing out the general session lineup was inspirational speaker **Matt Scott**, Executive Director of Fly Without Limits. He has been on Team USA in five consecutive Paralympic

Games, and that team has taken the gold medal in the last two Games held, in 2016 and 2020. “Overcoming challenges is what connects you to others,” he said, and that led to his connections with some of the world’s most powerful brands, like Nike, Apple, Google and VISA. “Your perceived weakness can be your best strength. Everyone has to find their own superpower. Being resilient is my superpower.”



## Tips From the Sports World

An interesting general session looked at fan engagement and corporate partnerships in the sports world. Representatives of the Milwaukee Brewers, Green Bay Packers and Milwaukee Bucks gathered to discuss their experiences, led by moderator Gary Grief, Executive Director of the Texas Lottery. Major-league sports have excelled in extending their seasons, relying on off-season events, social media, and a network of fans around the world for ongoing engagement. And if they are not having the best of seasons, they can still focus on the experience and knowing their customers, providing them with whatever motivation they need.

Participating in the discussion were Gabrielle Dow, the Packers' Vice President of Marketing and Fan Engagement; Matt Pazaras, Chief Business Development & Strategy Officer for the Bucks; and Tom Hecht, Vice President, Consumer Experience, for the Brewers. When asked about



some of the unique experiences they offer fans, Hecht mentioned access to spring training, Dow talked about a perks program that offers rewards like lunch with a player (something special that doesn't cost anything but provides goodwill and reflects positively on the brand), and Pazaras explained that anything that offers fans the opportunity to have an impact on the product is a winner.

Because lotteries are often corporate partners with sports franchises, Grief also asked what makes a successful corporate partner. They answered as one: What can a partnership bring to the team's brand? How can it impact their business in a meaningful way? And how can it expand that brand outside the teams' own facilities?

## Industry Education

While the keynote speakers delivered inspirational addresses and insights on general business and societal trends, five breakout sessions covered topics critical for everyday lottery success. They included winner awareness, retail incentives, lotto promotions and special offers, sales forecasting and recruiting.

To provide perspectives on lottery operations in other countries, lottery executives from Morocco, Germany and Australia joined Rebecca Paul, who serves as President of the World Lottery Association as well as CEO of the Tennessee Education Lottery, in a session moderated by Hoosier Lottery Executive Director Sarah Taylor.

Elsewhere in the program, Paul led a panel discussion with NASPL's Level 1 Associate Members as they shared their thoughts and concerns about the lottery industry. Participating were Jay Gendron, Chief Operating Officer of Global Lottery, IGT; Pat McHugh, Chief Executive Officer, Scientific Games; Nikos Nikolakopoulos, Chief Executive Officer, Intralot; and Doug Pollard, Co-Chief Executive Officer, Pollard Banknote and NeoPollard Interactive. Topics included:

- The current state of RFPs and the challenge of reconciling long-term contracts with rapidly-changing technologies.
- The need to differentiate lotteries from other forms of gambling using their leading-edge focus on responsible gambling initiatives.
- Working with smaller, third-party vendors to improve industry innovation and speed to market.
- The critical importance of finding ways to engage with players digitally even if selling lottery products isn't authorized in a given jurisdiction.



## Trade Show Support

Thirty industry vendors showcased their products and services on the trade show floor, led by NASPL Level 1 Associate Members IGT, Intralot, Pollard Banknote and Scientific Games. As always, they presented a wide range of their latest innovations, from lottery retail products to digital engagement tools to support systems and services. Among Level 2 Members, Abacus continues to emphasize the need for retail modernization, while NeoGames strives to take digital lottery products to the next level.

NASPL's Level 3 Associate Members include companies that have been serving the industry for years as well as relative newcomers establishing their own footholds. Exhibiting in Milwaukee were Alchemy3, Atlas Experiences, Carmanah Signs, EQL Games and Jackpocket.

Filling out the expansive trade show floor were 18 NASPL Level

4 Associate Members: Adesso, Berry Dunn, Blake Jarrett & Co., CM Global, Delehanty Consulting, GSTV, GLI and Bulletproof, Inspired, Jumbo Interactive, Lotto.com, LottoShield, Patterson Pope, Pro-Lite, SCA Promotions, Smartplay, Szrek2Solutions and Take-a-Ticket. One additional exhibitor was Aquimo Sports.

While there will not be another full trade show at a NASPL Annual Conference until the 2025 edition, there will be opportunities for industry vendors to interact with lotteries in a variety of ways throughout 2024. ■





## BEST NEW INSTANT GAME

The New Mexico Lottery's ORO family of games was honored with the **Buddy Roogow Innovation Award** as best new instant game. Offered across several price points, there were multiple strategies that delivered a knockout for New Mexico. For the players, it offered a Collect 'n Win second-chance promotion. For local song-writers, it offered a chance to compose a song that would be used in the Lottery's ORO creative campaigns. And that creative was anchored by a unique stop-motion animation spot created in-house by Advertising and Marketing Director Wendy Ahlm.

Honorable mention goes to two other finalists in this always-anticipated award category.

The Idaho Lottery's Sweethearts game is an industry-first partnership with Spangler Candy, makers of the iconic conversational candies. The \$5 game had a remarkable 20 different scenes, including some of the classic Sweetheart phrases, like "Crush on U," "Love Birds," "I Luv U," and "XOXO."

\$20 Million Supreme, a \$100 ticket from the Texas Lottery, offered four top prizes of a whopping \$20 million each, along with a prize structure that included higher-than-breakeven prizes in its lowest tier. The country's first \$100 scratch game had limited promotional support, because it sold itself!



NASPL, along with our hosts at the Wisconsin Lottery, were pleased to welcome so many delegates to our Annual Conference in Milwaukee. As recapped here, they heard some excellent speakers throughout the event.

**You can now find many of those presentations, along with the NASPL Awards announcements, on the NASPL Matrix!**

[CLICK TO VIEW](#)

# BREWING THE BEST – NASPL 2023 AWARDS WINNERS

**Buddy Roogow Innovation Award  
Best New Instant Game  
New Mexico Lottery  
ORO Scratchers**

**TV Advertising  
Instant Games  
Georgia Lottery  
Holiday Scratchers –  
Nutcracker  
BBDO Atlanta**

**TV Advertising  
Lotto and Daily Numbers  
Games  
South Dakota Lottery  
Work Break  
Lawrence & Schiller**

**TV Advertising  
Monitor Games  
New Hampshire Lottery  
KENO 603  
GYK Antler**

**TV Advertising Fast Play and  
Specialty Games  
Michigan Lottery  
Numbers Day and Night  
SMZ**

**TV Advertising  
Corporate/Beneficiary  
Georgia Lottery  
All In  
BBDO Atlanta**

**TV Advertising  
Coordinated Campaign  
Washington's Lottery  
Department of Imagination – Go  
Full You  
Wunderman Thompson Seattle**

**Radio Advertising  
Instant Games  
Maryland Lottery  
Maryland Riches  
GKV**

**Radio Advertising  
Lotto and Daily Numbers  
Games  
Georgia Lottery  
Cash Pop – The Riddle  
BBDO Atlanta**

**Radio Advertising  
Fast Play and Specialty  
Games  
Michigan Lottery  
Growing All Day Long  
SMZ**

**Radio Advertising  
Corporate/Beneficiary  
Colorado Lottery  
Funding the Fun  
Cactus**

**Radio Advertising  
Coordinated Campaign  
California Lottery  
Scratchers Brand – More  
Questions, Even More Questions,  
and Little Joys  
David & Goliath, Media.Monks,  
TIME**

**Print Advertising Retailer  
Signage / Merchandising  
Minnesota Lottery  
Monopoly Free Parking  
Periscope**

**Print Advertising  
Out of Home (Includes Digital)  
California Lottery  
Scratchers Brand Gas Station  
David & Goliath**

**Print Advertising  
Traditional Media Print Ad  
Tennessee Education Lottery  
Black History Month  
Buntin Group**

**Print Advertising  
Corporate/Beneficiary  
Colorado Lottery  
Bears  
Cactus**

**Print Advertising  
Coordinated Campaign  
New York Lottery  
My Lottery Dream Home  
McCann New York**

**Digital Media  
Instant Games  
Florida Lottery  
Florida 300X THE CASH Scratch-  
Off – Gull Invaders  
PPK**

**Digital Media  
All Draw Games  
Massachusetts Lottery  
Everyone Has a Number  
Massachusetts Lottery**

**Digital Media  
Corporate/Beneficiary  
Ontario Lottery and Gaming  
Chatham Plays On  
The Hive Toronto**

**Digital Media Advertising Not  
Fitting Another Category  
Kentucky Lottery  
Kroger Influencer Campaign  
BCH Agency**

**Digital Media  
Coordinated Campaign  
Illinois Lottery  
Get It  
Dentsu Creative**

**Special Category Original Music  
for TV, Radio, Digital Media or  
Promotional Event  
New York Lottery  
Lucky Dog – Wanna Go for a  
Walk?  
McCann New York**

**Special Category  
Use of Humor – Radio  
California Lottery  
Scratchers Brand Holiday –  
Procrasti-NATE  
David & Goliath**

**Special Category  
Use of Humor – Television  
Colorado Lottery  
Golden Riches  
Cactus**

**Special Category  
Use of Humor – Digital Media  
Virginia Lottery  
Tuesday Shorts  
Fable**

**Special Category  
Use of Cinematography  
Ontario Lottery and Gaming  
Chatham Plays On  
The Hive Toronto**

**Special Category Corporate/  
Beneficiary Video  
Ontario Lottery and Gaming  
Borough Ballers  
Behaviour**

**Special Category TV Campaign  
Under \$25,000 (USD)  
New Mexico Lottery  
ORO Scratchers Stop Motion  
Animation  
New Mexico Lottery**

**Corporate Communications  
Employee/Player Newsletter  
Washington's Lottery  
40th Anniversary  
Wunderman Thompson Seattle**

**Corporate Communications  
Retailer Newsletter  
Kentucky Lottery  
The Quarter – Spring 2023  
BCH Agency**

**Corporate Communications  
Annual Report  
Minnesota Lottery  
A Win for Minnesota  
Minnesota Lottery**

**RG Communications Print  
Texas Lottery  
Know When – Dog  
Texas Lottery**

**RG Communications TV  
Ohio Lottery  
Back in the Day  
Fahlgren Mortine**

**RG Communications Radio  
British Columbia Lottery  
Corporation  
GameSense Sports Campaign  
PS&Co Brand Studio**

**RG Communications  
Digital Media  
Texas Lottery  
Know When  
Texas Lottery**

**RG Communications  
Coordinated Campaign  
South Dakota Lottery  
Keep the Fun Good Campaign  
Lawrence & Schiller**

**Multicultural Advertising  
New York Lottery  
Spark Dance  
McCann New York**

**Hickey Live Special Events  
Promotion  
Texas Lottery  
30th Anniversary –  
Ghostland Observatory  
Texas Lottery**

**Hickey Digital Special Events  
Promotion  
New York Lottery  
LOTERIA  
McCann New York**

**Hickey Potpourri Promotion  
Ontario Lottery and Gaming  
LOTTO MAX Dream Bars  
FCB Toronto**

**Hickey Best Website,  
Microsite or App  
Hoosier Lottery  
Cash POP  
Laughlin Constable**

**NASPL 2023  
BEST OF THE BATCH**

**Georgia Lottery  
Corporation**

**ALL IN  
BBDO Atlanta**



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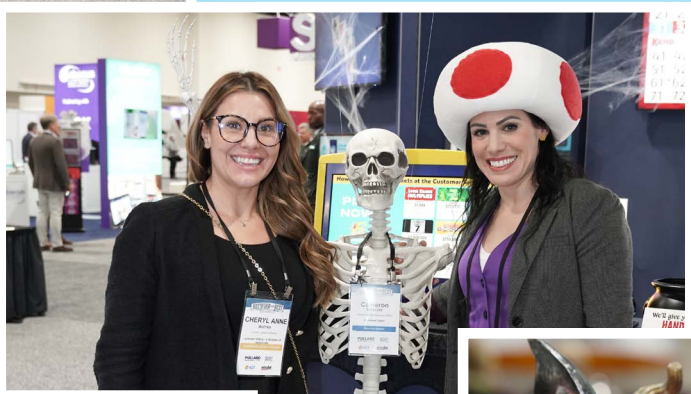
# PILOT PR

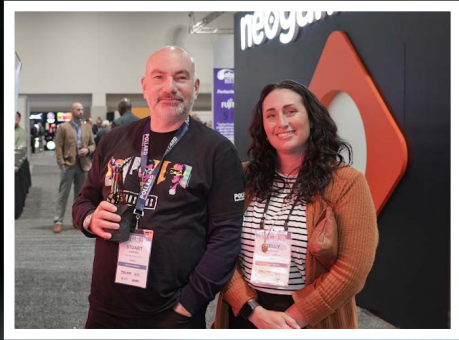


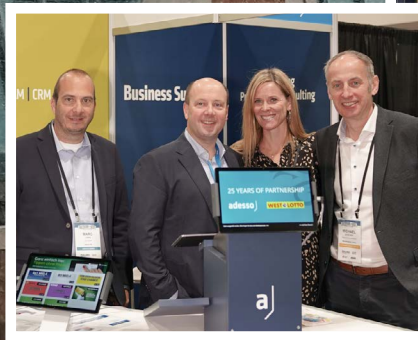


PROJECT

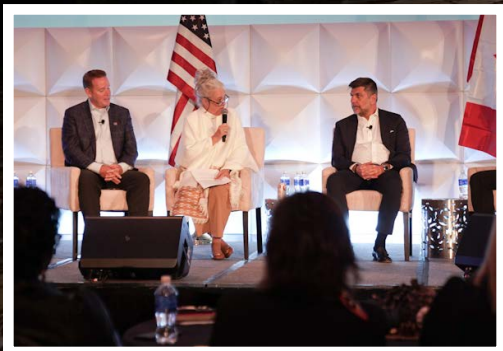
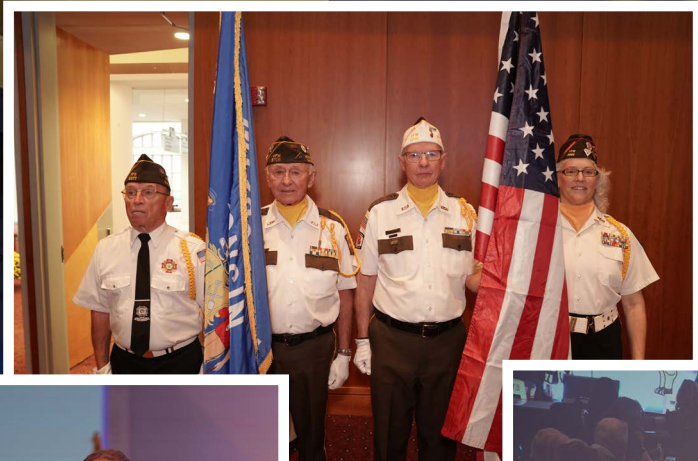




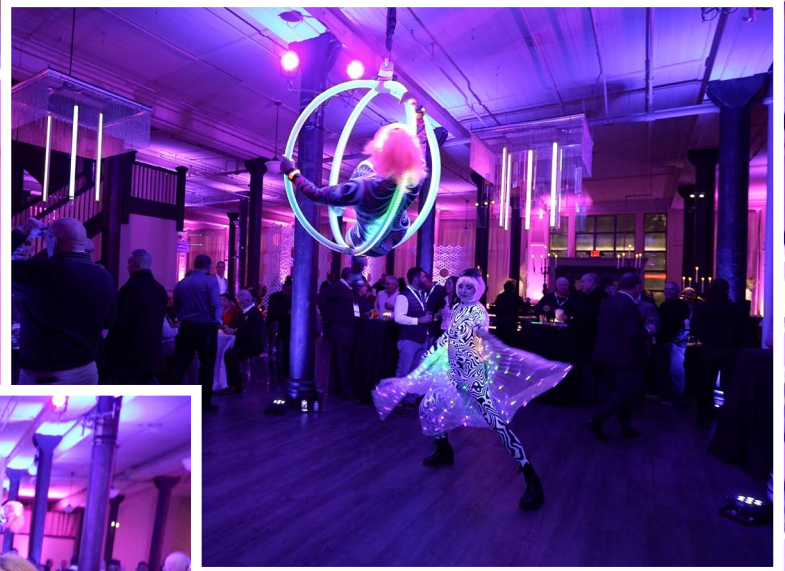
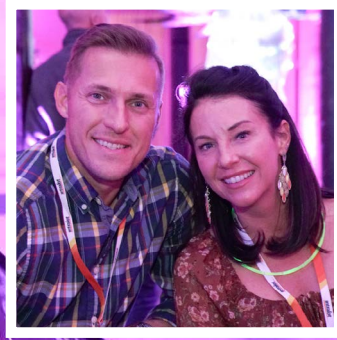




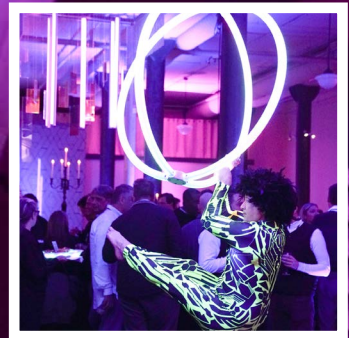


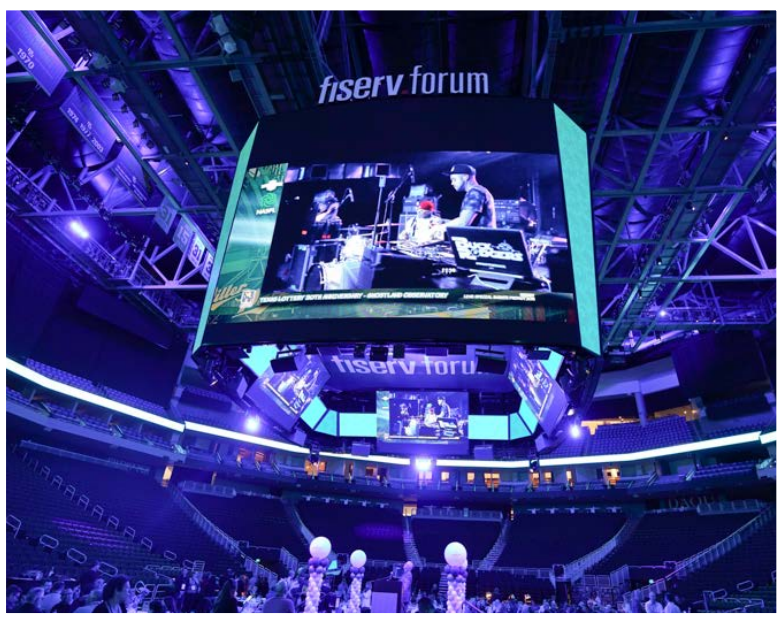
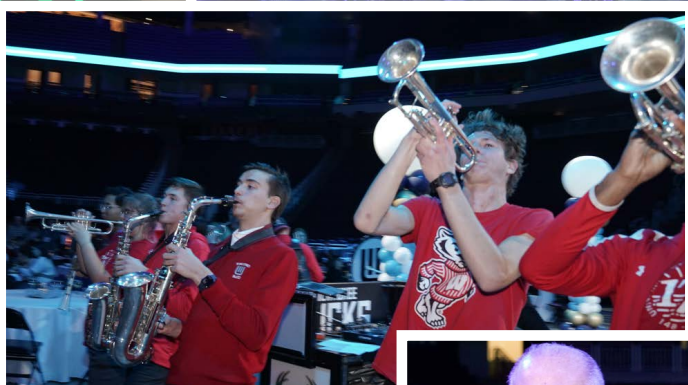
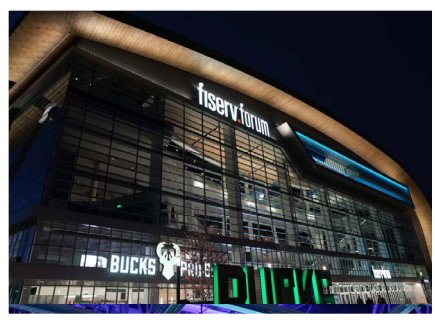


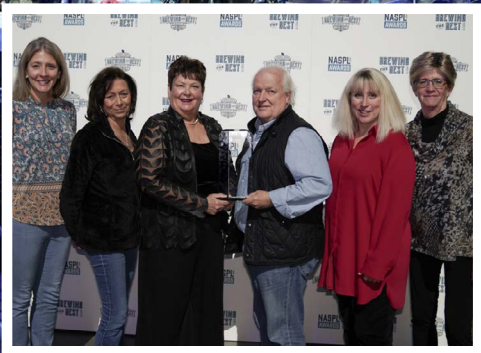
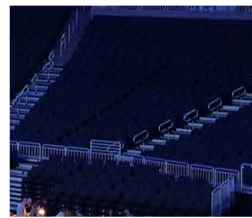
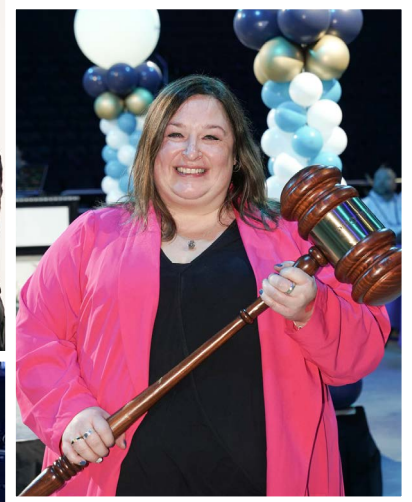














**INSIGHTS**

Holiday  
Instant  
Catalog



# Arizona Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Holiday Cash	PBL	Find	\$1	3,360,000	1 in 4.23	\$500
Snow Much Fun	SG	KNM	\$2	2,160,000	1 in 4.10	\$10,000
Naughty or Nice Crossword	PBL	Crossword	\$3	2,040,000	1 in 3.18	\$20,000
Snow Globe Cash	PBL	KNM	\$5	2,280,000	1 in 3.49	\$50,000
25 Days of Winning	PBL	Find	\$10	1,680,000	1 in 3.17	\$100,000
100X	PBL	KNM	\$20	900,000	1 in 3.04	\$500,000

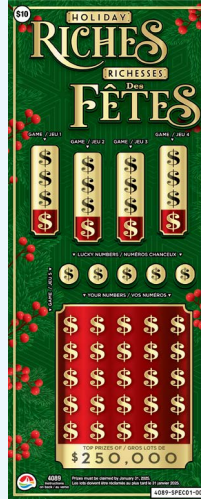
# Arkansas Scholarship Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Betty Boop™	SG	Key Symbol Find	\$1	1,440,000	1 in 4.57	\$500
It's Gold Outside	SG	Key Symbol Find	\$2	960,000	1 in 3.99	\$2,000



## Atlantic Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Winning SnowBalls	SG	Extended Play	\$3	750,000	1 in 4.53	\$30,000
Winter Wins	SG	Extended Play	\$5	800,000	1 in 3.80	\$50,000
Holiday Riches (National game)	PBL	KNM	\$10	500,000	1 in 3.07	\$250,000
Holiday Pack	SG	Extended Play	\$25	194,320	1 in 1.00	\$150,000

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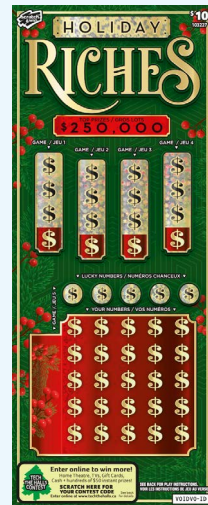
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The secure solution to get instant tickets into the **traditional** and **self-serve** checkout lanes of multi-lane retailers.



Outstanding Games.  
Retail Excellence.  
Digital Innovation.

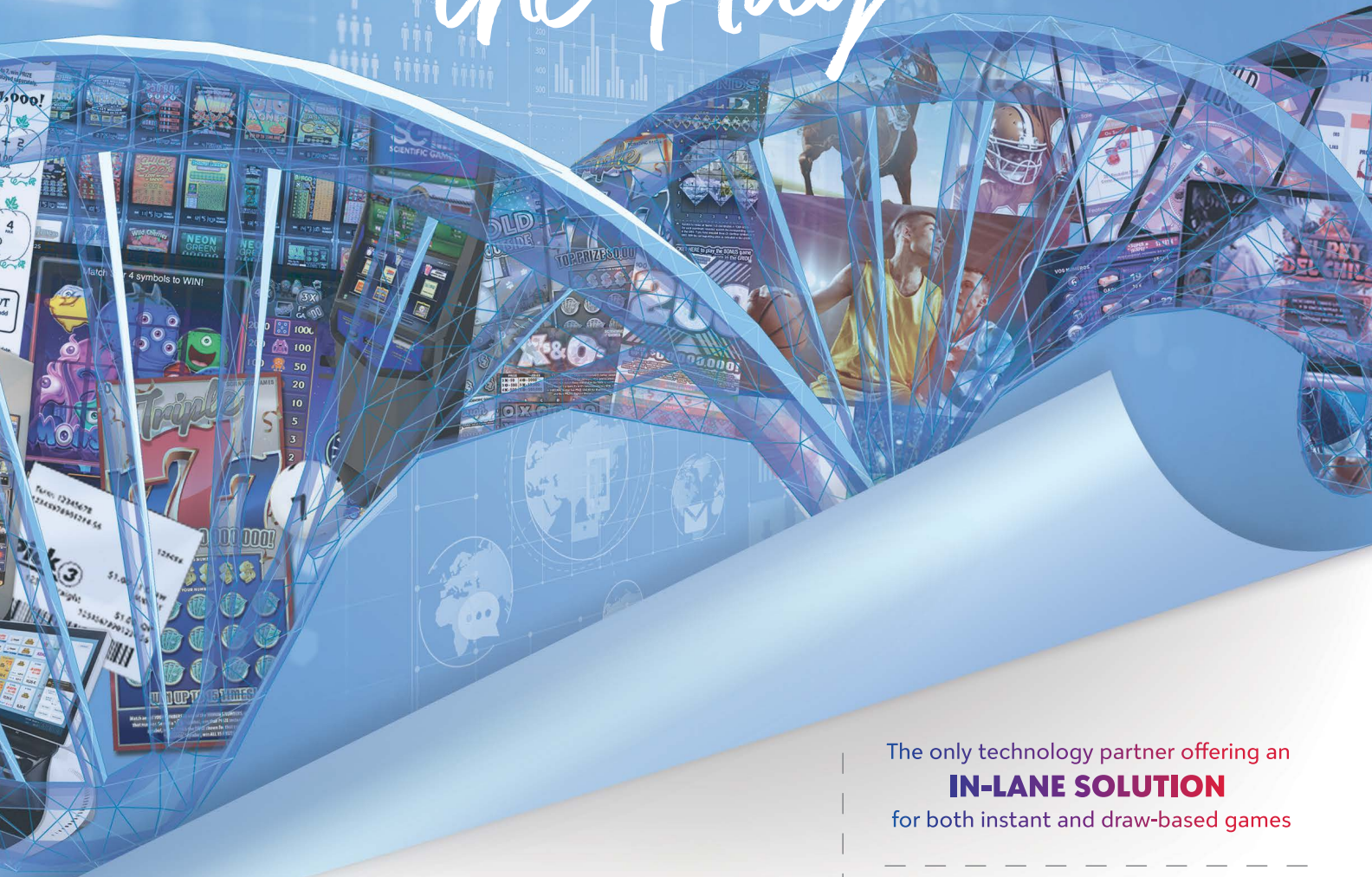
# BCLC



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Gift Tag Greetings	PBL	Instant Win	\$1	1,400,000	1 in 3.30	\$10,000
Gnome for the Holidays	PBL	Instant Win	\$1	1,400,000	1 in 3.30	\$10,000
Winter Riches	PBL	KNM	\$2	800,000	1 in 3.30	\$20,000
Christmas Paws	IGT	KSM	\$2	800,000	1 in 3.30	\$20,000
Merry Multiplier	PBL	KNM	\$3	800,000	1 in 3.50	\$50,000
Jack Frost	PBL	KSM	\$3	750,000	1 in 3.50	\$50,000
All Wrapped Up X10	PBL	KNM	\$5	750,000	1 in 3.30	\$100,000
Winning Tree	IGT	KNM	\$5	750,000	1 in 3.30	\$100,000
Countdown to Christmas	PBL	Instant Win	\$10	250,000	1 in 3.10	\$125,000
Holiday Riches (National game)	PBL	KNM	\$10	500,000	1 in 3.07	\$250,000
Holiday Gift Pack	PBL	Multi-Pack	\$20	400,000	1 in 2.00	\$150,000



# The Science Inside *the Play*



**SUPPORT THE 1<sup>ST</sup> and 2<sup>ND</sup>**  
highest performing instant game programs  
**IN THE WORLD**  
with specialized technology solutions\*

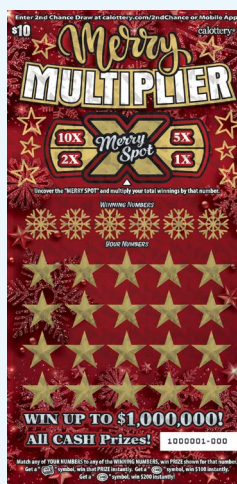
The only technology partner offering an  
**IN-LANE SOLUTION**  
for both instant and draw-based games

Pioneered terminal-generated  
instant win games, one of the fastest  
growing draw products in the U.S. with  
**17% GROWTH IN 2022**

More and more, lotteries around the world are choosing Scientific Games' advanced systems technology to grow their business and give their consumers the ultimate playing experience.

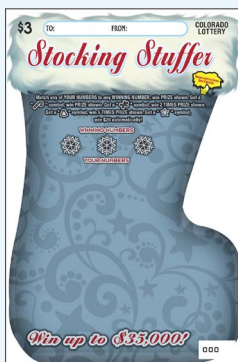


# California Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Gift Tag Greetings	PBL	Find	\$1	21,600,000	1 in 4.34	\$5,000
Holiday Cash	SG	KNM	\$5	12,000,000	1 in 3.76	\$250,000
Merry Multiplier	SG	KNM	\$10	12,000,000	1 in 3.61	\$1,000,000
2024	SG	KNM	\$20	12,000,000	1 in 3.00	\$5,000,000

# Colorado Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Holiday Treasures	SG	KNM	\$1	2,880,000	1 in 4.38	\$5,000
Peek Season	SG	KSM	\$2	1,200,000	1 in 4.05	\$10,000
Stocking Stuffer	SG	KNM	\$3	720,000	1 in 3.13	\$35,000
Shimmering Riches	SG	KNM	\$5	1200,000	1 in 3.71	\$100,000
What's Under the Tree?	SG	KNM	\$10	1440,000	1 in 3.64	\$250,000
Holiday Bucks	SG	KNM	\$20	1440,000	1 in 3.04	\$1,000,000

\$2

ColorPlay

# LUCKY SHAMROCK

Scratch the entire play area to reveal 12 symbols. Reveal 3 matching symbols, win the corresponding PRIZE in the PRIZE LEGEND for that symbol.



3 SYMBOLS	PRIZE
	\$2
	\$5
	\$10
	\$20
	\$40
	\$100
	\$200
	\$500
	\$2,000
	\$30,000

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COLOR  
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BEFORE!



## Introducing ColorPlay™

## for Infinity Instants™!

ColorPlay is a visually captivating, player-facing brand that captures the essence of Infinity Instants games. With ColorPlay, players and retailers can quickly identify games that feature Infinity Instants' colorful game symbols under the surface.

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## Connecticut Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Holiday Gifts	SG	KNM	\$1	1,400,000	1 in 3.80	\$1,000
Happy Pawldays!	SG	KNM	\$2	1,000,000	1 in 3.75	\$10,000
Holiday Riches	SG	KNM	\$5	1,300,000	1 in 3.59	\$50,000

## Delaware Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Merry Money	SG	Find	\$1	360,000	1 in 4.87	\$500
'Tis the Season	SG	KNM	\$2	270,000	1 in 4.58	\$1,000
Holiday Ca\$h	SG	Find	\$5	270,000	1 in 3.60	\$5,000
Snowflake Wonder	SG	KNM	\$10	240,000	1 in 3.78	\$10,000

# Thank You for a Wonderful Year!



As the year comes to a close, we want to express our heartfelt gratitude to all our amazing customers. Your trust and support have made 2023 a remarkable year for us. We're excited to have served you and look forward to continuing to work together in 2024!



# DC Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Holiday Wishes	SG	KNM	\$1	200,000	1 in 4.50	\$500
Holiday Fun 20X	SG	KNM	\$5	240,000	1 in 3.50	\$25,000
Winter Winnings	SG	KNM	\$10	240,000	1 in 3.90	\$100,000

# Florida Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
\$10,000 Triple Match	SG	KNM	\$1	22,080,000	1 in 4.87	\$10,000
\$50,000 Triple Match	SG	KNM	\$2	18,000,000	1 in 4.41	\$50,000
\$1,000,000 Triple Match	SG	KNM	\$5	18,000,000	1 in 3.95	\$1,000,000
\$2,000,000 Triple Match	SG	KNM	\$10	20,040,000	1 in 3.44	\$2,000,000
\$5,000,000 Triple Match	SG	KNM	\$20	7,440,000*	1 in 2.85	\$5,000,000

\*Quantity of holiday pulse. Total quantity of 30,000,000



## Holiday Cheer. Automated.

Make marketing merry and bright with the **most powerful digital signage platform** on the market.

**Highlight featured and seasonal tickets.** Integrate Instant's data, jackpot values, winner info, and more.

Deliver **highly targeted** advertising. **Automatically update** content. **Engage with players** where it matters most.

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**STRATACACHE**

## Georgia Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Holiday Riches	SG	KNM	\$2	7,200,000	1 in 4.04	\$30,000
Gifts Galore	SG	Find	\$3	3,600,000	1 in 3.75	\$150,000
Merry Money	SG	KNM	\$5	5,760,000	1 in 3.44	\$300,000
Holiday 50X The Money	SG	KNM	\$10	6,240,000	1 in 3.24	\$750,000
Holiday 100X The Money	SG	KNM	\$20	2,400,000	1 in 3.08	\$1,500,000

## Hoosier Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Festive \$50	IGT	Symbol Find	\$1	6,240,000	1 in 4.49	\$50
Holiday Jingle	IGT	KNM	\$2	3,720,000	1 in 4.17	\$10,000
Very Merry Crossword	IGT	Crossword	\$3	3,600,000	1 in 3.75	\$30,000
Holiday Wishes	IGT	KNM	\$5	3,360,000	1 in 3.71	\$500
Holiday Cash Blowout	IGT	Symbol Find	\$10	2,880,000	1 in 9.86	\$250



# PLAY PINK!

# WIN GREEN!



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SMART GAMING SOLUTIONS  
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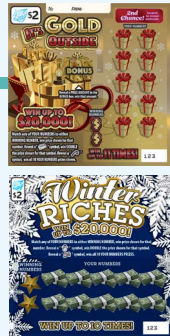
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# Idaho Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Snow Buddy But You	PBL	Match 3	\$1	780,000	2.42	\$1,000
Dashin' Thru the Dough	PBL	KNM	\$2	480,000	3.59	\$10,000
O'Christmas Spree	PBL	KNM	\$5	540,000	3.43	\$50,000
Gumdrop Cashword	PBL	Crossword	\$5	540,000	3.39	\$50,000
Gnome for the Holidays	PBL	KNM	\$10	330,000	3.49	\$100,000
Candy Cane Christmas	PBL	KNM	\$20	300,000	3.48	\$200,000

# Illinois Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Holiday Cash	SG	Match 3	\$1	10,600,000	1 in 4.52	\$500
It's Gold Outside	SG	KNM	\$2	5,030,000	1 in 4.11	\$20,000
Winter Riches	SG	KNM	\$2	2,600,000	1 in 4.24	\$20,000
Peppermint Payout 3X	SG	KNM	\$3	3,200,000	1 in 3.74	\$80,000
Holiday Bonus Spectacular	SG	KNM	\$5	4,800,000	1 in 3.91	\$100,000
Gifts of Green/Full of Green	PBL	KNM	\$10	4,100,000	1 in 3.40	\$250,000
Winter Winnings Blowout	SG	KSM	\$10	2,900,000	1 in 9.49	\$500
Merry Multiplier	SG	KNM	\$20	2,300,000	1 in 3.18	\$1,000,000

# Jumbo Interactive digital lottery solutions

Your proven partner in  
digital lottery management.



**Player-first**

We put the player at the heart of everything we do, to drive engagement and **growth**.



**Innovative**

Our technology is best-in-class, enabling you to reap the **benefits** of true insight and innovation.



**Collaborative**

We partner with you to design a **solution** that enables you to achieve your ambitions.

**“The Jumbo team has worked brilliantly with Lotterywest to create an opportunity for shared growth, it’s the sort of creativity and collaboration that underpins our growing partnership.”**

Ralph Addis  
CEO, Lotterywest



**20+ years**  
lottery experience



**250+**  
employees globally



**4 million**  
active players



**ASX 300**  
company



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Europe  
North America

Find out more

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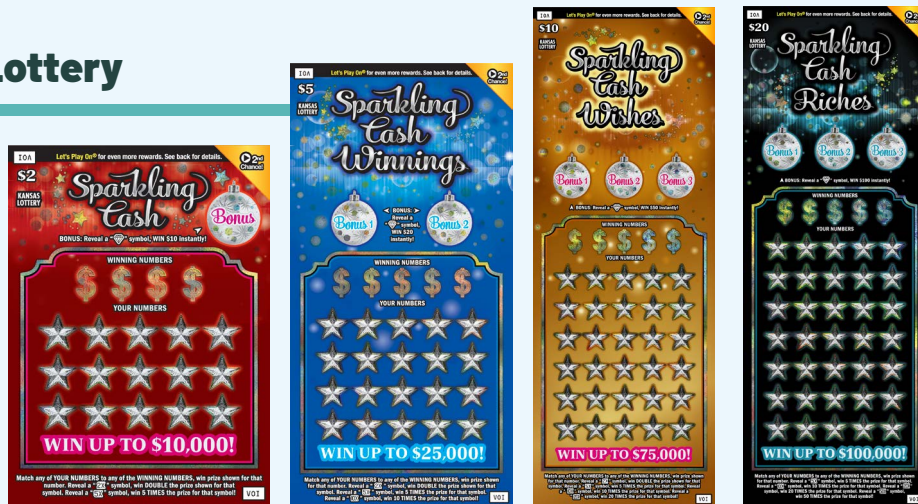


## Iowa Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Oh Ca\$mas Tree	SG	KSM	\$2	1,680,000	1 in 3.46	\$10,000
'Tis The Season	SG	Find Symbol	\$3	840,000	1 in 3.82	\$30,000
Holiday \$500s	SG	KNM	\$5	960,000	1 in 3.59	\$500
Cash Flurries	PBL	Find Symbol	\$5	960,000	1 in 3.40	\$50,000
Ho Ho Ho Fa La La	IGT	Find Symbol	\$10	720,000	1 in 2.83	\$100,000
Holiday 50x The Money	SG	KNM	\$10	720,000	1 in 2.86	\$100,000
Starry Night	PBL	Match 2 Symbols	\$20	480,000	1 in 2.38	\$25,000

## Kansas Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Sparkling Cash	PBL	KNM	\$2	1,200,000	1 in 3.21	\$10,000
Sparkling Cash Winnings	PBL	KNM	\$5	750,000	1 in 3.00	\$25,000
Sparkling Cash Wishes	PBL	KNM	\$10	400,000	1 in 2.77	\$75,000
Sparkling Cash Riches	PBL	KNM	\$20	300,000	1 in 2.90	\$100,000

# STANDING STILL IS NOT AN OPTION. NAVIGATE THE MARKET WITH STRATEGY.

At Ipsos, our strategic research team has helped our North American lottery clients successfully navigate the evolving gambling market, developing short and long term portfolio growth plans.



Create your business roadmap through **Foundational Market Landscape**



Understand players' needs and motivations with **Advanced Segmentation**



Get more out of your advertising & activation spend via **Communications Strategy**



Broaden your digital and in-store audience via **Market Optimization**



*Contact us to find out how we can partner together!*

**Scott Morasch, Senior Vice President**  
Lottery & Gaming Research

Direct: 778.373.5004  
[scott.morasch@ipsos.com](mailto:scott.morasch@ipsos.com)

**Trevor LeBlanc, Director**  
Lottery & Gaming Research

[trevor.leblanc@ipsos.com](mailto:trevor.leblanc@ipsos.com)

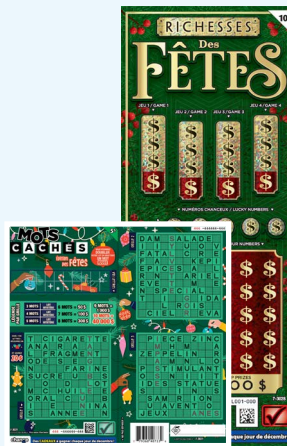
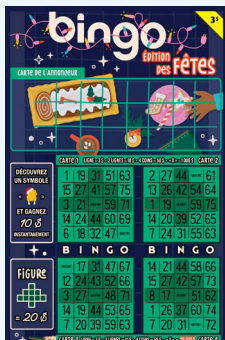


## Kentucky Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Gift Tag Cash	SG	KNM	\$1	4,320,000	1 in 4.47	\$600
Betty Boop™	SG	KNM	\$2	2,880,000	1 in 3.36	\$10,000
Naughty Or Nice Cashword	SG	Crossword	\$3	2,400,000	1 in 3.56	\$24,000
Nutcracker Cash	SG	KNM	\$5	3,600,000	1 in 3.39	\$50,000
\$500 Holiday Frenzy / \$500 Frosty Frenzy	SG	KNM	\$5	4,560,000	1 in 3.97	\$500
25 Days Of Winning	SG	Symbol Find	\$10	1,440,000	1 in 3.05	\$125,000
The Perfect Gift	SG	KNM	\$20	840,000	1 in 2.67	\$250,000

## Loto-Québec



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
7 chanceux de Noël	PBL	Match 3 of 7	\$1	2,000,000	1 in 4.00	\$7,777
Bingo édition des fêtes	SG	Bingo	\$3	2,100,000	1 in 3.40	\$25,000
Cadeau surprise	PBL	Match 3 of 6	\$3	2,750,000	1 in 4.00	\$10,275
Mots cachés édition des fêtes	SG	Crossword	\$5	2,000,000	1 in 3.40	\$40,000
Richesses des fêtes (National game)	PBL	KNM	\$10	1,100,000	1 in 3.07	\$250,000
Calendrier de l'Avent	PBL	Multigame ticket	\$15	720,000	1 in 2.60	\$80,000
Célébration 2024	SG	Match 3 of 6	\$25	3,000,000	1 in 2.80	\$5,000,000

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# iLottery

PAM | CRM | APPS

LotteryForce is one of the **most modern and advanced iGaming platforms** on the market, based on in-depth industry knowledge and solid technological expertise, in operations for **over 20 years**.

## Business Support

QA | Testing | Procurement Consulting

adesso advises and supports lottery companies as well as **lottery operators and organizers** in the consistent alignment of their strategy, organization, processes and infrastructure.

## Louisiana Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Snow Much Fun	SG	Reveal	\$1	2,040,000	1 in 4.73	\$500
Snow Much Cash	SG	KNM	\$2	960,000	1 in 4.59	\$10,000
Snow Me The Money	SG	KNM	\$5	720,000	1 in 3.83	\$100,000

## Maine State Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Holiday \$100s	SG	KNM	\$1	1,200,000	1 in 4.50	\$100
Holiday \$200s	SG	KNM	\$2	840,000	1 in 3.80	\$200
Holiday \$500s	SG	KNM	\$5	840,000	1 in 3.57	\$500



## Maryland Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
OH, SNAP	PBL	KNM	\$1	4,080,000	1 in 4.36	\$500
Unwrap the Cash	PBL	KNM	\$2	3,120,000	1 in 3.90	\$5,000
Peppermint Payout Multiplier	PBL	Extended Play, KNM	\$3	3,360,000	1 in 3.99	\$30,000
Holiday Cash	PBL	KNM	\$5	4,320,000	1 in 3.93	\$50,000
Snow Globe 7s	PBL	Symbol Find	\$10	3,120,000	1 in 3.37	\$100,000
Win \$100, \$200 or \$500	SG	KNM	\$20	5,040,000	1 in 9.14	\$500

## Massachusetts Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
\$5,000 Snow Much Money	SG	KNM	\$1	4,032,000	1 in 4.79	\$5,000
\$100,000 Snow Much Money	SG	KNM	\$2	8,064,000	1 in 4.58	\$100,000
\$50,000 Frosty Cashword	SG	CROSSWORD	\$2	4,032,000	1 in 4.39	\$50,000
\$1,000,000 Snow Much Money	SG	KNM	\$5	10,080,000	1 in 4.14	\$1,000,000
Cold Cash Blowout	SG	KNM	\$10	16,128,000	1 in 8.86	\$500
\$50,000 Winter Green	SG	KNM	\$10	5,040,000	1 in 5.49	\$50,000

# Michigan Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
A Partridge in a Pear Tree	PBL	KNM	\$1	10,200,000	1 in 4.61	\$500
Tis the Season	PBL	KNM	\$2	8,700,000	1 in 4.50	\$10,000
Peppermint Payout	PBL	KNM	\$5	5,700,000	1 in 4.11	\$300,000
Holiday Wishes	IGT	KNM	\$10	4,200,000	1 in 3.61	\$500,000

# Minnesota Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Chillin'	PBL	Find	\$1	3,360,000	1 in 3.8	\$5,000
Frosty Fun	PBL	Find	\$2	2,520,000	1 in 3.89	\$10,000
Holiday \$500's	PBL	KNM	\$5	3,000,000	1 in 3.98	\$500
Holiday \$1,000's	PBL	KNM	\$10	1,200,000	1 in 3.76	\$1,000

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## Missouri Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Happy Pawlidays!	SG	KNM	\$1	7,440,000	1 in 4.74	\$1,000
'Tis The Season	SG	Symbol Reveal	\$2	4,320,000	1 in 4.45	\$25,000
Stocking Stuffer	SG	KNM	\$3	3,360,000	1 in 3.82	\$50,000
Holiday Riches	PBL	KNM	\$5	3,480,000	1 in 3.59	\$100,000
Season's Greetings	SG	KNM	\$10	2,160,000	1 in 3.24	\$200,000
Merry & Bright	SG	KNM / Scratch My Back®	\$20	1,560,000	1 in 2.95	\$300,000

## Montana Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Winter Winnings	SG	Key symbol	\$1	140,000	1 in 4.70	\$1,000
\$2,000 Holiday Wishes	SG	Key number	\$1	140,000	1 in 4.70	\$2,000
\$12,000 Holiday Wishes	SG	Key number	\$2	120,000	1 in 4.30	\$12,000
\$75,000 Winter Wishes	SG	Key number	\$5	160,000	1 in 3.60	\$75,000

[ IYKYK ]



When people think about lotteries, they think about lucky winners getting a big check. They don't think about you, putting in the hours to make the games more engaging.

We do.

Our innovative approaches and technologies are shaped by player and retailer insights and designed to integrate with investments you've already made.

*Our job is to make you a winner.* The prize is up to you.

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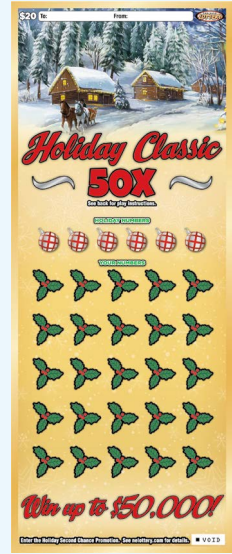
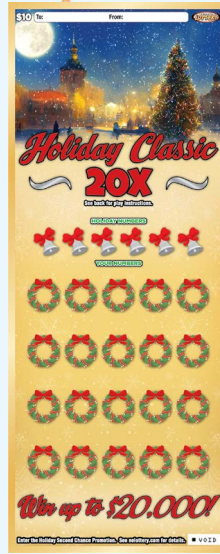
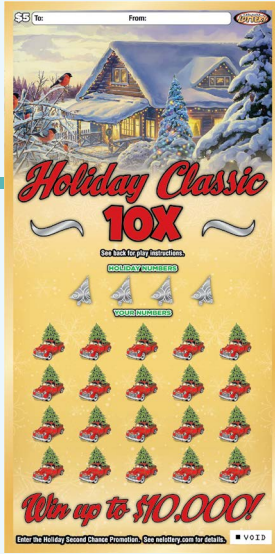
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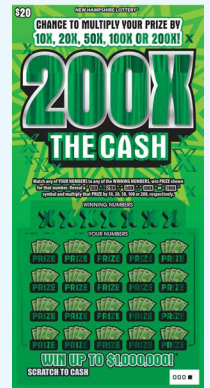
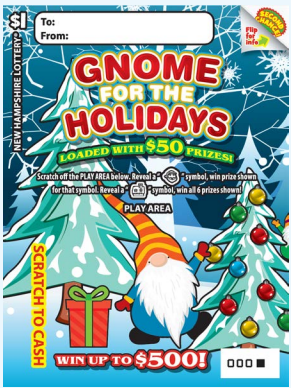
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# Nebraska Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Holiday Classic 2X	IGT	KNM	\$1	912,000	1 in 3.52	\$2,000
Holiday Classic 10X	IGT	KNM	\$5	396,000	1 in 3.19	\$10,000
Holiday Classic 20X	IGT	KNM	\$10	180,000	1 in 2.94	\$20,000
Holiday Classic 50X	IGT	KNM	\$20	144,000	1 in 2.89	\$50,000

# New Hampshire Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Gnome for the Holidays	SG	Symbol Match	\$1	1,200,000	1 in 4.75	\$500
Holiday Cash	SG	KNM	\$2	1,080,000	1 in 4.540	\$20,000
Holiday Wishes	SG	KNM	\$5	1,000,000	1 in 4.03	\$75,000
\$50 or \$100 Series V (Pulsed game)	SG	KNM	\$10	1,560,000	1 in 9.30	\$100
200X the Cash	SG	KNM	\$20	1,920,000	1 in 3.19	\$1,000,000

# IN|MARKET

# LOTTO



## Not All Moments Are Created Equal

InMarket Moments is the only advertising solution to engage shoppers in real time:

- In store & at the point of sale
- At any lottery retail location
- With contextual push notifications
- And full-screen brand experience

See for yourself!



## RECENT INMARKET AWARD WINS



REAL-TIME CONNECTIONS. REAL-WORLD IMPACT.

# IN|MARKET

For more information about InMarket and our unique suite of marketing solutions, please reach out to us at [InMarket.com/contact](https://InMarket.com/contact)

## New Jersey Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Gnome for the Holidays	SG	Find	\$1	6,960,000	1 in 4.66	\$500
Merry Money Multiplier	SG	KNM	\$2	7,200,000	1 in 4.22	\$10,000
Peppermint Payout x20	SG	KNM	\$5	3,600,000	1 in 4.23	\$100,000
Winter Winnings	SG	KNM	\$10	3,600,000	1 in 3.86	\$500,000

## New Mexico Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Oh, What Fun!	SG	Match 3	\$1	600,000	1 in 4.62	\$25
When It's Gold Outside	SG	KNM	\$2	360,000	1 in 3.94	\$500
Happy Pawlidays	SG	KSM	\$3	240,000	1 in 3.78	\$500
What's Under the Tree	SG	KNM	\$5	240,000	1 in 3.71	\$1,000

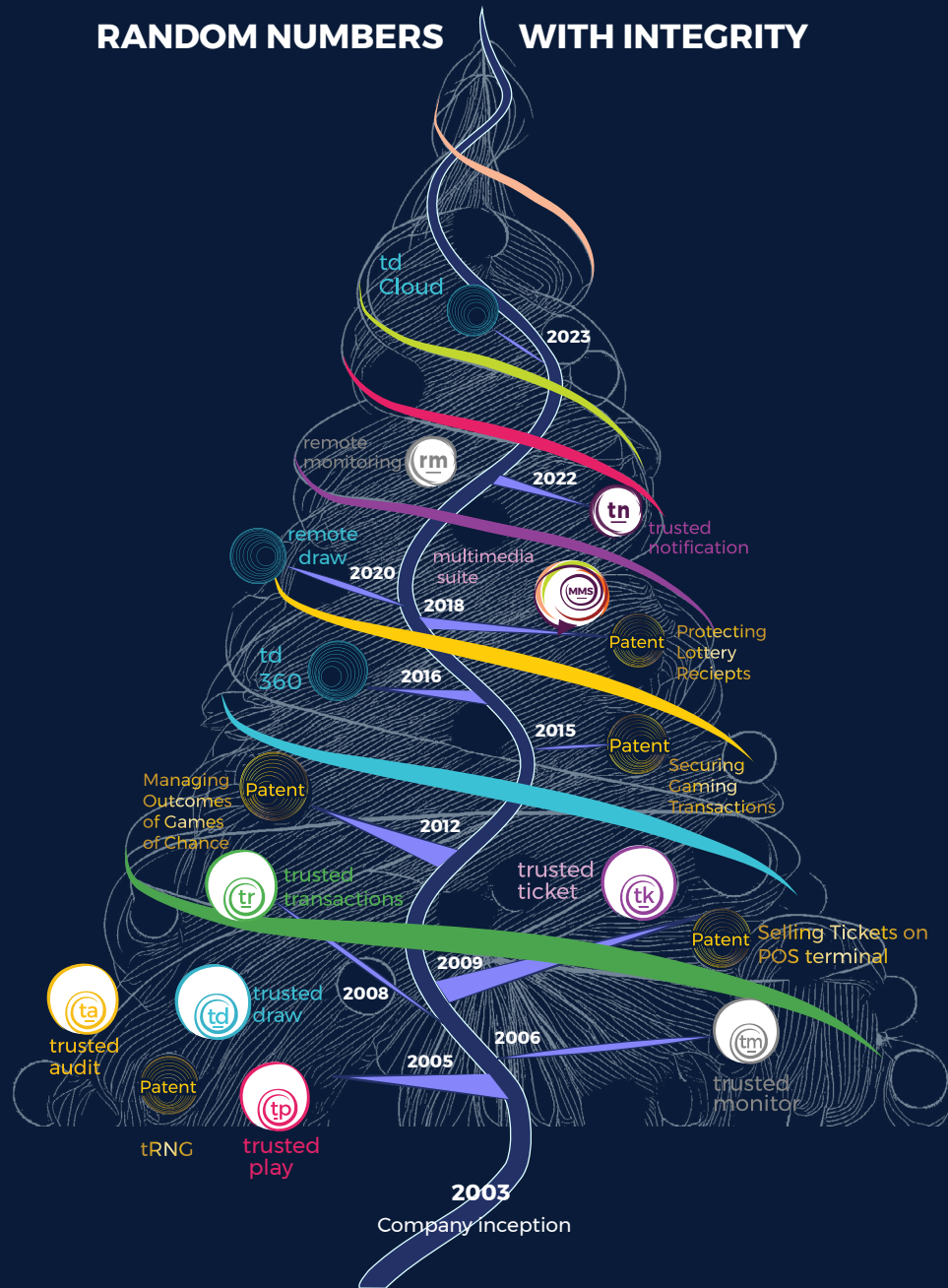


# CELEBRATING

# 20 YEARS

RANDOM NUMBERS

WITH INTEGRITY



# Szrek2Solutions

WHEN I PLAY I TRUST

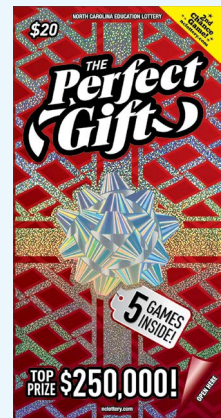


## New York Lottery



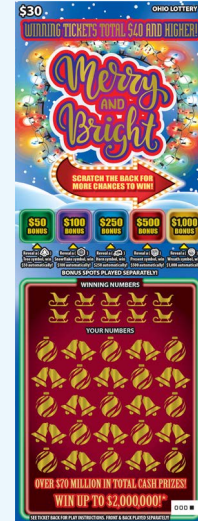
Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Holiday 7	IGT	Symbol Reveal	\$2	7,200,000	1 in 4.89	\$500
Holiday Delight	SG	KNM	\$5	5,760,000	1 in 3.97	\$500,000
Holiday Treasure	SG	KNM	\$10	4,800,000	1 in 3.39	\$1,000,000

## North Carolina Education Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Stocking Stuffer	SG	Find	\$1	6,240,000	1 in 4.79	\$5,000
Peppermint Red/Winter Green	SG	Key Number Match	\$2	4,560,000	1 in 4.49	\$20,000
Nutcracker Cash	SG	Key Number Match	\$3	3,600,000	1 in 4.18	\$75,000
Holiday Gold	SG	Key Number Match	\$5	5,160,000	1 in 4.20	\$150,000
Holiday Cash Blowout	SG	Key Number Match	\$10	3,600,000	1 in 9.95	\$500
The Perfect Gift	SG	Multiple Games/Types	\$20.00	1,800,000	1 in 3.06	\$250,000

# Ohio Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Holiday Cash	SG	Match	\$1	16,200,000	1 in 3.99	\$500
Gnome for the Holidays	IGT	KNM	\$2	6,000,000	1 in 3.86	\$10,000
Holiday Lucky Times 10	SG	KNM	\$5	7,000,000	1 in 3.58	\$100,000
The most Wonderful Time of the year!	SG	KNM	\$10	6,000,000	1 in 3.40	\$500,000
Holiday Gold	SG	KNM	\$20	3,000,000	1 in 3.03	\$1,000,000
Merry And Bright	SG	KNM	\$30	3,000,000	1 in 2.95	\$2,000,000

# Oklahoma Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Gnome for the Holidays	SG	KNM	\$1	960,000	1 in 4.20	\$3,000
Cashing Through the Snow	SG	Match 2	\$5	360,000	1 in 3.20	\$50,000

# OLG



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Peppermint Cash	PBL	KNM	\$2	1,800,000	1 in 3.88	\$35,000
Winter Tripler	PBL	Pattern Style	\$3	2,800,000	1 in 3.65	\$75,000
Silver Bells	PBL	Pattern Style	\$3	3,080,000	1 in 3.64	\$75,000
Arctic Blast	PBL	KNM	\$5	2,800,000	1 in 3.98	\$500
Festive 5X	PBL	Match 3	\$5	2,800,000	1 in 3.71	\$100,000
Holiday Riches (National game)	PBL	KNM	\$10	1,500,000	1 in 3.07	\$250,000
Holiday Gift Pack	PBL	KNM	\$20	1,800,000	1 in 1.00	\$100,000

# Oregon Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Holiday Cookie Cash	IGT	Tic Tac Toe	\$1	1,864,000	1 in 4.05	\$1,000
Meowly Catsmas	SG	Match 3	\$2	940,000	1 in 3.60	\$10,000
Build A Snowman	IGT	Find Symbol	\$5	575,000	1 in 3.74	\$50,000
Let It Snow	SG	KSM	\$10	270,000	1 in 3.15	\$75,000
Under The Mistletoe	PBL	KNM	\$20	168,000	1 in 3.50	\$150,000

# Pennsylvania Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Jingle Buck	SG	KNM	\$1	10,800,000	1 in 4.74	\$5,000
Twinkles and Tangled	SG	Reveal	\$2	6,000,000	1 in 4.40	\$25,000
Bah, Humbug\$	SG	Varous	\$3	5,400,000	1 in 4.39	\$50,000
Santa's Cash Drop Doubler	SG	Reveal	\$5	10,800,000	1 in 4.48	\$200,000
\$500,000 Merry-mint	SG	KNM	\$10	7,200,000	1 in 3.79	\$500,000
\$1 Million Money Tree	SG	KNM	\$20	5,400,000	1 in 3.56	\$1,000,000
Ho Ho Holiday 100X	SG	KNM	\$30	4,800,000	1 in 3.08	\$3,000,000

# Puerto Rico (Lotería Electrónica)



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Navidad Boricua	SG	KNM	\$2	360,000	1 in 4.68	\$15,000
Postal Boricua	SG	KNM	\$2	360,000	1 in 4.04	\$20,000

## Rhode Island Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Holiday Doubler	IGT	KNM	\$1	964,500	1 in 4.61	\$1,000
Merry And Bright	IGT	KNM	\$2	591,600	1 in 3.86	\$5,000
Holiday Winnings 10 X	IGT	KNM	\$5	531,100	1 in 3.56	\$30,000
Holiday Winfall	IGT	KNM	\$10	148,740	1 in 3.33	\$500

## South Carolina Education Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Festive 5s	SG	KNM	\$1	1,800,000	1 in 4.83	\$5,000
Happy Pawladays!	SG	Find	\$2	1,920,000	1 in 4.41	\$30,000
Winter Green	SG	KNM	\$5	2,640,000	1 in 4.00	\$200,000
Silver & Gold	SG	KNM	\$10	4,200,000	1 in 3.49	\$300,000

## South Dakota Lottery



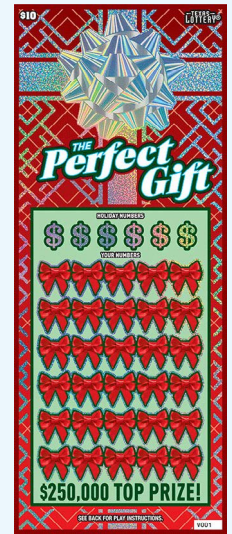
Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Holiday Ca\$h	SG	KNM	\$1	450,000	1 in 4.73	\$1,000
Let It Snow	SG	KNM	\$2	240,000	1 in 4.39	\$2,000
Holiday Riches	SG	KNM	\$5	180,000	1 in 4.12	\$15,000

## Tennessee Education Lottery



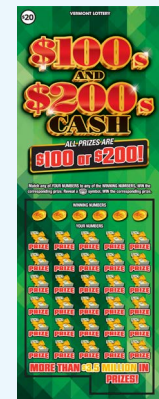
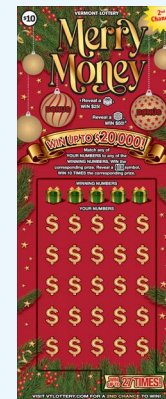
Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Holiday Cash Doubler	SG	KNM	\$1	2,880,000	1 in 4.18	\$500
Red/Gold/Green Series	SG	KNM	\$2	2,160,000	1 in 4.14	\$20,000
Holiday Riches	SG	KNM	\$5	1,200,000	1 in 3.99	\$100,000
Holiday Gold	SG	KNM	\$10	720,000	1 in 2.89	\$200,000
Merry Christmas	SG	KNM	\$20	600,000	1 in 2.82	\$500,000

## Texas Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
JuSt 1 Buck	IGT	KSM	\$1	11,040,000	1 in 4.46	\$500
Holiday Loteria	IGT	Bingo	\$3	6,000,000	1 in 4.64	\$50,000
Holiday 777	PBL	KNM	\$5	7,200,000	1 in 4.30	\$100,000
The Perfect Gift	PBL	KNM	\$10	6,000,000	1 in 3.83	\$250,000

## Vermont Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Tinsel Town	PBL	Reveal	\$1	390,000	1 in 4.20	\$100
Happy Hoo-lidays	PBL	Reveal	\$2	400,000	1 in 4.11	\$1,000
Snowglobe Winnings	PBL	KNM	\$5	270,000	1 in 4.16	\$5,000
Peppermint Payout	PBL	KNM	\$5	270,000	1 in 4.13	\$5,000
Merry Money	PBL	KNM	\$10	245,000	1 in 3.48	\$20,000
\$100s and \$200s Cash	PBL	Reveal	\$20	240,000	1 in 9.17	\$200

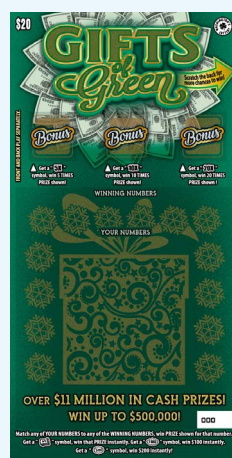
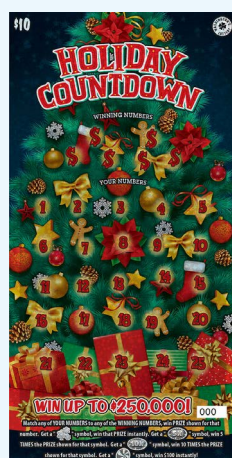


## Virginia Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Holiday Cash 5X	IGT	KNM	\$1	3,120,000	1 in 4.72	\$5,000
Holiday Cash 10X	IGT	KNM	\$2	1,920,000	1 in 4.50	\$25,000
Holiday Cash 20X	IGT	KNM	\$5	1,680,000	1 in 4.30	\$125,000

## Washington's Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Unwrap the Cash	SG	KNM	\$1	1,800,000	1 in 3.84	\$5,000
Winter Winnings	IGT	Match 3	\$1	1,800,000	1 in 3.84	\$5,000
Candy Cane Lane	SG	KNM	\$5	1,260,000	1 in 3.38	\$50,000
Holiday Countdown	SG	KNM	\$10	1,020,000	1 in 3.68	\$250,000
Gifts of Green	SG	KNM	\$20	780,000	1 in 3.43	\$500,000

# WCLC



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
OH, Snap	PBL	Match 3	\$1	1,200,000	1 in 3.81	\$10,000
Merry Money	PBL	Match 3	\$1	1,200,000	1 in 3.99	\$10,000
BAH Humbucks	PBL	Symbol Reveal	\$2	800,000	1 in 3.39	\$25,000
Cashing Through The Snow	PBL	Board Game Play	\$2	800,000	1 in 3.77	\$25,000
Sleigh Bells	PBL	Symbol Match	\$3	800,000	1 in 2.73	\$50,000
Christmas Crossword	PBL	Crossword	\$4	750,000	1 in 3.04	\$75,000
Peppermint Payout	PBL	Symbol Match	\$5	750,000	1 in 3.67	\$100,000
Gift Tag Winnings	PBL	Match 3	\$5	700,000	1 in 1.00	\$10,000
Treasure Tree	PBL	Multi-Game	\$10	300,000	1 in 3.04	\$200,000
Holiday Riches (National game)	PBL	KNM	\$10	500,000	1 in 3.07	\$250,000
Player's Choice Mega Pack	PBL	Multi-Game	\$20	800,000	1 in 1.00	\$1,000,000
Countdown to Christmas	PBL	Match 3	\$30	250,000	1 in 3.34	\$500,000

# West Virginia Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Boo-Yah Bucks - What the Elf	IGT	Find, Key Match	\$1	1,320,000	1 in 4.30	\$3,000
Nightmare 7s - Gnome 7s	IGT	Find	\$2	1,080,000	1 in 4.74	\$7,000
Candy Corn - Hot Chocolate Crossword	IGT	Key Match	\$3	960,000	1 in 4.75	\$25,000
Halloween Pac-Man - Holiday Pac-Man	IGT	Key Match	\$5	640,000	1 in 4.23	\$30,000
Big Halloween Party - The Big Package	IGT	Key Match	\$10	480,000	1 in 3.33	\$50,000

# Wisconsin Lottery



Game Name	Vendor	Game Type	Price Point	Quantity	Odds of Winning	Top Prize
Winter Wonders	PBL	Find the Symbol	\$1	1,680,000	1 in 4.20	\$100
Winter Time Crossword	PBL	Crossword	\$3	960,000	1 in 3.80	\$30,000
5 Times the Joy	IGT	Find the Symbol	\$5	1,680,000	1 in 4.20	\$500
Snow Much Fun	SG	KNM	\$10	720,000	1 in 3.90	\$50,000
Nutcracker Cash Countdown	PBL	Match 3	\$15	600,000	1 in 2.80	\$100,000
Holiday Riches	SG	KNM	\$20	480,000	1 in 3.20	\$100,000



FY 2023 Sales Report

# Jackpot!

That simple word describes much of what drove U.S. lottery results in fiscal 2023, with a world record \$2 billion Powerball jackpot and two billion-plus Mega Millions jackpots during the time frame of most lotteries' fiscal years.

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or the first time, American lotteries generated more than \$100 billion in total sales of traditional lottery products in a single year, easily surpassing that milestone in fiscal 2023 with sales of \$102.3 billion, up 4.4% from the previous year's tally of \$98.0 billion. The reason is clear: multiple massive jackpots in both Powerball and Mega Millions added more than \$4.5 billion in sales compared to fiscal 2022.

Better still, revenues returned to lotteries' beneficiaries increased by almost \$1.7 billion overall, from \$28.7 billion in fiscal 2022 to \$30.4 billion in fiscal 2023, a 5.9% gain. That's important additional revenue for education, the environment, economic development, cities and towns, senior citizens, veterans, and other programs funded by lotteries.

That revenue generated for good causes includes net proceeds from casino-style gaming and sports betting in a number of jurisdictions. In those product lines, gross gaming revenue (after prizes) was \$11 billion, up 11.3% from fiscal 2022.

Including that gaming and sports revenue, American lotteries generated a combined \$113.3 billion in sales during fiscal 2023, a 5.0% increase over fiscal 2022.

Canadian lotteries were more of a mixed bag, and are difficult to aggregate because Loto-Québec reports only GGR for all products, not sales. The largest lottery, in Ontario, was down a bit in sales, as was British Columbia. Atlantic Lottery's four provinces had solid gains, as did three of Western Canada Lottery Corp.'s five members. Combined, these lotteries generated C\$8.5 billion in sales of traditional lottery products, down 0.3%. Including net revenue from gaming in the Atlantic provinces, primarily video lottery terminals, total sales for these four lottery organizations were C\$8.9 billion,

slightly up from the previous year. They sent more than C\$2.4 billion to their governments for the causes they support, down about 5% from the previous year.

As always, we always caution readers against comparing lotteries, given differences in history, product mix, demographics, stakeholder concerns and even geographies.

### **Growth Throughout the Ranks**

Among American lotteries, there were no changes in the rankings of the top 10 by traditional game sales, and those 10 lotteries combined to add more than \$2.4 billion to the industry's sales in fiscal 2023. Florida held its position as the traditional game leader, generating \$9.8 billion in fiscal 2023, up 5.1% from the previous year. California surged past \$9 billion for the first time, gaining 4.4% to land at just over \$9.2 billion in sales. Texas was third at \$8.7 billion, an increase of 5.2%. Rounding out the top five, New York was up 1.4% to reach almost \$8.3 billion, and Massachusetts was up 4.6% to \$6.1 billion, its first time past the \$6 billion milestone.

Among the 10 largest American lotteries, North Carolina had the most impressive gain at 11.7%, jumping past \$4 billion for the first time with \$4.3 billion in sales. That was powered in no small part by an industry-leading 12.5% increase in instant game sales, which added \$330 million to their total.

When revenues from casino-style games and/or sports betting are considered, New York continues its reign at the top, passing \$10.5 billion in total sales to set a new record, up 1.8% from fiscal 2022.

With the 55% increase in combined sales for Powerball and Mega Millions across the country, several lotteries reported double-digit gains in overall sales. Most of those are smaller lotteries where the impacts

of jackpot game sales are more easily felt. Leading the way in percentage increase in traditional game sales were Wyoming (+61.4%) and North Dakota (+34.8%). Without instant games, those two jurisdictions are accustomed to huge swings in total sales, depending almost entirely on the jackpot games. Wyoming had the added benefit of launching Keno during the year, which added a good bit of sales on top of the national games.

Among other lotteries with double-digit gains were Montana (+25.2%), New Mexico (+23.1%), South Dakota (+13.2%) and Idaho (+12.3%).

Because of video lottery operations, New York continues to send more money to beneficiaries than any other American lottery – almost \$3.7 billion in fiscal 2023. Without the benefit of gaming, net proceeds from the other top lotteries fall in line with their sales ranking. Florida returned more than \$2.45 billion, California \$2.27 billion, Texas \$2.16 billion, and Massachusetts \$1.19 billion.

### **Game Highlights**

Although still accounting for the lion's share of traditional game sales in the U.S., instant games continued a marginal slide from their pandemic-induced high in fiscal 2021. That year, instant sales jumped almost 18% to reach nearly \$65.4 billion, which remains the record for the category. For fiscal 2023, sales of instant products exceeded \$64.6 billion, down just 0.5% from the previous year and about 1.1% from that fiscal 2021 high-water mark. That put the instant market share at 63.2% of traditional game sales in fiscal 2023.

Although 25 of the 44 lotteries with instant games reported a decline in the sales of those games, most of those declines were quite small, under 5%. The stars of the year were North Carolina (up 12.5%), New

## United States Sales Summary

Dollars in millions

	FY22	FY23	Increase (Decrease)	Percent Change
Instants	\$64,962.8	\$64,665.9	(\$296.8)	-0.5%
Pulltabs	316.2	309.9	(6.3)	-2.0%
iLottery elstants (net)	544.5	722.1	177.5	32.6%
Powerball	5,181.5	6,874.0	1,692.5	32.7%
Mega Millions	3,109.9	5,982.3	2,872.5	92.4%
Lotto America	62.2	95.1	32.9	53.0%
For Life games *	693.2	710.7	17.5	2.5%
All other lotto games	3,566.6	3,725.3	158.7	4.5%
Daily numbers (2-5 digits)	12,663.1	12,047.0	(616.2)	-4.9%
Monitor games	5,351.3	5,308.8	(42.6)	-0.8%
Daily keno	67.6	66.8	(0.8)	-1.2%
Terminal-based instant games	1,111.2	1,306.0	194.8	17.5%
Raffles	48.2	48.2	(0.0)	-0.1%
Hybrid instant/draw games	13.6	6.8	(6.9)	-50.4%
All other games	329.8	468.3	138.4	42.0%
Total draw games	32,198.3	36,639.2	4,440.9	13.8%
<b>Total traditional games</b>	<b>98,021.8</b>	<b>102,337.2</b>	<b>4,315.4</b>	<b>4.4%</b>
Electronic gaming machines (net)	8,305.5	8,689.5	383.9	4.6%
Table games (net)	962.9	1,082.9	120.0	12.5%
Sports betting (net)	617.9	1,228.9	611.0	98.9%
<b>Grand total sales</b>	<b>\$107,908.1</b>	<b>\$113,338.5</b>	<b>\$5,430.3</b>	<b>5.0%</b>

\* Includes Lucky for Life, Cash4Life and Win for Life

Mexico (up 9.8%), Louisiana (up 9.1%) and Idaho (up 7.9%).

North Carolina's standout year in instants was due to a number of factors, including great game development, strong advertising and marketing programs that include traditional and social media along with digital menu boards, and top-notch retail execution. The latter includes ensuring that all new games are in dispensers and ready to sell, with 99% game penetration for each of the past 21 months.

In New Mexico, instant performance was led by the successful ORO family of games, which took home NASPL's Buddy Roogow Innovation Award for best new instant game. Louisiana has had great success tweaking prize structures, increasing prize payouts, adding higher price point games and including unique experiential prizes.

On the draw side of the equation, while Powerball and Mega Millions made all the headlines with a combined 55% gain (32.7% for Powerball

and 92.4% for Mega Millions), they weren't the only newsworthy products. Among other multistate games, Lotto America sales were up 53% to \$95.1 million. The addition of a third weekly drawing in July 2022 helped, as did a jackpot that kept rolling for almost two years. It was finally won last April, with a record \$40 million prize. And the "for-life" games, Cash4Life and Lucky for Life (and we include Oregon's Win for Life in this category), combined for \$710.7 million in sales, up 2.5%.

The local lotto category also enjoyed a good year in aggregate, with total sales up 4.5% to \$3.7 billion. It's likely that they picked up a little benefit from the billion-dollar jackpot runs in the national games, with players attracted by those jackpots adding a local game or two to their purchase. That said, the year also brought several new lotto game introductions as lotteries seek to offer their players more choices, and of course rolling jackpot games will always flow with the size of the prize.

Daily numbers games, from two-digit to five-digit, were down 4.9% as a group, slipping to \$12 billion. Most jurisdictions reported declines, with some of the largest percentage drops coming in the states with the most sales in the category. Like instant games, daily numbers games were stars in the pandemic year of fiscal 2021, and in most cases they have come down off those peaks.

Monitor games as a group were down slightly, from \$5.35 billion in fiscal 2022 to \$5.31 billion in fiscal 2023. Offered in 23 jurisdictions (as noted, Wyoming added the game during the fiscal year), Massachusetts continues to be the runaway leader in this category, with \$1.2 billion in sales, up 2% from fiscal 2022. Keno declined in most jurisdictions, while secondary monitor games (in 10 jurisdictions) have generally done quite well. Those secondary games are usually small in comparison to Keno, although in Maryland and the District of Columbia, they outsell the original Keno.

Continuing their growth 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 jumped 17.5% to surpass \$1.3 billion across 26 jurisdictions. At the head of the class is now Illinois, which is reaping the benefits of bringing

the game to its iLottery platform. Of its industry-leading Fast Play sales of \$335.4 million (an increase of 158% over the previous year), \$292.7 million came through online and mobile channels.

One game not fitting a single category should be noted here. During fiscal 2023, IGT's Cash Pop was available in 10 jurisdictions. Seven implemented it as a daily game, offering several drawings a day; sales are listed in the "other" category. Combined sales in Florida, Georgia, Indiana, Mississippi, Missouri, South Carolina and Virginia were \$302.3 million during the year. The other three lotteries offer Cash Pop as a second monitor game, complementing their regular Keno games. Combined sales for Kentucky, New Jersey and West Virginia were just shy of \$70.7 million.

### Online Sales

There were no new implementations of iLottery during fiscal 2023, but at least two are on the horizon. Connecticut expects to launch all of its draw games online in mid-January. Looking ahead to early fall next year, West Virginia is planning to debut its iLottery platform (iGaming has been available since July 2020), starting with eInstants, Powerball and Mega Millions. In addition, North Carolina just launched eInstants on Nov. 15, adding to their existing online draw game portfolio.

During fiscal 2023, 11 lotteries offered online sales of either traditional draw games, eInstants, or both. Offering only draw games were Illinois, North Carolina and North Dakota. Offering both – although typically not including all draw games – were District of Columbia, Georgia, Kentucky, Michigan, New Hampshire, Pennsylvania, Rhode Island and Virginia. And along with West Virginia, Delaware continues to offer iGaming.

In fiscal 2023, net revenues for eInstant games jumped past \$722 million (up 32.6%), while total sales of draw games, grouped in the regular game categories in the accompanying charts, soared to almost \$1.5 billion.

In the iLottery space, there's a new leader in town – the upstart Virginia Lottery, which only began full online sales in July 2020. In just its third year of the activity, it has overtaken Michigan as the top revenue-producing lottery for eInstants. And with jackpot fever running wild in fiscal 2023, Virginia also soared into the lead in terms of total revenue from online sales – net eInstant revenue plus draw game sales, totaling \$585.9 million.

Illinois continues to be the top online performer when only draw games are considered, with more than \$517 million in online and subscription sales. As noted earlier, that's due in large part to the availability of Fast Play through digital channels.

As we have previously noted, due to different ways lotteries report eInstant "sales," 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.

### Sports Betting

Eleven lotteries currently operate or regulate sports betting, with Ohio

## Canada Sales Summary

Canadian dollars in millions

	FY22	FY23	Increase (Decrease)	Percent Change
Instants	\$2,502.1	\$2,466.8	(\$35.3)	-1.4%
Pulltabs	115.4	121.1	5.7	5.0%
Lotto 6/49	1,032.8	1,067.5	34.6	3.4%
Lotto Max	2,327.7	2,297.4	(30.3)	-1.3%
For Life games	117.2	114.1	(3.2)	-2.7%
All other lotto games	322.0	298.1	(23.9)	-7.4%
Daily numbers (2-4 digits)	231.8	230.2	(1.6)	-0.7%
Spiel games	635.3	645.4	10.1	1.6%
Sports betting	491.4	502.6	11.2	2.3%
Club Keno	387.6	387.1	(0.5)	-0.1%
Daily keno	115.7	111.2	(4.6)	-3.9%
Hybrid instant/draw games	146.2	135.1	(11.1)	-7.6%
All other games	110.4	131.1	20.6	18.7%
Total draw games	5,918.2	5,919.6	\$1.4	0.0%
<b>Total traditional games</b>	<b>8,535.7</b>	<b>8,507.6</b>	<b>(28.2)</b>	<b>-0.3%</b>
Electronic gaming machines (net)	353.2	416.6	63.4	18.0%
Table games (net)	0.9	1.9	0.9	98.5%
<b>Grand total sales</b>	<b>\$8,889.8</b>	<b>\$8,926.0</b>	<b>\$36.2</b>	<b>0.4%</b>

Note: These figures do not include Quebec, which now reports all games on a net basis (gross gaming revenue); net figures are not comparable to sales.

joining the mix during fiscal 2023, launching last January at selected Ohio Lottery retail locations.

Total gross gaming revenue for sports betting in these jurisdictions was \$1.2 billion in fiscal 2023, almost double the \$617.9 million the year before. As with eInstant revenue reporting, we try 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.

As it did with iLottery, Virginia shot out of the gate with its sports betting launch in January 2021, quickly leading the lottery pack by a large margin and recording more than \$546 million in gross gaming revenue in fiscal 2023. The Virginia Lottery acts strictly as a regulator for the activity, conducted entirely online until January 2023, when the state's new casinos started offering sports betting in their facilities.

Of the others, Delaware and Montana are strictly facility-based,

Oregon is online/mobile only, and Connecticut, Maryland, New Hampshire, Rhode Island, West Virginia and the District of Columbia have both retail and online/mobile options in place.

In Kansas, sports betting launched at the state's four casinos in September 2022. As with casino gaming in the state, those figures are not included in this report. There is a unique partnership in the state between the Kansas Lottery and the Kansas Racing and Gaming Commission, and while the Lottery



holds contracts with private companies for casino management, and distributes the related revenues, the actual gaming and sports regulation is under the umbrella of the Kansas Racing and Gaming Commission.

## Casino Gaming

For the second year in a row, lotteries offering gaming machines and table games reached record highs in those activities. Gross gaming revenue from video lottery terminals or slot machines increased by 4.6%, to almost \$8.7 billion. Table games activity jumped 12.5% to \$1.1 billion, surpassing the billion-dollar mark for the first time.

With the addition of Virginia to the casino ranks, nine American jurisdictions now offer VLTs or slot through lottery organizations: Delaware, Maryland, New York, Ohio, Oregon, Rhode Island, South Dakota, Virginia and West Virginia. Table games are available in Delaware, Maryland, Rhode Island, Virginia and West Virginia. As noted above, gaming in Kansas is not included in this report.

In its first partial year of casino regulation, Virginia brought in \$313 million in gross gaming revenue. When combined with almost \$547 million in sports betting GGR, Virginia's total revenue including lottery sales was \$3.6 billion, up 21.2%.

## Canadian Experience

Up north, Canada's sales bounced a little in fiscal 2023, with total sales of traditional games down just 0.3%, coming in at C\$8.5 billion. That figure, and the sales numbers below, do not include Loto-Québec, which reports only gross gaming revenue, not sales.

Of the country's two flagship national games, it was Lotto 6/49's time to shine in fiscal 2023, after waiting in the wings during the previous year when Lotto Max took center stage.

Lotto 6/49 benefited from a relaunch in September 2022, with the addition of a second component, the Gold Ball Jackpot, that offers a guaranteed winner in every drawing.

Across the country, Lotto 6/49 sales were up 3.4%, while Lotto Max was down 1.3%. Some jurisdictions reported increases in Lotto Max; the national results are heavily influenced by performance in Ontario, where sales across all product lines are greater than the combined sales of British Columbia and the jurisdictions managed by Western Canada Lottery Corp. and Atlantic Lottery.

Taken together, Lotto Max and Lotto 6/49 still account for almost 40% of traditional sales across Canada.

Instant games were down slightly in most jurisdictions, although as we always note, these products are not as dominant in Canada as they are in the United States. They accounted for 29% of sales in fiscal 2023.

Lottery sales in Ontario were down slightly, as were sales in British Columbia (and gross gaming revenues for traditional lottery products in Québec), but elsewhere things were better. Combined sales in the five jurisdictions managed by the Western Canada Lottery Corp. were up 1.3%. The largest member of the group, Alberta, saw a sales increase of 1.6%.

The four regions managed by Atlantic Lottery turned in good performance for their regional lotto games, and did exceptionally well with all three national games, including Daily Grand. They also reported significant gains in 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 2.9%.

## 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. We also 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. 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 2023 Lottery Sales and Revenues - United States

	..... Daily Numbers Games .....					
	Instants	Pulltabs	2-digit	3-digit	4-digit	5-digit
Arizona	\$1,062,989,531	\$15,446,940		\$16,318,051		
Arkansas	476,578,850			12,330,958	\$6,655,535	
California	6,574,494,639			180,095,152	35,474,107	
Colorado	596,720,571			15,520,461		
Connecticut	754,938,000			133,808,000	130,919,000	
Delaware	116,029,327			32,361,809	28,714,507	
D.C.	43,135,998		\$401,519	36,167,574	49,658,409	\$20,769,685
Florida	7,043,876,999		22,435,221	462,311,956	304,904,477	76,804,938
Georgia	3,694,049,821			571,978,659	400,496,815	10,351,680
Idaho	239,756,217	80,586,814		2,313,177	1,063,542	
Illinois	2,042,943,125			275,064,303	281,819,707	
Indiana	1,306,695,215			48,913,959	47,549,084	
Iowa	293,580,116	13,011,623		9,128,652	5,798,110	
Kansas	196,947,252	6,694,070		8,540,825		
Kentucky	943,456,000			177,214,000	53,320,000	
Louisiana	319,283,870			69,465,819	57,263,841	11,653,117
Maine	317,875,920			6,149,378	4,976,253	
Maryland	1,078,085,415			249,823,094	318,152,959	63,328,884
Massachusetts	4,044,090,000	788,000		340,888,000	(2)	
Michigan	2,364,743,272	43,740,112		449,141,766	518,704,003	
Minnesota	545,670,840			20,829,926		
Mississippi	311,500,760			18,815,490	16,705,654	
Missouri	1,159,257,494	148,253,356		100,473,569	69,205,240	
Montana	25,373,418					
Nebraska	116,571,938			8,049,627		
New Hampshire	320,097,203			5,025,554	4,794,093	
New Jersey	2,002,205,378			398,103,483	250,809,378	
New Mexico	87,992,000			4,856,000	1,928,000	
New York	4,406,338,000			886,179,000	930,000,000	
North Carolina	2,979,938,810			457,543,583	219,698,355	
North Dakota						
Ohio	2,338,794,935			410,857,449	257,476,960	63,852,222
Oklahoma	248,849,400			6,725,163		
Oregon	157,960,917				1,946,679	
Pennsylvania	3,348,556,705		6,276,229	260,482,036	225,126,319	55,536,765
Rhode Island (3)	124,257,579			22,334,123	(2)	
South Carolina	1,628,587,218			287,140,798	157,135,900	
South Dakota	48,231,110					
Tennessee	1,684,814,457			79,238,239	49,183,335	
Texas	6,729,290,260			295,582,803	148,822,911	
Vermont	115,866,417			1,269,352	1,275,993	
Virginia	1,281,673,073			324,780,177	353,152,599	3,583,425
Washington	669,031,400			21,556,489	14,673,241	
West Virginia	171,855,455			7,534,921	4,874,578	
Wisconsin (4)	652,963,645	1,416,300		26,649,707	18,113,767	
Wyoming						
<b>Total U.S.</b>	<b>\$64,665,948,550</b>	<b>\$309,937,215</b>	<b>\$29,112,968</b>	<b>\$6,741,563,080</b>	<b>\$4,970,393,348</b>	<b>\$305,880,715</b>

**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) iLottery instant games are standardized across jurisdictions as gross play of prizes. In some jurisdictions, the net figure shown may also be after bonuses. (2) Massachusetts and Rhode Island do not separate sales of 3- and 4-digit daily numbers games. (3) Rhode Island instant revenues include iKeno; the two online products are not reported separately. (4) Wisconsin transfers to beneficiaries include \$72.875 million received from the state's General Fund and passed through.

## Fiscal 2023 Lottery Sales and Revenues - United States

	Lotto	Powerball	Mega Millions	Lotto America	For Life Games	Daily Keno
Arizona	\$68,600,432	\$162,354,946	\$142,272,976			
Arkansas	15,639,683	39,097,190	32,331,680		\$7,052,780	
California	454,274,097	750,490,114	792,696,879			
Colorado	59,939,427	109,806,500	84,610,742		23,180,748	
Connecticut	44,692,000	100,842,000	79,196,000		30,203,000	
Delaware	4,140,670	28,118,592	23,021,855	\$4,138,905	5,221,358	
D.C.		11,326,245	7,707,183		3,082,820	
Florida	591,359,071	632,586,368	511,586,746		64,578,188	
Georgia	122,591,378	214,823,958	221,121,706		26,699,452	
Idaho	6,317,063	39,099,421	28,794,696	3,653,511	5,202,628	
Illinois	237,000,308	219,467,457	218,348,939			
Indiana	60,793,361	129,283,564	85,099,005		7,033,378	\$18,412,300
Iowa		65,632,085	43,758,227	10,387,460	8,419,258	
Kansas	11,778,687	44,071,779	32,495,325	8,732,882	7,878,720	
Kentucky	15,939,000	87,942,000	64,999,000		11,899,000	
Louisiana	30,878,947	84,080,556	61,314,336			
Maine	9,226,081	27,583,206	20,083,801	2,975,893	6,642,853	
Maryland	46,555,941	157,835,042	146,972,234		20,207,499	
Massachusetts	106,857,000	172,008,000	163,991,000		46,195,000	
Michigan	118,480,117	278,567,260	225,178,466		36,109,032	7,519,572
Minnesota	29,339,279	93,811,484	63,740,976	18,287,824		
Mississippi	17,078,041	49,220,277	41,125,136			
Missouri	47,634,799	109,115,349	82,504,727		10,992,700	
Montana	12,934,986	18,306,984	11,540,945	2,696,925	3,861,364	
Nebraska	19,091,499	41,769,641	26,658,692		7,988,438	
New Hampshire	10,875,140	47,852,254	38,898,894		11,254,724	
New Jersey	202,329,354	308,624,408	293,645,559		62,398,062	
New Mexico	6,799,000	33,694,000	26,000,000	6,074,000		
New York	276,239,000	516,866,000	492,301,000		119,468,000	34,861,000
North Carolina	72,132,058	231,293,652	176,477,109		44,748,776	
North Dakota	4,875,165	15,203,093	11,811,009	3,302,960	4,137,504	
Ohio	81,749,396	202,713,638	210,572,880		40,263,898	
Oklahoma	3,819,514	55,545,254	43,131,379	9,232,926	6,896,433	
Oregon	31,200,704	75,941,748	55,776,122		4,467,126	
Pennsylvania	265,860,557	334,068,385	260,535,492		25,974,296	
Rhode Island (3)	8,261,297	29,652,582	20,910,859		7,694,848	
South Carolina	27,085,214	134,423,891	95,780,899			
South Dakota	2,267,463	17,804,220	10,363,308	2,487,045	4,030,352	
Tennessee	22,772,557	131,678,705	93,803,415	15,848,592	11,383,097	
Texas	357,671,508	616,704,558	525,791,671			
Vermont	3,981,399	12,239,767	9,094,935		3,026,938	
Virginia	45,220,293	178,785,207	182,885,499		29,633,086	
Washington	78,937,894	107,199,580	106,012,699			6,034,908
West Virginia	4,493,308	37,312,896	24,831,166	7,298,802		
Wisconsin (4)	72,130,254	107,469,946	82,686,327			
Wyoming	15,489,840	11,683,065	9,873,652		2,828,242	
<b>Total U.S.</b>	<b>\$3,725,332,782</b>	<b>\$6,873,996,867</b>	<b>\$5,982,335,145</b>	<b>\$95,117,725</b>	<b>\$710,653,598</b>	<b>\$66,827,780</b>

**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 elstants 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 elstant games are standardized across jurisdictions as gross play of prizes. In some jurisdictions, the net figure shown may also be after bonuses. (2) Massachusetts and Rhode Island do not separate sales of 3- and 4-digit daily numbers games. (3) Rhode Island elstant revenues include iKeno; the two online products are not reported separately. (4) Wisconsin transfers to beneficiaries include \$72.875 million received from the state's General Fund and passed through.

## Fiscal 2023 Lottery Sales and Revenues - United States

	***** Monitor Games *****		Raffles	Terminal Based	Hybrid Lotto/	iLottery eInstants (1)
	Keno	Other		Instant Games	Instant Win	
Arizona				\$46,163,467		
Arkansas				17,874,449		
California	\$410,942,023					
Colorado						
Connecticut	135,915,000			40,708,000		
Delaware	10,371,956					
D.C.	4,668,622	\$6,892,728		10,209,643		\$2,935,170
Florida						
Georgia	228,267,836			4,896,830		124,469,000
Idaho			\$2,500,000	13,210,929		
Illinois				335,429,952		
Indiana				29,544,298		
Iowa				31,817,614		
Kansas	10,279,407	7,780,506	3,000,000			
Kentucky	65,352,000	9,812,000		17,063,000		52,776,000
Louisiana				18,449,178		
Maine				13,620,054	1,142,438	
Maryland	283,817,391	320,478,161		79,122,185		
Massachusetts	1,226,613,000	22,489,000				
Michigan	598,215,125		2,944,970	83,246,011	5,608,320	190,671,132
Minnesota			6,999,050	8,482,843		
Mississippi						
Missouri	50,802,774					
Montana			5,600,000	8,166,679		
Nebraska						
New Hampshire	54,417,208			17,779,555		37,460,105
New Jersey	101,090,181	58,613,001		49,129,764		
New Mexico				1,117,000		
New York	630,052,000					
North Carolina	84,389,743		610,982	75,873,207		
North Dakota						
Ohio	640,465,451	36,172,472		180,790,496		
Oklahoma				5,626,877		
Oregon	109,091,865		2,499,850			
Pennsylvania	37,501,653	13,214,852	10,000,000	145,234,423		82,284,477
Rhode Island (3)	88,803,404	1,771,853				3,882,577
South Carolina						
South Dakota						
Tennessee	13,521,619					
Texas						
Vermont				12,266,357		
Virginia	35,646,663		12,885,687	52,918,665		227,586,653
Washington						
West Virginia	4,737,125	2,256,596				
Wisconsin (4)			1,143,289	7,281,655		
Wyoming	4,347,398					
<b>Total U.S.</b>	<b>\$4,829,309,444</b>	<b>\$479,481,169</b>	<b>\$48,183,828</b>	<b>\$1,306,023,131</b>	<b>\$6,750,758</b>	<b>\$722,065,114</b>

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**Specific notes:** (1) iLottery eInstant games are standardized across jurisdictions as gross play of prizes. In some jurisdictions, the net figure shown may also be after bonuses. (2) Massachusetts and Rhode Island do not separate sales of 3- and 4-digit daily numbers games. (3) Rhode Island eInstant revenues include iKeno; the two online products are not reported separately. (4) Wisconsin transfers to beneficiaries include \$72.875 million received from the state's General Fund and passed through.

## Fiscal 2023 Lottery Sales and Revenues - United States

	..... Traditional Games .....			EGMs (Net)	Table Games (Net)	Live Sports Betting (Net)
	Other	Total Sales	% Change			
Arizona	\$2,554,244	\$1,516,700,587	10.8%			
Arkansas		607,561,125	4.8%			
California	40,886,300	9,239,353,311	4.4%			
Colorado		889,778,449	7.6%			
Connecticut		1,451,221,000	-0.1%			\$23,029,000
Delaware		252,118,979	9.3%	\$434,735,198	\$53,932,172	17,823,719
D.C.		196,955,596	-1.6%			6,586,104
Florida	91,338,924	9,801,782,886	5.1%			
Georgia	60,051,457	5,679,798,592	2.3%			
Idaho		422,497,998	12.3%			
Illinois		3,610,073,791	6.3%			
Indiana	12,972,790	1,746,296,952	2.6%			
Iowa		481,533,143	11.3%			
Kansas		338,199,453	8.1%			
Kentucky		1,499,772,000	1.3%			
Louisiana		652,389,664	11.9%			
Maine		410,275,876	6.3%			
Maryland		2,764,378,803	3.8%	1,347,852,821	712,452,972	385,825,238
Massachusetts		6,123,919,000	4.6%			
Michigan		4,922,869,158	0.5%			
Minnesota		787,162,222	6.4%			
Mississippi	13,280,596	467,725,954	8.1%			
Missouri	13,975,751	1,792,215,759	0.7%			
Montana		88,481,301	25.2%			8,372,334
Nebraska		220,129,835	8.8%			
New Hampshire		548,454,730	8.7%			80,996,813
New Jersey		3,726,948,568	2.6%			
New Mexico		168,460,000	23.1%			
New York		8,292,304,000	1.4%	2,252,466,000		
North Carolina		4,342,706,275	11.7%			
North Dakota		39,329,731	34.8%			
Ohio		4,463,709,797	3.9%	1,354,624,687		638,746
Oklahoma		379,826,946	8.4%			
Oregon	1,740,608	440,625,619	10.9%	1,181,773,978		55,258,144
Pennsylvania	46,470,344	5,117,122,533	-0.1%			
Rhode Island (3)		307,569,122	3.0%	531,976,452	136,600,182	50,880,499
South Carolina	72,573,897	2,402,727,817	6.6%			
South Dakota		85,183,498	13.2%	329,451,793		
Tennessee		2,102,244,016	3.7%			
Texas	51,786,702	8,725,650,413	5.2%			
Vermont		159,021,158	5.0%			
Virginia	48,804,689	2,777,555,716	6.1%	239,719,897	73,584,154	546,889,016
Washington		1,003,446,211	10.5%			
West Virginia		265,194,847	9.2%	1,016,860,635	106,342,101	52,615,124
Wisconsin (4)	11,813,822	981,668,713	10.6%			
Wyoming		44,222,197	61.4%			
<b>Total U.S.</b>	<b>\$468,250,123</b>	<b>\$102,337,163,340</b>	<b>4.4%</b>	<b>\$8,689,461,461</b>	<b>\$1,082,911,581</b>	<b>\$1,228,914,737</b>

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## Fiscal 2023 Lottery Sales and Revenues - United States

	Total FY23 Lottery Sales	Total FY22 Lottery Sales	% Change	FY23 Prizes Traditional Games	FY23 Total Transfers to Beneficiaries
Arizona	\$1,516,700,587	\$1,368,370,935	10.8%	\$1,020,678,773	\$318,408,623
Arkansas	607,561,125	579,564,702	4.8%	416,827,209	113,091,392
California	9,239,353,311	8,853,250,168	4.4%	5,960,301,724	2,273,524,103
Colorado	889,778,449	826,879,453	7.6%	575,473,121	195,286,247
Connecticut	1,474,250,000	1,462,103,000	0.8%	902,630,000	412,852,000
Delaware	758,610,068	736,570,280	3.0%	144,242,132	244,216,714
D.C.	203,541,700	207,257,123	-1.8%	116,003,396	33,450,000
Florida	9,801,782,886	9,324,628,158	5.1%	6,654,047,202	2,454,000,000
Georgia	5,679,798,592	5,553,123,783	2.3%	3,395,842,151	1,516,783,286
Idaho	422,497,998	376,314,892	12.3%	285,564,486	82,000,000
Illinois	3,610,073,791	3,396,279,413	6.3%	2,364,896,608	970,659,832
Indiana	1,746,296,952	1,702,855,000	2.6%	1,146,132,299	370,246,753
Iowa	481,533,143	432,663,770	11.3%	305,254,192	108,418,373
Kansas	338,199,453	312,985,036	8.1%	205,014,371	87,131,470
Kentucky	1,499,772,000	1,480,431,000	1.3%	950,901,000	384,258,000
Louisiana	652,389,664	582,928,201	11.9%	373,145,709	212,090,647
Maine	410,275,876	385,796,513	6.3%	287,337,669	73,192,243
Maryland	5,210,509,834	4,684,137,691	11.2%	1,732,897,690	1,495,505,758
Massachusetts	6,123,919,000	5,853,589,000	4.6%	4,483,998,000	1,193,902,000
Michigan	4,922,869,158	4,896,852,419	0.5%	3,016,814,503	1,280,796,737
Minnesota	787,162,222	740,159,911	6.4%	488,175,431	196,088,039
Mississippi	467,725,954	432,863,037	8.1%	291,600,229	122,375,631
Missouri	1,792,215,759	1,779,945,341	0.7%	1,253,562,355	396,865,395
Montana	96,853,635	78,722,709	23.0%	49,413,764	24,656,747
Nebraska	220,129,835	202,265,188	8.8%	128,952,199	55,765,983
New Hampshire	629,451,543	556,311,257	13.1%	339,365,905	189,512,938
New Jersey	3,726,948,568	3,634,153,177	2.6%	2,230,286,382	1,170,000,000
New Mexico	168,460,000	136,873,587	23.1%	91,874,928	50,559,019
New York	10,544,770,000	10,355,484,000	1.8%	4,925,170,000	3,685,262,000
North Carolina	4,342,706,275	3,887,050,652	11.7%	2,863,660,017	1,018,933,308
North Dakota	39,329,731	29,177,163	34.8%	20,151,036	11,280,000
Ohio	5,818,973,230	5,628,988,456	3.4%	2,891,244,991	1,468,725,000
Oklahoma	379,826,946	350,343,377	8.4%	234,155,812	88,336,218
Oregon	1,677,657,741	1,675,346,891	0.1%	274,198,721	901,772,981
Pennsylvania	5,117,122,533	5,121,289,314	-0.1%	3,330,641,466	1,102,518,266
Rhode Island (3)	1,027,026,255	944,526,285	8.7%	191,964,166	434,666,769
South Carolina	2,402,727,817	2,253,564,474	6.6%	1,582,612,087	605,250,813
South Dakota	414,635,291	400,703,563	3.5%	51,503,732	181,948,382
Tennessee	2,102,244,016	2,027,344,188	3.7%	1,261,997,186	515,397,000
Texas	8,725,650,413	8,296,892,076	5.2%	5,818,071,808	2,161,540,571
Vermont	159,021,158	151,483,632	5.0%	104,910,000	33,564,201
Virginia	3,637,748,783	3,002,395,812	21.2%	1,582,073,216	993,779,326
Washington	1,003,446,211	907,686,112	10.5%	618,833,716	253,121,478
West Virginia	1,441,012,707	1,382,740,798	4.2%	164,652,720	576,461,000
Wisconsin (4)	981,668,713	887,820,854	10.6%	607,944,183	324,632,161
Wyoming	44,222,197	27,406,191	61.4%	23,908,949	6,476,641
<b>Total U.S.</b>	<b>\$113,338,451,120</b>	<b>\$107,908,118,582</b>	<b>5.0%</b>	<b>\$65,758,927,234</b>	<b>\$30,389,304,045</b>

**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 elstants 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 elstant games are standardized across jurisdictions as gross play of prizes. In some jurisdictions, the net figure shown may also be after bonuses. (2) Massachusetts and Rhode Island do not separate sales of 3- and 4-digit daily numbers games. (3) Rhode Island elstant revenues include iKeno; the two online products are not reported separately. (4) Wisconsin transfers to beneficiaries include \$72.875 million received from the state's General Fund and passed through.

## Fiscal 2023 Lottery Sales and Revenues - Canada

	Daily Numbers				
	Instants	Pulltabs	2-digit	3-digit	4-digit
British Columbia	\$299,882,441	\$21,937,444			
Ontario	1,567,133,927		\$34,601,347	\$82,412,449	\$84,467,543
Alberta	205,735,072		1,405,584	12,292,756	5,576,629
Manitoba	71,250,191		375,312	4,501,120	1,828,433
NW Territories	7,367,234		6,648	69,464	28,682
Saskatchewan	63,014,041		224,044	1,874,668	501,140
Yukon	4,077,156		7,922	28,250	6,684
<b>WCLC Total</b>	<b>351,443,694</b>		<b>2,019,510</b>	<b>18,766,258</b>	<b>7,941,568</b>
New Brunswick	69,984,682	14,785,331			
Newfoundland & Labrador	78,465,854	59,791,452			
Nova Scotia	82,822,072	17,733,772			
Prince Edward Island	17,098,053	6,878,189			
<b>Atlantic Lottery Total</b>	<b>248,370,661</b>	<b>99,188,743</b>			
<b>Canada (Excluding Quebec)</b>	<b>\$2,466,830,723</b>	<b>\$121,126,186</b>	<b>\$36,620,857</b>	<b>\$101,178,707</b>	<b>\$92,409,111</b>
<b>Gross Gaming Revenue and Proceeds*</b>					
Quebec	\$295,505,000			\$26,088,000	

	Lotto				
	Lotto	Lotto Max	Lotto 6/49	For Life	Spiel
British Columbia	\$38,195,627	\$387,535,987	\$183,919,058	\$25,161,706	\$100,109,190
Ontario	161,139,166	1,232,175,603	574,977,834	49,768,269	306,690,229
Alberta	49,996,851	350,397,719	152,600,483	22,040,308	109,899,502
Manitoba	9,175,142	85,507,862	38,006,298	3,473,190	26,187,621
NW Territories	582,428	5,983,455	2,234,505	299,517	1,467,369
Saskatchewan	11,863,717	88,175,405	36,663,222	4,166,547	27,941,209
Yukon	522,057	3,484,635	1,552,986	226,962	1,109,641
<b>WCLC Total</b>	<b>72,140,195</b>	<b>533,549,076</b>	<b>231,057,494</b>	<b>30,206,524</b>	<b>166,605,342</b>
New Brunswick	8,526,415	39,337,730	23,154,645	2,982,915	21,563,160
Newfoundland & Labrador	7,261,518	48,957,720	22,018,386	2,706,468	23,352,574
Nova Scotia	9,229,208	48,851,155	28,089,570	2,827,785	23,317,344
Prince Edward Island	1,559,993	7,021,465	4,259,736	397,986	3,744,999
<b>Atlantic Lottery Total</b>	<b>26,577,134</b>	<b>144,168,070</b>	<b>77,522,337</b>	<b>8,915,154</b>	<b>71,978,077</b>
<b>Canada (Excluding Quebec)</b>	<b>\$298,052,122</b>	<b>\$2,297,428,736</b>	<b>\$1,067,476,723</b>	<b>\$114,051,653</b>	<b>\$645,382,838</b>
<b>Gross Gaming Revenue and Proceeds*</b>					
Quebec	\$79,740,000	\$272,449,000	\$125,796,000	\$22,287,000	\$83,531,000

### 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

\* Quebec changed reporting on all games to a net basis (gross gaming revenue) beginning in FY19; in FY22, the organization reclassified some games as instants that were previously in other categories.

## Fiscal 2023 Lottery Sales and Revenues - Canada

	Hybrid	Club Keno	Daily Keno	Sports	Other
British Columbia	\$5,781,205	\$369,850,148		\$35,879,314	\$24,317,076
Ontario	80,956,614		\$100,823,199	308,917,016	6,648,739
Alberta	28,175,452	10,556,125		59,140,716	
Manitoba	6,082,348	1,879,881		19,229,348	
NW Territories	901,299	513,429		865,363	
Saskatchewan	7,158,460	2,985,519		14,618,561	
Yukon	368,030	1,308,952		433,710	
WCLC Total	42,685,589	17,243,906		94,287,698	
New Brunswick	1,638,735		3,216,651	17,855,306	36,152,488
Newfoundland & Labrador	1,692,528		2,076,822	10,635,323	28,188,140
Nova Scotia	2,094,800		4,484,473	30,226,774	30,935,793
Prince Edward Island	283,454		571,473	4,757,226	4,825,017
Atlantic Lottery Total	5,709,517		10,349,419	63,474,629	100,101,438
<b>Canada (Excluding Quebec)</b>	<b>\$135,132,925</b>	<b>\$387,094,054</b>	<b>\$111,172,618</b>	<b>\$502,558,657</b>	<b>\$131,067,253</b>

### Gross Gaming Revenue and Proceeds\*

Quebec			\$82,147,000	\$29,390,000	\$8,601,000
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	..... Traditional Games .....			
	Total Sales	% Change	EGMs (Net)	Table Games (Net)
British Columbia	\$1,492,569,195	-1.0%		
Ontario	4,590,711,933	-1.2%		
Alberta	1,007,817,197	1.6%		
Manitoba	267,496,746	-2.9%		
NW Territories	20,319,393	-1.8%		
Saskatchewan	259,186,533	4.8%		
Yukon	13,126,985	5.1%		
WCLC Total	1,567,946,854	1.3%		
New Brunswick	239,198,057	3.2%	131,450,853	
Newfoundland & Labrador	285,146,784	1.8%	122,526,712	
Nova Scotia	280,612,745	3.1%	124,156,604	
Prince Edward Island	51,397,592	6.1%	38,430,867	\$1,865,482
Atlantic Lottery Total	856,355,178	2.9%	416,565,035	1,865,482
<b>Canada (Excluding Quebec)</b>	<b>\$8,507,583,161</b>	<b>-0.3%</b>	<b>\$416,565,035</b>	<b>\$1,865,482</b>

### Gross Gaming Revenue and Proceeds\*

Québec	\$1,025,534,000	-1.7%	\$868,259,000	
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## Fiscal 2023 Lottery Sales and Revenues - Canada

	Total FY23 Lottery Sales	Total FY22 Lottery Sales	% Change	FY23 Prizes Traditional Games	FY23 Proceeds to Beneficiaries
British Columbia	\$1,492,569,195	\$1,508,372,467	-1.0%	\$853,609,347	\$356,983,877
Ontario	4,590,711,933	4,646,495,215	-1.2%	2,638,674,539	1,080,000,000
Alberta	1,007,817,197	992,250,928	1.6%	524,793,511	352,808,678
Manitoba	267,496,746	275,580,094	-2.9%	140,844,607	71,590,547
NW Territories	20,319,393	20,687,310	-1.8%	11,111,478	6,484,874
Saskatchewan	259,186,533	247,324,711	4.8%	136,244,088	82,808,128
Yukon	13,126,985	12,488,349	5.1%	7,149,145	4,201,569
WCLC Total	1,567,946,854	1,548,331,392	1.3%	820,142,828	517,893,798
New Brunswick	370,648,910	346,904,239	6.8%		153,891,000
Newfoundland & Labrador	407,673,496	385,471,545	5.8%		148,576,000
Nova Scotia	404,769,349	371,937,246	8.8%		160,462,000
Prince Edward Island	91,693,940	82,337,717	11.4%		29,304,000
Atlantic Lottery Total	1,274,785,695	1,186,650,747	7.4%	440,134,750	492,233,000
<b>Canada (Excluding Quebec)</b>	<b>\$8,926,013,678</b>	<b>\$8,889,849,821</b>	<b>0.4%</b>	<b>\$4,752,561,464</b>	<b>\$2,447,110,675</b>
<b>Gross Gaming Revenue and Proceeds*</b>					
Québec	\$1,893,793,000	\$1,560,033,000	21.4%	n/a	\$1,168,986,000

### Notes:

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NASPL Associate Membership

# NASPL 2023 Associate Members

We again thank all of our Associate Members for their continuing support of NASPL.

## Level I Members

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Level II Members

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Level III Members

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## Level IV Members





## 2024 SCHEDULE

### **March 2024**

NCPG Problem Gambling  
Awareness Month

### **April 15-18, 2024**

NASPL Lottery  
Leadership Institute  
Nashville, TN  
*Hosted by the Tennessee Education Lottery*

### **July 22-24, 2024**

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

### **September 9-12, 2024**

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

### **December 2024**

NCPG/McGill University  
Gift Responsibly Campaign

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