



Cash Pop is the Future of Draw Games

Key Takeaways



- 1.) A product of IGT's proprietary FutureGame™ innovation process, Cash Pop is fully customizable to offer the ideal price point, drawing, and prize-level mix.
- 2.) Cash Pop gives players a sense of control in their draw games with a selection of price points, quantity of selected numbers, number of draws, and even multiple boards.
- 3.) Cash Pop is currently offered by four lotteries worldwide.

By The Numbers

15

Numbers to choose from in the Cash Pop play matrix. The lottery pulls a single winning number for each drawing.

5

Cash Pop drawings per day in Georgia, representing the right balance between a daily draw and a Keno-style monitor game.

\$0.16

Sales per capita of Cash Pop in Georgia in the first three months

Lotteries Seek New Options



Lotteries have long relied on an assortment of traditional draw games such as pick 3, pick 4, and jackpot-style lotto to form the foundation of their draw game offerings. While these popular games generally have a strong player base, success for a lottery often means looking forward, and introducing new and different options to attract new players through a variety in odds, format, and prize structure.

IGT's Game Development & Portfolio Management team works closely with lotteries worldwide to research, develop, test, and implement new draw game concepts and modifications to existing games. Cash Pop™ is one such concept, delivering the variety that lotteries and players are looking for by focusing on simplicity and flexibility.

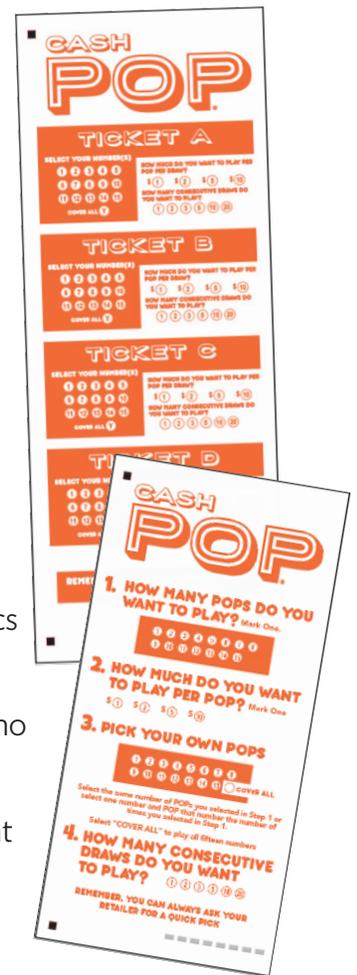
Player-Driven Experiences



Cash Pop is a product of IGT's FutureGame™, a proprietary innovation process aimed at developing new revenue-driving draw games and draw game enhancements. One key to Cash Pop's player appeal is the simplicity of the game mechanic: a single number between 1 and 15 is drawn at a defined interval, and players holding a ticket with that number are winners. The prize amount is relative to the wager and is randomly assigned at the time of purchase according to a defined table, something research determined players would find

appealing. Each prize will be at least five times the purchase price. These attributes give players the freedom to design the game as they like.

"We were researching a game that could fit any existing portfolio, and we focused our research to understand what mechanics could respond to this," said IGT's Francesco Parola, who leads FutureGame as part of his role as Vice President Italy Lottery Operations. "Using our FutureGame process, we understood an idea that could work was a game based on one number only."



FutureGame™

Consumers in general, particularly those in younger demographics, look for customization options in their purchases. IGT research has consistently found that lottery players enjoy having a sense of control over their play experience. Cash Pop is a direct response to these preferences, allowing players to customize several variables to make each play their own, including how many and which number(s) to play, and what price point to play at. This leads to more player control over the odds, prize amounts, and number of opportunities to win.

Cash Pop in the Field

Cash Pop is currently live in four jurisdictions: New Jersey, Trinidad and Tobago, Georgia, and Kentucky, each with a unique structure catered to their markets.

In Georgia, the Lottery chose to limit the number of drawings offered per day, to drive up demand over the course of the day and create the feel of a traditional draw game. **The Georgia Lottery Corporation** offers five drawings per day, each with a specific name corresponding to the time of day. The game is offered at three price points, \$1, \$2, and \$5.

Launched in December of 2019, it was well-received by players across the state.

During the early days of COVID-19 in the spring of 2020, the Lottery was able to leverage its interactive lottery solution to buoy the sales of Cash Pop and other games. Cash Pop interactive sales account for about 14% of the game's total sales and about 12% of total interactive draw game sales. Combined with an advertising



The Georgia Lottery implemented Cash Pop with five daily drawings, each named after a time of day:

- Early Bird (8:00am)
- Matinee (1:00pm)
- Drive Time (5:00pm)
- Primetime (8:00pm)
- Night Owl (11:59pm)

campaign, Cash Pop generated over \$1.7 million per week in sales in the first three months of the pandemic, representing per capita sales of \$0.16. A full 59% of sales have been at the \$5 price point.

“Cash Pop has been a valuable addition to our draw game portfolio,” said Katherine Cundiff, Vice President of Product Development at the Georgia Lottery. “Players old and new love the simplicity of the game and being able to choose how they want to play - at retail or online.”

Cash Pop's success in Georgia caught the attention of the entire North American lottery industry. At NASPL's 2020 DeskCon virtual conference, the Georgia Lottery won the Buddy Roogow award for Best New Draw Game of the year.

The New Jersey Lottery

took a different approach, treating Cash Pop as more of a monitor-style game, with drawings every 15 minutes throughout the day. It was introduced to complement Quick Draw™, a Keno-style game introduced in 2017, with a fast-paced, easy-to-understand game experience that has had broad appeal among a wide range of players. “Cash Pop is fresh news in the monitor game space,” said Vince Smart, Senior Director of Marketing, New Jersey Lottery. “It's an easy-to-understand and easy-to-play game with good odds, which appeals to newer and lighter lottery players. At the same time, it offers a variety of ways to play and that makes it interesting to regular lottery players, particularly QuickDraw players.”





Cash Pop launched in New Jersey on September 30, 2019, at the \$1, \$2, \$5, and \$10 price points, but the rollout of the game started months earlier. The Lottery, with support from the IGT Game Development and Field Marketing teams, designed and implemented a dedicated training, outreach, and education program for the Lottery sales team, retailers,

and players, focused around the game's simple mechanics, the variety of ways to play, and the better odds offered.

The data produced from Cash Pop purchases has helped both the Lottery and IGT's Game Development team learn more about how players are interacting with the game. The average number of drawings played per purchase is 1.74, with 75% of purchases for only one draw. The average price point purchased is \$2.68, with 75% of purchases at \$1 or \$2.

The Kentucky Lottery launched Cash Pop in March 2020 to complement its Keno product. "We wanted to offer an interleaved monitor game with drawings in between every Keno drawing, and with its similar play style, we knew Cash Pop

was the perfect fit", says Erica Williams, Director of Terminal Generated Games. "We recognize that Keno can be intimidating for some, and Cash Pop's simplicity allows less experienced players to enjoy the excitement of a monitor game".



Similar to New Jersey, Kentucky offers tickets at \$1, \$2, \$5, and \$10, and drawings every four minutes. To date, over 60% of sales have been from the \$5 and \$10 price points. The Lottery plans to add Cash Pop to the iLottery channel in 2022.

The Evolution of Cash Pop

As players continue to experience Cash Pop in the field, IGT's Game Development & Portfolio Management team analyzes the resulting data to study different combinations of draw frequency, price point mix, and prize and odds levels to determine approaches that will work best in individual markets in support of future deployments. There's no doubt that a successful strategy will continue to offer players customizable features that make Cash Pop stand out from traditional draw games.

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