

## Insights and Data to Help Manage Today's Changing Consumer Environment

Offering a variety of prize structures is vital to creating a balanced portfolio of instant scratch games that appeal to a wide range of player types. One prize structure variation that emerged as a player favorite several years ago and has recently enjoyed a surge in popularity is the 'blowout' game prize structure. In this issue of Data in Motion, we define what 'blowout' games are and take a closer look at their performance in the marketplace.

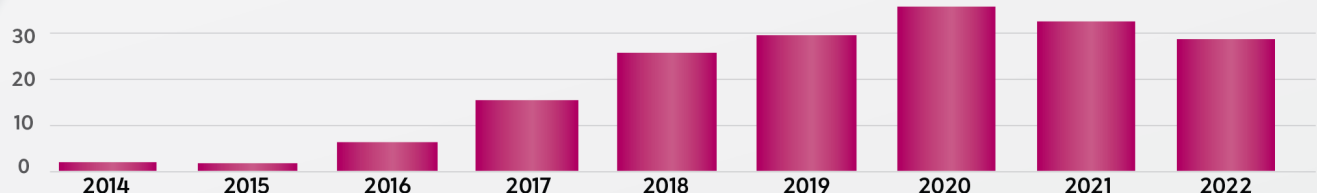
### What is a Blowout Game?

A blowout game is defined as having three or fewer prize levels but a much greater chance of winning those prizes versus a traditional instant scratch game. A \$10 blowout game, for example, might only offer prizes of \$100, \$200, and \$500, but the odds of winning those prizes are far better than they would be on a traditional \$10 scratch game. This enables the lottery to market the game as having better (or the best!) odds of winning those prizes, creating excitement at retail and among players.

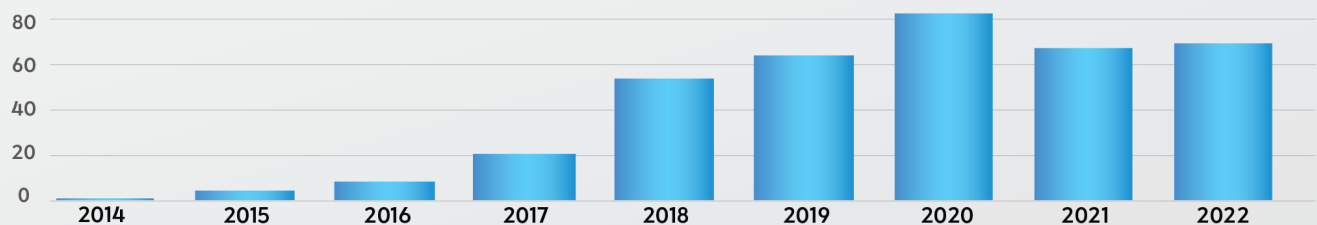


This definition of a blowout game – a small number of prize levels that can be won with much greater frequency than a traditional instant game – has an impressive sales record. As the charts below show, the number of lotteries offering blowout games and the number of blowout games in market grew from 2014 to 2019, peaked in 2020, and then experienced a slight decline over the past two years. Despite this modest decline, however, sales revenue for blowout games continues to grow with 2022 being the strongest sales year to date for these games.

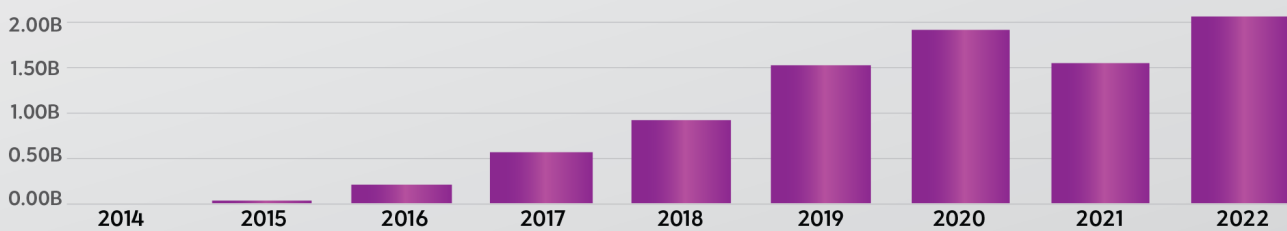
Number of Lotteries Offering Blowout Games



Number of Blowout Games in Market

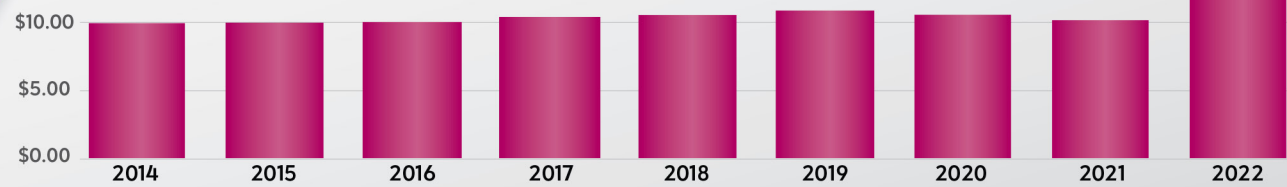


Blowout Game Sales Revenues



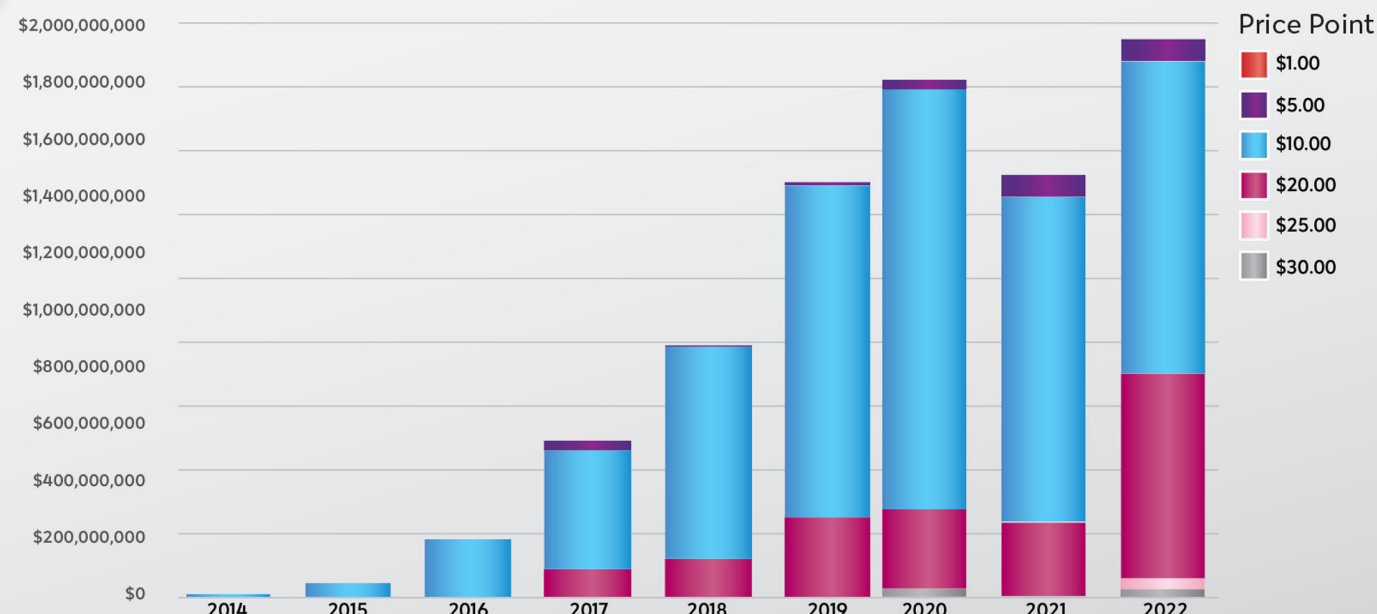
In looking at the chart below, we see that the average selling price for blowout games held steady at \$10 from 2014 to 2021. In 2022, however, two things happened: the number of \$20 blowout games increased and one jurisdiction launched a \$30 blowout game.\* Both of these factors drove the average selling price up.

Blowout Games: Average Selling Price



The chart below, which shows blowout game sales by price point, more fully illustrates this shift towards higher price point games in recent years.

Blowout Games Sales Revenue by Price Point



### What's in a Name

The term "blowout game," of course, is somewhat arbitrary – some lotteries use a different name for these limited prize structure games. And some lotteries have games with 'blowout' in the game name that don't fit the limited prize structure definition at all. What's important to keep in mind is that these limited prize structure games have a tremendous amount of marketing value built right into the game. So whatever an individual lottery ends up calling them – blowout games, \$100/\$200 games, etc. – they should protect that name and brand by using it only for those games that fit the limited prize structure definition – three or fewer prize levels with far better odds of winning those prize levels. To do otherwise dilutes the inherent marketing power of these games and can create confusion in the marketplace.

### Final Thoughts

Blowout games are just one prize structure variation that we, as industry, have at our disposal. And there are certainly variations within this prize structure type that are worth exploration. For example, what are the optimal prize tiers for a \$10 blowout game versus a \$20 blowout game? Is there a market for blowout games at lower price points? In future editions of Data in Motion, we plan on sharing additional prize structure variations that can be used by our lottery partners to offer their players an even wider range of instant game options.

Source: Infuse, Scientific Games Business Intelligence Platform  
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