

2BY2 EXPANDS WEST

One of the Multi-State Lottery Association's lesser-known products is gaining momentum this year as it expands to new markets – nearly doubling the number of participating lotteries in just a matter of weeks. Since its inception in 2002, the 2by2® draw game has attracted a loyal following of players in Kansas, Nebraska and North Dakota. Now, two new MUSL members have joined the Product Group with the Wyoming Lottery and Idaho Lottery beginning sales in March and April, respectively.

“We went live with 2by2 on March 14 during the worst snow storm of the year, and perhaps the last decade!” said Jon Clontz, WyoLotto CEO. “Despite the raging storm, once sales were available very early the morning of March 14, players were out buying their 2by2 tickets in higher volume than expected, and higher than expected if it were a clear and sunny day!”

The strong launch is an early indicator of what the 2by2 lotteries in the Midwest have been experiencing – year-round demand for a draw product that is not jackpot driven. The 2by2 game has been spared the volatility seen in the national draw games category, in fact,



sales have remained steady over the past five fiscal years.

“Reliable performance is important to us all, and I think the success North Dakota, Kansas and Nebraska have had with 2by2 made the timing right for the group to grow,” said Brian Rockey, 2by2 Product Group Chair and Nebraska Lottery Director. “In past conversations with other directors, I have noted the stability of 2by2 as part of our product portfolio in Nebraska.”

With drawings seven days a week, the 2by2 product has become a frontrunner for

lotteries looking to expand their daily draw lineup.

“The Idaho Lottery was looking for opportunities to add more daily draw games. Until this year, we only offered a single daily draw game, Pick 3,” said Jeff Anderson, Idaho Lottery Director. “Since January, we’ve introduced a daily Pick 4 game, changed our in-state game Weekly Grand to daily draws, and now have added 2by2 this April.”

“The Wyoming Lottery law restricts us from offering instant products, allowing for ‘Draw Games’ only,” Clontz noted. “Of our five games, three are jackpot driven

which is challenging when jackpots are at low levels. Since we had not yet added a daily game, we were looking for one that would be different, inexpensive and daily. We did our research and found that 2by2 was easy to understand, daily, has great odds, is affordable at \$1 and there is a feature that allows players a chance to win double on Tuesdays!”

So, what makes the 2by2 game appealing to players? The \$1 draw game offers eight different ways to win and a top cash prize of \$22,000 every day of the week and up to \$44,000 on Tuesdays. It also has a unique premise that is fun and easy for players to understand. Players pick two red ball numbers from 1 to 26 and two white ball numbers from 1 to 26. Players win a prize by matching a single number; they win the top cash prize by matching all four numbers. In addition, the game encourages daily participation. If a player buys a 7-day multi-draw ticket, the ticket automatically qualifies for the 2by2 Tuesday feature in which all prizes won on Tuesday double in value.

“The daily drawings and chance to double prizes on 2by2 Tuesday with a qualifying multi-draw purchase help keep the game top of mind,” said

Rockey. "We have found that the game responds well to promotional efforts, both in terms of sales performance and in player engagement opportunities, which heightens its value and appeal as a product."

The new participating lotteries say it is those factors that make the game a great fit for their states.

"2by2 works well with a smaller state's portfolio of games and fills an interesting gap in our product line between the daily numbers games and the larger in-state draw games we offer. Plus, 2by2 lends itself to working well with promotions, which we're truly good at doing," added Anderson.



From a MUSL viewpoint, the 2by2 product has two other high-selling points – its scalable and winnable. Adding new lotteries to the 2by2 game was a seamless, easy process for the Association since it already had a draw and sales reporting system, established prize pools and reserves, game rules and draw staff. Operational costs are shared among

participating lotteries, so costs per lottery go down as new members join.

As for the winning experience, 2by2 has the best odds of MUSL's products. The overall odds of a winning a prize are 1 in 3.59. Last year, there were more than 2.9 million winning tickets, including 104 tickets that won the top cash prize of

\$22,000 and three multi-draw tickets that doubled the top prize to \$44,000 with the 2by2 Tuesday feature. Players in the new participating lotteries are riding the winning streak. After six weeks of sales, the Wyoming lottery recorded five top prize winners.

"Having numerous higher tier prize winners is exciting for players and for us, and it keeps players interested in the game. We have already had five \$22,000 winners since launching on March 14, 2021, which is nearly one per week!" Clontz said. "Players love 2by2, and we continue to see weekly sales exceeding projections." ■

EUROJACKPOT COOPERATION HEADS INTO THE FUTURE WITH ANDREAS KOETTER AS CHAIR



At the General Meeting on May 11, 2021, the management team of the European lottery cooperation was newly elected.

Andreas Koetter was unanimously confirmed in his position as Chairman of the Eurojackpot cooperation. The CEO of WestLotto, the state lottery company of North Rhine-Westphalia, will thus continue to lead the internationally successful lottery cooperation for the next three years.

"It is an honor and pleasure for me to be able to continue the task as Chairman, especially in the rapidly changing markets. In terms of stakes, Eurojackpot is the most successful gambling product in Europe launched in the past 10 years, and we are particularly proud of this. This success is both, motivation and obligation, which we want to live up to again as a team in the next three years," said Andreas Koetter after the election,

commenting on the result.

In addition to Andreas Koetter as Chairman, Olli Sarekoski (Veikkaus Oy / Finland) was elected as Deputy Chairman. The Executive Committee Eurojackpot is composed of the following persons in total:

- Robert Chvátal (Sazka a.s. / Czech Republic)
- Andreas Koetter (WestLotto / Germany)
- Giovanni Emilio Maggi (Sisal S.p.A. / Italy)
- Olli Sarekoski (Veikkaus Oy / Finland)
- Dr. Heinz-Georg Sundermann (LOTTO Hessen GmbH / Germany)
- Pernille Wendel Mehl (Danske Lotteri Spil / Denmark)

"Our team looks forward to further promoting the healthy and successful growth of the past years, with 33 lot-

tery companies now in 18 states, and position the product successfully on the gaming market for the benefit of all Eurojackpot lotteries," Andreas Koetter said, already looking to the future.

The meeting and elections were conducted exclusively digitally due to the current pandemic restrictions. Andreas Koetter has thus been serving the largest lottery cooperation in Europe as Chairman since April 2016. Development of Eurojackpot since then has been extremely successful and has included the addition of additional countries and lottery companies.

The countries participating in Eurojackpot are Croatia, the Czech Republic, Denmark, Estonia, Finland, Germany, Hungary, Iceland, Italy, Latvia, Lithuania, the Netherlands, Norway, Poland, Slovakia, Slovenia and Spain. This is done in each case by the lottery companies licensed in the respective countries. ■