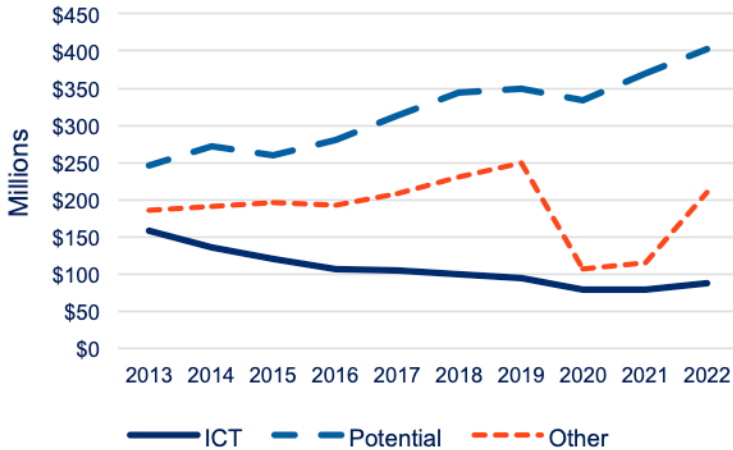




# Wisconsin's 3rd and Digital Trade

WI-3 Services Exports, 2013-2022



ICT services exports fell from \$158 million in 2013 to \$88 million in 2022 (-44%), but still supported 137 direct and 122 indirect jobs in 2022.

Potentially ICT-enabled services exports grew from \$245 million to \$403 million (65%), supporting 1,075 direct and 659 indirect jobs in 2022.

Exports of other services grew from \$185 million in 2013 to \$249 million in 2019 (35%), before falling sharply due to Covid-19. They have not yet fully recovered.

**Wisconsin's 3rd district's digitally tradeable services exports supported 1,212 direct and 781 indirect American jobs in 2022.**

Top Markets for Digitally Tradeable Services from WI-3, 2022 (\$M)

Country	ICT	Potential	Total
Europe	\$42	\$181	\$222
Asia & Pacific (ex. China)	\$27	\$85	\$112
Central & South America	\$6.9	\$68	\$75
North America	\$6.5	\$46	\$52
China	\$5.2	\$12	\$17
Middle East & Africa	\$1.0	\$11	\$12

Europe was Wisconsin's 3rd district's top market for digitally tradeable services, followed by Asia & Pacific (ex. China).

Wisconsin's 3rd district's exports of potentially ICT-enabled services to United Kingdom grew from \$22 million in 2013 to \$59 million (+169%) in 2022.

The "Digital Dozen" accounted for \$213 million out of Wisconsin's 3rd district's \$492 million in exports of digitally tradeable services in 2022.

Top Digitally Tradeable Services Exports from WI-3, 2022 (\$M)

Type (ICT in bold)	Total
Insurance Services	\$140
<b>Royalties from Computer Software</b>	<b>\$73</b>
Implicit Financial Services	\$46
Royalties from Industrial Processes	\$39
Misc. Financial Services	\$37
Other	\$157

Royalties from computer software are the top ICT services export, but fell from \$146 million in 2013 to \$73 million in 2022 (-50%).

Insurance services are Wisconsin's 3rd district's top potentially ICT-enabled services export, growing from \$77 million in 2013 to \$140 million in 2022 (82%).