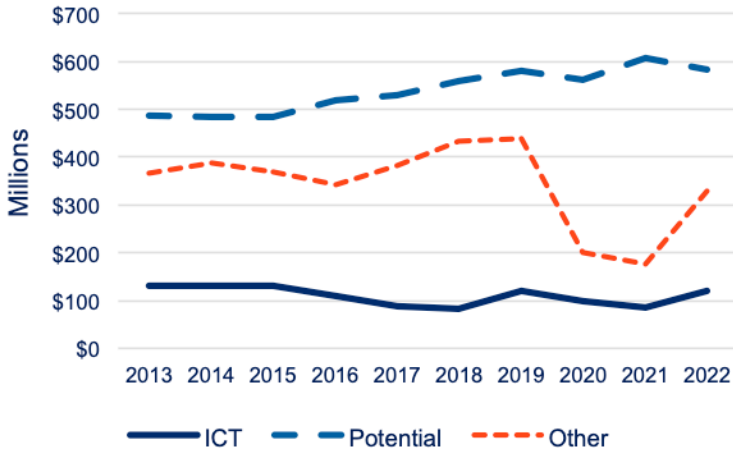




# Wisconsin's 4th and Digital Trade

WI-4 Services Exports, 2013-2022



ICT services exports fell from \$130 million in 2013 to \$120 million in 2022 (-8%), but still supported 187 direct and 304 indirect jobs in 2022.

Potentially ICT-enabled services exports grew from \$486 million to \$584 million (20%), supporting 1,505 direct and 1,254 indirect jobs in 2022.

Exports of other services grew from \$366 million in 2013 to \$438 million in 2019 (20%), before falling sharply due to Covid-19. They have not yet fully recovered.

**Wisconsin's 4th district's digitally tradeable services exports supported 1,692 direct and 1,558 indirect American jobs in 2022.**

Top Markets for Digitally Tradeable Services from WI-4, 2022 (\$M)

Country	ICT	Potential	Total
Europe	\$58	\$253	\$311
Asia & Pacific (ex. China)	\$27	\$114	\$141
Central & South America	\$12	\$114	\$125
North America	\$16	\$69	\$85
China	\$4.2	\$19	\$23
Middle East & Africa	\$3.2	\$15	\$19

Europe was Wisconsin's 4th district's top market for digitally tradeable services, followed by Asia & Pacific (ex. China).

Wisconsin's 4th district's exports of potentially ICT-enabled services to Ireland grew from \$29 million in 2013 to \$52 million (+77%) in 2022.

The "Digital Dozen" accounted for \$294 million out of Wisconsin's 4th district's \$704 million in exports of digitally tradeable services in 2022.

Top Digitally Tradeable Services Exports from WI-4, 2022 (\$M)

Type (ICT in bold)	Total
Insurance Services	\$136
Financial Management and Advisory Services	\$95
Royalties from Industrial Processes	\$77
Payments for Trademarks	\$47
<b>Misc. Computer Services</b>	<b>\$46</b>
Other	\$302

Miscellaneous computer services are the top ICT services export, growing from \$38 million in 2013 to \$46 million in 2022 (22%).

Insurance services are Wisconsin's 4th district's top potentially ICT-enabled services export, growing from \$91 million in 2013 to \$136 million in 2022 (50%).