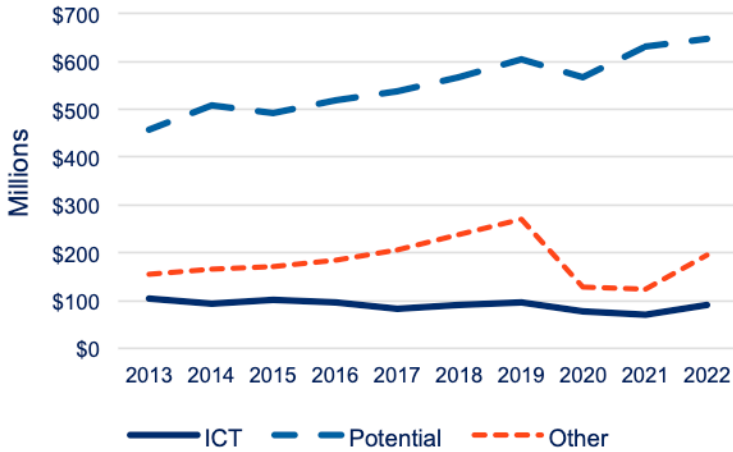




Wisconsin's 5th and Digital Trade

WI-5 Services Exports, 2013-2022



ICT services exports fell from \$105 million in 2013 to \$90 million in 2022 (-14%), but still supported 164 direct and 217 indirect jobs in 2022.

Potentially ICT-enabled services exports grew from \$457 million to \$647 million (42%), supporting 1,694 direct and 1,224 indirect jobs in 2022.

Exports of other services grew from \$156 million in 2013 to \$270 million in 2019 (73%), before falling sharply due to Covid-19. They have not yet fully recovered.

Wisconsin's 5th district's digitally tradeable services exports supported 1,857 direct and 1,441 indirect American jobs in 2022.

Top Markets for Digitally Tradeable Services from WI-5, 2022 (\$M)

Country	ICT	Potential	Total
Europe	\$43	\$324	\$367
Asia & Pacific (ex. China)	\$22	\$125	\$146
Central & South America	\$7.4	\$88	\$95
North America	\$12	\$66	\$78
China	\$3.6	\$27	\$30
Middle East & Africa	\$2.2	\$17	\$20

Europe was Wisconsin's 5th district's top market for digitally tradeable services, followed by Asia & Pacific (ex. China).

Wisconsin's 5th district's exports of potentially ICT-enabled services to Singapore grew from \$12 million in 2013 to \$31 million (+157%) in 2022.

The "Digital Dozen" accounted for \$284 million out of Wisconsin's 5th district's \$737 million in exports of digitally tradeable services in 2022.

Top Digitally Tradeable Services Exports from WI-5, 2022 (\$M)

Type (ICT in bold)	Total
Royalties from Industrial Processes	\$175
Insurance Services	\$109
Research and Development and Testing Services	\$50
Financial Management and Advisory Services	\$48
Payments for Trademarks	\$46
Other	\$310

Miscellaneous computer services are the top ICT services export, but fell from \$36 million in 2013 to \$27 million in 2022 (-25%).

Royalties from industrial processes are Wisconsin's 5th district's top potentially ICT-enabled services export, growing from \$156 million in 2013 to \$175 million in 2022 (12%).