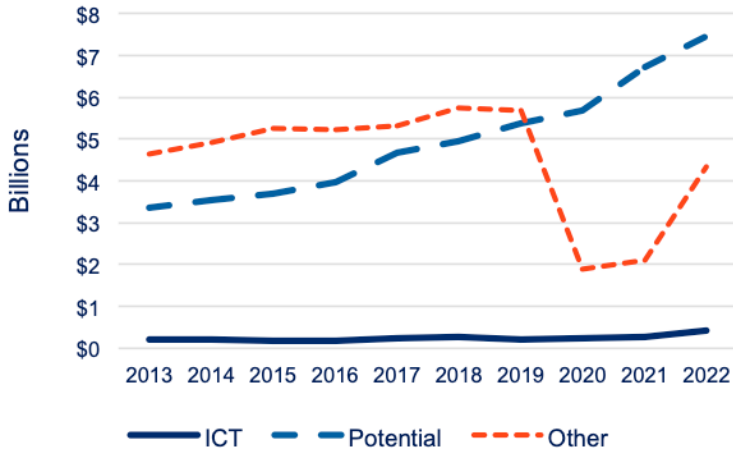




Tennessee and Digital Trade

Tennessee Services Exports, 2013-2022



ICT services exports grew from \$196 million in 2013 to \$417 million in 2022 (113%), supporting 666 direct and 850 indirect jobs in 2022.

Potentially ICT-enabled services exports grew from \$3.4 billion to \$7.5 billion (122%), supporting 26,349 direct and 16,758 indirect jobs in 2022.

Exports of other services grew from \$4.7 billion in 2013 to \$5.7 billion in 2019 (22%), before falling sharply due to Covid-19. They have not yet fully recovered.

Tennessee's digitally tradeable services exports supported 27,014 direct and 17,608 indirect American jobs in 2022.

Top Markets for Tennessee Digitally Tradeable Services, 2022 (\$M)

Country	ICT	Potential	Total
Europe	\$191	\$3,981	\$4,171
Asia & Pacific (ex. China)	\$100	\$1,378	\$1,478
North America	\$51	\$864	\$915
Central & South America	\$49	\$697	\$746
Middle East & Africa	\$10	\$272	\$282
China	\$17	\$265	\$282

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

Tennessee exports of potentially ICT-enabled services to Ireland grew from \$202 million in 2013 to \$929 million (+360%) in 2022.

The "Digital Dozen" accounted for \$3.1 billion out of Tennessee's \$7.9 billion in exports of digitally tradeable services in 2022.

Top Digitally Tradeable Services Exports from Tennessee, 2022 (\$M)

Type (ICT in bold)	Total
Business Management and Consulting Services	\$2,463
Royalties from Industrial Processes	\$673
A/V Services (Personal)	\$671
Credit-Related Services	\$610
Insurance Services	\$531
Other	\$2,928

Royalties from computer software are the top ICT services export, growing from \$12 million in 2013 to \$135 million in 2022 (1,057%).

Business management and consulting services are Tennessee's top potentially ICT-enabled services export, growing from \$595 million in 2013 to \$2.5 billion in 2022 (314%).