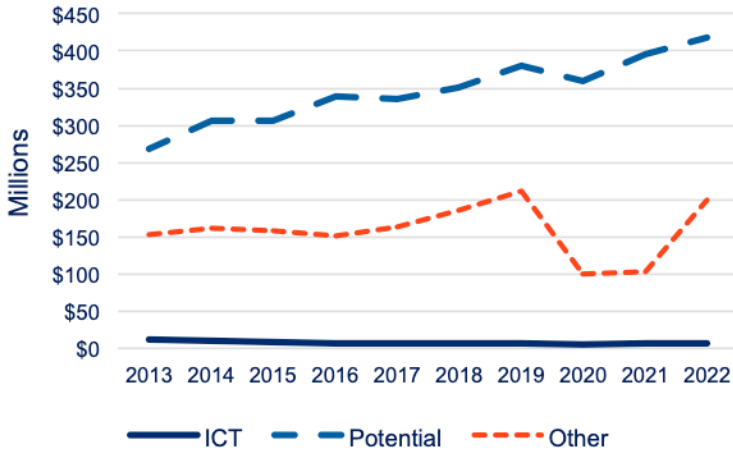




# Wisconsin's 6th and Digital Trade

WI-6 Services Exports, 2013-2022



ICT services exports fell from \$12 million in 2013 to \$6.8 million in 2022 (-45%), but still supported 14 direct and 12 indirect jobs in 2022.

Potentially ICT-enabled services exports grew from \$268 million to \$417 million (56%), supporting 1,018 direct and 776 indirect jobs in 2022.

Exports of other services grew from \$153 million in 2013 to \$211 million in 2019 (38%), before falling sharply due to Covid-19. They have not yet quite recovered.

**Wisconsin's 6th district's digitally tradeable services exports supported 1,032 direct and 788 indirect American jobs in 2022.**

Top Markets for Digitally Tradeable Services from WI-6, 2022 (\$M)

Country	ICT	Potential	Total
Europe	\$2.9	\$212	\$215
Asia & Pacific (ex. China)	\$1.8	\$83	\$84
Central & South America	\$0.9	\$50	\$51
North America	\$0.8	\$44	\$44
China	\$0.3	\$17	\$17
Middle East & Africa	\$0.1	\$11	\$11

Europe was Wisconsin's 6th district's top market for digitally tradeable services, followed by Asia & Pacific (ex. China).

Wisconsin's 6th district's exports of potentially ICT-enabled services to Ireland grew from \$25 million in 2013 to \$55 million (+118%) in 2022.

The "Digital Dozen" accounted for \$163 million out of Wisconsin's 6th district's \$424 million in exports of digitally tradeable services in 2022.

Top Digitally Tradeable Services Exports from WI-6, 2022 (\$M)

Type (ICT in bold)	Total
Royalties from Industrial Processes	\$102
Research and Development and Testing Services	\$66
Insurance Services	\$44
Implicit Financial Services	\$41
Payments for Trademarks	\$36
Other	\$136

Royalties from computer software are the top ICT services export, but fell from \$6.6 million in 2013 to \$2.7 million in 2022 (-59%).

Royalties from industrial processes are Wisconsin's 6th district's top potentially ICT-enabled services export, growing from \$89 million in 2013 to \$102 million in 2022 (15%).