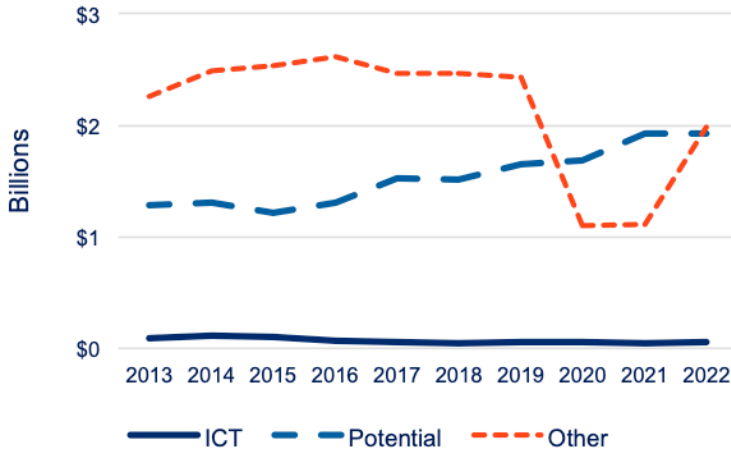




Kentucky and Digital Trade

Kentucky Services Exports, 2013-2022



ICT services exports declined from \$91 million in 2013 to \$60 million in 2022 (-34%), but still supported 124 direct and 137 indirect jobs in 2022.

Potentially ICT-enabled services exports grew from \$1.3 billion to \$1.9 billion (51%), supporting 5,676 direct and 3,974 indirect jobs in 2022.

Exports of other services grew from \$2.3 billion in 2013 to \$2.4 billion in 2019 (8%), before falling sharply due to Covid-19. They have not yet fully recovered.

Kentucky's digitally tradeable services exports supported 5,801 direct and 4,111 indirect American jobs in 2022.

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

Country	ICT	Potential	Total
Europe	\$26	\$996	\$1,022
Asia & Pacific (ex. China)	\$13	\$375	\$388
North America	\$10	\$214	\$225
Central & South America	\$8.1	\$196	\$205
China	\$2.2	\$89	\$91
Middle East & Africa	\$1.0	\$57	\$58

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

Kentucky exports of potentially ICT-enabled services to the Netherlands grew from \$48 million in 2013 to \$100 million (+109%) in 2022.

The "Digital Dozen" accounted for \$785 million out of Kentucky's \$2.0 billion in exports of digitally tradeable services in 2022.

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

Type (ICT in bold)	Total
Royalties from Industrial Processes	\$481
Insurance Services	\$284
Business Management and Consulting Services	\$257
Misc. Business, Professional, and Technical Services	\$202
Payments for Trademarks	\$196
Other	\$568

Computer software services are the top ICT services export, growing from \$11 million in 2013 to \$23 million in 2022 (115%).

Royalties from industrial processes are Kentucky's top potentially ICT-enabled services export, growing from \$432 million in 2013 to \$481 million in 2022 (11%).