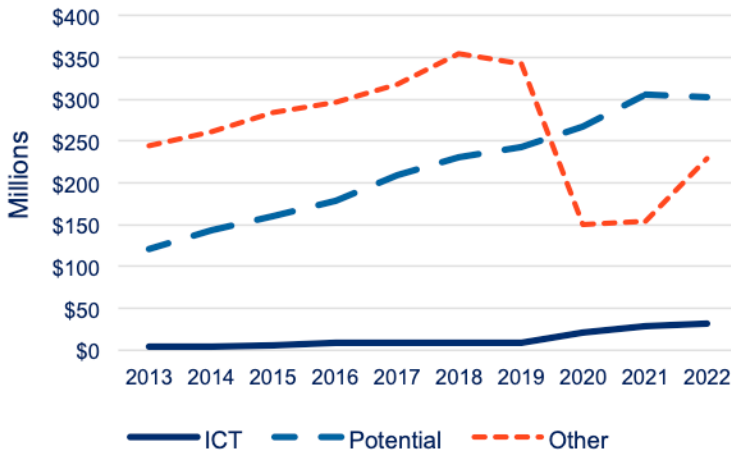




Arkansas' 3rd and Digital Trade

AR-3 Services Exports, 2013-2022



ICT services exports grew from \$4.1 million in 2013 to \$32 million in 2022 (683%), supporting 51 direct and 91 indirect jobs in 2022.

Potentially ICT-enabled services exports grew from \$121 million to \$303 million (150%), supporting 767 direct and 718 indirect jobs in 2022.

Exports of other services grew from \$244 million in 2013 to \$342 million in 2019 (40%), before falling sharply due to Covid-19. They have not yet fully recovered.

Arkansas' 3rd district's digitally tradeable services exports supported 817 direct and 809 indirect American jobs in 2022.

Top Markets for Digitally Tradeable Services from AR-3, 2022 (\$M)

Country	ICT	Potential	Total
Europe	\$16	\$147	\$162
Asia & Pacific (ex. China)	\$6.6	\$55	\$62
North America	\$4.9	\$50	\$55
Central & South America	\$2.9	\$28	\$31
China	\$1.0	\$12	\$13
Middle East & Africa	\$0.9	\$9.8	\$11

Europe was Arkansas' 3rd district's top market for digitally tradeable services, followed by Asia & Pacific (ex. China).

Arkansas' 3rd district's exports of potentially ICT-enabled services to Canada grew from \$14 million in 2013 to \$40 million (+188%) in 2022.

The "Digital Dozen" accounted for \$144 million out of Arkansas' 3rd district's \$334 million in exports of digitally tradeable services in 2022.

Top Digitally Tradeable Services Exports from AR-3, 2022 (\$M)

Type (ICT in bold)	Total
Advertising	\$64
Business Management and Consulting Services	\$46
Royalties from Industrial Processes	\$45
Payments for Trademarks	\$37
Misc. Financial Services	\$35
Other	\$108

Miscellaneous computer services are the top ICT services export, growing from \$508,000 in 2013 to \$15 million in 2022 (2,936%).

Advertising is Arkansas' 3rd district's top potentially ICT-enabled services export, growing from \$21 million in 2013 to \$64 million in 2022 (209%).