

VITA
SANGKIL MOON

(belkcollege.uncc.edu/directory/sangkil-moon)

CONTACT INFORMATION

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SCHOOL ADDRESS

UNC Charlotte
The Belk College of Business
Department of Marketing
Charlotte, NC 28223

ACADEMIC EXPERIENCE

Department of Marketing, Belk College of Business, The University of North Carolina at
Charlotte (July 2013 ~)
Associate Professor & Cullen Endowed Scholar of Marketing (July 2013 ~)

Department of Business Management, Poole College of Management, North Carolina
State University (July 2003 ~ June 2013)
Associate Professor of Marketing (August 2009 ~ June 2013)
Marketing Area Coordinator (July 2009 ~ June 2012)
Assistant Professor of Marketing (July 2003 ~ August 2009)

Marketing Area, Kenan-Flagler Business School, University of North Carolina, Chapel
Hill (June 2010 ~ April 2011)
Visiting Scholar (June 2010 ~ April 2011)

EDUCATION

Ph.D. in Marketing at University of Iowa, Iowa City, Iowa (2003)

- Dissertation Title: Spatial Choice Models for Product Recommendations
- Co-Winner, 2002 MSI Alden G. Clayton Dissertation Proposal Competition
(one of two winners out of 41 submissions)

MBA in Marketing at Seoul National University, Seoul, Korea

BBA in Business Administration at Seoul National University, Seoul, Korea

RESEARCH INTERESTS

Marketing/Consumer Analytics, Text Mining, Social Media, Culture & Consumers, Innovation, and Movie Marketing.

REFEREED JOURNAL PUBLICATIONS

Sangkil Moon and Reo Song, "The Roles of Cultural Elements in International Diffusion of New Products: An Application to the Motion Picture Industry," Conditionally Accepted, *Journal of Retailing*.

Sangkil Moon, Yoonseo Park, and Yong Seog Kim (2014 Forthcoming), "The Impact of Text Product Reviews on Sales," *European Journal of Marketing*, 48 (11/12).

Sangkil Moon, Barry L. Bayus, Youjae Yi, and Junhee Kim (Forthcoming), "Local Consumers' Reception of Imported and Domestic Movies in the Korean Movie Market," *Journal of Cultural Economics*.

Sangkil Moon and Kathryn Azizi (2013), "Finding Donors by Relationship Fundraising," *Journal of Interactive Marketing*, 27 (2), 112-129.

Yong Seog Kim and Sangkil Moon (2012), "Measuring the Success of Churn Management Models Built on Churn Probability, Retention Probability, and Expected Yearly Revenues," *Expert Systems with Applications*, 39 (14), 11718-11727.

Sangkil Moon (2011), "An Empirical Investigation of Dual Network Effects in Innovation Project Development," *Journal of Interactive Marketing*, 25 (4), 215-225.

Sangkil Moon, Paul K. Bergey, and Dawn Iacobucci (2010), "Dynamic Effects among Movie Ratings, Movie Revenues, and Viewer Satisfaction," *Journal of Marketing*, 74 (January), 108-121.

Kamakura, Wagner A. and Sangkil Moon (2009), "Quality-Adjusted Price Comparison across Internet Retailers," *International Journal of Research in Marketing*, 26 (September), 189-196.

Sangkil Moon and Glenn Voss (2009), "How Do Price Range Shoppers Differ from Reference Price Point Shoppers?" *Journal of Business Research*, 62 (1), 31-38.

Bergey, Paul K. and Sangkil Moon (2009), "Conditional Efficiency, Operational Risk and Electronic Ticket Pricing Strategies for the Airline Industry," *International Journal of Electronic Marketing and Retailing*, 2 (3), 239-255.

- Woong-Kyu Lee and Sangkil Moon (2008), "Two-Way Effects of Offline Trust on Online Service Use: Comparative Analysis of Normal Users and IT Experts," *Journal of the Korea Internet Electronic Commerce Association*, 8 (3), 67-96.
- Sangkil Moon and Gary J. Russell (2008), "Predicting Product Purchase from Inferred Customer Similarity: An Autologistic Model Approach," *Management Science*, 54 (1), 71-82.
- Sangkil Moon, Wagner A. Kamakura, and Johannes Ledolter (2007), "Estimating Promotion Response When Competitive Promotions Are Unobservable," *Journal of Marketing Research*, 44, 3 (August), 503-515.
- Yong-Soon Kang, Sangkil Moon, and Jaebeom Suh (2007), "Influencing Factors in High vs. Low Share Brand Choice," 13, 1(May), *International Journal of Management Science*, 73-93.
- Sangkil Moon, Gary J. Russell, and Sri Duvvuri (2006), "Profiling the Reference Price Consumer," *Journal of Retailing*, 82 (1), 1-11.
- 2008 Davidson Award Winner (*Journal of Retailing* Best Article Award)

CONFERENCE PROCEEDINGS, REPORTS, AND BOOK CHAPTERS

- Kyeong Woo Wee, Sangkil Moon, and Morgan Geist (2013), "Strategic Thinking in Naming an Airport: The Case of Raleigh-Durham International Airport," SHBS (Sookmyung Hospitality Business School) Case Studies.
- Rae Soo Park, Sangkil Moon, and Jungsun Choi (2012), "Commercial Success and Cultural Elements of American Movies," SHBS (Sookmyung Hospitality Business School) Case Studies.
- Yong Seog Kim and Sangkil Moon (2012), "Measuring the Success of Churn Management Models Built on Churn Probability, Retention Probability, and Expected Yearly Revenues," Proceedings of the 18th Americas Conference on Information System (AMCIS-12), AIS Digital Library Proceedings.
- Sangkil Moon (2011), *Analysis of Variance and Covariance*, Wiley International Encyclopedia of Marketing, Volume 2: Marketing Research, Volume Editor: Wagner A. Kamakura, Wiley, 1-7.
- Sangkil Moon (2011), *Multiple Regression*, Wiley International Encyclopedia of Marketing, Volume 2: Marketing Research, Volume Editor: Wagner A. Kamakura, Wiley, 205-211.
- Sangkil Moon and Gary J. Russell (2004), "A Spatial Choice Model for Product Recommendations," *The Marketing Science Institute (MSI) Reports*, Working Paper Series, Issue 4, No. 04-004 (04-120), 73-93.

Sangkil Moon and Gary J. Russell (2004), "Developing a Product Recommendation Model Using Spatial Statistics and Joint Space Mapping," *Asia Pacific Advances in Consumer Research*.

Sangkil Moon and Yong-Soon Kang (1999), "A Review of Customer Loyalty: Toward a Comprehensive Framework," *AMA Summer Educators' Conference Proceedings*, 155-6.

Sangkil Moon (1998), "Consumer Price Perceptions of Professional Services and Durable Goods," *Asia Pacific Advances in Consumer Research*.

MANUSCRIPTS UNDER REVIEW

Wagner A. Kamakura and Sangkil Moon, "A Picture is Worth a Thousand Words: Translating Product Reviews into a Brand-Positioning Map," Under Revision for 3rd Round Review, *Journal of Marketing Research*.

Sangkil Moon, Arul Mishra, and Himanshu Mishra, "The Impacts of Cultural and Economic Factors on the Commercial Success of Global Products," Under Revision for Resubmission to *Journal of Marketing*.

Sangkil Moon, Junhee Kim, Barry L. Bayus, and Youjae Yi, "The Impacts of Consumers' Pre-Launch Awareness and Preference Patterns on New Entertainment Product Sales: The Case of the Korean Movie Industry," Under Revision for 3rd Round Review, *Journal of Product Innovation Management*.

Sangkil Moon, Paul Bergey, Stefanie Robinson and Liliana Bove, "The Roles of Message Framing, Individual Traits, and Retailer Attributes in the Adoption of Innovative, Sustainable Products," Under 1st Round Review, *Journal of Product Innovation Management*.

Reo Song, Sangkil Moon, and Allan Chen, "When Marketing Strategy Meets Culture: The Role of Culture in Product Evaluations," Under 1st Round Review, *Journal of International Business Studies*.

WORKS IN PROGRESS

Sangkil Moon, Young Han Bae, Moon Young Kang, and Charles Bodkin, "How Does the Weather Influence Shoppers' Shopping Trip and Purchase Decisions?" Target Journal: *Marketing Science*.

Sangkil Moon and Sunil Erevelles, "How to Read Cultural Content in Social Media," Target Journal: *Journal of Marketing Research*.

Sangkil Moon, "Social Media Bias," Target Journal: *Journal of Marketing Research*.

PRESENTATIONS

- “The Impacts of Cultural and Economic Factors on the International Success of Cultural Products: Evidence from USA Movies,” Seoul National University, Seoul, Korea, Presented to Marketing Faculty and Doctoral Students (July 8 2014).
- “The Impacts of Cultural and Economic Factors on the International Success of Cultural Products: Evidence from USA Movies,” 2014 Marketing Science Conference at Emory University, Atlanta, Georgia (June 13, 2014).
- “The Curvilinear Impacts of Cultural and Economic Elements on International Commercial Success of Cultural Products,” at University of North Carolina, Charlotte, NC (February 19, 2013).
- “The Roles of Cultural Elements in International Diffusion of Entertainment Products,” 2012 Marketing Science Conference at Boston, Massachusetts (June 7, 2012).
- “Consumer Segmentation and Profiling in Forecasting New Movie Box-Office Performance Based on Dynamic Awareness and Preference (AP) Measures,” 2011 Asia-Pacific Conference of the Association for Consumer Research at Beijing, China (June 18, 2011).
- “Awareness and Preference-Based Consumer Segmentation in Forecasting Movie Box-Office Performance,” 2011 Marketing Science Conference at Houston, Texas (June 11, 2011).
- “The Impacts of Consumers’ Awareness and Preference Patterns on New Product Sales: An Analysis of Movie Survey Data,” NC State Department of Business Management Seminar (March 14, 2011).
- “Would You Like an Imported Movie or a Domestic Movie?: Cultural Discount and Cultural Categorization in the Movie Competition,” Marketing Seminar Series at University of North Carolina, Chapel Hill, NC (September 14, 2010).
- “The Effects of Consumers’ Text Product Review on New Product Success in the Movie Industry,” 2010 Marketing Science Conference at Cologne, Germany.
- “Critics, Amateurs, and Myself in Movie Ratings: Dynamic Effects on Movie Revenues and Viewer Satisfaction,” 2008-09 NC State Marketing Area Research Seminar Series (April 30, 2009).
- “Current and Future Economy: Marketing Cases,” KSEA (Korean-American Scientists and Engineers Association) NC Regional Conference: Networking and Career Planning, Research Triangle Park, NC (March 28, 2009)
- “Quality-Adjusted Price Comparison across Internet Retailers,” INFORMS Annual Meeting, Washington, D.C. (October 14, 2008).

- “Quality-Adjusted Price Comparison across Internet Retailers,” Marketing Seminar Series at University of North Carolina, Chapel Hill, NC (March 20, 2008).
- “Profiling the Reference Price Consumer,” 2008 Winter Marketing Educators’ Conference at Austin, Texas (February 17, 2008).
- 2008 Davidson Award Winner (*Journal of Retailing* Best Article Award) Presentation
- “Modeling Level Changes in Dynamic Variety Seeking: Multinomial Probit Hidden Markov Brand Choice Model,” 2007 Marketing Science Conference at Singapore Management University, Singapore.
- “Research Triangle Park and North Carolina State University,” LG Prominent Faculty Invited Seminar and Mobile Innovation Forum (LG 우수교수 초청 세미나와 모바일 혁신포럼) at Kyungpook National University, Taegu, Korea (June 19, 2007).
- “Modeling Level Changes in Dynamic Variety Seeking: Multinomial Probit Hidden Markov Brand Choice Model,” LG Prominent Faculty Invited Seminar and Mobile Innovation Forum (LG 우수교수 초청 세미나와 모바일 혁신포럼) at Kyungpook National University, Taegu, Korea (June 18, 2007).
- “Comparing Shopping Agents,” Invited Talk at Sabre Holdings in Southlake, Texas (May 1, 2007).
- “Dynamic Variety Seeking in Utilitarian Goods and Hedonic Goods,” 2006-07 NC State Marketing Area Research Seminar Series (April, 2007).
- “An Empirical Analysis of Price Variability Perception Models,” 2006 Marketing Science Conference at Pittsburgh University in Pittsburgh, Pennsylvania.
- “Spatial Multiple-Product Recommendation Models,” 2005 Marketing Science Conference at Emory University in Atlanta, Georgia.
- “Generalizable Spatial Choice Models,” Seoul National University, Seoul, Korea (December 2004), Presented to Marketing Faculty and Doctoral Students.
- “Developing a Product Recommendation Model Using Spatial Statistics and Joint Space Mapping,” 2004 ACR Asia-Pacific Conference in Seoul.
- “A Spatial Choice Model for Product Recommendations,” 2003 Haring Symposium at University of Indiana in Bloomington, Indiana.

“A Spatial Choice Model for Product Recommendations,” 2003 James F. Jakobsen Graduate Forum at University of Iowa in Iowa City, Iowa. (Winning the third place award in the social science division)

“Profiling the Reference Price Consumer,” 2002 Marketing Science Conference at University of Alberta in Edmonton, Canada.

“An Application of Spatial Statistics in Developing a Product Recommendation Model,” 2002 Tenth Nebraska Doctoral Symposium in Lincoln, Nebraska.

“A Review of Customer Loyalty: Toward a Comprehensive Framework,” 1999 AMA Summer Educators’ Conference in San Francisco, California.

TEACHING INTERESTS

Marketing Analytics, Text Analytics, Marketing Research, International Marketing.

TEACHING EXPERIENCES

UNC Charlotte (2013-)

Consumer Analytics: Graduate (1 Section in Fall 2013 (Student Rating: 4.46/5); 1 Section in Fall 2014)

Marketing Analytics: Undergraduate (1 Section in Fall 2013 (Student Rating: 4.33/5); 1 Section in Fall 2014)

Innovation Analytics: Graduate (1 Section in Spring 2013 (Student Rating: 4.57/5); 1 Section in Spring 2015)

- Overall Summary (as of July 2014): Evaluation Average 4.45 on a 5-Point Scale from 3 Evaluated Sections.

NC State University (2003-2013)

Marketing Analytics (BUS 495 → MBA 590 → MBA 561): Graduate (2 Sections in Spring 2013; 2 Sections in Spring 2012; 2 Sections in Spring 2011; 1 Section in Spring 2010; 1 Section in Spring 2009; 1 Section in Spring 2008; 1 Section in Spring 2007; 1 Section in Spring 2006)

Marketing Research (BUS 462): Undergraduate (2 Sections in Fall 2013; 2 Sections in Fall 2012; 2 Sections in Fall 2011; 1 Section in Spring 2010; 1 Section in Fall 2009; 2 Sections in Fall 2008; 3 Sections in Fall 2007; 3 Sections in Fall 2006; 3 Sections in Fall 2005; 2 Sections in Spring 2005; 2 Sections in Spring 2004; 2 Sections in Fall 2003)

- Class Field Trip to a Web Analytics Firm, ROI Revolution (www.roirevolution.com), Raleigh, NC (Scheduled for 9/27/2012)

- Class Field Trip to a Marketing Research Firm, Bellomy Research (www.bellomyresearch.com), Winston-Salem, NC (10/31/2008, 17 Student Participants)
- Class Field Trip to a Local Marketing Research Firm, L&E Research, Raleigh, NC (10/6/2006, 38 Student Participants)

Innovation (Text) Analytics (MBA 610): 1-Credit Saturday Graduate Course (1 Section in Fall 2012; 1 Section in Fall 2011); 1-Credit Online MBA Course (1 Section in Fall 2012; 1 Section in Fall 2013)

Social Media Analytics (1-Credit Online MBA Course) (1 Section in Fall 2014)

Marketing Research (MBA 562): Graduate (1 Section in Fall 2009)

Customer Analytics II: 1-Credit Course in the Masters of Science in Analytics (MSA) (1 Module in Spring 2008)

- Overall Summary (as of December 2012): Evaluation Average 4.55 on a 5-Point Scale from 1,110 in 34 Evaluated Sections.
- NC State University, 2009 University Outstanding Teacher Award Nomination
- NC State University, 2007 University Outstanding Teacher Award Nomination.
- NC State University, 2006 College of Management Teaching Excellence Award.

Independent Studies

- Kathryn Azizi, MBA Student, Summer 2008, Topic: Modeling Seemingly Unrelated Information for Relationship Fundraising
- Kristin Chaudoir, Undergraduate Student in Marketing & Statistics, Fall 2004 & Spring 2005, Topic: Store Price Formats and Customers' Promotion Responsiveness

University of Iowa (2000-2002)

Introduction to Marketing - Discussion Section T.A. (Spring 2000 – Spring 2002)

- Recipient of the M. Bhanu Murthy Award for Teaching Excellence in Spring 2002. (This award is given annually by the University of Iowa Marketing Department for the best teaching assistant in the Introduction to Marketing course sections.)

HONORS

NC State University, 2009 University Alumni Association Research Award Nomination.

NC State University, 2009 University Outstanding Teacher Award Nomination.

Davidson Award, 2008 Winner, *Journal of Retailing* Best Article Award.

NC State University, 2007 University Outstanding Teacher Award Nomination.

NC State University, 2006 College of Management Teaching Excellence Award.

NC State University 2005 Undergraduate Research Award from the Division of Undergraduate Academic Programs (with Kristin Chaudoir) (Topic: Store Price Formats and Customers' Promotion Responsiveness).

Third Place Award in the Social Science Division, 2003 James F. Jakobsen Graduate Forum at University of Iowa.
 Representative (Presenter), 2003 Haring Symposium, Indiana University.
 Winner with \$5,000 prize money, 2002 MSI Alden G. Clayton Dissertation Proposal Competition (out of 41 submissions).
 Fellow, 2002 AMA-Sheth Foundation Doctoral Consortium, Emory University.
 Representative (Presenter), 2002 Nebraska Symposium, University of Nebraska.
 Recipient of the 2002 M. Bhanu Murthy Award for Teaching Excellence at University of Iowa.
 Representative, 2001 Haring Symposium, Indiana University.
 Representative, 2000 Nebraska Symposium, University of Nebraska.
 Four-Time Scholarships in the Seoul National University MBA Program.

RESERCH FUNDING

The 2012 Research Innovation Grant Program by the Poole College of Management, North Carolina State University (May 2012 – June 2012): “The Positive Roles of Consumer Learning in Accepting Innovative Sustainability Products with Social Desirability and Economic Disadvantages” (With Paul Bergey; Total Amount \$15,000)
 The 2011 Research Innovation Grant Program by the Poole College of Management, North Carolina State University (January 2011 – June 2011): “Consumer Segmentation and Profiling in Forecasting New Movie Box-Office Performance Based on Dynamic Awareness and Preference (AP) Measures” (Total Amount \$15,000)
 The Services and Product Innovation (SPI) Initiative Research Fund, North Carolina State University: “Comparing Prices across Internet Retailers” (Total Amount \$10,000)
 The Faculty Research and Professional Development Fund by North Carolina State University (July 2006 – June 2007): “Dynamic Variety Seeking in Hedonic Consumption: Hidden Markov Probit Choice Model” (Total Amount \$5,333)
 The Edwin Gill Research Grants Supported by the College of Management at North Carolina State University (Summer 2006): “Competitive Price Analysis and Simultaneous Demand Estimation of Internet Travel Agents” (Total Amount \$10,000)
 The Edwin Gill Research Grants Supported by the College of Management at North Carolina State University (Summer 2005): “Dynamic Variety Seeking and Promotion Responsiveness: Tracking Down Variety Seeking Changes Using a Hidden Markov Model” (Total Amount \$10,000)
 The Edwin Gill Research Grants Supported by the College of Management at North Carolina State University (Summer 2004): “Developing a Spatial Choice Model Based on Inter-Customer Similarities in Multiple Information Sources” (Total Amount \$8,500)
 Teradata Center for Customer Relationship Management at Duke University (2003-2005): “Spatial Choice Models for Product Recommendations” with Gary Russell (Total Amount \$11,532)

ACADEMIC SERVICES

Reviewer, *Journal of Languages and Culture*
 Reviewer, *Journal of Marketing Research*
 Reviewer, *Journal of Retailing*
 Reviewer, *Journal of Marketing*
 Reviewer, *Marketing Science*
 Reviewer, *African Journal of Business Management*
 Reviewer, *International Journal of Electronic Marketing and Retailing*
 Reviewer, *Journal of International Marketing*
 Reviewer, *Journal of Media Economics*
 Reviewer, *Journal of Product Innovation Management*
 Reviewer, *Journal of Interactive Marketing*
 Reviewer, *Service Industries Journal*
 Reviewer, *Management Research Review*
 Doctoral Dissertation Committee, David Seung Huh, UNC Chapel Hill, Marketing (2013 ~)
 Reviewer, ACR (Association for Consumer Research) Annual North American Conference (2009, 2013, 2014)
 External Reviewer, Research Grant Council of Hong Kong (2012, 2013, 2014)
 Reviewer, AMA/Howard Dissertation Competition (2010)
 Reviewer, EMAC (European Marketing Academy) Conference (2009, 2010)
 Reviewer, National Fund for Scientific & Technological Development (FONDECYT, Chile) (2008, 2009)
 Reviewer, Levy and Weitz Doctoral Dissertation Proposal Awards on Retailing (2005, 2006)
 Reviewer, AMA (American Marketing Association) Winter Marketing Educators' Conference in San Antonio, Texas (2005)
 Reviewer, ACR (Association for Consumer Research) Asia-Pacific Conference in Seoul (2004)

UNC CHARLOTTE RELATED SERVICES

Departmental Representative on the Belk College MBA Program Committee (MBAPC) (2014 ~)
 Innovation Lab Committee (Fall 2014 ~)
 Contact Person of the Belk College for DSBA (Decision Science and Business Analytics) Infrastructure (February 2014 ~)
 University DSBA (Decision Science and Business Analytics) Computing Infrastructure Committee (February 2014 ~ March 2014)
 Departmental Representative on the Belk College Research Grants Committee (2013 ~ 2014)
 Department of Marketing, Department Review Committee (DRC) (August 2013 ~ 2015)

NC STATE UNIVERSITY RELATED SERVICES

Graduate School Representative, Doctoral Dissertation Committee, Alexandra Chaytor,
Animal Science (2012 ~ 2013)

Department of Business Management, Chair of the Search Committee for Statistics
Professor of Practice (Fall 2012)

Coordinator, Department of Business Management, Marketing Research Seminar Series
(Spring 2008; Fall 2011 ~)

Poole College of Management (PCOM), Assessment Committee

Department of Business Management, Marketing Area Coordinator (July 2009 ~ June
2012)

Department of Business Management, Marketing Faculty Search Committee (Summer
and Fall 2010)

Department of Business Management, Research Award Committee (October 2009)

College of Management International Task Force (2009 ~ 2010)

Nominating Students for the Most Outstanding MBA Graduate Award (Chris Caron –
2009, Part-Time Program, Winner; Vince Hamner – 2008, Part-Time Program;
Jennifer Howard – 2008; Full-Time Program; Mike Joyner – 2007, Part-Time
Program, Winner; Nicolas Dubus – 2006, Winner)

Faculty Mentor, Undergraduate Research Awards

- Janine Lagen, Undergraduate Student in Marketing, Spring 2009, Topic:
The Impacts of Consumers' Internet Information Search Patterns on Their
Purchase Decisions and Welfare (Award: \$1,300)
- Molly Schell, Undergraduate Student in Marketing, Spring 2009, Topic:
Word-of-Mouth Effects in Internet Retailing (Award: \$1,300)
- Kristin Chaudoir, Undergraduate Student in Marketing & Statistics, Spring
2005, Topic: Store Price Formats and Customers' Promotion
Responsiveness (Award: \$1,300)

Member, College of Management, College Leadership Survey Committee (2008-2009)

Nominating Students for the Most Outstanding Undergraduate Graduate Award (Peyton
Holland – 2008; Jacqueline Barbitta – 2007)

Department of Business Management, Undergraduate Curriculum Committee, Member
(2007-2008)

College of Management, AACSB Assessor (2008)

Member, Marketing Area Faculty Recruiting Committee (2007)

Judge, College of Management, Graduation Student Speaker Auditions (2007)

Department of Business Administration, Initiative for Advanced Analytics Committee
(IAAC) Liaison (2006)

Judge, College of Management Graduate Symposium, Student Essay Competition (2004)

INDUSTRY EXPERIENCES

Market Analyst in the Doosan Long-Range Comprehensive Planning Project, Seoul,
Korea.

Researcher and Market Analyst, Hyundai Securities, Seoul, Korea.

PERSONAL INFORMATION

Family: Married with Two Children

Nationality: Korea (Permanent Residency in USA)

Personal Interests: Essay Writing, Reading, Tennis, Exercise, Music, and Movies.

[Updated November 2014]