Objective function is given by,
$$F(U,V) = \frac{1}{2} \underbrace{\sum_{(i,j) \in \Omega_i} \left( M_{ij} - U_i V_j^T \right)^2}_{2(i,j) \in \Omega_i} \underbrace{\frac{\lambda}{2} \left( \|V\|_F^2 + \|V\|_F^2 \right)}_{2(i,j) \in \Omega_i}$$

Calculating 
$$\partial F(U,V)$$

$$\frac{\partial F(U_1, V_j)}{\partial U_1} = \left[ \frac{1}{2} \left( M_{1j} - U_1 V_j^{\mathsf{T}} \right)^2 \right]$$

Consider the first term

$$= (1+\lambda)U_1 - M_{1j} \cdot V_j$$

$$\Rightarrow \partial F(u; V; V) = (u; V; V - M; V) \cdot V_1 + \lambda V_2$$

 $\frac{\partial F(U_1, V_j)}{\partial U_1} = -\left(M_{1j} - U_1 V_j^{\mathsf{T}}\right) V_j + \lambda V_1$ 

 $\frac{\partial F(U,v)}{\partial u} = \left[ \frac{\partial F(U,v_j)}{\partial v_i}, \frac{\partial F(U,v_j)}{\partial v_j} \right]$ 

$$\frac{\partial F(v_i, v_j)}{\partial v_i} = \left(u_i v_j^{\tau} - M_{ij}\right) \cdot v_j + \lambda v_i$$

To find 
$$\frac{\partial F(U,V)}{\partial V}$$

We know that,

 $\frac{\partial F(U,V_1)}{\partial V} = \frac{\partial F(U,V_1)}{\partial V}$ 

$$\frac{\partial F(U, V_1)}{\partial V} = \begin{bmatrix} \partial F(U, V_1) \\ \partial V_1 \\ \vdots \\ \partial F(U, V_T) \end{bmatrix}$$

$$= -(M_{i1} - (M_{i1} - (M_{i$$

$$\begin{bmatrix}
\frac{\partial F(U, V_{T})}{\partial V_{T}} \\
\frac{\partial F(V_{1})}{\partial F(V_{2})} &= -\left(M_{i1} - U_{i}V_{1}^{T}\right)U_{i} + \lambda V_{i} \\
&= (1 + \lambda) V_{1} - M_{i1}^{T} \cdot U_{i} \\
\frac{\partial F(U_{i}, V_{j})}{\partial V_{j}} &= \left(U_{i} V_{j}^{T} - M_{ij}\right) \cdot U_{i} + \lambda V_{i}$$