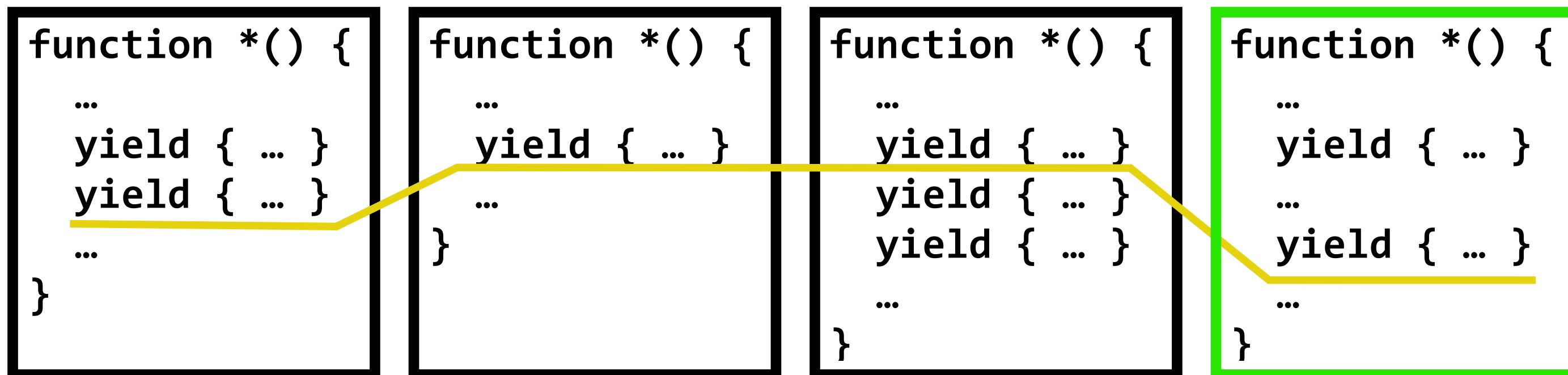
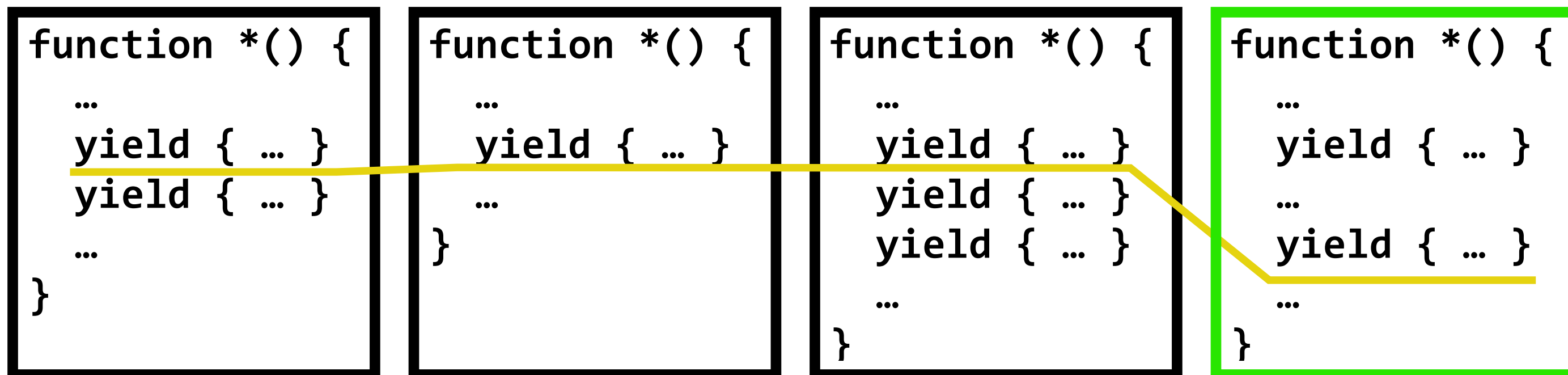


Positive and negative incrementality



CANCEL_REQUEST
FETCH_MOVIES

Positive and negative incrementality



CANCEL_REQUEST

FETCH_MOVIES

LOAD_DATA