Cosine Similarity will be the best distance metric for this given problem. This is simply due to the amount of zeros in the matrix. The Euclidean and Manhattan distance calculations may get significantly affected by either the presence or absence of a specific movie rating. Leading to unreliable results. Whereas the cosine metric measures the cosine angle between two vectors. Solely taking account of the movies that the user has rated, and not taking into consideration the zeros in the matrix i.e. the unrated movies by the user.