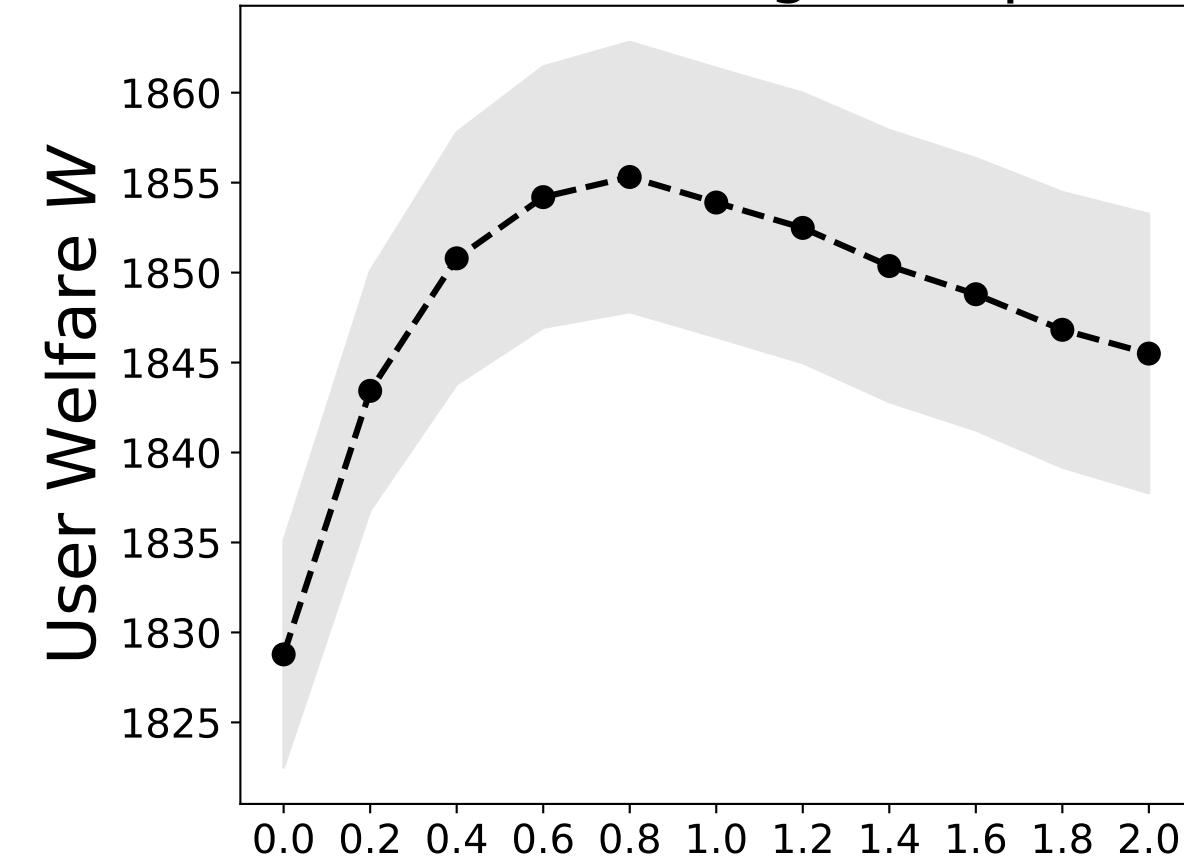
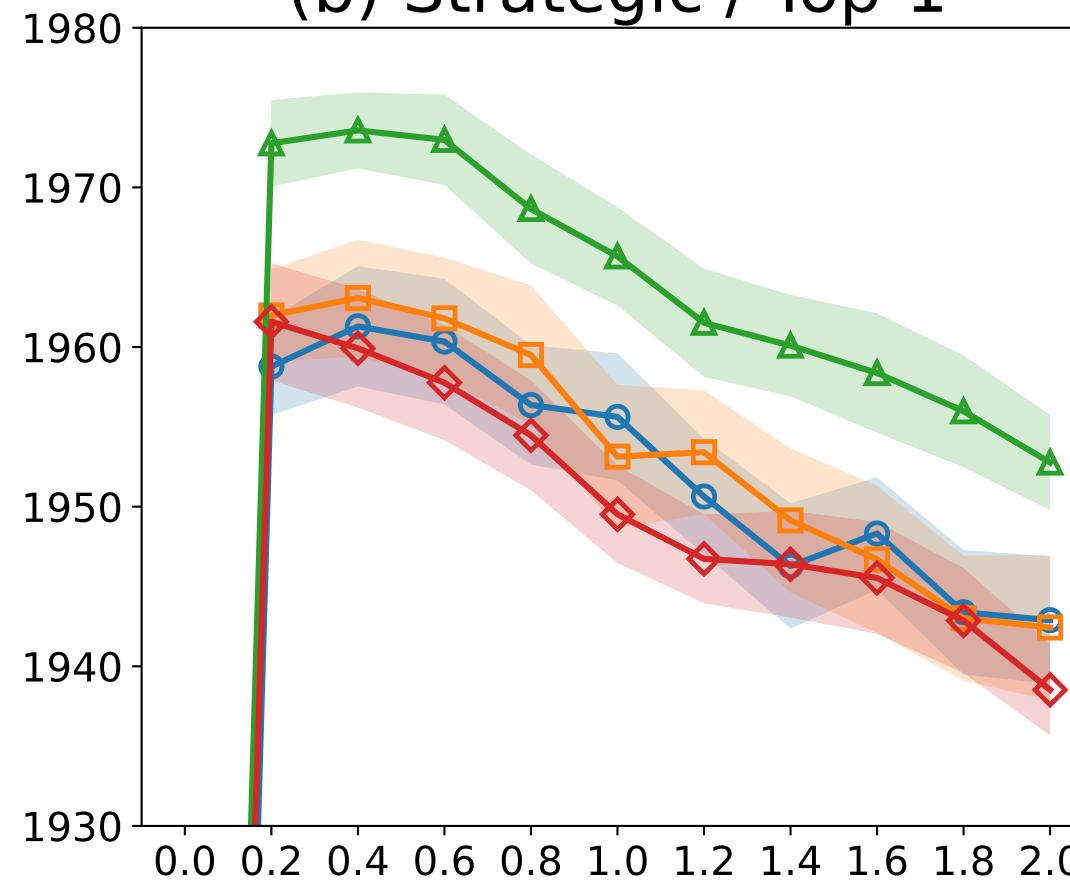


# MovieLens-100k

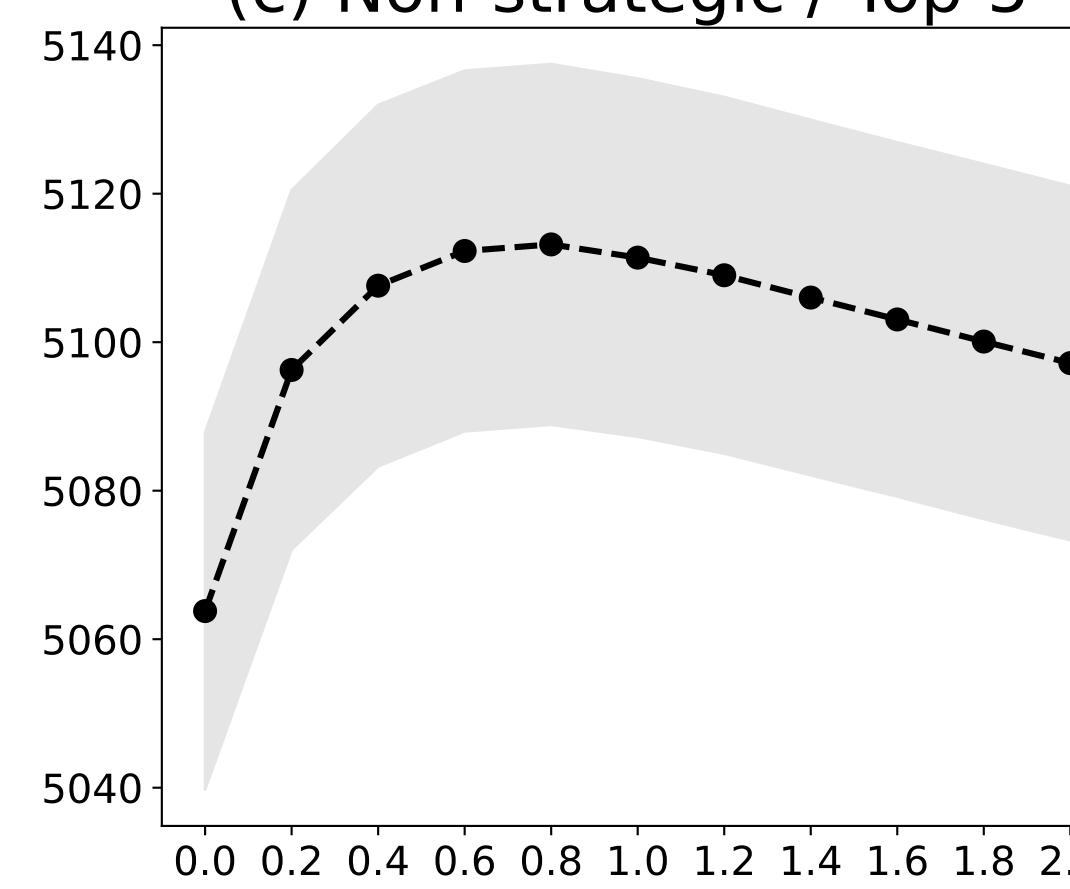
(a) Non-strategic / Top-1



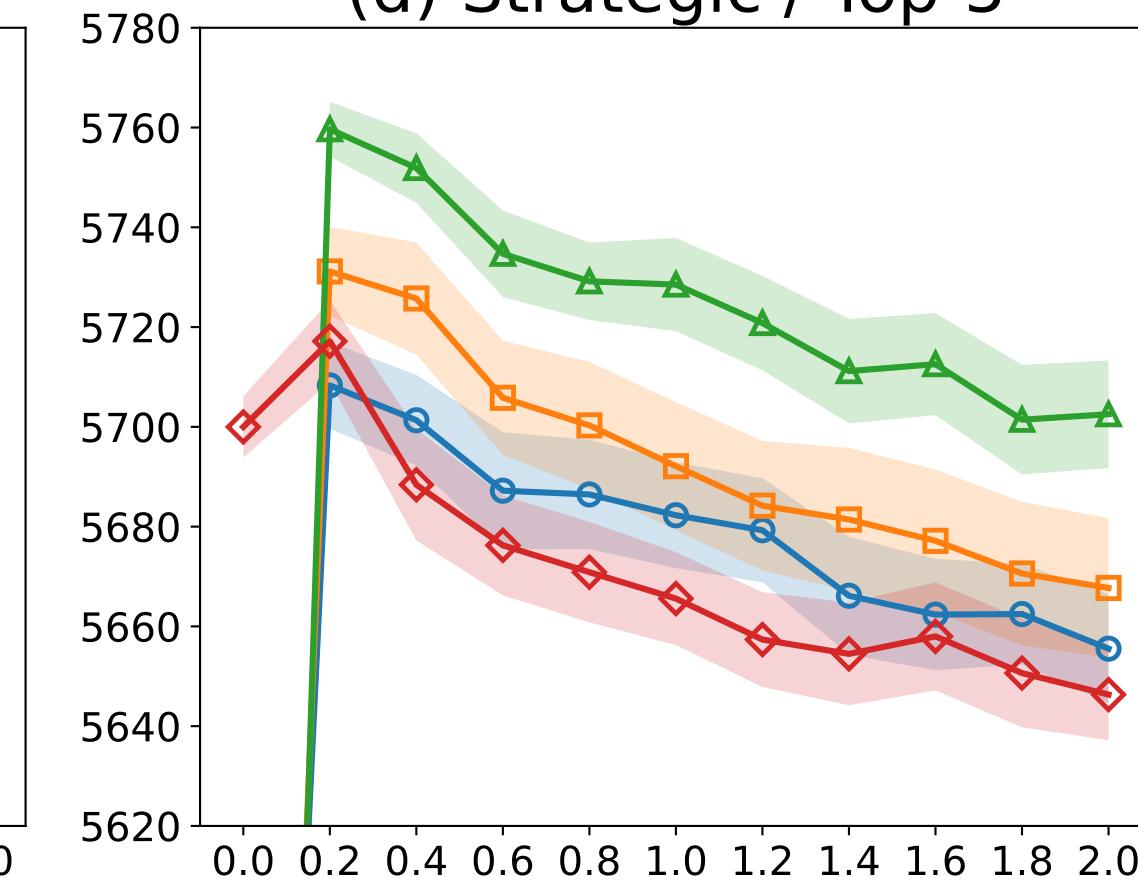
(b) Strategic / Top-1



(c) Non-strategic / Top-5

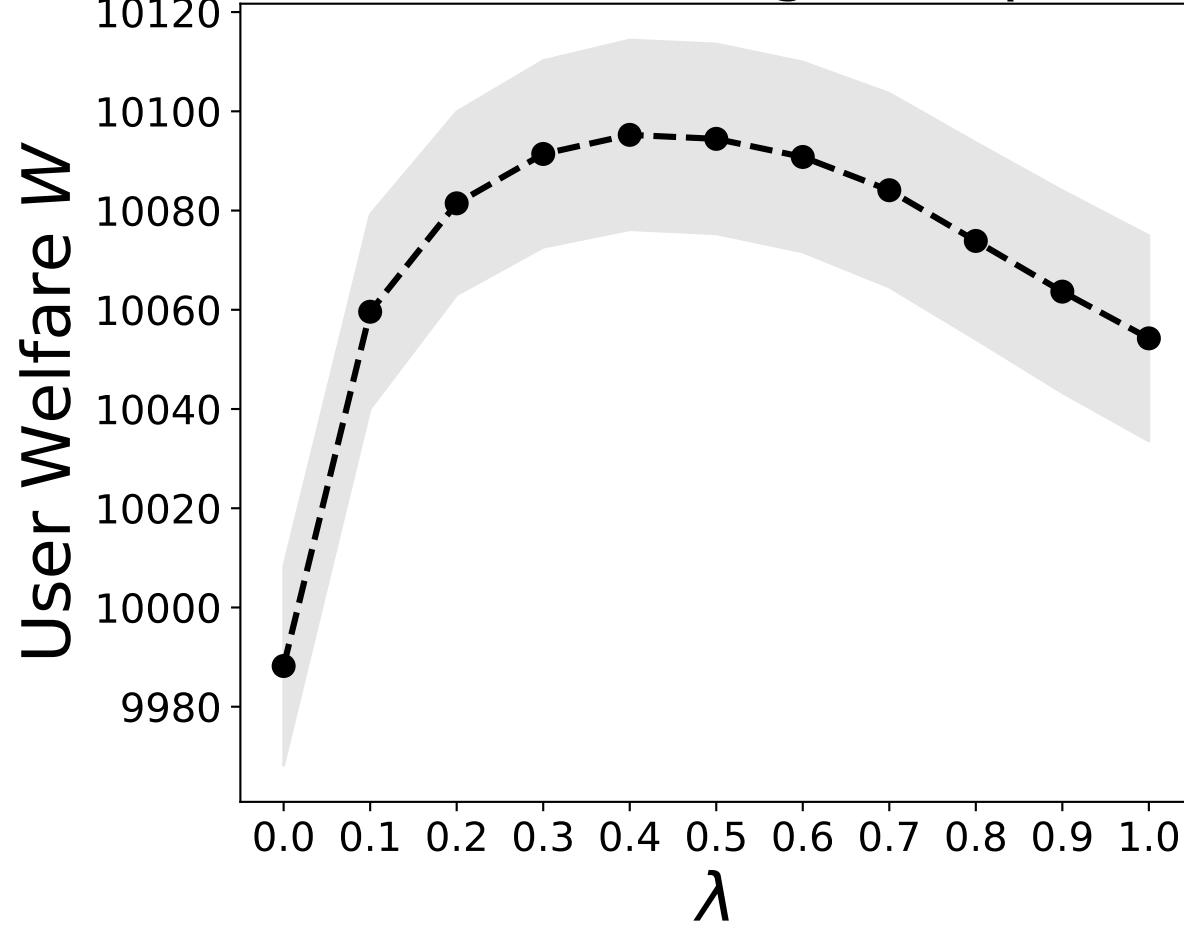


(d) Strategic / Top-5

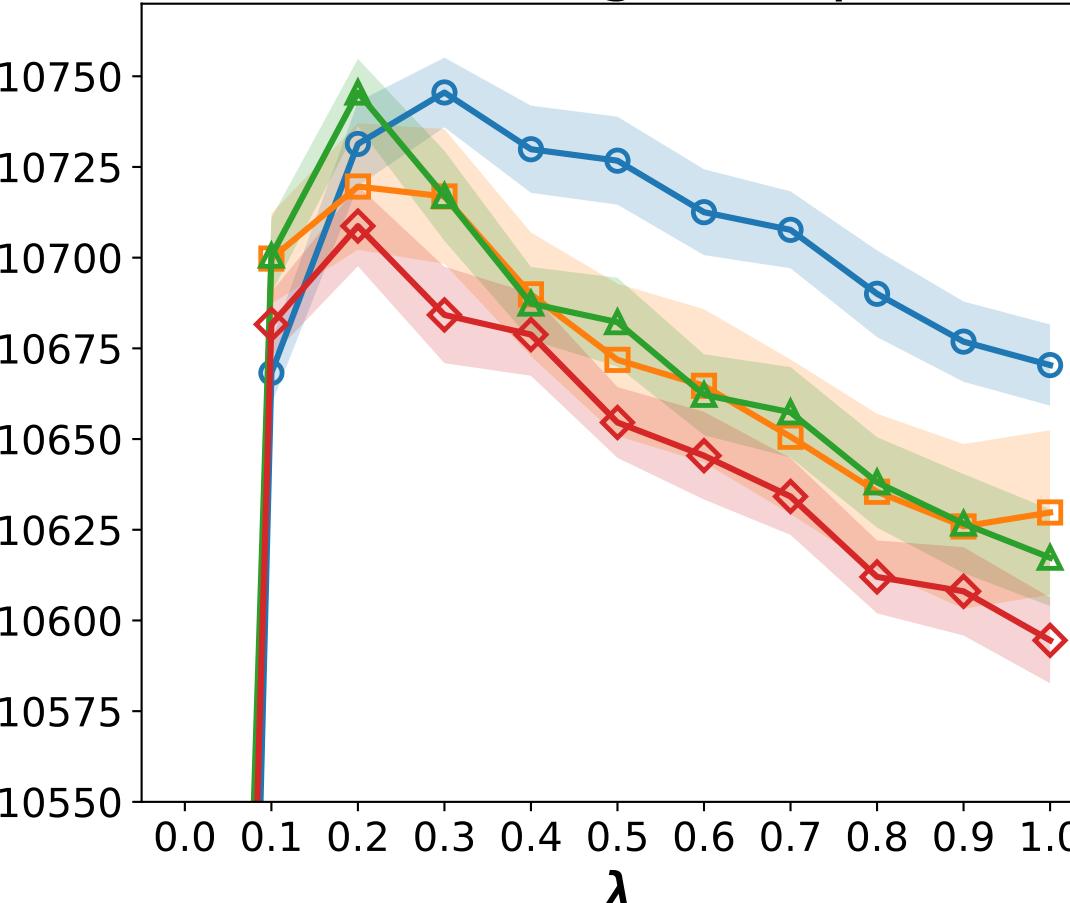


# Instant-Video

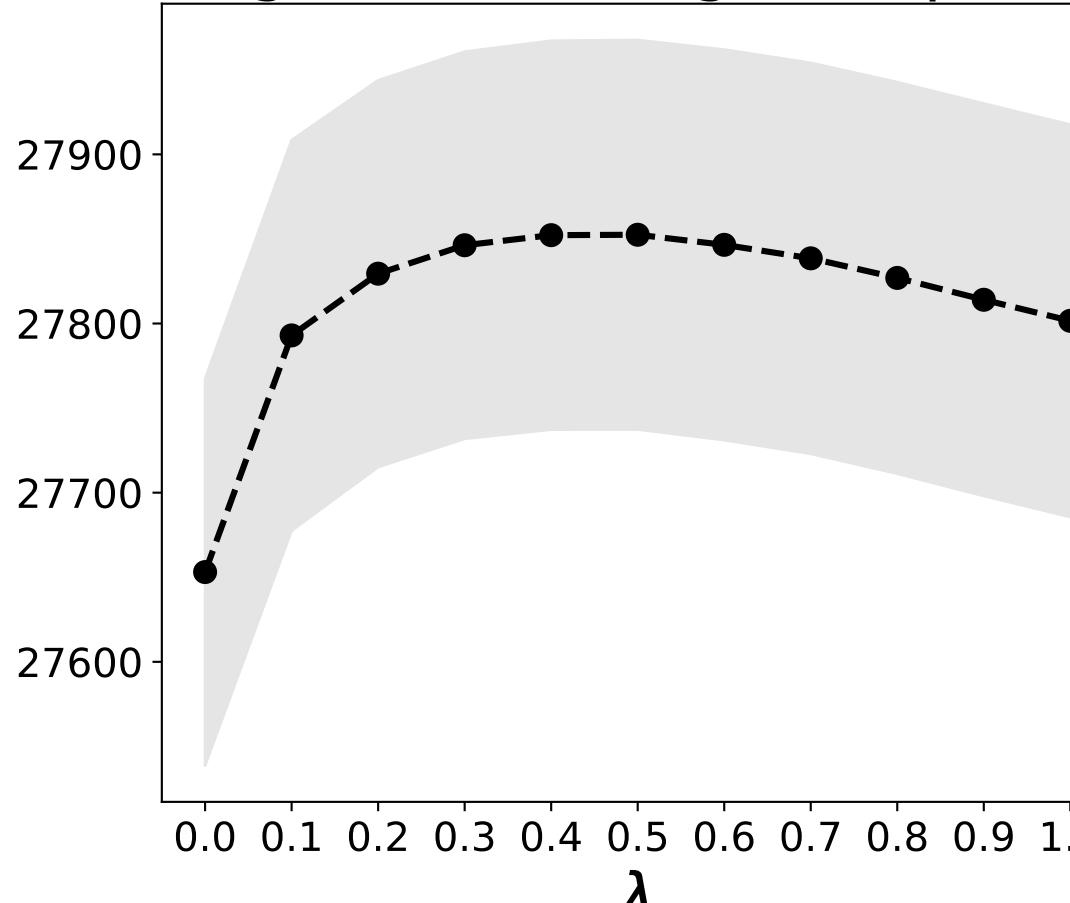
(e) Non-strategic / Top-1



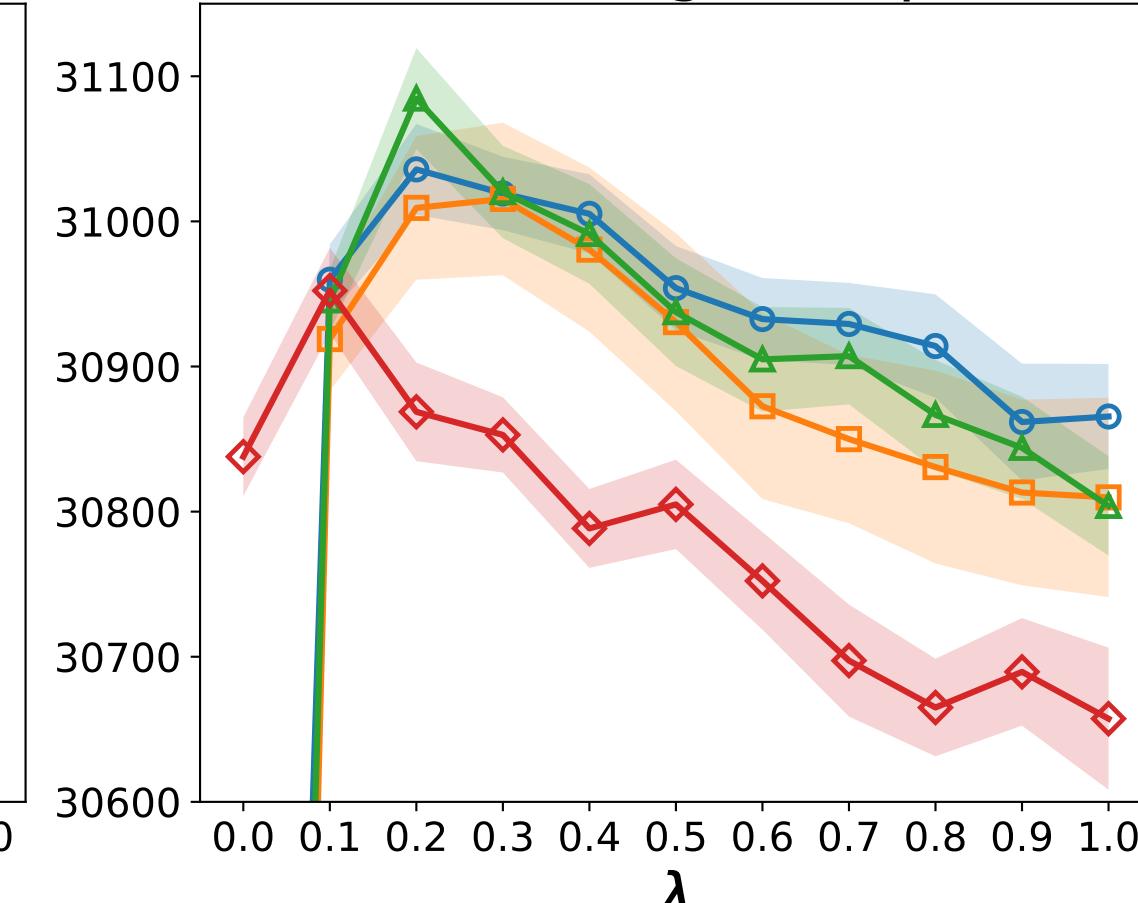
(f) Strategic / Top-1



(g) Non-strategic / Top-5



(h) Strategic / Top-5



---●--- Non-strategic baseline

—○— BRCM \*

—□— M<sup>3</sup>(expo.)

—△— M<sup>3</sup>(enga.)

—◆— M<sup>3</sup>(0)