

my-picturemaxx : Classification Matrix Filter (ENG)

Overview

The matrix filter in *my-picturemaxx* offers advanced filtering options that go beyond standard search filters. It helps your customers quickly find the right image even within large media inventories.

This filter enables more precise searches based on descriptive content, such as the number of people in an image or a person's ethnicity. It works across multiple providers; however, only results from Channels that support the selected filter will be displayed.

picturemaxx provides an initial set of matrix filters based on the most frequently used criteria. You can extend and customize these filters to meet your needs and make them available via *my-picturemaxx*.

View and configure matrix filters

In addition to the 'my-picturemaxx search filters', you can set individual matrix filters for each channel under **Media > Classifications > my-picturemaxx Matrix-Filter**.

Here you can get an overview of the subject areas picturemaxx offers for matrix filtering and see whether the expected image material is **Creative** or **Editorial**.

Matrix-Filter / Overview

In addition to the 'my-picturemaxx search filters', the individual matrix filters for each place can be set here.

Note: Please note that certain filters can only be configured for the Creative or Editorial area. This classification can be found in the respective columns (Creative Filter / Editorial Filter).

To configure a filter, open it by double-clicking.

If you have additional filters that are not yet available, please contact us at support@picturemaxx.com.

Edit ▾							
Channel: Channel Name ▾							
Views ▾ Export							
	ID	Filter Name German	Filter Name English (USA)	Status	Creative Filter	Editorial Filter	
☰	1	Ethnien	Ethnicity	Not active	✓		
☰	2	Alter	Age	Not active	✓		
☰	3	Personen im Bild	Number of people	Not active	✓		
☰	4	Farbauswahl (Hex)	Color picker (Hex)	Not active	✓		
☰	5	Ähnliche Medien	Similar media	Not active	✓	✓	
☰	6	Geschlecht	Gender	Not active	✓		
☰	7	Region	Region	Not active	✓		
☰	8	Land	Country	Filter is published (visible for suppliers and customers)	✓		
☰	9	Farben-Liste	Color list	Not active	✓		
☰	10	Bildgestaltung	Image composition	Not active	✓		
☰	11	Perspektive	Perspective	Not active	✓		
☰	15	Essen & Trinken	Food & Drinks	Not active	✓		
☰	16	Flora & Fauna	Flora & Fauna	Not active	✓		
☰	19	Weitere Themen	Further topics	Filter is published (visible for suppliers and customers)	✓		
☰	21	Zeit	Time	Not active	✓		
☰	22	Ähnliche Medien (URL)	Similar media (URL)	Not active	✓	✓	
☰	23	Ähnliche Medien (lokale Datei)	Similar media (local file)	Not active	✓	✓	

Overview of available matrix filters

Remarque

If you have additional filters that are not yet available, please contact us at support@picturemaxx.com.

To configure a matrix filter:

1. Navigate to **Media > Classifications > my-picturemaxx Matrix-Filter** and double-click a record in the overview to open it.
2. If you manage multiple Channels, select the correct Channel.
3. From the **Status** dropdown, select one of the following options:
 - To enable the filter, select **Filter is published (visible for suppliers and customers)**.
 - To test the filter first, select **Filter is in preview mode (visible only for suppliers)**.
4. Click **Save**.
5. In the **Archive and Partner Connections** panel, to map the filter to your data, proceed as follows:

1. From the **Database field** dropdown, select the database field that contains the relevant information for this filter.
2. In the **Values to be mapped (comma-separated)** column, enter the terms or abbreviations that should match when clients use this filter.
 - For phrases, use quotes or underscores: "african american" or african_american .
 - Only use phrases if they are stored with your images.
3. Wildcards are not allowed for quality reasons.
4. Leave fields empty for filters you don't support.
5. Click **Save**.

Remarque

If you have more than one archive or additional partner connections, contact us at support@picturemaxx.com for setup assistance.

Test Matrix Filter results for your channel

With my-picturemaxx AGENCY, you can see how the matrix filter works and how your customers see your channel in general. Here is how to test it:

1. Launch your my-picturemaxx AGENCY version.
2. In the top-left corner, select **Creative** instead of **All**.
3. Your configured matrix filters will now appear alongside the standard filters.
4. Select one or more matrix filters.
5. Run a test search with the filters activated.

Matrix filters are visible to all users if:

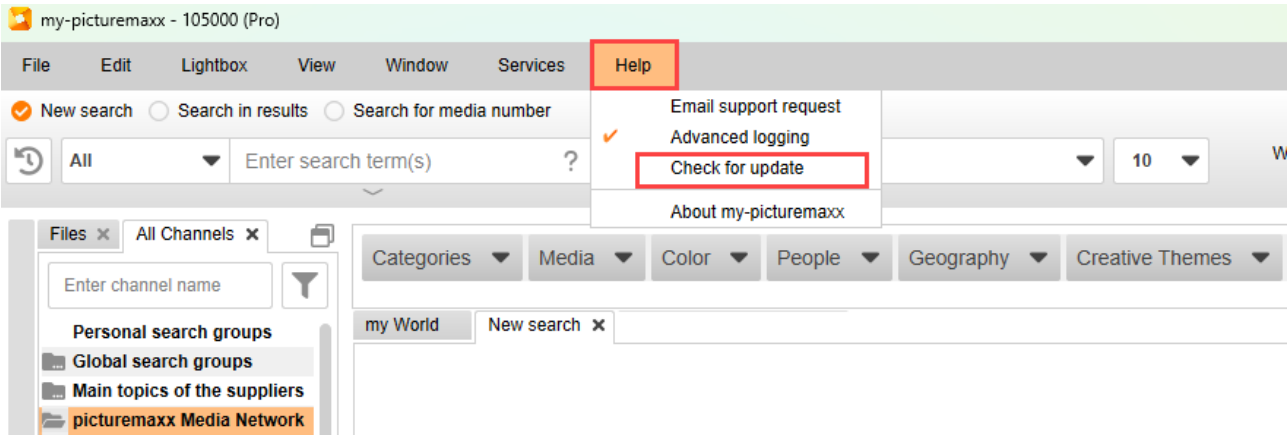
- The channel is accessible to the client.
- The channel supports the selected filter.

To test your images now or in the future, you'll need the latest version of **my-picturemaxx AGENCY**. To check your version:

1. In my-picturemaxx, go to **Help > Check for update** to see your current version.

2. Update if needed.
- Alternatively, download the latest version from our website:

<https://www.picturemaxx.com/en/my-picturemaxx?LCID=2>



my-picturemaxx: Check for update

Remarque

Need More Licenses?

If your team needs additional my-picturemaxx AGENCY licenses, please contact us.

Mapping Examples for the Matrix Filter

The following table shows sample mappings for each filter category.

- You can use these examples as a guide, but you're free to apply your own criteria.
- The examples provided do not need to be copied exactly.
- Make sure the words in the column match the language you use for your keywords.

ID 1 - Ethnicity / Ethnien

Filter value English (USA)	Filter value German	Values to be mapped (separated by comma)
African	Afrikanisch	african, afrikanisch, Afrikaner, Afrikanerin
African American	Afroamerikanisch	afro_american, "afro american" afroamerikanisch, afro-amerikanisch

Filter value English (USA)	Filter value German	Values to be mapped (separated by comma)
Brazilian	Brasilianisch	brazilian, brasilianisch, Brasilianerin, Brasilianer
Caucasian	Weiß	caucasian, "caucasian ethnicity", "kaukasische Ethnie", hellhäutig
Chinese	Chinesisch	chinese, chinesisch, Chinese, Chinesin
East Asian	Ostasiatisch	east_asian, "east asian", ostasiatisch
Japanese	Japanisch	japanese, japanisch, Japaner, Japanerin
Latin American and Hispanic	Hispanoamerikanisch	hispanic, hispanoamerikanisch, lateinamerikanisch
Middle Eastern	Naher Osten	middle_eastern, "middle eastern", "Naher Osten"
Multi-Ethnic	Multiethnisch	multi-ethnic, "multi ethnic", multithnisch
Native American	Amerikanische Ureinwohner	native_american, Indigene, "Amerikanische Ureinwohner"
Pacific Islander	Pazifischer Inselbewohner	pacific_islander, "pacific islander", "Pazifischer Inselbewohner"
Southeast Asian	Südostasiatisch	southeast_asian, "southeast asian"
Black	Schwarz	black, schwarz, dunkelhäutig
South Asian	Südasiatisch	south_asian, "south asian"
Indian	Indisch	indian, indisch, Inder, Inderin
Other	Andere	other, andere

ID 2 - Age / Alter

Age information can be provided in different ways (see table). Preferably, use a consistent format that also appears in your keywords, titles, etc. For example, you can use the word “old” for the column Older Adult (Senior) / Senior Adult.

Filter value English (USA)	Filter value German	Values to be mapped (separated by comma)
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Baby	Baby	baby, newborn, 0-1_months, Neugeborenes, Säugling
Infant	Kleinkind	infants, 2-3_years, "2-3 years", toddler, Kleinkind
Child	Kind	child, children, Kind, Kinder
Teenager	Jugendlicher	teenager, teenagers, teen, Jugendlicher, "16 Jahre"
Adult	Erwachsener	adult, Erwachsener
Senior	Senior	senior, old, alt, Senior, Seniorin
Young adult	Frühes Erwachsenenalter	young_adult, junger_Erwachsener
Mid adult	Mittleres Erwachsenenalter	mid_adult, mittlerer_erwachsener
Mature adult	Reifes Erwachsenenalter	mature_adult, reifer_erwachsener
0-1	0-1	0-1
20s	20er	20s, 20er

ID 3 - Visible Persons / Personen im Bild

Filter value English (USA)	Filter value German	Values to be mapped (separated by comma)
Without people	Ohne Menschen	0, peopleless, nobody, "without people", "keine Menschen", "ohne Menschen", niemand
One person	Eine Person	1, one, "one Person", "eine Person", "1 Person"
Two people	Zwei Personen	2, two, "two people", "two persons"
Three people	Drei Personen	3, three, "3 people"
Four people	Vier Personen	4, four, "four persons"
Couple	Paar	couple, Paar, Pärchen

Filter value English (USA)	Filter value German	Values to be mapped (separated by comma)
Family	Familie	family, Familie
Group of people	Personengruppe	"group of people", group_of_people
Mass of people	Menschenmasse	crowd, "mass of people"

ID 4 - Color Picker (Hex) / Farbauswahl (Hex)

For further information, please contact our Professional Services team

ID 5 - Similar Media / Ähnliche Medien

For further information, please contact our Professional Services team

ID 6 - Gender / Geschlecht

Filter value English (USA)	Filter value German	Values to be mapped (separated by comma)
Male	Männlich	male, males, man, men, männlich, männliche, Mann, Männer, Jungen
Female	Weiblich	female, females, woman, women, weiblich, weibliche, Frau, Mädchen
Mixed	Gemischt	both, "male and female", "männlich und weiblich", gemischt
Diverse	Divers	diverse, divers, "drittes Geschlecht"

ID 7 - Region / Region

Definition and Examples of Selected Filter Options Filter value English (USA)	Filter value German	Values to be mapped (separated by comma)
Africa	Afrika	africa, Afrika
Antarctic	Antarktis	antarctica, Antarktis

Definition and Examples of Selected Filter Options Filter value English (USA)	Filter value German	Values to be mapped (separated by comma)
Arctic	Arktis	arctic, Arktis
Asia	Asien	asia, Asien
Australia	Australien	australia, Australien
Europe	Europa	europe, Europa
America	Amerika	america, Amerika
North America	Nordamerika	north_america, "north america" Nordamerika
South America	Südamerika	south_america, Südamerika
Oceania	Ozeanien	oceania, Ozeanien

ID 9 - Color list / Farben-Liste

Filter value English (USA)	Filter value German	Values to be mapped (separated by comma)
Black	Schwarz	black1, black2, #000000, schwarz
White	Weiß	white1, white2, #FFFFFF
Yellow	Gelb	yellow1, yellow2, yellow3
Orange	Orange	orange1, orange2, orange3
Red	Rot	red1, red2, red3
Lime green	Hellgrün	lime_green1, "lime green 1"
Dark green	Dunkelgrün	dark_green1, "dark green1"

ID 11 - Perspective / Perspektive

Filter value English (USA)	Filter value German	Values to be mapped (separated by comma)
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Worm's-eye view	Froschperspektive	"worm's-eye view", Froschperspektive
Aerials	Luftaufnahme	aerials, Luftaufnahme
Top view	Draufsicht	top_view, "top view", Draufsicht
Wide angle	Weitwinkel	wide_angle, "wide angle", Weitwinkel
360° / Panoramas	360° / Panorma	360, panoramas
Close-up	Nahaufnahme	close_up, "close up", Nahaufnahme
Macro	Makro	macro, Makro
Outdoor shot	Außenaufnahme	outdoor_shot, Außenaufnahme
Indoor shot	Innenaufnahme	indoor_shot, Innenaufnahme

Definition and examples of selected filter options

Select and keyword each filter based on the definitions below to maximize reach and effectiveness.

my-picturemaxx customers know exactly what they want. They use Matrix Filters to find images that match their vision.

Activate and configure filters to make your images easy to find. A well-managed Matrix Filter for your Creative Images helps you stand out, ensures quick and efficient searches, and keeps customers coming back.

ID 1 - Ethnicity / Ethnien

Ethnicity refers to a group of people who share a common culture, often linked to a tribe or nation.

For example:

Two women are on holiday in Milan. They are of Japanese origin, so they should be tagged with the filter **Ethnicities > Japanese**.

Additional filter options are available for countries and regions.



Young **Japanese** women in Milan

ID 2 - Age / Alter

You can store the age of people in the image. Each filter option corresponds to a specific age range. Examples include baby, toddler, child, teenager, adult, and senior. You can also select an age span in 10-year steps starting from age 20.

ID 3 - Visible Persons / Personen im Bild

This filter lets you specify the number of people in an image.

- Choose 1 person, 2 people, 3 people, or 4 people.
- You can also select Couple or Family.
- For more than 5 people, use Group of people.
- If the crowd is too large to count, select Crowd of people (see examples).
- If there are no people in the image, use Without people.



Group of People (reasonable number)

ID 6 - Gender / Geschlecht

The genders Female, Male and Divers are covered with the filter category Gender. Additionally, the filter option Mixed is available.



Mixed

ID 9 - Color list / Farben-Liste

Select the colors that dominate the overall image. Avoid tagging every visible color—the filter is designed to highlight a consistent color composition within the chosen spectrum.



Dark Blue and Yellow

ID 11 - Perspective / Perspektive

The frog perspective refers to viewing a subject from a very low angle.



Frog perspective

An aerial view is a photograph of the Earth's surface taken from an aircraft



Aerial view

In a top-down view, the object is seen directly from above, with the viewer's line of sight at a 90° angle, unlike a bird's-eye or aerial view.



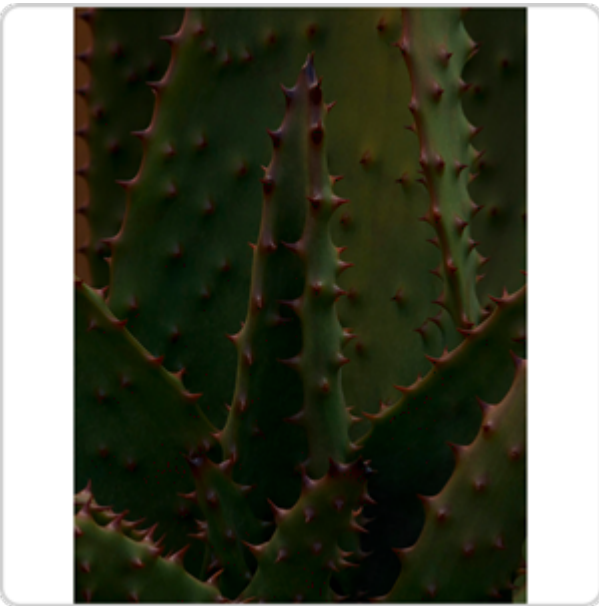
Top-down view

Wide-angle images capture a broader field of view than the human eye and use a focal length shorter than the standard range.



Wide angle view

In a close-up, the distance between the subject and the object is shortened to bring out the details.



Close-up view

FAQs

Why do Matrix Filter categories change?

Matrix Filters only display values that currently return search results. They adapt dynamically based on each search, the selected setting (*All, Creative, Editorial*), and the channels included.

What if my image library supports filter options not shown in the Matrix Filter?

If you can classify your media by topics not yet offered in the Matrix Filter, let us know. We continuously update the filter with useful categories.

My agency doesn't support the Matrix Filter yet. Will my images still appear?

Yes. Searches under *All* and *Editorial* return results without Matrix Filters.

When *Creative* is selected, filters apply only if one of the chosen agencies supports them.

Filters activate only when users select them (e.g., **People > Two People**). Categories unsupported by any selected agency are hidden.

Do media buyers have to use the Matrix Filter?

No. The Matrix Filter is optional and not enabled by default. It simply offers additional search options.

What if Matrix Filter results are inaccurate due to poor metadata?

We can help you set up and optimize your Matrix Filter. Contact our support team for assistance.