Click the create link under Custom Reports
Choose the Media types that you want (hold down the ctrl key on your keyboard to select several at once)

Move your selections to Box 2 by using the select button circled

Click the ‘Next’ link circled at the top of the screen
Select the Time Period you want to see (you can leave it as is if that works for you)

Click the ‘Next’ link at the top right
Search for and then select a company, industry, or product

(see next page)
In this example, I searched for the parent company, Yum Brands.

This is the list produced. I highlighted my choice(s) by clicking on it.

Then click the ‘Select’ button shown.

You will see a message that it has been included

Click the ‘next’ link in the upper right corner of the page
Select how you want your report formatted. (leave the default if unsure).

Click the ‘next’ link on the upper right corner
Choose more report options (again, you can leave it at the default selections)

Click the ‘next’ link in the upper right corner
Title your report! (very important as it will show up in a list of other people’s reports).

Click the “Run Report” link next to the report title box.
Your report will show up on a page that looks like this.

You can only view it once the pdf/paper icons show up next to it. It may take a few minutes.

I usually try to refresh the page by clicking Run again.

Click on the link circled above to see your report.