 

**THIRD SIDE MUSIC
The Montreal-founded company celebrates 20 years of independence, growth, and global success**

“*We invest in art because we believe in it. We’ve stayed true to our original mission, and the results speak for themselves.”* - **Jeff Waye, Montreal-based co-founder**

“*Our model works because we don’t chase trends or passing fads. We work with career artists we believe in, offer fair advances, and build long-lasting relationships.”* - **Patrick Curley, co-founder and CEO**

*« Never in my life did I think I would receive an email asking if I wanted my song to be in the background of Jennifer Aniston and Adam Sandler running toward a Lamborghini in Paris for Murder Mystery 2. Thanks, TSM! X -* **Lisa Leblanc**

**Montreal / Los Angeles, August 2025** — Founded in Montreal in 2005 by **Jeff Waye and Patrick Curley**, independent music publishing company **Third Side Music** (TSM) is celebrating 20 years of global success. With offices in Montreal and Los Angeles and teams in London, New York and Mexico, TSM has always put artists at the center of its model. The company is known for its artist-first approach, sync expertise, and an eclectic and impressive catalog.

What began with an initial investment of $150,000 has grown into a company generating over $25 million in annual revenue, with steady growth of 15–20% each year. From its offices—especially in Montreal—TSM represents a vast catalog of over 75,000 works by acclaimed artists such as **Lisa Leblanc, La Sécurité, Mint Simon, Caveboy, Colin Stetson, Milk and Bone, NOBRO, Sky Ferreira, SOFI TUKKER, BadBadNotGood, Cults, Courtney Barnett, Surf Curse, Future Islands, Pharoah Sanders, Kurt Vile, The Cinematic Orchestra, Hermanos Gutiérrez, and Blonde Redhead,** to name just a few.

**Third Side Music** continues to make its mark on the music industry in Canada and abroad. The team was once again honored at the 2025 Canadian Sync Awards, winning **Best Sync Team – Indie Publisher**, a title they also earned in 2024, 2023, 2022, and 2020 during Canadian Music Week (CMW).

TSM was also awarded **Publishing Team of the Year at the 2023 ADISQ Gala**, reinforcing its status as a leader in music publishing. The company has twice been named **Publisher of the Year at the SOCAN Awards—in 2020 and again in 2025**—recognizing its consistent and outstanding support for creators both at home and internationally.

In an industry increasingly marked by consolidation and investor-driven rights acquisitions, Waye and Curley retain full ownership of Third Side Music, with no external investors or corporate oversight. This strategic autonomy allows the company to support exceptional artists and music freely—an approach that has proven effective time and again. “Twenty years later, TSM is still fully independent, and no one dictates our decisions. We answer only to our artists, songwriters, and their teams, whom we love working with. Our goal is not to capture market share or sell to the highest bidder, but to deliver real results. We do what we’ve always done: invest in art because we believe in it. That’s what’s kept us going and thriving,” says Waye.

TSM’s business model has proven strong in many ways. The company weathered the COVID-19 pandemic and Hollywood strikes without layoffs or slowdowns. Historically, over 95% of signed deals have fully recouped. Furthermore, nearly 99% of artists in its active catalog have remained with TSM over the years—a remarkable loyalty, with some now on their fourth or fifth contract cycle.

With a client retention rate near 99%, TSM is known for its personalized approach and effective sync licensing for advertising, film, television, and video games. From TV and film titles like The Bear, Shrinking, Babygirl, Grey’s Anatomy, Slow Horses, Emily in Paris, The Substance, Bad Boys: Ride or Die, and Only Murders in the Building, to major brand campaigns for Apple, Dior, Verizon, Hermès, AMEX, Adidas, and video game hits like GTA V, Red Dead Redemption II, Fortnite, The Sims, Gotham Knights, and Riders Republic—TSM ensures the right music finds its way into the right projects.

More info : thirdsidemusic.com

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