

# Higgs to fermion decays

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12th International Workshop on the CKM Unitarity Triangle  
September 18 to 22, 2023  
Santiago de Compostela, Spain.

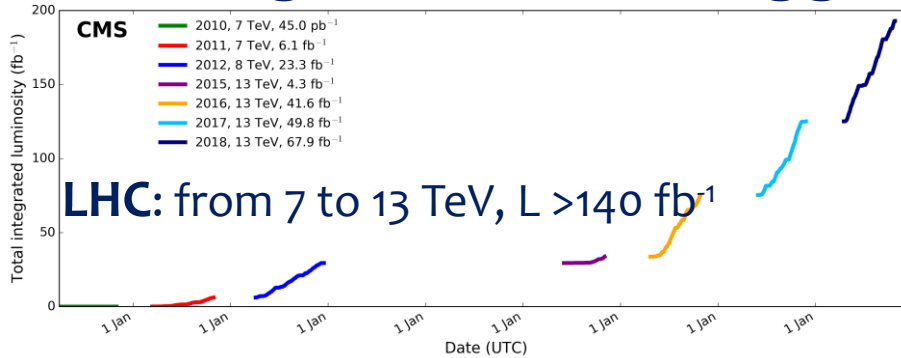


ATLAS Higgs results: [papers](#),  
[conference notes](#)



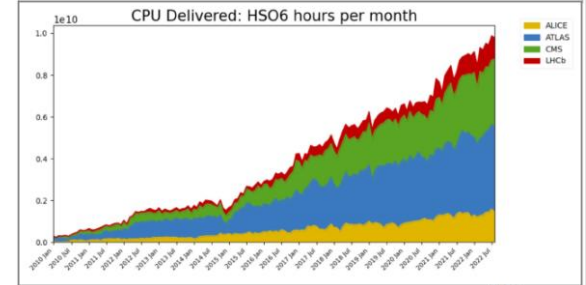
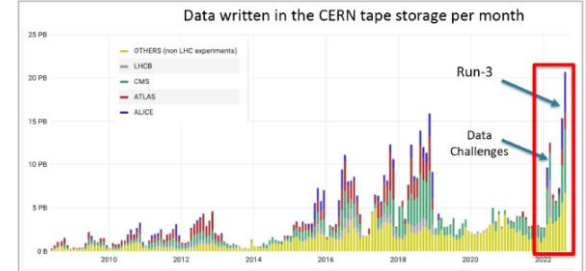
CMS Higgs results: [papers](#),  
[preliminary results](#)

# The long road of the Higgs boson: a worldwide effort



Run2 wrt Run1, Lumi  $\times 10$  more  
 $\sigma \times 2-4$  larger, **Higgs  $\times 30$  more**

The WLCG

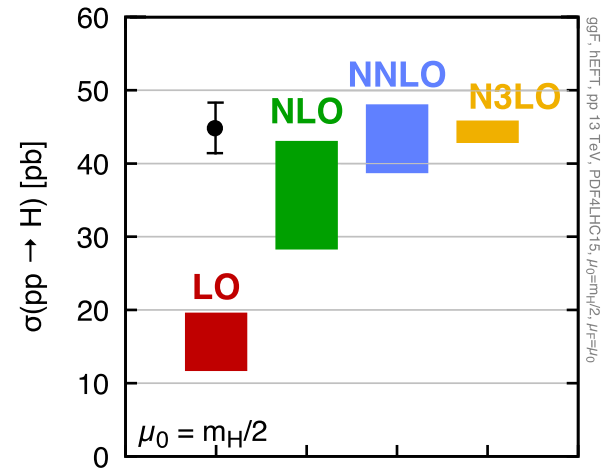


The LHCHSWG

Superb detector performance

September 18-22, 2023

Unitarity Triangle



# Introduction and Outline

- The discovery of the Higgs boson in 2012 by ATLAS and CMS fulfilled one of the main aims of the LHC:
  - **Identifying a mass generation mechanism for the SM**
- It has given us access to a new sector of the SM with new lines of enquiry to follow:
  - **Yukawa couplings, a new type of interaction to investigate**
  - Gauge–scalar boson interactions
  - The parameters of the Higgs potential, and its self coupling
- No direct observation of new physics at the LHC after the Higgs boson discovery
- **Precision measurements of the Higgs are increasingly important and in various aspects drive the future of HEP**
- Properties of the new scalar particle at LHC **in this talk:**
  - Standard Model Higgs Boson Cross Sections and Branching Fractions, STXS, differential measurements, EFT interpretations.
  - **Couplings to fermions and to the top quark**
  - **Couplings to second generation**
  - **See also Maria Moreno's talk on Higgs CP:**  
<https://indico.cern.ch/event/1184945/timetable/?view=standard#14-single-top-measurements-inc>

# From the 4 of July 2012 to the end of Run2

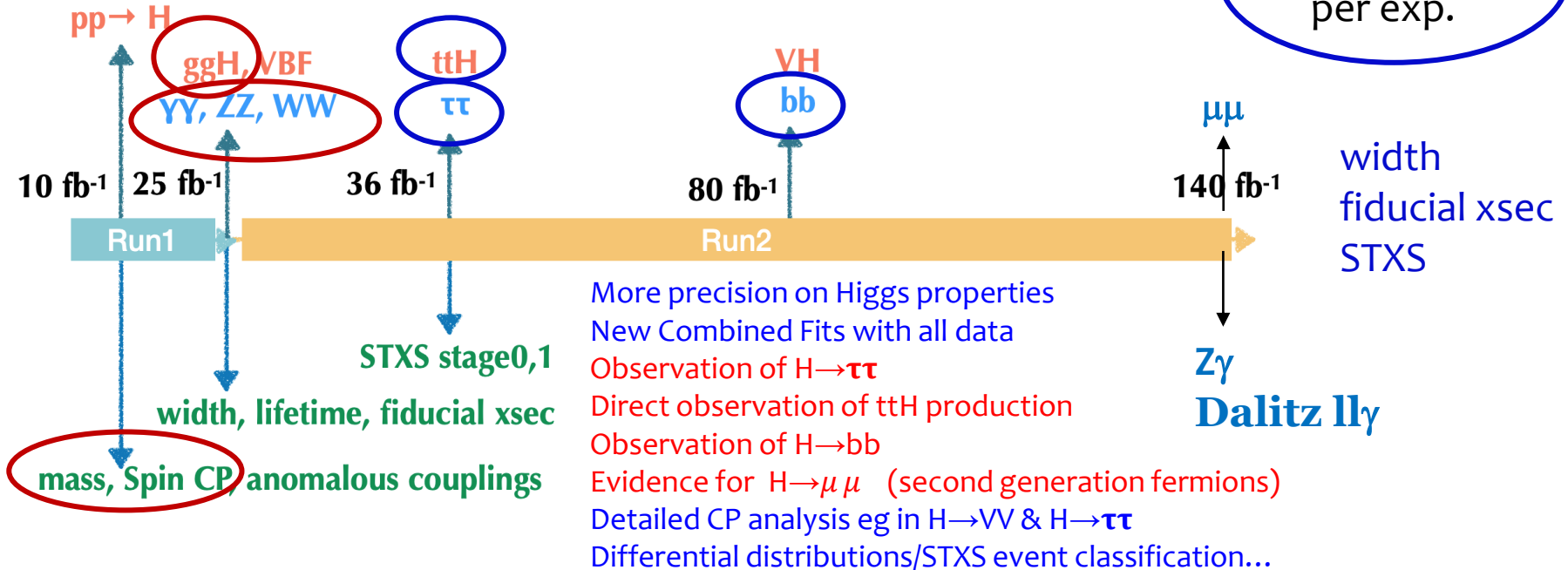
## Higgs story at the LHC

Main production:  $ggH, VBF, VH, ttH$

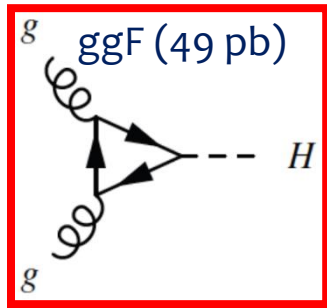
Main decay:  $\gamma\gamma, ZZ, WW, \tau\tau, bb$

~ 5% precision per exp.

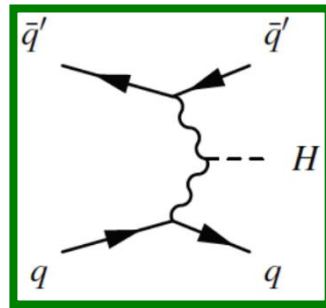
~10% precision per exp.



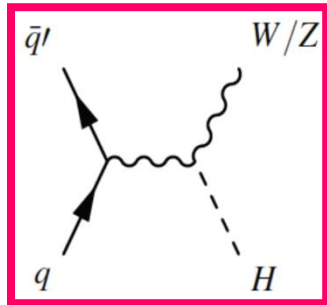
# SM Higgs Production and decay at the LHC



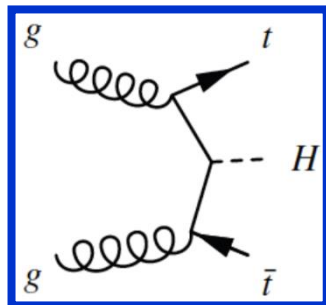
**Gluon Fusion**  
(WH 1.4 pb, ZH 0.9 pb)



VBF 3.8 pb

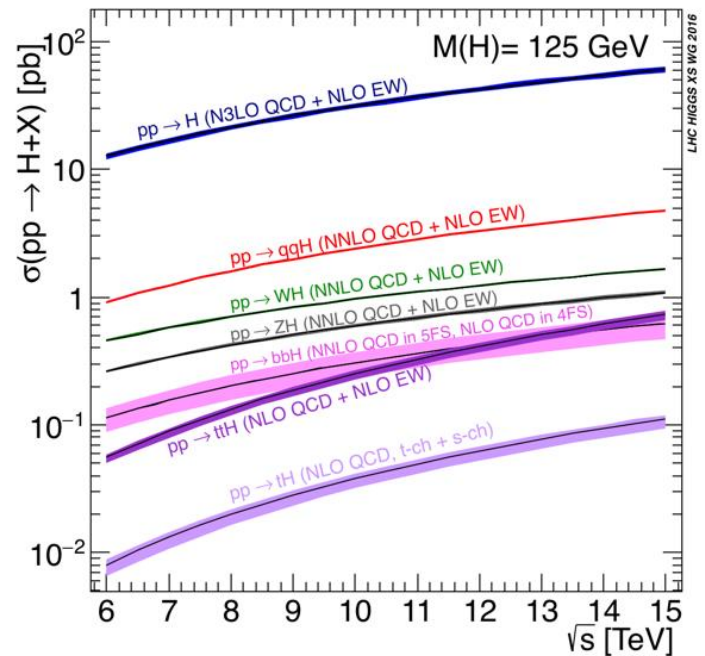
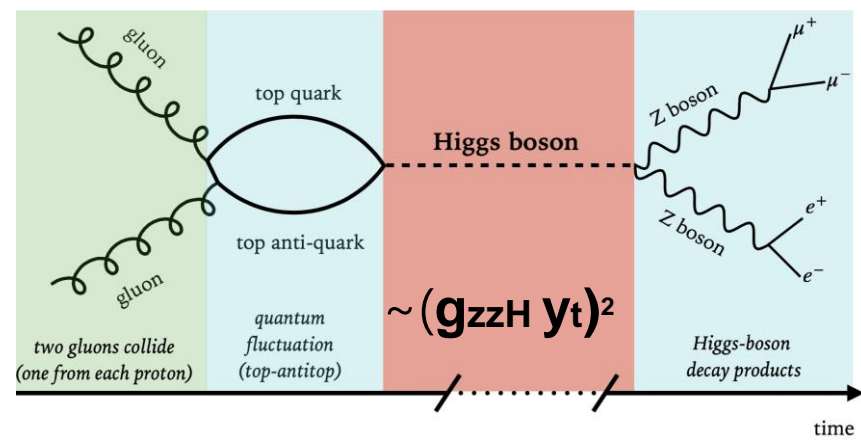


**Higgs-strahlung**



ttH (0.5 pb)

**Top Fusion (ttH)**



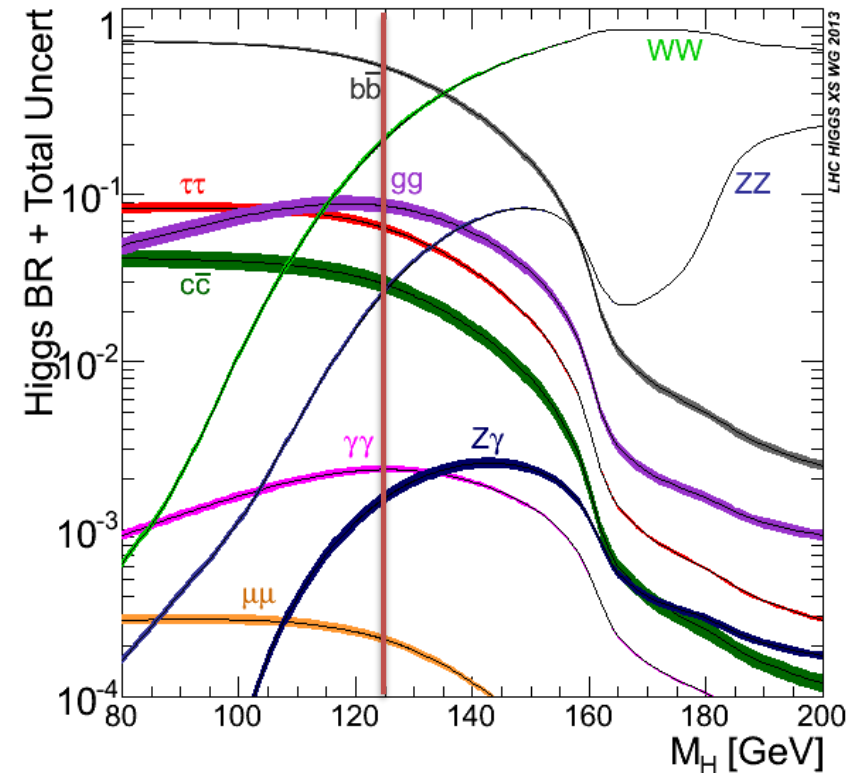
LHC in 2012 at (the old) record luminosity ( $7 \times 10^{33} \text{ cm}^{-2}\text{s}^{-1}$ ) and energy (8 TeV) was producing SM Higgs bosons ( $M_H = 125 \text{ GeV}$ ) at a rate  **$\sim 750/\text{hr}$**

# Decay of the Higgs Boson

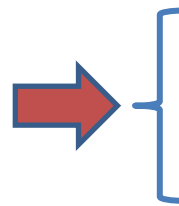
Need **multi-purpose detectors** like ATLAS and CMS to find the Higgs boson and measure its properties at the LHC!

Had the Higgs boson been 50 GeV heavier, it would have been impossible to detect more than just two channels ZZ and WW

Had the Higgs been just 10 GeV lighter, the decays to WW and ZZ would have been impossible so far...



**Only region in  $m_H$  where:**



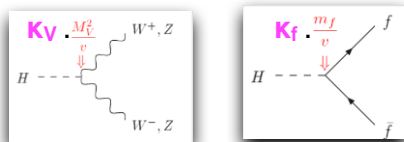
- very good combination of signal-strength for the whole set of decay channels below the top-antitop threshold
- Cross sections are large
- **Fermion decays ( $bb+\tau\tau$ ) are accessible**
- Natural width is negligible

# The portrait of the Higgs boson

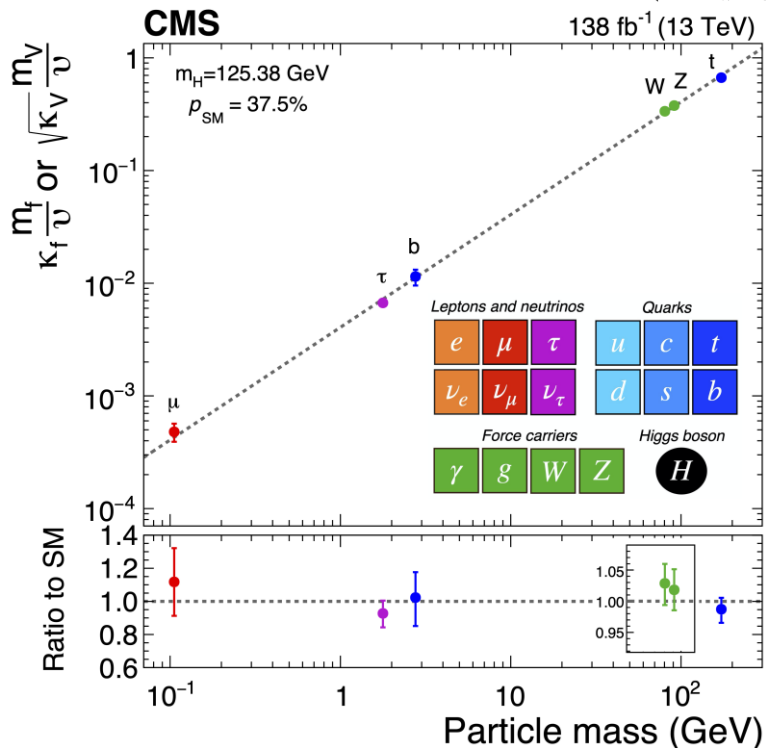
ATLAS:  
Nature 607 (2022) 52

CMS:  
Nature 607 (2022) 60

Coupling modifier interpretation



$$\sigma(i \rightarrow H \rightarrow f) = \sigma_i B_f = \frac{\sigma_i(\kappa) \Gamma_f(\kappa)}{\Gamma_H(\kappa, B_{inv.}, B_{u.})}$$



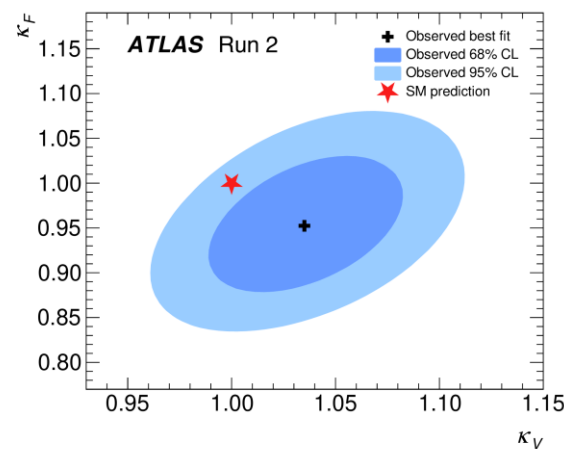
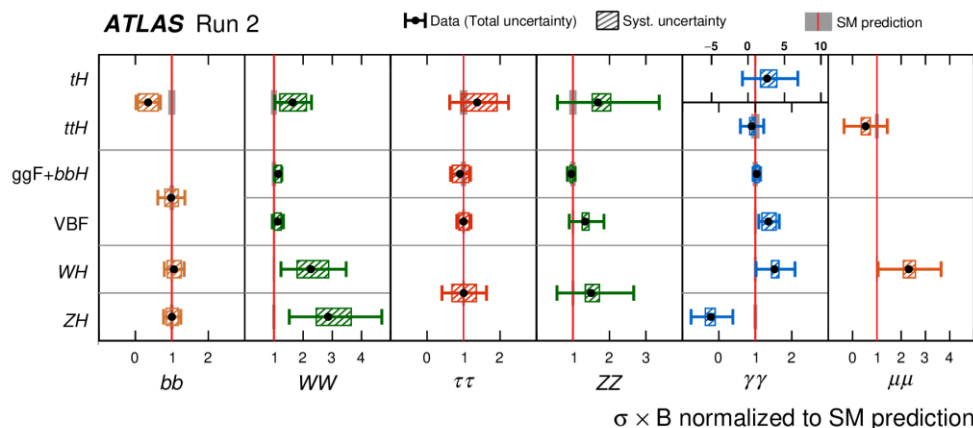
The Higgs couples with the particle mass

SM test over many orders of magnitude

Total cross-section / Standard Model prediction

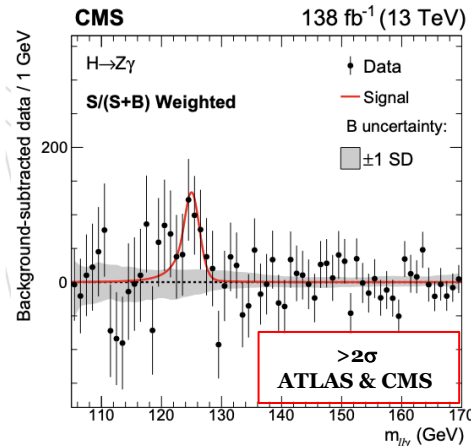
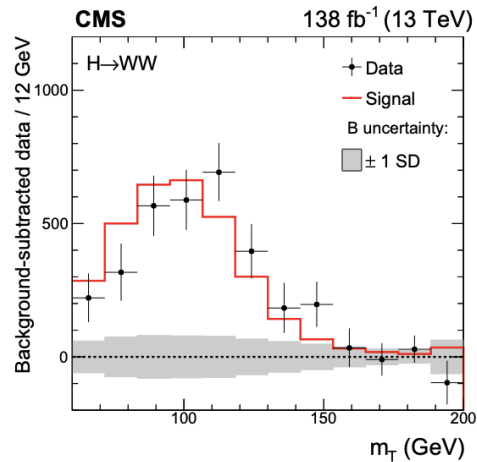
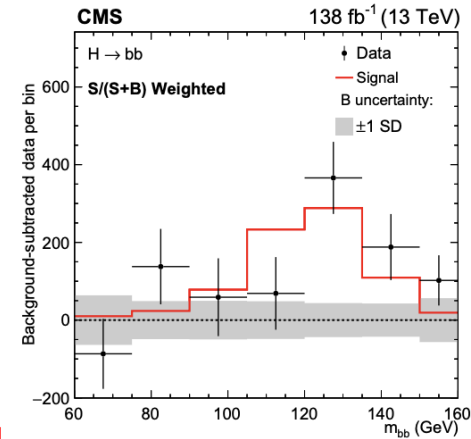
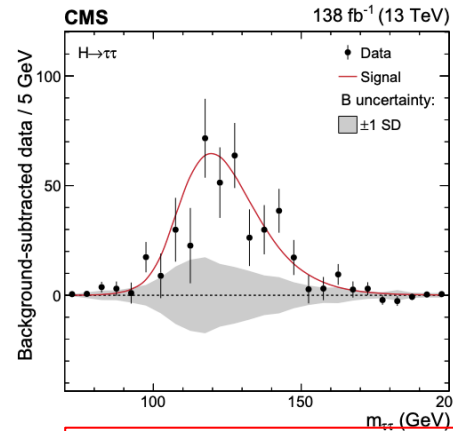
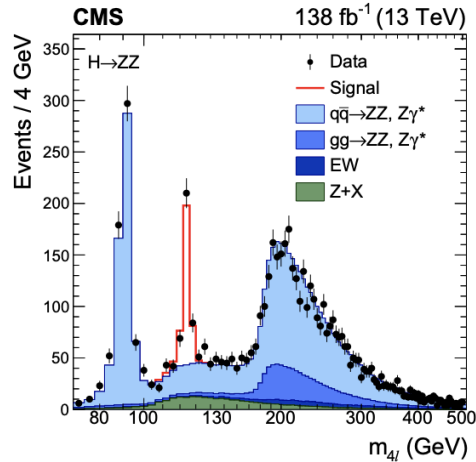
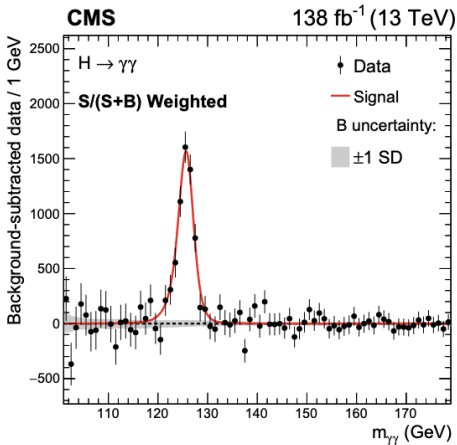
$$\mu = 1.05 \pm 0.06 = 1.05 \pm 0.03 \text{ (stat.)} \pm 0.03 \text{ (exp.)} \pm 0.04 \text{ (sig. th.)} \pm 0.02 \text{ (bkg. th.)}$$

Ratio of observed rate to predicted SM event rate for different combinations of Higgs boson production and decay processes.

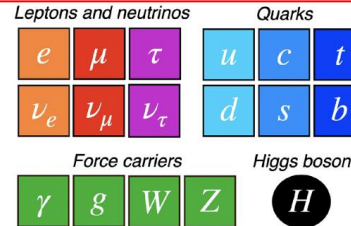


# Bosonic channels      Fermionic channels

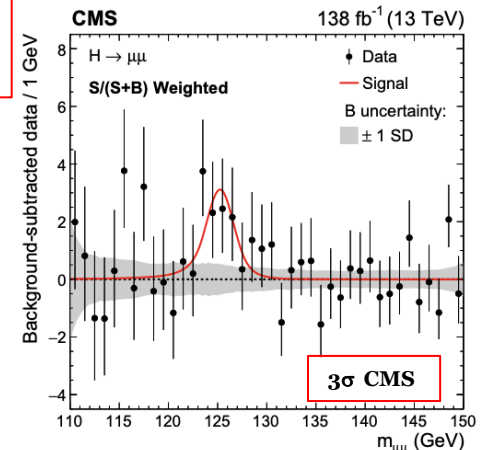
- The discovery channels:  $\gamma\gamma$ , ZZ (high sensitivity, high resolution), WW, (high sensitivity, low resolution) dominated Run 1 results., precision in Run 2.
- H  $\rightarrow$  bb (low sensitivity, low resolution) observed during Run 2.



These are the CMS Run-2 legacy results! Full run-2 data sample



Nature 607, 60-68 (2022)

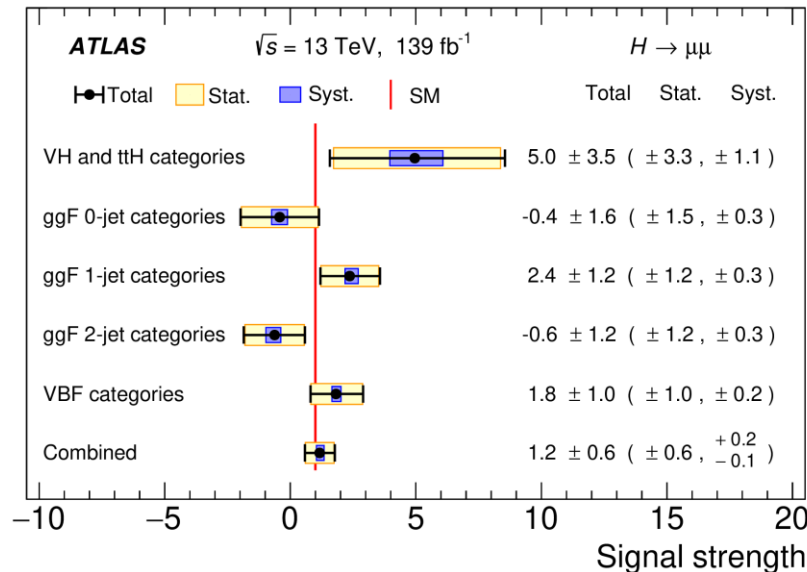
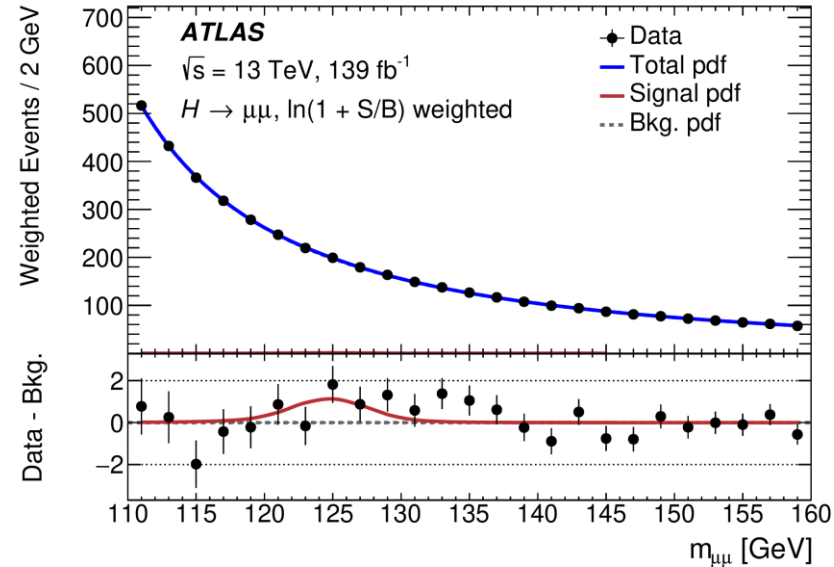




# ATLAS: Couplings to 2<sup>nd</sup> generation: $H \rightarrow \mu\mu$

PLB 812 (2021) 135980

- $BR_{SM}(H \rightarrow \mu\mu) = 2.17 \times 10^{-4}$ , and large irreducible  $DY \rightarrow \mu\mu$  background
  - $S/B \sim 0.2\%$  for inclusive events at 125 GeV
  - GeV
- **To increase sensitivity:**
  - MVA categorization to select events at high  $S/B$ , e.g. from VBF
  - New FSR recovery to improve  $\sigma(m_{\mu\mu})$
  - Rejection of jets from pileup
- **Signal extraction from  $m_{\mu\mu}$  fit**
  - background parametrization: inclusive "core" pdf + per-category empirical transfer function (with less free parameters)

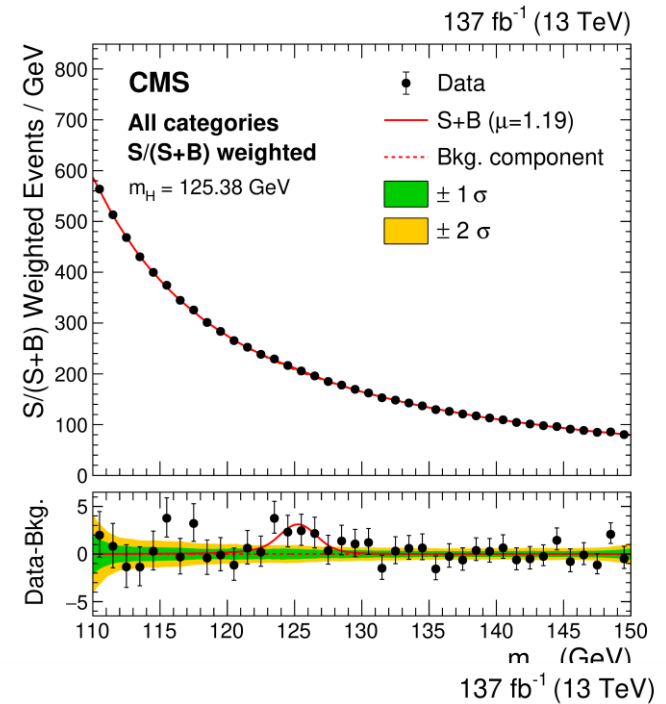
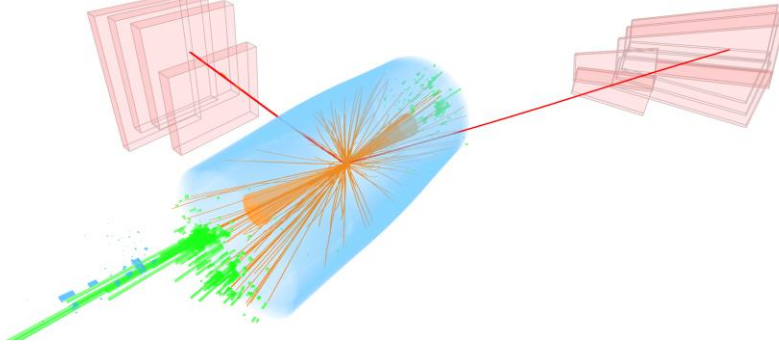


**Signal strength:  $\mu = 1.2 \pm 0.6$**   
**Significance: 2.0 obs. (1.7 exp.)  $\sigma$**   
**Observed BR limit at 95% CL  $< 4.7 \times 10^{-4}$**

# CMS: $H \rightarrow \mu\mu$

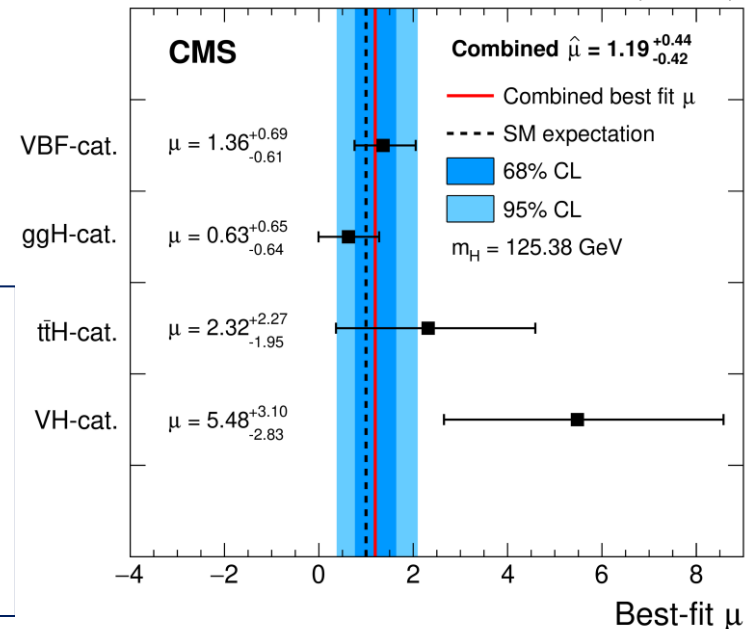
JHEP 01 (2021) 148

CMS Experiment at the LHC, CERN  
Data recorded: 2018-Oct-03 01:19:17.320393 GMT  
Run / Event / LS: 323940 / 44997009 / 65



- Yukawa couplings between H and muons
  - Trigger: Single Muon
- Multiple categories targeting different Higgs production modes
- Main channels: ggH and VBF productions

- Signal strength:  $\mu = 1.19^{+0.44}_{-0.42}$
- $0.85 < k_\mu < 1.29$
- First evidence of H decay to muons (3.0 std dev)



# ATLAS: $H \rightarrow \tau\tau$

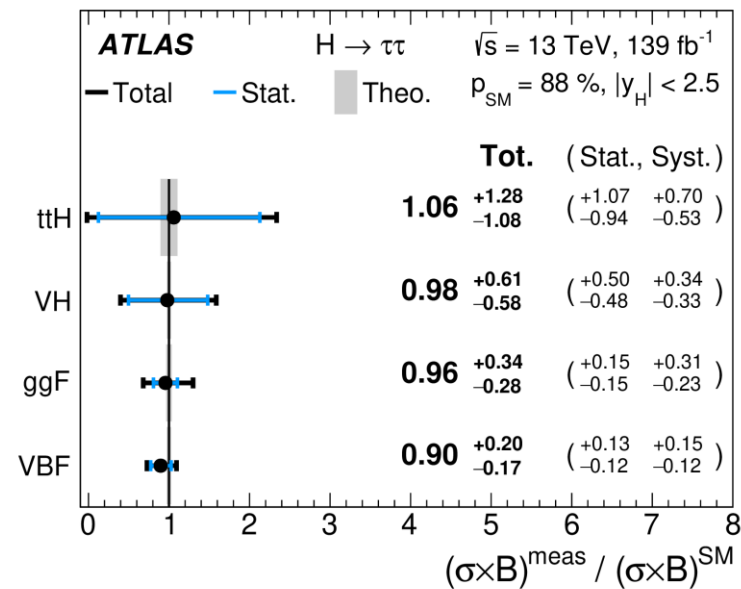
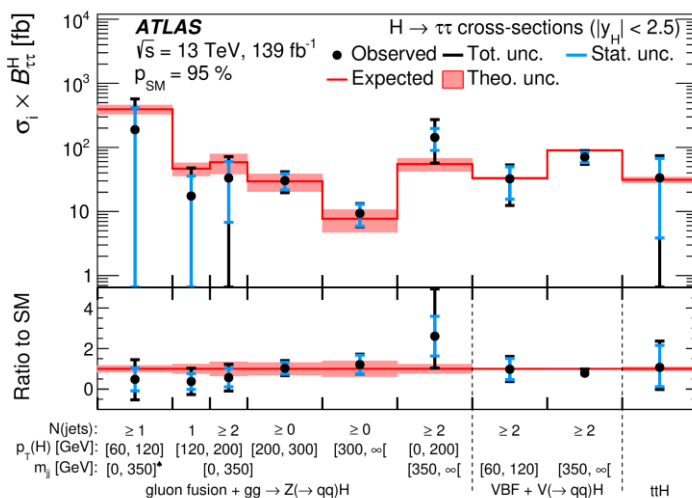
Direct measurement of coupling to the 3<sup>rd</sup> gen leptons.

ATLAS: [J. High Energy. Phys. 2022, 175 \(2022\)](#).

- Three decay channels considered:  $\tau_{\text{had}}\tau_{\text{had}}, \tau_{\text{had}}\tau_{e,\mu}, \tau_e\tau_\mu$
- Targets various production modes, with good sensitivity to VBF in high mass and ggF
- $Z \rightarrow \tau\tau$  (leading bkg) normalization determined from  $Z \rightarrow ll$  data samples using the “Embedding” technique
- Signal extracted from fit to **Missing mass calculator (MMC)** mass in bins of BDT.

Main sources of uncertainties: **Signal theory, Jets, MET**

**Inclusive  $H \rightarrow \tau\tau$  cross-section measured with 13% precision, and 9 STXS bins were measured**



# CMS: $H \rightarrow \tau\tau$

CMS: [Eur. Phys. J. C 83 \(2023\) 562](#)

## VH analysis

Final states based on the vector boson decay mode

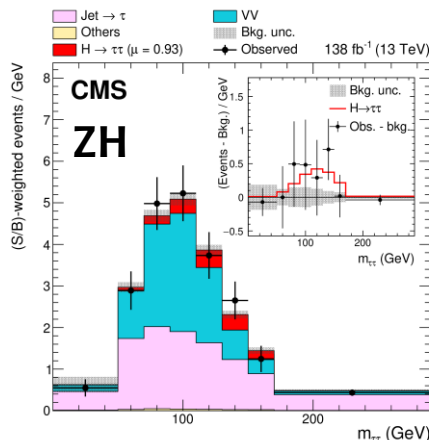
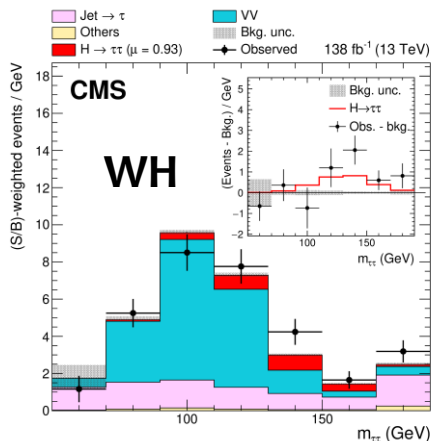
- 1 lepton ( $W \rightarrow e\nu, W \rightarrow \mu\nu$ )
- 2 leptons ( $Z \rightarrow ee, ZZ \rightarrow \mu\mu$ )

and three final states of

$H \rightarrow \tau\tau$ :  $\tau_{\text{had}}\tau_{\text{had}}, \tau_{\text{had}}\tau_e, \tau_{\text{had}}\tau_\mu$

Dominant background:  $W(\ell\nu)Z(\tau\tau)$  for WH and  $ZZ \rightarrow 4\ell$  for ZH

2D distributions with  $m_{\tau\tau}$  and  $p_T$  of vector boson

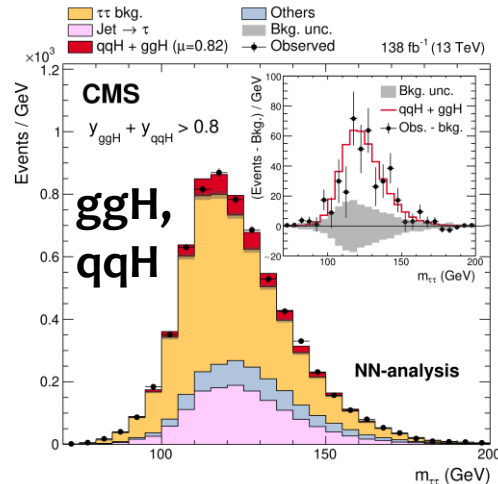


## qqH, ggH analysis

Final states:  $\tau_e\tau_\mu, \tau_{\text{had}}\tau_e, \tau_{\text{had}}\tau_\mu, \tau_{\text{had}}\tau_{\text{had}}$

Neural network multi classification with 15 signal classes and 5 background processes

Dominant backgrounds: Z+jets, W+jets, tt, and QCD multijet



Inclusive signal strength:  $\mu_{\text{incl}} = 0.82_{-0.10}^{+0.11}$   
compatible with SM expectation within  $2\sigma$

# CMS: $H \rightarrow \tau\tau$ STXS and couplings

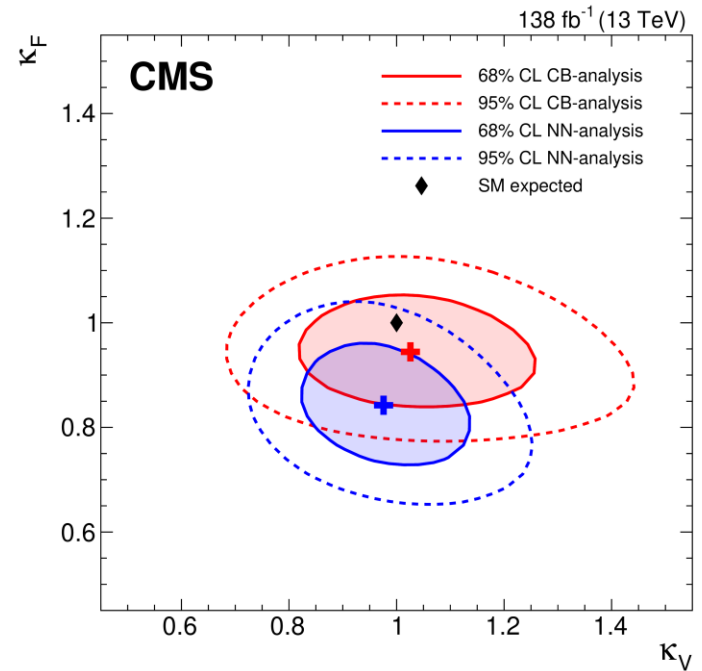
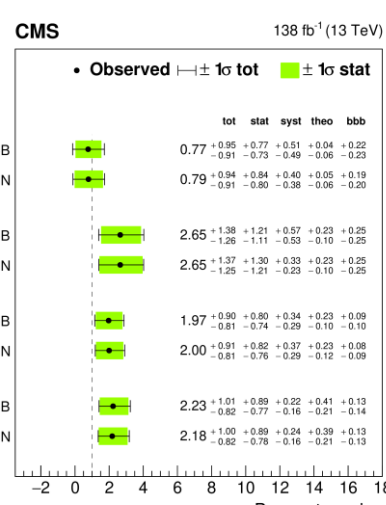
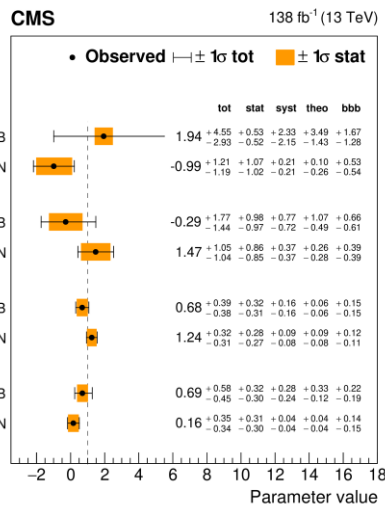
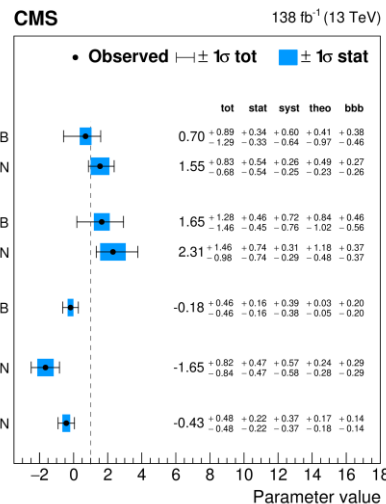
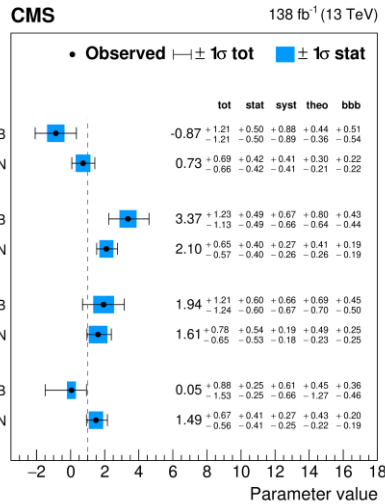
STXS measurement performed in a total of 16 STXS bins, Signal compatible with SM expectation

Higgs coupling to fermions ( $\kappa_F$ ) and vector bosons ( $\kappa_V$ )

$H \rightarrow WW$  treated as signal

$\kappa_V$  close to one,  $\kappa_F$  15% lower than SM expectation

2D fit result is consistent with signal strengths shown in the left.



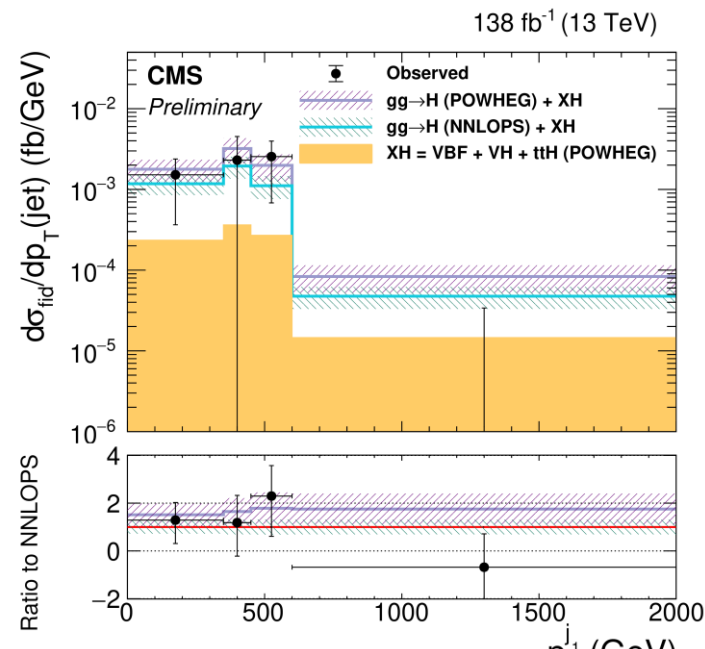
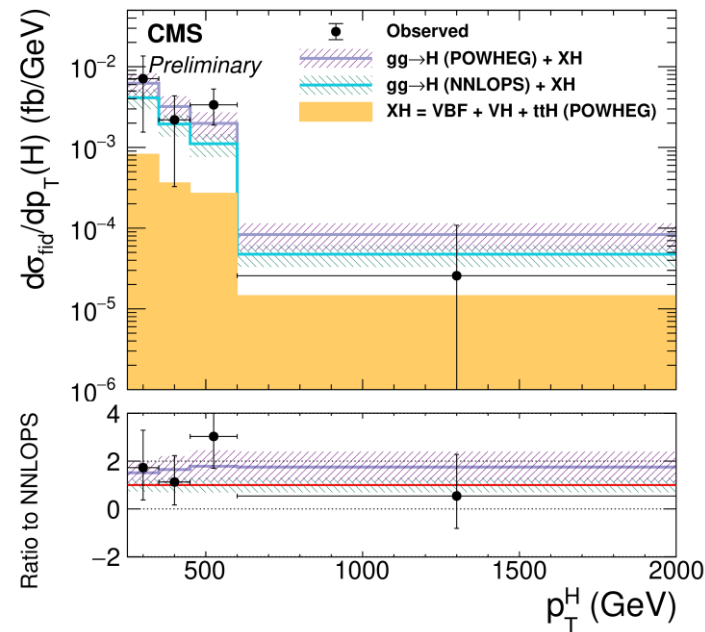
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# CMS: Boosted $H \rightarrow \tau\tau$

CMS PAS HIG-21-017 (new)

138 fb<sup>-1</sup> (13 TeV)

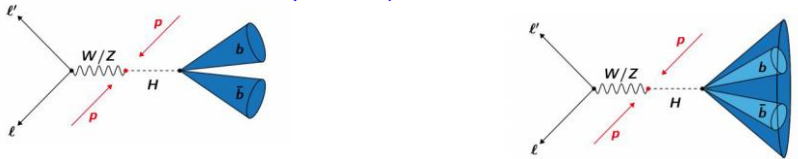
- Highly Lorentz-boosted Higgs boson ( $p_{\tau}^H > 250$  GeV) to a pair of collimated  $\tau$  leptons
- A dedicated boosted  $\tau_{\text{had}}$  reconstruction algorithm and a multi-class NN with three output nodes : signal,  $Z \rightarrow \tau\tau$  and fake backgrounds  $\rightarrow$  A binned maximum likelihood fit between three NN outputs
- Background estimations:** irreducible  $Z \rightarrow \tau\tau$ , fake backgrounds estimated from data other backgrounds estimated by MC simulations
- Observed (expected) significance  $3.5\sigma$  ( $2.2\sigma$ )
- Main systematics : fake backgrounds, tau ID, QCD scale uncertainty
- Best fit value of inclusive fiducial cross section is  $1.96^{+0.86}_{-0.69}$  pb, consistent with the SM: 1.20 pb



# ATLAS: VH, H → bb

VH, H → bb extensively studied using full Run 2 dataset

Resolved: EPJC 81 (2021) 178, Boosted PLB 816 (2021)



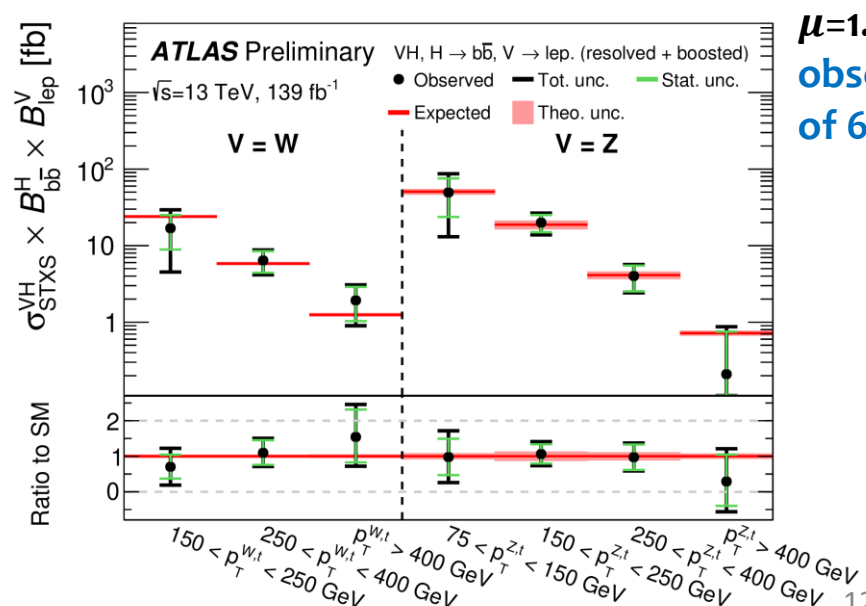
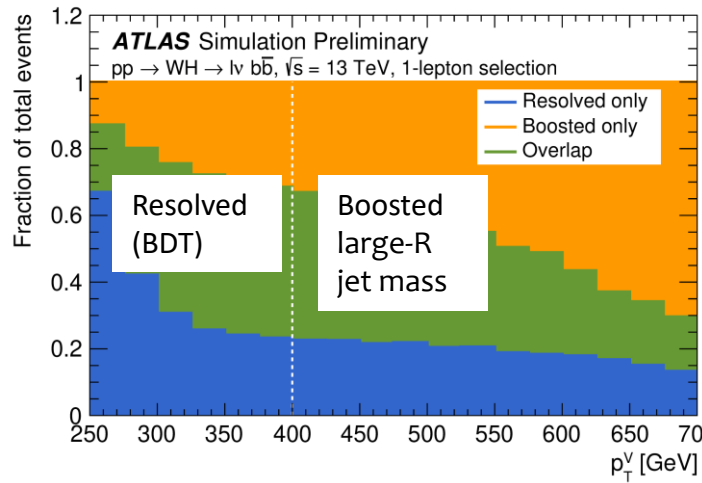
- Combination of the two analyses: ATLAS CONF 2021 051
- Combined using  $p_T^V > 400 \text{ GeV}$  events for boosted only
- Uncertainties dominated by b tagging, jet, signal and V+jets modelling.
- STXS measurement in combined analysis with 7 bins.

CMS results in CMS-PAS-HIG-20-001

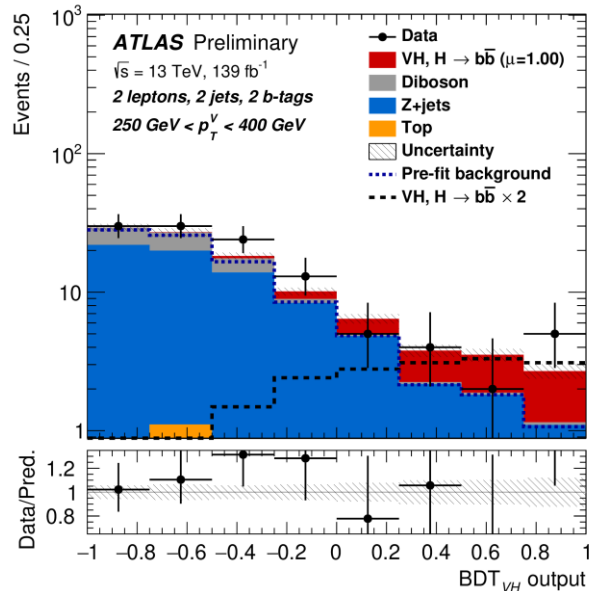
Inclusive signal strength:

$$\mu = 0.58_{-0.18}^{+0.19}$$

observed significance of  $3.3\sigma$  (exp.  $5.2\sigma$ )

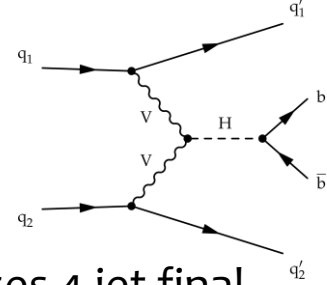


$\mu = 1.00_{-0.17}^{+0.18}$   
observed significance of  $6.4\sigma$  (exp.  $6.3\sigma$ )



# CMS: VBF, $H \rightarrow b\bar{b}$

ATLAS results in [Eur. Phys. J. C. 81 \(2021\) 537](#)  
 $\mu_{Hbb} = 0.95_{-0.31}^{+0.31} (stat)_{-0.17}^{+0.2} (syst)$   
**observed significance of  $2.7\sigma$  (exp.  $2.9\sigma$ )**

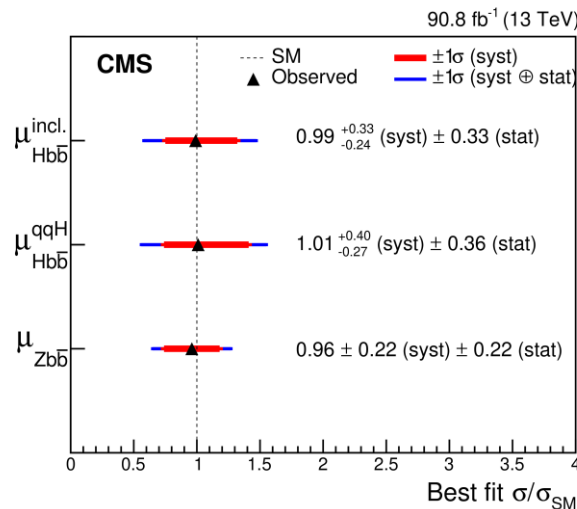
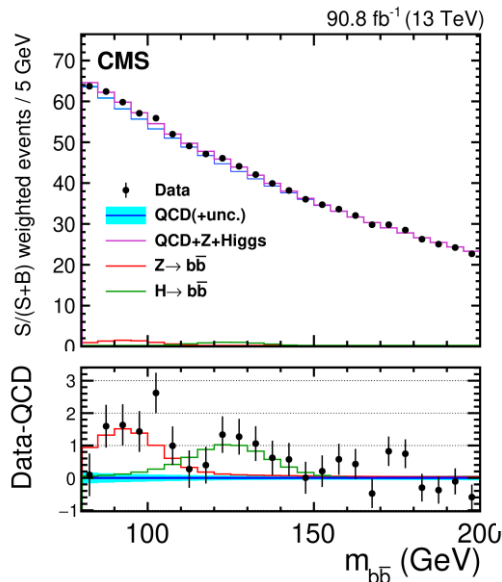


[2308.01253](#) VBF production of Higgs boson followed by  $H \rightarrow b\bar{b}$  decay produces 4 jet final state, 2 jets in central region (from  $H \rightarrow b\bar{b}$ ) and 2 in forward and backward directions relative to beam line with large rapidity separation (VBF jets)

## Dominant background:

- QCD multijet: Estimated by fit to data in the side bands of the  $m_{b\bar{b}}$  distribution
- Z+Jets: Estimated from simulation

BDT used to separate signal from background in 18 categories, 5 per year for VBF, 2 per year for ggH and 2 per year for Z+Jets, Signal is extracted from the  $m_{b\bar{b}}$  distribution



(ggH constrained to SM pred.):

$\mu_{Hb\bar{b}}^{qqH} = 1.01_{-0.27}^{+0.40} (syst) \pm 0.36 (stat)$   
**Obs. significance of  $2.4\sigma$  (exp.  $2.7\sigma$ )**

Inclusive signal strength (qqH+ggH):

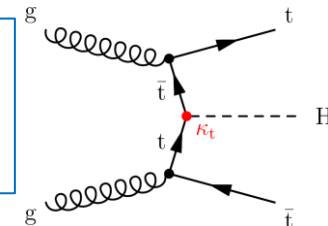
$\mu_{Hb\bar{b}}^{incl.} = 0.99_{-0.24}^{+0.33} (syst) \pm 0.33 (stat)$   
**Obs. significance of  $2.6\sigma$  (exp.  $2.9\sigma$ )**



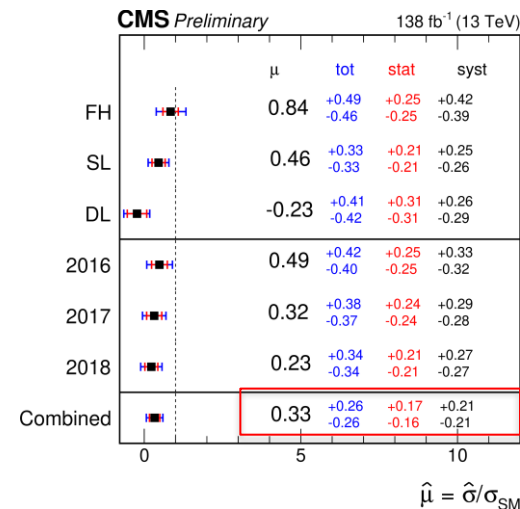
# CMS: $ttH$ , $H \rightarrow bb$

NEW

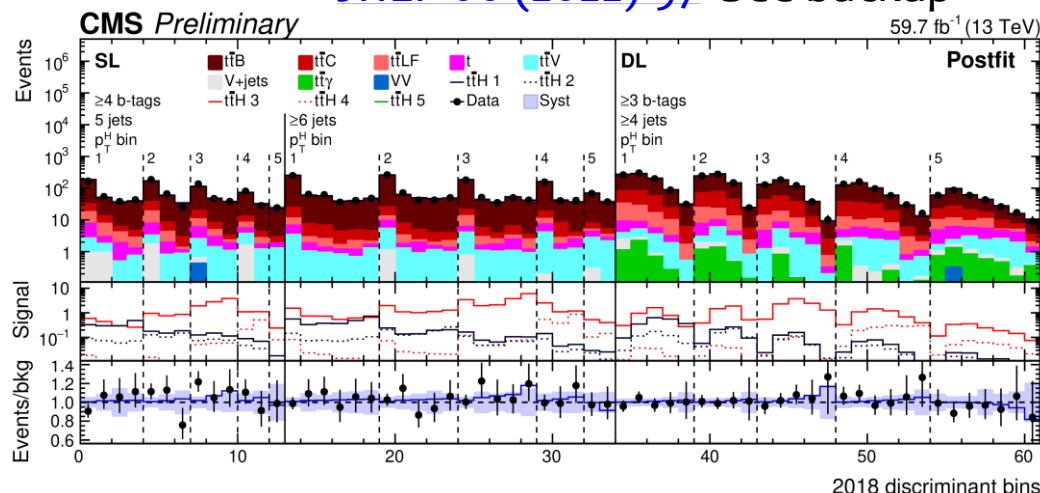
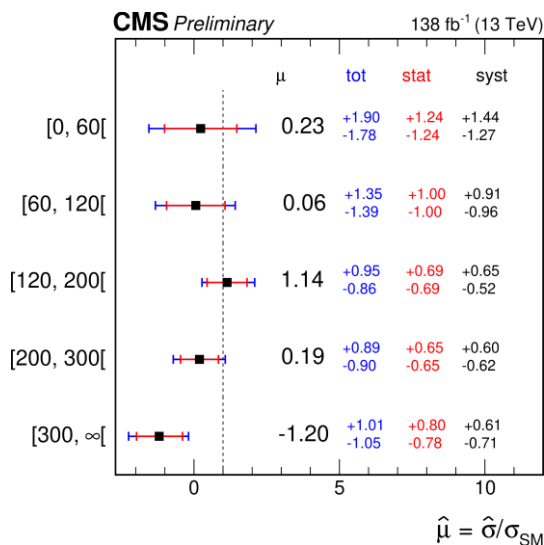
Latest **ATLAS** results in [2303.05974](https://arxiv.org/abs/2303.05974)  
 Probing the CP nature of the top-Higgs Yukawa coupling.



- [CMS-PAS-HIG-19-011](#)  $ttH$  and  $tH$  with  $H \rightarrow bb$  in three final states 0,1 or 2 leptons
- High  $p_T$  b jets and depending on channel jets, isolated electrons, muons or missing transverse momentum
- Dominant background: QCD multijet ( $0\ell$  channel) and  $tt + jets$ .
- Normalization of  $ttB$  and  $ttC$  with constrained by fit to data
- ANN used to separate S from B, binary ( $0\ell$ ) or multi classification ( $1\ell, 2\ell$ )
- **Obs. significance of  $1.3\sigma$  (exp.  $4.1\sigma$ ). Compatibility of  $ttH$  signal strength to SM expectation above  $2\sigma$ .**

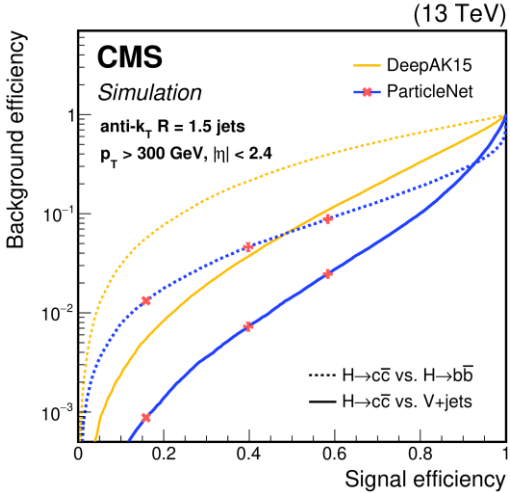
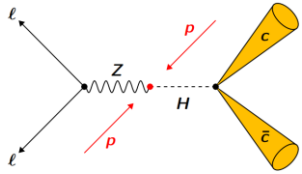


ATLAS:  $\mu = 0.35^{+0.36}_{-0.34}$   
 JHEP 06 (2022) 97 See backup



# CMS:Higgs coupling to charm quark

([Phys. Rev. Lett. 131 \(2023\) 061801](#)), ([Phys. Rev. Lett. 131 \(2023\) 041801](#))



## Inclusive H → cc decay search with 138 fb<sup>-1</sup>:

- Yukawa couplings between H and charm quark
- $B(H \rightarrow cc) = 2.9 \times 10^{-2} \left( {}^{+5\%}_{-2\%} \right)$
- Trigger: MET or single/double iso lepton
- Multijet backgrounds and need to perform **charm-jet tagging**
- Main channel considered:  $pp \rightarrow VH \rightarrow \ell\ell cc$
- “Resolved-jet” and “Merged-jet” (single large-R jet) topologies

## Upper limits on B set at 95% CL:

$\mu_{VH(H \rightarrow cc)} = 14 \left( 7.6 {}^{+3.4}_{-2.3} \right)$  the SM prediction

$1.1 < |k_c| < 5.5 \left( |k_c| < 3.4 \right)$

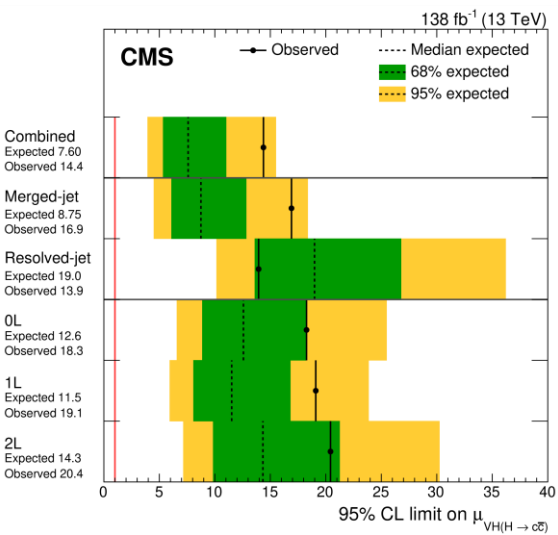
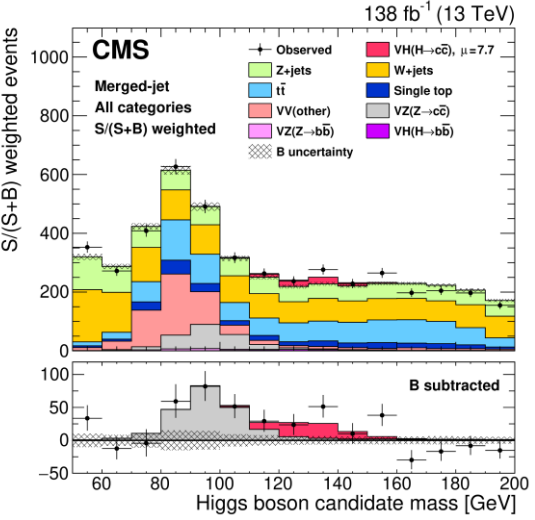
Most stringent constraint on  $k_c$  to date

## Validation of analysis strategy:

Search for the analogous SM process  $VZ(Z \rightarrow cc)$

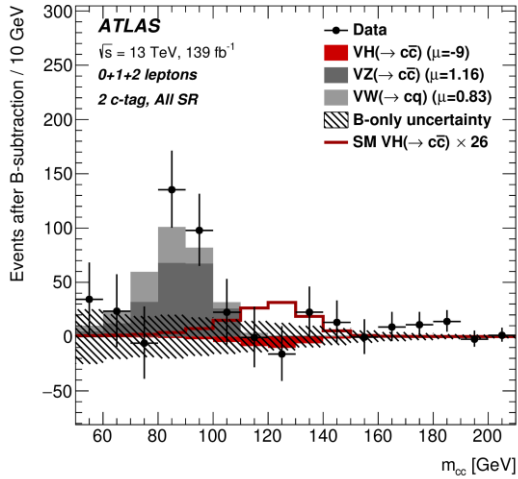
Best fit:  $\mu_{VZ(Z \rightarrow cc)} = 1.01 {}^{+0.23}_{-0.21}$

5.7 std dev of observed significance



# ATLAS: Higgs coupling to charm quark

([Eur. Phys. J. C 82 \(2022\) 717](#))



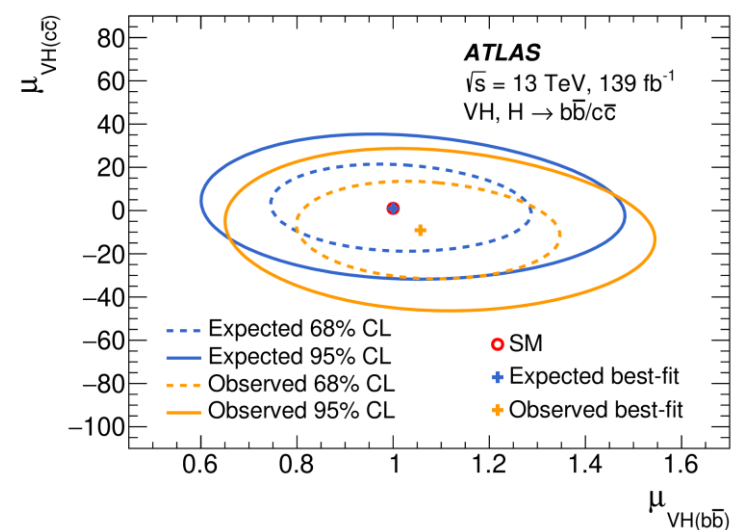
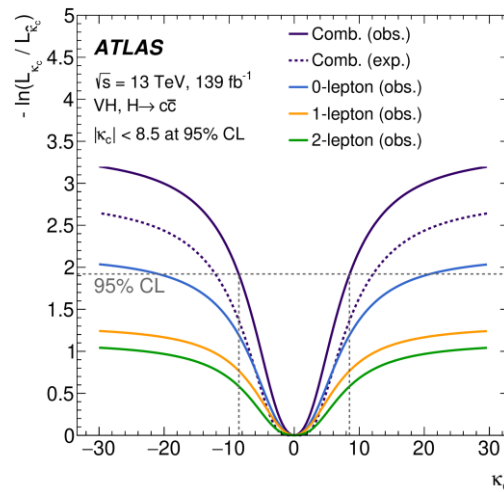
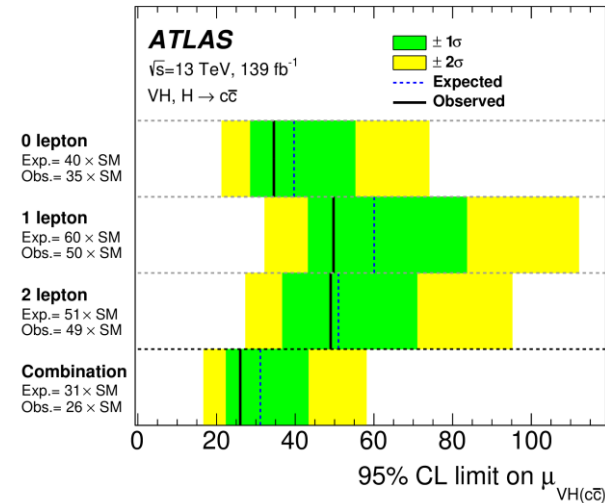
## Inclusive $H \rightarrow cc$ decay search with $139 \text{ fb}^{-1}$ :

- $pp \rightarrow VH \rightarrow \ell\ell cc$ , or  $\ell \nu cc$  or  $\nu cc$ , **charm-jet tagging**
- Control regions to constrain the  $t\bar{t}$  and  $W/Z$ +jets backgrounds.
- Constraints on  $k_c$  when all the other Higgs couplings are SM like is set to  **$k_c < 8.5$  at 95% CL**

$\mu(VH, H \rightarrow cc) < 26(31) \text{ obs(exp) at 95\% CL}$

**Average efficiency of 27% to tag c-jets in simulated  $t\bar{t}$  events, and b- and light-jet misidentification rates of 8% and 1.6%**

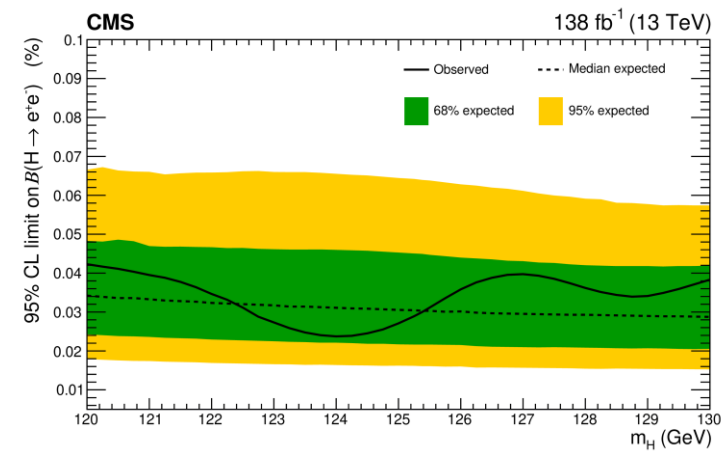
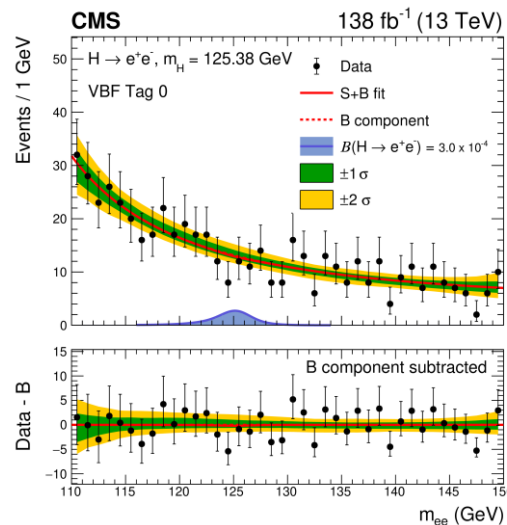
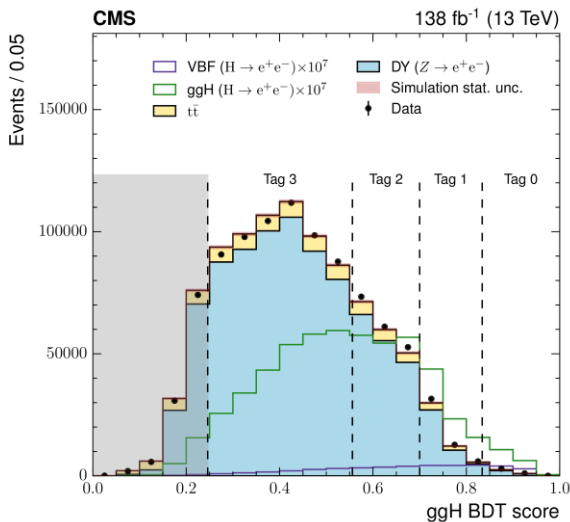
Combination of  $VHbb$  and  $VHcc$  analyses thanks to the orthogonality of tagging selection



# CMS: Searches for $H \rightarrow ee$

- $\text{Br}(H \rightarrow e^+e^-) = 5 \times 10^{-9}$  in the SM
- Impossible to access at LHC or HL-LHC
  - Look for BSM effects that enhance the branching fraction
- Search for ggF and VBF production modes,
- BDT based analysis categorised according to the BDT score, validated in a  $Z \rightarrow e^+e^-$  enriched region.
- UL on  $\text{Br}(H \rightarrow e^+e^-) = 3.0 \times 10^{-4}$  ( $3.0 \times 10^{-4}$  expected) at 95% CL

ATLAS, result is comparable:  
 $\text{Br}(H \rightarrow e^+e^-) < 3.6 \times 10^{-4}$  @95% CL  
 Phys. Lett. B 801 (2020) 135148



# CMS: Searches for lepton-flavor violating Higgs decays

[2305.18106](#) (accepted by Phys. Rev. D) (2023 result)

- In the SM, the H boson decays to lepton pairs of the same flavor
- In BSM models, e.g. in certain 2HDM variants, Yukawa couplings which do not conserve lepton-flavor are possible
  - flavor-violating decays of H boson at 125 GeV
  - new bosons at other masses appearing in such final states
- Search for  $H \rightarrow e\mu$  in gluon-fusion and VBF**
  - Choose mass window beyond the peak from  $t\bar{t}$  production  $\rightarrow$  smoothly falling background
  - Categorization with signal/background discriminating BDT  $\rightarrow$  in total 6 categories

No excess observed for

$H \rightarrow e\mu$  at  $m=125$  GeV

$B(H \rightarrow e\mu) < 4.4$  ( $4.7$ )  $\times 10^{-5}$

obs.(exp.) at 95% CL

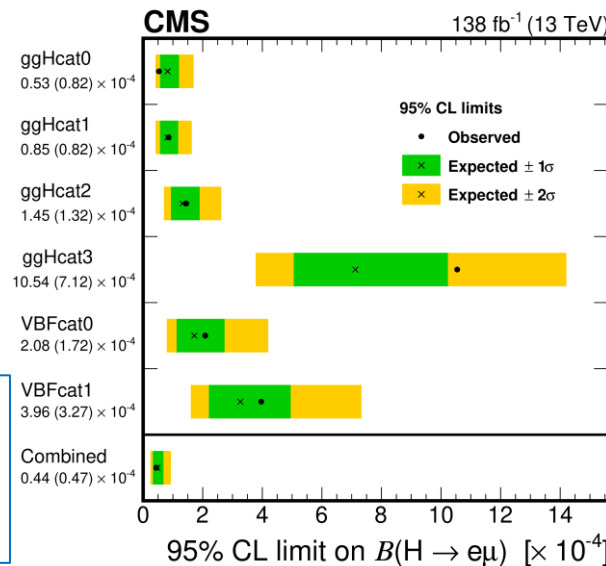
Most stringent direct limit

so far

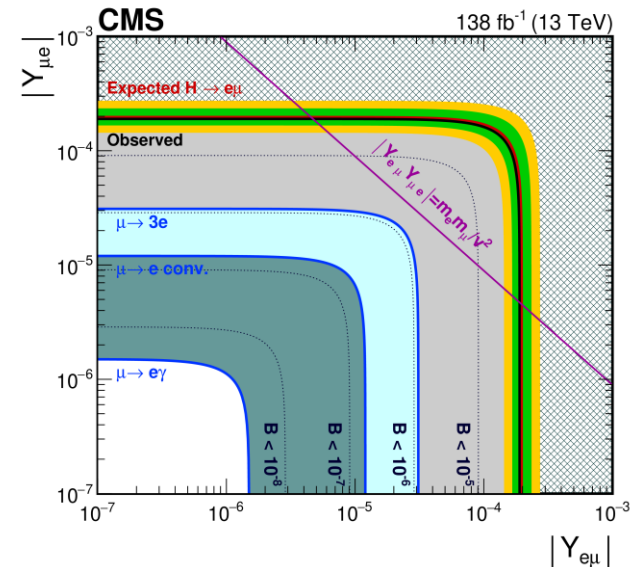
ATLAS result:

$B(H \rightarrow e\mu) 6.2 \times 10^{-5}$  ( $5.8 \times 10^{-5}$ ).

Phys. Lett. B 801 (2020) 135148



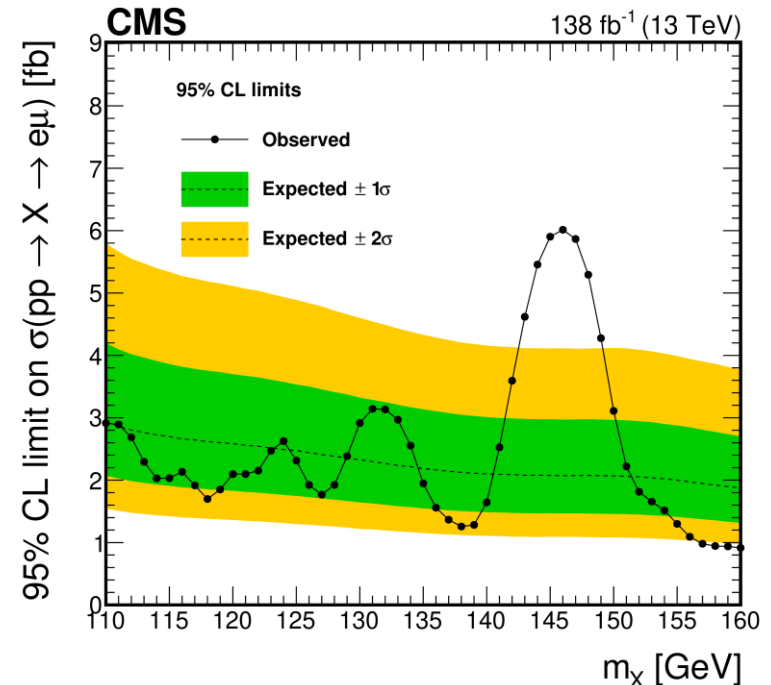
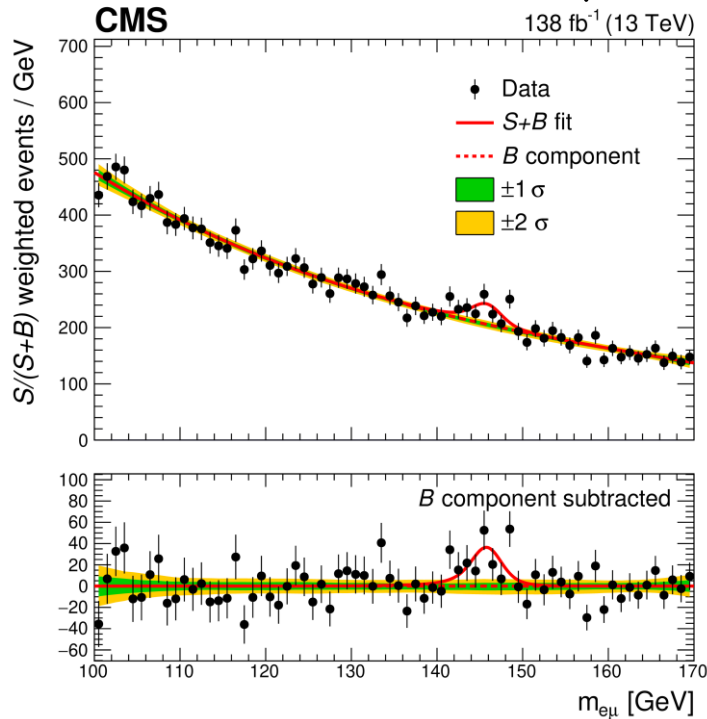
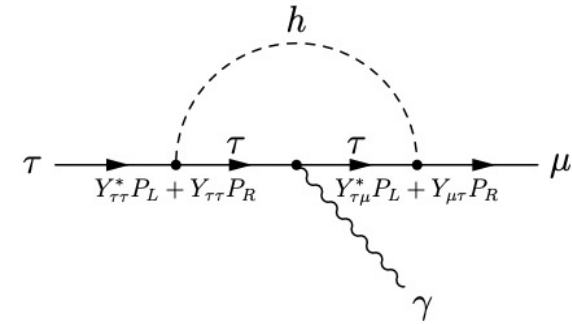
12th International Workshop on the CKM Unitarity Triangle



# CMS: Searches for lepton-flavor violating Higgs decays, $H_{125}$ (or additional $X$ ) $\rightarrow e\mu$

[2305.18106](#) (accepted by Phys. Rev. D) (2023 res)

- At a larger mass of  $\sim 146$  GeV, a mild excess is seen
- significance  $3.8 \sigma$  local ( $2.8 \sigma$  global)  $\rightarrow$  need more data to conclude
- first result of a direct  $X \rightarrow e\mu$  search with  $M_X < 2m_W$



ATLAS did not scan different mass points  
[Phys. Lett. B 801 \(2020\) 135148](#)

# ATLAS: LFV Higgs $H \rightarrow \mu\tau$ , $H \rightarrow e\tau$

JHEP 07 (2023) 166

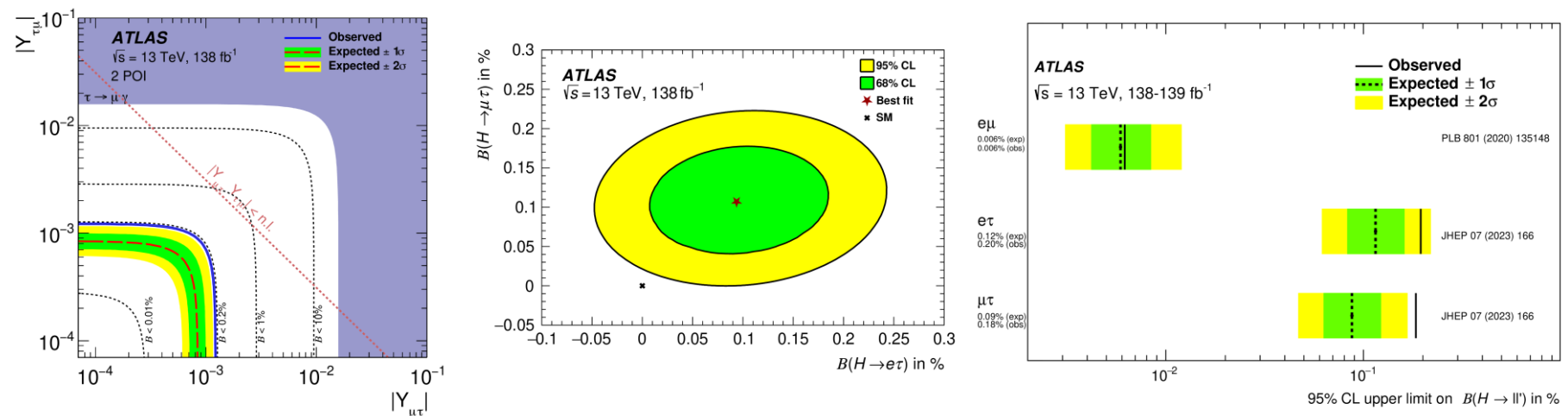
Searching for Higgs Decays to different flavor leptons: constraints on  $\text{Br}(H \rightarrow \mu\tau)$ ,  $\text{Br}(H \rightarrow e\tau)$ , precise probe into off-diagonal yukawa couplings.

Two analyses targeting leptonic  $\tau$  decays (different background estimation) and one for hadronic  $\tau$  decays

Gluon fusion, vector boson fusion (VBF), vector boson associated production.

Loose preselection, further cut-based categorization into VBF and Non VBF regions.

Control regions dependent on the analysis to extract normalization of main backgrounds, and MVA used to enhance sensitivity. Final discriminants for fit built from MVA outputs.



From the simultaneous fit of the two signals, obs. (exp.) ULs at 95% CL on the BRs are:  $B(H \rightarrow e\tau) < 0.20\%$  (0.11%).  $B(H \rightarrow \mu\tau) < 0.18\%$  (0.09%) Compatibility with SM within  $2.1 \sigma$

CMS:  $B(H \rightarrow \mu\tau) < 0.15$  (0.15)% and  $B(H \rightarrow e\tau) < 0.22$  (0.16)% at 95% CL. PRD 104 (2021) 032013

# Summary

- The Higgs boson particle was discovered in 2012
  - Properties of H boson measured with unparalleled precision by ATLAS + CMS
  - Approaching the ultimate precision from Run 2
  - Currently all property measurements are a formidable confirmation of electroweak symmetry breaking as predicted in the SM
  - **An enormous effort by a community:** reaching from the theorists, the accelerator physicists, computing experts, detector builders and the analyzers ...
- It couples to bosons, to leptons and to quarks of the 3rd generation
  - **Just seen first evidence that it also couples to the 2nd generation**
    - $H \rightarrow cc$  : most stringent limits on  $\kappa_c$  to date
    - $H \rightarrow \mu\mu$ : 3.0 std dev evidence of the decay
  - Some mild excesses observed by CMS in the search for  $H_{125}$  (or additional X)  $\rightarrow e\mu$  whose nature needs to be clarified with further data and additional analyses
- **Precision measurements of the Higgs are increasingly important and, in many aspects, drive the future of HEP**



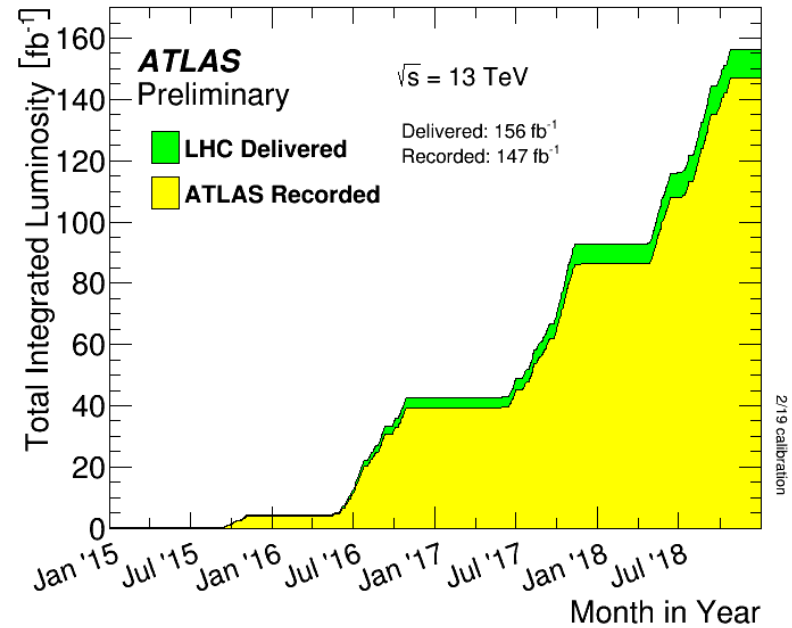
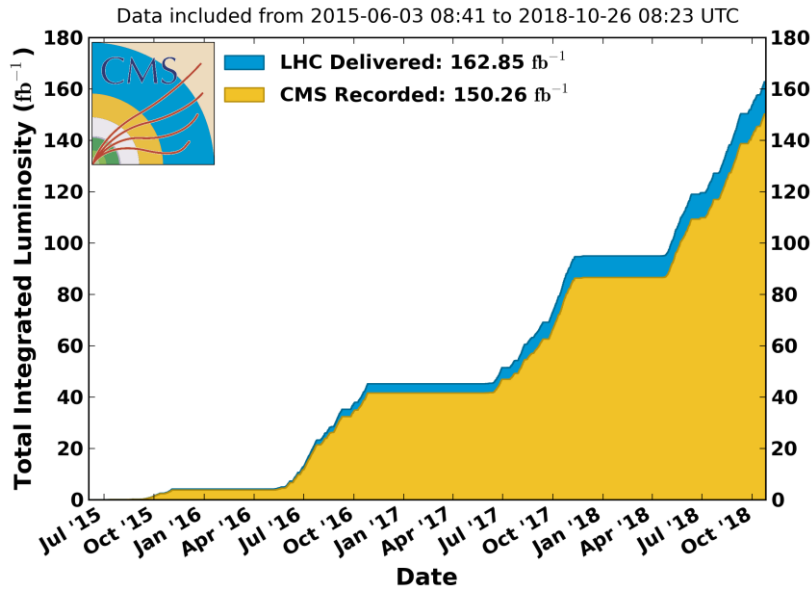
# Backup slides

# The experimental conditions at the LHC

- **The LHC is a discovery machine: the ultimate goal is to experimentally find the answers to the open questions about fundamental particles and interactions.**
- The big challenge at the LHC is the huge range of cross sections that needs to be understood:
  - Huge cross section for “uninteresting” processes
  - Large cross sections for previously known processes
  - Medium cross section for not so-well studied processes
  - Low cross section for discovery processes
- It should be noted that all challenges at LHC are produced exactly for this reason:
  - Large backgrounds: interesting physics swamped by known processes.
  - Large Pile-Up: to be able to produce some small number of very interesting events, need to produce so many of un-interesting ones that they even happen in the same crossing!
  - Large available energy implies the chance to produce a lot of soft or medium-pT stuff affecting the reconstruction

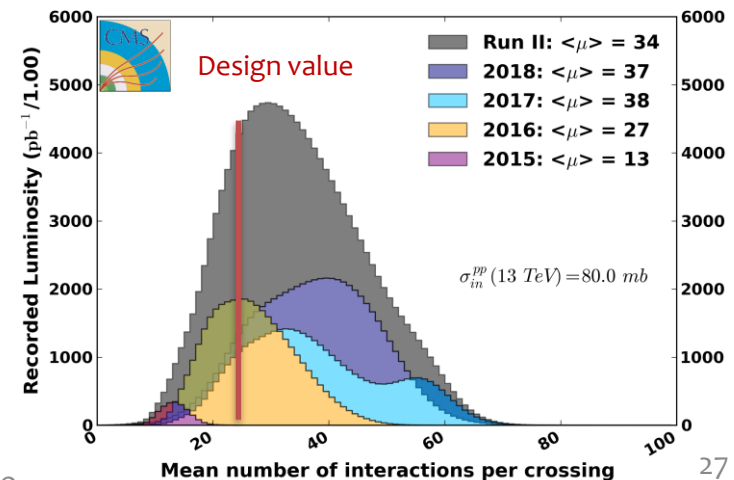
# LHC data taking at 13 TeV:

CMS Integrated Luminescence, pp,  $\sqrt{s} = 13$  TeV



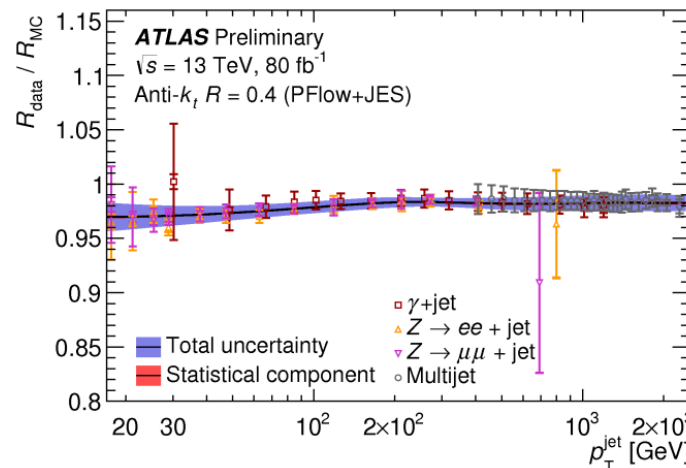
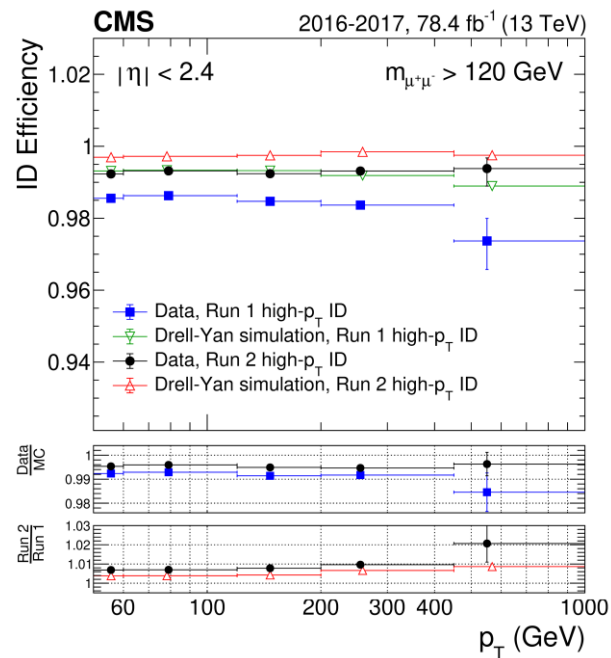
- The LHC had an excellent Run 2, delivering  $\approx 160$  fb<sup>-1</sup> to both experiments! (29 fb<sup>-1</sup> in Run 1)
- Both experiments recorded data with superb overall Run 2 data taking efficiency: **ATLAS 95.6%, CMS 93.4%**,
  - achieved despite challenging pile-up conditions with  $\langle \mu \rangle 35$ : i.e. on average 35 simultaneous p – p collisions per bunch crossing!

CMS Average Pileup (pp,  $\sqrt{s}=13$  TeV)



# ATLAS and CMS, reconstruction and calibration

- Both experiments have excellent reconstruction and calibration performance, even in the harsh pileup conditions of Run 2
- Continuous improvements seen in the calibrations, understandings of efficiencies, systematic uncertainties etc. over a wide  $p_T$  range
  - A better understanding of the detectors along with data-driven and machine learning techniques mean that object calibrations and efficiencies are often now better even in the harsher environment of Run 2



- These datasets give both experiments broad physics programme potential
- **High-precision SM measurements, including Higgs properties**
- Detection of extremely rare processes
- Exploration of new kinematic regimes for potential new physics signals!

# General Comments on SM Higgs searches and measurements

**Blind analysis methods are used in ~all Higgs searches at ATLAS/CMS.**

We searched **explicitly** for the SM Higgs boson: most analyses use unique properties of the SM Higgs boson to optimize their search sensitivity relative to known SM backgrounds.

This means that analyses are **model dependent** (i.e., the SM!) to varying degrees, and the significance of an observed excess is **within the context of a search for the SM Higgs boson.**

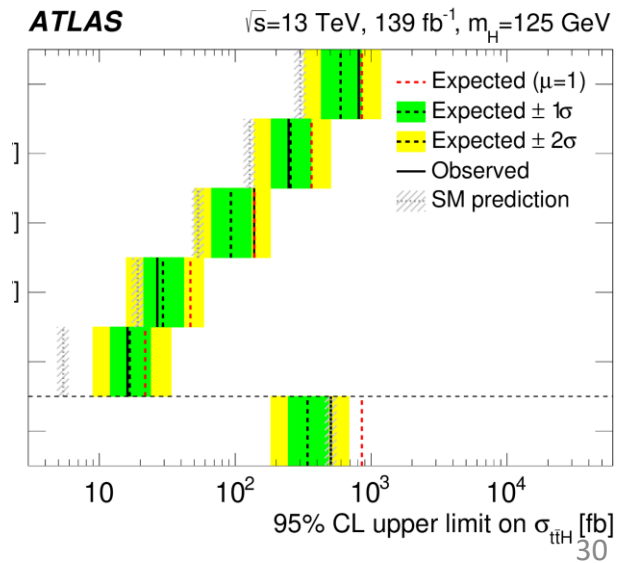
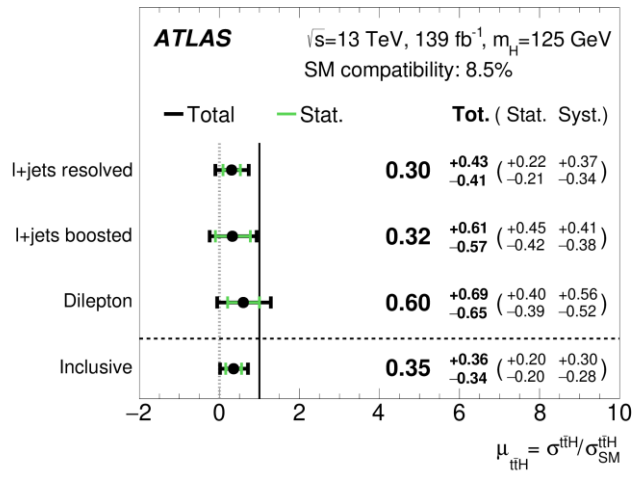
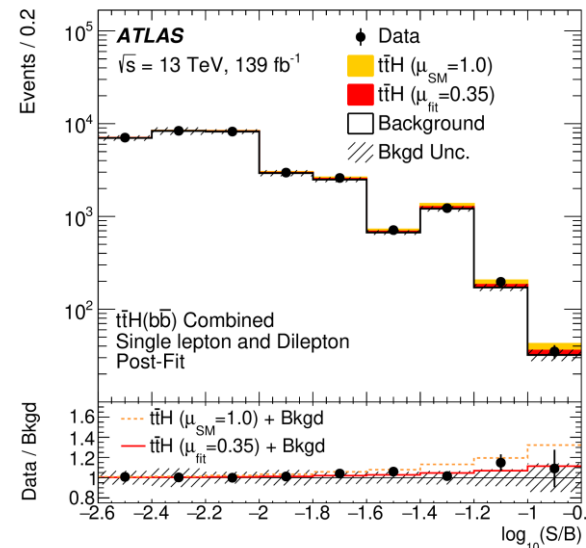
Due to *historical* agreement, we quote ‘signal strength’ ( $\mu$ ) relative to SM:

$$\mu \equiv \sigma \times \text{BF} / \sigma_{\text{SM}} \times \text{BF}_{\text{SM}}$$

The product of production and decay couplings is what can be measured, then, **the LHC experiments study a multitude of Higgs production and decay modes**, with complementary sensitivities

# ATLAS $t\bar{t}H \rightarrow b\bar{b}$ JHEP 06 (2022) 97

- Background modeling, which is particularly challenging, and fitting, developing new techniques to discriminate between signal and background.
- $\mu = 0.35^{+0.36}_{-0.34}$



# Beyond SM, $A/H \rightarrow \tau\tau$

- Beyond SM  $A/H \rightarrow \tau\tau$  publishing a first search well surpassing the Run 1 limits in this channel in PRL with just  $3.2 \text{ fb}^{-1}$  of Run 2 data.
- This is a search continued during the whole Run 2: Phys. Rev. Lett. 125 (2020) 051801

