σ and BR ratio model	Coupling-strength ratio model
$\sigma(gg \to H \to ZZ)$	$\kappa_{gZ} = \kappa_g \cdot \kappa_Z / \kappa_H$
$\sigma_{VBF}/\sigma_{ggF}$	
σ_{WH}/σ_{ggF}	
σ_{ZH}/σ_{ggF}	$\lambda_{Zg} = \kappa_Z / \kappa_g$
$\sigma_{ttH}/\sigma_{ggF}$	$\lambda_{tg} = \kappa_t / \kappa_g$
BR^{WW}/BR^{ZZ}	$\lambda_{WZ} = \kappa_W / \kappa_Z$
$BR^{\gamma\gamma}/BR^{ZZ}$	$\lambda_{\gamma Z} = \kappa_\gamma / \kappa_Z$
$BR^{\tau\tau}/BR^{ZZ}$	$\lambda_{\tau Z} = \kappa_\tau / \kappa_Z$
BR^{bb}/BR^{ZZ}	$\lambda_{bZ} = \kappa_b / \kappa_Z$