The figure shows a graph of the limit (90% CL) or branching fraction (BF) measurement over years from 1985 to 2015. The x-axis represents the year, and the y-axis represents the limit or branching fraction. Different experiments are represented by various markers and colors.

- **SM: $B^0 \rightarrow \mu^+\mu^-$**
  - Red markers and line
- **SM: $B^+_s \rightarrow \mu^+\mu^-$**
  - Blue markers and line

The graph includes data from various experiments such as CLEO, ARGUS, BaBar, UA1, L3, ATLAS, CMS, and LHCb. The data points for each experiment are plotted over the years, showing the trend in the measurements.