

GMO Research & AI to Exhibit at ESOMAR Congress 2026 in Valencia, Showcasing Consumer Panels Across Asia-Pacific

At Booth 11, the APAC-focused sample provider will present its AI Interview Panel for Japan and South Korea, and new Adaptive Quality Control

TOKYO, JAPAN, August 27, 2026 /EINPresswire.com/ -- GMO Research & AI, Inc. (Head office: Shibuya-ku, Tokyo; Representative: Executive Managing Director, Global : Yukiya Nagata, Executive Managing Director) today announced that it will exhibit at ESOMAR Congress 2026, held from September 1 to 4, 2026 at the Palacio de Congresos Valencia in Valencia, Spain. The company will be at Booth 11.

At the booth, the company will present its AI Interview Panel for AI-moderated qualitative research in Japan and South Korea, consumer panels across Asia-Pacific markets, and Adaptive Quality Control, which filters low-scoring respondents before survey entry.

Why This Matters for Research Buyers

Agencies and consultancies commissioning research across Asia-Pacific typically contract separate panel providers market by market, each with its own quality standards, privacy requirements and operational conventions. Reconciling them consumes project time before fieldwork begins.

GMO Research & AI sources respondents across APAC markets under a single contract and a single quality standard, while adapting panel operations to the regulations and practices of each market.

What Will Be on Display

1. AI Interview Panel (Japan and South Korea)

A panel built specifically for AI-moderated interview studies, giving research buyers a route to recruit respondents for qualitative work such as in-depth interviews at survey-scale volumes.

□ Interview modes: text, audio and video

□ Identity verification: all participants complete identity verification before joining

□ Dedicated membership: only members who have consented to AI-moderated interviews

□ Coverage: Japan and South Korea, with additional markets planned

2. Audience coverage across APAC

Panelists by market, as of July 2026:

- Japan — 37,519,000
- Indonesia — 3,188,000
- South Korea — 1,621,000
- Malaysia — 1,445,000
- Thailand — 1,047,000
- India — 856,000
- Philippines — 445,000
- Vietnam — 203,000
- Australia — 183,000
- Singapore — 50,000
- New Zealand — 12,000

And more

Full details are available in the company's Panel Book.

This includes six ASEAN markets — Indonesia, Malaysia, Thailand, the Philippines, Vietnam and Singapore — that can be fielded together under one contract.

3. Adaptive Quality Control (new)

Behavioral Scoring tracks response integrity beyond demographic attributes and blocks low-scoring respondents before survey entry.

It extends existing controls for detecting fraudulent and duplicate survey responses — proprietary "Ghost Completes" detection, checks for straight-lining, bots and speeders, duplicate management by cookie and email address, and trap questions — by moving screening ahead of fieldwork rather than relying on post-survey data cleaning.

4. Tailored Panel Management

Panel operations differ across Asian markets. GMO Research & AI follows local regulations and market practice in each country to keep data reliable.

Quality and Compliance

- ISO/IEC 27001:2022 (ISMS) certified
- P-Mark certified (Japanese personal information protection)
- ESOMAR 37 and ESOMAR 20 answers published

Meet Us at Booth 11

Visitors can bring a study in planning — target markets, incidence rate and required sample size — and receive an indication of feasibility on the spot.

Event Details

- Event: ESOMAR Congress 2026
- Dates: September 1–4, 2026
- Venue: Palacio de Congresos Valencia

□Address: Av. de les Corts Valencianes, 60, Pobles de l'Oest, 46015 València, Spain

□Booth: 11

□Event website: <https://esomar.org/events/congress-2026>

About GMO Research & AI, Inc.

GMO Research & AI, Inc. provides online consumer panels and research services across Asia-Pacific. The company is a member of the GMO Internet Group.

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