

SK TELECOM CO LTD

Form 6-K

October 04, 2007

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**SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**Form 6-K  
REPORT OF FOREIGN PRIVATE ISSUER  
PURSUANT TO RULE 13a-16 OR 15d-16 OF  
THE SECURITIES EXCHANGE ACT OF 1934  
FOR THE MONTH OF OCTOBER 2007**

**SK Telecom Co., Ltd.**

*(Translation of registrant's name into English)*

11, Euljiro2-ga, Jung-gu

Seoul 100-999, Korea

*(Address of principal executive offices)*

(Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.)

Form 20-F    Form  
          **p**        40-F **o**

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): **o**

*Note:* Regulation S-T Rule 101(b)(1) only permits the submission in paper of a Form 6-K if submitted solely to provide an attached annual report to security holders.

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): **o**

*Note:* Regulation S-T Rule 101(b)(7) only permits the submission in paper of a Form 6-K if submission to furnish a report or other document that the registration foreign private issuer must furnish and make public under the laws of the jurisdiction in which the registrant is incorporated, domiciled or legally organized (the registrant's home country), or under the rules of the home country exchange on which the registrant's securities are traded, as long as the report or other document is not a press release, is not required to be and has not been distributed to the registrant's security holders, and if discussing a material event, has already been the subject of a Form 6-K submission or other Commission filing on EDGAR.

Indicate by check mark whether by furnishing the information contained in this Form, the registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.    Yes **o**    No **p**

If **Yes** is marked, indicate below the file number assigned to the Registrant in connection with Rule 12g3-2(b): 82-

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Preliminary Results of Operations (Fair Disclosure)

EXHIBIT INDEX

SIGNATURES

EX-99.1 MONTHLY FACTSHEET 2 OCT 2007

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\*The following estimates are subject to change based on the actual results of our business performance.

**1. Details of Results of Operations**

| (Unit: in millions of Won,<br>%)              | Results of<br>Current Period                | Results of<br>Previous<br>Period      | Increase<br>(Decrease)<br>from<br>Previous<br>Period<br>(%) | Results of the<br>same<br>period in Fiscal<br>Year ended<br>December 31,<br>2006<br>(%) | Increase<br>(Decrease)<br>from the same<br>period in<br>Fiscal<br>Year ended<br>December 31,<br>2006<br>(%) |
|---|---|---------------------------------------|---|---|---|
| Operating Revenue                             | Current<br>Total                            |                                       |   |   |   |
| Operating Income                              | Current<br>Total                            |                                       |   |   |   |
| Ordinary Income                               | Current<br>Total                            |                                       |   |   |   |
| Net Income                                    | Current<br>Total                            |                                       |   |   |   |
| Wireless Subscribers                          | 21,606,000<br>(End of<br>September<br>2007) | 21,459,000<br>(End of August<br>2007) | 0.69%   | 20,032,000<br>(End of<br>September<br>2006)   | 7.86%   |
| ARPU (Average Revenue<br>per User)            | Won 44,009<br>(August 2007)                 | Won 44,081<br>(July 2007)             | (0.16%)   | Won 44,208<br>(August 2006)   | (0.45%)   |
| Average Wireless Internet<br>Revenue per User | Won 10,877<br>(August 2007)                 | Won 10,889<br>(July 2007)             | (0.11%)   | Won 11,063<br>(August 2006)   | (1.68%)   |
| Outgoing Voice MOU<br>(Minutes of Usage)      | 202 minutes<br>(July 2007)                  | 199 minutes<br>(June 2007)            | 1.51%   | 202 minutes<br>(July 2006)  | 0.00%   |

**2. Details of Disclosure**

Information provider:

SK Telecom IR Team

Target audience of disclosure:  
(Scheduled) information release  
date:

Securities analysts and institutional investors.  
The above Information will be released by  
email or at [www.sktelecom.com](http://www.sktelecom.com) after this  
disclosure is made.

Event (Location):

**3. Contact Details**

Person responsible for disclosure  
(Tel.):  
Inquiries relating to disclosure  
(Tel.):

Tae Jin Park, Head of IR Team  
(822-6100-2400)  
Jinmo Kim, Manager, IR Team  
(822-6100-1620)

**4. Other Relevant Matters:**

Please refer to the attached file for details.  
\*Related Disclosure:

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**EXHIBIT INDEX**

| <u>Exhibit No.</u> | <u>Description</u>                            |
|--------------------|---|
| 99.1               | Monthly Factsheet dated as of October 2, 2007 |

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

**SK Telecom Co., Ltd.**  
*(Registrant)*

By: /s/ Tae Jin Park  
*(Signature)*

Name: Tae Jin Park

Title: Vice President

Date: October 2, 2007