

SK TELECOM CO LTD

Form 6-K

March 09, 2007

**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 MARCH 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 40-F

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): \_\_\_\_\_

*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): \_\_\_\_\_

*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  No

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

**Preliminary Results of Operations (Fair Disclosure)**

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

**1. Details of Results of Operations**

				Results of the same period in Fiscal Year ended December	Increase (Decrease) from the same period in Fiscal Year ended December
(Unit: in millions of Won, %)	Results of Current Period	Results of Previous Period	Increase (Decrease) from Previous Period (%)	31, 2006 (%)	31, 2006 (%)
Operating Revenue	Current				
	Total				
Operating Income	Current				
	Total				
Ordinary Income	Current				
	Total				
Net Income	Current				
	Total				
Wireless Subscribers	20,561,000  (End of February 2007)	20,369,000  (End of January 2007)	0.94%	19,669,000  (End of February 2006)	4.54%
ARPU (Average Revenue per User)	Won 44,013 (January 2007)	Won 45,691 (December 2006)	(3.67%)	Won 43,225 (January 2006)	1.82%
Average Wireless Internet Revenue per User	Won 10,591 (January 2007)	Won 11,935 (December 2006)	(11.26%)	Won 11,782 (January 2006)	(10.11%)
Outgoing Voice MOU (Minutes of Usage)	207 minutes (December 2006)	203 minutes (November 2006)	1.97%	207 minutes (December 2005)	0.00%

**2. Details of Disclosure**

Information provider:

SK Telecom IR Team

Edgar Filing: SK TELECOM CO LTD - Form 6-K

Target audience of disclosure: Securities analysts and institutional investors.

(Scheduled) information release date: 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.): Tae Jin Park, Head of IR Team (822-6100-2400)

Inquiries relating to disclosure (Tel.): Jinmo Kim, Manager, IR Team (822-6100-1620)

**4. Other Relevant Matters:**

Please refer to the attached file for details.

\*Related Disclosure:

---

**EXHIBIT INDEX**

Exhibit No.	Description
99.1	Monthly Factsheet dated as of March 5, 2007

---

**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: March 8, 2007