SK TELECOM CO LTD Form 6-K August 06, 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 AUGUST 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
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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 o No þ
If Yes is marked, indicate below the file number assigned to the Registrant in connection with Rule 12g3-2(b):
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EXHIBIT INDEX

SIGNATURES

EX-99.1 MONTHLY FACTSHEET DATED AS OF AUG 3, 2007

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Preliminary Results of Operations (Fair Disclosure)

1. Details of Results of Operations

(Unit: in millions of Won, %) Operating Revenue Current Total Operating Income Current Total Ordinary Income Current Total Net Income Current Total Net Income Current Total	Results of Current Period	Results of Previous Period		Results of the seame period in Fiscal Year ended December 31, 2006 (%)	Increase (Decrease) from the same period in Fiscal Year ended December 31, 2006 (%)
Wireless Subscribers	21,387,000 (End of July 2007)	21,358,000 (End of June 2007)	0.14%	19,973,000 (End of July 2006)	7.08%
ARPU (Average Revenue per User)	Won 44,308 (June 2007)	Won 46,186 (May 2007)	(4.07%)	•	(1.06%)
Average Wireless Internet Revenue per User	Won 10,977 (June 2007)	Won 11,411 (May 2007)	(3.80%)	,	(6.60%)
Outgoing Voice MOU (Minutes of Usage)	211 minutes (May 2007)	204 minutes (April 2007)	3.43%	211 minutes (May 2006)	0.00%
2. Details of Disclosure	Information provider:		SK Telecom IR Team		
	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 after this disclosure is made.		
	Event (Location)	:			
3. Contact Details	Person responsible for disclosure (Tel.): Inquiries relating to disclosure		Tae Jin Park, Head of IR Team (822-6100-2400) Jinmo Kim, Manager, IR Team		
4. Other Relevant Matters:	(Tel.):	to disclosure	(822-6100-1620) Please refer to the attached file for details.		

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*Related Disclosure:

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

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EXHIBIT INDEX

Exhibit No. Description

99.1 Monthly Factsheet dated as of August 3, 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: August 3, 2007