

SK TELECOM CO LTD  
Form 6-K  
January 26, 2011

**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 JANUARY 2011**

**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- \_\_\_\_\_

**Business (Preliminary) Results**

\* The preliminary results shown in this table may differ from the final results

**1. Details**

Classification (unit : in million Won, %)		Current Term (fourth quarter of 2010)	Previous Term (third quarter of 2010)	Changes(%)	Year to Year	
					Comparison (fourth quarter of 2010)	Changes(%)
<b>Sales Amount</b>	<b>Current Results</b>	3,172,425	3,180,747	-0.26	3,100,103	2.33
	<b>Accumulative Results</b>	12,459,990	9,287,565		12,101,184	2.97
<b>Operating Income</b>	<b>Current Results</b>	453,138	519,323	-12.74	443,146	2.25
	<b>Accumulative Results</b>	2,034,992	1,581,855		2,179,337	-6.62
<b>Ordinary Income</b>	<b>Current Results</b>	434,894	479,621	-9.33	263,356	65.14
	<b>Accumulative Results</b>	1,816,854	1,381,960		1,657,343	9.62
<b>Current Net Profit</b>	<b>Current Results</b>	361,359	363,883	-0.69	244,235	47.96
	<b>Accumulative Results</b>	1,410,968	1,049,609		1,288,340	9.52

**2. Source of Data**

<b>Data Provider Provided for Date of Provision Related Event(Location)</b>	SK Telecom IR Team Analysts and Institutional Investors January 25, 2011 / 17:00 Conference Call for the year ended December 31, 2010 (SK Telecom Headquarter, Conference Room)
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**3. Contact Information**

<b>Supervisor Organizer</b>	Kiwook Lee (6100-1509) Kyung Hwan Chung (6100-1635) Woo Sun Cho (6100-1638)
<b>Organizing Team</b>	

**Forward-Looking Statement Disclaimer**

The material above contains forward-looking statements. Statements that are not historical facts, including statements about our beliefs and expectations, are forward-looking statements. These statements are based on current plans, estimates and projections, and therefore you should not place undue reliance on them. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the our actual results or performance to be materially different from any future results or performance expressed or implied by such forward-looking statements. We do not make any representation or warranty, express or implied, as to the accuracy or completeness of the information contained herein, and nothing contained herein is, or shall be relied upon as, a promise or representation, whether as to the past or the future. Forward-looking statements speak only as of the date they are made, and we undertake no obligation to update publicly any of them in light of new information or future events. Additional information concerning these and other risk factors are contained in our latest annual report on Form 20-F and in our other filings with the U.S. Securities and Exchange Commission.

**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/ Kiwook Lee

*(Signature)*

Name: Kiwook Lee

Title: Senior Vice President

Date: January 25, 2011