

# SECURITIES AND EXCHANGE COMMISSION

## FORM 6-K

Current report of foreign issuer pursuant to Rules 13a-16 and 15d-16 Amendments

Filing Date: **2013-01-28** | Period of Report: **2013-01-28**  
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### FILER

#### SK TELECOM CO LTD

CIK: **1015650** | IRS No.: **999999999** | Fiscal Year End: **1231**  
Type: **6-K** | Act: **34** | File No.: **333-04906** | Film No.: **13550084**  
SIC: **4812** Radiotelephone communications

#### Mailing Address

11, EULJIRO2-GA  
JUNG-GU  
SEOUL M5 100-999

#### Business Address

11, EULJIRO2-GA  
JUNG-GU  
SEOUL KOREA M5 100-999  
82-2-6100-1639

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**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

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**Form 6-K**

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**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 2013**

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**SK Telecom Co., Ltd.**

(Translation of registrant's name into English)

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**11,Euljiro2-ga, Jung-gu  
Seoul 100-999, Korea**

(Address of principal executive offices)

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(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 whether the registrant by furnishing the information contained in this Form 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- .)

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**SK Telecom Co., Ltd. (“SK Telecom”) plans to hold a conference call for the 2012 4Q earnings results as follows:**

1. Agenda

2012 4Q Earnings Results

Q&A Session

2. Date and Time

February 5, 2013, 4:00 PM (Seoul Time)

3. Place

Conference Room, SK Telecom

4. Participants

Analysts and Institutional Investors

5. Web-casting Audio Service

Those of you who would like to listen real-time or archived of the call, please access our IR website

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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.**

By: /s/ Soo Cheol Hwang

Name: Soo Cheol Hwang

Title: Senior Vice President

Date: January 28, 2013