

SK TELECOM CO LTD  
Form 6-K  
October 31, 2012

1934 Act Registration No. 1-14418

# 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 2012

## 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)

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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- .)

**SK Telecom Co., Ltd. ( SK Telecom ) plans to hold a conference call for the 2012 3Q earnings results as follows:**

1. Agenda

2012 3Q Earnings Results

Q&A Session

2. Date and Time

November 6, 2012, 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

**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: October 30, 2012