

[ABSTRACT]

A danger notification device (40) includes a traffic state indicator acquisition unit (410) configured to acquire a traffic state indicator of a road segment from a traffic state database, a danger prediction unit (420) configured to predict a degree of danger
5 indicating occurrence probability of a traffic accident in the road segment on the basis of the traffic state indicator, and an alert information transmission unit (450) configured to transmit alert information to at least one of an on-board unit mounted on a vehicle and a portable terminal carried by a pedestrian, located in the road segment, when the danger prediction unit determines that the degree of danger of the road segment is equal to or
10 greater than a predetermined reference value.